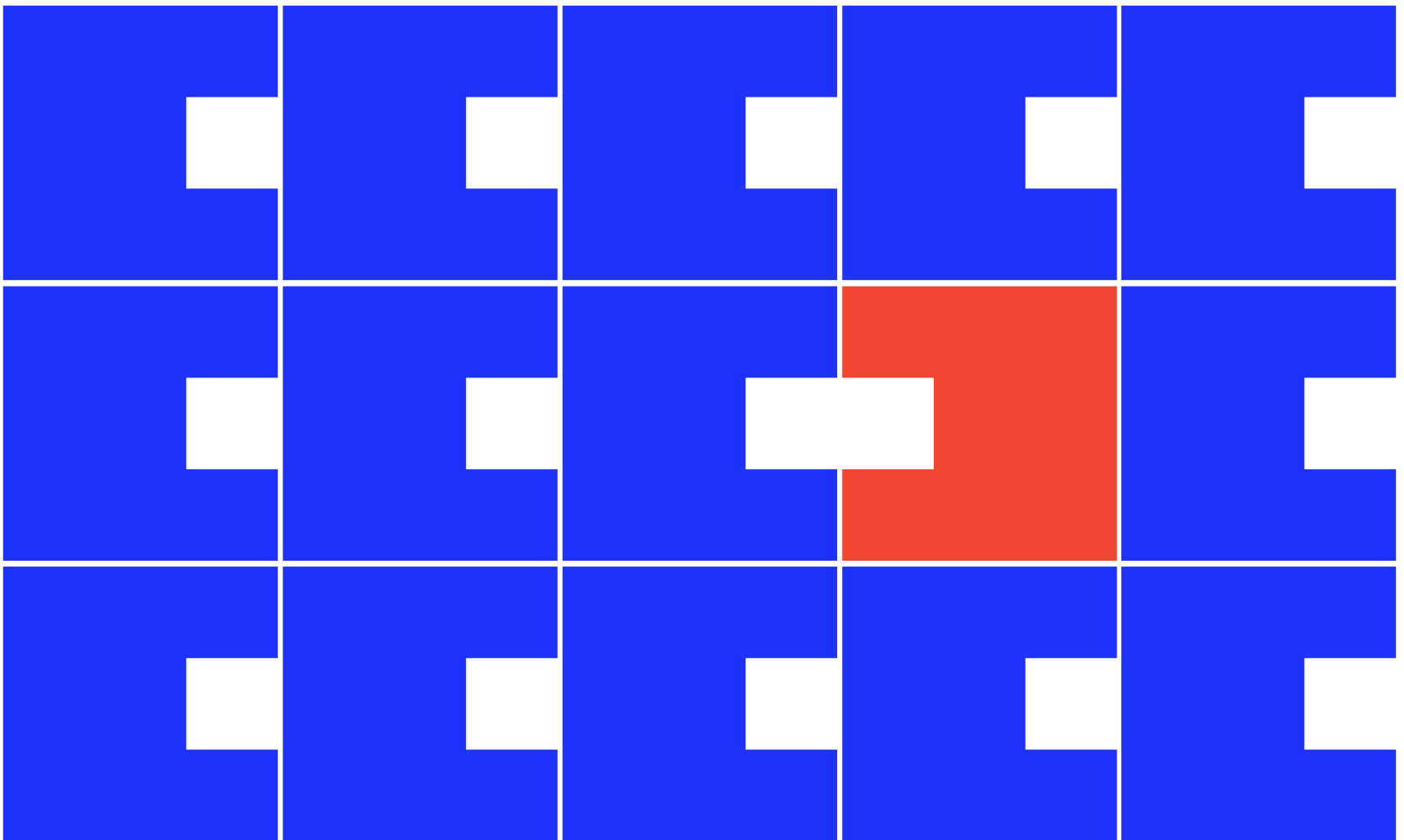


July 2019

Brand Guidelines

Client Recognition stamps



Client Recognition stamps

Introduction
Characteristics
Principles
Incorrect use

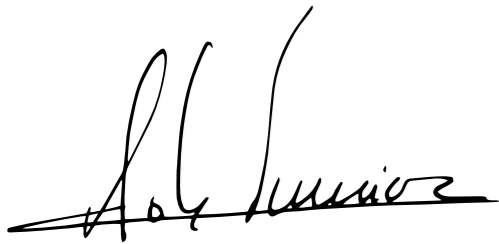
Introduction

IATA's brand values are based on expertise, a strategic global overview, collaboration and openness. Together these support and define the excellent relationships we hold with our many stakeholders, including members, customers, partners, governments, strategic partners, and industry colleagues.

