



BRAND STYLE GUIDE

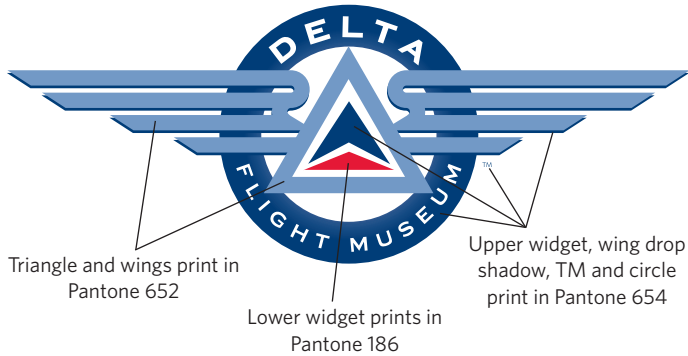
CONTENTS

LOGO	1
LOGO USAGE.....	2
CLEARANCE	2
SIZING	2
MISUSE	2
COLOR PALETTE.....	3
FONT.....	4
SPONSOR LOGO LOCK-UP.....	5-6
HISTORIC DELTA LOGO USE.....	7
DESIGN SAMPLES	8-9
MERCHANDISE SAMPLES	10
TERMINOLOGY: FILE & COLOR FORMATS.....	11
WHERE CAN I GET A LOGO FILE?	12

LOGO

It is preferred that the Delta Flight Museum (DFM) logo be used in full color, as shown below. However, select single color versions are acceptable, as shown to the right.

FULL COLOR



The full color version of the Delta Flight Museum logo prints in Pantone 654, Pantone 652 and Pantone 186.

SINGLE COLOR



100% Pantone 654

DELTA FLIGHT MUSEUM



100% Black

DELTA FLIGHT MUSEUM

The DFM logo is shown below in solid white on a color background. The color backgrounds shown below are examples, and it is preferred that the logo appear in white only against one of the colors from the official Color Palette shown on page 3. However, it is permissible to use a background color other than the official color palette provided that the color is dark enough to provide a suitable amount of contrast to make the logo legible.



Solid white on Pantone 654 background

DELTA FLIGHT MUSEUM



Solid white on black background

DELTA FLIGHT MUSEUM



Solid white on Pantone 186 background

DELTA FLIGHT MUSEUM

Note: The Pantone colors shown in this document are not 100% accurate, as they were not printed with actual Pantone inks. Please refer to a Pantone Color Formula Guide for an accurate color representation.

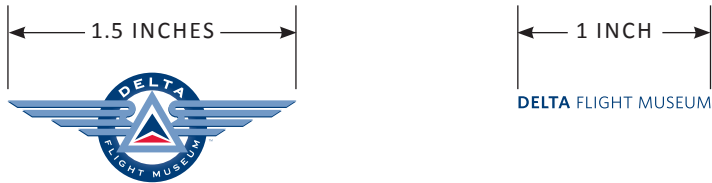
LOGO USAGE

CLEARANCE



In order to give the DFM logo maximum legibility and ensure that it will not be obscured or diminished by other elements, please allow for an area of clearance around the entire logo. The distance of clearance should be equal to the height of the triangle as shown above.

SIZING



The DFM logo should not be used in any circumstance where the logo is shorter than 1.5" wide or 1" wide (for the font only version) as shown. Producing the logo at a size smaller than these will jeopardize the integrity of the DFM brand.

LOGO MISUSE

Illustrated below are several examples of ways NOT to use the DFM logo. In an effort to maintain the brand integrity, do not alter the logo from what you see on page one of this brand style guide.

Never change the logo color.



Never alter the logo font.



Never alter the proportions of the logo.



Never place the logo over a photo, textured background, or colored background where there will not be a sufficient amount of contrast to make the logo legible.



