

# Next Generation Air Transportation System

Joint Planning and Development Office

JPDO - Making Change Happen \_\_\_\_\_

## Identity Guidelines

version 1.0



# Table of Contents

## **Introduction**

## **General Usage**

## **Name**

## **Logos, Branding, and Merchandising**

Logo

Wordmark

Tagline

Clear Space and Minimum Size

Incorrect Usage

Colors and Versions

Backgrounds

## **Graphic System**

Color

Typography

Incorrect Use of Typography

Presentations Templates

Basic 8.5 x 11 Cover

Trade Show and Event Collateral

## **Stationary System**

Letterhead, Envelopes & Business Cards

Fax Cover Sheet

Mailing Label

## **Resources**

## Introduction

Our visual identity is the face and personality we present to the global community. It's as important as the products and services we provide. Our identity is the total effect of our logos, products, advertising, brochures, and presentations—everything that represents the program.

Because the JPDO identity cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity.

The guidelines in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent JPDO cohesively to the world. You can view an electronic version of this document on the JPDO KSN web site at <http://ksn.faa.gov/km/jpdo/Visual%20Identity/>.

We have tried to provide guidelines that are easy to follow; whenever questions arise, look for more information on the web or contact the Director of Communications.

Changes to this guide will be provided periodically, so be sure to check the website for updated and new information.

As the JPDO concept grows, communicating a consistent JPDO identity becomes even more important. Thank you in advance for your help in following these simple rules.

Sincerely,



Karl Grundmann  
Director, Communications Division

## General Usage

The JPDO logo and identity are for government use only. Non-government use is prohibited. Contributors are not to use the log or identity for their own promotion or marketing.

Official artwork must always be used when reproducing the JPDO logo. The elements are fixed and should never be redrawn or altered in any way.

## Name

There are 3 components of the program: the office, the future system and the plan.

- The office is the Joint Planning & Development Office (JPDO).
- The future system is called Next Generation Air Transportation System (NGATS).
- The plan is called Integrated National Plan.

Next Generation Air Transportation System

Joint Planning and Development Office

# Logos, Branding, and Merchandising

## Logo

The JPDO logo is our signature to the world and must not be compromised. It is integral to our visual identity.

This arrangement is the only version of the logo that can be used. There are alternate wordmarks that can be found in the next section.

The preferred usage is the full-color seal. For alternate color versions see the Color section.



To ensure enough contrast for viewing the logo, do not use it on a patterned background or on one that is too light or too dark. Do not combine the JPDO logo with any other logo. Do not alter the JPDO logo in any manner including the typeface, proportions, colors, elements, or location of any of the text. Do not animate, morph, or otherwise distort its perspective.

### The Logo in Different Sizes

Given the wide range of possible applications, no maximum size has been defined. However, if specific sizes are mentioned in this manual for certain printed materials (letters, etc), then they must be used accordingly.

**Download**

[JPDO Logo >>](#)

## Logos, Branding, and Merchandising Wordmarks

The JPDO and NGATS wordmarks are an alternative to the JPDO logo. Wordmarks are a logo created from existing or modified text.

Next Generation Air Transportation System  
Joint Planning and Development Office

**Download**

[JPDO Wordmarks >>](#)

Next Generation Air Transportation System

Joint Planning and Development Office

## Logos, Branding, and Merchandising Tagline

JPDO's tagline is "JPDO - Making Change Happen".

This Tagline replaces "Where Change is Welcome."

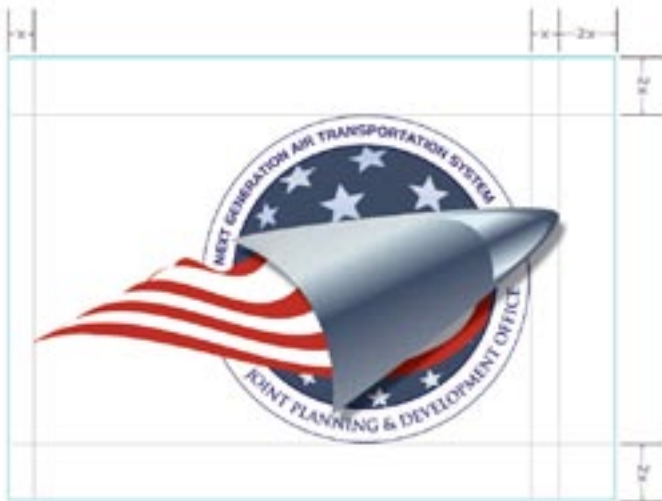
**Next Generation Air Transportation System**  
Joint Planning and Development Office

***JPDO - Making Change Happen***



## Logos, Branding, and Merchandising Clear Space and Minimum Size

For maximum impact and instant recognition, the JPDO should not be crowded by other visual elements. Adequate white space should be left around the logo so that its prominence is not compromised. The illustration below gives a visual guide for providing the necessary white space.



