



**SAN ANTONIO  
AIRPORT SYSTEM**

# **2022 BRANDING GUIDELINES**

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### VISION

An Authentic and Elevated Travel Experience

### MISSION

Delivering the San Antonio Experience through  
Transformation and Talent

### GOALS

Our People. Excellence. Growth. Engagement

In an effort to unify the City of San Antonio with a **“One Voice, One Brand”** approach, all designated COSA departments were requested to incorporate the City’s quatrefoil as a core identity element. Each COSA department that provides communication—both internal and external — had the opportunity for their respective logos/icons, to be redesigned as a way to foster a unified approach and to communicate each department’s inimitable distinction, personality and uniqueness. Each department worked through a process that culminated into a finished design developed from the following principles:

## ADAPTATION DESIGN

The mark is a respective department’s existing logo has been redesigned—or adapted—to fit the core quatrefoil element.

## INTEGRATED DESIGN

These design concepts define each department as a subset of an integral part of the overall COSA brand. All are symmetrically balanced. Any interface with the department’s logo celebrates its purpose within the unit and strengthens the overall COSA brand.

## OFFICIAL DESIGN

The mark reflects the use of San Antonio’s quatrefoil element seen throughout the old Spanish Mission’s architecture and murals.



## UNIQUE DESIGN

The design concept illustrates aspects of the departments’ mission, either literally or symbolically.

The represented logo mark presents the final phase of the COSA Identity Project.

## INTRODUCTION

The consistent and correct usage of our department logos is important to ensure the success of clear communication and to maintain brand integrity. This manual contains guidelines, rules, and examples for the correct use of the logo throughout all aspects of our communications.

It is important to read and understand the logo guidelines before downloading and using the City of San Antonio Aviation Department (SAAD), San Antonio Airport System (SAAS), San Antonio International Airport (SAT), Stinson Municipal Airport (SSF), and City of San Antonio (COSA) logos.

The branding guidelines will provide the visual assistance needed to accurately use the logos. In addition, the airport's Marketing team can provide assistance with applications that require further detail.

**The City of San Antonio Aviation Department (SAAD), San Antonio Airport System (SAAS), San Antonio International Airport (SAT), Stinson Municipal Airport (SSF) logos** are to only be used in their authorized form as described in the branding guidelines and **MUST NOT** be compromised by the addition or subtraction of features or the use of colors, and fonts other than those specified.

For questions or additional information on these guidelines, your specific application, or usage of the branding, please contact:

**Air Service Development and Marketing Division**  
**Attn: Audrey Rodriguez-Vallejo | (210.207.3864**  
**[Audrey.Rodriguez@sanantonio.gov](mailto:Audrey.Rodriguez@sanantonio.gov)**

## PRIMARY LOGO

Our brand logo is defined by the quatrefoil mark encapsulating an iconic graphic unique to our department. The relationship between the mark and the graphics are fixed and they **should not be altered in any way**.

The letter forms of the brand logo have been carefully drawn and kerned based on the strengths of our typeface. **Do not modify** the typeface or color palette under any circumstances. Our brand logo must be **consistently** used following the guidelines of this manual in all printed and online communications.

The logo, San Antonio Airport System (SAAS) is the primary logo for external use. The City of San Antonio Aviation Department (SAAD) is for internal use with other COSA departments.

## TAGLINE: FLY EASIER. FLY SAN ANTONIO

The tagline is an expression of dedication to our values, positioning and competitive benefits to every traveler. Directly born out of focus group sentiments, this tagline combines strategic messaging that strengthens the connection with servicing the 7th largest city in the U.S.

- Allows SAT to focus on core current strengths
- Creates strong positioning against regional competition
- Provides direction for strong PR content
- Extremely ownable for both local and national positioning
- Acts as guardrails for potential improvements



Fly Easier.  
Fly San Antonio.

