

Design Guide

BRAND IDENTITY



INTRODUCTION

As we approach the 100th Anniversary of the Florence Regional Airport (FLO), we have decided to focus our efforts on growth, both for the benefit of the airport but also its hometown. Along with this new focus and our subsequent goal of becoming an economic driver for the region, will come new ideas and new ways of doing things.

To signify these changes in thinking and acting—and to present a coordinated impression of FLO—we chose this opportunity to create a new, unified and consistent brand identity. As we implement our new “look,” we have an opportunity to capture fresh consumer awareness, and reward that new attention with an airport changing to better serve those consumers and their neighbors.

This new “look” cannot be achieved overnight. For this reason, a timetable of priorities has been established which specifies which objectives will be addressed throughout the coming months until the identity has been fully implemented across all media. For that reason—and because new opportunities can present themselves at any time—this Design Guide will be updated periodically as new branded applications are developed. As such, it will be a “living document,” and we urge you to check back often to ensure you are always working from the most current guidelines.

Also, please note, approved digital production art is available for all of the applications shown in these guidelines. Never attempt to redraw or recreate any of the designs shown. New designs or applications not appearing in these guidelines must be developed in direct conjunction with the FLO brand marketing director.

WHAT IS A BRAND?

A strong brand is a powerful asset that can influence choice, improve market position, build loyalty and contribute to profitability. So being or having a brand is good. But what is a brand? Many people automatically think logo when they hear the word brand, but although a logo is a very important tool in the brand building toolbox, it is not, by itself, a brand.

At its simplest, a brand is what people believe about you. Our goal is to connect with people and tell the Florence Regional Airport story in a clear, compelling way to craft those beliefs in a way that benefits the airport. It is vital that we take the initiative and define our brand, because if we don't, our competition will gladly do it for us.

Within these pages you will find the elements necessary to articulate the new Florence Regional Airport brand identity. They include our logo, colors, type, themes, words and imagery: the key brand building blocks that help tell our story and positively shape people's perceptions.

To build the Florence Regional Airport brand effectively, we must ensure that our brand identity is consistently presented at every touchpoint. Consistency is the secret weapon of the world's most successful brands, and it is the most cost-effective tactic available to us. The best brands create rules that define how their brands are presented and are relentless about ensuring that those rules are followed.

B(R)AND

OUR BRAND PROMISE



FLO's Brand Values define who we are and were the conceptual starting points for the new Florence Regional Airport brand. They will continue to be guiding principals for everything we do going forward.

Our brand values also provided the foundation from which our vision, mission and brand promise were derived.

BRAND VALUES

Dependable

Trusted

Effortless

Practical

Progressive

Secure

VISION

To be a trusted and practical gateway to business and adventure.

MISSION

To champion effortless experiences and economic progress.

BRAND PROMISE

When you fly to or from Florence Regional Airport, you are flying home.

OUR LOGO

As we stated previously, a logo is not a brand, however it is an important symbol of the brand.

Many airports don't have the good fortune to have an IATA Airport Code that is easily identifiable and as literal as ours, and even fewer have a code that has been used as a shorthand for their hometown for decades. We have both, so we have chosen to make FLO the defining visual element of our logo.

The FLO logomark is bold, modern and forward-looking, with slightly softened corners, flowing together like runways and taxiways. A triangular, silver shape separates at the upper left corner, literally illustrating an aircraft taking off from FLO.

At a glance, the Florence Regional Airport logotype appears to be a relatively traditional, corporate sans serif font, but a closer examination reveals several unique—yet subtle—letter shapes that add personality without sacrificing legibility. This is best illustrated by the letter pair *rt* in *Airport*, that literally flow smoothly from one letter to the next. Small details like this make the logotype more distinctive and unique to us.

Our logotype has been uniquely customized and should never be retypeset. Always use official digital artwork provided by the Florence Regional Airport Marketing Department.



LOGO ELEMENTS & PROPER USAGE

Our logo is formed by combining our "FLO" symbol or icon (logomark) with our name set in a customized typeface (logotype), shown here in the primary vertical configuration or "lockup." There are various vertical and horizontal configurations available.

The logo is available in the preferred 3-color version (blue, silver and black), 2-color (white and silver) and black and white 1-color versions. Choose the configuration and color version that best fits your application and follow these guidelines:

- 1** Allow for sufficient clear space around the logo
- 2** Provide sufficient contrast between the logo and the background

Never attempt to recreate or alter the logo in any way.



1 ALWAYS ALLOW FOR SUFFICIENT FREE OR CLEAR SPACE AROUND THE LOGO, BASED ON "X," WHICH IS EQUAL TO THE HEIGHT AND WIDTH OF THE "O" IN FLO.



