



# Usage Guidelines for the IATA Accredited Agent Logo

# Program Presentation

- Throughout the world, IATA is recognised as a global air travel industry expert and as such, the organisation accredits professional international travel agencies that meet its strict criteria. Keep in mind that this IATA accreditation applies to agencies only, NOT to individual agents.

The purpose of IATA accreditation is to formally recognise travel agencies that are authorised to sell and issue international airline tickets, so that customers and airlines alike can be assured that those tickets are issued and paid for in accordance with the required standards.

Therefore, not only does IATA accreditation contribute to building a successful travel industry, it also contributes to increasing your reputation and brand equity. In order to maintain the integrity of this accreditation, it is essential to also maintain the integrity of the official IATA Accredited Agent logo. This can only be accomplished if the logo is used properly, taking care to avoid any unauthorised or inadvertent misuse. For this purpose, we have developed a set of guidelines to clearly demonstrate the do's and don'ts related to the logo.

Here are a few ground rules regarding the use of the IATA Accredited Agent logo:

1. The IATA Accredited Agent logo remains the property of IATA, and only IATA is entitled to authorise the use of this logo by others.
2. Once you obtain IATA's authorisation, the IATA Accredited Agent logo is reserved for your exclusive use. You may not accept any remuneration from a third party for the use of this logo, regardless of the intended purpose.
3. The right to use the IATA Accredited Agent logo is granted for a fixed period of time.
4. IATA permits the use of its IATA Accredited Agent logo to identify and promote corporate activities.  
The logo should never be portrayed as endorsing any specific product or service.
5. If usage guidelines are not followed, IATA reserves the right to withdraw any right to the use of its logo.
6. Pre-authorisation for any communication piece using an IATA logo may be obtained by contacting IATA Brand Management (please allow 7 working days for approval).

We invite you to read this document carefully and refer to it whenever you need to use the IATA Accredited Agent logo. If you require any further information about the use of this logo, please submit your questions to IATA Brand Management at [infobranding@iata.org](mailto:infobranding@iata.org).

# Logo Usage – Official Presentations

Below are the only admissible presentations of the logo.

For colour applications



On a white or light-coloured background, the logo appears all in blue.



On a blue or other dark-coloured background, the logo appears all in white.

For black & white applications



On a white or light grey background, the logo appears all in black.



On a black or dark grey background, the logo appears all in white.

Colour

Blue is the official colour of the IATA Accredited Agent logo. Here are the appropriate recipes:

Pantone 541 (coated, uncoated)  
Process: 100C, 62M, 0Y, 38K  
(coated, uncoated)  
RGB: 010R - 066G - 121B

Alternate presentation in forced white background

When the logo appears on a coloured background other than blue, it may be placed in a white frame to force a white background. In this case, the logo appears either in blue or in black.



# Logo Usage – Incorrect Use

Please make sure to always use logos from the master files that are supplied to you. These masters may never be altered in any way. Below are a few examples of incorrect uses of the logo, which must be avoided.

Don't



The logo should never appear on a cluttered background.



The logo should not appear on a background that results in insufficient or variable contrast.



The logo should never appear on a patterned background that impedes its legibility.



The positions of the various elements of the logo should never be altered.



Never add any shadow effects to the logo.



Never distort the logo in any way.



The typography in the logo should never be altered in any way.



The logo should never be used to create a repeat pattern.



Every component of the logo must appear in the same colour (i.e. the logo may only appear all in blue, all in white or all in black). No other colour variations are permitted.



# Logo Usage – Impact



## Protection Space

To heighten its visual impact, the logo should always be surrounded by a protection space which must be at least the size of the letter “A” in the IATA wordmark (see illustration). This space must always remain free of any graphic or typographic elements.



## Minimum Size

To ensure legibility at all times, the width of the “wingspan” symbol within the logo must never be less than 0.4 inches (10.16 mm) in print applications, and 29 pixels in Web applications.



Print Applications  
0.4 in / 10.16 mm



Web Applications  
29 pixels

# Logo Usage – Proportional Sizing



In order to represent the appropriate relationship between an agency logo and the IATA Accredited Agent logo, the following rules must be applied:

- The IATA Accredited Agent logo should never be bigger than the agency logo
- Ideally, the IATA Accredited Agent logo should occupy half the visual space of the agency logo

Here are a few examples of appropriate size relationships.

