

BRAND STANDARDS

A guide to defining, expressing, and maintaining the San Antonio International Airport and Stinson Municipal Airport brands.



VISION

An Authentic and Elevated
Travel Experience

MISSION

Delivering the San Antonio Experience
through Transformation and Talent

GOALS

Our People
Excellence
Growth
Engagement

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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 San Antonio International Airport (SAT) and Stinson Municipal Airport (SSF) 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 San Antonio International Airport (SAT) and Stinson Municipal Airport (SSF) logos are 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:

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MESSAGING

SAT



MESSAGING

Our internal-facing brand narrative communicates the core message of the San Antonio International Airport (SAT) brand. It provides a messaging framework for you to interpret and communicate as needed for various touchpoints.

Our brand voice provides direction for the tone of all communications.

PRONUNCIATION

San Antonio International Airport's call letters, SAT, are said individually as "S-A-T". Never pronounce SAT as the word, "sat". A similar example is the Los Angeles International Airport. It's known as "L-A-X" – never "lax."

BRAND NARRATIVE

Tourists, families, work warriors – they're all propelled by the promise of travel. Whether it's a much-needed recharge, getting business done, or reconnecting with loved ones, there's a lofty expectation to be met.

Fulfilling that promise starts at SAT. Every nonstop flight, convenient parking spot, speedy Wi-Fi connection, favorite local flavor, and "good morning!" greeting turns travelers' expectations into reality.

We deliver on that promise in a way that only SAT can – warmed by our tradition of hospitality and Texas friendliness, and informed by San Antonio's profound aviation history.

We start their journey in the best way possible and create the runway for an elevated experience so that the promise of travel takes off.

BRAND VOICE

POSITIVE – Embodies the optimistic promise of travel

DIRECT – Conveys useful information in the shortest and clearest way

AUTHENTIC – Speaks like a San Antonian – friendly, passionate, eager to help

EMPATHETIC – Knows what a traveler expects and feels and speaks to it

IDENTITY

SAT



IDENTITY

LOCKUP

The San Antonio International Airport lockup is made up of the SAT logo (airport identifier) and the wordmark (airport name). It is the visual representation of the brand.

The colors reflect the broad South Texas skies and the spectrum conveys San Antonio's deep cultural heritage. The gradient hues evoke the early morning sunrise, symbolizing the promise and potential that a new day brings. The runway, formed by the letter A, represents the excitement of "taking off" to new adventures—whether it's getting work done or heading out on vacation to recharge the soul.

LOGO

The airport identifier "SAT" is the anchor of the logo. The A is formed by two sides of a "runway" with a top-view of an aircraft about to take off.

WORDMARK

The San Antonio International Airport wordmark conveys confidence while remaining approachable. The "International Airport" portion of the wordmark is represented in a different color to reinforce the airport's reflection of San Antonio's vibrancy.

SAT™

The logo consists of the letters 'S', 'A', and 'T' in a bold, sans-serif font. The 'S' is purple, the 'A' is blue, and the 'T' is blue. The letter 'A' is uniquely designed, with its two vertical strokes forming a runway that leads to a top-down silhouette of an aircraft. A small 'TM' trademark symbol is positioned to the right of the 'T'.

LOCKUP

SAN ANTONIO
INTERNATIONAL AIRPORT

The wordmark is presented in two lines. The top line, 'SAN ANTONIO', is in a dark blue, bold, sans-serif font. The bottom line, 'INTERNATIONAL AIRPORT', is in a magenta, bold, sans-serif font.

NOTE: If FAA funds are used in the production of branded materials, the lockup (SAT logo and wordmark) must be used.

IDENTITY

COLOR VERSIONS

To accommodate a variety of production needs and applications, a gradient and flat color version have been created.

GRADIENT

This version uses a color gradient that includes fuchsia on the left side blending into blue on the right. It should be used primarily for digital applications. Two versions are available for use on either light or dark backgrounds.



FLAT COLOR

This version should be used for applications that do not allow for faithful reproduction of the gradient. Two versions are available for use on either light or dark backgrounds.



