Brand Guidelines

A logo doesn't sell (directly), it identifies.

— Paul Rand

The evolution of a logo through the power of simplicity is crucial as it ensures that the brand's identity remains timeless and adaptable to changing trends.

A simple logo can be more memorable and versatile, making it easier to apply across various marketing channels and products. Additionally, simplicity in design allows for better recognition and brand recall, fostering a strong and lasting connection with the target audience.

Keep it simple.

# Visual
Guidelines

Logo (Primary)
Native

The primary brand logo is shown on the right in its native setting, consisting of the symbol and text elements.

The primary logo should be set as Charcoal over white but may also be set as white over Charcoal if using a dark background.

Logo (Primary)
Symbol

The primary logo symbol may be isolated and used on its own in a variety of scenarios where the text elements are not needed or are deemed illegible.
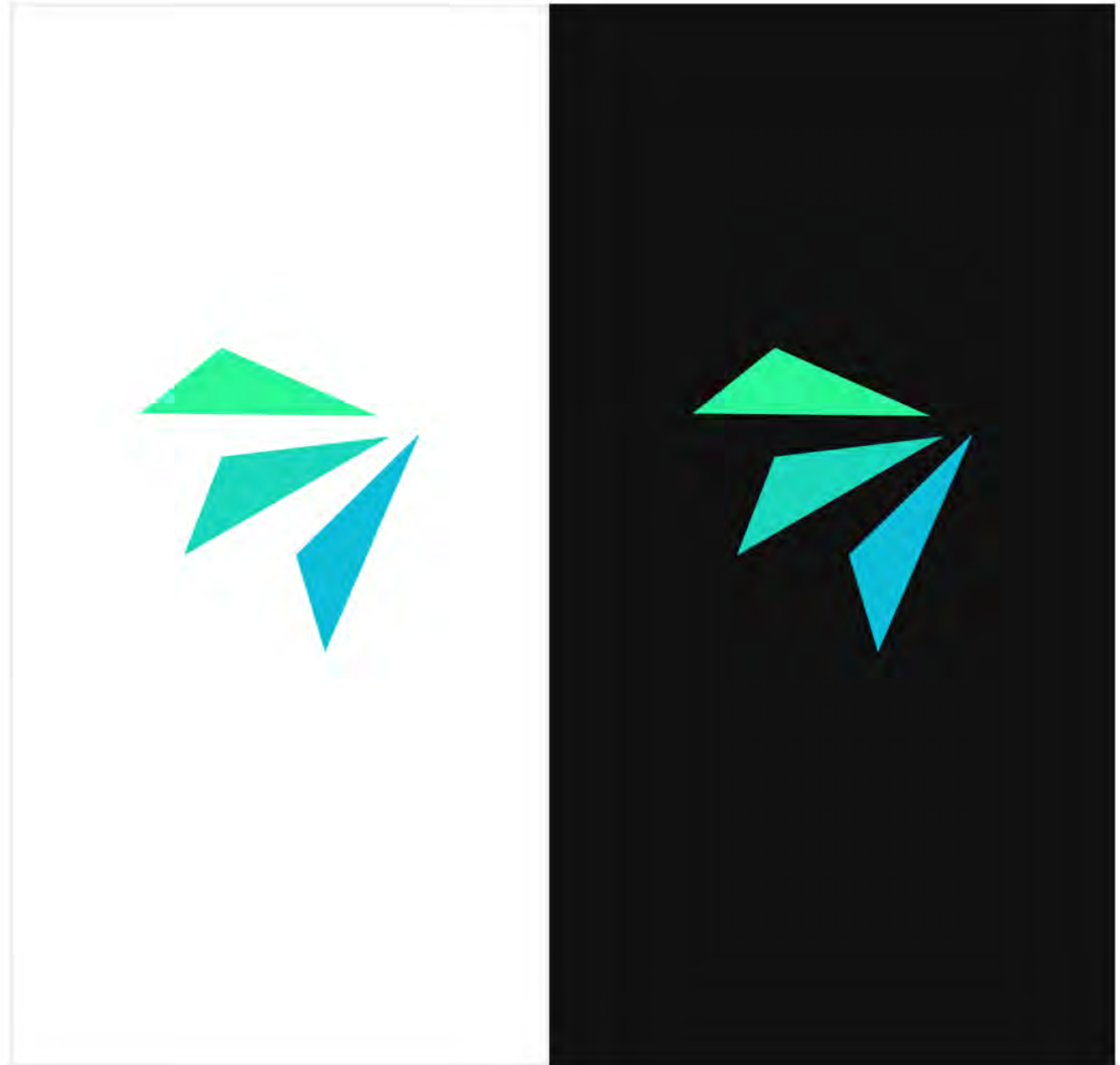
Logo (Primary)
Clear Space