### Minimum Size

To ensure that JPDO logo is always presented clearly and powerfully, it should never be reproduced smaller than 1/2 inch, as indicated here.



## Logos, Branding, and Merchandising Incorrect Usage

Some incorrect uses of the identity are shown to the left.

To maximize readability, it is strongly recommended that the JPDO logo only appear on solid backgrounds. Avoid using busy backgrounds such as photos, illustrations or patterns.

For the JPDO logo, always adhere to the non-infringement zone guidelines. Please do not use colors outside of the approved color palette. Do not add bounding boxes or other graphic elements to the logo avoid using blends, filters or effects.

Distortion of Form



Incorrect Colors



Incorrect Orientation



## Logos, Branding, and Merchandising Colors and Versions

Full Color Logo



Grayscale Logo



Two-Color Logo



### One-Color Logos

JPDO Blue Logo



Black-and-White Logo



### Full-Color/Full-Color – Web (RGB)

This is the most desirable application of the JPDO logo. It should be used in all cases when full-color is available. The Web version is in RGB mode for use on the web.

### Grayscale

This is the most desirable application of the JPDO logo when printing in back-and-white.

### Two-Color

This is the second most desirable application. It should be used when the full-color version is not possible.

### One-Color

#### JPDO Blue

The JPDO Blue version is to be used when one-color is used or limited and JPDO Blue (see Graphic System - Color) can be specified.

#### Black-and-White

The black-and-white version is to be used when color is not an option and the resolution is limited, such as fax cover sheets.

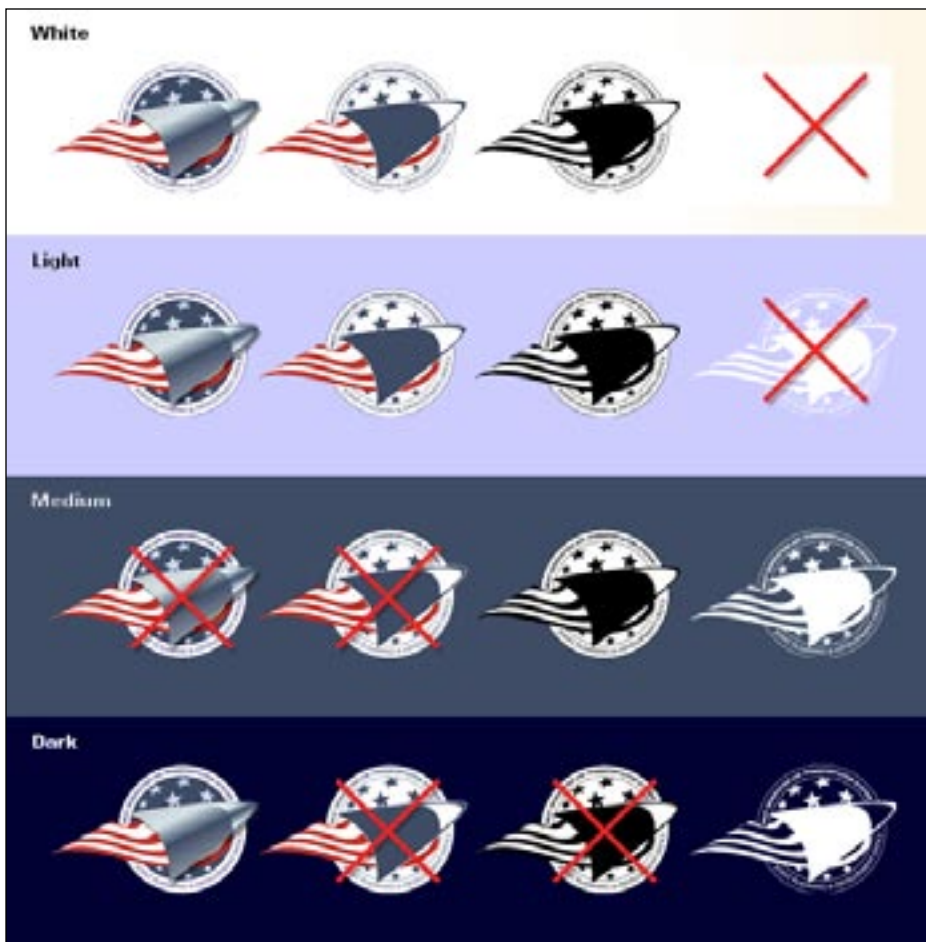
[Download](#)

[JPDO Logos >>](#)

## Logos, Branding, and Merchandising Backgrounds

The JPDO logo may be placed on various backgrounds. The background should always provide contrast for legibility.

