



TWEED
NEW HAVEN
AIRPORT



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LOGO USAGE



OUR LOGO

Our logo, a symbol of movement, travel, and trust, should be used with care. It reflects our core values and must always appear clear, consistent, and undistorted.



LOGO VARIATIONS

PRIMARY LOGO



GLYPH



SPACING

Maintain clear space, equal to the height and width of logo, around the primary HVN logo.



SIZING

To ensure proper legibility, follow this sizing guide for digital and print media.

DIGITAL MINIMUM SIZING



PRINT MINIMUM SIZING



DO NOT

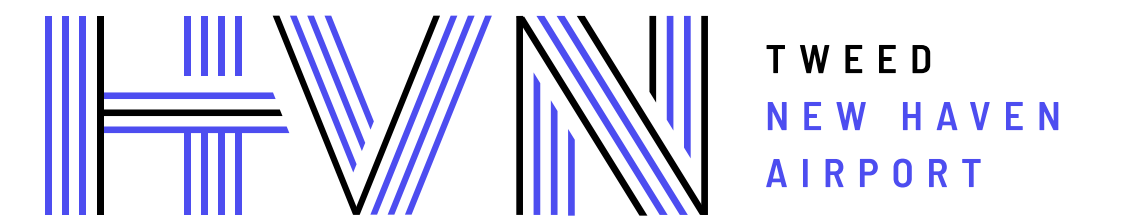
PRIMARY LOCKUP



DO NOT DISTORT



DO NOT ADD DROP SHADOW



DO NOT CHANGE COLOR



DO NOT ANGLE



DO NOT ALTER



MAINTAIN CONTRAST



COLOR USAGE



PRIMARY COLORS

To ensure consistency across all mediums,
use the following brand color values as directed.

WINTER

HEX: #084B6D

CMYK: 98, 69, 36, 20

RGB: 8, 75, 109

PANTONE U: 647U

PANTONE C: 647C

SPRING

HEX: #068AB2

CMYK: 91, 28, 18, 0

RGB: 6, 138, 178

PANTONE U: 2183U

PANTONE C: 2183C

SUMMER

HEX: #FFC65A

CMYK: 0, 24, 74, 0

RGB: 255, 198, 90

PANTONE U: 142U

PANTONE C: 142C

FALL

HEX: #D43F3F

CMYK: 11, 90, 80, 2

RGB: 212, 63, 63

PANTONE U: 1795U

PANTONE C: 1795C

SECONDARY COLORS

To ensure consistency across all mediums, use the following brand color values as directed. Use secondary colors for headings and typography, following the proper legibility guidelines.

BISQUE

HEX: #ECE7E2 PANTONE U: WARM GRAY 1U
CMYK: 7, 7, 9, 0 PANTONE C: WARM GRAY 1C
RGB: 236, 231, 226

CHARCOAL

HEX: #212121 PANTONE U: BLACK 2 U
CMYK: 72, 66, 65, 73 PANTONE C: BLACK 2 C
RGB: 33, 33, 33

GRAY

HEX: #5F6A72 PANTONE U: 4136 U
CMYK: 65, 50, 44, 16 PANTONE C: 4136 C
RGB: 95, 106, 114

LOGO COLOR VARIATIONS

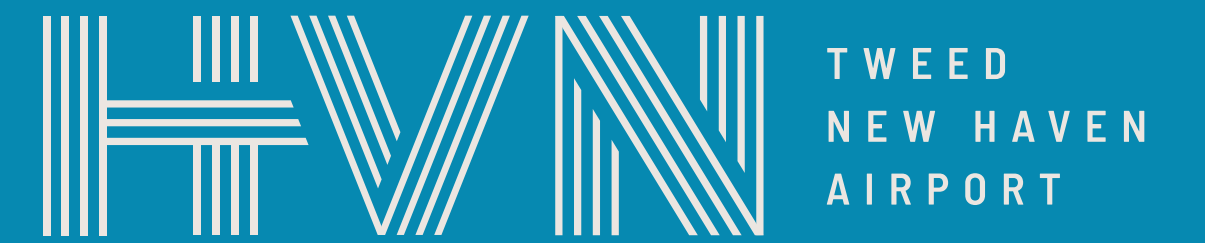
Following proper color guidelines, use Bisque, Charcoal, and Gray as the primary logo color combinations. Use Charcoal for print pieces, or substitute black when printing on white letterhead.



LOGO COLOR VARIATIONS

For out-of-home signage and advertising with colored backgrounds, follow these guidelines carefully.

Use one solid brand color per piece to maintain clarity and consistency.



PATTERN GRADIENTS

Apply gradients only to pattern elements, following the guidelines in the “Patterns” section under Photography. Patterns should exclusively use gradients based on the primary colors and Bisque (one secondary), with the darker portions adhering to the designated shades rule.