IDENTITY

ONE-COLOR VERSIONS

When the gradient or flat color versions cannot be used in the production environment, a one-color version of the lockup is permitted.

ONE-COLOR LOCKUP

Examples of black & white and single color (dark blue) application of the lockup is shown below on both light and dark backgrounds.



IDENTITY

SIZE AND SPACING

It is important that the SAT lockup and logo are used at sizes that will maintain their integrity. Also, make sure there is always sufficient amount of space around them.

SIZE

Ensure the lockup is sized at a minimum width of 1". If a smaller size is needed, use the SAT logo (airport identifier) at a minimum width of .5".



1" width



.5" width

SPACING

Ensure that the space around the lockup and logo is at least the height of the SAT letters. The size of the space will vary depending on the actual size of the lockup or logo used.



IDENTITY

LOCKUP SIZE RELATIONSHIP WITH ™

It is important that the ™ is scaled appropriately next to the SAT lockup at all sizes. The smaller the lockup size, the larger the ™ is in relationship to it. The larger the lockup size, the smaller the ™ is in relationship to it.

Five examples of the ™ size as it relates to the SAT lockup are shown to demonstrate the proper sizing.



EXTRA SMALL
Use for social media icons
from 35 pixel to 72 pixel wide.



SMALL
Use for digital and printed materials
greater than .5" but smaller than 1" wide.



MEDIUM
Use for digital and
printed materials
between 1" and 3" wide.



LARGE
Use for digital and
printed materials
greater than 3" but
smaller than 12" wide.



JUMBO
Use for digital and printed materials greater than 12" wide.

IDENTITY

LOGO SIZE RELATIONSHIP WITH ™

It is important that the ™ is sized appropriately next to the SAT logo at all sizes. The smaller the logo size, the larger the ™ is in relationship to it. Conversely, the larger the logo size, the smaller the ™ is in relationship to it.

Five examples of the ™ size as it relates to the SAT logo are shown to ensure the ™ is visible.



EXTRA SMALL

Use for social media icons from 35 pixels to 72 pixels wide.



SMALL

Use for digital and printed materials greater than .5" but smaller than 1" wide.



MEDIUM

Use for digital and printed materials between 1" and 3" wide.



LARGE

Use for digital and printed materials greater than 3" but smaller than 12" wide.



JUMBO

Use for digital and printed materials greater than 12" wide.

IDENTITY

BACKGROUNDS

The SAT lockup and logo can be used on different backgrounds as long as there is enough contrast between the logo and the background. Other background colors may be used other than the brand colors shown here.

ACCEPTABLE BACKGROUNDS



15% Blue



15% Purple



Dark Blue



Black

IDENTITY

BACKGROUNDS

The SAT lockup and logo should never be placed on backgrounds that are visually busy or lack enough contrast to ensure readability.

UNACCEPTABLE BACKGROUNDS



IDENTITY

PROPORTIONS

The SAT lockup and logo should never be stretched horizontally or vertically. The proportions must remain consistent with the original design.

UNACCEPTABLE PROPORTIONS



IDENTITY

COLOR COMBINATIONS

The color combinations used in the SAT lockup and logo are an integral part of the brand and should never be altered.



Never reverse the direction of the color gradient.



Never change the colors of "San Antonio International Airport."



Never change the color combinations within the SAT letters.



Never change the color of the airplane icon at the center of the letter A.

IDENTITY

PATTERNS

Patterns can be used as backgrounds when applicable for presentations, merchandise and collateral elements. Any deviation or manipulation of the design pattern is prohibited.



