

BRAND STANDARDS

A guide to defining, expressing, and maintaining the San Antonio International Airport, Stinson Municipal Airport and Elevate/SAT 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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Messaging
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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), Stinson Municipal Airport (SSF) and Elevate/SAT 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), Stinson Municipal Airport (SSF) and Elevate/SAT 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 touch points.

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 word mark (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.

WORD MARK

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



LOCKUP



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

IDENTITY

COLOR VERSIONS

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

FLAT COLOR (PRIMARY)

This is the primary logo version that is used for all applications. Two versions are available for use on either light or dark backgrounds.



GRADIENT (DIGITAL ONLY)

This version uses a color gradient that includes fuchsia on the left side blending into blue on the right. This logo version is used primarily for digital applications. 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".



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 TM

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

Five examples of the TM 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 ICON SIZE RELATIONSHIP WITH TM

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

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



Repetitive airplane pattern on PMS 253.



Repetitive airplane pattern on PMS 2077.



Repetitive airplane pattern on PMS 2965.



Repetitive airplane pattern on gradient.

IDENTITY

PATTERNS

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



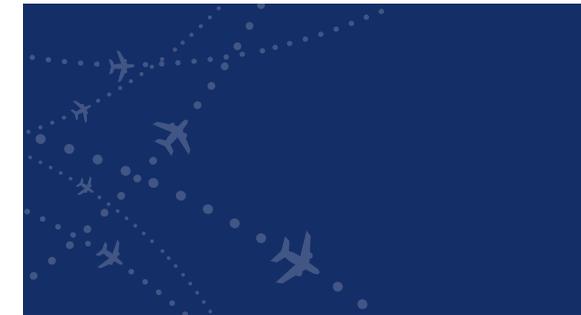
IDENTITY

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

WORD MARK 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 word mark with the flysanantoino.com website URL. Optionally, if space does not allow for the URL, the SAN ANTONIO INTERNATIONAL AIRPORT word mark 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

Word mark with centered URL

SAN ANTONIO
INTERNATIONAL AIRPORT
FLYSANANTONIO.COM

Word mark with left-aligned URL

SAN ANTONIO
INTERNATIONAL AIRPORT
FLYSANANTONIO.COM

Single-color version

SAN ANTONIO
INTERNATIONAL AIRPORT
FLYSANANTONIO.COM

Word mark without URL

SAN ANTONIO
INTERNATIONAL AIRPORT

IDENTITY

WORD MARK 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 word mark with the flysanantoino.com website URL. Optionally, if space does not allow for the URL, the SAN ANTONIO INTERNATIONAL AIRPORT word mark 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

Word mark with centered URL

SAN ANTONIO
INTERNATIONAL AIRPORT
FLYSANANTONIO.COM

Word mark with left-aligned URL

SAN ANTONIO
INTERNATIONAL AIRPORT
FLYSANANTONIO.COM

Single-color version

SAN ANTONIO
INTERNATIONAL AIRPORT
FLYSANANTONIO.COM

Word mark without URL

SAN ANTONIO
INTERNATIONAL AIRPORT

IDENTITY

URL USAGE

When there is not sufficient space to use the SAT lockup, logo or word mark, 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

TAG LINE

The tag line expresses SAT's dedication to our values, the brand positioning and the competitive benefits to every traveler. Born out of focus group sentiments, the tag line 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.

TAG LINE: FLY EASIER. FLY SAN ANTONIO.

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 COLORS



SECONDARY COLORS



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
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

GRADIENT
FUCHSIA TO
BLUE



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 word mark. It should be used for headlines and subheads in communications.

Montserrat is a complimentary typeface used for the **INTERNATIONAL AIRPORT** portion of the word mark. 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.



COLLATERAL SAT



COLLATERAL

Consistent SAT brand use should be applied to collateral such as letterhead, the Microsoft Word® template, #10 envelope, and business cards.

For letterhead and Microsoft Word® template use, each division should use the template with the correct address footer.

LETTERHEAD, MICROSOFT WORD® TEMPLATE, #10 ENVELOPE, BUSINESS CARDS AND MICROSOFT POWERPOINT® TEMPLATE



Front



Back



Back



Back

COLLATERAL

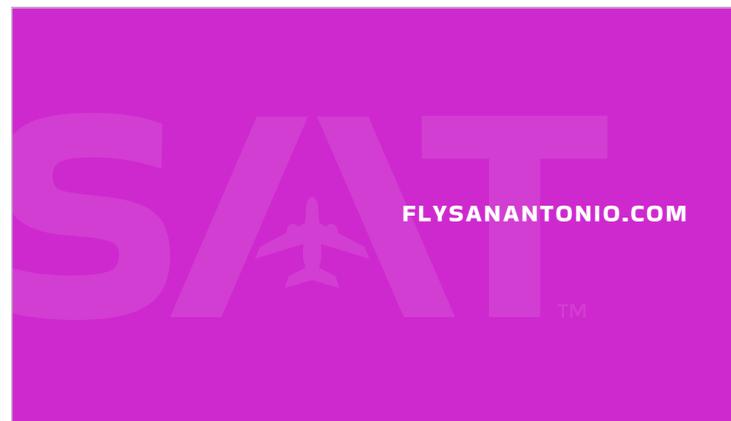
All business cards must follow the pre-designed layout, as well as the paper specs of Finch Fine, Bright White 100lb or 130lb cover stock. They can be printed on a digital press or by offset printing.

Consult with the Marketing Division if there is additional information needed on your business cards.

PRINTING SPECIFICATIONS



Front



Back

COLLATERAL

To reinforce the SAT brand in the digital space, a Microsoft PowerPoint® template has been created to be used for internal and external communication purposes.

MICROSOFT POWERPOINT® TEMPLATE



Cover slide



Divider slide (fuchsia)



Divider slide (purple)

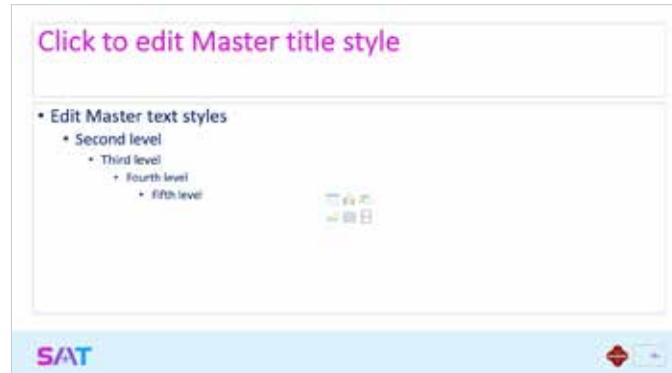


Divider slide (blue)

COLLATERAL

Various interior slide templates based on the default PowerPoint® layout samples have been established within the PowerPoint® template file.