50%

100%



# Logo Usage – Incorrect Substitutions

The IATA Accredited Agent logo may NOT be substituted for any other logo in the IATA family. This includes:

Don't

The IATA Logo



The IATA Dynamic Sky & Logo



The old IATA Accredited Agent Logo



IATA Member Logo

Note: The IATA Member logo is reserved for our member airlines only. It does not apply to Accredited Agents.

# Applications – Corporate Stationery

- On corporate stationery pieces such as letterhead, fax cover sheets, press releases and business cards, the IATA Accredited Agent logo should appear at the bottom left, aligned with the agency logo and body copy, and in keeping with the size proportion guidelines discussed earlier.



Letterhead



Fax Cover Sheet



Press Release



Envelope

The IATA Accredited Agent logo may be placed on agency envelopes ONLY if it appears in the back, in keeping with our size proportion guidelines.



Business Card

To avoid confusion, only IATA I.D. card holders can use the IATA Accredited Agent logo on their business cards.



Member Card

Don't

The IATA Accredited Agent logo may NOT be used on member or employee cards, VIP cards or other identification pieces of this nature



# Applications – Accreditation Decal

- Travel agencies that have earned IATA accreditation will be supplied with the decal below, to display on their front door or in their window. The decal should be placed in a highly visible, uncluttered environment, preferably at eye level.



# Applications – Accreditation Certificate

- Travel agencies that have earned IATA accreditation will be supplied with the certificate below as a symbol of recognition in the industry. We strongly recommend framing or laminating the certificate and displaying it prominently in your place of business.



# Applications – Print Marketing Communications

➤ IATA accreditation is meant for travel agencies, NOT for specific products or services. Therefore, the IATA Accredited Agent logo should only be used in conjunction with an agency logo, i.e. at the bottom left of the piece, at the same level as the agency logo which signs the communication, and in keeping with the size proportion guidelines discussed earlier.

The IATA Accredited Agent logo should never be placed next to a product logo.

In cases where you are unsure how to use the IATA Accredited Agent logo, please submit the piece for prior approval to IATA Brand Management at [infobranding@iata.org](mailto:infobranding@iata.org).

A vertical product advertisement with a blue background. The text reads: "Book a holiday! Overseas specials Fantastic offers!". Below this is a line drawing of a seashell. A list of destinations and prices follows: Florida, USA (\$950), Turks & Caicos, Turquoise (\$950), Punta Cana, Republic Dominicana (\$950), Cancun, Mexico (\$950), Playa del Carmen, Mexico (\$950), Ixtapa, Mexico (\$950), Colombia Isle, Bahamas (\$950), and Bora Bora, French Polynesia (\$950). At the bottom, there is a "YOUR BRAND" logo and the IATA Accredited Agent logo.

Product Ad

Note: In a vertical format where width is limited, the IATA Accredited Agent logo may be placed underneath the agency logo.

A vertical corporate advertisement with a blue background. The text reads: "Yourbrand, where the prices are cheap! Lorem ipsum dolor amet". Below this is a line drawing of a seashell. At the bottom, there is a "YOUR BRAND" logo and the IATA Accredited Agent logo.

Corporate Ad

A horizontal directory advertisement with a blue background. The text reads: "All your travel needs Last minute specials (555) 223-3334 www.yourbrand.com". At the bottom, there is a "YOUR BRAND" logo and the IATA Accredited Agent logo.

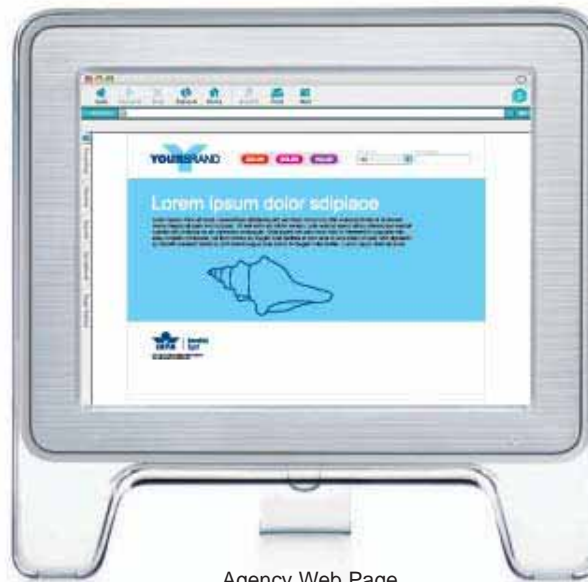
Directory Ad

# Applications – Web Communications

➤ IATA accreditation is meant for travel agencies, NOT for specific products or services. Therefore, the IATA Accredited Agent logo should only be used in conjunction with an agency logo, i.e. at the bottom left of the Web page, aligned with the agency logo and in keeping with the size proportion guidelines discussed earlier.

