GRAPHIC STANDARDS

LOGO STANDARDS

Port San Antonio logotype should always look exactly like it is in this section. It should never be altered, re-spaced or redesigned in any way, no matter how close a match, no other type styles may be used.

PANTONE 485

CMYK:	C: 0
	M: 95
	Y: 100
	K: 0
RGB:	R: 205
	G: 53
	B: 41

PANTONE 411

CMYK:	C: 48
	M: 60
	Y: 69
	K: 35
RGB:	R: 98
	G: 80
	B: 67

BUFFER ZONE

To maintain proper distance between the logo and its surroundings, margins have been established. This buffer zone surrounds the logo and does not allow any elements to encroach this area. This buffer is a result of 15% of the overall height of the logo.

Overall height —

15% of the overall height is the buffer zone that surrounds the logo
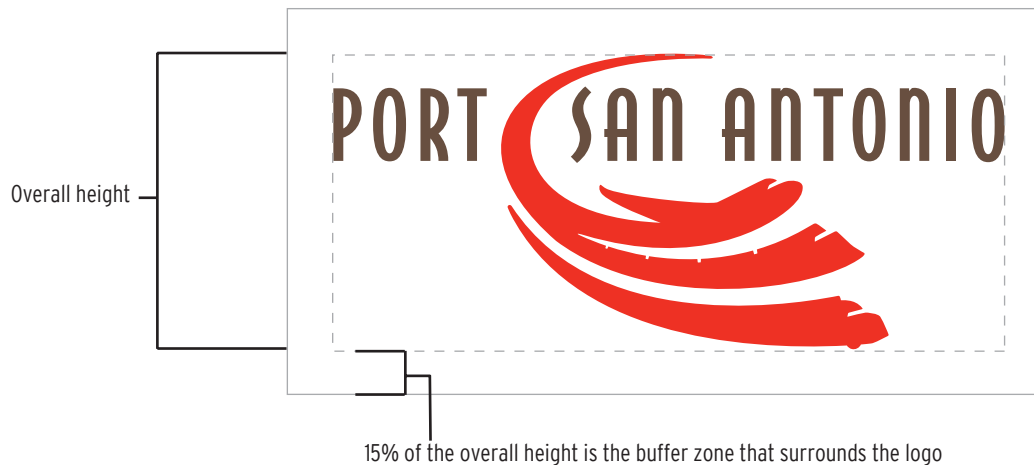
MANIPULATING THE LOGO

The following logo manipulations should be avoided:
Stretching/distorting the logo
Removing the type "Port San Antonio"
Adding or subtracting anything from the logo
Drawing or portraying objects coming through or protruding from the logo
Using unapproved colors
Adding shadows or special effects
Changing the logo's texture

PROPORTIONS

The ratio of the width of the logo to the height should be 2:1 (i.e., width = 2, height = 1).

ENCAPSULATING THE LOGO
Placing the logo inside of a shape is not allowed.

PLACING THE LOGO ON A DARK BACKGROUND
At this time the logo is not allowed on a dark or black background where the logo or the type becomes illegible. Treatments such as glows, strokes or inverting the logo are not a viable solution and are not permitted.

GRAPHIC TYPES
Raster graphics (gif, jpg, tif) are not scalable. You cannot make them any bigger than their original size. If you attempt to make them larger, the image will pixilate and jaggy artifacts will become visible. These graphics should be used for screen graphics, ie: websites, power point presentations, email signatures, etc.

Vector graphics (ai, eps) are scalable (can be made larger or smaller) without the image pixilating, making them an excellent choice for print graphics.

FILE TYPES
The logo is available in several file types. Choose the file type based on the application or use. Common uses include:

FOR THIS PURPOSE	USE THIS FILE TYPE
Microsoft Word	.eps, or .tif
Microsoft PowerPoint	.gif or .tif
Web sites	.gif, or .jpg
Microsoft Outlook	.gif
Other desktop publishing software	.ai, .eps, .tif
Merchandise	.ai, .eps, .tif
(e.g. T-shirts, posters, coins)	.ai, .eps,

WATERMARK/GRAY SCALE
The logo may not be used as watermarks or in gray scale. These can be described as translucent versions of the logo that are visible behind or through other markings. The colors of the logo must remain true, without any variation in brightness or contrast.

COLOR VERSUS BLACK AND WHITE
The color version of our logo should be used at all times, with a few exceptions. A black version of our logo exists for use in newspapers advertisements where color is unavailable and faxes. The use of letterhead is encouraged to solve color inaccuracies or where color printers are not available.

FABRICATIONS
The logo may not be made of building materials such as glass, wood, metal or of edible objects such as cake and candy. Additional guidance may be provided by Marketing.

3-D AND ANIMATIONS
Multi-dimensional designs and animations of the logo need coordination with Marketing until more guidance is available.