## TAGLINE USAGE

The tagline works with our logo to create a distinct way to recognize us and support what SAAS and SAT stands for. There are two tagline configurations available, but should only be used when using the logo is not possible.

Minimum size:

25" to .125" high for print, and 25 to 15 pixels high for digital.

Tagline Stacked

Myriad Regular 14 pt / Leading 18 pt

**Fly Easier.  
Fly San Antonio.**

Tagline Landscape

Myriad Regular 14 pt / Leading 18 pt

**Fly Easier. Fly San Antonio.**

## PRIMARY LOGO: AREA OF ISOLATION & SIZING

To protect the visual integrity and legibility of our brand logo, please follow these layout guidelines:

1. To be used when promoting the Aviation department as whole.
2. Allow for ample white space (free of text and/or graphics) around the logo as shown.
3. Do not reproduce the logo at smaller than the recommended minimum size.
4. Sizing guidelines apply to all variations of the logo.



S = the height of the letters on the top line.

## ALTERNATIVE LOGO USAGE

Some applications may require an alternative logo configuration (horizontal) to be used for the following:

- In internal publications (i.e. newsletters and memorandums) is available as an alternative logo
- Online/digital advertising media (i.e. banners, skyscrapers, towers, e-mail)
- Allow for ample white space (free of text and/or graphics) around the signature as shown
- Do not reproduce the signature at smaller than the recommended minimum size
- Sizing guidelines apply to all variations of the logo

2.5" MINIMUM SIZE



FULL COLOR



BLACK & WHITE



FULL COLOR WITH REVERSED LETTERS



## LOGO VARIATIONS USAGE

SAT logo is used only when promoting SAT. SAAS is used when promoting SAT and SSF together as one entity.

- Advertisements promoting SAT
- Websites promoting SAT
- Sponsorships or event oriented branding
- Social media channels
- Banners, signage and posters promoting SAT
- Brochures promoting SAT
- Presentations
- Handouts, flyers and event programs
- Other websites and promotional videos
- Stickers, labels and pins
- SAT vehicles
- SAT promotional hats, shirts and apparel
- SAT ID badges
- Stationery

FULL COLOR STACKED



FULL COLOR HORIZONTAL



BLACK & WHITE HORIZONTAL



FULL COLOR STACKED



FULL COLOR HORIZONTAL



BLACK & WHITE HORIZONTAL





# PRIMARY COLOR PALETTE

The brand’s approved color palette includes a combination of colors that are known for representing knowledge, power, integrity, seriousness, and elegance. The color palettes provided for the Aviation Department logos must be reproduced using only the following color separations and may be used with supporting colors for communication pieces.

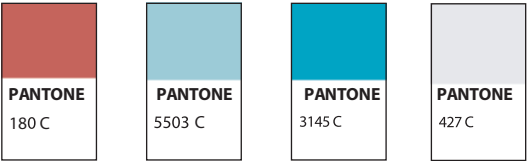
*Note: the logo can be converted to white when the background requires it, i.e.. black cap and white logo.*

## PRIMARY COLORS (COATED)



The primary colors of maroon and charcoal are to be used strongly and purposefully, while the brown acts as an accent to the maroon.

## SECONDARY COLORS (COATED)



The secondary colors are for small burst of color to be used as accents and provide a soft contrast to the strong primary colors.

Each color featured in our logo palette has been selected for its ability to visually reinforce specific attributes of our brand. By using this color palette consistently, a recognizable look and feel for the City of San Antonio brand is established. Use the approved PANTONE® colors or CMYK builds indicated in this manual for reproduction of the logo. RGB values (for Web) are also provided. Never alter the assigned colors or values for any reason. Please note the color samples shown in this document are for reference only and should not be matched for final artwork.

