



Brand Guidelines

JMAA - JACKSON MUNICIPAL AIRPORT AUTHORITY

Brand Color Palette

This color palette includes color codes (HEX, RGB, and CMYK).

Pantone 300 C

CMYK: 100/44/0/0

RGB: 0/99/189

HEX: #0063bd

Pantone 299 C

CMYK: 86/8/0/0

RGB: 0/163/224

HEX: #00a3e0

Pantone Cool Gray 9 C

CMYK: 30/22/17/57

RGB: 117/120/123

HEX: #75787b

Alternate Colors



RGB: 8, 62, 120

CMYK: 93%, 48%, 0%, 53%

HEX: #083e78



RGB: 0, 0, 0

CMYK: 0%, 0%, 0%, 100%

HEX: #000000



RGB: 255, 255, 255

CMYK: 0%, 0%, 0%, 0%

HEX: #ffffff

Pantone 300 C

Pantone 299 C

Pantone Cool Gray 9 C

Brand typeface

Graffix is the main text that is used in all graphics for JMAA. It is an open-source typeface inspired by Bauhaus geometric fonts. This Bauhaus-inspired design of simple, uncluttered letterforms is a clean, modern aesthetic, conveying a feeling of indifference, professionalism, and confidence.

The secondary font is Incised. It is used as an alternate font.

GRAFFIX (Title Case)

Incised (Title Case)

GRAFFIX (Title Case)

AaBb

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!"#\$%&'()*=+*#

Incised (Title Case)

AaBb

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!"#\$%&'()*=+*#

JMAA Logo

Logo folder includes:

- JMAA_MULTI LOHO
- JMAA_300 C LOGO
- JMAA_299 C LOGO
- JMAA_Cool Gray 9 C LOGO
- JMAA_WHT LOGO

The lettering for the JMAA logo is in the Graffix typeface. The clean and modern font complements a professional and confident look.

High RES.

Low RES.



JAN Logo

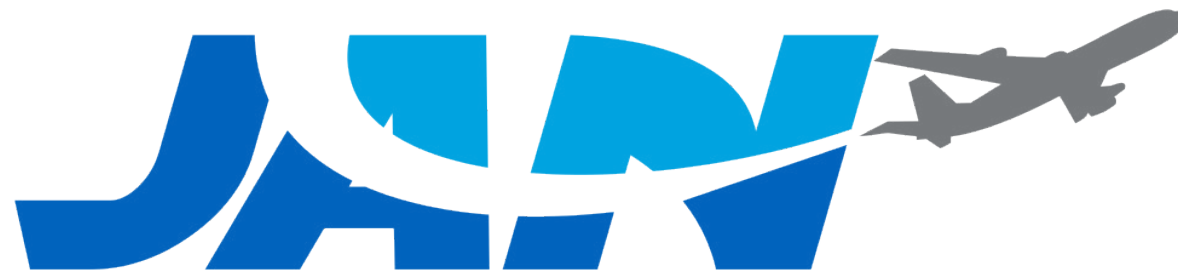
Logo folder includes:

- JAN_MULTI LOHO
- JAN_300 C LOGO
- JAN_299 C LOGO
- JAN_Cool Gray 9 C LOGO
- JAN_WHT LOGO

The lettering for the JAN logo is in the Graffix typeface. The clean and modern font complements a professional and confident look.

High RES.

Low RES.



Jackson-Medgar Wiley Evers
International Airport



Jackson-Medgar Wiley Evers
International Airport



Jackson-Medgar Wiley Evers
International Airport



Jackson-Medgar Wiley Evers
International Airport



Jackson-Medgar Wiley Evers
International Airport

HKS Logo

Logo folder includes:

- HKS_MULTI LOHO
- HKS_300 C LOGO
- HKS_299 C LOGO
- HKS_Cool Gray 9 C LOGO
- HKS_WHT LOGO

The lettering for the HKS logo is in the Graffix typeface. The clean and modern font complements a professional and confident look.

High RES.

Low RES.



