Allegheny County Airport Authority

Brand identity Guidelines

2025 _V1.0

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

Symbol

Logo – variations for each

Logo architecture

AGC
Allegheny County
Airport

ACAA
Allegheny County
Airport Authority
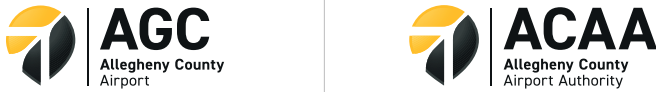
Subrands

Business Definers

ACAA
Engineering

ACAA
Commercial
Development

PIT
Planning

ACAA
Commercial
Development

Services & Amenities

Interfaith
Reflection
Room

Pittsburgh International Airport

Program Sub-brands (Future)

Aviation
Robotics

Pittsburgh International Airport

Program Sub-brands (Existing)

xbridge

Pittsburgh International Airport

Dual branding

PIT
Pittsburgh
International Airport

PLACE LOGO HERE   PLACE LOGO HERE

ACAA
Allegheny County
Airport Authority

PLACE LOGO HERE   PLACE LOGO HERE

Name labels/badges

Linda
PIT Volunteer

Angelique
Reed
PIT Volunteer

Typeface

DIN

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

1234567890
!@£$%^&*()
"";?<>_+-#€

Default font – Arial

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
1234567890!@$%^&*()

Color palette

Supergraphics

Imagery
– Photography / illustration

Our Environment   Our Customers
Our People   Our Community
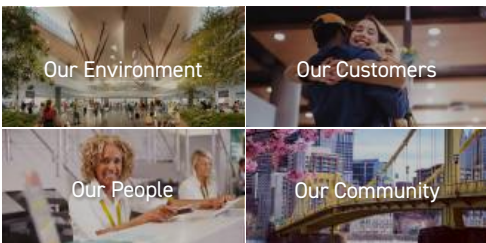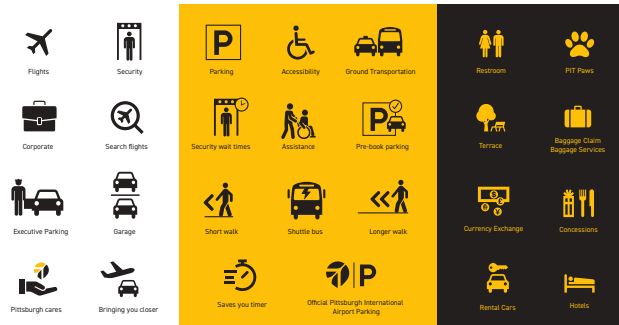
Iconography

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.
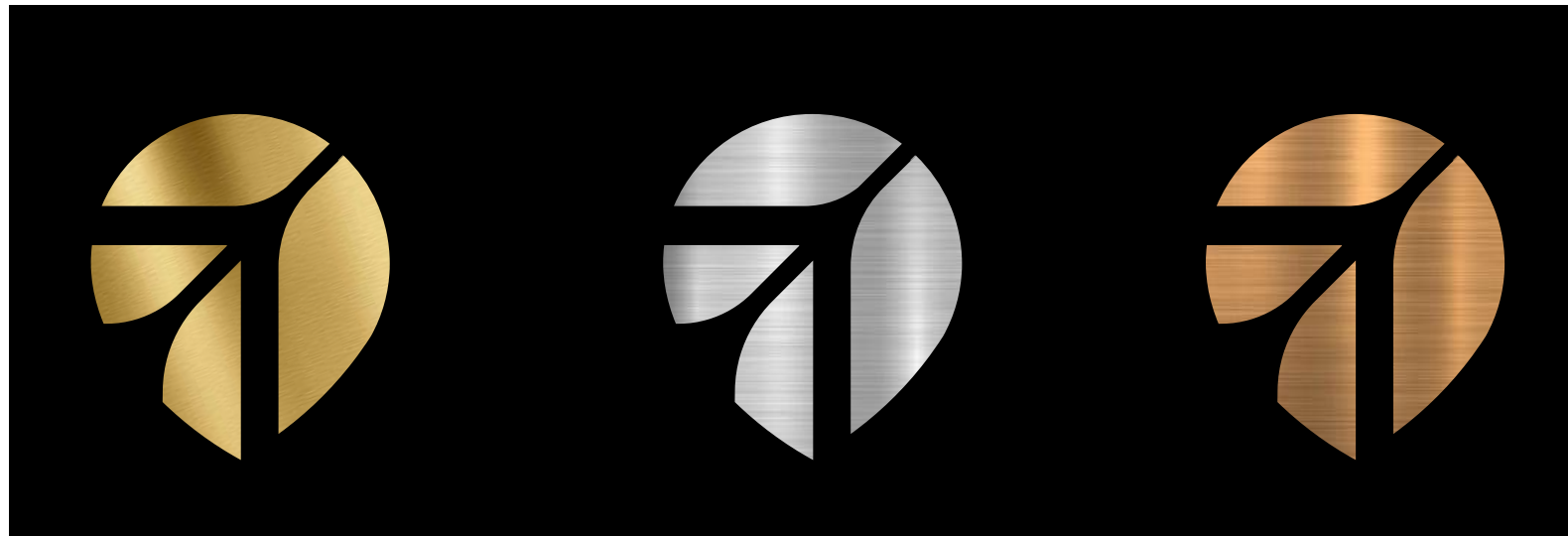
Mono

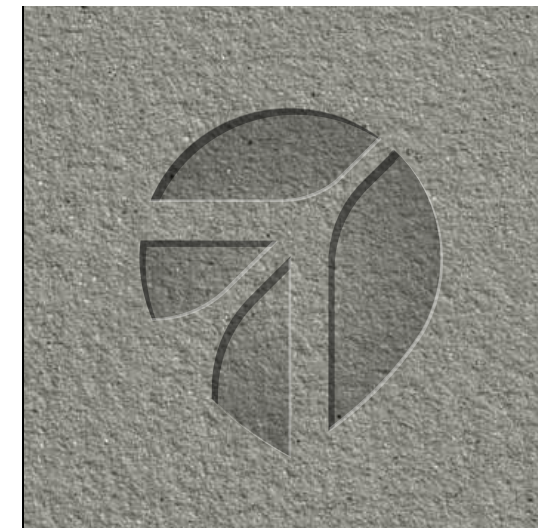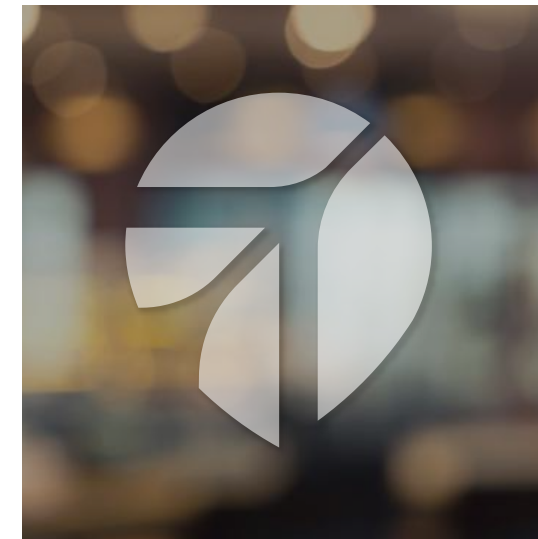Use this version where the Symbol needs to be recessed, or used at small sizes

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 similiar.

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
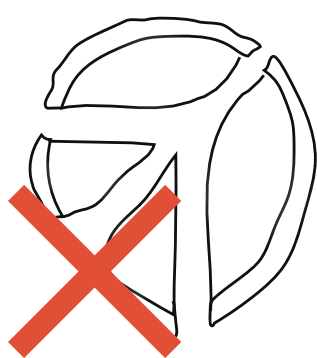
Do not recreate or redraw the symbol

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
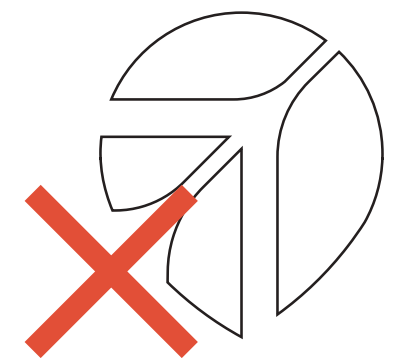
Do not outline

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 descretion 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.
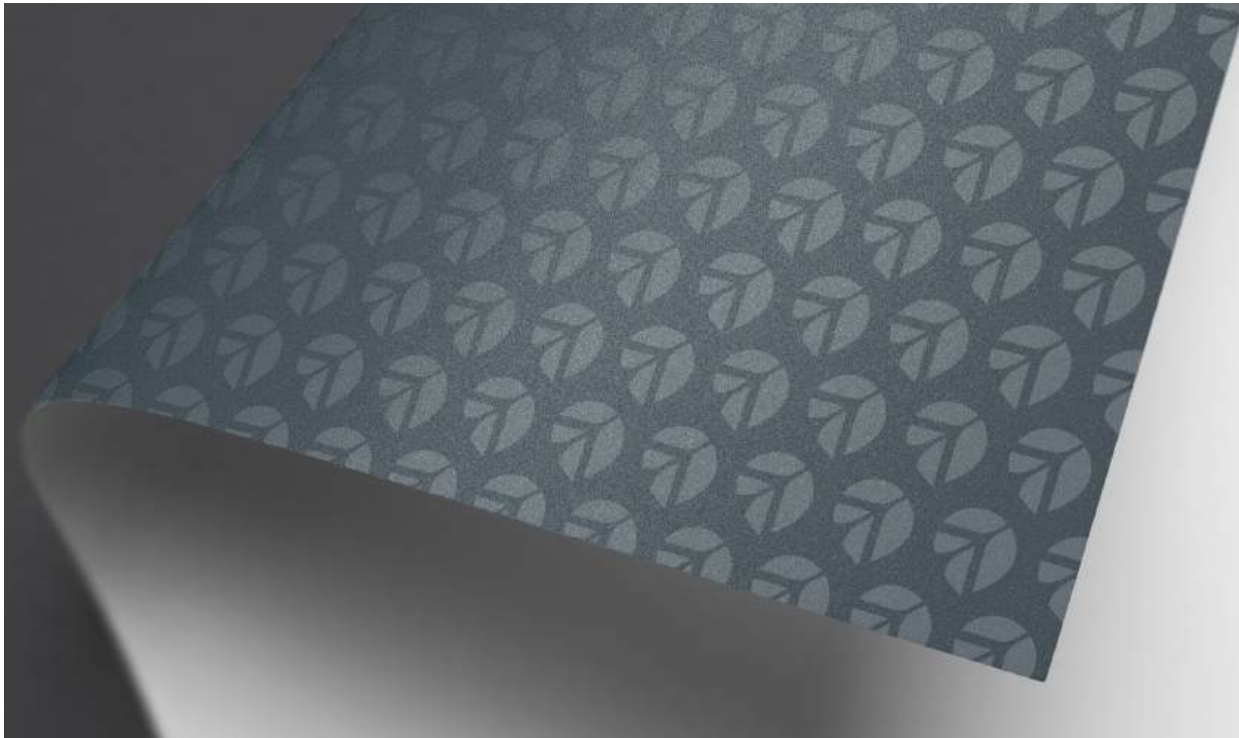
Our full logo

Our logo is a combination of symbol and wordmark. It is a unquie 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.

ACAA
Allegheny County
Airport Authority

PIT
Pittsburgh
International Airport

AGC
Allegheny County
Airport

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.

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.

