



BRAND GUIDELINES

TIACA BRAND GUIDELINES > INTRODUCTION

The new TIACA logo is a *combination mark* logo, consisting of the brand name in text with the final 'A' as a graphic icon representing a plane wing with its motor to signify the brand and the silhouette of the plane to underline it.

The Tagline *The International Air Cargo Association* wraps around the globe at the same inclination of the axis of Earth.

To maintain consistent use and ensure the integrity of the logo, use only the approved files and sizing guidelines.

If the logo cannot be used, it will be substituted with capital letters in Helvetica Neue LT STD in Italic.

For higher resolution files or any further information, contact the Meantime staff at hello@meantime.global.



COMPLETE ALTERNATIVE LOGOS





Monochrome
Black

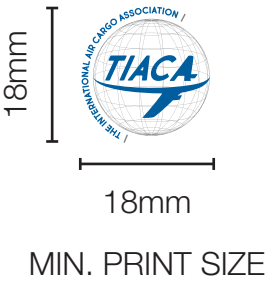


Transparent white for dark
colored backgrounds

TIACA BRAND GUIDELINES > COLOR PALETTE & MINIMUM PRINT SIZE

		
	AVIO BLUE	MID GRAY
PANTONE	2945C	COOL GRAY 6C
CMYK	100/53/2/16	16/11/11/27
RGB	0/76/151	167/168/170
HEX#	004C97	A7A8AA

MINIMUM PRINTING SIZE



FONTS TO USE IN MEDIA

WEB AND ONLINE

ARIAL

123456789!@\$%&=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PRINT

HELVETICA NEUE LT STD

123456789!@\$%&=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

TIACA BRAND GUIDELINES > SPACING AND SAFE AREA

The module used to determine the safe area around the logo is the height of the A-shaped wing, as shown below.



LOGO DOs AND DON'Ts

DO: place the logo only horizontally



DON'T: stretch proportions