MICROSOFT POWERPOINT® TEMPLATE



Interior slide (one column)



Interior slide (two column in 1/2 grid with text)



Interior slide (two column in 2/3 grid with text)



Interior slide (two column in 2/3 grid with picture)

DIGITAL SAT



DIGITAL

The primary email signature block is the final piece of any email message. It should contain an employee's contact information as well as communicate the SAT brand.

A reply signature is simpler than the primary signature. It provides relevant contact information succinctly, without repeating all the information that previously appeared in the email signature.

How to Change Email Font Select

- Outlook Options
- Click on Mail
- Open "Stationary and Fonts"
- Select Personal Stationary

Theme: Arctic

Font: Select Use my font ...

Replying or Forwarding messages

Click Font and select Arial 11pt or 12 pt

Composing and reading

Click Font and select Arial 11pt or 12 pt

PRIMARY E-MAIL SIGNATURE

Your Name Here

Your Job Title

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

210.123.4567 **Office**
210.123.4567 **Cell**



Vision

An Authentic and Elevated Travel Experience.

Mission

Delivering the San Antonio Experience through Transformation and Talent.



FLYSANANTONIO.COM

E-MAIL REPLY SIGNATURE

Your Name Here

Your Job Title

210.123.4567 **Office**



DIGITAL

When the SAT brand is represented in social media, the social media handle of each platform should be in the fuchsia color.

In conjunction, the website URL can be adjacent to the social media handles either to the right of them, or below them in the purple color.

The URL “FlySanAntonio.com” is always typeset in all caps. The URL next to the social media icons should be used when additional emphasis on the website is needed.

SOCIAL MEDIA HANDLES

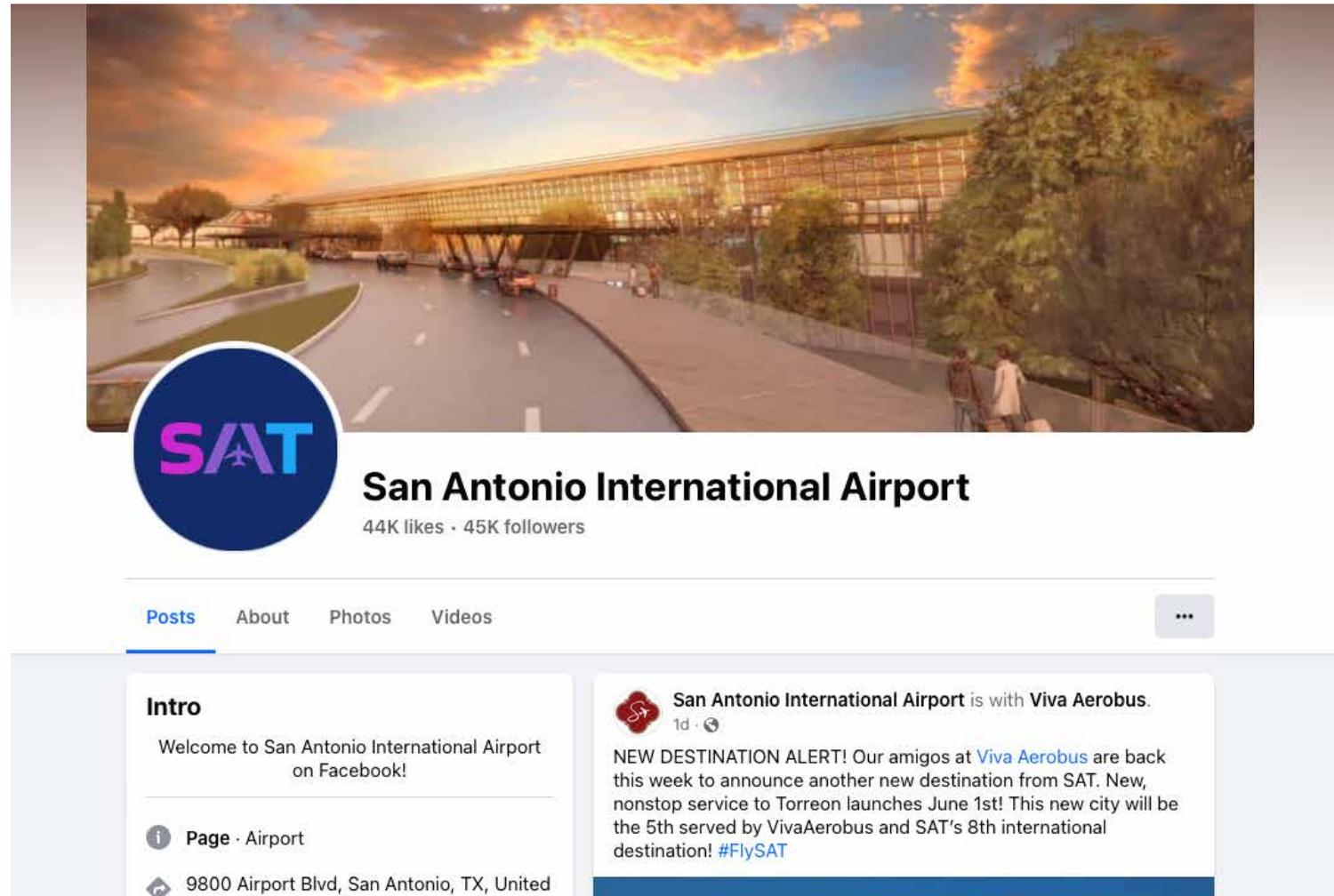


FLYSANANTONIO.COM

DIGITAL

Use the SAT logo against a dark blue background as the account profile image.

SOCIAL MEDIA (FACEBOOK)



The image shows a screenshot of the San Antonio International Airport's Facebook profile. The profile picture is a circular logo with the letters 'SAT' in white and blue on a dark blue background. The cover photo is a wide-angle shot of the airport terminal building at sunset, with a road and trees in the foreground. The profile name is 'San Antonio International Airport' with 44K likes and 45K followers. The navigation tabs include 'Posts', 'About', 'Photos', and 'Videos'. The 'Intro' section contains a welcome message and the airport's address: 9800 Airport Blvd, San Antonio, TX, United States. A recent post from 1 day ago, shared with the public, features the Viva Aerobus logo and announces a new nonstop service to Torreon starting June 1st, marking the airport's 8th international destination.