Whenever possible, place the logo by itself.



## Logos, Branding, and Merchandising Merchandising

To be determined.

*TBD*

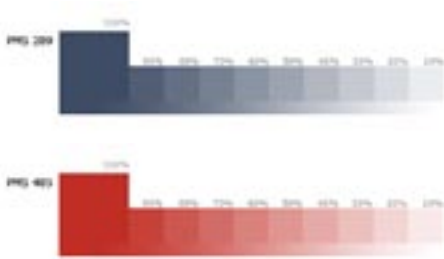
# Graphic System Color

Colors, like typefaces, lead to easy recognition when used consistently. The JPDO color palette was carefully chosen to give a consistent identity to everything we create.







The colors at left are recommendations for various media.

### Primary Colors

	
<b>JPDO Blue</b>	<b>JPDO Red</b>
PMS 289	PMS 485
RGB 62 76 101	RGB 193 46 38
CMYK 80 67 40 25	CMYK 17 96 100 7
Web (Hex) 3E4C65	Web (Hex) C12E26



### Secondary Colors

		
PMS 394	PMS 3385	PMS 8201
RGB 255 255 102	RGB 0 204 153	RGB 128 150 163
CMYK 6 0 68 0	CMYK 71 0 57 0	CMYK 54 34 30 1
Web (Hex) FFFF66	Web (Hex) 00CC99	Web (Hex) 8096A3
		
PMS 661	PMS 2747	PMS 115
RGB 59 98 166	RGB 39 42 110	RGB 255 204 63
CMYK 85 66 5 0	CMYK 100 97 20 18	CMYK 3 21 83 0
Web (Hex) 3B62A6	Web (Hex) 272A6E	Web (Hex) FFCC3F

## Graphic System Typography

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Slicker Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Verdana Regular

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

Verdana Regular Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Verdana Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

Verdana Bold Italic

Like organizations, typefaces have personalities and perform specific functions. Although sometimes subtle, the consistent use of the same typefaces allows people to readily recognize materials from the JPDO.

Typography is used to differentiate sections of information as headlines, text or captions. Slicker/Slickerer and Verdana were selected for use in JPDO visual communications to ensure consistency and effectiveness throughout all its communication materials.

As a general rule, Verdana regular is used for body text and Verdana bold is used for headings or sub-headings. Slicker/Slickerer is to be used for cover pages, title pages or slides and titles. Italic versions of the fonts can also be used. When Slicker/Slickerer is not available, default first to Verdana Bold. If Verdana isn't available, default second to Arial or Helvetica.

All text should always be set in upper and lower case. All text should be left justified, wherever possible. This font should be installed in your computer and used when printing items such as memoranda, fax transmittals and presentations.

**Download**

[JPDO Fonts >>](#)



## Graphic System Incorrect Use of Typography

This section shows examples of the incorrect use of typography. The incorrect use of typography creates confusion and undermines confidence in the program. Please ensure that the JPDO fonts, Slicker/Slickerer and Verdana are used on all JPDO visual communications.

*Dolore magna aliquam erat volutpat.  
Ut wisi enim ad minim veniam, quis  
nostrud exerci tation ullamcorper  
suscipit lobortis*

Verdana with shadow

DOLORE MAGNA ALIQUAM ERAT  
VOLUTPAT. UT WISI ENIM AD MINIM  
VENIAM, QUIS NOSTRUD EXERCI  
TATION ULLAMCORPER SUSCIPIT  
LOBORTIS.

Verdana in all upper case

*Dolore magna aliquam erat volutpat.  
Ut wisi enim ad minim veniam, quis  
nostrud exerci tation ullamcorper  
suscipit lobortis*

Verdana in outline

Dolore magna aliquam erat  
volutpat. Ut wisi enim ad minim  
veniam, quis nostrud exerci  
tation ullamcorper suscipit  
lobortis

Unspecified font



## Graphic System Presentation Templates

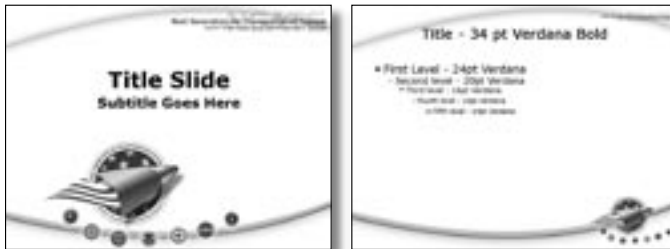
### JPDO Presentation - Screen and Print

This template is best for presentations that are for use on screen and will be printed in either color or black and white.