2 ALWAYS PROVIDE SUFFICIENT CONTRAST BETWEEN THE LOGO AND THE BACKGROUND AGAINST WHICH IT APPEARS.



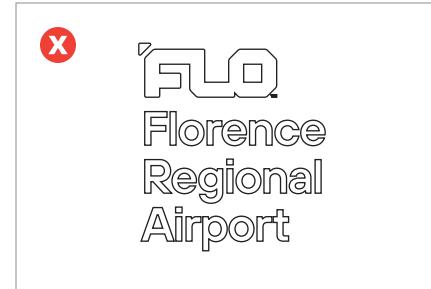
IMPROPER LOGO USAGE

Consistent presentation of the Florence Regional Airport logo benefits our brand by promoting quicker recognition and awareness. **Do not alter the logo in any way.** To avoid some common mistakes shown here, **NEVER:**

- 1** Omit parts of the logo or change the name
- 2** Outline the logo
- 3** Reconfigure or reposition elements of the logo
- 4** Recolor the logo
- 5** Combine the logo with other text
- 6** Display or reproduce at insufficient resolution
- 7** Display or reproduce at insufficient size
- 8** Retypeset the logo
- 9** Redraw or recreate the logo



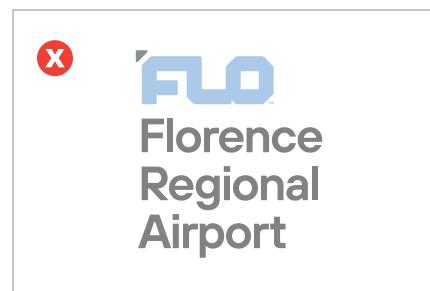
1_DO NOT OMIT PARTS



2_DO NOT OUTLINE



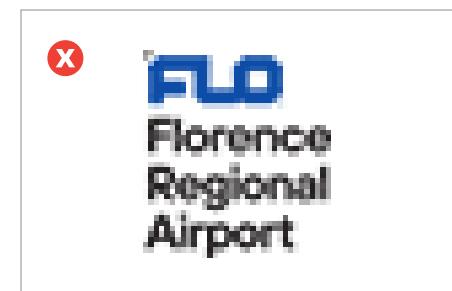
3_DO NOT RECONFIGURE



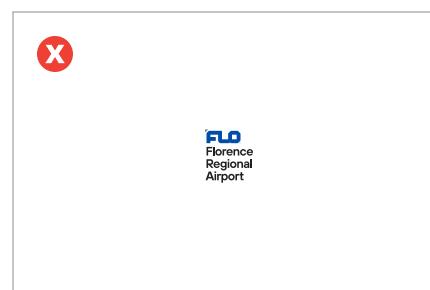
4_DO NOT RECOLOR



5_DO NOT COMBINE WITH TEXT



6_REPRODUCE AT LOW RESOLUTION



7_DO NOT REPRODUCE TOO SMALL



8_DO NOT CHANGE FONT



9_DO NOT REDRAW OR RECREATE

AVAILABLE LOGOS



Always use official logo artwork provided by the Florence Regional Airport Marketing Department. File names are shown under each logo on this page.

Never attempt to recreate or alter the logo in any way.

PRIMARY LOGOS

PRIMARY LOGO



flo_logo_

SYMBOL (ICON) ONLY



flo_symbol_

SYMBOL (ICON) ONLY REVERSED



flo_symbol_rev

HORIZONTAL AND VERTICAL LOGO VARIATIONS



flo_logo_H1_



flo_logo_H2_



flo_logo_H3_



flo_logo_V2_

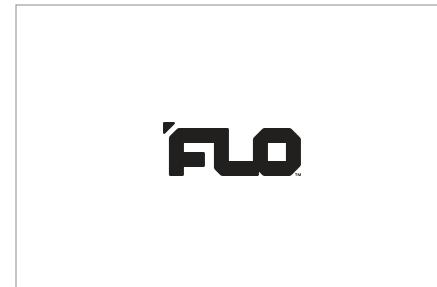
BLACK AND WHITE LOGOS



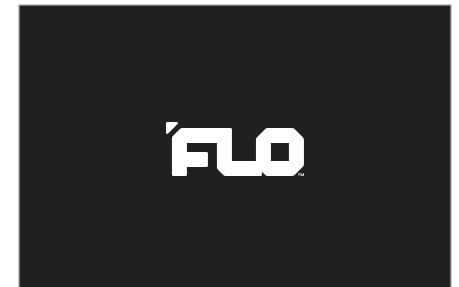
flo_logo_BLACK



flo_logo_WHITE



flo_symbol_BLACK_



flo_symbol_WHITE_

WHICH LOGO FILE SHOULD I USE?



First, determine how the logo will be used: on a screen or printed?

FOR SCREENS

Logos for on-screen use are located in the RGB folder.

Select either a PNG or SVG file from the RGB folder.

PNGs are bitmap files and cannot be enlarged, so make sure the file is large enough to display cleanly (there are a variety of file sizes to choose from). SVG files are vector-based and can be scaled to any size, but not all apps support this format.

AI and PDF files are also provided in RGB color format.

FOR PRINT

Logos for print use are located in the CMYK and Pantone folders.

If the final use is printing on a laser or inkjet printer, or an ad in a magazine, use the CMYK format.

If the file is going to a commercial printer, ask which color format they require: CMYK (often referred to as process color) or Pantone (often referred to as spot color).

Once you have determined the correct color format, select an AI or PDF file. Each of these file formats are vector-based, and can be scaled to any size without a loss of quality. Commercial printers require these formats.

Second, select the actual logo you want to use.

