



BRAND GUIDELINES
VERSION 2 **FEBRUARY 2022**



THE BRAND



AirConnect is a new airline incorporated in Romania by 5 private investors driven by the desire to serve the regional market in the country.

One of the most important ways of expressing our brand is through our identity. It reflects our values, quality and service that can be expected from AirConnect.

These brand guidelines explain different elements that make up our identity and describes how they work together.

It is essential therefore that these guidelines are followed at all times and applied correctly.



THE LOGO

AirConnect CORPORATE LOGO

The AirConnect logo consists of 2 main elements:

→ the graphic element (***the bird**)

→ AirConnect logotype (letters)



AirConnect SPECIAL LOGO
with tagline

All AirConnect lettering / Special logos
are available in positive and negative,
as well as in black & white.



AirConnect CORPORATE LOGO

COLOURS

INTENSE RED

C0 M100 Y100 K10
R215 G25 B33
HTML #d71921
PANTONE 1795C

MEDIUM GREY

C0 M0 Y0 K70
R110 G110 B110
HTML #6e6e6e
PANTONE Cool Gray 9C



COLOUR application



on white or light backgrounds

on full color and reverse backgrounds



GREYSCALE application



on light backgrounds

Black and white, standard and reverse application



Single colour application



on light backgrounds

Black and white, standard and reverse application



Clear Space



Minimum Size

The general preferred minimum logo size for print media is 30mm or 85px for web

AirConnect CORPORATE LOGO

THE LOGO Incorrect Usage



DON'T change the spaces between the elements



DON'T resize the elements



DON'T apply any effect



DON'T Stretch or extend the elements



DON'T distort the elements



DON'T change the colours



DON'T cartridge the logo



DON'T change the order of the elements



CORPORATE COLOURS

COLOURS Pallete





TYPOGRAPHY

AirConnect corporate typeface

AirConnect primary font is **Lato**.
The font supports most of the languages.
We use Light, Regular and Bold. Heavy shouldn't be used.

Lato Light

AaBbCcDdEe123

abcdefghijklmnopqrstuwxz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#\$%^&*()_+--[{};\,./:"|<>?

Lato Regular

AaBbCcDdEe123

abcdefghijklmnopqrstuwxz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#\$%^&*()_+--[{};\,./:"|<>?

Lato Bold

AaBbCcDdEe123

abcdefghijklmnopqrstuwxz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#\$%^&*()_+--[{};\,./:"|<>?

AirConnect corporate typeface

Lato Light

AaBbCcDdEe123

abcdefghijklmnopqrstuwxz

ABCDEFGHIJKLMNQRSTUWXYZ

!@#\$%^&*()_+-=[]{};'\,./:"|<>?

Lato Regular

AaBbCcDdEe123

abcdefghijklmnopqrstuwxz

ABCDEFGHIJKLMNQRSTUWXYZ

!@#\$%^&*()_+-=[]{};'\,./:"|<>?

