



FLY THE DREAM

# BRAND GUIDE



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# INTRODUCTION

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## **THE IAC BRAND GUIDE**

The IAC brand guidelines are a system of design elements created to communicate our brand positioning and create an “ownable”, cohesive, and differentiating look and feel for our organization.

This guide is a comprehensive manual for anyone who uses the IAC brand and its components in their work, including IAC members, channel partners, designers and marketing agencies. This guide provides information and tools and sets the standard for using our brand names, logos, typefaces and other design elements in advertisements, marketing collateral, publications, merchandise and online communications. All persons affiliated with the IAC who wish to use the logo and elements should follow these guidelines.

## **CONSISTENCY**

The goal of this brand guide is to protect the strength of the IAC brand and ensure that all parties use the brand elements consistently so that they continue to create value for our organization. Consistent use of these guidelines will strengthen the IAC brand, providing all the brand efficiencies and synergies we need as we grow in stature and recognition.

## **RELATIONSHIPS**

This brand guideline demonstrates the relationship between the IAC parent brand and its sub-brands, the USA Aerobic Teams and the US National Championships, and explains how to use these sub-brands to extend the IAC brand consistently.

## **PERCEPTION**

Branding plays an important role in managing the perception of the IAC. Every interaction people have with the IAC is an opportunity to help them understand who we are and why our organization matters. This brand guide will help us make the most of these moments by giving our organization a broader reach and a visually unified appearance.

## OUR PURPOSE AND VALUES

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BRAND VALUES DESCRIBE HOW WE CONDUCT BUSINESS, THEY ARE THE EMOTIONAL MOTIVATORS. THEY GUIDE BEHAVIOR AND COMMUNICATION. IT'S WHAT'S IN OUR HEART AND HOW THAT MATTERS TO OUR MEMBERS.

The core purpose of the International Aerobatic Club is to promote and enhance the safety and enjoyment of sport aerobatics through the following core values:

- Openness and inclusiveness
- A passion and responsibility to educate and share our knowledge both inside and outside the IAC
- A commitment to safety and excellence in every aspect of our sport
- Fair play and sportsmanship

# BRAND VALUES

## BRAND POSITION

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The INTERNATIONAL AEROBATIC CLUB is the world's largest aerobatic club, dedicated to promoting and enhancing the safety and enjoyment of aerobatics.

Dedicated to Safety and Education in Sport Aerobatics.

THE BRAND POSITION DEFINES WHAT MAKES THE IAC UNIQUE AND RELEVANT TO OUR AUDIENCE.

THIS STATEMENT DESCRIBES OUR TARGET MARKET – OUR MEMBERS AND POTENTIAL MEMBERS – WHAT PROBLEMS THEY FACE AND HOW WE SOLVE THEM. THIS STATEMENT SHOULD BE FOUNDED IN RESEARCH AND EXPLAIN WHAT IS UNIQUE ABOUT US. OF ALL THE STATEMENTS THIS IS THE MOST INFORMATIONAL AND LEAST EMOTIONAL.

BRAND POSITION

## BRAND VISION

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THE VISION STATEMENT DESCRIBES THE IAC'S ASPIRATIONS FOR TODAY AND THE FUTURE.

IT OUTLINES WHERE WE WANT TO BE IN 5 TO 10 YEARS. IT IS AN ASPIRATIONAL STRETCH STATEMENT THAT INCLUDES OUR PURPOSE AND WHERE WE ENVISION THE ORGANIZATION HEADING. THIS IS ONE PLACE IT'S OKAY TO DREAM ... DON'T HOLD BACK.

### WHERE WE WANT TO BE:

The IAC is committed to improving and expanding its current activities and developing new programs in order to be recognized as the premier aerobatic organization in the world. As a result, the IAC will have a larger membership comprised of a traditional core constituency as well as new members representing a wide variety of sport aerobatic interests. Improved and increased individual participation and volunteerism will exist among all members. The IAC's leadership will be well-skilled champions of our Core Purpose and Values, and respected by the membership.

### GOALS:

In order to achieve its vision, the IAC has identified five goals that lay the groundwork for the organization.

1. Gain a better understanding of who our members are, identifying their needs in order to adjust our action plans and resource allocation (human and financial) accordingly.
2. Tailor programs to the needs of our members by enhancing core programs and creating new programs which meet the defined needs.
3. Be the world's leading authority on aerobatic safety.
4. Be the world leader in aerobatic education.
5. Attract, develop, and retain well-skilled leadership (Officers, Directors, Volunteers, and Paid Staff) who share our Core Values and are passionately dedicated to our Core Purpose.

## BRAND PROMISE

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THE BRAND PROMISE IS THE LAST, BUT PERHAPS ONE OF THE MOST IMPORTANT STATEMENTS WE CAN DEVELOP. THIS STATEMENT SHOULD BE BELIEVABLE AND INDICATE WHAT OUR PRODUCT IS AND WHO IT IS FOR.

### FLY THE DREAM

If you've dreamed of flying in 3D, join us and experience one of the most exciting sports in the world. Aerobatics will teach you to perfect and refine your flying skills. Learn to recover safely from spins and unusual attitudes. Learn to fly the perfect loop, snap roll, vertical line and other precision maneuvers.

### SHARE YOUR PASSION WITH OTHERS

The IAC has over 40 chapters worldwide. Our chapters sponsor regional aerobatic contests as well as events and practice days open to all IAC members.

