METROPOLITAN KNOXVILLE AIRPORT AUTHORITY

BRAND GUIDELINES

CONTENTS

INTRODUCTION

These guidelines describe the visual elements that represent the logos and identity of the Metropolitan Knoxville Airport Authority. This includes proper names, logos, colors, graphics and appropriate usage.

The consistent and controlled use of all MKAA external images and logos are important in conveying a professional, unified image of our organization to the public and our business partners. Logos appear on all MKAA visual messages, including signage, advertisements, stationary, vehicles, apparel, etc.

The full MKAA name and logo should be featured in all uses unless it is neither feasible nor preferred in some limited space applications such as embroidery. In those unique situations, the primary icon must be the visual element and you must submit the proposed, altered design to the Public Relations Department for consideration. For tracking purposes only, please submit a copy of the design and/or purchase order to the Public Relations Department when using the primary icon or logo.

Our brand and logos are valuable MKAA assets. Each MKAA employee is responsible for protecting the organization's brand assets by preventing incorrect or unauthorized use of all logo elements. All logos are the intellectual property of the Metropolitan Knoxville Airport Authority and may not be used by any MKAA employee or outside organization without the formal approval of Metropolitan Knoxville Airport Authority management.

Any questions about airport logo use should be directed to the MKAA
Vice President of Public Relations at (865) 342-3014.

ELEMENTS

The MKAA logo is composed of two elements: the circular graphic (which may be used as a stand-alone logo in certain applications) and the MKAA logotype. It is preferred that all logos appear on a white background except for special circumstances where a white background is not an option.

The circular graphic is composed of a green and a blue section, divided by a white line and overlaid with a white stylized aircraft. The green color is **PMS #355**, and the blue color is **Process Blue**. No other colors may be used in the MKAA primary logo.

It is permissible for the logo to appear in black and gray on a white background. A single-color version of the logo may appear in white only on a dark or black background.

The logotype is done in black **Adobe Jenson Pro Display** font separated by black lines and may appear either to the right or below the circular graphic. The logo font shall not be interchanged with a different logo font. In the event that the black lines are not feasible, please use logo #3 in the Logo Chart provided in this guideline on page 15.

All MKAA employees are required to adhere to these branding and identity standards.

MKAA PRIMARY LOGO (Logo #1 on the Logo Chart)

The MKAA Primary Logo should be used in all circumstances unless the logo design requires adjustments due to the material being used or there are restrictive limitations set by a third party (ex. Sponsorship banner where multiple logos are grouped together in a limited space.). The **Adobe Jenson Pro Display** font should be used at all times with the MKAA Primary Logo.

VERTICAL

HORIZONTAL
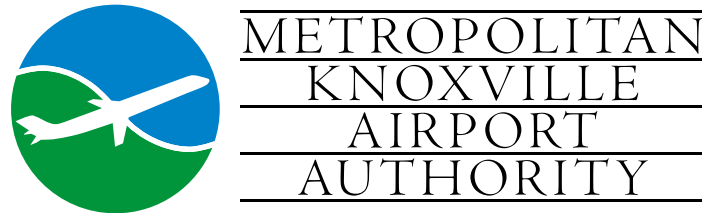
LOGO FONT

Adobe Jenson Pro Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRE-APPROVED MKAA LOGO ALTERNATIVES

The following Pre-Approved Logo Alternatives can be used when the MKAA Primary Logo is not an option or when the required design specifications do not match the design elements of Logo #1. When using any of the Pre-Approved Logo Alternatives, be diligent in using the correct font: Adobe Jenson Pro Display.

FULL COLOR

ONE COLOR

BLACK/WHITE/GREY SCALE

COMMEMORATIVE / SPECIAL CIRCUMSTANCES

MKAA may adopt marketing themes, positioning statements and special promotional logo designs for commemorative celebrations or in special circumstances in a very limited capacity. These statements, terms and associated graphics should use official identifiers and the approved MKAA font(s). Examples of this type of circumstance includes the Aviation Academy, 80th Anniversary Celebration, Airfield Modernization Program, MKAA Secondary Identifier – Logo #16, etc. In special circumstances when the Pre-Approved Alternative Logo is used, be diligent in using the correct font: **Avenir Next Demi Bold**.