Symbol

Divider

Acronym

PIT
Pittsburgh
International Airport

Descriptor

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

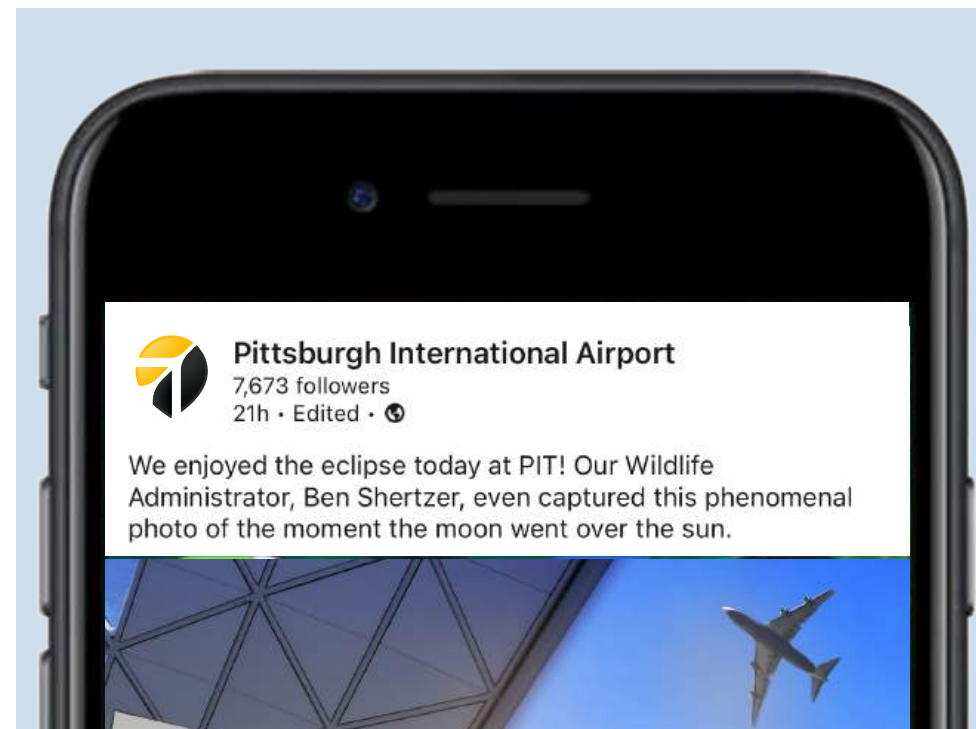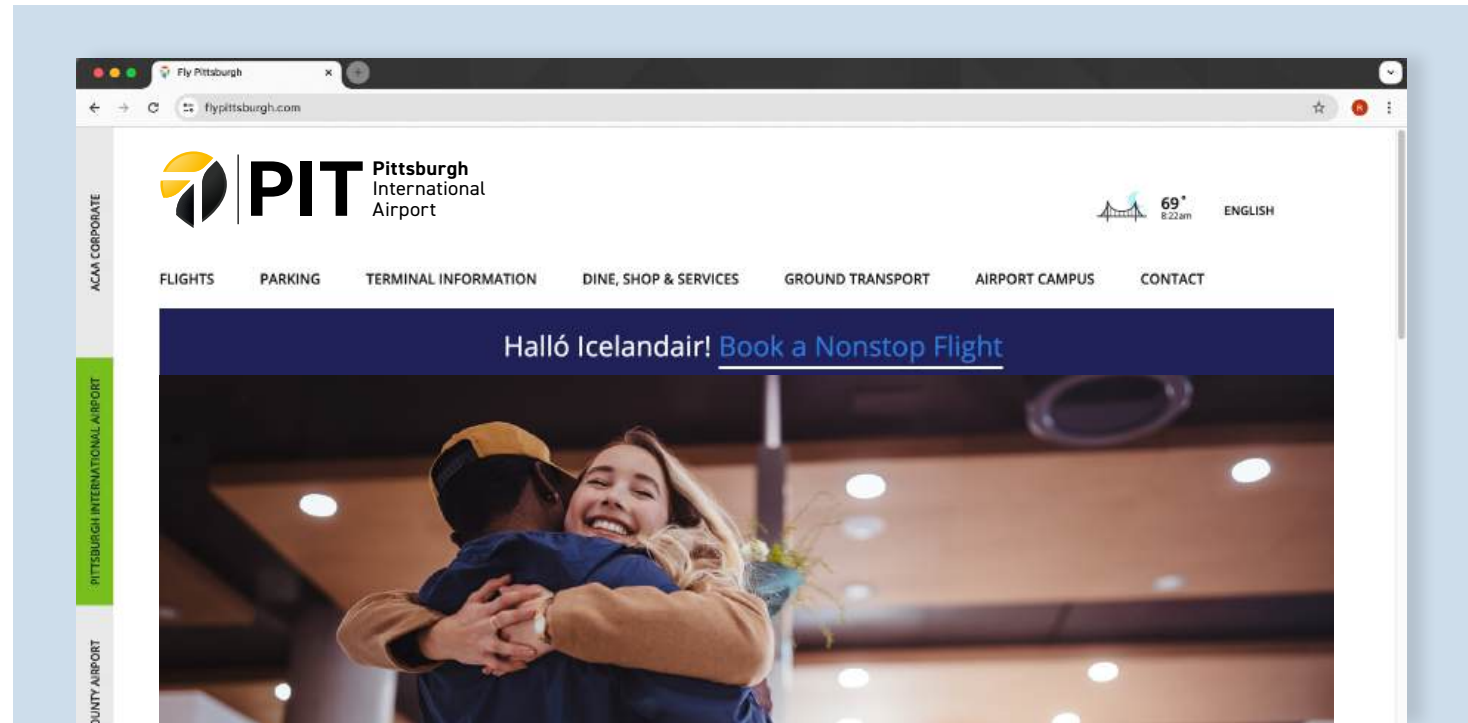Shorthand – Internal/apparell/merchanise

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
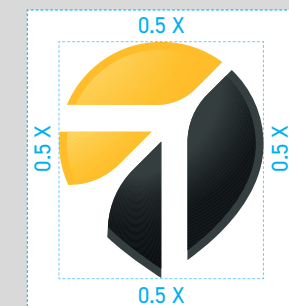
Stacked - Preferred
Logo positioned top or bottom left

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 similiar.

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
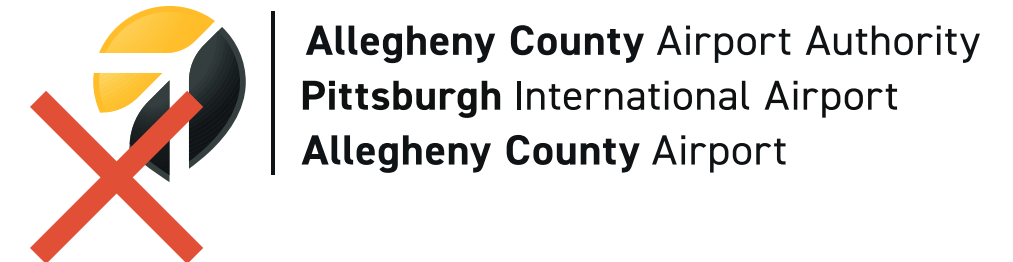
Do not create combinations of the logos

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

AGC Allegheny County Airport

ACAA Allegheny County Airport Authority

Inspiration for branding various promotional elements.

PIT
Pittsburgh
International Airport

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.

Letterhead

Business cards

Envelope

ACAA
Allegheny County
Airport Authority

John Smith
Operations Director

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

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

AGC
Allegheny County
Airport

Jane Doe
Operations Director

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

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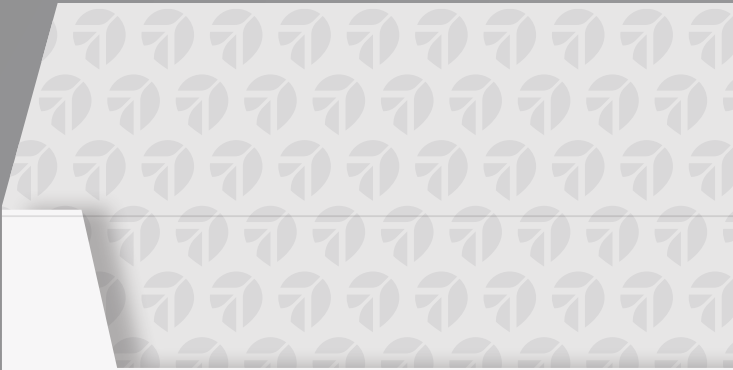
Primary

Use the full color version if possible.

Shorthand

More casual applications may use the shorthand version.

Symbol only

Work wear and cross brand applications

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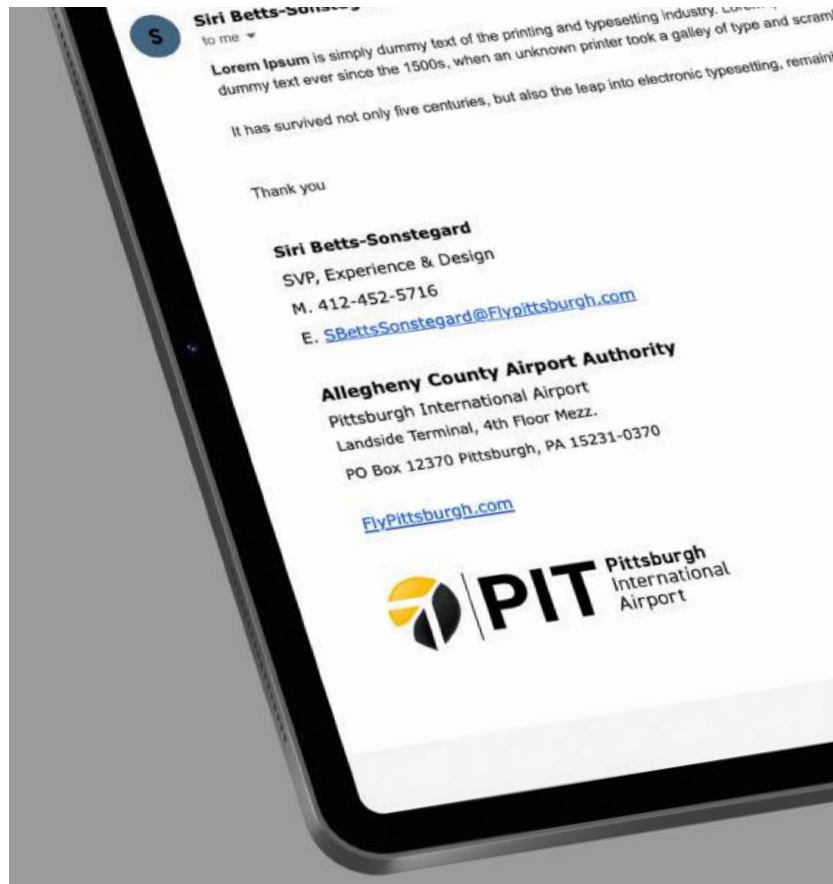
When our logo appears with another partner/sponsor brand we have a special version of our primary logo that positions the divider line away from the symbol.

