



visual brand guide

Visual Brand Guidelines

This visual brand guide includes usage guidelines on the Airstream logo, typography, and colors, and should be followed at all times to encourage brand loyalty and recognition. Over time, this document will evolve to include additional applications and guidelines as projects are completed and the brand is further defined.

Brand Characteristics

Innovation

Design

Quality

Travel

Adventure

Luxury

Modern

U.S.A. made

Spirited

Iconic

Logo Usage

To retain full integrity of the Airstream brand, the logo should always be represented in one of the four configurations illustrated at right.

full logo



logo + tagline



logo mark



logo type



Logo Colors

Each of the four logo configurations may be used as 2-color, 1-color or reversed.

2-color



1-color



reversed

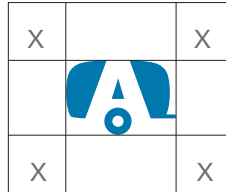


Clear Space and Minimum Size

The Airstream identity requires space around it in order to maximize its presence. Clear space is the minimum area to be kept free of graphics, logos, type, lines or any other elements around the logo.

To ensure that the legibility of the logo is maintained, it is important that it is never used below the minimum size of 1.75 inches.

X= The height of the letter 'A' in Airstream.



Minimum size = 1.75 inches.

Unacceptable Uses

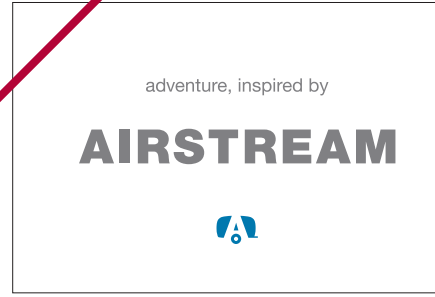
The Airstream logo should always be placed on a white background or, if reversed, on PMS 307 or PMS Cool Gray 10. It should not be placed on a photo, nor altered in any way. These and other unacceptable uses are shown below.



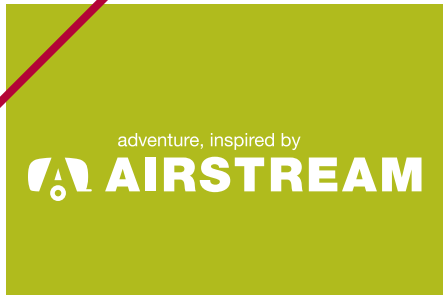
Don't place the logo on any images, photography or cluttered backgrounds.



Don't crop the logo.



Don't separate or resize any parts of the logo.



Don't place the logo on any unapproved colors.



Don't change the color of the logo.



Don't distort or stretch the logo.

Typography

Helvetica Neue Black is the selected primary typeface. This is used for the name “Airstream” in the logotype.

Helvetica Neue Regular is the selected secondary typeface, which is used for the tagline.

Logotype

Helvetica Neue Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0
!@#\$%^&?

Tagline

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0
!@#\$%^&?

Color

The following primary and secondary color palette has been selected to reinforce the Airstream brand.

Primary



Dark Gray
PMS Cool Gray 10
C26 M16 Y9 K43
R128 G129 B132
HEX 7F8184



Blue
PMS 307
C100 M4 Y4 K24
R0 G115 B164
HEX 0073A4

Secondary



Light Gray
PMS Cool Gray 5
C14 M9 Y10 K23
R172 G173 B174
HEX ACADAE



Metalic Silver
PMS 877



create. innovate. inspire.

DEICREATIVE.COM

For questions regarding the Airstream brand, please
contact DEI Creative at 206.281.4004 | deicreative.com