IDENTITY

PATTERNS

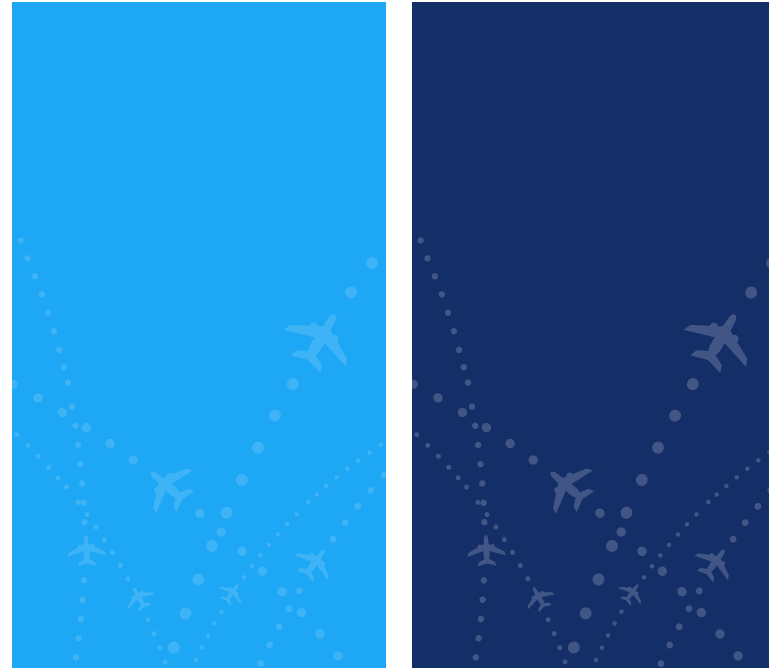
When placing elements over patterns, make sure there is enough contrast between the foreground and background elements.



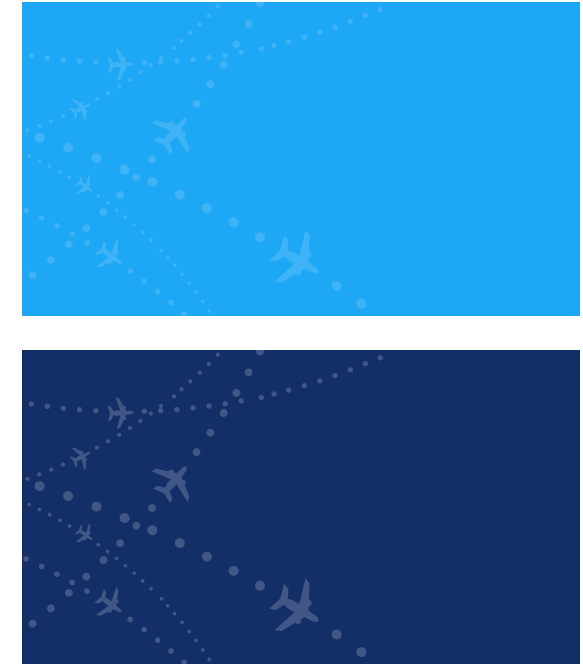
IDENTITY

FLIGHTPATH GRAPHIC

Graphics can be used to enhance SAT branded elements like presentations, merchandise and collateral. This graphic can be applied either horizontally or vertically like the examples shown.



Vertical graphic in blue and dark blue



Horizontal graphic in blue and dark blue



Sample application

Plane/flightpath/dotted lines color

RGB	67, 88, 132
CMYK	83, 68, 26, 8
PMS	P 103-13U

IDENTITY

WORDMARK USAGE

When there is not sufficient space to place the entire SAT lockup, or readability would be compromised, it is recommended to use the SAN ANTONIO INTERNATIONAL AIRPORT wordmark with the flysanantoino.com website URL. Optionally, if space does not allow for the URL, the SAN ANTONIO INTERNATIONAL AIRPORT wordmark may be used. An example would be a small digital add that does not allow for multiple elements.