SPRING

#068AB2

WINTER

#084B6D

FALL

#D43F3F

SUMMER

#FFC65A

BISQUE

#ECE7E2

WINTER

60% Shade

WINTER

60% TINT

FALL

30% Shade

SUMMER

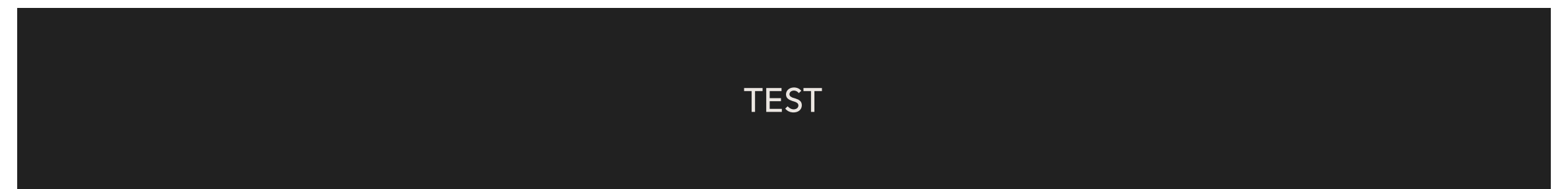
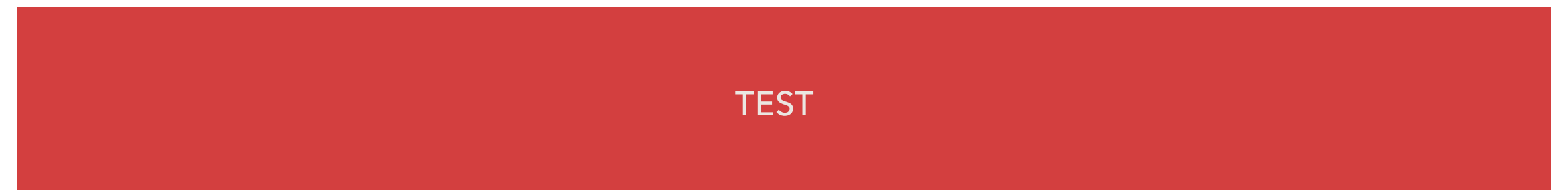
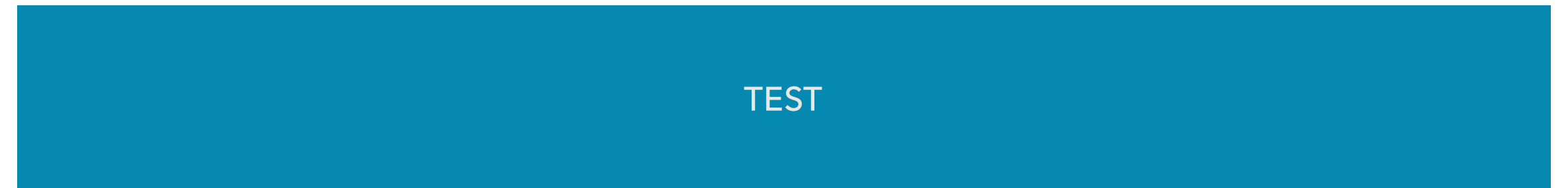
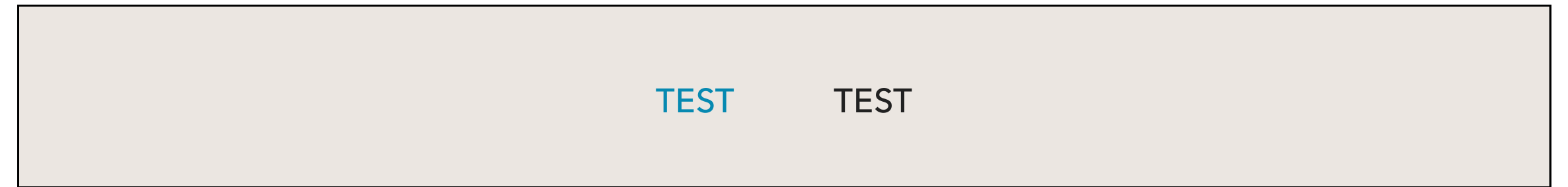
30% TINT