The partner/sponsor brand is positioned to the right of the divider line at the same distance shown by 'X'. The partner/sponsor brand should always be in monotone- either black or white to match the color of the our logos.
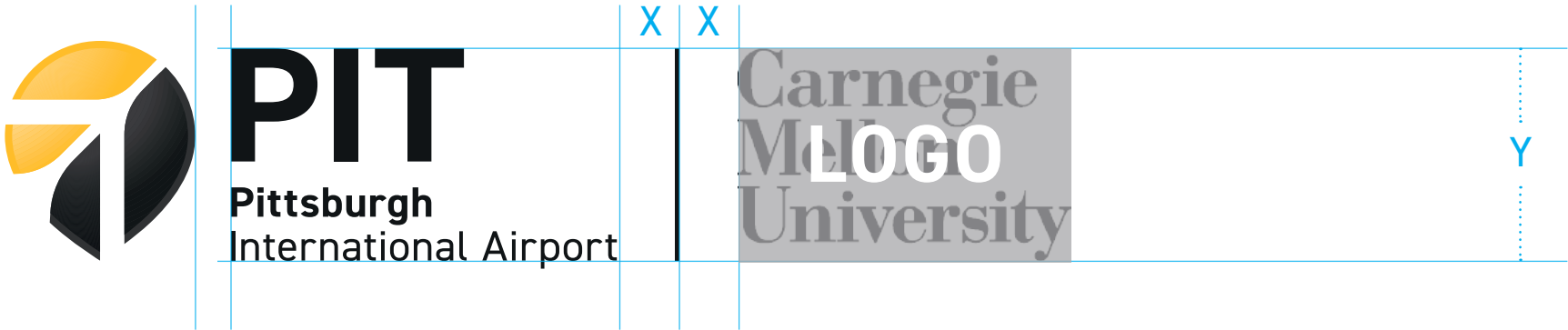
Other logos may be added but always within the height of 'Y' The partner/sponsor brand should always be in monotone-either black or white to match the color of the our logos.
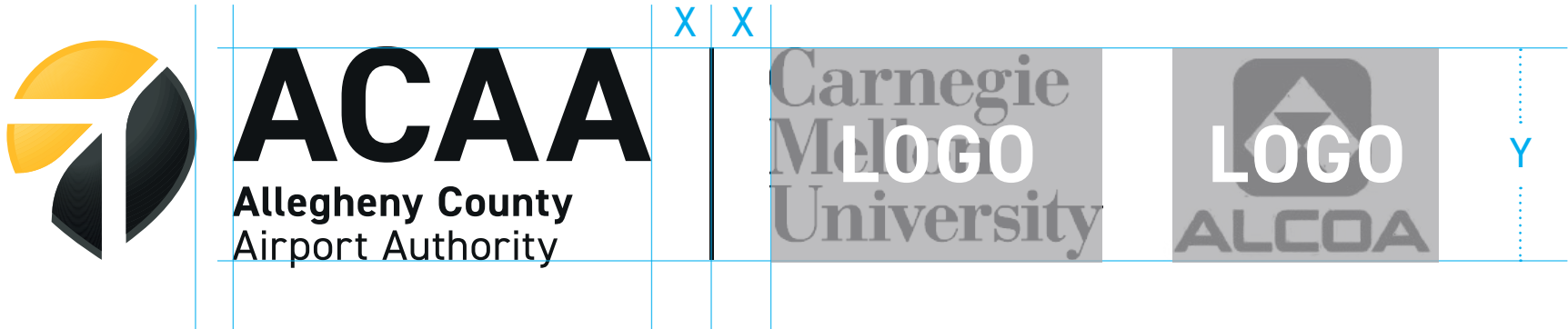
Same system applies to ACAA and AGC

When appropriate the dual branding can be used in either black or white or using the flat version of the logo.

PIT
Pittsburgh
International Airport

PIT
Pittsburgh
International Airport

X X

Carnegie Mellon University — LOGO

Y

ACAA
Allegheny County
Airport Authority

X X

Carnegie Mellon University — LOGO

LOGO — ALCOA

Y
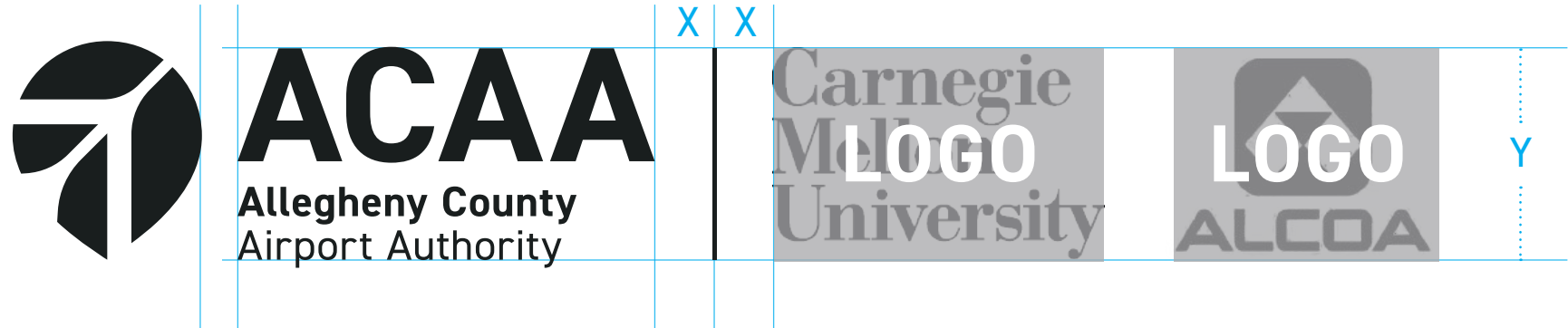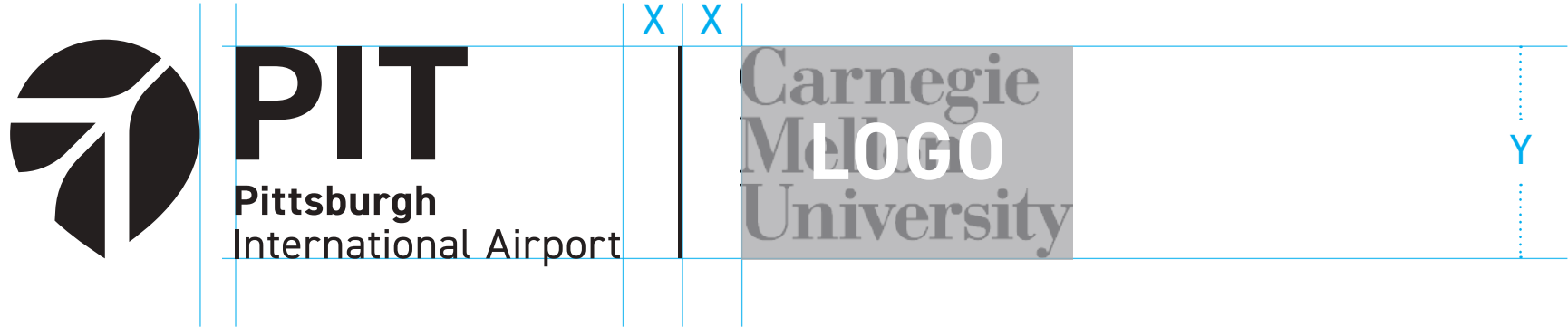
Same system applies to ACAA and AGC

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

First name only

Linda
PIT Volunteer

Jamal
PIT Volunteer

Christina
CEO

Full name version

Angelique Reed
PIT Volunteer

Chad Pelowski
Customer Experience

Johnathan Gates
Cargo

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
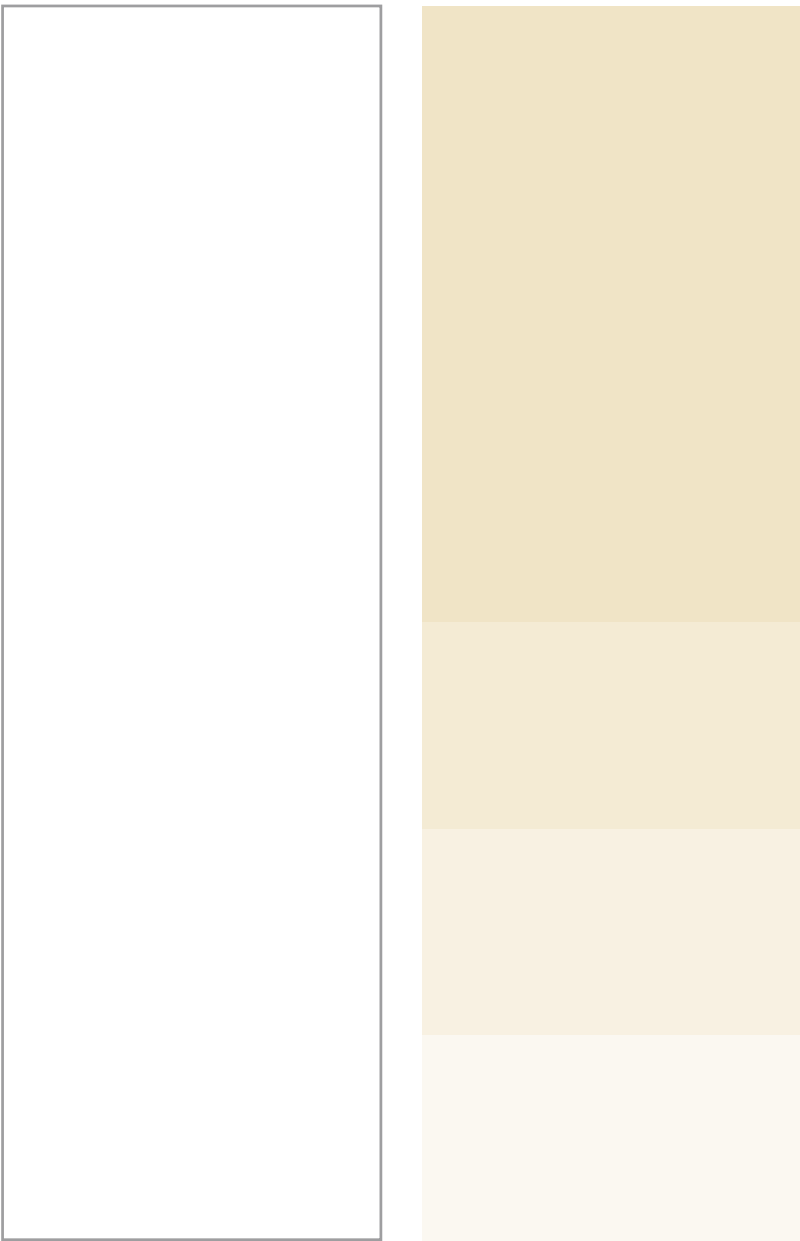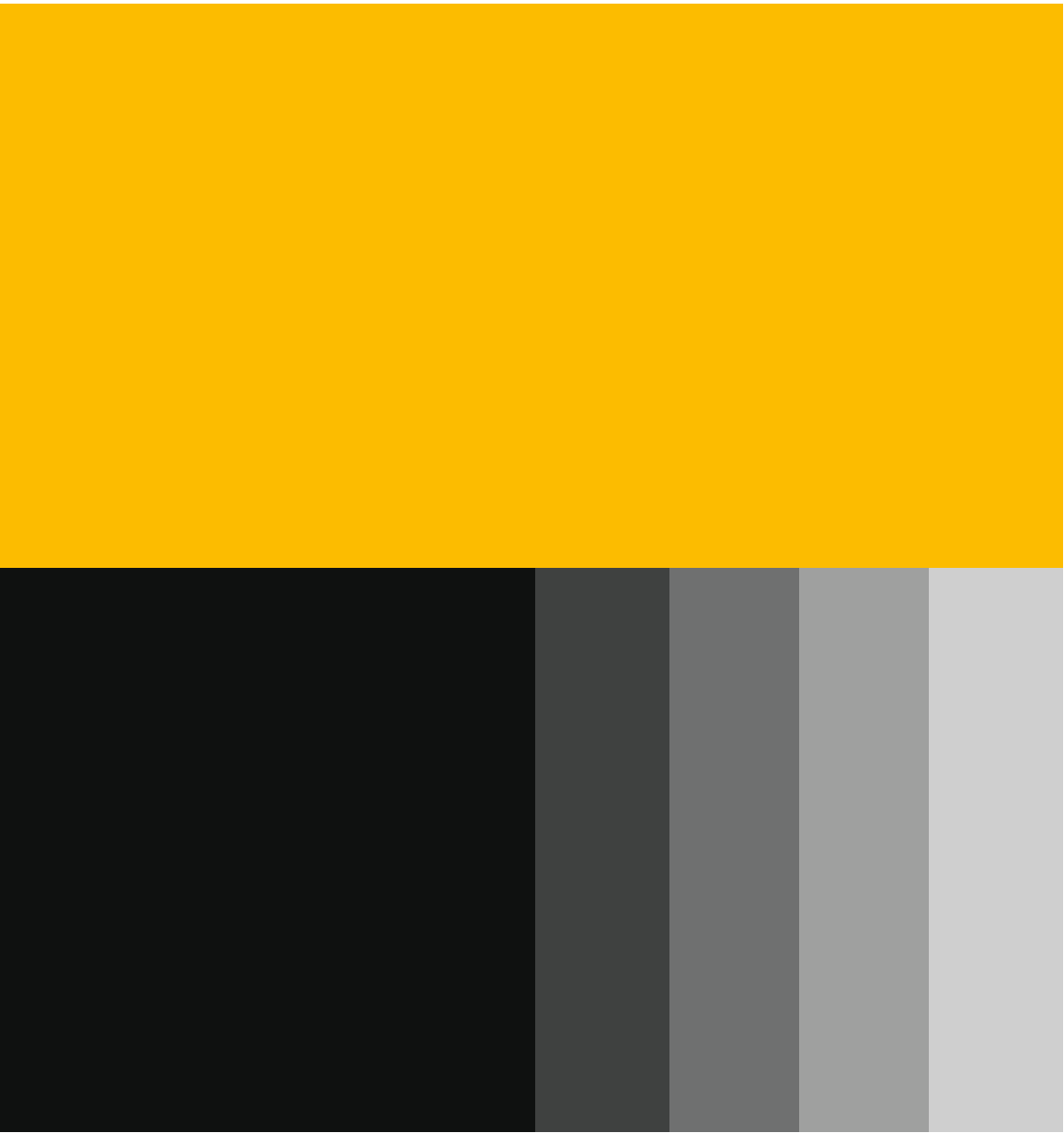
Secondary colors

