

BRANDING GUIDELINES

AEROSPACE

A graphic consisting of three overlapping elliptical orbits in blue, red, and grey, with three blue arrows pointing clockwise along the paths.

Center For Excellence



For more information please contact Melissa Goodson, Marketing Director at mgoodson@flynf.org or 863-904-4023.

ACE Branding Guidelines

ACE Primary Colors:

Navy
 Pantone: 534
 Hex: 1f355e
 RGB: 31 53 94
 CMYK: 98 85 36 27

Red
 Pantone: 1805
 Hex: b3282d
 RGB: 179 40 45
 CMYK: 21 97 91 12

ACE Secondary Color:

Grey
 Pantone: 537
 Hex: bbc7d7
 RGB: 187 199 215
 CMYK: 26 16 08 0

ACE Accent Color:

Teal
 Pantone: 3145
 Hex: bbc7d7
 RGB: 0 117 141
 CMYK: 100 36 38 7

Primary Logo:



Reversed



Centered



ACE/SIC Lockup



w/Tagline



ACE/SnF Event Stacked



ACE LOGO FONTS

CAVIAR DREAMS | ROCKWELL

ACE/SnF COPY FONTS

UNIVERSE FONT FAMILY

HELVETICA NEUE FONT FAMILY

ACUMIN FONT FAMILY

ACE Editorial Guidelines right vs. wrong:

Aerospace Center for Excellence

• **WRONG:** Aerospace Center of Excellence

The sky is just the beginning

• **WRONG:** The sky is the limit

ACE Logo Shortened



Corporate Lock-Up



IMPORTANT: If you are using a logo that is not on this guide please discontinue using it.

Ramus Skylab Innovation Center

Innovation Center Logo Colors



Navy

Pantone: 534
Hex: 1f355e
RGB: 31 53 94
CMYK: 98 85 36 27



Red

Pantone: 1805
Hex: b3282d
RGB: 179 40 45
CMYK: 21 97 91 12



Grey

Pantone: 537
Hex: bbc7d7
RGB: 187 199 215
CMYK: 26 16 08 0



Florida Air Museum

SUN 'n FUN Event Logo Colors



Blue

Pantone: 2428
Hex: 0047ba
RGB: 0 71 186
CMYK: 96 78 0 0



Red

Pantone: 1805
Hex: b3282d
RGB: 179 40 45
CMYK: 21 97 91 12



Yellow

Pantone: 122
Hex: ffd040
RGB: 255 208 64
CMYK: 0 17 85 0



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SKYLAB LOGO FONTS

GILMER

Ramus Skylab Innovation Center
Editorial Guidelines right vs. wrong:

Ramus SkyLab Innovation Center

• **WRONG:** Skylab, SkyLab Innovation Center

FLORIDA AIR MUSUEM LOGO FONTS

WABENE

Beyond the Mountains

FAM Editorial Guidelines right vs. wrong:

ACE Florida Air Museum

• **WRONG:** Aerospace Discovery Center, Florida Air Museum
SUN 'n FUN Museum

SUN 'n FUN Aerospace Expo Event

SUN 'n FUN Event Logo Colors



Blue

Pantone: 2428
Hex: 0047ba
RGB: 0 71 186
CMYK: 96 78 0 0



Red

Pantone: 1805
Hex: b3282d
RGB: 179 40 45
CMYK: 21 97 91 12



Yellow

Pantone: 122
Hex: ffd040
RGB: 255 208 64
CMYK: 0 17 85 0



Grey

Pantone: cool grey 7C
Hex: 98989a
RGB: 152 152 154
CMYK: 43 35 35 1



SUN 'n FUN Expo Campus

Use this logo when referencing SUN 'n FUN Expo Campus as a location for year-round events



Navy

Pantone: 534
Hex: 1f355e
RGB: 31 53 94
CMYK: 98 85 36 27



IMPORTANT: If you are using a logo that is not on this guide please discontinue using it.

SnF LOGO FONTS

ARKITEK MEDIUM | Luna ITC TT Bold

ACE/SnF COPY FONTS

UNIVERSE FONT FAMILY

HELVETICA NEUE FONT FAMILY

ACUMIN FONT FAMILY

SUN 'n FUN Editorial Guidelines right vs. wrong:

The name SUN 'n FUN should be spelled out in all capital letters except for the "n" in the middle to the right of the apostrophe which is lowercase'

• **WRONG:** Sun 'n Fun
SUN 'N FUN
SUN-n-FUN
Sun-n-Fun

The full event name is now
SUN 'n FUN Aerospace Expo

• **WRONG:** SUN 'n FUN Fly-In
SUN 'n FUN Airshow
SUN 'n FUN EAA Fly-In
SUN 'n FUN International Fly-In & Expo

Location **SUN 'n FUN Expo Campus**

• **WRONG:** SUN 'n FUN Convention
SUN 'n FUN Grounds
SUN 'n FUN Site