There are logos available in a variety of orientations and colors. Refer to the *Available Logos* page in this guide for help determining which logo to select and its file name.

Refer to the *Logo Elements & Proper Usage* and *Improper Logo Usage* pages to avoid common mistakes.

Consistent presentation of the Florence Regional Airport logo benefits our brand by promoting recognition and awareness. Use only logo files provided by Florence Regional Airport and do not attempt to alter the logo in any way.

If a vendor has questions about proper logo reproduction, feel free to share the PDF version of this design guide. Alternatively, you may refer the vendor to the Brand Marketing Director.

PRIMARY COLORS

Color is a fundamental, yet powerful tool in building a connection between our brand and our audiences. Our primary color palette consists of blue, silver, black and white, representing the sky, aircraft, runways and clouds. These colors are the only colors that the Florence Regional Airport logo may be reproduced in.

Blue is the first color we want people to associate with FLO. Out of all the colors on the color wheel, blue is by far perceived as the most trustworthy. Blue suggests loyalty and integrity, making it a great choice for brands that wants to project dependability and security. Favored by both men and women, blue is considered the easiest color to wear, making it a very practical and effortless choice. Blue also appears cool, transparent, clean and modern. It gives the appearance of power, but also

safety, making it a favorite of progressive companies in technology and other forward-looking industries.

Silver was selected as a highlight color, inspired by the metallic sheen of aircraft aluminum. Silver is often linked to success, but with an understated, refined feel. Silver is frequently associated with cutting-edge technology and futuristic design and can evoke feelings of tranquility and emotional equilibrium.

The classic pairing of black and white was inspired by the solid runway under our feet and the clouds above our heads: together they symbolize balance and simplicity. Individually they bring many positive associations including strength, power, elegance, clarity, peace and new beginnings.



PRIMARY COLOR PALETTE

FLO BLUE



PANTONE 2145 BLUE

CMYK 92/63/0/0

RGB 00/78/168

HEX 004EA8

PAINT SW 6965 Hyper Blue

FLO SILVER



PANTONE 877 SILVER

CMYK 0/0/0/50

RGB 140/144/146

HEX 8C9092

PAINT SW TBD

FLO BLACK



PANTONE BLACK

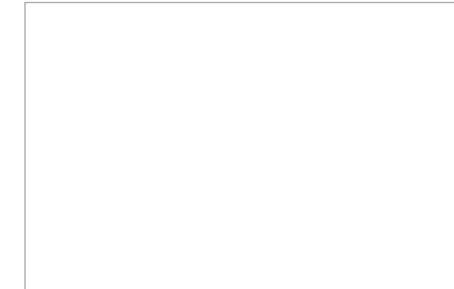
CMYK 0/0/0/100

RGB 0/0/0

HEX 000000

PAINT SW 6258 Tricorn Black

FLO WHITE



PANTONE WHITE

CMYK 0/0/0/0

RGB 255/255/255

HEX FFFFFF

PAINT SW 7004 Snowbound

SECONDARY COLORS

Our secondary color palette is intended to supplement, enhance and extend the primary color palette. The secondary color palette consists of two gradated, or layered, ranges of colors: blue and gray.

A range of blues can suggest the layers of the atmosphere as well as the transitions in the morning, afternoon and evening skies. Darker shades of blue project authority, professionalism, trust and reliability. Lighter shades of blue suggest approachability, youthfulness, innovation or “trust with a softer vibe.” Utilizing a range of hues of blue can help manifest all the positive aspects of the color.

Gray can suggest a range of familiar surfaces in aviation, from asphalt runways to concrete taxi-ways to aircraft bodies and components.

The combination of blue and gray can make a business look more high-tech, sophisticated and sleek.

As graphic devices, the gradated color ranges may be used in their entirety, or smaller segments may be used from them. They may also be reversed to transition from light to dark. They must transition vertically and should never be used horizontally.

The gradated blue range has been used to create our Blue Skies graphic. This design can be utilized as a graphic pattern or to replace the sky in photographs and illustrations, instantly making the image distinctive and unique to our brand marketing.

Pantone Cool Gray 1 has been selected to be a consistent background/highlight color.

