



2-COLOR VERSION
NO TAGLINE
FONT: BANKGOTHIC
GREEN: PANTONE 368C OR
CMYK 57.0.100.0
GRAY: PANTONE COOL
GRAY 9C OR CMYK 0.0.0.65



2-COLOR VERSION
WITH TAGLINE
FONT: BANKGOTHIC
GREEN: PANTONE 368C OR
CMYK 57.0.100.0
GRAY: PANTONE COOL
GRAY 9C OR CMYK 0.0.0.65



1-COLOR VERSION
NO TAGLINE
REVERSIBLE
FONT: BANKGOTHIC
COLOR: BLACK



1-COLOR VERSION
PLANE ICON ONLY
GRAY: PANTONE COOL
GRAY 9C OR CMYK 0.0.0.65

DOs

- Make sure the logo reads clearly and has sufficient contrast with a background color.
- Always reproduce the logo in two colors on a white background whenever possible (this is the preferred version). The colors are green and gray, as specified.
- When production constraints do not allow the use of the two-color version, use the black version of the logo.
- When production constraints do not allow the use of the black version against a background, reverse the logo to white.

DON'Ts

- Do not reproduce the logo in colors other than those specified in this document.
- Do not place the two-color logo on a patterned background which impairs readability.
- Do not add effects; such as drop shadows, bevels, gradients, etc.
- Do not modify the logo to be redrawn, distorted, rotated, or added to in any way.
- If using the logo with the tagline, do not place text directly underneath or adjacent to the tag line