



Allegheny County Airport Authority Brand identity Guidelines

2025_V1.0



ACAA

Allegheny County Airport Authority

PIT

Pittsburgh International Airport

AGC

Allegheny County Airport

Introduction

Welcome to the Allegheny County Airport Authority brand identity guidelines. These guidelines cover the Allegheny County Airport Authority (ACAA), Pittsburgh International Airport (PIT) and Allegheny County Airport (ACA) brands.

This document covers the brand strategy, visual identity and demonstrates how the brand is brought to life.

Your attention to the detail of these guidelines and its rules for best practice will help us build brand consistency and, in turn, develop strong brand recognition for the message that we want to send out about who we are and what we offer.

Basic Elements

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Symbol



Logo – variations for each



Logo architecture



Subbrands

Business Definers



Services & Amenities



Program Sub-brands (Future)



Program Sub-brands (Existing)



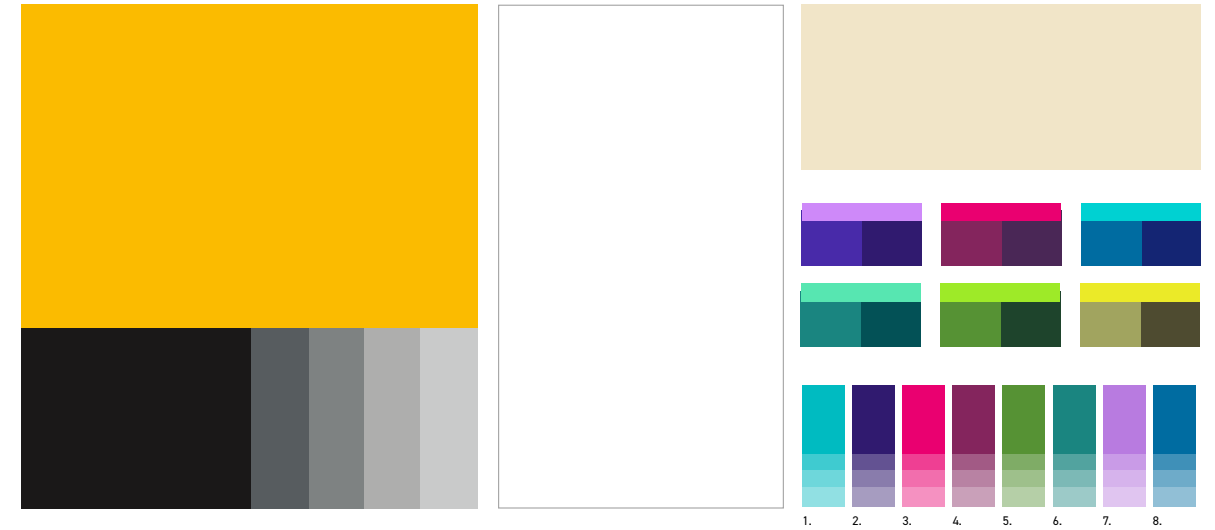
Dual branding



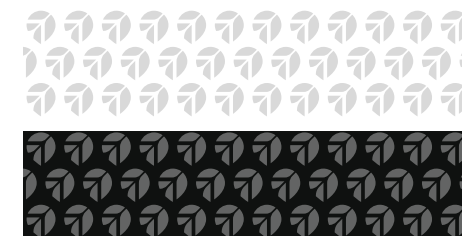
Name labels/badges



Color palette

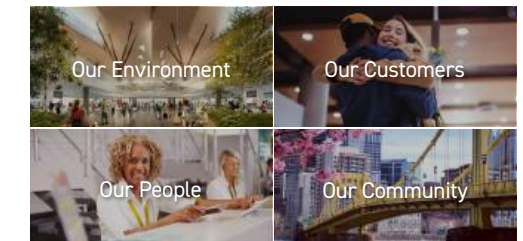


Supergraphics

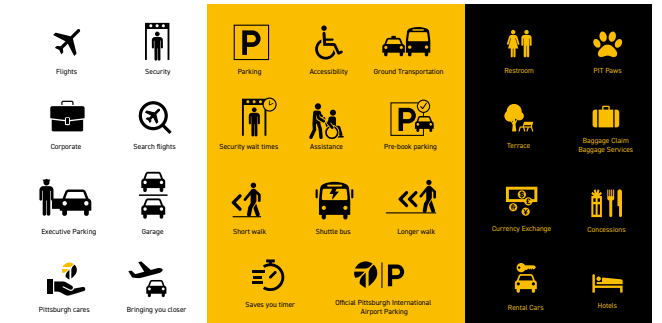


Imagery

– Photography / illustration



Iconography



Our Symbol

The Symbol in our logo enhances recognition, communicates our brand's identity and values, and evokes an emotional connection. It offers a memorable image, ensuring versatility and differentiation across various platforms and audiences.

Our symbol celebrates the Pittsburgh heritage black and gold with abstract pathways evoking a hub of possible destinations. It has been specially drawn with a bevelled edge, lighting effects and a white holding device which protects its integrity.



Use the brand
artwork files only



The same version
when placed on a
background shows its
white holding device.

Primary full color

Use this version wherever possible



Secondary flat color

Only use this version when reproduction is limited (stitched badges etc.)

This version has no lighting effects or bevel edges. Most production processes are capable of using the full color version.



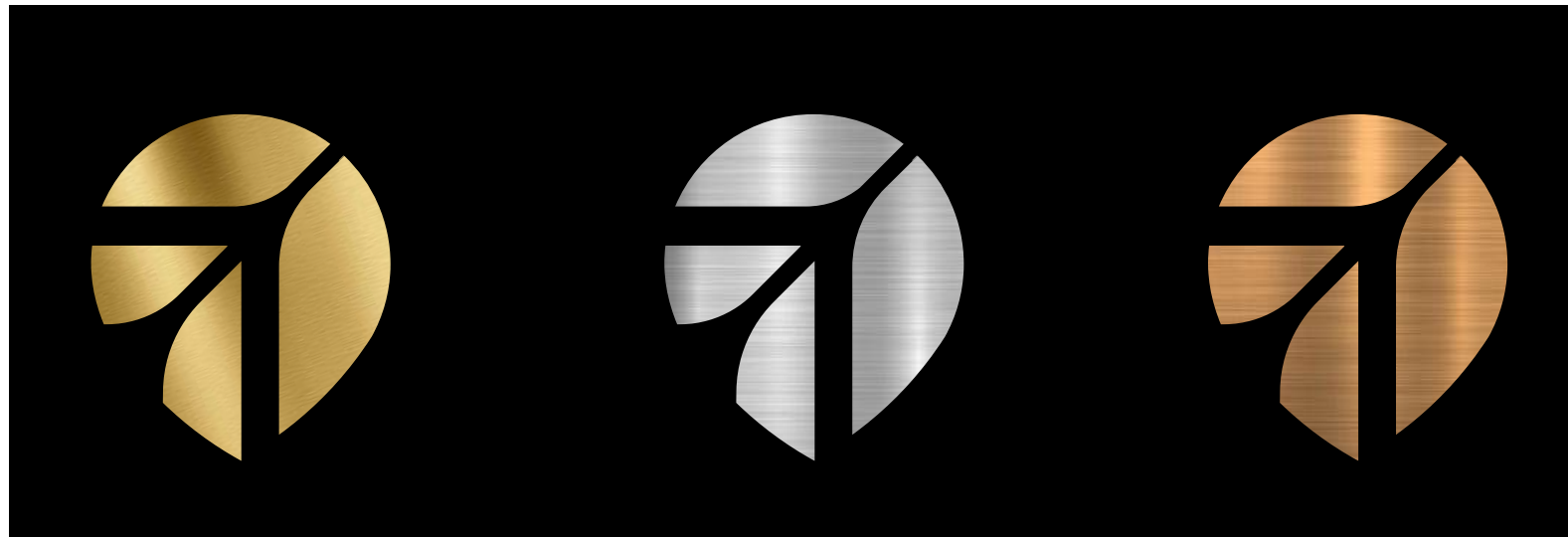
Mono

Use this version where the Symbol needs to be recessed, or used at small sizes



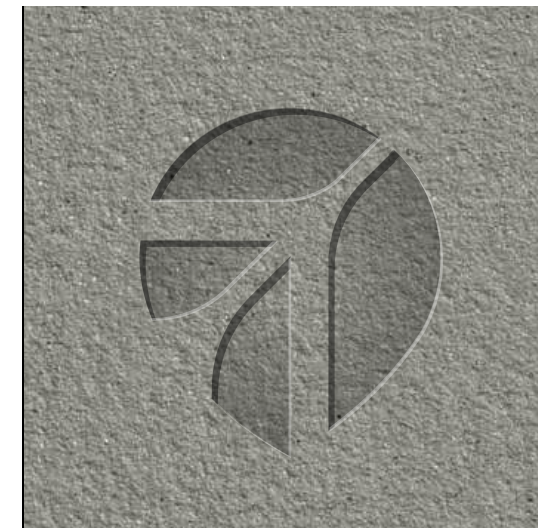
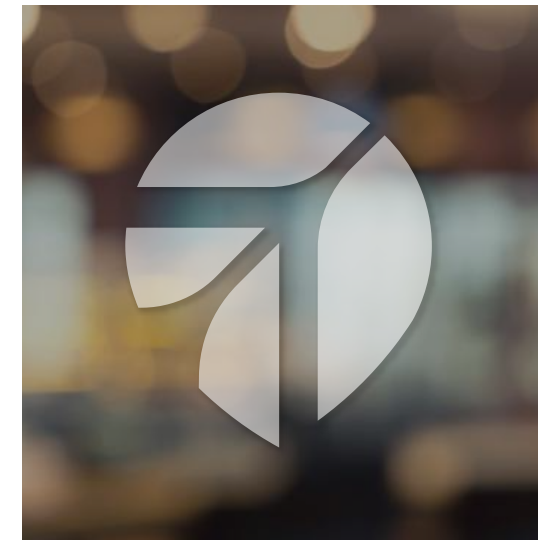
Premium Effects

Below are examples of potential premium effects that may be utilized in implementation. Please seek approval from the brand team.



Emboss/vinyl/cloth

Below are examples of further applications using different materials.



What not to do with our symbol

Help us to protect the integrity of our brand Symbol. Always use the approved master artwork logo files and handle with care according to these guidelines. That way we can avoid any of these mistakes or similar.



Do not rotate or flip



Do not distort or stretch



Do not apply any effects



Do not invert the symbol



Do not alter the colour



Do not use low-quality files



Do not change the relation between segments



Do not combine the symbol with other graphic elements



Do not recreate or redraw the symbol



Do not use the symbol to create illustration



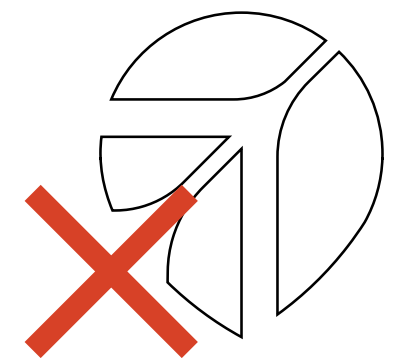
Do not crop or partially display the symbol



Do not place on busy/ low contrast backgrounds



Do not use as a holding device for imagery



Do not outline

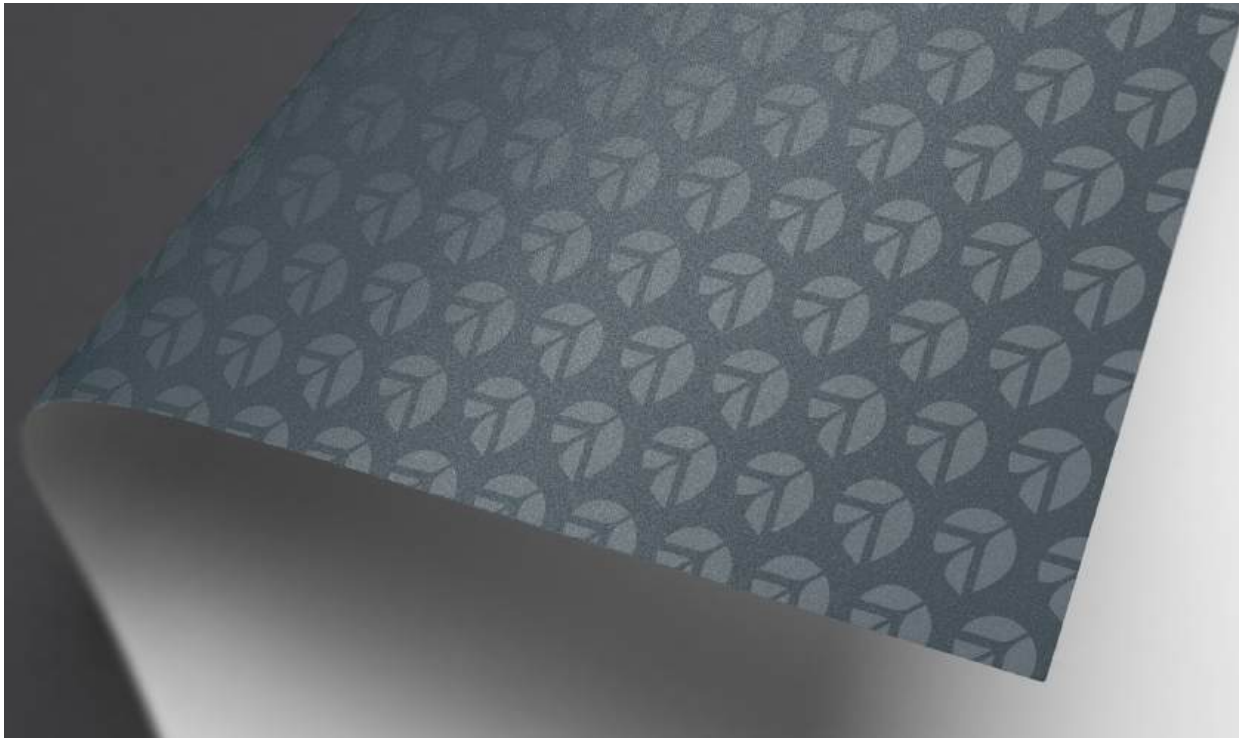
Repeat pattern

This is our brand pattern for use in communications, textiles and environments. Do not recreate any other version. Use artwork files provided.

Each application will require a different consideration of pattern strength. Therefore, use your own discretion when producing artwork but don't change the size and positioning of the symbols.



Some examples of using the symbol on its own or using the symbol pattern.



Our full logo

Our logo is a combination of symbol and wordmark. It is a unique combination that creates a layered identity. The symbol represents the concept while the wordmark grounds the name. Using both elements together allows us to create a more versatile and memorable identity. It enhances recognition and ownership.

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



Pittsburgh International Airport is the bigger consumer facing brand with the larger volume of application needs. Therefore we will demonstrate the guidance in these guidelines using this logo, with the same principles applying to ACAA and AGC.



PIT

Pittsburgh
International Airport

The full logo has been carefully created to enable the symbol, acronym and descriptor to balance with each other. The divider line is an essential element of the masterbrand. Always use the master logo files provided.



There is a positive version and reversed text version for use on darker backgrounds.
NB. This also highlights the built-in holding device on the symbol.

