ALLEGHENY COUNTY AIRPORT AUTHORITY

PITTSBURGH INTERNATIONAL AIRPORT
ALLEGHENY COUNTY AIRPORT

BRAND GUIDE

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BRAND HIERARCHY

BRAND HIERARCHY

The Allegheny County Airport Authority (ACAA) operates both the Pittsburgh International Airport (PIT) and the Allegheny County Airport (AGC). For their logos, three entities utilize the same symbol with their corresponding name below.

ALLEGHENY COUNTY
AIRPORT AUTHORITY

PITTSBURGH
INTERNATIONAL AIRPORT

ALLEGHENY
COUNTY AIRPORT

LOGO USAGE

LOGO USAGE

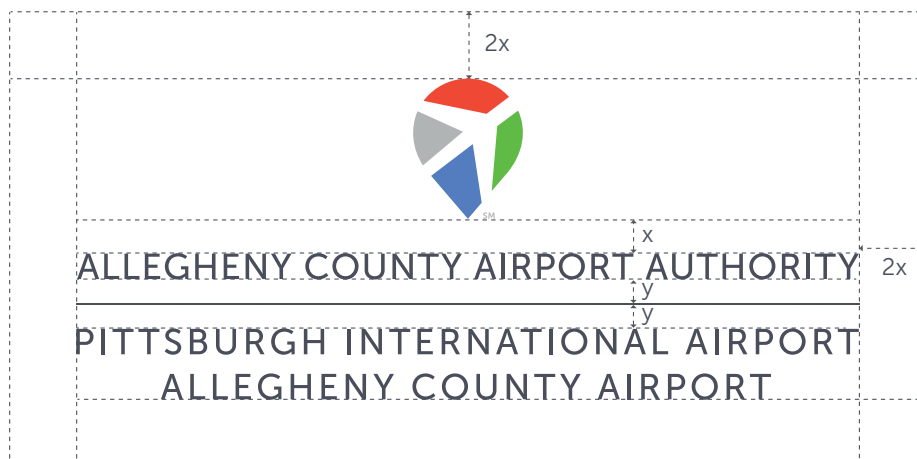When using the Allegheny County Airport Authority logo, please follow these size and spacing restrictions.

2x

x

2x

2x

ALLEGHENY COUNTY
AIRPORT AUTHORITY

x = 0.125″   y = 0.15″   safety area = 2x (0.25″)

When using the Allegheny County Airport Authority logo for web and digital purposes only, please follow these size and spacing restrictions.

2x

x

2x

ALLEGHENY COUNTY
AIRPORT AUTHORITY

x = 0.125″   y = 0.15″   safety area = 2x (0.25″)

When using the Allegheny County Airport Authority, in combination with the airports ACAA operates, please follow these size and spacing restrictions.

2x

x

2x

y
y

ALLEGHENY COUNTY AIRPORT AUTHORITY

PITTSBURGH INTERNATIONAL AIRPORT
ALLEGHENY COUNTY AIRPORT

x = 0.125″   y = 0.15″   safety area = 2x (0.25″)

LOGO USAGE

When using the Pittsburgh International Airport logo, please follow these size and spacing restrictions.

2x

2x
x
y
2x

PITTSBURGH
INTERNATIONAL AIRPORT

x = 0.125″   y = 0.15″   safety area = 2x (0.25″)

When using the Pittsburgh International Airport logo for web and digital purposes only, please follow these size and spacing restrictions.

2x

x   2x

PITTSBURGH
INTERNATIONAL AIRPORT

2x

x = 0.125″   y = 0.15″   safety area = 2x (0.25″)

When using the Pittsburgh International Airport, in combination with its airport code, please follow these size and spacing restrictions.

2x

x   2x
y

PIT
PITTSBURGH
INTERNATIONAL AIRPORT

2x

x = 0.125″   y = 0.15″   safety area = 2x (0.25″)

LOGO USAGE

When using the Allegheny County Airport logo, please follow these size and spacing restrictions.

2x

x

y

2x

2x

ALLEGHENY
COUNTY AIRPORT

x = 0.125″   y = 0.15″   safety area = 2x (0.25″)

When using the Allegheny County Airport logo for web and digital purposes only, please follow these size and spacing restrictions.