BISQUE

30% Shade

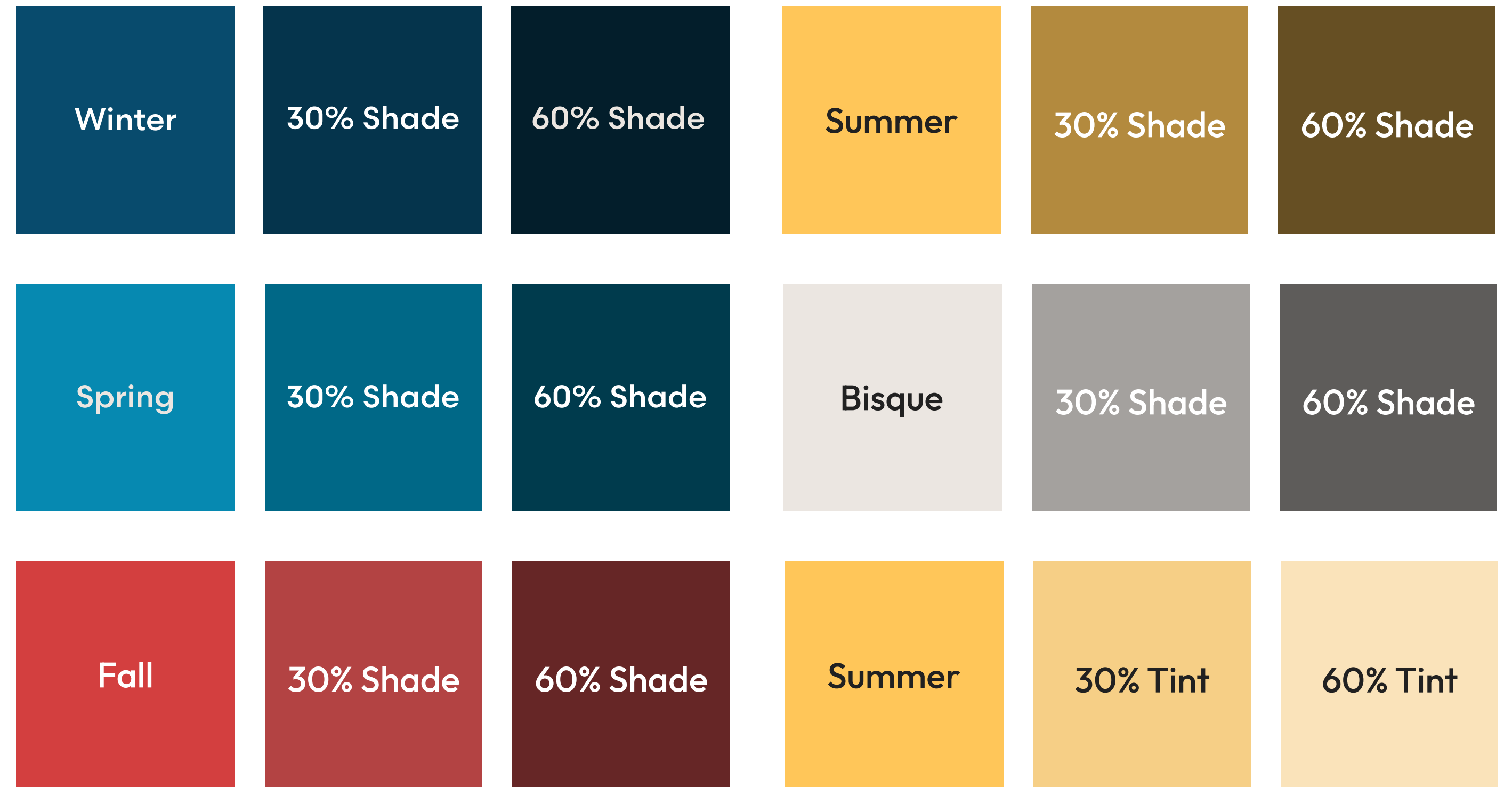
TEXT & COLOR COMBINATIONS

When choosing color combinations for text, the key consideration should be ensuring accessibility for all users. The examples on this page show the approved color pairings suitable for digital applications.



SHADES & TINTS

Shades for buttons add proper contrast through darker hues for hover states, while tints use lighter hues for inactive or disabled buttons. Shades are used only with the primary and secondary color palette.



T Y P O G R A P H Y



TYPOGRAPHY

Following the typographical rules ensures the Tweed-New Haven identity stays consistent across all platforms and contains a proper typographical hierarchy. This typography emphasizes use cases and provides clear guidelines for usage.



MAIN HEADLINE | 15% LETTER SPACING

BARLOW SEMIBOLD

SUBHEADING | 10% LETTER SPACING

BARLOW MEDIUM

BODY COPY

Work Sans

BUTTON TEXT

Work Sans

**CLOSER TO HOME.
QUICKER TO AIR.**

With nonstop flights to over 30 destinations, Tweed-New Haven Airport makes traveling to and from Southern Connecticut easier than ever. Our convenient, welcoming location and ease of navigation means a more relaxed, hassle-free journey every time.

[Learn More](#)

TEXT HIERARCHY

Using headlines in various digital layouts helps establish a clear visual hierarchy, especially when multiple headlines are needed or when organizing large amounts of text. These headlines should follow established guidelines while maintaining appropriate typographical weights.

H1 HEADINGS

SIZING: 58 PX

H2 HEADINGS

SIZING: 40 PX

H3 HEADINGS

SIZING: 34 PX

H4 HEADINGS

SIZING: 24 PX

H5 HEADINGS

SIZING: 14 PX

H6 HEADINGS

SIZING: 11 PX

Copy X-Large

SIZING: 44 PX

Copy Large

SIZING: 34 PX

Copy Medium

SIZING: 24 PX

Copy Regular

SIZING: 16 PX

Copy Small

SIZING: 12 PX



TEXT HIERARCHY

Maintaining proper typographical hierarchy is essential to establishing clear, organized communication across all Tweed media, including website and other digital content, print media, wayfinding signage, and more.

