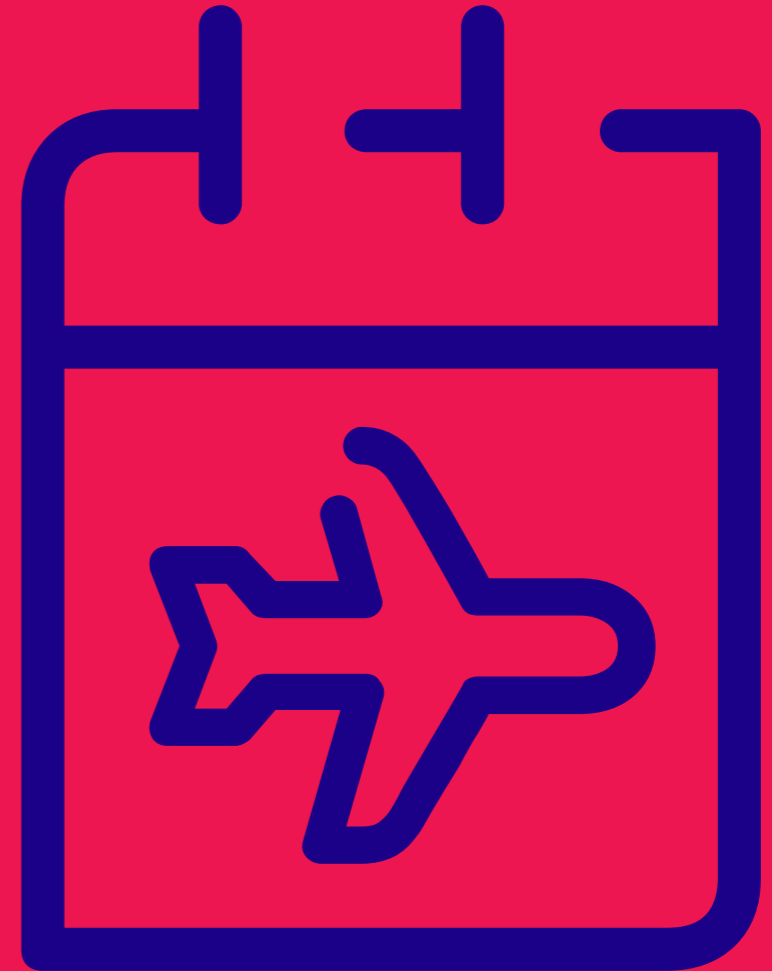


Our LATAM  
Trade guide is  
**made for you**

*Remember, before using this guide:*

# Guided to **inspire you**

Take pleasure in your reading. This LATAM Trade Territory is not meant to be boring or uninteresting – it was entirely put together thinking about its readers.  
May this guide be your source of inspiration when representing LATAM. **Enjoy!**



# Summary

## LATAM Trade Definition

- 1 Definition
- 2 LATAM Trade Program

## Master Brand

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- 5 How to write LATAM

## Our Brand Architecture

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## LATAM Trade Definition

We are here  
to help **your**  
**business**

LATAM Trade is the LATAM's segment focused on creating a better experience for our travel agents. In order to achieve that, one of its features is to have a special visual guideline to differentiate it from master brand communication. This will facilitate the travel agent who will be able to enjoy the communication and benefits of LATAM Trade.



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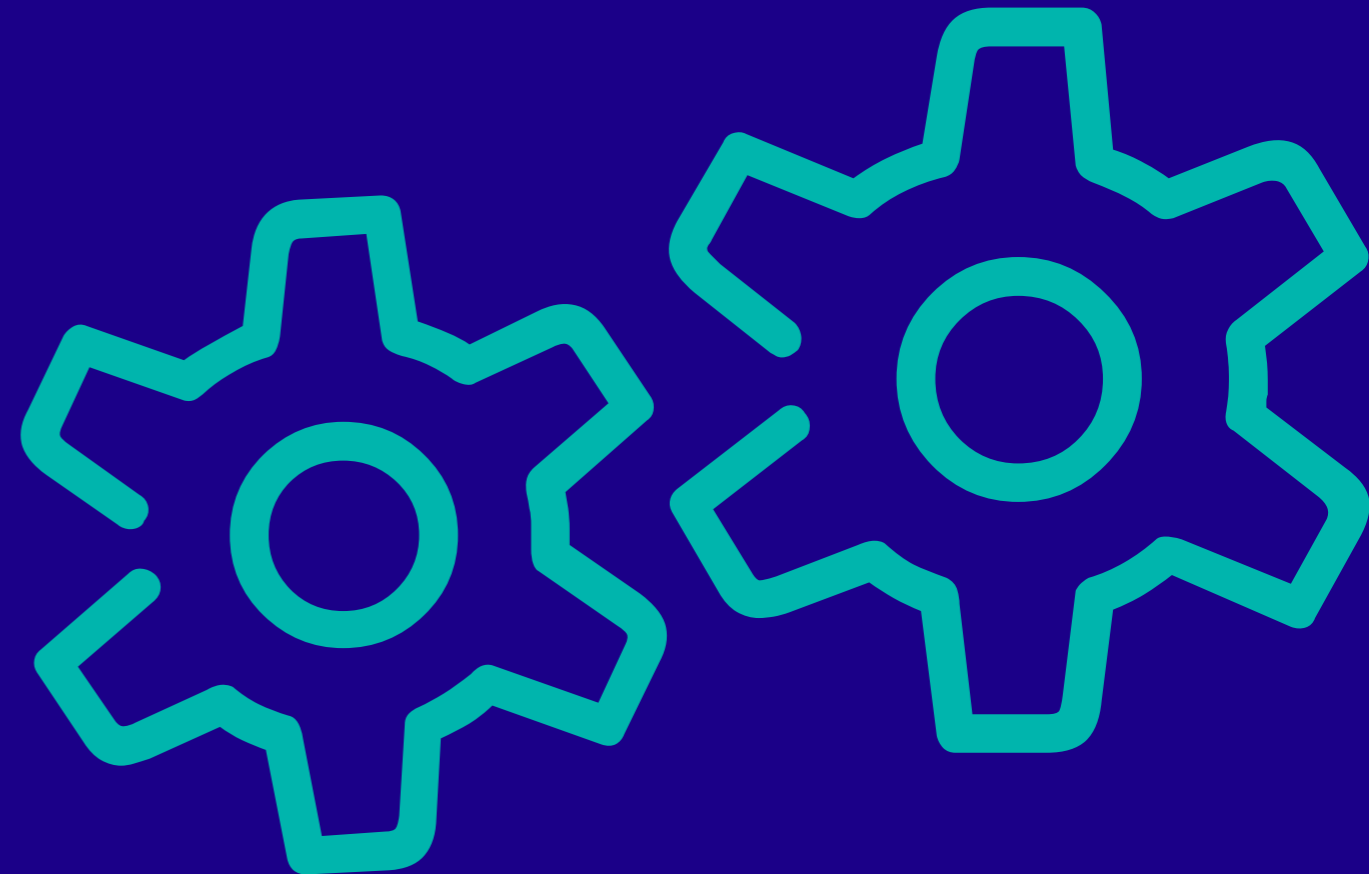
Typography

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Photography

## Master Brand

# The essential guide where it all begins



MASTER BRAND

- Brand Definition Model
- Tone of Voice
- How to write LATAM

OUR BRAND ARCHITECTURE

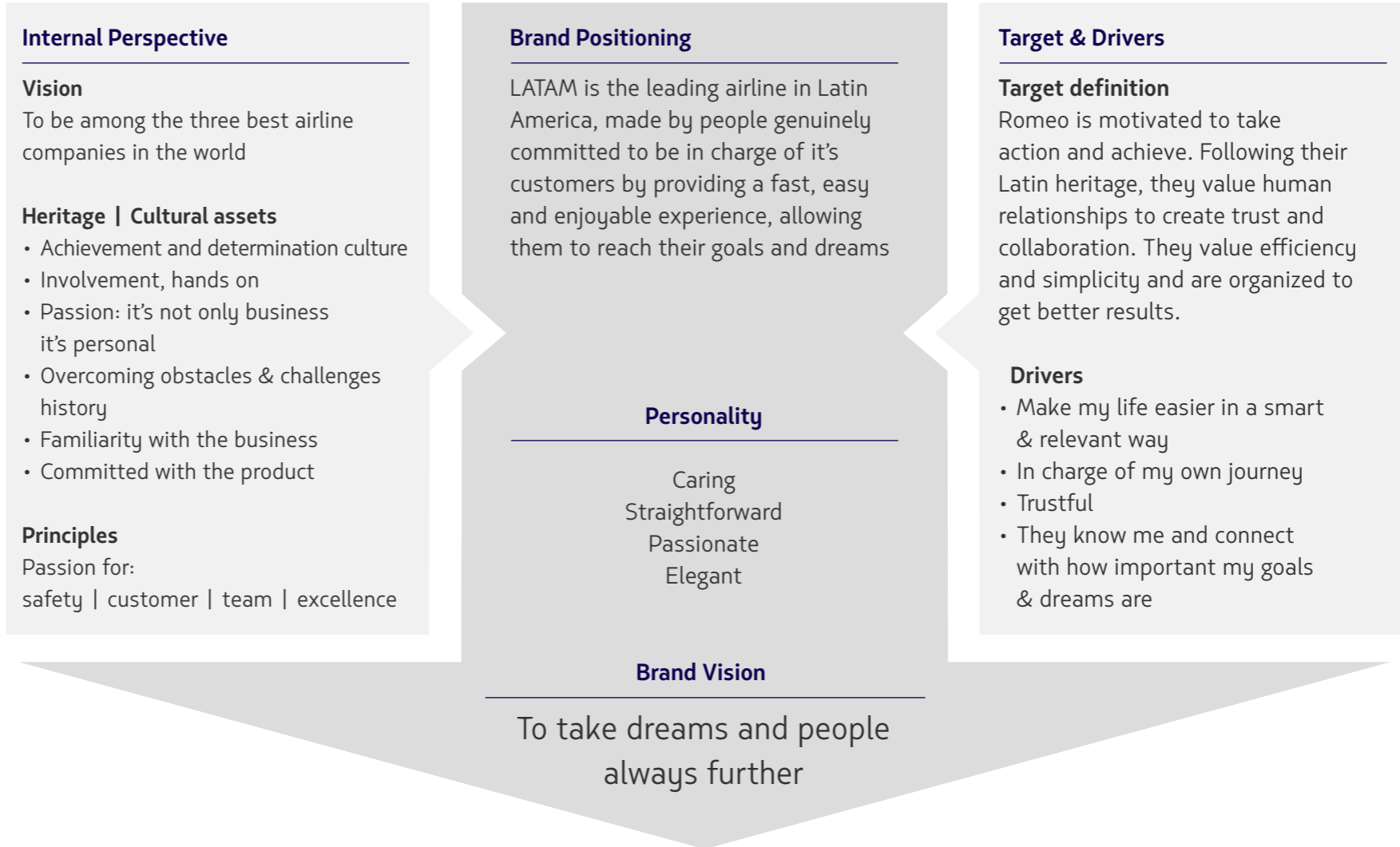
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Master Brand

Our Brand Definition Model



MASTER BRAND

Brand Definition Model

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Master Brand

Tone of Voice

Because we are

Our tone of voice is

Caring **Friendly**  
Straightforward **Precise**  
Passionate **Inspiring**  
Elegant **Confident**

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# Master Brand

## How to spell LATAM

Our name comes from the acronym for Latin America, and acronyms are usually written in capital letters. This is why we must always write LATAM in all caps. Also, it is one more way to emphasise our brand's name in communication materials.

✓ We do

✗ We do not

⚠ Exception

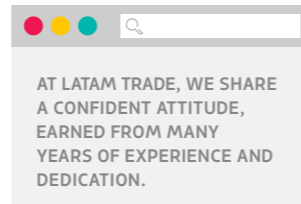
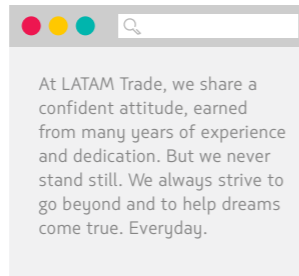
LATAM Trade

Latam Trade

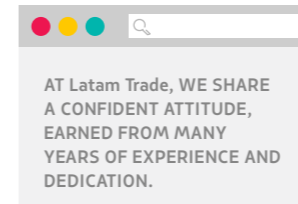
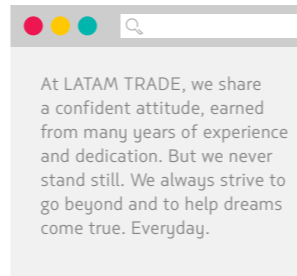
latamtrade.com

We may only spell LATAM Trade in lowercase when we refer to website.

Examples



Examples



Example





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Our Brand Architecture

# Bringing the identity to life



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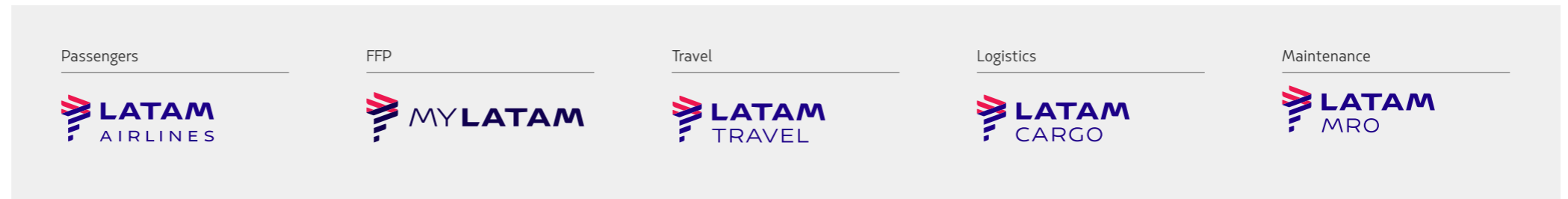
# Our Brand Architecture

It's very important to consider our brand architecture system and Products & Services decision criteria.