San Antonio International Airport
44K likes · 45K followers

Posts About Photos Videos

Intro
Welcome to San Antonio International Airport on Facebook!

Page · Airport
9800 Airport Blvd, San Antonio, TX, United States

San Antonio International Airport is with Viva Aerobus.
1d · Public

NEW DESTINATION ALERT! Our amigos at Viva Aerobus are back this week to announce another new destination from SAT. New, nonstop service to Torreon launches June 1st! This new city will be the 5th served by VivaAerobus and SAT's 8th international destination! #FlySAT

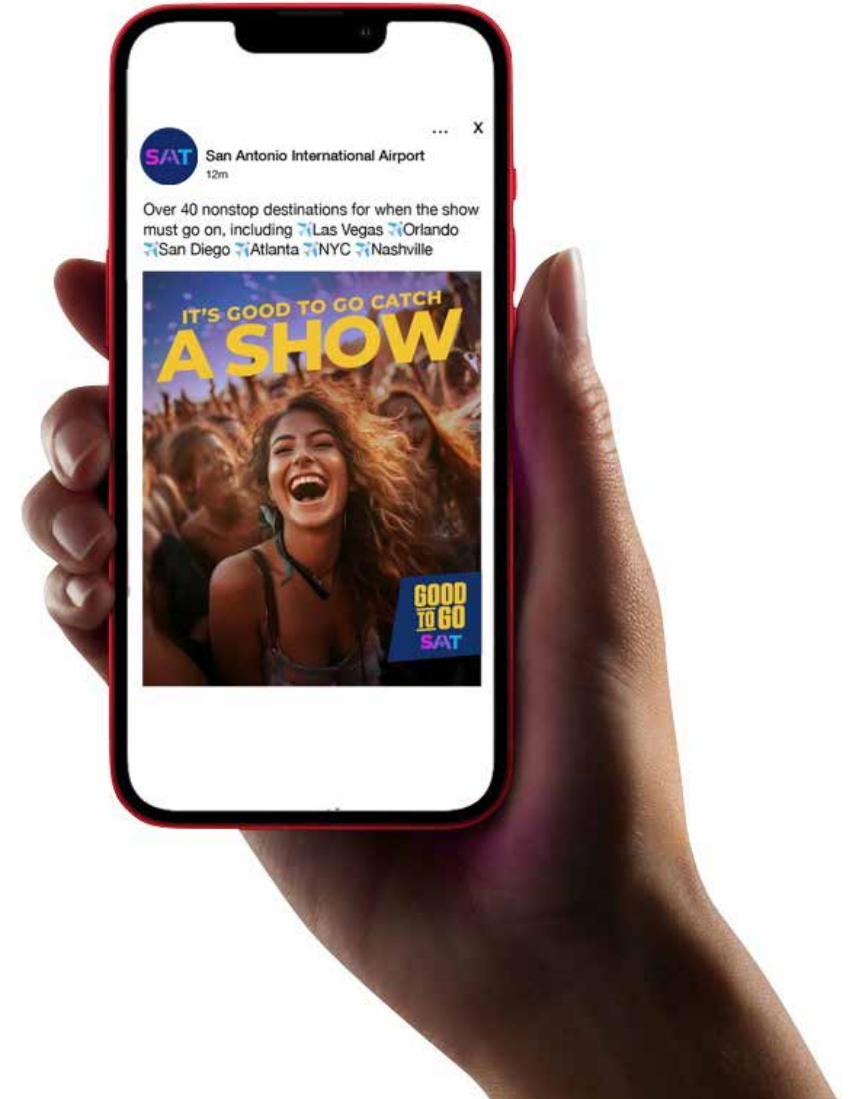
DIGITAL

Use the SAT logo against a dark blue background as the account profile image for X (formerly Twitter).

For Instagram profile image, use the SAT logo a dark blue background.

To add visual variety, different images within the banner are allowed in various social platforms such as Facebook, Instagram, and X.