### THE IAC AND THE EAA

The International Aerobatic Club, Inc. (IAC) is a division of the Experimental Aircraft Association, Inc. (EAA). All IAC members are required to be members of the parent organization, the EAA. Membership is open to all who are interested in aviation.

THE IAC IS AT THE LEADING EDGE OF AVIATION.

WE ARE PILOTS WITH EXCEPTIONAL SKILLS.

WE FLY WITH PASSION.

WE FLY WITH STYLE AND PRECISION.

WE FLY THE DREAM.

BRAND  
PROMISE



FLY THE  
DREAM





## MAKING OUR MARK SINCE 1970

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### THE EVOLUTION OF A LOGO

Founded in 1970, the IAC never stood still and neither has its branding.

The IAC's first logo, designed in 1970, was a classic shield. The logo has been through several updates since then, first in 1987 and again in 1999 but the shield-shape and patriotic color scheme have been retained through all of them.

The new 2015 logo trades in the 80's-style square shield for a classic, heraldic form that echoes the curves in the original 1970's shield.

The new logo retains a strong link to the past but updates colors, letterforms and iconography to speak to the IAC's unlimited potential for growth and evolution.



1970



1987



2015



1999

# THE IAC BRAND FAMILY

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## THE IAC BRAND FAMILY

The IAC brand family consists of the IAC parent brand and its sub-brands. All the logos share the Plane Icon and brand colors.

### THE INTERNATIONAL AEROBATIC CLUB (IAC) PARENT BRAND

The IAC Shield logo represents the parent organization. Membership in the IAC is required for membership on international teams and participation in competition.



### THE USA AEROBATIC TEAM SUB-BRANDS

The Aerobatic Team logos represent the IAC's international competition teams. Its members are the best aerobatic pilots in the US. They represent our country and the IAC in FAI sanctioned international competitions.



### THE US NATIONAL AEROBATIC CHAMPIONSHIPS SUB-BRAND

The National Championships are sponsored by the IAC and held every year to select the members of our international teams.





TM

# IAC SHIELD + MONOGRAM

## LOGO ANATOMY

### THE ELEMENTS AND THEIR MEANING:

**THE SHIELD** is a symbol of resilience. No matter what gets thrown at us we are able to stand fast and succeed. It is also a symbol of pride in the endurance of a family or organization over time.

**THE HORIZONTAL DIVISION** of the shield (party per fess) into two fields signifies rule and authority. The top panel is called a “chief” and contains the dominant blazon or monogram.

**THE IAC PLANE ICON** represents optimism and the potential for change and discovery. The arc of its flight represents a journey into the unknown, overcoming risks and achieving a new level of knowledge.

**THE INTERNATIONAL AEROBATIC CLUB LOGOTYPE** is set in Din Bold and should always appear as part of the shield.

**THE EAA ICON** is included in the IAC primary shield to represent that the IAC is a division of the EAA aviation family.

**THE COLOR** red symbolizes hardiness, valor and eagerness to serve. Blue symbolizes vigilance, strength and loyalty. White symbolizes honesty and purity.



# COLOR PALETTE

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## IAC BRAND COLORS

Aviation has a patriotic heritage in the United States. From its beginnings at Kitty Hawk through both world wars and our expeditions in space, aviation has been an integral part of the American dream. Red, white and blue are the colors of our flag, standing for loyalty, valor and strength.

The IAC color palette is patriotic, matching our flag and our national trade dress. Old Glory's colors will never fade.

When used consistently, the IAC palette will provide a foundation for brand consistency across all communications from print and apparel to web.

**OLD GLORY RED** symbolizes hardiness, valor and eagerness to serve.

**OLD GLORY BLUE** symbolizes vigilance, strength and loyalty.

**WHITE** symbolizes honesty and purity.



**OLD GLORY RED**

PMS 193C

C16 M100 Y77 K5

R204 G0 B51

#CC0033



**OLD GLORY BLUE**

PMS 281C

C100 M91 Y32 K34

R0 G51 B102

#003366



**WHITE**

PMS WHITE

C0 M0 Y0 K0

R255 G255 B255

#FFFFFF

# TYPOGRAPHY

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## PRIMARY TYPEFACE

**FF DIN** is the primary sans serif typeface for print and web applications.

### FF DIN OT BOLD

Use Bold for headlines, titles and other large point size applications. DIN should be used in ALL CAPS.

### FF DIN OT MEDIUM AND LIGHT

Use Medium or Light for subheadlines and captions. DIN should not be used for long sections of text.

**FF DIN OT** is available from <https://www.myfonts.com/fonts/fontfont/ff-din/buy.html>

FF DIN OT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

FF DIN OT MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

FF DIN OT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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## SECONDARY TYPEFACE

Helvetica is the secondary typeface for long text applications. Use for body text, in combination with DIN or on its own.

HELVETICA NEUE 75 BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

HELVETICA NEUE 45 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# STAGING REQUIREMENTS

## MINIMUM CLEAR SPACE

A minimum clear space should surround the shield and monogram at all times. No other design elements should be positioned within this space. More clear space is always preferred.

The minimum required space around the IAC Shield should equal the height of the "INTERNATIONAL AEROBATIC CLUB" logotype (=x) as shown at the right.

The minimum required space around the IAC Monogram should equal the width of the "I" (=x) as shown at the right.



## MINIMUM SIZE

In order to ensure the logo is clearly visible on all communications, a minimum size has been determined for the IAC Shield and the IAC Monogram — both for print and online communications.