SPECIFICATIONS (LIGHT BACKGROUND)

Colors

Pantone® 2965 - San Antonio
Pantone® 253 - International Airport
Pantone® 2965 - URL
Pantone® 2965 - Single-color version

Fonts

Bakbak One (all caps) - San Antonio
Montserrat Bold (all caps) - International Airport
Bakbak One (all caps) - URL

Size / Tracking

12 point font / 0 tracking - San Antonio
5 point font / 55 tracking - International Airport
4 point font / 80 tracking - URL

SAN ANTONIO
INTERNATIONAL AIRPORT
FLYSANANTONIO.COM

1.15" minimum width

Wordmark with centered URL

SAN ANTONIO
INTERNATIONAL AIRPORT
FLYSANANTONIO.COM

Wordmark with left-aligned URL

SAN ANTONIO
INTERNATIONAL AIRPORT
FLYSANANTONIO.COM

Single-color version

SAN ANTONIO
INTERNATIONAL AIRPORT
FLYSANANTONIO.COM

Wordmark without URL

SAN ANTONIO
INTERNATIONAL AIRPORT

IDENTITY

WORDMARK USAGE

When there is not sufficient space to place the entire SAT lockup, or readability would be compromised, it is recommended to use the SAN ANTONIO INTERNATIONAL AIRPORT wordmark with the flysanantoino.com website URL. Optionally, if space does not allow for the URL, the SAN ANTONIO INTERNATIONAL AIRPORT wordmark may be used. An example would be a small digital ad that does not allow for multiple elements. Note that at sizes smaller than two inches wide, use the single-color (white) version of the logo. If the background on which the elements are to be placed is not dark blue or black, use the single-color (white) version.

SPECIFICATIONS (DARK BACKGROUND)

Colors

White - San Antonio
Pantone® 253 - International Airport
White - URL
White - Single-color version

Fonts

Bakbak One (all caps) - San Antonio
Montserrat Bold (all caps) - International Airport
Bakbak One (all caps) - URL

Size / Tracking

12 point font / 0 tracking - San Antonio
5 point font / 55 tracking - International Airport
4 point font / 80 tracking - URL



1.25" minimum width

Wordmark with centered URL



Wordmark with left-aligned URL



Single-color version



Wordmark without URL



IDENTITY

URL USAGE

When there is not sufficient space to use the SAT lockup, logo or wordmark, it is recommended to use just the flysanantonio.com URL. An example would be a small digital ad that does not allow for multiple elements.

SPECIFICATIONS

Colors

White - URL

Pantone® 253 or 2965 - shape

Fonts

Bakbak One (all caps)

Size / Tracking

5 point font / 80 tracking



FLYSANANTONIO.COM



FLYSANANTONIO.COM



FLYSANANTONIO.COM

1" minimum width

IDENTITY

The tagline expresses SAT's dedication to our values, the brand positioning and the competitive benefits to every traveler. Born out of focus group sentiments, the tagline is a strategic message that represents our commitment to elevating the customer's experience as we service the 9th-largest city in the U.S.

TAGLINE: FLY EASIER. FLY SAN ANOTNIO.

Tagline stacked vertically under logo



FLY EASIER.
FLY SAN ANTONIO.

Use Montserrat Regular in all caps for tagline.

Tagline stacked vertically next to logo

 FLY EASIER.
FLY SAN ANTONIO.

Tagline on single line next to logo

 FLY EASIER. FLY SAN ANTONIO.

COSA AVIATION LOGO USE

The City of San Antonio Aviation Department logo is the official logo used by the City of San Antonio Communication & Engagement Division. It represents the city's distinctive brand, reputation for excellence and innovation in municipal governance and public services. The city logo is exclusively used for official city business such as public-facing communications, newsletters and co-sponsored events.