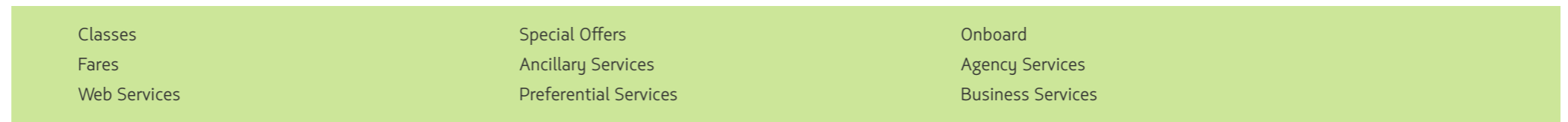
## Trade Brand [Masterbrand]



## Sub-brands



## Airlines Products & Services



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# Our Products & Services Portfolio

## Visual Guidelines

There are three possible ways of expression when creating a new product or service.

More frequently

Less frequently

Level 1 Products & Services	Level 2 Products & Services	Level 3 Products & Services (Endorsed by LATAM)
<p>Business as usual. Product or service is 100% consistent with core values and positioning and clearly common in the market. There is no need to create a different approach.</p>	<p>Products and services that are common in the market but need a slightly distinct identification (source of revenue, premium services, etc).</p>	<p>An offer that does not follow LATAM Airlines' core positioning and that needs different attributes to create a more proprietary approach.</p>
<p>Example</p>	<p>Example</p>	<p>Example</p>
<p>Check-in online</p>	<p>ESPAÇO+</p>	<p>VAMOS / LATAM</p>

LATAM and its products & services

A new brand, by LATAM

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# Our Products & Services Portfolio

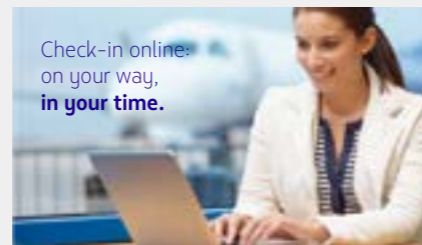
## Visual Guidelines

There are three possible ways of expression when creating a new product or service.

More frequently

Less frequently

**Level 1 Products & Services**



**Identity**  
Masterbrand visual identity.

**Typeface**  
The products & services name uses the same typography as the rest of the content [LATAM Sans].

Example

Check-in online

**Level 2 Products & Services**



**Identity**  
Masterbrand visual identity:  
A complementary colour or/and a special icons may be used to better identify the products and services.

**Typeface**  
The name has a reserved area in communication materials, emphasising the products & services [LATAM Sans Extended type and uppercase].

Example

ESPAÇO+

**Level 3 Products & Services (Endorsed by LATAM)**



**Identity**  
New brand identity, linked to the masterbrand, based on the brand proposition.

**Typeface**  
Different characters.

Example

VAMOS / LATAM

LATAM and its products & services

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# Our Products & Services Portfolio

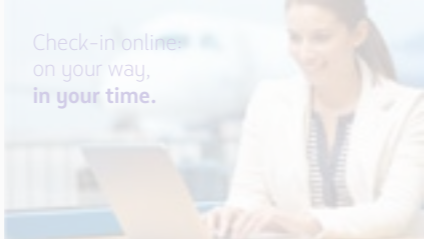
## Visual Guidelines

There are three possible ways of expression when creating a new product or service.

More frequently

Less frequently

**Level 1 Products & Services**




**Identity**  
Masterbrand visual identity.

**Typeface**  
The products & services name uses the same typography as the rest of the content [LATAM Sans].

**Example**

Check-in online

**Level 2 Products & Services**




**Identity**  
Masterbrand visual identity:  
A complementary colour or/and a special icons may be used to better identify the products and services.

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The name has a reserved area in communication materials, emphasising the products & services [LATAM Sans Extended type and uppercase].

**Example**

ESPAÇO+

**Level 3 Products & Services (Endorsed by LATAM)**



**Identity**  
New brand identity, linked to the masterbrand, based on the brand proposition.

**Typeface**  
Different characters.

**Example**

VAMOS / LATAM

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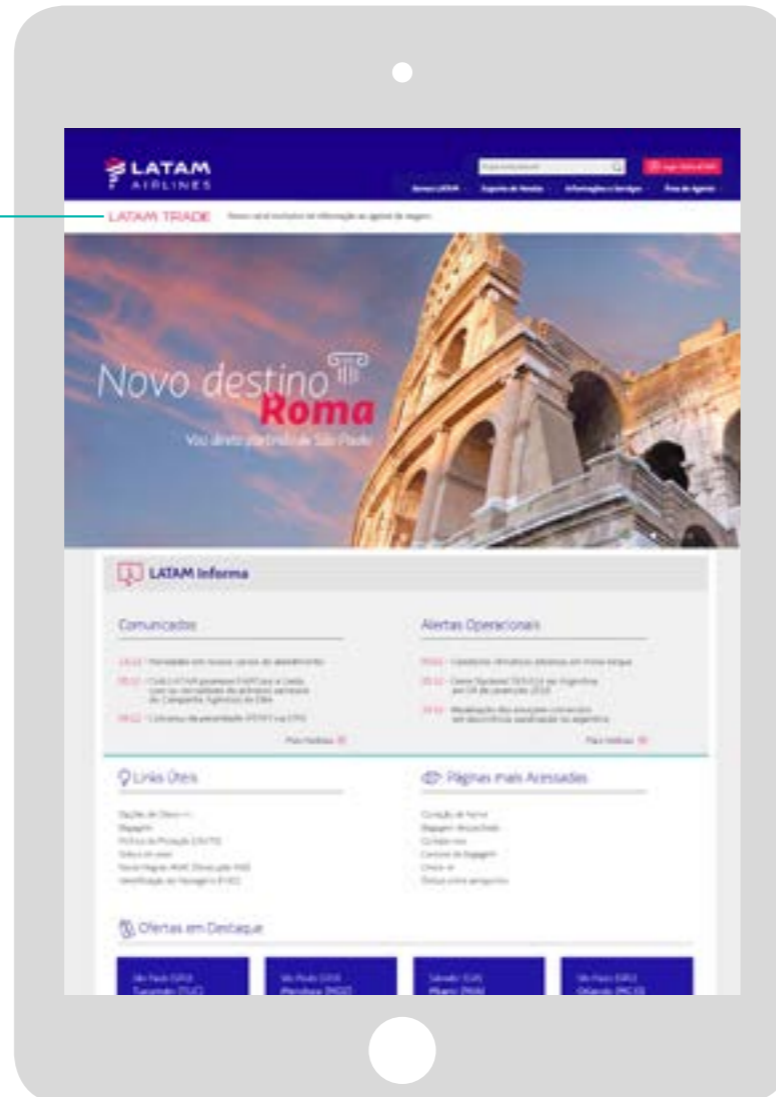
- Logo
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# Our Products & Services Portfolio

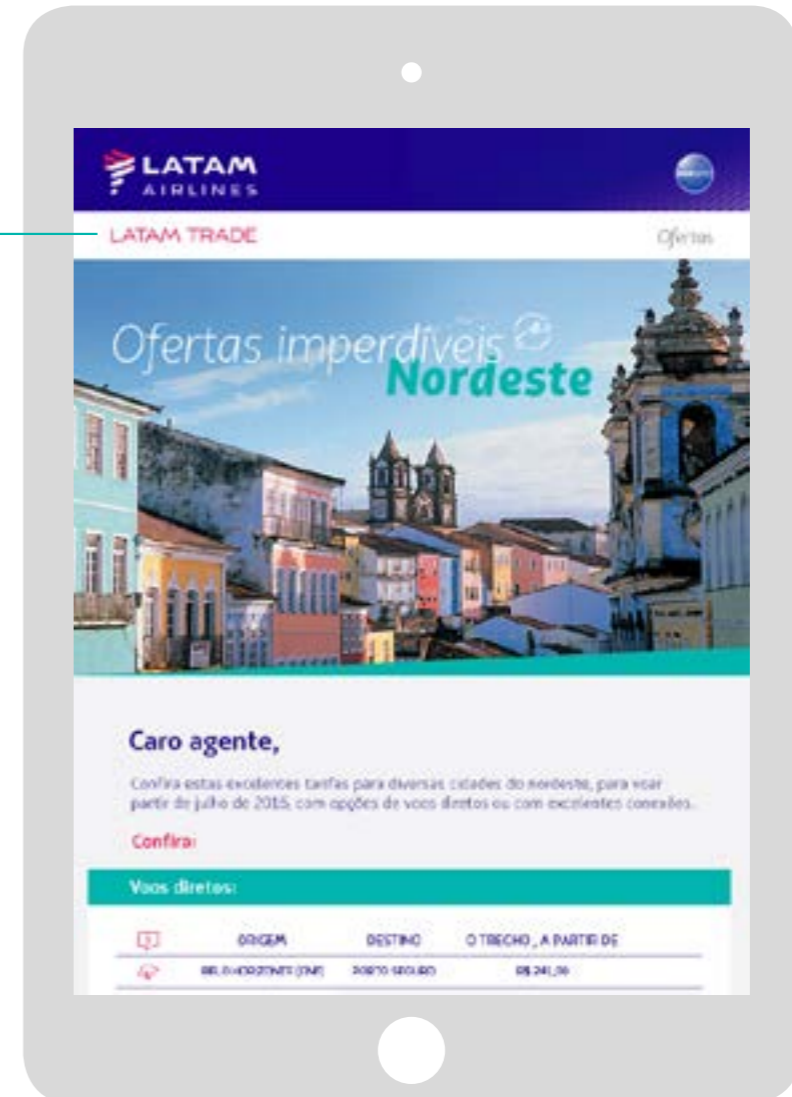
## Visual Guidelines

### HOW WE DO IT

Level 2



Level 2



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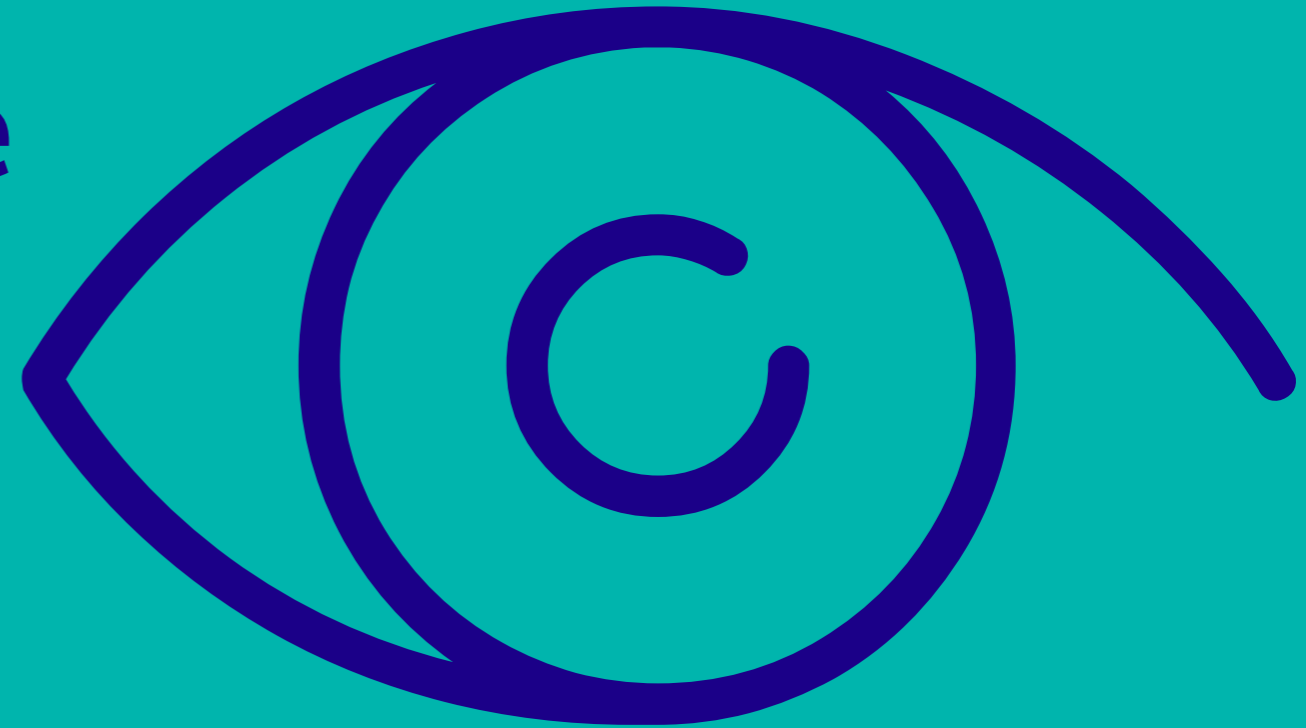
[Logo](#)[Colours](#)[Typography](#)[Icons](#)[Photography](#)

## Our Visual Universe

# Everything that involves our visual universe

LATAM Trade's visual identity is an essential part of expressing our way of being. And most of all, a vital piece to getting through who we are.

