DELTA BRAND GUIDELINES

May 29, 2018

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DELTA

INTRODUCTION

Delta is committed to making flying better. True to that commitment, we must be diligent in all efforts of brand representation and communication. The Delta identity is a seal of approval and a promise of industry-leading products and services delivered by 80,000 passionate and determined Delta people.

2 BRAND ATTRIBUTES

Brand attributes express the ethos and personality of the Delta brand. They highlight brand characteristics and suggest an approach to communication both visually and verbally. No communication is expected to reflect all brand attributes, but at the least they should contradict none.

Attributes

Reliable	We demand consistency and operational excellence, so that people depend on Delta and trust that we're always there for them.
Thoughtful	We are personally accountable to customers, so that people feel a proactive human touch through.
Innovative	We are innovative in helping solve problems in new and more effective ways.

3 BRAND ARCHITECTURE

Brand architecture is the organizing structure that specifies the type, number, relationship, and purpose of brands within our overall business portfolio.

The chart shown here illustrates how Delta businesses, products, and services are organized and presented to the marketplace, and can be used as a glossary to the guidelines that follow.

We have moved toward a more unitary-based approach to identity, designed to create a more consistent and confident presentation of our brand across our various businesses and markets.

Our over-arching communications goal is to reinforce our brand as a modern, cohesive, global airline.

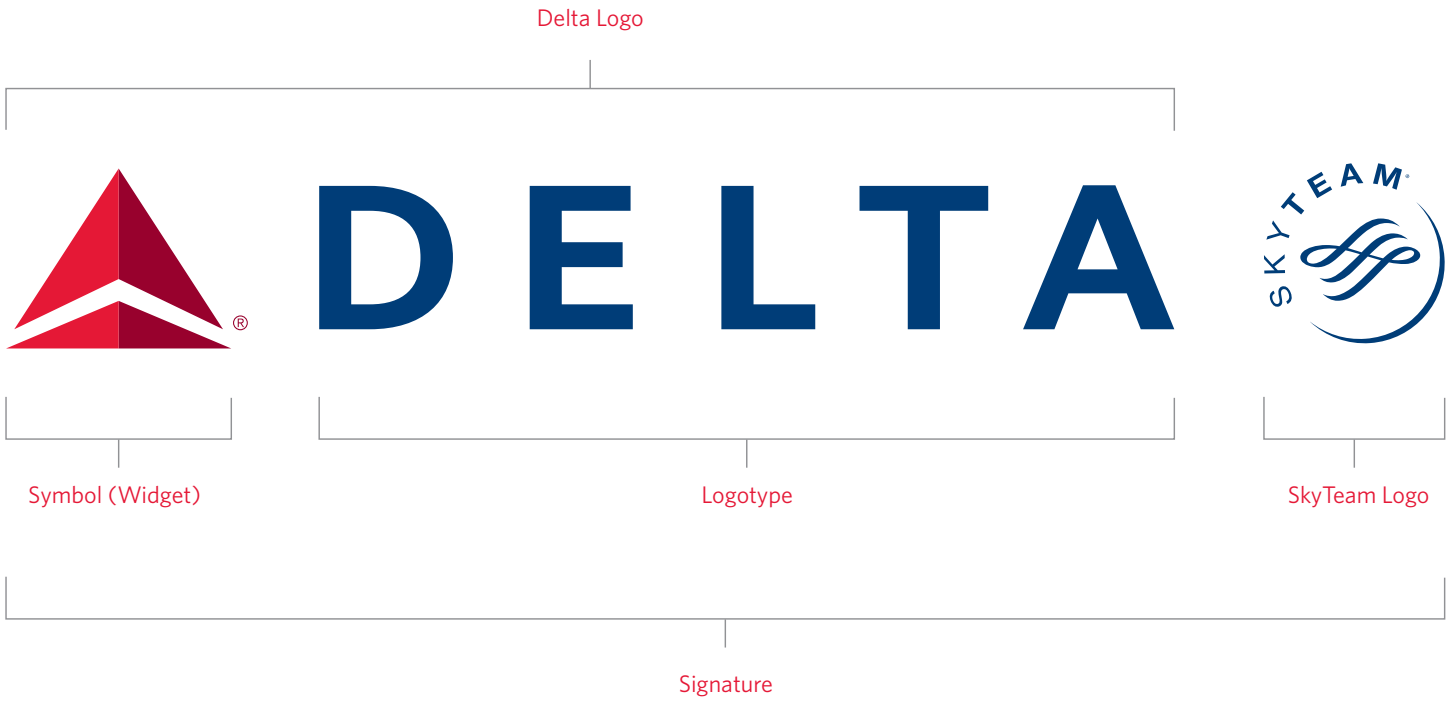
Note: Branding decision tools have been established to help us determine the appropriate degree of association that line of businesses, products and services have with the Delta masterbrand. Additionally, Program Identity guidelines have been established to help visually unite the graphic presentation of our long-term initiatives. Both are available through the Delta Brand Identity group.

Note: All Delta signature artwork must be requested through and approved by the Delta Brand Identity group.

Legal name DELTA AIR LINES, INC	Use the legal name of our company on all documents that legally require its presence (e.g., contracts, agreements, invoices and copyright notices).
Delta Masterbrand Signature DELTA DELTA 达美航空公司 DELTA AIRLINES FOR CHINESE MARKET ONLY	Use the Delta masterbrand signature as the primary brand expression to employees, customers, and community constituencies. The "Air Lines" modified signature is ONLY used in foreign markets (e.g., China) on specific informational applications (such as business cards) where clarifying area of business is necessary.
Joint Venture Signature (commercial shown) Delta Line of Business Delta Product or Service Delta Program	Use the joint venture signature to build awareness around the strength of our global network.
Names in text DELTA LINE OF BUSINESS	Use the Delta name in conjunction with descriptive names for lines of business, programs, products and services to effectively unite our portfolio while maintaining the Delta signature as the dominant expression.
Delta Signature with LOB descriptor DELTA PRODUCT	Use the Delta signature with a line of business descriptor when a LOB (or division) requires added differentiation or business emphasis that cannot be provided through use in text.
Product or service sub-brand ALPHA BUSINESS A DELTA AIR LINES COMPANY	Use a Delta sub-brand signature when a product or service requires added differentiation or business emphasis that cannot be provided through use in text.
Subsidiary	Use a subsidiary signature with its own distinct logo and name treatment when the Delta brand does not provide a measurable value or lacks permission to operate in the intended business category. Always endorse the subsidiary brand with Delta Air Lines. The endorsement should be visually subordinate to the subsidiary identity and should always appear in typography (Not the Delta signature or logo).

4 SIGNATURE: OVERVIEW

Our signature is the simplest, most immediate and most recognizable representation of our brand. It builds upon our heritage, while communicating with a confident, modern and renewed energy that represents our future. The all-red symbol and all-uppercase logotype speak with an honest, respectful and direct language that embodies our core positioning.



5 SIGNATURE: SKYTEAM RELATIONSHIP

The SkyTeam logo is always positioned directly to the right of the Delta logo. The placement of the SkyTeam logo and its size relationship to our logo has been carefully considered and must not be altered in any way.

When to use the Delta Signature (includes the SkyTeam logo)

- All customer-visible communications, with the exception of those listed below.

When to use the Delta Logo (Does not include the SkyTeam logo)

- In-house communications (Not customer-visible)
- A Delta line of business or sub-brand application where the SkyTeam relationship is not relevant or may cause confusion.
- Political ads.
- Sponsorships and partnerships.

6 LEGAL PROTECTION

The Delta Legal department will help you determine which trademark designation should be used. If, after reading the instructions provided below, you are uncertain as to when or how a trademark designation should be used, do not hesitate to contact the Legal department. Trademark designations must always be used exactly as determined by the Legal department.

All of our trademarks should be designated with one of the two following symbols:

For service marks which have been granted registration by the U.S. Patent and Trademark Office, use the ® symbol.

As a general rule, the ® symbol should be used on the first or most prominent usage of the registered mark in copy. However, this requirement can be satisfied by the use of a logo which includes the ® symbol. For example, if a document includes the Delta Signature, it would not be necessary to also use Delta® or SkyTeam® the first time these terms appear in text.

In long documents, occasional use of the ® symbol will reinforce the importance and proprietary nature of the trademark to the reader.

The ® symbol should be placed immediately after the trademark – not after descriptive names.

Examples:
DO
Welcome to the Delta® SkyMiles® rewards program.

DO NOT
Welcome to the Delta SkyMiles rewards® program.

SM

For service marks which have not yet been granted registration by the U.S. Patent and Trademark Office, use the SM symbol.

As a general rule, the SM symbol should be used on the first or most prominent usage of the registered mark in copy. However, this requirement can be satisfied by the use of a logo which includes the SM symbol.

In long documents, occasional use of the SM symbol will reinforce the importance and proprietary nature of the trademark to the reader.

The SM symbol should be placed immediately after the trademark – not after descriptive names.

Example:
DO
Introducing Delta® Alerts℠ flight updatemessaging service.

DO NOT
Introducing Delta Alerts flight update℠ messaging service.

TM

For trade marks which have not yet been granted registration by the U.S. Patent and Trademark Office, use the TM symbol.

As a general rule, the TM symbol should be used on the first or most prominent usage of the registered mark in copy. However, this requirement can be satisfied by the use of a logo which includes the TM symbol.

In long documents, occasional use of the TM symbol will reinforce the importance and proprietary nature of the trademark to the reader.

The TM symbol should be placed immediately after the trademark – not after descriptive names.