CITY OF SAN ANTONIO AVIATION LOGOS

Stacked Logo

Color



Black and white



Reversed



Horizontal Logo

Color



Black and white



Reversed



COLORS

SAT

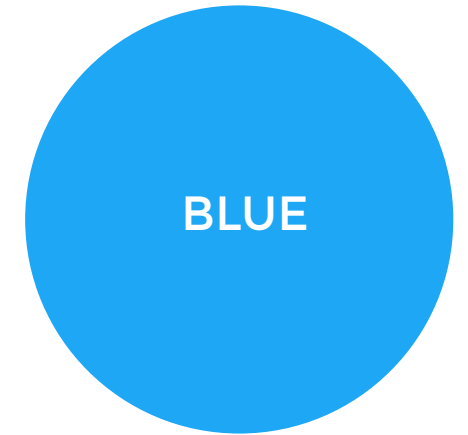
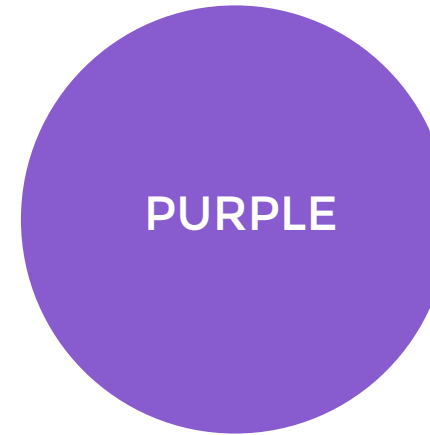
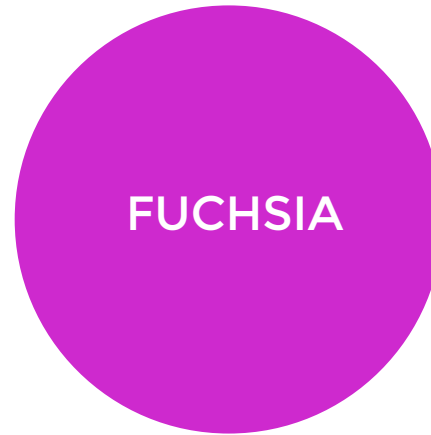


COLORS

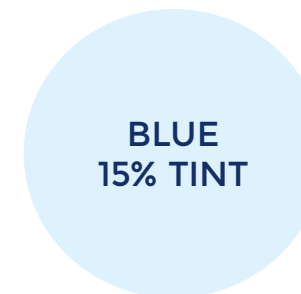
COLOR PALETTE

Color is a critical component of SAT, and this palette was chosen to evoke the morning skies seen when taking an early flight. The brand palette contains both primary and secondary colors.

PRIMARY



SECONDARY



COLORS

COLOR VALUES

To ensure uniformity across various applications, use the color specifications detailed here throughout the design and production process. Used consistently, these colors establish the distinct look and feel of the SAT brand.

PRIMARY

RGB	206, 41, 206	GRADIENT FUCHSIA TO BLUE
HEX	CE29CE	
CMYK	42, 91, 0, 0	
PMS	253	
RGB	136, 91, 206	
HEX	885BCE	
CMYK	60, 70, 0, 0	
PMS	2077	
RGB	30, 167, 244	
HEX	1EA7F4	
CMYK	85, 21, 0, 0	
PMS	2925	

SECONDARY

RGB	20, 46, 104	
HEX	142E68	
CMYK	100, 63, 16, 78	
PMS	2965	
RGB	223, 242, 252	
HEX	DFF2FC	
CMYK	10, 0, 2, 0	
PMS	15% tint of 2925	

TYPOGRAPHY

SAT



TYPOGRAPHY

BRAND TYPEFACES

The principal typefaces are Bakbak One and Montserrat, including the full family of font weights.

Bakbak One is modern and approachable. It is used as the typeface for the SAT and SAN ANTONIO parts of the logo and wordmark. It should be used for headlines and subheads in communications.

Montserrat is a complimentary typeface used for the INTERNATIONAL AIRPORT portion of the wordmark. It should be used predominately for body copy and captions in communications.

BAKBAK ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

ALTERNATE TYPEFACES

For Microsoft Word documents and PowerPoint presentations, use Arial in place of Bakbak One or Montserrat. Only use Arial when Bakbak One or Montserrat are unavailable or not practical due to the nature of shared documents/files.

Arial Bold should be used for headlines and subheads. For body copy and captions, use Arial Regular.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PHOTOGRAPHY

SAT



PHOTOGRAPHY

CAMPAIGN IMAGERY

Photography is integral to the SAT campaign. By developing a thoughtful approach to image selection and stylization, engaging visuals can strengthen the overall appeal of the brand and make messaging more effective.

EXAMPLES

Use images that convey motion, a unique perspective or vibrant colors.



