

Centennial of Flight Commission Logo

Color Usage and Authorized Backgrounds

Full-color on white background

Document name: Cymklogo.eps



Full-color on white background

Use this logo for 4-color process or equivalent printing. Cymk builds are resident in the electronic document. Trapping and transfer functions are required to be set by the printer.

Do not convert to grayscale or alter in any way; use appropriate two-color or grayscale logo version instead.

Not intended for Web usage; see Commission

Full-color on black background

Document name: CymklogK.eps



Full-color on black background

Use this logo for 4-color process or equivalent printing on black background only. Cymk builds are resident in the electronic document. Trapping and transfer functions are required to be set by the printer.

Do not place on background other than black or extremely dark cymk build.

Not intended for Web usage; see Commission

Two-color on white background

Document name: 2cStLogo.eps

PMS 541 (blue)
PMS 470 (brown)



Two-color on white background

Use this logo for two-color printing on coated or uncoated paper. PMS ink colors are resident in the electronic document. Trapping and transfer functions are required to be set by the printer.

Approved PMS colors are blue, PMS 541, and brown, PMS 470.

Do not convert to grayscale or alter in any way; use appropriate grayscale logo version instead.

Grayscale on white background

Document name: GrayLogo.eps



Grayscale on white background

Use this logo for black-only printing if the printer can reproduce gray values successfully. If the quality of grayscale printing can not be guaranteed, use the black-only logo (document name: Blaclogo.eps) shown on the next page. Can be used on coated or uncoated paper.

Not intended for Web usage; see Commission Webmaster for approved Web logo version.

Grayscale on black background

Document name: GrayLogK.eps



Grayscale on black background

Use this logo for black-only printing, on black backgrounds, if the printer can reproduce gray values successfully. If the quality of the printing can not be guaranteed, do not print on a black background. Can be used on coated or uncoated paper.

Not intended for Web usage, see Commission Webmaster for approved Web logo version.

Centennial of Flight Commission Logo Minimum Size and Spacing

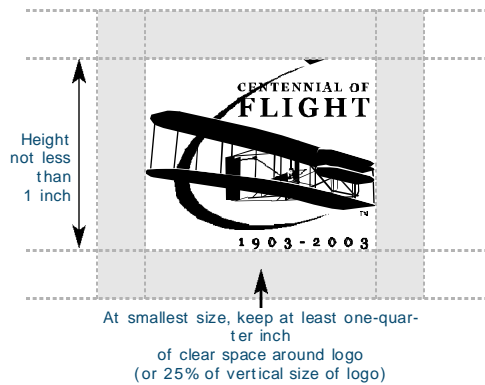
Black-only on white background
When other logo versions cannot be used successfully, solid black can be used (on white backgrounds only).

Minimum Size Allowed

The smallest acceptable size of any version of the logo is 1 inch, (vertically), as measured in the diagram shown at the right.

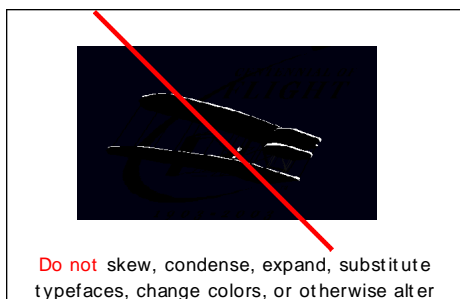
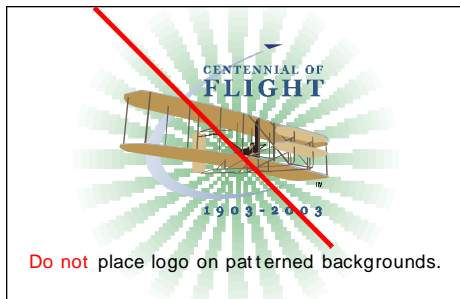
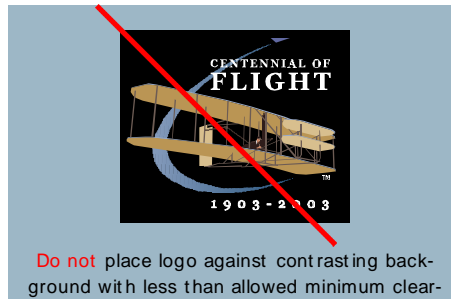
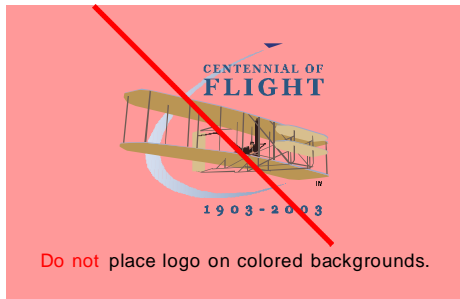
Minimum Spacing Allowed

The smallest acceptable space around any version of the logo is 25% of the vertical



Black-only on white background
Document name: Blaclogo.eps

Centennial of Flight Commission Logo Unacceptable Usage



Usage to Avoid

Correct usage of the logo is important for building recognition of the Centennial of Flight Commission's identity and for the protection of trademark rights. Here are several typical mistakes to be avoided.

Centennial of Flight Commission Logo Typography and Font Usage

<p>Helvetica Condensed Family</p>	<p>Helvetica Light Condensed abcdefghijklmnopqrstuvwxyz1234567890,.;:””?! ABCDEFGHIJKLMNOPQRSTU- VWXYZ1234567890,.;:””?!</p> <p>Helvetica Condensed abcdefghijklmnopqrstuvwxyz1234567890,.;:””?! ABCDEFGHIJKLMNOPQRSTU- VWXYZ1234567890,.;:””?!</p> <p>Helvetica Medium Condensed abcdefghijklmnopqrstuvwxyz1234567890,.;:””?! ABCDEFGHIJKLMNOPQRSTU- VWXYZ1234567890,.;:””?!</p> <p>Helvetica Bold Condensed</p>
<p>Georgia Family</p>	<p>Georgia abcdefghijklmnopqrstuvwxyz1234567890,.;:””?! ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890,.;:””?!</p> <p><i>Georgia Italic</i> <i>abcdefghijklmnopqrstuvwxyz1234567890,.;:””?! ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890,.;:””?!</i></p> <p>Georgia Bold abcdefghijklmnopqrstuvwxyz1234567890,.;:””?! ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890,.;:””?!</p> <p><i>Georgia Bold</i> <i>abcdefghijklmnopqrstuvwxyz1234567890,.;:””?! ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890,.;:””?!</i></p>

Centennial of Flight Commission Logo

This publication provides guidelines for correct usage of the Centennial of Flight Commission (COFC) logo. Usage needs that are not defined in this publication must be reviewed and approved separately by the Commission.

The Commission’s identity is defined by these logos and their correct and consistent usage. Successful brand recognition will be reinforced by consistent design application, and the use of limited

color versions will maximize the logo’s impact. This publication provides basic tools to maintain the integrity of the COFC look, and includes the following key elements: the logo, logo color versions, approved colors, background contrast, usages to avoid, and typography and font usage.

The COFC logo should be reproduced only from original electronic files available from the Commission. Licensing



authorization should accompany these files and under no circumstances can the logo be used without the formal written consent of the Commission.

Following these simple guidelines will continue to create a consistent and professional look for the Commission.

For more information, please contact:

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Centennial
Of Flight
Commission



Graphic
Standards