Clear space
Always surround the Southwest logo with at least the required minimum of clear space, which is equal to the height of the capital “S” in Southwest.

In wayfinding and signage applications only, the clear space may be reduced to one half of the capital “S” in Southwest.

Note: Clear space rules apply to all versions of the Southwest logo, including the online logo.

Minimum size
Note: The logo must always be at least 1” wide.

Minimum size: 1”
Never manipulate the logo in any way.

Do not flip the logo in such a manner that colors do not follow their appropriate transition of color from Bold Blue, Warm Red and Sunrise Yellow.

If a logo must be applied to an image, it may not be applied over any active image. Never place the logo on a busy background. Only place the logo on an image that contains sufficient white space.

The heart should never be detached from the Southwest name.

Note: Images and application examples throughout this document are only for illustrative and guidance purposes, and they are not available for general use. Any imagery rights must be acquired on a case-by-case basis.