Many of these relationships are represented visually through the use of logo's—IATA's main logo and other visual indicators of IATA's various initiatives, products and services. Consistency in these representations is critical to upholding the trust that people place in IATA. With that aim, these guidelines ensure the elements that make up the IATA brand are used appropriately.

Aviation is a team effort. We truly value the many relationships that help us to support aviation—the business of freedom. And we trust that our members, customers and stakeholders will respect these simple guidelines.

Regards,



Alexandre de Juniac
Director General & CEO, IATA



This indicative IATA Client Recognition stamp and will be used to illustrate this guideline.

The rules demonstrated herein are to be applied to any authorized IATA Client Recognition stamp.

What does this guideline cover?

This generic guideline will cover the usage of any authorized IATA Client Recognition stamp.

Who can use these stamps?

An IATA Client Recognition stamp can ONLY be used by the specific company, organization or individual authorized by IATA for that specific recognition.

Any IATA Client Recognition stamp authorization does NOT automatically include subsidiaries or sister companies within a larger corporate group.

A recognized company or individual will ONLY be authorized to use a specific IATA Client Recognition stamp that corresponds to the level and/or type of certification for which it has been specifically recognized by IATA.

Legal notices

All rights, titles and interests in the IATA Client Recognition stamp series belong to IATA.

ONLY IATA has the right to authorize the use of any of these stamps by other companies.

Once a company is officially recognized by an IATA Client Recognition stamp, that company is authorized to use that specific stamp in accordance with the following guidelines.

An authorized recipient of an IATA Client Recognition stamp may neither authorize a third party to use said stamp, nor accept any remuneration for the use of said stamp by another third party.

IATA Client Recognition stamps do not suggest in any way that IATA endorses any of the company's products or services.

This guideline document must be distributed along with the artwork files for the IATA Client Recognition stamps, and must be adhered to strictly.

Any misuse will be firmly pursued through proper channels.

Characteristics

Features

All IATA Client Recognition stamps are a circular form, with descriptive text arranged around the IATA logo.

The IATA logo will always appear in the center of the stamp.

There is only ever one artwork version (positive) of any stamp provided. Therefore there are no permitted variations.

An authorized stamp will always be provided in PMS, CMYK and transparent RGB formats.

Protection zone

The stamp should be protected from other graphic elements by an area of clear space—a bounding box that is provided in the graphic files supplied—and no graphic elements should enter this zone.

The built-in protection zone will scale with the artworks provided. It is also transparent.

When applied to mixed-colour or photographic backgrounds, users should always look for high contrast.



Color

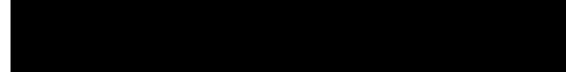
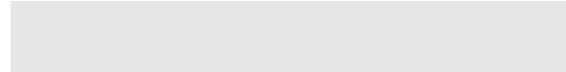




The color/s in any IATA Client Recognition stamp are fixed and should not be changed.

Three color space versions of each stamp will be provided (RGB, CMYK, Pantone®).