Placement of the logo is key to its impact and effectiveness. Always ensure that you leave the minumum 'clear space' around the logo to give it the breathing room it requires, whether that be over a coloured background, over a photo or over video. If the clear space rule is applied properly, the logo should never touch the content border of any graphic canvas nor contain any other visual elements.

The minimum clear space is calculated based on the height of the uppercase 'E' from the 'Airline' text. In this case, the minimum clear space should be 3 times the total x-height of the uppercase 'E', shown on the right diagram.
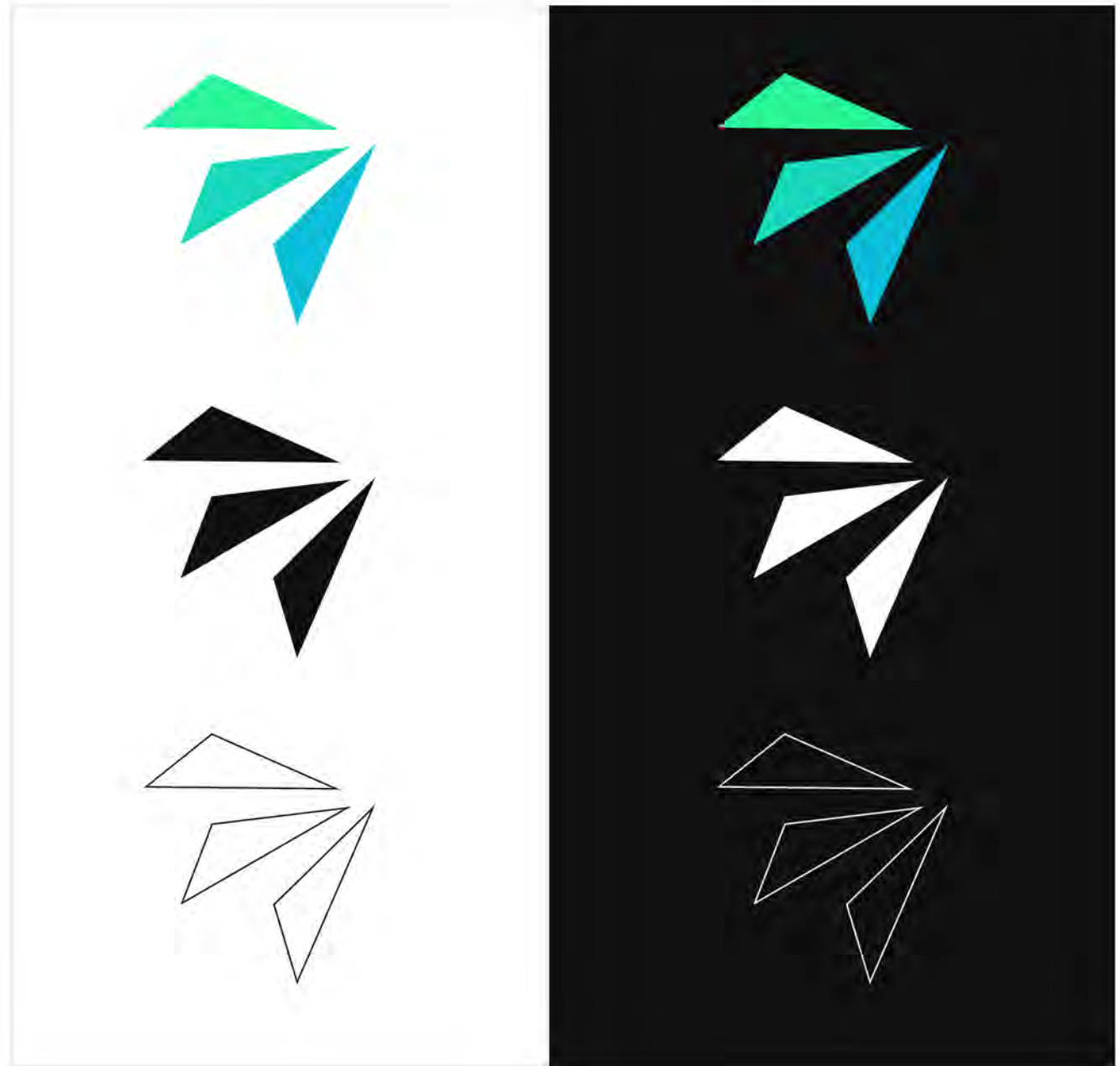
Logo (Icon)
Clear Space