Charting colors
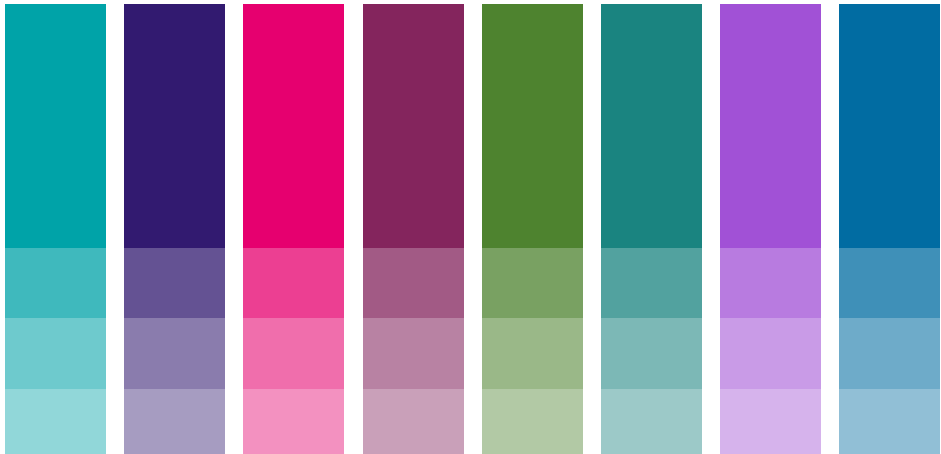
PIT Yellow

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

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

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: #9FA09F

20% K
Hex: #CFCFCF

75%

50%

25%

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	PIT Black	80% Black	60% Black	40% Black	20% Black	PIT Stone	75% Stone	50% Stone	25% Stone	White
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	

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 Saphire

Accent

Medium

Dark

PIT Emerald

Accent

Medium

Dark

PIT Lime

Accent

Medium

Dark

PIT Citron Wayfinding color

Accent

Medium

Dark

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.

International tourist arrivals from 1980-2025

20.2%

13.2%
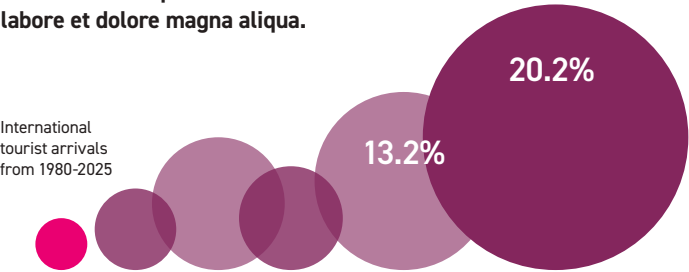
42

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.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, ornare nisl.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam pretium lorem velit efficitur consequat. In volutpat, turpis eu ultrices.

Risus tellus finibus nisi, vitae cursus dui lorem eget.

Fusce eleifend at purus ac pretium. Vivamus commodo.

CAPACITY UP BY **20%**

UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO.

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 volupta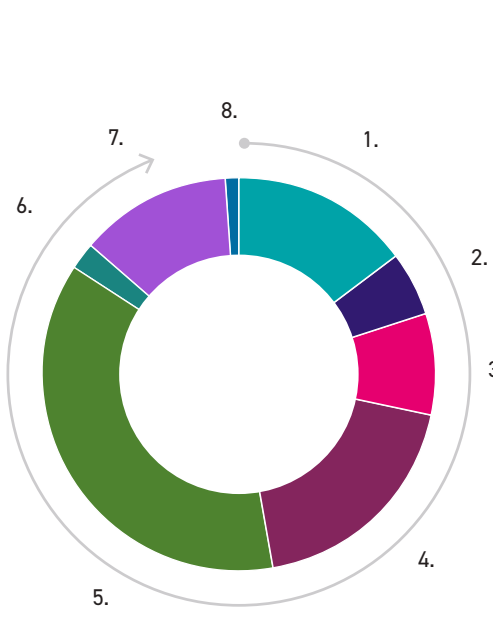te velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

41%
19%
6%
33%
17%
11%

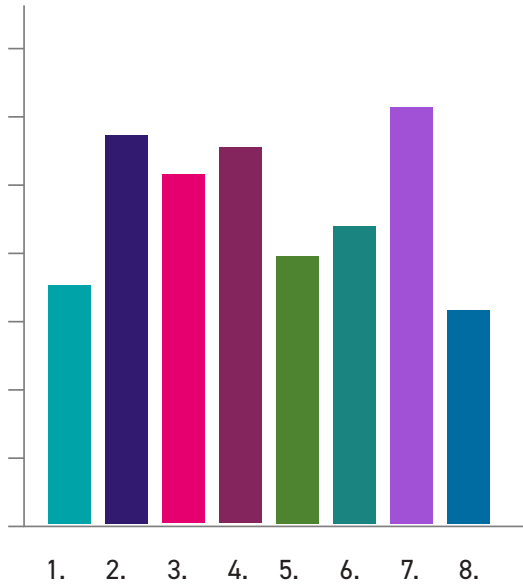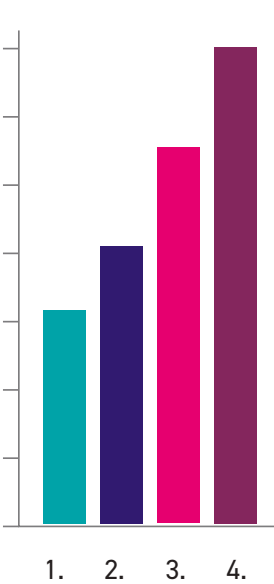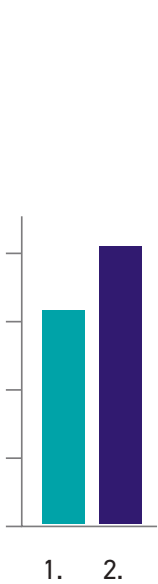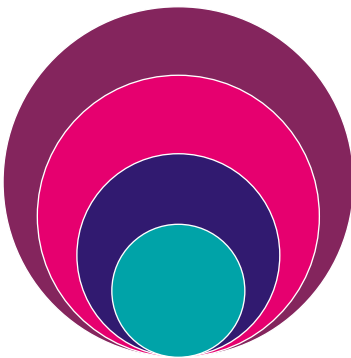Ut enim ad minim veniam, quis nostrud exercitation

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

C: 77 M: 11 Y: 37 K: 1
R: 0 G: 163 B: 168

LT

Hex: #00a3a8   LT   AA

75%   Hex: #40babe   XX   AAA

50%   Hex: #70cbce   XX   AAA

25%   Hex: #94d8da   XX   AAA

2.
Violet Dark

C: 99 M: 100 Y: 22 K: 8
R: 50 G: 26 B:112

AAA

Hex: #321a70   AAA   XX

Hex: #655394   AA   XX

Hex: #8c7eaf   LT   AA

Hex: #a99ec3   XX   AAA

3.
Ruby

C: 0 M: 98 Y: 20 K: 0
R: 230 G: 0 B: 111

AA

Hex: #e6006f   AA   AA

Hex: #ec4093   LT   AA

Hex: #f170ae   XX   AAA

Hex: #f594c2   XX   AAA

4.
Ruby Medium

C: 46 M: 95 Y: 27 K: 21
R: 132 G: 37 B: 93

AAA

Hex: #84255d   AAA   XX

Hex: #a35c86   AA   LT

Hex: #ba85a4   LT   AA

Hex: #cba4bb   XX   AAA

5.
Lime Medium

C: 73 M: 27 Y: 100 K: 11
R: 78 G: 131 B: 47

AA

Hex: #4e832f   AA   AA

Hex: #7aa263   XX   AAA

Hex: #9bb98a   XX   AAA

Hex: #b4cba7   XX   AAA

6.
Emerald Medium

C: 82 M: 26 Y: 49 K: 10
R: 26 G: 132 B: 128

AA

Hex: #1a8480   AA   AA

Hex: #53a3a0   XX   AAA

Hex: #7ebab8   XX   AAA

Hex: #9ecbca   XX   AAA

7.
Violet

C: 60 M: 73 Y: 0 K: 0
R: 161 G: 81 B: 214

AA

Hex: #a151d6   AA   AA

Hex: #b97de0   XX   AAA

Hex: #cb9ee8   XX   AAA

Hex: #d8b6ee   XX   AAA

8.
Sapphire Medium

C: 89 M: 50 Y: 15 K: 2
R: 1 G: 108 B: 162

AA

Hex: #016ca2   AA   LT

75%   Hex: #4191b9   LT   AA

50%   Hex: #71adcb   XX   AAA

25%   Hex: #95c2d8   XX   AAA

1.   2.

1.   2.   3.   4.

1.   2.   3.   4.   5.   6.   7.   8.

8.
7.   1.
6.   2.
3.
5.   4.

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

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 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.

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.

PIT Cargo

ACAA Engineering

ACAA Executive Office

ACAA Finance

Services & Amenities

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

Terminal Modernization Program

Pittsburgh International Airport
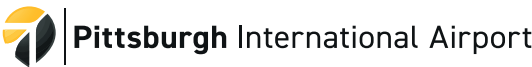
Program Sub-brands (Existing)

Current sub-brand logos will need to evolve to take on the brand assets of font and colors.

Sub-brand logos should be accomained by single line PIT logo as shown.

xbridge

Pittsburgh International Airport

Program Sub-brands (Future)

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

Aviation Robotics

Pittsburgh International Airport

Partnerships

Business and retail partners should be reproduced in black and white only.

All partnership logos must be paired with the 'partnership endorsement' lockup.