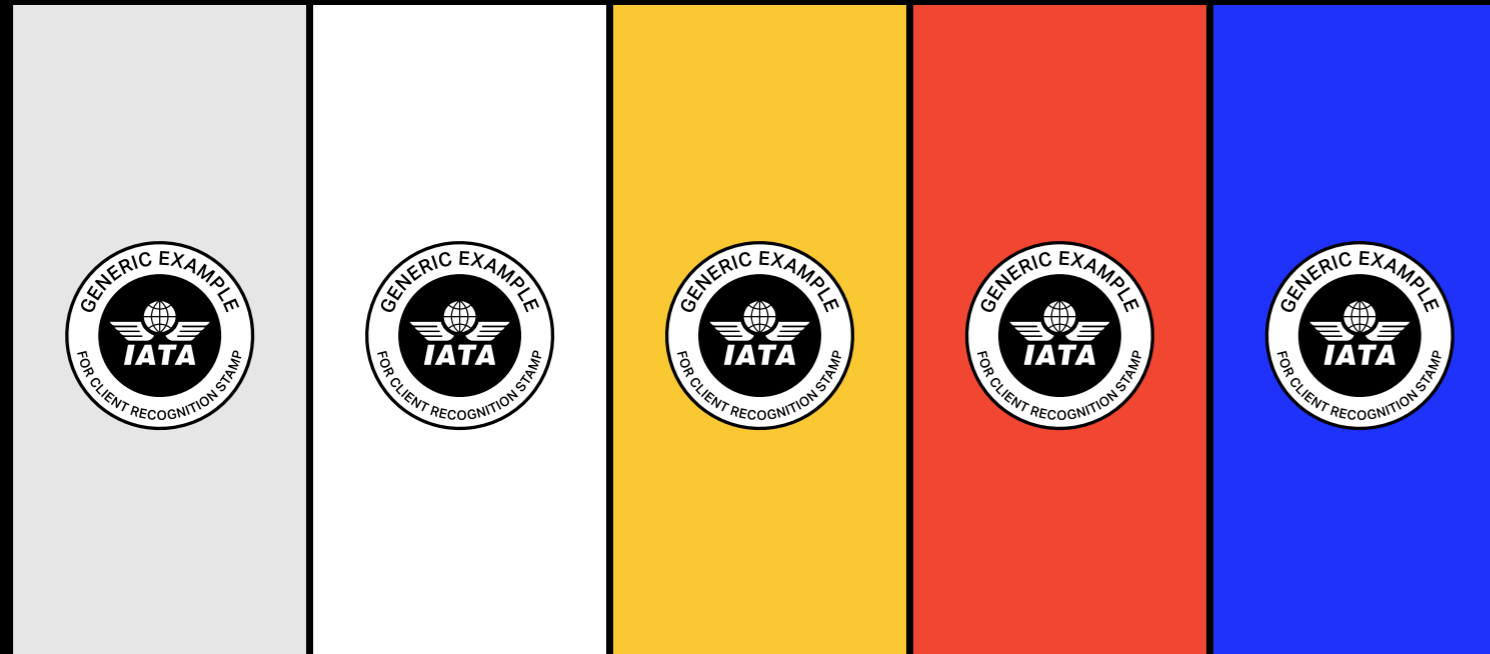
However, for easy reference, the colors are defined below.

These are the ONLY authorized colors.



	Screen	Print	Pantone®
	R0 G0 B0	C0 M0 Y0 K100	Process Black
	R230 G230 B230	C0 M0 Y0 K20	Cool Grey
	R255 G255 B255	C0 M0 Y0 K0	
	R250 G200 B50	C0 M20 Y100 K0	116
	R240 G70 B50	C0 M100 Y100 K0	Warm Red
	R30 G50 B250	C100 M80 Y0 K5	293