Our visual identity is responsible for our brand's consistency. It embraces our personality and purpose, and translates them into elements visible to everyone. They include logo, colours, typography, icons, photographs, illustrations, and other graphic elements that, together, compose exactly how our audiences see us.



For more details on elements of our visual identity, see the Master Brand Territory.

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Our Logo – Trade

# LATAM Trade Construction

The logo of LATAM Trade came from our typography with some adjustments.

LATAM TRADE

LATAM Sans Extended  
Original typography with no grid adjustments.



LATAM TRADE

Typography version with adjustments for LATAM Trade.



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Our Logo – Trade

# LATAM Trade Construction

The LATAM Trade logo is always used in a white or gray background.



White background



Gray background

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## Our Logo – Vertical Version

# Our Vertical Logo

The LATAM Trade logo is always accompanied of the LATAM Airlines logo. It's constructions and versions can be seen on the following pages.



Negative Version – Preferential



Positive Version



**Important note**

When using the negative version of our logo for Trade applications, use it with our lighter shade of gray (Pantone Cool Gray 1 - 30% transparency), following the colour wheel on the colour related section.

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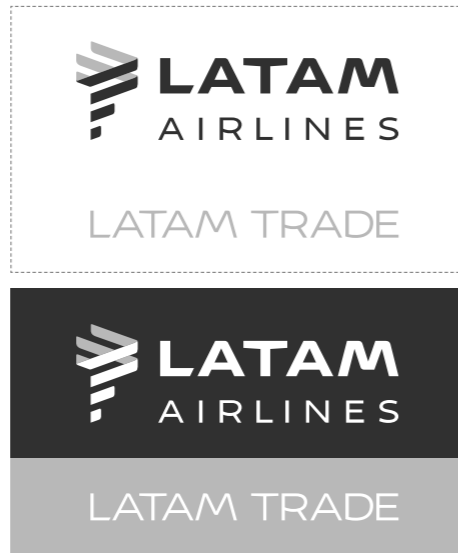
- Logo
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# Our Logo – Vertical Version Greyscale and Monochromatic Symbol

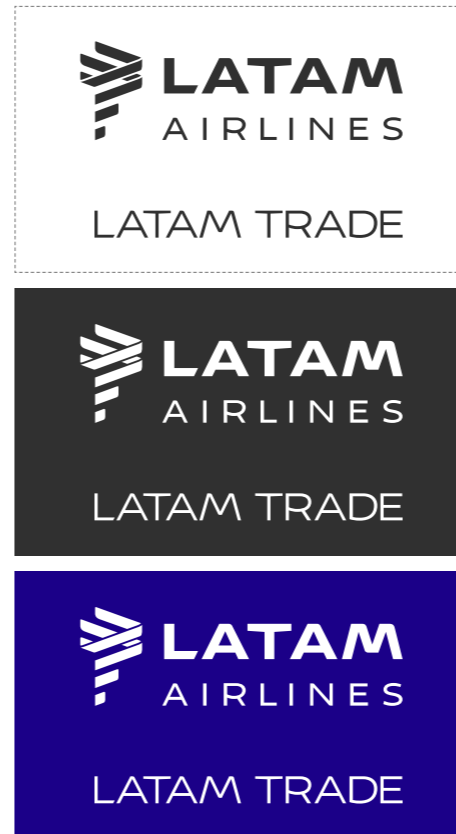
RESTRICTED USE

Use the greyscale version only on greyscale prints. For light-coloured backgrounds, use the positive version, and for the negative version, use the negative one. Always pay attention to the contrast between the logo and background. The monochromatic version should be applied on single-coloured materials only.

Greyscale



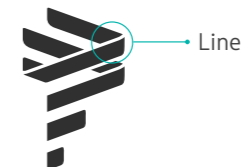
Monochromatic



Monochromatic Version  
Minimum Size



**Important note**  
When applying this version of the logo, respect minimum and maximum sizes. This makes sure the lines can be seen.



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# Our Logo – Vertical Version

## Structure, Exclusion Zone and Maximum Reduction

The exclusion zone guarantees the integrity of the logo and is measured by the dimensions of the letter “T”.  
The maximum reduction is defined by the logo’s width and its purpose is to make sure the logo is always legible.

### Structure



### Exclusion Zone

*Preferential*



*Restricted use – Digital and Signage*



### Maximum Reduction



Printed Materials 20 mm

Digital Materials 57 px



**Important note**

Do not, under any circumstances, reproduce the logo any smaller than the specified sizes.

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Our Logo – Horizontal Version

Our Horizontal Logo

RESTRICTED USE

For promotional materials, always use the LATAM Trade logo along with the “airlines” description. Below, you’ll find our logo’s horizontal version. Its use is restricted, so apply it exclusively on materials that cannot receive the vertical version.



Negative Version – Preferential



Positive Version



**Important note**

When using the negative version of our logo for Trade applications, use it with our lighter shade of gray (Pantone Cool Gray 1 - 30% transparency), following the colour wheel on the colour related section.

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# Our Logo – Vertical Version

## Greyscale and Monochromatic Symbol

RESTRICTED USE

Use the greyscale version only on greyscale prints. For light-coloured backgrounds, use the positive version, and for the negative version, use the negative one. Always pay attention to the contrast between the logo and background. The monochromatic version should be applied on single-coloured materials.

Greyscale



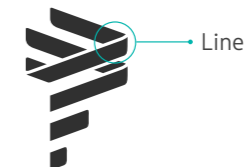
Monochromatic



Monochromatic Version Minimum Size



**Important note**  
When applying this version of the logo, respect minimum and maximum sizes. This makes sure the lines can be seen.



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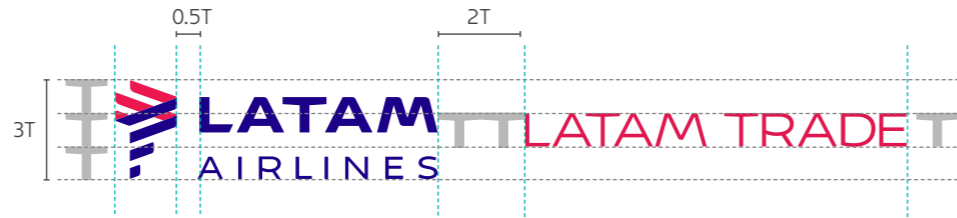
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# Our Logo – Vertical Version

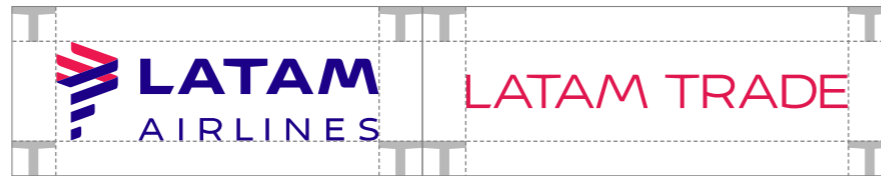
## Structure, Exclusion Zone and Maximum Reduction

The exclusion zone guarantees the integrity of the logo and is measured by the dimensions of the letter “T”. Maximum reduction is defined by the logo’s width and its purpose is to make sure the logo is always legible.

### Structure



### Preferential



### Restricted use – Digital and Signage



### Maximum Reduction



- Printed Materials 48 mm
- Digital Materials 137 px



**Important note**

Do not, under any circumstances, reproduce the logo any smaller than the specified sizes.

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## Our Logo

# Usage with oneworld logo

When applying **oneworld's** and LATAM Trade' logos together, respect their height proportions and the minimum distance required between them. The **oneworld** logo is preferably applied to the left of LATAM Airlines' logo. The **oneworld** logo should be present on all LATAM Trade external communication materials.

Minimum Distance – Vertical Version: 2Ts



Respect the minimum distance, measured by our letter "T"

Logos Proportions in Communication and Trade Materials – Vertical Version



The **oneworld** logo is centred at mid-height of the LATAM Airlines logotype



**Important note:**

**oneworld** logo cannot be applied with less than 8 mm wide for print and 35 px for digital materials. If there is any further questions, please check out the **oneworld's** guide.



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## Our Logo

# Usage with other logos

When applying different logos and LATAM Trade’s logo together, respect a minimum distance, measured by our letter “T”. Also, do not forget its height proportions.



Example



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## Our Logo

# We do not

Here are some examples of what not to do with the LATAM Trade logo. Pay attention when applying on different backgrounds.

✗ Do not change colours



✗ Do not use the all blue background with coral text



✗ Do not use other elements



✗ Do not use outlines



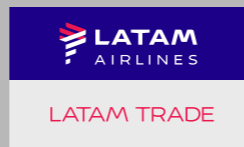
✗ Do not change typography



✗ Do not distort or change formatting



✗ Do not change the elements proportions



✗ Do not use the LATAM Trade logotype with the symbol



✗ Do not apply our logo on coloured backgrounds other than indigo or greyscale



✗ Do not apply our logo on busy backgrounds



✗ Do not rotate



✗ Do not use filters or effects



✗ Do not trespass reserved area



Legenda sit aut qui doluptu. Quid qui volor aut labore.

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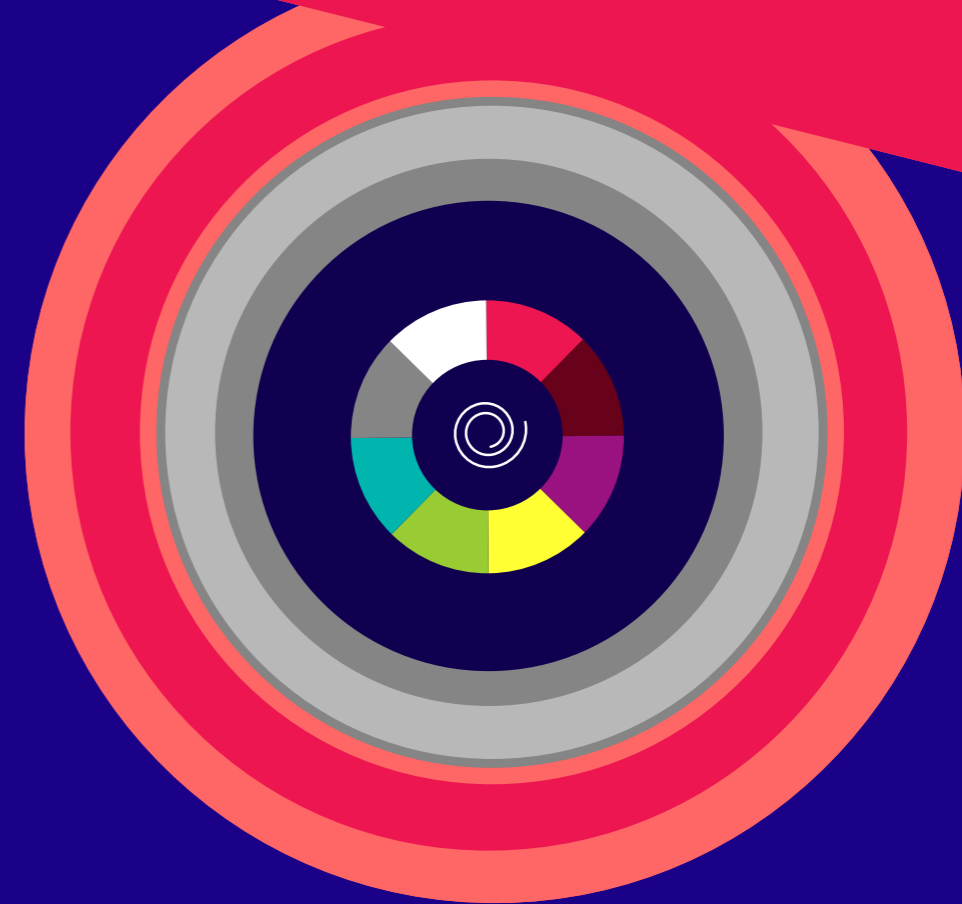
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# Our Colours

## We found the colours of Latin America And we named them

Our palette is an extension of our Latin American soul and expression. The colours and tones chosen to compose it represent the lively, diverse, rich and multi-coloured continent we come from. It is our proposal of the LATAM we want the world to see: exquisite and full of contrast, without the stereotypes and predictable clichés.



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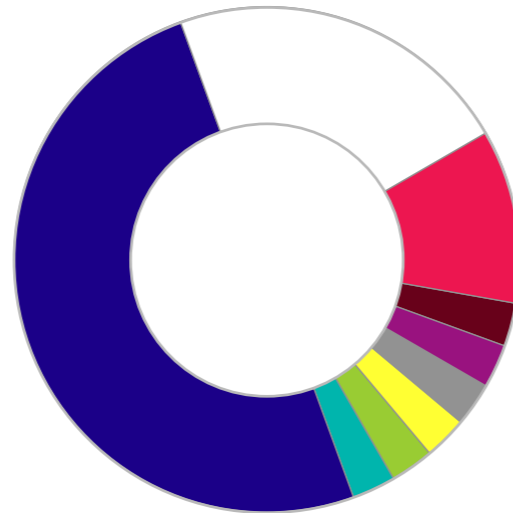
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# Our Colours Trade Palette

These are our visual universe's main colours. Always use the correct colour code for each application, to ensure colour fidelity.



### Colour Proportion

Follow these colour proportions when creating for LATAM Trade. Indigo, Coral and white are predominant. All the other colours are just a touch.