La Petite ACADEMY

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

ACAA
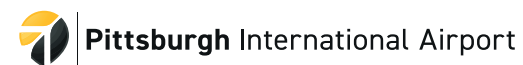Engineering

ACAA
Finance

PIT
Airport
Operations

PIT
Planning

PIT
Energy

ACAA
Commercial
Development

PIT
Legal

PIT
Cargo

ACAA
Executive
Office

Don'ts

Rearrange the elements

PIT Cargo ✕

Omit the divider line

PIT
Cargo ✕

Change the format

PIT Cargo ✕

Change the font

PIT
CARGO ✕

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.
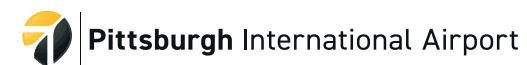
Do's

Terminal Modernization Program
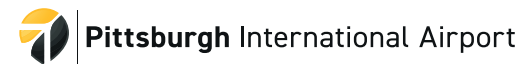
Pittsburgh International Airport

Interfaith Reflection Room

Pittsburgh International Airport

Nursing Lounge

Pittsburgh International Airport

Emergency Alerts

Pittsburgh International Airport

Don'ts

Use all caps

EMERGENCY ALERTS

Pittsburgh International Airport ✕
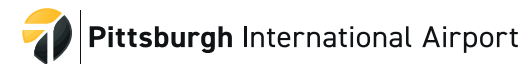
Use wrong weight of font

Emergency Alerts

Pittsburgh International Airport ✕

Use another subrand style

Emergency Alerts ✕

Rearrange or create your own

Emergency Alerts ✕

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

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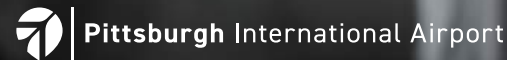
Artwork: Use the brand templates provided to create any new versions or to obtain artwork for existing definers.

Do's

Don'ts

Do not use other fonts

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

PIT Pittsburgh International Airport

AGC Allegheny County Airport

ACAA Allegheny County Airport Authority

Business Definers

ACAA Engineering

ACAA Finance

PIT Planning

PIT Energy

PIT Legal

PIT Cargo

PIT Airport Operations

PIT Airport Security

ACAA Commercial Development

PIT Customer Experience

ACAA Executive Office

PIT Field Maintenance

Services & Amenities

Terminal Modernization Program
Pittsburgh International Airport

Nursing Lounge
Pittsburgh International Airport

Interfaith Reflection Room
Pittsburgh International Airport

Emergency Alerts
Pittsburgh International Airport

Program Sub-brands (Future)

Aviation Robotics
Pittsburgh International Airport

Mental Health Awareness
Pittsburgh International Airport

Airport Ambassadors
Pittsburgh International Airport

Art in the Airport
Pittsburgh International Airport

Program Sub-brands (Existing)

xbridge
Pittsburgh International Airport

NEIGHBORHOOD 91
Pittsburgh International Airport

PIT Paws
Pittsburgh International Airport

PIT2WORK
Pittsburgh International Airport

Partnerships

La Petite ACADEMY
In partnership with Pittsburgh International Airport

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.

1.

2.

3.

On a white background
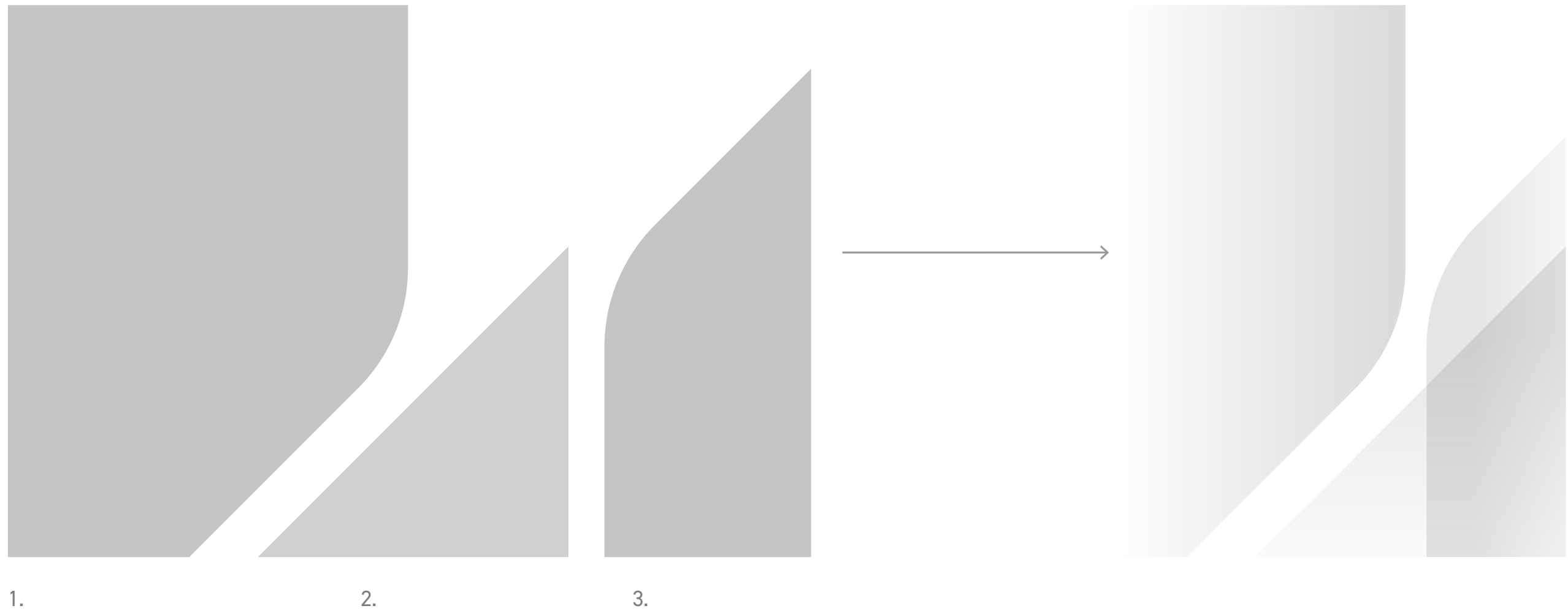
On a yellow background

On a black background

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

Artwork: Use the brand templates provided

White supergraphic with no background

Gray supergraphic on white background

US Quarto

Email footer

Skyscraper

16:9 widescreen

16:9 widescreen

Leaderboard

MPU

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

Shapes 2. and 3. can be pasted into shape 1.
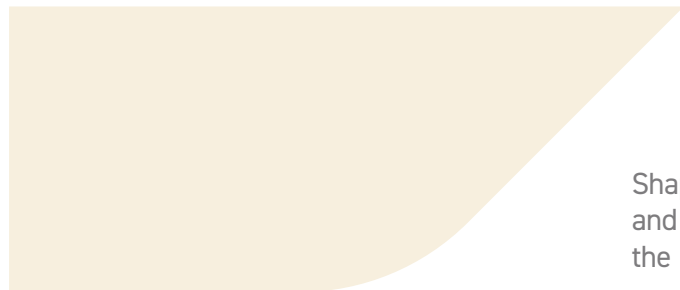
Shape 2. flipped around and colored in a tint of the PIT Stone.

The supergraphic is a flexible device with a good number of layouts.
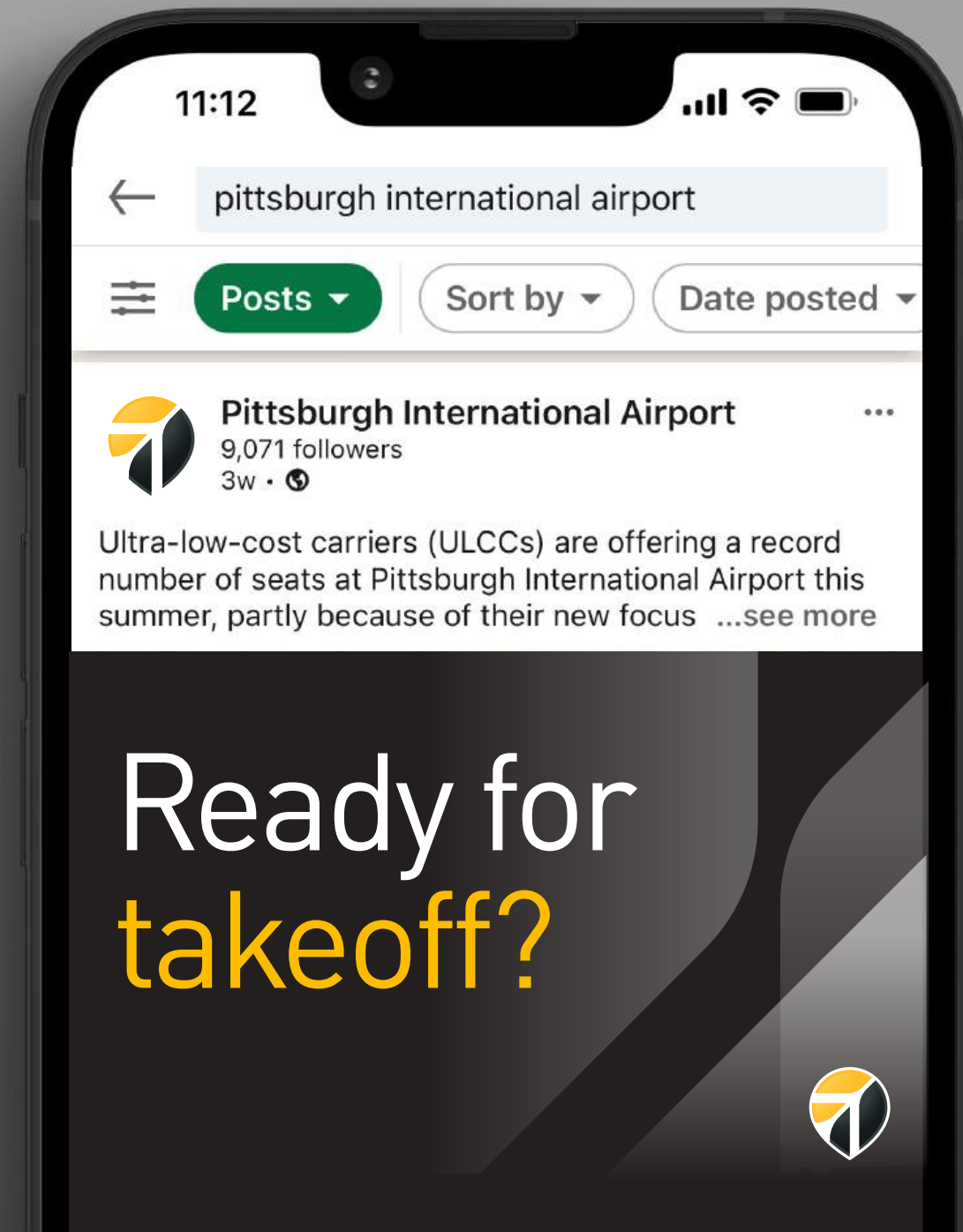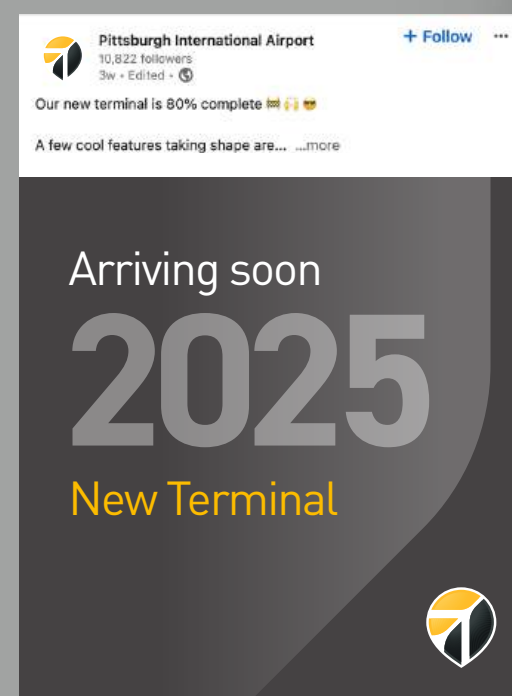
What not to do with our supergraphic

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 similiar.

