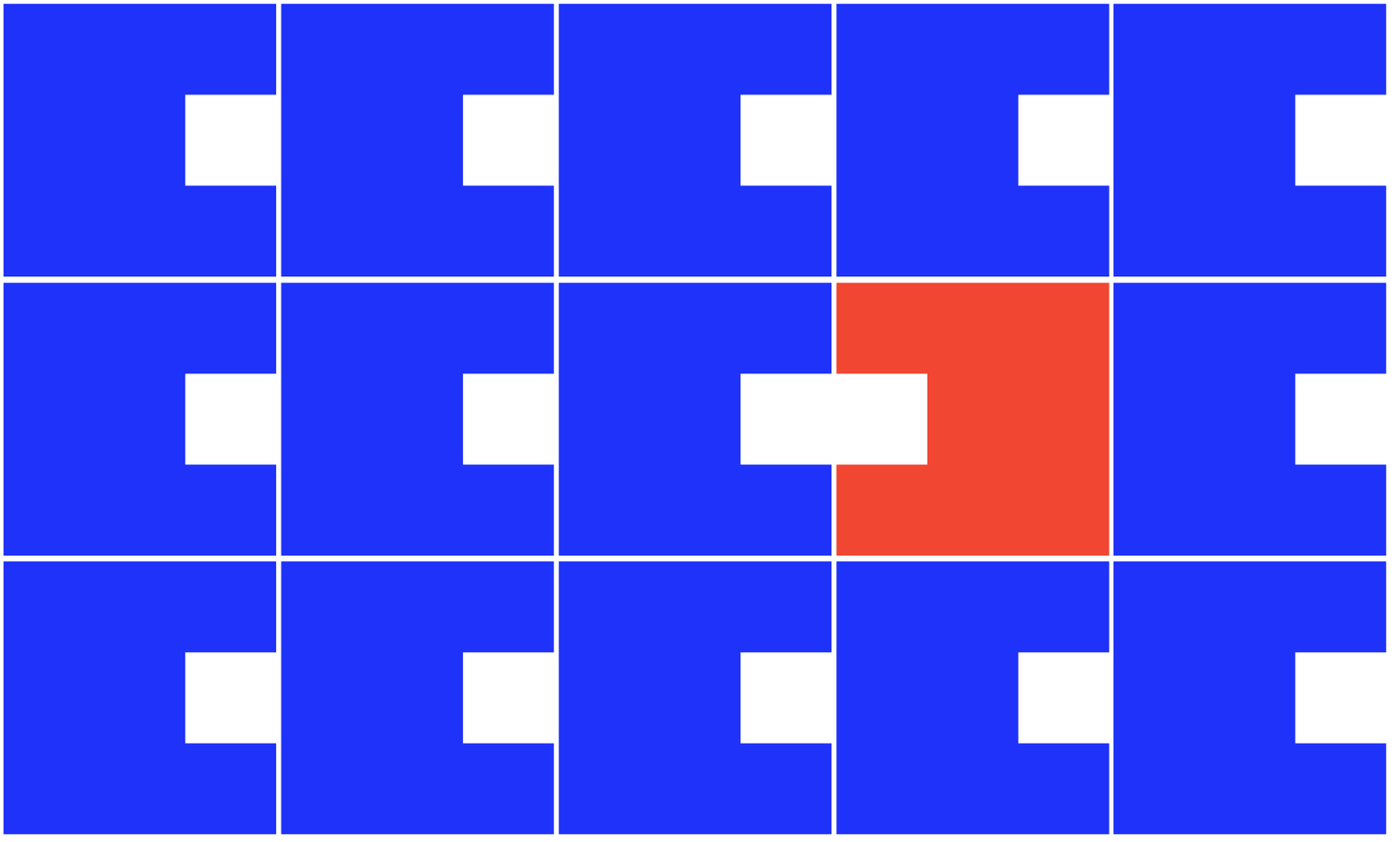
August 2026

Brand Guidelines

IATAN Accredited U.S. Travel Agent Recognition stamp



IATAN Accredited U.S. Travel Agent Recognition stamp

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Introduction

The IATAN Accredited U.S. Travel Agent stamp represents the trust, expertise and knowledge that we've built up since our founding.

Like the parent IATAN logo, it is our most prominent and recognisable visual asset. Its thoughtful and consistent application is vitally important.



Artwork is available from the communications team

What does this guideline cover?

This guideline will cover the correct and incorrect usage of the IATAN Accredited U.S. Travel Agent stamp.

Who can use these stamps?