H1 MAIN HEADINGS

H2 LOREM IPSUM

Lorem ipsum dolor sit amet consectetur. Semper ut blandit viverra odio vulputate neque. Nibh enim ipsum varius ornare. Feugiat ac tempus dignissim in. Cras sit mi senectus vulputate convallis egestas.

Lorem ipsum dolor sit amet consectetur. Sed aliquam at vestibulum ac elit amet sit aenean orci. Faucibus amet leo egestas massa varius tincidunt a commodo. Nibh mi molestie amet consequat rutrum. Tempor ipsum malesuada cras tincidunt aenean sem sit. Tellus etiam convallis proin enim ipsum massa pretium. Libero sed diam ultrices volutpat tincidunt nibh sit. Turpis nunc iaculis convallis venenatis sit blandit blandit odio.

H3 LOREM IPSUM

Lorem ipsum dolor sit amet consectetur. Sed aliquam at vestibulum ac elit amet sit aenean orci. Faucibus amet leo egestas massa varius tincidunt a commodo. Nibh mi molestie amet consequat rutrum. Tempor ipsum malesuada cras tincidunt aenean sem sit. Tellus etiam convallis proin enim ipsum massa pretium. Libero sed diam ultrices volutpat tincidunt nibh sit. Turpis nunc iaculis convallis venenatis sit blandit blandit odio.

H4 LOREM IPSUM

Lorem ipsum dolor sit amet consectetur.
Sed aliquam at vestibulum ac elit amet sit.

H4 LOREM IPSUM

Lorem ipsum dolor sit amet consectetur.
Sed aliquam at vestibulum ac elit amet sit.



UI KIT

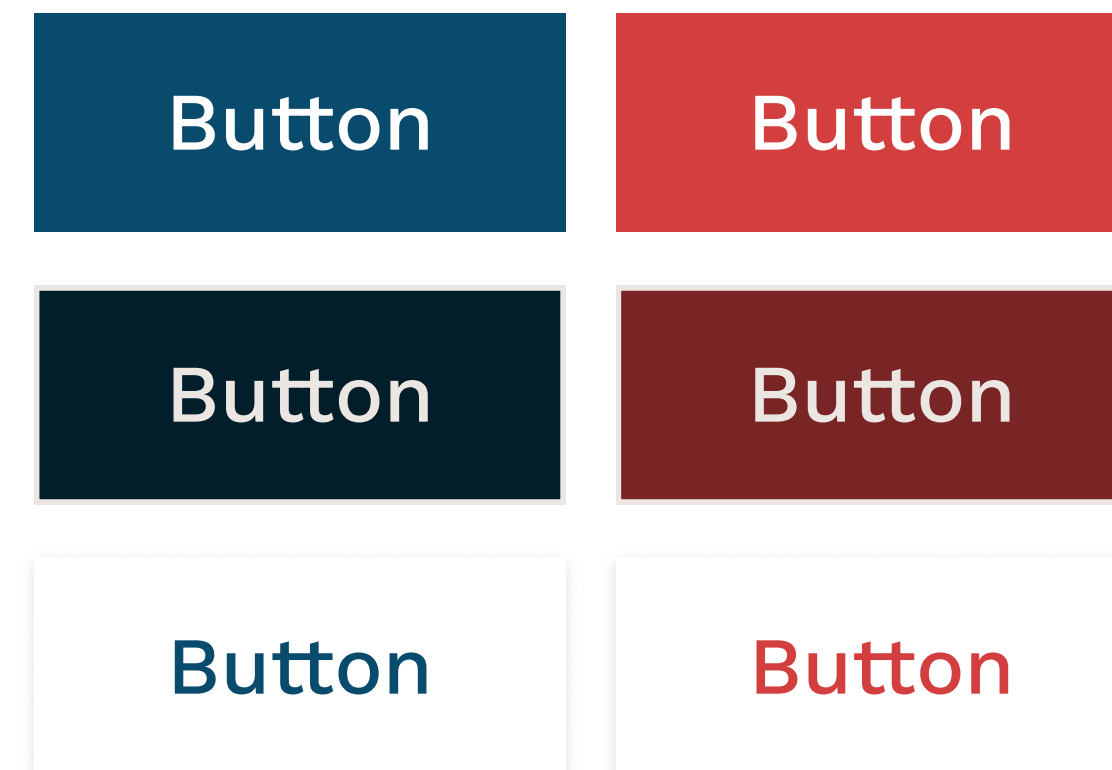


UI KIT

A UI Kit is a set of styles and guidelines for digital interfaces--including colors, typography, and components--that must be followed to maintain brand consistency. It ensures all digital interfaces adhere to the consistent visual identity and interaction rules.