The IAC Shield should not be used smaller than .75" in width. The logotype becomes illegible at smaller sizes. For any application .75" or smaller, use the IAC Monogram version of the logo.

The IAC Monogram should not be used smaller than .5" in width.



## ONE-COLOR LOGOS

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### ONE-COLOR IAC SHIELD

The one-color IAC Shield should only be used for applications where color is limited. When possible use the official IAC palette of Old Glory Red or Old Glory Blue for the one-color logos. If brand colors are unavailable, use black as shown at right.



IAC\_Shield\_Logo\_1C\_Blue



IAC\_Shield\_Logo\_1C\_Red

### ONE-COLOR IAC MONOGRAM

The one-color IAC Monograms should only be used for applications where color is limited. When possible use the official IAC palette of Old Glory Red or Old Glory Blue for the one-color logos. If brand colors are unavailable, use black.

The IAC Monogram can also be used in white reversed out of brand colors or over photos.



IAC\_Shield\_Logo\_Black



IAC\_Monogram\_1C\_Blue



IAC\_Monogram\_1C\_Red



IAC\_Monogram\_Black



IAC\_Monogram\_White



# GRAPHIC ELEMENTS

## WORKING WITH GRAPHIC ELEMENTS

The IAC brand system includes several graphic elements that can be used to add interest to communications. These elements should be used only in conjunction with IAC, team or competition logos.



IAC\_Plane\_Icons\_Inv\_Blue

IAC\_Plane\_Icons\_Inv\_Red

IAC\_Plane\_Icons\_Up\_Blue

IAC\_Plane\_Icons\_Up\_Red

## THE PLANE ICON

The Plane Icon is the unifying symbol of the IAC brand family and appears in every logo. It is the simplest element in the brand system, the equivalent of Nike’s “Swoosh”.

## THE IAC STRIPE

The IAC stripe has two forms, one with and one without the Plane Icon. The stripe can be used as a border or background element to bring the IAC’s patriotic color palette to life.



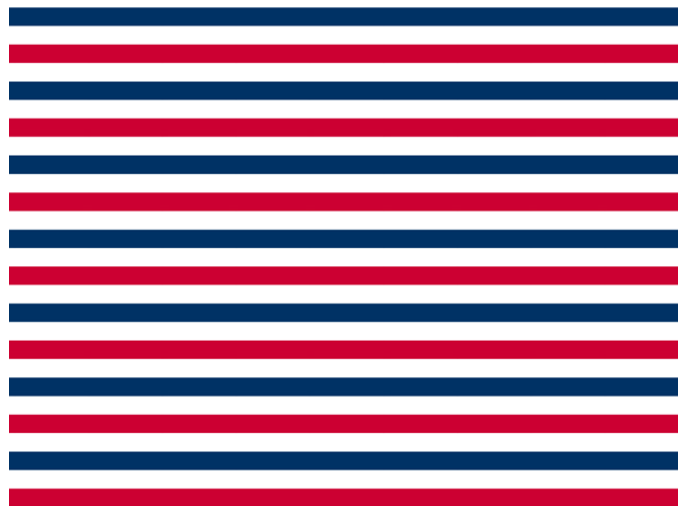
IAC\_Stripe



IAC\_Stripe+Plane

## IAC PATTERN

The IAC stripe pattern is a classic. Its red, white and blue bands can be used vertically or horizontally to bring color and interest to print, web and apparel.



IAC\_Pattern

# LOGO USAGE RULES

## ACCEPTABLE USAGE

The IAC primary shield works well on most backgrounds. Surrounding elements and colors should support the brand whenever possible. The examples at right demonstrate the shield against solid brand colored as well as photographic backgrounds.

Use the patriotic IAC color palette whenever possible.



Use the IAC Shield on Old Glory Blue.



Use the IAC Shield on Old Glory Red.



Use the IAC logo over photos.



Use a patriotic color palette whenever possible. Align horizontal stripes to elements in the shield.

# LOGO USAGE RULES

## ACCEPTABLE USAGE

The IAC Monogram must be used with care. Avoid placing the monogram on backgrounds that make legibility difficult.

The IAC Monogram works well on contrasting backgrounds. The examples at right demonstrate the Monogram against contrasting solid brand colored as well as photographic backgrounds.

Use the patriotic IAC color palette whenever possible.



Use the red or white IAC Monogram on Old Glory Blue



Use the blue or white IAC Monogram on Old Glory Red



Use the 2-color IAC Monogram over light areas of photos.



Use the 2-color IAC Monogram against white.

# LOGO USAGE RULES

## UNACCEPTABLE USAGE

When using the IAC Shield logo on communications, always use approved artwork and do not alter, distort or replace any of the logo elements.

The examples at right illustrate incorrect logo usage.

- Do not use the old IAC logo
- Do not use unapproved color combinations.
- Do not substitute the logo colors
- Do not delete elements
- Do not move or change the scale of logo elements
- Do not skew or distort the logo



Do not use the old IAC logo



Do not use the old IAC colors



Do not change the location of colors



Do not delete or rescale elements



Do not delete elements



Do not skew or distort the logo



Do not use unapproved colors



Do not use unapproved colors

# LOGO USAGE RULES

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## UNACCEPTABLE USAGE

When using the IAC Monogram on communications, always use approved artwork and do not alter, distort or replace any of the logo elements.

The examples at right illustrate incorrect logo usage.