SECONDARY COLOR PALETTE

PANTONE 2147
CMYK 100/85/0/30
RGB 0/38/119
PAINT SW 6811 Honorable Blue

PANTONE 2146
CMYK 100/76/0/2
RGB 0/53/142
PAINT SW 6966 Blueblood

PANTONE 2145
CMYK 92/63/0/0
RGB 0/78/168
PAINT SW 6965 Hyper Blue

PANTONE 2144
CMYK 78/42/0/0
RGB 0/103/185
PAINT SW 6959 Blue Chip

PANTONE 2143
CMYK 78/42/0/0
RGB 62/135/203
PAINT SW 6958 Dynamic Blue

PANTONE 2142
CMYK 65/25/0/0
RGB 127/173/227
PAINT SW 6794 Flyway

PANTONE 277
CMYK 40/11/0/0
RGB 171/202/233
PAINT SW 9049 Sky Fall

PANTONE 657
CMYK 20/3/0/0
RGB 200/216/235
PAINT SW 6793 Bluebell

PANTONE 656
CMYK 10/1/0/0
RGB 221/229/237
PAINT SW 6799 Soar

PANTONE CG 11
CMYK 0/0/0/90
RGB 51/51/51
PAINT SW 7069 Iron Ore

PANTONE CG 10
CMYK 0/0/0/80
RGB 77/77/77
PAINT SW 7674 Peppercorn

PANTONE CG 9
CMYK 0/0/0/70
RGB 102/102/10
PAINT SW 7068 Grizzle Gray

PANTONE CG 8
CMYK 0/0/0/60
RGB 128/128/128
PAINT SW 7067 Cityscape

PANTONE CG 6
CMYK 0/0/0/50
RGB 153/153/153
PAINT SW 9163 Tin Lizzie

PANTONE CG 4
CMYK 0/0/0/40
RGB 179/179/1
PAINT SW 7650 Ellie Gray

PANTONE CG 3
CMYK 0/0/0/30
RGB 204/204/204
PAINT SW 7649 Silverplate

PANTONE CG 2
CMYK 0/0/0/20
RGB 230/230/230
PAINT SW 7671 On the Rocks

PANTONE CG 1
CMYK 0/0/0/10
RGB 242/242/242
PAINT SW 7647 Crushed Ice

Type tells a story. The right typeface, used consistently, builds character. We have selected TT Hoves, a modern sans serif family, as the primary typeface for all Florence Regional Airport marketing purposes.

TT Hoves was drawn with a more strict adherence to horizontal and vertical geometry than common sans serif typefaces. Letters like *f, j, r, t* and *y* terminate with horizontal shapes that do not curve up or down, but instead flow horizontally into the letterforms that proceed and follow, echoing a taxiway connecting with a runway.

Choosing from its wide range of weights, you can use TT Hoves to create a clear and consistent hierarchy of information.

PRIMARY FONTS

TT Hoves DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.←↑→↓↖↗↖↙

TT Hoves Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.←↑→↓↖↗↖↙

TT Hoves Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.←↑→↓↖↗↖↙

TT Hoves Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.←↑→↓↖↗↖↙

SECONDARY FONTS

TT Hoves Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.←↑→↓↖↗↖↙

TT Hoves Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.←↑→↓↖↗↖↙

OUR TAGLINE

Our new tagline is a simplified version of our brand promise. It allows us to talk about the benefits of flying to and from Florence Regional Airport equally. It also helps connect the airport with the positive emotional aspects of being at or coming back home.

In text, the proper formating for the tagline is:

Fly home. Fly Flo.

When the tagline is used in graphics, it should primarily be presented in combination with the Blue Skies graphic as shown in 1 and 2.

In certain situations, like single color applications, it may not be practical or possible to reproduce the Blue Skies graphic. In those instances the tagline may be used on its own as demonstrated in 3.

TAGLINE

Fly home. Fly FLO.

1_VERTICAL BLUE SKIES TAGLINE GRAPHIC



2_HORIZONTAL BLUE SKIES TAGLINE GRAPHIC



3_STANDALONE TAGLINE GRAPHICS



flo_tagline_V



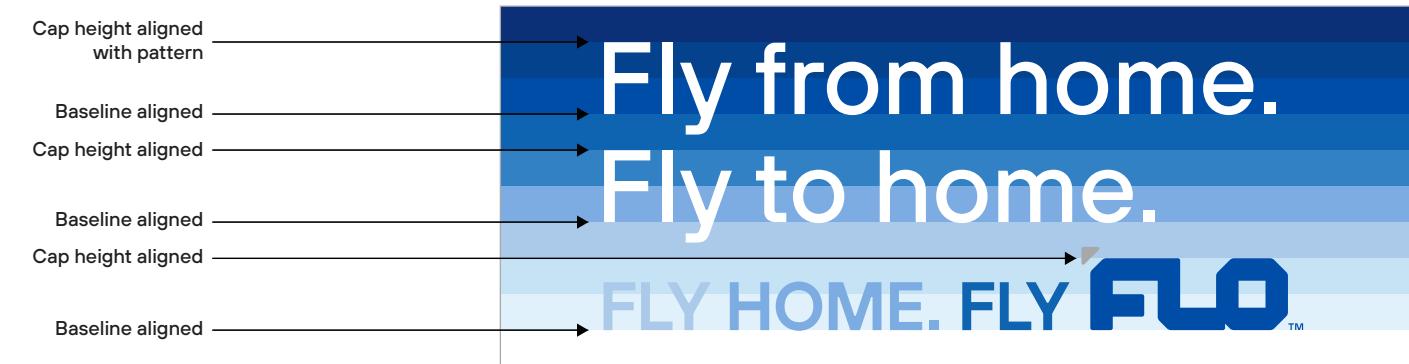
flo_tagline_H

GRAPHICS

Representing the ever-changing blue sky, the Blue Skies graphic pattern is an important component in our brand identity graphic library. When used as a background behind photos or illustrations, it can make even generic stock images instantly ownable. It can be used to make simple, type-driven applications more memorable.