Example:
DO
This is an extraordinary opportunity to enjoy all Delta Sky Club™ has to offer.

DO NOT
This is an extraordinary opportunity to enjoy all Delta Sky Club has to offer™.

7 SIGNATURE: COLOR VARIATIONS

Use the Delta signature as the primary brand expression with our employees, customer and community constituencies.

Consistent use of the Delta signature will help build visibility and recognition for the airline and will set Delta apart from competitors.

The integrity of the signature must be respected at all times. Don't stretch, condense or otherwise abstract it. Any modification of the signature confuses its meaning and diminishes its impact.

Note: Delta functional units, lines of business, programs, products and services are not permitted to be shown as a direct lock-up with the Delta signature, unless expressly identified by the Delta Brand Identity group.

Note: There is no reversed color signature. Always reverse to white.

Full-Color Signature

Reversed Signature

One-Color Delta Blue Signature

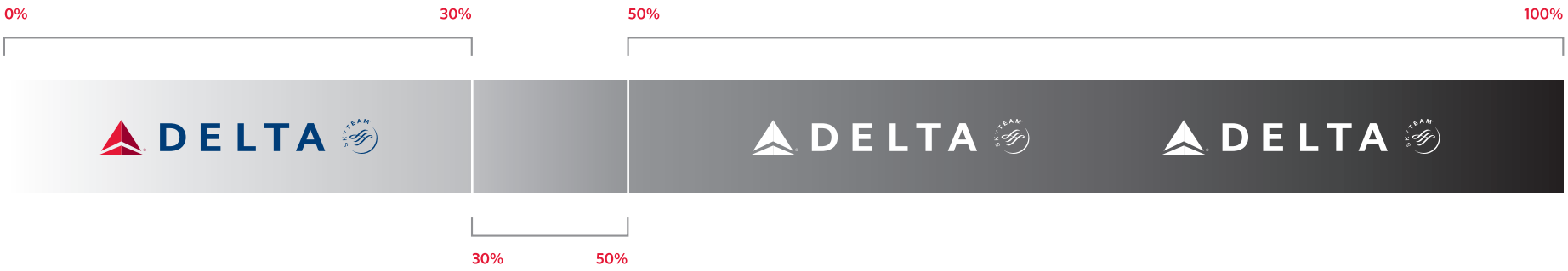
One-Color Black Signature

8 SIGNATURE: BACKGROUND CONTRAST

Use the full-color signature when the background color value is between 0% and 30% after conversion to gray scale.

Do not place the signature on a background when the color value is between 30% and 50% after conversion to gray scale.

Use the reversed signature when the background color value is between 50% and 100% after conversion to gray scale.



9 SIGNATURE: CLEAR SPACE AND MINIMUM SIZE

The Delta signature is one of the company's most precious assets. Always position it for maximum impact and give it plenty of room to "breathe." This will ensure the signature's presence and legibility.

Clear space frames the signature, separating it from other elements such as headlines, text, imagery and the outside edges of printed materials.

Clear Space

A minimum amount of clear space must surround the signature at all times. This space is equal to the cap-height of the Delta logotype (e.g., the "L" in DELTA).

In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.

Minimum Size

When reproducing the signature, be conscious of its size and legibility. To ensure quality reproduction in print, the signature must appear no smaller than 8p in width.

Signature Clear space

Signature with Descriptor Clear space
* China market only.

Signature Minimum Size

10 SIGNATURE PLACEMENT

The Delta signature must always be placed to the left or right margins of any given application. The signature can be placed top right, top left, bottom right or bottom left.

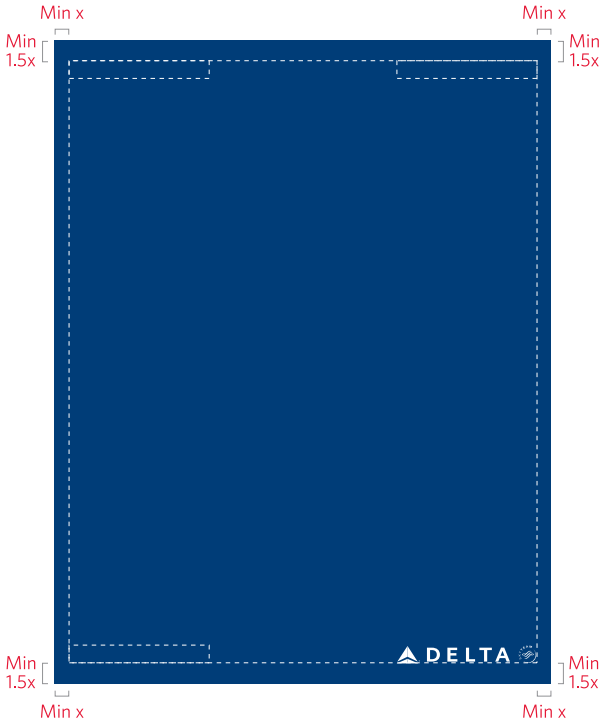
The minimum space for margins demonstrated must always be observed when placing the signature. “x” is equal to cap-height of the Delta logotype (e.g., the “L” in Delta), and is the minimum amount of space required left and right of the signature.

A larger amount of space (1.5x minimum) should always be placed to the top or bottom of the signature whenever possible.

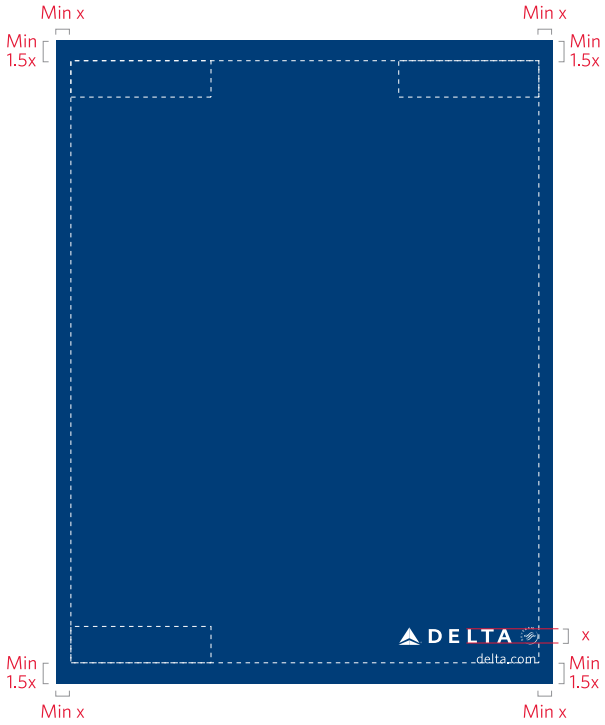
Note: The Delta signature should be scaled in size to most appropriately address specific communication and application needs.

Note: When using the Delta URL with the Master Brand Signature, please be sure to use the approved Delta URL lock-up artwork that has been provided.

Master Brand Signature



URL Lock-up Signature



11 SIGNATURE: APPLICATION EXAMPLES

The Delta signature is the primary brand expression for our company.

The signature represents our reputation and future goals, as such, it should always be prominently affiliated with our lines of business, products and services to further clarify its dominance.

The following are examples of applications that are appropriate for use with the Delta signature:

- Web site
- Terminal signage (with the exception of back walls as shown)
- Stationery
- Tickets/ ticket jackets
- Premium/ gift items
- Marketing communications (e.g., posters, direct mail, advertising)

Note: It is not necessary to place the Delta name preceding functional units (e.g., Legal) or generic descriptors for products and services that are viewed within a Delta branded context (e.g., First Class or Baggage Services).

Note: The schematic examples illustrated on this page are for demonstration purposes only.

12 LOGO (NO SKYTEAM LOCK-UP): APPLICATION EXAMPLES

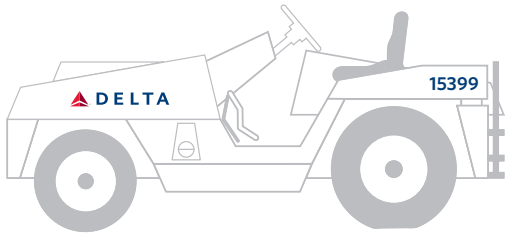
Use the Delta logo (no SkyTeam lock-up) on applications that are not related to, or endorsed by, the SkyTeam partnership. These applications include:

- In-house communications (not customer-visible).
- A Delta line of business or application where the SkyTeam relationship is not relevant or may cause confusion.
- Political ads.
- Sponsorships and partnerships.

The following are examples of applications that are appropriate for use with the Delta logo:

- Corporate and exterior identification signage.
- Aircraft.
- Vehicles (non-promotional).
- Internal newsletter.
- Sponsorship advertisement.

Note: The schematic examples illustrated on this page are for demonstration purposes only.



13 DELTA NAME IN TEXT

Use the Delta name preceding descriptive names for lines of business, product, service and program names to effectively unite our portfolio and maintaining the Delta signature as the dominant expression.

In application these names should appear in the Whitney typeface and styled to match the surrounding text, or adhere to established guidelines for the specific application (e.g., signage, business cards).

In order to establish and protect trademark registration, a ™ or ℠ symbol should be used if you know the Legal Department has already filed, or intends to file, a trademark application for an proprietary product or service name.

