



MEDIA KIT

February 2009

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LEGAL STATEMENT

The ARC logo is a registered trademark of ARC. ARC is providing you a limited, revocable, license to use the mark solely in accordance with this style guide, which ARC reserves the right to change from time-to-time. Licensee must update ARC trademarks within ten (10) days from a notice of change in the style guide. ARC may revoke this license at any time for any reason.

WELCOME

The goal of this media kit are to help our business partners and stakeholders visually unify and present the standards of ARC in a consistent manner.

Maintaining these standards will ensure that ARC continues to display a consistent image and to communicate a clear message.



BASIC STANDARDS

Our Logo

The visual centerpiece of our brand is our logo, as it appears on all brand communications. Our logo comprises two elements: the logotype and the two arcs. The logotype is a custom variation of the typeface, Futura. The two arcs represent an ARC that spans the entire travel industry.



BASIC STANDARDS

Logo Reproduction

CLEAR SPACE

Clear space is the area surrounding our logo, giving it room to breathe. We define clear space by the distance “x,” a unit of measurement equal to the space between the furthest left edge of the **arc 1** and the furthest right edge of the **arc 2**.

A minimum clear space requirement has been established to ensure the prominence and clarity of the ARC identity. It is essential that the clear space remain free of all graphics, identities, photography and typography for maximum brand recognition.

MINIMUM SIZE

Minimum size refers to the smallest size at which our logo may be reproduced. To ensure its legibility, the minimum reproduction size of the ARC logo is .25” wide or 6.3mm wide for print applications. For electronic media the size is 18 pixels wide.



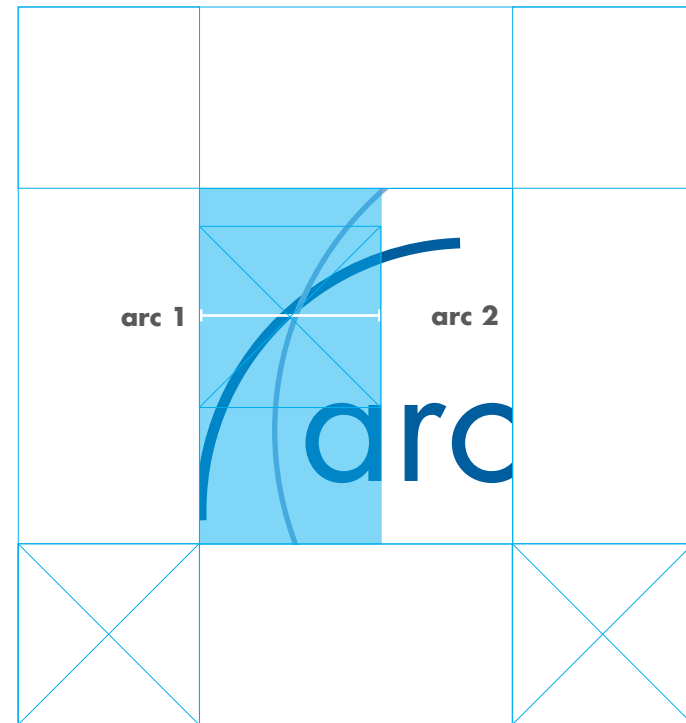
0.25"



6.3mm



18 pixels



BASIC STANDARDS

Color Variations

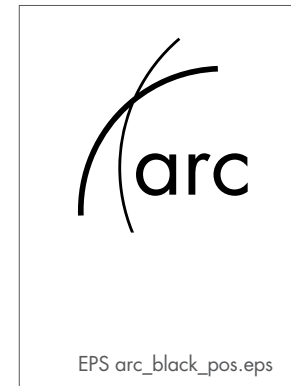
USAGE

When reproducing the logo under some circumstances, certain challenges may arise. To provide the greatest degree of flexibility, a suite of logos have been created to satisfy a variety of reproduction methods. Whenever possible use the full-color version of the logo. It is provided in 4-color process (CMYK for print applications) and RGB for electronic use. The 1-color configuration for the logo is built with Pantone 647.

A positive and white reverse version of the logo is also provided. Please note these versions are to be used only in the event that full-color is not an option.

BACKGROUNDS

The color version of the logo is to be used on a white background only. But when using the ARC logo over photography, please keep in mind that the same rules apply. If you use the logo on a photo background; be sure that there's sufficient contrast and the logo is legible. Do not use the logo on blue or backgrounds with insufficient contrast.



BASIC STANDARDS

Incorrect Usage

To maintain the value of our brand, the ARC logo must never be altered or redrawn. Some, but not all, common misuses are shown on this page.



DO NOT change the logos colors



DO NOT recreate the logo with another typeface



DO NOT scale the logo elements individually



DO NOT rearrange the logo elements



DO NOT change the shape of the arcs in the logo



DO NOT distort the logo

BASIC STANDARDS

Futura & Other Font Families

We use the Futura font family as the primary typeface for all our brand communications. A variety of weights shown at right will provide creativity and flexibility in your layouts.

Electronic communications (e.g. Word® documents and PowerPoint® presentations) use our alternate font, Arial. Futura may be used if the receiving computer has this font installed, but Arial is a system font and more consistent for cross-platform desktop applications.

For a consistent web presence and for cross-platform compatibility, web applications use a sans-serif group of font families, they are, Arial, Verdana, sans-serif.