2x

x

2x

2x

ALLEGHENY
COUNTY AIRPORT

x = 0.125″   y = 0.15″   safety area = 2x (0.25″)

When using the Allegheny County Airport, in combination with its airport code, please follow these size and spacing restrictions.

2x

x

2x

y

2x

AGC
ALLEGHENY
COUNTY AIRPORT

x = 0.125″   y = 0.15″   safety area = 2x (0.25″)

LOGO USAGE

When using both the Pittsburgh International Airport and Allegheny County Airport, along with their airport codes, please follow the size and spacing restrictions.

x = 0.125"   y = 0.15"   safety area = 2x (0.25")

LOGO USAGE

It is best to utilize the four-color (PMS) logo when possible. However, if one-color is required, please use the following as a guide. Note: Pittsburgh International Airport is used as an example, please use the same guidelines for ACAA and AGC.

PITTSBURGH
INTERNATIONAL AIRPORT

When using a one-color logo, please only use PMS Cool Gray 11 C or black.

PITTSBURGH
INTERNATIONAL AIRPORT

When using a reversed logo on a colored background, the shape of the plane should be the same as the background color.

PITTSBURGH
INTERNATIONAL AIRPORT

When using a logo for black and white advertisements, please use the grayscale logo or one-color version in black.

COLOR PALETTE

COLOR PALETTE

The following is the approved color palette of the ACAA brand. Please only use these colors, or opacities of these colors, in all materials.

Cool Gray 11 C 40%	Cool Gray 11 C	179 C	2727 C	368 C
HEX: #BBBCBC	HEX: #53565A	HEX: #E03C31	HEX: #307FE2	HEX: #78BE20
R:187 G:188 B:188	R:83, G:86, B:90	R:224, G:60, B:49	R:48 G:127, B:226	R:120, G:190, B:32
C:12, M:8, Y:9, K:23	C:44, M:34, Y:22, K:60	C:0, M:87, Y:85, K:0	C:70, M:47, Y:0, K:0	C:65, M:0, Y:100, K:0

TYPOGRAPHY

TYPOGRAPHY

Museo Sans is a clean, versatile font that is a key visual identifier for the Allegheny County Airport Authority brand. Below is a sample of some of the most-used weights within the Museo Sans family.*

* If Museo Sans is unavailable to use, please use Euphemia or TreBuchet fonts sparingly.

Museo Sans 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUB-BRAND HIERARCHY

SUB-BRAND HIERARCHY

Sub-branding applies to long-term programs (brand children) and long term events.

ALLEGHENY COUNTY
AIRPORT AUTHORITY

PITTSBURGH
INTERNATIONAL AIRPORT

ALLEGHENY
COUNTY AIRPORT

PITTRANSFORMED
TERMINAL MODERNIZATION PROGRAM

PITTSBURGH AIRPORT
INNOVATION CAMPUS

PITCONNECTOR

ELEVATING AVIATION
BLUE SKY

x**bridge**
@ PITTSBURGH INTERNATIONAL AIRPORT

*when using in copy (not as wordmark),
the name should be written as xBridge.

LONG-TERM PROGRAMS (BRAND CHILDREN)

ART In The Airport

my**PIT**pass

LONG-TERM EVENTS

SUB-BRAND HIERARCHY

While long-term programs are uniquely customized, designed and approved by the brand, long-term events are able to be created more quickly.

Long-Term Events Typography and Limitations

Using only Museo Sans 300 and Museo Sans 700, long-term events integrate these two elements, to create unique, but foreseeable, combinations that work well with the ACAA logo(s) and the entire brand.

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans 300 is used as the main font. Museo Sans 700 is used as an accent word. Spacing and capitalization are left up to the designer to choose the appropriate style. Accent color is either present or not, but only on the accented word (Museo Sans 700).