Examples:

Line of Business

N/A

Product or Service

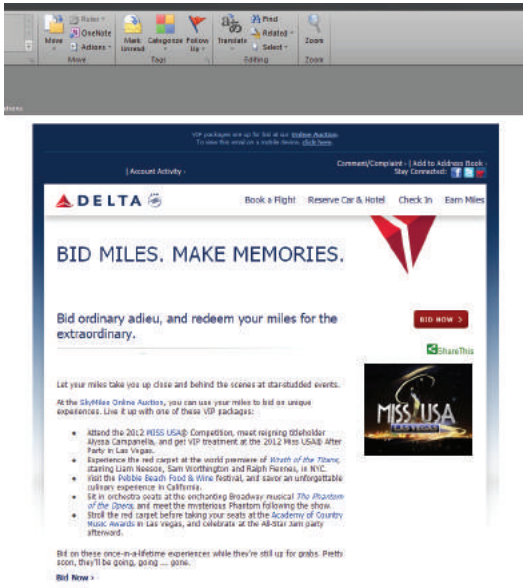
Delta Alerts℠

Program

Delta's Force for Global Good

Note: Delta functional units, lines of business, programs, products and services are not permitted to be shown as a direct lock-up with the Delta signature, unless expressly identified by the Delta Brand Identity group.

Note: The schematic examples illustrated on this page are for demonstration purposes only.



14 SIGNATURE: DO NOTS

We encourage you to become familiar with the correct use of the Delta signature. Please note that the new Delta brand expression does not permit use of the previous versions of the signature.

The integrity of the signature must be respected at all times. Don't stretch, condense or otherwise morph or manipulate it. Any modification of the signature confuses its meaning and diminishes its impact.

1. ***DO NOT*** stretch the signature.
2. ***DO NOT*** create a "speed" version of the signature.
3. ***DO NOT*** use a previous Delta signature.
4. ***DO NOT*** change the typeface of the signature.
5. ***DO NOT*** alter the color of the signature.
6. ***DO NOT*** alter the symbol in any way.
7. ***DO NOT*** alter the position of the signature elements.
8. ***DO NOT*** scale or alter the position of the symbol.
9. ***DO NOT*** alter the descriptor type.
10. ***DO NOT*** rotate the signature.
11. ***DO NOT*** use the symbol alone.
12. ***DO NOT*** add 3-D effects to the signature.
13. ***DO NOT*** create additional lockups.
14. ***DO NOT*** place the signature on a busy background.
15. ***DO NOT*** use the color signature on a color background. Use reversed signature.
16. ***DO NOT*** add an outline around the signature.

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15 JV SIGNATURE NON-AZ: COLOR VARIATIONS

Application of the JV signature will help demonstrate our commitment to, and build awareness around, the strength of our global network of destinations.

Use of the JV signature is limited to check-in, gate back wall, and baggage services signage for terminals within North America, Europe and the Middle East. All other regions will continue to use the Delta masterbrand signature.

The integrity of the signature must be respected at all times. Don't stretch, condense or otherwise abstract it. Any modification of the signature confuses its meaning and diminishes its impact.

Note: The JV signature is not be used in Asian, Latin American, African, or Australian markets. These markets will continue to use the Delta masterbrand signature.

Note: When necessary, the vertical lock-up configuration may be used on applications that have very limited horizontal space. There is no reversed color signature, always reverse to white.

Full-Color Signature

Reversed Signature

Process-Color Signature

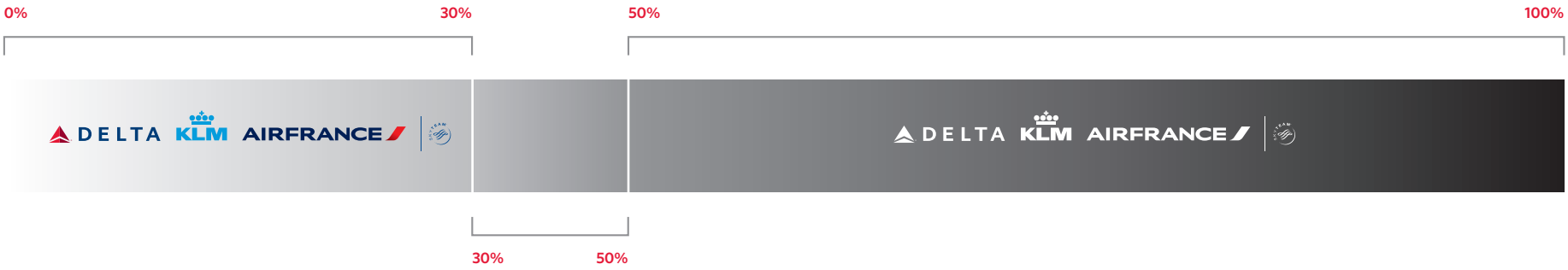
One-Color Black Signature

16 JV SIGNATURE NON-AZ: BACKGROUND CONTRAST

Use the full-color signature when the background color value is between 0% and 30% after conversion to gray scale.

Do not place the signature on a background when the color value is between 30% and 50% after conversion to gray scale.

Use the reversed signature when the background color value is between 50% and 100% after conversion to gray scale.



17 JV SIGNATURE NON-AZ: CLEAR SPACE AND MINIMUM SIZE

The horizontal configuration of the JV signature is preferred. However, when necessary, the vertical lock-up configuration may be used on applications that have very limited horizontal space.

Always position the signature for maximum impact and give it plenty of room to "breathe." This will ensure the signature's presence and legibility.

Clear space frames the signature, separating it from other elements such as headlines, text, imagery and the outside edges of printed materials.

Clear Space

A minimum amount of clear space must surround the signature at all times. This space is equal to the cap-height of the Delta logotype (e.g., the "L" in DELTA).

In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.

Minimum Size

When reproducing the signature, be conscious of its size and legibility. To ensure quality reproduction in print, the horizontal signature must appear no smaller than 16p in width, and the vertical 8p in width.

Signature Clear Space

Vertical Signature Clear Space

Signature Minimum Size

16p

8p

18 JV SIGNATURE NON-AZ: APPLICATION EXAMPLES

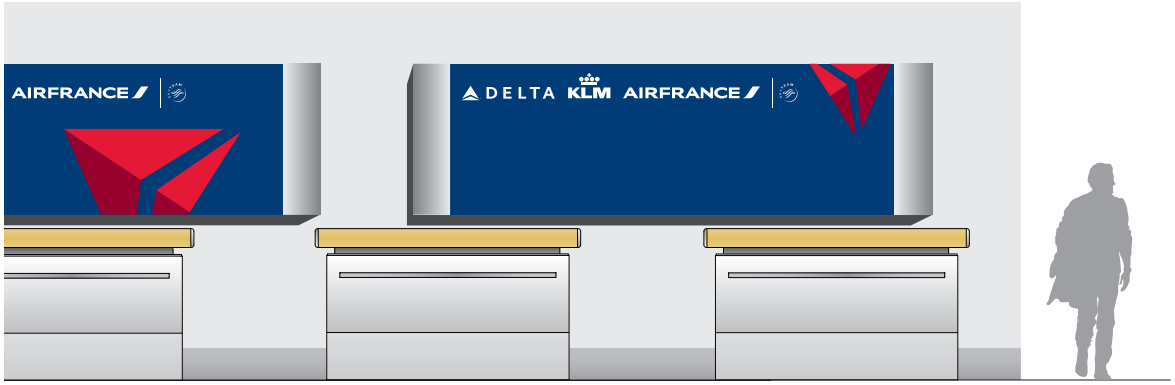
The following are examples of applications that are appropriate for use with the JV signature:

- Check-in back wall
- Gate back wall
- Baggage services back wall

Note: The JV signature is not to be used on any other facility application.

Note: The schematic examples illustrated on this page are for demonstration purposes only.

Check-in back wall



Gate back wall

Baggage services back wall- with module

Baggage services back wall- no module

19 JV SIGNATURE NON-AZ: DO NOTS

We encourage you to become familiar with the correct use of the JV signature.

The integrity of the signature must be respected at all times. Don't stretch, condense or otherwise morph or manipulate it. Any modification of the signature confuses its meaning and diminishes its impact.

1. **DO NOT** condense the signature.
2. **DO NOT** alter the spacing between logos.
3. **DO NOT** modify the size relationship.
4. **DO NOT** modify the order of the logos.

1.

2.

3.

4.

20 SIGNATURE W/ LOB DESCRIPTOR: COLOR VARIATIONS

Use the Delta signature with LOB descriptor when a line of business (or division) requires added differentiation or business emphasis that cannot be provided through use in text.

Consistent use of the signature will help build visibility and recognition for the airline, while effectively communicating our distinct capabilities and offerings.

The integrity the signature must be respected at all times. Don't stretch, condense or otherwise abstract it. Any modification of the signature confuses its meaning and diminishes its impact.

Note: There is no reversed color signature. Always reverse to white.

Note: Delta lines of business are not permitted to be shown as a direct lock-up with the Delta signature unless expressly identified by the Delta Brand Identity group.

Examples:

DELTA SHUTTLE

DELTA CONNECTION

Full-Color Signature

Reversed Signature

One-Color Delta Blue Signature

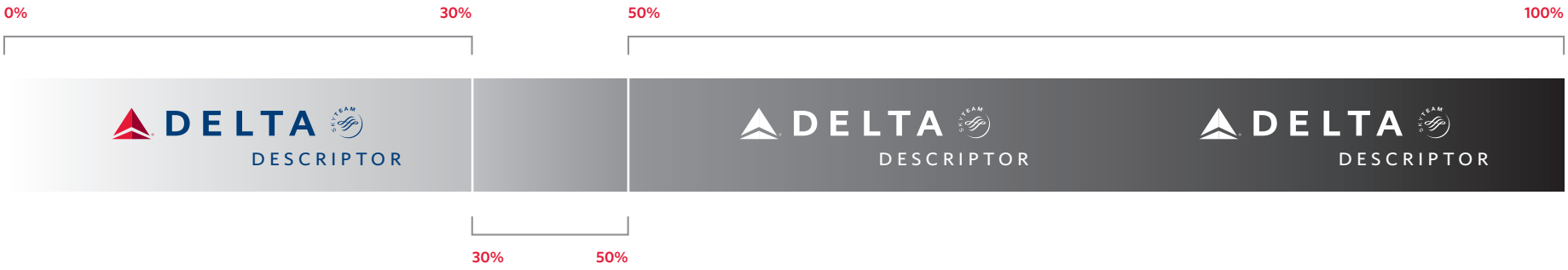
One-Color Black Signature

21 SIGNATURE W/ LOB DESCRIPTOR: BACKGROUND CONTRAST

Use the full-color signature with LOB modifier when the background color value is between 0% and 30% after conversion to gray scale.

