# Table of Contents

## Introduction

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFTA</td>
<td>2</td>
</tr>
<tr>
<td>Our Logo</td>
<td>3</td>
</tr>
<tr>
<td>Logo Variations</td>
<td>4</td>
</tr>
<tr>
<td>White Space</td>
<td>5</td>
</tr>
<tr>
<td>Improper Uses</td>
<td>6</td>
</tr>
<tr>
<td>NFTA-METRO</td>
<td>7</td>
</tr>
<tr>
<td>Our Logo</td>
<td>8</td>
</tr>
<tr>
<td>Logo Variations</td>
<td>9</td>
</tr>
<tr>
<td>White Space</td>
<td>10</td>
</tr>
<tr>
<td>Improper Uses</td>
<td>11</td>
</tr>
<tr>
<td>Buffalo Niagara International Airport</td>
<td>12</td>
</tr>
<tr>
<td>Our Logo</td>
<td>13</td>
</tr>
<tr>
<td>Logo Variations</td>
<td>14</td>
</tr>
<tr>
<td>White Space</td>
<td>15</td>
</tr>
<tr>
<td>Improper Uses</td>
<td>16</td>
</tr>
<tr>
<td>Niagara Falls International Airport</td>
<td>17</td>
</tr>
<tr>
<td>Our Logo</td>
<td>18</td>
</tr>
<tr>
<td>Logo Variations</td>
<td>18</td>
</tr>
<tr>
<td>White Space</td>
<td>18</td>
</tr>
<tr>
<td>Improper Uses</td>
<td>18</td>
</tr>
</tbody>
</table>
Introduction

These guidelines are for the purpose of maintaining brand unity and strength throughout the Niagara Frontier Transportation Authority and its subsidiaries. The guide should be followed in all graphic applications, in all media.

For usage questions please contact -

Michael Martineck  
Superintendent, Communications and Advertising  
716.855.07632  
michael_martineck@nfta.com

Corey Hacker  
Multimedia Specialist  
716.855.7218  
corey_hacker@nfta.com

Revised April 2016
Our Logo

Colors

- Pantone 280
  - RGB 0, 40, 120
  - CMYK 100, 89, 24, 19

- Pantone 423
  - RGB 142, 144, 143
  - CMYK 47, 37, 39, 3

Typeface

Helvetica Family
This includes: Light, Light Oblique, Regular, Oblique, Bold, Bold Oblique
Logos underscored by NFTA.com are preferred in most usages. If the Web address is already prominent in the material, the tagline may be used. If the application is formal, as in a certificate or proclamation, the tagline may also be used.
White Space

Free area surrounding NFTA logos should equal the width of the letters. This is a minimum specification. This will help ensure proper prominence, balance and reduce potential confusion with information that may be nearby.
The integrity of the Authority and its branches is reflected in each and every application of its identity. Consistency improves clarity, reach and impact.

DON’T condense logo’s dimensions

DON’T stretch logo’s dimensions

DON’T alter the scale of the elements of the logo

DON’T alter the colored elements of the logo

DON’T use colors other than the specified logo colors

DON’T add special effects to the logo

DON’T alter the position of elements within the logo

DON’T rotate the logo

DON’T add borders to the logo
Our Logo

Colors

- Pantone 280
  - RGB 0, 40, 120
  - CMYK 100, 89, 24, 19

- Pantone 423
  - RGB 142, 144, 143
  - CMYK 47, 37, 39, 3

- Pantone 187
  - RGB 172, 26, 47
  - CMYK 22, 100, 85, 14

Typeface

Helvetica Family
This includes: Light, Light Oblique, Regular, Oblique, Bold, Bold Oblique
### Tagline or URL

