



## **BRAND STYLE GUIDE**

v. 2021.1

**VATUSA MARKETING & COMMUNICATIONS**

## ABOUT VATUSA

VATUSA is a division of the VATSIM Americas region comprising of almost all airspace operated by the real world Federal Aviation Administration. The airspace comprises of 20 Air Route Traffic Control Centers (contiguous US and Anchorage), 1 Control Facility (Pacific Control Facility) and 1 CERAP (Guam CERAP, under management of PCF). VATUSA is not affiliated with the Federal Aviation Administration or any other governing body, outside of our parent organization, VATSIM (see below).

## MISSION STATEMENT

The VATUSA Division strives to do the greatest good for the greatest numbers providing an environment that offers an opportunity for all members to participate and have fun.

## PARENT ORGANIZATION - VATSIM



VATSIM (short for the Virtual Air Traffic Simulation Network) is a completely free online platform which allows virtual pilots, wherever they are in the world, to connect their flight simulators into one shared virtual world. VATSIM also simulates air traffic control in this virtual world, creating the ultimate as-real-as-it-gets experience for you, the virtual aviation enthusiast.

With over 100,000 active members in 2020, connecting your flight simulator to VATSIM allows you to join hundreds of other pilots in our virtual skies, flying all kinds of aircraft all over the world. As a VATSIM member, you can join our many communities across the world to enhance your flying skills and flight simulator experience in a shared virtual airspace. You can also become a virtual air traffic controller, adding that extra bit of realism for you and your fellow enthusiasts. The real beauty of VATSIM is that it caters people who are completely new to the hobby as well as to the seasoned flight simmer.





## A logo inspired by the sky

The insignia prominently features imagery of an aircraft — utilizing the negative space to paint the silhouette.

The symbol is outlined by a star, proudly representing our American heritage.

This logo is modern, sleek, and can stand alone without the wordmark.

## LOGO VARIATIONS

### FULL COLOR PRIMARY VERSION



### FULL COLOR ALTERNATE VERSION

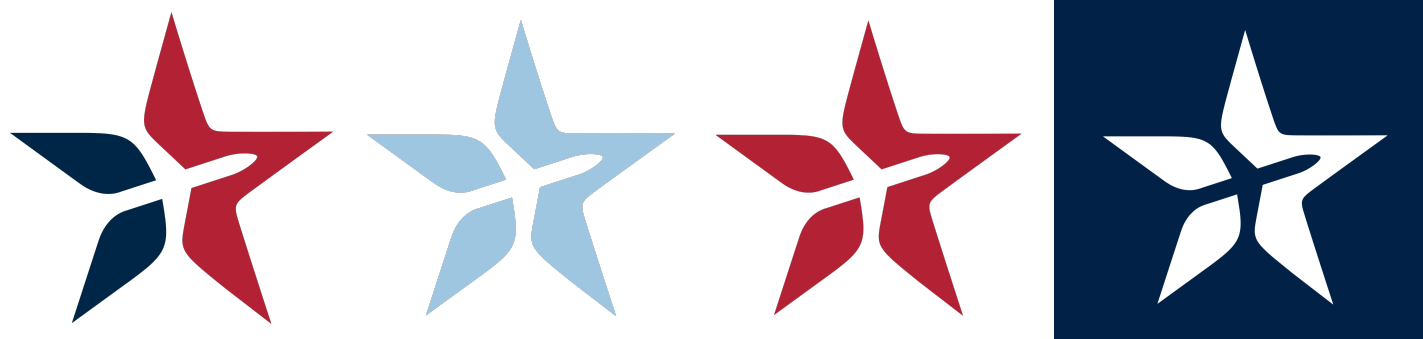




## SINGLE COLOR ALTERNATE VERSIONS



## ICON ONLY VERSIONS



## LOGO USAGE

### LOGO DO'S

DO use the full color primary logo on white backgrounds



DO use the full color logo on light backgrounds that contrast from the logo



DO use the full color alternate logo on Dark Blue backgrounds



DO use the white logo on Black or Red colored backgrounds



DO use the icon only logo when a square or circle logo is required



DO use the established exclusion zones within the available media



**NOTE:** ALWAYS resize the logo using the available vector graphic, while maintaining the aspect ratio



## LOGO DON'TS

DON'T use the logo on backgrounds with similar colors or that contain colors similar to the background or the logo itself



DON'T use a greyscale version of the logo



DON'T rotate or flip the logo, or any part of it, in any manner



The airplane in the logo should always be facing up and to the right at a 45° angle

DON'T fill in parts of the logo



DON'T stretch the width or height of the logo disproportionately



DON'T use colors outside of official VATUSA colors



DON'T erase parts of the logo, for example VAT



### Other DON'TS

DON'T use the VATUSA Logo on material items such as clothing and other marketing materials

DON'T use the icon only logo when the full color or single color logo will fit your needs

DON'T use the icon only logo without obtaining prior approval from VATUSA Marketing

DON'T use the icon only logo in any other colors other than the versions shown above

## COLOR PALETTE



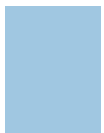
Blue: #002647



Red: #B22234



Violet: #34495E



Light Blue: #9FC6E0

White: #FFFFFF

## TYPOGRAPHY

VATUSA Logo & Header Font - Proxima Nova

VATUSA Official Communications Font - Montserrat

VATUSA Official Communications Alternate Font - Graphik

VATUSA Official Forum Posts Font:

- Typeface (regular) - Trebuchet MS
- Typeface (bold) - Trebuchet MS



## OTHER NOTES & REFERENCES

VATUSA - ZAE (Training Academy) Style Guide

<https://docs.google.com/document/d/1chgnwgYGfkxQjbJXXHoAM5eONkixgZ4mKgtqsg1Vt8Q>

VATSIM - Branding Info

<https://www.vatsim.net/news/vatsim-branding-guide-and-logo-assets-now-available>

VATSIM - Branding Guide

[https://vatsim-my.nyc3.digitaloceanspaces.com/VATSIM\\_Brand\\_Guidelines\\_v1.1.pdf](https://vatsim-my.nyc3.digitaloceanspaces.com/VATSIM_Brand_Guidelines_v1.1.pdf)

## QUESTIONS & CONTACT INFORMATION

For questions and inquiries about the use of the VATUSA Logo and brand assets contact the VATUSA Marketing Department

VATUSA Marketing & Communications Manager - [vatusa11@vatusa.net](mailto:vatusa11@vatusa.net)

VATUSA Media Contact & Social Media Team - [media@vatusa.net](mailto:media@vatusa.net)

## VATUSA BRAND STYLE GUIDE VERSION HISTORY

VERSION	DATE RELEASED	CHANGE LOG
2021.1	20JUN2021	Initial Version