When type is placed on top of the Blue Skies graphic, care should be taken to align the type so that the horizontal lines created by the abutting color bars provide guides for the type's placement. The lines may align with the type's cap height, baseline, or, as shown in example 2, a combination of both. Less often the lines may align with the type's x-height.

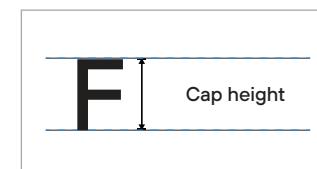
TYPE ALIGNMENT ON BLUE SKIES GRAPHIC



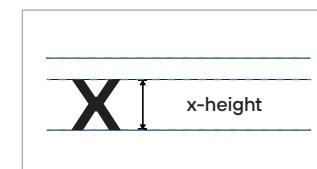
USEFUL TYPOGRAPHIC TERMS



BASELINE
Invisible line on which the letters in a font rest



CAP HEIGHT
Height of a capital letter measured from the baseline



X-HEIGHT
Height of the lowercase 'x' which is used as a guideline for the height of unextended lowercase letters

We are visual creatures. Even when we read, we recognize the shapes of the letters before we recognize words and their meaning. Images give us the opportunity to quickly communicate complex concepts and feelings that might take many words to get across. And, unlike words, images leave less to the imagination and individual interpretation: you know exactly what someone will see.

Most of the images we use to market the airport, whether they be photos or illustrations, are trying to accomplish one of three things:

1 Communicate concepts and ideas, like "flight" or "fly from FLO," or even "baggage claim." Situations like this call for simple, iconic images.

2 Communicate an idea or feeling, like the "comfort of home" or the "joy of being with the ones you love." These situations allow for more energetic images that typically highlight people enjoying themselves with friends and family.

3 Communicate what the airport physically looks like. We often need to clearly communicate the logistics of visiting the airport while highlighting our positive features. In these situations, including people helps reinforce our theme of FLO being their home airport.

Sometimes an image needs to accomplish more than one of these goals. In those situations, it is important to determine what priority level to assign to the individual goals to ensure the effectiveness of the image.

1_SIMPLE & ICONIC (SHOWN ON BLUE SKIES BACKGROUND)



2_ENERGETIC, HAPPY PEOPLE. (SHOWN ON BLUE SKIES BACKGROUND)



3_THE AIRPORT



Florence Regional Airport has developed a set of icons for use in airport wayfinding and brand marketing. Using the icons consistently in the airport and in applications like the website will help make one seamless brand experience.

The icons are based on the classic AIGA/DOT symbols that have been successfully utilized for airport wayfinding around the world for decades. When new icons are needed, they should follow this style.

CURRENT ICON SET

	All Flights		Car Rentals
	Ticketing/Check-In		Parking & Shuttles
	TSA Screening		Ground Transportation
	Restrooms		Cargo
	Baggage Claim		General Aviation
	Business Center		Careers
	Micro Market		Documents
	Vending		FOIA
	Flybrary		Financials
	Conference Room		Where To Eat
	Director's Office		Where To Stay

SUBBRANDS

From time to time, it can be advantageous to create subbrand identities that live under the FLO main brand. Subbrands identities may be created for business subsidiaries or strategic initiatives or programs.

It is vital that a clear hierarchy be demonstrated visually that leaves no question as to the FLO identity being the primary, so that there is no confusion or competition between the main brand and any subbrands.

The first FLO subbrand created was for FLO Upward, a 10-year strategic plan to revitalize and grow the airport and Florence.

