

An aerial photograph of an airport tarmac, overlaid with a semi-transparent teal filter. The image shows a large commercial airplane on the right, several ground support equipment vehicles (GSE) in the center, and a parking lot with several cars on the left. The overall scene is captured from a high-angle perspective.

# ARC

## A GUIDE FOR WORKING WITH OUR BRAND

UPDATED & REVISED:  
OCTOBER 2016



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# OUR BRAND, OUR CULTURE, OUR VOICE

At ARC, we have always been ahead of the curve. Throughout our history, we have established ourselves as thought leaders and game changers in the air travel industry. As we continually evolve as an organization, it is important that our corporate identity and brand message remain aligned with our maturing business, reflecting and reinforcing both our current and future market position and brand story.

We started this evolution to our brand with deep research. We spoke to customers, we heard from employees and we dug into our company's rich history. Drawing from these insights, we identified the key messages that defined our brand story. Words like "trusted," "customer-centric" and "leader" served to inform our new identity. Our brand identity is a reflection of the pride we feel for our work, an acknowledgment of our history and a renewed vision for our future. This refreshed look and feel is aspirational, fresh and modern, while at the same time conveying a sense of stability and purpose. This bold new brand identity and strategy represent more than just a company logo or a tagline; they embody the future of our organization and the collective commitment to bring ARC's vision and story to life.

# OUR BRAND

**ARC is a company with heritage—a legacy that we are proud of.**

**We've come a long way since our incorporation in 1984.**

During that time, we've seen rampant growth, have had a hand in nearly half of all ticket settlements in the United States and have cultivated a booming data and service fee business.

Our history is what helps inform our present and our future. It's what has helped us become the premier driver of air travel intelligence and commerce. Our experience gives us credibility as a respected and unifying leader within the industry.

Our high-quality data is the most comprehensive in the industry, and customers rely on its accuracy to make more informed business decisions. We are unapologetically passionate about the business of air travel and take pride in delivering customer-centric air travel products and solutions that enhance the business success of our customers.

When it comes to our brand, we always fly at 35,000 feet.



# OUR BRAND IDENTITY

Our brand identity is a visual symbol of who we are. It encapsulates our legacy, reinforces our mission and drives home what we do for our industry.

The following guidelines provide specific direction on the approved uses of our brand identity. Adherence to these specifications is key to maintaining the integrity of our brand across all of our internal and external touch points.



# ARC

OUR IDENTITY:  
**PRIMARY LOGO**  
**FULL COLOR**

The primary ARC logo appears in our brand teal and is the preferred method of communication wherever possible. It is important that the basic elements of our brand are represented consistently across all applications. Logo artwork must never be modified in scale or color outside of specific uses outlined here.



OUR IDENTITY:  
**LOGO WITH FULL  
COMPANY NAME**

For secondary logo applications the ARC logo with the full company name can be used. As with our primary logo, this logo can be used in regular and knock-out applications, in colors from our primary brand palette of navy and teal, as well as grayscale.

## IDENTITY CLEAR SPACE



## IDENTITY SCALE



1.75" x 0.7925"

This is the smallest size for clear reproduction of the identity with full company name.



For smaller applications of our identity, use the abbreviated version shown here below.

## OUR IDENTITY: LOGO CLEAR SPACE MINIMUM SIZES

Our logo requires a sufficient amount of breathing space. Avoid placing graphic elements and copy in the area within the designated clear space. The logo with full company name should not be used under two inches in width. For cases under two inches, use the logo without the full company name.

# ARC

OUR IDENTITY:  
**GRAYSCALE LOGO**

For black and white output and applications, use the primary ARC logo in 70% black (K). Remember, this use of the logo is only for grayscale applications. For all other applications, our full-color logo in the ARC teal should be used.



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OUR IDENTITY:  
**LOGO KNOCK-OUT**

When possible, our logo should be presented in full-color. For special applications, the logo can be “knocked-out,” showcased in white on a solid background derived from our primary palette of teal, navy and magenta. For grayscale applications, the background should be set to 70% black.

The image shows the 'ARC' logo in a light teal color centered on a dark teal background. The letters are bold and sans-serif, with the 'R' having a unique, slightly slanted design.The image shows the 'ARC' logo in a dark magenta color centered on a lighter magenta background. The logo maintains its bold, sans-serif style and unique 'R' design.

OUR IDENTITY:  
**LOGO TONE ON TONE**

When possible, our logo should be presented in full color. For special applications, the logo can be shown in a “tone on tone” effect, using the lighter teal color on top of the secondary dark teal color, or the darker magenta on top of the lighter magenta background. Avoid placing the full color logo on top of any other colors from the brand palette.