Do not place the signature on a background when the color value is between 30% and 50% after conversion to gray scale.

Use the reversed signature when the background color value is between 50% and 100% after conversion to gray scale.



22 SIGNATURE W/ LOB DESCRIPTOR: CLEARSPACE AND MINIMUM SIZE

The Delta signature with LOB descriptor is one of the company's most precious assets. Always position it for maximum impact and give it plenty of room to "breathe." This will ensure the signature's presence and legibility. Clear space frames the signature, separating it from other elements such as headlines, text, imagery and the outside edges of printed materials.

Clear Space

A minimum amount of clear space must surround the signature at all times. This space is equal to the cap-height of the Delta logotype (e.g., the "L" in DELTA).

In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.

Minimum Size

When reproducing the signature, be conscious of its size and legibility. To ensure quality reproduction in print, the signature must appear no smaller than 8p in width.

Signature Clear space

Signature Minimum Size

23 SIGNATURE W/ LOB DESCRIPTOR PLACEMENT

The Delta signature with LOB descriptor must always be placed to the left or right margins of any given application. The signature can be placed top right, top left, bottom right or bottom left.

The minimum space for margins demonstrated must always be observed when placing the signature. “x” is equal to cap-height of the Delta logotype (e.g., the “L” in Delta), and is the minimum amount of space required left and right of the signature.

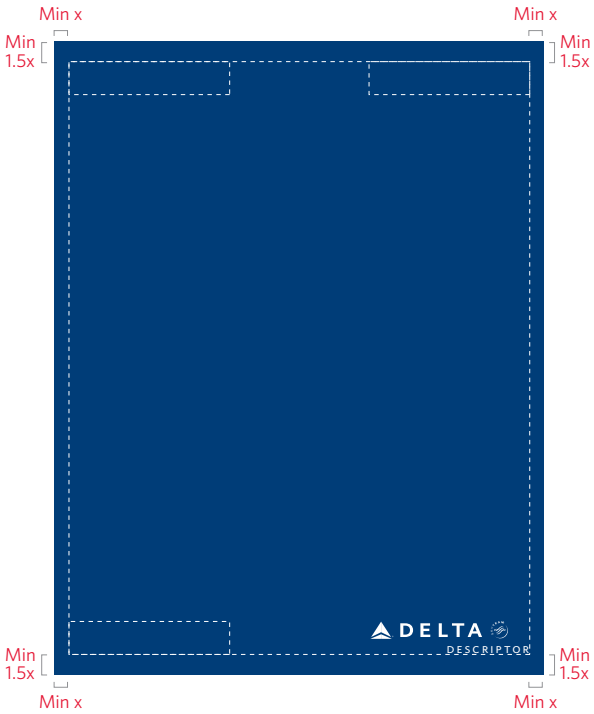
A larger amount of space (1.5x minimum) should always be placed to the top or bottom of the signature whenever possible.

When using the Delta URL with the Delta signature with LOB descriptor, do not lock up the URL up to the signature. The URL should align with the baseline of the signature and/or to the established page margins. The URL is always set in lower case Whitney Book type and its height should be a minimum of .5x.

Note: The size of the Delta signature with LOB descriptor should be scaled to most appropriately address specific communication and application needs.

Note: Please be sure to use the approved artwork that has been provided.

Signature with LOB descriptor



Signature with LOB descriptor plus URL

DELTA DESCRIPTOR

+

delta.com

24 SIGNATURE W/ LOB DESCRIPTOR: APPLICATION EXAMPLES

The Delta signature with LOB descriptor is only for use by those businesses approved by the Delta Brand Identity group.

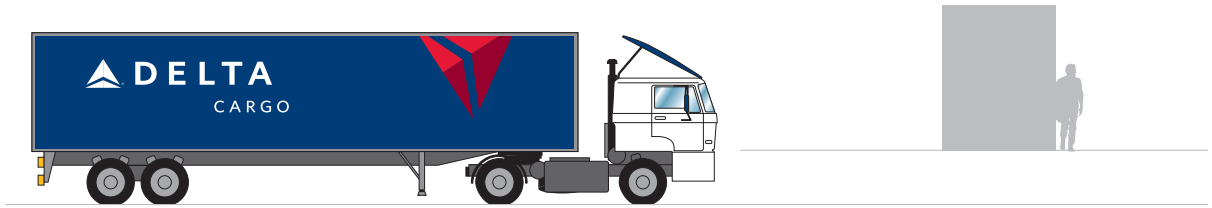
The signature should only be used on stand-alone applications that are solely identifying or promoting the specific business, and not the broader Delta experience.

The following are examples of applications that are appropriate for use with the Delta signature with LOB descriptor:

- Promotional communications (e.g., posters)
- Stationery
- Aircraft
- Packaging
- Premium/ gift items

Note: Connection Carrier logo artwork should only be used for aircraft application.

Note: The schematic examples illustrated on this page are for demonstration purposes only.



25 SIGNATURE W/ LOB DESCRIPTOR: DO NOTS

The schematic examples shown here illustrate some ways in which a LOB descriptor should not be used.

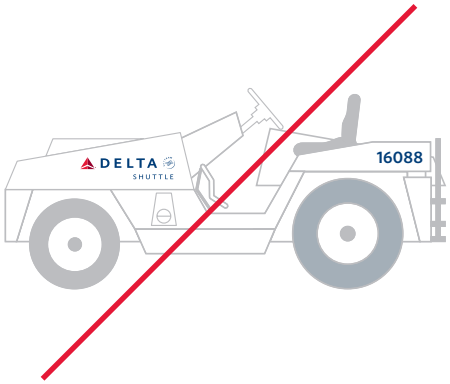
In addition to those rules established for the Delta signature, please:

1. ***DO NOT*** create additional signatures without approval from the Delta Brand Identity group.
2. ***DO NOT*** alter the signature in any way (e.g., change color, scale, relationship, graphic or typographic style).
3. ***DO NOT*** use the signature or connection carrier artwork on shared properties (e.g., gates, ground equipment and jetways)
4. ***DO NOT*** use the signature in combination with any other signature for identification.

Note: The schematic examples illustrated on this page are for demonstration purposes only.

1.

2.



3.

4.

3.

4.

26 SUB-BRAND SIGNATURE: COLOR VARIATIONS

Use a Delta sub-brand signature when a product or service requires added differentiation or business emphasis that cannot be provided through use in text.

Consistent use of the signature will help build visibility and recognition for the airline, while effectively communicating differentiated product offerings.

The integrity of the signature must be respected at all times. Don't stretch, condense or otherwise abstract it. Any modification of the signature confuses its meaning and diminishes its impact.

Note: There is no reversed color signature. Always reverse to white.

Note: Delta products and services are not permitted to be shown as a direct lock-up with the Delta signature unless expressly identified by the Delta Brand Identity group.

Example:

DELTA SKYMILES®

Full-Color Signature

DELTA PRODUCT®

Reversed Signature

DELTA PRODUCT®

One-Color Delta Blue Signature

DELTA PRODUCT®

One-Color Black Signature

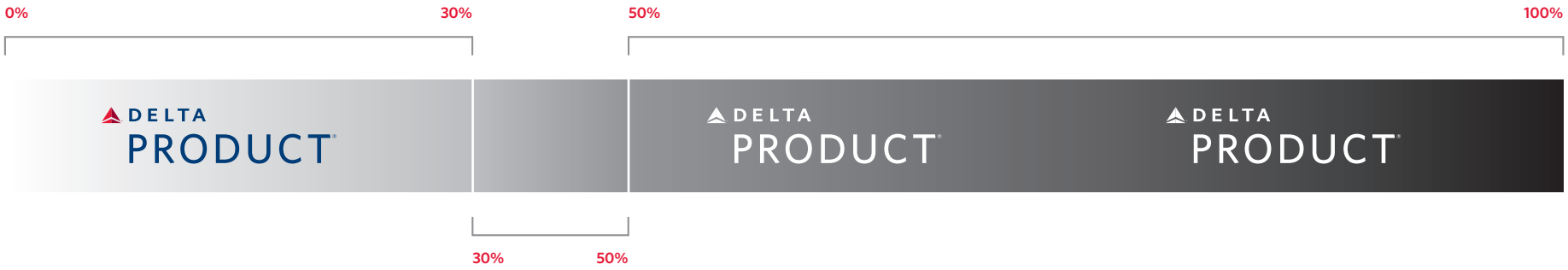
DELTA PRODUCT®

27 SUB-BRAND SIGNATURE: BACKGROUND CONTRAST

Use the full-color signature when the background color value is between 0% and 30% after conversion to gray scale.

Do not place the signature on a background when the color value is between 30% and 50% after conversion to gray scale.

Use the reversed signature when the background color value is between 50% and 100% after conversion to gray scale.



