

AIR TRACTOR™

STYLE GUIDE V2

AIR TRACTOR™

AIR TRACTOR®

9.5x

PURPOSE & USAGE

The name “Air Tractor” is synonymous with agricultural aviation. But it is not exclusive to it. Therefore, using our name in the clearest, boldest, and most instantly readable manner creates a strong foundation for the brand to grow on.

The wordmark is Air Tractor’s primary visual brand asset. It delivers not only the name of the company, but a sense of the stability and strength behind it. It is to be used on all internal and external facing communications.

VARIATIONS

To bolster the brand with continuity and uniformity, the blue wordmark should be used as the visual representation for the Air Tractor brand whenever possible. In instances where the blue wordmark is not optimal, additional wordmark variations have been provided.



AIR TRACTOR™

4C CMYK



AIR TRACTOR™

K BLACK



AIR TRACTOR™

REV WHITE



AIR TRACTOR™

1C PANTONE

BLUE WORDMARK USAGE:

For four-color publications (CMYK), a four color process version of the blue wordmark (4C) has been provided.

For publications requiring a spot color version of the blue wordmark, a one-color version of the wordmark (1C) has been provided.

WORDMARK VARIATIONS:

For any black and white publications (both digital and print) a black version of the wordmark (K) has been provided.

For instances where neither the blue wordmark or the black wordmark are optimal, a white version of the wordmark (REV) has been provided.

PRIMARY WORDMARK

AIR TRACTOR

AIR TRACTOR™

AIR TRACTOR™

AIR TRACTOR

AIR TRACTOR™

AIR TRACTOR™

AIR TRACTOR™

AIR TRACTOR™

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SIZING

When reproducing the Air Tractor wordmark, be conscious of its size and legibility. Use common sense — a signature that is too small ceases to serve any useful communication function. Generally, the wordmark should never appear less than .75" wide in printed materials, and no less than 100px wide in the digital realm.



CLEARSPACE

To ensure the Air Tractor wordmark has consistent, optimal legibility and prominence, an area of clear space will be maintained around the logo. This clear space distance is

explained visually above. Simply put, the clear space around the logo should be equal to twice the spacing between the words in the wordmark.

PRIMARY WORDMARK

AIR TRACTOR

AIR TRACTOR



AIR TRACTOR



WORDMARK 'DO NOTS'

Only use specified brand colors (blue, black, or white).

Do not scale (stretch) the wordmark disproportionately.

To ensure visibility, use the appropriate variation (4C, 1C, K, REV) when placing the wordmark over an image, background, or color.

Do not rotate the wordmark other than 90° to the left or right, only when absolutely necessary.

Do not add extra elements, such as shapes or underlining, to the wordmark.

Do not stack the words or letters atop each other, or any other elements. The logo should never read through to other copy.



PURPOSE & USAGE

In instances where visual space is limited (i.e., social media icons, small digital and print ads, internal name badges, etc.) it may be necessary to use Air Tractor's secondary lettermark, which is simply the initials AT.

SECONDARY LETTERMARK

VARIATIONS

Just like the wordmark, the blue lettermark should be used when possible. In instances where the blue lettermark is not optimal, additional lettermark vesions have been provided.



BLUE LETTERMARK USAGE:

For four-color publications (CMYK), a four color process version of the blue lettermark (4C) has been provided.

For publications requiring a spot color version of the blue lettermark, a one-color version of the lettermark (1C) has been provided.

LETTERMARK VERSIONS:

For any black and white publications (both digital and print) a black version of the lettermark (K) has been provided.

For instances where neither the blue lettermark or the black lettermark are optimal, a white version of the lettermark (REV) has been provided.



SIZING

When reproducing the Air Tractor lettermark, be conscious of its size and legibility. Use common sense — a signature that is too small ceases to serve any useful communication function. Generally, the lettermark should never appear less than .25" wide in printed materials, and no less than 16px wide in the digital realm.

SECONDARY LETTERMARK



CLEARSPACE

To ensure the Air Tractor lettermark has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This clear space distance is explained visually above. Simply put, the clear space around the logo should be equal to the height of the lettermark.

