

BrandKit Guidelines for Partner Associations and Registrars

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Introduction

This pack is intended for organizations who have been approved by SITA as Registrars (enabling members of the aviation community to purchase .aero domain names), and official .aero Partner Associations.

With the logos and guidelines we have provided we ask that you publicize .aero on your website and at every suitable opportunity.

Should you have any queries please contact Brid Vaughan,
Director, Communication Services +44 208 757 8013,
or e-mail brid.vaughan@sita.aero

In order to ensure we are consistent in our message please notify
Brid Vaughan at SITA of your .aero marketing initiatives.

About the .aero logo

The official .aero logo may only be used by approved Partner Associations and Registrars in conjunction with the .aero guidelines.

It must not be distorted or adapted. The .aero logo should not be distributed or used without the prior written permission of SITA.

All SITA and .aero logos are the legal property of SITA.

.aero logo – colour

The .aero blue can be represented using any of the following colour methods:

Pantone:	300C
CMYK:	C:100, M:43
RGB:	R: 9, G: 01, B: 166
Web safe:	095BA6

The preferred and recommended .aero logo for use online is the blue version. However, where the background colour does not provide sufficient contrast to the .aero logo, the white version may be used. Both options are supplied in this BrandKit.

The .aero logo should not be adapted to appear in any other colours than those outlined in this guide.

.aero logo – format

The .aero logo with strapline should be used in all instances, as illustrated later in this guide.

In no instance should the .aero logo appear alone without the strapline ('the domain of aviation'). It should always appear as one item; for example, the strapline must not be separated from the logo.

.aero logo – position

The .aero logo and strapline should be positioned prominently on the page, preferably top left or top right, depending on the page composition.

The logo and strapline must not appear smaller than 30mm wide.

The .aero logo and strapline should be used as shown below. The box (shown as a dotted line) around the logotype indicates the 'exclusion zone' outside of which all other design features, or text must remain. This box is a guide only and should not be reproduced in any form.



'sponsored by SITA/authorized by SITA' logo – format

Any appearance of the .aero logo must be accompanied by the 'sponsored by SITA or authorized by SITA' logo. This should appear at the bottom of the page. It can appear left or right.

'sponsored by SITA/authorized by SITA' logo – position

The size of the 'sponsored by SITA/authorized by SITA' logo must be no more than 20mm wide.

'sponsored by SITA/authorized by SITA' logo – colour

The preferred and recommended 'sponsored by SITA/authorized by SITA' logo for use online is the blue and black version. However, where the background colour does not provide sufficient contrast to the .aero logo, the white version may be used. Both options are supplied in this BrandKit.

The 'sponsored by SITA/authorized by SITA' logos should not be adapted to appear in any other colours than those outlined in this guide.

Typeface

The .aero family typeface is Bliss.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 !@£\$%^&*()

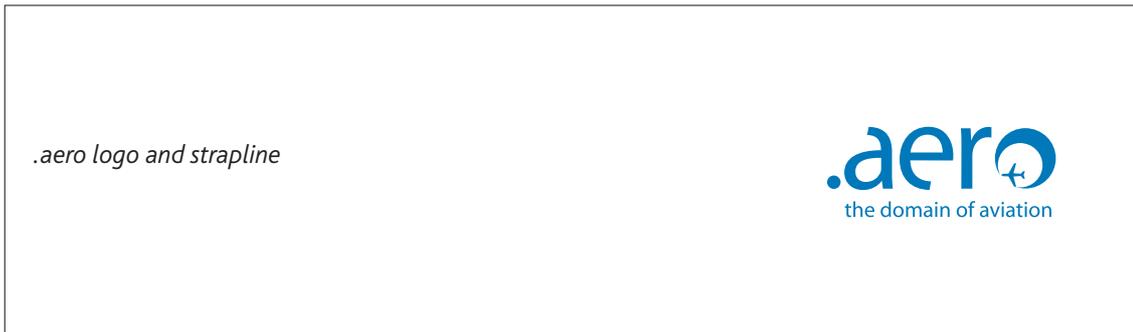
For literature, Bliss Light is used for body copy, Bliss Regular is used for introductory paragraphs and captions and Bliss Bold is used for main headings and sub headings.

As a general rule, all type should range left, including captions and quotes.

Do not use expanded versions of these fonts.

Elements of the .aero brand

Preferred and recommended versions.



Elements of the .aero brand

Alternative versions for use against dark backgrounds.



Introduction

The online identity is designed for use in conjunction with the .aero identity. Online includes websites, animation and multimedia.

To help you we have included an animated gif file which can act as a suitable link from your homepage to your .aero web pages, or to the www.information.aero site.

Animated .aero web ads

Four electronic files containing animated gifs and Flash animations have been included in this BrandKit with these guidelines, which may be used on the home-page of a Partner Association or Registrar.

One is a banner ad format, the other a box format.

Sizes and formats

The animated .aero box ad is 138 x 90 pixels, and is supplied as an animated gif (.gif) or a Flash animation (.swf) file.

The animated .aero banner ad is 488 x 60 pixels, and is supplied as an animated gif (.gif) or a Flash animation (.swf) file.

Animation sequences:

Banner ad

don't get lost

in cyberspace



Click through

The .aero animation should lead to www.information.aero if 'clicked through' or to relevant .aero information on your site.

Animation sequences:

Box ad

**don't get
lost**

in cyberspace



List of items included in this BrandKit:

Animation jpegs

Banner ad

banner1.jpg
banner2.jpg
banner2.jpg

Box ad

box1.jpg
box2.jpg
box3.jpg

Animations

Animated gifs

dotaerobanner.gif
dotaerobox.gif

Flash animations

dotaerobanner.swf
dotaerobox.swf

Authorized/Sponsored by SITA logos

Blue gifs and jpegs

authorizedbySITA_blue_20mm.gif
authorizedbySITA_blue_20mm.jpg
sponsoredbySITA_blue_20mm.gif
sponsoredbySITA_blue_20mm.jpg

White gifs and jpegs

authorizedbySITA_white_20mm.gif
authorizedbySITA_white_20mm.jpg
sponsoredbySITA_white_20mm.gif
sponsoredbySITA_white_20mm.jpg

Dot aero logos

Blue gifs and jpegs

dotaerologo_P300_60mm.gif
dotaerologo_P300_60mm.jpg
dotaerologo_P300_30mm.gif
dotaerologo_P300_30mm.jpg

White gifs and jpegs

dotaerologo_White_60mm.gif
dotaerologo_White_60mm.jpg
dotaerologo_White_30mm.gif
dotaerologo_White_30mm.jpg

Print quality file formats eg. (eps or tif) of the logos can be requested from Brid Vaughan, Director, Communication Services +44 208 757 8013, or e-mail brid.vaughan@sita.aero