28 SUB-BRAND SIGNATURE: CLEARSPACE AND MINIMUM SIZE

A Delta sub-brand signature is one of the company's most precious assets. Always position it for maximum impact and give it plenty of room to "breathe." This will ensure the signature's presence and legibility. Clearspace frames the signature, separating it from other elements such as headlines, text, imagery and the outside edges of printed materials.

Clear Space

A minimum amount of clear space must surround the signature at all times. This space is equal to two times the cap-height of the Delta logotype (e.g., the "L" in DELTA).

In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.

Minimum Size

When reproducing the signature, be conscious of its size and legibility. To ensure quality reproduction in print, the signature must appear no smaller than 8 picas in width.

Signature Clearspace

Signature Minimum Size

29 SUB-BRAND SIGNATURE: PLACEMENT

A Delta sub-brand signature must always be placed to the left or right margins of any given application. The signature can be placed top right, top left, bottom right or bottom left.

The minimum space for margins demonstrated must always be observed when placing the signature. "x" is equal to two times the cap-height of the Delta logotype (e.g., the "L" in Delta), and is the minimum amount of space required left and right of the signature.

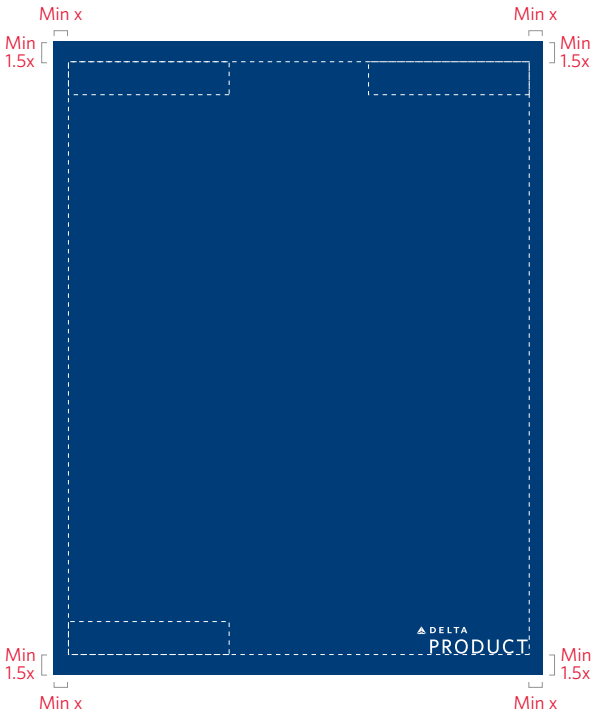
A larger amount of space (1.5x minimum) should always be placed to the top or bottom of the signature whenever possible.

When using the Delta URL with a Delta sub-brand signature, do not lock up the URL to the signature. The URL should align with the baseline of the signature and/or to the established page margins. The URL is always set in lower case Whitney Book type and its height should be a minimum of .5x.

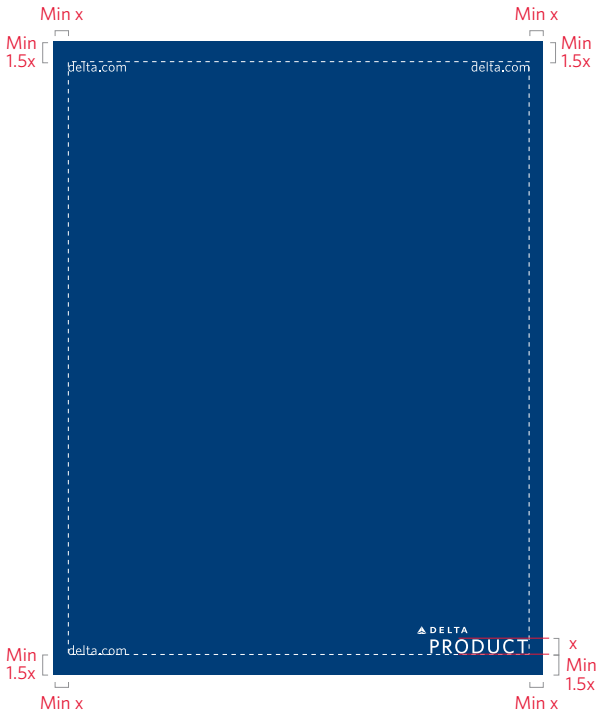
Note: The size of the Delta sub-brand signature should be scaled to most appropriately address specific communication and application needs.

Note: Please be sure to use the approved artwork that has been provided.

Sub-Brand Signature



Sub-Brand Signature with URL



DELTA
PRODUCT

+

delta.com

30 SUB-BRAND SIGNATURE: DO NOTS

The schematic examples shown here illustrate some ways in which a sub-brand should not be used.

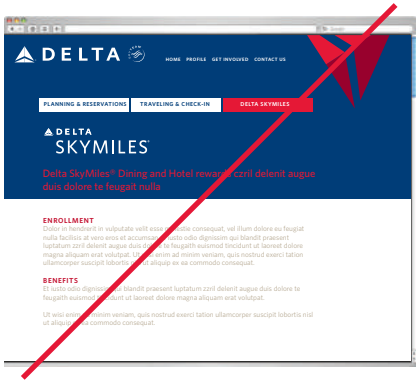
In addition to those rules established for the Delta signature, please:

1. ***DO NOT*** alter the signature in any way (e.g., change color, scale, relationship, graphic or typographic style).
2. ***DO NOT*** create additional signatures without approval from the Delta Brand Identity group.
3. ***DO NOT*** use the signature in combination with any other signature for identification.

Note: The schematic examples illustrated on this page are for demonstration purposes only.

1.

2.



3.

COLOR PALETTE

"Delta Blue" is the primary color expression for Delta audiences. A secondary tier of Delta Red and Delta Warm Gray may be used as alternative background colors to Delta Blue, primarily for informational signage or other secondary applications.

White should predominantly be used for typography on primary and secondary colored backgrounds.

Delta Light Red and Delta Dark Red are our two symbol colors, and are also used within our supergraphic when applied on Delta Blue or on Delta Red backgrounds.

The tertiary tier of accent colors should be used in a very limited manner, primarily to delineate navigation or to highlight primary typographical messages in communications.

Note: The tertiary colors should be applied in a very LIMITED MANNER and should not be applied as large fields of color.

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Primary

Delta Blue
Pantone 654c
c100, m67, y0, k38
r0, g51, b102
#003366

Secondary

Delta Red
Pantone 187c
c0, m100, y79, k20
r192, g25, b51
#C01933

Wayfaring White
WHITE
c0, m0, y0, k0
r255, g255, b255
#FFFFFF

Widget/Supergraphic

Delta Light Red
Pantone 186c
c0, m100, y81, k4
r224, g25, b51
#E01933

Delta Dark Red
Pantone 202c
c0, m100, y61, k43
r153, g25, b51
#991933

Tertiary

Passport Plum
Pantone 2695c
c91, m100, y8, k59
r46, g26, b71
#2E1A47

Delta Orange
Pantone 1505c
c0, m56, y90, k0
r255, g105, b0
#FF6900

Delta Yellow
Pantone 124c
c0, m30, y100, k0
r234, g170, b0
#EAAA00

Delta Light Blue
Pantone 652c
c50, m25, y2, k5
r125, g155, b193
#7D9BC1

Delta Dark Blue
Pantone 296c
c100, m73, y28, k86
r4, g28, b44
#041C2C

Black
c0, m0, y0, k100
r39, g37, b31
#27251F

PANTONE Cool Gray 10
c40, m30, y20, k66
r99, g102, b106
#63666A

Groundspeed Graphite
Pantone Cool Gray 8
c23, m16, y13, k46
r136, g139, b141
#888B8D

PANTONE Cool Gray 6
c16, m11, y11, k27
r167, g168, b170
#A7A8AA

PANTONE Cool Gray 2
c5, m3, y5, k11
r208, g208, b206
#D0D0CE

SkyMiles® Medallion Level Metallics

Diamond Medallion
Pantone 8201c

Platinum Medallion
Pantone 8603c

Gold Medallion
Pantone 873c

Silver Medallion
Pantone 877c

BCRF

Dark Pink
Pantone 226c

Light Pink
Pantone 212c

Safety & Environmental

Green
Pantone 7495c

32 TYPOGRAPHY: TYPEFACE

Typography is a key element used to communicate a unified personality for Delta. We have selected a type family that gives Delta a unique typographic voice: Whitney Condensed. This is our main typeface and should be used in all communications materials.

The Whitney typeface is a modern sans serif font that excels in a broad range of use in applications from signage to text. The typeface is narrow enough to work in crowded environments, yet energetic enough to encourage extended reading.

Though this typeface is available in six weights, use has been limited to Semibold weight with occasional Whitney Condensed Medium use for body copy, allowing for greater consistency and simplicity of implementation.

Note: Do not substitute any other typeface for the approved Delta typeface.

For Desktop

Verdana should be used for Desktop applications in a nongraphic artwork environment such as Microsoft Word® and PowerPoint®. Whitney should be used for graphics, buttons and banners in Web portals, microsites and other desktop-based environments.

Purchasing Whitney

The Whitney font is available from
Hoefler & Frere-Jones.
http://www.typography.com

They can be reached by phone during business hours (Eastern Time) at +1 212 777 6640. Fonts are delivered quickly by e-mail, and at no additional cost; orders can also be shipped by an overnight carrier, or by messenger within New York City.

