



In order to reproduce your company logo as accurately as possible, please review the following guidelines:

➤ Technical specifications for logos

For best results, please provide all of the following:

- A vector format or high resolution raster format of your logo in CMYK for colour printing
- A vector format or high resolution raster format of your logo in black (or grayscale) for BW printing
- A vector format or high resolution raster format of your logo in RGB colour for the Web

Vector formats: highly preferred and strongly recommended when providing company logos

Preferred formats: .EPS (preferred) or .AI (Illustrator)

Refused format: .CDR (CorelDraw)

High resolution raster formats: must be about 4 inches wide @300 dpi or better

To offer the most accurate reproduction of your logo, IATA must receive your file electronically. Velox outputs are no longer accepted.

➤ Colour

- A **CMYK** (Cyan, Magenta, Yellow, Black) logo file **MUST** be provided in order to ensure the accuracy of your corporate colours on printed products
- A **Black** only (or grayscale) version of your logo **MUST** be provided as well, as it will be required for black-only output
- An **RGB** file must be provided for internet and other on-screen use, but may not be provided in lieu of a CMYK version
- A **Pantone** (PMS) must be converted to CMYK before being sent

➤ Fonts

To avoid any possible difficulties with fonts, all type within logo files **MUST be converted to outlines**

➤ Transmission via e-mail

- Electronic files may be submitted via e-mail as a separate attachment only
- Please **do not place your file in a Word, PowerPoint or PDF document**
- Do not send files exceeding 4MB by e-mail in a single transmission

➤ FTP site

Alternatively, you may upload larger files to IATA's FTP site. Please go to:

ftp://ftp.iata.org/

User Name: iatamacs

Password: files

Once the logo(s) have been successfully uploaded, please send us an e-mail indicating the file name(s), a brief description of the file and the name and telephone number of a person able to address queries. Thank you!

➤ Questions?

For any enquiries regarding logos, please contact infobranding@iata.org