freshair

graphics standards manual

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Introduction

mission statement

Fresh air is a new airline launching in November 2009. Fresh air offers direct flights to many desirable destinations not currently served by other carriers. The mission of fresh air is to provide customers with a new kind of flying experience. Fresh air sets itself apart from the rest of the airline industry by providing airline travelers with a more satisfying and hassle free experience. Fresh air breaks the mold by redefining and improving airline travel at every level, from check-in to touch-down . Fresh air wants travelers to feel like people again, not numbers, and provides customers with more friendly and personal customer service. Above all else, fresh air cares about its customers. Fresh air is the new approach to air travel.

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Proportions

the logo

The logo is comprised of two components, the word “fresh” and the symbol which is supposed to be read as “air.” The two must be used together. The two components must always sit on the same baseline and the height of “air” must always equal the height of the word “fresh.” Only the tail of the letter “f” in the word “fresh” is allowed to extend below the baseline.

clear space

To maintain visual integrity, the logo should always appear within a clear space. This is done in order to keep the area immediately surrounding clear of any distracting or conflicting elements, such as text and imagery. The minimum clear space is 1x, which is the length that the descender of the letter “f” extends below the baseline.

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Color

the colors

The official fresh air colors are to be referred to as orange and blue. The orange color is pantone orange 021 and the blue color is pantone process cyan. The CMYK and RGB values of each color are displayed on the right.

pantone orange 021
C=0, M=53, Y=100, K=0
R=247, G=143, B=30

pantone process cyan
C=100, M=0, Y=0, K=0
R=0, G=174, B=239

grayscale

If the logo is to be used in a grayscale situation, a 40% tint of black should be used to replace the orange color and a 80% tint of black should be used to replace the blue color (see page 6). The logo should never appear in only black.

40% black
orange

80% black
blue

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Typography

primary typeface

The primary typeface of fresh air is lucida fax. The logo should always use this typeface. Lucida fax should only be used for the logo. The secondary typeface should be used for all other applications.

origin

The primary typeface is owned by Monotype Imaging. The typeface was designed by Charles Bigelow and Kris Holmes of Bigelow & Holmes design foundry.

lucida fax - demibold italic

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

lucida fax - italic

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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Typography

secondary typeface

The secondary typeface is myriad pro. This typeface can be used in any style and weight if appropriate for the application. Myriad pro should be used to typeset all body text. Myriad pro should also be used to typeset all headlines and subheads.

origin

The secondary typeface, myriad pro, is the opentype update to the original myriad font family. The myriad font family was original designed by Robert Slimbach and Carol Twombly for Adobe Systems in 1992.

myriad pro - bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

myriad pro

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

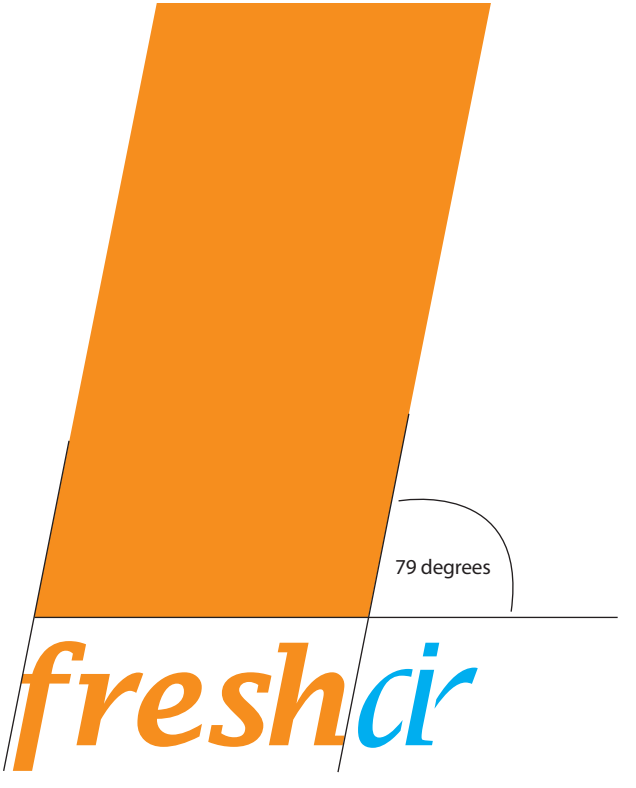
Orange Bar

specifications

The orange bar is an important part of the fresh air brand. The orange bar appears on all of the pieces of the stationary set. The orange bar can also be used on newsletters, advertisements, merchandise, vehicles, signs, etc.