- Do not use the old IAC Monogram
- Do not use unapproved color combinations.
- Do not substitute the logo colors
- Do not delete elements
- Do not move or change the scale of logo elements
- Do not skew or distort the logo



Do not use the old IAC Monogram



Do not use the old IAC colors



Do not use the old IAC colors



Do not move or change the scale of the Plane Icon



Do not delete the Plane Icon



Do not change the orientation of the Plane Icon



Do not compress the monogram



Do not stretch the monogram



Do not use unapproved colors



Do not use unapproved colors

# LOGO USAGE RULES

## UNACCEPTABLE USAGE

The IAC Monogram must be used with care. Avoid placing the monogram on backgrounds that make legibility difficult.

The color versions of the IAC Monogram should not be used against Old Glory Blue or Old Glory Red backgrounds.\*

The color versions of the IAC Monogram should not be used over dark or complicated areas of photos.

The white version of the IAC Monogram should not be used against white or light backgrounds.

\* Apparel applications such as embroidery may be an exception when a subtle tone-on-tone effect is desired.



Do not use the 2-color or 1C blue IAC Monogram icon on Old Glory Blue or other dark blues.



Do not use the 2-color or 1C red IAC Monogram icon on Old Glory Red or other dark reds.



Do not use the 2-color IAC Monogram over dark areas of photos



Do not use the white IAC Monogram against light areas of photos.

## CO-BRANDING WITH PARTNER LOGOS

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### CO-BRAND EXAMPLES

When placing the IAC Shield next to a partner logo lockups like those pictured at right should be used.

- Place a vertical line between logos to separate and align them.
- When both logos are similar in proportion, use them at the same height.
- When logos are dissimilar in proportion, top align them and make them visually similar in size.
- When partner logo is in full color, the IAC logo should also be in full color

The IAC Monogram should only be used next to a partner logo in “unofficial” applications or when logo sizes are smaller than minimum for the IAC Shield.

The IAC Shield logo is always preferred.







# USA UNLIMITED AEROBATIC TEAM

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## THE UNLIMITED TEAM LOGOS

The new logos for the Unlimited Team share colors, forms and iconography with the core IAC logo, but have their own powerful presence. The Plane Icon swoops through the letters and bursts out of the top of the shield in inverted flight, creating a dynamic and differentiating brand for the teams.

## THE UNLIMITED TEAM SHIELD

The shield logo is the primary logo for the US Unlimited Team and reinforces the team's connection to the IAC. The logotype is contained the same shield shape as the IAC logo and incorporates the IAC Monogram in its lower section.

## THE UNLIMITED TEAM LOGOTYPE

The Unlimited Team Logotype is the extracted typographic element of the logo and has less connection to the IAC parent brand. The logotype without the shield can be used when connection to the IAC is implied by context or when team independence is desired.

## COLORS

The team logos use the same color palette as the IAC logos. The Primary color for the Unlimited team is Old Glory Blue. The Plane Icon for the Unlimited Team should always be OG Blue. For more information refer to page 13.

## UNLIMITED TEAM SHIELD



USA\_Unlimited\_Team\_Shield\_2C

## UNLIMITED TEAM LOGOTYPE



USA\_Unlimited\_Team\_Logotype\_2C

# USA ADVANCED AEROBATIC TEAM

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## THE ADVANCED TEAM LOGOS

The new logos for the Advanced Team share colors, forms and iconography with the core IAC logo and the Unlimited Team logos. The Advanced Team logo is Old Glory Red where the Unlimited Team logos are Old Glory Blue.

## THE ADVANCED TEAM SHIELD

The shield logo is the primary logo for the US Advanced Team and reinforces the team's connection to the IAC. The logotype is contained the same shield shape as the IAC logo and incorporates the IAC Monogram in its lower section.

## THE ADVANCED TEAM LOGOTYPE

The Advanced Team Logotype is the extracted typographic element of the logo and has less connection to the IAC parent brand. The logotype without the shield can be used when connection to the IAC is implied by context or when team independence is desired.

## COLORS

The team logos use the same color palette as the IAC logos. The Primary color for the Advanced Team is Old Glory Red. The Plane Icon for the Advanced Team should always be OG Red. For more information refer to page 13.

## ADVANCED TEAM SHIELD



USA\_Advanced\_Team\_Shield\_2C

## ADVANCED TEAM LOGOTYPE



USA\_Advanced\_Team\_Logotype\_2C

# USA GLIDER AEROBATIC TEAM

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## THE GLIDER TEAM LOGOS

The new logos for the Glider Aerobatic Team share colors, forms and iconography with the core IAC logo and the other IAC team logos.

## THE GLIDER TEAM SHIELD

The shield logo is the primary logo for the US Glider Aerobatic Team and reinforces the team's connection to the IAC. The logotype is contained the same shield shape as the IAC logo and incorporates the IAC Monogram in its lower section.

## THE GLIDER TEAM LOGOTYPE

The Glider Team Logotype is the extracted typographic element of the logo and has less connection to the IAC parent brand. The logotype without the shield can be used when connection to the IAC is implied by context or when team independence is desired.

## COLORS

The team logos use the same color palette as the IAC logos. The Primary colors for the Glider Team are Old Glory Red and Old Glory Blue. For more information refer to page 13.

### GLIDER TEAM SHIELD



USA\_Glider\_Team\_Shield\_2C

### GLIDER TEAM LOGOTYPE



USA\_Glider\_Team\_Logotype\_2C

# TYPOGRAPHY

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## PRIMARY TYPEFACE

Forza is the primary typeface for the team logos in print and web applications.