ALTERNATE

LOGO FONT

Avenir Next Demi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVIATION ACADEMY

## 80TH ANNIVERSARY

LOGO EXEMPTION

As an industry standard, airport police forces are represented by a logo or patch design that is outside of the organization's traditional logo. Per this tradition within our industry, the MKAA Public Safety Department's patch design for use on uniforms, vehicles, etc. is an exemption to this branding guideline.
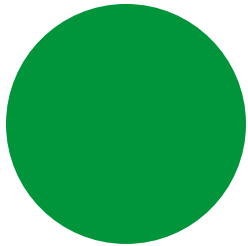
PUBLIC SAFETY

OFFICIAL COLORS / PRIMARY TYPOGRAPHY

COLORS
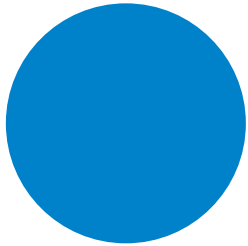
Pantone Process Blue

C100 M35 Y7 K0
R0 G130 B202
#0082CA

Pantone 355 C

C99 M12 Y100 K2
R0 G149 B59
#00953B
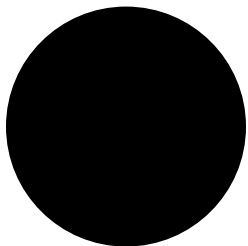
Black

C75 M68 Y67 K90
R0 G0 B0
#000000

TYPOGRAPHY

HEADLINE FONTS

Acumin Pro Bold

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Acumin Pro Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY COPY FONTS

Avenir Book

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

MINIMUM CLEAR AREA

To protect the clarity and integrity of the logo design, no other graphic elements may intrude into the clear space of the full logo. The line above shows the protected area around the MKAA Primary Logo.

.5"   .5"

.5"   .5"

X
Height = 2"

METROPOLITAN
KNOXVILLE
AIRPORT
AUTHORITY

.5"   .5"

.5"   .5"

METROPOLITAN
KNOXVILLE
AIRPORT
AUTHORITY

MINIMUM SIZE

The smallest the logo should be represented is 1" high.

UNAPPROVED LOGO USES

Don't stretch the logo

Don't change the colors

Don't use logo in unauthorized color block

Don't rotate or distort the logo

UNAPPROVED LOGO USES

Don't change the layout of the logo

Don't use a photo or gradient fill

MCGHEE TYSON AIRPORT (TYS) PRIMARY LOGOS

There are two approved logos for use when you wish to specifically identify as McGhee Tyson Airport (TYS). These logos should be used in all circumstances unless the logo design requires adjustment due to the material being used or there are restrictive limitations set by a third party (ex. Sponsorship banner where multiple logos are grouped together in a limited space.). Each of the two logo options has its own font. They are not interchangeable.

LOGO #9

McGHEE TYSON AIRPORT
K N O X V I L L E

LOGO #17

LOGO FONT

Acumin Pro Wide Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO FONT

Copperplate Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
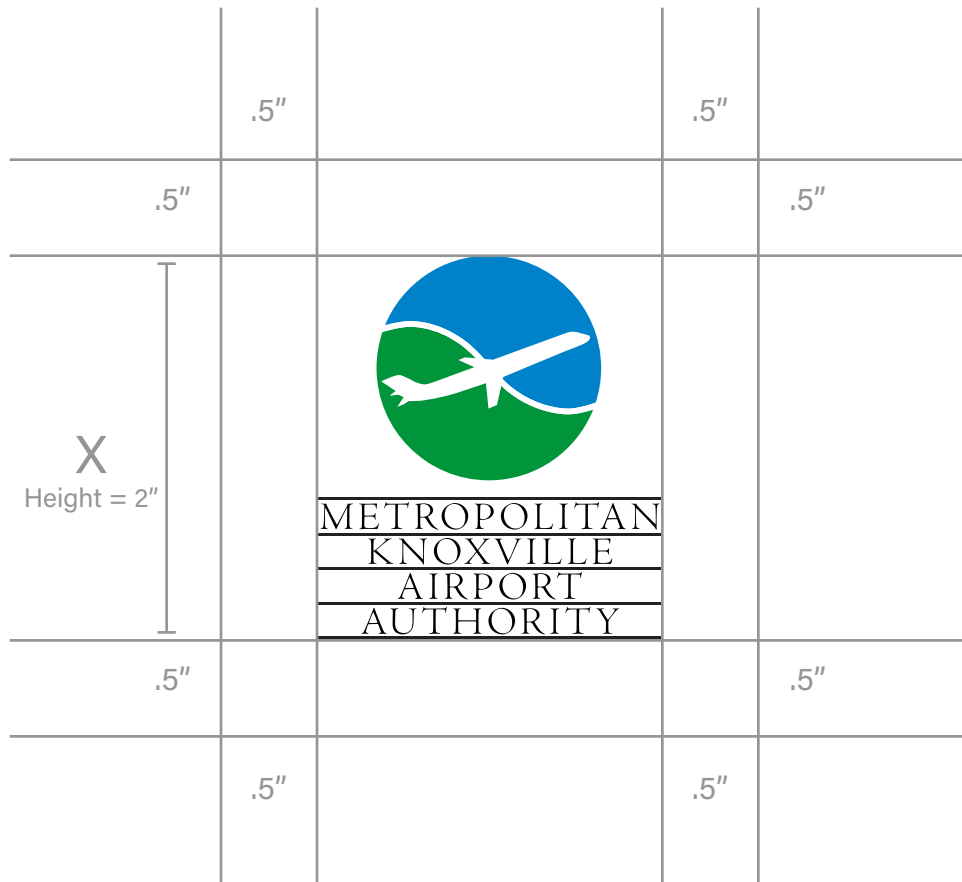ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PRE-APPROVED TYS LOGO ALTERNATIVES