The orange bar should always be slanted at a 79 degree angle from 0. If the orange bar is to be used with the logo, the bar should always match the width of the word “fresh” in the logo. However, the orange bar can be used on its own, separate from the logo if necessary.

The orange bar should only appear in the official orange color of fresh air. No text or images should ever be placed inside the orange bar. The orange bar should always extend vertically off the page or object it appears on.



Guidelines for Use

full-color logo

The full-color logo is the preferable representation of the logo.

freshcir

grayscale logo

Should only be used in black and white applications. An entirely black logo should never be used under any circumstances.

freshcir

two-color logo on black

Color should remain exactly the same.

freshcir

Guidelines for Use

reversed logo on color

The logo should only appear on the orange color. The word “fresh” should be knocked out, while “air” should have a thin white stroke added around it.

logo on image

A thin white stroke should be added around both the word “fresh” and “air”, if the logo is difficult to read on a background image. Otherwise the normal full-color logo can be used.

minimum size

The logo should always appear with a x-height of 2/8 of an inch or greater.

Unacceptable Usage Examples

Do not change the proportions of the logo.

Do not condense, expand, skew or in anyway distort the logo.

Do not slant or rotate the logo.

Unacceptable Usage Examples

Do not add any element to the logo.

Do not use any colors other than those specified.

Do not use the logo with less than two colors.

Business Card

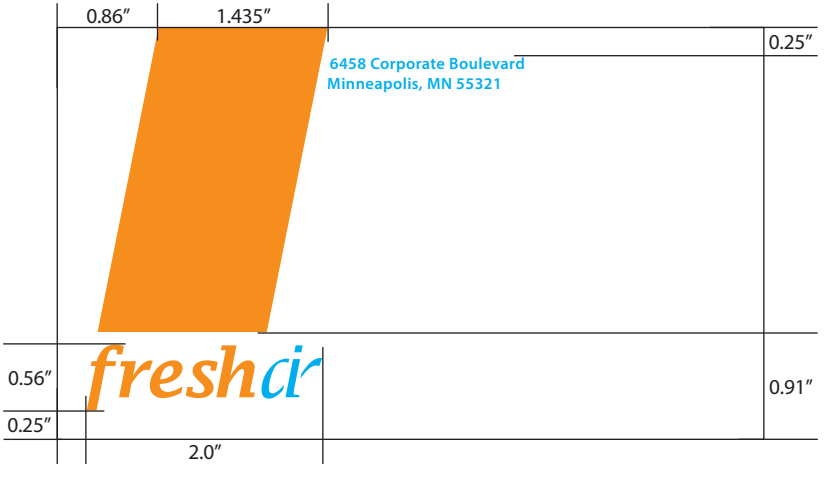
specifications

Use included .eps file for business card. The business card is a standard 3.5 x 2 inches. All type is to be 9pt myriad pro with 10 points of both kerning and leading.

Mailing Label

specifications

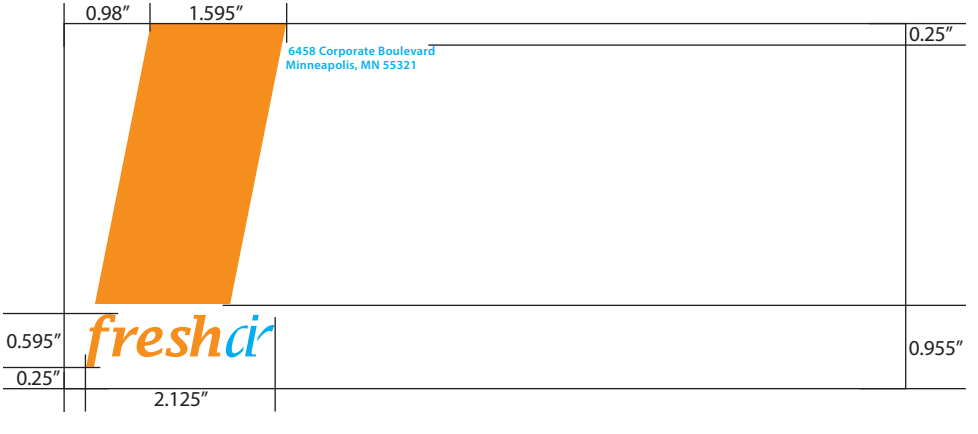
Use included .eps file for mailing label. The mailing labels dimensions are 6 x 3.5 inches. The address is to be set in 10pt myriad pro semibold with 25 points kerning.