The IATA Accredited Agent logo should never be placed next to a product logo.

In cases where you are unsure how to use the IATA Accredited Agent logo, please submit the piece for prior approval to IATA Brand Management at [infobranding@iata.org](mailto:infobranding@iata.org).

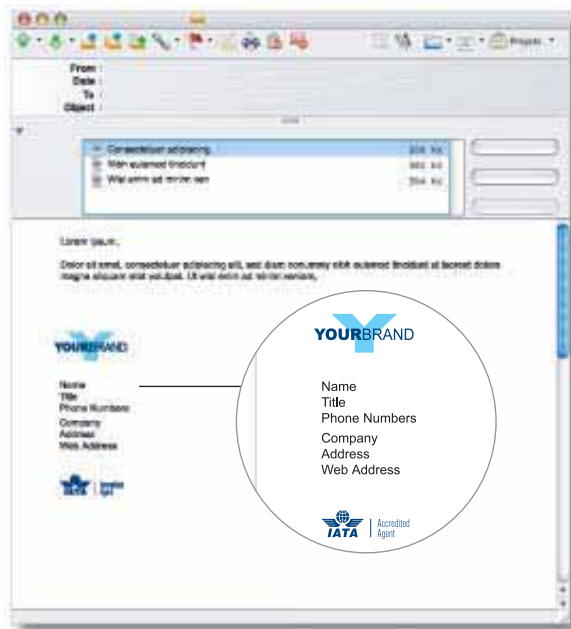


Agency Web Page

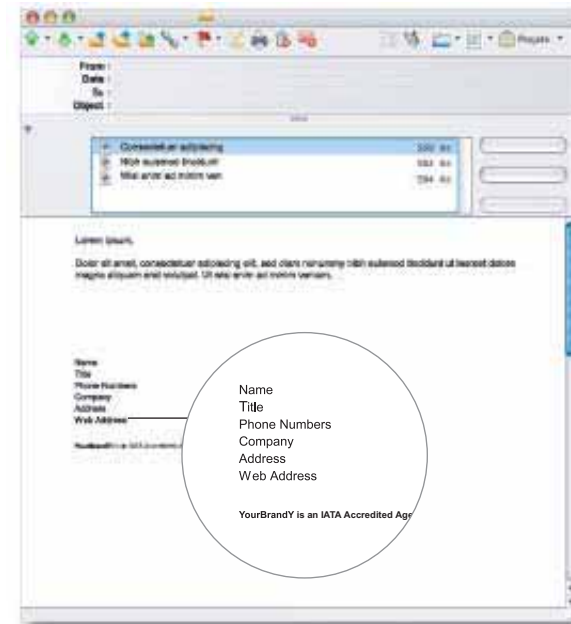
When using the IATA Accredited Agent logo on the Web, please program it so it links to the following address:  
[http://www.iata.org/whatwedo/travel\\_agents/accreditation.htm](http://www.iata.org/whatwedo/travel_agents/accreditation.htm)

# Applications – e-mail

- To avoid confusion, only IATA ID cardholders are allowed to include the IATA Accredited Agent logo or mention in their e-mails.



- Option 1
- If your e-mail program allows you to insert logos in your sign-off, then the IATA Accredited Agent logo should appear at the bottom, aligned with your agency logo and body copy, and in keeping with the size proportion guidelines discussed earlier.



- Option 2
- If your e-mail program does not allow for logo insertions, then the mention “*Agency Name* is an IATA Accredited Agent” may be added in type at the bottom of the message. Please use the Arial font whenever possible for this mention, in keeping with IATA policy.

# Applications – Promotional Items

➤ Here are a few examples of how the IATA Accredited Agent logo may be used on promotional items. Notice that the appropriate size proportion in relation to the agency logo is always maintained.



Option 1



Option 2



Option 3



When using the IATA Accredited Agent logo on applications with limited space, make sure to always follow our guidelines with respect to minimum size (see page 5) and proportional sizing (see page 6).