Positive



Reversed



ACAA and AGC brands all have these same variations:

Stacked – Preferred version



Horizontal – Landscape formats



Single line – Endorsement version

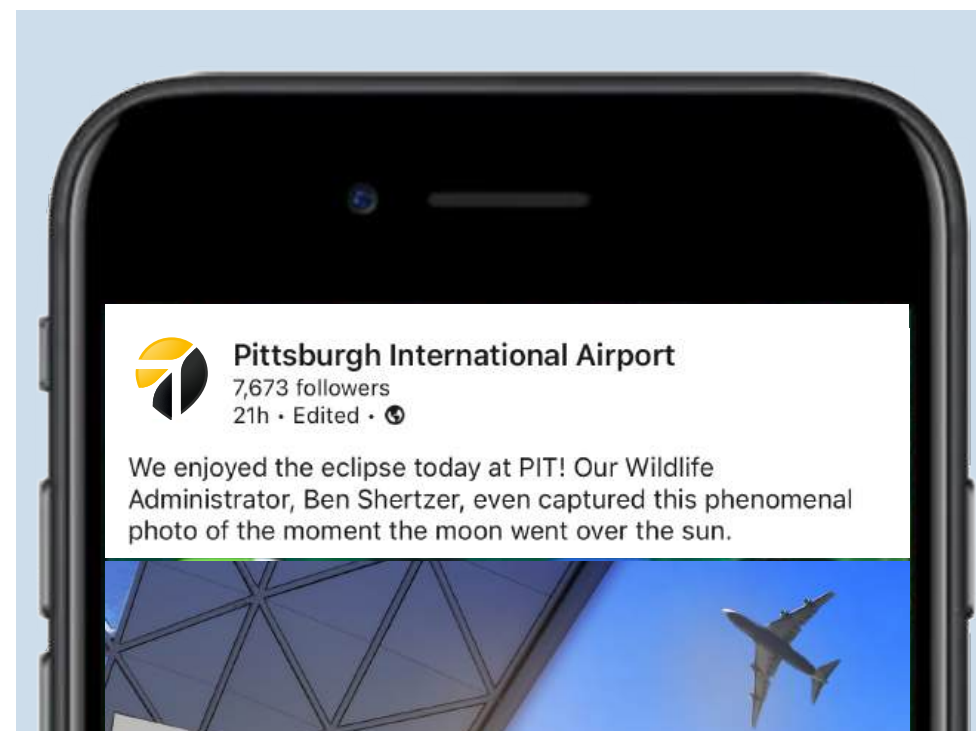
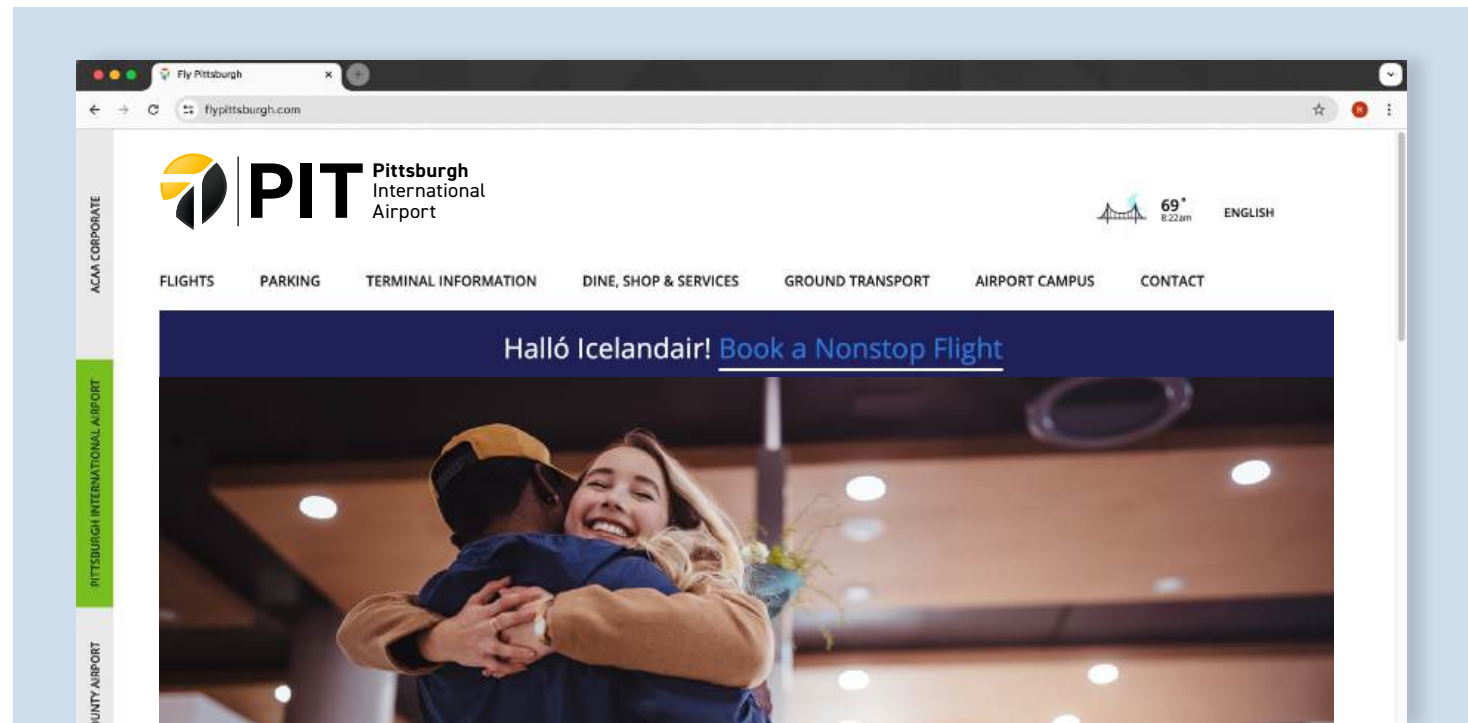


Shorthand – Internal/apparell/merchanise



Symbol only





We have an exclusion zone to uphold the integrity of our brand logo or symbol. This rule protects the logo from being too close to the edge of a page or from having any other elements encroaching it's area.

Exclusion zone calculated by top segment height (x) of each Symbol



Stacked – Preferred version



Horizontal



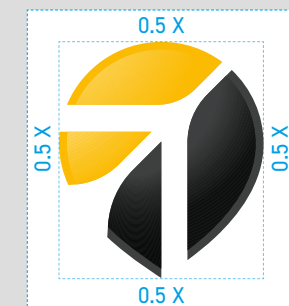
Single line



Shorthand



Symbol only



Stacked - Preferred

Logo positioned top or bottom left



The logo's distinctive horizontal layout, with its strong left-to-right visual flow, naturally anchors well to the left side of layouts. This left hand placement is preferred for most occurrences but other placements may be considered if the format calls for it.

This left-side placement creates a strong visual foundation that allows other design elements to flow naturally across the page while maintaining the logo's prominence.

Horizontal

Logo positioned top or bottom left



What not to do with our Logos

Help us to protect the integrity of our brand logos. Always use the approved master artwork logo files and handle with care according to these guidelines. That way we can avoid any of these mistakes or similar.



Do not rotate or flip



Do not distort or stretch



Do not apply any effects



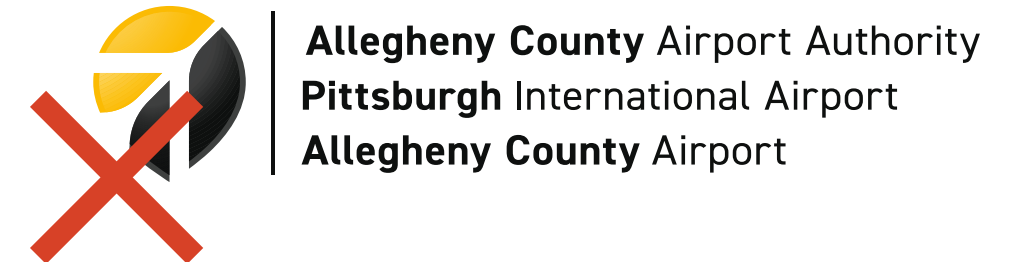
Do not alter the colour



Do not create different lockups



Do not create combinations of the logos



Do not create combinations of the logos

For each logo version there are six different color variations as outlined here below:

Full color	Full color reversed	Flat color	Flat color reversed	Mono black	Mono white
 PIT Pittsburgh International Airport	 PIT Pittsburgh International Airport	 PIT Pittsburgh International Airport	 PIT Pittsburgh International Airport	 PIT Pittsburgh International Airport	 PIT Pittsburgh International Airport
 AGC Allegheny County Airport	 AGC Allegheny County Airport	 AGC Allegheny County Airport	 AGC Allegheny County Airport	 AGC Allegheny County Airport	 AGC Allegheny County Airport
 ACAA Allegheny County Airport Authority	 ACAA Allegheny County Airport Authority	 ACAA Allegheny County Airport Authority	 ACAA Allegheny County Airport Authority	 ACAA Allegheny County Airport Authority	 ACAA Allegheny County Airport Authority



Inspiration for branding various promotional elements.





Address line one
Address line two
Address line three
Address line four

Ref: 1234567/00

Date: 01/02/24

Dear Customer,

Regarding Flight W97326 to New York

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat rporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Yours sincerely,




Christina Cassotis
CEO

Pittsburgh International Airport, Address line one, Address line two, Address line three, Address line four.
Contact details here | Contact numbers here | Email@flypittsburgh.com | www.flypittsburgh.com

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, 1234567890 sed quia non numquam eius modi tempora incidunt ut labore et dol hard like was no one looking here is the last sentence.

Business cards



John Smith
Operations Director

Tel: +1 XXXX-XXXXXX
Mobile +1 XXXX-XXXXXX
Email@flypittsburgh.com

Address line one
Address line two
Address line three
Address line four

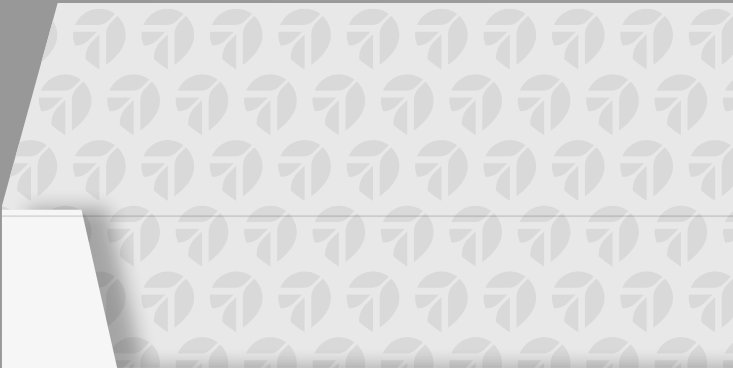


Jane Doe
Operations Director

Tel: +1 XXXX-XXXXXX
Mobile +1 XXXX-XXXXXX
Email@flypittsburgh.com

Address line one
Address line two
Address line three
Address line four

Envelope



Primary

Use the full color version if possible.



Shorthand

More casual applications may use the shorthand version.

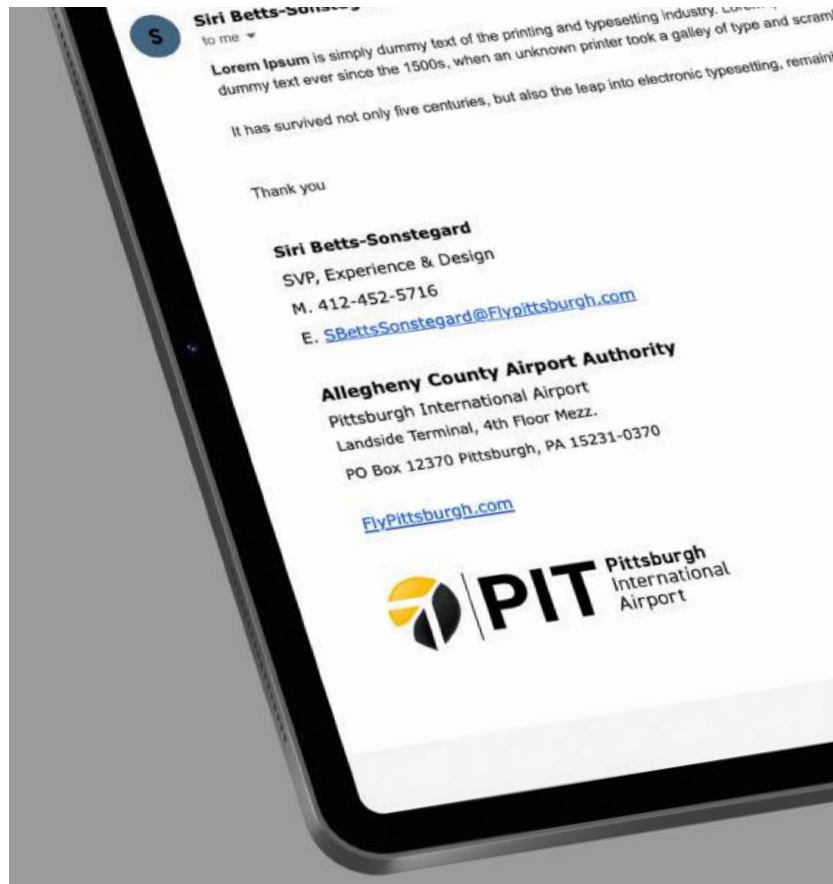


Symbol only

Work wear and cross brand applications



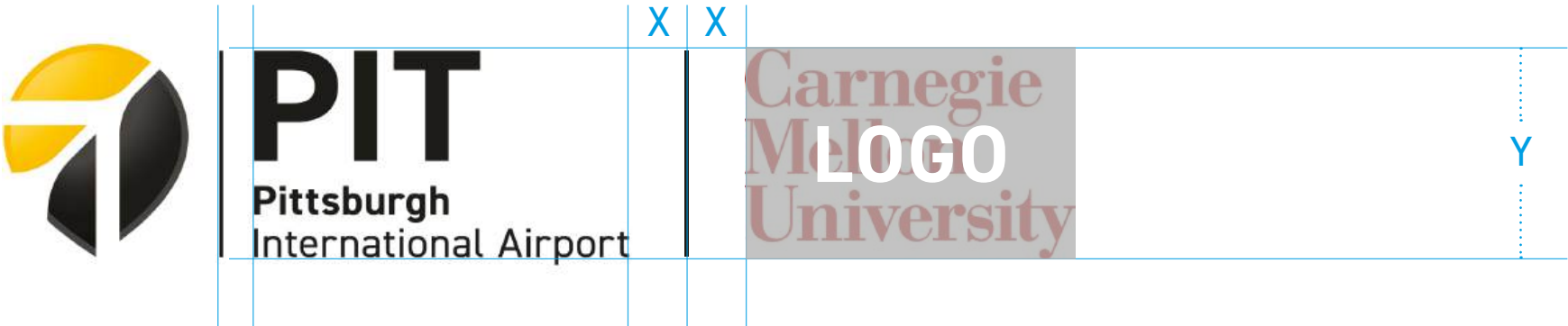




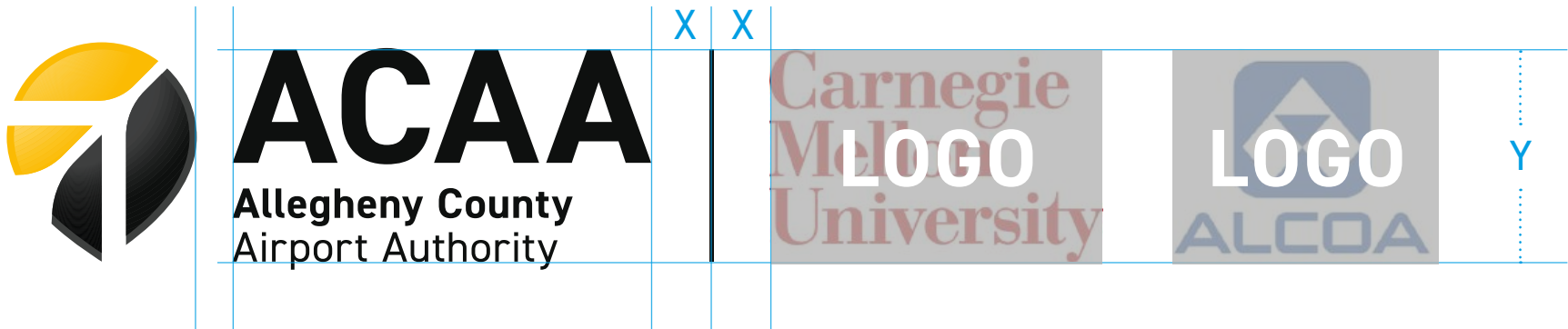
When our logo appears with another partner/sponsor brand we have a special version of our primary logo that positions the divider line away from the symbol.