The IATAN Accredited U.S. Travel Agent stamp can ONLY be used by the specific U.S. Travel Agent authorized by IATAN and ONLY for the recognition of its accreditation.

This authorization does NOT automatically include subsidiaries or sister companies within a larger corporate group.

Legal notices

All rights, titles and interests in the IATAN Accredited U.S. Travel Agent stamp belong to IATAN.

ONLY IATAN has the right to authorize the use of any of this stamp by other companies.

Once a Travel Agent is officially recognized by the IATAN Accredited U.S. Travel Agent stamp, that Travel Agent is authorized to use this specific stamp in accordance with the following guidelines.

An authorized recipient of the IATAN Accredited U.S. Travel Agent stamp may neither authorize a third party to use said stamp, nor accept any remuneration for the use of said stamp by another third party.

The IATAN Accredited U.S. Travel Agent stamp does not suggest in any way that IATAN endorses any of company's products or services.

This guideline document must be distributed along with the artwork files for the IATAN Accredited U.S. Travel Agent stamp, and must be adhered to strictly.

Any misuse will be firmly pursued through proper channels.

Characteristics

Color

The colors in IATAN Accredited U.S. Travel Agent stamp are fixed and should not be changed.

Two color space versions of each stamp will be provided (RGB and CMYK).

However, for easy reference, the colors are defined below.

These are the ONLY authorized colors.



	Screen	Print
	R255 G255 B255	C0 M0 Y0 K0
	R30 G50 B250	C100 M80 Y0 K5

Artwork is available from the communications team

Protection zone

The IATAN Accredited U.S. Travel Agent stamp should be protected and applied sensitively and carefully across all channels.

Clear space
The stamp should be protected from other graphic elements by an area of clear space that is equal to the size of 1x A lettering.



Protection zone



Ratio

The logo's ratio is exactly 1:1. This should always be preserved, and can be used as a way to check that the logo is not being accidentally distorted.

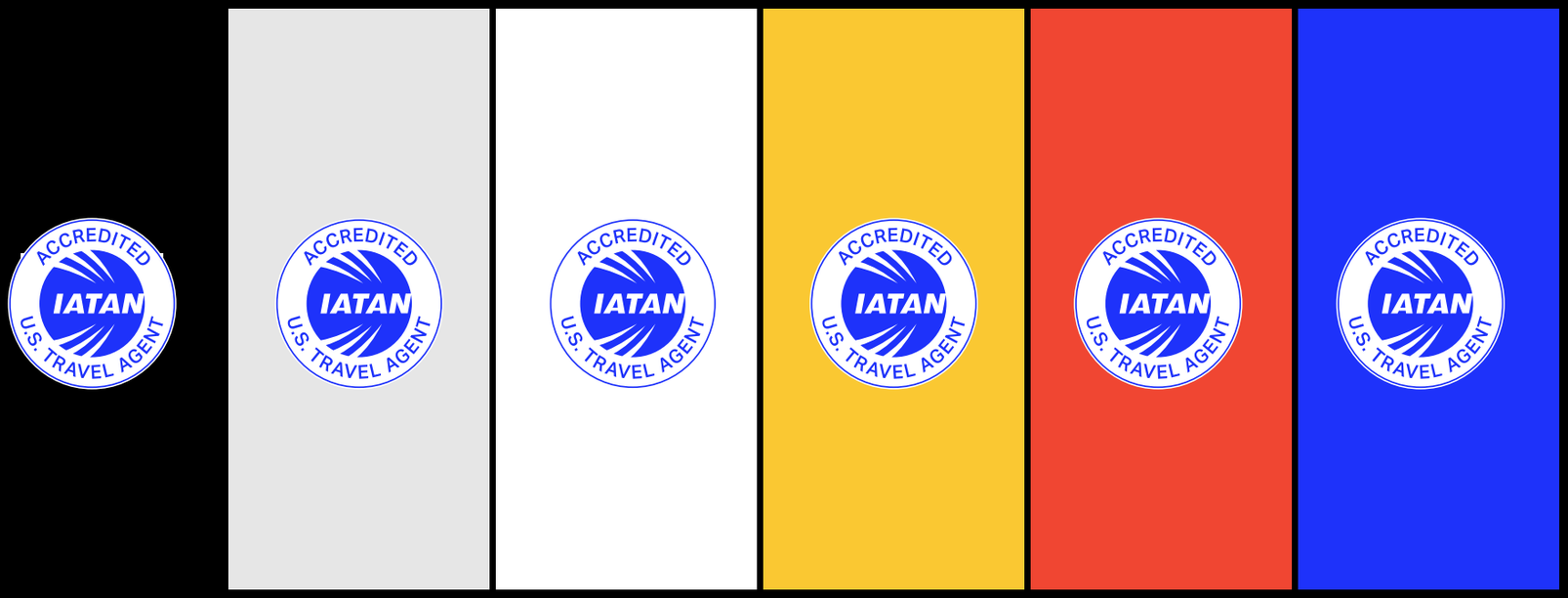
Minimum size

The minimum size that the logo can be reproduced is 16mm in print and 80px on screens.

