



NFTA

BRANDING GUIDELINES

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Introduction

These guidelines are for the purpose of maintaining brand unity and strength throughout the Niagara Frontier Transportation Authority and its subsidiaries. The guide should be followed in all graphic applications, in all media.

For usage questions please contact -

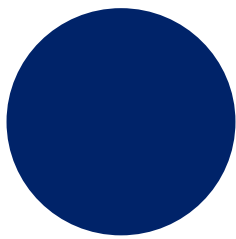
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corey_hacker@nfta.com

Revised April 2016

Our Logo

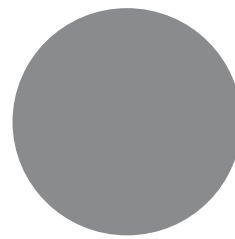
Colors



Pantone 280

RGB 0, 40, 120

CMYK 100, 89, 24, 19



Pantone 423

RGB 142, 144, 143

CMYK 47, 37, 39, 3



NFTA

Typeface

Helvetica Family

This includes: Light, Light Oblique, Regular, Oblique, Bold, Bold Oblique

Logo Variations

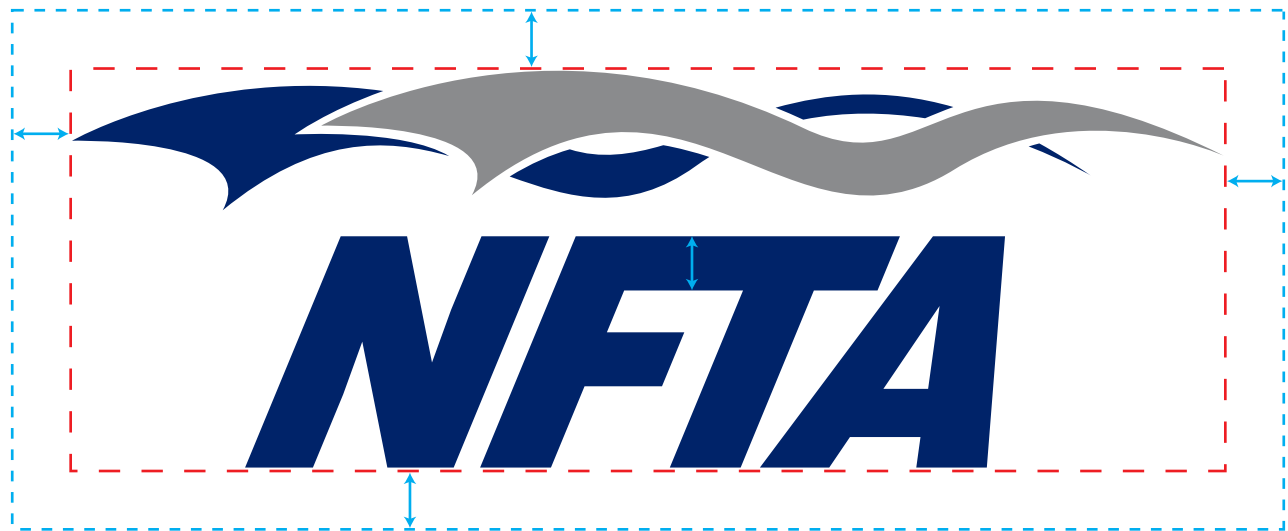
Tagline or URL

Logos underscored by [NFTA.com](http://nfta.com) are preferred in most usages. If the Web address is already prominent in the material, the tagline may be used. If the application is formal, as in a certificate or proclamation, the tagline may also be used.

	LOGO	TAG	URL
COLOR <i>Preferred Use</i>			
GREY <i>Light/White Background</i>			
BLACK <i>Light/White Background</i>			
WHITE <i>Dark Background</i>			

White Space

Free area surrounding NFTA logos should equal the width of the letters. This is a minimum specification. This will help ensure proper prominence, balance and reduce potential confusion with information that may be nearby.



Improper Uses

The integrity of the Authority and its branches is reflected in each and every application of its identity. Consistency improves clarity, reach and impact.



