



Fig 1 :Fly SF Logo



Fig 2 :Fly SF Mark

The Fly Santa Fe Logo must always be used according to guidelines set in this document. any changes or modifications not mentioned in this document may only be used if approved by HK Advertising.

Logo Layout: The Logo must always remain intact (Fig 1) when used in any advertising or promotional material, this extends to all location variations of the logo. The mark (fig 2) may be used in advertising or promotional material only if approved by HK Advertsing.

Logo Color: The Logo color must not be changed to any other colors or color combination it must remain black and orange (Fig 1) or white and orange. Logo mark and “Santa Fe” must remain orange no exceptions. Logo color codes and values are listed below.



Fly Santa Fe Ornage

C- 1	R- 236
M- 82	G- 85
Y- 99	B- 37
K- 0	#ce5525



Fig 3



Fig 4



Fig 5

Size Restrictions: The Fly Santa fe Logo (fig 1) has a minimum size of .75 inches wide (fig 3) the logo must not be used in an print materials smaller than this size to preserve the legibility of the logo. The Fly Santa Fe Mark has a minimum size of .75 inches wide (fig 4) the mark must not be used in an print materials smaller than this size. The Fly Santa Fe Location/Gateway logo and all Logos featuring “Gateway to Northern New Mexico” has a minimum size of 2 inches wide, this size restriction is to preserve the legibility of the gateway font. The logo must keep proper proportions and may not be stretched or distorted in any way.

Image Quality: All Fly Santa fe Logos to be used in any print materials must be of a minimum resolution of 300dpi. All Fly Santa Fe Logos to be used in any web application must be a minimum of 72dpi.

Logo Usage: All Fly Santa Fe Logos must be used with transparent background when placed over a color or image (fig 6) Logos with the white background (fig 7) may not be used unless on background of similar color or in situations approved by HK Advertsing. The Fly Santa Fe Mark (fig 2) must not be used on any materials unless the default logo (fig 1) is also used somewhere on the material. The Words “Fly Santa Fe” must always accompany the mark somewhere unless default logo (fig 1) is used. The stylized “Fly Santa fe” may not be used as a stand alone logo without the mark. All other logos such as location and gateway logos may be used as stand alone logos.



Fig 6: Acceptable



Fig 7: NOT Acceptable

The Fly Santa Fe logo must be used according to the guidelines set in this document. Special situations may arise in which case prior approval of HK Advertising before the use of ths logo is required