Whitney Condensed Semibold

8 pts. ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890

10 pts. ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890

12 pts. ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890

16 pts. ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890

24 pts. ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstu

36 pts. ABCDEFGHIJKLM NOPQRSTUVWXYZ ab

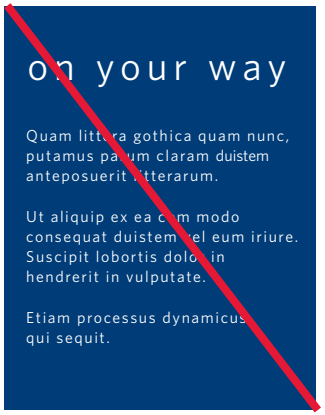
48 pts. ABCDEFGHIJKLM NOPQRSTU

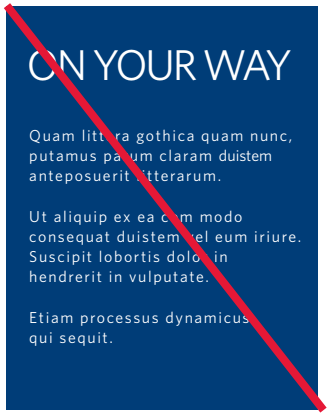
60 pts. ABCDEFGHIJKLM NOPQ

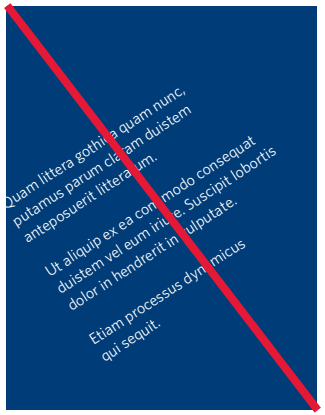
72 pts. ABCDEFGHIJKLM N

33 TYPOGRAPHY: DO NOTS

1. ***DO NOT*** use uncondensed Whitney.
2. ***DO NOT*** set type in all lowercase.
3. ***DO NOT*** track out sentence case type.
4. ***DO NOT*** set uppercase type without tracking out to 80.
5. ***DO NOT*** set body copy on a 33° angle







34 IMAGERY: OVERVIEW

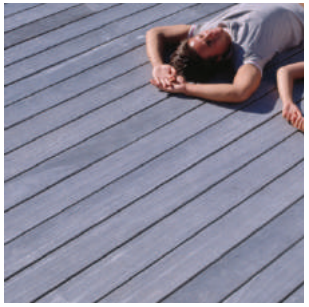
Imagery is a universal medium used to tell stories and make human connections. In our new brand expression, we use imagery to communicate our offer in a compelling and immediate way to make a meaningful connection with all of our audiences.

Our imagery can be categorized into three subject areas: people, product and destination. To further support our unique visual approach, imagery should use cropping, scale and selective focus to portray subjects in an imaginative and dynamic way that will trigger a response, an emotion or a call to action. All imagery should communicate one or more of our image attributes.

We encourage the use of imagery that demonstrates our commitment to service and the benefit to our customers, those that acknowledge our teamwork, achievement and professional nature of our employees.

STYLE

Crop



Scale

Selective focus

People | Product | Destination

SUBJECT

35 IMAGERY: DO NOTS

Here are examples of images that do not represent the Delta brand. Our images should never be artificial, stereotypical, decorative, literal or unnatural. Photos should not be cluttered with unnecessary props that distract from the story. Avoid using images with content that is irrelevant to our business and customers.

1. ***DO NOT*** use clichéd metaphors to represent our product benefits.
2. ***DO NOT*** use images that are exaggerated.
3. ***DO NOT*** use images portraying clichéd business gestures.
4. ***DO NOT*** use staged images.
5. ***DO NOT*** use images with artificial settings or staged environments.
6. ***DO NOT*** use images that have been digitally enhance or composed of two photos.
7. ***DO NOT*** use generic images with color filters.
8. ***DO NOT*** use with clichéd destination topics.
9. ***DO NOT*** use images with cluttered and distracting environments.

1.

2.

3.

4.

5.

6.

7.

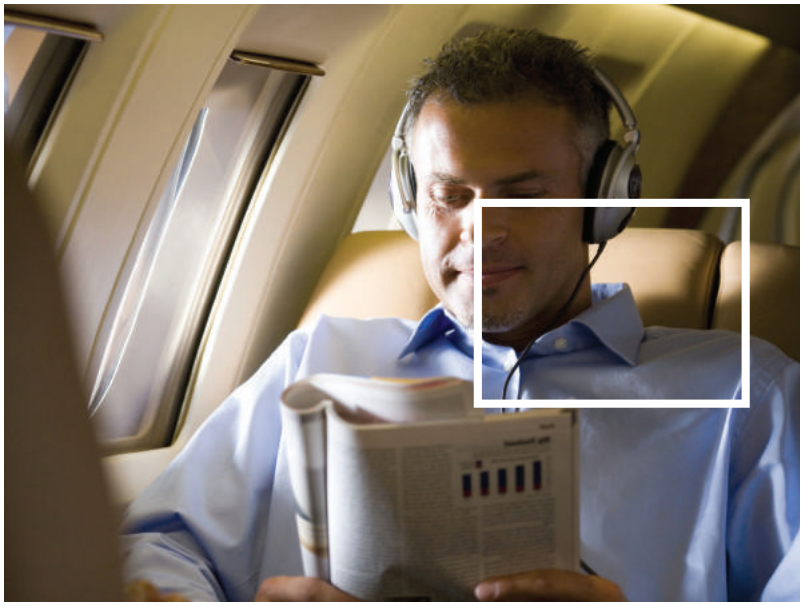
8.

9.

36 IMAGERY: CROPPING

We use the cropping technique illustrated on this page to achieve the dynamic photo treatments that have been discussed on the previous pages. Cropping enables you to create a unique composition from ordinary imagery in order to bring it more in alignment with our brand attributes and help differentiate our photography from competitors.

Note: When you are cropping and enlarging a small section of a photograph, make sure the photo has a high enough resolution to maintain its quality.



37 SUPERGRAPHIC

The Delta supergraphic treatment is a powerful extension of our signature. It creates a visually consistent language across applications while further aligning them to our brand positioning and personality, while giving them a unique look and feel.

It is a bold, expressive element that suggests directness, movement, scale, confidence and modernity and freedom.

Its cropped execution relates directly to a focus on the journey and a moment in time (crossing borders from origin and to destination). Alternating between the various crops of the supergraphic adds an element of unexpectedness and surprise.

38 SUPERGRAPHIC: COLOR VERSIONS

The supergraphic should only appear in the following three color combinations: red on a Delta Blue background (more emphasis on the supergraphic), red on a Delta Red background or gray on a Delta Gray background (less emphasis on the supergraphic).

Color Alternatives

Background color:
Delta Blue
Supergraphic colors:
Delta Light Red
Delta Dark Red

Background color:
Delta Red
Supergraphic colors:
Delta Light Red
Delta Dark Red

Background color:
Delta Gray
Supergraphic colors:
Delta Light Gray
Delta Dark Gray (90%)

39 SUPERGRAPHIC: GRAYSCALE VERSIONS

Grayscale versions of the supergraphic artwork are restricted for use in one-color applications. The three grayscale versions include dark gray on a gray background, dark gray on a white background (more emphasis on the supergraphic) and light gray on a white background (less emphasis on the supergraphic).

Note: Grayscale versions are for use in one-color applications only (e.g., newspaper ad).

Note: The grayscale values within the supergraphic artwork may need to be adjusted, dependent upon production method, in order to achieve the desired contrast illustrated.

Grayscale Versions

Background color:
60% Black
Supergraphic colors:
Light: 40% Black
Dark: 80% Black

Background color:
White
Supergraphic colors:
Light: 35% Black
Dark: 60% Black

Background color:
White
Supergraphic colors:
Light: 10% Black
Dark: 30% Black

40 SUPERGRAPHIC: VERTICAL FORMAT CROPPING

The examples on this page illustrate the four approved crops created for use on vertical formats.

These crops can be flipped horizontally and scaled if necessary. The supergraphic should appear no smaller than 30% and no larger than 80% of the total width of a given application.

Note: Do not use the supergraphic as a substitute for the Delta signature.

Note: These crops have been carefully considered, so please be sure to use the supergraphic artwork that is provided. Do not create additional croppings. Do not modify or alter the supergraphic artwork provided in any way.

Vertical Formats: Right Facing

Vertical Formats: Left Facing

41 SUPERGRAPHIC: HORIZONTAL FORMAT CROPPING

The examples on this page illustrate the four approved crops created for use on horizontal formats.

These crops can be flipped horizontally and scaled if necessary. Given the size of the application the supergraphic should appear no smaller than 50% and no larger than 80% of the total height of a given application.

Note: Do not use the supergraphic as a substitute for the Delta signature.

Note: These crops have been carefully considered, so please be sure to use the supergraphic artwork that is provided. Do not create additional crops. Do not modify or alter the supergraphic artwork provided in any way.

Horizontal Formats: Right Facing

This treatment should be scaled to fit the application's top and bottom edge.

This treatment should be scaled to fit the application's top and bottom edge.

Horizontal Formats: Left Facing

42 SUPERGRAPHIC: USAGE

Flexibility has been provided around the application of the supergraphic to address a variety of communication needs.

It should be used most prominently (red on blue) when serving as the primary graphic element on an application, such as a terminal check-in back wall. It should serve in a secondary manner (red on red, gray on gray) as visual support to information or verbiage that must be easily read, such as way finding signage or informational messaging.

