

Air Atlanta Icelandic Visual Identity Guidelines

This guide has been compiled with a view to maintaining the corporate identity of Air Atlanta Icelandic.

It is therefore important that it be carefully adhered to, thereby ensuring consistency and quality of Air Atlanta Icelandic's image now and in the future.



Hlidasmari 3 • 201 Kopavogur • Iceland
Tel. +354 458 4000 • Fax +354 458 4001 • www.airatlanta.com



AIR ATLANTA ICELANDIC

The form of the Air Atlanta symbol is a sphere or globe and refers to the Company's global activities where the whole world is Air Atlanta's stage.

The letter A is of course the initial letter of the Company's name and, depending upon how the symbol is viewed, an aircraft or wing may be seen. The curve and movement of the A refer to speed and flexibility, while the line through it forms an equator round the globe or a trip around the world in a direct reference to the operations of Air Atlanta.

The blue colour is the colour of the sky and sea, referring to flight and the oceans of the earth. The golden colour conveys to us feeling of stability and trust and may also be seen as the landmasses of the earth.



In whatever size or colours it is used, the Air Atlanta Icelandic logotype must always be surrounded by blank space equivalent to at least the width of the letter **N** in the word **ATLANTA**. This ensures that other design elements do not interfere with the legibility of the logo.

The **Air Atlanta Icelandic logotype** can be reproduced in a number of ways. It is suitable for 4-colour offset printing, custom colour printing making use of metallic ink as well as specialized usage with paint and adhesive foils for aircraft and vehicles.

The logotype also lends itself readily to embossing, embroidering and other specialized treatment.

The design elements shown in this guide must not be redrawn or otherwise modified. Only authorized artwork supplied by Air Atlanta Icelandic may be used.

Artwork for Air Atlanta Icelandic logo, stationery and livery is available on the Air Atlanta Icelandic intranet: <http://intranet.airatlanta.com> and on CD upon request.

Corporate Typefaces

A special family of typefaces called Atlantiad is used on all stationery and other printed literature.

Only these typefaces may be used.

The standard weight that is most commonly used is

Atlantiad Roman

These alternative versions are also available and may be used with discretion.

Atlantiad Light

Atlantiad Bold

Atlantiad Condensed



2 and 4 colour version

This is the standard version of the Air Atlanta Icelandic logotype and should be used wherever possible. The 2 colours used are blue (**Pantone 280**) and bronze (**Pantone 8004**). The bronze colour is from the Pantone® Metallic Color Specifier but is not available in the standard Pantone® Color Formula Guide. See swatches at bottom of page.

When reproduced using 4-colour process inks the 2 colours are to be rendered as follows:

Blue: **100% cyan, 72% magenta, 18.5% black**

Bronze: **14% magenta, 31% yellow, 32% black**



Black and white halftone version

for use when only a single colour is available.



1 colour line version

for use when halftones are not available.



Reversed version on blue or dark ground



Reversed black and white version




PANTONE 280

PANTONE 8004

Air Atlanta Icelandic Visual Identity Guidelines

Air Atlanta Icelandic aircraft and vehicle insignia.

Paint and adhesive foil colours are shown at right.
Note that a special reversed version of the symbol is used on the port side of aircraft tail fins (below).

-  PANTONE 8004 (This colour should be metallic wherever possible)
RAL: E8.15.55
-  PANTONE 280
RAL: V0.47.19
-  WHITE