SIGNAGE STANDARDS
When placing the logo on signage, the logo's buffer of 15% of the overall height must remain uncompromised. Borders around the whole sign must be avoided. Application of the Bodega font is preferred for text that requires emphasis. Guidelines for signage height, dimensions, and materials are being established as we explore viable options.
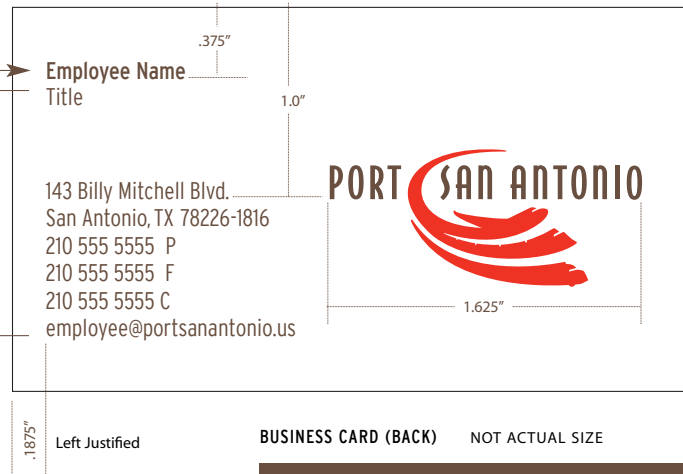
STATIONERY STANDARDS

Port San Antonio business cards must be 3.5" x 2" and printed on Classic Crest Solar White Smooth 110 lb. cover (2 spot Pantone/1 spot Pantone + Varnish). The cards along with the rest of the stationery were created in a Macintosh environment, using Adobe InDesign 3.0.

Letters: Interstate Regular Condensed (9.0 pt)

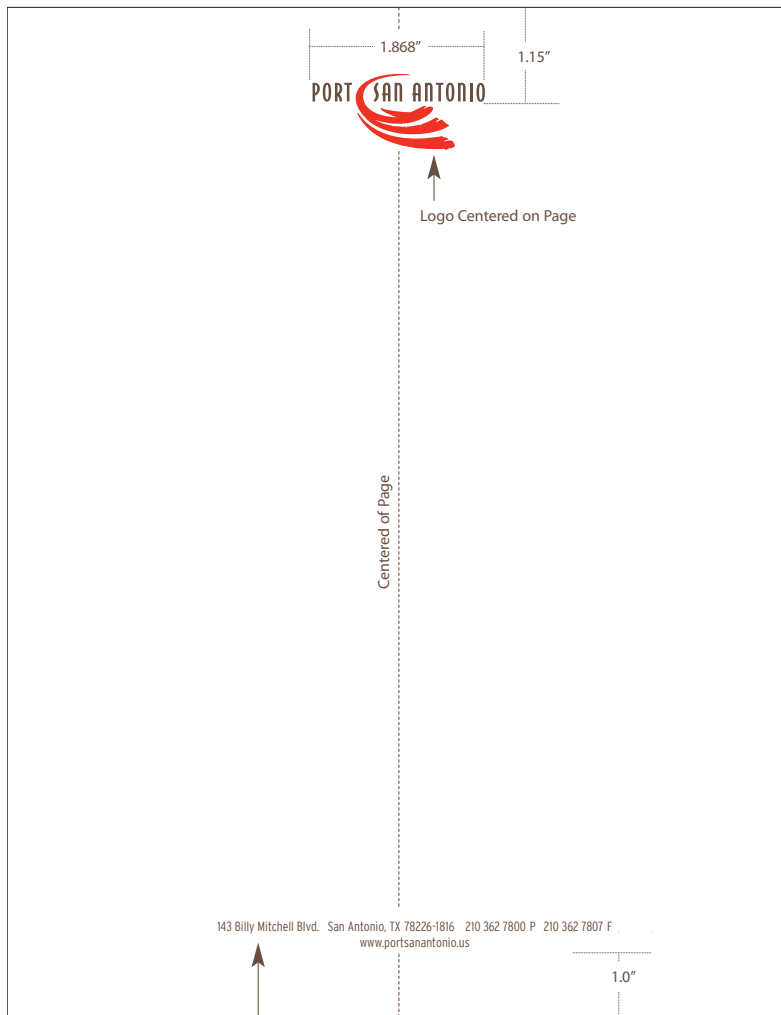Letters: Interstate Light Condensed (9.0 pt/10.45 pt)

BUSINESS CARD   *ACTUAL SIZE*

.375"

Employee Name
Title

1.0"

143 Billy Mitchell Blvd.
San Antonio, TX 78226-1816
210 555 5555 P
210 555 5555 F
210 555 5555 C
employee@portsanantonio.us

PORT SAN ANTONIO

1.625"

.1875"   Left Justified

BUSINESS CARD (BACK)   NOT ACTUAL SIZE

Port San Antonio is being created out of the closed Kelly Air Force Base and developed into a multi-modal, international logistics platform to generate economic growth and create quality jobs across the region. It consists of a heavy lift, international air cargo airport with extensive aerospace manufacturing facilities and an inland rail port, all in a foreign-trade zone. With a mixed-use town center, the Port is becoming a special place for people to work, live and play.

