

# United Airlines 'Her Art Here' submissions brand guidelines

## Color palette

The 10 colors below are available for use in contest submissions. The core color palette should be used as the primary color selections, the extended color palette as secondary selections.

| Core                              |                                     |                             |   |              | Extended                                 |                                    |                                |                                      |                                     |
|-----------------------------------|-------------------------------------|-----------------------------|---|--------------|--|------------------------------------|--------------------------------|--------------------------------------|-------------------------------------|
| <b>United Blue</b><br>Pantone 286 | <b>Rhapsody Blue</b><br>Pantone 289 | <b>Dusk</b><br>Pantone 7444 | <b>Runway Gray</b><br>Pantone Cool Gray 2 | <b>White</b> | <b>Atlantic Amethyst</b><br>Pantone 2097 | <b>Pacific Blue</b><br>Pantone 326 | <b>Sky Blue</b><br>Pantone 292 | <b>Premium Purple</b><br>Pantone 525 | <b>Platinum Gray</b><br>Pantone 430 |

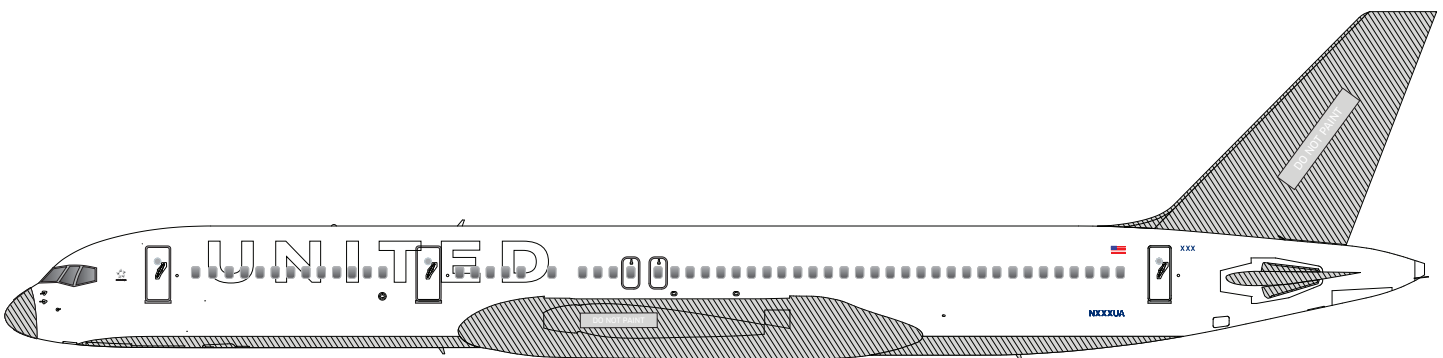
## United logo

The logo can be left white, or filled in with color United Blue. If logo is left white, please ensure it is on a different colored background. The logo cannot be filled in with patterns or objects. The logo can have different background colors behind it, but must be given clear space from any objects or designs, such as shapes, icons, or other words. It is necessary to maintain adequate clear space (equal to the height of the letter T in the logo) on all four sides.



## Design guidelines

Areas filled gray in the template are not available for painting. This includes the tail, nose, wings, engines, and 'belly' of the plane. Besides the logo guidelines highlighted above, the remainder of the plane is up to your design ideas and interpretations. Please note: your custom design will be replicated as a mirror image for the opposite side of the plane, so that the design can be seen from all views.



## Other design guidelines

Objects seen on the plane template must remain, such as the American flag and Star Alliance logo. Windows and window shades won't receive paint treatment. The logo must remain where it is currently shown, though color options are available noted in the guidelines above.