The partner/sponsor brand is positioned to the right of the divider line at the same distance shown by 'X'.



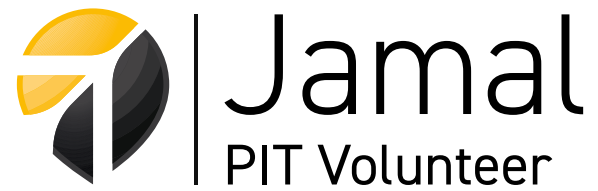
Other logos may be added but always within the height of 'Y'



Same system applies to ACAA and AGC

Use the master templates provided to create name labels/badges for staff members.

First name only



Full name version



Our Color Palette

Our color palette is a curated selection of colors chosen to ensure visual cohesion, communicate brand identity, evoke emotions, and enhance engagement. It improves communication by streamlining the design process, providing consistency, and accessibility for diverse audiences.

Over time, a consistent palette fosters brand recognition and provides versatility across various mediums, making it a foundational tool for creating effective, attractive, and memorable designs.

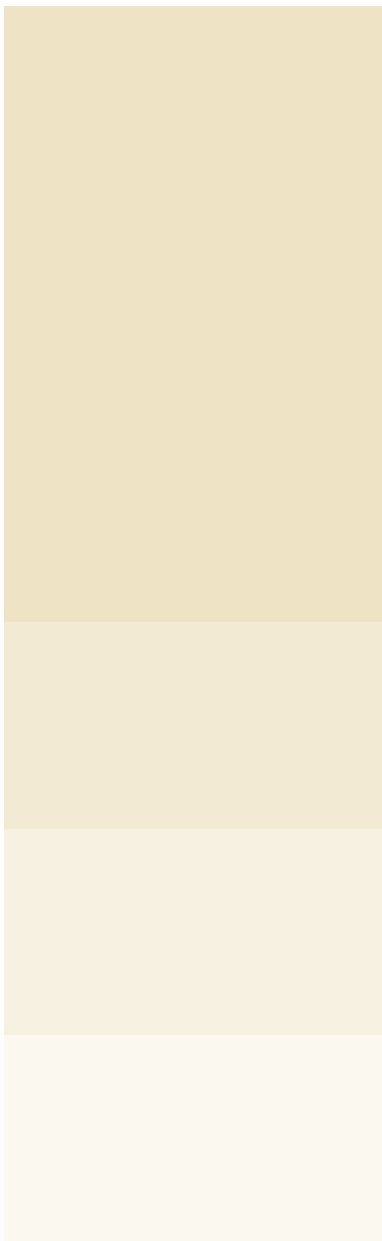
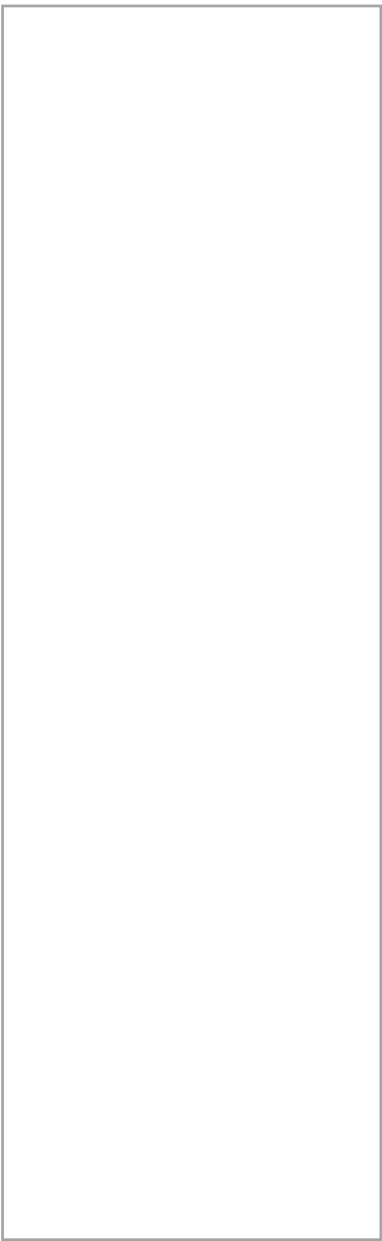
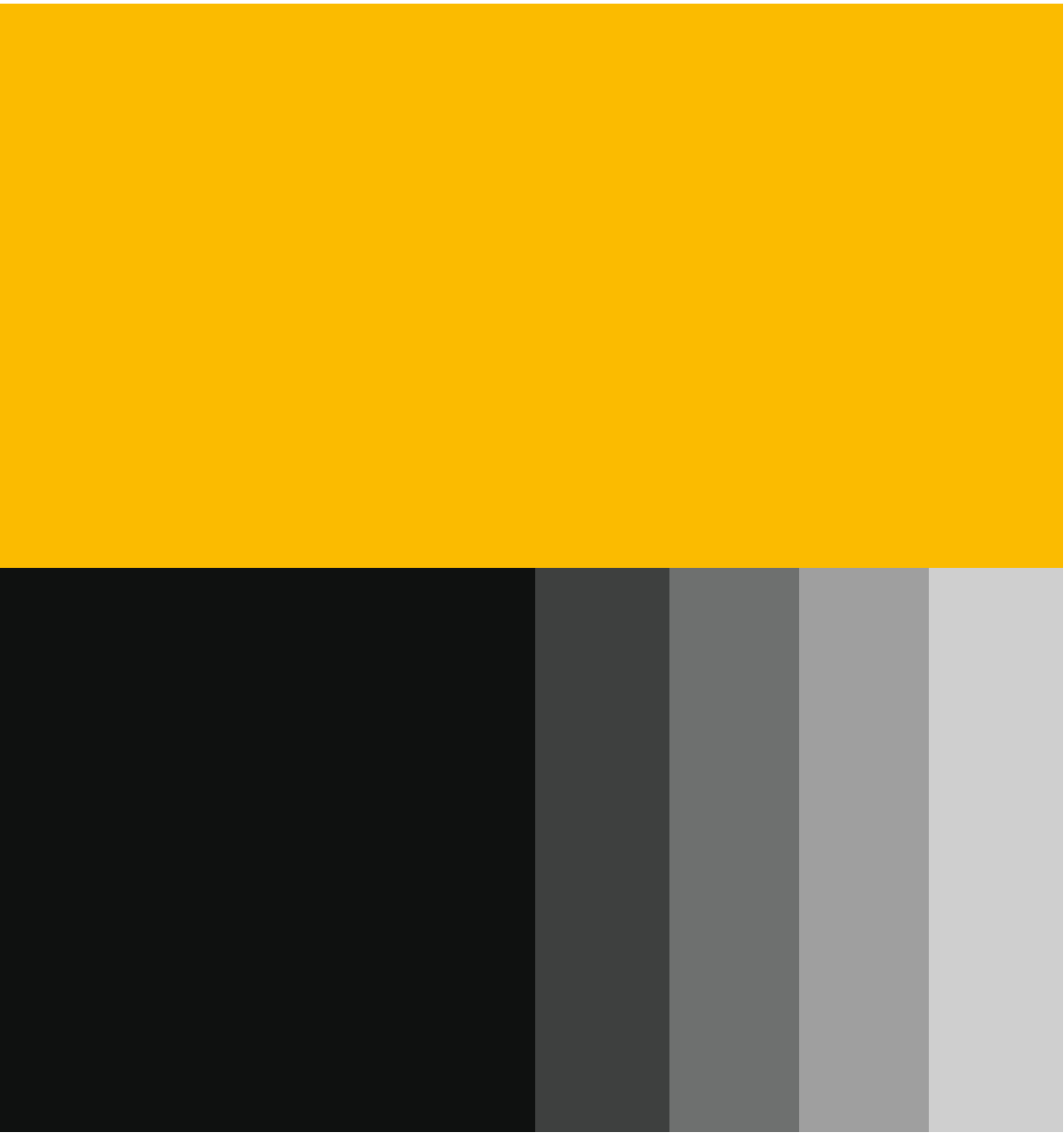
Our color palette is made up of Primary, Secondary and Charting colors. Whilst the Yellow and Black are familiar colors to Pittsburgh, it’s how we use these and the way we use them.

There are no tints of the yellow – instead, we have a specific PIT Stone color and we encourage good use of white space.

The Secondary colors are grouped into tri-color sets that each have accent, medium and dark colors.

The Charting colors are based on the Secondary palette colors, but have been darkened for accessibility.

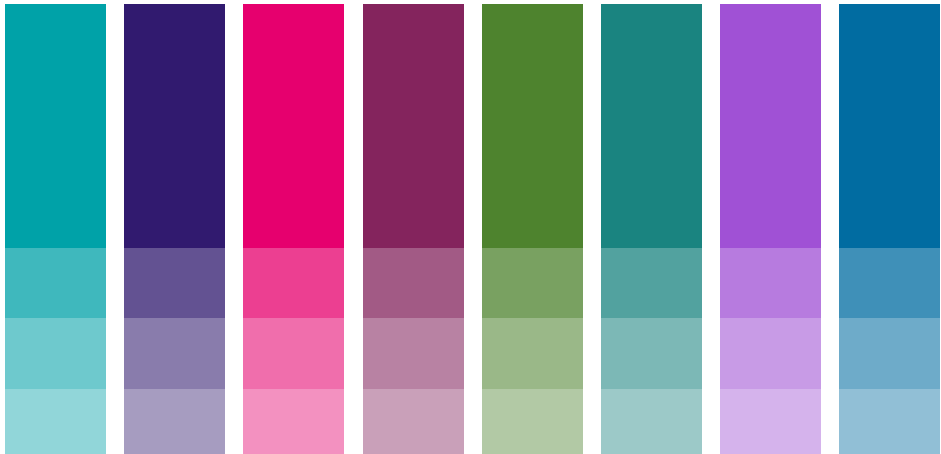
Primary colors



Secondary colors



Charting colors



PIT Yellow

C: 0 M: 29 Y: 100 K: 0
Pantone: 116 C
R: 252 G: 188 B: 0
Hex: #FCBC00
RAL: 1021

PIT Black

C: 35 M: 25 Y: 25 K: 100
Pantone: Black 6C
R: 15 G: 17 B: 16
Hex: #0F1110
RAL: 9005

80% K
Hex: #3F4142

60% K
Hex: #6F7070

40% K
Hex: #6F7070

20% K
Hex: #CFCFCF

White space

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
Hex: #FFFFFF

PIT Stone

C: 5 M: 7 Y: 23 K: 0
R: 240 G: 228 B: 198
Hex: #F0E4C6

75%
Hex: #F4EBD4

50%
Hex: #F8F1E2

25%
Hex: #FBF8F1

This is a guide to using the Primary colors, demonstrating what is legible and what is not.
Key: **AAA** – Best practise **AA** – Legible **LT** – Legible as Large Text **XX** – Not legible

PIT Yellow		AAA	AA	XX	XX	XX	XX	XX	XX	XX	XX
PIT Black	AAA		XX	LT	AAA	AAA	AAA	AAA	AAA	AAA	AAA
80% Black	AA	XX		XX	LT	AA	AAA	AAA	AAA	AAA	AAA
60% Black	XX	LT	XX		XX	LT	LT	LT	LT	AA	AA
40% Black	XX	AAA	LT	XX		XX	XX	XX	XX	XX	XX
20% Black	XX	AAA	AA	LT	XX		XX	XX	XX	XX	XX
PIT Stone	XX	AAA	AAA	XX	XX	XX		XX	XX	XX	XX
75% Stone	XX	AAA	AAA	XX	XX	XX	XX		XX	XX	XX
50% Stone	XX	AAA	AAA	LT	XX	XX	XX	XX		XX	XX
25% Stone	XX	AAA	AAA	AA	XX	XX	XX	XX	XX		XX
White	XX	AAA	AAA	AA	XX	XX	XX	XX	XX	XX	
	PIT Yellow	PIT Black	80% Black	60% Black	40% Black	20% Black	PIT Stone	75% Stone	50% Stone	25% Stone	White

The Secondary colors are grouped into tri-color sets that each have accent, medium and dark colors.

PIT Violet
Accent

Medium

Dark

PIT Ruby
Accent

Medium

Dark

PIT Sapphire
Accent

Medium

Dark

PIT Emerald
Accent

Medium

Dark

PIT Lime
Accent

Medium

Dark

PIT Citron
Accent

Medium

Dark

Wayfinding color

Use these color specifications for all branded collateral.
NB. Please contact the brand team if you require any further specs.

