

CORRECT PRODUCT  
BRANDING USES

PARKING LOGOS USES

PARKING LOGOS

These versions of the Parking Logos are used when applied to or printed on a white background.

These applications are practical for use on items that will be viewed close up such as collateral materials and ads.

**Modifications of any standard including colors, size, etc., must have prior authorization by Manager, Marketing Services.**

The "P" symbol should be used along with the lot name in all materials that describe parking at DFW Airport. It is appropriate to use the lot name without the "P" symbol when descriptive information such as charts or graphs follow and the symbol is used elsewhere in the same materials.

PARKING LOGOS ON  
COLOR BACKGROUNDS

These applications are used when the Parking Logos are applied to color backgrounds. These applications are practical for use on items that can be viewed from a distance. Minimal or no additional text should be used on these items that include banners, posters and signage.



Terminal Lot (Green):  
PMS 347

Express Lot (Red):  
PMS 704

Remote Lot Color(Yellow):  
PMS 124

Type: Lower case text  
Font: Avenir 55 Roman

"P" symbol is 150% the height  
of lot name.



Terminal Lot Background  
Color(Green): PMS 347  
Type: White

Express Lot Background  
(Red): PMS 704  
Type: White

Remote Lot Background  
(Yellow): PMS 124  
Type: White

Type: Lower case text  
Font: Avenir 55 Roman

"P" symbol is 150%  
height of lot name.

CORRECT PRODUCT  
BRANDING USES

PARKING TAGLINE USES

PARKING LOGOS WITH TAGLINES

This versions of the Parking Logos with taglines are used when applied to or printed on a white background.

These applications are practical for use on items that will be viewed close up such as collateral materials and ads.

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Tagline should always appear in the same color as the lot designation above it or PMS Cool Grey 9.

Type: Lower case text  
Font: Avenir 35 Light  
Placement: Center below lot name.

Instances where the tagline does not appear centered below the lot name might include: shuttles and buses or collateral type materials where the design is better served by shifting the position of the tagline.

PARKING LOGOS  
WITH TAGLINES ON  
COLOR BACKGROUNDS

These applications are used when the Parking Logos with taglines are applied to color backgrounds.

These applications are practical for use on items that can be viewed from a distance. Minimal or no additional text should be used on these items that include banners, posters and signage.



Size Relationship" Tagline text is approximately 1/3 the height of the lot name.

Special Note: The "p" in express has been shortened to accommodate the tagline below it.

The tagline should always be used in relationship to the lot designations below or in close proximity of the name in printed applications. It is not necessary to include the tagline on signage at the actual lot location.

CORRECT PRODUCT  
BRANDING USES

PARKING TAGLINE USES

PARKING LOGOS WITH TAGLINES

This version of the Parking Logos without the "P" symbol can be used when on printed and collateral materials where additional descriptive text such as parking locations, prices, etc. appear under it.

**Modifications of any standard including colors, size, etc., must have prior authorization by Manager, Marketing Services.**

**express**  
car-to-gate shuttle

**express**  
car-to-gate shuttle



DO NOT reproduce this version of the logo without the "P" symbol on color backgrounds.

PRODUCT BRANDING MISUSES

PARKING LOGOS  
WITH TAGLINES MISUSE

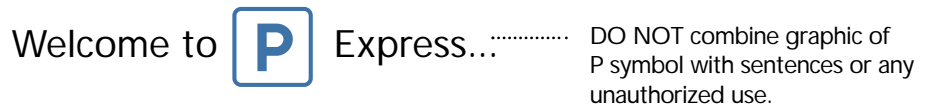
Specific standards for the correct use of the Parking Logos with taglines have been established in this section.

**Modifications of any standard including colors, size, etc., must have prior authorization by Manager, Marketing Services.**

EXAMPLES OF  
PARKING LOGOS  
WITH TAGLINES MISUSE

The Parking Logos may only appear in the specific colors and typeface specified in these guidelines. These examples represent some but not all of the potential misuses.