### Our Indigo

Always use more Indigo than other colours in applications

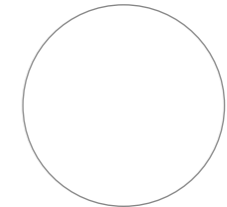
Pantone Reflex Blue C  
C 100 M 90 Y 0 K 0  
R 27 G 0 B 136  
HEX # 1B0088



### Our Coral

Use less Coral than Indigo in applications

Pantone 192 C  
C 0 M 90 Y 50 K 0  
R 237 G 22 B 80  
HEX #ED1650



### White

The use of white guarantees the elegance of the brand

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# Our Colours

## Complementary Palette

Our identity also has a secondary colour palette. It works as a support, to highlight specific information and make our identity more lively and warm. Just like Latin America.

### Indigos



### Lime Greens



### Yellows



### Corals



### Turquoises



### Burgundies



\*These are our brand's main colours

### Purples



### Greys



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# Our Colours

## Complementary Palette

PRINT – PANTONE®/CMYK

These are the codes for Pantone® and CMYK when printing materials.

### Indigos



<b>2728 C</b>	<b>Reflex Blue C</b>	<b>281 C</b>
C 90	C 100	C 100
M 70	M 90	M 85
Y 0	Y 0	Y 5
K 0	K 0	K 35

### Corals



<b>178 C</b>	<b>192 C</b>	<b>1955 C</b>
C 0	C 0	C 10
M 65	M 90	M 100
Y 35	Y 50	Y 55
K 0	K 0	K 40

\*These are our brand's main colours

### Lime Greens



<b>372 C</b>	<b>376 C</b>	<b>364 C</b>
C 15	C 55	C 70
M 0	M 0	M 5
Y 40	Y 100	Y 100
K 0	K 0	K 45

### Turquoises



<b>3248 C</b>	<b>326 C</b>	<b>7720 C</b>
C 45	C 85	C 90
M 0	M 0	M 0
Y 25	Y 40	Y 45
K 0	K 0	K 60

### Purples



<b>251 C</b>	<b>254 C</b>	<b>2612 C</b>
C 15	C 50	C 65
M 40	M 95	M 100
Y 0	Y 0	Y 0
K 0	K 0	K 5

### Yellows



<b>100 C</b>	<b>3945 C</b>	<b>129 C</b>
C 0	C 5	C 0
M 0	M 0	M 10
Y 55	Y 90	Y 80
K 0	K 0	K 0

### Burgundies



<b>199 C</b>	<b>201 C</b>	<b>7421 C</b>
C 0	C 5	C 20
M 100	M 100	M 100
Y 70	Y 70	Y 45
K 0	K 30	K 65

### Greys



<b>Cool Grey 1 C</b>	<b>Cool Grey 4 C</b>	<b>Cool Grey 7 C</b>	<b>Cool Grey 9 C</b>	<b>Cool Grey 11 C</b>
C 0	C 0	C 0	C 0	C 0
M 0	M 0	M 0	M 0	M 0
Y 0	Y 0	Y 0	Y 0	Y 0
K 15	K 30	K 45	K 60	K 75

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Our Colours

Complementary Palette

DIGITAL – RGB/HEXADECIMAL

These are the codes for RGB and Hexadecimal in digital devices.

Indigos



R 45	R 35	R 27	R 21	R 16
G 52	G 22	G 0	G 0	G 0
B 206	B 166	B 136	B 103	B 79
#2D34CE	#2316A6	#1B0088	#150067	#10004F

Corals



R 255	R 245	R 237	R 179	R 135
G 102	G 56	G 22	G 15	G 10
B 102	B 89	B 80	B 59	B 44
#FF6666	#F53859	#ED1650	#B30F3B	#870A2C

\*These are our brand's main colours

Lime Greens



R 204	R 175	R 153	R 118	R 92
G 230	G 215	G 204	G 157	G 122
B 153	B 95	B 51	B 40	B 31
#CCE699	#AFD75F	#99CC33	#769D28	#5C7A1F

Turquoises



R 28	R 0	R 0	R 0	R 0
G 255	G 215	G 181	G 141	G 102
B 245	B 205	B 173	B 135	B 97
#1CFFF5	#00D7CD	#00B5AD	#008D87	#006661

Purples



R 210	R 186	R 153	R 128	R 110
G 55	G 25	G 18	G 15	G 13
B 187	B 161	B 127	B 113	B 103
#D237BB	#BA19A1	#99127F	#800F71	#6E0D67

Yellows



R 255	R 255	R 255	R 255	R 255
G 255	G 255	G 255	G 224	G 200
B 170	B 119	B 51	B 22	B 0
#FFFFAA	#FFFF77	#FFFF33	#FFE016	#FFC800

Burgundies



R 188	R 140	R 104	R 90	R 72
G 2	G 1	G 1	G 1	G 1
B 47	B 35	B 26	B 23	B 20
#BC022F	#8C0123	#68011A	#5A0117	#480114

Greys



R 184	R 171	R 146	R 133	R 92	R 76	R 48
G 184	G 171	G 146	G 133	G 92	G 76	G 48
B 184	B 171	B 146	B 133	B 92	B 76	B 48
#B8B8B8	#ABABAB	#929292	#858585	#5C5C5C	#4C4C4C	#303030

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## Our Typography

# LATAM Sans

LATAM Sans is the font family created specially for us.

# Applying the Text content

A unique typography for a unique brand. Our typography, specially designed for LATAM, portrays our visual identity clearly.

Present in nearly all of our materials, our typography is built of both rounded and sharp angles – just like our logo – and brings a human touch to all our communication pieces.

**Important note**

This is an overview of our typography. If there are further questions, please see the full version of the typography guide.



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# Our Typography

## LATAM Sans

LATAM Sans is the font family created specially for us.



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## Our Typography

# LATAM Sans

Our visual identity has an exclusive font foundry which is connected to our Brand Definition Model – it is distinctive, versatile and full of personality.



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## Our Typography

# LATAM Sans

This is LATAM's font foundry. It is one of our identity's main elements and it must be used in all brand experiences, from stationery to digital material and all the way to signage.

Brasil Chile Ecuador Colombia

GRUPO LATAM AIRLINES ELIGE A ONEWORLD COMO SU ALIANCA GLOBAL

Valencia, **LATAM**

**Airlines** *Airplanes*

LATAM Sans was specially created for our brand

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## Our Typography

# LATAM Sans

This is LATAM's font foundry. It has 11 weights, from extra light to black, making it a very versatile family. It can be also used in different languages and diacritics, without losing its legibility.

Extra Light + *italic*

for elegant and discrete titles

ABCDEFghijklm1234!@#

Light + *italic*

for elegant and discrete subtitles

ABCDEFghijklm1234!@#

Regular + *italic*

for longer texts

ABCDEFghijklm1234!@#

**Bold + *italic***

for elegant and discrete titles

ABCDEFghijklm1234!@#

**Black + *italic***

for more prominent titles

ABCDEFghijklm1234!@#

**EXTENDED**

for sub brands system  
and descriptives

ABCDEFghijklm1234!@#

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Our Typography

# Specially overlapped leading

TITLES

We should follow the proposals shown below for each type of text, to ensure the information hierarchy in the layout.

LATAM Sans Light  
Always in white or indigo

São Paulo, **México**

The image shows the text 'São Paulo, México' in a sans-serif font. 'São Paulo' is in a light blue color, and 'México' is in a bold red color. The words are overlapped, with 'México' starting under the 'o' of 'Paulo'. A teal line with a dot points to the top of the 'S' in 'São', and another teal line with a dot points to the bottom of the 'x' in 'México'.

LATAM Sans Black Italic  
Always in coral or other complimentary colours

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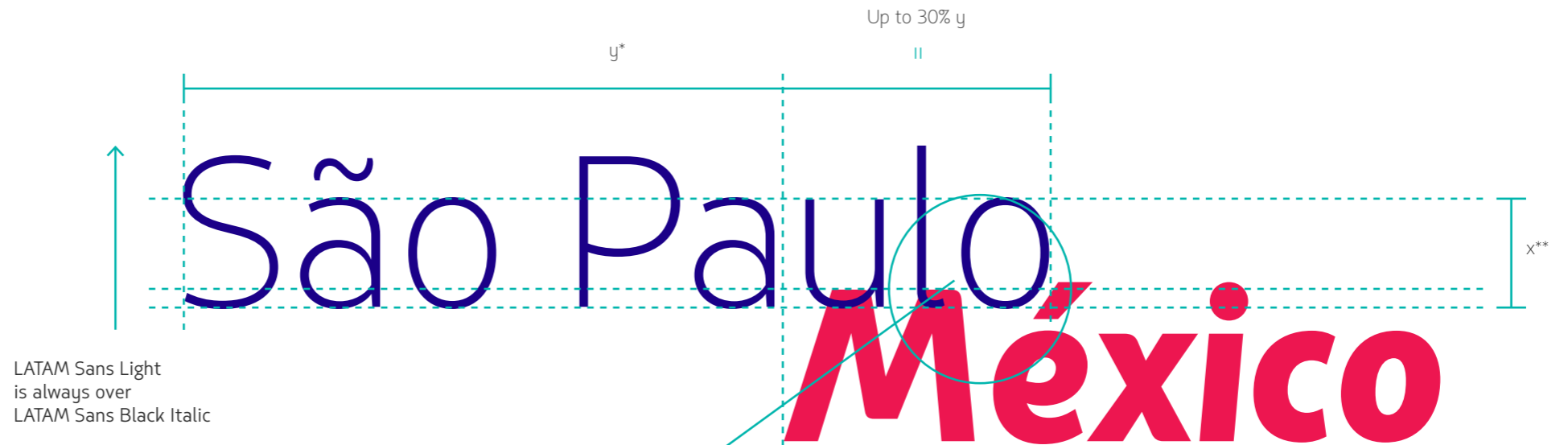
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Our Typography

Specially overlapped leading

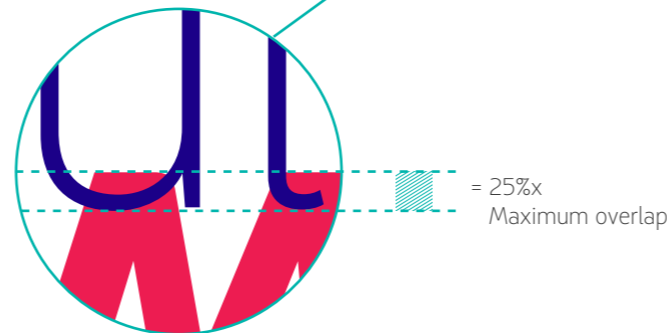
TITLES

We should follow the proposals shown below for each type of text, to ensure the information hierarchy in the layout.



LATAM Sans Light is always over LATAM Sans Black Italic

Works better in small applications with bright backgrounds.



Important note

\*  $y$  is always the length of the sentence that is above (São Paulo, in this case).  
 \*\*  $x$  is always the height of the lowercase in LATAM Sans Light (São Paulo, in this case).

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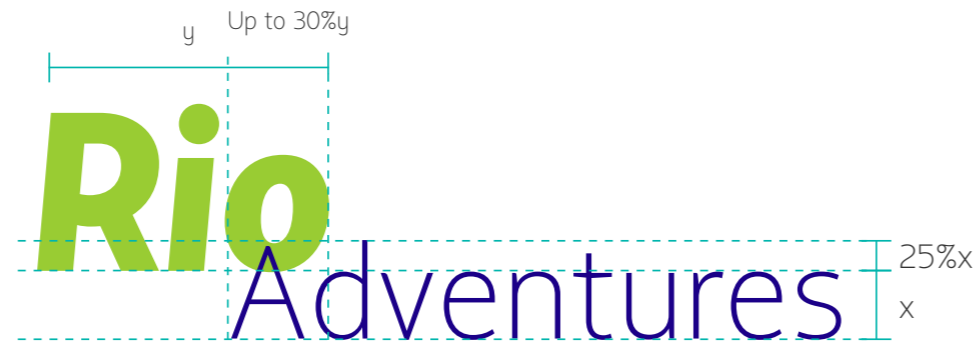
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Our Typography

Specially overlapped leading

TITLES

We should follow the proposals shown below for each type of text, to ensure the information hierarchy in the layout.



**⚠ Important note**  
 The proportion between LATAM Sans Light and LATAM Sans Black Italic depends of the size of the sentence. Be mindful of the proportion, keeping a harmonic balance of the construction.

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## Our Typography

## Specially overlapped leading

## TITLES

We should follow the proposals shown below for each type of text, to ensure the information hierarchy in the layout.

LATAM Sans Light Italic

LATAM Icons Light

*Novo destino*   
**México**

**Important note**

When we use icons the construction rules remain the same.