PIT Violet		C: 29 M: 48 Y: 0 K: 0 R: 206 G: 138 B: 251 HEX: #CE8AFB	
C: 85 M: 92 Y: 0 K: 0 R: 73 G: 42 B: 169 HEX: #492AA9	C: 96 M: 100 Y: 22 K: 14 R: 50 G: 26 B: 112 HEX: #321A70		
HEX: #775FBF	HEX: #665393		
HEX: #A496D4	HEX: #998CB7		
HEX: #D1CAEB	HEX: #CBC6DA		

PIT Ruby		C: 0 M: 90 Y: 10 K: 0 R: 232 G: 49 B: 129 HEX: #E83181	
C: 46 M: 98 Y: 37 K: 17 R: 132 G: 37 B: 93 HEX: #84255D	C: 77 M: 94 Y: 36 K: 29 R: 75 G: 39 B: 87 HEX: #4B2757		
HEX: #A35C86	HEX: #785D80		
HEX: #C392AF	HEX: #A593AB		
HEX: #DFC9D6	HEX: #D3C9D4		

PIT Sapphire		C: 65 M: 0 Y: 24 K: 0 R: 0 G: 210 B: 211 HEX: #00D2D3	
C: 91 M: 55 Y: 14 K: 1 R: 1 G: 108 B: 162 HEX: #016CA2	C: 100 M: 71 Y: 15 K: 35 R: 0 G: 63 B: 117 HEX: #003F75		
HEX: #4291B8	HEX: #407098		75%
HEX: #80B6D2	HEX: #809FBB		50%
HEX: #C0DAE7	HEX: #BFCFDE		25%

PIT Emerald		C: 54 M: 0 Y: 44 K: 0 R: 88 G: 231 B: 178 HEX: #58E7B2	
C: 84 M: 30 Y: 51 K: 7 R: 26 G: 132 B: 128 HEX: #1A8480	C: 92 M: 52 Y: 55 K: 33 R: 3 G: 80 B: 86 HEX: #035056		
HEX: #53A3A0	HEX: #427C80		
HEX: #8EC2C0	HEX: #81A7AA		
HEX: #C6E0DF	HEX: #C0D4D5		

PIT Lime		C: 41 M: 0 Y: 100 K: 0 R: 158 G: 234 B: 40 HEX: #9EEA28	
C: 71 M: 22 Y: 100 K: 6 R: 87 G: 146 B: 52 HEX: #579234	C: 82 M: 46 Y: 82 K: 52 R: 30 G: 68 B: 45 HEX: #1E442D		
HEX: #82AD66	HEX: #567361		
HEX: #ACC99B	HEX: #8EA296		
HEX: #D5E4CD	HEX: #C7D0CB		

PIT Citron Wayfinding color		C: 11 M: 0 Y: 94 K: 0 R: 236 G: 233 B: 40 HEX: #ECE928	
C: 40 M: 25 Y: 76 K: 2 R: 162 G: 165 B: 96 HEX: #A2A560	C: 60 M: 52 Y: 81 K: 44 R: 77 G: 76 B: 48 HEX: #4D4C30		
HEX: #B9BB89	HEX: #7A7964		75%
HEX: #D1D2B0	HEX: #A5A698		50%
HEX: #E8E9D7	HEX: #D3D3CB		25%

This is a guide to using the Secondary colors, demonstrating what is legible and what is not.
Key: **AAA** – Best practise **AA** – Legible **LT** – Legible as Large Text **XX** – Not legible

PIT Violet

XX	accent	AAA	medium	AAA	dark
AAA	black	XX	black	XX	black
XX	white	AAA	white	AAA	white
LT	medium	LT	accent	AA	accent
AA	dark	XX	dark	XX	medium

PIT Ruby

LT	accent	AAA	medium	AAA	dark
AA	black	XX	black	XX	black
LT	white	AAA	white	AAA	white
XX	medium	XX	accent	LT	accent
LT	dark	XX	dark	XX	medium

PIT Sapphire

XX	accent	AA	medium	AAA	dark
AAA	black	LT	black	XX	black
XX	white	AA	white	AAA	white
LT	medium	LT	accent	AA	accent
AA	dark	XX	dark	XX	medium

PIT Emerald

XX	accent	AA	medium	AAA	dark
AAA	black	AA	black	XX	black
XX	white	AA	white	AAA	white
XX	medium	XX	accent	AA	accent
AA	dark	XX	dark	XX	medium

PIT Lime

XX	accent	LT	medium	AAA	dark
AAA	black	AA	black	XX	black
XX	white	LT	white	AAA	white
XX	medium	XX	accent	AAA	accent
AAA	dark	XX	dark	XX	medium

PIT Citron

XX	accent	XX	medium	AAA	dark
AAA	black	AAA	black	XX	black
XX	white	XX	white	AAA	white
XX	medium	XX	accent	AA	accent
AA	dark	LT	dark	LT	medium

One tri color set is chosen per page/screen view.

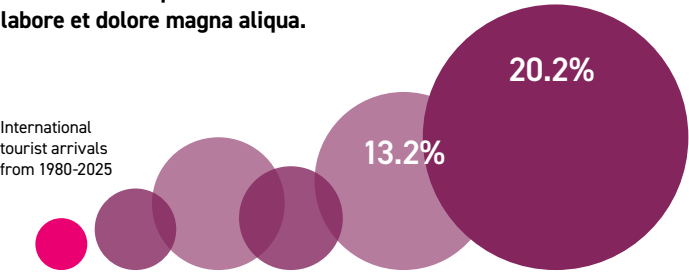
Do not mix the tri color sets together unless there's a need for multiple color charts – see charting color sequence



Headlines go here and are colored in 100% black
Subheadings are like this



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



42

Headlines go here and are colored in 100% black
Subheadings are like this



4.2% reduction in freight demand YTD

6.1% passenger demand increase

Tourism accounts for 6% of exports globally

Tourism accounts for 8% of world trade

Inbound tourism by air is 51% of total

78% of revenue is generated online YTD

• Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

• Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

• Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

42



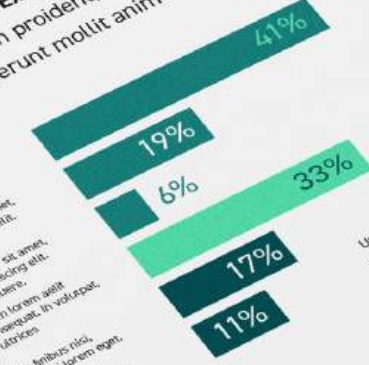
Inspiring our internal audience

Subheadings are like this

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

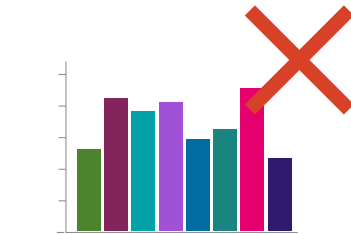
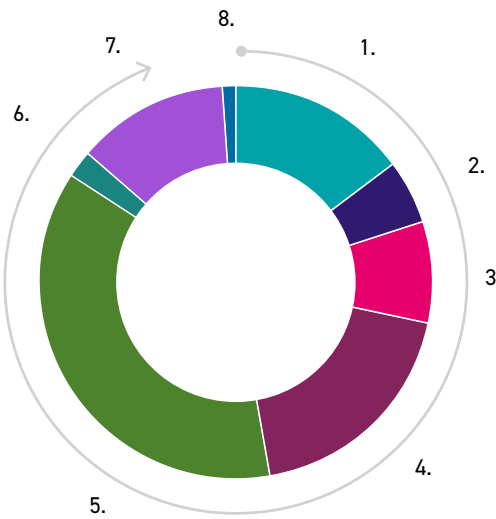
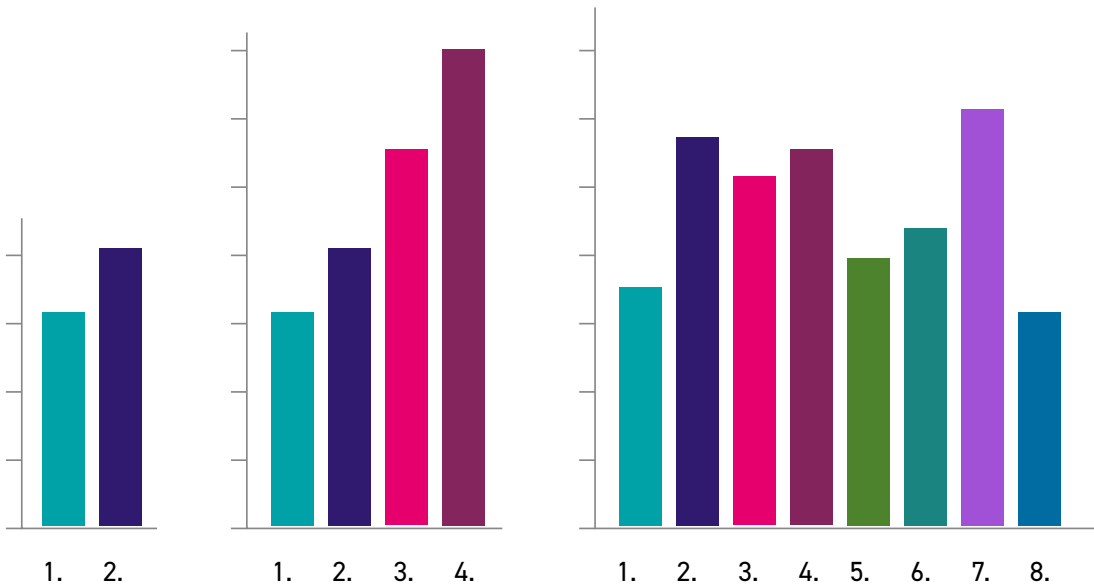
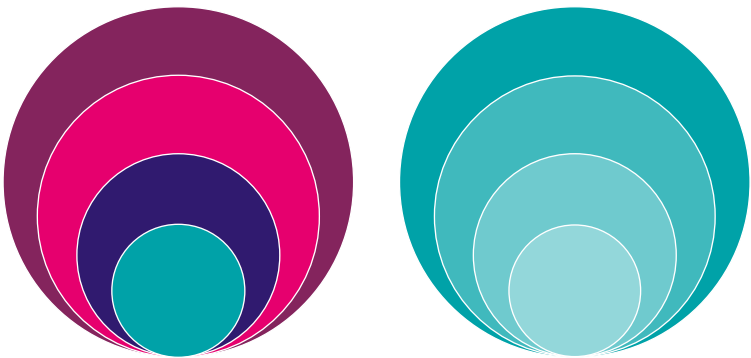
This charting color sequence is based on a selection from the secondary color palette, but created as 'darker' versions for legibility in small graphics.

Make sure there is white space or a thin white rule between each color.

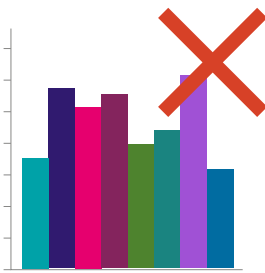
This is a guide to using these colors with white or black text and what is and isn't legible.

- Key:
- AAA – Best practise
 - AA – Legible
 - LT – Legible as Large Text
 - XX – Not legible

	1. Sapphire	2. Violet Dark	3. Ruby	4. Ruby Medium	5. Lime Medium	6. Emerald Medium	7. Violet	8. Sapphire Medium	
	C: 77 M: 11 Y: 37 K: 1 R: 0 G: 163 B: 168	C: 99 M: 100 Y: 22 K: 8 R: 50 G: 26 B:112	C: 0 M: 98 Y: 20 K: 0 R: 230 G: 0 B: 111	C: 46 M: 95 Y: 27 K: 21 R: 132 G: 37 B: 93	C: 73 M: 27 Y: 100 K: 11 R: 78 G: 131 B: 47	C: 82 M: 26 Y: 49 K: 10 R: 26 G: 132 B: 128	C: 60 M: 73 Y: 0 K: 0 R: 161 G: 81 B: 214	C: 89 M: 50 Y: 15 K: 2 R: 1 G: 108 B: 162	
	Hex: #00a3a8	Hex: #321a70	Hex: #e6006f	Hex: #84255d	Hex: #4e832f	Hex: #1a8480	Hex: #a151d6	Hex: #016ca2	
	LT	AAA	AA	AAA	AA	AA	AA	AA	
75%	Hex: #40babe	Hex: #655394	Hex: #ec4093	Hex: #a35c86	Hex: #7aa263	Hex: #53a3a0	Hex: #b97de0	Hex: #4191b9	75%
	XX	AA	LT	AA	XX	XX	XX	LT	
	AAA	XX	AA	LT	AAA	AAA	AAA	AA	
50%	Hex: #70cbce	Hex: #8c7eaf	Hex: #f170ae	Hex: #ba85a4	Hex: #9bb98a	Hex: #7ebab8	Hex: #cb9ee8	Hex: #71adcb	50%
	XX	LT	XX	LT	XX	XX	XX	XX	
	AAA	AA	AAA	AA	AAA	AAA	AAA	AAA	
25%	Hex: #94d8da	Hex: #a99ec3	Hex: #f594c2	Hex: #cba4bb	Hex: #b4cba7	Hex: #9ecbca	Hex: #d8b6ee	Hex: #95c2d8	25%
	XX	XX	XX	XX	XX	XX	XX	XX	
	AAA	AAA	AAA	AAA	AAA	AAA	AAA	AAA	



Do not sequence in any other color order



Do not butt the colors together without a white space

Our Typography

A designated typeface is a vital design element that reinforces brand identity through consistency, enhances readability for clear communication, and conveys the desired tone or emotion. It lends professionalism to designs, streamlines the creative process, and ensures a cohesive look across all platforms, making it essential for effective and polished visual communication.

DIN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%&*()"";,:?<>_+ -#€

DIN 2014 Light – *Italic*
DIN 2014 Regular – *Italic*
DIN 2014 Demi – *Italic*
DIN 2014 Bold – *Italic*
DIN 2014 Extra Bold – *Italic*
DIN 2014 Narrow – Light, Regular, Demi, Bold

DIN 2014 is available to activate via [Adobe Fonts](#) when subscribed to [Adobe Creative Suite](#).

Default font (Microsoft)

Arial

Regular *Italic*
Bold *Italic*

A default font ensures consistency, readability, and a cohesive user experience across platforms, serving as a reliable standard when no specific typeface is chosen.

DIN 2014 Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

DIN 2014 Regular

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DIN 2014 Demi

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DIN 2014 Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

DIN 2014 Narrow Demi

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

WORLD>>
#FLYPIT

@alleghenyairport.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. **Excepteur sint occaecat** cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Bringing **Pittsburgh**
to the world and the
world to **Pittsburgh**

UT ENIM AD
MINIM VENIAM,
QUIS NOSTRUD
EXERCITATION
ULLAMCO
LABORIS

Welcome
to PIT
NEIGHBOURHOOD 91

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. **Excepteur sint occaecat** cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

BLUE SKY NEWS



CAPACITY UP BY

20% ↑

UT ENIM AD MINIM VENIAM, QUIS
NOSTRUD EXERCITATION ULLAMCO.

SECTION

4

UT ENIM AD MINIM VENIAM, QUIS NOSTRUD
EXERCITATION ULLAMCO LABORIS

Bringing **Pittsburgh**
to the world and the
world to **Pittsburgh**



Linda
PIT Volunteer

Sub-brands

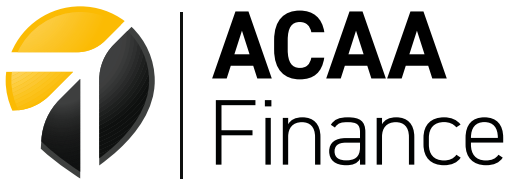
Our sub-brands are distinct extensions of our parent brand that operate under its umbrella while having their own identity, targeting specific audiences or serving unique purposes.

They are used to signpost different business departments, promote initiatives or highlight particular aspects of the parent brand. Sub-brands balance independence and alignment, leveraging the parent's reputation and resources.

Below are the rules/guidelines around creating new sub-brands.
Please request the design templates from the brand team.

Business Definers

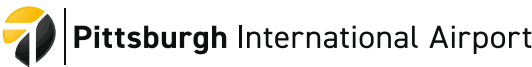
These are business departments and follow the primary logo structure but with specific typographic arrangements.



Services & Amenities

These use large typography and are supported by the single line logo as an endorsement.

