



# Usage Guidelines for the “IATA Accredited Agent” Logo

➤ In order to maintain the integrity of the IATA accreditation, it is essential to maintain the integrity of the official “IATA Accredited agent” logo. This can only be accomplished if the logo is used properly, taking care to avoid any unauthorized or inadvertent misuse. The “IATA Accredited agent” logo can only be used by locations that are accredited by IATA.

If you require any further information about the use of this logo, please submit your questions to IATA Brand Management at [infobranding@iata.org](mailto:infobranding@iata.org) or +1 (514) 874-0202.

➤ Below are the only admissible presentations of the logo.

## 01 For colour applications



## 02 For black and white applications



04 Blue is the official colour of the IATA Accredited Agent logo. Here are the appropriate recipes :

Pantone 541 (coated, uncoated)  
Process : 100C, 62M, 0Y, 38K  
(coated, uncoated)  
RGB : 010R - 066G - 121B



➤ Please make sure to always use logos from the master files that are supplied to you. These masters may never be altered in any way. Section 05 illustrates examples of incorrect uses of the logo which must be avoided.

## 01 FOR COLOUR APPLICATIONS

On a white or light-coloured background, the logo appears all in blue. On a blue or other dark-coloured background, the logo appears all in white

## 02 FOR BLACK & WHITE APPLICATIONS

On a white or light grey coloured background, the logo appears all in black. On a white or other dark grey background, the logo appears all in white.

## 03 ALTERNATE PRESENTATIONS IN FORCED WHITE BACKGROUND

When the logo appears on a background that is cluttered or offers insufficient contrast, it may be placed in a white frame to force a white background. In this case, the logo appears in one of the presentations shown above.

## 04 COLOUR

Blue is the official colour of the “IATA Accredited Agent” logo. The appropriate recipes is provided in Pantone, CMYK and RGB.

## 05 INCORRECT LOGO USE

Please make sure to always use logos from the master files that are supplied to you. These masters may never be altered in any way. Below are a few examples of incorrect uses of the logo, which must be avoided ▪ The logo should never appear on a cluttered background ▪ The positions of the various elements of the logo should never be altered ▪ The typography in the logo should never be altered in any way ▪ The logo should not appear on a background that results in insufficient or variable contrast ▪ Never add any shadow effects to the logo ▪ The logo should never be used to create a repeat pattern ▪ The logo should never appear on a patterned background that impedes its legibility ▪ Never distort the logo in any way ▪ Every component must appear in the same colour. The logo may only appear all in blue, white or black.

# Usage Guidelines for the "IATA Accredited Agent" Logo

## 06 LOGO USAGE impact

**Protection Space** To heighten its visual impact, the logo should always be surrounded by a protection space which must be at least the size of the letter "A" in the IATA wordmark (see illustration). This space must always remain free of any graphic or typographic elements.

**Minimum size** To ensure legibility at all times, the width of the "wingspan" symbol within the logo must never be less than 0.4 inches (10.16 mm) in print applications, and 29 pixels in Web applications.

## 07 LOGO USAGE proportional sizing

In order to represent the appropriate relationship between an agency logo and the IATA Accredited Agent logo, the following rules must be applied:

- The "IATA Accredited Agent" logo should never be bigger than the agency logo
- The "IATA Accredited Agent" logo should occupy half the visual space of the agency logo

## 08 LOGO USAGE incorrect substitutions

The IATA Accredited Agent logo may NOT be substituted for any other logo in the IATA family. This includes the IATA Logo, the IATA dynamic sky and Logo, the old IATA logo, the old IATA Accredited Agent Logo and the IATA member logo.

Note: The IATA Member logo is reserved for our member airlines only. It does not apply to Accredited Agents.

## 09 APPLICATIONS print marketing materials

IATA accreditation is meant for travel agencies, NOT for specific products or services. Therefore, the IATA Accredited Agent logo should only be used in conjunction with an agency logo, i.e. at the bottom left of the piece, at the same level as the agency logo which signs the communication, and in keeping with the size proportion guidelines discussed earlier.