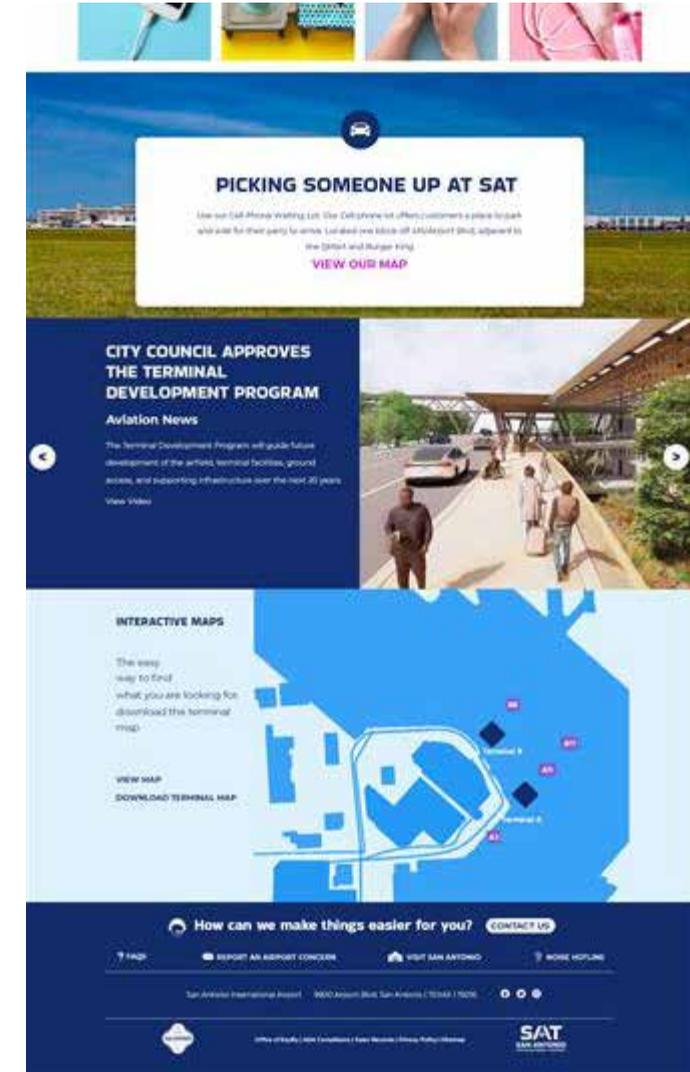
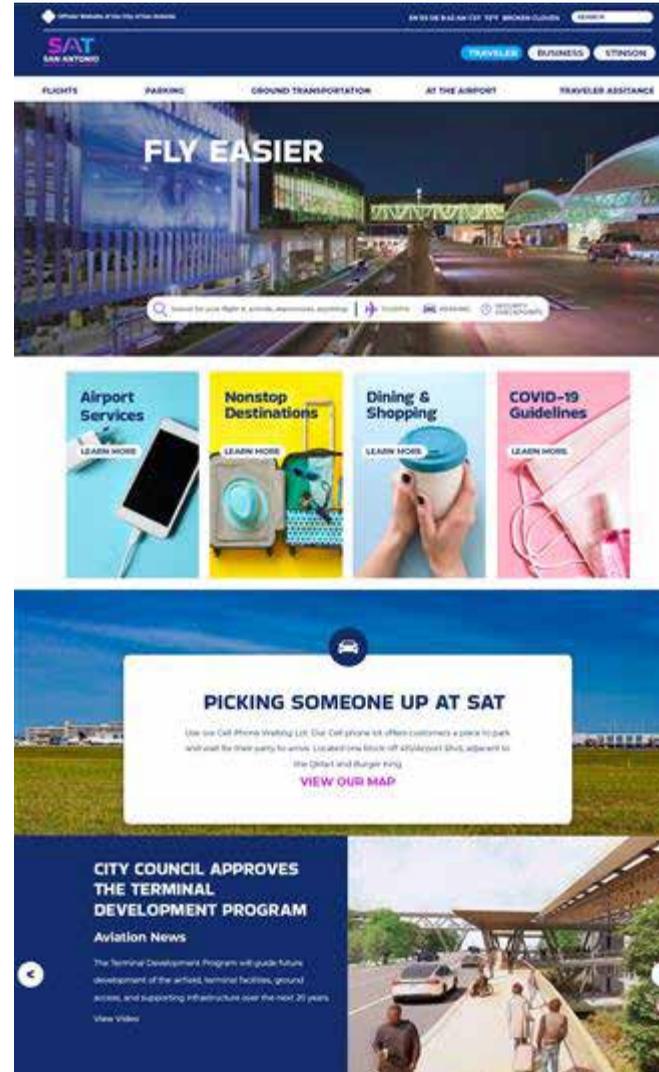
SOCIAL MEDIA PROFILE IMAGES (X AND INSTAGRAM)



DIGITAL

The SAT lockup should be used on the website. Make sure there is enough space surrounding the logo.

WEBSITE



CO-BRAND MATERIALS SAT



CO-BRANDING MATERIALS

When the SAT identity is used for co-branding in advertising or presentations, be sure to separate the SAT lockup with a thin vertical line next to the partner logo.

The SAT logo should always be to the right of the partner logo and should never be under or above it. Ensure the SAT lockup and partner logo are similarly sized.



IDENTITY

SSF



IDENTITY

LOCKUP

The Stinson Municipal Airport (SSF) lockup is made up of the SSF logo (airport identifier) and the word mark (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.



LOCKUP

WORD MARK

The Stinson Municipal Airport word mark 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.



IDENTITY

COLOR VERSIONS

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

FLAT COLOR (PRIMARY LOGO)

This primary version of the logo should be used for all applications. Two versions are available for use on either light or dark backgrounds.



GRADIENT (DIGITAL LOGO ONLY)

This version contains color gradient that includes purple on the left side blending into blue on the right. It should be used primarily for all digital applications. 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.

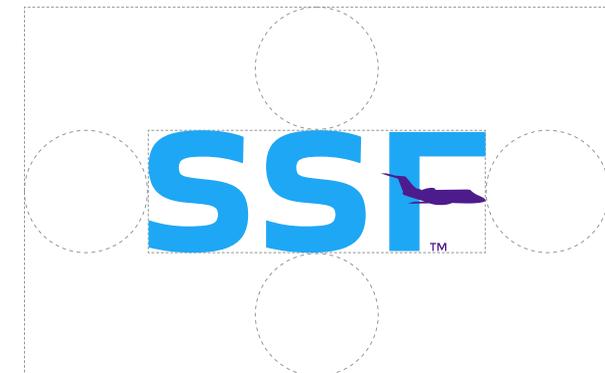
SIZE

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".



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 TM

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

Five examples of the TM 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 TM

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

Five examples of the TM 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 than 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 work mark. It should be used for headlines and subheads in communications.

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

BAKBAK ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MONTSERRAT

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

APPLICATION GUIDELINES

This section is a guide to applying the San Antonio International Airport, ELEVATE/SAT and Stinson Municipal Airport brand elements.



APPAREL

SAT



APPAREL

Four different polo shirts (navy, white, light grey and light blue) are allowed for the official SAT brand employee apparel.

Sizing, placement, and colors of the branding elements are indicated in the diagram to the right. No deviation from these standards is allowed.

An enamel pin of the City of San Antonio logo is also placed on the right side of the shirt collar.

NOTE: The COSA lapel pin are ordered through Monarch Trophy.

MENS POLO SHIRTS - NAVY

CITY LOGO INCLUSION

Use a COSA quatrefoil lapel pin on the right side of collar.

WORD MARK

SIZE

3" wide

THREAD COLORS

WHITE

"SAN ANTONIO"

FUCHSIA

"INTERNATIONAL AIRPORT"

Magenta:

919-1710 MADEIRA POLYNEON

PLACEMENT

Centered on left sleeve 1.75" from edge of sleeve.



USE THE 3-COLOR SAT LOGO

SIZE

2.5" wide

THREAD COLORS

FUCHSIA "S" of SAT

Magenta:

919-1710 MADEIRA POLYNEON

PURPLE "A" of SAT

Majestic Purple:

919-1832 MADEIRA POLYNEON

BLUE "T" of SAT

Swimming Pool Blue:

919-1827 MADEIRA POLYNEON

EMBROIDERY STYLE

Satin Stitch

PLACEMENT

Centered on left chest between buttons and arm pit.