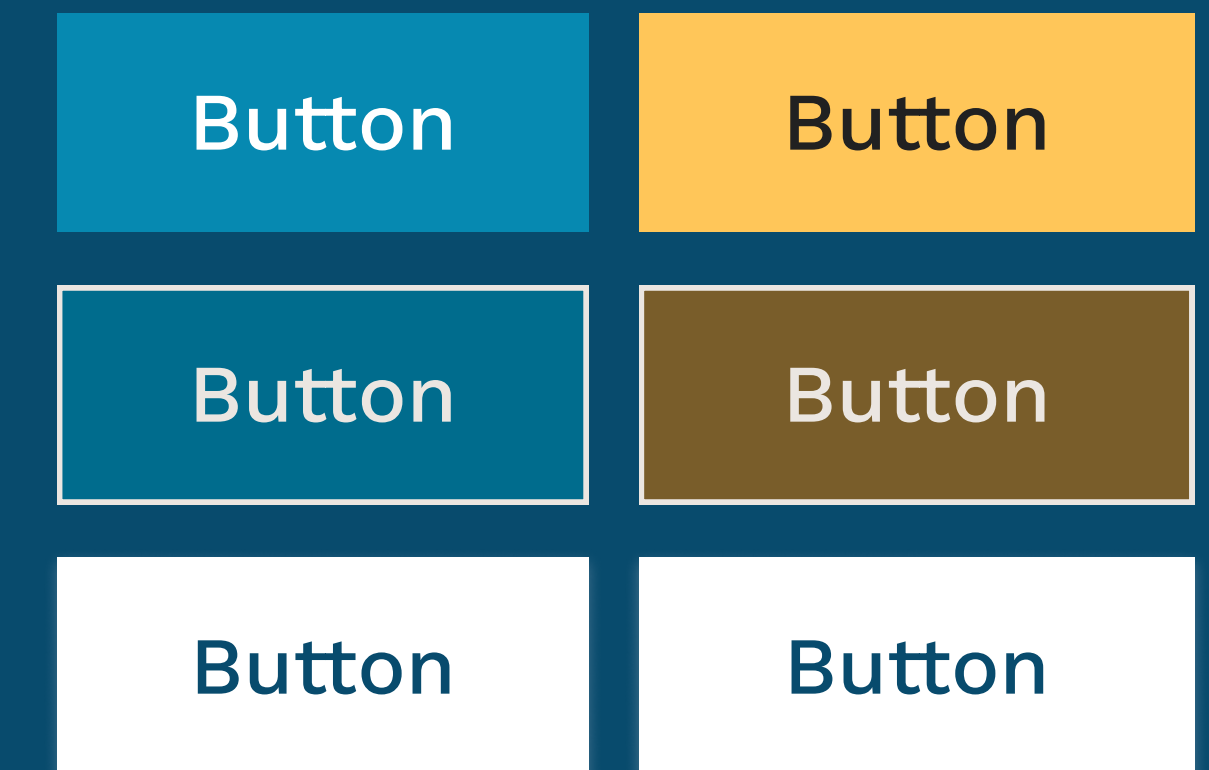
Following the kit's styles ensures a cohesive look and user experience across the website.

PRIMARY BUTTONS



Use these Winter and Fall colors interchangeably for lighter background elements and buttons.

SECONDARY BUTTONS

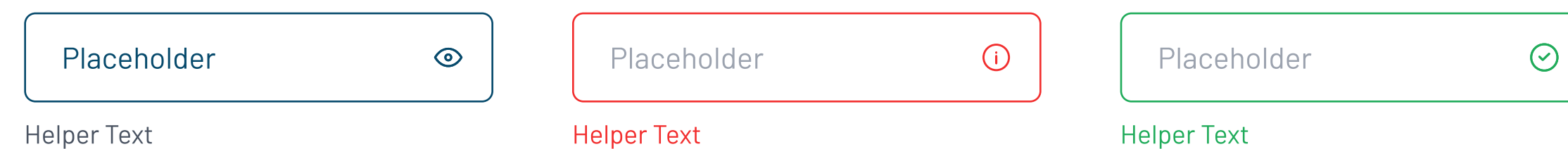


On darker backgrounds like Winter, use Spring and Summer colors interchangeably.

BREADCRUMBS



FIELDS



EXAMPLE COMPONENTS

Use these references as a guide when adding modules or sections to the website. To maintain proper contrast and hierarchy, follow the Text Hierarchy guidelines above.

JOIN OUR NEWSLETTER!

STAY UPDATED. ENTER YOUR EMAIL.

Your email address

Subscribe Now

DON'T WORRY, WE DON'T SPAM

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Tom Rafter, Executive Director

EMAIL
trafter@flytweed.com

CONTACT
Tom Rafter, Executive Director

EMAIL
trafter@flytweed.com

PASSENGER JOURNEY

- 1**
We recommend arriving early to allow enough time for parking, check-in and security.
- 2**
If you're only bringing a carry-on bag, you can head straight to the security checkpoint.
- 3**
If you're checking a bag, please stop by the ticketing counter first.



