

COLORADO SPRINGS AIRPORT

Branding Guidelines + Standards

The Essence of the COS Airport Brand

03 Logo

10 Color Palette

LOGO

*The Rights, Wrongs, and
Everything In Between*

INTRODUCTION

The Colorado Springs Airport brand is more than it's logo or a specific set of colors. It's a set of values, attributes and artwork that reflects the spirit of the organization. Using branding elements consistently will reinforce the overall image and message of the organization in a professional manner.

This document provides guidelines for using the logo and graphic elements that make-up the brand's identity, illustrating how to apply the visual components of the COS Airport's graphic system.

THE LOGO & ITS VARIATIONS

The Colorado Springs Airport logos are designed as freestanding marks and must appear in an uncluttered space free of text, other logos, shapes, strong background patterns or other design elements.

Always surround the logo with sufficient free space, which at a minimum must be equal to 50% of the height of the center most vertical line in the logo's **Y** icon. This free space requirement is the minimum and should be increased wherever possible.

The full horizontal logo (on right) should never be reproduced at a size smaller than .25 inches for maximum readability.



ADDITIONAL LOGOS

There are three additional accepted variations of the full horizontal logo:

- full stacked logo
- short horizontal logo
- FLY COS stacked logo

These logos are subject to the same guidelines and rules as the main logo unless otherwise noted.

THE FULL STACKED LOGO

The Colorado Springs Airport logos are designed as freestanding marks and must appear in an uncluttered space free of text, other logos, shapes, strong background patterns or other design elements.

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The logo full stacked logo (on right) should never be reproduced at a size smaller than .5 inches for maximum readability.



Min. Height
.5 in.



THE SHORT HORIZONTAL LOGO

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The short horizontal logo (on right) should never be reproduced at a size smaller than .25 inches for maximum readability.



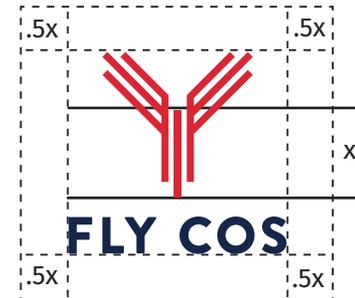
Min. Height
.25 in. 

THE FLY COS STACKED LOGO

The Colorado Springs Airport logos are designed as freestanding marks and must appear in an uncluttered space free of text, other logos, shapes, strong background patterns or other design elements.

Always surround the logo with sufficient free space, which at a minimum must be equal to 50% of the height of the center most vertical line in the logo's **Y** icon. This free space requirement is the minimum and should be increased wherever possible.

The FLY COS stacked logo (on right) should never be reproduced at a size smaller than .5 inches for maximum readability.



Min. Height
.5 in. 

THE DO'S AND DONT'S OF LOGO USAGE

When using a logo on a daily basis, it's easy to see it as just another image that can be modified and manipulated as required. However, using the Colorado Springs Airport logos in their original form ensures consistency and provides a solid foundation to build upon.



01 Space around the logo

Always give the logo room to breathe. Use white or neutral backgrounds.

02 Dark Background?

If you have a dark background, use the negative logo. (white text)

03 Competing Color

Do not use the logo on backgrounds that are too dark, or too cluttered.

04 Stretching

Never stretch the logo horizontally OR vertically. Maintain proportions when resizing.

05 Rotation

Do not rotate any version of the logo.

USE THE RIGHT LOGO FOR THE JOB

EPS – Encapsulated PostScript

A document file format that contains PostScript information for high-resolution graphics. File can be scaled to almost any size without image degradation. Commonly used in professionally printed documents, signs, banners and posters.

GIF – Graphic Interchange Format

A common format for image files, especially suitable for images containing large areas of the same color. Commonly used in programs that only use a low-resolution file for on-screen use including use on web sites.

JPEG – Joint Photographic Experts Group

JPEG is compression technique for color images and photographs that balances compression against loss of detail in the image. The greater the compression, the more information is lost. Commonly used in websites, PowerPoint presentations or programs that use low resolution files for on-screen use. High-resolution CMYK or black and white files can be used in word processing or other documents that require output on standard laser or inkjet printers.

PNG – Portable Network Graphics

Portable Network Graphics (.png) is a graphic file format supported by many Web browsers and office applications. It is a good format for compressing and storing graphic images, and there is no loss of graphic image data when an image is uncompressed. The .png format supports variable transparency of images (alpha channels) and control of image brightness on different computers (gamma correction). Commonly used when high-quality image is needed with a transparent background. Allows background colors to show through in Microsoft Office applications.

TIFF – Tagged Image File Format

A high-quality image file format that maintains the look of the original design, pixel for pixel. Commonly used in professionally printed materials where image quality is important and an EPS is not available.

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Logo Usage	Good	Better	Best
Four Color Process Printing	JPEG (CMYK)	TIFF (CMYK)	EPS (CMYK)
Two Color Printing	–	–	EPS (PMS)
One Color Printing	JPEG (B&W)	TIFF (B&W)	EPS (B&W)
Electronic Media (PowerPoint, on-screen use)	–	–	PNG
Word Processing (MS Word, Excel)	JPEG (RGB or B&W)	–	PNG (RGB or BW)
Web	–	GIF	PNG
Silk-screen / Embroidery	–	–	EPS

QUESTIONS OR COMMENTS

For additional questions or to request logo files please contact Design Rangers at hello@designrangers.com

COLOR PALETTE

Setting the Tone

LOGO COLORS

Colors are an important part of the logo and are used to define the overall tone of the mark while increasing brand recognition.

PMS colors are specific standard ink colors that are available through professional printers worldwide.

CMYK values are used for professionally printed marketing literature and graphics.

RGB & Hexadecimal values are used for websites and computer based electronic documents or presentations.

Black and white logos are appropriate where only one color can be used.



**COS Airport
Blue**



**COS Airport
Red**

Color	Pantone® Equivalent	CMYK	RGB	Hex
COS Airport Blue	Pantone 2767C	C99 M87 Y42 K41	R19 G41 B75	C6093B
COS Airport Red	Pantone 1797C	C2 M97 Y85 K7	R203 G51 B59	CB333B

CORPORATE COLOR PALETTE

In addition to the logo colors, there are a select number of additional colors that help create a distinct brand for the Colorado Springs Airport. By limiting the number of colors and tones, a clear style is developed and other graphic items such as photos are allowed to have maximum impact.

These colors are TBD and will be added to this document once they have been approved.