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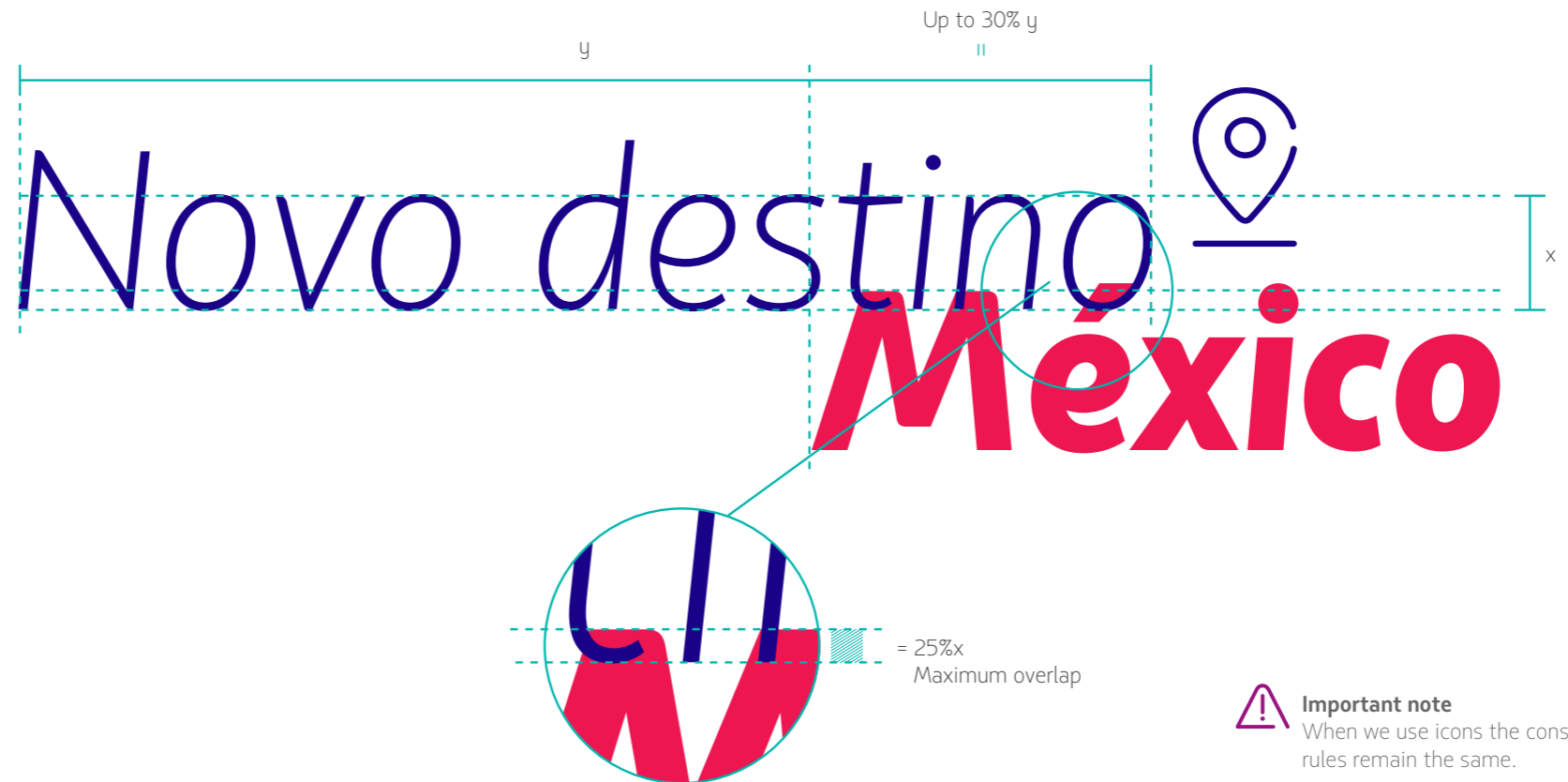
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Our Typography

# Specially overlapped leading

TITLES

We should follow the proposals shown below for each type of text, to ensure the information hierarchy in the layout.



**⚠ Important note**  
When we use icons the construction rules remain the same.

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Specially overlapped leading

TITLES

We should follow the proposals shown below for each type of text, to ensure the information hierarchy in the layout.

Ofertas imperdíveis   
**Nordeste**

Ofertas imperdíveis   
**Nordeste**



**Important note**

When we use icons the construction rules remain the same.

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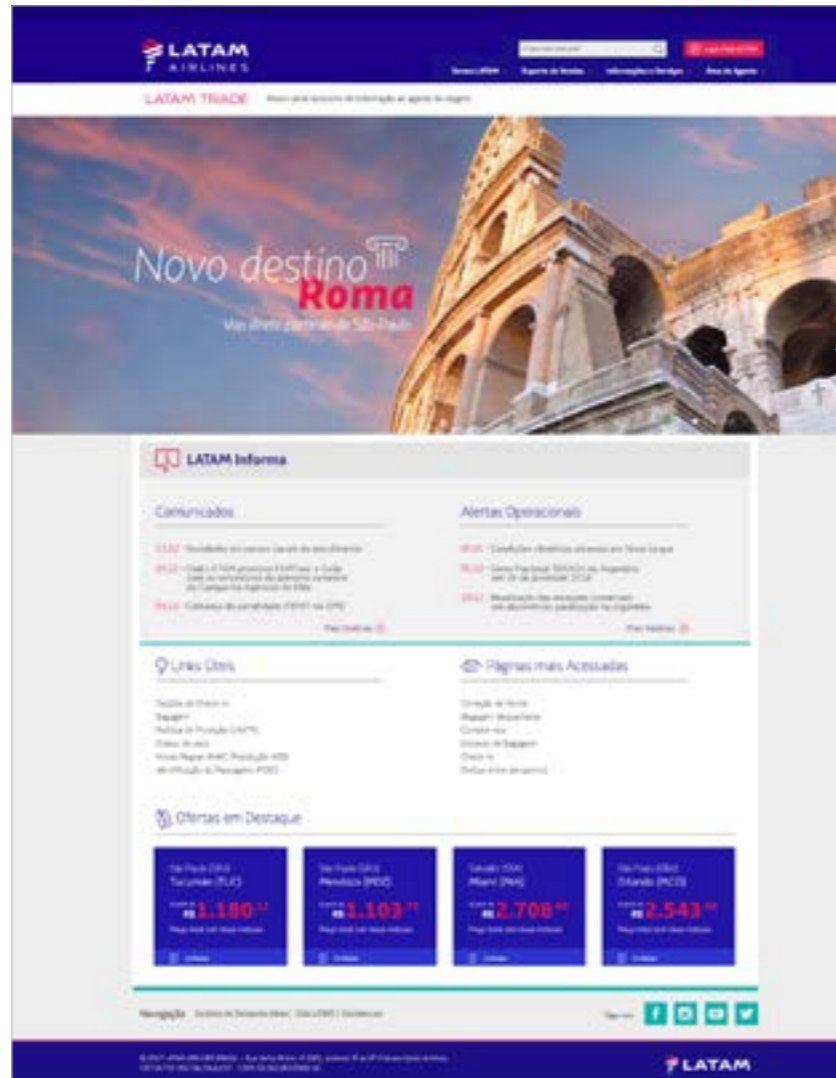
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# Our Typography

## Specially overlapped leading

### HOW WE DO IT

Here's how to compose the overlapped leading title in real situations.



Overlapped leading

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# Our Typography

## Specially overlapped leading

### HOW WE DO IT

Here's how to compose the overlapped leading title with other graphic elements in real situations.



Overlapped leading

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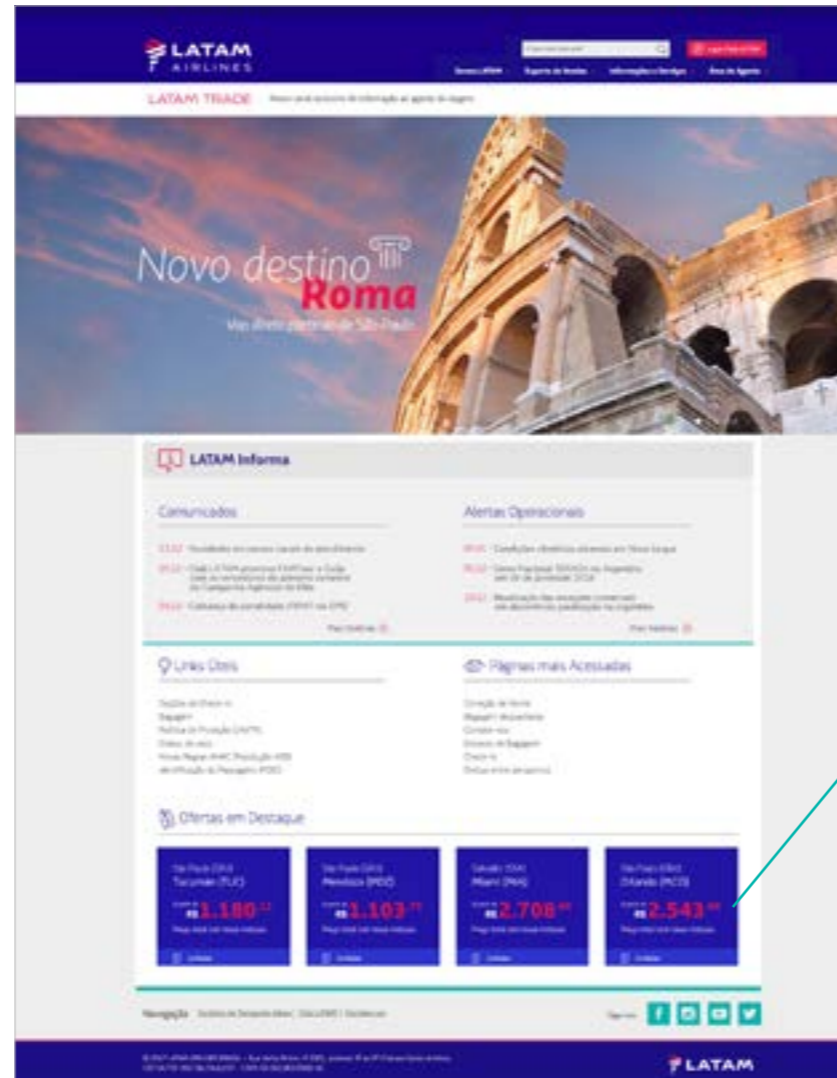
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# Our Typography Price

We will see that the visual elements are always interacting with each other, creating a dynamic composition.



Price Box

Price

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# Our Typography Price

Construction - Version 1



Here is how the prices of products, services and tariffs are built.



**1. Price**

LATAM Sans Black  
(100% of x)

**2. From**

LATAM Sans Light  
(25% of x) line the top

**3. R\$/US\$/descriptor**

LATAM Sans Black  
(45% of x) line the bottom

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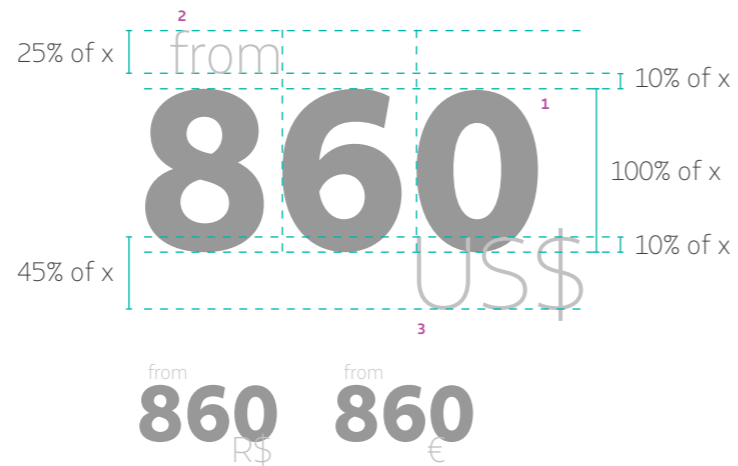
VISUAL UNIVERSE

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# Our Typography Price

## OVERLAPPED LEADING

Construction - Version 2



### 1. Price

LATAM Sans Black  
(100% of x)

### 2. From

LATAM Sans Light  
(25% of x) line above

### 3. R\$/US\$/descriptor

LATAM Sans Light  
(45% of x) line below

Here's how to apply the price using the overlapping leading.





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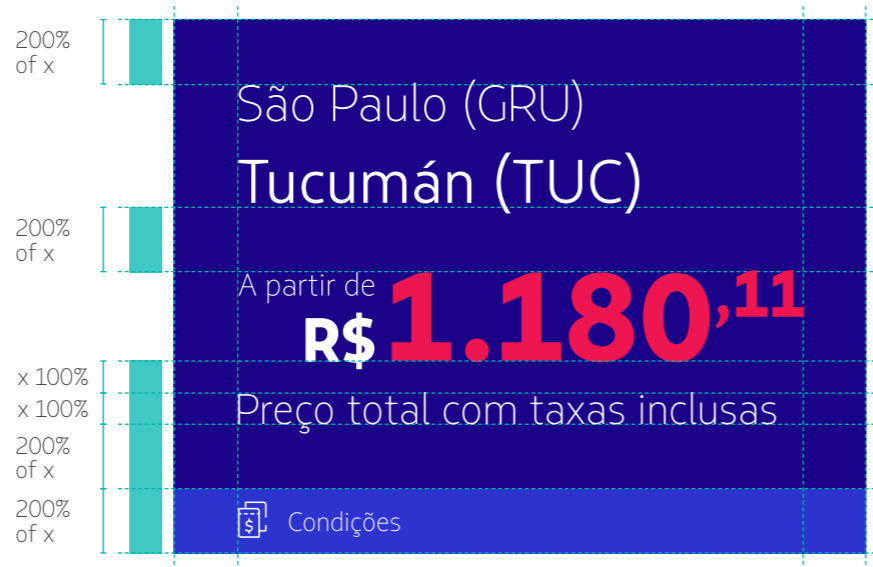
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## Our Typography

# Price Box

Here is how we construct the price box composition.  
The general recommendation is that these prices wherever possible be highlighted in the ad.





