Welcome
to Latin America's
newest form
of **expression**

LATAM

Our Universe
starts here

Bringing our brand to life

The pages that follow one of our brand's most valuable treasures: our identity. Strategic, verbal, and visual directions will guide us through the dialogue with our multiple target audiences, and let the world get to know our authentic personality.

This material is always here for when you need to speak or act in the name of LATAM. It will help you represent our brand with the same passion we put in everything we do. The passion of the people of LATAM.

Remember, before using this guide:

Guided to
inspire you

Last but not least, take pleasure in your reading. This Brand 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!**

Strategy

Verbal ID

Visual ID

Our brand strategy **is our soul**

In this step, our beliefs and personality are pointed out and explained. As we wish to take our customers and what they care about always further, our strategy is more than essential. It will keep us on track and always moving, so that we can help our clients do the same.

1.1 Our Brand Definition Model

Our Brand Definition Model is a template with the brand's key elements that guides all its expressions.

Internal Perspective

The brand's capabilities, what we stand for, the things we hold dear, the principles that define how the brand behaves.

Brand Positioning

The competitive, relevant and differentiating place the brand occupies in our defined market.

Target & Drivers

A succinct statement about a clear and deep understanding of an unmet need or opportunity regarding our key audiences. The benefits the brand offers that meet customers' needs and drive choice.

Personality

The human qualities that personify and are attributes to the brand.

Brand Vision

The most inspiring and compelling idea we can convey about the LATAM brand to our audience.

Internal Perspective

Our Vision
To be among the three best airline
companies in the world

Our Heritage and Cultural assets
- Achievement and determination culture
- Involvement, hands-on attitude
- Passion: it's not only business.
It's personal.
- A history of overcoming obstacles
and challenges
- Familiarity with the business
- Committed to the service itself

Our Principles
Passion for:
safety | the customer | the team |
excellence
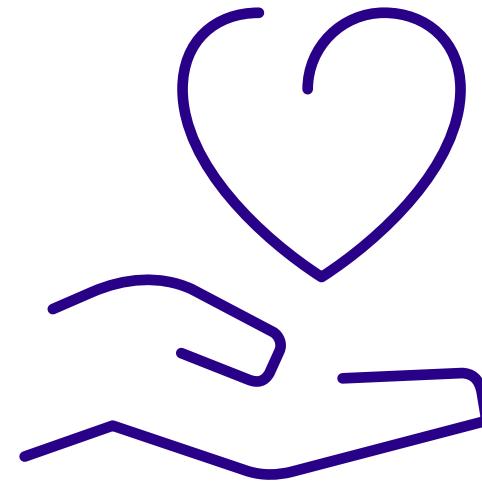
Target & Drivers

Our Target

Romeo is motivated to take action and achieve. Following their Latin heritage, they value human relationships to create trust and collaboration. They value efficiency and simplicity and are organised to get better results.

Their Drivers

- They make my life easier in a smart & relevant way
- I am in charge of my own journey
- They are trustworthy
- They know me and connect with how important my goals & dreams are

Brand Positioning

LATAM is the leading airline
in Latin America, made up
of people genuinely committed
to be in charge of its customers
by providing a fast, easy and
enjoyable experience, allowing
them to reach their goals
and dreams.

Brand Positioning

LATAM is the leading airline in Latin America, made up of people genuinely committed to be in charge of its customers by providing a fast, easy and enjoyable experience, allowing them to reach their goals and dreams.

● Frame of reference

● Differentiation

● Benefit to our target

Personality

All of these attributes compose **our personality.**
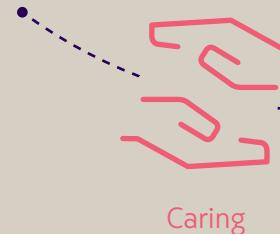
Elegant

Passionate

Straightforward

Caring

Caring

We understand our role in our customers' dreams and goals. Because of that, **we anticipate and solve** the needs that show up in their journey. Always ready to help, we share a human and approachable attitude.
**We genuinely care.**
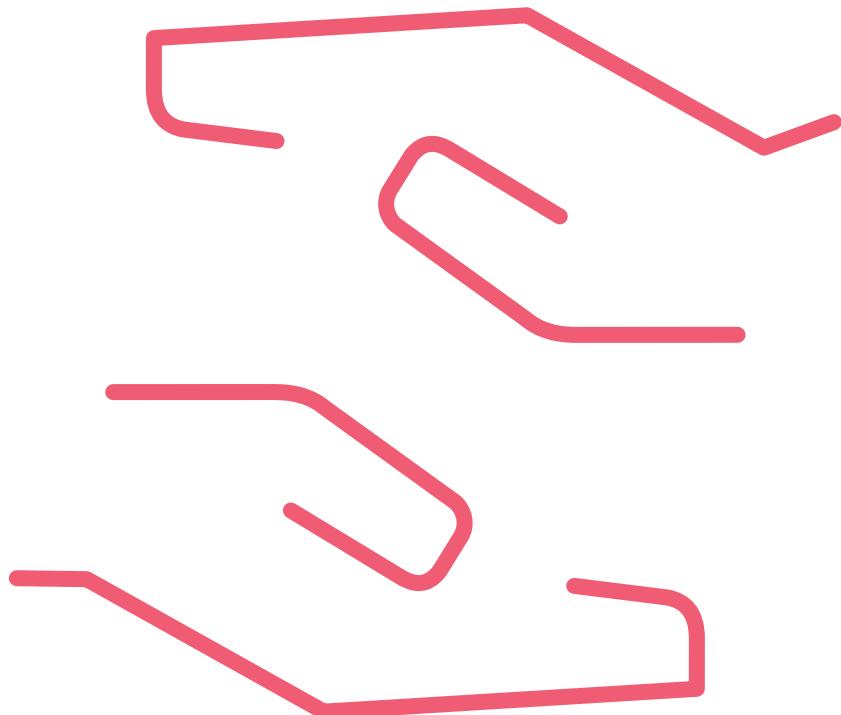
We are

✓ Helpful
Attentive
Friendly

We are not

✗ Invasive
Excessive
Submissive

Straightforward

We know that our customers' every second is valuable. That's why efficiency and efficacy are essential to us. We provide objective and accurate answers to their needs. By responding quickly, with focus and excellence, we guarantee ease and safety for everyone who chooses to travel with us.
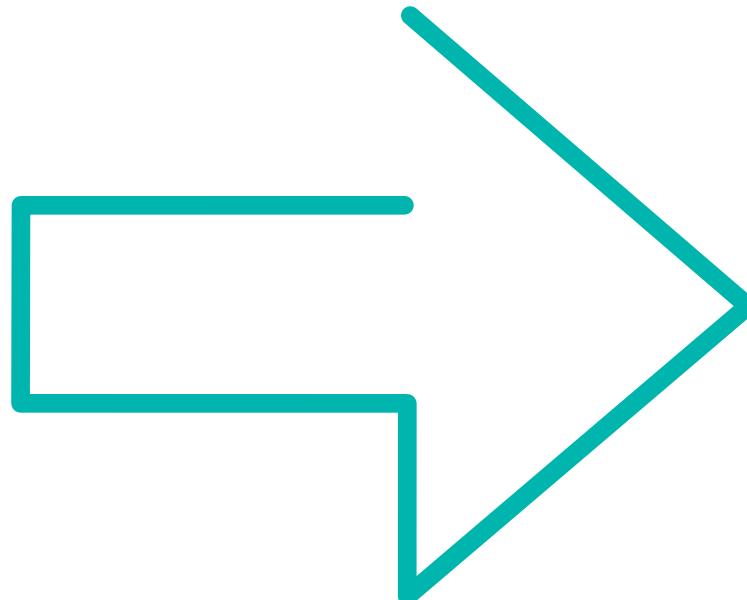
We are

✓ Efficient
Precise
Smart

We are not

✗ Hectic
Anxious
Indifferent

Passionate

Passion moves us. It inspires us to dream, to connect and to achieve more every day. It's part of our **Latin DNA,** history and culture. Inspiring us to work, everyday, with a spark in the eye. We are LATAM.
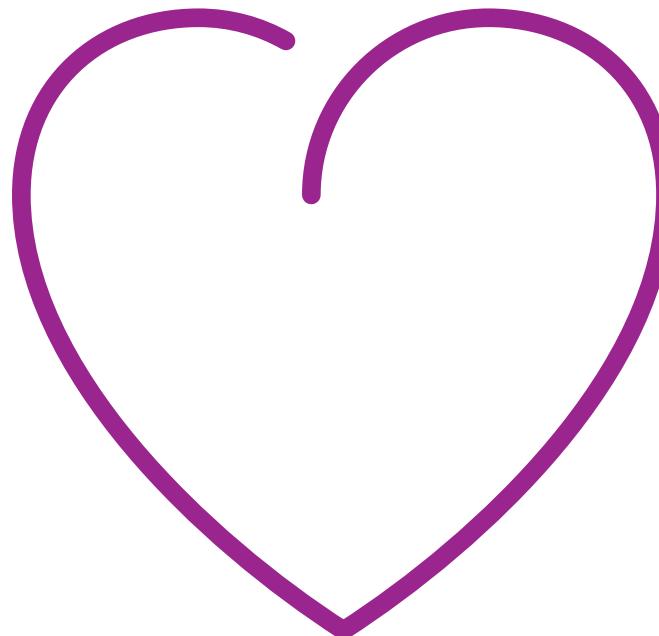
We are

✓ Committed
Inspiring
Warm

We are not

✗ Utopian
Dramatic
Impulsive

Elegant

We value **each and every detail** to ensure beauty across all experiences. We keep a **respectful and polite attitude,** valuing our customers' well-being. Elegance plays an essential role to amaze.
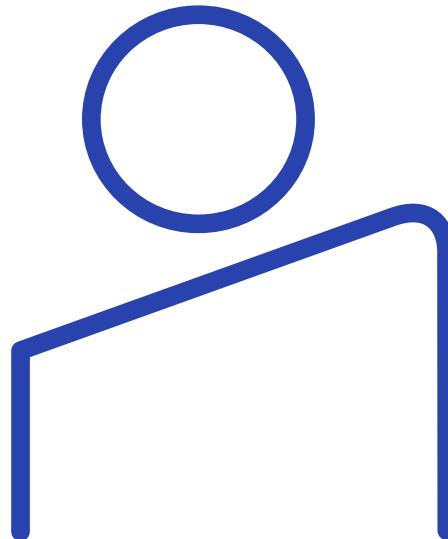
We are

✓ Light
Pleasant
Affable

We are not

✗ Sophisticated
Arrogant
Cold

Brand Vision

LATAM's brand vision guides our role in our customer's life and contributes to create emotional bond. It sums up who we are and how we want to be seen by the world.

To take dreams and people **always further**

Our Brand Definition Model

Internal Perspective

Vision
Be among the three best airline companies in the world

Heritage | Cultural assets
- Achievement and determination culture
- Involvement, hands on
- Passion: it's not only business it's personal
- Overcoming obstacles & challenges history
- Familiarity with the business
- Committed with the product

Principles
Passion for:
safety | customer | team | excellence

Brand Positioning

LATAM is the leading airline in Latin America, made by people genuinely committed to be in charge of it's customers by providing a fast, easy and enjoyable experience, allowing them to reach their goals and dreams

Personality

Caring
Straightforward
Passionate
Elegant

Target & Drivers

Target definition
Romeo is motivated to take action and achieve. Following their Latin heritage, they value human relationships to create trust and collaboration. They value efficiency and simplicity and are organized to get better results.

Drivers
- Make my life easier in a smart & relevant way
- In charge of my own journey
- Trustful
- They know me and connect with how important my goals & dreams are

Brand Vision

To take dreams and people always further

When we put all of this together, we are **telling a story**

1.2 Brand Manifesto

Nice to meet you, I am LATAM. This brand manifesto is how I like to introduce myself. Because when a brand comes alive and speaks up, it makes itself understood and clearly positioned to the world.

At LATAM, we believe people are driven by their goals and dreams. And to reach them, exploring new horizons and flying further is a must. That's why our purpose goes beyond shortening distances.

We fly to create connections that will expand people's worlds so they can grow and thrive.

This is not new for us. It's part of two stories who share a passion for flying, for caring about its customers and for pursuing excellence in every step of the way. Together, we've become Latin America's largest airline, with the region's most complete network. We're result of our diversity, the first company genuinely Latin American. **We are LATAM.**

Passion is our fuel. It's what drives, day to day, a team committed to delivering what really matters for our customers. We act fast and efficiently to find solutions for every situation that might show up in the way, always with a attentive and spontaneous attitude. **Our care is genuine.**

At LATAM, we share a confident attitude, earned from many years of experience and dedication. But we never stand still. We always strive to go beyond and to help dreams come true. Everyday.

LATAM.
To take dreams
and people **always further.**
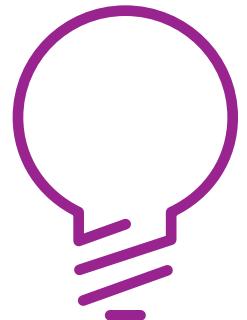
Verbal Identity is **what** we say and **how** we say it

A very important step toward making LATAM's personality perceptible to our audiences is in our speech. Once we are conscious that every touch-point is a valuable opportunity to get closer to our targets, all we have to do is speak up and fly even higher.

2.1 Tone of Voice

LATAM's tone of voice comes from our personality and its attributes: Caring, Straightforward, Passionate, and Elegant. It is one of the possible ways to interpret and express tangibly our essence and spirit.
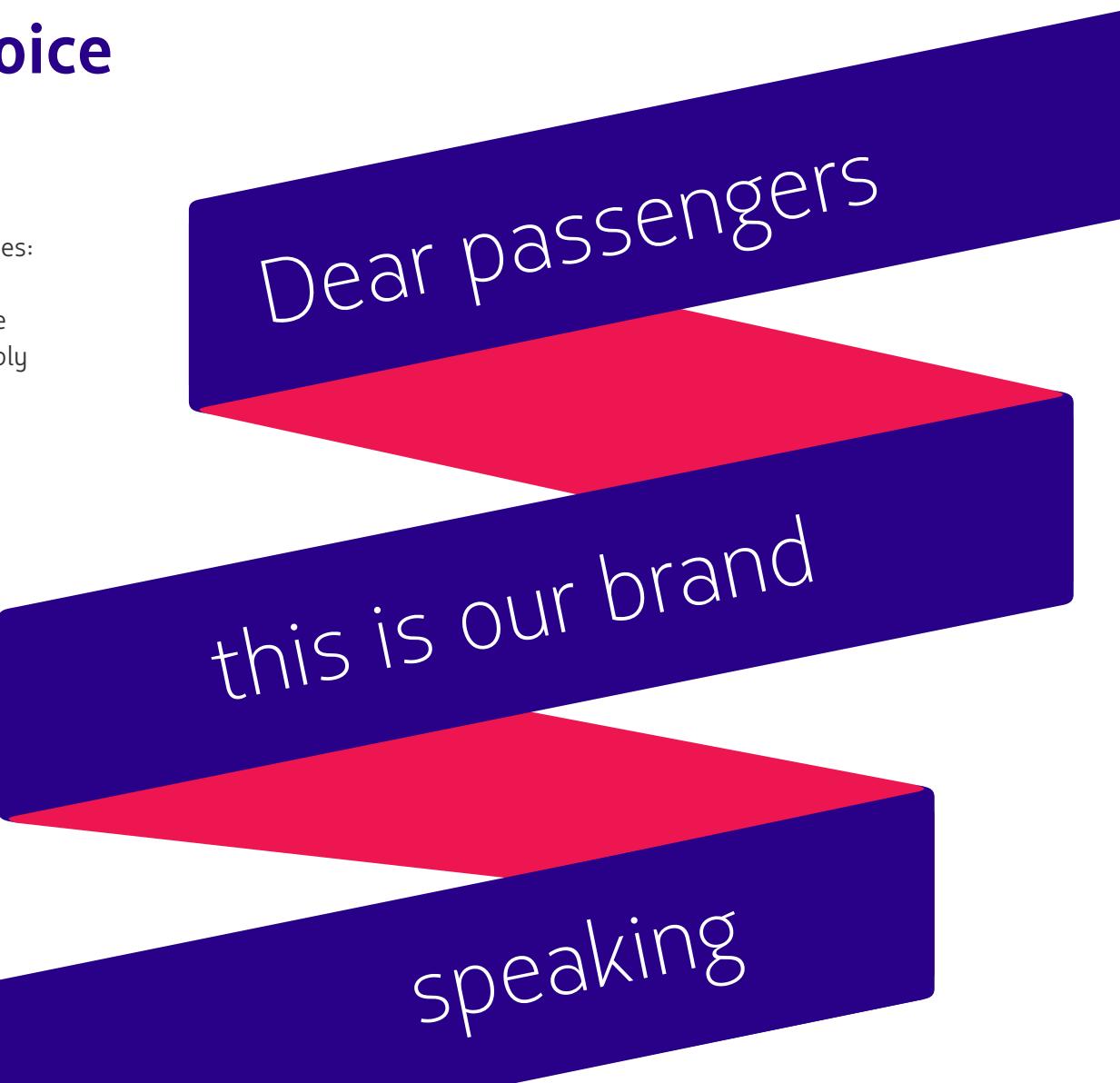
Dear passengers

this is our brand

speaking

2.1.1 The Brand Definition Model and Tone of Voice

This is how we use our speech and text to bring our Brand Definition Model to life.

Because we are

Our tone of voice is

Caring **Friendly**

Straightforward **Precise**

Passionate **Inspiring**

Elegant **Confident**

2.1.2 Friendly

To be welcoming is part of our DNA, and it shows in our speech. We write as if we were in dialogue with our customers, reinforcing **our closeness** and giving space for people to feel like they are part of what we talk about. After all, a **dialogue** in which only one speaks is a monologue.
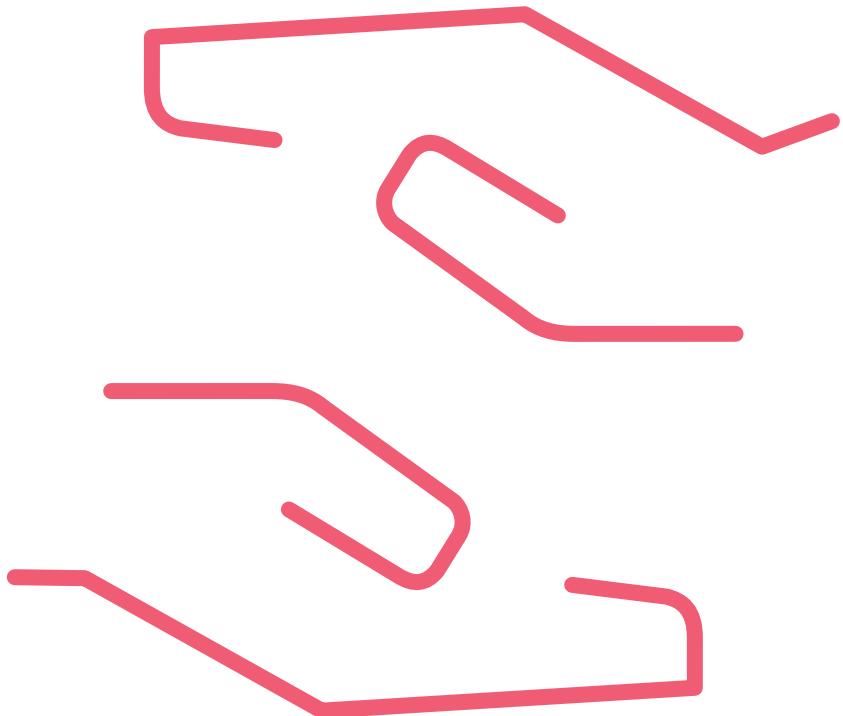
2.1.3 Precise

We know exactly where we want to be. It isn't any different in our texts. Getting the message through in a **clear and straightforward** manner is the best way of being understood by our public. Don't forget that, in the end, everyone prefers direct flights over those that need connections.
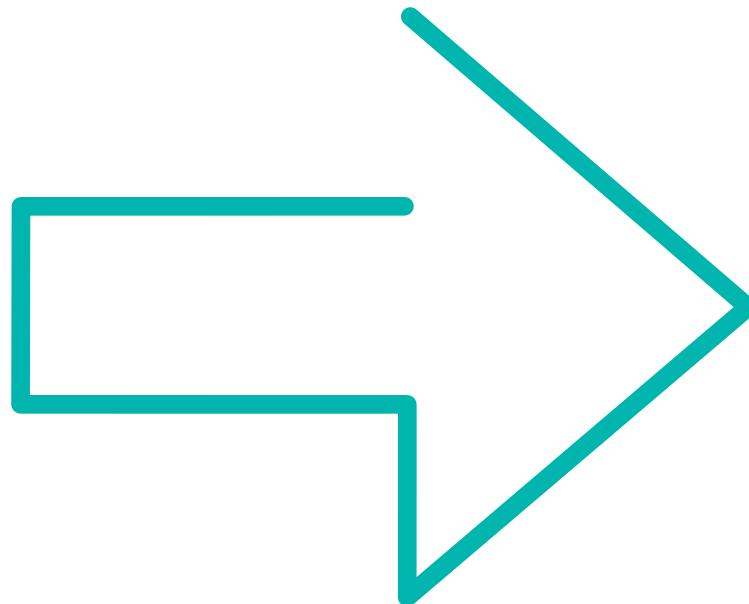
2.1.4 Inspiring

We always want to take our customers further. So, the way we speak should show people the **world of possibilities** that exists out there to be explored. It should make people feel, think, and dream about the next step, the **next journey.**
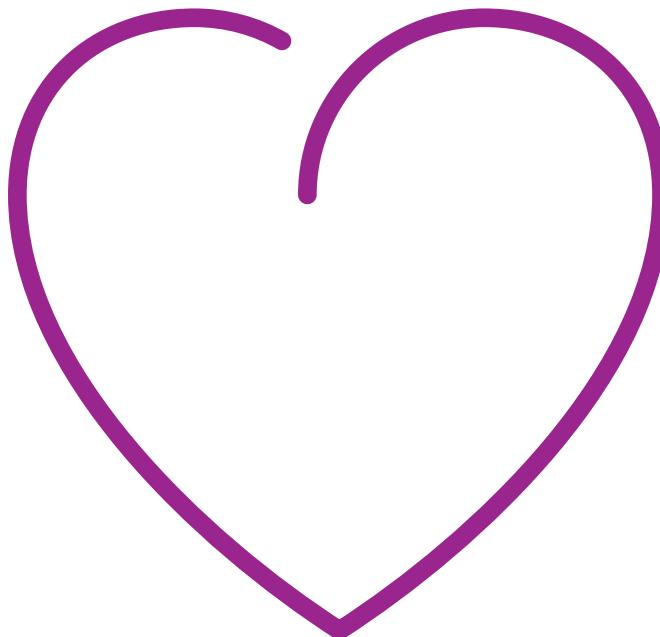
2.1.5 Confident

Believing in what we do is essential and how we speak will show this to the world. Having **commander's confidence** is the starting point for our texts. It is elegant to say the **right thing at the right moment.** All that we write evidences our **knowledge** when it comes to flying and the **control** we have over every situation that involves us.
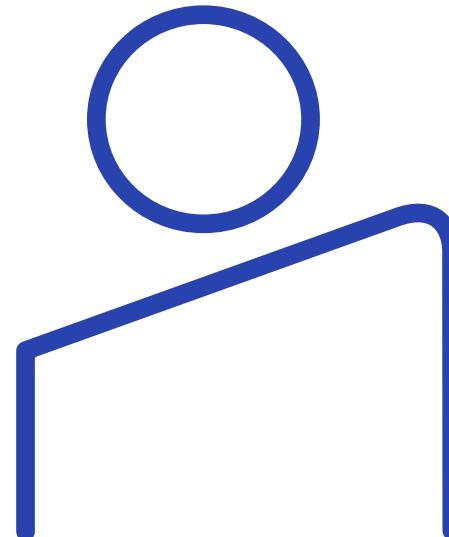
2.1.5 Tone of Voice's Goal

Inspire

We share our dream.