The following Pre-Approved TYS Logo Alternatives can be used when the TYS Primary Logos are not an option or when the required design specifications do not match the design elements of Logo #9 or Logo #17. When using any of the Pre-Approved Logo Alternatives, be diligent in using the correct font: *Acumin Pro Wide Black Italic*.

TYS ALTERNATIVES

LOGO #10

LOGO #11

LOGO #12

LOGO #13

LOGO FONT

Acumin Pro Wide Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DOWNTOWN ISLAND AIRPORT (DKX) PRIMARY LOGO

There is one approved logo for use when you wish to specifically identify as Downtown Island Airport (DKX). This logo should be used in all circumstances unless the logo design requires adjustment due to the material being used or there are restrictive limitations set by a third party (ex. Sponsorship banner where multiple logos are grouped together in a limited space.). The primary logo has its own font. It are not interchangeable.

LOGO #19

LOGO FONT

Acumin Pro Wide Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRE-APPROVED DKX LOGO ALTERNATIVES

The following Pre-Approved DKX Logo Alternatives can be used when the DKX Primary Logo is not an option or when the required design specifications do not match the design elements of Logo #19. When using any of the Pre-Approved Logo Alternatives, be diligent in using the correct font: **Acumin Pro Wide Bold.**
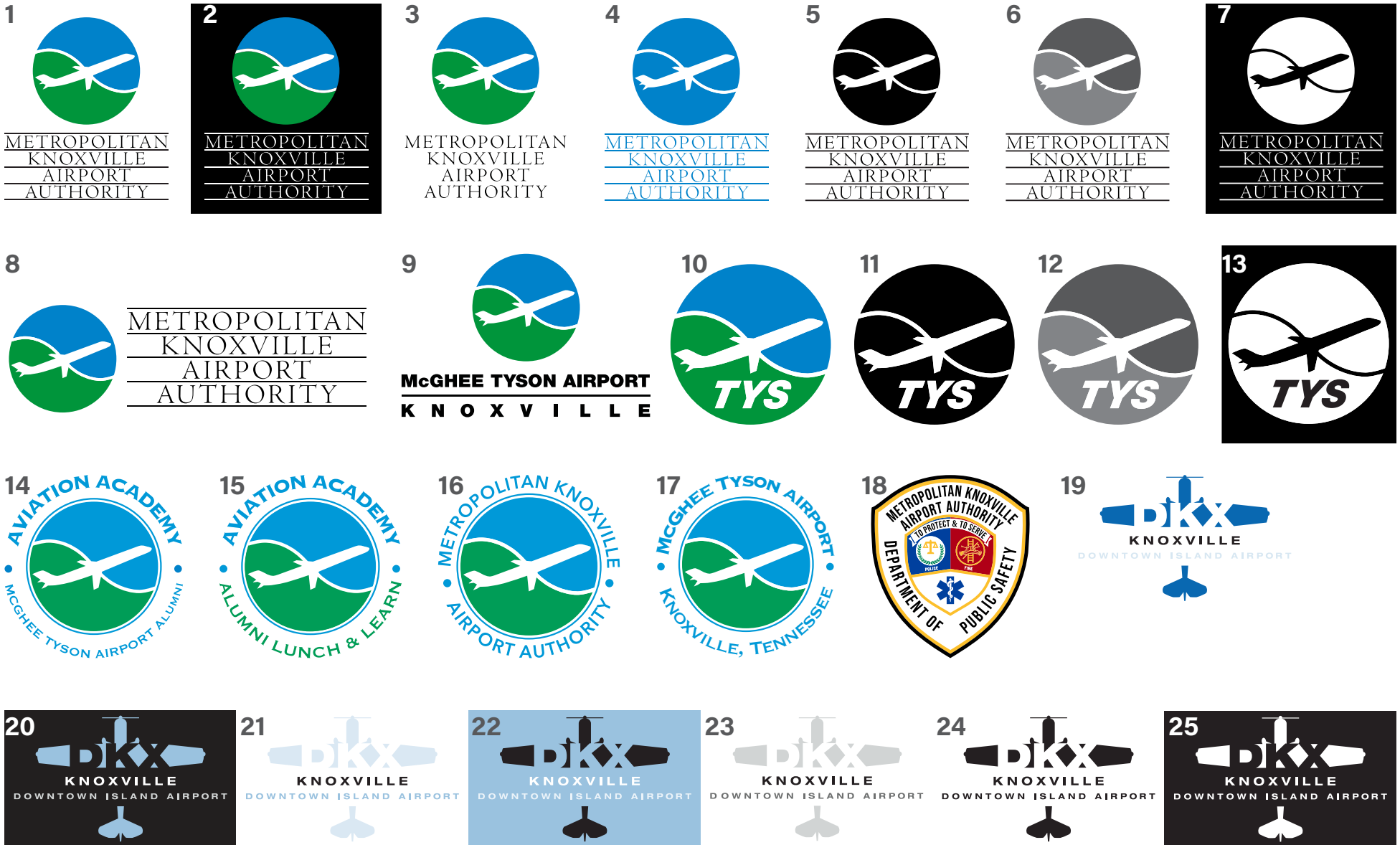
DKX ALTERNATIVES