**Note: CMYK and RGB colors have been designed differently to reflect a closer color match to Pantone color system.**

Hex Code	CMYK	RGB (Screen)
Maroon #8B0E04	C0 / M97 / Y100 / K50	R139 / G14 / B4
Brown #551900	C0 / M73/ Y100 / K80	R85/ G25 / B0
Charcoal #414042	C0 / M0 / Y0 / K90	R64 / G65 / B66
Pink #C3403D	C17 / M89 / Y80 / K6	R195 / G64 / B61
Light Turquoise #A1CBC9	C37 / M7 / Y21 / K0	R161 / G203 / B201
Turquoise #0393A4	C82 / M25 / Y32 / K1	R3 / G147 / B164
Light Grey #E6E7E8	C0 / M0 / Y0 / K10	R230 / G231 / B232

## PRIMARY FONTS

San Antonio Airport System, San Antonio International Airport, and Stinson Municipal Airport materials feature two distinct fonts approved for usage as required to support San Antonio Airport division brand elements. The fonts featured in the city logo's typography family have been selected to reinforce a clean, friendly and established image. All weights shown here are available for use. Do not introduce any other weights or styles within each typeface.

### **Myriad Pro Bold Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789**

**HEADLINES &  
SUBHEADS**

### Myriad Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789

**SECONDARY TEXT &  
CALL TO ACTIONS**

Approved family alternates:

*Myriad Pro Condensed Italic*

*Myriad Pro Bold Condensed Italic*

## COLOR LOGO ON A BACKGROUND

It is acceptable to use the full color logo on a white background or light background that provides sufficient contrast. Never use the color logo on a background color that interferes with the legibility of the logo.

**NOTE:** Do not reproduce the logo smaller than the recommended minimum size of 2.5" wide.

**Sizing guidelines apply to all variations of the logo.**

## LOGO ON A BACKGROUND OR PHOTO

Use of the color logo on a photographic background texture is acceptable, with the use of a soft black drop shadow. Never use the color logo on a background image that interferes with the legibility of the logo. Never use a hard line drop shadow, it is too distracting to the quatrefoil shape.

## BLACK & WHITE LOGO ON A BACKGROUND

Use the black & white logo on a background that provides sufficient contrast. It is acceptable to reverse the type on a background, provided the background provides sufficient contrast & does not exceed 50% black. Never use the black and white logo on a black background.



Acceptable



Unacceptable



Acceptable



Unacceptable



Acceptable



Unacceptable

## INCORRECT LOGO USAGE

To ensure a consistent representation of our brand logo, please follow the following rules:

1. Always use approved digital artwork.
2. Do not alter the quatrefoil or logo type electronically.
3. Insist on the best reproduction methods to ensure logo quality and consistency.



CITY OF SAN ANTONIO  
**AVIATION DEPARTMENT**

*Do not use shape as a stand  
alone graphic element!*



CITY OF SAN ANTONIO  
**AVIATION DEPARTMENT**

*Do not alter the specified  
color palette!*



CITY OF SAN ANTONIO  
**AVIATION DEPARTMENT**

*Do not stretch or condense  
the logo unproportionally!*



CITY OF SAN ANTONIO  
**AVIATION DEPARTMENT**

*Do not tilt or rotate the logo!*



CITY OF SAN ANTONIO  
**AVIATION DEPARTMENT**

*Do not enclose the logo  
in a shape!*



CITY OF SAN ANTONIO  
**AVIATION DEPARTMENT**

*Do not use the logo  
on patterned background!*

## APPROVED SAT LOGO USAGE

These airport logos have been designed for specific uses to maintain consistency and the integrity of our brand.

1.



2.



3.



4.



5.



6.



7.



8.