### FORZA BOLD

Use Bold for headlines, titles and other large point size applications. Forza should be used in ALL CAPS.

### FORZA MEDIUM + LIGHT

Use Medium or Light for subheadlines and captions. Forza should not be used for long sections of text.

Forza is available from <http://www.typography.com/fonts/forza/styles/>

## SECONDARY TYPEFACE

Helvetica is the typeface for long text applications. Use for body text, in combination with Forza or on its own.

### FORZA BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### FORZA BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

### FORZA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### FORZA MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### FORZA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### FORZA LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

# STAGING REQUIREMENTS

## MINIMUM CLEAR SPACE

A minimum clear space should surround the Team Shield and logotype at all times. No other design elements should be positioned within this space. More clear space is always preferred.

The minimum required space around the Team Shields should equal the height of the “Unlimited AEROBATIC TEAM” or “Advanced AEROBATIC TEAM” letters (=x) as shown at the right.

The minimum required space around the Team Logotypes should equal the height of the “AEROBATIC TEAM” letters (=x) as shown at the right. Note that the visual center of the logo aligns to the center of the ‘M’ in “Unlimited” or BETWEEN the ‘A’ and ‘N’ in “Advanced” rather than the center of the logo’s overall width.

## MINIMUM SIZE

In order to ensure the logos are clearly visible on all communications, a minimum size has been determined for the Team Shield and logotype — both for print and online communications.

The logos should not be used smaller than .75” in width. The logotype becomes illegible at smaller sizes.



## ONE-COLOR LOGOS

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### ONE-COLOR UNLIMITED TEAM LOGOS

The one-color Unlimited Team Shield and Logotype should only be used for applications where color is limited. Old Glory Blue is the official color for the Unlimited Team's one-color logos. If brand colors are unavailable use black as shown on the following page.



USA\_Unlimited\_Team\_Shield\_1C



USA\_Unlimited\_Team\_Logotype\_1C

### ONE-COLOR ADVANCED TEAM LOGOS

The one-color Advanced Team Shield and Logotype should only be used for applications where color is limited. Old Glory Red is the official color for the Advanced Team's one-color logos. If brand colors are unavailable use black as shown on the following page.



USA\_Advanced\_Team\_Shield\_1C



USA\_Advanced\_Team\_Logotype\_1C

### ONE-COLOR GLIDER TEAM LOGOS

The one-color Glider Team Shield and Logotype should only be used for applications where color is limited. Old Glory Blue is the official color for the Glider Team's one-color logos. If brand colors are unavailable use black as shown on the following page.



USA\_Glider\_Team\_Shield\_1C



USA\_Glider\_Team\_Logotype\_1C

# BLACK AND WHITE LOGOS

## BLACK TEAM LOGOS

The black team logos should only be used for applications where color is limited and brand colors are unavailable.

## WHITE TEAM LOGOS

The white Team Logotypes should only be used for applications where color is limited and brand colors are unavailable.

The white Team Logotypes can be used in white reversed out of brand colors or photos.



USA\_Unlimited\_Team\_Shield\_Black



USA\_Unlimited\_Team\_Logotype\_Black



USA\_Advanced\_Team\_Shield\_Black



USA\_Advanced\_Team\_Logotype\_Black



USA\_Unlimited\_Team\_Logotype\_White



USA\_Advanced\_Team\_Logotype\_White



USA\_Glider\_Team\_Logotype\_White



USA\_Glider\_Team\_Shield\_Black



USA\_Glider\_Team\_Logotype\_Black

# LOGO USAGE RULES

## THE TEAM SHIELDS ACCEPTABLE USAGE

The Team Shields work well on most backgrounds. Surrounding elements and colors should support the brand whenever possible. The examples at right demonstrate the shield against solid brand colored and photographic backgrounds.

Use the patriotic IAC color palette whenever possible.



Use the Unlimited Team Shield on Old Glory Blue.



Use the Advanced Team Shield on Old Glory Red.



Use the Team Shield over photos.



Use a patriotic color palette whenever possible. Align horizontal stripes to elements in the shield.



# LOGO USAGE RULES

## THE TEAM LOGOTYPES ACCEPTABLE USAGE

The Team Logotypes must be used with care. Avoid placing them on backgrounds that make legibility difficult.

The 2-color Team Logotypes work best against white or light colored backgrounds and should not be used against Old Glory Blue or Old Glory Red backgrounds.\*

The white Team Logotypes can be used against Old Glory Blue or Old Glory Red backgrounds or dark areas of photographs.

Use the patriotic IAC color palette whenever possible.

\* Apparel applications such as embroidery may be an exception when a subtle tone-on-tone effect is desired.



Use the 2-color Team Logotypes on white.



Use the white Team Logotypes on Old Glory Blue or Old Glory Red.



Use the white Team Logotypes reversed out of clear areas of photos.



Use the Team Logotypes on white panels. Use a patriotic color palette whenever possible.

# LOGO USAGE RULES

## UNACCEPTABLE USAGE

When using the USA Team Shields or Logotypes on communications, always use approved artwork and do not alter, distort or replace any of the logo elements.

The examples at right illustrate incorrect logo usage.

