

Graphic Standards Manual

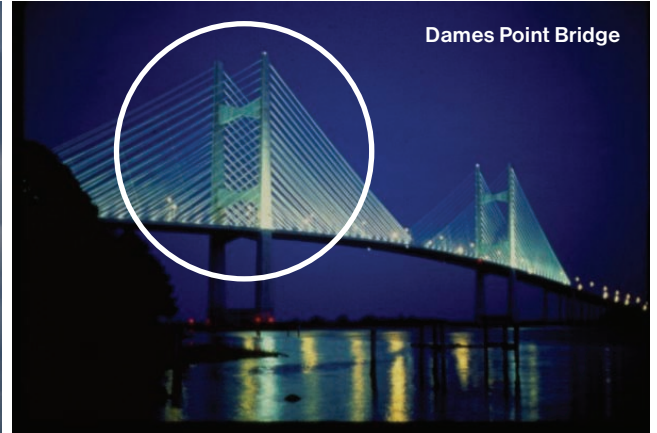
Edition V.1



JAA

Jacksonville
Aviation
Authority

Jacksonville Aviation Authority: Logo Overview



The Jacksonville Aviation Authority is the conduit through which millions of people will be introduced to the first coast of Florida. The logo system, therefore, needs to be a simple yet symbolic representation of things that are unique and memorable about the city of Jacksonville.

The logo draws clear inspiration from classic aviation iconography, easily identifying JAA properties as airports. But beyond the obvious, the mark also illustrates linear patterns and shapes from the many bridges that span the St. John's River.

The color palette also borrows from visual stimuli that are common to the Jacksonville area including water, citrus fruits, lush greenery and sunsets.



Pantone® Coated



Pantone
2995 C



Pantone
1375 C



Pantone
382 C



Pantone
199 C



Pantone
Black C

Usage:
Coated Paper
Matte Coated Paper
Fabric
Embroidery
Vinyl
Paint/Screenprinting