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
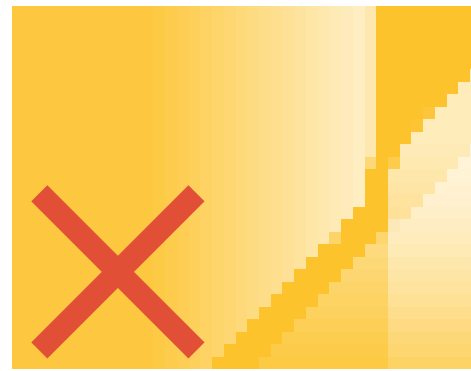
Do not use low-quality files

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
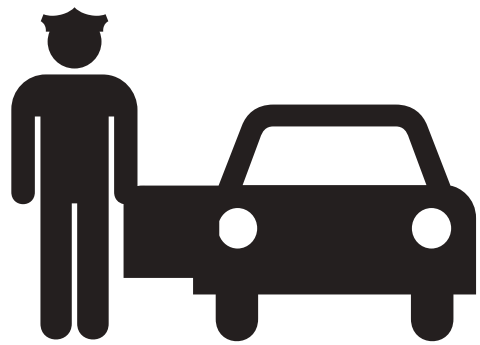
Black on yellow

Yellow on black

Yellow on white

Executive Parking

Shuttle bus

Baggage Claim
Baggage Services

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.
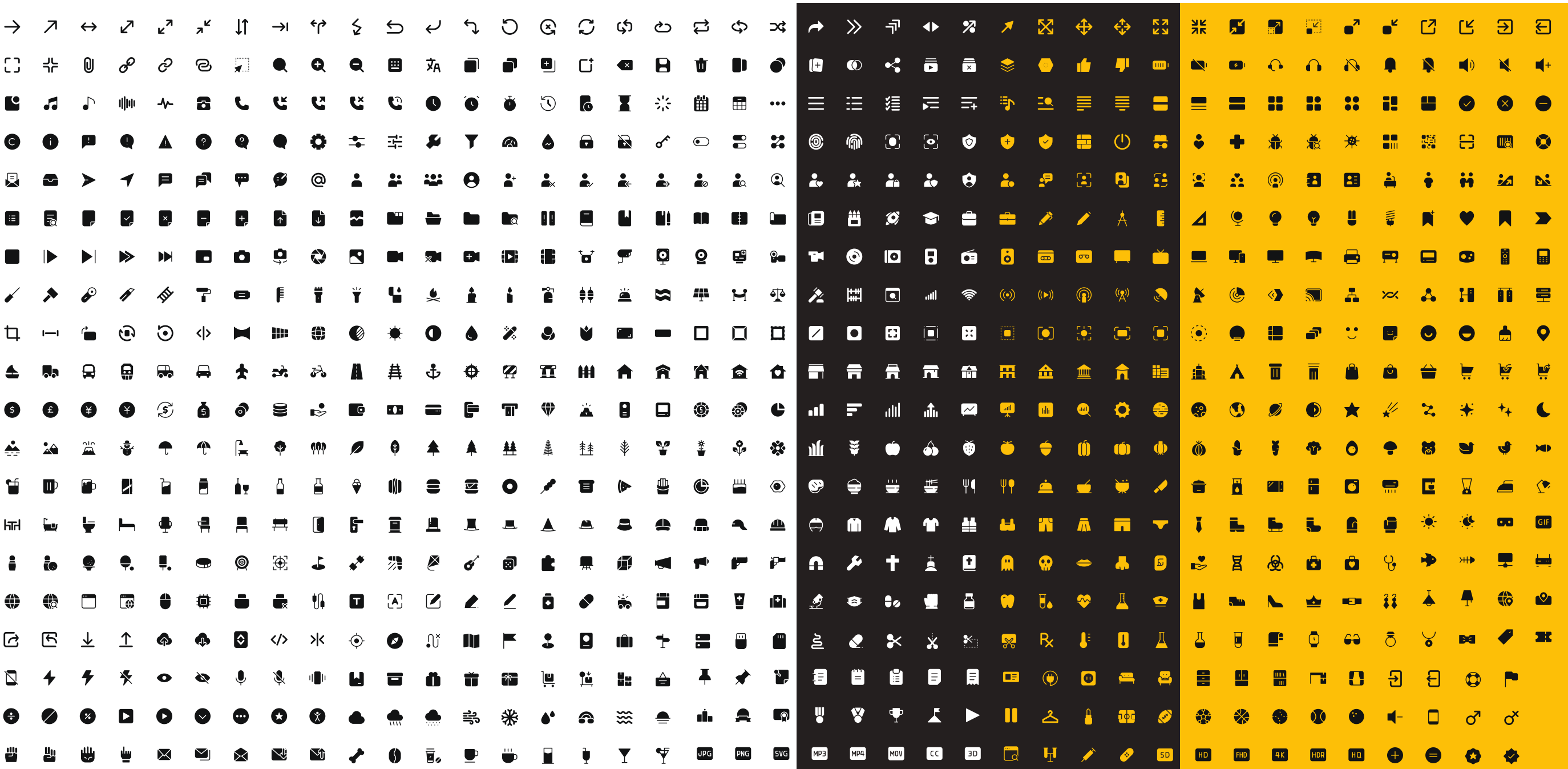
What not to do with our icons

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 similiar.
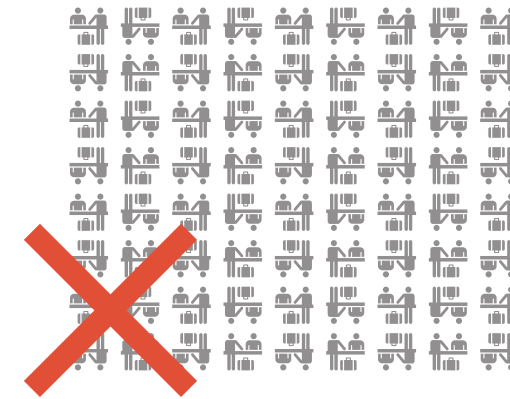
Do not distort or stretch

Do not apply any effects

Do not combine multiple icons into a single graphic

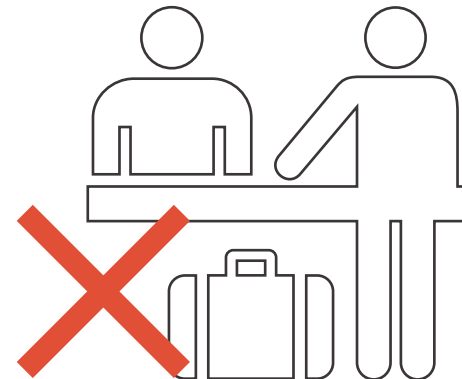**Do not** use icons as decorative elements or patterns

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

Innovative

Friendly Positive 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 dipict our real enviroment in its best light.
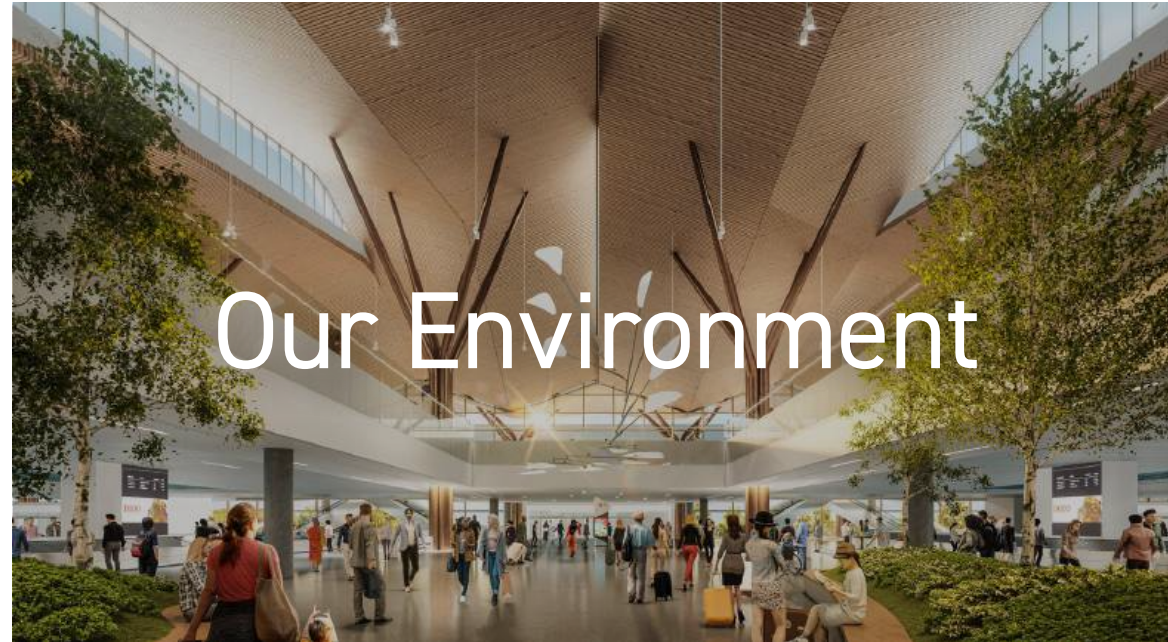
Our customers
People travel for all sorts of reasons so capturing the calm, effortless experience of a friendly and efficient airport with good quality photography is essential.

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 everday life and all that goes on and through our airports.

Our Environment

Our Customers

Our People

Our Community

Our Flickr image bank
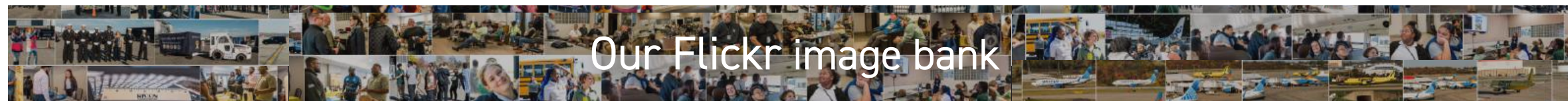
Our Customers

For brand communications our photography should be using professionally commissioned images that can be conrolled 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
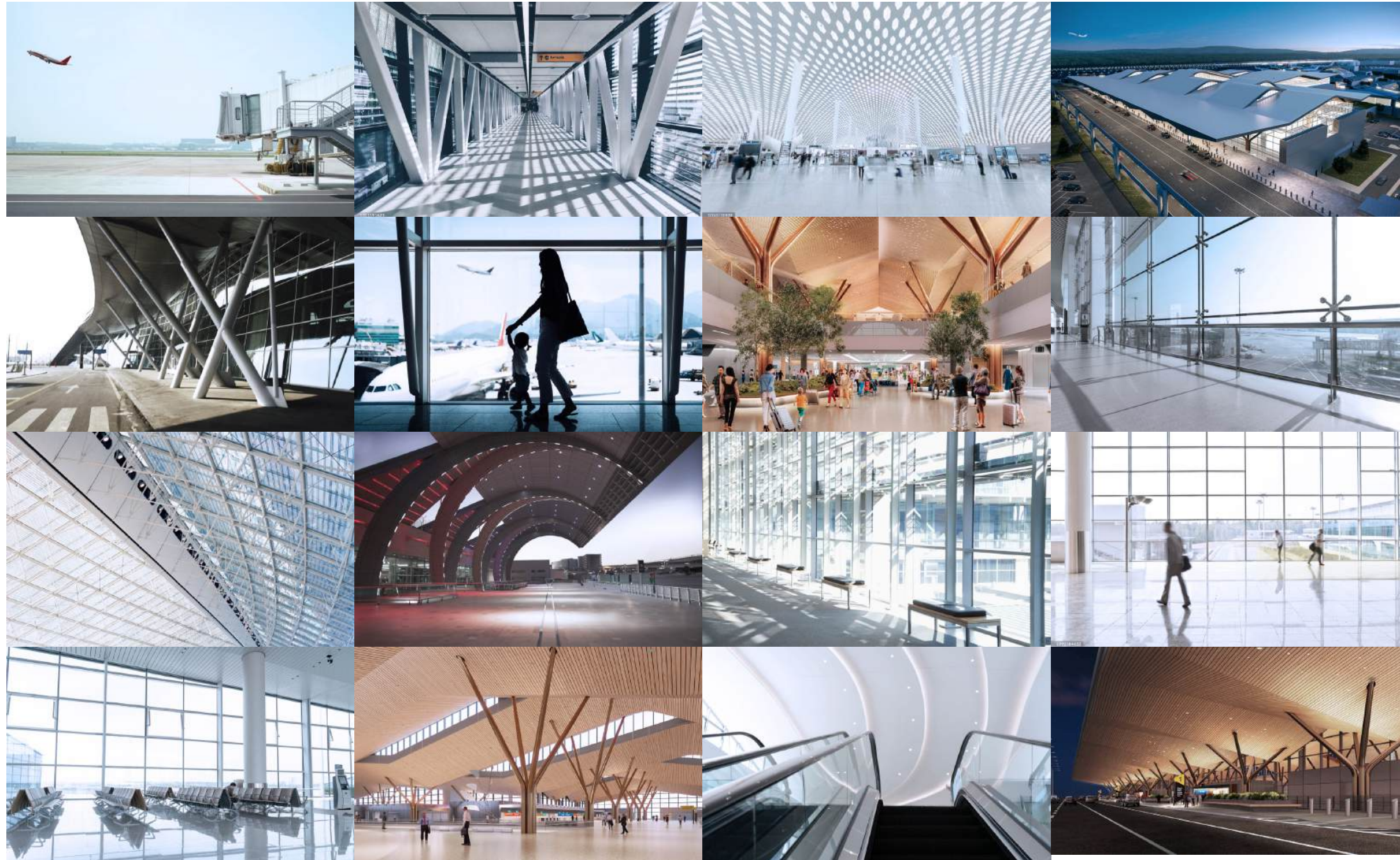Amazing perspectives, angles and views
A sense of human purpose
A story of enabling connections