Example of Proper Use



DON'T condense logo's dimensions



DON'T stretch logo's dimensions



DON'T alter the scale of the elements of the logo



DON'T alter the colored elements of the logo



DON'T use colors other than the specified logo colors



DON'T add special effects to the logo



DON'T alter the position of elements within the logo



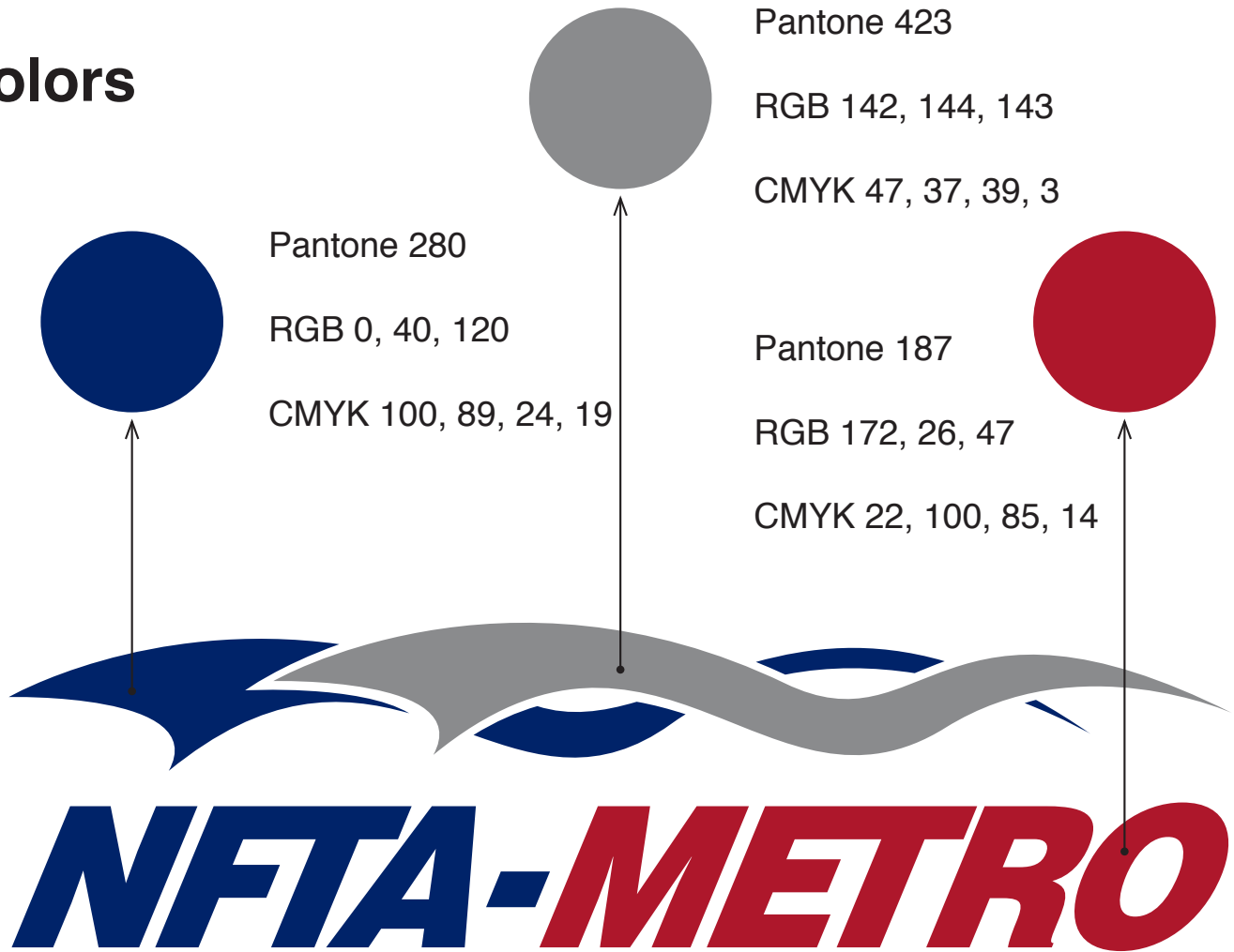
DON'T rotate the logo



DON'T add borders to the logo

Our Logo

Colors



Typeface

Helvetica Family

This includes: Light, Light Oblique, Regular, Oblique, Bold, Bold Oblique

Logo Variations

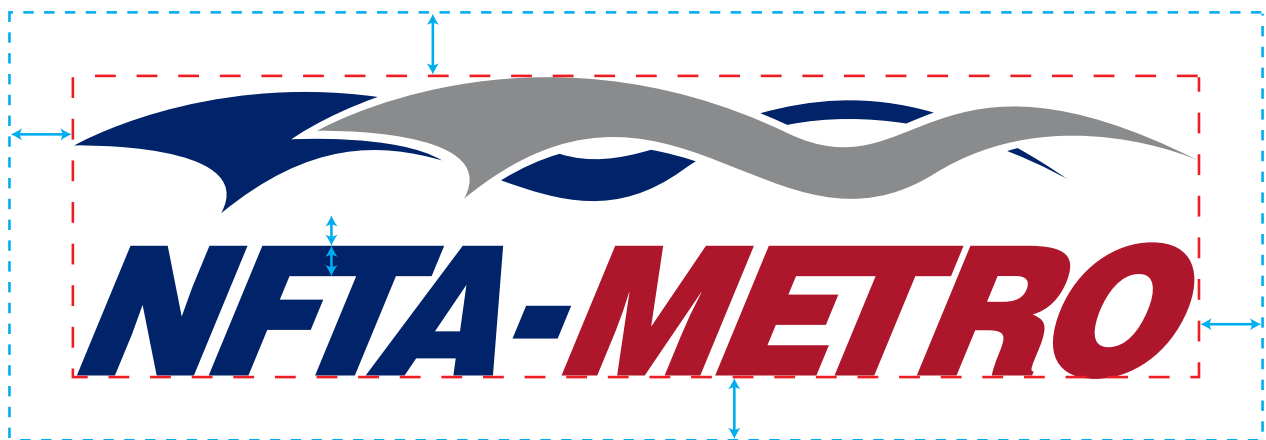
Tagline or URL

Logos underscored by NFTA.com are preferred in most usages. If the Web address is already prominent in the material, the tagline may be used. If the application is formal, as in a certificate or proclamation, the tagline may also be used.

