



palm springs
INTERNATIONAL AIRPORT

Brand Identity Guidelines

A Department of the City of Palm Springs

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01 Guidelines Overview

These guidelines describe the visual elements representing the Palm Springs International Airport (PSP) brand identity. This includes brand story, logo design, and other details such as color and typography. Sending a consistent and controlled visual message is essential to presenting a robust and unified image of our airport.

These guidelines reflect PSP's commitment to quality, consistency, and style. The Palm Springs International Airport brand, including the logo, colors, and identifying elements, are valuable organizational assets. Each individual is responsible for protecting the airport's interests by preventing unauthorized, incorrect use of the logo and brand assets.

02 Logo Introduction

The Palm Springs International Airport identity is a unique design system composed of various elements that create a distinctive visual style. It is essential to follow these guidelines to achieve consistency in the application of our identity and build keen awareness and recognition for the PSP brand within the community.

PSP Brand Story

Palm Springs International Airport serves the vibrant Coachella Valley, an area known for its desert playscapes and its midcentury modern flair. Perhaps surprisingly in such a design-friendly community, the airport didn't have its own identity. Instead the airport utilized a modified version of the convention and visitors bureau—a script logo that did not translate well to social media or other digital spaces. The airport recently launched a new brand that is versatile, sophisticated, and unique to the airport.

Characteristic of midcentury modern design, the new airport logomark is comprised of four unique geometric shapes, which combine to create a negative-space airplane. The font is Gotham and the primary style is lowercase. The clean lines and round shapes of the bowls in the letters balance the angular shapes of the logomark, and the sans serif font translates especially well for web and digital work.

The brand utilizes some of the region's most emblematic colors to tell a story: golf-course green and sky blue, desert brick and sunshine yellow, and a crisp, deep gray to anchor it all. The complementary color palette offers the airport a diverse range of friendly, modern, and sophisticated hues to use for everything from the website to the airport's vehicle fleet.

When taken as a whole, the new Palm Springs International Airport brand nods to the region's iconic past while propelling the airport effortlessly into the future.



Logo Variations

The Palm Springs International Airport logos are designed as freestanding marks and must appear in an uncluttered space free of text, other logos, shapes, strong background patterns or other design elements.

Primary Logo: Full Horizontal

Designed to be the most versatile layout solution, the primary logo is a five-color logo used on a white background. The full-color, horizontal logo is the preferred version to use on all marketing materials and communications.

Always surround the logo with sufficient clear space, which at a minimum must be equal to 50% of the height of the logomark. This clear space requirement is the minimum and should be increased wherever possible.

The full horizontal logo should never be reproduced at a size smaller than 1.50" wide for maximum readability.



Logo Variations

Additional logos

There are two additional accepted variations of the full horizontal logo:

- Full vertical logo
- PSP code logo

These logos are subject to the same guidelines and rules as the primary logo unless otherwise noted.

Secondary Logo: Full Vertical

When the space on print or digital does not accommodate the horizontal logo, the five-color vertical version may be used.

Always surround the logo with sufficient clear space, which at a minimum must be equal to 50% of the height of the logomark. This clear space requirement is the minimum and should be increased wherever possible.

The full vertical logo should never be reproduced at a size smaller than 0.75" high for maximum readability.



Logo Variations

Alternate Logo: PSP Code

The PSP code logo is an alternate version of the primary logo and should be initially used on a limited basis and for awareness/ educational purposes.

Always surround the logo with sufficient clear space, which at a minimum, must be equal to 50% of the height of the logomark. This clear space requirement is the minimum and should be increased wherever possible.

The PSP code logo should never be reproduced at a size smaller than 1.00" wide for maximum readability.



Improper Logo Usage

Using the Palm Springs International Airport logos in their original form ensures consistency and provides a solid foundation to build upon. The logo may not be altered in any way, including proportion, color, element, type, etc.

The following are just a few examples of incorrect application of the Palm Springs International Airport logo.



1. Do not reposition any elements of the logo.
2. Do not alter or use unapproved colors.
3. Do not rotate or skew the logo.
4. Do not add embellishments like drop-shadows, embossing, etc., to the logo.
5. Do not stretch or warp the logo.
6. Do not place the logo on clashing color backgrounds.
7. Do not use logo on backgrounds that are too busy or cluttered.
8. Do not alter or rearrange the shapes or colors of the individual logomark graphics. Single graphics are only permitted when used as supporting/secondary elements in collateral and advertising so long as the integrity of the forms and colors are maintained.

03 Color Palette

Color evokes emotion and expresses personality. It stimulates brand association and accelerates differentiation. Color also unifies identity or functionally clarifies brand architecture.

Palm Springs International Airport's logo consists of primary, secondary, and neutral color systems. Colors in each system were inspired by some of the region's most emblematic colors as well as a diverse range of friendly, modern, and sophisticated additions. Consistent use of the Palm Springs International Airport's color palette will increase the brand's impact and awareness across a range of communication channels.

