



Graphic Standards Manual | April 2018

Our Story

Ontario International Airport is situated in the vibrant and fast growing area of Southern California that is becoming an important business hub. It's the epicenter for communities from Glendale to Riverside, and is fast becoming one of the largest and most important airports to handle the arrivals and departures for travel in and out of the Los Angeles area and beyond.

It's an airport that offers an easier commute to the airport. Less traffic to get there, less hassle at the airport, easier parking and curbside drop off. It's a stress free airport, with shorter lines both getting on the plane and in customs and baggage.

That's why we have adopted the tagline So Cal. So Easy. Ontario International Airport represents the easiest alternative to the stress packed travel of LAX, without sacrificing size and importance of carriers.

This is the dynamic new travel hub for Southern California.

Logo & Tagline Rationale



FULL BRAND LOGO

The complete graphic iteration of the Ontario International Airport (ONT) logo represents the ease of flight to and from the airport. The line – representing the contrail from the plane – cuts all the way across the letters and helps create the silhouette of the plane secured in the last O of Ontario. It is smooth to indicate ease and relaxation. It moves upwards to represent optimism of flight; the take off to places we look forward to going.

The PMS 661 C and 311 C are two colors of sky – night and day – indicating operations at those times. The darker blue on the ONT part of Ontario is purposely used to elevate the three letters ONT, as soon, the airport one day, should be mentioned that way.

“I’m flying out of ONT.” “I’m going from ONT.”
Much like we use LAX.

ONT is the airport code for the airport – and we want our traveler to be familiar with that code, so it’s not alien, and they are comfortable choosing ONT as their point of departure or their place of arrival.

SQUARE LOGO

Using the airport code ONT is purposely meant to make ONT iconic. Our intent is for ONT to enter the vernacular, either as O-N-T or ONT.

The plane is heading to the right, to allude to MOVING FORWARD and PROGRESS.



Primary Logo & Tagline

PRIMARY LOGO



PRIMARY LOGO CLEARSPACE (Digital will vary)



TAGLINE

So Cal. So Easy.

PRIMARY LOGO WITH TAGLINE



PRIMARY LOGO WITH TAGLINE & URL



PRIMARY LOGO

The ONT primary logo is two colors: Dark Blue (PMS 661 C) and Sky Blue (PMS 331 C). Whenever possible, use the complete Ontario logo in its primary 2-color form on a white background. Keep to this logo as much as possible for the next year.

PRIMARY LOGO CLEARSPACE

The ONT logo clearspace should be the width and height of the area indicated with "A" on all sides of the logo and logo with tagline lockup. No other graphic elements should impede into the clearspace area.

LOGO WITH ALTERNATE COLORS

The ONT primary logo may also be used in the alternate colors below.

PRIMARY LOGO WITH ALTERNATE COLORS



One Color Logo

ONE COLOR LOGO



ONE COLOR LOGO

The ONT one color logo is to be used on a white background only when a one color logo is required.

KNOCKED OUT LOGO ON APPROVED BACKGROUND COLORS

The ONT logos should appear on approved background colors only. The ONT knocked out logo can also be used on dark and quiet areas of photography or textures.

REVERSED TAGLINE

The ONT reversed tagline is to be used on approved solid color backgrounds and dark and quiet areas of photography or textures.

KNOCKED OUT LOGO ON PMS 661C



KNOCKED OUT LOGO ON PMS 311C



KNOCKED OUT LOGO ON PMS 422C



REVERSED TAGLINE

So Cal. So Easy.

Alternate ONT Square Logo

■ ONT LOGO 1



Use the shortened ONT logo when stacking Ontario International Airport below it for more confined or narrower signage. Keep these executions against white.

Social/Misc. Icons

■ ONT LOGO 2



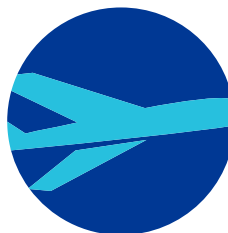
■ SQUARE ICONS



■ ONT LOGO 3



■ CIRCLE ICON



Subcontractor Logo Guideline

SQUARE PARTNER LOGO



▲
Divider line: PMS Cool Gray 9C.
Weight shown here at .75pt

Make sure your logo does not extend beyond the top and bottom of the divider line, and that the space between the logos and the divider line are equidistant. The logos should be centered on the horizontal axis.