Terminal
Modernization
Program



Program Sub-brands (Existing)

Current sub-brand logos will need to evolve to take on the brand assets of font and colors. Sub-brand logos should be accompanied by single line PIT logo as shown.



Program Sub-brands (Future)

Any future program sub-brands will be treated the same as the Services & Amenities style.

Aviation
Robotics



Partnerships

Business and retail partners should be reproduced in black and white only. All partnership logos must be paired with the 'partnership endorsement' lockup.



In partnership with Pittsburgh International Airport

These are business departments and follow the primary logo structure but with specific typographic arrangements.

Artwork: Use the brand templates provided to create any new versions or to obtain artwork for existing definers.

Do's



Don'ts

Rearrange the elements



Omit the divider line



Change the format



Change the font



These use large typography and are supported by the single line logo as an endorsement.

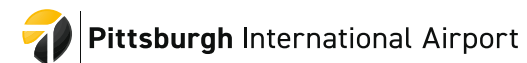
Artwork: Use the brand templates provided to create any new versions or to obtain artwork for existing definers.

Do's

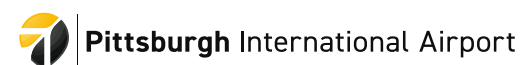
Terminal
Modernization
Program



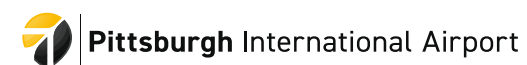
Interfaith
Reflection
Room



Nursing
Lounge



Emergency
Alerts



Don'ts

Use all caps



Use wrong weight of font



Use another subbrand style



Rearrange or create your own



Moving forward all existing subbrands should be brought inline with the look and feel of the new brand.

Artwork: Use the brand templates provided to create any new versions or to obtain artwork for existing definers.

Use the new brand assets and style to tweak each logo into the correct fonts and colors, taking the opportunity to make each a little stronger. For guidance on evolving the existing subbrands please contact the brand team.

Do's



Don'ts

Do not use other fonts



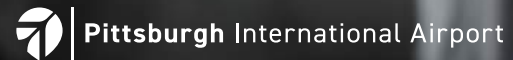
Do not use style reserved for business definers or other subbrands.



Interfaith Reflection Room



PIT²WORK





Business Definers



Services & Amenities



Program Sub-brands (Future)



Program Sub-brands (Existing)



Partnerships



Our Supergraphic

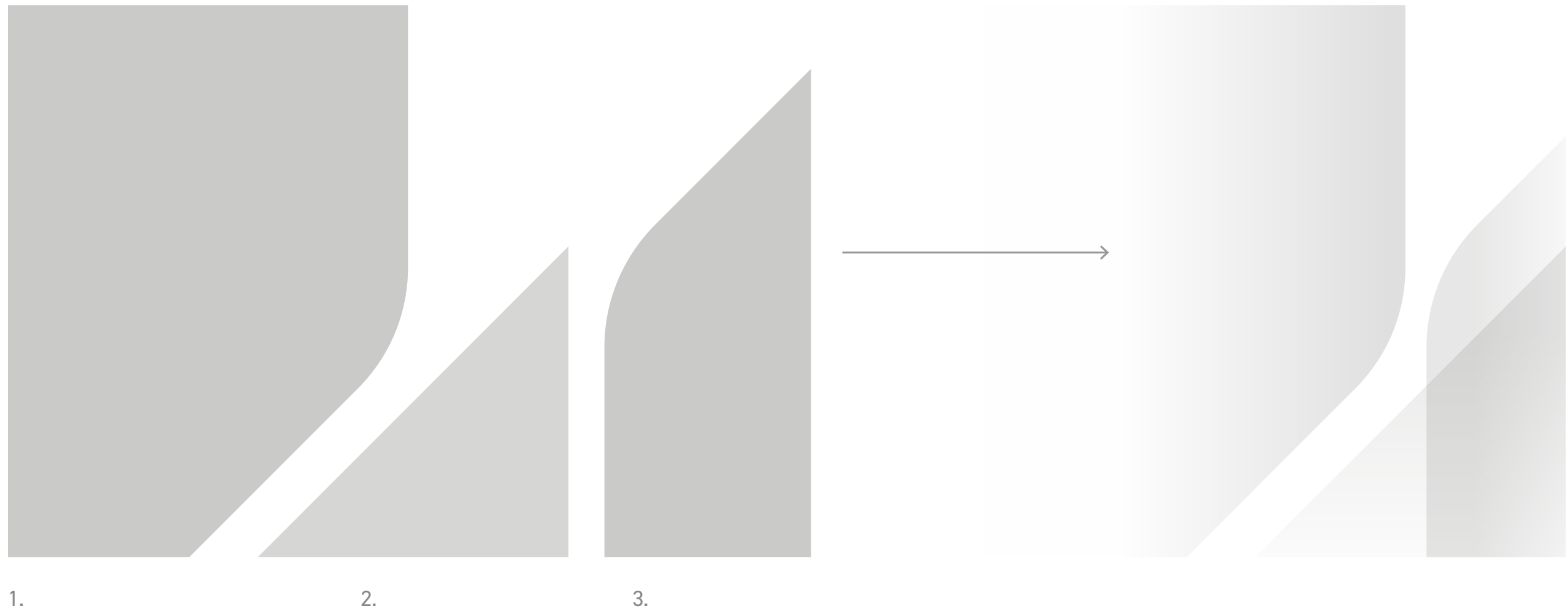
A Supergraphic is a visual design element that reinforces a brand's identity by creating a consistent and recognizable aesthetic across various touchpoints. It is derived from our brand symbol and color palette. The Supergraphic provides a cohesive backdrop for marketing materials, packaging, digital interfaces, and physical spaces. It helps evoke a specific mood, enhance brand recall, and unify disparate assets under a singular visual language.

When applied effectively, the Supergraphic can elevate our brand's visual storytelling, fostering a deeper emotional connection with our audience while setting it apart in our competitive market.

These shapes are inspired by the forms that appear in our symbol. The supergraphic is made up of three shapes that are overlayed and feathered. Each shape may be moved independently. Please request the Artwork files and do not try to re-draw these in any way.



The shapes after being feathered, tinted back and overlayed.





On a yellow background



On a tint of black (50% tint shown here)



On a black background

On a white background

Artwork: Use the brand templates provided



White supergraphic with no background



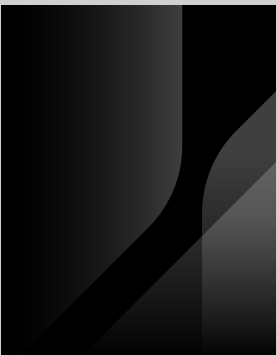
Gray supergraphic on white background



16:9 widescreen



16:9 widescreen



US Quarto



Email footer



Skyscraper



Leaderboard



MPU



Bringing
Pittsburgh to
the world and
the world to
Pittsburgh



The main shape (1.) can be used as a window for imagery crops

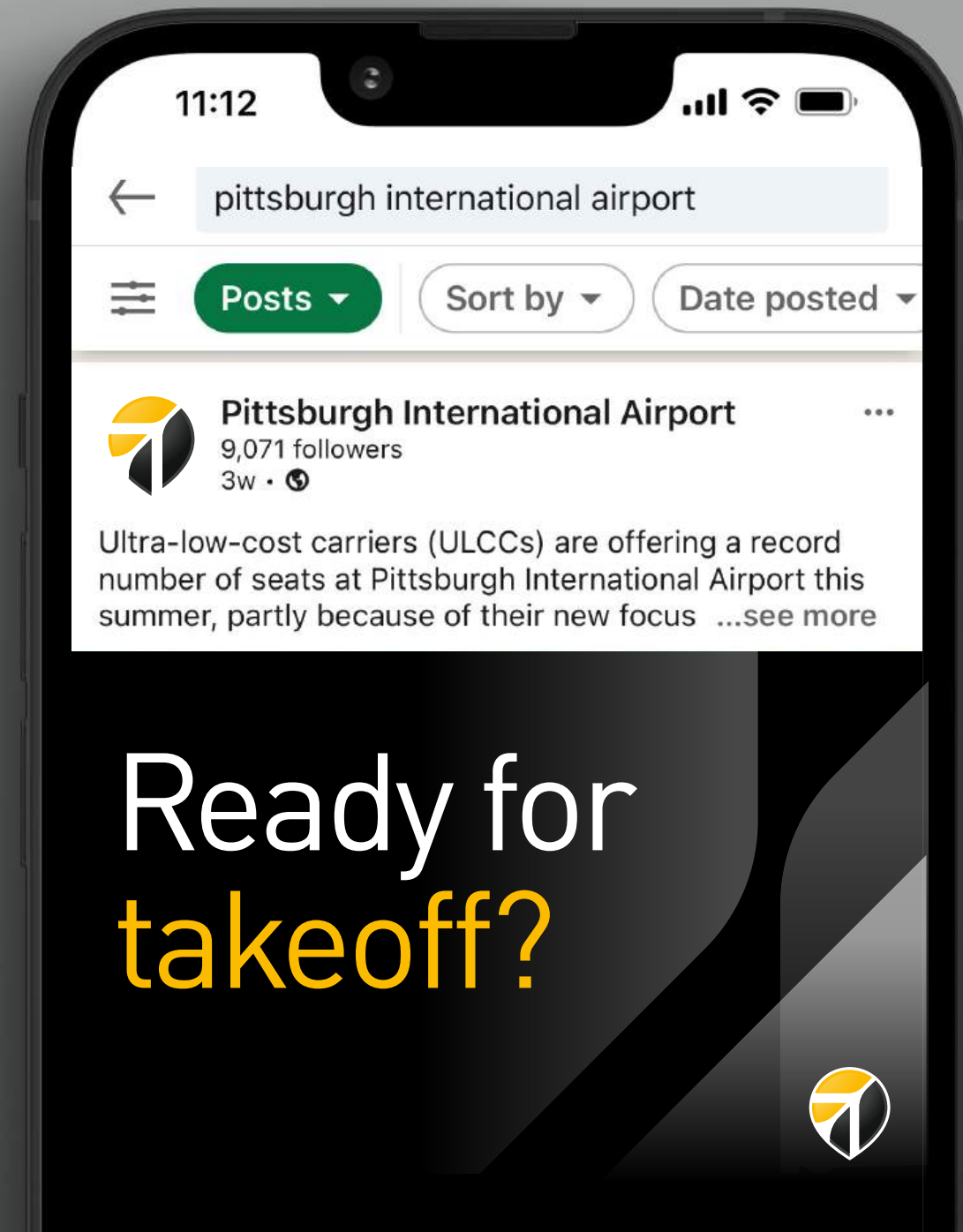
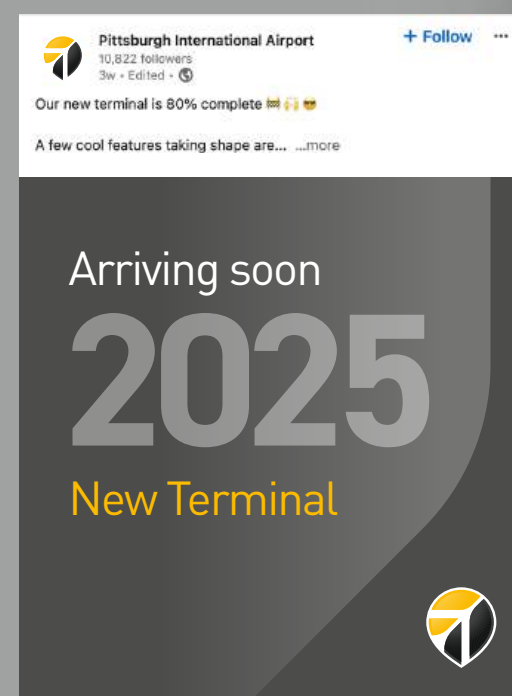
Shapes 2. and 3. can be pasted into shape 1.



Shape 2. flipped around and colored in a tint of the PIT Stone.



The supergraphic is a flexible device with a good number of layouts.



Welcome to



PIT

**Pittsburgh
International
Airport**

Bringing Pittsburgh to the world & the world to Pittsburgh

What not to do with our supergraphic

Help us to protect the integrity of our supergraphic. Always use the approved master artwork supergraphic files and handle with care according to these guidelines. That way we can avoid any of these mistakes or similar.



Good example



Do not distort or stretch



Do not apply any effects



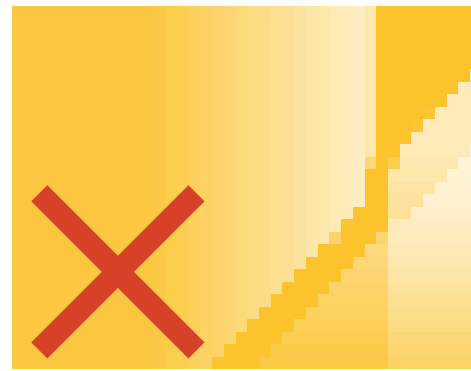
Do not overlay patterns



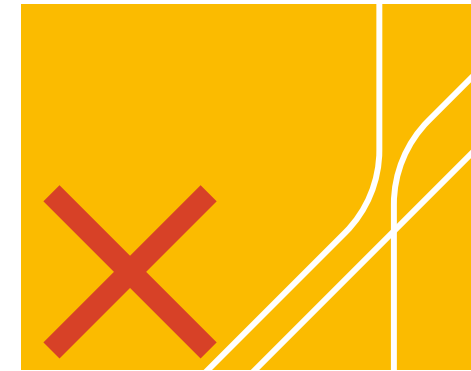
Do not color differently



Do not alter the supergraphic colour



Do not use low-quality files



Do not outline



Do not double up on overlays

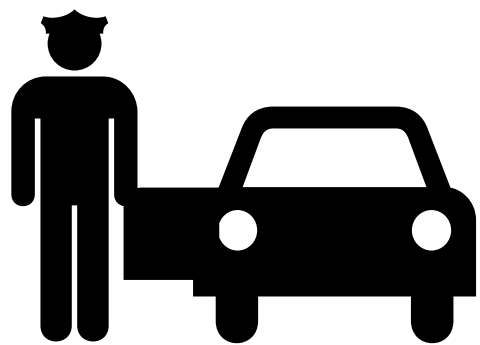
Our Iconography

Iconography offers numerous benefits as a powerful visual communication tool. By condensing complex ideas into simple, universally recognizable symbols, it enhances comprehension and accessibility. Icons transcend language barriers, making them particularly effective in global contexts such as international signage or digital interfaces.

They improve usability by guiding users intuitively through tasks, reducing cognitive load and the need for extensive textual explanations. Additionally, icons can enhance aesthetics, creating visually appealing designs that draw attention while maintaining functionality. In branding, consistent iconography strengthens identity, fostering familiarity and trust. Overall, iconography streamlines communication, enriches user experience, and promotes inclusivity.

Our functional icon style follows the wayfinding icons used in the new Pittsburgh International Airport terminal. An icon library exists on request from the brand team. Below are the preferred colorways that are approved for accessibility.

Black on white



Executive Parking

Black on yellow



Shuttle bus

Yellow on black



Baggage Claim
Baggage Services

Yellow on white



Search flights

Note: Minimum size for yellow icons to be used on white is 24px. Icons must fit inside a 24px x 24px box.