Logos above are used when promoting these SAAS Programs

1. Stinson Airport 2. Airport Ambassador 3. SAT Student Fellowship 4. SAT Pups & Planes Therapy Dog  
5. SAAS Employee Information System 6. SAT Music Live 7. The Art Galleries @ SAT 8. SAT Cultura



9. SAT Parking & Grounds Transportation 10. SAT Park Shuttles 11. SAT Guaranteed Parking Program 12. SAAS Security Partners 13. SAAS Weinman Awards: Employee Recognition Program 14. Solution Box 15. SAAS University 16. SAAS Wellness Program 17. SAT Security 18. SAAS Safety Management 19. FOD Squad 20. SAAS Environmental

# COMMUNICATION FORMATS

It is necessary to maintain consistency of the communication format throughout the Aviation Department consistency which will increase name awareness. These consistencies must be applied on letterheads, business cards, #10 business envelopes, note cards, and memo pads.

For letterhead use, each division should use the template with the correct address footer; division names should be incorporated in signature block.



#10 Business Envelope



Standard Letterhead



**SAN ANTONIO  
INTERNATIONAL AIRPORT**

9800 AIRPORT BLVD.  
SAN ANTONIO, TX 78216  
T: 210.207.5AIA (7342)  
F: 210.207.3500



**San Antonio**  
International Airport  
9800 Airport Blvd. | Mezzanine A  
San Antonio, TX 78216

SAT #10 Business Envelope

**VISION**

An authentic  
and elevated  
travel experience

**MISSION**

Delivering  
the San Antonio  
experience through  
transformation  
and talent

**GOALS**

Our People  
Excellence  
Growth  
Engagement

Standard SAT Letterhead



**CITY OF SAN ANTONIO  
STINSON MUNICIPAL AIRPORT**

8535 MISSION ROAD #200  
SAN ANTONIO, TX 78214  
T: 210.207.1800  
F: 210.207.1806



**City of San Antonio**  
Stinson Municipal Airport  
8535 Mission Road | Ste. 200  
San Antonio, TX 78214

SSF #10 Business Envelope

**VISION**

An authentic  
and elevated  
travel experience

**MISSION**

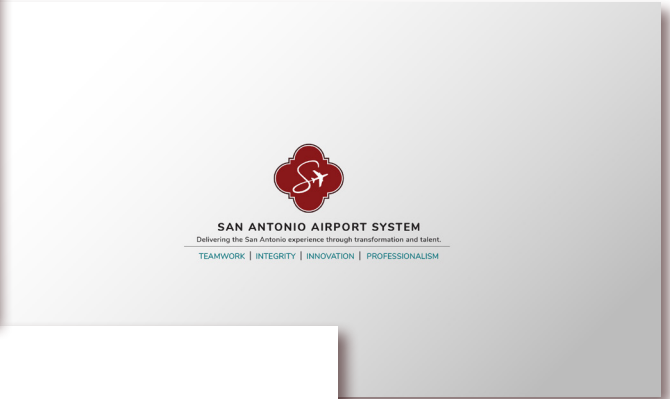
Delivering  
the San Antonio  
experience through  
transformation  
and talent

**GOALS**

Our People  
Excellence  
Growth  
Engagement

Standard SSF Letterhead





SAAS Powerpoint Template





Standard Notepad



Standard Thank You Card & A7 Envelope



Standard Meeting Notepad

## Primary E-mail Signature

The primary email signature block is a final piece of any email message. It should have all your contact information as well as communicate our brand.

**Your Name Here**

*Your Job Title*

**San Antonio International Airport**

9800 Airport Blvd., Mezzanine A  
San Antonio, TX 78216

**Office:** 210.123.4567 | **Cell:** 210.123.4567

**Fax:** 210.123.4567 | **Cust. Service:** 210.123.4567



**SAN ANTONIO  
AIRPORT SYSTEM**

### OUR VISION

An authentic and elevated travel experience.

### OUR MISSION

Delivering the San Antonio experience through transformation and talent.



[FLYSANANTONIO.COM](http://FLYSANANTONIO.COM)

## E-mail Reply Signature

A Reply Signature is a simpler design than the Primary Signature. Its purpose is to not be overpowering, but still supply relevant contact information for recipients. This is because they will have already appeared in the first email signature.