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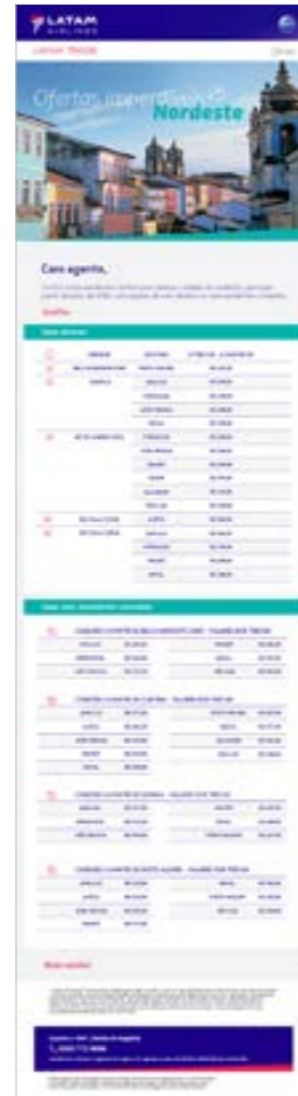
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# Our Typography

## Price and information tables

To better organize information we created an exclusive way of building tables.



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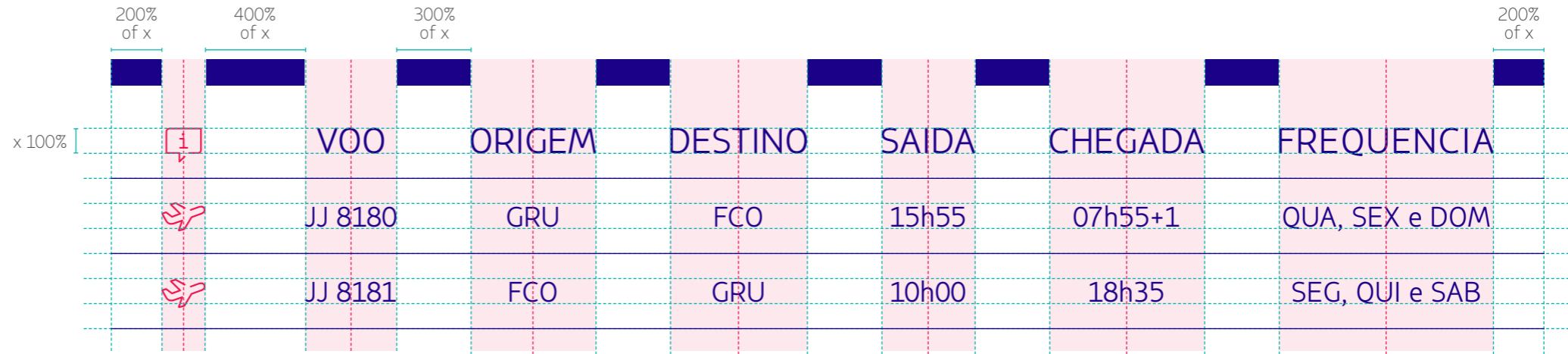
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Our Typography

Price and information tables

CONSTRUCTION

Here's how we construct our tables.



	VOO	ORIGEM	DESTINO	SAIDA	CHEGADA	FREQUENCIA
	VOO	ORIGEM	DESTINO	SAIDA	CHEGADA	FREQUENCIA
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB

**Important note**  
Always use uppercase typography for the table information.

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## Our Typography

## Price and information tables

## READING IMPROVEMENT

To improve the information reading we use alternating white and gray lines.

	VOO	ORIGEM	DESTINO	SAIDA	CHEGADA	FREQUENCIA
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB

20%  
Cool Gray 1C

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Our Typography

Price and information tables

HIGHLIGHT

To highlight an information it's possible to use coral or any other color of our secondary color palette.

	VOO	ORIGEM	DESTINO	SAIDA	CHEGADA	FREQUENCIA
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB



The information can be highlighted in any color of our palette.

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## HIGHLIGHT

Try it with the secondary colors.

	VOO	ORIGEM	DESTINO	SAIDA	CHEGADA	FREQUENCIA
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB
	JJ 8180	GRU	FCO	15h55	07h55+1	QUA, SEX e DOM
	JJ 8181	FCO	GRU	10h00	18h35	SEG, QUI e SAB

**Important note**

Choose just one highlight color for each table.

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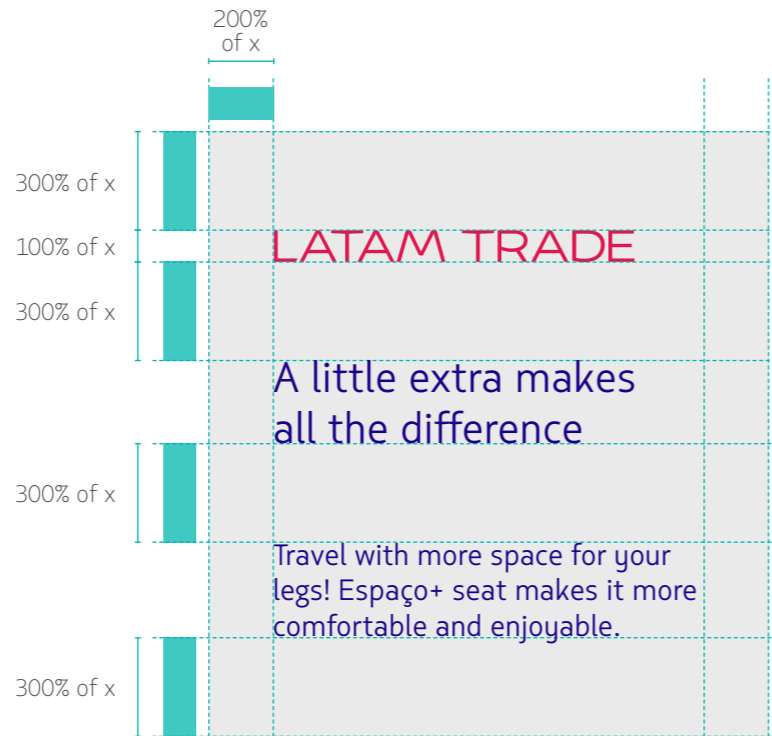
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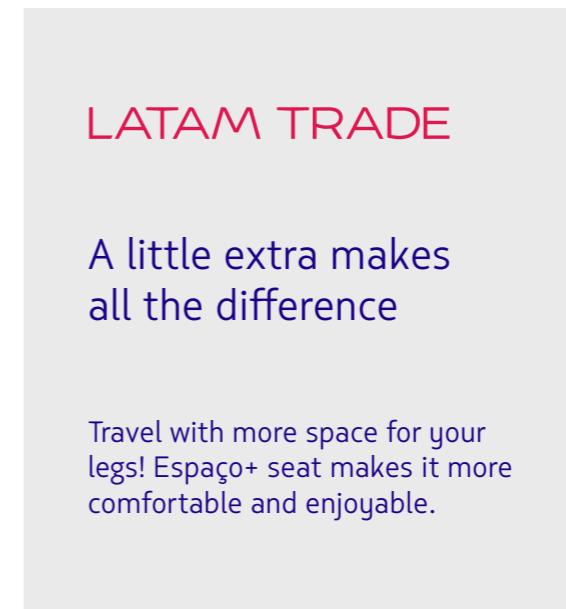
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# Our Typography Information Box



These are some rules on how to create an information box using the LATAM Trade logo. The information spaces and proportions are created from the logo's height.



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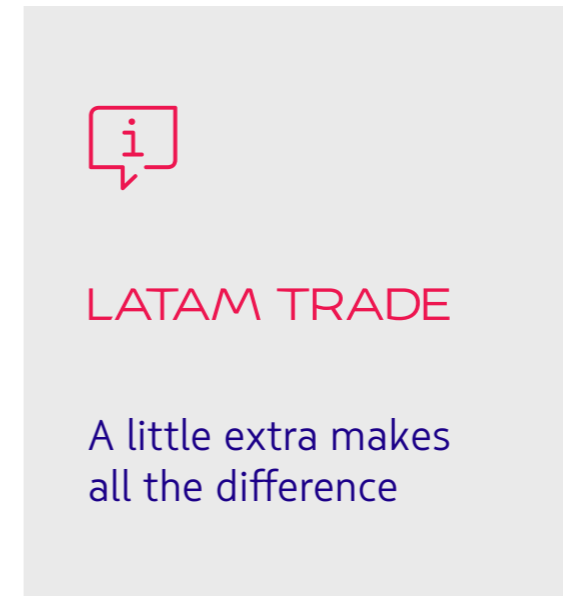
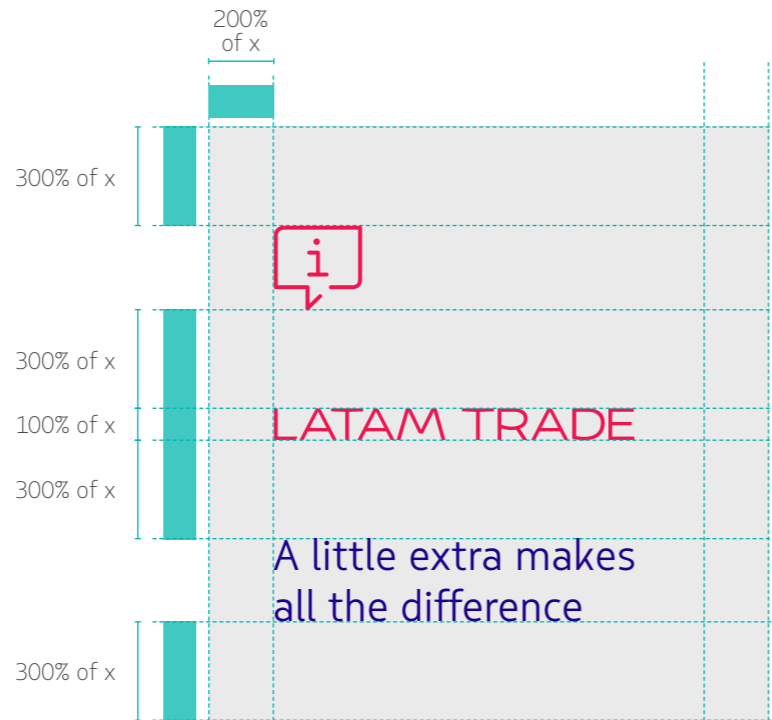
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# Our Typography Information Box

We can also use icons in the information box.



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## Our Typography

# We do not

These are examples of how not to use our font.

✘ Do not use LATAM Sans Black with 7 pt or less

16 pt 12 pt 10 pt 8 pt 7 pt

**Ag Ag Ag Ag ~~Ag~~**

✘ Do not use LATAM Sans Light with 8 pt or less

24 pt 16 pt 12 pt 10 pt 8 pt

Ag Ag Ag Ag ~~Ag~~

✘ Do not use LATAM Sans Hairline with 16 pt or less

30 pt 24 pt 20 pt 16 pt

Ag Ag Ag ~~Ag~~

✘ Do not play with different font sizes in the same paragraph

Os sunt odit omnit aut idebit qui consequer por atur si consequis denienet aut faccumquis erum imus dolorpos aritem que rehendis explit acis iligeni hiciae porpore provid moluptaquo tet, simaiosam core pelenim **olesequiam fuga.**

✘ Do not exaggeratedly compress or space leading

Os sunt odit omnit aut idebit qui consequer por atur si consequis denienet aut faccumquis erum imus dolorpos aritem que rehendis explit acis iligeni hiciae porpore provid moluptaquo tet, simaiosam omnit aut idebit qui consequer por atur si consequis denienet aut faccumquis erum imus dolorpos aritem que rehendis explit acis iligeni

✘ Do not exaggeratedly space or compress tracking

Os sunt odit omnit aut idebit qui consequer por atur si consequis denienet aut faccumquis erum imus dolorpos aritem que rehendis explit acis iligeni hiciae porpore provid moluptaquo tet, simaiosam core pelenim olesequiam fuga.

✘ Do not use horizontal/vertical scale or distort the font in any way

Os sunt odit omnit aut idebit qui consequer por atur si consequis denienet aut faccumquis erum imus dolorpos aritem que rehendis explit acis iligeni hiciae porpore provid moluptaquo tet.

✘ Do not blend with other fonts

## Lorem Ipsum

Os sunt odit omnit aut idebit **qui consequer por atur** consequis denienet

✘ Do not rotate text in any situation

Os sunt odit omnit aut idebit qui consequer por atur si consequis denienet aut faccumquis erum imus dolorpos aritem.



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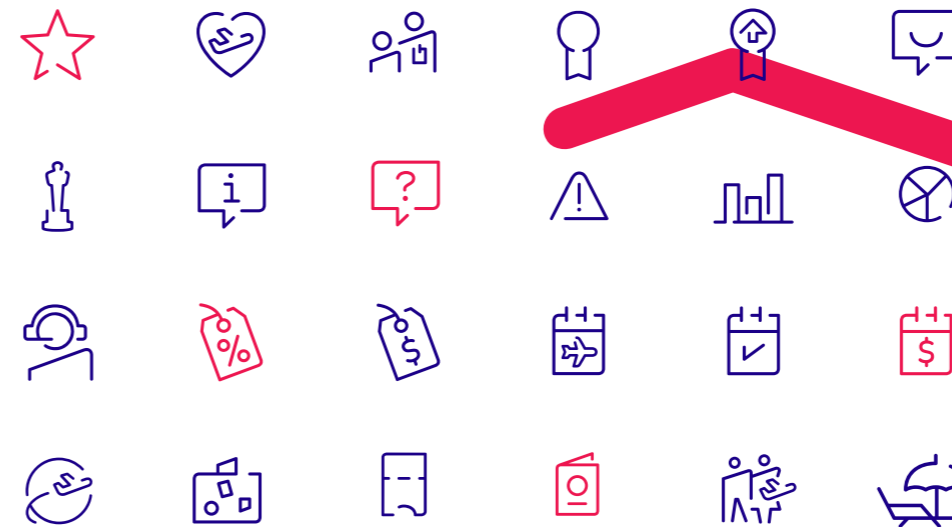
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# Our Icons

## It's iconic

Icons help to ease fast communication. But that doesn't mean we put any less of our personality into our expression. This is why all of LATAM's icons are based on our logo's characteristic ascendant angle. Besides that, the round-ended lines and empty shapes guarantee a legible, elegant collection, with a delicate human touch.