The IATA Accredited Agent logo should never be placed next to a product logo.

In cases where you are unsure how to use the IATA Accredited Agent logo, please submit the piece for prior approval to IATA Brand Management at [infobranding@iata.org](mailto:infobranding@iata.org).

## 06



Print Applications  
0.4 in / 10.16 mm



Web Applications  
29 pixels

## 07



## 08



## 09



Book a Holiday !  
Overseas specials  
Fantastic offers !

Florida	\$950
USA	\$950
Turks 7 Caicos	\$950
Timor-Leste	\$950
Punta Cana	\$950
Republic of Dominica	\$950
Cancun	\$950
Mexico	\$950
Playa del Carmen	\$950
Mexico	\$950
Itapa	\$950
Mexico	\$950
Columbia Isle	\$950
Bahamas	\$950
Bora Bora	\$950
French Polynesia	\$950



## 10 APPLICATIONS corporate stationary

On corporate stationery pieces such as letterhead, fax cover sheets, press releases and business cards, the IATA Accredited Agent logo should appear at the bottom left, aligned with the agency logo and body copy, and in keeping with the size proportion guidelines discussed earlier.

The IATA Accredited Agent logo may be placed on agency envelopes only if it appears in the back, in keeping with our size proportion guidelines.

To avoid confusion, only IATA I.D. card holders can use the IATA Accredited Agent logo on their business cards.

The IATA Accredited Agent logo may NOT be used on member or employee cards, VIP cards or other identification pieces of this nature

## 11 APPLICATIONS accreditation certificates

Travel agencies that have earned IATA accreditation will be supplied with the certificate below as a symbol of recognition in the industry. We strongly recommend framing or laminating the certificate and displaying it prominently in your place of business.

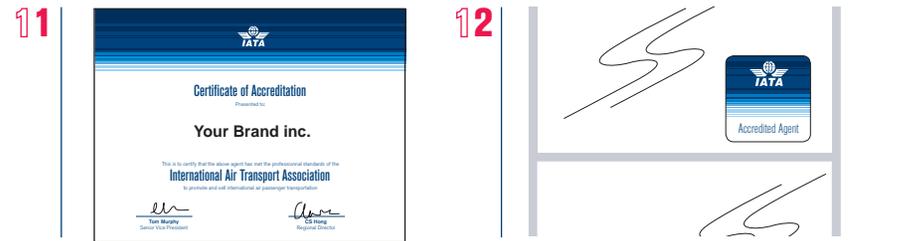
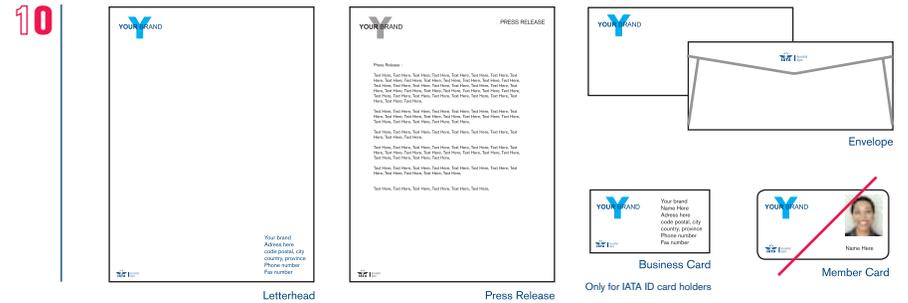
## 12 APPLICATIONS accreditation decals

Travel agencies that have earned IATA accreditation will be supplied with the decal below, to display on their front door or in their window. The decal should be placed in a highly visible, uncluttered environment, preferably at eye level.

## 13 APPLICATIONS promotional items

Here are a few examples of how the IATA Accredited Agent logo may be used on promotional items. Notice that the appropriate size proportion in relation to the agency logo is always maintained.

When using the IATA Accredited Agent logo on applications with limited space, make sure to always follow our guidelines with respect to minimum size and proportional sizing (see page 2).





Accredited  
Agent