- Do not use the old team logo
- Do not use unapproved color combinations.
- Do not substitute the logo colors
- Do not delete elements
- Do not move or change the scale of logo elements
- Do not skew or distort the logo



Do not use the old team logo



Do not use the old team colors



Do not change the location of colors



Do not skew or distort the logo



Do not use Unlimited Team colors in the Advanced team logos



Do not delete or rescale elements



Do not use unapproved colors



Do not use unapproved colors

# LOGO USAGE RULES

## UNACCEPTABLE USAGE

The Team Logotypes must be used with care. Avoid placing them on backgrounds that make legibility difficult.

The 2-color versions of the logotype should not be used against Old Glory Blue or Old Glory Red backgrounds.\*

The 2-color versions of the logotypes should not be used over dark or complicated areas of photos.

The one-color version of the Team Logotypes should not be used against dark blue backgrounds.

\* Apparel applications such as embroidery may be an exception when a subtle tone-on-tone effect is desired.



Do not use the 2-color Team Logotype on Old Glory Blue



Do not use the 2-color Team Logotype on Old Glory Red



Do not place the 2-color Team Logotype over dark areas of photos



Do not use the 1C Team Logotype over similar colored areas of photos

## CO-BRANDING WITH PARTNER LOGOS

### CO-BRAND EXAMPLES

When placing the Team Shields or Logotypes next to partner logos, lockups like those pictured at right should be used.



Always use the Team Shield when a connection to the IAC is desired.

Use the Team Logotypes in applications where the IAC connection is implicit (such as IAC branded publications or web sites) or when independence is desired.



- Place a vertical line between logos to separate and align them.
- Always honor the clear area around the team logos.
- When both logos are similar in proportion, use them at the same height.
- When logos are dissimilar in proportion, center-align them and make them visually similar in size.
- When partner logo is in full color, the Unlimited Team logo should also be in full color





TM

# THE US NATIONAL AEROBATIC CHAMPIONSHIPS

## THE NATIONALS LOGOS

The US National Aerobatic Championships is the IAC's premiere annual competitive event. Held annually, the contest is a full week of competition in all categories from Primary to Unlimited. Commonly referred to as "Nationals", finishing placement in this competition determines selection for the US Unlimited and Advanced teams.

## THE NATIONALS SHIELDS

The Nationals Shield is the primary logo for the US National Aerobatic Championships. The logotype is contained a shield shape that connects it to the IAC logo. Two versions of the Plane Icon soar over the top, a monoplane and a biplane. The date at the bottom of the shield can be updated every year.

## THE NATIONALS ICONS

The Nationals Shield is surmounted by the Nationals Icon. The Nationals Icon also has a monoplane and biplane version but the icons should only be used in contexts where other IAC or Nationals branding is present. The icons can be used to brand Nationals communications and merchandise.

## COLORS

The Nationals logos use the same color palette as the IAC logos. For more information refer to page 13.

## THE NATIONALS SHIELDS



US\_Nationals\_Shield\_2C\_Mono



US\_Nationals\_Shield\_2C\_Bipe

## THE NATIONALS ICONS



US\_Nationals\_Icon\_2C\_Mono



US\_Nationals\_Icon\_2C\_Bipe

# TYPOGRAPHY

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## PRIMARY TYPEFACE

Forza is the primary typeface for print and web applications.

### FORZA BOLD

Use Bold for headlines, titles and other large point size applications. Forza should be used in ALL CAPS.

### FORZA MEDIUM + LIGHT

Use Medium or Light for subheadlines and captions. Forza should not be used for long sections of text.

Forza is available from <http://www.typography.com/fonts/forza/styles/>

## SECONDARY TYPEFACE

Helvetica is the typeface for long text applications. Use for body text, in combination with Forza or on its own.

### FORZA BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### FORZA BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

### FORZA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### FORZA MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### FORZA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### FORZA LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

# STAGING REQUIREMENTS

## MINIMUM CLEAR SPACE

A minimum clear space should surround the Nationals Shield and Nationals Icon at all times. No other design elements should be positioned within this space. More clear space is always preferred.

The minimum required space around the Nationals Shield should equal the height of the "AEROBATIC" letters (=x) as shown at the right.

The minimum required space around the Nationals Icon should equal the height of the Plane Icon's fuselage (=x) as shown at the right.

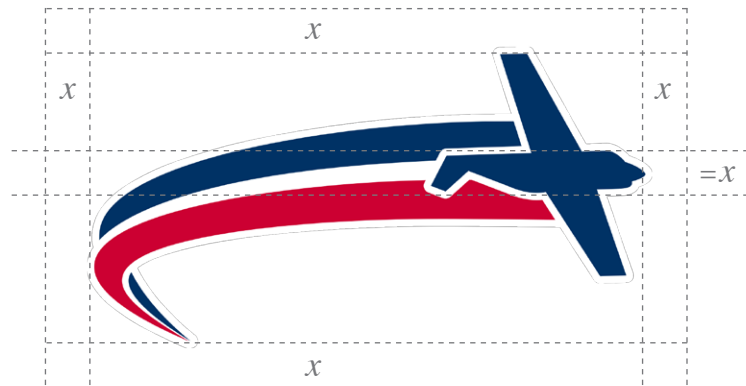


## MINIMUM SIZE

In order to ensure the logos are clearly visible on all communications, a minimum size has been determined for the Nationals Shield and Icon — both for print and online communications.

The Nationals Shield should not be used smaller than .75" in width. The logotype becomes illegible at smaller sizes. For any application .75" or smaller, use the Nationals Icon.