LETTERMARK 'DO NOTS'



Only use specified brand colors (blue, black, or white).



Do not scale (stretch) the lettermark disproportionately.



To ensure visibility, use the appropriate variation (4C, 1C, K, REV) when placing the lettermark over an image, background, or color.



Do not rotate the lettermark.



Do not add extra elements, such as shapes or underlining, to the lettermark.



PURPOSE & USAGE

The familiar triangle Air Tractor logo has served as the primary brand mark for the company since 1974. The original handcrafted logo illustration depicts row crops in perspective with a small airplane atop the triangle. The words Air Tractor emerge from the row crops.

The graphic design world has evolved far beyond what could be imagined when this logo was created. Image resolution expectations and technical requirements have increased exponentially during the past forty years. With today's use of technology, physical constraints have gotten tighter, screens smaller and attention spans shorter. For some time now, it's been recognized that the Air Tractor triangle logo has inherent graphic limitations that negatively impact readability and usability across a range of applications and media.

The Air Tractor triangle logo was simplified in 2013 in an effort to remove some of the design limitations inherent in the original 1974 logo. This solid-fill green triangle logo makes the words Air Tractor more legible and a "quicker read" for viewers. It will continue as a brand identifier for Air Tractor for years to come, providing continuity and equity for the company. It will, however, cease to be the primary Air Tractor logo.

Going forward, the Air Tractor wordmark will be the primary Air Tractor identifier. The "solid-fill green triangle logo" will take on a new life as the secondary brand mark – paying homage to the heritage of Air Tractor. The solid-fill green triangle logo will be known as the "Legacy Logo."

VARIATIONS

While the triangle logo is no longer the primary Air Tractor brand mark, it will continue to be an asset, particularly with Air Tractor’s agricultural market.

Use the Legacy Logo in situations whenever it helps connect the dots between then and now. Applications such as this could include corporate correspondence, legal documentation, website and print collateral footers, and legacy/heritage “throwback” branding usages such as specialty advertising products, giveaway items, posters and apparel.

What is important, however, is that the primary Air Tractor wordmark is the predominant visual mark for Air Tractor, Inc. The Legacy Logo is a secondary brand asset.

The Air Tractor wordmark and the Legacy Logo are not to be placed side by side, or seen together within a visual setting because this diminishes both marks and creates confusion for viewers. In any application, the Legacy Logo is not to be taller than the height of the Air Tractor wordmark. Nor should the Legacy Logo be used alone – without the primary wordmark – without the approval of Air Tractor.

The two marks are to be used independently of each other. For example, an Air Tractor brochure cover should display the primary Air Tractor wordmark. The brochure back cover might use the legacy logo.



FULL COLOR LEGACY LOGO USAGE:

For four-color publications (CMYK), a four color process version of the green legacy logo (4C) has been provided.

For publications requiring a spot color version of the blue wordmark, a one-color version of the legacy logo (1C) has been provided.

WORDMARK VERSIONS:

For any black and white publications (both digital and print) a black version of the legacy logo (K) has been provided.

For instances where neither the green legacy logo or the black legacy logo are optimal, a white version of the legacy logo (REV) has been provided.

UP FOR THE CHALLENGE™

PURPOSE & USAGE

What is a brand without a rally cry? The brand expression, or tag line, is Air Tractor's singular, over-arching brand message. *UP FOR THE CHALLENGE™* says to the world "this is who we are and what we are about."

The brand expression is provided as a visual asset to provide a connection to the brand's other graphic elements.

The brand expression can be used in many ways, such as a headline, a tag line, a stand-alone graphic element, etc. It should always be accompanied, in some manner, by the Air Tractor wordmark. Do not embed the graphic itself as text within a sentence.

VARIATIONS

The *UP FOR THE CHALLENGE™* brand expression graphic is provided in two versions: a stacked version, and a horizontal version. Use the graphic version that best fits the space, or provides the level of prominence you desire.