COLOR PALETTE

PRIMARY COLOR



PANTONE
654

CMYK = 100%C / 67%M / 0%Y / 38%K
 RGB = 0R / 61G / 121B
 WEB = 003D79

SECONDARY COLORS



PANTONE
652

CMYK = 50%C / 25%M / 0%Y / 10%K
 RGB = 115R / 153G / 198B
 WEB = 7399C6



PANTONE
186

CMYK = 0%C / 100%M / 81%Y / 4%K
 RGB = 227R / 24G / 55B
 WEB = E31837

TERTIARY COLORS



PANTONE
291

CMYK = 37%C / 8%M / 1%Y / 0%K
 RGB = 154R / 202G / 235B
 WEB = A4D7F4



PANTONE
632

CMYK = 75%C / 26%M / 21%Y / 0%K
 RGB = 55R / 151G / 182B
 WEB = 3797B6



PANTONE
121

CMYK = 0%C / 14%M / 78%Y / 0%K
 RGB = 255R / 215G / 86B
 WEB = FFD756



PANTONE
423

CMYK = 0%C / 0%M / 0%Y / 44%K
 RGB = 138R / 140G / 140B
 WEB = 9FA1A4



PANTONE
1665

CMYK = 0%C / 68%M / 100%Y / 0%K
 RGB = 226R / 67G / 1B
 WEB = F37321

Note: The Pantone colors shown in this document are not 100% accurate, as they were not printed with actual Pantone inks. Please refer to a Pantone Color Formula Guide for an accurate color representation.

FONT

PRIMARY FONT

The Whitney font family is the primary font for the DFM and is an essential part of its brand identity. Over time and through consistent use, the proper font usage will help to strengthen the DFM brand.

WHITNEY LIGHT, *LIGHT ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WHITNEY BOOK, *BOOK ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WHITNEY MEDIUM, *MEDIUM ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WHITNEY BOLD, *BOLD ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY FONT

The Calibri font family is the secondary font for the DFM and should be used only when Whitney is not available.

CALIBRI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALIBRI ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALIBRI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALIBRI BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SPONSOR LOGO LOCK-UP

When combining the DFM logo with a sponsor logo, it is preferred that both logos have equal prominence. In order to obtain this balance, it may be necessary to use the type version of the DFM logo (shown on the bottom of this page) as opposed to the primary DFM logo. Additional examples of proper usage and balance are shown on page 6.

HORIZONTAL FORMAT

The sponsor logo and the DFM logo are separated by a center line, which is a 1 pt. rule that prints in Pantone 654. The height of the center line should be equal to the tallest logo in the lock-up.



The two logos should be placed an equal distance from the center line. This distance should equal the width of the dark blue upper widget in the DFM logo.

The sponsor logo and the DFM logo are separated by a center line, which is a 1 pt. rule that prints in Pantone 654. The height of the center line should be equal to the tallest logo in the lock-up.



The two logos should be placed an equal distance from the center line. This distance should equal the width of the letter "A" in "DELTA."

VERTICAL FORMAT

The sponsor logo and the DFM logo are separated by a center line, which is a 1 pt. rule that prints in Pantone 654. The width of the center line should be equal to the width of the DFM logo.



The two logos should be placed an equal distance from the center line. This distance should equal the height of the dark blue upper widget in the DFM logo.

The sponsor logo and the DFM logo are separated by a center line, which is a 1 pt. rule that prints in Pantone 654. The width of the center line should be equal to the width of the DFM logo.



The two logos should be placed an equal distance from the center line. This distance should equal the height of the letter "A" in "DELTA."

SPONSOR LOGO LOCK-UP CONTINUED

PROPER USAGE EXAMPLES

Metro Atlanta Chamber 

DELTA FLIGHT MUSEUM



LOGO MISUSE

Illustrated below are several examples of ways NOT to use the DFM sponsor logo lock-up. In addition to these examples, adhere to the guidelines for proper use of the DFM logo.

Never alter the DFM brand colors to match the sponsor's brand.



Never present the logos with unequal prominence.



Never present the logos without the center line.



Never alter the color of the center line.



HISTORIC DELTA LOGO USE

Due to the historic nature of past Delta logos, it is not permissible to alter them in any manner. If you need to use a particular logo, please contact Marie Force, Archives Manager, Delta Flight Museum at marie.force@delta.com for assistance and approval. All historic logos can be found at deltamuseum.org.



