



AIRSPACE  
INTEGRATION  
WEEK MADRID  
BASIC BRAND GUIDELINES

# BRAND COLORS

LOGO: POSITIVE VERSION

AIRSPACE  
INTEGRATION  
WEEK MADRID



#2A3280



#2172B9



#3CA9E0



#F39208

# BRAND COLORS

LOGO: NEGATIVE VERSION

AIRSPACE  
INTEGRATION  
WEEK MADRID



#2A3280



#2172B9



#3CA9E0



#F39208



#FFFFFF

# BRAND COLORS

LOGO: POSITIVE VERSION WITH SUPPORTERS

AIRSPACE  
INTEGRATION  
WEEK MADRID

SUPPORTED BY



MADRID  
CONVENTION  
BUREAU

Brand Colors



#2A3280



#2172B9



#3CA9E0



#F39208

Supporter Colors



#2F529F



#1E1E1C



# BRAND COLORS

LOGO: NEGATIVE VERSION WITH SUPPORTERS



Brand Colors



#2A3280



#2172B9



#3CA9E0



#F39208



##FFFFFF

Supporter Colors



###FFFFFF

# BRAND COLORS

LOGO: NEGATIVE VERSION WITH SUPPORTERS AND MADRID BACKGROUND



Brand Colors



#2A3280



#2172B9



#3CA9E0



#F39208



##FFFFFF

Supporter Colors



###FFFFFF

# BRAND FONTS

AIRSPACE  
INTEGRATION  
WEEK MADRID

*BUILDING THE FUTURE  
OF AIRSPACE TODAY*

SUPPORTED BY



MADRID

MADRID  
CONVENTION  
BUREAU

Logo Font

GOOD TIMES REGULAR

Tagline Font

*GOOD TIMES  
REGULAR ITALIC*

# BRAND FONTS



The whole font family can be used for **short texts** within the brand.

A few examples of the Good Times Font Family:

GOOD TIMES EXTRA LIGHT  
GOOD TIMES REGULAR  
GOOD TIMES REGULAR

# BRAND FONTS

Example:

## Long text font: **Avenir Next Family**

Avenir Next Ultra Light

*Avenir Next Ultra Light Italic*

Avenir Next Regular

*Avenir Next Ultra Italic*

Avenir Next Medium

*Avenir Next Medium Italic*

Avenir Next Demi Bold

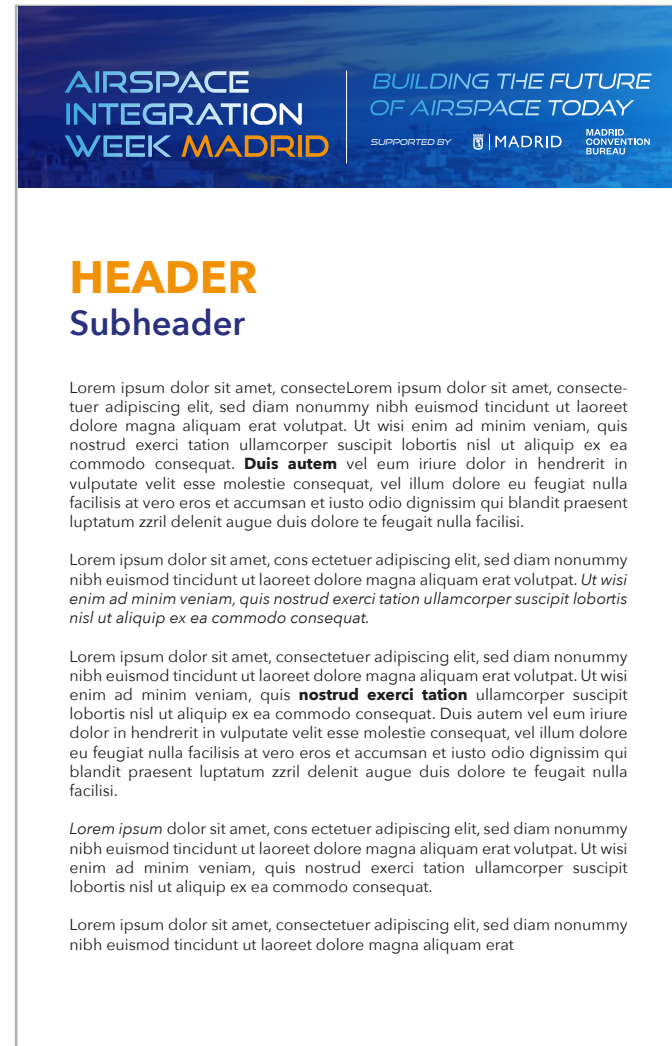
*Avenir Next Demi Bold Italic*

**Avenir Next Bold**

***Avenir Next Bold Italic***

**Avenir Next Heavy**



***Avenir Next Heavy Italic***



The image shows a header and subheader for a website. The header is in a blue gradient background with white text. The subheader is in a white background with orange and blue text. The main content area is in a white background with grey text.

**AIRSPACE  
INTEGRATION  
WEEK MADRID**

BUILDING THE FUTURE  
OF AIRSPACE TODAY

SUPPORTED BY  MADRID  MADRID  
CONVENTION  
BUREAU

## HEADER

### Subheader

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# CORRECT BRAND USAGE

None of the events that are part of Airspace Integration Week Madrid can include graphics other than their logo.

The Airspace Integration Week Madrid brand cannot be combined with the rest of brands.

The Airspace Integration Week Madrid cannot include other graphical elements in corporate communications.



# CORRECT BRAND USAGE



Always use the suitable Airspace Integration Week Madrid logo for best legibility results.



# CORRECT BRAND USAGE



Airspace Integration's supporters and events must have the logos displayed vertically, not horizontally.



# CORRECT BRAND USAGE

When possible, Airspace Integration's supporters should be displayed in their positive color version over full white background, avoiding the use of being enclosed in white backgrounds. If there is no white space available, the negative version of their logo (white over darker background color) should be used.



An aerial view of Madrid, Spain, at dusk or dawn, with a blue color overlay. In the foreground, a golden statue of a winged figure stands atop a building. The city's architecture is visible, including a prominent tower in the distance. The text 'AIRSPACE INTEGRATION WEEK MADRID' is centered in the image.

AIRSPACE  
INTEGRATION  
WEEK MADRID