**Your Name Here**

*Your Job Title*

**San Antonio International Airport**

**Office:** (210) 123-4567

## PRINTING SPECIFICATIONS

All Aviation Department business cards must follow the layout below whether in color or black & white, as well as the paper specs of Finch Fine, Bright White 100lb or 130lb cover stock. They can be printed on a digital press or offset printing. Consult with the Marketing Division if there is additional information you need on your business cards.

### **SAN ANTONIO AIRPORT SYSTEM**

**John Wing**

Social Media Coordinator

San Antonio International Airport  
9800 Airport Blvd.  
San Antonio, TX 78216

Office: 210.207.3834  
Cell: 210.123.4567  
John.Wing@sanantonio.gov



Full Color Business Cards

### **OUR VISION**

An authentic and elevated travel experience.

### **OUR MISSION**

Delivering the San Antonio experience through  
transformation and talent.

**FlySanAntonio.com**

Back Side

## NON-LOGO IDENTITY USAGE: MERCHANDISE AND PROMOTIONAL ITEMS

The fonts featured in the logo family have been selected and approved to reinforce a clean, friendly and established image. All weights shown here are available for use. Do not introduce any other weights or styles within each typeface.

### Color indicates Font

Pantone® 194 C  
Call-to-action text: SAT  
Myriad Pro Condensed  
12 point font / 100 kerning

**SAN ANTONIO INTERNATIONAL AIRPORT**  
FLYSANANTONIO.COM

100% BLACK  
Call-to-action text: Website  
Myriad Pro Condensed  
10 point font / 100 kerning

**SAN ANTONIO INTERNATIONAL AIRPORT**  
FLYSANANTONIO.COM

Pantone® 194 C  
Call-to-action text: SAT  
Myriad Pro Condensed  
12 point font / 100 kerning  
Aligned left

**SAN ANTONIO INTERNATIONAL AIRPORT**  
FLYSANANTONIO.COM

Pantone® 194 C  
Myriad Pro Condensed  
12 point font / 100 kerning

**SAN ANTONIO INTERNATIONAL AIRPORT**

REVERSE / White

**SAN ANTONIO INTERNATIONAL AIRPORT**

Pantone® 194 C  
Myriad Pro Condensed  
12 point font / 100 kerning

**FLYSANANTONIO.COM**

REVERSE / White

**FLYSANANTONIO.COM**

2.125" Minimum size

**SAN ANTONIO INTERNATIONAL AIRPORT**

2.375" Minimum size- REVERSE

**SAN ANTONIO INTERNATIONAL AIRPORT**

## LOGO APPAREL USAGE

These are apparel illustrations that can assist with understanding the usage of our brand. When ordering other items please keep the following layouts in mind.

Samples of shirts and caps shown may vary and are not limited to color, type, style, brand, and embroidering.

Use the assign vendor specified by the COSA contracts for apparel.