When people fly with us, it's not just a plane ticket. It's a journey through all kinds of experiences and new perspectives. And our texts will be there throughout the way, making the trip even greater.

Examples of materials:

Advertising, entertainment, digital, internal engagement

Inform

We are transparent.

Sometimes, things just have to be said. But even in these cases we still have our own special way of speaking. Despite everything, we know that the best way to inform is to be as clear as air.

Examples of materials:

Internal communication, airport signage

Instruct

We show we care.

Making things easier is not just pointing out. Our texts are written to guide the reader through the experience. We care about their safety, so we genuinely put effort into building their consciousness on the matter.

Examples of materials:

Customer service scripts, onboard safety cards

2.1.1 The LATAM way of writing

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

LATAM

Example

At LATAM, we share a confident attitude, earned from many years of experience and dedication. But we never stand still. We always strive to go beyond and to help dreams come true. Everyday.

✗ We do not

Latam

Example

At Latam, we share a confident attitude, earned from many years of experience and dedication. But we never stand still. We always strive to go beyond and to help dreams come true. Everyday.

Everything that involves our **visual universe**

LATAM'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.

3.1 Creative Concepts

From LATAM to the world, from the world to LATAM

This is Latin America rising. Our symbol's ascending form represents our dynamics and our strength and will to always go further.Inspired by our own geography, the shape we take symbolises more than a country: we are an entire region. And we are proud of where we come from. This is our home.

Elegant on the outside, warm in the inside

The symbol's colours are vital to its meaning. While Indigo represents our efficient and elegant side, Coral stands for our unique warmth and Latin spirit. Also, the sum of curves and straight lines and round and sharp angles are the union of all our positive features, as diverse as they may be. The combination of all these opposites into a single symbol shows how we combine both sides to work with excellence, and our respect for who we really are. We are LATAM.

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3.1 Brand Logo

This is our logo. Its characters' angles and their combination of round and sharp corners resemble the symbol's design and reflect our brand's personality. All these features recall our caring, straightforward, passionate and elegant attributes. The symbol and the logotype are unlikely to be copied, as both have a unique and exclusive design.

3.1 Brand Logo

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Dinamic angles

Elegant details

Elegant combination of round and sharp corners

Elegant angles

Caring, round corners

3.1.1 Structure

The LATAM logo consists of two elements: the logotype and the symbol.

Symbol

2T

T/2

= T

Logotype
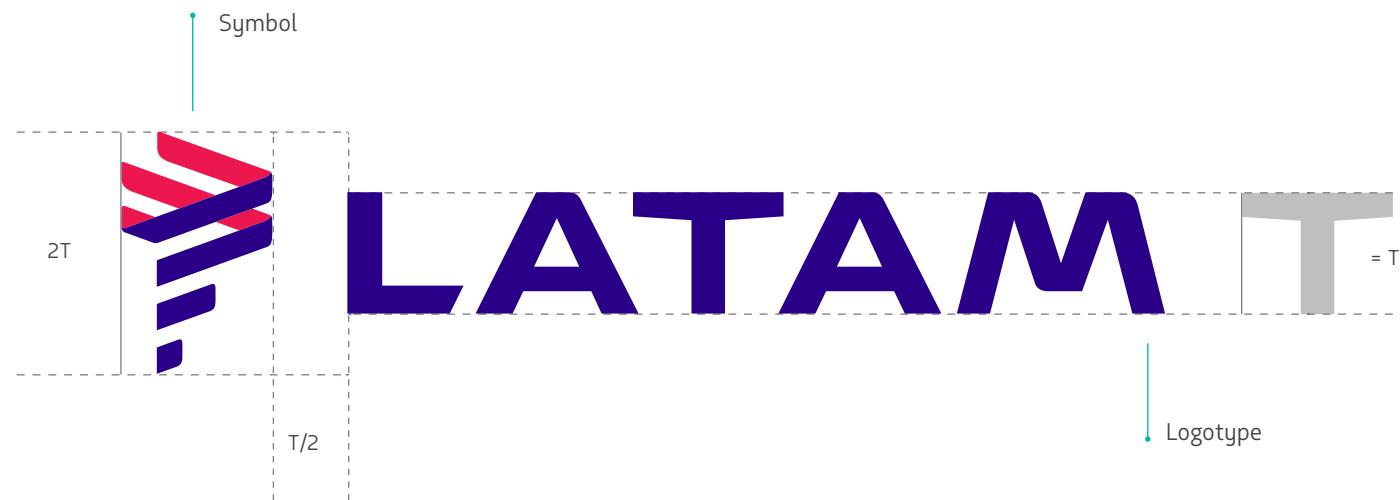
⚠ **Important note:**
The brand and its components were specially designed and tailored for LATAM. That's why it is essential that their shapes remain 100% intact, so as to preserve their original characteristics and meanings.

3.1.1 Structure

This is a brief guide on how to assemble our symbol. Note the balance between the colours, rounded and sharp corners and how this gives the logo a sense of harmony.

x

x

x

x

x

1,5x
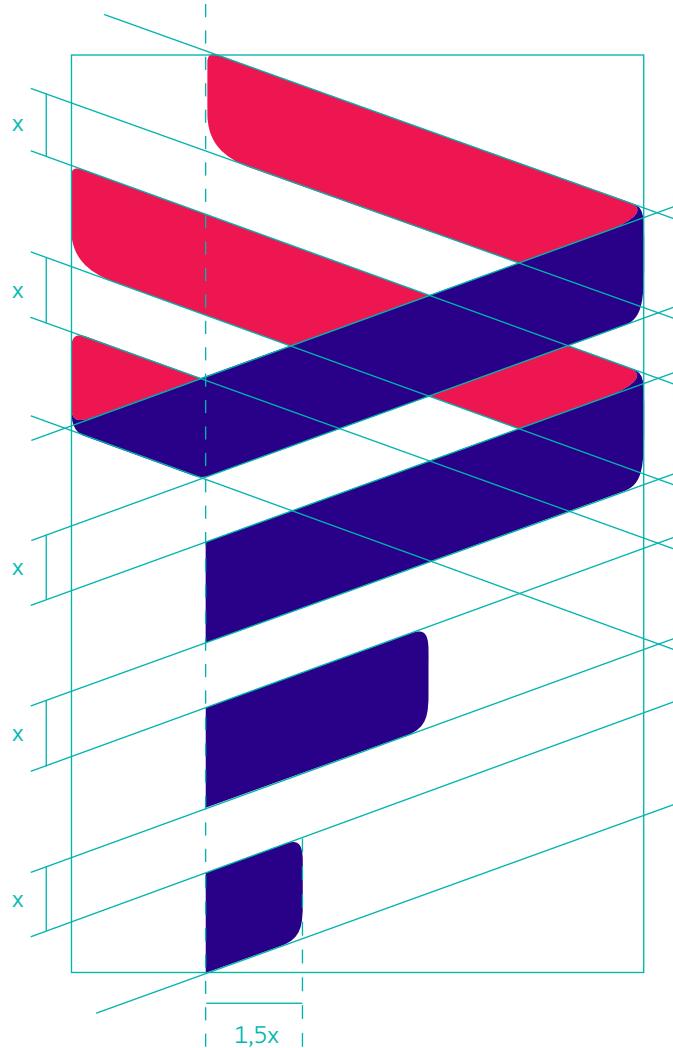
⚠ **Important note:**
Do not attempt to construct our symbol from scratch; use the already existing one offered by the company.

3.1.2 Colours

To create the LATAM logo, two colours were used: indigo and coral. These are our brand's main colours.

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

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

3.1.2 Logo Versions

These are LATAM logo versions. The horizontal one is the preferential. The vertical version and symbol are restrictions, so use then only when it is not possible to use the horizontal version.

Horizontal Version – Preferential

Vertical Version – Restricted Use

Symbol – Restricted Use

3.1.3 Negative Coloured Horizontal Version

This is the negative coloured version of our logo. Use this version whenever possible.

LATAM

⚠️ **Important note:**
This is our logo's preferential version. That's because this version obeys the proportion between indigo and coral most accurately, which reinforces our brand's strength.

3.1.4 Coloured Horizontal Version Positive

This version should only be used when the preferential version cannot be applied.

3.1.5 Horizontal Greyscale Version

(Restricted Use)

Use only in greyscale prints. For light-coloured backgrounds, use the positive version, and for the negative version, use the negative one. Always be attentive of the contrast between the logo and background.

Lighter grey
Pantone Cool Gray 4C
C 0 M 0 Y 0 K 30
R 171 G 171 B 171
HEX #ABABAB

Darker grey
Pantone Cool Gray 11C
C 0 M 0 Y 0 K 75
R 48 G 48 B 48
HEX #303030

Positive Version

Negative Version

3.1.6 Horizontal Monochromatic Version

(Restricted Use)

The monochromatic version should be applied on on single-coloured materials. This version shall not be applied on coloured backgrounds that aren't part of our colour palette. This is a very restricted use.

Monochromatic Versions

3.1.6 Horizontal Monochromatic Version

(Restricted Use)

This is a guide on how to build the monochromatic version of the logo.

Construction

0.3 pt

25 mm

35 mm

45 mm

When applying the monochromatic logo version, be attentive with the symbols lines. At its minimum size (25 mm), the line's stroke must be 0.3 pt. So, when increasing the logo's size, the stroke must proportionaly increase as well.

Minimum Size

25 mm

⚠ **Important note:**
When applying this logo version, respect the minimum and maximum size.
This guarantee the symbol's line visibility.

Line
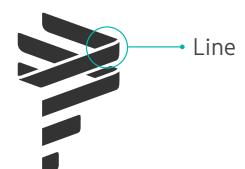
3.1.7 Exclusion Zone and Maximum Reduction

The exclusion zone guarantees the integrity of the logo and is measured by the dimensions of the letter "T". Its maximum reduction is measured by is defined by the logo's width and its purpose is to make sure the logo is always legible. Do not, under any circumstances, reproduce the logo any smaller than the following sizes.

## Exclusion Zone

Preferential

Restricted use – Digital and Signage

= T/2

Maximum Reduction

Printed Materials   20 mm

Digital Materials   57 px

3.1.8 Vertical Version
(Restricted Use)

This is our logo's vertical version. Its use is restricted, so apply it exclusively on materials that cannot receive the horizontal version.

Negative Version – Preferential

Positive Version

3.1.9 Greyscale and Monochromatic Vertical Versions (Restricted Use)

Use the greyscale version only in greyscale prints. For light-coloured backgrounds, use the positive version, and for the negative version, use the negative one. Be always attentive of the contrast between the logo and background.
The monochromatic version should be applied on one colour materials.

Greyscale

Monochromatic

Monochromatic Version Minimum Size

17 mm

⚠ **Important note:**
When applying this logo version, respect the minimum and maximum size.
This guarantee the symbol's line visibility.

Line

3.1.10 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

= 4T

= 0.75T

Exclusion Zone

Preferential

Restricted use – Digital and Signage

= T/2

Maximum Reduction

Printed Materials 12 mm

Digital Materials 34 px

⚠ **Important note:**
Do not, under any circumstances, reproduce the logo any smaller than the following sizes.

3.1.11 Use of the Symbol (Restricted Use)

The use of the symbol, without the logotype, is possible in restricted materials that require a quick identification of the brand. It should be mostly used in signage and digital applications.
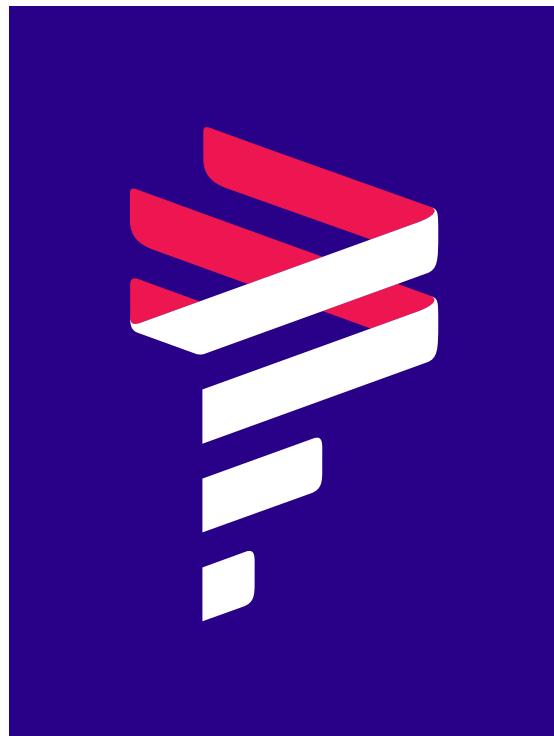
Negative Version – Preferential
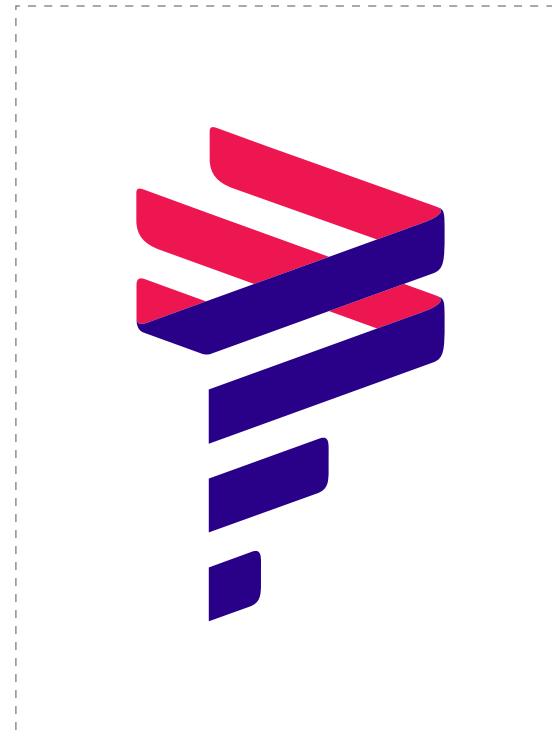
Positive Version

⚠ **Important note:**
Use the symbol by itself only if you have other elements of our identity together (for example: the airport counter, where our logo, font, colours, and graphisms are applied nearby).

3.1.12 Greyscale and Monochromatic Symbol (Restricted Use)

Use the greyscale version only in greyscale prints. For light-coloured backgrounds, use the positive version, and for the negative version, use the negative one. Be always attentive of the contrast between the logo and background.
The monochromatic version should be applied on one colour materials.

Greyscale

Monochromatic

Monochromatic Version Minimum Size

6 mm

⚠ **Important note:**
When applying this logo version, respect the minimum and maximum size.
This guarantee the symbol's line visibility.

Line
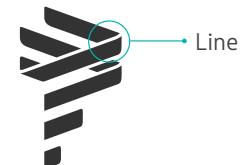
3.1.13 Exclusion Zone and Maximum Reduction

The exclusion zone guarantees the integrity of the symbol and is measured by the width of the symbol's fragment, specified below. The maximum reduction is defined by the symbol's width and its purpose is to make sure the symbol is always legible.

Exclusion Zone
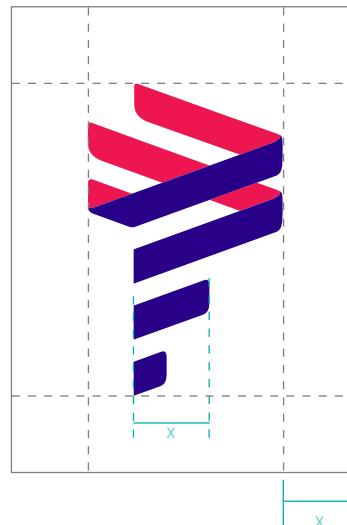
Maximum Reduction

Printed Materials   4 mm

Digital Materials   11 px wide   17px height

⚠ **Important note:**
Do not, under any circumstances, reproduce the logo any smaller than the following sizes.

3.1.14 Use of the Symbol (Restricted Use)

The use of the symbol by itself is possible only in the following cases.
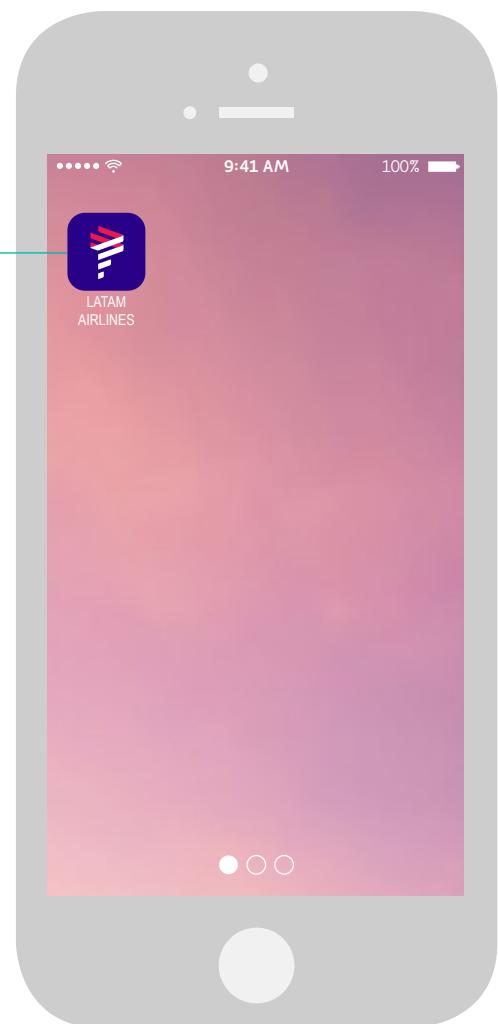
You may use the symbol as an app button

LATAM AIRLINES

You may use the symbol in signage

Lounge area

3.1.15 Horizontal Logo Descriptive Version

The LATAM logo sometimes appears alongside the description "airlines". It should be used in promotional material, preferably.

Negative Version – Preferential

Positive Version

3.1.16 Greyscale and Monochromatic Symbol (Restricted Use)

Use the greyscale version only in greyscale prints. For light-coloured backgrounds, use the positive version, and for the negative version, use the negative one. Be always attentive of the contrast between the logo and background. The monochromatic version should be applied on one colour materials.

Greyscale

Monochromatic

Monochromatic Version Minimum Size

32 mm

⚠ **Important note:**
When applying this logo version, respect the minimum and maximum size. This guarantee the symbol's line visibility.

Line

3.1.17 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

2.2T=   = 0.7T

0.5T

Exclusion Zone

Preferential

Restricted use – Digital and Signage

= T/2

Maximum Reduction

Printed Materials   20 mm

Digital Materials   57 px

⚠ **Important note:**
Do not, under any circumstances, reproduce the logo any smaller than the following sizes.

