

**Primary Logo**



Blue indicates x-height Clear Space. Magenta indicates boundaries. The magenta area must be kept free of other elements.

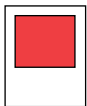
NASSTRAC's identity is comprised of two main elements: the graphic circular icon and the text spelling out the name. The icon and text must always be displayed as a group and cannot be altered aside from the specifications outlined in this document

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the lowercase letters, known as the 'x-height'. The width is equal to the height.)

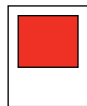
**COLOR SPECIFICATIONS**



Pantone Black  
C3 M0 Y0 K100  
#000000



Pantone 185C  
C0 M91 Y76 K0  
#ff0033



Pantone 485U  
C0 M95 Y100 K0  
#cc3333

The designation between 185C red and 485U red depends on the intended material that is going to be printed on. 185C for coated stock and 485U for uncoated stock.

**FONTS USED IN LOGOTYPE**

Avant Garde Bold

**1234567890 !@£\$%^&\* ()-=+**  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**Suggested Color Splits**



In most cases the use of the red and black combination on white is preferred. In cases where the logo needs to be placed on a solid colored background, lighter tones should use the red/black or all black version, darker tones should use the red/white or all white version. In any instance, the type of the logomark must only be displayed in either black or white and NEVER IN RED.

**DONT ABUSE THE LOGO**

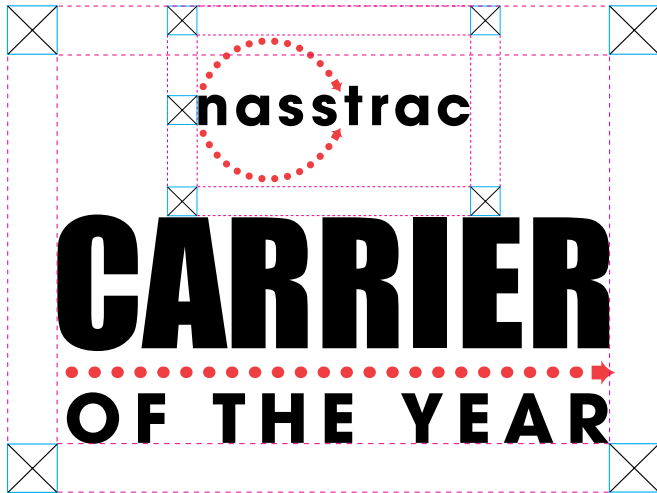


DON'T CROP OUT PARTS OF THE LOGO

DON'T STRETCH OR DISTORT

DON'T CHANGE COLOR BREAKS

**CARRIER OF THE YEAR LOGO TREATMENT**

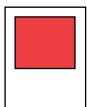


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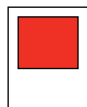
**COLOR SPECIFICATIONS**



Pantone Black  
C3 M0 Y0 K100  
#000000



Pantone 185C  
C0 M91 Y76 K0  
#ff0033



Pantone 485U  
C0 M95 Y100 K0  
#cc3333

The designation between 185C red and 485U red depends on the intended material that is going to be printed on. 185C for coated stock and 485U for uncoated stock.

**Suggested Color Splits**



In most cases the use of the red and black combination on white is preferred. In cases where the logo needs to be placed on a solid colored background, lighter tones should use the red/black or all black version, darker tones should use the red/white or all white version. In any instance, the type of the logomark must only be displayed in either black or white and NEVER IN RED.

The NASSTRAC Carrier of the Year (COY) identity is comprised of two main elements: the NASSTRAC logomark and the COY type treatment. Both elements must always be displayed as a group and cannot be altered aside from the specifications outlined in this document.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters used in the "OF THE YEAR" section. The width is equal to the height.)

**FONTS USED IN LOGOTYPE**

Impact

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vwxyz

Avant Garde Bold

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vwxyz