PARKING TAGLINE MISUSES



PRODUCT BRANDING MISUSES

PARKING LOGOS MISUSE

Specific standards for the correct use of the Parking Logos have been established in this section.

**Modifications of any standard including colors, size, etc., must have prior authorization by Manager, Marketing Services.**

EXAMPLES OF PARKING LOGO MISUSE

Each element of the Parking Logos are arranged in a fixed relationship and may not be altered in any way. These examples represent some but not all of the potential misuses.

PARKING LOGOS MISUSE

The word "terminal" is written in a green, lowercase, sans-serif font. To its right is a blue square containing a white letter "P".

DO NOT transpose the elements of the Parking Logos.

The word "terminal" is written in a green, lowercase, sans-serif font. To its left is a blue square containing a white letter "P".

DO NOT alter the proportion of the Parking Logos.

The word "terminal" is written in a green, lowercase, sans-serif font. To its left is a blue square containing a white letter "P" that is significantly thicker than the standard version.

DO NOT alter the thickness of the Logo or P symbol type.

The word "terminal" is written in a green, lowercase, sans-serif font. To its left is a green circle containing a white letter "P".

DO NOT alter the background color or shape of the P symbol.

PRODUCT BRANDING MISUSES

PARKING LOGOS COLOR MISUSE

Specific standards for the correct use of the Parking Logos have been established in this section.

**Modifications of any standard including colors, size, etc., must have prior authorization by Manager, Marketing Services.**

EXAMPLES OF PARKING LOGO COLOR MISUSE

The Parking Logos may only appear in the specific colors specified in these guidelines. These examples represent some but not all of the potential misuses.

PARKING LOGOS COLOR MISUSE



DO NOT reproduce in a non-authorized color.



DO NOT reproduce in a tint screen.



DO NOT outline type.



DO NOT allow background color to show through the P symbol. It should appear white.



DO NOT modify the color of parking designation. It should appear white.

CORRECT PRODUCT  
BRANDING USES

DFW AIRPORT  
PARKING BRANDING

This versions of the DFW Airport Parking Branding are used when applied to or printed on a white and color backgrounds.

**Modifications of any standard including colors, size, etc., must have prior authorization by Manager, Marketing Services.**

DFW AIRPORT PARKING  
BRANDING ON  
COLOR BACKGROUNDS

This versions of the Parking Logos with taglines are used when applied to or printed color background.

DFW AIRPORT PARKING  
BRANDING USES

DFW Airport Parking  
Closer. Faster. Smarter.

DFW Airport Parking  
Closer. Faster. Smarter.

DFW Airport Parking  
Closer. Faster. Smarter.

Official color: DFW Airport Blue

Alternate colors:  
Gray (50% Black) or white if reversed out of background color.

Type: Mixed case text  
Font: Avenir 35 Light  
Placement: Centered below lot name

Size Relationship: Tagline text is approximately 2/3 the height of the headline

The tagline "Closer. Faster. Smarter" should always be used with the DFW Airport Parking brand.

PRODUCT BRANDING MISUSES

DFW AIRPORT PARKING  
BRANDING MISUSES

DFW AIRPORT  
PARKING BRANDING MISUSES

Specific standards for the correct use of the Parking Branding have been established in this section.

**Modifications of any standard including colors, size, etc., must have prior authorization by Manager, Marketing Services.**

EXAMPLES OF  
PARKING LOGO COLOR MISUSE

The Parking Branding may only appear in the specific colors specified in these guidelines. These examples represent some but not all of the potential misuses.

dfw airport parking  
closer. faster. smarter.

DO NOT reproduce in lower-case fonts.

DFW Airport Parking  
Closer. Faster. Smarter.

DO NOT reproduce in unauthorized colors.

DFW Airport Parking  
Closer. Faster. Smarter.

DO NOT reproduce in unauthorized colors on color backgrounds