FLO UPWARD LOGO



FLO UPWARD LOGO VARIATIONS



flo_upward_logo



flo_upward_logo_rev



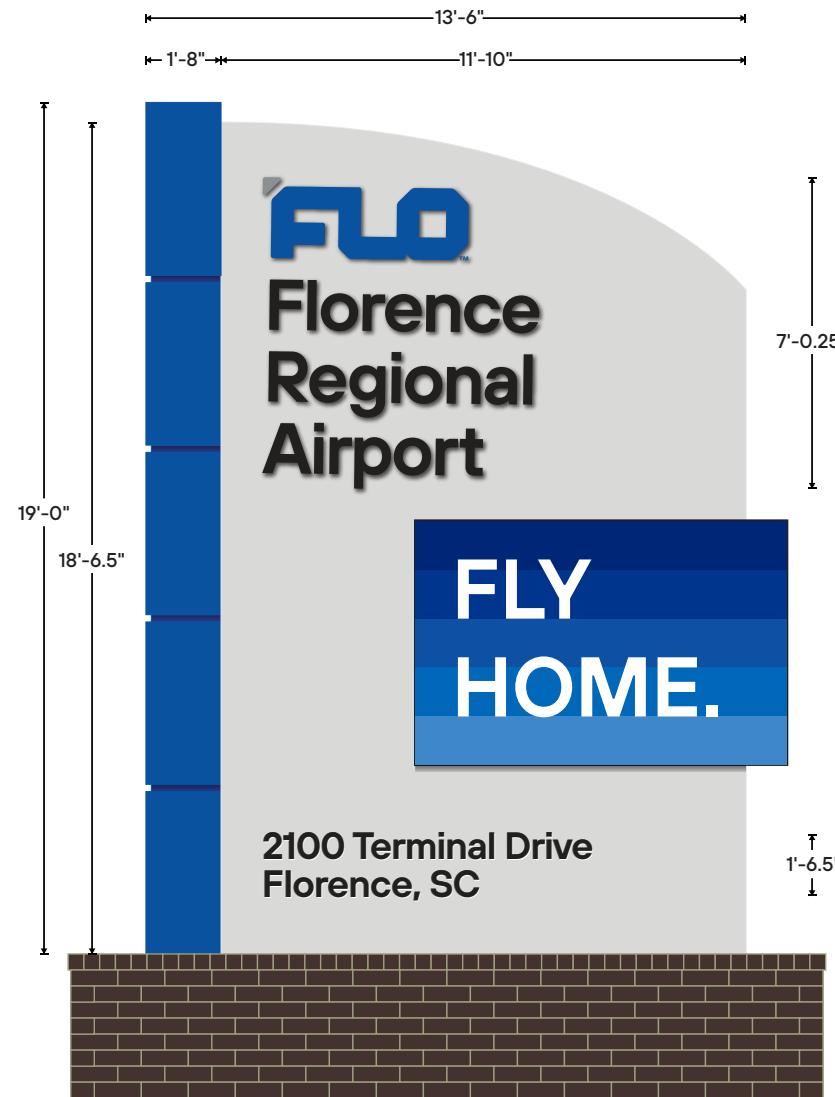
flo_logo_BLACK

Design Guide
SIGNAGE



EXTERNAL SIGNAGE

Internally illuminated exterior entrance sign will be a fabricated aluminum sign cabinets, with 3" deep aluminum reverse pan channel logo letters mounted to cabinet with 1.5" spacers. Internal LCD lighting for halo lighting. Address will be routed and backed with white acrylic and black day-night vinyl overlay. Mount to existing columns in brick base.

ENTRANCE SIGN**FONTS****TT Hoves DemiBold****COLORS**

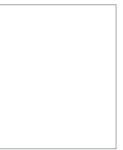
PANTONE
2145 C
PAINT TO
MATCH



PANTONE
877 SILVER
PAINT TO
MATCH



BLACK
PAINT TO
MATCH



WHITE
PAINT TO
MATCH

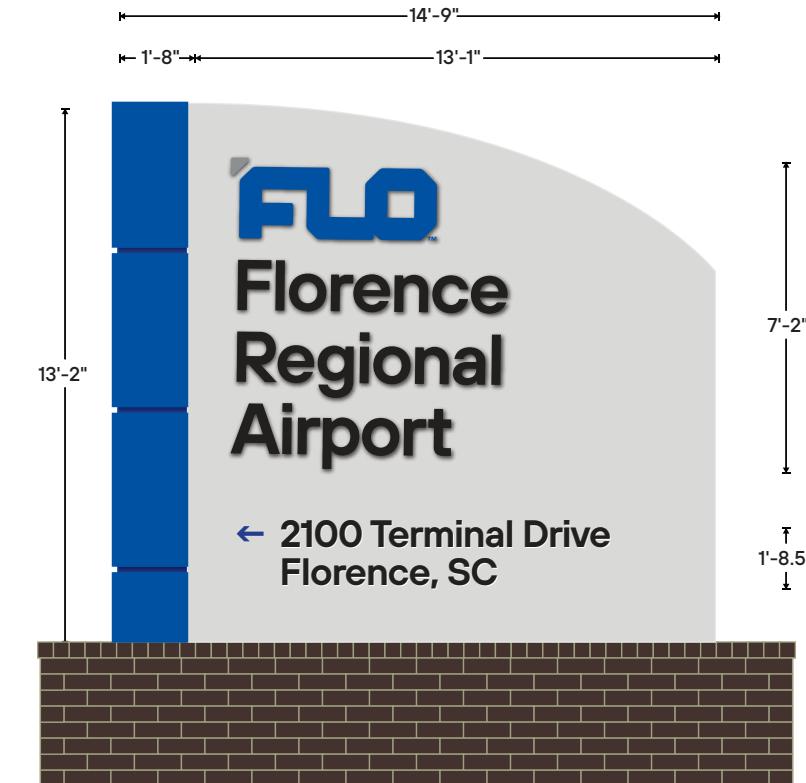


PANTONE
CG 1
PAINT TO
MATCH

DETAILED SHOP DRAWINGS AVAILABLE
FROM TYSON SIGN COMPANY

EXTERNAL SIGNAGE

Internally illuminated exterior entrance sign will be a fabricated aluminum sign cabinets, with 3" deep aluminum reverse pan channel logo letters mounted to cabinet with 1.5" spacers. Internal LCD lighting for halo lighting. Address will be routed and backed with white acrylic and black day-night vinyl overlay. Mount to existing columns in brick base.

CEMETERY ROAD SIGN**FONTS****TT Hoves DemiBold****COLORS**

PANTONE
2145 C
PAINT TO
MATCH



PANTONE
877 SILVER
PAINT TO
MATCH



BLACK
PAINT TO
MATCH



WHITE
PAINT TO
MATCH



PANTONE
CG 1
PAINT TO
MATCH

DETAILED SHOP DRAWINGS AVAILABLE
FROM TYSON SIGN COMPANY

EXTERNAL WAYFINDING SIGNAGE

Non-illuminated exterior wayfinding signage will be fabricated aluminum sign cabinets, reveals and bases, painted as shown. The faces will be flat acrylic with first surface reflective vinyl graphics as shown. Typical direct embed installation (steel column with concrete footing as required.)