WHITE POLO WORD MARK

THREAD COLORS

DARK BLUE

"SAN ANTONIO"

Star-Kissed Night:

910-1243 MADEIRA CLASSIC RAYON

FUCHSIA

"INTERNATIONAL AIRPORT"

Magenta:

919-1710 MADEIRA POLYNEON

3-COLOR SAT LOGO ON LEFT CHEST



GREY OR BLUE POLO WORD MARK

WORD MARK

WHITE

"SAN ANTONIO

INTERNATIONAL AIRPORT"

WHITE

SAT LOGO ON LEFT CHEST



APPAREL

Four polo shirt colors (navy, white, light grey and light blue) are allowed for the official SAT brand employee apparel.

Sizing, placement, and colors of the branding elements are indicated in the diagram to the right. No deviation from these standards is allowed.

An enamel pin of the City of San Antonio logo is also placed on the right side of the shirt collar.

NOTE: The COSA lapel pin are ordered through Monarch Trophy.

WOMENS POLO SHIRTS - NAVY

CITY LOGO INCLUSION

Use a COSA quatrefoil lapel pin on the right side of collar.

WORD MARK

SIZE

3" wide

THREAD COLORS

WHITE

"SAN ANTONIO"

FUCHSIA

"INTERNATIONAL AIRPORT"

Magenta:
919-1710 MADEIRA POLYNEON

PLACEMENT

Centered on left sleeve 1.75"
from edge of sleeve.



USE THE 3-COLOR SAT LOGO

SIZE

2.5" wide

THREAD COLORS

FUCHSIA "S" of SAT

Magenta:
919-1710 MADEIRA POLYNEON

PURPLE "A" of SAT

Majestic Purple:
919-1832 MADEIRA POLYNEON

BLUE "T" of SAT

Swimming Pool Blue:
919-1827 MADEIRA POLYNEON

EMBROIDERY STYLE

Satin Stitch

PLACEMENT

Centered on left chest between
buttons and arm pit.

WHITE POLO WORD MARK

THREAD COLORS

DARK BLUE

"SAN ANTONIO"
Star-Kissed Night:
910-1243 MADEIRA CLASSIC RAYON

FUCHSIA

"INTERNATIONAL AIRPORT"
Magenta:
919-1710 MADEIRA POLYNEON

3-COLOR SAT LOGO ON LEFT CHEST



GREY OR BLUE POLO WORD MARK

THREAD COLOR

WHITE

"SAN ANTONIO
INTERNATIONAL AIRPORT"

WHITE

SAT LOGO ON LEFT CHEST



APPAREL

Mens and Womens button-down, long or short sleeve shirts in four solid colors (navy, white, light grey and light blue) are allowed for the official SAT brand employee apparel

Sizing, placement, and colors of the branding elements are indicated in the diagram to the right. No deviation from these standards is allowed.

An enamel pin of the City of San Antonio logo is also placed on the right side of the shirt collar.

MENS OR WOMENS BUTTON-DOWN SHIRTS (LONG OR SHORT SLEEVE)

CITY LOGO INCLUSION

Use a COSA quatrefoil lapel pin on the right side of collar.



USE THE 3-COLOR SAT LOGO

SIZE

2.5" wide

THREAD COLORS

FUCHSIA "S" of SAT

Magenta:

919-1710 MADEIRA POLYNEON

PURPLE "A" of SAT

Majestic Purple:

919-1832 MADEIRA POLYNEON

BLUE "T" of SAT

Swimming Pool Blue:

919-1827 MADEIRA POLYNEON

EMBROIDERY STYLE

Satin Stitch

PLACEMENT

Centered on left chest between buttons and arm pit.



WHITE SHIRT WORD MARK

USE THE 3-COLOR SAT LOGO

SIZE

2.5" wide



GREY OR BLUE SHIRT WORD MARK

WHITE SAT LOGO ON LEFT CHEST

SIZE

2.5" wide



APPAREL

Quarter zip and V-neck (navy or gray) sweaters are allowed for the official SAT brand employee apparel.

Sizing, placement, and colors of the branding elements are indicated in the diagram to the right. No deviation from these standards is allowed.

MEN'S BROOK BROTHERS SWEATERS

USE THE 3-COLOR SAT LOGO

SIZE

2.5" wide

THREAD COLORS

FUCHSIA "S" of SAT

Magenta:

919-1710 MADEIRA POLYNEON

PURPLE "A" of SAT

Majestic Purple:

919-1832 MADEIRA POLYNEON

BLUE "T" of SAT

Swimming Pool Blue:

919-1827 MADEIRA POLYNEON

EMBROIDERY STYLE

Satin Stitch

PLACEMENT

Centered on left chest between buttons and arm pit.



MEN'S BROOK BROTHERS V-NECK SWEATERS



SAT LOGO

SIZE

2.5" wide

THREAD COLOR

White

APPAREL

Cardigan and V-neck (navy or gray) sweaters are allowed for the official SAT brand employee apparel.

Sizing, placement, and colors of the branding elements are indicated in the diagram to the right. No deviation from these standards is allowed.

WOMEN'S BROOK BROTHERS SWEATERS

USE THE 3-COLOR SAT LOGO

SIZE

2.5" wide

THREAD COLORS

FUCHSIA "S" of SAT

Magenta:

919-1710 MADEIRA POLYNEON

PURPLE "A" of SAT

Majestic Purple:

919-1832 MADEIRA POLYNEON

BLUE "T" of SAT

Swimming Pool Blue:

919-1827 MADEIRA POLYNEON

EMBROIDERY STYLE

Satin Stitch

PLACEMENT

Centered on left chest between buttons and arm pit.



WOMEN'S BROOK BROTHERS V-NECK SWEATERS



SAT LOGO

SIZE

2.5" wide

THREAD COLOR

White

APPAREL

When division designation is needed on apparel, place the name of the division under the SAT logo in the Montserrat SemiBold font in all caps.

Make sure the width of the division name is aligned with the left and right edges of the SAT logo.

DIVISION NAMES



APPAREL

A navy or white cap is recommended. Nylon or other synthetic material are preferred to allow for repeat wear and cleaning.

The 3-color SAT logo is used on the front of the cap.

The “San Antonio International Airport” word mark is placed on the back of the cap in two colors.

NYLON CAP

Front



SAT logo in the 3-color version on the front of the cap.