This is how LATAM gives universal images and symbols a special meaning and a great deal of personality.



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# Our Icons Thickness

Our icons were developed as a font format in order to make the usage easier in different softwares. We have 3 different thickness to optimize the visualibility in every application.

light



regular



**bold**



**Print**

Works better on small applications with bright background.

Works better on the most of the applications.

Works better on big applications with dark background.



**Digital**

Works better on small applications with dark background.

Works better on the most of the applications.

Works better on big applications with bright background.



**Important note:**

Each icon has a code to access the graphic representation. Consult the Icons Index.

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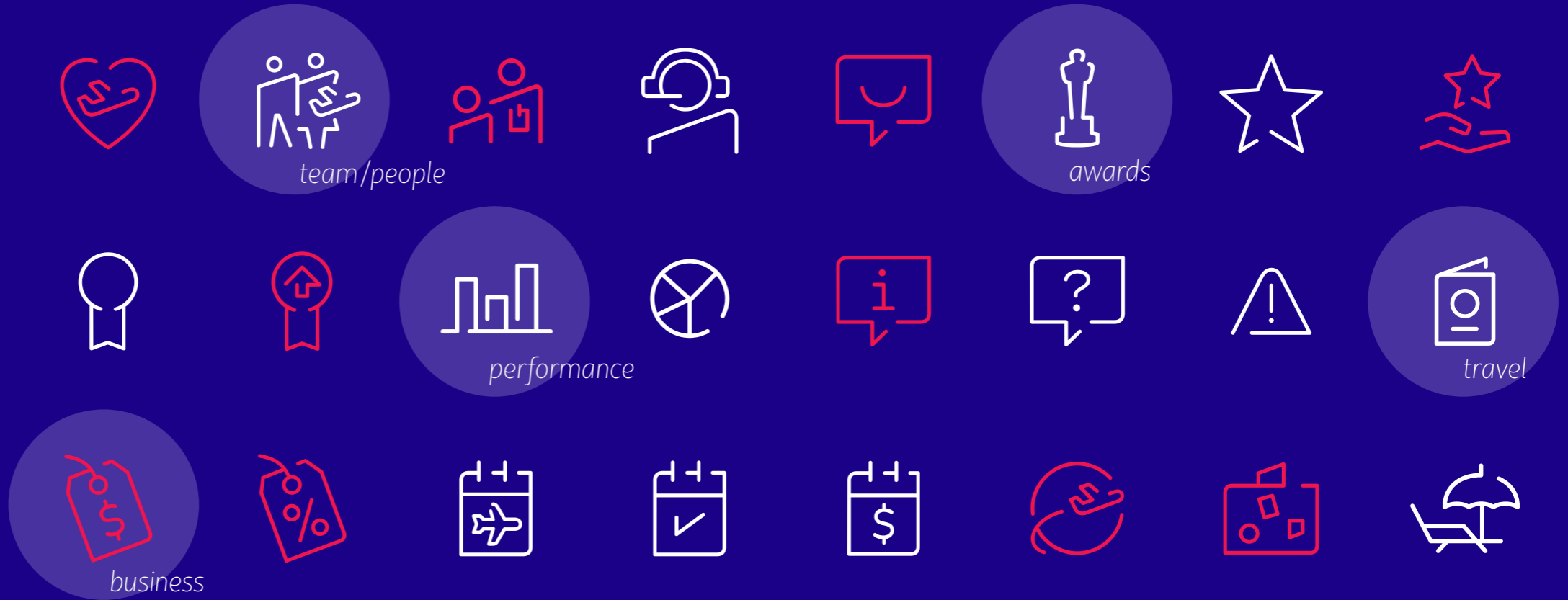
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VISUAL UNIVERSE

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# Our Icons Set

We designed an exclusive set of over 400 icons for the brand, based on the LATAM logo's characteristic ascendant angle. Round-ended lines and empty shapes guarantee a legible, elegant collection, keeping a delicate human touch – a combination of the best of LATAM's origins. For the LATAM Trade Universe, choose the icons that directly speak to this category.



**Important note:**

This is an overview about our icon set. If there are further questions, please check the full version of the icon guide.

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Our Icons

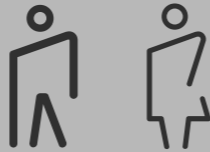
We do not

These are examples of how not to use our icons.

Do not use more than one width for each icon



Do not change widths from one icon to another



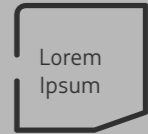
Do not use icons from other sets



Do not create another icon for the same message



Do not use icons as an information box



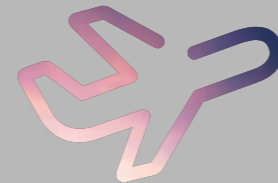
Do not use more than one colour in each icon



Do not add other elements to the icons



Do not apply patterns or images inside the icon



Do not apply the icons too close to the margin



Do not fill the icons



Do not flip the icons



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## Box

Our box preserves main messages and brings our Trade colours at the right balance. It is the graphic representation of the concept: elegant outside, warm inside. Use it whenever you communicate with external audiences.

# Think inside the box

One of our spokesmen

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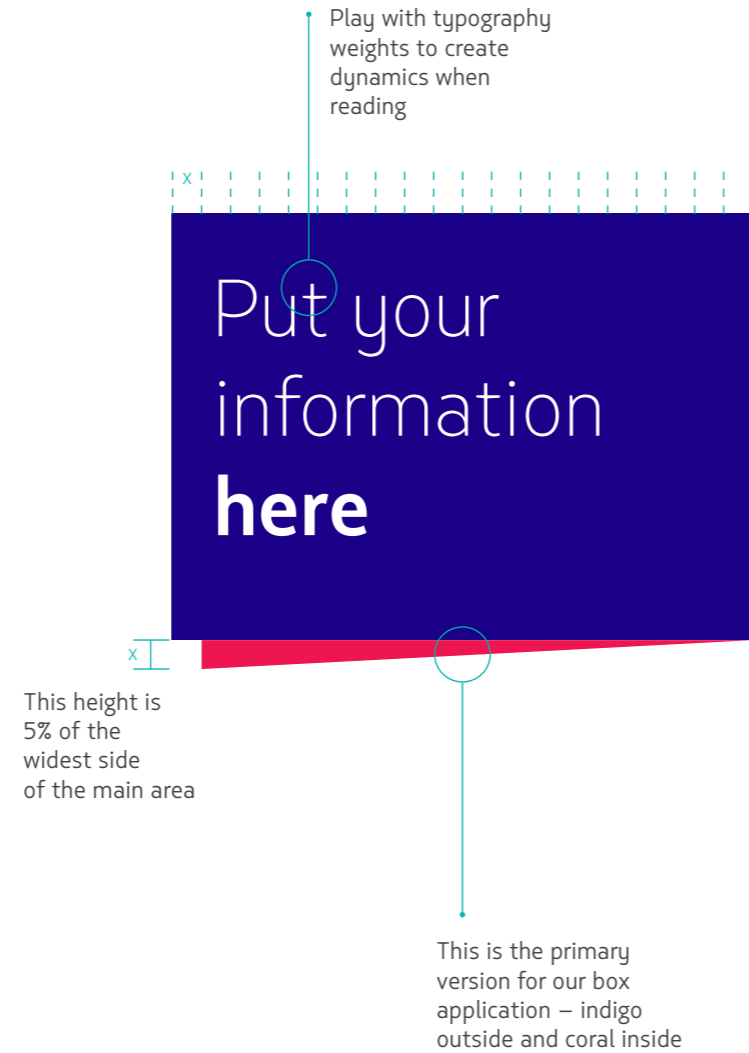
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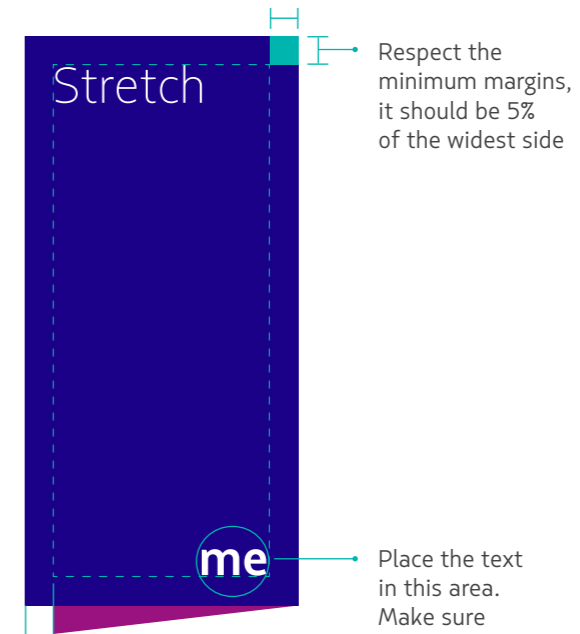
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# Box Guidelines

Our box protects information when we have a busy background. Its primary version uses the LATAM logo's colours, but they may vary according to the background.



This angle must always be ascending; a reminder of the logo's symbol



This distance should be 5% of the widest side

**⚠ Important note:**  
Remember: less is more! Don't overcrowd the boxes with information. Always leave blank spaces for more elegant layouts.

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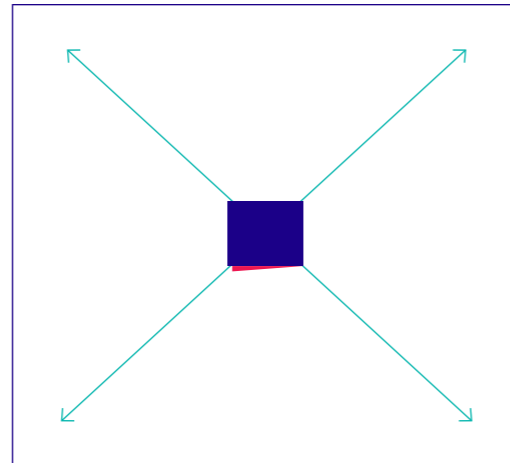
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# Box Guidelines



Our box is very flexible, and it can be adapted according to the application

To build our box, follow these instructions.



**Important note:**  
In extremely wide designs, use X/2 to define the main distance of the tilted area.

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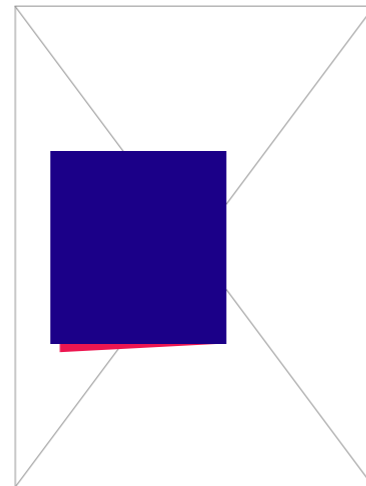
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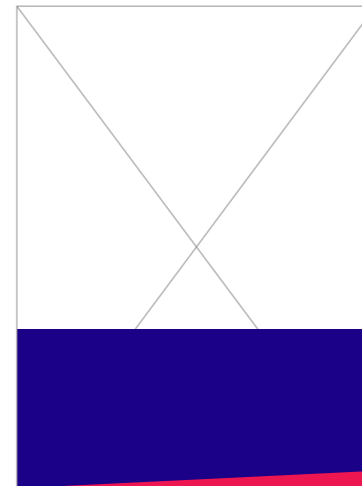
# Box Options

These are our box options. Each one is used for different situations, as shown below.



## Flying box

When you want to highlight a single message.



## Footer box

For a bigger quantity of information.



## Full box

For limited formats or an option where no picture or illustration is used



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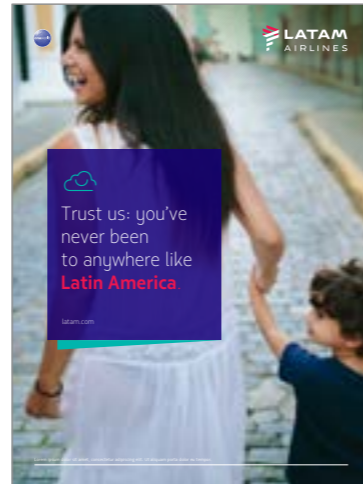
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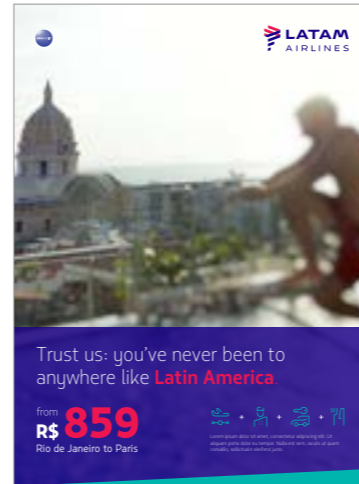
# Box Box Options

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# Box Box transparency

Use the box with transparency in the majority of pieces – excluding the logo box and full box.

## Contrast with low light photos

Indigo area =  
80% opacity

This area =  
do **NOT** change



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# Box Box transparency

Use the box with transparency in the majority of pieces – excluding the logo box and full box.