3.1.18 We do

Here is an example of the usage of logo with descriptive, in the horizontal version.
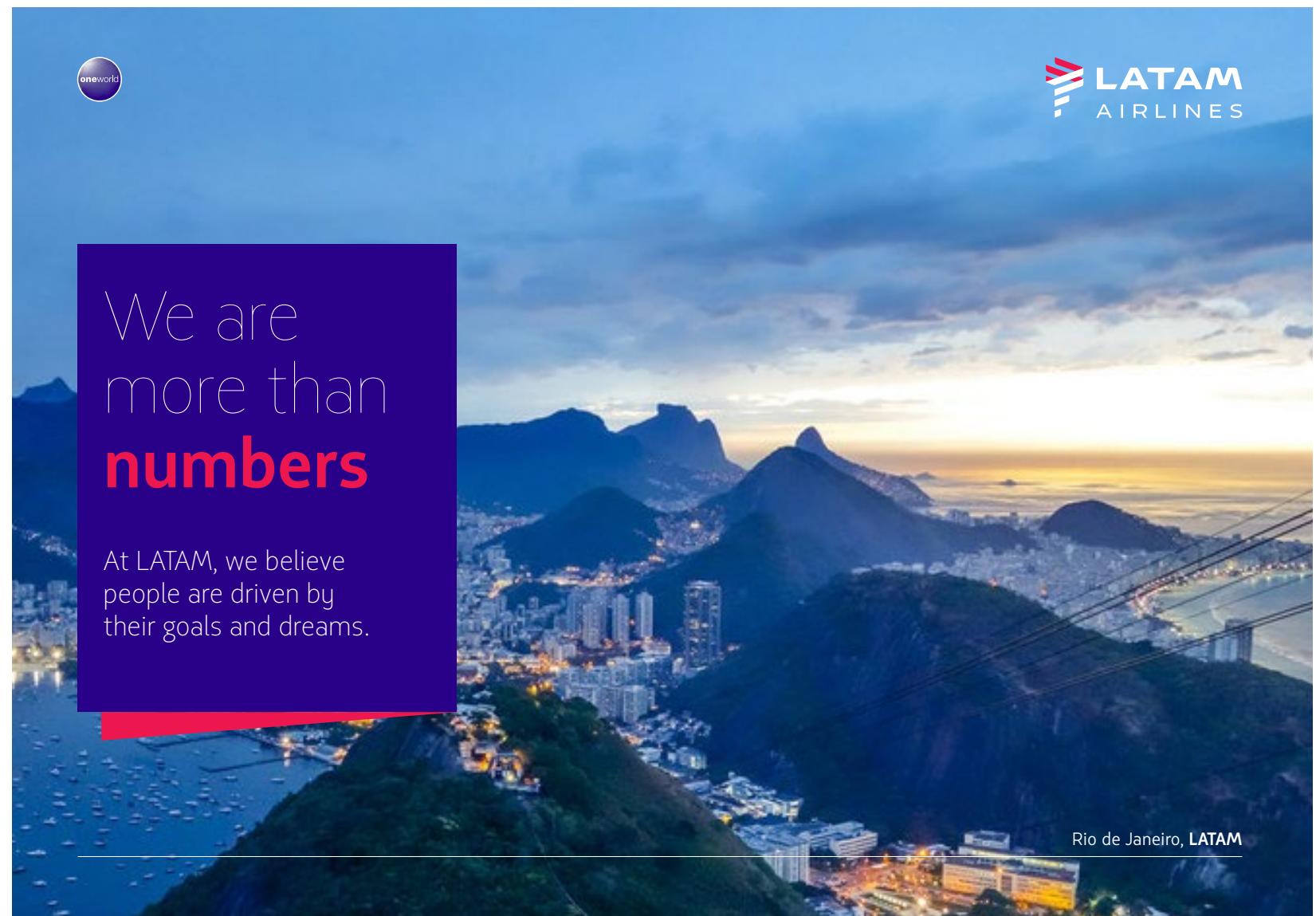
We are more than **numbers**

At LATAM, we believe people are driven by their goals and dreams.

Rio de Janeiro, **LATAM**

3.1.19 Vertical Logo Descriptive Version
(Restricted Use)

This is our logo's vertical version. Its use is restricted, so apply it exclusively on materials that cannot receive the horizontal version.

Negative Version – Preferential

Positive Version

3.1.19 Greyscale and Monochromatic Symbol (Restricted Use)

Use the greyscale version only in greyscale prints. For light-coloured backgrounds, use the positive version, and for the negative version, use the negative one. Be always attentive of the contrast between the logo and background. The monochromatic version should be applied on one colour materials.

Greyscale

Monochromatic

Monochromatic Version Minimum Size

32 mm

⚠ **Important note:**
When applying this logo version, respect the minimum and maximum size. This guarantee the symbol's line visibility.

Line

3.1.19 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

= 4T

= 0.75T

= 0.7T

Exclusion Zone

Preferential

Restricted use – Digital and Signage

= T/2

Maximum Reduction

Printed Materials 12 mm

Digital Materials 34 px

⚠ **Important note:**
Do not, under any circumstances, reproduce the logo any smaller than the following sizes.

3.1.20 Backgrounds

The LATAM logo may be applied on various backgrounds, always prioritizing the version that most favours legibility. On light backgrounds (flat or photographic), choose the positive version of the logo. On dark backgrounds, choose the negative version.

Dark Background

Light Background

Light Photgraphic Background

Dark Photgraphic Background

Background with no Contrast**

* This is our preferencial version

** When none of them offers contrast against the background, the application of a box with the size of the logo added to its reserved area is recommended.

⚠ **Important note:**
When applying the only the symbol and the logo's vertical version, follow these same instructions.

3.1.20 Backgrounds — Flat Colours and Photographs

A further explanation regarding flat and photographic backgrounds as follows. Always be attentive with the logo's contrast against the background.

Flat Backgrounds

Preferential

Secondary

It is ok to apply our logo on greyscale backgrounds

Coloured Photographic Backgrounds

Apply our logo on mostly blue shaded photographs. This guarantee a good contrast with the logo and they are closer to our preferential colour (indigo).

Be aware of the amount of information in the photo, This can interfere with the logo's legibility.

Black and White Photographic Backgrounds

Our logo can be applied on greyscale photographs as long you can guarantee its legibility.

3.1.21 Usage with other logos

When applying different logos and LATAM's logo together, respect a minimum distance, measured by our letter "T". Also, do not forget its height proportions.
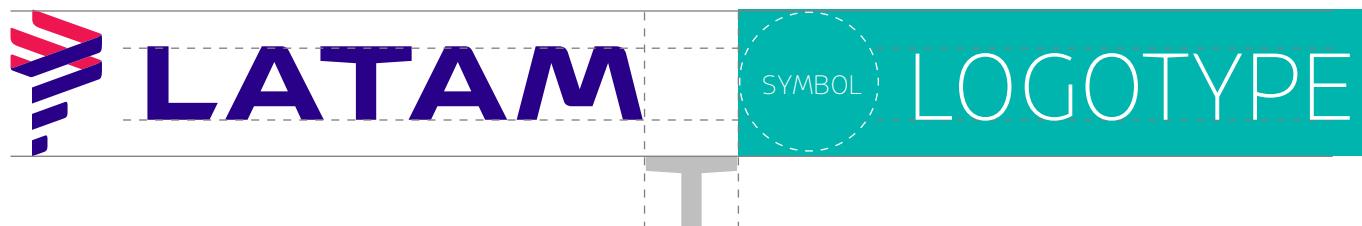
Example

3.1.22 We do not

Here are some examples of what not to do with the LATAM brand's logo.

Do not change colours

Do not change formatting

Do not distort

Do not use the logotype by itself

Do not change typography

Do not rotate

Do not trespass reserved area

Do not use the LATAM's logotype to write other words

Igenda sit aut qui doluptu. Quid qui volor aut labores.

Do not write LATAM vertically

Do not use outlines

Do not change its shape

Do not apply effects

⚠ **Important note:**
When applying the symbol by itself and the logo's vertical version, follow these same instructions.

3.1.22 We do not — Backgrounds

Here are some examples of what not to do with the LATAM brand's logo when applying on different backgrounds.

X Do not apply our logo on coral

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

X Do not apply on low-contrast photographic backgrounds

X Be careful with busy backgrounds

X Do not apply on black background

Important note:
When applying the symbol by itself and the logo's vertical version, follow these same instructions.

3.2 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.
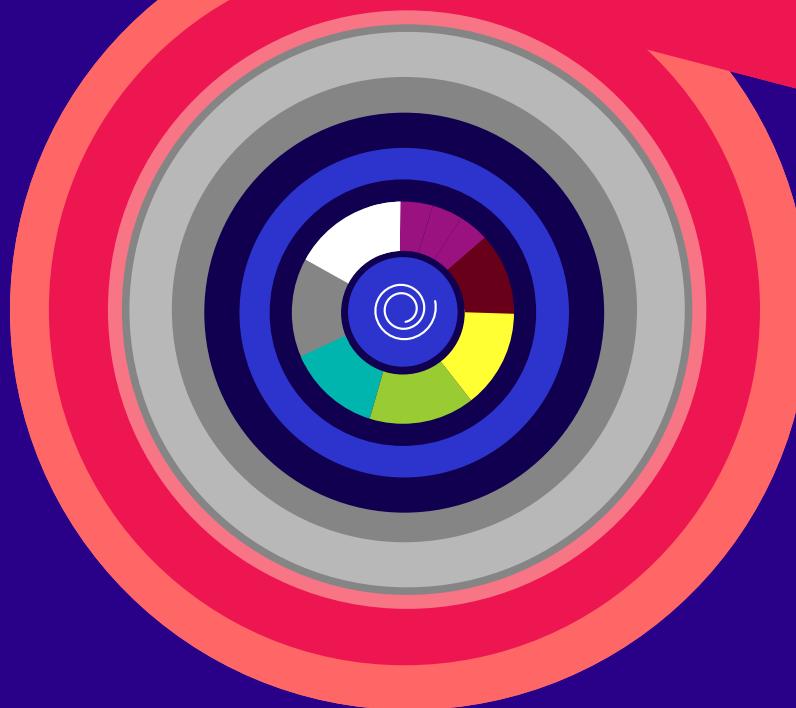
3.2.1 Corporate Colours

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

Elegant outside
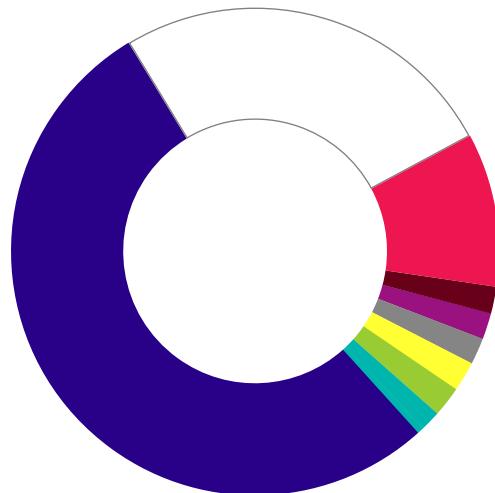
Warm inside

Colour Proportion
Use on the applications this colour proportion. It is mostly indigo, white and coral.
The complementary colours are just a touch.
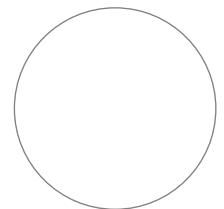
Our Indigo
Always use more indigo than other colours in applications

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

3.2.2 Complementary Colours

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

Grays

3.2.2 Complementary Colours (Print – Pantone®/CMYK)

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

Indigos

2728 C	Reflex Blue C	281 C
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

178 C	192 C	1955 C
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

372 C	376 C	364 C
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

3248 C	326 C	7720 C
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

251 C	254 C	2612 C
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

100 C	3945 C	129 C
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

199 C	201 C	7421 C
C 0	C 5	C 20
M 100	M 100	M 100
Y 70	Y 70	Y 45
K 0	K 30	K 65

Grays

Cool Gray 1 C	Cool Gray 4 C	Cool Gray 7 C	Cool Gray 9 C	Cool Gray 11 C
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

3.2.2 Complementary Colours (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

Grays

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

3.2.3 Colour Proportion

Be careful when combining more than two complementary colours together so they won't become overwhelming.

✓ Just right!

✗ Too much

3.2.3 We do

Here are some examples of how to use our colour palette.

Warm inside
Use our coral inside materials to give the idea of "warm inside". Always use less coral than indigo

Elegant outside
Our indigo is meant to be used on the materials' outside, so we can reinforce our brand's concept of "Elegant outside"

Complementary colours
Use them only to highlight information and details

I belong here

3.2.3 We do

Here are some examples of how to use our colour palette.

Our complementary colours highlight and differentiate products and materials

Our Indigo is the predominant colour

Our coral adds warmth to the indigo

Pol vo rón — MEXICAN SHORTBREAD

Al fa jor — ARGENTINIAN CANDY

Te jas — PERUVIAN CANDY

# 3.2.4 We do not

This is how not to use our colour palette.

Do not invert the indigo and coral proportions

Do not use other colours outside our palette

Be extra careful to not use competitor's colours

Do not use the complementary colour as the application's main colour*
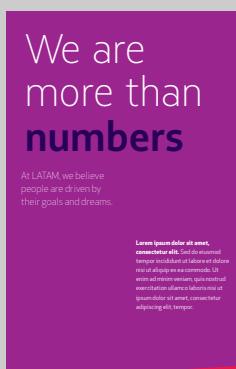
* The only case when this is possible it's when this material is interacting with other elements of our identity (for example: an annual report, where our logo, font, colours, and graphisms are applied nearby).

3.3 Typography

Let's (type)face it

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.

3.3.1 Our Font Foundry — 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 the stationary, digital material to the signage.

Brasil Chile Ecuador Colombia

GRUPO LATAM AIRLINES ELIGE A ONEWORLD COMO SU ALIANCA GLOBAL

Airlines Airplanes

travel to valencia

LATAM Sans was specially created for our brand

3.3.1 Typeface Inspiration

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

Connection with logo: rounded edges

Connection with logo: sharp edges

Human touch, personality in the shape

AIR

LATAM Sans

3.3.1 Typeface Inspiration

Our typeface was inspired by the logo's logotype. The rounded and sharp corners and angles are present in our font foundry.
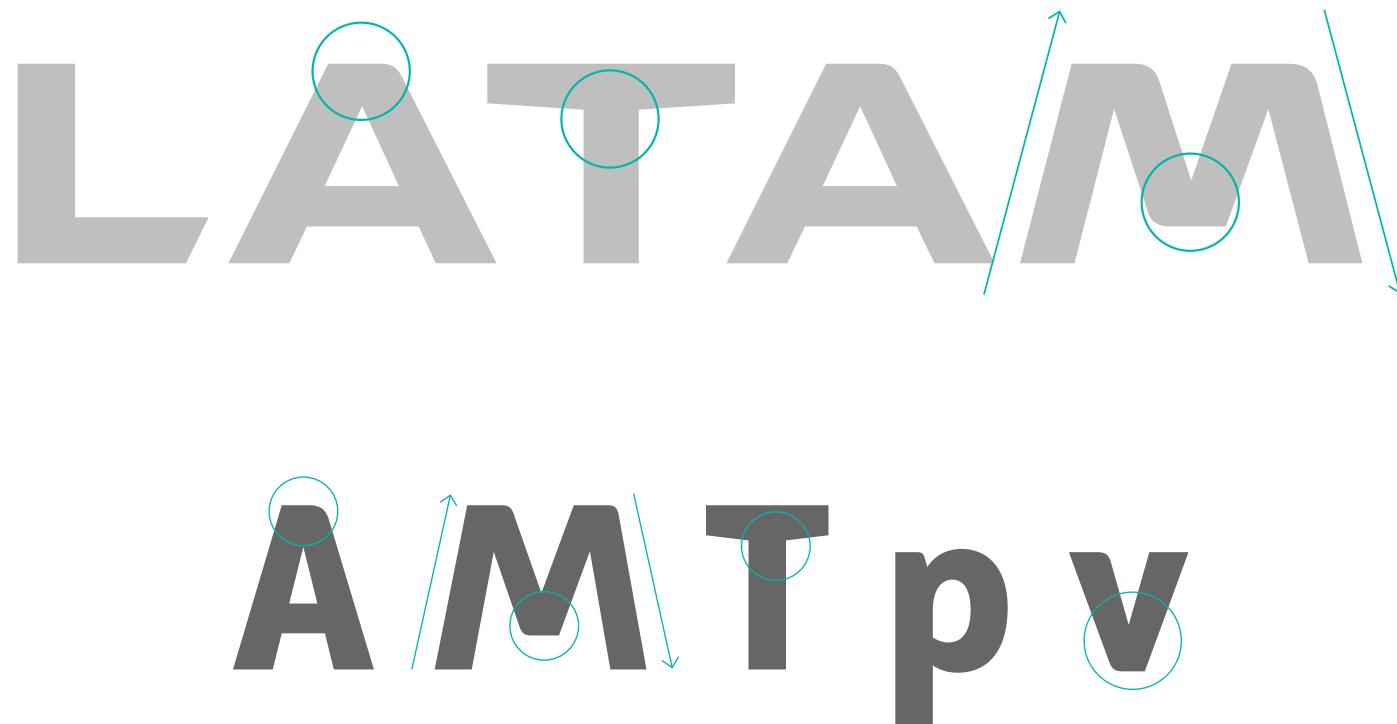
3.3.1 Our Personality in the Typeface

We can see an even stronger connection between logotype and typeface in the letter "T". Its distinct cross stroke guarantees a whole lot of personality to the font foundry. This is one example of how we can see – and feel – our brand's personality in the typeface.
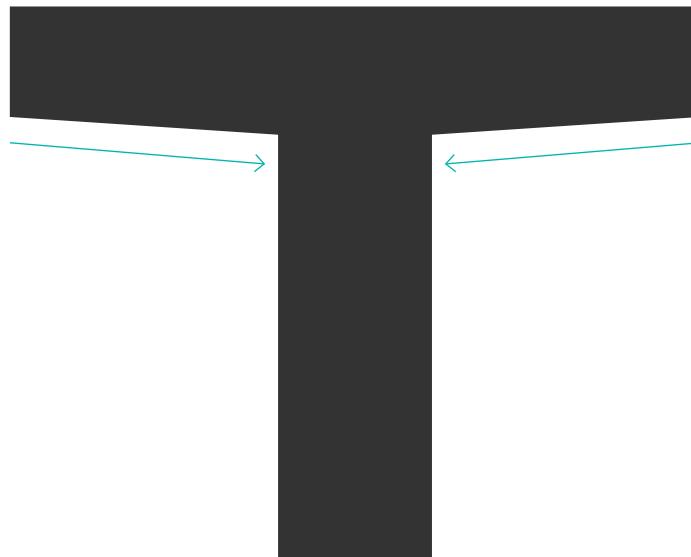
3.3.1 Typeface Concept

When creating our typeface, the goal was to preserve a handwritten feel to it. This helps our foundry have a more human and fluid touch, connecting to our Brand Definition Model by giving it more Caring and Elegant personality.
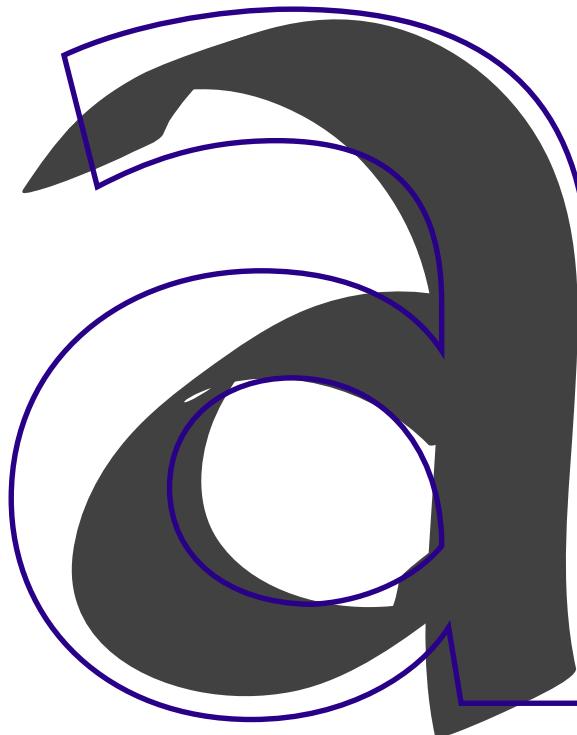
? Did you know?
The round-ended lines, a typical feature of hand drawings, was a concept also used when designing our exclusive icon set.

3.3.2 Preferential Typeface – 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!@#

3.3.3 Secondary Typeface – Trebuchet MS

When it is not possible to use LATAM Sans, you can use Trebuchet MS.