USE THE 3-COLOR SAT LOGO

SIZE

2.5" wide

THREAD COLORS

FUCHSIA “S” of SAT

Magenta:
919-1710 MADEIRA
POLYNEON

PURPLE “A” of SAT

Majestic Purple:
919-1832 MADEIRA
POLYNEON

BLUE “T” of SAT

Swimming Pool Blue:
919-1827 MADEIRA
POLYNEON

EMBROIDERY STYLE

Satin Stitch

PLACEMENT

Centered on front of cap, bottom of logo is 1.375" from where crown meets visor.

Back



Use the “San Antonio International Airport” word mark on the back of the cap. The word mark should be 3" wide.

Wordmark (NAVY CAP)

SIZE

3" wide

THREAD COLORS

WHITE

“SAN ANTONIO”

FUCHSIA

“INTERNATIONAL AIRPORT”
Magenta:
919-1710 MADEIRA
POLYNEON

PLACEMENT

Centered on back, .50" from opening.



Wordmark (WHITE CAP)

SIZE

3" wide

THREAD COLORS

DARK BLUE

“SAN ANTONIO”
Star-Kissed Night:
910-1243 MADEIRA
CLASSIC RAYON

FUCHSIA

“INTERNATIONAL AIRPORT”
Magenta:
919-1710 MADEIRA
POLYNEON

EMBROIDERY STYLE

Satin Stitch

PLACEMENT

Centered on back .50" from opening.

APPAREL

Use SAT brand typography and colors in the production of badges.

NAME BADGE

When the name is 6 characters or less, use 30pt. Montserrat Bold.

Title is typeset in 10pt. Montserrat Regular.

Craig

Airport Ambassador Volunteer



Use the 3-color version of the logo

Badge background is metal or silver color

For longer names, reduce type size so name is as large as possible without extending into the safe area.

Alexandria

Airport Ambassador Volunteer



SAFETY APPAREL

Safety vest should be printed with the SAT and COSA logo in black. The back logo is printed centered with .25" away from orange reflective strips.

Do not print the SAT logo in any other color combination.

SAFETY VEST - WARM WEATHER

Front



COSA LOGO

SIZE

2" wide

COLOR

Black

PLACEMENT

center horizontally
of left pocket

Back



SAT & DIVISION NAME

LOGO SIZE

8.5" or larger, centered between reflective strips

COLOR

Black

TYPE

Division name set in Montserrat Bold

PLACEMENT

Division name is 3" above top of horizontal reflective strip
SAT logo is .5" above division name

SAFETY APPAREL

Safety vest should be printed with the Division name, SAT and COSA logo in black. The back logo is printed centered with .25" away from orange reflective strips.

Do not print the SAT logo in any other color combination.

SAFETY VEST - COLD WEATHER

Front



DIVISION NAME

SIZE

3.5" wide

COLOR

Black

TYPE

Set in 64 pt. Montserrat Bold

PLACEMENT

Centered vertically and horizontally on right pocket flap

COSA LOGO

SIZE

2" wide

COLOR

Black

PLACEMENT

Center horizontally of left pocket

Back



SAT & DIVISION NAME

LOGO SIZE

8.5" or larger, centered between reflective strips

COLOR

Black

TYPE

Division name set in Montserrat Bold

PLACEMENT

Division name is 3" above top of horizontal reflective strip
SAT logo is .5" above division name

SAFETY APPAREL

Safety vest should be printed with the Division name, SAT and COSA logo in black. The back logo is printed centered with .25" away from orange reflective strips.

Do not print the SAT logo in any other color combination.

SAFETY BOMBER JACKET - COLD WEATHER



DIVISION NAME
SIZE
6" wide
COLOR
Black
TYPE
Set in 64 pt.
Montserrat Bold
PLACEMENT
On right chest 7" above the top of horizontal reflective strip.

COSA LOGO
SIZE
2" wide
COLOR
Black
PLACEMENT
On left sleeve
4.5" above the top of horizontal reflective strip on sleeve.

SAT & DIVISION NAME
LOGO SIZE
12"
COLOR
Black
TYPE
Division name set in 127 pt.
Montserrat Bold
PLACEMENT
Division name is 1" above top of horizontal reflective strip, centered between vertical strips.

SAT logo is .75" above top of department name, centered between vertical strips.

SAFETY APPAREL

Safety vest should be printed with the Division name, SAT and COSA logo in black. The back logo is printed centered and .25" away from reflective vertical strips.

Do not print the SAT logo in any other color combination.

SAFETY RAINCOAT



DIVISION NAME

SIZE

5.5" wide

COLOR

Black

TYPE

Set in 58 pt. Montserrat Bold

PLACEMENT

On right chest 5.5" above the top of horizontal reflective strip.



COSA LOGO

SIZE

2" wide

COLOR

Black

PLACEMENT

On left sleeve 5.5" above the top of horizontal reflective strip on sleeve.

SAT & DIVISION NAME

LOGO SIZE

10"

COLOR

Black

TYPE

Division name set in 106 pt. Montserrat Bold

PLACEMENT

Department name is 1" above horizontal reflective strip, centered between vertical strips

SAT logo is .625" above top of department name, centered between vertical strips

UNIFORMS

SAT

CINTAS[®]
READY FOR THE WORKDAY[®]

UNIFORMS

Aviation has uniform work groups. The uniforms should cultivate pride in the employees while being comfortable and appropriate for work tasks as well as be “sharp” in appearance and support a unified team appearance.

Uniform Work Groups:

- Airfield Operations
- Airfield Maintenance
- Facilities & Fleet Maintenance
- Terminal Services

Uniform employees are issued work shirts, work pants, and jackets under the rental program.

CINTAS CARHARTT RUGGED FLEX SHIRT – LONG OR SHORT SLEEVE



NAME

SIZE

Scaled to fit patch and varies in length depending on character count in the name.

THREAD COLOR

White

TYPE

Upper and lower case name in san serif font (CINTAS determines).

PLACEMENT

Centered horizontally and vertically on patch over right pocket (patch positioning determined by CINTAS)

SKU: 000396

EMBLEM

SAT

White

FABRIC

Carhartt Ripstop Navy

BORDER COLOR

Dark Blue Slate

BACKING

Industrial Heat Seal

EMBLEM

SAT

White

FABRIC

Carhartt Ripstop Grey

BORDER COLOR

Grey

BACKING

Industrial Heat Seal

SAT LOGO

SIZE

3.25" wide

COLOR

White

PLACEMENT

Centered horizontally and vertically on patch over left pocket (patch positioning determined by CINTAS)

UNIFORMS

CINTAS CARHARTT RUGGED PANTS



MEN'S FLEX PANT

SKU: 074533

Navy

SKU: 074533



MEN'S FLEX JEAN

SKU: 000393

Navy

SKU: 000393



WOMEN'S FLEX JEAN

SKU: 000393

Navy

SKU: 000386

UNIFORMS

CINTAS CARHARTT CROWLEY JACKET



NAME

SIZE

Scaled to fit patch and varies in length depending on character count in the name.