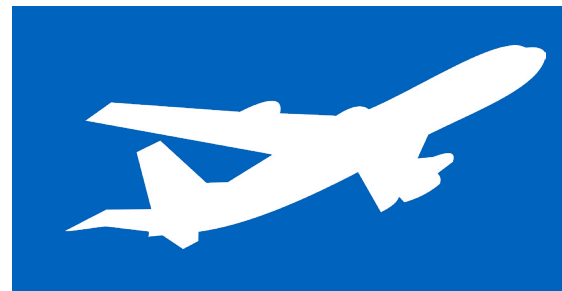
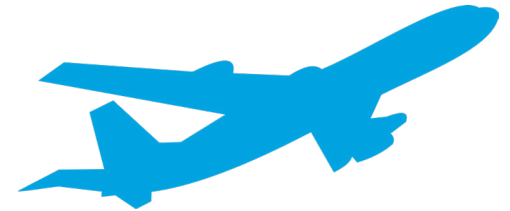
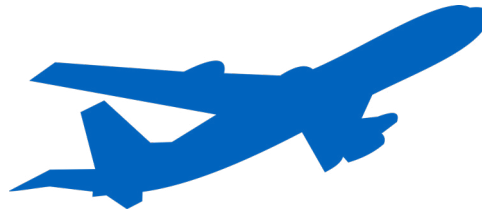
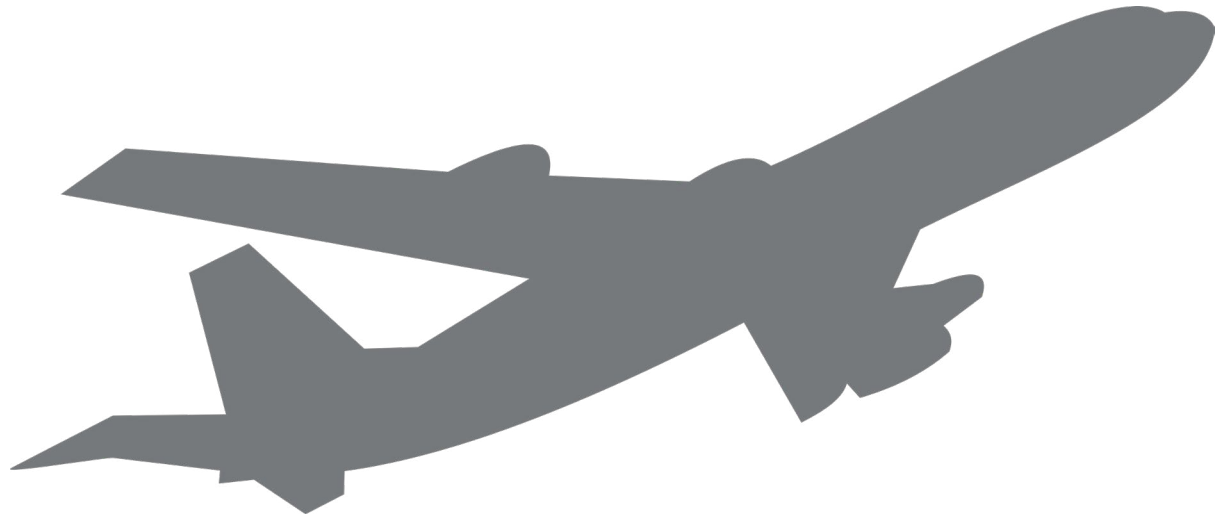
Plane Icon

Logo folder includes:

- **pLANE_Cool Gray 9 C ICON**
- **PLANE_300 C ICON**
- **PLANE_299 C ICON**
- **PLANE_WHT ICON**

The smooth edges of the plane pair well with the Glacial Indifference typeface. The letters and plane, both separate and together, are a confident statement.

High RES.



Logo Restrictions

Logo clear space

The JMAA, JAN, and HKS logos have clear space to maintain clarity and impact. The clear space around the logos keeps the logos free from competing graphics, images, or typography. One-half the cap height of the logotype letters determines the clear space.



Logo minimum size

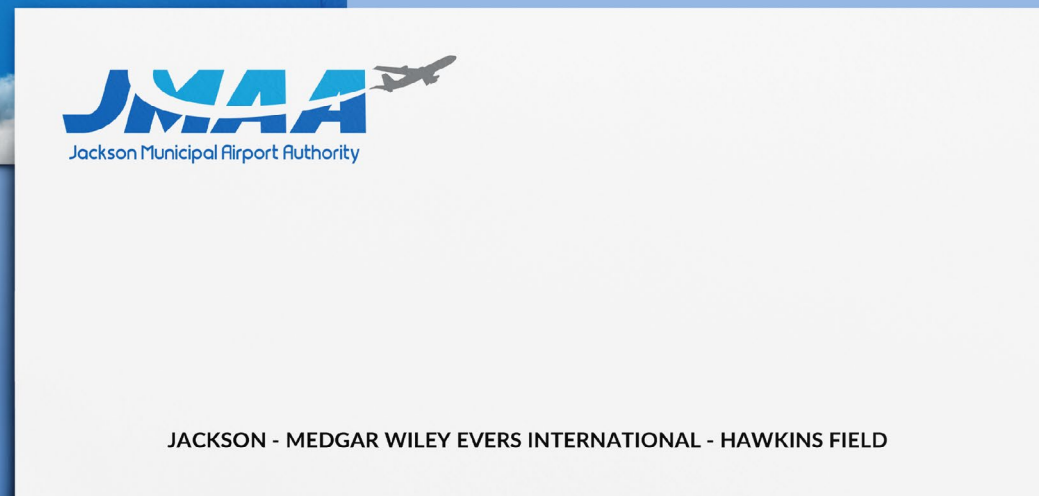
To maintain legibility, the JMAA, JAN, and HKS logos should not be used at sizes below the prescribed minimum size. Avoid scaling the primary logo below .375" high.





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Letterhead



Envelope/Business Card



Notecards



Business Card



Jackson Municipal Airport Authority