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, voluteer 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 resipient.

Opposite are some obvious examples of what not to do.

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

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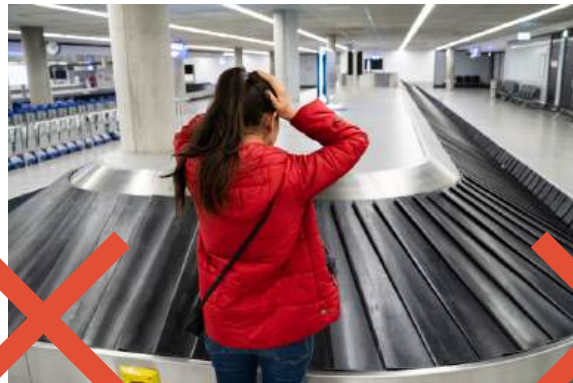

Do not use cheesy or cliché photography

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 arenot working properly

Do not dipict 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.

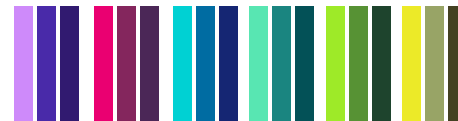There is more than one style that can work for our brand. Use professional illustrators that can be customized
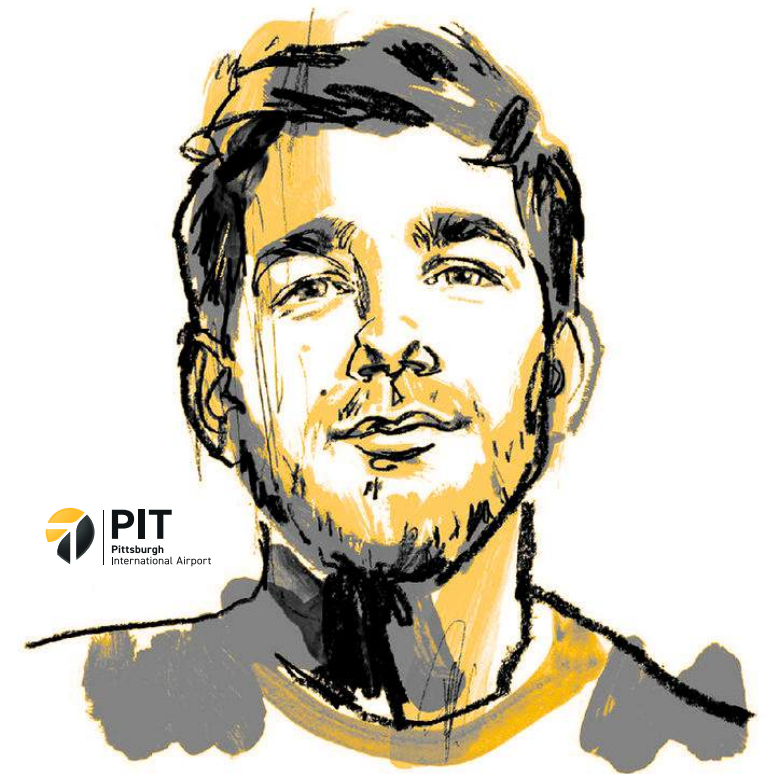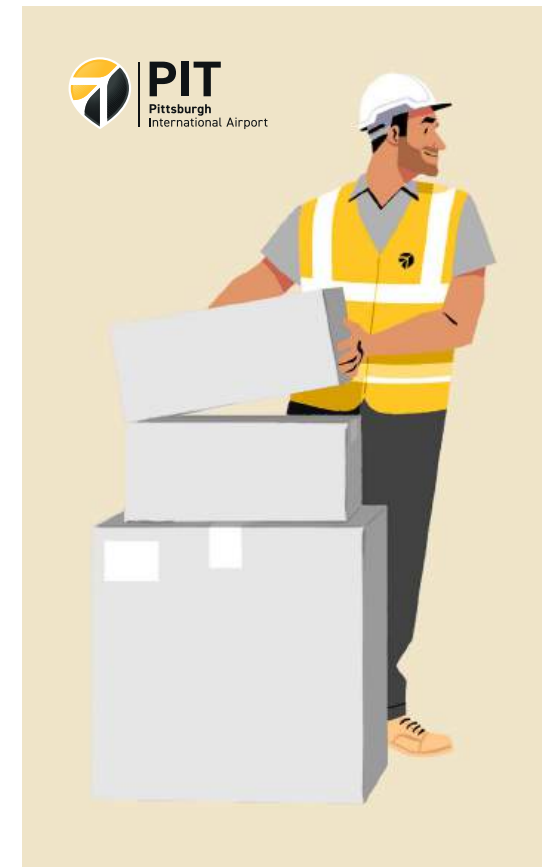
Use the primary palette of colors, including allowance of white space.

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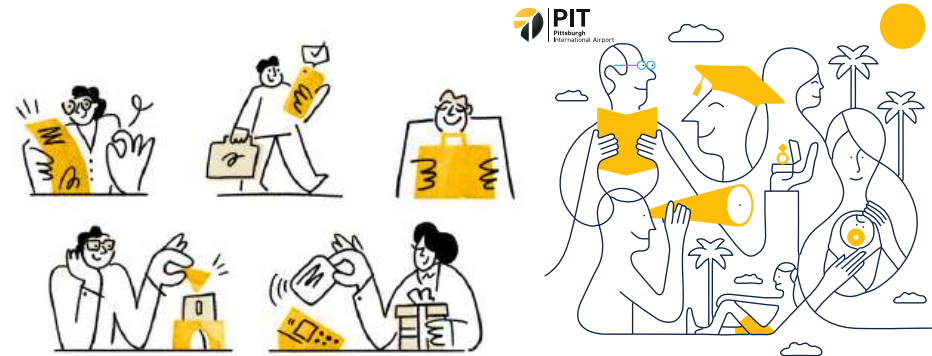
Illustration is easily accessible online through image libraries or random image searching on the web. Like with our photography, choosing the wrong illustrations can have a detrimental effect on our brand and cause unintentional upset.

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 used 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 dipict 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
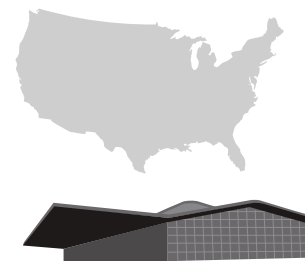Using our DIN font

CAPACITY UP BY

20%

UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO.

31.5 MILLION
Travellers per year

Imagery
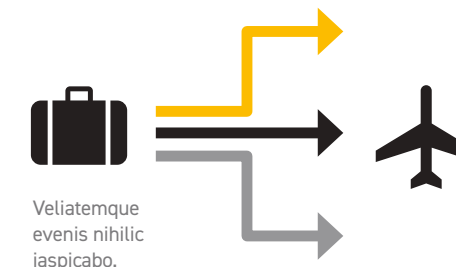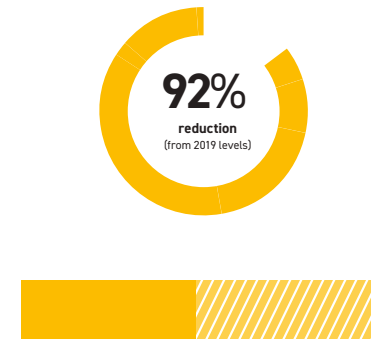Photography / Illustration / Graphic

Icons
From the primary icon suite

Diagrams
Simplified

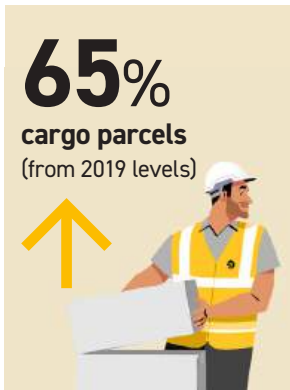
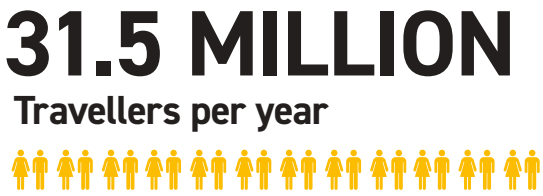
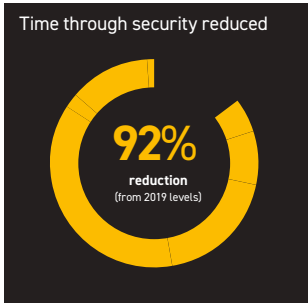Veliatemque evenis nihilic iaspicabo.