THREAD COLOR

White

TYPE

Upper and lower case name in san serif font (CINTAS determines).

PLACEMENT

Centered horizontally over right chest.

SAT LOGO

SIZE

3.25" wide

THREAD COLOR

White

PLACEMENT

Centered horizontally over left chest

UNIFORMS

CINTAS KNIT CAP



SAT LOGO

SIZE

2.5" wide

THREAD COLOR

White

PLACEMENT

Centered horizontally and vertically
front folded area of cap.

STYLE 116581

NOTE: Specs are the same for both navy and grey cap,

UNIFORMS

APPROVED APPAREL VENDORS

CINTAS

RENTAL PROGRAM

VIRGINIA SCHABBING

Public Sector Major Account Manager

Covering TX, OK, KS, AR

CELL 707.217.3025

SchabbingV@cintas.com

DIRECT PURCHASE

ANNETTE WILSON

Enterprise Territory

Account Representative

OFFICE 513.972.3436

WilsonA14@cintas.com

DIRECT PURCHASE APPAREL

ALAMO TEES & ADVERTISING

ROBIN HARGETT

Account Manager

CELL 210.699.3800 EXT. 242

Robin@alamotees.com

12814 Cogburn Ave.

San Antonio, TX 78249

SAFETY APPAREL

R&R INDUSTRIES

GAYLE FORSSE

National Account Manager

CELL 949.485.6774

Office 800.234.5611 ext. 283

GForsse@rrind.com

VEHICLES

SAT

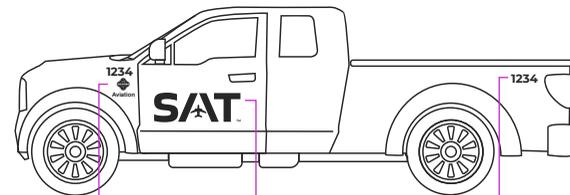
VEHICLES

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. SAT and SSF logo decals on vehicles should follow FAA guidelines, including consistent placement of the logo on the doors or back panel of the vehicle.

Do not modify or distort the logo's proportions (do not squeeze or stretch the logo). Also, the COSA logo, department name, and fleet vehicle number should be included on each vehicle.

Use the SAT logo in black on light colored vehicles, and SAT logo in white on dark colored vehicles.

SUVS, TRUCKS, CARS, SHUTTLES



COSA AVIATION LOGO

SIZE
Scaled to best fit panel area.

COLOR
Black

TYPE
Arial

PLACEMENT
Center horizontally between wheel well and door panel.

SAT LOGO

SIZE
Scaled to best fit door panel proportionally.

COLOR
Black

PLACEMENT
Centered horizontally and vertically on driver's and passenger door panel.

NUMBERS

SIZE
2"

COLOR
Black

TYPE
Arial

COSA AVIATION LOGO

SIZE
Scaled to best fit panel area.

COLOR
White

TYPE
Arial

PLACEMENT
Center horizontally between wheel well and door panel.

SAT LOGO

SIZE
Scaled to best fit door panel proportionally.

COLOR
White

PLACEMENT
Centered horizontally and vertically on driver's and passenger door panel.

MERCHANDISE

SAT/SSF

BRANDED PRODUCT

A branded product is an item that is used to promote the Aviation Department's brand and image.

These items are usually imprinted with San Antonio International Airport name or SAT logo and website address or tag line "Fly Easier. Fly San Antonio".

The items are given away at trade shows, conferences, and events.

PROMOTIONAL MERCHANDISE

Selecting appropriate promotional items that represent our new brand is crucial. It is important to keep in mind that the objective is to choose items that customers will value and use, without exceeding budget. By finding the right balance between quality and cost, you can increase the effectiveness of branding while staying within budget limitation.

- SAT TOTE BAG
- SAT WATER BOTTLE
- SAT JOURNAL
- SAT LUGGAGE TAG
- SAT BLANKET
- SAT GADGET ORGANIZER
- SAT LANYARD
- SAT CANVAS POUCH
- SAT PEN



Mid-size Tote Bag



Aluminium Water Bottle



Luggage Tag



Lanyard

PICTURED ITEMS

Art templates available with Marketing.

BRANDED PRODUCT

MERCHANDISE



Event Apron - Big Star Branding



Tumbler & Lunch Bag - Alamo Tees



Tote Bag - My Brand



Doormats - R&R Industries

BRANDED PRODUCT

APPROVED VENDORS

ALAMO TEES & ADVERTISING

ROBIN HARGETT

Account Manager

CELL 210.699.3800 EXT. 242

Robin@alamotees.com

12814 Cogburn Ave.

San Antonio, TX 78249

Website: alamotees.com

ALREADYDESIGN.COM

JP MCDADE

Account Manager

jp@alreadydesign.com

Website: alreadydesign.com

BIG STAR BRANDING

ANN TAYLOR

Account Rep.

OFFICE: 210.590.2662

4009 Naco Perrin

San Antonio, Texas 78217

annt@bigstarbranding.com

Website: shop.bigstarbranding.com

MY BRAND

JESSICA BRONSKOWSKI & AMY ZAIKE

Account Reps.

OFFICE: 314.432.3020

9260 Dielman Industrial Dr

St. Louis, MO 63132

jessica.bronskowski@mybrandpromo.com

amy@mybrandpromo.com

Website: mybrandpromo.com

MESSAGING

ELEVATE/SAT

ELEVATE / SAT™

MESSAGING

Our internal-facing brand narrative communicates the core message of the ELEVATE/SAT brand. It provides a messaging framework for you to interpret and communicate as needed for various touchpoints.

NOTE: ELEVATE/SAT should be used in communications and materials specific to construction projects and infrastructure changes that are designed to improve the overall experience at SAT.

BRAND NARRATIVE

ELEVATE/SAT is dedicated to delivering an authentic and elevated customer experience through the design and creation of infrastructure that serves our customers, clients, and community.