 **Important note:**  
The layer with Multiply helps to keep a consistent tone of Indigo in every layout.



 This area = do **NOT** change



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# Box Box colours

The use of colours on the boxes make the pieces more lively.

The diagram illustrates four different box designs. The first box is indigo with the text 'Hello!' in white. The second box is white with the text 'I'm flexible' in indigo. The third box is indigo with a white circle at the bottom. The fourth box is white with a yellow circle at the bottom. Callouts explain that the main area is always indigo or white, and complementary colors should be added to the bottom area.

Hello!

I'm flexible

The main area is always indigo or white

Add complementary colours to this area!

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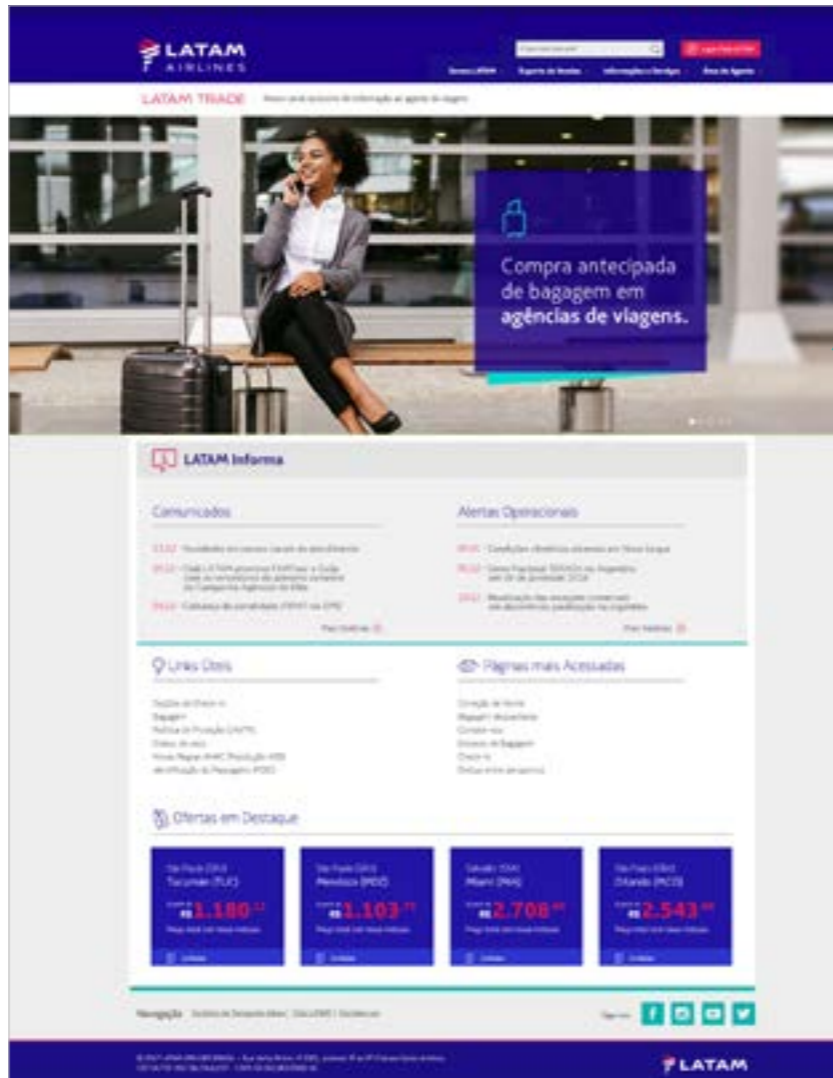
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# Box

## Box colours

### HOW WE DO IT

This is how we use our box in compositions.





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# Box

## Box colours

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This is how we use our box in compositions.



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Co-Branding

Extreme Formats

Video ending

Sound Signature

Brand Transitions

## Our Photographic Style

# Got the picture?

This is how we see the world.  
This is how we see LATAM.  
Our photographs depict our inherent vision of the Latin America that only we know so well. The landscapes, the expressions, the people, the gestures. Let's show the world what they can know and admire in our continent, under our own perspective.



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# Our Photographic Style

## LATAM Eye

This is how we see LATAM. Our photographs depict our inherent vision of the Latin America that only we know so well. The landscapes, the expressions, the people, the gestures. Let's show the world what they can know and admire in our continent, under our own perspective.



FOCUS



UNIQUENESS



LIFE



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# Our Photographic Style Guideline Summary

Our main principles:

## PEOPLE

Daily work

Smiles

Dynamic

Spontaneous

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### WORK





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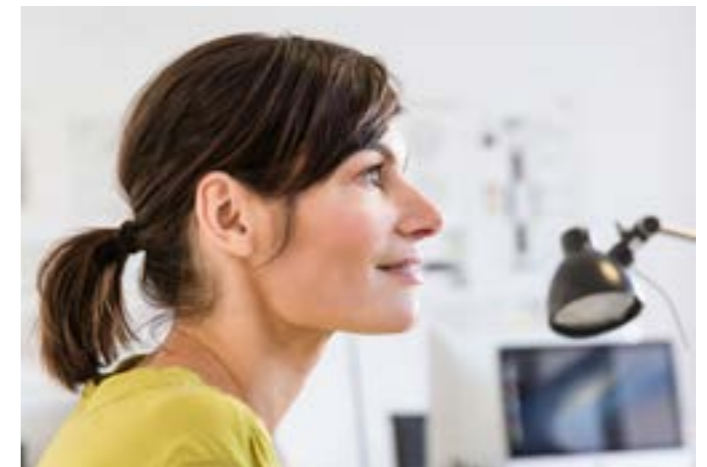
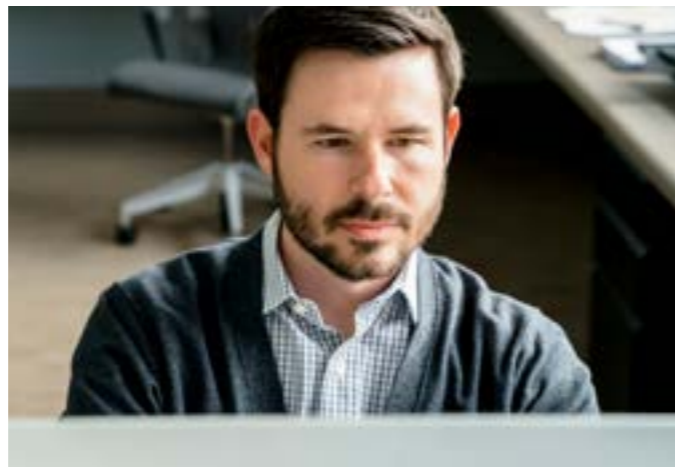
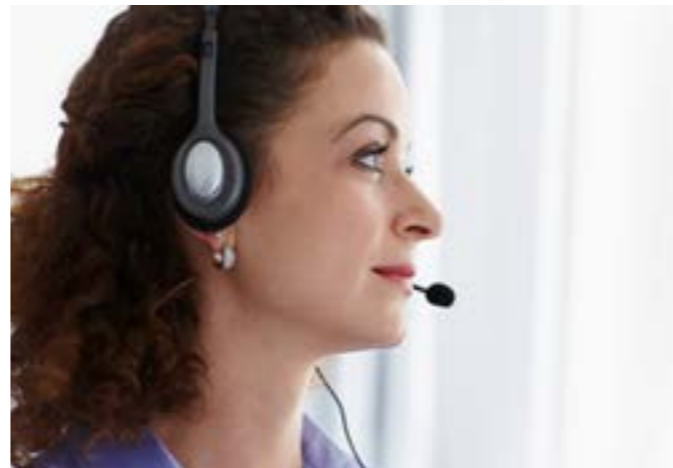
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### PEOPLE INTERACTION





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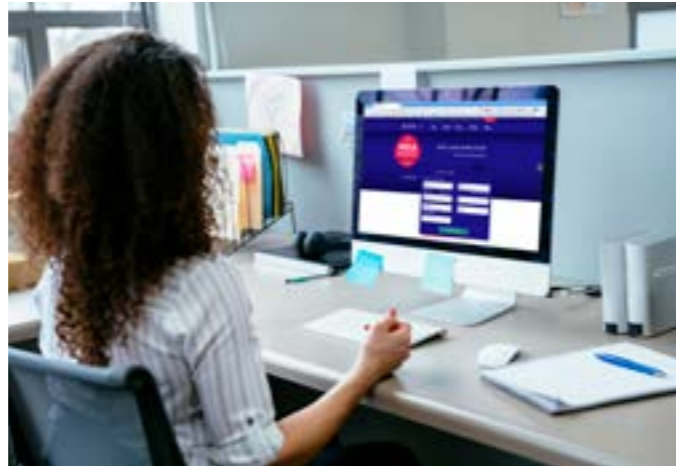
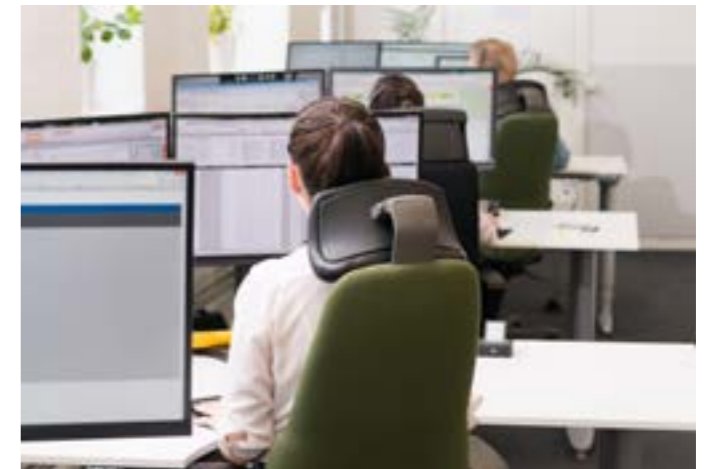
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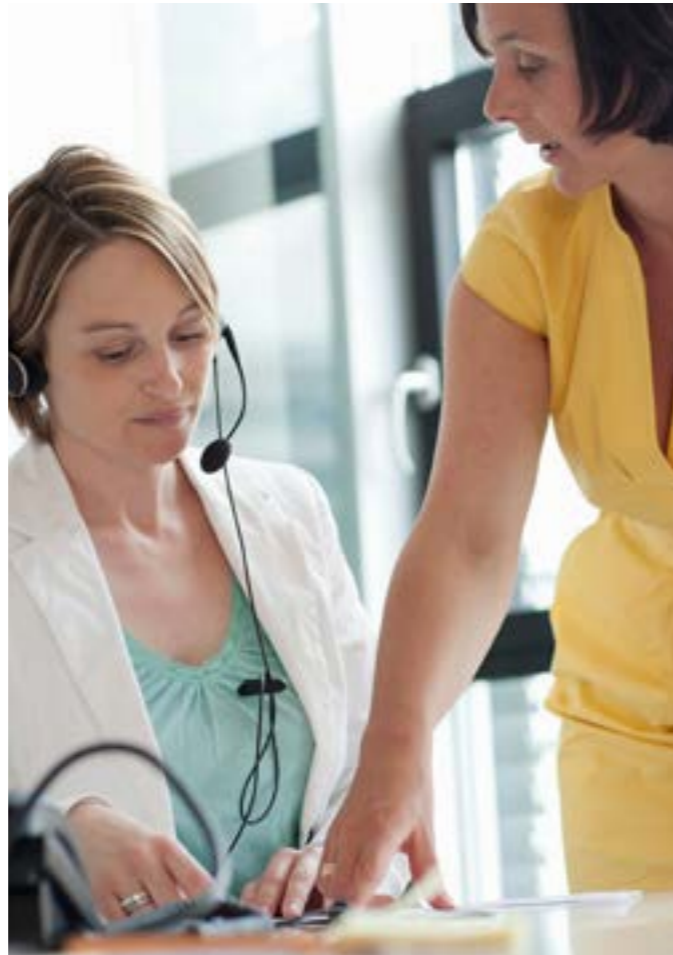
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# LATAM Eye



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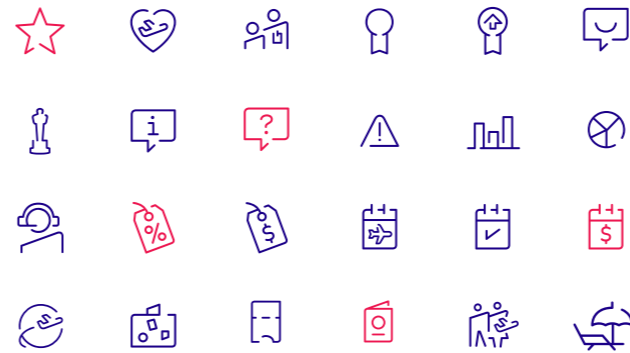
# Identity Elements

Before starting new compositions, let's look back at the identity elements we saw in this territory. If you have any questions concerning on how to apply them, go back a few chapters for a quick reminder and follow their guidelines precisely.

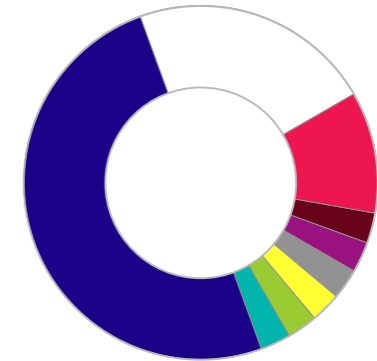
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**Fly** With Us  
**Destino** do mês  
 from **860** US\$

Box



Photography



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Thank you