MORE VISIBILITY

LESS VISIBILITY

- Identification
- Informational
- Consistency

- Messaging
- Personality
- Flexibility

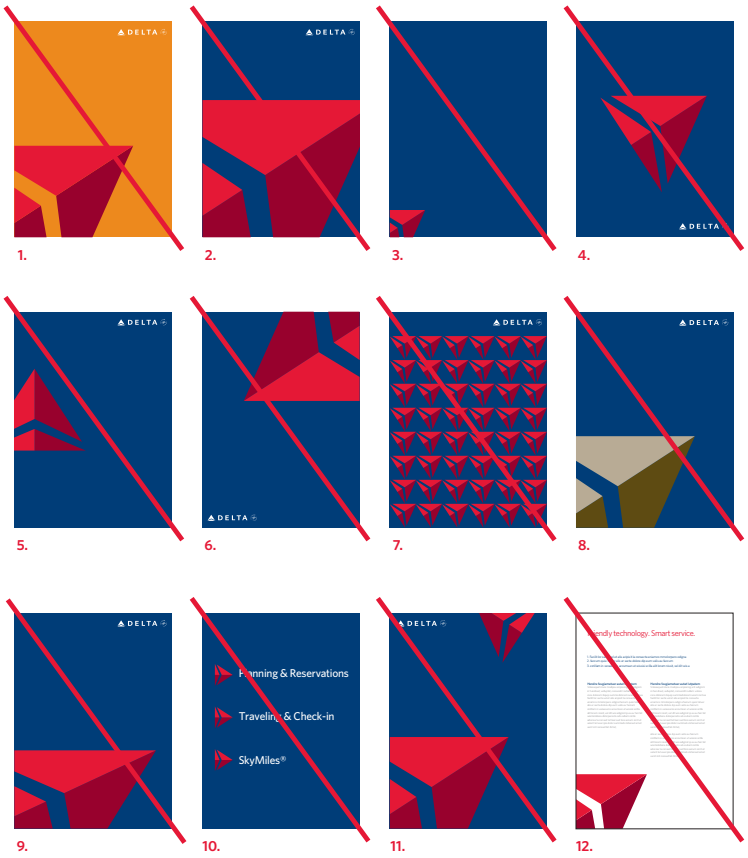
Ads shown may be dated. Please check with a Marketing Communications Manager before using.

43 SUPERGRAPHIC: DO NOTS

We encourage you to become familiar with the correct use of the supergraphic and please be sure to use the supergraphic artwork that is provided.

The integrity of the Delta supergraphic must be respected at all times. Do not recreate, modify or otherwise alter the supergraphic artwork that is provided.

1. ***DO NOT*** alter the color of the supergraphic artwork. Do not place the supergraphic on a tertiary color background.
2. ***DO NOT*** scale the supergraphic to make an additional cropping.
3. ***DO NOT*** scale the supergraphic smaller than the specified height of an application. Do not use the supergraphic as a substitute for the Delta signature.
4. ***DO NOT*** use the symbol alone.
5. ***DO NOT*** alter the angle of the supergraphic.
6. ***DO NOT*** place the supergraphic pointing down.
7. ***DO NOT*** use the supergraphic as an icon treatment pattern.
8. ***DO NOT*** use the gray supergraphic on a Delta Blue or Delta Red background.
9. ***DO NOT*** stretch the supergraphic.
10. ***DO NOT*** use the supergraphic as a graphic device.
11. ***DO NOT*** use more than one supergraphic treatment per application.
12. ***DO NOT*** use the supergraphic artwork on interior pages.



44 SUPERGRAPHIC: ARTWORK FILES

The supergraphic artwork fileshavebeencreated to ensure consistency among applications. The fileshavebeensetuptoincludebleedsforprint production. Illustrated on this page are examples of bleed area in the artwork files.

Please reference page 1:98 of this document for file naming components and versions.

Note: Never re-create the crop. Please contact your Brand or Marketing Communications Managers to gain access to the supergraphic artwork files.

Bleed area (behind clipping mask)

45 DELTA SKY PRIORITY™ GRAPHIC

Delta has many individual services that give breadth and depth to our brand. These services have varying degrees of relationship to what we would call core functions of the company.

The Sky Priority™ service seeks to enhance the travel experience for our high value customers, while allowing us to bundle value-added services and take credit for those things we already do. It is a long-term initiative that has particular importance to the positive perceptions and performance of Delta as a company.

As such, it is important that Sky Priority™ closely aligns to the Delta brand both strategically and visually for us to best capitalize on the positive associations that will come from its success.

Delta Sky Priority™ is composed of two parts—the name and the graphic expression. Both draw strongly from Delta brand elements, including naming, color, 33˚ angle and use of the Whitney typeface, providing distinction without diluting the Delta master brand presence.

Note: For more detailed information regarding the Delta Sky Priority please see the Delta Sky Priority™ guidelines.

ALL TOGETHER

Every interaction and every communication directly enhances the power and meaning of our brand. Our goal is to create a seamless and consistent experience across the entire organization that engages both our customers and our employees.

The overall visual style of the Delta brand is optimistic, bold, honest, clean and simple, as exemplified by our image attributes.

Together, a minimal approach for application of the brand elements should be adhered to. Utilize a strong contrast of scale with the various croppings of the supergraphic, fields of color, angled typography and cropped imagery to create a dynamic, fresh and unexpected visual expression.

47 DELTA SIGNATURE FILENAME COMPONENTS

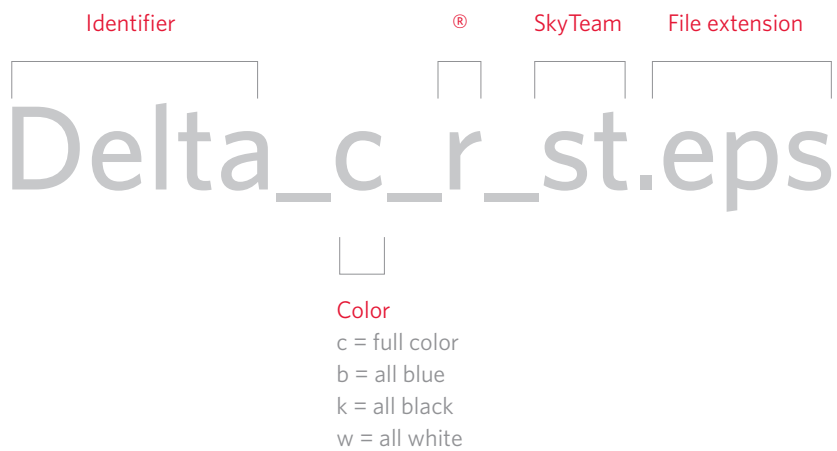
Identifier
The "Delta" prefix distinguishes Delta artwork from non-Delta files.

Color
There are four versions of the signature.
c= full color
b= all blue
k= all black
w= all white

Registration Mark ®
r= Signatures includes a registration mark

SkyTeam
st= Signatures includes the SkyTeam logo

File extension
.eps= Vector file, for use in print applications.
.jpg= RGB, for use on screen or in office applications such as Microsoft® Word or PowerPoint®; small size at 150 dpi.



Version	File Name	Explanation
Full-Color Signature	With ® and SkyTeam logo Delta_c_r_st.eps (shown) With ® Delta_c_r.eps Without ® and SkyTeam logo Delta_c.eps	Vector files, EPS format Composed of : Delta Blue, Light Red, Dark Red Use in all-color print material
Reversed Signature	With ® and SkyTeam logo Delta_w_r_st.eps (shown) With ® Delta_w_r.eps Without ® and SkyTeam logo Delta_w.eps	Vector files, EPS format Provided in white for printing on dark backgrounds Use in all-color or one-color print material
One-Color Delta Blue Signature	With ® and SkyTeam logo Delta_b_r_st.eps (shown) With ® Delta_b_r.eps Without ® and SkyTeam logo Delta_b.eps	Vector files, EPS format Provided in Delta Blue Use in one-color print material
One-Color Black Signature	With ® and SkyTeam logo Delta_k_r_st.eps (shown) With ® Delta_k_r.eps Without ® and SkyTeam logo Delta_k.eps	Vector files, EPS format Provided in black for printing on light backgrounds Use in one-color print material

Version	File Name	Explanation
Full-Color Signature 	With ® and SkyTeam logo Delta_url_c_r_st.eps	Vector files, EPS format Composed of : Delta Blue, Light Red, Dark Red Use in all-color print material
Reversed Signature 	With ® and SkyTeam logo Delta_url_w_r_st.eps	Vector files, EPS format Provided in white for printing on dark backgrounds Use in all-color or one-color print material
One-Color Delta Blue Signature 	With ® and SkyTeam logo Delta_url_b_r_st.eps	Vector files, EPS format Provided in Delta Blue Use in one-color print material
One-Color Black Signature 	With ® and SkyTeam logo Delta_url_k_r_st.eps	Vector files, EPS format Provided in black for printing on light backgrounds Use in one-color print material

Version	File Name	Explanation
Full-Color Signature	With ® and SkyTeam logo Delta_con_c_r_st.eps	Vector files, EPS format Composed of : Delta Blue, Light Red, Dark Red Use in all-color print material
Reversed Signature	With ® and SkyTeam logo Delta_con_w_r_st.eps	Vector files, EPS format Provided in white for printing on dark backgrounds Use in all-color or one-color print material
One-Color Delta Blue Signature	With ® and SkyTeam logo Delta_con_b_r_st.eps	Vector files, EPS format Provided in Delta Blue Use in one-color print material
One-Color Black Signature	With ® and SkyTeam logo Delta_con_k_r_st.eps	Vector files, EPS format Provided in black for printing on light backgrounds Use in one-color print material

