



# 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](mailto:hello@meantime.global).



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## 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

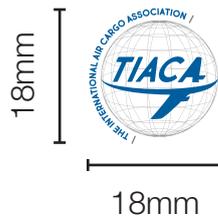
167/168/170

HEX#

004C97

A7A8AA

## MINIMUM PRINTING SIZE



MIN. PRINT SIZE

## FONTS TO USE IN MEDIA

WEB AND ONLINE

ARIAL

123456789!@\$%&=+

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

PRINT

HELVETICA NEUE LT STD

123456789!@\$%&=+

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

# 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