Envelope

specifications

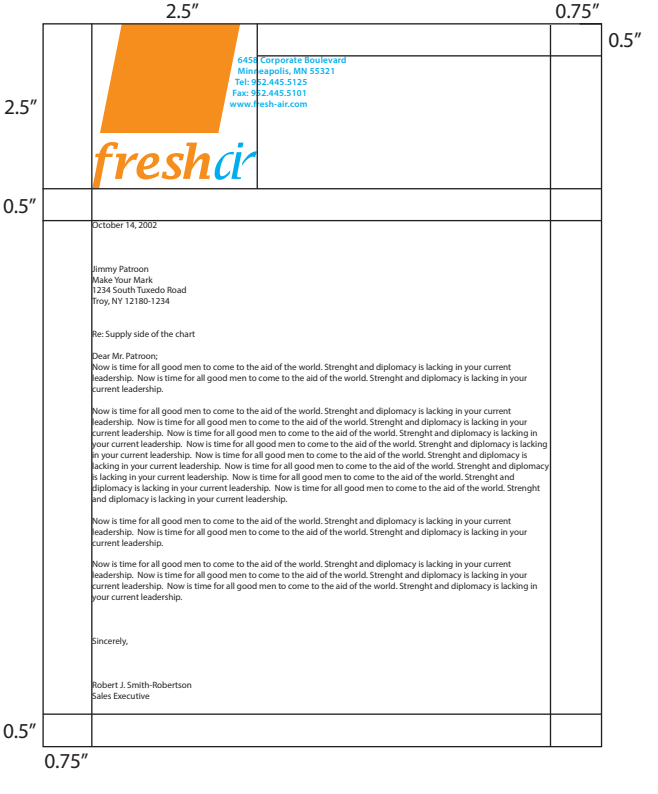
Use included .eps file for envelope. The envelope is a standard 9.5 x 4.125 inches. The address is to be set in 10pt myriad pro semibold with 25 points kerning.



Letterhead

specifications

Use included .eps file for letterhead. The letterhead is a standard 8.5 x 11 inches. All type is to be set in 10pt myriad pro. The address is to be set in 10pt myriad pro semibold with 25 points kerning.



Print Ad

specifications

Print ads should always include a large image which takes up approximately half of the page. This image should be humorous and show in a clear way a common fault or problem present with the services or amenities of our competitors. The print ad should always include our tagline, "try a new approach," below the picture in the official orange color of fresh air.

Print ads should also include a logo in the bottom left hand corner of the page. A short paragraph of text explaining how our company differs from the competition. A link to the website should be placed in the bottom right hand corner.

All type should by set in myriad pro. The paragraph text should be set in a small point size as to not overpower the logo.

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Billboard

specifications

Billboards should always have a large image which takes up at least 3/4 of the billboard space and bleeds three sides. This image should be humorous and show in a clear way a common fault or problem present with the services or amenities of our competitors. The billboard should always include our tagline, “try a new approach,” in the bottom right hand corner of the space. The logo should appear in the bottom left hand corner of the space. No other text should be necessary as the billboard should be kept clean and simple. The tagline should be set in myriad pro and be a slightly smaller font size than the logo. The tagline should appear only in the official orange color of fresh air.

Newsletter

specifications

Paper newsletters should always be produced in a 8.5 x 14 inch size. The top quarter of the newsletter should include a positive image, displaying a happy customer or employee.

The right half of the newsletter should include the standard logo and orange bar extending off the page. See the logo specifications section for information on the orange bar. The bottom left corner of the page should include the date, volume number, issue number and link to the company website.

All of the text should be set in myriad pro. The headline text should be 36pt bold and use the official orange color of fresh air. The subheads should be 18pt bold and use the official blue color. Body text should be 10pt and appear in black.

Retail Items

specifications

Retail items should be designed so they appear as clean and simple as possible. The primary color used for any retail item can either be white or the official orange color. The official blue color should only be used in the logo, never as the main color field on an item. The only text that should appear on retail items is the logo. When the logo appears on a retail item it should always follow the logo specifications outlined in this manual.

Vehicles

specifications

Vehicle paint jobs should be designed so they appear as clean and simple as possible. The primary color used on a vehicle can either be white or the official orange color. The official blue color should only be used in the logo, never as the base color of a vehicle. The logo should be the largest text that appears on a vehicle. When the logo appears on a vehicle it should always follow the logo specifications outlined in this manual. The orange bar can be used on a vehicle if it is appropriate.

Airport Signs

specifications

Airport signs should be designed so they appear as clean and simple as possible. The background color used for any sign should be either white or the official orange color of fresh air. If it necessary to put the logo on a sign with a different background color, make sure the logo is large and bright enough to be read easily. The official blue color should only be used in the logo, never as the main color field on a sign. When the logo appears on a sign it should always follow the logo specifications outlined in this manual.