Minimum size

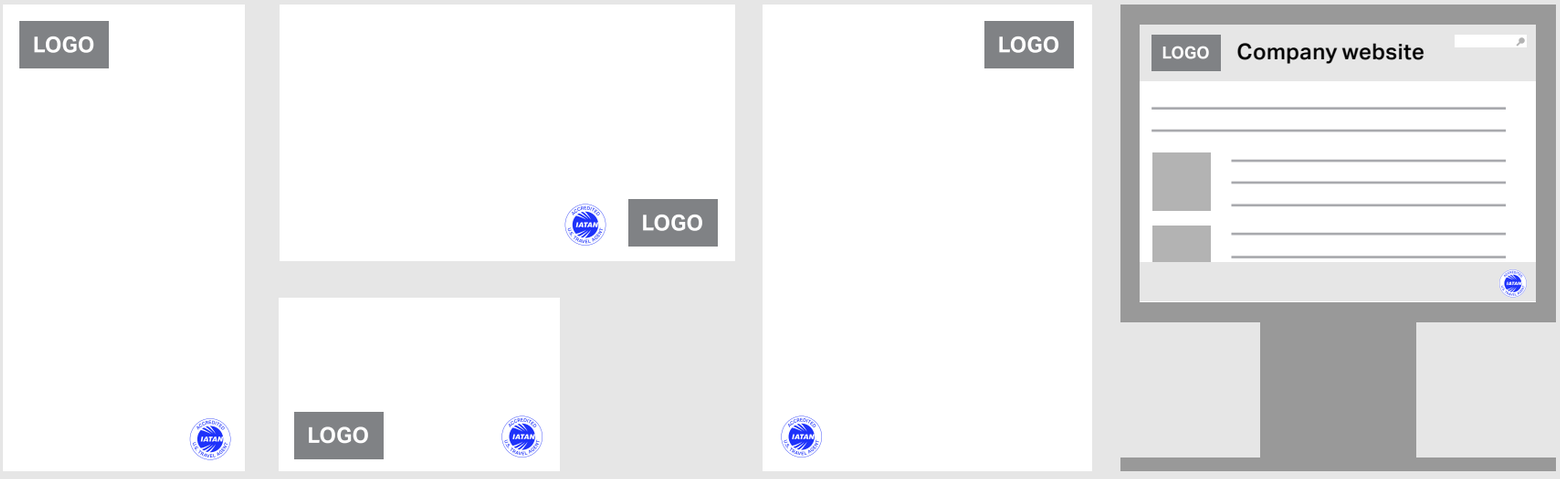


Principles



The IATAN Accredited U.S. Travel Agent stamp will be distinct on any colour background.

Authorized communications and collaterals



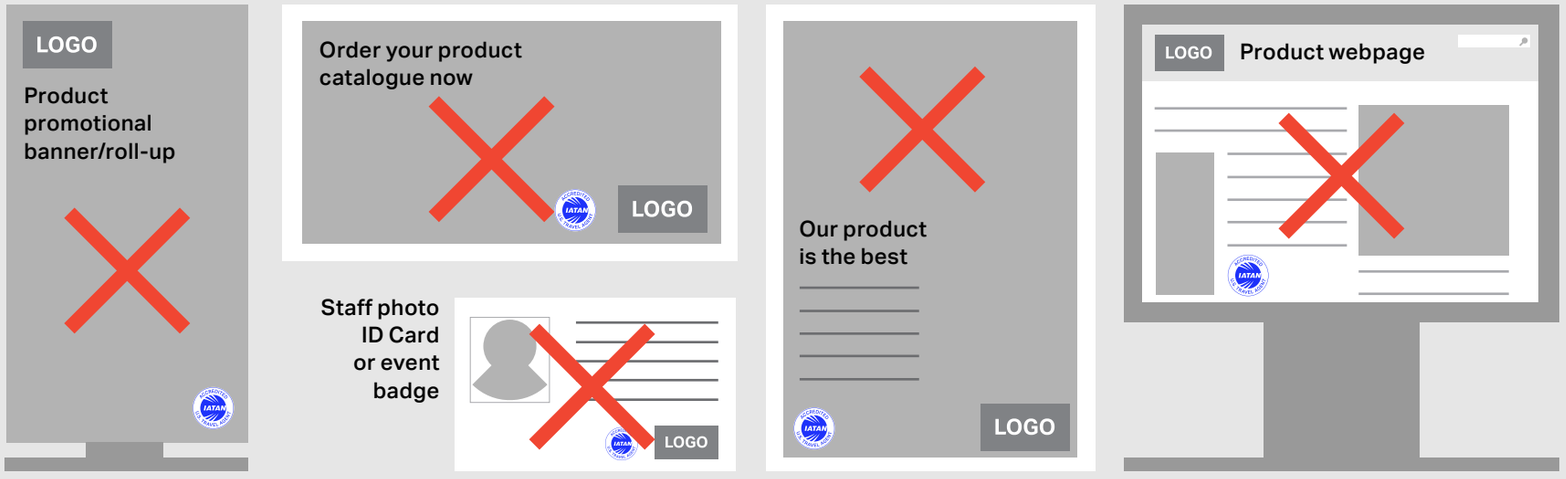
Authorized uses of the IATAN Accredited U.S. Travel Agent stamp include: corporate stationery; business cards; corporate-level promotions; corporate web pages.