The minimum clear space for the
blade symbol is calculated by the
height of the uppercase 'E' in 'Airline'.

Again, 3 widths are required to give
sufficient room for the icon.
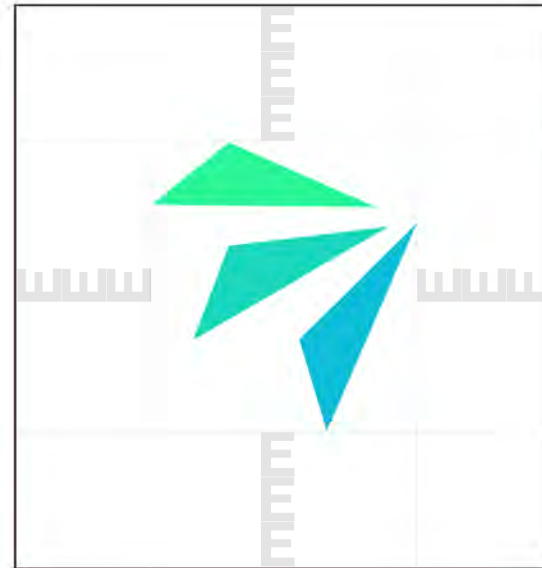
Logo (Secondary)
Symbol

The logo icon can be used in any of the following depending on its environment.

Logo
Usage

Rules

1. Do not stretch or alter the logo in any way, shape or form.

2. Do not use foreign colour swatches with any logo element.

3. Do not use gradients or shading

4. Do not rotate the logo

5. Do not apply drop shadows, filters or any graphic effects.

6. Do not use alternative fonts

7. Do not alter the logo layout in any way

8. Do not encroach the logos safe area

Colour
Core Brand

Our colour palette consists of two
main swatches in Charcoal and white,
accompanied by a suite of colours.

White
HEX #FFF
RGB 255 255 255
CMYK 0 0 0 0

Charcoal
HEX #2b2e2f
RGB 43 46 47
CMYK 72 64 62 62

#2bf599
RGB 43 245 153
CMYK 58 0 62 0

#1bd7bc
RGB 27 215 188
CMYK 64 0 38 0

#0ebed8
RGB 14 190 216
CMYK 69 0 14 0

Colour
Backgrounds

The logo is primaily displayed as its native Charcoal over white, but can be set in the following combinations when desired:

1. Charcoal over White
2. White over Charcoal
3. White over Image (Add image overlay to reinforce contrast)
4. White over block colour.

Typography
Primary Font

Typography is one of the most important parts of the brand voice, in a visual sense. It must be meticulously executed with care according to the proper specifications.

The brand's typeface is called Neue Haas Grotesk.

The Bold weight should be used for all headlines and titles, sub-headlines and certain call-to-actions. It must only be set in all caps in a rare and required situation to provide emphasis.

Our secondry typeface is called DM Sans which is mainly used for all online publications.

Neue Haas Grotesk

Neue Haas Grotesk Bold 75

ABCDEFGHIJKLMNOPQ RSTUVWXYZ abcdefghijklmnopqrstuv wxyz0123456789

The Quick Brown Fox Jumps Over the Lazy Dog

Neue Haas Grotesk Roman 55

ABCDEFGHIJKLMNOPQ RSTUVWXYZ abcdefghijklmnopqrstuvw xyz0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

DM Sans (WEBSAFE)

DM Sans Regular

ABCDEFGHIJKLMNOPQRS TUVWXYZ abcdefghijklmnopqrstuvw xyz0123456789

The Quick Brown Fox Jumps Over the Lazy Dog

DM Sans Bold

ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuv wxyz0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Partner Logo
Breakdown

The new branding works seamlessly with all partnering companies.

The usage for all logos is identical to Airline Economics and is documented within this brand book.