PHOTOGRAPHY

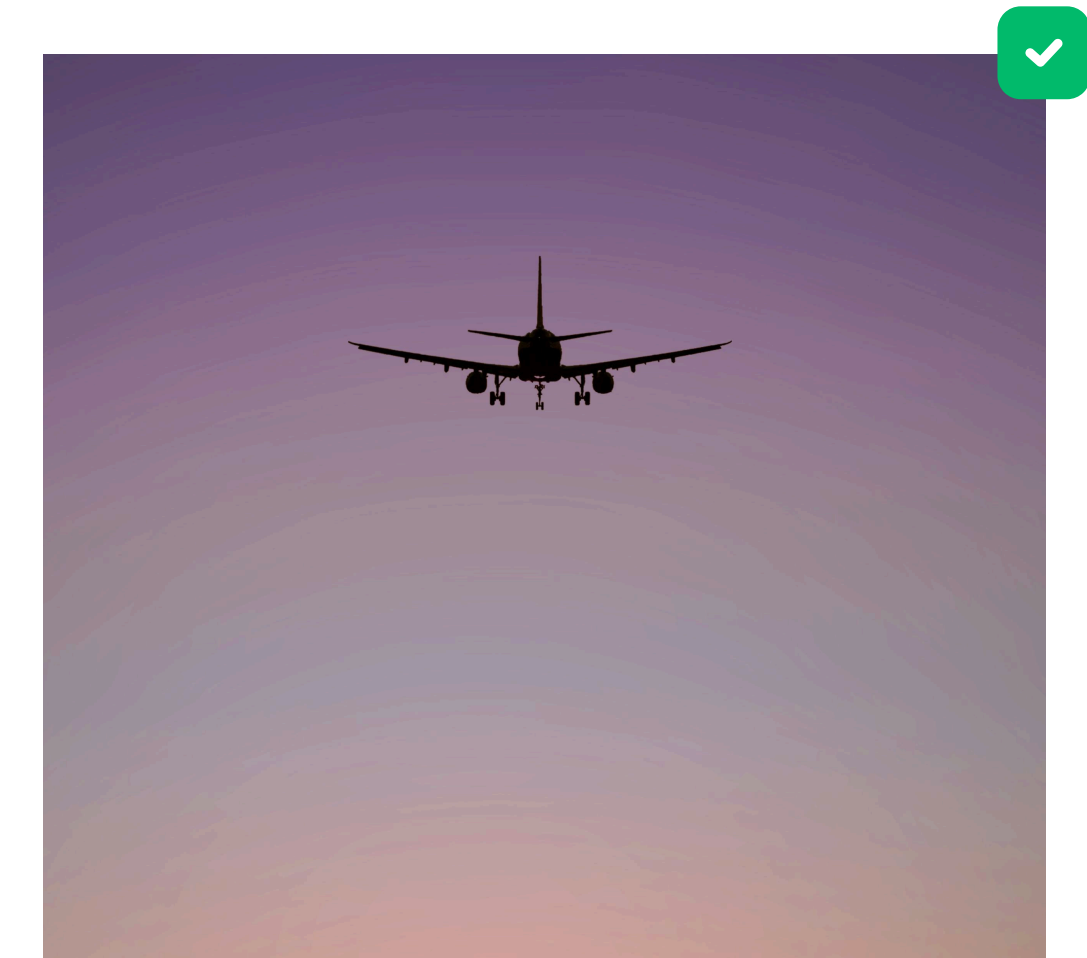


PHOTOGRAPHY DO'S

Our photography should capture genuine, intimate moments that reflect the ease and comfort of flying with Tweed, while also celebrating the personal, meaningful experiences that travel brings. Rather than staged or overly polished images, we aim to highlight real moments that resonate with travelers—whether it's the quiet anticipation before takeoff or the joy of reconnecting with loved ones. This authentic visual storytelling will support our core message: "We're here for your journey" Photography will be guided by the overarching campaign concept and the messaging outlined in 'Creative Use Cases.'



ASPIRATIONAL



SHOWCASING SPACE AND BREATHE



JOURNEY AND PROGRESSION



VIBRANT



PHOTOGRAPHY DONT'S

Avoid using overly generic images of aircraft or terminals that do not accurately represent Tweed-New Haven Airport. Steer clear of cold lighting, overly bright environments, and imagery that depicts inauthentic relationships.



DISTORTED REALITIES



OVERLY STAGED



DARK LIGHTING



IMAGERY USING GENERATIVE AI



PATTERNS

The brand's line work symbolizes forward and upward movement, drawing inspiration from the logotype and evoking a sense of motion. These line patterns should be applied consistently across all digital, print, and wayfinding signage. To maintain legibility, avoid placing text directly over the patterns. Always crop the lines according to the design layout systems detailed in the "Creative Use Cases" section, and follow the established color rules.

Ensure that the thickness of the linework are at least 30 px and no more than 1.25 inches on large print signage such as billboards.



90 DEGREE ANGLE



UPWARD MOTION



TWO LINE UPWARD



PATTERN MISTAKES

To ensure proper spacing, avoid the following examples. Never distort, zoom in, or intersect the pattern line work.