16px



24px



48px



Flights



Security



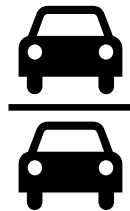
Corporate



Search flights



Executive Parking



Garage



Pittsburgh cares



Bringing you closer



Parking



Accessibility



Ground Transportation



Security wait times



Assistance



Pre-book parking



Short walk



Shuttle bus



Longer walk



Saves you timer

Official Pittsburgh International
Airport Parking

Restroom



PIT Paws



Terrace

Baggage Claim
Baggage Services

Currency Exchange



Concessions











Rental Cars



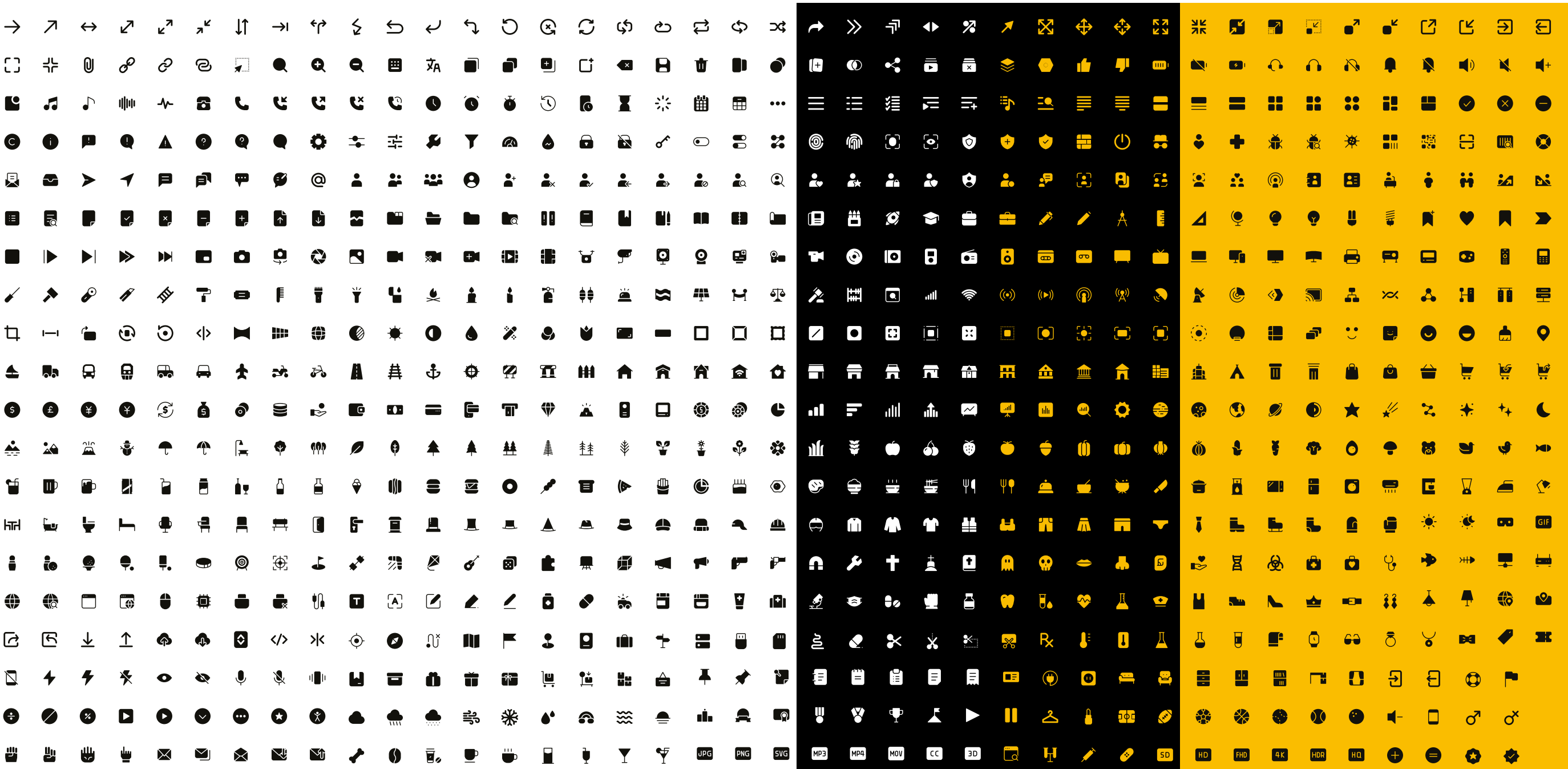
Hotels

This is the existing wayfinding icon system.

				
Airport	All Gates	Connecting Flights	Buses Shuttles	Ground Transport
				
Animal Relief Area	Concessions	Currency Exchange	Information	Lost & Found
				
Restroom	Restroom Accessible	Family	Family Accessible	Men
				
Light Rail	Commuter Rail	Rapid Rail	General Rail	Check-In
				
Left Arrow	Left-Up Arrow	Right Arrow	Left U Turn Arrow	Right U Turn Arrow

			
Limos	Rental Cars	Taxis	Friends & Family Pickup
			
Terrace	Vending	Elevator	Stairs
			
Men Accessible	Women	Women Accessible	Mother's Room
			
Oversized Baggage	Smoking Area	No Smoking	
			
Double Sided Arrow	Right-Up Arrow	Up Arrow	
			
			Parking
			
			Ride App Pickup
			
			Hotels
			
			Baggage Claim Baggage Services
			
			AED
			
			Do Not Enter
			
			Fire Extinguisher
			
			Hose Cabinet
			
			Mother's Room Accessible
			
			Adult Changing Room/ Changing Places Toilet
			
			Accessible
			
			Mobility Impaired
			
			Hearing Impaired
			
			Vision Impaired
			
			Down Arrow
			
			Interfaith Room
			
			Lounge

These icons a more simplistic for digital use at very small sizes.



What not to do with our icons

Help us to protect the integrity of our icons. Always use the approved master artwork icon files and handle with care according to these guidelines. That way we can avoid any of these mistakes or similar.



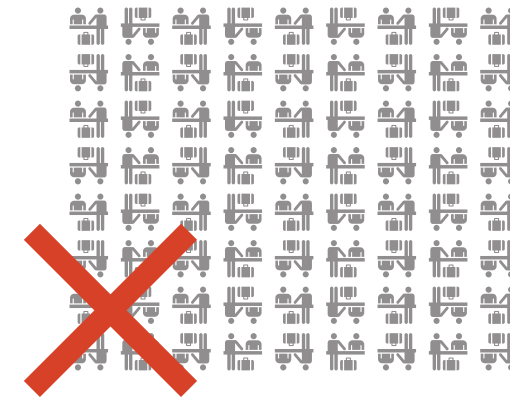
Do not distort or stretch



Do not apply any effects



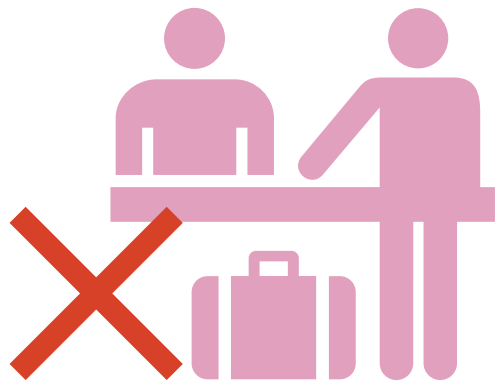
Do not combine multiple icons into a single graphic



Do not use icons as decorative elements or patterns



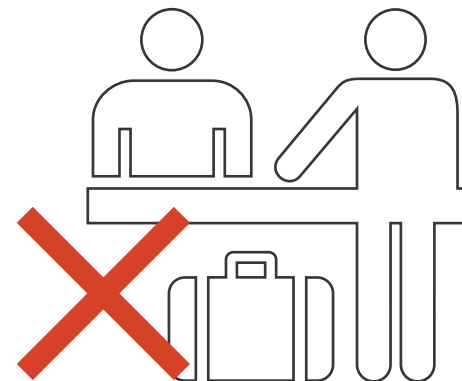
Do not rotate or flip icons



Do not alter the color outside approved color palette



Do not place icons on busy or low-contrast backgrounds



Do not outline



Do not use outdated or unofficial versions of icons



Do not use yellow icons on white if at a size smaller than 24px

Our Imagery

Our imagery captures moments in airport life on both an intimate and grand scale. Real customers enjoying real environments, friendly services show our consideration of travellers and our professional approach in how we're making every journey better for everyone.

They also show the Pittsburgh community we belong to and promote. Working with partners and organizations, local and national authorities, charities and governing bodies. Pittsburgh Airport is actively involved in career development and the work-life balance of those who pass through.

- Our Environment
- Our People
- Our Customers
- Our Community

Intelligent
Bright Modern Human
Friendly Positive Innovative
World-class
Optimistic Community
Engaging Diverse

Photography

Photography is the most used and easily accessible medium of today. That means there's a huge amount of photography happening and being published, some great shots and others not so good.

By setting guidelines for style, composition, lighting, and subject matter, these guidelines empower teams and collaborators to create compelling imagery that aligns with the brand's message and objectives. In essence, they transform photography from mere visuals into a strategic assets for storytelling and brand differentiation.

Our photography can be categorized into four main areas:

Our environment

From inside the terminal to outside on the runway. These shots depict our real environment in its best light.

Our customers

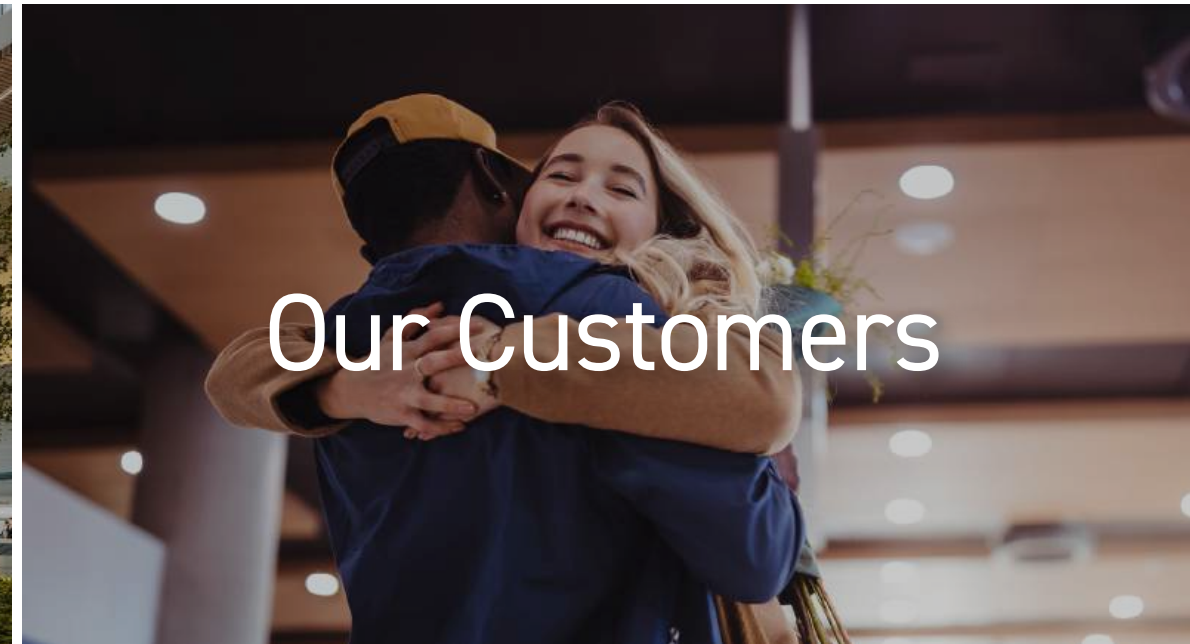
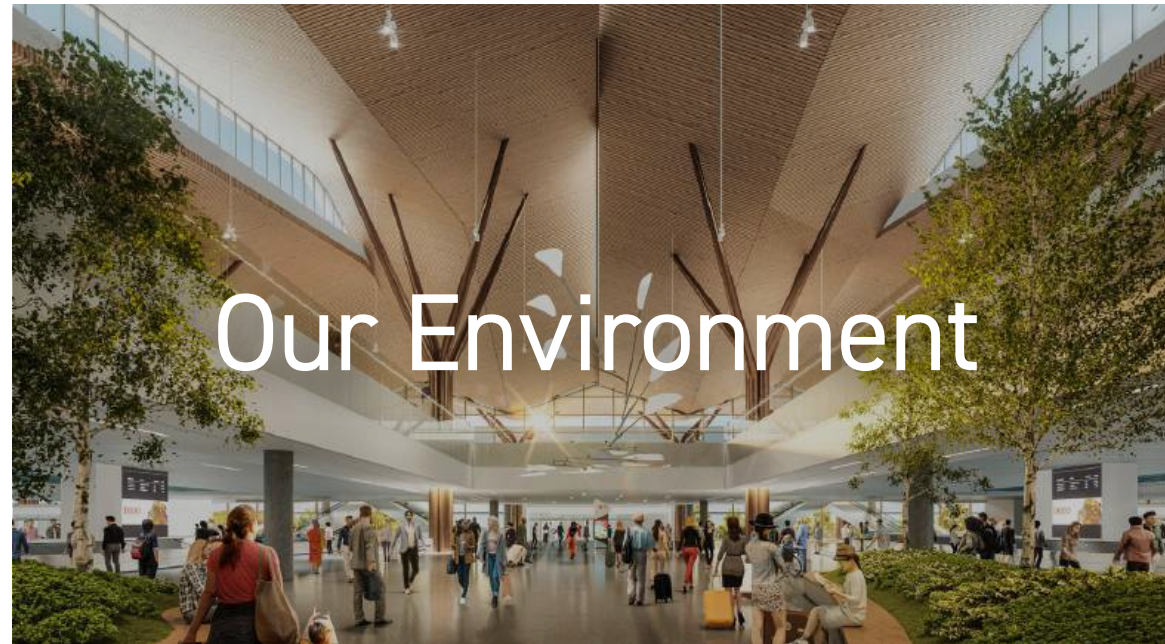
People travel for all sorts of reasons so capturing the calm, effortless experience of a friendly and efficient airport with good quality photography is essential.

Our people

We are the ones who are front of house or behind the scenes making the airport run like clockwork. We go the extra mile to make sure you have a great journey.

Our community

We are proud of our place within the Pittsburgh community. From the business and jobs we create, to the people and events that we've had a part in delivering. We're waving the flag for the world to see.



We also have a bank of imagery that captures everyday life and all that goes on and through our airports.



Our Customers

For brand communications our photography should be using professionally commissioned images that can be controlled and curated to capture real scenarios.

The photos opposite are a style guide for the type of shots we're aiming for.

Style

Reportage feel
Unposed
Moments in time
Meaningful emotions

Lighting

Sense of white natural light
Desaturated color
Push the blue filter slightly



Our Environment

With the new terminal being completed there is plenty of opportunity to capture some amazing photography of the building structure and operational facilities.

The photos opposite are a style guide for the type of shots we're aiming for.