1929



1930



1934 - 1951



1935



1945 - 1953



1953 - 1955



1955 - 1959



1959



1959 - 1965



1962 - mid 1960s



1962 - 1993



1976 Bicentennial



1985 - 1991



1987 - 1993



1993 - 1995



1995 - 2000



2000 - 2004



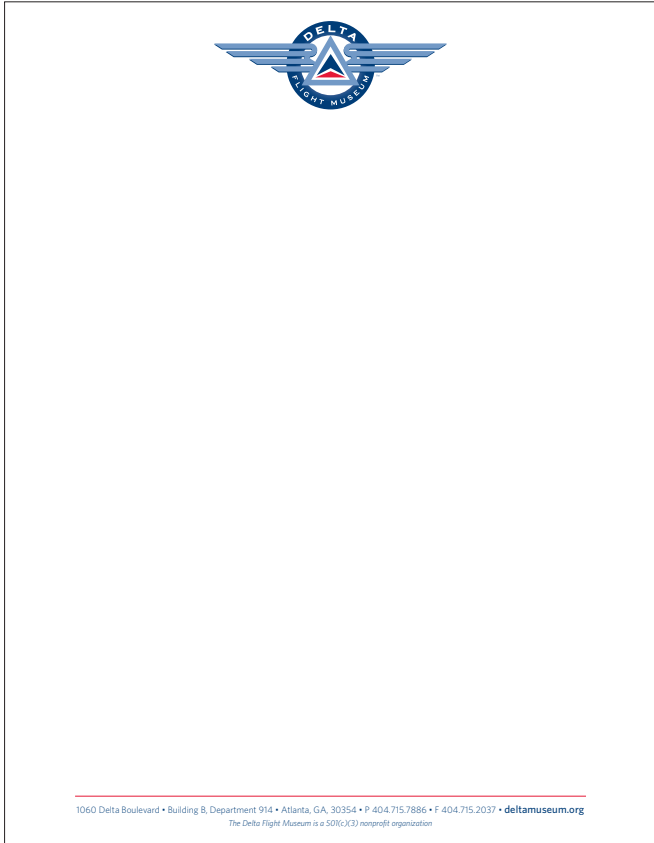
2004 - 2007



2007 - Present

DESIGN SAMPLES

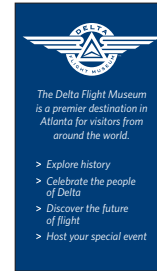
Samples shown are not to scale.



Letterhead



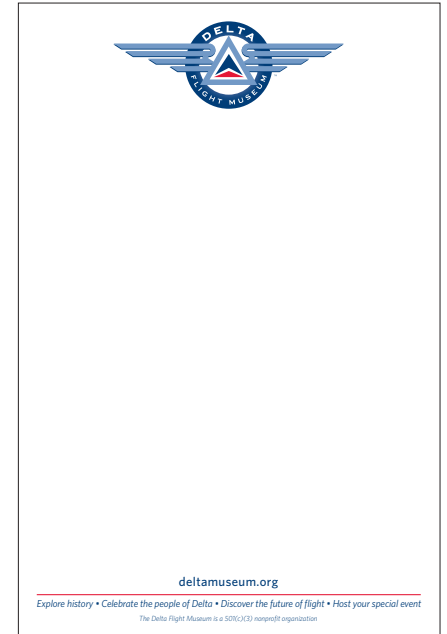
Business Card/Front



Business Card/Back



#10 Business Envelope



Note Pad

DESIGN SAMPLES CONTINUED

Samples shown are not to scale.