NO OVERLAPPING



NO FULL COLOR

ZOOMING IN



DISTORTION



INTERSECT AND UNEVEN SPACING



ICONS

We use a clean, medium-outline icon style that ensures clarity and consistency. When creating or sourcing additional icons, please refer to the examples provided here. This style is recommended for use in wayfinding and for identifying key locations within airport terminals.



ILLUSTRATIVE GRAPHICS & STICKERS

Illustrative graphics can be used as mural art outside the airport, on secondary print signage or commissioned local art near Tweed-HVN, and as stickers for travelers to place on luggage or merch, representing Tweed.



CREATIVE USE CASES



USE BY FORMAT

Tweed-HVN uses multiple advertising mediums, including but not limited to print and digital formats.

For print materials, it's recommended to use the primary colors with white or Bisque as the main background color to help reduce ink usage during printing. Adding a background color from the primary palette is also encouraged to maintain a cohesive four-season feel.

For digital formats, primary colors can be used as background elements to create contrast. Make sure the correct color values are used according to the color guide. Examples are shown on the following pages.



CREATIVE DIRECTION MESSAGING

Here for Your Journey

Flying can be inherently uncomfortable and stressful—from simply getting to the airport and navigating terminals, to being in the air. That’s why our messaging is designed to ease those pressures every step of the way. Whether it’s clear, uncluttered wayfinding signage throughout the terminal or easy access to essential information about flights, parking, and travel prep on our website, our goal is to ensure travelers feel informed, confident, and at ease.

At Tweed-New Haven Airport, it’s all about convenience. We’re here to remove obstacles, streamline the journey, and help passengers get where they need to go—safely and smoothly.

Beyond practical information, our content also highlights what makes travel exciting. We lean into the human side of the journey—the anticipation, the destination, and the experience itself. A convenient, easy-to-navigate hub, Tweed-New Haven Airport isn’t just a gateway, but a part of the adventure.