Pantone® Uncoated



Pantone
2995 U



Pantone
1375 U



Pantone
380 U



Pantone
199 U



Pantone
Black U

Usage:
Uncoated Paper
Newsprint

CMYK



C: 87
M: 1
Y: 0
K: 0



C: 0
M: 45
Y: 95
K: 0



C: 28
M: 0
Y: 92
K: 0



C: 0
M: 100
Y: 65
K: 0



C: 25
M: 25
Y: 25
K: 100

Usage:
Recommended
for majority of standard
print applications

RGB



R: 0
G: 169
B: 224



R: 255
G: 160
B: 47



R: 190
G: 214
B: 0



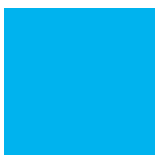
R: 208
G: 16
B: 58



R: 30
G: 30
B: 30

Usage:
Television
Video
Digital Presentations

HTML



00A9E0



FFA02F



BED600

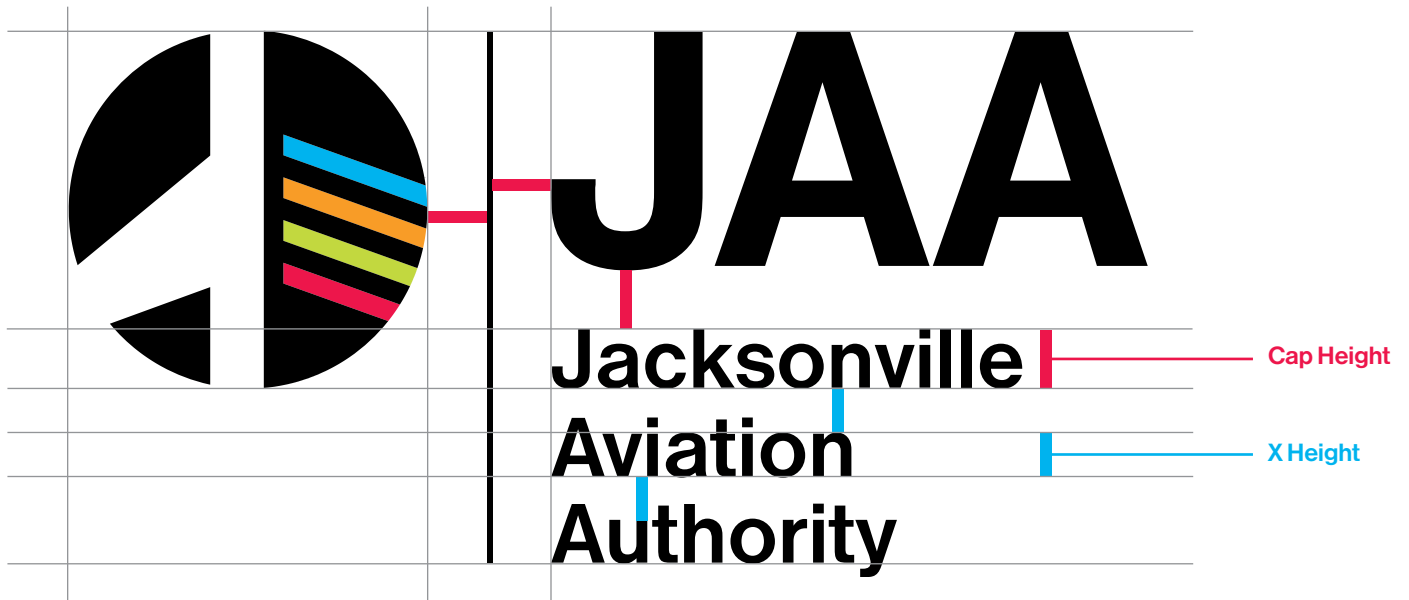


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Usage:
Web Applications

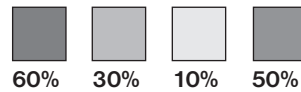


Clear Space



Maintain clear space equivalent to banded half of circle icon.

Grayscale



Reverse Color



Preferred usage is on white, reversed logo must be approved.

Reverse Grayscale



Preferred usage is on white, reversed logo must be approved.

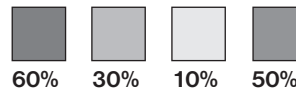


Clear Space



Maintain clear space equivalent to banded half of circle icon.

Grayscale



Reverse Color



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Reverse Grayscale



Preferred usage is on white, reversed logo must be approved.



Clear Space



Maintain clear space equivalent to banded half of circle icon.

Pantone/Spot Color (No Gradation)



Designed for spot color only applications
(i.e. cut vinyl, embroidery, screenprinting)

Reverse Color



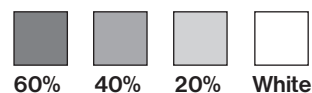
Preferred usage is on white, reversed logo must be approved.

Reverse Grayscale



Preferred usage is on white, reversed logo must be approved.

Grayscale





Clear Space



Maintain clear space equivalent to banded half of circle icon.

Pantone/Spot Color (No Gradation)



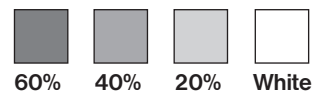
Designed for spot color only applications
(i.e. cut vinyl, embroidery, screenprinting)

Reverse Color



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Grayscale



Reverse Grayscale



Preferred usage is on white, reversed logo must be approved.