### JPDO Presentation - Black and White Print ONLY

This template is best for presentations that will be printed in black and white ONLY.



### JPDO Presentation - Screen Use ONLY

This template is best for presentations that are for use on screen ONLY.



We have created a variety of presentation templates for your use. Simple rules, such as using graphics and illustrations rather than text, allow the audience to focus on the speech. Too much text can be distracting.

There are three versions of the template. The first and preferred for most presentations is for use on-screen and for print in color or black and white. The second is for a presentation that will not appear on-screen and will only be printed in black and white. The third is an on-screen only version.

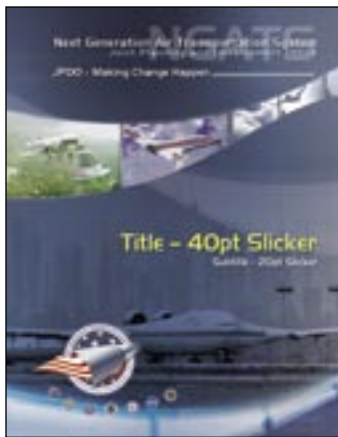
The font for presentation use is Verdana. All text should always be set in upper and lower case. All text should be left justified, wherever possible. Type style and type size should be consistent throughout a presentation.

[Download](#)

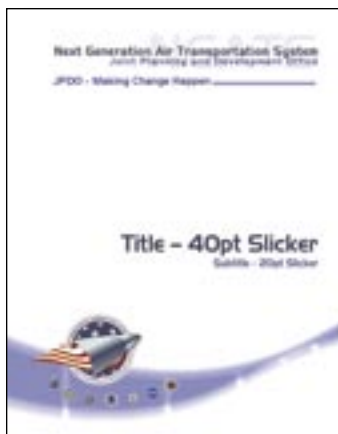
[JPDO Presentation Templates >>](#)

## Graphic System Basic 8.5 x 11 Cover

Full-color Cover



Alternate Cover



There are two versions of the cover. The full-color version is preferred for most uses electronically or when printing in color. The alternate version has limited color and is for use electronically or when printing in black and white.

Titles should be 40pt Slicker, yellow (see colors) and sub-titles should be 20pt Slicker, white for full-color version.

Titles should be 40pt Slicker, JPDO blue (CMYK 80 67 40 25) and sub-titles should be 20pt Slicker, blue (CMYK 85 66 5 0) for full-color version.

Titles should always be set in upper and lower case be right justified.

Both versions are available in Microsoft Word templates.

**Download**

[Basic 8.5 x 11 Cover >>](#)

# Graphic System Trade Show and Event Collateral

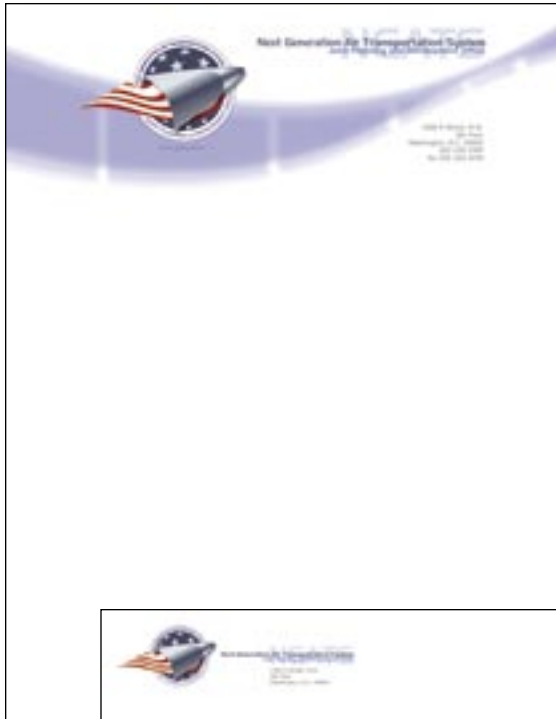
To be determined

# *TBD*

## Graphic System Letterhead, Envelopes & Business Cards

First impressions last.

Please use our identity standards for letterhead, business cards, and envelopes. Be sure you maintain the color and logo standards depicted elsewhere in this guide when creating stationery.



### **Letterhead**

All text is set in the fonts Slicker/Slickerer and Verdana.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as they are shown in the template.

The body copy for the letter should be set in 11pt Verdana regular. The body copy should always be left justified.