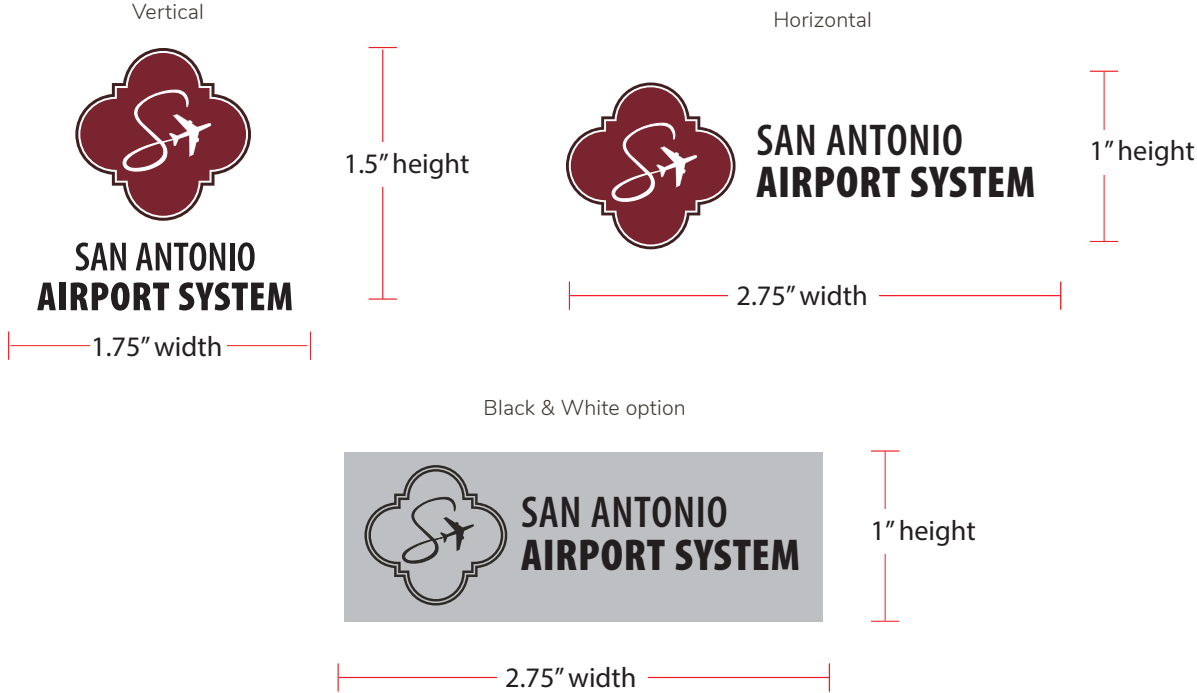
MATERIAL COLOR	LOGO
Burgundy	white logo with white letters
Dark Brown	white logo with white letters
Charcoal	full color or white logo with white letters
Dark Pink	white logo with white letters
Dark Teal	white logo with white letters
Light Gray	full color logo with black letters
GENERAL APPAREL	LOGO
Dark Colored Material	white logo with white letters
Light Colored Material	full color logo with black letters



Sample apparel shown with stacked logo on dark and light colored material.