Principles

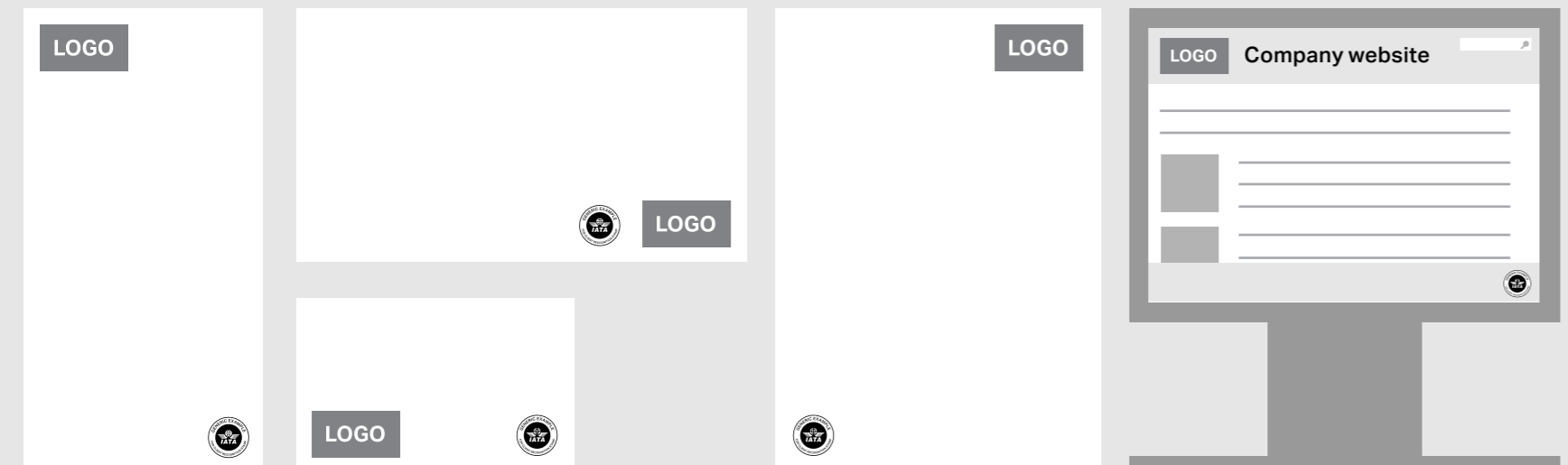


The IATA Client Recognition stamps will be distinct on any IATA colour background.



The IATA Client Recognition stamps will generally work on any photographic background.

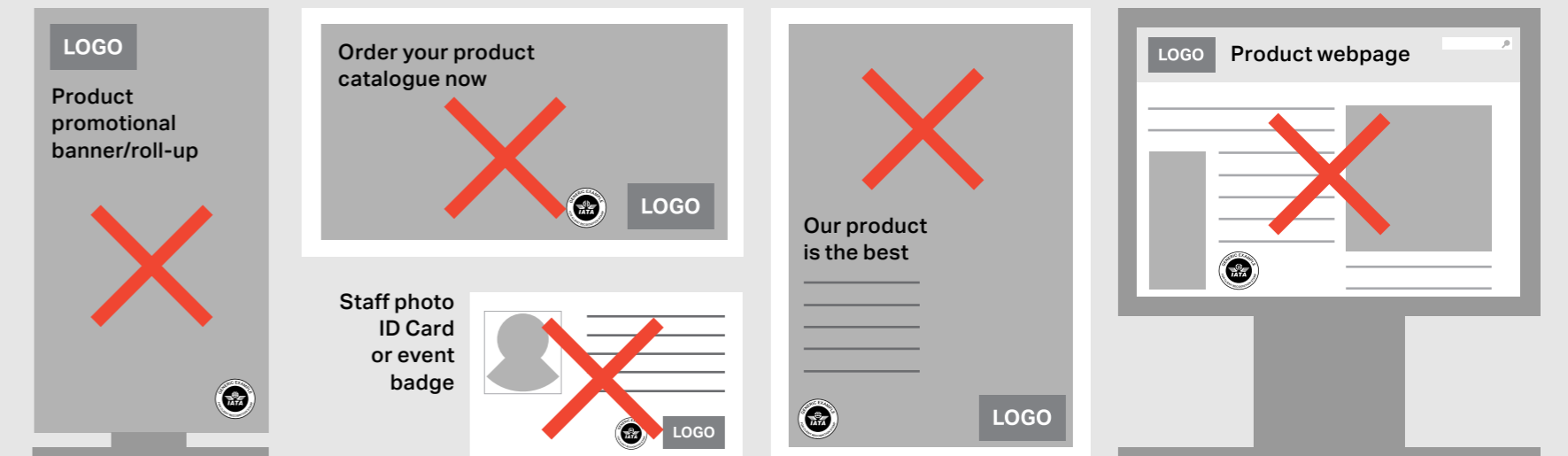
Authorized communications and collaterals



Authorized uses of the IATA Client Recognition stamps include: corporate stationery; business cards; corporate-level promotions; corporate web pages.

IATA Client Recognition stamps should always be placed and sized smaller than the company logo. Exact proportion and placement are not important. A rough guide would be 50% of the company logo. But the collateral should NEVER give the impression that it belongs to IATA.

