DANE COUNTY REGIONAL AIRPORT

Corporate Identity Standards > June 2009

DANE
COUNTY
REGIONAL
AIRPORT
MADISON

Our new Dane County Regional Airport logo is more than a piece of design. Place our logo on your hat and suddenly, "you" represent our airport, our brand.

Fact is, our new logo is *the most powerful communication tool we have.* For this reason, it must be thoughtfully and consistently implemented in all ads, signage, et cetera.

This document is designed to help you understand how to implement our identity in the best way possible. It shows how and when to use our logo. Most importantly, it will give you an appreciation of how our logo is related to the success of our brand.

Help Our Logo Help Our Brand

Our logo is as unique as our facility. Its individuality helps differentiate our airport from other aviation brands. But our logo can only help distinguish who we are and what we do if we carefully adhere to the guiding directions in the document — and consistently present our logo in all media.

If, after consulting this manual, you require more guidance, please do not hesitate to contact **Sharyn Wisniewski Marketing and Communications Manager** at **608-661-6485**. She is responsible for approving all uses of our logo.

Architectural Inspiration

Not too long ago, our facilities were renovated into a stunningly beautiful Prairie School design. Likewise, our corporate identity has recently undergone a renovation of its own — drawing inspiration from the spirit of our airport architecture. Today, our logo is as up-to-date and meaningful as the airport that inspires it.

As travelers pass through our facility, they sense something special. No wonder. Our building reflects the history and culture of our region. Prairie-inspired shapes remind visitors of Wisconsin's land and sky. People lift their eyes skyward toward our high windows where natural light streams inside. Our windows, chandeliers, adorning tiles and even manhole covers are filigreed with intricate, Prairie-inspired linework. These lines telegraph our local ideals: progress, motion and Wisconsin's motto, "Forward!" The overall effect is a harmonious balance of land and sky.

Just passing through our facility is all at once a calming and uplifting experience.

Our Brand Experience, Our Promise, Our Logo

Yes, our logo renovation reflects aspects of our architecture — through lines and shapes. But more than that, our logo conveys our collective spirit. It conveys the promise of our brand:

> *"Dane County Regional Airport is all about the journey. Here is where you will have a positive travel experience."*

Words and Shapes

At its simplest, a logo is a shape. Our shape is a simple vertical, rectangular illustration filled with positive, comforting blue sky. A plane rises from this shape. Even before the written name can be read, this shape is meaningful. The vertical rectangle with a spot of blue says at a glance: "Dane County Regional Airport."

Typography of our name ("Dane County Regional Airport") is integrated inside of our rectangular illustration. *The logotype must not be isolated, separated or divided from the illustration in any way* (with one exception, which will be discussed below). In fact, it is crucial to the integrity of our brand that color, proportions and other elements of this logo remain consistently displayed, just as you see depicted here. Why? Because consistent use of a logo builds recognition and credibility. Likewise, inconsistent use will damage the image of our brand.

illustration element

logotype element
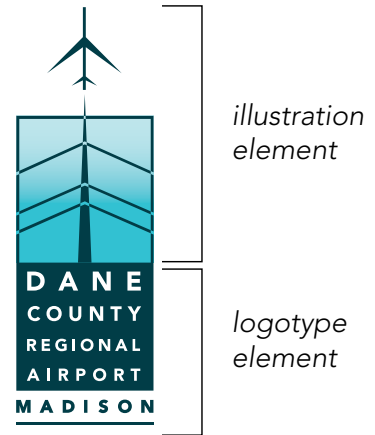
The Plane

The only part of the logo that is allowed isolation from the whole is the airplane. For certain applications, such as highlighting or introducing a main idea, the plane can be used as a separate element. Be cautious about overusing it in any one area, such as repeating it as a bullet point icon in a list. A guiding rule of thumb is to limit the use of the airplane [apart from the logo] to one instance per picture frame. *Never show the plane pointing downward,* for obvious negative reasons.

Limited Use of the Horizontal Logo

In most cases, the vertical version of our logo (illustration plus typography) is the preferred usage. *Almost always, the vertical logo works as the best signature of our brand.* However, for certain applications, the horizontal version of the logo may be needed. For example, if the available space for the logo is extremely horizontal (short) and needs to be fully legible from a distance, then use the horizontal version at right. One usage might be the front of a shuttle bus. Reserve use of the horizontal version for these rare occasions.

Our Logo, a Respected Signature

Our new logo is our signature. If we use this identity properly, it will take on more and more meaning and value. If used consistently, our logo will become recognizable in key markets. If used thoughtfully, our logo will become synonymous with an uplifting, comforting travel experience.

Dane County Regional Airport: *It's all about the journey.*

## Discontinued Corporate Signature

All previous Dane County Regional Airport logos are discontinued. Under no circumstances can previous identities be combined with the new corporate logo or used in any communications whatsoever.