Regular + *italic*

for longer texts

ABCDEFghijklm1234!@#

Bold + *italic*

for titles

ABCDEFghijklm1234!@#

3.3.4 We do

This is a suggestion of how to use our fonts in printed materials – editorial.
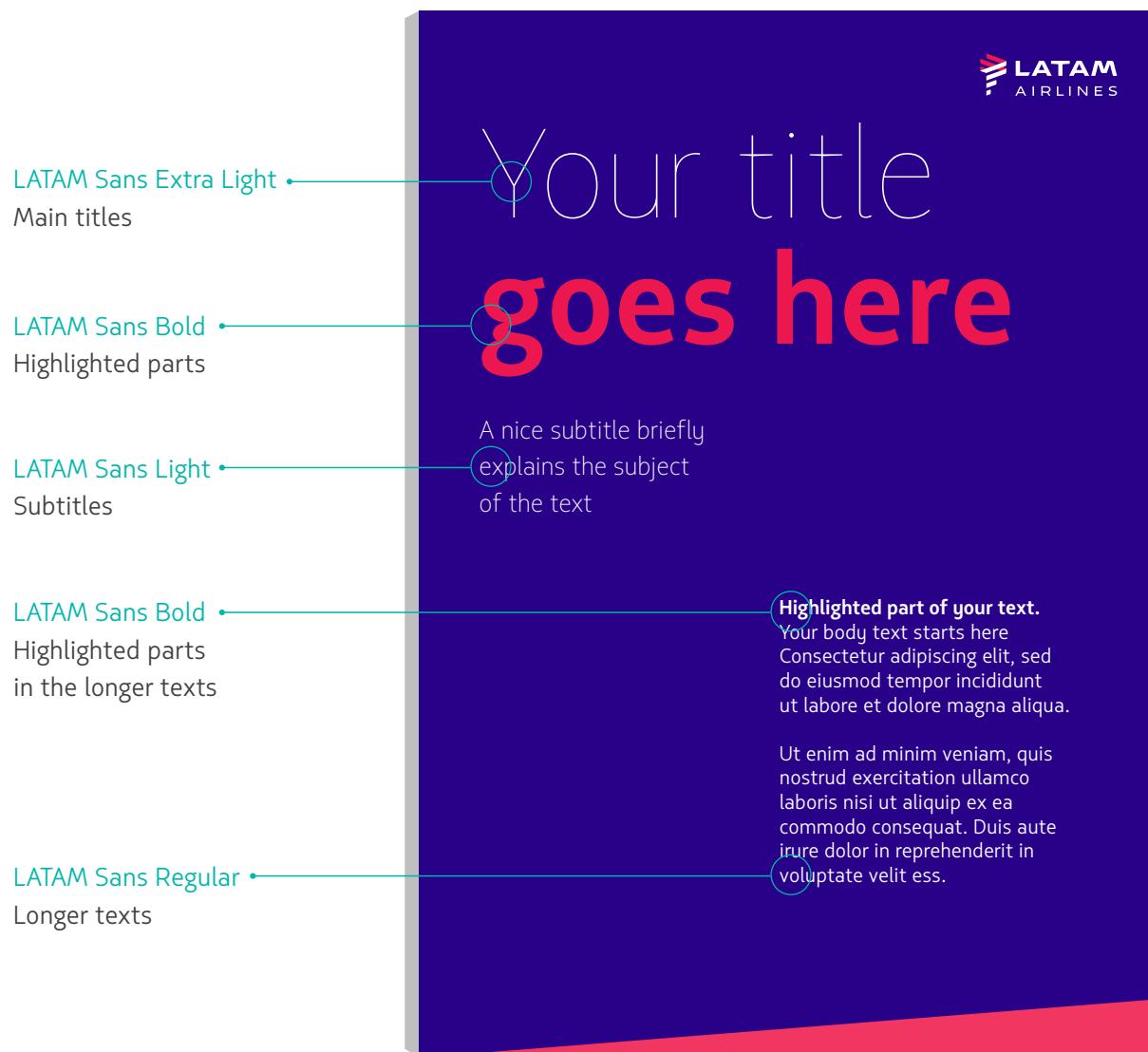
LATAM Sans Extra Light
Main titles

LATAM Sans Bold
Highlighted parts

LATAM Sans Light
Subtitles

LATAM Sans Bold
Highlighted parts
in the longer texts

LATAM Sans Regular
Longer texts

LATAM
AIRLINES

Your title
goes here

A nice subtitle briefly
explains the subject
of the text

Highlighted part of your text.
Your body text starts here
Consectetur adipiscing elit, sed
do eiusmod tempor incididunt
ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis
nostrud exercitation ullamco
laboris nisi ut aliquip ex ea
commodo consequat. Duis aute
irure dolor in reprehenderit in
voluptate velit ess.

3.1.4 We do

This is a suggestion of how to use our fonts in digital materials – newsletter.
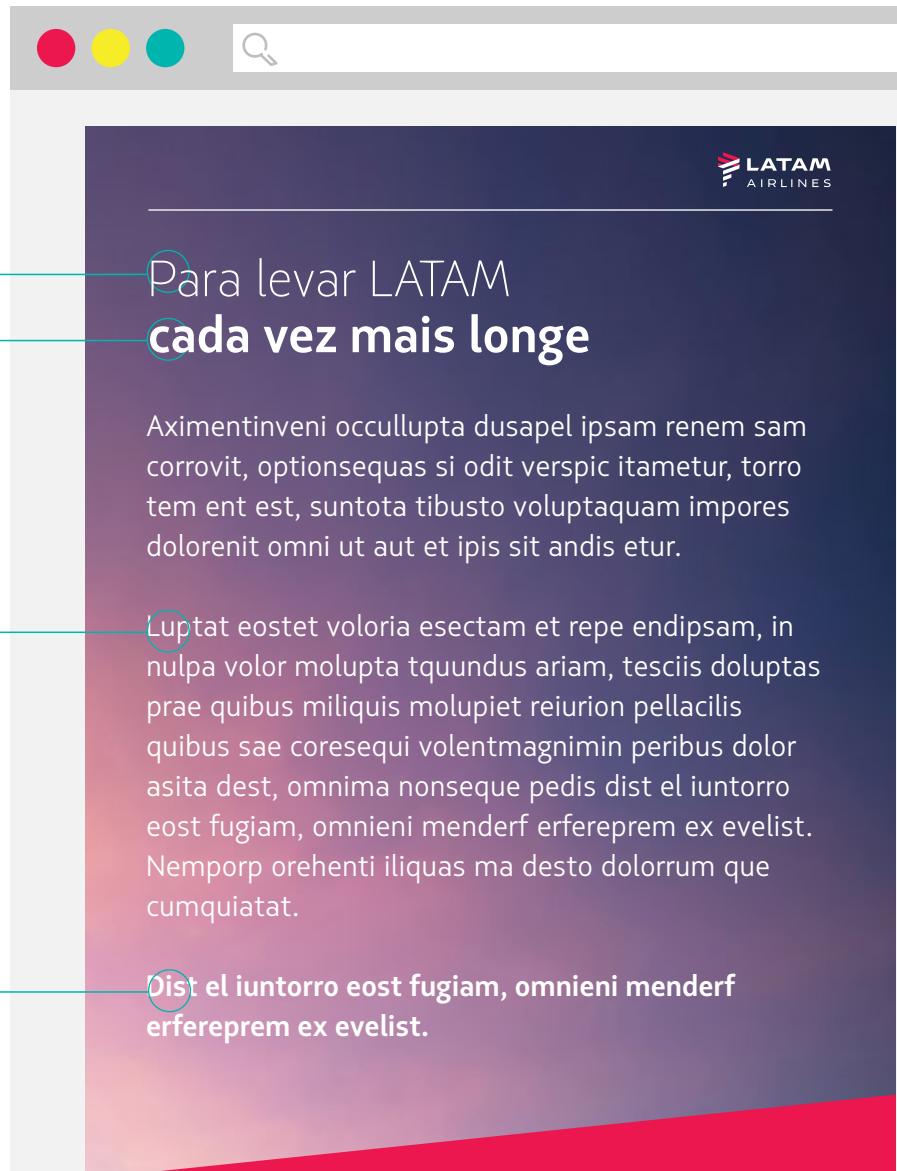
LATAM Sans Light
Main titles

LATAM Sans Bold
Highlighted parts

LATAM Sans Regular
Longer texts

LATAM Sans Bold
Highlighted parts
in the longer texts

LATAM AIRLINES

Para levar LATAM
cada vez mais longe

Aximentinveni occullupta dusapel ipsam renem sam corrovit, optionsequas si odit verspic itametur, torro tem ent est, suntota tibusto voluptaquam impores dolorenit omni ut aut et ipis sit andis etur.

Luptat eostet voloria esectam et repe endipsam, in nulpa volor molupta tquundus ariam, tesciis doluptas prae quibus miliquis molupiet reiurion pellacilis quibus sae coresequi volentmagnimin peribus dolor asita dest, omnima nonseque pedis dist el iuntorro eost fugiam, omnieni menderf erfereprem ex evelist. Nemporp orehenti iliquas ma desto dolorrum que cumquiatat.

Dist el iuntorro eost fugiam, omnieni menderf erfereprem ex evelist.

3.3.4 We do

This is a suggestion of how to use Trebuchet MS in digital materials.

Trebuchet MS Regular
For texts

Dear Maria,

At fuga. Roius cum ea videbis alitius estio evellut emporpor mostem que nias rerfere, imust ipiciet vellor asitiae idellaut et quataquis molut rehendu cimusdant aut ute repe doloreptat.

Trebuchet MS Bold
For highlights

Sincerely
John
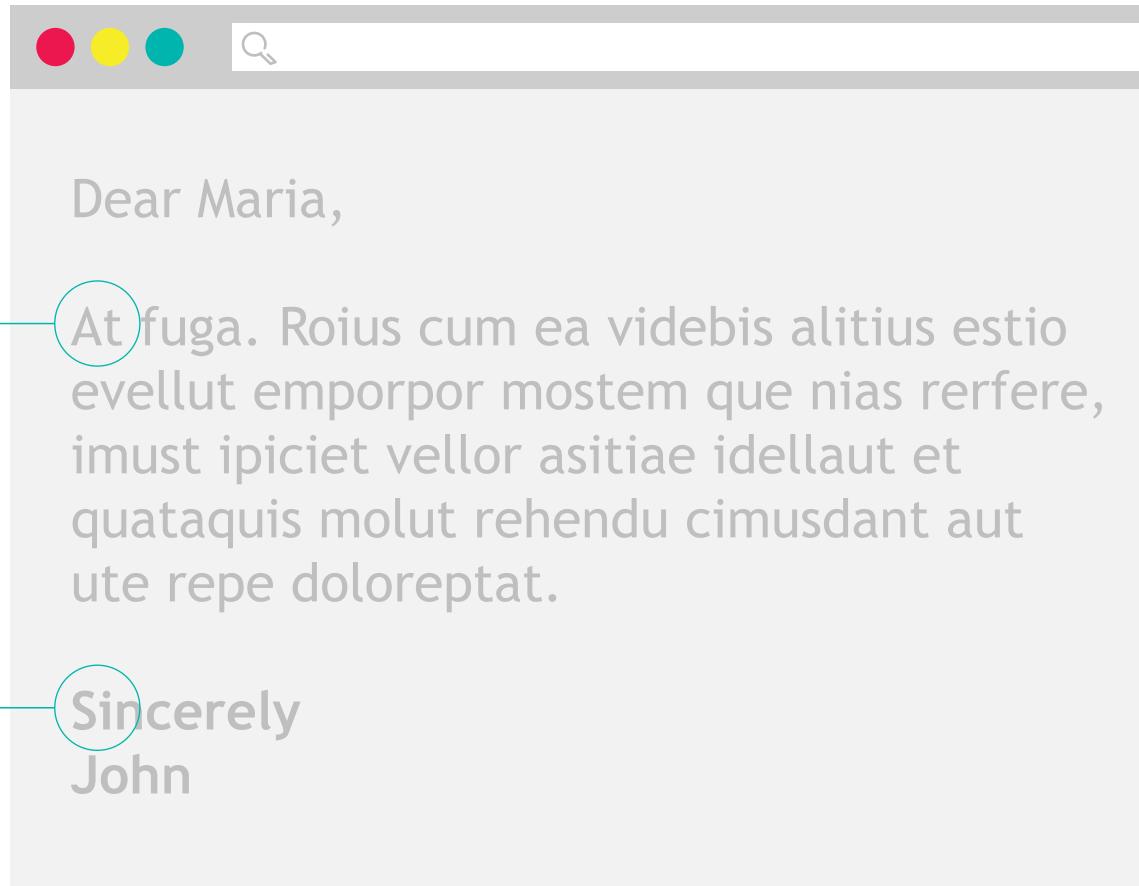
⚠ **Important note:**
Do not use LATAM Sans to write e-mails, Microsoft Word, Excel, and Powerpoint documents. In these cases, use Trebuchet MS.

3.3.5 We do not

These are examples of how not to use our font.

✕ Follow strictly the typography's instructions

Os sunt odit omnit aut idebit qui conseque por atur si consequis denienetid moluptaquo aut faccumquis erum imus dolorpos aritem que rehendis explit aces iligeni hiciae porpore provid moluptaquo tet, olesequiam fuga.

✕ Be careful with kerning and leading

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

✕ Do not mix with other fonts

Lorem Ipsum

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

✕ Do not spell LATAM in lowercase

Os sunt odit omnit aut idebit qui conseque por atur si consequis **Latam** denienetid moluptaquo aut faccumquis erum imus dolorpos aritem que rehendis explit aces iligeni hiciae porpore provid moluptaquo tet, olesequiam fuga.

3.4 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.
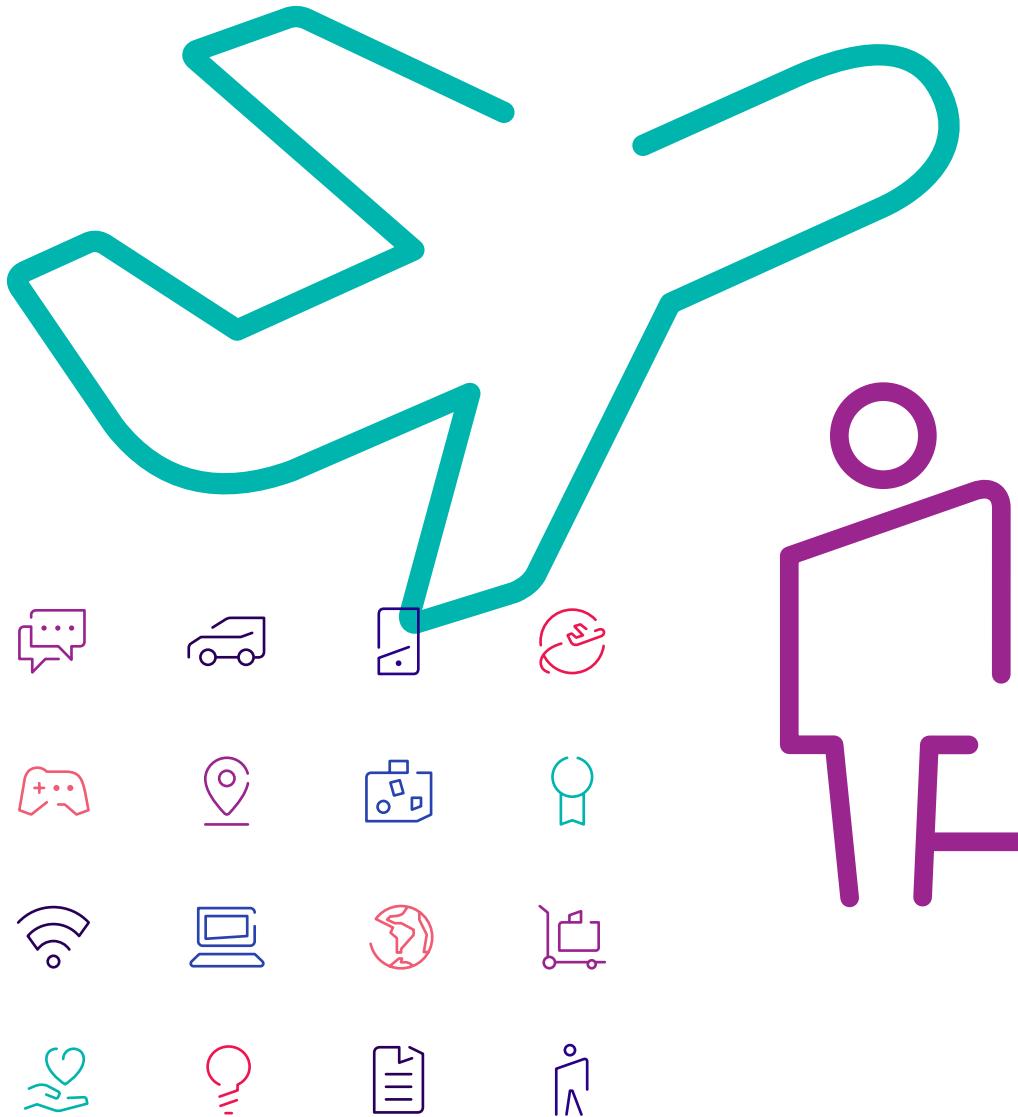
3.4.1 Icon Guidelines

Our visual identity has an exclusive icon set which is connected to our Brand Definition Model . It is straightforward in its simplicity, yet, elegantly constructed. Our icons have the goal of representing universally known symbols, in the most efficient way is possible.
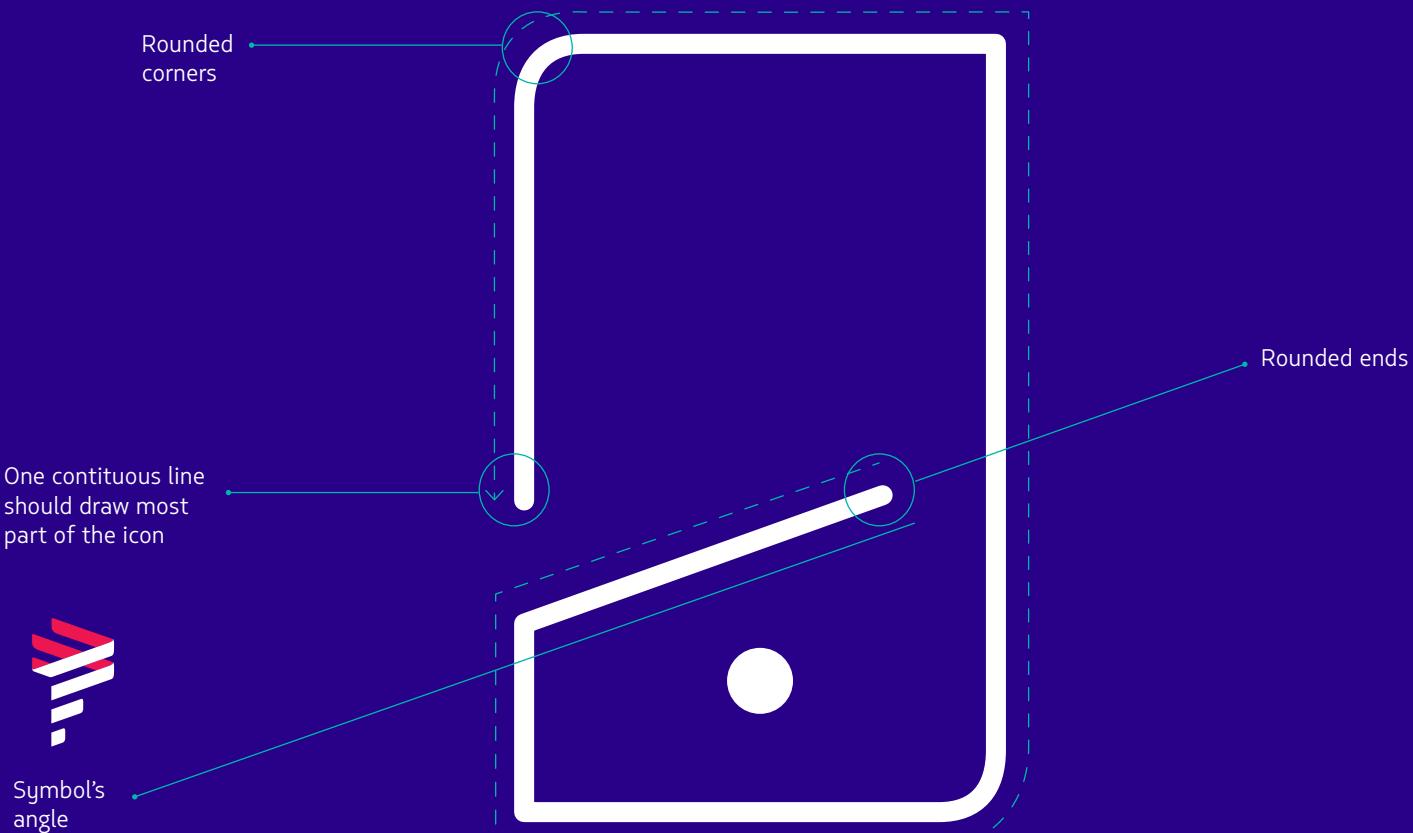
Rounded corners

Rounded ends

One contituous line should draw most part of the icon

Symbol's angle

3.4.1 How to create our icons

To create our icons, follow the steps described below.