Style

Either hand-held or drone photos

Always positive

Amazing perspectives, angles and views

A sense of human purpose

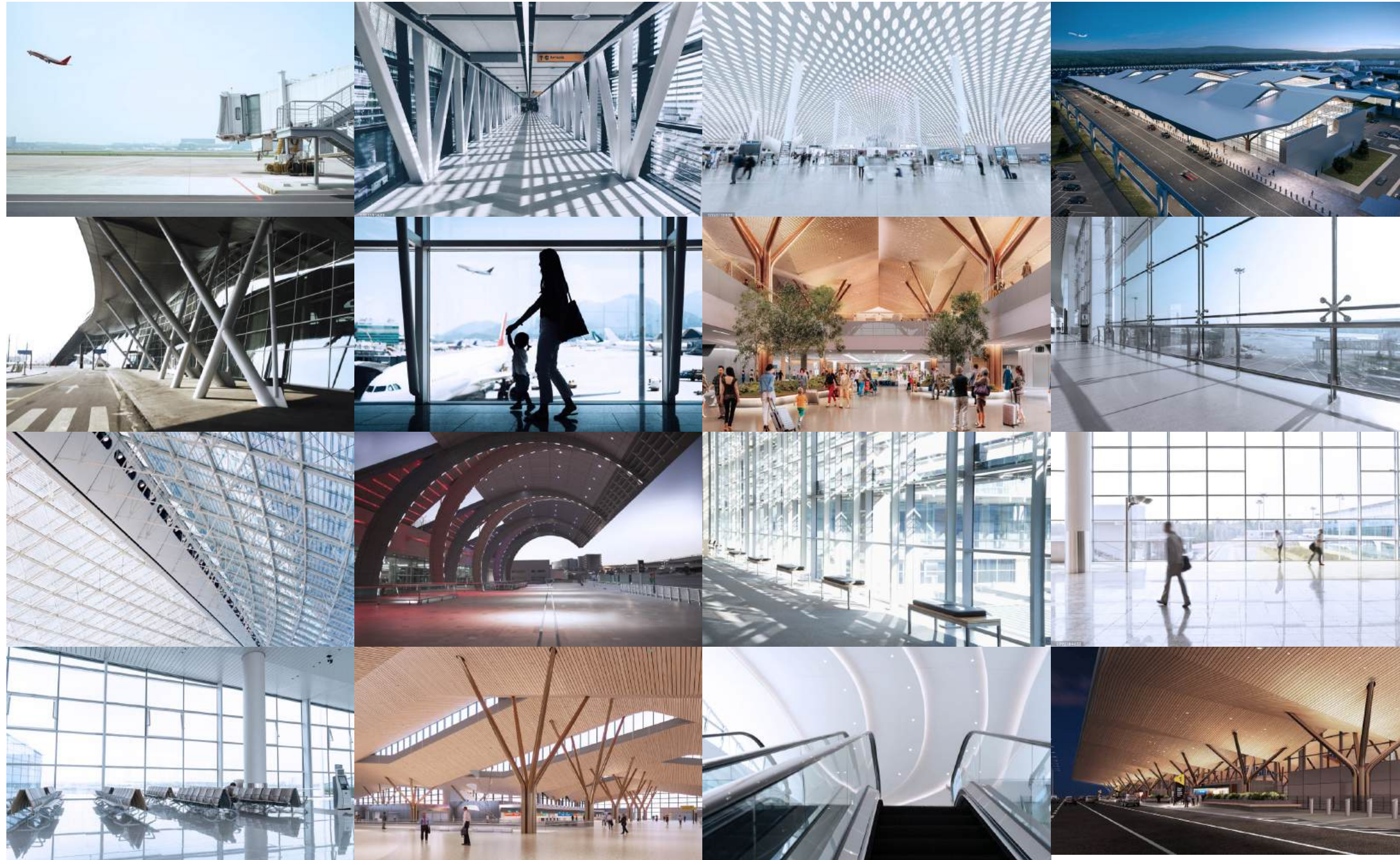
A story of enabling connections

Lighting

Good contrast

Desaturated color

Push the blue filter slightly



Our Community

We are proud to represent Pittsburgh and be a part of the amazing people that work, volunteer or just pass through. Everyone has a story to tell and our photography should represent the diversity and rich tapestry of lives that make a difference.

The photos opposite are a style guide for the type of shots we're aiming for.

Style

Friendly, warm, inclusive and caring
People who help each other
The connection between dogs and people
The difference our airport offers
Getting involved in the wider community issues and events
Unposed, captured moments
Real emotions
Purposeful curation

Lighting

Good contrast
Desaturated color
Push the blue filter slightly



Our People

We value all our team members, partners and suppliers. Whether at corporate level or with us on work experience, everyone plays a part in the engine that enables the airport to not just function but thrive.

The photos opposite are a style guide for the type of shots we're aiming for.

Style

Friendly, warm, inclusive and caring, professional
People first
The human side of business
Reportage style
Captured moments
Interesting compositions and angles (not just straight on)

Lighting

Good contrast
Desaturated color
Push the blue filter slightly



It's very easy to use quick images taken from mobiles or chosen from image libraries that suit the content being searched for. However, choosing non-brand imagery can have a detrimental effect on how we come across, and worse, can be inflammatory – causing hurt and upset. What we may think is instructional or just a bit of humor, can end up sending the opposite message to the recipient.

Opposite are some obvious examples of what not to do.

The brand team have a bank of approved imagery that can be accessed and are constantly adding updated imagery.

Please seek approval for any sourced or self created imagery before publishing.



Do not use cheesy or cliché photography



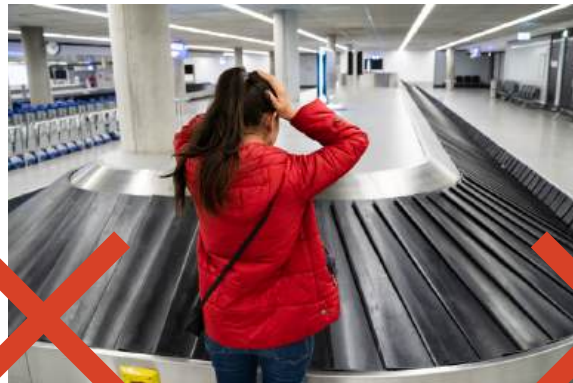
Do not use low quality imagery



Do not use over processed imagery



Do not use over complicated photographs or crowded areas



Do not use negative concepts that suggest things aren't working properly



Do not depict anything distressing, chaotic or suggests a bad experience

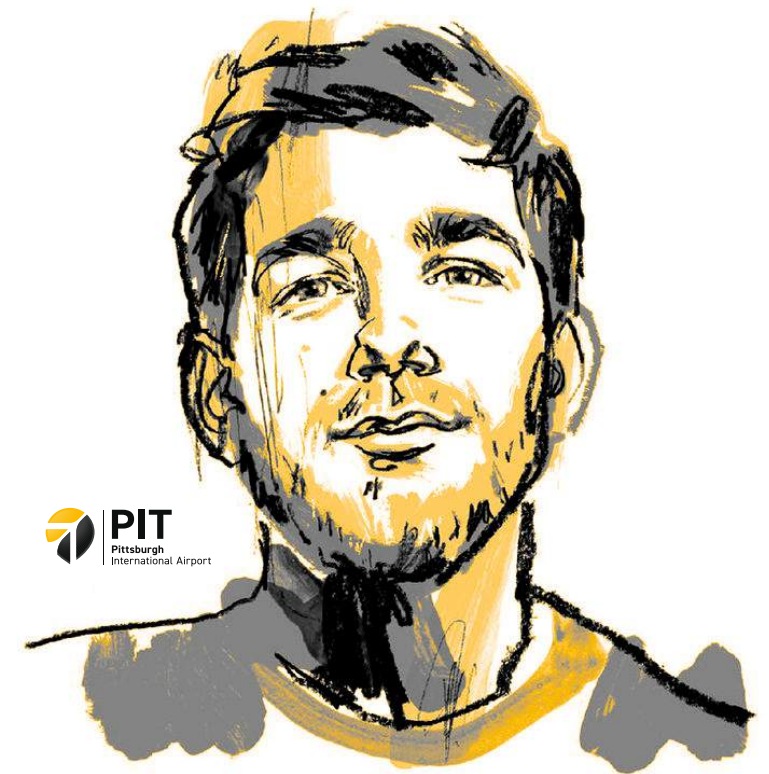
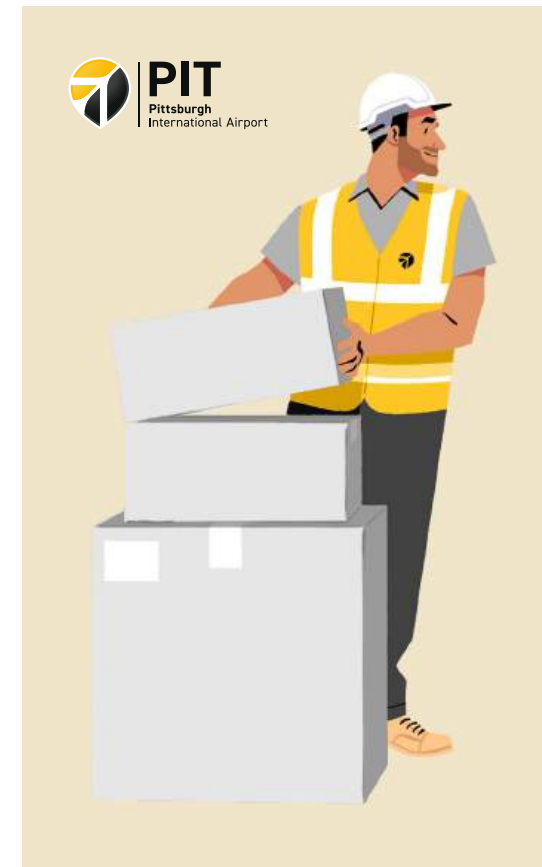


Illustration

Using illustrations adds uniqueness and memorability, helping a brand stand out while fostering emotional connections through relatable and engaging visuals. They simplify complex ideas, ensure consistency across platforms, and offer a timeless, customizable style that transcends trends.

Illustrations are versatile, scalable, and cost-efficient, making them ideal for both digital and print mediums. By creating a cohesive, eye-catching, and shareable visual language, illustrations enhance engagement and establish a distinct, lasting impression of the brand.

There is more than one style that can work for our brand. Use professional illustrators that can be customized



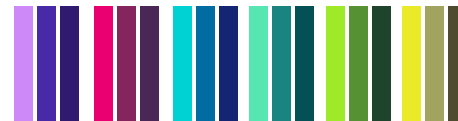
Use the primary palette of colors, including allowance of white space.



PIT Stone and PIT Sapphire are good support colors



Use the secondary palette colors sparingly and only when necessary



Below are some examples of different styles of illustration that can be customized into our brand style. Keep to the same style when creating a campaign or initiative.

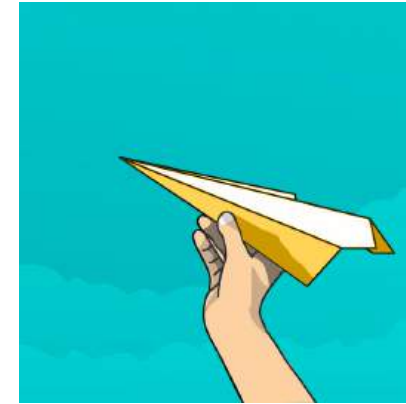
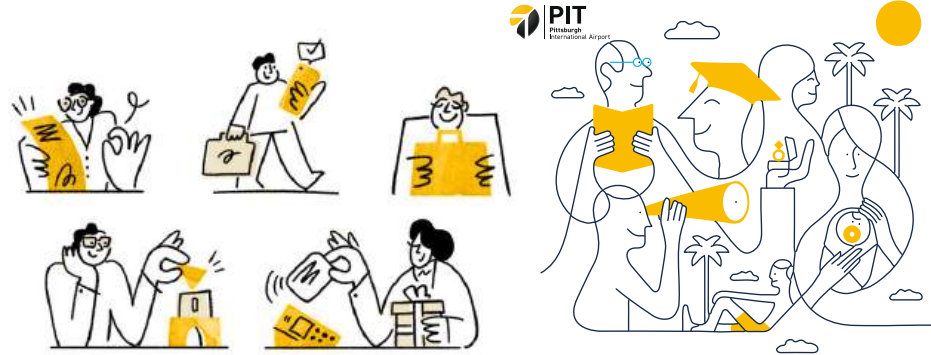


Illustration is easily accessible online through image libraries or random image searching on the web. Like with our photography, choosing the wrong illustrations can have a detrimental effect on our brand and cause unintentional upset.

Please see the examples opposite as a rough guide of what to avoid.



Do not use cheesy or cliché illustration



Do not use stereotyping or satire



Do not use alternative styles



Do not use over complicated illustrations or use colors not in the PIT color palette



Do not use negative concepts that suggest things are not working properly



Do not depict anything distressing, chaotic or suggests a bad experience



Infographics

Infographics are a powerful tool for simplifying complex information and making it visually engaging and easy to understand. They combine text, images, and data visualization to enhance retention, improve learning, and communicate key points quickly.

Ideal for education, marketing, and data storytelling, infographics are versatile, shareable, and effective at capturing attention and boosting audience engagement. Their visual appeal makes them memorable and encourages sharing across social media, helping to increase reach and visibility. By breaking down material into digestible sections, infographics transcend language barriers and make information accessible to diverse audiences.

Everyone has their own idea of what an infographic is. Below is a breakdown of the components/assets that can be considered when building a new infographic. Please stick to our brand style demonstrated here in order to deliver consistent, thought provoking messages that have immediacy and impact.



Primary color palette



Only used when necessary and in small amounts

What is an infographic?