LOGO #20

LOGO #21

LOGO #22

LOGO #23

LOGO #24

LOGO #25

LOGO FONT

Acumin Pro Wide Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO CHART

1

METROPOLITAN
KNOXVILLE
AIRPORT
AUTHORITY

2

METROPOLITAN
KNOXVILLE
AIRPORT
AUTHORITY

3

METROPOLITAN
KNOXVILLE
AIRPORT
AUTHORITY

4

METROPOLITAN
KNOXVILLE
AIRPORT
AUTHORITY

5

METROPOLITAN
KNOXVILLE
AIRPORT
AUTHORITY

6

METROPOLITAN
KNOXVILLE
AIRPORT
AUTHORITY

7

METROPOLITAN
KNOXVILLE
AIRPORT
AUTHORITY

8

METROPOLITAN
KNOXVILLE
AIRPORT
AUTHORITY

9

McGHEE TYSON AIRPORT
K N O X V I L L E

10

TYS

11

TYS

12

TYS

13

TYS

14

AVIATION ACADEMY
McGHEE TYSON AIRPORT ALUMNI

15

AVIATION ACADEMY
ALUMNI LUNCH & LEARN

16

METROPOLITAN KNOXVILLE
AIRPORT AUTHORITY

17

McGHEE TYSON AIRPORT
KNOXVILLE, TENNESSEE

18

19

DKX
KNOXVILLE
DOWNTOWN ISLAND AIRPORT

20

DKX
KNOXVILLE
DOWNTOWN ISLAND AIRPORT

21

DKX
KNOXVILLE
DOWNTOWN ISLAND AIRPORT

22

DKX
KNOXVILLE
DOWNTOWN ISLAND AIRPORT

23

DKX
KNOXVILLE
DOWNTOWN ISLAND AIRPORT

24

DKX
KNOXVILLE
DOWNTOWN ISLAND AIRPORT

25

DKX
KNOXVILLE
DOWNTOWN ISLAND AIRPORT

MKAA Letterhead/Stationary	Logo #1
MKAA Envelopes	Logo #8
MKAA Business Cards	Logo #1
MKAA Office Forms	Logo #1 or Logo #8
Email Signatures	Logo #8
In-Terminal Physical Signage	Logo #1 or Logo #8
In-Terminal Digital Signage	Logo #1 or Logo #8
External Physical Signage – MKAA	Logo #1 or Logo #8
External Physical Signage – TYS	Logo #9
Vehicle Decals/Magnets - MKAA	Logo #1
Apparel Designs – MKAA	Logo #1 or Logo #8
Apparel Designs – TYS	Logo #9
Apparel Designs – DKX	Logo #19, Logo #24 or Logo #25
Embroidered Items – MKAA	Logo #1 or Logo #3
Embroidered Items – TYS	Logo #9
Embossed Items – MKAA	Logo #1 or Logo #8
Embossed Items – TYS	Logo #9
Print Advertising - MKAA	Logo #1 or Logo #8
Print Advertising – TYS	Logo #9
Outdoor Advertising - TYS	Logo #9
Website – TYS	Logo #9
Blog – TYS	Logo #9
PowerPoint/Presentation Slides – MKAA	Logo #1 or Logo #8