Logos underscored by NFTA.com are preferred in most usages. If the Web address is already prominent in the material, the tagline may be used. If the application is formal, as in a certificate or proclamation, the tagline may also be used.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>LOGO</th>
<th>TAG</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Preferred Use</strong></td>
<td><img src="image1" alt="NFTA-METRO" /></td>
<td><img src="image2" alt="NFTA-METRO" /></td>
<td><img src="image3" alt="nfta.com" /></td>
</tr>
<tr>
<td><strong>Light/White Background</strong></td>
<td><img src="image4" alt="NFTA-METRO" /></td>
<td><img src="image5" alt="NFTA-METRO" /></td>
<td><img src="image6" alt="nfta.com" /></td>
</tr>
<tr>
<td><strong>Light/White Background</strong></td>
<td><img src="image7" alt="NFTA-METRO" /></td>
<td><img src="image8" alt="NFTA-METRO" /></td>
<td><img src="image9" alt="nfta.com" /></td>
</tr>
<tr>
<td><strong>Dark Background</strong></td>
<td><img src="image10" alt="NFTA-METRO" /></td>
<td><img src="image11" alt="NFTA-METRO" /></td>
<td><img src="image12" alt="nfta.com" /></td>
</tr>
<tr>
<td><strong>Dark Background</strong></td>
<td><img src="image13" alt="NFTA-METRO" /></td>
<td><img src="image14" alt="NFTA-METRO" /></td>
<td><img src="image15" alt="nfta.com" /></td>
</tr>
<tr>
<td><strong>White</strong></td>
<td><img src="image16" alt="NFTA-METRO" /></td>
<td><img src="image17" alt="NFTA-METRO" /></td>
<td><img src="image18" alt="nfta.com" /></td>
</tr>
<tr>
<td><strong>Dark Background</strong></td>
<td><img src="image19" alt="NFTA-METRO" /></td>
<td><img src="image20" alt="NFTA-METRO" /></td>
<td><img src="image21" alt="nfta.com" /></td>
</tr>
</tbody>
</table>
White Space

Free area surrounding Metro logos should double the width of the letters. This is a minimum specification. This will help ensure proper prominence, balance and reduce potential confusion with information that may be nearby.
Improper Uses

The integrity of the Authority and its branches is reflected in each and every application of its identity. Consistency improves clarity, reach and impact.

DON’T condense logo’s dimensions
DON’T stretch logo’s dimensions
DON’T alter the scale of the elements of the logo
DON’T alter the colored elements of the logo
DON’T use colors other than the specified logo colors
DON’T alter the position of elements within the logo
DON’T rotate the logo
DON’T add special effects to the logo
DON’T add borders to the logo

Example of Proper Use
Our Logo

Colors

Pantone 280
RGB 0, 40, 120
CMYK 100, 89, 24, 19

Pantone 423
RGB 142, 144, 143
CMYK 47, 37, 39, 3

Typeface

Helvetica Family
This includes: Light, Light Oblique, Regular, Oblique, Bold, Bold Oblique
Logo Variations

**COLOR**
Preferred Use

**GREY**
Light/White Background

**BLACK**
Light/White Background

**WHITE**
Dark Background
Free area surrounding BNIA logos should equal the height of the smallest letters. This is a minimum specification. This will help ensure proper prominence, balance and reduce potential confusion with information that may be nearby.
Improper Uses

The integrity of the Authority and its branches is reflected in each and every application of its identity. Consistency improves clarity, reach and impact.

DON’T condense logo’s dimensions
DON’T stretch logo’s dimensions
DON’T alter the scale of the elements of the logo
DON’T alter the colored elements of the logo
DON’T use colors other than the specified logo colors
DON’T add special effects to the logo
DON’T alter the position of elements within the logo
DON’T rotate the logo
DON’T add borders to the logo
Our Logo

Colors

Pantone 280
RGB 0, 40, 120
CMYK 100, 89, 24, 19

Pantone 423
RGB 142, 144, 143
CMYK 47, 37, 39, 3

Typeface

Helvetica Family
This includes: Light, Light Oblique, Regular, Oblique, Bold, Bold Oblique
Logo Variations

COLOR
Preferred Use

GREY
Light/White Background

BLACK
Light/White Background

WHITE
Dark Background
White Space

Free area surrounding NFIA logos should equal the height of the smallest letters. This is a minimum specification. This will help ensure proper prominence, balance and reduce potential confusion with information that may be nearby.
Improper Uses

The integrity of the Authority and its branches is reflected in each and every application of its identity. Consistency improves clarity, reach and impact.

**Example of Proper Use**

- DON’T condense logo’s dimensions
- DON’T stretch logo’s dimensions
- DON’T alter the scale of the elements of the logo
- DON’T alter the colored elements of the logo
- DON’T use colors other than the specified logo colors
- DON’T add special effects to the logo
- DON’T alter the position of elements within the logo
- DON’T rotate the logo
- DON’T add borders to the logo