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Light, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BASIC STANDARDS

Corporate Primary and Secondary Palette

Our brand lives predominantly on a white canvas, and ARC Blue is primarily reserved for our logo, with use as an accent color. Our body copy always utilizes the dark gray. Each color has been specified as a Pantone®, 4CP, RGB and HTML. These specifications will cover any number of applications where our brand might be applied.

SPOT COLORS

When spot-color printing is available, you should use the listed Pantone® colors for greatest impact. In almost all circumstances, Pantone® 647 Coated will be used for an printing using a coated sheet of paper. Corporate Identity collateral such as business cards, letterheads and envelopes will use Pantone® 2945 Uncoated, because it printed on uncoated paper stock.

CMYK COLORS

For process-color reproduction, the CMYK conversions are shown that best match the Pantone® colors.

WEB COLORS

A hexadecimal number is used in HTML, CSS, and other computing applications, to represent colors. The hexadecimal number conversions are shown that best match the CMYK colors.

ARC BLUE

Pantone® 647 Coated
Pantone® 2945 Uncoated
CMYK 100/50/0/20
RGB 0/94/157
Hex# 005e9d

ARC ORANGE

Pantone® 130
CMYK 0/30/100/0
RGB 253/185/19
Hex# fdb913

ARC GREEN

Pantone® 390
CMYK 30/0/100/0
RGB 191/215/48
Hex# bfd730

ARC PURPLE

Pantone® 2425
CMYK 40/100/0/20
RGB 136/20/119
Hex# 881477

ARC GRAY 1

CMYK 0/0/0/80
RGB 88/89/91
Hex# 58595b

ARC GRAY 2

CMYK 0/0/0/60
RGB 128/130/133
Hex# 808285

ARC GRAY 3

CMYK 0/0/0/40
RGB 167/169/172
Hex# a7a9ac

COLLATERAL

Print & Online Advertising

CONTACT THE MARKETING DEPARTMENT

All print and online advertising that uses the ARC logo must be approved by the ARC Marketing Department. Please submit artwork as a pdf. Allow up to one week for a response to your collateral submission.

MAGGIE FISCHER

Manager, Marketing Programs

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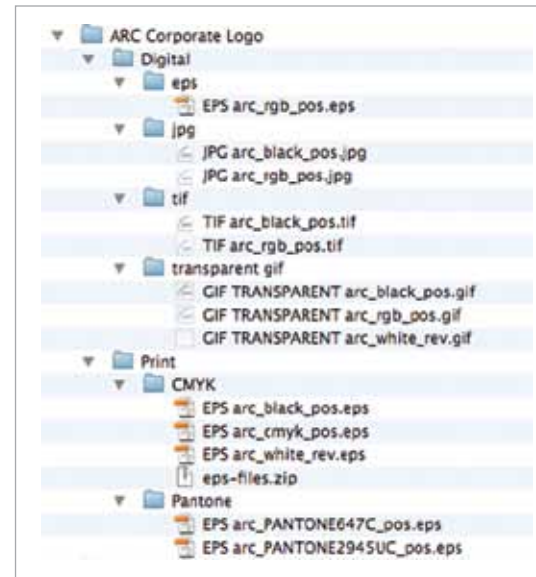
mfischer@arccorp.com

brand@arccorp.com

FILE STRUCTURE

ARC CORPORATE LOGO FILES

The ARC corporate logo asset library is set up with two main folders named Digital and Print. All RGB color builds are in sub-folders within the Digital Folder. All CMYK and Spot Color builds are in sub-folders within the Print Folder. If you have any questions regarding the ARC corporate logo asset library, please contact us at brand@arccorp.com.



About ARC

How to Write About Us

BLURB

ARC is the premier provider of financial settlement solutions, data and analytical services, and revenue generating tools for the travel industry. Airlines, travel agencies, corporate travel departments, railroads, and other travel suppliers process \$80 billion annually through ARC's world-class settlement system, making it the financial backbone of travel distribution. ARC COMPASS®, the leading, trusted source for travel transaction information, powers data and analytical tools that help ARC customers make confident business decisions. ARC is an airline-owned company that builds on values of integrity, teamwork, innovation, cost-effectiveness, and excellence.

FULL DESCRIPTION

ARC - the Airlines Reporting Corporation - is an airline-owned company serving the travel industry with financial services, revenue generating tools, data products and services, ticket distribution, and settlement in the United States, Puerto Rico and the U.S. Virgin Islands.

- ARC provides ticket distribution, reporting, and settlement services for over 165 air and rail carriers and more than 18,000 ARC-accredited Travel Agency locations and Corporate Travel Departments
- ARC began as part of the Air Transport Association (ATA) operating the Area Settlement Plan (ASP), a clearinghouse operation established in 1964. With deregulation of the airline industry, ASP functions separated from ATA and were incorporated in 1984 as Airlines Reporting Corporation
- As the Travel industry steadily became more information-driven, ARC added business intelligence, data warehousing and analytics to its service portfolio thus significantly broadening its customer base
- Building on more than four decades of experience as the leading provider of financial, business intelligence and marketing services to the travel industry, ARC today continues to develop opportunities for its participants and partners to profit from secure, efficient management and delivery of Travel information services
- Almost 450 Travel Professionals work at ARC's Arlington, Virginia headquarters and three operational centers nationwide
- With annual processing volumes exceeding \$80 billion and thirty-nine months of transaction data depositories accessible on-line 24/7, ARC is the information hub of the travel industry

FOR ANY OTHER COMMUNICATION NEEDS, PLEASE CONTACT:

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