Grid ■ 1 px = 24 X 24 px
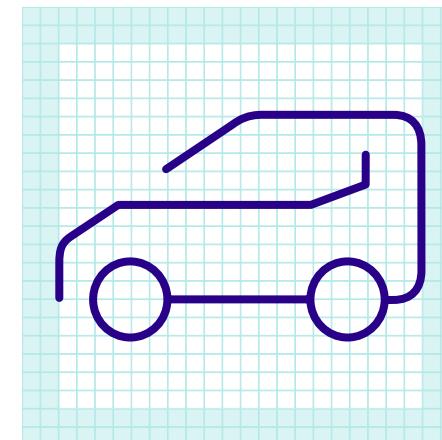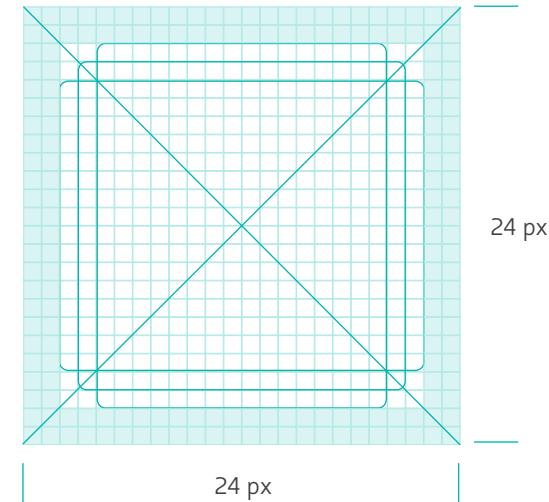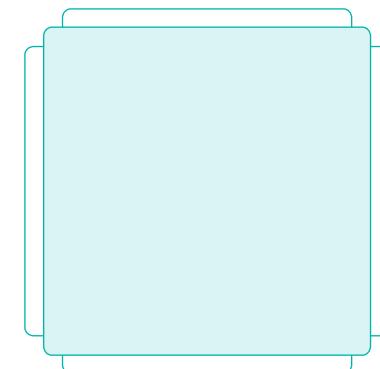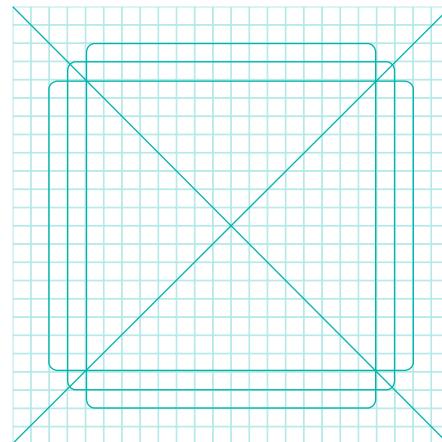
24 px

24 px

3.4.2 How to create our icons

When drawing our icons, there is a specific level of simplicity we have to keep so we have legibility in various sizes and to send the message as clear as possible. See the example below.
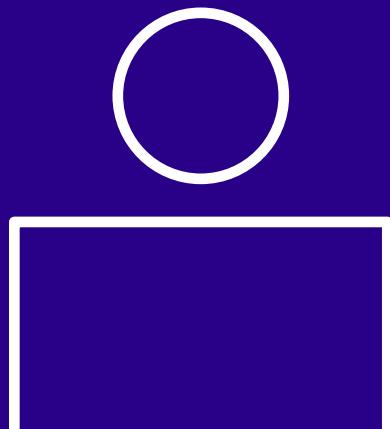
✕ Too simple
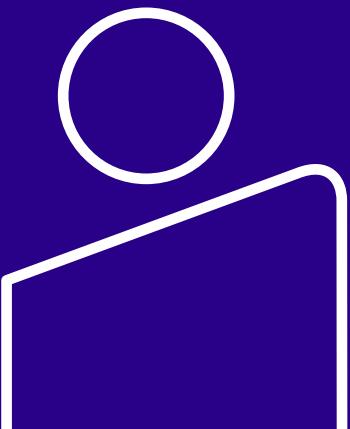
✓ Just right!

✕ Too much

3.4.3 Line Width

Ota ime simoluptur maximaximus. Sanda si quo cone eiur magnimi, sitatem faccabo repedit eicid quo mi, serio. Ut facerumque vendelitios dignihi litaquia acerum, venis

UNDER CONSTRUCTION

3.4.3 Decision Tree

A decision tree was developed to help decide when to create new icons. Follow the steps below.

UNDER CONSTRUCTION

3.4.4 We do

Here are some examples of how to use our icon set.
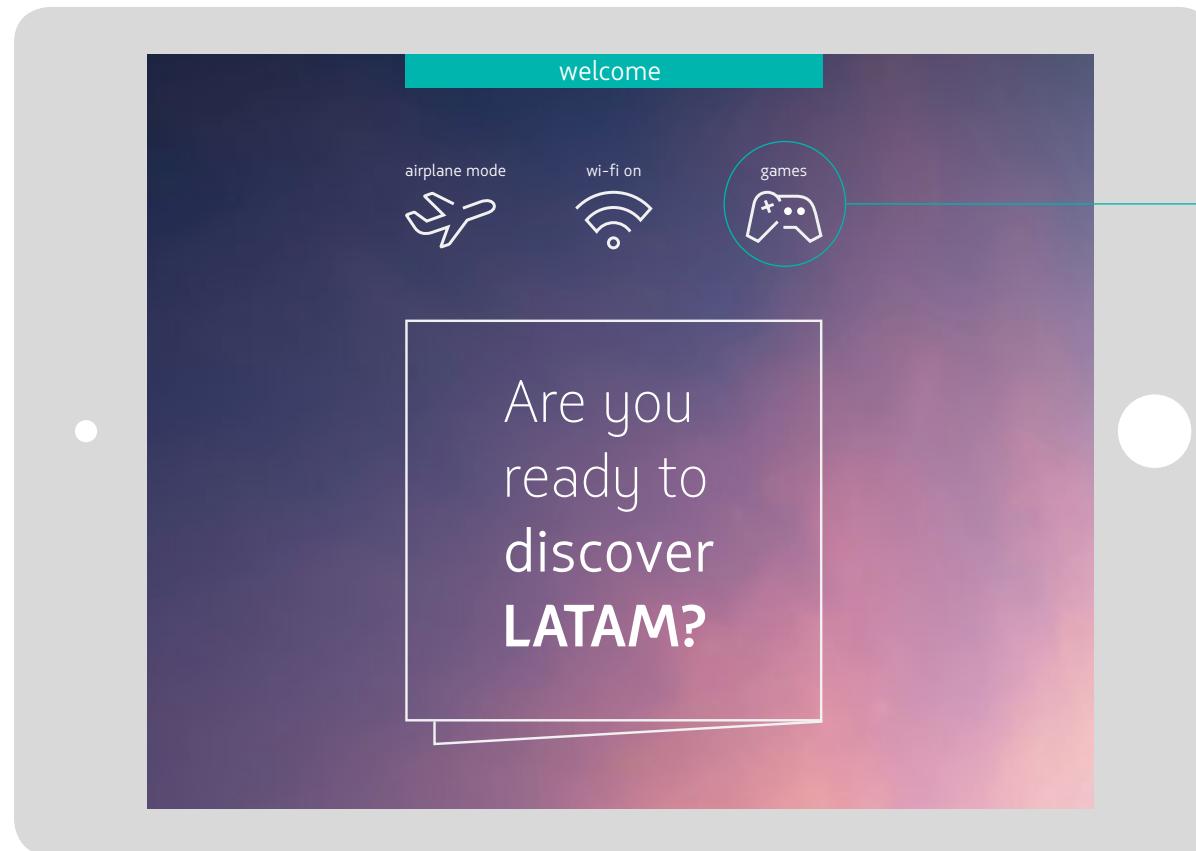
Our icons' simplicity helps to quickly understand the message

3.4.4 We do

Here are some examples of how to use our icon set.

Going after

your dreams

with LATAM

3.4.5 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
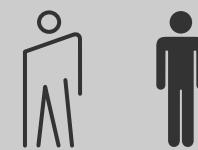
Do not create another icon for the same message
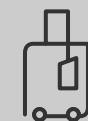
Do not use more than one colour in each icon

Do not add other elements to the icons

Do not apply patterns or images inside the icon

Be careful with the line's width on applications

luggage

my trips

check-in

info
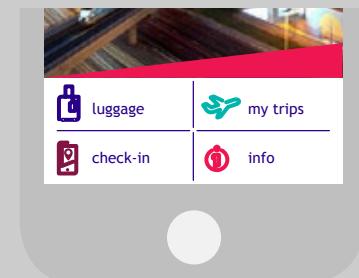
Do not apply the icons too close to the margin

3.5 Our Box and Coloured Footer

Some visual elements are responsible for making our materials unique and charismatic. Altogether, these components make up our very own graphic style. It is our special and particular way of expressing our identity, even in the tiniest details.
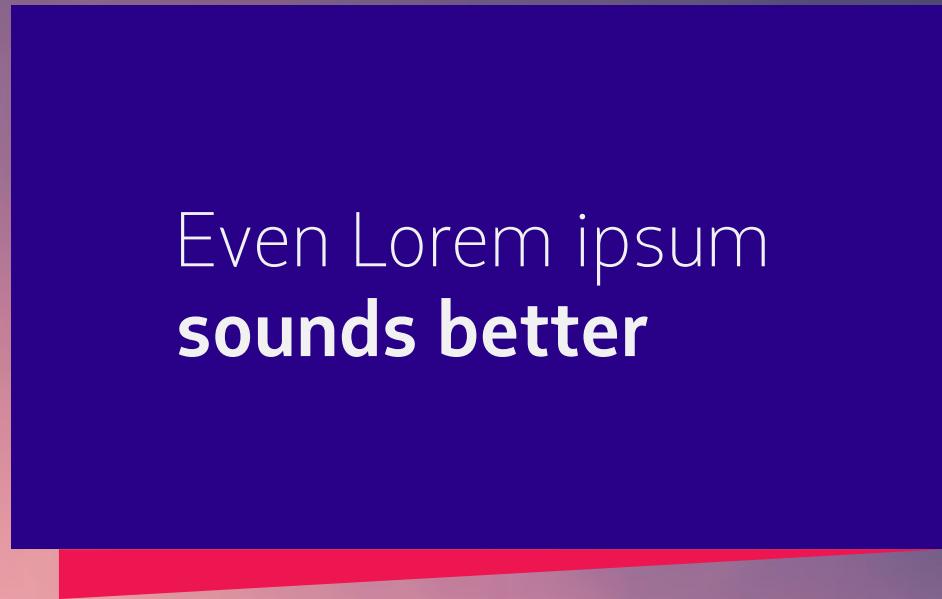
Even Lorem ipsum
sounds better

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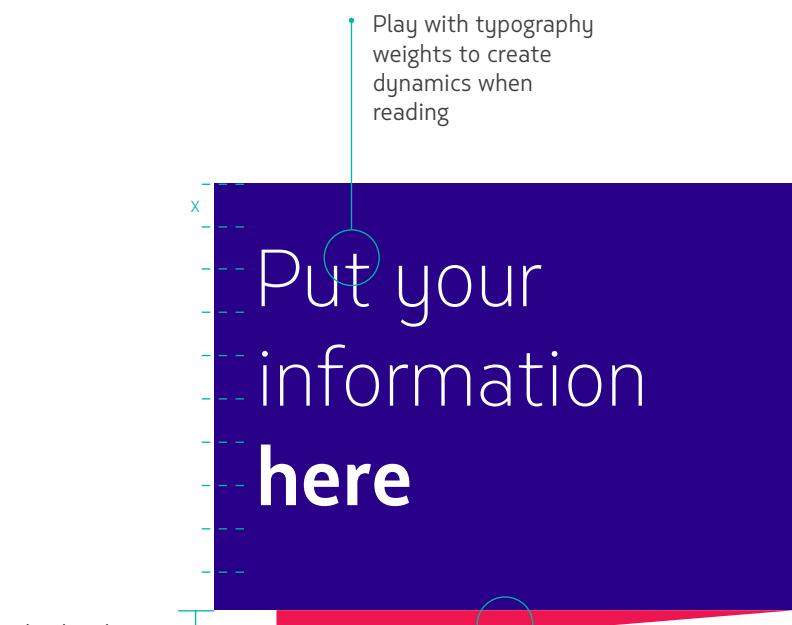
Our box protects information when we have a busy background. Its primary version uses the LATAM logo's colours, but they may vary according to the background.

Play with typography weights to create dynamics when reading

x

Put your information **here**

This height is approximately 1/10 of the narrowest side of the main area

x

This is the primary version for our box application – indigo outside and coral inside

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

Stretch

me

Respect the margins, it should be 15% of the narrowest side

Place the text in this area. Make sure it is always legible

This distance should be 15% of the narrowest side
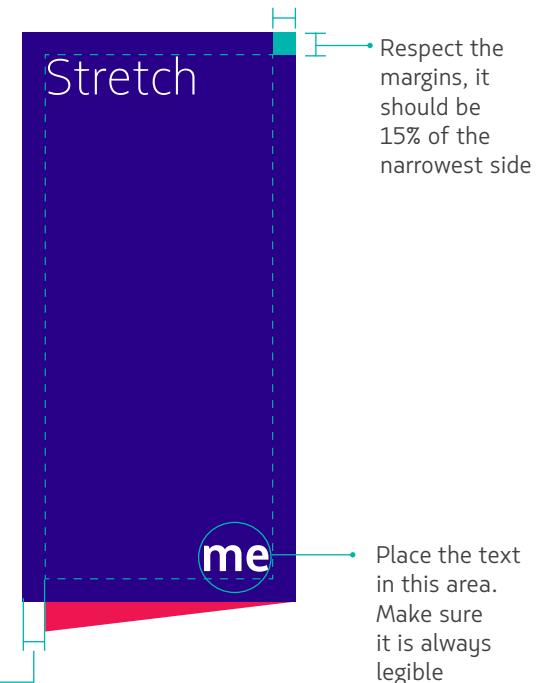
Important note:
Remember: less is more! Don't overcrowd the boxes with information. Always leave blank spaces for more elegant layouts.

3.5.2 Our Box's Flexibility

To build our box, follow these instructions.
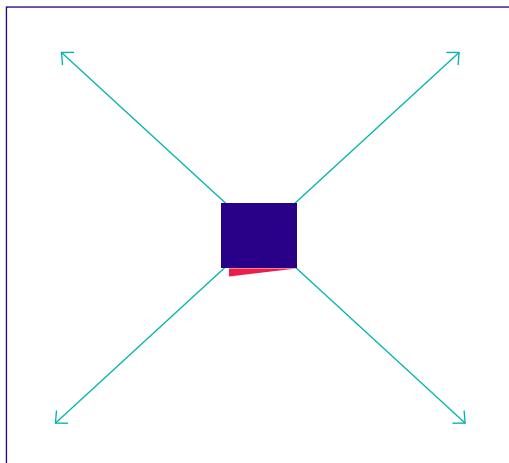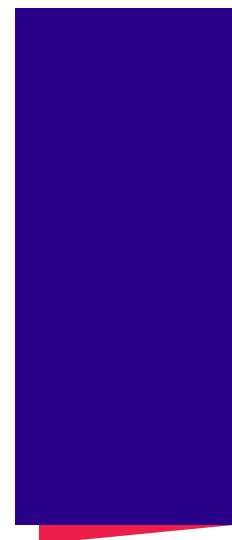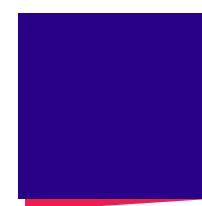
Our box is very flexible, and it can be adapted according to the application

Hello!

I'm **flexible**

3.5.3 Our Box Versions

Here are some possible box applications. Choose the one that best suits and contrasts with the background.
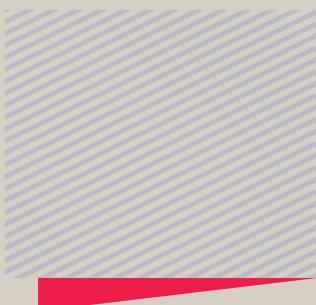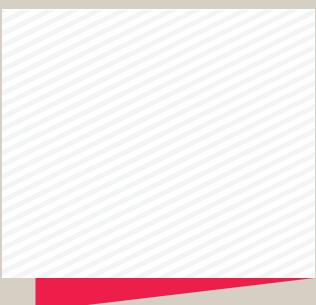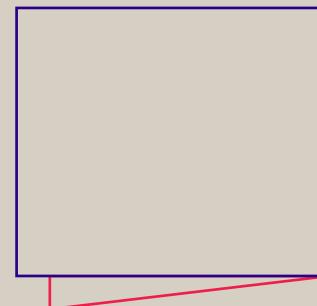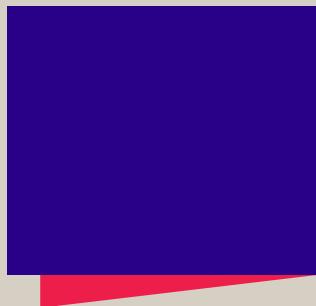
On light backgrounds:
1. Place the image
2. On the image, apply our box with 70% opacity on the indigo area
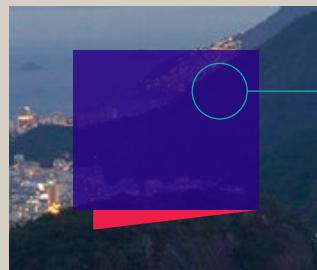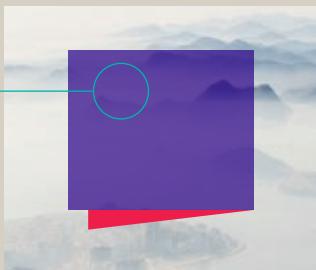
On dark backgrounds:
1. Place the image
2. On the image, apply our box with 80% opacity on the indigo area

3.5.4 We do

This is how we may use our box in printed materials.
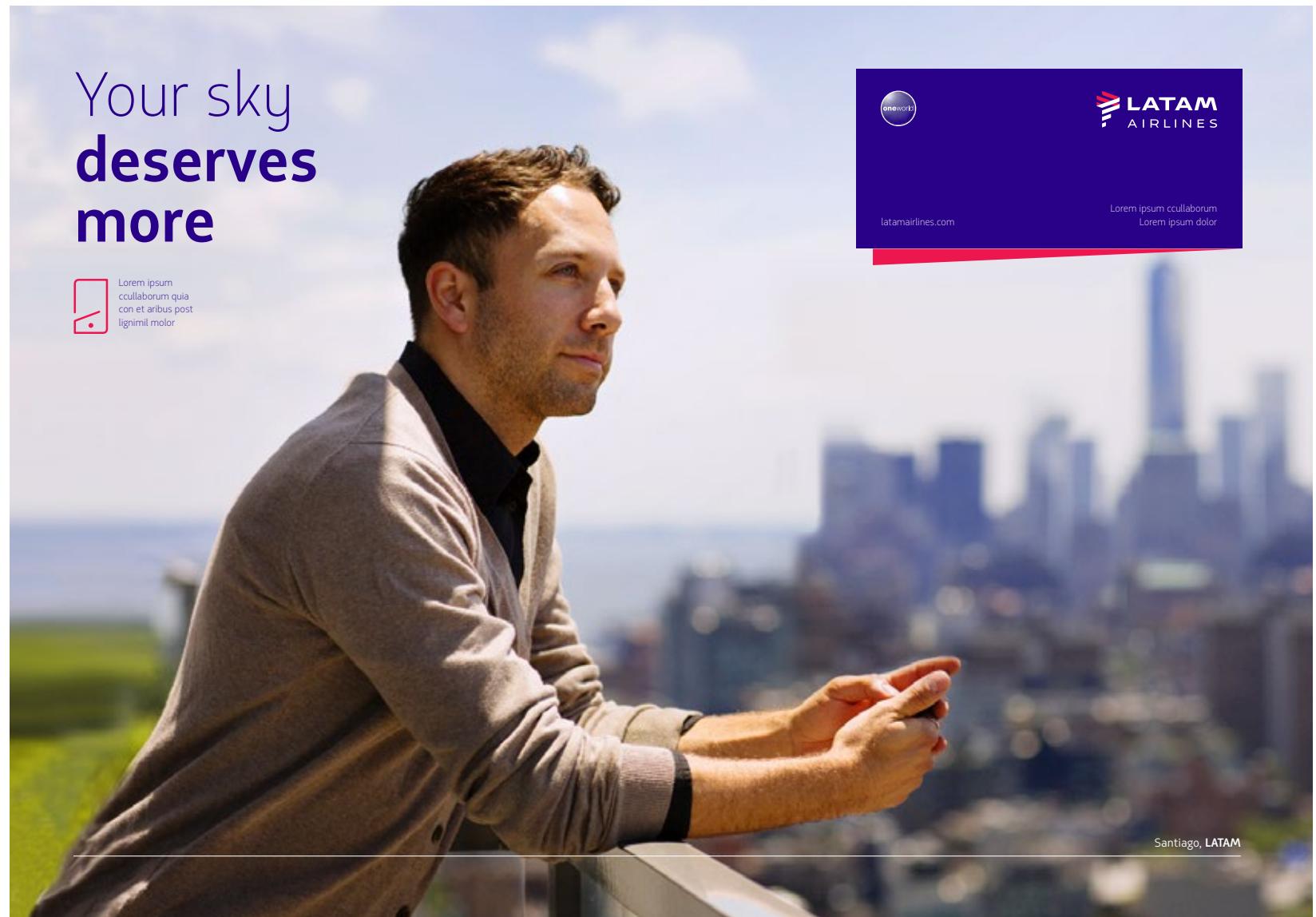
Your sky
**deserves
more**

Lorem ipsum
ccullaborum quia
con et aribus post
lignimil molor

oneworld

LATAM
AIRLINES

latamairlines.com

Lorem ipsum ccullaborum
Lorem ipsum dolor

Santiago, **LATAM**

3.5.5 We do

This is how we may use our box in digital materials.
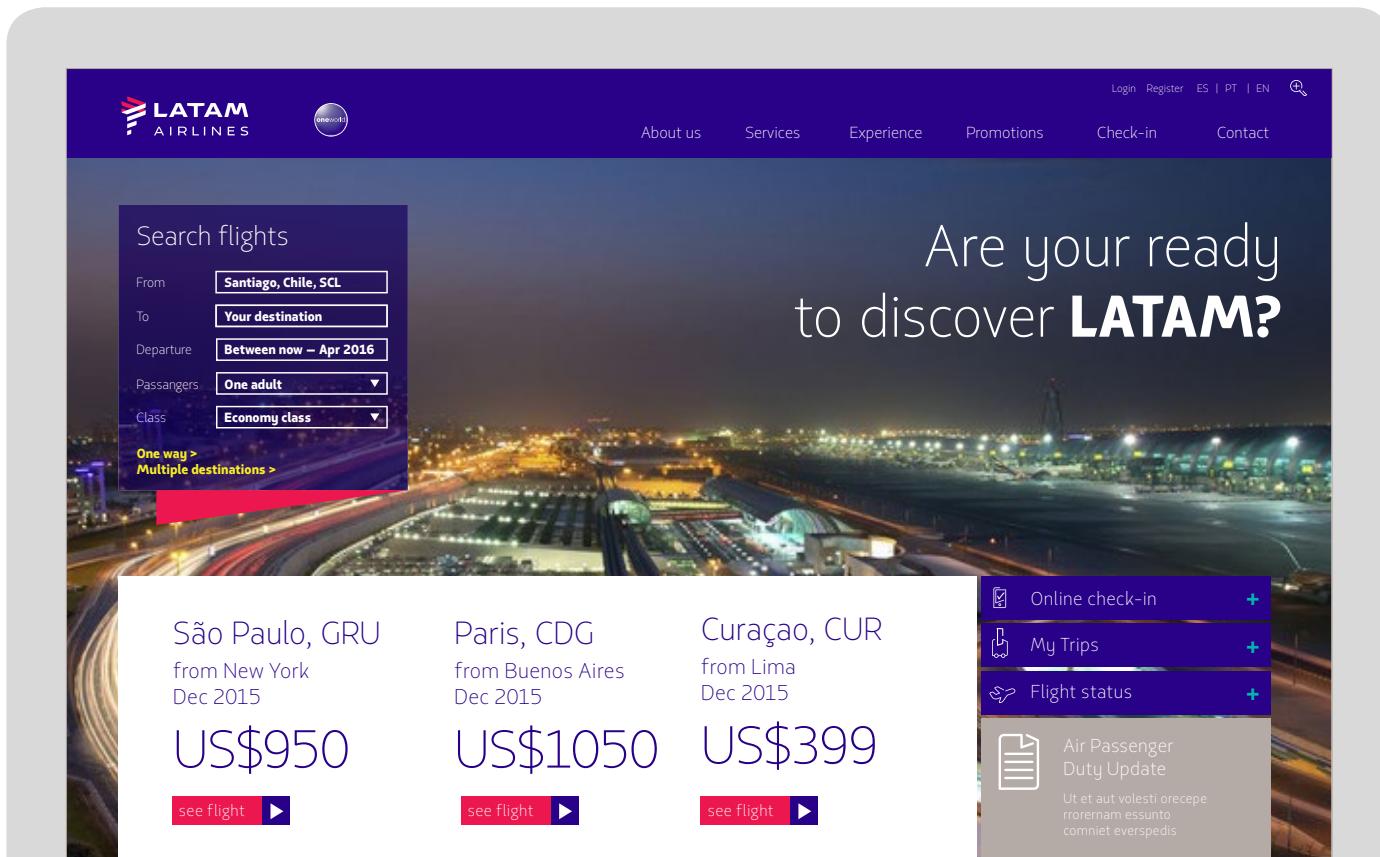
3.5.6 We do not

These are examples of how not to use our box.