IDENTITY

SSF



IDENTITY

LOCKUP

The Stinson Municipal Airport (SSF) lockup is made up of the SSF logo (airport identifier) and the wordmark (airport name). It is the visual representation of the brand

The private jet icon creates the central crossbar of the letter F and implies forward motion and travel.

PRONUNCIATION

Stinson Municipal Airport's call letters, SSF, are said individually as "S-S-F".

LOGO

The airport identifier "SSF" is the anchor of the logo. The private jet icon creates the crossbar of the letter F and implies forward motion and travel.

WORDMARK

The Stinson Municipal Airport wordmark conveys confidence while remaining approachable. The "Municipal Airport" portion of the name is represented in a different color to reinforce the airport's reflection of San Antonio's vibrancy.



LOCKUP

IDENTITY

COLOR VERSIONS

To accommodate a variety of production needs and applications, a gradient and flat color version have been created.

GRADIENT

This version contains color gradient that includes purple on the left side blending into blue on the right. It should be used primarily for digital applications. Two versions are available for use on either light or dark backgrounds.



FLAT COLOR

This version of the logo should be used for applications that do not allow for faithful reproduction of the gradient. Two versions are available for use on either light or dark backgrounds.



IDENTITY

ONE-COLOR VERSIONS

When the gradient or flat color lockup cannot be used in the production environment, a one-color version of the lockup is permitted.

ONE-COLOR LOCKUP

Examples of black & white and single color (dark blue) application of the lockup is shown below on both light and dark backgrounds.



IDENTITY

SIZE AND SPACING

It is important that the SSF lockup and logo are used at sizes that will maintain their integrity. Also, make sure there is always sufficient amount of space around them.

SIZE

Ensure the lockup is sized at a minimum width of 1". If a smaller size is needed, use the SSF logo (airport identifier) at a minimum width of .5".



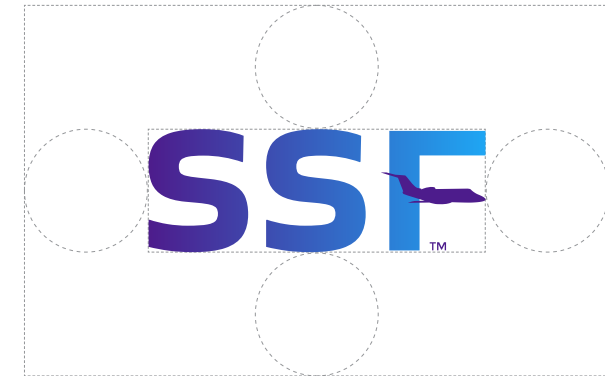
1" width



.5" width

SPACING

Ensure that the space around the lockup and logo is at least the height of the SSF letters. The size of the space will vary depending on the actual size of the lockup or logo used.



IDENTITY

LOCKUP SIZE RELATIONSHIP WITH ™

It is important that the ™ is scaled appropriately next to the SSF lockup at all sizes. The smaller the lockup size, the larger the ™ is in relationship to it. Conversely, the larger the lockup size, the smaller the ™ is in relationship to it.

Five examples of the ™ size as it relates to the SSF lockup are shown to demonstrate the proper sizing.



EXTRA SMALL
Use for social media icons from 72 pixels to 100 pixels wide



SMALL
Use for digital and printed materials greater than .5" but smaller than 1" wide.



MEDIUM
Use for digital and printed materials between 1" and 3" wide.



LARGE
Use for digital and printed materials greater than 3" but smaller than 12" wide.



JUMBO
Use for digital and printed materials greater 12" wide.

IDENTITY

LOGO SIZE RELATIONSHIP WITH ™

It is important that the ™ is scaled appropriately next to the SSF logo at all sizes. The smaller the logo size, the larger the ™ is in relationship to it. The larger the logo size, the smaller the ™ is in relationship to it.

Five examples of the ™ size as it relates to the SSF logo are shown to demonstrate the proper sizing.



EXTRA SMALL

Use for social media icons from 60 pixels to 100 pixels wide



SMALL

Use for digital and printed materials greater than .5" but smaller than 1" wide.