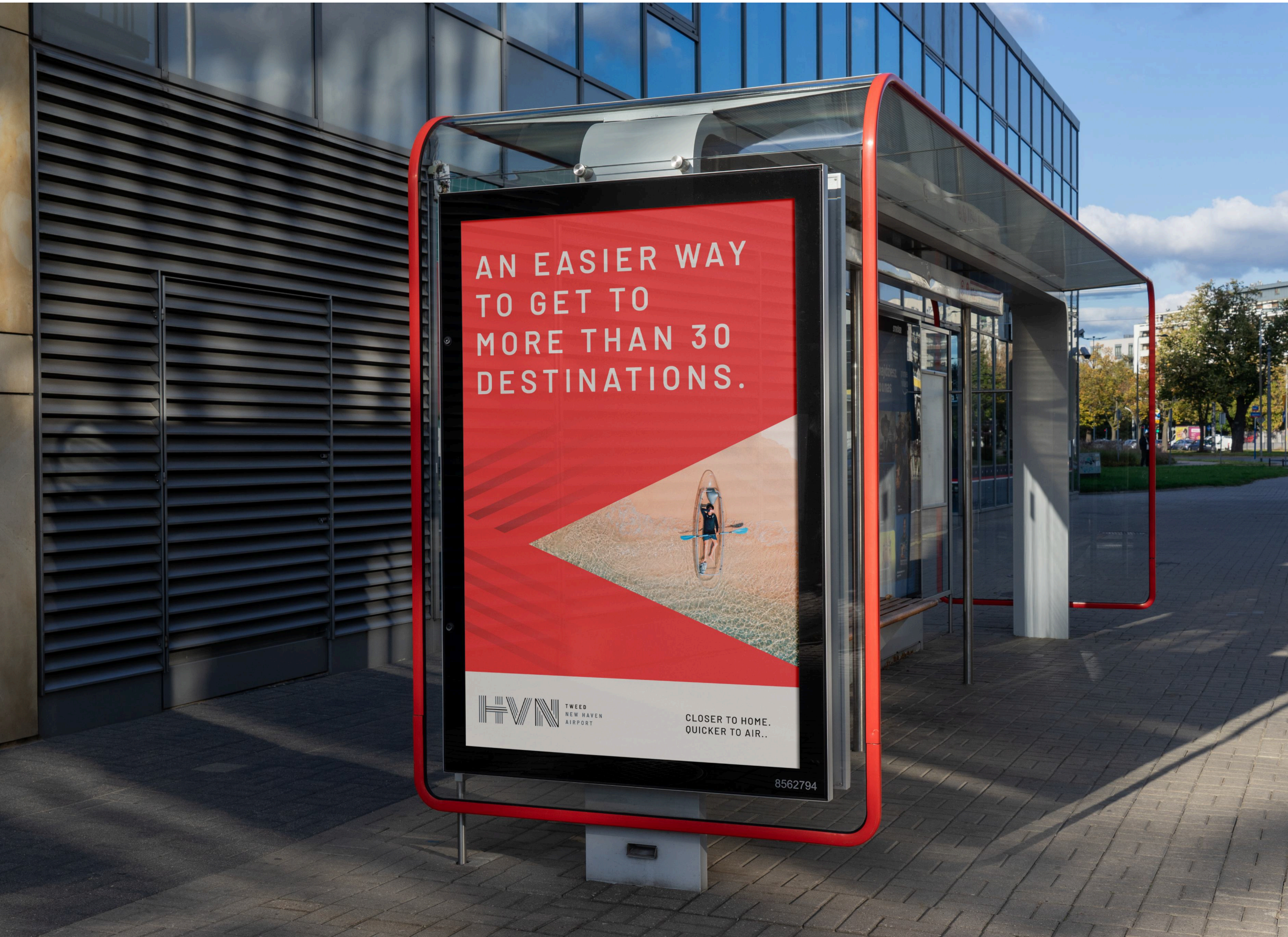
AIRPORT SIGNAGE



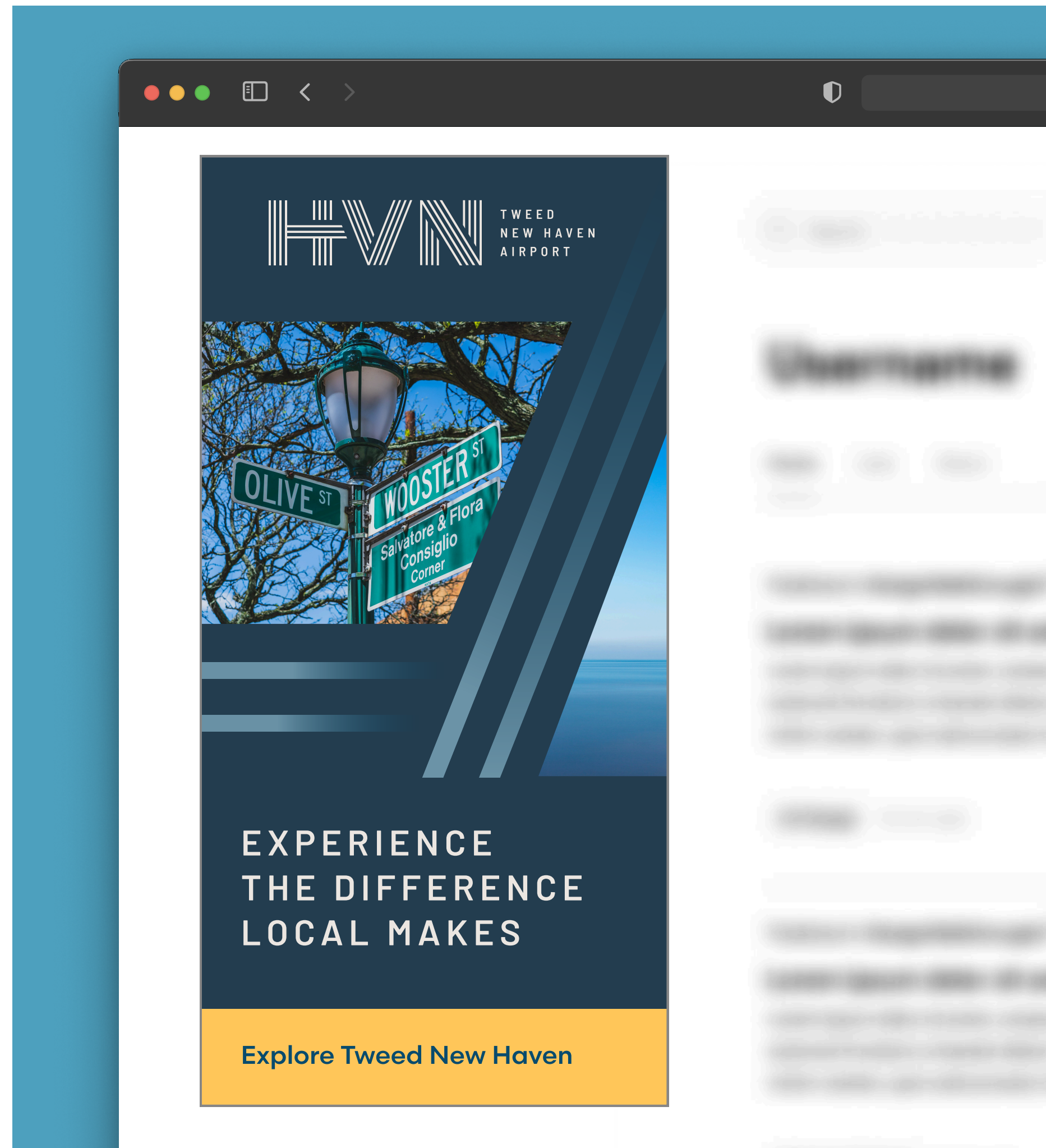
OUT-OF-HOME



OUT-OF-HOME



DIGITAL USE-CASES



PAID MEDIA CREATIVE



SOCIAL CONTENT



PRINT USE CASES



QUESTIONS?

EMAIL US



TWEED
NEW HAVEN
AIRPORT