Do not use our coral in the main area

Put your information **here**

Do not flip the tilted area

Put your information **here**

Do not apply more than one box style per application

Put your information **here**

Put your information **here**

Do not apply on low-contrast backgrounds

Put your information **here**
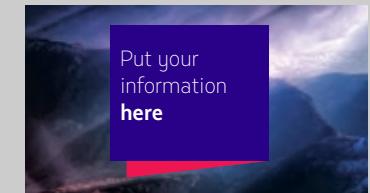
Do not make the tilted area

Put your information **here**

Do not make the tilted area too small

Put your information **here**

Do not put information too close to the margin

Put your information **here**

3.5.7 Coloured Footer

The coloured footer is applied to reinforce our brand's colour palette and to support layouts.
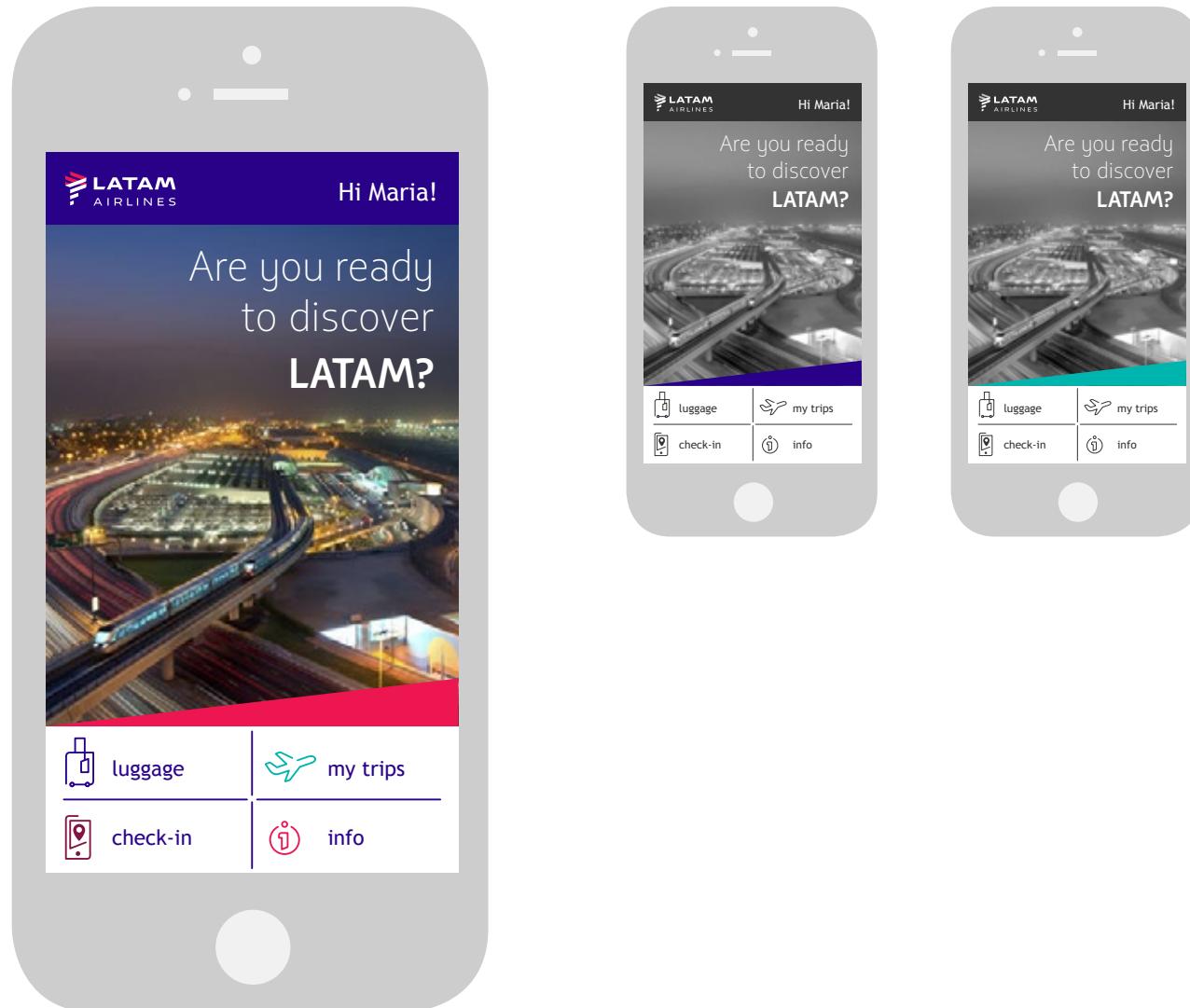
3.5.8 Coloured Footer Construction

Follow these instructions to build the coloured footer.
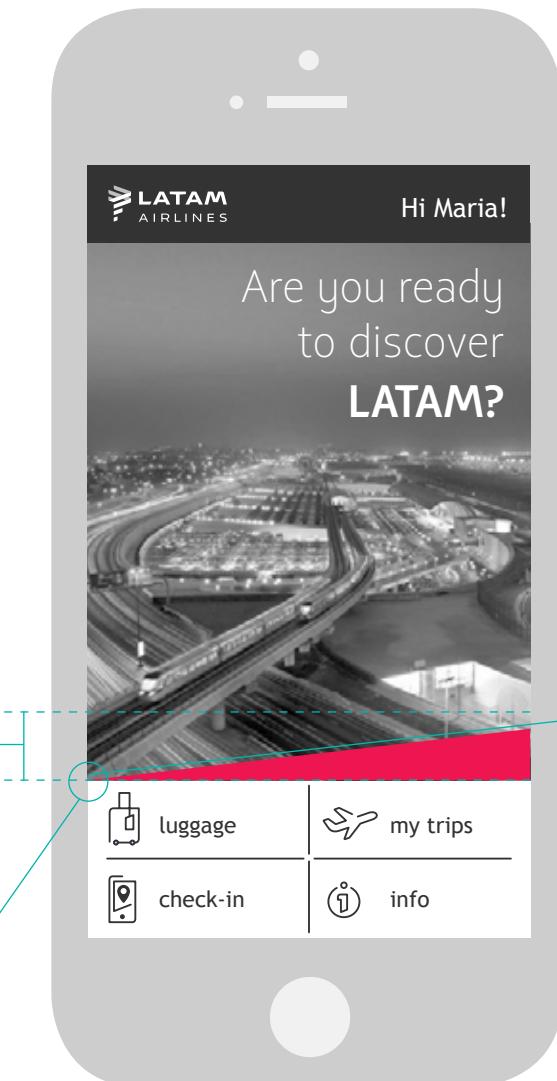
This height varies according to the main area's width and height. Make sure it has always good visibility and is no bigger than an eighth (1/8) of the narrowest side

The tilted area always has to end at the main area's edge

The footer's angle always has to ascend

LATAM AIRLINES

Hi Maria!

Are you ready to discover LATAM?

luggage

my trips

check-in

info

3.5.9 We do not

These are examples of how not to use our coloured footer.

Do not flip
the footer
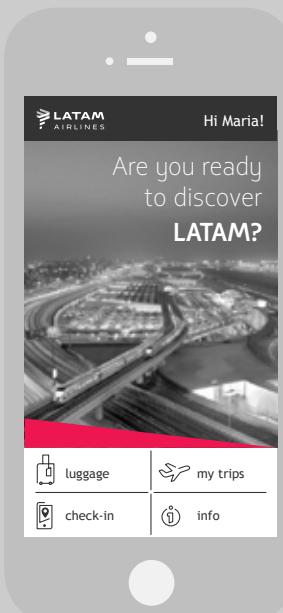
Do not apply on low-contrast
backgrounds

Do not make
the footer too big
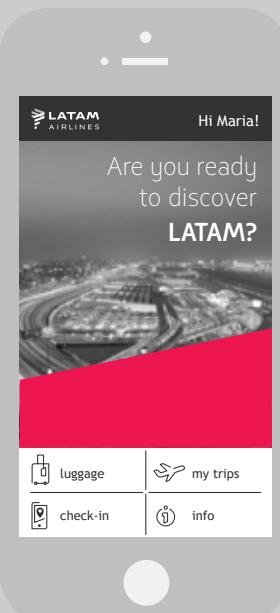
Do not make
the footer too small
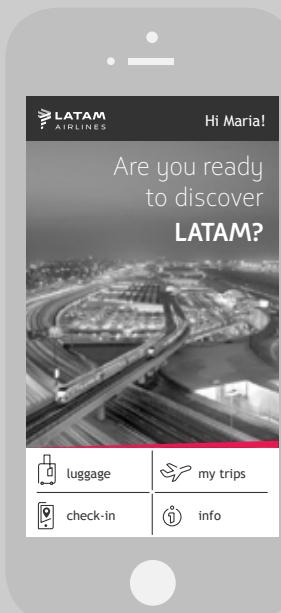
3.5.10 When to apply the footer or our box

Use our box and the coloured footer in the cases specified below.

Coloured Footer

Box
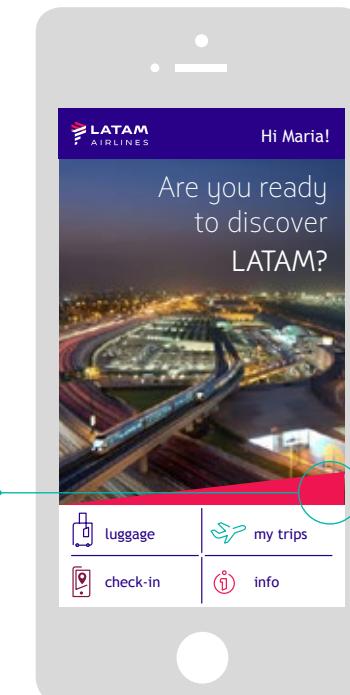
The footer's goal is to bring the "warm inside" to the layout
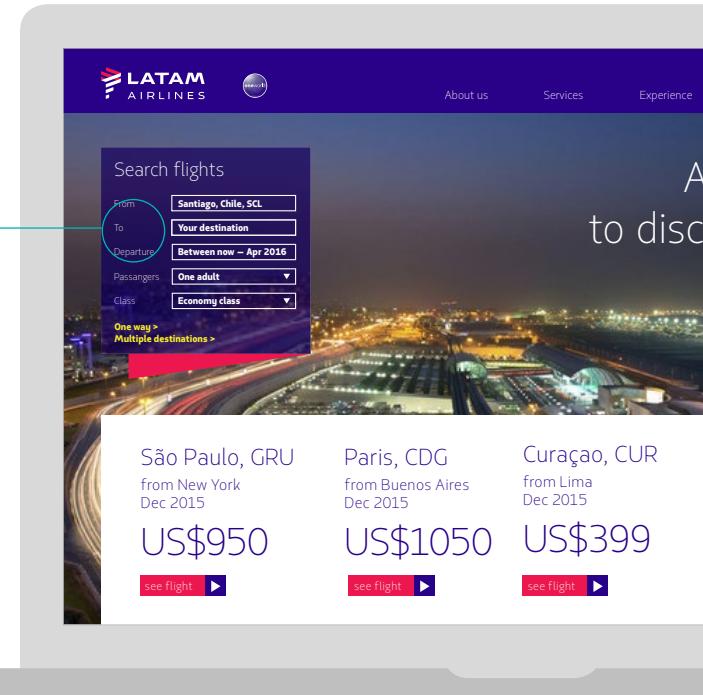
Our box should always be used on photos, and its goal is to highlight information, protecting it from the background

Hi Maria!

Are you ready to discover LATAM?

luggage   my trips

check-in   info

Search flights

From   Santiago, Chile, SCL
To   Your destination
Departure   Between now — Apr 2016
Passengers One adult
Class   Economy class

One way >
Multiple destinations >

São Paulo, GRU
from New York
Dec 2015
US$950
see flight ▶

Paris, CDG
from Buenos Aires
Dec 2015
US$1050
see flight ▶

Curaçao, CUR
from Lima
Dec 2015
US$399
see flight ▶

3.6 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.

UNDER CONSTRUCTION

3.6.1 Imagery Guidelines

people

We always focus on contemplating different personalities, translating their goals in their expressions. We want to show the impressive variety found in our continent, exploring their movements and dreams.

movement

with people performing actions connected to their lifestyle

admirable

with the real features of our people

energy

with focus on their strength and vitality

UNDER CONSTRUCTION

3.6.1 Imagery Guidelines
people and passengers

We always focus on contemplating different personalities, translating their goals in their expressions. We want to show the impressive variety found in our continent, exploring their movements and dreams.

We do

They are always, confident, friendly, optimistic, relaxed and thinking of their next big step

We do not

Avoid this types of imagery when applying in our brand.

1 avoid clichés
2 avoid automatic image bank
3 no cheerful and exaggerated pictures
4 no dullness
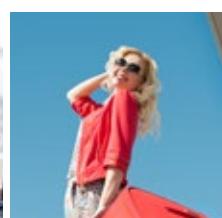
1   2   3   4

UNDER CONSTRUCTION

3.6.1 Imagery Guidelines

people interacting with destinations

People feel inspired by the destinations. More important than the place itself, inspiration and the cultural benefit living the experience is more interesting and enriching.

We do

Our passengers must translate how they are truly feeling the travel experience

We do not

Avoid this types of imagery when applying in our brand.

1 avoid automatic image bank
2 avoid cheerful and exaggerated images
3 don't use images with bad quality
4 avoid postures without movement

1   2   3   4

UNDER CONSTRUCTION

3.6.1 Imagery Guidelines

people - employees

Our employees are presented with energy, professionalism and elegance, but most importantly, committed to help passengers to reach their next destination.

We do

The employees must be confident, friendly, elegant and optimistic

We do not

Avoid this types of imagery when applying in our brand.

1 avoid automatic image bank
2 avoid cheerful and exaggerated images
3 don't use funny or too casual images
4 avoid postures without movement

1   2   3   4

UNDER CONSTRUCTION

3.6.2 Imagery Guidelines
environment

Our environmental photography is above all things, inspirational. We want to inspire people to leave their daily routines for a second just by looking at our images.

stunning
scenery

fresh
mood

inspiring
landscapes

UNDER CONSTRUCTION
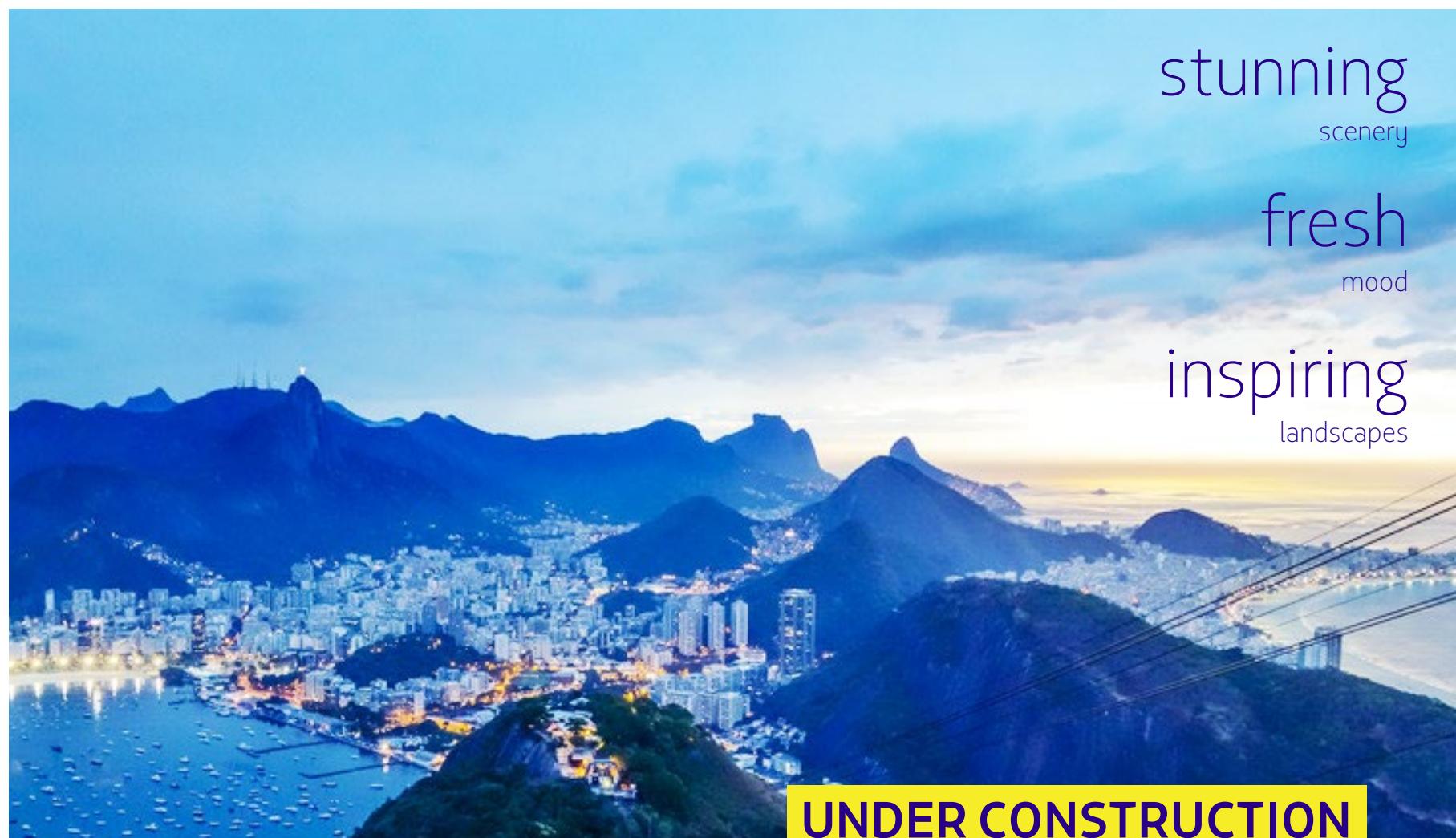
3.6.2 Imagery Guidelines
environment - institutional

Our environmental photography is above all things, inspirational. We want to inspire people to leave their daily routines for a second just by looking at our images.

We do

We recommend inspiring coloured photos, with natural light – preferably – are the ones we use in our identity

We do not

Avoid this types of imagery when applying in our brand.

1 avoid scary or dark images
2 don't use boring images
3 don't use fake effects
4 don't use 3D images

1　　　　2　　　　3　　　　4

UNDER CONSTRUCTION

3.6.2 Imagery Guidelines
environment – office

Our offices translate our commitment with real people.