Typography

Using our DIN font

CAPACITY UP BY

20%

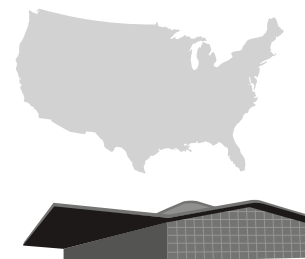
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31.5 MILLION

Travellers per year

Imagery

Photography / Illustration / Graphic



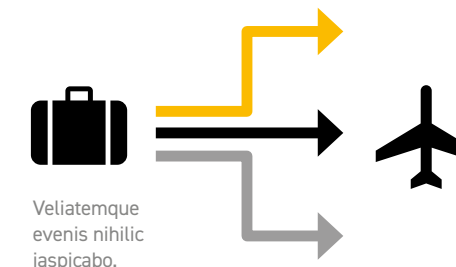
Icons

From the primary icon suite



Diagrams

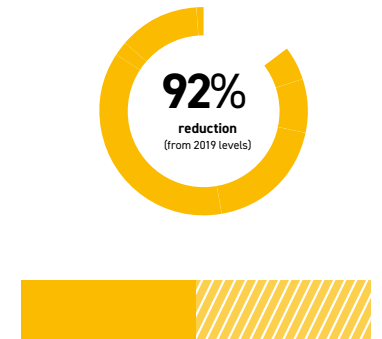
Simplified



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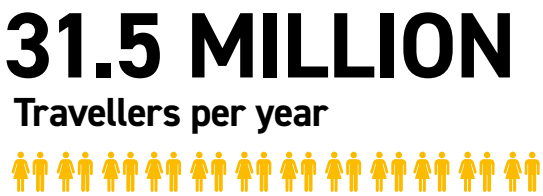
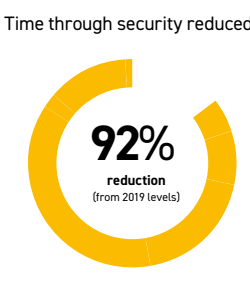
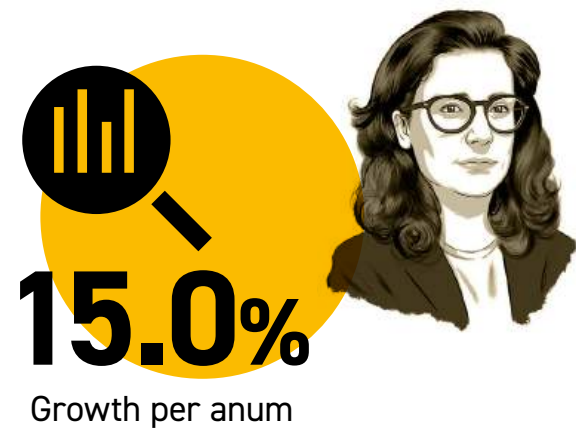
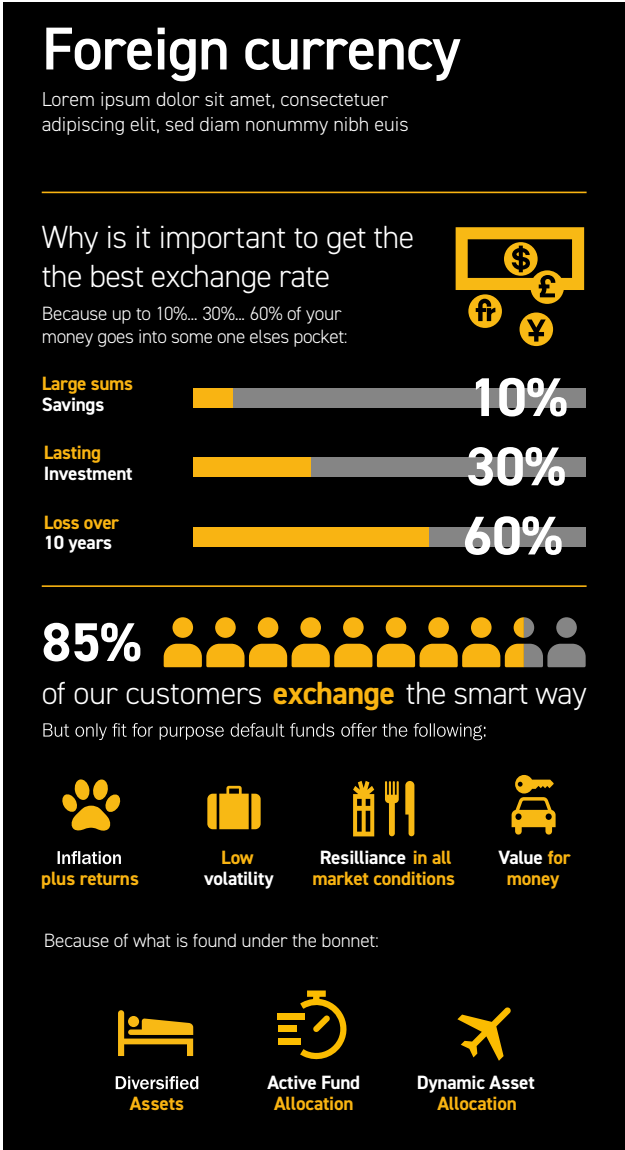
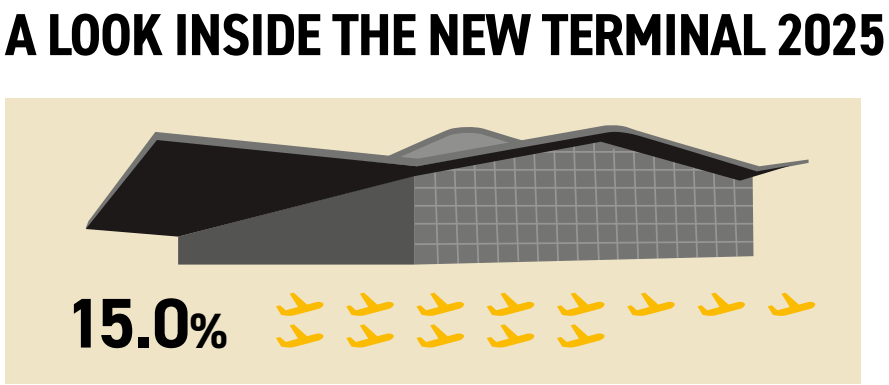
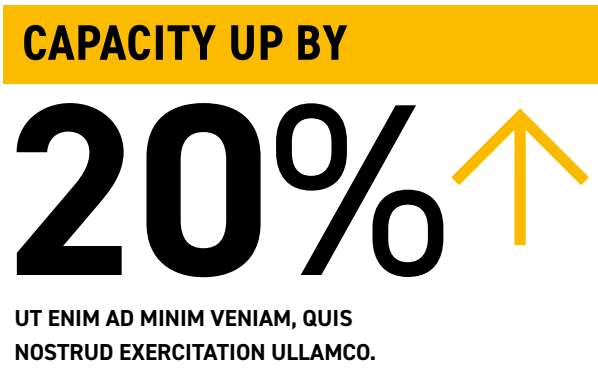
Charts

Impact data

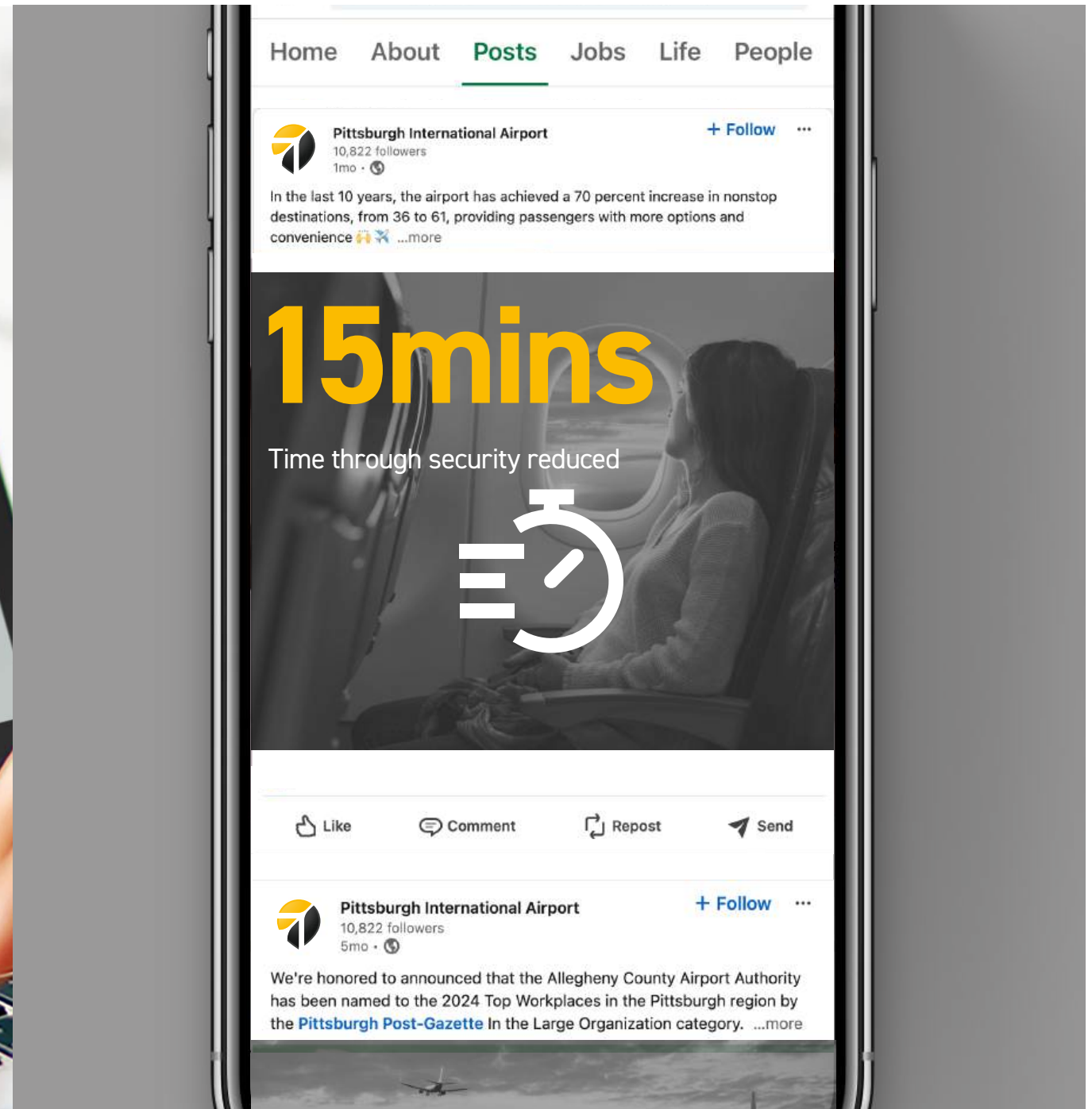


Infographics utilize combinations of the above

When all the assets are used consistently, we build a recognizable and ownable brand style – one that is easy to understand and makes complex data digestable.





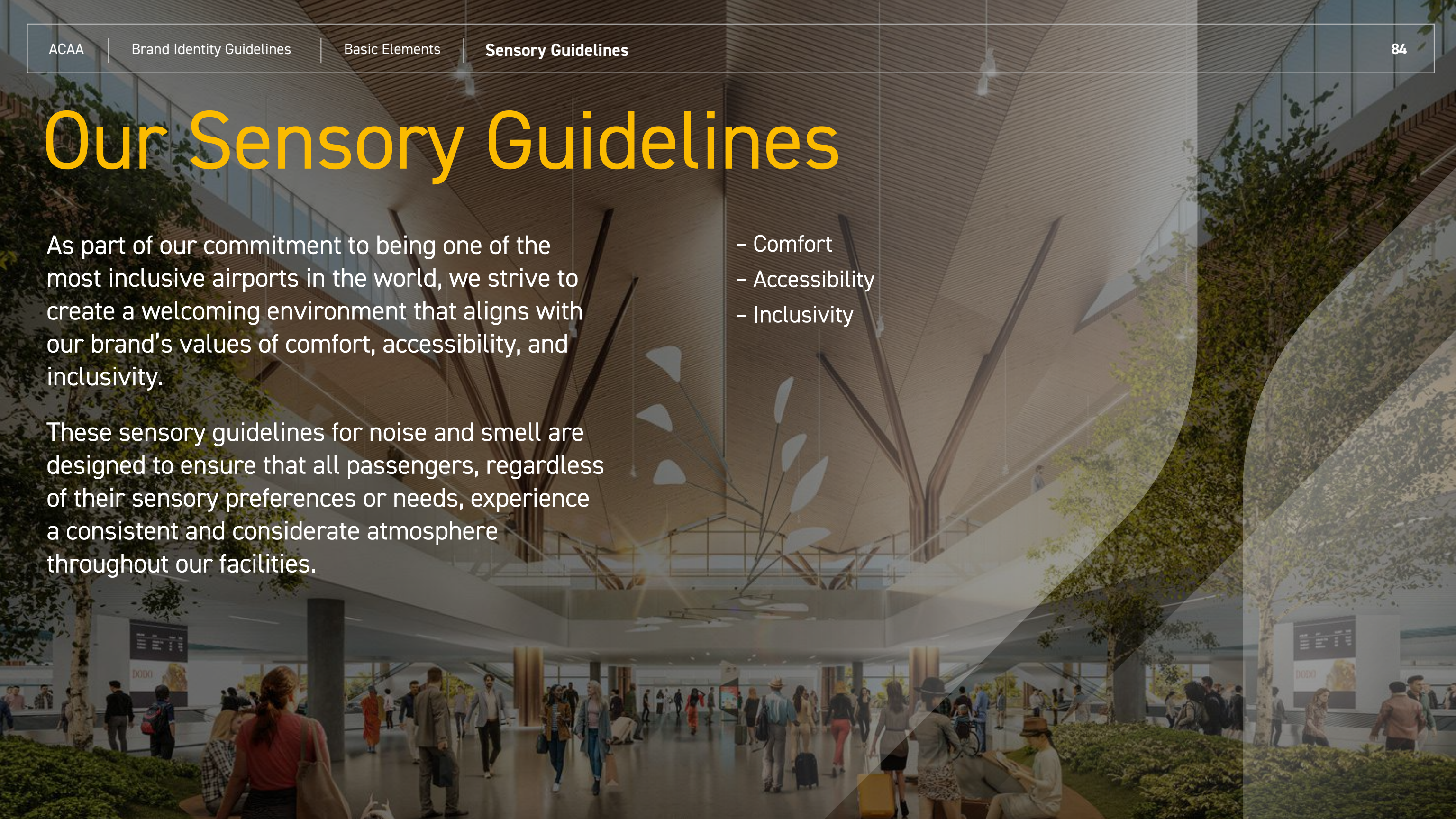


Our Sensory Guidelines

As part of our commitment to being one of the most inclusive airports in the world, we strive to create a welcoming environment that aligns with our brand's values of comfort, accessibility, and inclusivity.

These sensory guidelines for noise and smell are designed to ensure that all passengers, regardless of their sensory preferences or needs, experience a consistent and considerate atmosphere throughout our facilities.

- Comfort
- Accessibility
- Inclusivity



Noise guidelines



1. Volume Control

Maintain announcements, music, and ambient noise at an audible yet non-disruptive volume. Define sound level limits by zone to provide a comfortable experience, especially in areas where low noise is preferred (e.g., sensory rooms, quiet zones).



2. Sound Types

Avoid harsh, repetitive, or jarring sounds that may cause discomfort, particularly for neurodivergent individuals. Opt for neutral sounds with pleasant or natural tones to prevent strain or overstimulation.



3. Alert Sounds

Design emergency and informational alerts to be distinct without being overly alarming. Include provisions for visual cues on displays to enhance accessibility for all.



4. Quiet Zones

Clearly designate and enforce quiet areas where passengers can expect minimal sound disturbances. Communicate acceptable noise levels and behaviors to ensure these spaces remain serene.



5. Clear Announcements

Ensure that all announcements are spoken clearly with an actionable message, addressing a common issue with unclear announcements and enhancing passenger experience.

Smell guidelines



1. Scent-Free Zones

Designate and mark scent-free areas, such as sensory rooms or waiting lounges, to create comfortable spaces for those with allergies or sensitivities.



2. Neutral and Non-Invasive Scents

Prohibit strong, artificial, or heavily fragrant scents, including perfumes, air fresheners, and scented cleaning products, in public areas.



3. Ventilation Guidelines

Implement strong ventilation in spaces where food is prepared or consumed to prevent food odors from permeating common areas. Set protocols for quick dissipation of strong odors to maintain an odor-neutral atmosphere.



4. Cleaning Products

Use low-scent or unscented cleaning products in high-traffic or enclosed areas to avoid overwhelming scents that could impact comfort.

Contact

Please contact the brand team for any further enquiries, clarification, or to obtain master assets and templates.