Microsoft Word templates have been created to allow our letterhead to be produced consistently by all employees. There are 2 versions of the letterhead. In the first version the JPDO Graphics appear on first page of document only. (jpdo-letterhead.dot) and the other the JPDO Graphics appear on ALL pages of document (jpdo-letterhead2.dot).

### **Envelope**

All text is set in the fonts Slicker/Slickerer and Verdana.

## Graphic System Letterhead, Envelopes & Business Cards - cont

Please do not alter the positioning, the type sizes or the type faces. The design should remain as they are shown in the template.

Back



Front

### Business Card

All text is set in the fonts Slicker/Slickerer and Verdana

All business cards should be ordered through the JPDO Office Manager.

There is a sample of the JPDO business card template on the JPDO KSN site. To request a template with your info for internal printing contact Mark Crabill at 202-220-3418 or [mark.ctr.crabill@faa.gov](mailto:mark.ctr.crabill@faa.gov).

### Download

[JPDO Letterhead and Business Card Templates >>](#)

## Graphic System Fax Cover Sheet

On fax cover sheets, the JPDO logo and text print 100% black, as they are laser-printed only.

Microsoft Word templates have been created to allow our faxes to be produced consistently by all employees. There are 2 versions of the cover sheet. One is for creating electronic versions of the cover sheet (JPDO Fax.dot) and the other is to print blank cover sheets (JPDO Fax.doc).

 **FAX**

Next Generation Air Transportation System  
Joint Planning and Development Office

2300 N. Street, N.W.  
3rd Floor  
Washington, D.C. 20005  
202-200-1300  
fax 202-200-3476

**To:**  Click here and type name      **From:**  Click here and type name

**Fax:**  Click here and type fax number      **Facsimile:**  Click here and type # if changed

**Phone:**  Click here and type phone number      **Date:** 4/30/2004

**Subject:**  Click here and type subject of fax      **Date:**  Click here and type name

Urgent     Not Recieved     Please Comment     Please Reply     Please Reply

\* Commented: Select this text and delete it or replace it with your own. To save changes to this template for future use, choose Save As from the File menu. In the Save As Type box, choose Document Template. Pick the file you want to use & Upload New from the File menu, and then double-click your template from the Start Working work pane.

### Download

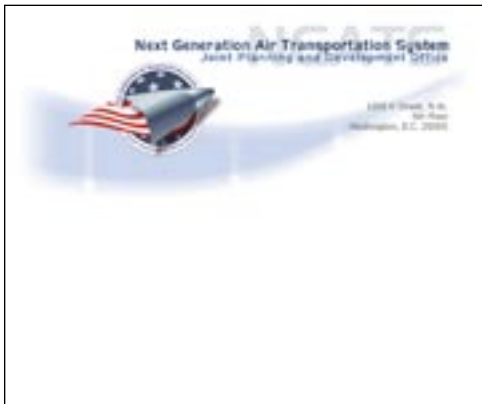
[JPDO Fax Cover Sheet >>](#)

## Graphic System Mailing Label

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template.

The label used is Avery 5164 - Shipping Label.

Microsoft Word templates have been created to allow our mailing labels to be produced consistently by all employees. There are 2 versions of the label. One is to be used to print on blank mailing labels (jpdo-shipping avery5164.doc) and the other is to be used to print on labels that have been pre-printed with the JPDO graphics (jpdo-shipping2 avery5164.doc).



### **Download**

[JPDO Mailing Label >>](#)

## RESOURCES

Throughout this guide we have attempted to clearly explain everything you need to know in order to successfully design and produce materials representing JPDO. Naturally, questions will arise. When they do, first review the materials to see if the answer may lie in another area.

After searching the guide, your next area of assistance is the JPDO KSN web.

The latest version of the JPDO Identity Guideline is available at:  
<http://ksn.faa.gov/km/jpdo/Visual%20Identity/>

The JPDO graphics are available at: <http://ksn.faa.gov/km/jpdo/JPDOGraphics/>

The JPDO presentations are available at: <http://ksn.faa.gov/km/jpdo/Presentations/>

### Additional questions:

Karl Grundmann  
Director, Communications Division  
[karl.grundmann@faa.gov](mailto:karl.grundmann@faa.gov)  
JPDO  
1500 K Street  
5th Floor  
Washington DC 20005  
USA  
tel 202 220 3388  
fax 202 220 3476

Mark Crabill  
Visual Communications  
[mark.ctr.crabill@faa.gov](mailto:mark.ctr.crabill@faa.gov)  
JPDO  
1500 K Street  
5th Floor  
Washington DC 20005  
USA  
tel 202 220 3418  
fax 202 220 3476