We do

We recommend images about real places where real people develop themselves and their job with energy and commitment
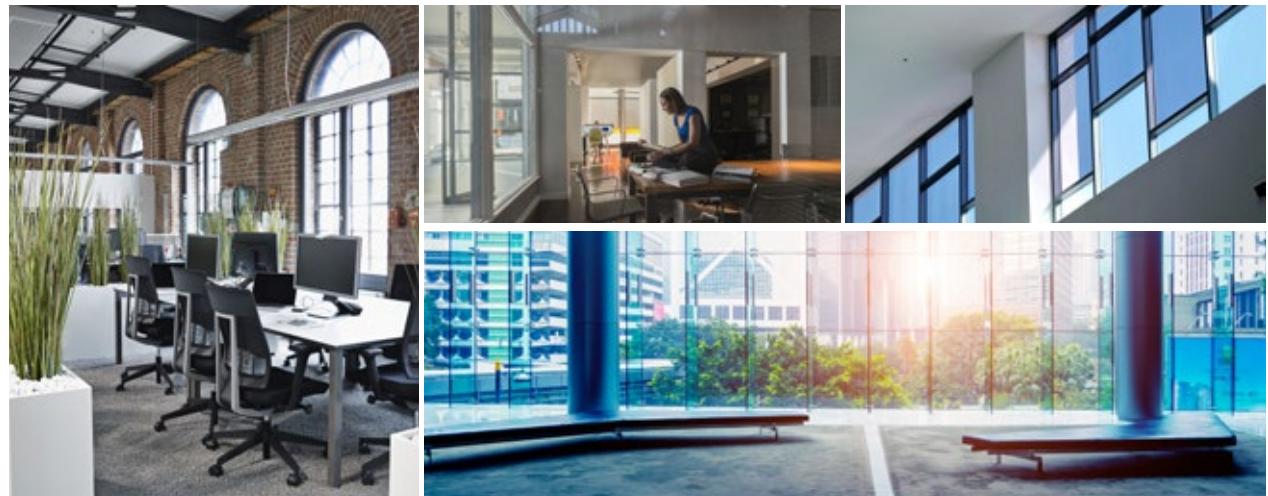
We do not

Avoid this types of imagery when applying in our brand.

1 avoid messy environments
2 don't use boring images
3 avoid conventional points of view
4 don't use with no energy

1   2   3   4

UNDER CONSTRUCTION

3.6.2 Imagery Guidelines
environment - inside the airport

The airports are an important part of the experience and must be presented with calmness, clarity and structure.

We do

We recommend inspiring coloured photos, with natural light – preferably – are the ones we use in our identity

We do not

Avoid this types of imagery when applying in our brand.

1 avoid cliché moments
2 don't use boring images
3 avoid exaggerated expressions
4 no dullness

1   2   3   4

UNDER CONSTRUCTION

3.6.2 Imagery Guidelines
environment - destinations

Our environmental photography is above all things, inspirational. We want to inspire people to leave their daily routines for a second just by looking at our images.

We do

Inspiring coloured photos, with natural light – preferably – are the ones we use in our identity.

We do not

Avoid this types of imagery when applying in our brand.

1 cliché photos
2 no black and white images
3 avoid blurred images
4 don't use greyed images

1   2   3   4

UNDER CONSTRUCTION

3.6.2 Imagery Guidelines

environment - skies

Our environmental photography is above all things, inspirational. We want to inspire people to leave their daily routines for a second just by looking at our images.

We do

Inspiring coloured photos, with natural light – preferably – are the ones we use in our identity.

We do not

Avoid this types of imagery when applying in our brand.

1 never foggy or with bad weather
2 avoid fake effects
3 avoid scary scenery
4 avoid dark skies

1   2   3   4

UNDER CONSTRUCTION

3.6.2 Imagery Guidelines
environment – skies

Our environmental photography is above all things, inspirational. We want to inspire people to leave their daily routines for a second just by looking at our images.

We do

We recommend to use images between these moments of the day
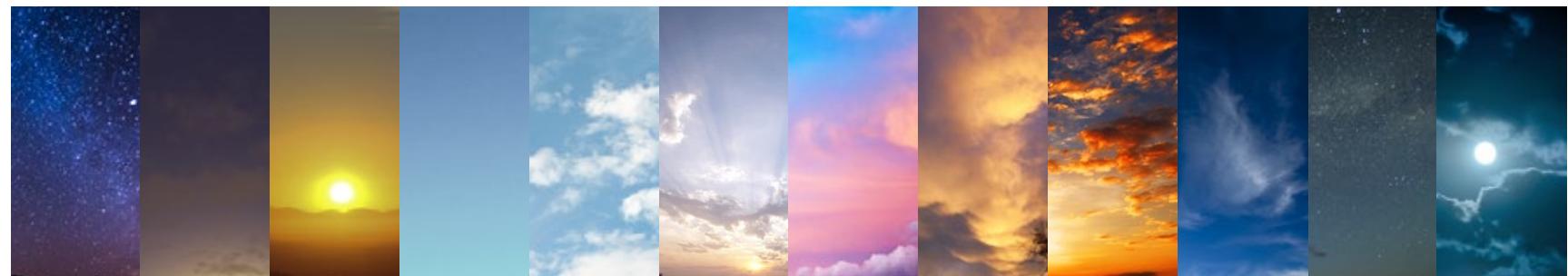
We do not

Avoid this types of imagery when applying in our brand.

1 never foggy or with bad weather
2 avoid fake effects
3 avoid scary scenery
4 avoid dark skies
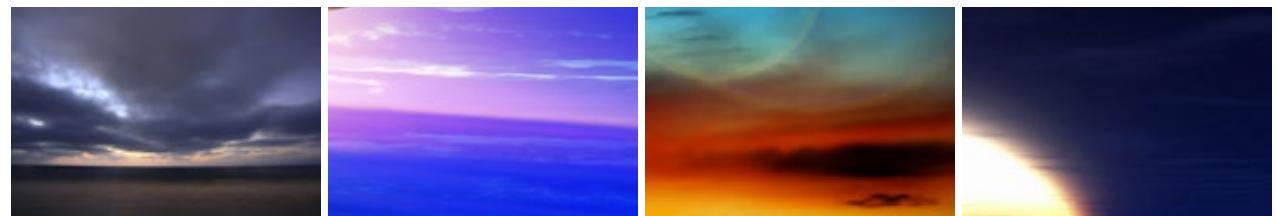
1   2   3   4

UNDER CONSTRUCTION

3.6.3 Imagery Guidelines
stills

Elements such as personality, culture and style are translated by our objects and articles present in our experience.

contextualized

elegant

natural

UNDER CONSTRUCTION

3.6.3 Imagery Guidelines
stills - catering

Elements such as personality, culture and style are translated by our objects and articles present in our experience.

We do

Catering must be presented with special details and vivid colours

We do not

Avoid this types of imagery when applying in our brand.

1 low-quality presentations
2 food with bad aspect
3 don't make it too informal
4 avoid unhealthy or heavy food

1   2   3   4

UNDER CONSTRUCTION

3.6.3 Imagery Guidelines

stills - objects

Elements such as personality, culture and style are translated by our objects and articles present in our experience.

We do

The objects must be presented according to the context, using the mood and the presence of people.
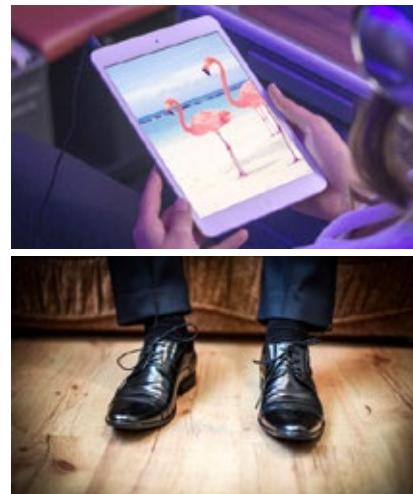
We do not

Avoid this types of imagery when applying in our brand.

1 don't use images without context
2 avoid 3D images
3 never use disorganised images
4 avoid clichés

1   2   3   4

UNDER CONSTRUCTION

3.6.3 Imagery Guidelines

stills - airplane

We develop a strong connection between countries, people and their dreams. This connection is translated by our airplanes with strength, energy and safety.

We do

Our aiplanes have a favorable point of view, revealing the identity, always taking off and going up

We do not

Avoid this types of imagery when applying in our brand.

1 never going down or presenting dangerous air maneuvers
2 never use effects
3 never use low light images
4 don't use a fake environment
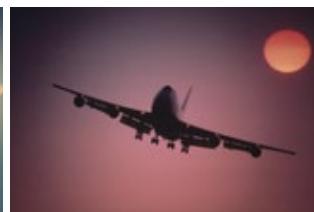
1   2   3   4

UNDER CONSTRUCTION

3.6.3 Imagery Guidelines

stills - airplane

We develop a strong connection between countries, people and their dreams. This connection is translated by our airplanes with strength, energy and safety.

We do

Our aiplanes have a favorable point-of-view, revealing the identity, always taking off and going up.
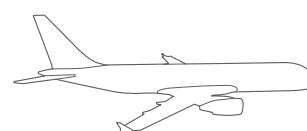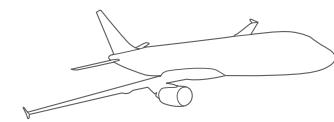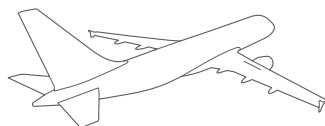
We do not

Avoid this types of imagery when applying in our brand.

1 Heading down
2 Heading to the point-of-view
3 Indicating dangerous situations
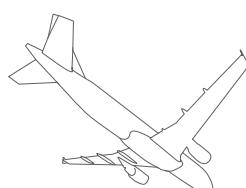
1

2

3

UNDER CONSTRUCTION

3.6.3 Our Images

Here are some examples of our photographic style.

UNDER CONSTRUCTION

3.7 Patterns

TO FLY IS TO **FLOW**

Energy and dynamics. Passion. Colour, texture. It's all part of our Latin American way of being. We don't just see – we feel and live.

LATAM's patterns are the perfect translation of our intense and vivid culture. Always having our logo's curved and sharp angles as a starting point, t hey involve and invite you to your favourite destination.

3.7.1 Pattern Guidelines

We used our colours and angles to create the following patterns. Our colours bring the brand's energy and warmth, while the angles put all their dynamics into the textures.
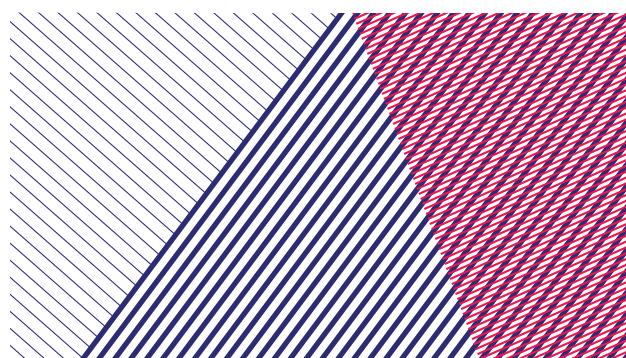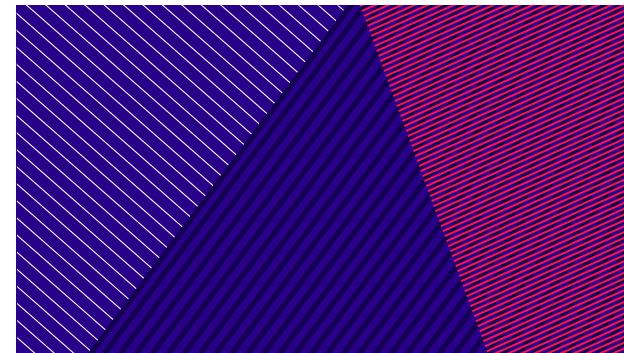
Important note:
The patterns are meant to be used in supporting materials, only to reinforce our brand (e.g. a pillow in LATAM's hall, a page in our annual report – where we can see other elements of our identity). They are not meant to be used by themselves (e.g. an advertising campaign in a magazine).

3.7.1 We do

These are the most recommended ways to apply our patterns. Preferably, apply them on editorial materials and on fabrics.

3.7.1 We do

These are the most recommended ways to apply our patterns. Preferably, apply them on editorial materials and on fabrics.

3.7.2 We do not

Be careful when applying patterns so that they do not become overwhelming.

✕ Do not use more than one pattern on each application

We are more than numbers

✕ Do not use other colours outside our palette

We are more than numbers

✕ Do not apply effects on the patterns

We are more than numbers

✕ Do not apply on photos

✕ Do not use on very small areas
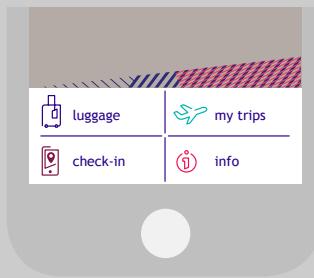
luggage   my trips
check-in   info

3.8 Illustration

Time to illustrate
some ideas

Sometimes, images and other graphic resources help get the message through. And the way they do so is vital when it comes to our brand's identity.

It is all about warmth and elegance: Our graphics' construction follows the same concept as our logo's curved and sharp angles. They are dynamic and full of energy.

Our illustrations are concise and direct. Their posture and colours are well-thought and strategically placed.

UNDER CONSTRUCTION

3.9 Graphic Style

LATAM AIRLINES

Our style comes from within

All elements presented to this point are summed up in this chapter. The way we put together compositions that reflect and represent our Brand Definition Model and inspire all our people.

3.9.1 Identity Elements

Before starting new compostitions, 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.

Main Elements

The main elements must be present in all materials.

Logo

Colours
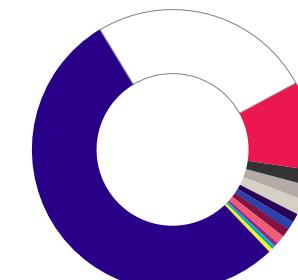
Typography

Secondary Elements

The secondary elements are necessary when you need to communicate extra information.

Icons


Our Box and Coloured Footer

Photography

Patterns
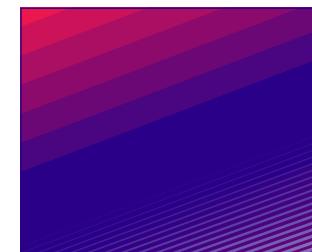
Illustrations and Charts
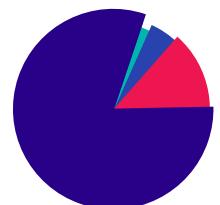
3.9.1 Graphic Elements

These are a few of the main graphic elements that compose our identity.

Supporting Elements

Supporting elements help to organise and to keep our compositions balanced.

Angled Lines

The line follows the logo's angle and works as a support to connect images with our identity.

Organizational Lines

These lines help to better organize information. They remember our icon set, since they have a blank space between them.
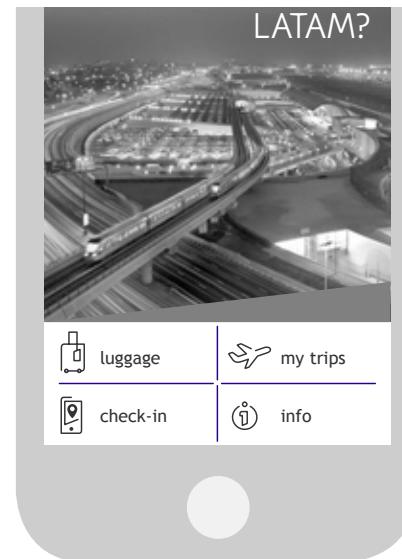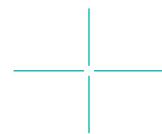
Supporting Lines

The organizing horizontal lines help the layout's grid, to create a better balanced composition.

LATAM?

luggage

my trips

check-in

info

Our visual
universe
starts here

3.9.1 Blank Spaces

When making new materials, always keep blank areas in order to guarantee elegance and balance in all materials.
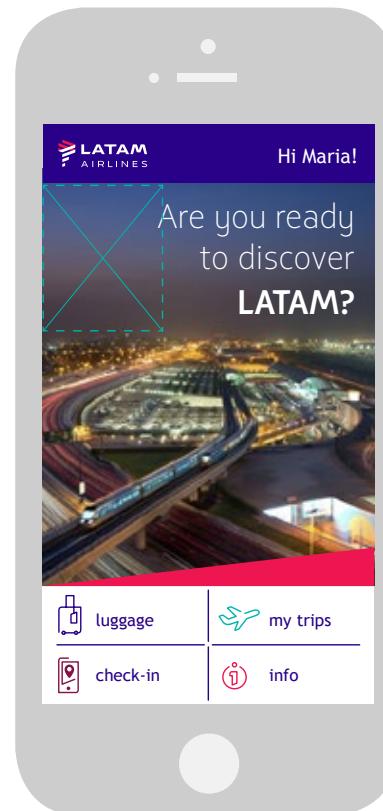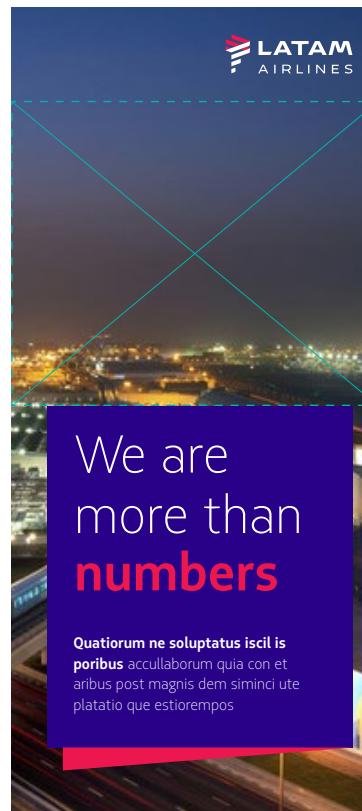
We are more than **numbers**

At LATAM, we believe people are driven by their goals and dreams.

Biltong pig picanha kevin ham hock swine beef boudin bacon shoulder. Leberkas shankle sausage short ribs. Turkey ham spare ribs jowl. Venison bresaola pig shank, chuck jowl ball tip turkey tail picanha kevin pastrami pork belly kielbasa porchetta. Alcatra meatball pork belly pork chop tri-tip pastrami pork turkey.

We are more than **numbers**

Quatiorum ne soluptatus iscil is poribus accullaborum quia con et aribus post magnis dem siminci ute platatio que estiorempos

Hi Maria!

Are you ready to discover **LATAM?**

luggage   my trips

check-in   info

3.9.1 Logo Signature

The logo signature is the location on the layout where the logo may be applied. This place may vary, depending on the material.

✓ Preferential Position

This is where our logo should be preferably applied (right top area). This reiforces the concept of Latin America Rising
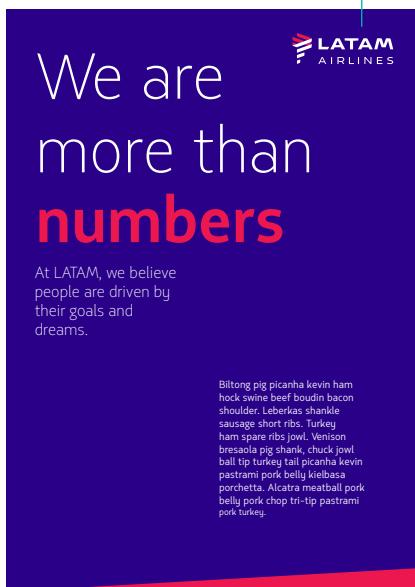

⚠ Restricted Uses

In signage, sometimes it is possible to center the logo or symbol on the application
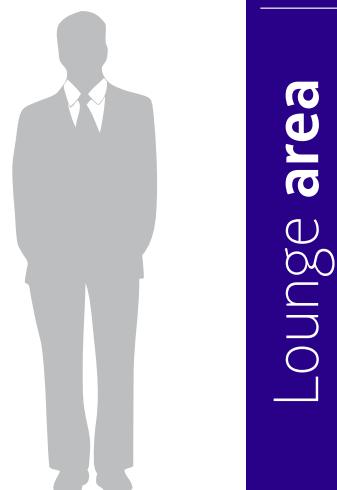
In digital media, the logo should be applied on the left top area because this is where the user would naturally look for the logo on digital platforms
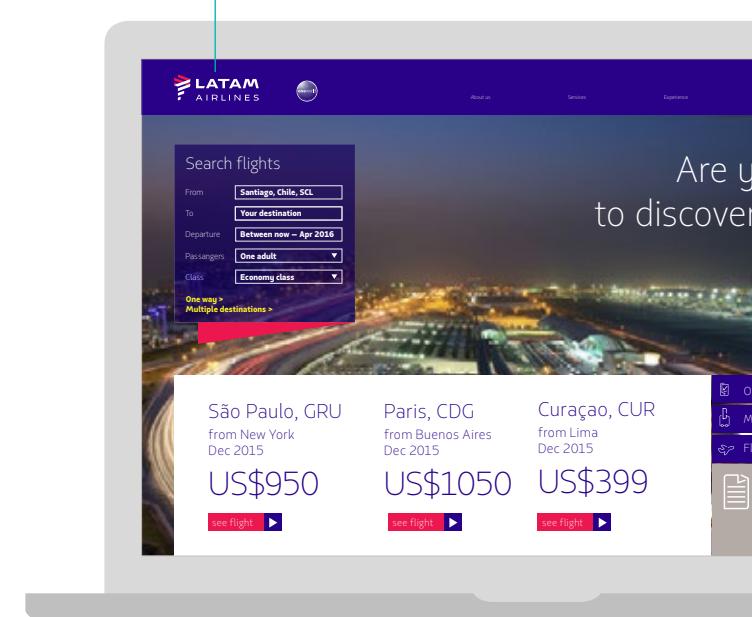
3.9.2 Making Compositions

This is the grid developed for LATAM. Use it when creating materials.

