AirCap_logo_4c.eps

AirCap_logo_3cSpot.eps

AirCap_logo_1cSpot.eps

AirCap_logo_Black.eps

AirCap_logo_Reverse_4c.eps

AirCap_logo_Reverse.eps

Color Palette

PANTONE®
295

PANTONE®
660

PANTONE®
123

PMS 295
CMYK – 100c 57m 0y 40k
RGB – 40r 63g 110b
Web – #283f6e

PMS 660
CMYK – 90c 57m 0y 0k
RGB – 74r 98g 168b
Web – #4a62a8

PMS 123
CMYK – 0c 24m 94y 0k
RGB – 233r 203g 50b
Web – #e9cb32

Digital Formats

Vector
Encapsulated Postscript file –
eps CMYK and PMS spot colors

Raster
jpg – rgb, 72 dpi for web and PowerPoint
jpg - 4c process, 300 dpi, high res for print
tiff - 4c process, 300 dpi, high res for print
png – rgb, 72 dpi for web and PowerPoint

Bufferzone

The illustration indicates the minimum space around the logo that should be kept clear of other elements. The buffer zone is measured based on the height of 3 of the wing sections in the Wichita Air Capital of the World logo.

1X   1X

X-HEIGHT

1X   1X