FONTS

TT Hoves DemiBold

COLORS



PANTONE

2145 C

PAINT TO

MATCH

PANTONE

CG 1

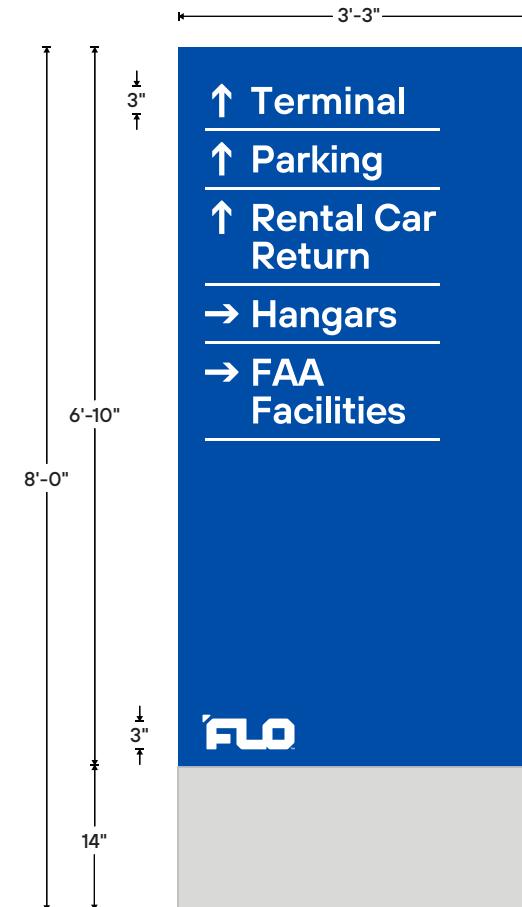
PAINT TO

MATCH

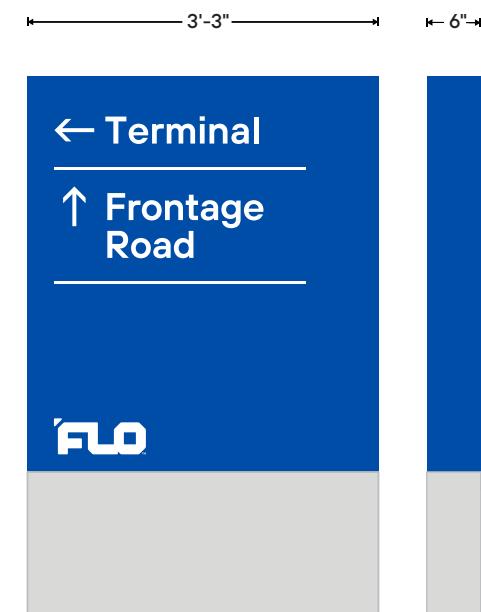
WHITE

REFLECTIVE

VINYL

LARGE
FRONT VIEW

SMALL
FRONT VIEW

END VIEW

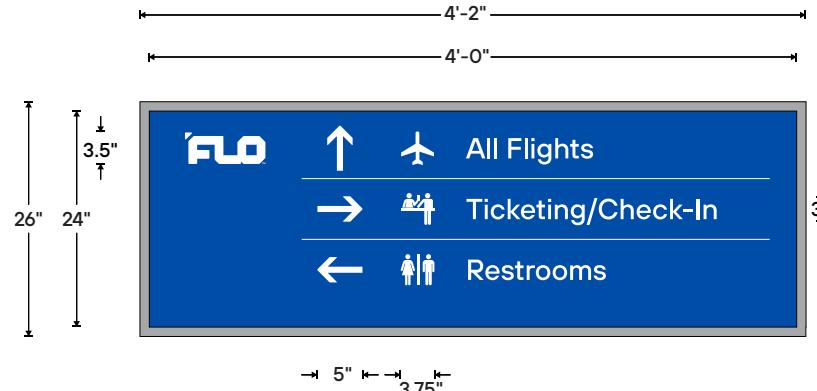


END VIEW

 DETAILED SHOP DRAWINGS AVAILABLE
FROM TYSON SIGN COMPANY

INTERIOR WAYFINDING SIGNAGE

Interior wayfinding signage will be fabricated aluminum sign panels, with silver aluminum frames/wall mounts. The faces will be flat acrylic with vinyl graphics as shown.