JAA

Jacksonville
Aviation
Authority



C: 87
M: 1
Y: 0
K: 0



C: 0
M: 45
Y: 95
K: 0



C: 28
M: 0
Y: 92
K: 0



C: 0
M: 100
Y: 65
K: 0



JAX

Jacksonville
International
Airport



C: 100
M: 1
Y: 0
K: 50



C: 87
M: 1
Y: 0
K: 21



C: 87
M: 1
Y: 0
K: 0



C: 44
M: 0
Y: 0
K: 0



Cecil

Cecil Airport



C: 0
M: 65
Y: 95
K: 25



C: 0
M: 50
Y: 95
K: 15



C: 0
M: 45
Y: 95
K: 0



C: 0
M: 31
Y: 65
K: 0



JAXEX

Jacksonville Executive at Craig Airport



C: 65
M: 0
Y: 100
K: 38



C: 45
M: 0
Y: 100
K: 12



C: 28
M: 0
Y: 92
K: 0



C: 20
M: 0
Y: 65
K: 0



Herlong

Herlong Recreational Airport



C: 46
M: 100
Y: 77
K: 14



C: 24
M: 100
Y: 66
K: 8



C: 0
M: 100
Y: 65
K: 0



C: 0
M: 75
Y: 52
K: 0



Clear Space



Maintain clear space equivalent to banded half of circle icon.

Pantone/Spot Color (No Gradation)



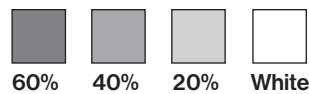
Designed for spot color only applications
(i.e. cut vinyl, embroidery, screenprinting)

Reverse Color



Preferred usage is on white, reversed logo must be approved.

Grayscale



Reverse Grayscale



Preferred usage is on white, reversed logo must be approved.





Clear Space



Maintain clear space equivalent to banded half of circle icon.

Pantone/Spot Color (No Gradation)



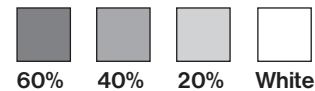
Designed for spot color only applications
(i.e. cut vinyl, embroidery, screenprinting)

Reverse Color



Preferred usage is on white, reversed logo must be approved.

Grayscale



Reverse Grayscale



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Helvetica - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Going
Beyond,
Daily**

Pay special attention to kerning and leading. They will need to be significantly reduced to achieve proper look. (This sample is set at 50pt size, -45pt kerning and -20pt leading.)

Pay special attention to kerning and leading. They will need to be significantly reduced to achieve proper look. (This sample is set at 12pt size, -20pt kerning and 15pt leading.)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

JAX

Jacksonville International Airport

Cecil

Cecil Airport

JAXEX

Jacksonville Executive at Craig Airport

Herlong

Herlong Recreational Airport

Going Beyond, Daily

Something has changed about us. What's changed is our approach to communicating with you. That means in the future, you can expect to see and hear a lot more from us, because we want to make sure you know just how important this community is to us. The way we see it, every day is a new opportunity: a chance to lift up Northeast Florida in new, different and unexpected ways. Whether it's welcoming tourists to the region, sending travelers all over the world or training the next generation of aviators, we are here to have a positive effect on our community. Not only will we continue to make a strong economic impact on the region, we will also strive to improve the way we serve you every time you fly, work or shop with us.

www.flyjacksonville.com



JAA

Jacksonville Aviation Authority

Jacksonville Aviation Authority: Imagery and Color

Type can be used separately from icons for airports when JAA logo is present in the same frame. Logotype can be reversed over very dark areas of multiplied images. See reversed usage.

When using feature photography for any, single airport, multiply the airports core color over the image to reinforce the color code.

When using feature photography for any, single airport, multiply the airports core color over the image to reinforce the color code.





Cecil

Cecil Airport



Jacksonville's economic engine just got a tune up.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl, quis nostrud exa te nisl ut aliquip ex ea commodo. co nsequis nostrud exerci tation ullamcorper Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam



Cecil

Cecil Airport

Rotation (Forced Vertical Applications)



Logo can be rotated 90° degrees when necessary. Icon does not rotate with type, to preserve integrity of the mark.

Type can be used separately from icons for airports when JAA logo is present in the same frame. Logotype can be reversed over very dark areas of multiplied images. See reversed usage.

Configuration