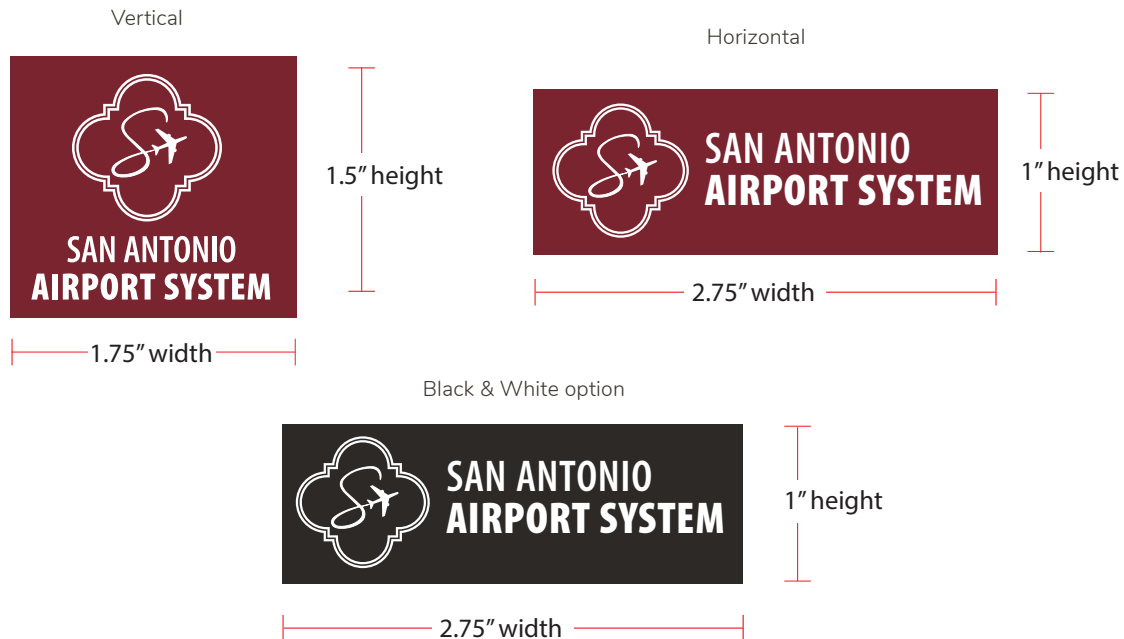
LOGO APPLICATION ON LIGHT COLOR APPAREL

Below are standard logo options for light colored material.



## LOGO APPLICATION ON DARK COLOR APPAREL

Below are standard logo options for dark colored material.





## WAYFINDING SIGNAGE STANDARD USAGE

Standard approved Wayfinding Signage that includes typeface, arrows, symbols, and color swatches. Material varies based on signage location size and placement.

### TYPEFACES

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Standard SAT Approved Wayfinding Typeface (NOTE: Use only these approved typefaces as shown; substitution, re-proportioning and/or manipulating is not allowed)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9 @ # \$ % ^ & \* ( ) : ;**

Font = Futura Medium (standard font manufacturer's kerning shown; increased kerning may be applied per sign type layout as shown in DI documents)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9 @ # \$ % ^ & \* ( ) : ;**

Font = Futura Hv BT (standard font manufacturer's kerning shown; increased kerning may be applied per sign type layout as shown in DI documents)

## ARROWS

Standard SAT Approved Wayfinding Arrow (NOTE: Use only this approved arrow artwork & specific rotation angles as shown; re-proportioning, manipulating and/or use of unspecified rotation angles is not allowed)



0 degrees (3 o'clock):  
• To the right



45 degrees:  
• Ahead on the right  
• Up to the right



90 degrees (12 o'clock):  
• Up



135 degrees:  
• Ahead on the left  
• Up to the left



180 degrees (9 o'clock):  
• To the left



225 degrees:  
• Ahead on the left  
• Down to the left



270 degree (6 o'clock):  
• Straight ahead in this lane  
• Down



315 degrees:  
• Ahead on the right  
• Down to the right

## SYMBOLS

Standard SAT Approved Universal Symbols (NOTE: Use only this approved symbol artwork as shown; re-proportioning and/or manipulating is not allowed)

UNIVERSAL SYMBOLS:



Gate(s)



Departures



Baggage Claim



Restrooms



Ticketing/Check-In



Do Not Enter



Elevator



Escalator



Caution



Passenger Pick-Up



Passenger Drop-Off



Rideshare



Ground Transportation



Terminal(s)



International Arrivals



Stairs



NO Smoking



NO Weapons



Parking



Rapid Recharge



Rental Car



Security



Service Dogs



Handicap



Family (ADA)



Taxis - Limos



Lactation Room



Women's Restroom



Men's Restroom



Food Court



Concessions



Family Restroom



Men (ADA)



Women (ADA)



Information



Baggage Information  
Baggage Services



Meeting Place



Chapel



Shuttles  
Buses

## LOGO VEHICLE USAGE

Vehicles owned and used by the Aviation Department are seen by the community every day, and consistent use of graphics on our motor fleet helps strengthen the brand identity. SAAD, SAAS, SAT, SSF logo decals on vehicles should follow FAA guidelines, including consistent placement of the logo on the doors or back panel of the vehicle. Please do not modify or distort the logo's proportions **(do not squeeze or stretch the logo)**. Also, the department's name and fleet vehicle number should be included on each vehicle.

Logo icon minimum height 12" - When lettering is incorporated in logo the minimum of lettering is 2".

Division lettering located on side of vehicles uses the minimum height of 6". The call signs must be 18" tall.





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