MINNESOTA AIR GUARD

133RD
AIRLIFT WING

1921 ★ 2021

Logo Standards Manual

Our Mission

Provide world-class airlift, cyber and support capabilities to meet federal and state needs.

Our Vision

Mission-focused team powered by innovative, inclusion and resilient airmen dedicated to core values

The Elements

The North Star is symbolic of Minnesota as the North Star state

The Oriole is flying left, into the past… directional, as a nod to our heritage

The Big Dipper signifies the combined units of the Wing, and the tactical group "shining"

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100

1921 ⚔ 2021

The 109th "tip of the spear" showcases the 109th heritage and their prominent role in the 100th celebration

The C-130 is the most prominent feature, and at an angle of upward movement demonstrates how the 133rd stands "ready and relevant"

133RD AIRLIFT WING

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Logotype Family

Bank Gothic BT | Medium | All Caps

The main logotype family used is Bank Gothic BT.

Any supporting material should utilize this type when possible for titles and opening headers.

Logo
Specifications

A minimum amount of safe space should surround the logo, separating it from other elements such as headlines, text, imagery, or the outside edge of the surface it is applied to. The area of noninterference preserves the legibility and visual impact of the logo. This area applies to all versions.

Logo Specifications

Noninterference should be equal to the distance from the top of the crest to the baseline of the white banner. This distance allows for legibility and makes the logo more distinguishable.

X

X = Area of Noninterference

Minimum Size

3/4"

Do not scale the logo smaller than the size specified to the left

X

Safe Space

Color Usage

The color palette is a defined as a set of colors that is approved for the use in the 100th Anniversary of the 133rd Airlift Wing's marketing materials. These colors include dark blue, light blue and white. Consistent use of these colors reinforces a unified identity throughout all 100th Anniversary campaigns and events.
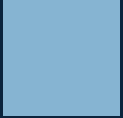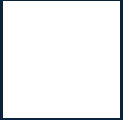
Color Usage

Dark Blue

C : 97   R : 8   Hex: 08263E
M : 80   G: 38
Y : 48   B : 62
K : 53

Light Blue

C : 46   R : 136   Hex: 88B4D1
M : 18   G: 180
Y : 9   B : 209
K : 0

White

Greyscale

Dark Grey

C : 73   R : 23   Hex: 171717
M : 67   G: 23
Y : 65   B : 23
K : 80

Light Grey

C : 42   R : 155   Hex: 9B9A9A
M : 34   G: 154
Y : 65   B : 154
K : 80

Logo use with Background

Light colors should be used as a supporting background, when the 100th Anniversary logo is used. As a general rule of thumb keep color percentages below ten.

Individuals should not use a gradient behind the logo. Please refrain from using any previously specified percentages of black. This will cause the logo to lose important details. The use of patterns behind the logo is also not allowed.