Grid

In order to create communication materials, a grid system was developed. This guarantees a brand consistency in all materials. To build the grid, follow these steps.

3%a = c
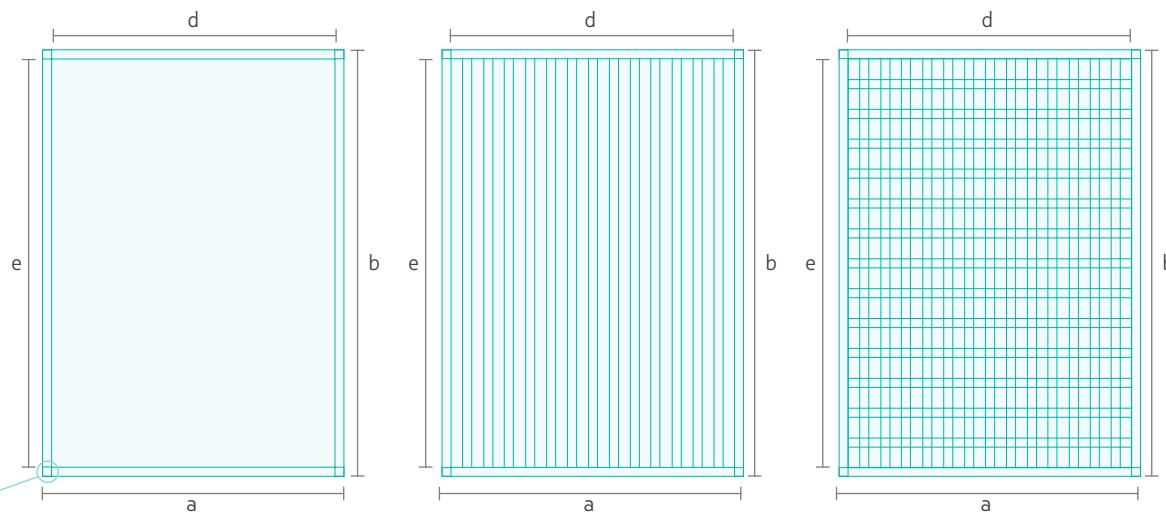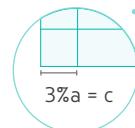
Step 1 – Find "c" value
"C" is the margin area of the document and it is 3% of "a". This new area helps protecting the information on the layout.

Step 2 – Vertical grid
To set vertical grid, divide "d" length in 14 columns. Between these columns, there should be a gutter equivalent to "c" (3%a).

Step 3 – Horizontal grid
A similar proccess is necessary when setting horizontal grid. Divide "e" length in 14 rolls. Between these rolls, there should be a gutter equivalent to "c" (3%a).

3.9.2 Making Compositions

This is the grid developed for LATAM. Use it when creating materials.

Contruction

This is how the grid should be used.

This distance is defined by = LATAM's T

This is where the logo should be, preferably

We are more than **numbers**

At LATAM, we believe people are driven by their goals and dreams.
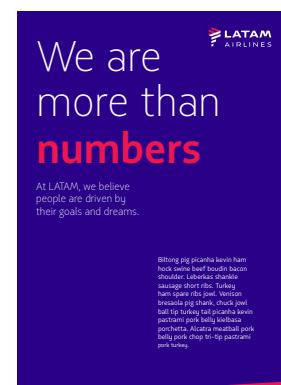
The text must be inside this area

Biltong pig picanha kevin ham hock swine beef boudin bacon shoulder. Leberkas shankle sausage short ribs. Turkey ham spare ribs jowl. Venison bresaola pig shank, chuck jowl ball tip turkey tail picanha kevin pastrami pork belly kielbasa porchetta. Alcatra meatball pork belly pork chop tri-tip pastrami pork turkey.

Follow the grid to have a better balanced layout

Blank spaces keeps the layout elegant
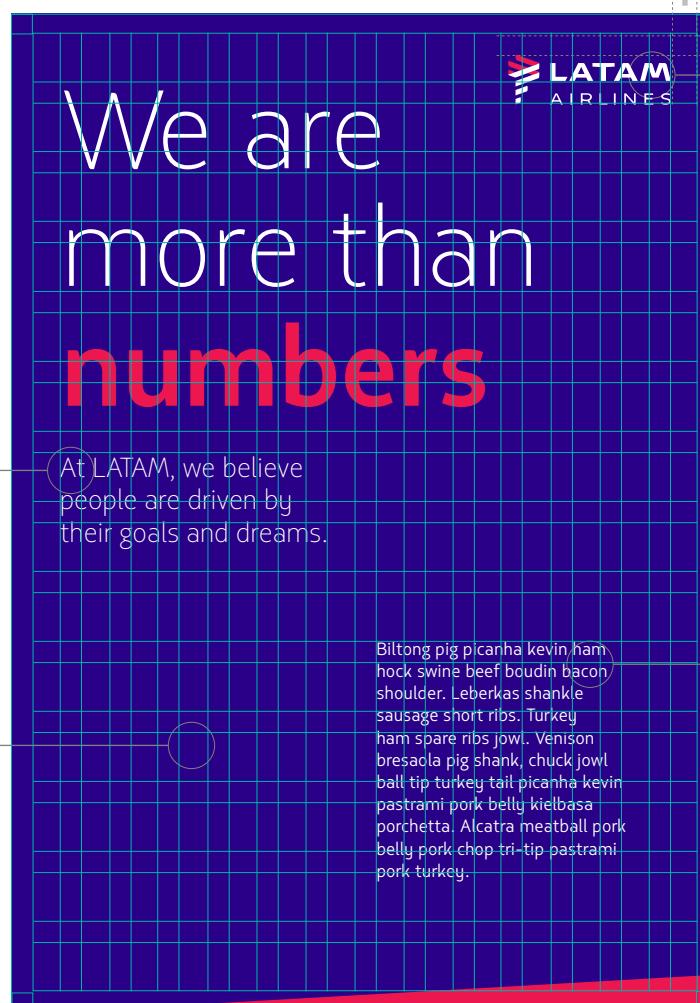
We are more than **numbers**

At LATAM, we believe people are driven by their goals and dreams.

Biltong pig picanha kevin ham hock swine beef boudin bacon shoulder. Leberkas shankle sausage short ribs. Turkey ham spare ribs jowl. Venison bresaola pig shank, chuck jowl ball tip turkey tail picanha kevin pastrami pork belly kielbasa porchetta. Alcatra meatball pork belly pork chop tri-tip pastrami pork turkey.

3.9.2 Making Compositions

This is the grid developed for LATAM. Use it when creating materials.

Box with logos and text

Our box should always be on photos, to protect the information. Its size depends on some variables such as the format of the material, what''s outside our box and what's inside.

Considering these information, it is possible to use our box in 2 cases:
1 Box with logos and text;
2 Box with only text.

Here we have a brief explanation on how to apply the logos with text on our box.
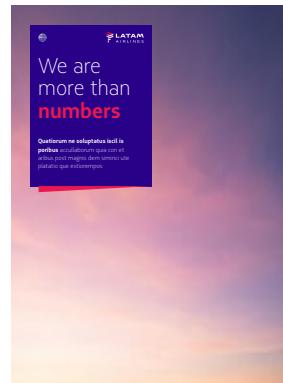
This distance= is defined by LATAM's T
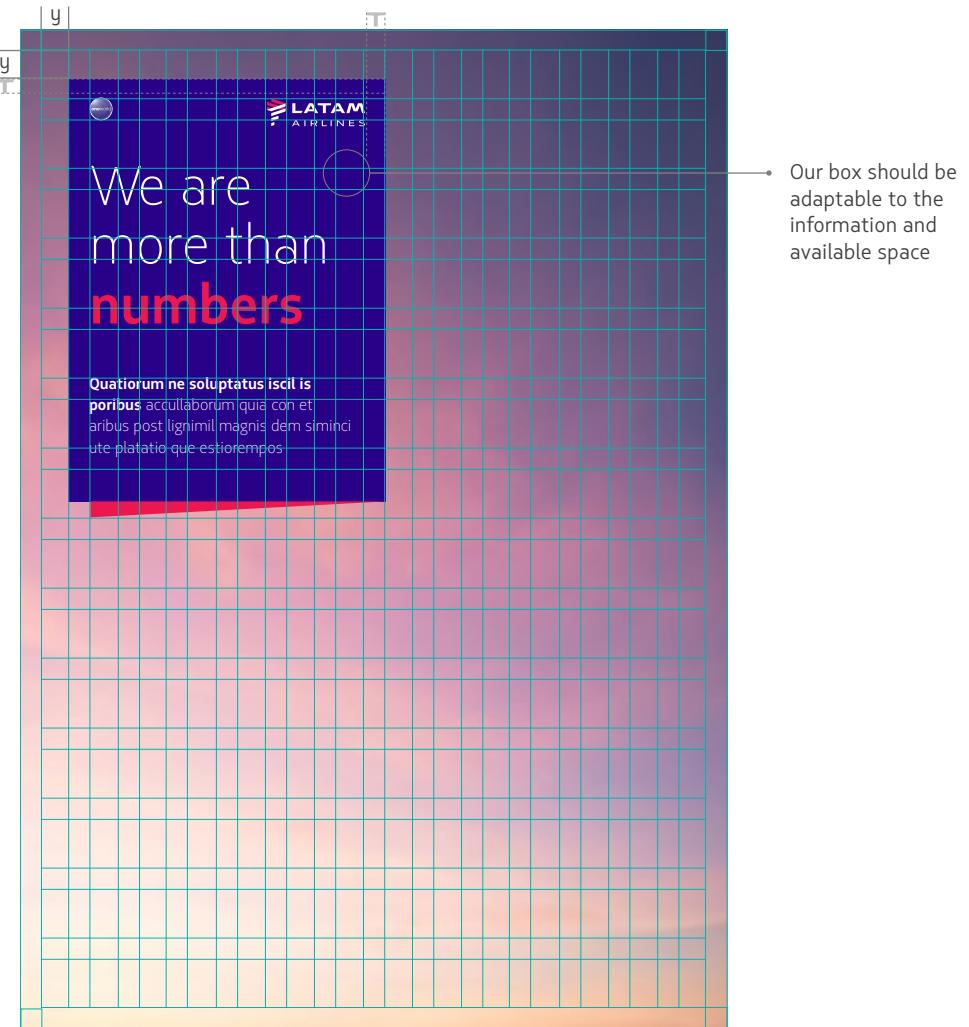
Our box should be adaptable to the information and available space

3.9.2 Making Compositions

This is the grid developed for LATAM. Use it when creating materials.

Box with only text

Our box should always be on photos, to protect the information. Its size depends on some variables such as the format of the material, what''s outside our box and what's inside.

Considering these information, it is possible to use our box in 2 cases:
1 Box with logos and text;
2 Box with only text.

Here we have a brief explanation on how to apply the text only.

Last Minute
Holiday Deal

Santiago
fly to Rio de janeiro

from
R$ 159

T = This distance is defined by LATAM's T

Last Minute
Holiday Deal

Santiago
fly to Rio de janeiro

from
R$ 159
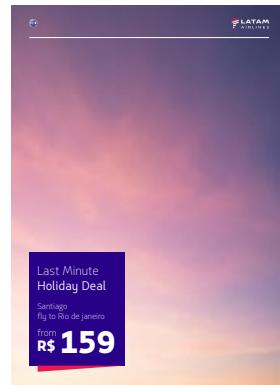
This information is the most important one on this page

3.9.3 We do

Here are some examples in printed material.

We are more than numbers

Quatiorum ne soluptatus iscil is poribus accullaborum quia con et aribus post magnis dem siminci ute platatio que estiorempos

We are more than numbers

Quatiorum ne soluptatus iscil is poribus accullaborum quia con et aribus post magnis dem siminci ute platatio que estiorempos

3.9.3 We do

Here are some examples in printed material.

Your sky **deserves more**

Lorem ipsum ccullaborum quia con et aribus post lignimil molor

oneworld

LATAM AIRLINES

latamairlines.com

Lorem ipsum ccullaborum
Lorem ipsum dolor

Santiago, **LATAM**

3.9.3 We do

Here are some examples in printed material.

We are
more than
numbers

At LATAM, we believe people are driven by their goals and dreams.

Rio de Janeiro, **LATAM**

3.9.3 We do

Here are some examples of billboards.

Fly high, **dream higher**

Patagônia, **LATAM**

At LATAM, we believe people are driven by their goals and dreams.

from
R$ **159**

latamairlines.com

3.9.3 We do

Here are some examples of online banner.

oneworld LATAM AIRLINES

Santiago
fly to Rio de Janeiro

from
R$ **159**

Last Minute Holiday Deal

from
R$ **159***

* Lorem ipsum dolor simet

3.9.3 We do
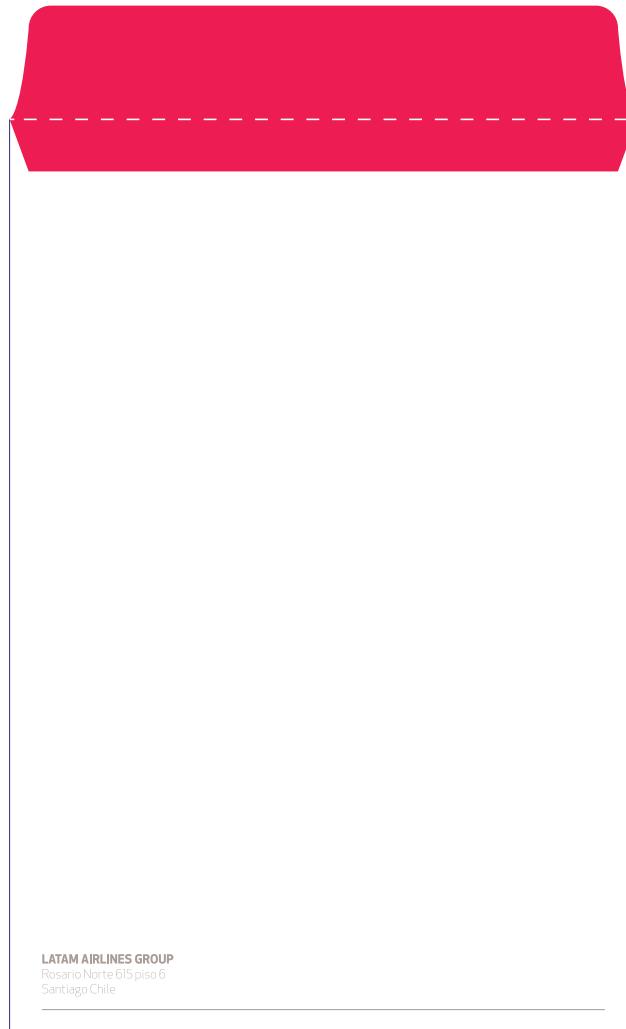
Here are some examples of stationery.
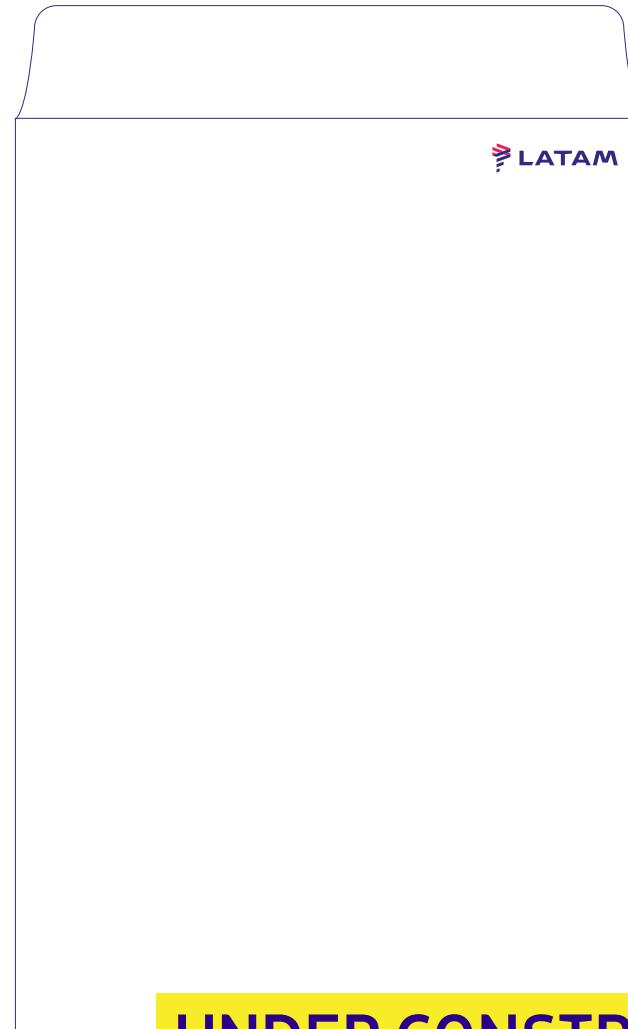
LATAM AIRLINES GROUP
Rosario Norte 615 piso 6
Santiago Chile

≥LATAM

UNDER CONSTRUCTION

3.9.3 We do

Here is an example of storefront.
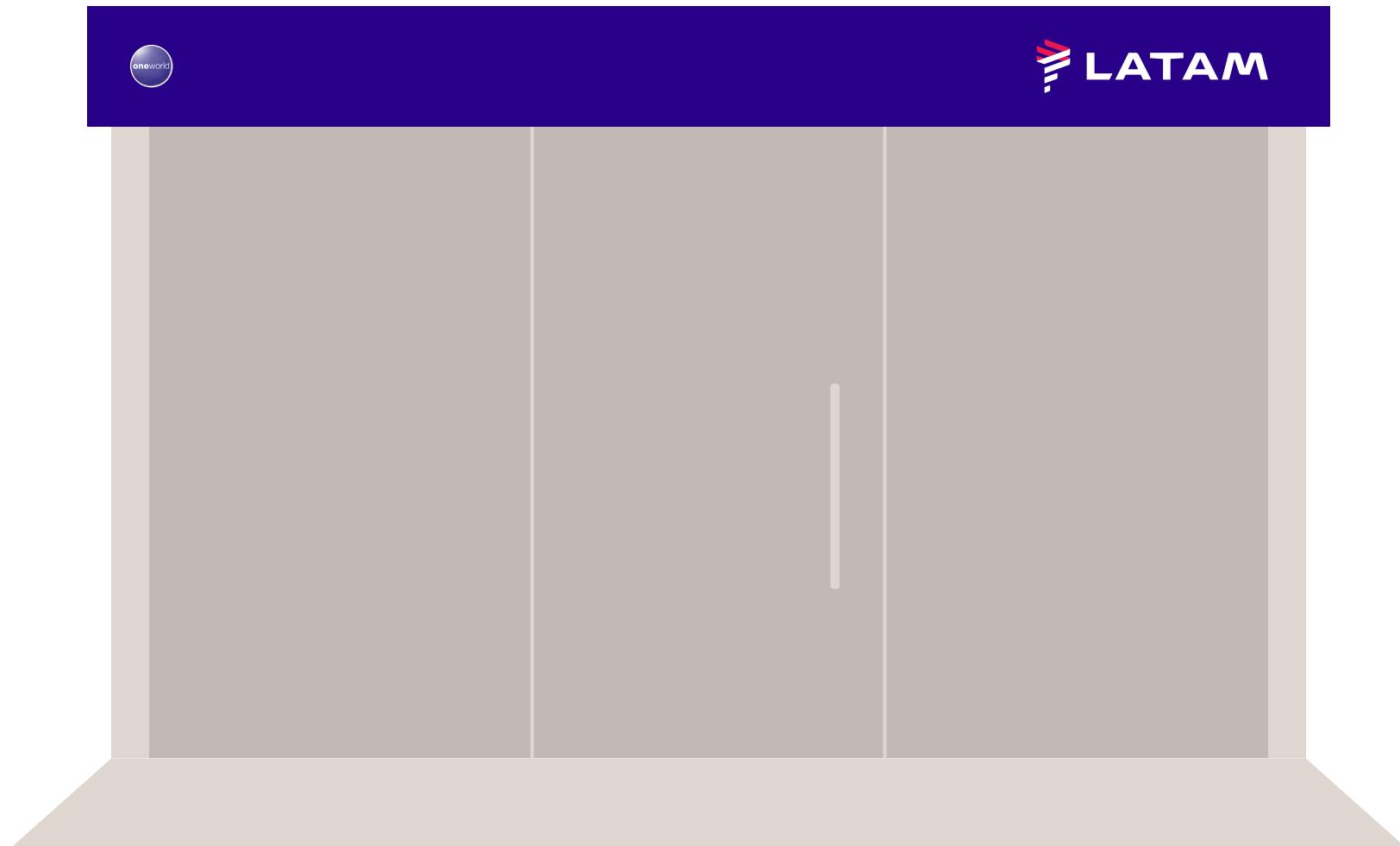
# 3.9.4 We do not

These are examples of how not to use our graphic elements.

Be attentive to the lines'

Be attentive to the logo's size

Be attentive to our box's size

Always respect the margin area

Thank you