The Nationals Icon should not be used smaller than .5" in width.





# ONE-COLOR LOGOS - MONOPLANE

## ONE-COLOR NATIONALS SHIELD

The one-color Nationals Shield should only be used for applications where color is limited. When possible use the official IAC palette of Old Glory Red or Old Glory Blue for the one-color logos. If brand colors are unavailable, use black as shown at right.



US\_Nationals\_Shield\_1C\_Blue\_Mono



US\_Nationals\_Shield\_1C\_Red\_Mono

## ONE-COLOR NATIONALS ICON

The one-color Nationals Icon should only be used in contexts where other IAC or Nationals branding is present and where color is limited. When possible use the official IAC palette of Old Glory Red or Old Glory Blue for the one-color logos. If brand colors are unavailable, use black or white.



US\_Nationals\_Shield\_Black\_Mono



US\_Nationals\_Icon\_1C\_Blue\_Mono



US\_Nationals\_Icon\_1C\_Red\_Mono



US\_Nationals\_Icon\_Mono\_Black



US\_Nationals\_Icon\_Mono\_White

## ONE-COLOR LOGOS - BIPLANE

### ONE-COLOR NATIONALS SHIELD

The one-color Nationals Shield should only be used for applications where color is limited. When possible use the official IAC palette of Old Glory Red or Old Glory Blue for the one-color logos. If brand colors are unavailable, use black as shown at right.



US\_Nationals\_Shield\_1C\_Blue\_Bipe



US\_Nationals\_Shield\_1C\_Red\_Bipe

### ONE-COLOR NATIONALS ICON

The one-color Nationals Icon should only be used in contexts where other IAC or Nationals branding is present and where color is limited. When possible use the official IAC palette of Old Glory Red or Old Glory Blue for the one-color logos. If brand colors are unavailable, use black or white.



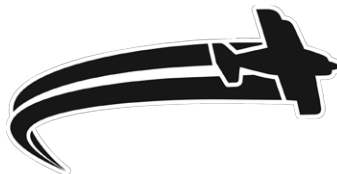
US\_Nationals\_Shield\_Black\_Bipe



US\_Nationals\_Icon\_1C\_Blue\_Bipe



US\_Nationals\_Icon\_1C\_Red\_Bipe



US\_Nationals\_Icon\_Bipe\_Black



US\_Nationals\_Icon\_Bipe\_White

# LOGO USAGE RULES

## NATIONALS SHIELD ACCEPTABLE USAGE

The Nationals Shield works well on most backgrounds. Surrounding elements and colors should support the brand whenever possible. The examples at right demonstrate the shield against solid brand colored as well as photographic backgrounds.

Use the patriotic IAC color palette whenever possible.



Use the Nationals Shield on Old Glory Blue.



Use the Nationals Shield on Old Glory Red.



Use the Nationals Shield over photos.



Use a patriotic color palette whenever possible. Align horizontal stripes to elements in the shield.

# LOGO USAGE RULES

## ACCEPTABLE USAGE

The Nationals Icon works well on most backgrounds but should only be used in contexts where other IAC or Nationals branding is present.

Surrounding elements and colors should support the brand whenever possible. The examples at right demonstrate the icon against solid brand colors and photographic backgrounds.

Use the patriotic IAC color palette whenever possible.



Use the red or white IAC Plane Icon on Old Glory Blue



Use the blue or white IAC Plane Icon on Old Glory Red



Use the Team Icon to accent messages



Use the team icon to draw the eye to important messages

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## IAC LOGOS

### IAC LOGOS B+W PDF

IAC\_Monogram\_Black.pdf  
IAC\_Monogram\_White.pdf  
IAC\_Shield\_Logo\_Black.pdf

### IAC LOGOS B+W PNG

IAC\_Monogram\_Black.png  
IAC\_Monogram\_White.png  
IAC\_Shield\_Logo\_Black.png

### IAC LOGOS CMYK PDF

IAC\_Monogram\_1C\_Blue\_CMYK.pdf  
IAC\_Monogram\_1C\_Red\_CMYK.pdf  
IAC\_Monogram\_2C\_BluePlane\_CMYK.pdf  
IAC\_Monogram\_2C\_RedPlane\_CMYK.pdf  
IAC\_Pattern\_CMYK.pdf  
IAC\_Plane\_Icon\_Inv\_blue\_CMYK.pdf  
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IAC\_Shield\_Logo\_1C\_Blue\_CMYK.pdf  
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IAC\_Stripe\_CMYK.pdf  
IAC\_Stripe+Plane\_CMYK.pdf

### IAC LOGOS PMS PDF

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IAC\_Monogram\_2C\_BluePlane\_PMS.pdf  
IAC\_Monogram\_2C\_RedPlane\_PMS.pdf  
IAC\_Pattern\_PMS.pdf  
IAC\_Plane\_Icon\_Inv\_Blue\_PMS.pdf  
IAC\_Plane\_Icon\_Inv\_Red\_PMS.pdf  
IAC\_Plane\_Icon\_Up\_Blue\_PMS.pdf  
IAC\_Plane\_Icon\_Up\_Red\_PMS.pdf  
IAC\_Shield\_Logo\_1C\_Blue\_PMS.pdf  
IAC\_Shield\_Logo\_1C\_Red\_PMS.pdf  
IAC\_Shield\_Logo\_2C\_PMS.pdf  
IAC\_Stripe\_PMS.pdf  
IAC\_Stripe+Plane\_PMS.pdf