WIDE PARTNER LOGO



For wide logos, make sure the width does not exceed 1.5 times the width of the ONT logo.



Make sure the visual weight of both logos is equal.

Incorrect Logo Applications

■ ALTERED LETTER WEIGHT



The ONT logo and tagline should not appear in any of the following applications on any branding or marketing materials.

■ SLANTED, COMPRESSED OR DISTORTED



■ ADDITIONAL GRAPHIC ELEMENTS; DROP SHADOW, OUTLINE, GLOW, OR DIMENSION, ETC



■ INCORRECT COLOR




■ ON BUSY BACKGROUND

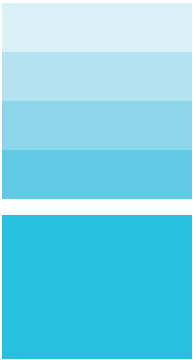


Color Palette

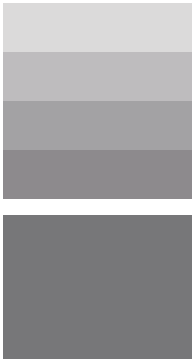
PRIMARY COLOR PALETTE



PMS 661 C
C.100 M.86 Y.14 K.4
R.0 G.53 B.148
HEX 003494



PMS 311 C
C.68 M.0 Y.11 K.0
R.26 G.192 B.222
HEX 1ac0dd



PMS Cool Gray 9C
C.55 M.47 Y.44 K.11
R.119 G.118 B.121
HEX 767679

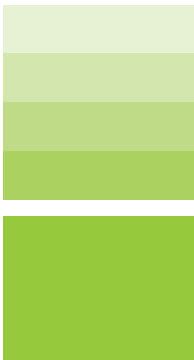
PRIMARY COLOR PALETTE

The ONT primary color palette should be used prominently in all marketing and branding materials.

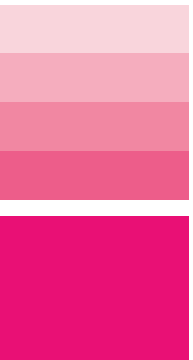
SECONDARY COLOR PALETTE

The ONT secondary color palette may be used in small amounts to support and complement the Primary Color Palette in marketing materials.

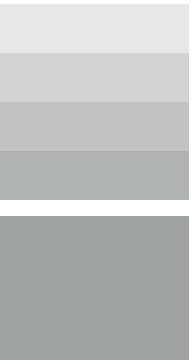
SECONDARY COLOR PALETTE



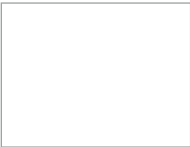
PMS 375 C
C.46 M.0 Y.100 K.0
R.151 G.202 B.61
HEX 97c93c



PMS 213 C
C.2 M.98 Y.24 K.0
R.232 G.28 B.117
HEX e71b75



PMS 422 C
C.40 M.31 Y.32 K.0
R.160 G.162 B.163
HEX 9fa2a2



White
C.0 M.0 Y.0 K.0
R.255 G.255 B.255
HEX ffffff

Print Typography Applications

PRIMARY FONTS

– Montserrat Alternates Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ

– Montserrat Family (Standard)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ

– Montserrat Weight Variations

Montserrat Alternate Light
Montserrat Light

Montserrat Alternate Regular
Montserrat Regular

Montserrat Alternate Semibold
Montserrat Semibold

Montserrat Alternate Bold
Montserrat Bold

PRIMARY FONTS

The primary print font is Montserrat Alternates. The primary font should be used for Headlines, Sub-heads and body copy in all printed marketing and branding materials.

Due to the unique nature of the Alternates, the regular Montserrat Family may be used when a more standard typeface is desired.