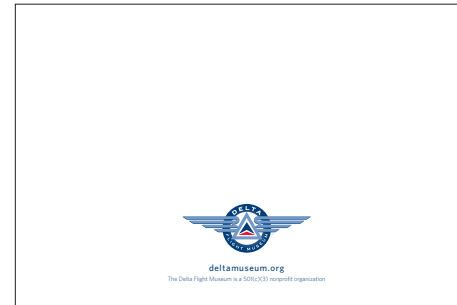
Note Card/Front



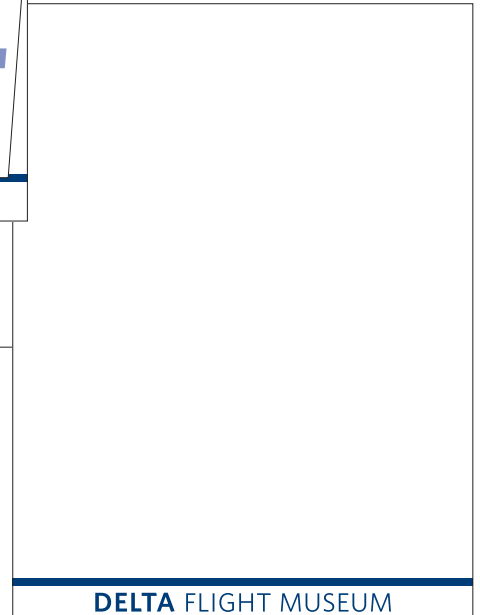
Note Card/Back



Note Card/Front



Note Card/Back



Note Card/Inside

MERCHANDISE SAMPLES

The examples shown here illustrate the application of the DFM logo to promotional merchandise.

When applying the DFM logo to promotional items, please follow these rules:

- Always apply the DFM logo in one of the approved colors.
- Maintain the quality and resolution of the DFM logo regardless of the production method (e.g., printing, embroidery).
- Never place the signature within a shape or on a patterned background.
- Size the DFM logo appropriately in relation to the item for maximum visibility.

The selection and quality of promotional items says a lot about our brand. Therefore, it is important to select items that align with our desired brand personality.

The examples shown on this page are for demonstration purposes only.



TERMINOLOGY

FILE FORMAT

What is high-resolution?

A high-resolution (high-res) file is typically a file that is 300 dpi at 100% of the image size needed. In general it's better to have a file that is too big rather than too small because you can reduce a file but not enlarge it. For instance, if you have an image that is 300 dpi, but only 0.5 inches wide by 0.5 inches high, and you need to enlarge it to six inches by six inches, the pixels won't hold and the image will become blurry.

What is a vector file?

A vector file is something that has been physically drawn on a computer with the use of points, lines and curves (think logo design). It's the opposite of a raster file, which is composed entirely of pixels (think photo). The advantage of a vector file is that it can be reduced or enlarged to any size and still retain a sharp, crisp appearance. A raster file will eventually pixelate and become blurry when it is enlarged too much.

EPS and Ai: A vector-based, editable file format created with Adobe Illustrator.

JPEG: A compressed raster image format primarily used for on-screen display. Cannot be re-edited or scaled up arbitrarily without loss of quality.

GIF: A raster image format that is limited to 256 colors. Suitable for storing graphics with few colors, such as simple diagrams and shapes. Cannot be re-edited or scaled up arbitrarily without loss of quality.

PNG: Similar to a GIF but it supports 16 million colors and allows for the display of transparent backgrounds. It is a raster format that cannot be re-edited or scaled up arbitrarily without loss of quality.

When to use which file?

EPS and Ai: The number one choice for anything being printed. Also good for web-based graphics.

JPG: Great for web use, as well as Word, PowerPoint and Prezi.

GIF: Great for web and email use, as the file size is small.

PNG: Great for web and email use, as well as Word, PowerPoint and Prezi (this file format is capable of having a transparent background).

COLOR FORMAT

CMYK: (Cyan, Magenta, Yellow, Black) - Think photograph or full-color magazine. Referred to as process color or four color, it is used in most color printing. Most digital printing, including color copiers, use a CMYK format for color reproduction. CMYK can also be used for traditional offset printing.

RGB: (Red, Green, Blue) - Think web/digital. This is the representation of color for display of images in electronic systems such as TVs and computers.

Pantone Matching System: (PMS) - Think business card or brochure. Pantone is an industry standard system of inks developed so that a printer using Pantone 541 in Atlanta produces the same color as a printer using Pantone 541 in Los Angeles. PMS colors are primarily used in traditional offset printing.

WHERE CAN I GET A LOGO FILE?

To obtain the Delta Flight Museum logo file and for questions about logo use, please contact the Museum staff at museum.delta@delta.com.

PRINTER INFORMATION

The preferred printer for Delta Flight Museum materials is Martino-White Printing, Inc. Please contact Dennis Martino at dennis@martinowhite.com.