### IAC LOGOS RGB PDF

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IAC\_Monogram\_1C\_Red\_RGB.pdf  
IAC\_Monogram\_2C\_BluePlane\_RGB.pdf  
IAC\_Monogram\_2C\_RedPlane\_RGB.pdf  
IAC\_Pattern\_RGB.pdf

IAC\_Plane\_Icon\_Inv\_blue\_RGB.pdf  
IAC\_Plane\_Icon\_Inv\_red\_RGB.pdf  
IAC\_Plane\_Icon\_Up\_blue\_RGB.pdf  
IAC\_Plane\_Icon\_Up\_red\_RGB.pdf  
IAC\_Shield\_Logo\_1C\_Blue\_RGB.pdf  
IAC\_Shield\_Logo\_1C\_Red\_RGB.pdf  
IAC\_Shield\_Logo\_2C\_RGB.pdf  
IAC\_Stripe\_RGB.pdf  
IAC\_Stripe+Plane\_RGB.pdf

### IAC LOGOS RGB PNG

IAC\_Monogram\_1C\_Blue\_RGB.png  
IAC\_Monogram\_1C\_Red\_RGB.png  
IAC\_Monogram\_2C\_BluePlane\_RGB.png  
IAC\_Monogram\_2C\_RedPlane\_RGB.png  
IAC\_Pattern\_RGB.png  
IAC\_Plane\_Icon\_Inv\_Blue\_RGB.png  
IAC\_Plane\_Icon\_Inv\_Red\_RGB.png  
IAC\_Plane\_Icon\_Up\_Blue\_RGB.png  
IAC\_Plane\_Icon\_Up\_Red\_RGB.png  
IAC\_Shield\_Logo\_1C\_Blue\_RGB.png  
IAC\_Shield\_Logo\_1C\_Red\_RGB.png  
IAC\_Shield\_Logo\_2C\_RGB.png  
IAC\_Stripe\_RGB.png  
IAC\_Stripe+Plane\_RGB.png

## NATIONALS LOGOS

### NATIONALS LOGOS B+W PDF

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US\_Nationals\_Icon\_Bipe\_White.pdf  
US\_Nationals\_Icon\_Mono\_Black.pdf  
US\_Nationals\_Icon\_Mono\_White.pdf  
US\_Nationals\_Shield\_Bipe\_Black.pdf  
US\_Nationals\_Shield\_Mono\_Black.pdf

### NATIONALS LOGOS B+W PNG

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US\_Nationals\_Icon\_Bipe\_White.png  
US\_Nationals\_Icon\_Mono\_Black.png  
US\_Nationals\_Icon\_Mono\_White.png  
US\_Nationals\_Shield\_Bipe\_Black.png  
US\_Nationals\_Shield\_Mono\_Black.png

### NATIONALS LOGOS CMYK PDF

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US\_Nationals\_Icon\_1C\_Red\_Bipe\_CMYK.pdf  
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US\_Nationals\_Shield\_1C\_Red\_Bipe\_CMYK.pdf  
US\_Nationals\_Shield\_1C\_Red\_Mono\_CMYK.pdf  
US\_Nationals\_Shield\_2C\_Bipe\_CMYK.pdf  
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## **NATIONALS LOGOS PMS PDF**

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US\_Nationals\_Shield\_2C\_Mono\_PMS.pdf

## **NATIONALS LOGOS RGB PDF**

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## **NATIONALS LOGOS RGB PNG**

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US\_Nationals\_Shield\_2C\_Bipe\_RGB.png  
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## **UNLIMITED TEAM LOGOS**

### **UNLIMITED TEAM LOGOS B+W PDF**

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USA\_Unlimited\_Team\_Logotype\_White.pdf  
USA\_Unlimited\_Team\_Shield\_Black.pdf

### **UNLIMITED TEAM LOGOS B+W PNG**

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### **UNLIMITED TEAM LOGOS RGB PDF**

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### **UNLIMITED TEAM LOGOS RGB PNG**

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USA\_Advanced\_Team\_Shield\_1C\_PMS.pdf  
USA\_Advanced\_Team\_Shield\_2C\_PMS.pdf

### ADVANCED TEAM LOGOS RGB PDF

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USA\_Advanced\_Team\_Logotype\_2C\_RGB.pdf  
USA\_Advanced\_Team\_Shield\_1C\_RGB.pdf  
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### ADVANCED TEAM LOGOS RGB PNG

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## GLIDER TEAM LOGOS

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### GLIDER TEAM LOGOS PNG

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USA\_Glider\_Team\_Shield\_Black.png

### GLIDER TEAM LOGOS CMYK PDF

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### GLIDER TEAM LOGOS RGB PDF

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USA\_Advanced\_Team\_Shield\_2C\_RGB.pdf

### GLIDER TEAM LOGOS RGB PNG

USA\_Glider\_Team\_Logotype\_1C\_RGB.png  
USA\_Glider\_Team\_Logotype\_2C\_RGB.png  
USA\_Glider\_Team\_Shield\_1C\_RGB.png  
USA\_Glider\_Team\_Shield\_2C\_RGB.png

For questions or logos in formats not provided, please contact Margo Chase at [margochase@gmail.com](mailto:margochase@gmail.com)

## CREDITS

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Branding and guide design by Margo Chase, Chase Design Group.  
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Photography by Evan Peers, AirSpace Media.  
[www.airspacemedia.com](http://www.airspacemedia.com)