## PRIMARY



**PMS:** 655C (295U)  
**CMYK:** 100, 92, 38, 46  
**RGB:** 12, 28, 71  
**HEX:** #0C1C47

**PMS:** 7711C (7712U)  
**CMYK:** 79, 21, 27, 0  
**RGB:** 24, 155, 176  
**HEX:** #189BB0

**PMS:** 3155C (3155U)  
**CMYK:** 83, 50, 41, 14  
**RGB:** 49, 102, 119  
**HEX:** #316677

**PMS:** 227C (220U)  
**CMYK:** 38, 98, 31, 7  
**RGB:** 161, 18, 100  
**HEX:** #AB035C

## SECONDARY



**PMS:** 229C (7421U)  
**CMYK:** 55, 98, 47, 54  
**RGB:** 107, 28, 58  
**HEX:** #6B1C40

**PMS:** 376C (375U)  
**CMYK:** 47, 6, 100, 0  
**RGB:** 150, 190, 60  
**HEX:** #96BE3C

**PMS:** Cool Gray 2C (Cool Gray 2U)  
**CMYK:** 16, 12, 13, 0  
**RGB:** 212, 212, 212  
**HEX:** #D4D4D4

## TERTIARY



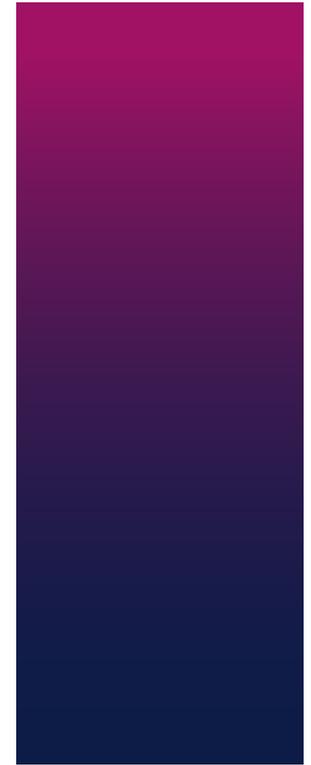
**PMS:** 5265C (2768U)  
**CMYK:** 82, 79, 42, 36  
**RGB:** 56, 53, 82  
**HEX:** #383552

**PMS:** 716C (716U)  
**CMYK:** 10, 61, 93, 1  
**RGB:** 223, 124, 50  
**HEX:** #DF7C32

**PMS:** 7501C (7501U)  
**CMYK:** 24, 25, 45, 0  
**RGB:** 198, 181, 147  
**HEX:** #C6B593

**PMS:** Cool Gray 10C (426U)  
**CMYK:** 0, 0, 0, 70  
**RGB:** 109, 110, 113  
**HEX:** #6D6E71

## GRADIENT



**PMS:** 227  
**PMS:** 655

## OUR COLOR PALETTE: COLOR MODELS

Our color palette is broken into three groups: a primary palette, comprised of the ARC teals, navy and magenta. A rich assortment of accent colors form the secondary and tertiary palettes. Refer to the approved color combinations on the following page to ensure consistent application of our palette across all materials.

### TECHNICAL



### MODERN



### HIP



### REFINED



### VIBRANT



### CLASSIC



## OUR COLOR PALETTE: COLOR COMBINATIONS

These pre-designed color palettes have been developed for a range of applications. Select from the color combinations that best reflect the tone and target demographic for your materials and refer to the preceding page for information on their specific color models.

MARKETING	<p><b>USE FOR:</b> MARKETING AND SALES MATERIALS, ONLINE PRESENCE</p>	<p>HEADLINES, SUB-HEADLINES</p>	<p><b>SOURCE SANS BOLD</b> ABCDEFGHIJKLMN OPQR STUVWXYZ1234567890</p>
		<p>SUB-HEADLINES, LEAD-IN COPY</p>	<p><b>SOURCE SANS REGULAR</b> ABCDEFGHIJKLMN OPQR STUVWXYZ1234567890</p>
		<p>BODY COPY, CAPTIONS, ACCENT COPY</p>	<p><b>ROBOTO SLAB REGULAR</b> ABCDEFGHIJKLMN OPQR STUVWXYZ1234567890</p>

GENERAL	<p><b>USE FOR:</b> EMAILS, DOCUMENTS, PRESENTATIONS</p>	<p><b>ARIAL BLACK</b> ABCDEFGHIJKLMN OPQR STUVWXYZ1234567890</p>	<p><b>PALATINO REGULAR</b> ABCDEFGHIJKLMN OPQR STUVWXYZ1234567890</p>
		<p>HEADLINES, SUB-HEADLINES, LEAD-IN COPY</p>	<p>BODY COPY, CAPTIONS, ACCENT COPY</p>

## TYPOGRAPHY: FONT USAGE

Our marketing materials pair the modern and clean design of Source Sans with the friendly slab Roboto, a combination that reflects ARC’s personnel and portfolio. The standardized fonts Arial Black and Palatino provide easy-to-use alternatives for our general tools and day-to-day communications.

# ARC

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