The integrity of the Dane County Regional Airport (DCRA) brand identity is at stake every time our logo is shown. Because the logo supports and informs all airport communications, distorting the DCRA logo damages our brand credibility and undermines our public identity. Therefore, this manual urges users of the DCRA logotype and icon to avoid the mistakes represented below.

Except for the plane icon, no part of the logotype can be separated or isolated.
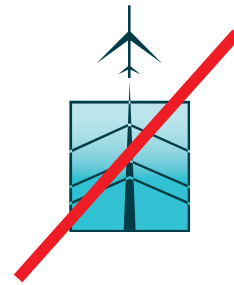
The logo cannot be screened.

Proportions and positional relationships within the logo cannot be altered.

The logo cannot be "squashed" or stretched.

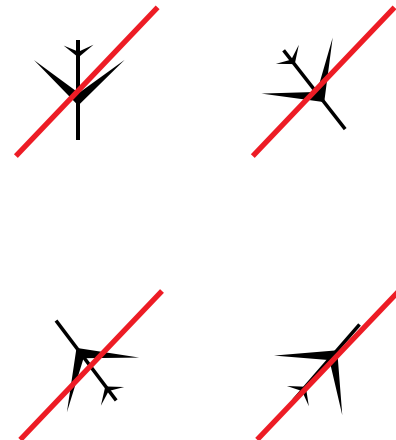The logo must not be tilted or rotated.
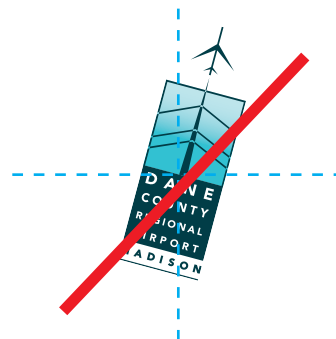
The colors of the logotype must not be changed.

Additional art or marks must not be attached to the logo.

The plane icon cannot be positioned in any way except perfectly vertical [pointing up] or horizontal [pointing to the left or right]. *Never show the plane pointing downward.*

Full-color printing:

Do not use the full-color version of the logo on mid- to dark-value colored backgrounds.

Avoid putting the "reverse" version (which include some color) on light backgrounds.

Do not create a one-color or 100% reversed version of the logo. Use only existing logo versions.

One-color printing:

Do not convert the color logo to grayscale (use 100% or 100% reverse).

The logo is not to be dropped into text as part of running copy.

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The corporate logo is a signature. The corporate signature should not be used as a headline.

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Clear Space

The area surrounding the logo, or "clear space," must remain free of other visual elements. The clear space perimeter establishes optical integrity for the brand—it keeps other content from visually competing with the logo for importance.

Use the wingspan of the airplane icon as a proportional guide to how much clear space to leave above and below the logo. Use the length of the airplane icon to guide the clear space zone to the right and left of the logo.

Minimum Sizes

The corporate logos should not be reproduced smaller than the minimum sizes listed to the right. The limitations of various media should be considered when placing the logo—newsprint, for example, will not hold tiny marks cleanly. Lithography-generated material will print more legibly than digital output. The corporate signature must always appear crisp and clean.

1.25 in.
31.75 mm

.375 in.
9.525 mm
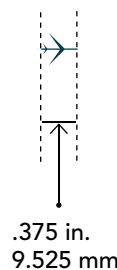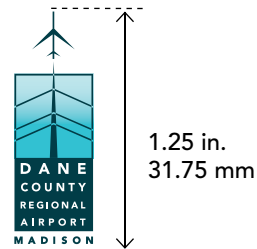
The official colors of the Dane County Regional Airport logo are shown at right. They combine harmoniously with the overall brand color palette shown at bottom right. "Deep Blue-Green" and "Bright Aqua" are the only colors that may be used in the corporate signature. One-color printing is the only exceptional case (see pages 10,15).

It is acceptable to blind-emboss or deboss wood, metal or glass with the logo.

Non-Logo Colors

The brand palette colors shown at bottom provide a specific palette of warm and cool colors for use on all communications materials. These seven colors are the solid, 100% ink hues that comprise the preferred palette. However, the colors may be deepened or lightened by the user very familiar with designing graphics for the Dane County Regional Airport.