Whether it's new construction or renovation, the same approach applies - building toward a better experience for today and tomorrow.

As the San Antonio International Airport continues to grow, we'll ensure it does so in a way that preserves our unique San Antonio character and sets the standards for sustainability, accessibility, and inclusivity.

Our plans and executions will allow for improved facilities, technology, and increased options that better get people to where they need and want to go.

ELEVATE/SAT answers San Antonio's call for an airport that supports the growth for businesses both large and small, spurs economic development, and powers the prosperity of San Antonio and its surrounding communities.

IDENTITY ELEVATE/SAT

ELEVATE / SAT ™

LOGO LOCKUP

The lockup for the ELEVATE/SAT campaign is consisted of two parts – the name “Elevate” and the SAT logo. The lockup is always horizontal and never stacked vertically.

A slanted line is also an element that separates the word “Elevate” and the SAT logo.

NOTE: The ELEVATE/SAT lockup should be used in communications and materials specific to construction projects and infrastructure changes that are designed to improve the overall experience at SAT.

PRIMARY LOGO LOCKUP (FLAT COLOR)



DIGITAL LOGO LOCKUP (GRADIENT)



LOCKUP

It is important to use the lockup correctly in all campaign-related initiatives to protect the integrity of the ELEVATE/SAT brand.

Do not stack the campaign lockup vertically.



Do not reverse the gradient direction within the lockup.



Do not change the colors within the lockup.



LOCKUP

LOCKUP SIZE AND SPACING

It is important that the ELEVATE/SAT lockup is used at sizes that will maintain its integrity. Also, make sure that there is always sufficient amount of space around the logo.

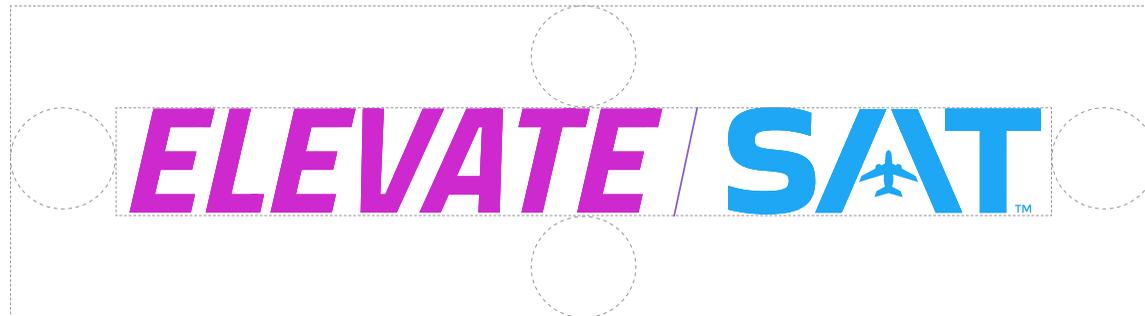
LOCKUP SIZE

Ensure the lockup is sized at a minimum width of 2".



SPACE AROUND THE LOGO & SAT

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



LOCKUP

LOCKUP SIZE RELATIONSHIP WITH ™

It is important that the ™ is sized appropriately next to the ELEVATE/SAT lockup in various sizes. Five examples of the ™ size as it relates to the ELEVATE/SAT lockup are shown to ensure the ™ is sized appropriately.

ELEVATE / SAT™

EXTRA SMALL

Use for social media icons from 175 pixels to 230 pixels wide

ELEVATE / SAT™

SMALL

Use for digital and printed materials greater than 1" but smaller than 2" wide.

ELEVATE / SAT™

MEDIUM

Use for digital and printed materials between 2" and 4" wide.

ELEVATE / SAT™

LARGE

Use for digital and printed materials greater than 4" but smaller than 8" wide.

ELEVATE / SAT™

JUMBO

Use for digital and printed materials greater 8" wide.

LOCKUP

LOCKUP AND PROPORTIONS

The ELEVATE/SAT lockup should never be stretched horizontally or vertically. The proportions must remain to its original design.

UNACCEPTABLE PROPORTIONS



LOCKUP

LOCKUP AND BACKGROUNDS

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

ACCEPTABLE BACKGROUNDS



ELEVATE / **SAT**TM



ELEVATE / **SAT**TM



ELEVATE / **SAT**TM

LOCKUP

LOCKUP AND BACKGROUNDS

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

UNACCEPTABLE BACKGROUNDS



COLORS

ELEVATE/SAT

ELEVATE / SAT ™

COLORS

COLOR PALETTE

Color is a critical component of ELEVATE/SAT, and this palette was chosen to connote the skies of an early morning sunrise. The brand palette contains both primary and secondary colors.

PRIMARY



SECONDARY



COLORS

COLOR VALUES

To ensure consistency across media, use the color formulas in this section throughout the design and production process. Used consistently, these colors help to establish the distinct look and feel of the ELEVATE/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

ELEVATE/SAT

ELEVATE / SAT™

TYPOGRAPHY

BRAND TYPEFACES

The principal typeface is Titillium Web, including the full family of font weights.

Titillium Web is a complimentary typeface that supports the main ELEVATE/SAT identifier as part of the name.

TITILLIUM WEB REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TITILLIUM WEB ITALIC

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

ELEVATE/SAT

ELEVATE / SAT ™

PHOTOGRAPHY

CAMPAIGN IMAGERY

Imagery is integral to the ELEVATE/ SAT campaign. By developing a thoughtful approach to image selection and stylization, engaging and effective visuals can strengthen the overall appeal of the brand.

EXAMPLES



Use images and renders that convey a sense of place and activity.

COLLATERAL ELEVATE/SAT

ELEVATE / SAT ™

DIGITAL ELEVATE/SAT

ELEVATE / SAT ™

DIGITAL

The primary email signature block is the final piece of any email message. It should contain an employee's contact information as well as communicate the ELEVATE/SAT brand.

A reply signature is simpler than the primary signature. It provides relevant contact information succinctly, without repeating all the information that previously appeared in the email signature.

PRIMARY E-MAIL SIGNATURE

Your Name Here

Your Job Title
Development

10100 Reunion Place, Ste. 300
San Antonio, TX 78216

210.123.4567 **Office**
210.123.4567 **Cell**



Vision

An Authentic and Elevated Travel Experience.

Mission

Delivering the San Antonio Experience through Transformation and Talent.



E-MAIL REPLY SIGNATURE

Your Name Here

Your Job Title

210.123.4567 **Office**

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