CEILING MOUNT DIRECTIONAL SIGNAGE**FONTS****TT Hoves Medium****COLORS**

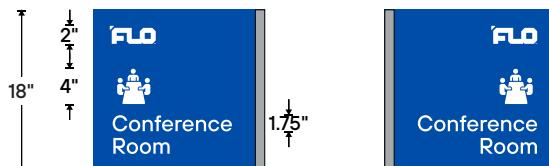
PANTONE 2145 C
PAINT TO MATCH

WALL MOUNT ROOM SIGNAGE

RIGHT MOUNT

LEFT MOUNT

19"



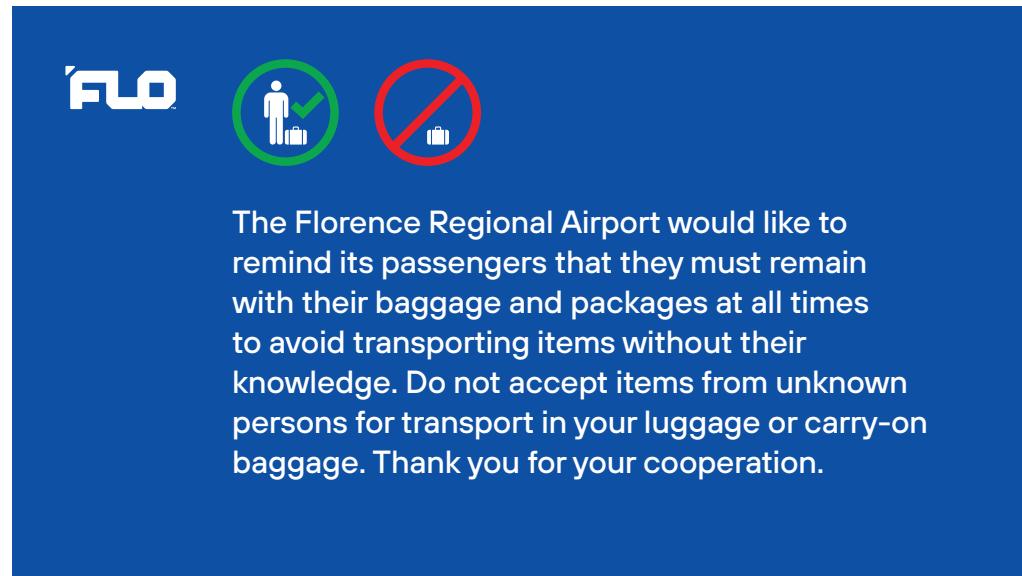
DIGITAL SIGNAGE

Airport security messaging displayed on terminal monitors should follow this format.

DIGITAL AIRPORT SECURITY MESSAGING

3840 px

2160px



Design Guide

WEARABLES



PRIMARY WEARABLE LOGOS



flo_symbol_



flo_symbol_rev



flo_symbol_black



flo_symbol_white

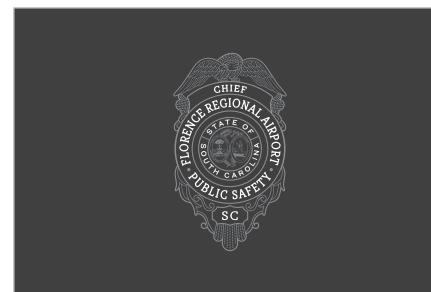
SPECIAL USE LOGOS



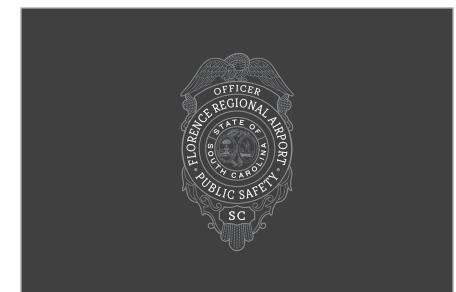
flo_police_



flo_police_rev



flo_badge_chief



flo_badge_officer



flo_maintenance_

Always use official logo artwork provided by the Florence Regional Airport Marketing Department.

File names are shown under each logo on this page.

Never attempt to recreate or alter the logo in any way.

LOGO USE EXAMPLES



On white



On dark gray/black



On medium-light gray



On blue



On dark gray/black



On reflective safety green



On reflective safety orange

COLOR PALETTE



PANTONE
2145 C



PANTONE
BLACK C



PANTONE
877 C Metallic Silver

NON-METALLIC ALTERNATES



PANTONE
Cool Gray 6



PANTONE
Cool Gray 5



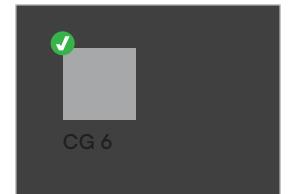
PANTONE
Cool Gray 7

NOTE: In Spot Color printing applications where metallic inks are not available, PANTONE Cool Gray 6 may be substituted for PANTONE 877 Silver. If more contrast with the background substrate color is needed, Cool Gray 5 or 7 may be used.

CONTRAST EXAMPLES



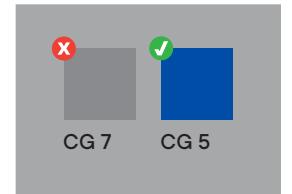
CG 6



CG 6



CG 6 CG 7



CG 7 CG 5

PRIMARY FONTS

TT Hoves DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.←↑→↓↖↗↖↙

TT Hoves Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.←↑→↓↖↗↖↙↙

TT Hoves Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.←↑→↓↖↗↖↙↙

SECONDARY FONTS

TT Hoves Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.←↑→↓↖↗↖↙↙

TT Hoves Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.←↑→↓↖↗↖↙↙