EXAMPLE USES

Headline

Sub-Head Example

Body copy example tetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

“Pull quote example
nostrud exercitation
ullamco aliquip.”

– ATTRIBUTION

Digital Typography Applications

PRIMARY FONTS

– Open Sans Family

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

QRSTUVWXYZ

Open Sans light

Open Sans light Italic

Open Sans regular

Open Sans regular Italic

Open Sans semibold

Open Sans semibold Italic

Open Sans bold

Open Sans bold Italic

PRIMARY FONTS

The primary digital Font is Open Sans. The primary digital font should be used for Headlines, Sub-heads and body copy in digital marketing and branding materials where Montserrat is not available.

EXAMPLE USES

Headline

Sub-Head Example

Body copy example tetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

// Pull quote example
nostrud exercitation
ullamco aliquip.”

– ATTRIBUTION

Business Card & Email Signature

BUSINESS CARD FRONT



BUSINESS CARD BACK OPTIONS



E-MAIL SIGNATURE

Atif Elkadi

Senior Director of Marketing, Communications and External Affairs
Ontario International Airport

M: 858.361.9319 | O: 909.544.5432
aelkadi@flyontario.com

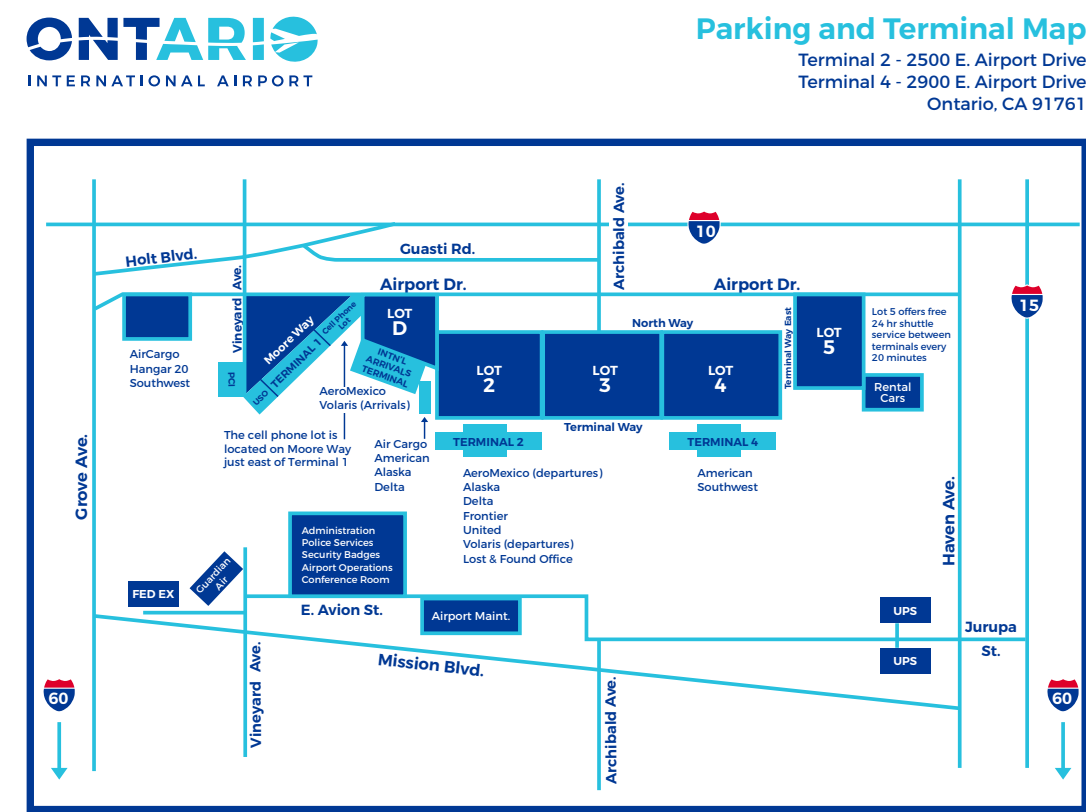


Notebook Cover & Patterns



Maps

TERMINAL MAP



FLIGHT MAP