ART In The Airport

my**PIT**pass

ART In The Airport
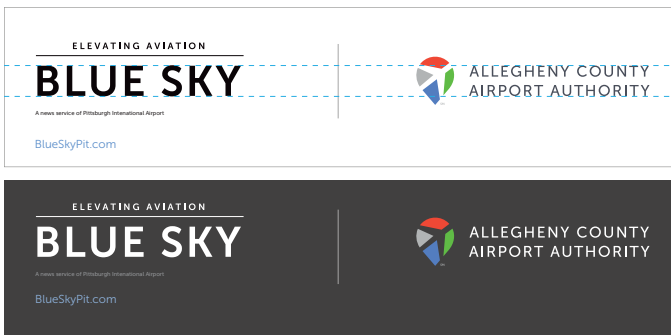
my**PIT**pass

SUB-BRAND HIERARCHY

When using the sub-brands in conjunction with any of the Allegheny County Airport Authority (ACAA) logos, please follow these size and spacing restrictions.

Horizontal Dominant Configurations

Sub-brand logo preceeds the ACAA logo. The x height is established between the cap height of the uppermost word(s) and the baseline of the lower words of each ACAA logo.

Wide horizontal dominant example, on white and reversed. Note the use of the rule.

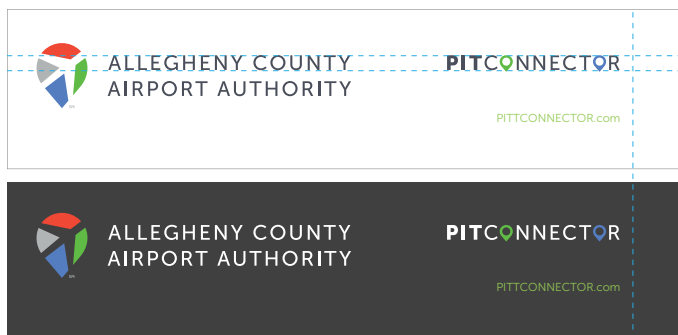Horizontal dominant example, on white and reversed.

SUB-BRAND HIERARCHY

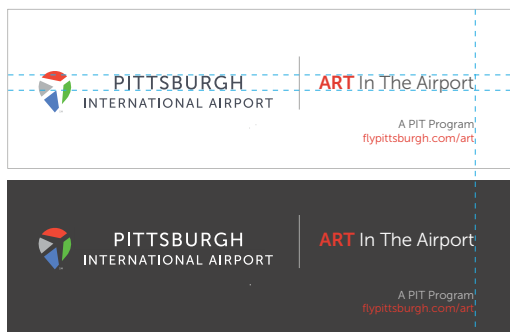## Horizontal Subordinate Configurations

ACAA logo preceeds the sub-brand logo. The x height is established between the cap height of the uppermost word(s) and the baseline of the uppermost word(s) of each ACAA logo.

Wide horizontal subordinate example, on white and reversed.

Horizontal subordinate example, on white and reversed. Note the use of the rule.
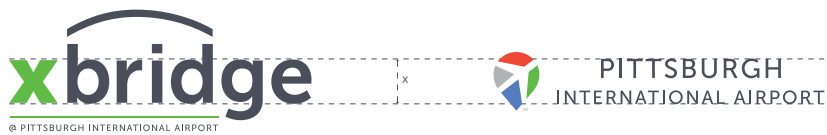
SUB-BRAND HIERARCHY

Square Dominant Configurations

Sub-brand logo preceeds the ACAA logo. The x height is established between the cap height of the uppermost word(s) and the baseline of the lower words of each ACAA logo.

Square dominant example, on white and reversed. Note the use of the rule.

SUB-BRAND HIERARCHY

Square Subordinate Configurations

ACAA logo preceeds the sub-brand logo. The x height is established between the cap height of the uppermost word(s) and the baseline of the uppermost word(s) of each ACAA logo.

Square subordinate example, on white and reversed. Note the use of the rule.

SUB-BRAND HIERARCHY

Vertical Dominant Configurations

Sub-brand logo preceeds the ACAA logo. The x height is established between the cap height of the uppermost word(s) and the baseline of the lower words of each ACAA logo.

Vertical dominant example, on white and reversed.

SUB-BRAND HIERARCHY

Vertical Subordinate Configurations

ACAA logo preceeds the sub-brand logo. The x height is established between the cap height of the uppermost word(s) and the baseline of the uppermost word(s) of each ACAA logo.

Vertical subordinate example, on white and reversed. Note the use of the rule.