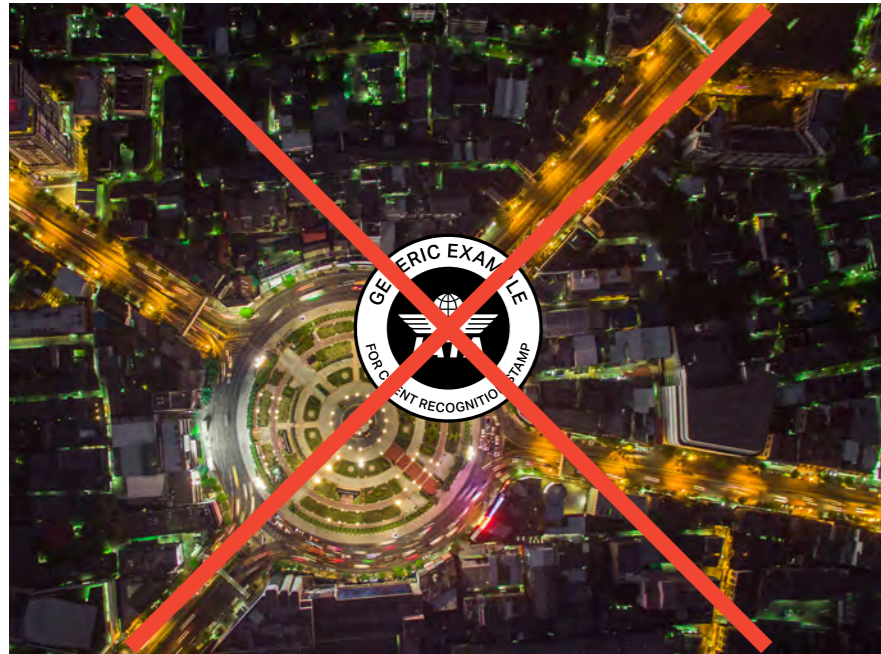
NON-authorized communications and collaterals



NON-authorized uses of the IATA Client Recognition stamps include: product promotions, marketing and collaterals; staff photo ID Cards or event badges; product web pages.

IATA and the IATA Client Recognition stamps do not endorse any company's products, or that company's staff, directly. The only exception to this is for those stamps that recognize a specific competency achieved, or qualification won, by individuals. In this case, the stamp can be used personally by that individual, but is not authorized for use by that individual's company.

Incorrect use



Avoid awkward or competing backgrounds.



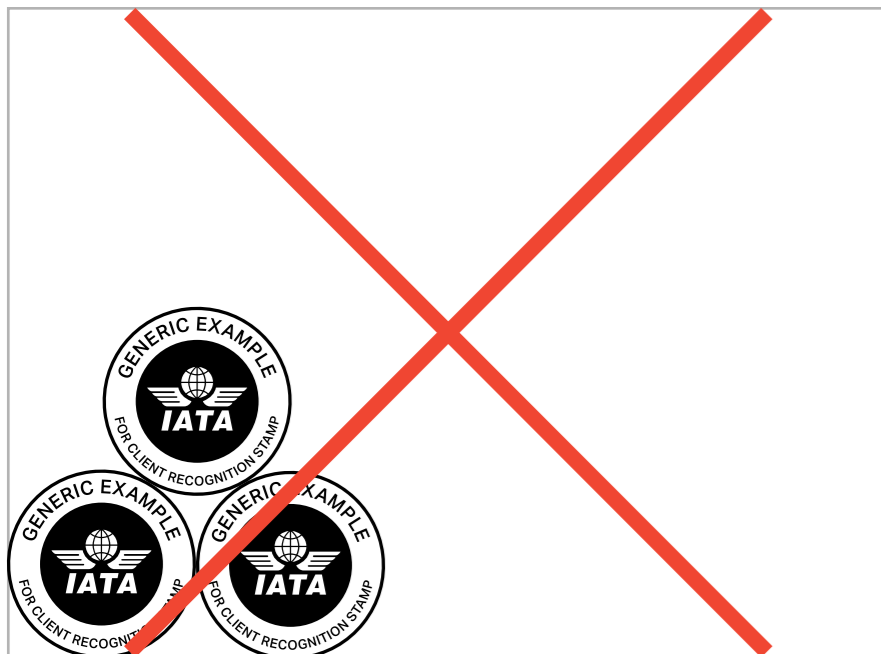
Don't try to copy the basic shape.



Don't stretch or squash.



Don't rotate or repeat.



Don't treat the stamps as design objects.



Don't add any effects, like glow or shadow.



Don't change, remove or add any elements or colours.



Don't try to enhance the artwork provided.

For questions please first approach
your IATA business contact.

For more complex issues, please
contact:

IATA Corporate Communications
corpcomms@iata.org