



# Third Party Logo Guidelines

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## IATA third party logos

These logos are an important tool to leverage your association with IATA.

In order to maintain the integrity of this relationship with IATA, it is essential to maintain the integrity of the official IATA third party logos. This can be accomplished only if the logo is used properly and unauthorised or inadvertent misuse must be avoided.

This guideline must be distributed along with the any IATA third party logo set and adhered to strictly. Any misuse of these logos will be firmly pursued through proper channels.

If you have any questions please contact [infobranding@iata.org](mailto:infobranding@iata.org).

## Who can use it?

Each IATA third party logo is intended to recognize a third party's corporate relationship with IATA.

The authorized use of these logos is specific to the relationship held and limited **ONLY** to that relationship. For example, an IATA Accredited School may **ONLY** use the IATA accredited school logo.

## Legal notices

All rights, titles and interests in any IATA third party logo belong to IATA.

Only IATA has the right to authorise the use of one of these logos by other organisations.

A third party must be authorized by IATA to use an IATA third party logo and must adhere to the following guidelines.

Only the specifically authorized IATA third party logo may be used and this in no way authorizes the use of the IATA logo by itself (i.e. without the third party signifier).

A third party may not authorise another third party to use the logo, nor accept any remuneration for the use of this logo by another third party, regardless of the intended purpose.

IATA permits the use of one of the IATA third party logos to identify and promote corporate activities. However, the logo should **NEVER** be portrayed in such a way that it would suggest that IATA endorses a specific third party's product or service.

The right to use one of the IATA third party logos is granted for a fixed period of time.

# Third Party Logos

These are the ONLY approved IATA third party logos. Please use the original files provided and refer to these guidelines for proper usage of one of the IATA logos.

If you have any questions please contact [infobranding@iata.org](mailto:infobranding@iata.org).



## Logo colours

It is expressly forbidden to use an IATA third party logo in ANY colour other than IATA dark blue, black or white. This applies to ANY item bearing the logo.

The only exception is in the case of materials, where a colour application would be unnecessary. For example, an embossed corporate gift.

The IATA third party dark blue is obtained as follows:

**Pantone:**  
**PMS 541**

**Process:**  
**C100 M62 K38**

**RGB:**  
**R10 G66 B121**



Blue logo  
(preferred)

For use on white or pale colours and photographic backgrounds.



Black logo

For use on white backgrounds and in black and white or grayscale artwork.



White logo

For use on medium, dark-coloured or photographic backgrounds.

## Protection space

To avoid overcrowding and preserve clarity of presentation, the IATA third party logo is surrounded by a mandatory clear area. It is defined by the height of the letter "A" in the logo, applicable on all four sides of the signature. The protection space around the logo is shown in dotted space - please do not place other text or artwork within this zone.

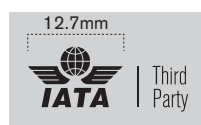


\* The 'Third Party' logo used in this section is not an official IATA logo; it is for demonstration purposes only.

## Minimum size

In order to maintain the legibility of the IATA signature, the minimum size for print reproduction should be no less than 0.5 inch (12.7mm) wide.

For the Web, the minimum size should be no less than 70 pixels wide.



0.5 inch or 12.7mm  
for printed material



70 pixels for web  
or screen use

# Usage Guidelines



## For colour or black & white applications

The logo may only be reproduced in IATA blue, black or white. No other colour variations are permitted. Every component of the logo must appear in the same colour: the logo may only appear all in blue, all in white or all in black.



## 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 left.



## Incorrect logo usage

To the left are a few examples of incorrect uses of the logo, which must be avoided:

- ↗ The logo may not appear on a cluttered background
- ↗ The positions of the various elements of the logo may never be altered
- ↗ The typography in the logo may never be altered
- ↗ The logo may not appear on a background that results in insufficient or variable contrast
- ↗ Shadow effects may never be added to the logo
- ↗ The logo may never appear on a patterned background that impedes its legibility
- ↗ The logo may not be distorted in any way

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## Proportional sizing

A company logo should always appear if the IATA third party logo is used, but the following applies:

- ↗ The IATA third party logo should occupy half the visual space of your company logo - 50%

## Incorrect substitutions

The IATA third party logo may NOT be substituted for any other logo in the IATA family. This includes the IATA logo without the "member" qualifier, the 1970s IATA logo with the rounded box and the IATA dynamic sky and logo.



# Usage Samples



## For print marketing materials

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

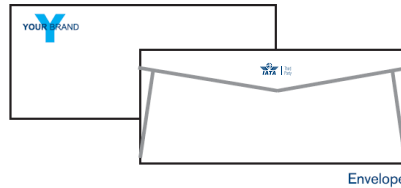
The IATA third party logo may be placed on corporate envelopes only if it appears on the back, in keeping with our size proportion guidelines.

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

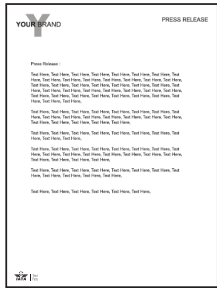
The IATA third party logo may NOT be used on member or employee cards, VIP cards or other identification pieces of this nature.



Letterhead



Envelope



Press Release



Business Card

Only for IATA ID card holders



Member Card



## Promotional items

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



When using the IATA third party logo on applications with limited space, make sure to always follow our guidelines with respect to minimum size and proportional sizing.



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