The IATAN Accredited U.S. Travel Agent stamp should always be placed and sized smaller than the company logo. Exact proportion and placement are not important. A rough guide would be 50% of the company logo. But the collateral should NEVER give the impression that it belongs to IATA.



The IATAN Accredited U.S. Travel Agent stamp will generally work on any photo background.

NON-authorized communications and collaterals



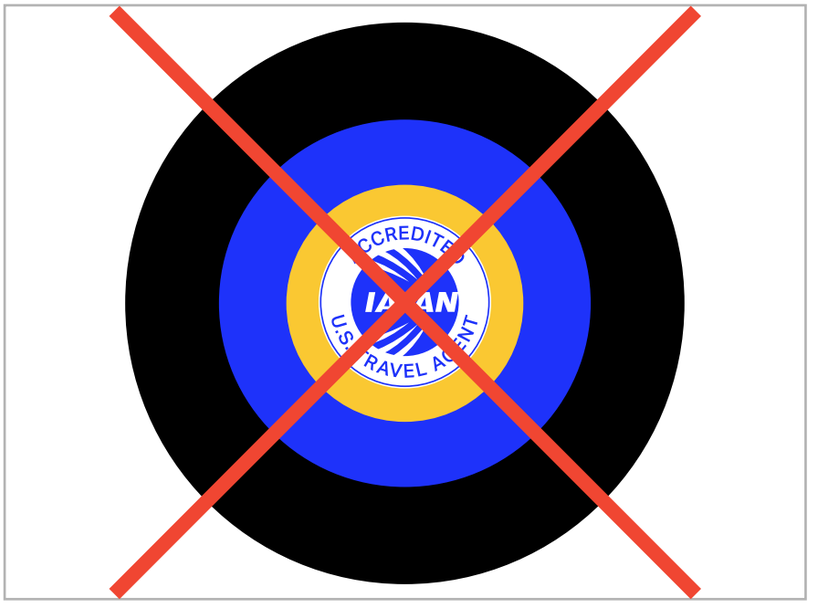
NON-authorized uses of the IATAN Accredited U.S. Travel Agent stamp include: product promotions, marketing and collaterals; staff photo ID Cards or event badges; product web pages.

IATAN and the IATAN Accredited U.S. Travel Agent stamp do not endorse any company's products, or that company's staff, directly. **The golden rule is: the IATAN Accredited U.S. Travel Agent stamp must not be placed anywhere on product or service promotions or materials.**