	LOGO	TAG	URL
COLOR <i>Preferred Use</i>			
GREY <i>Light/White Background</i>			
BLACK <i>Light/White Background</i>			
WHITE <i>Dark Background</i>			

White Space

Free area surrounding Metro logos should double the width of the letters. This is a minimum specification. This will help ensure proper prominence, balance and reduce potential confusion with information that may be nearby.



Improper Uses

The integrity of the Authority and its branches is reflected in each and every application of its identity. Consistency improves clarity, reach and impact.



Example of Proper Use



DON'T condense logo's dimensions



DON'T stretch logo's dimensions



DON'T alter the scale of the elements of the logo



DON'T alter the colored elements of the logo



DON'T use colors other than the specified logo colors



DON'T add special effects to the logo



DON'T alter the position of elements within the logo



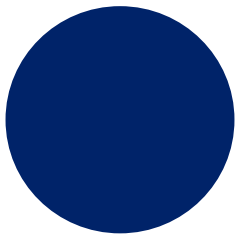
DON'T rotate the logo



DON'T add borders to the logo

Our Logo

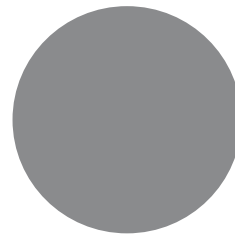
Colors



Pantone 280

RGB 0, 40, 120

CMYK 100, 89, 24, 19



Pantone 423

RGB 142, 144, 143

CMYK 47, 37, 39, 3



BUFFALO NIAGARASM
INTERNATIONAL AIRPORT

Typeface

Helvetica Family

This includes: Light, Light Oblique, Regular, Oblique, Bold, Bold Oblique

Logo Variations

COLOR

Preferred Use



GREY

Light/White Background



BLACK

Light/White Background



WHITE

Dark Background



White Space

Free area surrounding BNIA logos should equal the height of the smallest letters. This is a minimum specification. This will help ensure proper prominence, balance and reduce potential confusion with information that may be nearby.



Improper Uses

The integrity of the Authority and its branches is reflected in each and every application of its identity. Consistency improves clarity, reach and impact.



Example of Proper Use



BUFFALO NIAGARA
INTERNATIONAL AIRPORT

DON'T condense logo's dimensions



BUFFALO NIAGARA
INTERNATIONAL AIRPORT

DON'T stretch logo's dimensions



BUFFALO NIAGARA
INTERNATIONAL AIRPORT

DON'T alter the scale of the elements of the logo



BUFFALO NIAGARA
INTERNATIONAL AIRPORT

DON'T alter the colored elements of the logo



BUFFALO NIAGARA
INTERNATIONAL AIRPORT

DON'T use colors other than the specified logo colors



BUFFALO NIAGARA
INTERNATIONAL AIRPORT

DON'T add special effects to the logo



BUFFALO NIAGARA
INTERNATIONAL AIRPORT

DON'T alter the position of elements within the logo



BUFFALO NIAGARA
INTERNATIONAL AIRPORT

DON'T rotate the logo

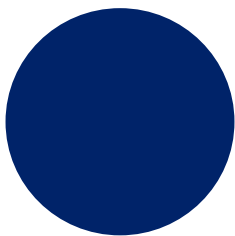


BUFFALO NIAGARA
INTERNATIONAL AIRPORT

DON'T add borders to the logo

Our Logo

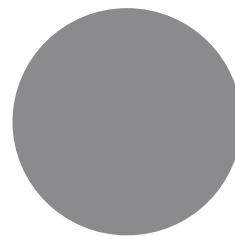
Colors



Pantone 280

RGB 0, 40, 120

CMYK 100, 89, 24, 19



Pantone 423

RGB 142, 144, 143

CMYK 47, 37, 39, 3



Typeface

Helvetica Family

This includes: Light, Light Oblique, Regular, Oblique, Bold, Bold Oblique

Logo Variations

COLOR

Preferred Use



GREY

Light/White Background



BLACK

Light/White Background



WHITE

Dark Background



White Space

Free area surrounding NFIA logos should equal the height of the smallest letters. This is a minimum specification. This will help ensure proper prominence, balance and reduce potential confusion with information that may be nearby.



Improper Uses

The integrity of the Authority and its branches is reflected in each and every application of its identity. Consistency improves clarity, reach and impact.



Example of Proper Use



DON'T condense logo's dimensions



DON'T stretch logo's dimensions



DON'T alter the scale of the elements of the logo



DON'T alter the colored elements of the logo



DON'T use colors other than the specified logo colors



DON'T add special effects to the logo



DON'T alter the position of elements within the logo



DON'T rotate the logo



DON'T add borders to the logo