Tag lines are often positioned beneath a logo. When using the brand expression as a tag line beneath the Air Tractor wordmark, use the horizontal version. Remember to respect the wordmark's clearspace and scale its size to 80-90 percent of the wordmark width. Do not reduce the tag line so small that it is difficult to read. Color variations for the wordmark are addressed on pages 3 and 8, and also apply to the brand expression.

AIR TRACTOR™

UP FOR THE CHALLENGE™

4C at 80% Width

AIR TRACTOR™

UP FOR THE CHALLENGE™

REV at 90% Width

***UP FOR THE
CHALLENGE™***

PURPOSE & USAGE

With the present, and future dominance of video online, an Air Tractor animated logo will become a working part of the brand storytelling process. Video and audio content are shortcuts to making an emotional connection with viewers. This logo animation provides a more engaging presentation of the nature of Air Tractor than a static logo.

The Air Tractor animated logo, paired with our new sonic logo (the sound designed to be heard with the animated logo) are being

provided in a number of variations. These can all be used by any video editor to consistently and effortlessly bring the Air Tractor brand to life. Each file is pre-sized to HD & 4K resolution and is to be used full-screen. This gives our wordmark the size and space it requires to make a lasting impression.

A number of other motion elements will soon be available within the motion branding kit, and will include items such as: title screens, editable titles and lower thirds, and more.



STRUCTURE AND USAGE

Four file types of the wordmark, the legacy logo, and the letter mark have been provided in the logo kit. To understand when and how to use each file type, read below.

JPG

JPGs are the perfect balance of small file size and high quality. On the web, you want your images files to be as small as they can be so your site loads quickly, but large enough to still appear crisp and not pixilated. A JPG can't have a transparent background, so it is always in the shape of a rectangle or square with a solid background. *Best use are rectangle or square photos and photographs on your website.*

PNG

The main difference to understand between a PNG and JPG is that a PNG can have a transparent background and is generally larger

and higher quality. Therefore a PNG is ideal for saving logo files for websites because they can be placed over a colored background. *Best uses are social media icons and other images where a transparent background is preferred.*

EPS

An EPS file is a vector file of a graphic, text or illustration. Because it is vector, it can easily be enlarged or reduced to any size it needs to be. *Best uses are master logo files and graphics and print designs.*

PDF

An PDF file is essentially the same as an EPS vector file, but saved as a PDF. Depending on what a printer requests, both EPS and PDF files are provided. *Best uses are master logo files and graphics and print designs.*

Legacy Logo	▶	EPS	▶	AT_Lettermark_1C.eps
Lettermark	▶	JPG	▶	AT_Lettermark_4C.eps
Logotype	▶	PDF	▶	AT_Lettermark_K.eps
		PNG	▶	AT_Lettermark_REV.eps

Download a comprehensive
Air Tractor logo kit and other brand
assets at [AirTractor.com/brand](https://airtractor.com/brand)

COLOR PALETTE

COLOR

An established color palette plays an integral role in delivering the brand personality and creating visual consistency across all communications channels.



PANTONE 286C

RGB 0.51.161
CMYK 100.84.12.3
HEX# 0032A0



PANTONE 122C

RGB 255.208.63
CMYK 1.17.86.0
HEX# FDCF3F



PANTONE Black C

RGB 0.0.0
CMYK 0.0.0.100
HEX# 000000

Because of print variations, the colors as displayed in this guide may not visually align to Air Tractor brand standards.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

AKTIV GROTESK

It is important that the Air Tractor brand is reflected clearly and consistently in all situations. Careful use of typography establishes a unique graphic look that is instantly identified with Air Tractor, creating a cohesive, professional image.

One type family has been carefully selected for graphic communications: Aktiv Grotesk. This typeface, highly versatile and clearly legible, is a sans serif typeface with a clean, modern look. It reflects two traits that embody Air Tractor. The wide range of weights are available to create an effective typographic message.

The Aktiv Grotesk typeface should be used for any and all Air Tractor advertising (both digital and print), social media banners and graphics, and any official Air Tractor displays.

In the event that Aktiv Grotesk is unavailable, the alternative type used should be Helvetica.



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