

Logos + Marks



Primary: Hartsfield-Jackson Logo



Secondary: ATL Logo



Abbreviated Mark: Plane Icon

Branding Note: the ATL Logo and Plane Icon are restricted for use in only the branded Red (PMS 200), Black or White.

Fonts

Primary

Visby CF

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890 .,:”!?
Thin *Oblique* Light *Oblique*
Medium *Oblique* DemiBold *Oblique*
Bold *Oblique* ExtraBold *Oblique*
Heavy *Oblique*

Arvo

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890 .,:”!?
Regular *Italic*
Bold *Italic*

Gotham

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1234567890 .,:”!?
Book
Book *Italic*
Medium
Bold
Bold *Italic*

Secondary

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ?#&\$
Narrow
Narrow Bold
Regular
Bold
Black

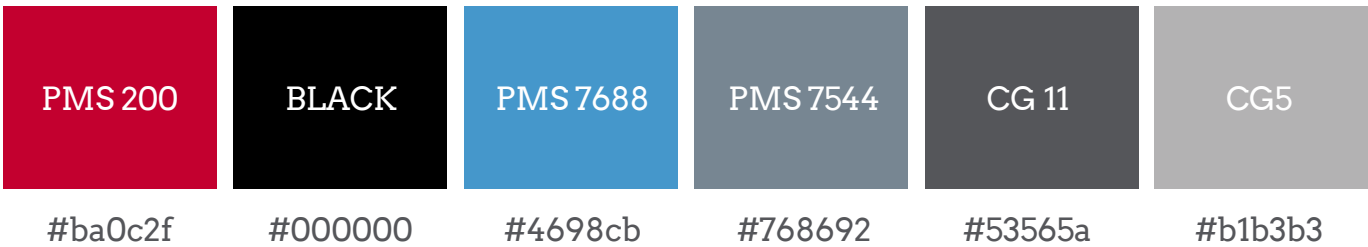
Frutiger

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ?#&\$
Light
Roman
Bold
Black

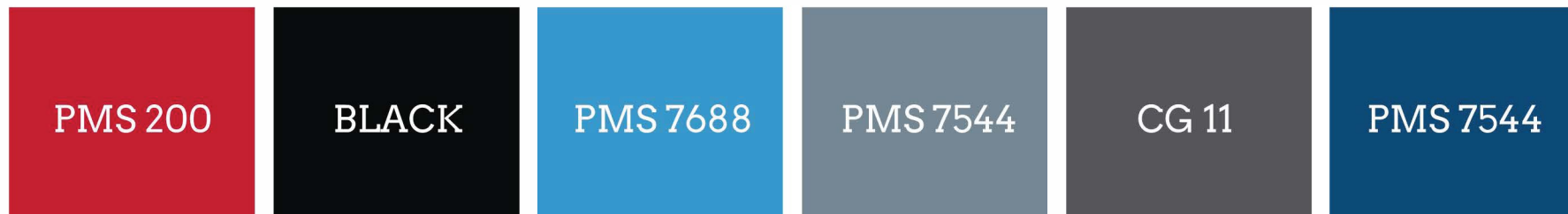
Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
123456789 ?#&\$
Light
Regular
Bold

Color Palette



EXTENDED COLOR PALETTE



#ba0c2f

#000000

#4698cb

#768692

#53565a

#074A75



C:0 M:86
Y:85 K:0

PMS 286

PMS 209

CG 5

#ef4936
ADA Compliant Red

#005daa

#75253d

#b3b2b1

Hartsfield-Jackson Atlanta International Airport Logo

Primary Logo

The Hartsfield-Jackson primary logo is the red plane icon and the text Hartsfield-Jackson Atlanta International Airport. These elements together comprise the logo that represents the airport in all applications.

In full- and two-color applications the plane icon is always red and the text and registration symbol. The nose of the icon's plane faces to the left. The icon is placed in front of the text (as shown).



Plane Icon

The red plane icon should always be accompanied by a registration symbol (®). The plane icon can be used without the wordmark in a layout or as part of a logo. However, if at all possible, the primary logo should be used.



The plane icon may be used in white or black if necessary but it must be accompanied by the trademark symbol (™) when it is not colored red.

Colorways

The primary logo is the two-color version (shown right). It uses the colors Pantone Matching System (PMS) 200 red and black. This logo should be used in all full- and two-color applications. Whenever possible, the two-color logo should be used.

In situations when one color is the only option or when the logo is placed on color or dark backgrounds please use either the white or black colorway.

The plane icon may be used in white or black if necessary but it must be accompanied by the trademark symbol (™) when it is not colored red.



Logo Usage Guidelines

To ensure consistency, please only use the logo files provided to you. Below are examples of how not to use the logo.

Do not change the color of the logo



Do not add special effects to the logo



Do not warp, stretch, skew or transform the logo



Do not rearrange the logo elements



Do not change the direction of the plane icon



As a general rule, the logo or trademark must never be altered. The trademark or logo should never change from its original color, font, or size.