MEDIUM

Use for digital and printed materials between 1" and 3" wide.



LARGE

Use for digital and printed materials greater than 3" but smaller than 12" wide.



JUMBO

Use for digital and printed materials greater 12" wide.

IDENTITY

BACKGROUNDS

The SSF lockup and logo can be used on different backgrounds as long as there is enough contrast between the foreground and background elements.

ACCEPTABLE BACKGROUNDS



15% Blue



15% Purple



Purple



Black

IDENTITY

BACKGROUNDS

The SSF lockup and logo should never be placed on backgrounds that are visually busy or lack enough contrast to ensure readability.

UNACCEPTABLE BACKGROUNDS



IDENTITY

COLOR COMBINATIONS

The color combinations used in the SSF lockup and logo are an integral part of the brand and should never be altered.



Never reverse the direction of the gradient.



Never change the color of the plane.



Never change the color combinations within the type treatment.



Never change the color combinations of the logo.

IDENTITY

PROPORTIONS

The SSF lockup and logo should never be stretched horizontally or vertically. The proportions must remain consistent with the original design.



COLORS

SSF

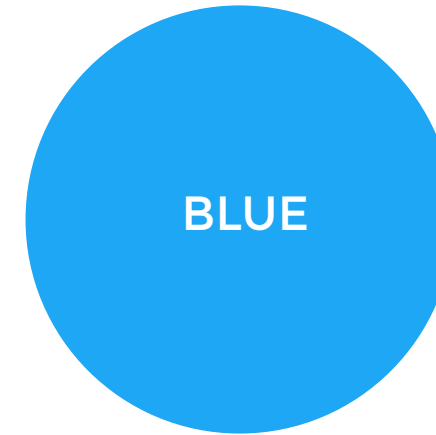
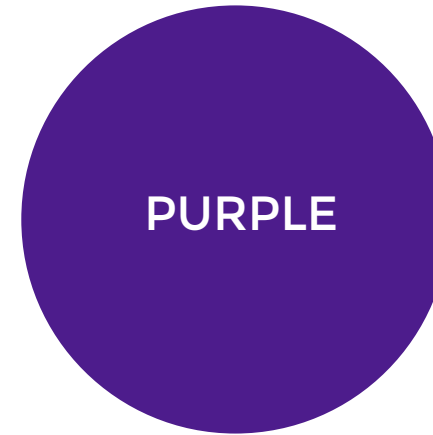


COLORS

COLOR PALETTE

Color is a critical component of the SSF brand identity. The palette was chosen to complement the SAT brand. There are both primary and secondary colors in the palette.

PRIMARY



SECONDARY



COLORS

COLOR VALUES

To ensure consistency across media, use the color specifications detailed here throughout the design and production process. Used consistently, these colors establish the distinct look and feel of the SSF brand.

PRIMARY

RGB 77, 28, 140
HEX 4D1C8C
CMYK 80, 98, 5, 27
PMS 269

RGB 30, 167, 244
HEX 1EA7F4
CMYK 85, 21, 0, 0
PMS 2925

GRADIENT
PURPLE TO BLUE

SECONDARY

RGB 219, 224, 195
HEX DBE0C3
CMYK 10, 5, 49, 6
PMS 614

TYPOGRAPHY

SSF



COLORS

BRAND TYPEFACES

The principal typefaces are Bakbak One and Montserrat, including the full family of font weights.

Bakbak One is modern and approachable. It is used as the typeface for the SSF and STINSON parts of the logo and workmark. It should be used for headlines and subheads in communications.

Montserrat is a complimentary typeface used for the MUNICIPAL AIRPORT portion of the wordmark. It should be used predominately for body copy and captions.

BAKBAK ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MONTERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLORS

ALTERNATE TYPEFACES

For Microsoft Word documents and PowerPoint presentations, use Arial in place of Bakbak One or Montserrat. Only use Arial when Bakbak One or Montserrat are unavailable or not practical due to the nature of shared documents/files.

Arial Bold should be used for headlines and subheads. For body copy and captions, use Arial Regular.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FLYSANANTONIO.COM