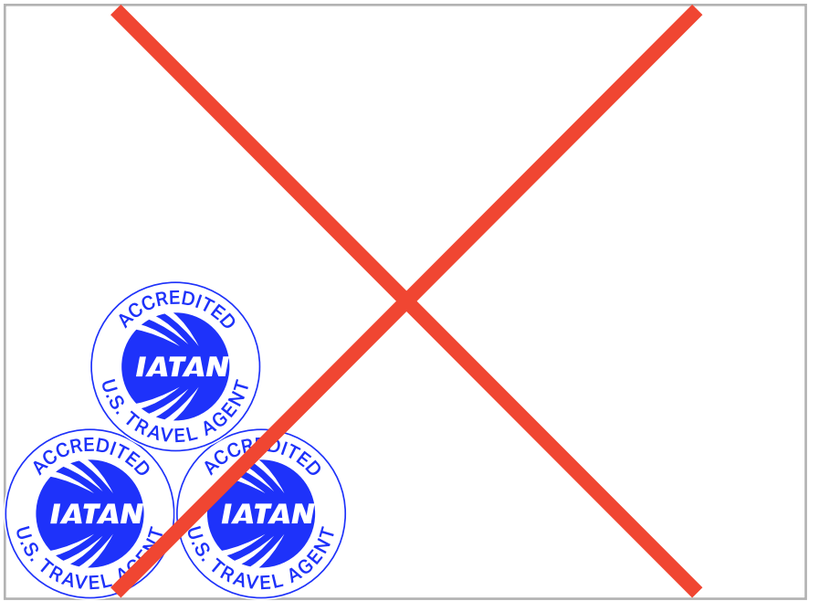
Incorrect use



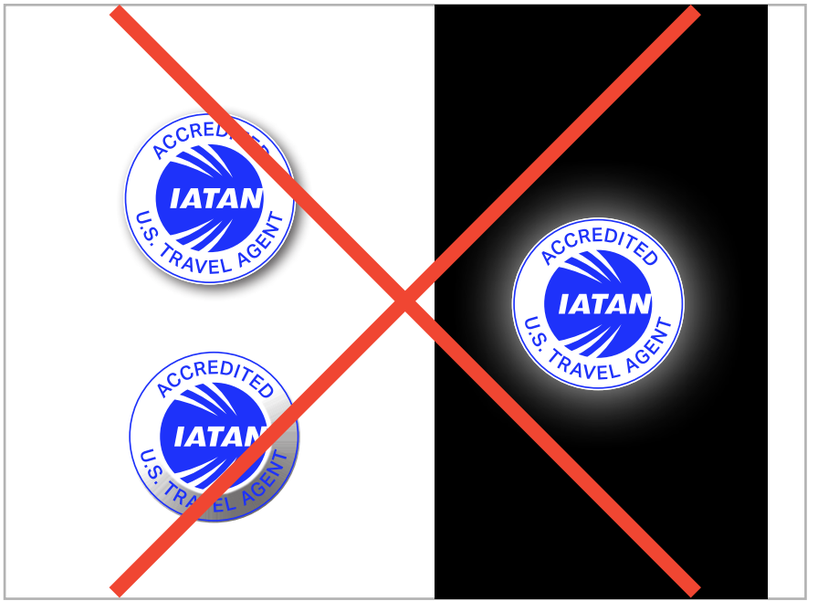
Avoid awkward or competing backgrounds.



Don’t try to copy the basic shape.



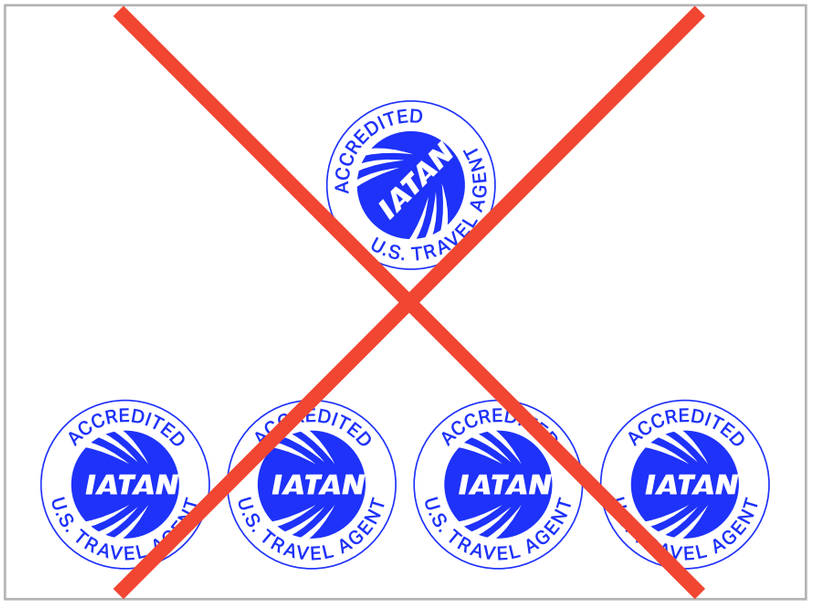
Don’t treat the stamps as design objects.



Don’t add any effects, like glow or shadow.



Don’t stretch or squash.



Don’t rotate or repeat.



Don’t change, remove or add any elements or colours.



Don’t try to enhance the artwork provided.