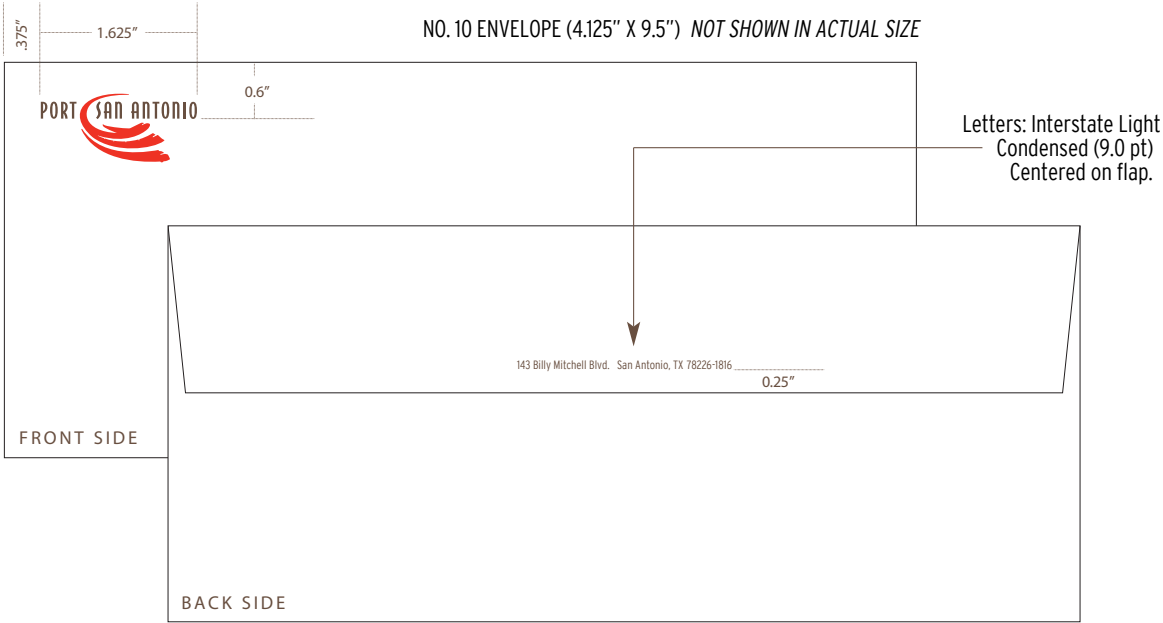**LETTERHEAD (8.5" X 11")**   NOT SHOWN IN ACTUAL SIZE

1.868"

1.15"

PORT SAN ANTONIO
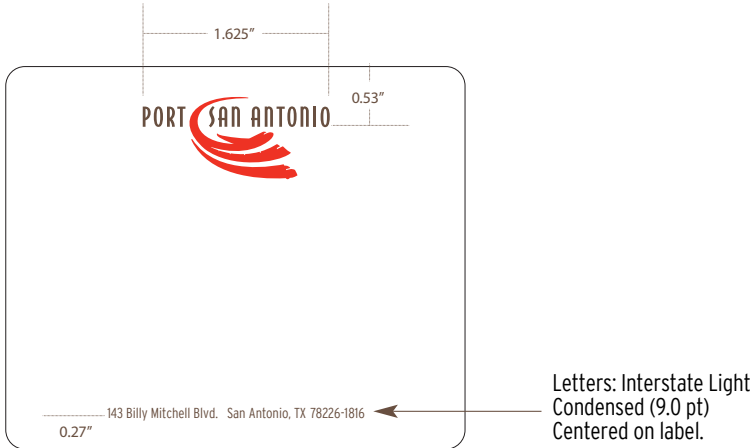
Logo Centered on Page

Centered of Page

Port San Antonio letterhead is 8.5" x 11" printed on Classic Crest Solar White Smooth 70 lb. text (2 spot Pantone/0.) Front side is shown and the reverse side is blank.

143 Billy Mitchell Blvd.   San Antonio, TX 78226-1816   210 362 7800 P   210 362 7807 F
www.portsanantonio.us

1.0"

Letters (Centered on Page):
Interstate Light Condensed (12.0 pt)

STATIONERY STANDARDS

Port San Antonio #10 square-flap envelope
must be 9.5" x 4.125" printed on Classic Crest
Solar White Smooth 70 lb. text (2 spot Pantone/0.)
with return address centered on flap.

.375"   1.625"   NO. 10 ENVELOPE (4.125" X 9.5") *NOT SHOWN IN ACTUAL SIZE*

0.6"

PORT SAN ANTONIO

Letters: Interstate Light
Condensed (9.0 pt)
Centered on flap.

143 Billy Mitchell Blvd.   San Antonio, TX 78226-1816
0.25"

FRONT SIDE

BACK SIDE

Port San Antonio mailing label must be 4.0" x 3.333" printed on Classic Crest
Solar White label 70 lb. with .25" radius corners (2 spot Pantone/0.)

1.625"

0.53"

PORT SAN ANTONIO

Letters: Interstate Light
Condensed (9.0 pt)
Centered on label.

143 Billy Mitchell Blvd.   San Antonio, TX 78226-1816
0.27"

MAILING LABEL (4.0" X 3.333") *NOT SHOWN IN ACTUAL SIZE*