Version	File Name	Explanation
Full-Color Signature	With ® and SkyTeam logo Delta_sht_c_r_st.eps	Vector files, EPS format Composed of : Delta Blue, Light Red, Dark Red Use in all-color print material
Reversed Signature	With ® and SkyTeam logo Delta_sht_w_r_st.eps	Vector files, EPS format Provided in white for printing on dark backgrounds Use in all-color or one-color print material
One-Color Delta Blue Signature	With ® and SkyTeam logo Delta_sht_b_r_st.eps	Vector files, EPS format Provided in Delta Blue Use in one-color print material
One-Color Black Signature	With ® and SkyTeam logo Delta_sht_k_r_st.eps	Vector files, EPS format Provided in black for printing on light backgrounds Use in one-color print material

Version	File Name	Explanation
Full-Color Signature	With ® Delta_vac_c_r.eps	Vector files, EPS format Composed of : Delta Blue, Light Red, Dark Red Use in all-color print material
Reversed Signature	With ® Delta_vac_w_r.eps	Vector files, EPS format Provided in white for printing on dark backgrounds Use in all-color or one-color print material
One-Color Delta Blue Signature	With ® Delta_vac_b_r.eps	Vector files, EPS format Provided in Delta Blue Use in one-color print material
One-Color Black Signature	With ® Delta_vac_k_r.eps	Vector files, EPS format Provided in black for printing on light backgrounds Use in one-color print material

Version	File Name	Explanation
Full-Color Signature	With ® Delta_cargo_c_r.eps	Vector files, EPS format Composed of : Delta Blue, Light Red, Dark Red Use in all-color print material
Reversed Signature	With ® Delta_cargo_w_r.eps	Vector files, EPS format Provided in white for printing on dark backgrounds Use in all-color or one-color print material
One-Color Delta Blue Signature	With ® Delta_cargo_b_r.eps	Vector files, EPS format Provided in Delta Blue Use in one-color print material
One-Color Black Signature	With ® Delta_cargo_k_r.eps	Vector files, EPS format Provided in black for printing on light backgrounds Use in one-color print material

Version	File Name	Explanation
Full-Color Signature	With ® and SkyTeam logo Delta_skymiles_c_r_st.eps	Vector files, EPS format Composed of : Delta Blue, Light Red, Dark Red Use in all-color print material
Reversed Signature	With ® and SkyTeam logo Delta_skymiles_w_r_st.eps	Vector files, EPS format Provided in white for printing on dark backgrounds Use in all-color or one-color print material
One-Color Delta Blue Signature	With ® and SkyTeam logo Delta_skymiles_b_r_st.eps	Vector files, EPS format Provided in Delta Blue Use in one-color print material
One-Color Black Signature	With ® and SkyTeam logo Delta_skymiles_k_r_st.eps	Vector files, EPS format Provided in black for printing on light backgrounds Use in one-color print material

Version	File Name	Explanation
Full-Color Signature	With ® Delta_skybonus_c_r_st.eps	Vector files, EPS format Composed of : Delta Blue, Light Red, Dark Red Use in all-color print material
Reversed Signature	With ® Delta_skybonus_w_r_st.eps	Vector files, EPS format Provided in white for printing on dark backgrounds Use in all-color or one-color print material
One-Color Delta Blue Signature	With ® Delta_skybonus_b_r_st.eps	Vector files, EPS format Provided in Delta Blue Use in one-color print material
One-Color Black Signature	With ® Delta_skybonus_k_r_st.eps	Vector files, EPS format Provided in black for printing on light backgrounds Use in one-color print material

56 JV COMMERCIAL SIGNATURE FILENAME COMPONENTS

Identifier
The “C_Delta_KLM_AF” prefix distinguishes the commercial signature artwork from the standard joint venture signature.

Color
There are four versions of the signature.
c= full color
4c= four color process
k= all black
w= all white

Layout
vert= vertical lockup

SkyTeam
st= Signatures includes the SkyTeam logo

File extension
.eps= Vector file, for use in print applications.
.jpg= RGB, for use on screen or in office applications such as Microsoft® Word or PowerPoint®; small size at 150 dpi.

57 JV SIGNATURE FILENAME COMPONENTS

Identifier
The “Delta_KLM_AF” prefix distinguishes joint venture artwork from Delta specific files.

Color
There are four versions of the signature.
c= full color
4c= four color process
k= all black
w= all white

Layout
vert= vertical lockup

SkyTeam
st= Signatures includes the SkyTeam logo

File extension
.eps= Vector file, for use in print applications.
.jpg= RGB, for use on screen or in office applications such as Microsoft® Word or PowerPoint®; small size at 150 dpi.

Note:

Europe, Middle East, Affrica (EMEA) logo variation :

EMEA locations use a modified JV signature, it is important to use the specific logo artwork for these locations. File names for these regions are titled with an EMEA prefix.

Version	File Name	Explanation
Full-Color Signature	Delta_KLM_AF_ST_c.eps (shown) EMEA version Euro_Delta_KLM_AF_ST_c.eps	Vector files, EPS format Composed of : Pantone® colors Use in all-color print material
Reversed Signature	Delta_KLM_AF_ST_w.eps (shown) EMEU version Euro_Delta_KLM_AF_ST_w.eps	Vector files, EPS format Provided in white for printing on dark backgrounds Use in all-color or one-color print material
Process-Color Signature	Delta_KLM_AF_ST_4c.eps (shown) EMEA version Euro_Delta_KLM_AF_ST_4c.eps	Vector files, EPS format Provided in four color process Use in color print material
One-Color Black Signature	Delta_KLM_AF_ST_k.eps (shown) EMEA version Euro_Delta_KLM_AF_ST_k.eps	Vector files, EPS format Provided in black for printing on light backgrounds Use in one-color print material

SIGNATURE VERSIONS: JV VERTICAL

Version	File Name	Explanation
Full-Color Signature	Delta_KLM_AF_ST_vert_c.eps (shown) EMEA version Euro_Delta_KLM_AF_ST_vert_c.eps	Vector files, EPS format Composed of : Pantone® colors Use in all-color print material
Reversed Signature	Delta_KLM_AF_ST_vert_w.eps (shown) EMEA version Euro_Delta_KLM_AF_ST_vert_w.eps	Vector files, EPS format Provided in white for printing on dark backgrounds Use in all-color or one-color print material
Process-Color Signature	Delta_KLM_AF_ST_vert_4c.eps (shown) EMEA version Euro_Delta_KLM_AF_ST_vert_4c.eps	Vector files, EPS format Provided in four color process Use in color print material
One-Color Black Signature	Delta_KLM_AF_ST_vert_k.eps (shown) EMEA version Euro_Delta_KLM_AF_ST_vert_k.eps	Vector files, EPS format Provided in black for printing on light backgrounds Use in one-color print material

60 SUPERGRAPHIC FILENAME COMPONENTS

Identifier
cs= Cropped Supergraphic

Color
There are four versions of the supergraphic artwork.

Red supergraphic on blue background
Red supergraphic on red background
Gray supergraphic on gray background
Black (grayscale) supergraphic

Format
v= For vertical format applications
h= For horizontal format applications

Direction
Represents the direction which the supergraphic is facing. (see examples).

Position
Represents the position where the supergraphic should be placed on an application.

top= Place at the top of the application
right= Place at the right of the application
bl= Place at bottom left
br= Place at bottom right

File extension
.ai= Adobe Illustrator vector file

Direction
l = left facing
r = right facing

File extension
ai = Adobe Illustrator

cs_rb_hl_top.ai

Identifier
Cropped Supergraphic

Color
rb = red on blue
red = red on red
gray = gray on gray
k = grayscale

Format
h = horizontal
v = vertical

Position
top = top
left = left
right = right
bll = bottom left large
brl = bottom right large
bl = bottom left
br = bottom right

Right facing
cs_rb_vr_bll.ai

Left facing
cs_rb_vl_bll.ai

61 SUPERGRAPHIC VERSIONS

Artwork for the cropped supergraphic is shown in red on blue in all instances. Files also have been created in red on red, gray on gray and grayscale.

Red on Delta Blue version

Red on Delta Red version

Gray on Delta Gray version

Right facing

cs_rb_hr_bll.ai

Left facing

cs_rb_hl_brl.ai

cs_rb_hr_bl.ai

cs_rb_hl_br.ai

cs_rb_hr_top.ai

cs_rb_hl_top.ai

cs_rb_hr_tb.ai

cs_rb_hl_tb.ai

cs_rb_hr_bs.ai

cs_rb_hl_bm.ai

Right facing

cs_rb_vr_bll.ai

Left facing

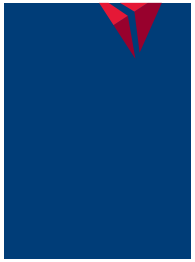
cs_rb_vl_brl.ai

cs_rb_vr_br.ai

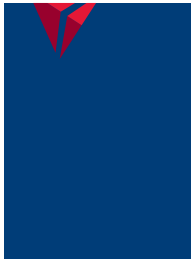
cs_rb_vl_bl.ai

cs_rb_vr_left.ai

cs_rb_vl_right.ai



cs_rb_vr_top.ai



cs_rb_vl_top.ai

62 CONTACT

If you have questions regarding proper use of these guidelines, gain access to electronic signatures, or other artwork, contact the Brand Identity and Creative Services team.

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Purchasing Whitney

The Whitney font is available from Hoefler & Frere-Jones.
http://www.typography.com

They can be reached by phone during business hours (Eastern Time) at +1 212 777 6640. Fonts are delivered quickly by e-mail, and at no additional cost; orders can also be shipped by FedEx, or by messenger within New York City.