



The Ninety-Nines, Inc.

International Organization of Women Pilots

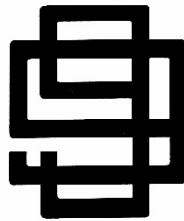
Logo Usage Guide

1. The 99s Logo – Usage Guidelines

The 99s logo is a trademark of The Ninety-Nines, Inc. To protect and grow The 99s brand, we have a distinguishable logo that can be used to mark documents and materials related to our organization (e.g., Section, Chapter, Member items). When displaying The 99s logo, please follow the usage guidelines outlined in this document. Examples are provided to illustrate best practices. In addition, examples of improper usage are also shown. *Note – there is no apostrophe in “The 99s.”*

1.1. Trademarked logos

- 1.1.1.** The Ninety-Nines, Inc. utilizes three trademarked logo images – the classic compass rose, the stacked interlocking 9s, and the offset interlocking 9s with airplane. The Compass Rose logo is the official insignia historically.



- 1.1.2.** Sections and Chapters are authorized to use these logos on items to be sold for the benefit of the Section or Chapter. All must follow the guidelines outlined in this document. The Trademark Committee will review proposals to ensure that the guidelines are applied properly.
- 1.1.3.** Sections and Chapters may use these logos on items not for fundraising (e.g., event flyers, newsletters, stationery, websites) without obtaining permission from the Trademark Committee. Sections and Chapters are encouraged to consult with the Trademark Committee and must still use these logos as described in this Usage Guide.
- 1.1.4.** All items for sale by Sections or Chapters bearing one of The 99s logos or name must be approved by the Trademark Committee. The Committee approves trademark use for a two (2) year period, and requests for renewal may be considered.
- 1.1.5.** Vendors (both 99s and non-99s) requesting to use these trademarked logos must submit their proposals to the 99s Trademark Committee and follow this Usage Guide.

- 1.1.6. The annual conference logo, not shown here, changes annually and is reserved exclusively for International use.
- 1.1.7. The Trademark Committee chair is appointed by the President with approval by the International Board of Directors. The committee chair identifies her committee members.

1.2. Logotype

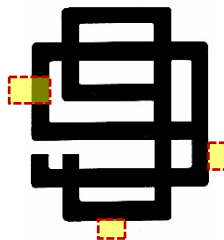
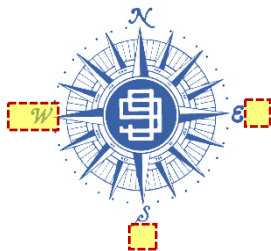
- 1.2.1. The Ninety-Nines, Inc.® is a registered trademark name for the organization.
- 1.2.2. *“Inspiring Women Pilots Since 1929”* is the mantra of the organization.
- 1.2.3. It is recommended, but not required, that the full word mark (trademarked name and mantra) is used with The 99s logo image. Note that inclusion of the word mark adds clarity and emphasizes the organization’s identity and mission.

1.3. Typography

- 1.3.1. *“Ninety-Nines”* and *“Inspiring Women Pilots Since 1929”* (used in the offset interlocking 9s with airplane) – the preferred font is a simple Arial font (sans serif). **Bold** for **“Ninety-Nines”** and *italics* for *“Inspiring Women Pilots Since 1929”*.

1.4. Clear Space

- 1.4.1. There should be sufficient clear space around the logo and word mark to ensure that it is distinctive and not obscured or crowded. It must be clearly distinguishable from the logo’s surround.
- 1.4.2. Clear space minimum should be equivalent to the height/width of the cardinal point letter (N/E/S/W) on the classic compass rose image OR the vertical stroke width of the 9s in the interlocking 9s logos.



1.5. Color Palette and Color Usage

<i>Color Code</i>	<i>Blue</i>	<i>Black</i>	<i>White</i>
RGB	0.103.172	0.0.0	255.255.255
CMYK	100.40.0.33	0.0.0.100	0.0.0.0
HEX	#0067AC	#000000	#FFFFFF

1.5.1. All logos should use only the official logo colors noted above.

1.5.2. Logos may be used monochromatically using one of the color options above.

2. Poor/Unacceptable Logo Usage

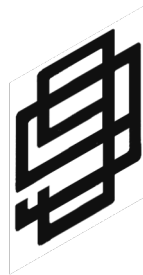
2.1. Logos may be resized, but the proportions and aspect ratio must always be retained.

2.2. Logo elements may not be manipulated to separate or move segments of the logo. For example, the airplane in the offset interlocking 9s logo cannot be repositioned.

2.3. Improper coloring

2.3. Logo rotation

2.4. Logo skewing



3. Download 99s Logos and Marks

3.1. The approved logos are available on The 99s website in the Members Only section. Visit the Library page.

4. Trademark Requests and Questions

4.1. All requests and questions concerning usage of The 99s registered trademark logos should be directed to the Trademark Committee.

4.2. The International Board of Directors has the final authority on usage of The 99s trademark logos.