THE LOGO

LOGO FONT

GOTHAM HTF MEDIUM ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

*Type in the logo may not be changed or modified in any way.

LOGO VARIATIONS

COLORS

Pantone 295C
CMYK  C-100 M-84 Y-36 K-39
RGB  R-0 G-40 B-87
Hex  #002857

Pantone 369C
CMYK  C-67 M-12 Y-100 K-1
RGB  R-97 G-166 B-14
Hex  #61a60e
TYPOGRAPHY

HEADLINE FONTS

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY FONTS

News Gothic MT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

News Gothic MT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MINIMUM CLEAR AREA

No other graphic elements may intrude into the clear space of the full logo. The clear space of the full logo is calculated as half the height of the TRI letters as shown all the way around the logo.
**DON'TS**

Don't distort the logo.

Don't change the colors.

Don't use the logo in a color block other unauthorized colors.

Don't rotate or bend the logo.

Don't change the layout of the logo.

Don't use a gradient or photo fill in the logo.
The plane icon may be used as a subtle background image. Minimum clear space surround the plane should be no less than .5” on each side when the plane is 1” wide. The trail left by the plane should always continue and bleed off of the page or background area.

Do not distort, change the colors, lay on unapproved colors, rotate, bend, or change the layout of the plane.