

Continental Airlines® Logo Usage Guidelines

Official Continental Airlines logos are provided herein for your convenience. To ensure brand consistency, it is very important that you read the specific rules and guidelines governing the use of each logo.

Continental Airlines Logos

- All logo files shown herein are for use with print and Web applications.
- The official corporate color for the Continental Airlines logo is Pantone® Matching System (PMS) 286 Blue.
- CMYK settings for print application of PMS 286 Blue are 100% C, 66% M, 0% Y, 2% K.
- RGB settings for Web application of PMS 286 Blue are R: 0, G: 51, B: 153
- Hex settings are #003399.
- Digital files are available as **EPS** (CMYK — Adobe Illustrator, vector art) and **PNG** (RGB — transparent background, 72 PPI).
- Custom bitmap sizes can be made upon request for print and Web applications.

Usage Guidelines

All Continental Airlines logos, including the names and logos set forth herein, are trademarks of Continental Airlines, Inc. These logos may not be altered or redrawn in any way, including changes in typestyle, proportion, letter spacing, color or placement of the individual elements making up the logo.

Changing a key graphic element, however good your intentions may be, detracts from the consistency of Continental Airlines trademarks and logos.

You must follow these usage guidelines:

- When the square around the globe symbol is 0.5 inches or smaller, use the 3-pica logo.
- When the square around the globe symbol is 0.5 inches or larger, use the 6-pica logo.
- The square around the globe should never appear smaller than 1-pica 6 points or 1p6 (0.25 inches).
- The words "Continental Airlines" and the globe symbol should never be separated or switched around. Both elements are locked up.
- A minimum of 0.25 inches of clear space needs to surround the logo to separate it from other elements, such as logos and symbols. This area, referred to as the area of non-interference, will preserve the visual impact and legibility of the Continental logo.
- The background color should bleed through the lines of the globe.
- No other logos, symbols, words, designs or trademarks should be used in close proximity to or combined with the Continental Airlines logo.

Below are some, but not all, unacceptable uses of the Continental Airlines logo. See pages 3 and 4 for pictured examples of incorrect usage.

- Do not add any graphic elements around the logo within the area of non-interference.
- Do not place the logo on a heavily patterned background.
- Do not stretch or distort the logo.
- Do not substitute other typefaces or fonts for the logotype.
- Do not enclose the logo in any shapes.
- Do not use the *Work Hard. Fly Right.*® trademark as a logo.
- Do not change the letterspacing of the logotype or move the globe in relation to the logotype.
- Do not place type within the area of non-interference.
- Do not use the globe design alone.
- Do not place images or clip art next to the logo.

Contact Information

If you are interested in using these logos for print and Web applications, have any questions concerning their use or have questions about other Continental Airlines trademarks (e.g., OnePass®, BusinessFirst® or Presidents Club®), please contact Roxanne Mendez at roxanne.mendez@coair.com. Design specifications for airplane and vehicle livery are not available here. Please contact Eric Kleiman at eric.kleiman@coair.com for more information.

Terms and Conditions

The logos provided are for non-commercial media use only. The use of these logos or other Continental trademarks by any person other than the media or for commercial purposes is strictly prohibited unless such use is expressly licensed or approved by Continental Airlines. Please refer to the Terms, Conditions and Legal Notices at continental.com for additional copyright and trademark notices.

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Continental Airlines Logo Usage Guidelines

Continental Airlines 6-pica Logo



The Continental Airlines logo is a registered trademark and, as such, must be used with the registered trademark symbol.

Continental Airlines 3-pica Logo



The Continental Airlines logo is a registered trademark and, as such, must be used with the registered trademark symbol.



NOTE: All logos illustrated above are examples of correct suggested uses. Please use the examples above for direction.

Regular Version

To be used whenever the square around the globe symbol is 0.5 inches or larger.

Dashed line represents the area of non-interference. A minimum of 0.25 inches of clear space needs to surround the logo to separate it from other elements such as copy, pictures, slogans and other logotypes and symbols. This area will preserve the visual impact and legibility of the Continental logo.

Suggested uses:

Fine printing, silk-screen printing, signs, high-resolution on-screen applications, presentations and high-resolution digital printing.

Small Version (Simplified Globe)

To be used whenever the square around the globe symbol is smaller than 0.5 inches or when quality reproduction of the 6-pica logo is not possible.

Dashed line represents the area of non-interference. Do not place any other design elements inside this area. (See above.)

Suggested uses:

Promotional printing, embroidery, low-resolution on-screen applications, presentations, Web sites and low-resolution digital printing.

Color Settings and Digital Files

The Continental Airlines logo can be printed or applied on the Web in the provided conversion of the color comparable to PMS 286 Blue. The logo must be applied in PMS 286 Blue or black or reversed to white on a dark background. The background color should be visible through the logo and bleed through the globe.

It is not acceptable to print or apply the logo on the Web in any colors other than PMS 286 Blue, black or white.

CMYK settings for print application of PMS 286 Blue:

100% C, 66% M, 0% Y, 2% K

RGB settings for Web application of PMS 286 Blue:

R: 0, G: 51, B: 153

Hex color settings: #003399

Digital files are available as:

- EPS (CMYK — Adobe Illustrator, vector art)
- PNG (RGB — transparent background, 72 PPI)

Custom bitmap sizes can be made upon request.

Continental Airlines Logo Usage Guidelines: Incorrect Usage Examples



Do not use the "hatchet" logo.



Do not use any version of the "inline" logo.



Do not use any previous corporate logos. They have been discontinued.



Do not substitute typefaces or fonts for the logotype.



Do not use this version of the logo.



Do not use the globe symbol by itself.



Do not distort the logo.



Do not alter the letterspacing of the logo.

Continental Airlines Logo Usage Guidelines: Incorrect Usage Examples



Do not enclose the logo in any shape.



Do not place the logo next to an undesirable image or clip art.



Do not place the logo on a heavily patterned background.

Lorem ipsum **Continental** dolor sit amet
■ diam nonummy nibh euismod tincidunt

Do not insert any logo element into a line of text. Do not use the globe as a "bullet" mark.



Do not add any graphic element around the logo within the area of non-interference.

Continental Airlines

Do not move elements of the logo; it is locked up.



Do not use the *Work Hard. Fly Right.* trademark as a logo. Advertising elements are restricted to Brand Marketing use only.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Continental
Airlines

consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Do not place type around the logo within the area of non-interference.