Veliatemque evenis nihilic iaspicabo.
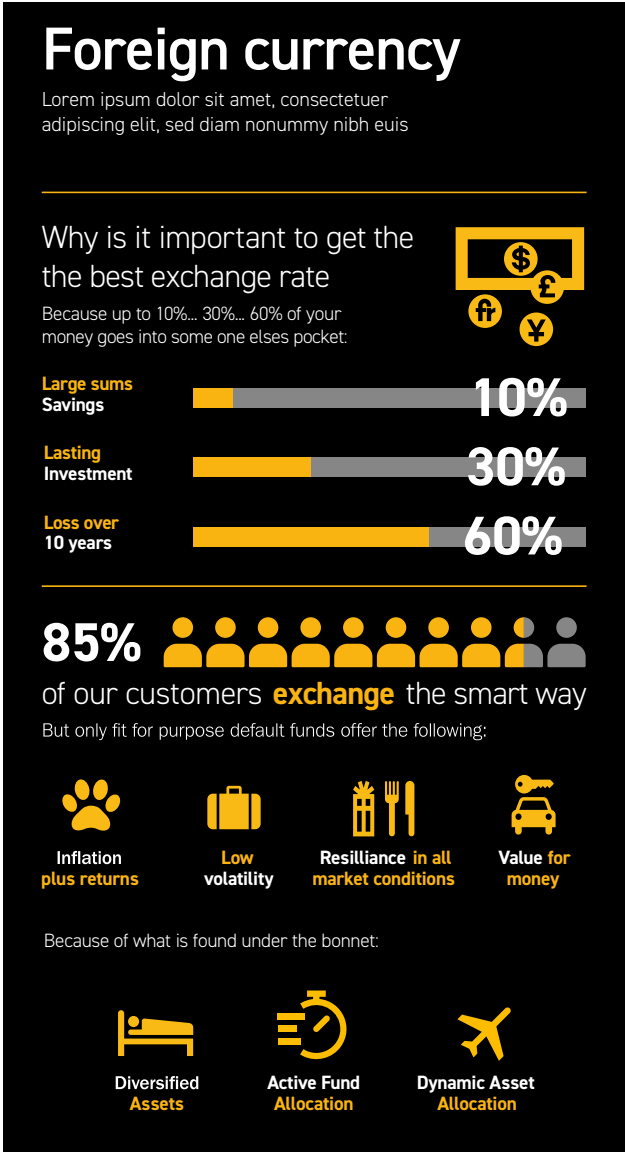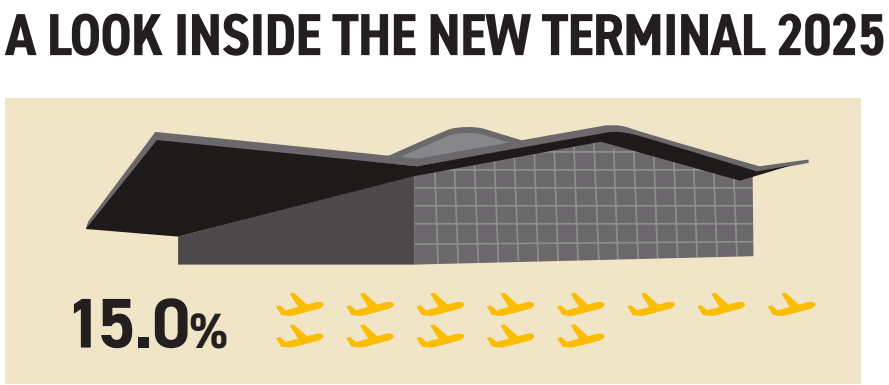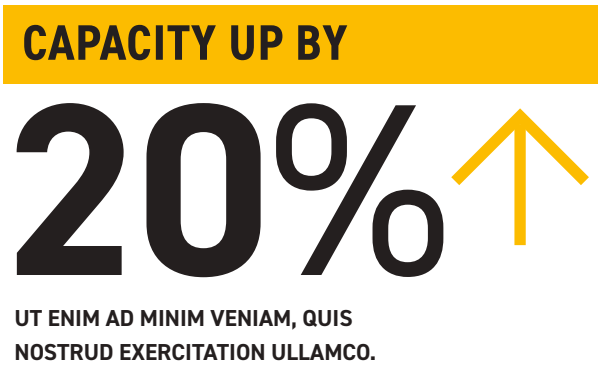
Charts
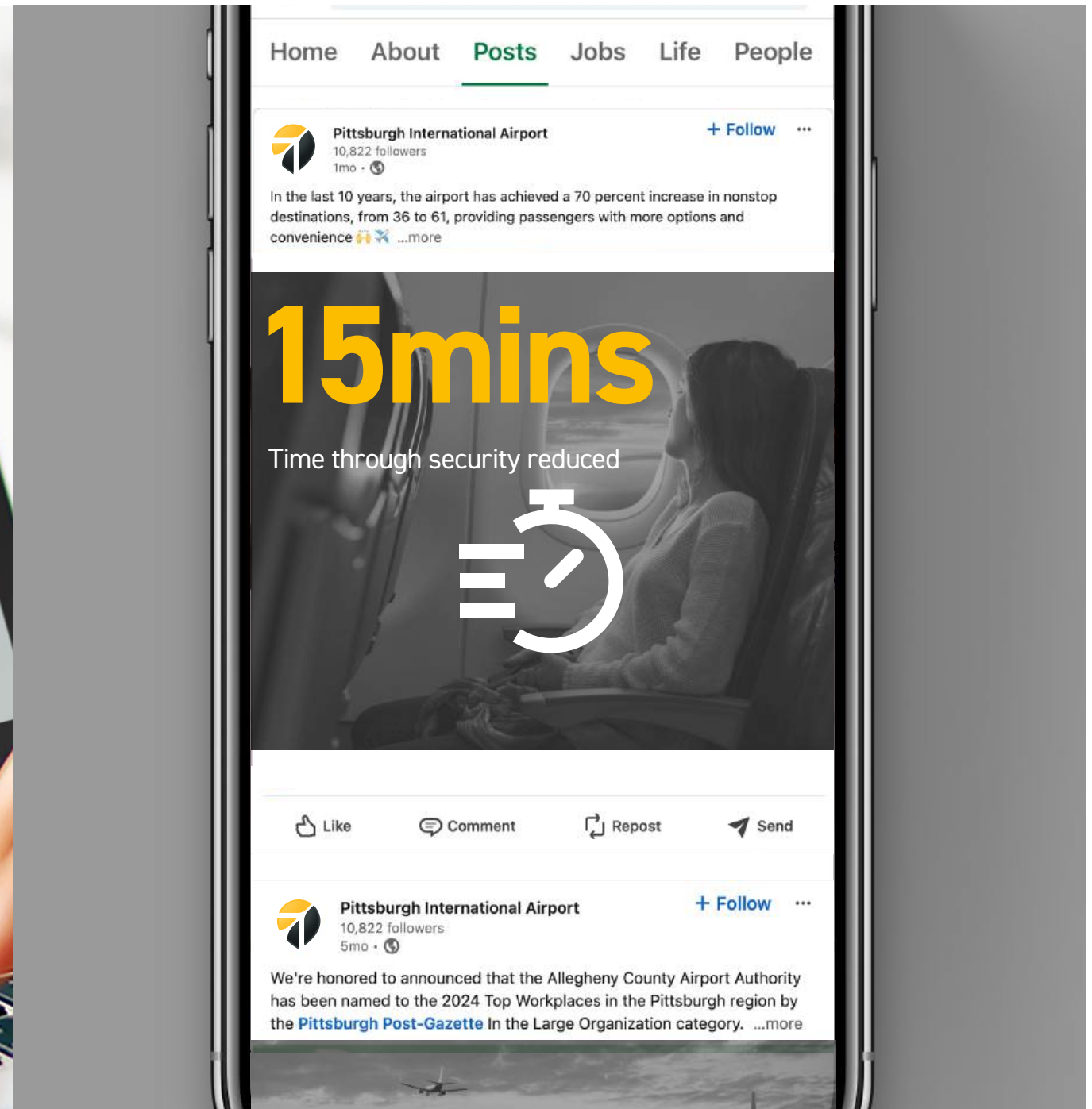Impact data

92%
reduction
(from 2019 levels)

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.

CAPACITY UP BY

20% ↑

UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO.

15.0%

Growth per anum

31.5 MILLION

Travellers per year

Time through security reduced

now approx

16mins

NEW ROUTES ADDED

From March 2025

PIT–NYC: 1hr
PIT–SFR: 5hr
PIT–FLO: 3hr

CAPACITY UP BY
PIT TRANSFORMED

2.8

A LOOK INSIDE THE NEW TERMINAL 2025

15.0% ✈✈✈✈✈✈✈✈

Time through security reduced

92% reduction (from 2019 levels)

Time through security reduced

92% reduction (from 2019 levels)

Time through security reduced

92% reduction (from 2019 levels)

Carbon Footprint

50% reduction
(from 2019 levels)

65% cargo parcels
(from 2019 levels)

Foreign currency

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euis

Why is it important to get the the best exchange rate

Because up to 10%... 30%... 60% of your money goes into some one elses pocket:

Large sums Savings — **10%**

Lasting Investment — **30%**

Loss over 10 years — **60%**

85% of our customers **exchange** the smart way

But only fit for purpose default funds offer the following:

Inflation plus returns

Low volatility

Resilliance in all market conditions

Value for money

Because of what is found under the bonnet:

Diversified Assets

Active Fund Allocation

Dynamic Asset Allocation

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
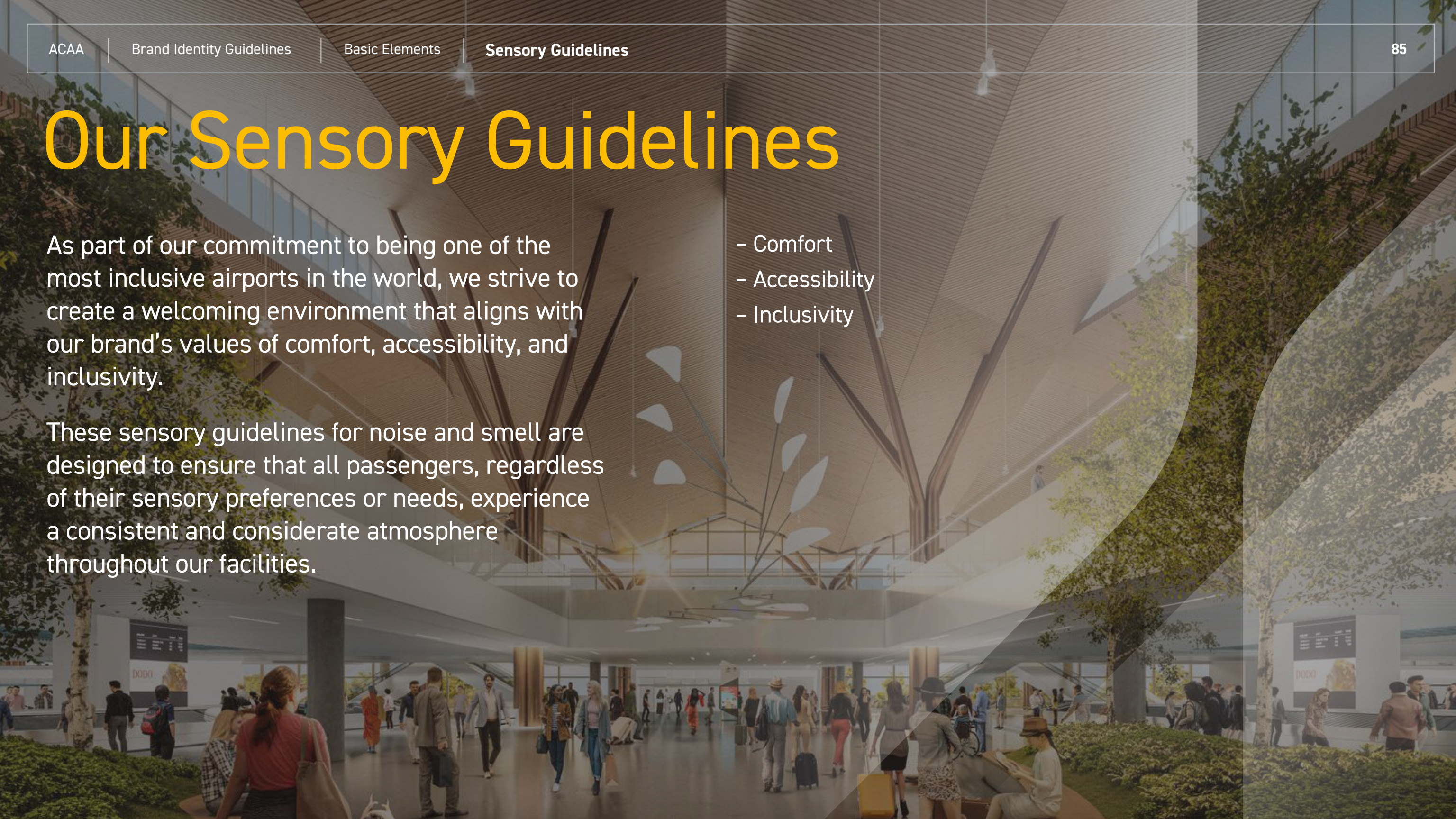
Noise guidelines

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.

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.

2. Neutral and Non-Invasive Scents

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

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.