Logo Colors

Colors are an important part of the logo and are used to define overall tone of the mark while increasing brand recognition. A three-tiered system has been implemented, including primary, secondary, and neutral colors.

Primary Color System

Palm Springs International Airport's logo has five official primary colors: golf-course green, sky blue, desert brick, sunshine yellow, and a crisp, deep blue-gray to anchor it all. The primary colors are the most recognizable identifiers for the airport's brand and should be used as much as possible to ensure consistency.



PSP Green

CMYK: 56 27 99 7
RGB: 123 146 59
HEX: #7B913B
PMS: Pantone P 162-7U



PSP Blue

CMYK: 64 12 25 0
RGB: 88 176 187
HEX: #58B0BB
PMS: Pantone P 119-4U



PSP Yellow

CMYK: 2 33 84 0
RGB: 246 178 67
HEX: #F6B243
PMS: Pantone P 17-7U



PSP Orange

CMYK: 5 61 71 0
RGB: 233 128 86
HEX: #E98056
PMS: Pantone P 40-13U



PSP Gray

CMYK: 71 61 50 33
RGB: 72 77 86
HEX: #484D56
PMS: Pantone P 173-14U

CMYK values are used for professionally or in-office printed graphics and materials.

RGB & Hexadecimal values are used for websites and electronic documents or presentations.

PMS (or Pantone Matching System) colors are different from CMYK colors because they are mixed before they are applied to a surface. PMS colors are reserved for professional printing applications.

Logo Colors

Secondary Color System

The secondary colors are complementary but are not recognizable identifiers for the Palm Springs International Airport. Secondary colors should be used sparingly to accent and support the primary color system. Never use the secondary palette without the primary colors.



CMYK: 49 64 17 1
RGB: 143 108 153
HEX: #8F6C99



CMYK: 13 66 35 0
RGB: 215 117 132
HEX: #D77584



CMYK: 13 79 78 2
RGB: 211 88 68
HEX: #D35844



CMYK: 22 41 48 1
RGB: 198 154 130
HEX: #C69A82



CMYK: 86 40 43 11
RGB: 26 116 127
HEX: #1A747F



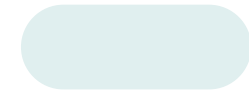
CMYK: 42 56 70 25
RGB: 128 97 74
HEX: #80614A

Neutral Color System

The neutral colors are complementary but are not recognizable identifiers for the Palm Springs International Airport. Neutral colors should be used sparingly to add warmth and dimension while supporting the primary and secondary color systems. Never use the neutral color system without the primary and secondary colors.



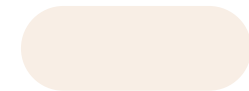
CMYK: 7 2 12 0
RGB: 235 239 224
HEX: #EBEFE0



CMYK: 11 1 5 0
RGB: 225 240 239
HEX: #E1F0EF



CMYK: 2 3 18 0
RGB: 248 240 213
HEX: #F8F0D5



CMYK: 2 5 8 0
RGB: 249 238 229
HEX: #F9EEE5

Logo Colors

Background Color

If a light background is required, use the primary, full-color logo. If a dark background is required, use the reverse, all-white logo. If not on a black or the primary gray background, the logos should always appear on a branded color as outlined in the the color palette systems. In any case, the background color or design should not compete or distract with the logo design.



04 Typography

Typography plays a vital role in communicating an overall tone in marketing materials and presentations. The typeface needs to be flexible, legible, and easy to use. Careful use of typography ensures clarity and harmony in all Palm Springs International Airport communications.

Two fonts selected for use in all public-facing communications are Poppins (header & sub-head) and Open Sans (body copy). Both fonts were chosen for their clean, modern look as well as their variety of weights and styles.

Primary Fonts

Header Font: Poppins

Description:

Poppins is an elegant serif typeface family.

Usage:

The font is available in a wide range of weights and is intended for headings, subheadings, pull-quotes, and other large-size usages.

Download Link:

<https://fonts.google.com/specimen/Poppins>

Body Copy Font: Open Sans

Description:

Open Sans is a neutral, yet friendly, sans-serif typeface family.

Usage:

Open Sans has excellent legibility and is optimized for print, web, and mobile interfaces and is intended for body copy usage.

Download Link:

<https://fonts.google.com/specimen/Open+Sans>

Application:

Although variations in size and style (regular, bold, italicized) are permitted, the general use of Poppins for headers and Open Sans for body copy should be applied consistently.

Users should predominantly use the primary color gray from the PSP color palette for digital and print communications.

Poppins Semibold

Poppins Regular

Open Sans Regular

Headline Example

Example of a Subhead Style

This is an example of body copy. Lupta voloremquam faccus, quas vel im doloribus doluptatur alitatus apiento volorpo reptiberum est, ut quam rescis sus velese et que perchiliquam conem ipientem vent harcilitatio vent, solupta speliquis ad mo qui repraep udicient debis etur molorion cum apiducima sint lati qui duciet laboreraepe dolorunt.

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