DANE COUNTY REGIONAL AIRPORT
Logo Palette

Deep Blue-Green	Bright Aqua
C: 94.51	C: 66.67
M: 61.57	M: 0
Y: 54.51	Y: 18.43
K: 45.1	K: 0
R: 1	R: 50
G: 61	G: 192
B: 71	B: 209
PMS 316	PMS 3115

DANE COUNTY REGIONAL AIRPORT | Color Palette

Carribean	River Bed	Terra Cotta	Canyon	Wheat	Spring Crop	Rain Forest
C: 99	C: 12	C: 3	C: 0	C: 0	C: 15	C: 32
M: 11	M: 95	M: 100	M: 62	M: 6	M: 12	M: 31
Y: 21	Y: 59	Y: 66	Y: 97	Y: 38	Y: 57	Y: 96
K: 53	K: 54	K: 12	K: 0	K: 0	K: 30	K: 79
R: 0	R: 119	R: 204	R: 245	R: 255	R: 163	R: 61
G: 91	G: 13	G: 21	G: 127	G: 235	G: 156	G: 56
B: 112	B: 41	B: 67	B: 37	B: 172	B: 101	B: 0
PMS 7470	PMS 188	PMS 200	PMS 1645	PMS 7402	PMS 5835	PMS 5815

The color reproduction standards for the Dane County Regional Airport signature ensure quality and consistency in the presentation of our corporate identity, while allowing design flexibility for a wide range of applications. To ensure consistency and quality in the presentation of our logo, do not vary the approved color treatments shown below. With the exception of one-color printing (see page 15), no other treatment is permitted.

The Bright Aqua gradient in the logo is achieved by using PMS 3115 at 100% at the base to a tint of 36% at the top.

36% Bright Aqua
PMS 3115

100% Bright Aqua
PMS 3115

Deep Blue-Green
PMS 316

D A N E
C O U N T Y
R E G I O N A L
A I R P O R T
M A D I S O N
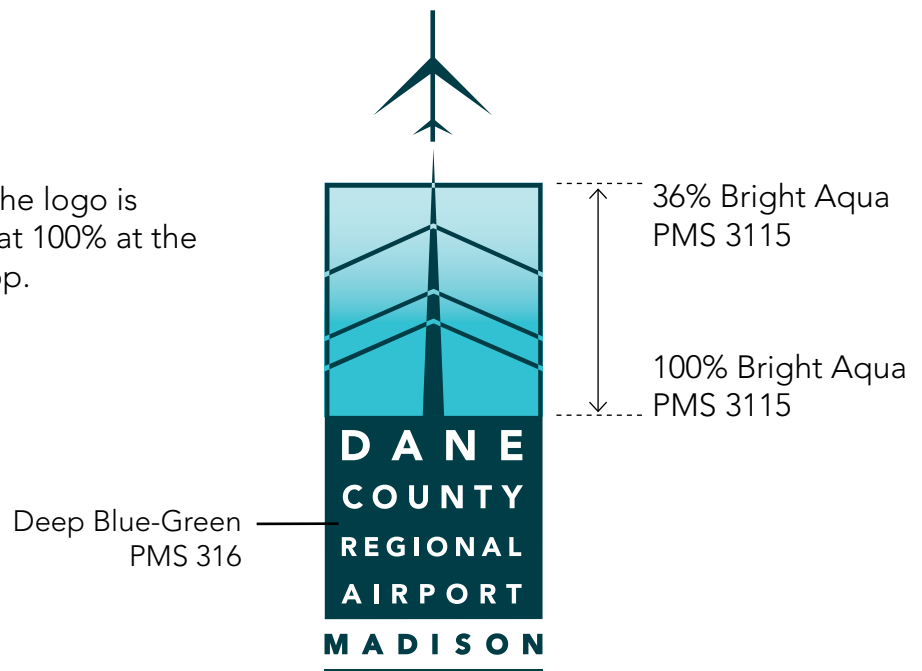
Full-color printing:

Full-color logo on sufficiently
light-colored background

Full-color-reverse logo on sufficiently
dark-colored background

One-color printing:

Black on white

Logo reversed to white (paper color) from a
sufficiently dark-enough background

Logo printed at 100% over a light-enough
background

Typography adds an important element to the brand identity system. Consistent use of typefaces across communications helps define the Dane County Regional Airport look and feel. *Avenir* is the preferred font for printed materials and Web graphics. This modern-yet-classic font offers a broad family with many weights for maximum flexibility. This family is available for purchase online at many font vendors.

Sometimes Avenir is not available or not recommended for a particular format, such as for some PC and web applications. An acceptable substitution on PCs is Arial. For live web text, Verdana may be used instead.

The Avenir Font Family

Appropriately, *Avenir* in French means "to move forward." Designed by Adrian Frutiger and released by Linotype-Hell AG in 1988, Avenir reflects a clean and modern, humane and legible typeface aesthetic.

Avenir 35 LIGHT

Avenir 45 BOOK

Avenir 55 ROMAN

Avenir 65 MEDIUM

Avenir 85 HEAVY

Avenir 95 BLACK

Avenir 35 LIGHT OBLIQUE

Avenir 45 BOOK OBLIQUE

Avenir 55 OBLIQUE

Avenir 65 MEDIUM OBLIQUE

Avenir 85 HEAVY OBLIQUE

Avenir 95 BLACK OBLIQUE

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June 2009