Lato Bold

AaBbCcDdEe123

abcdefghijklmnopqrstuwxz

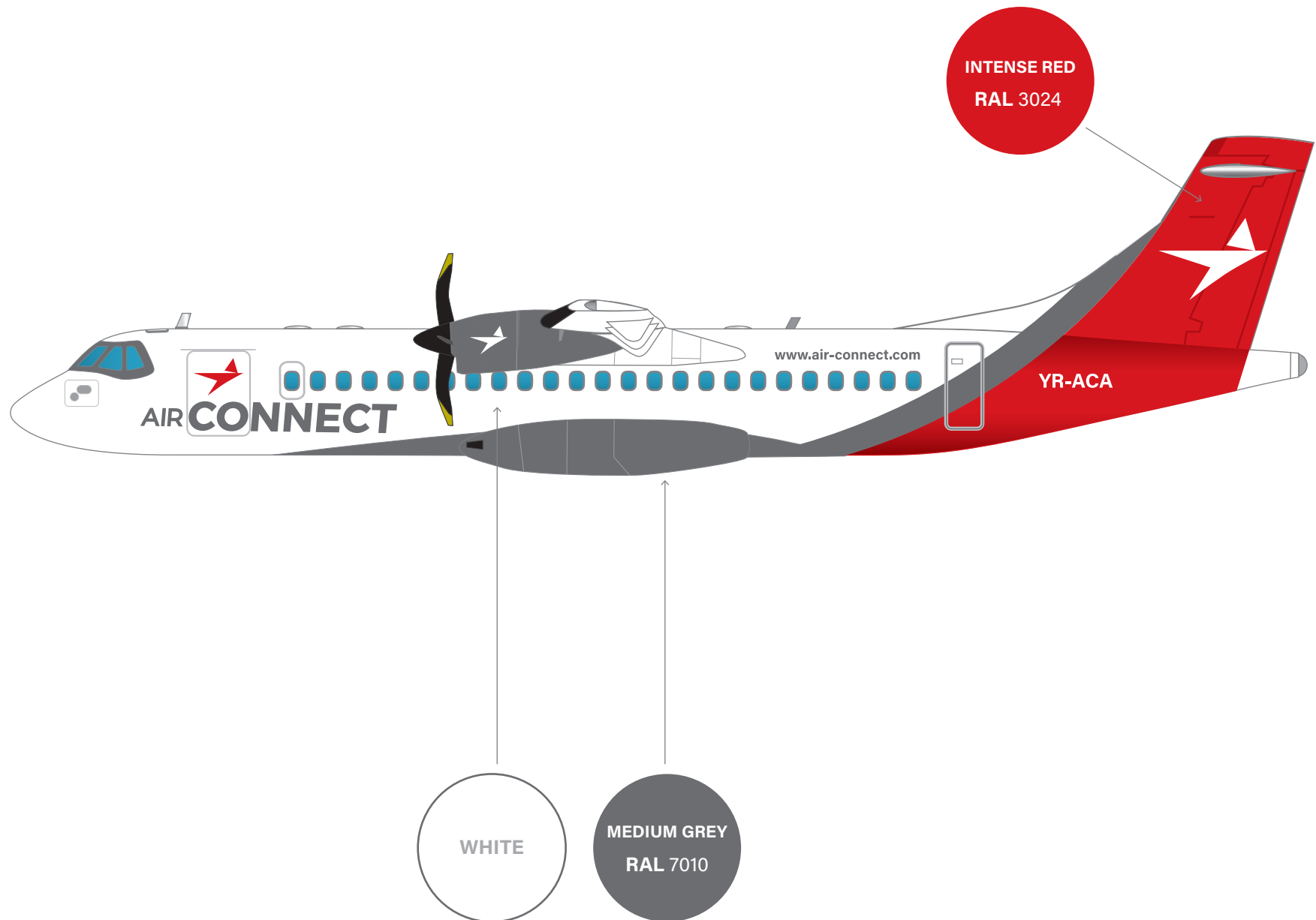
ABCDEFGHIJKLMNQRSTUWXYZ

!@#\$%^&*()_+-=[]{};'\,./:"|<>?

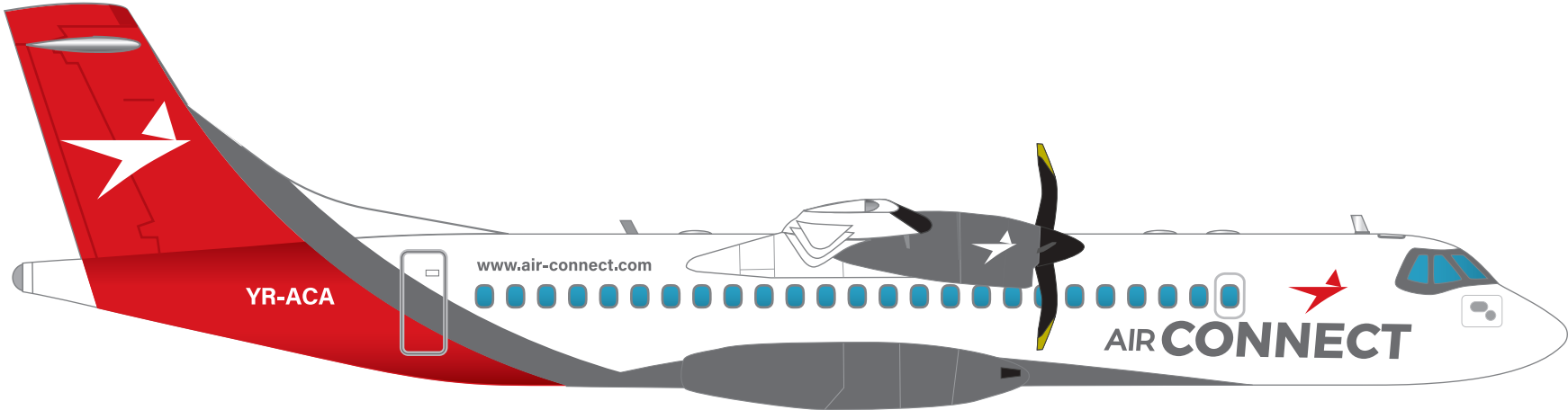


LIVERY

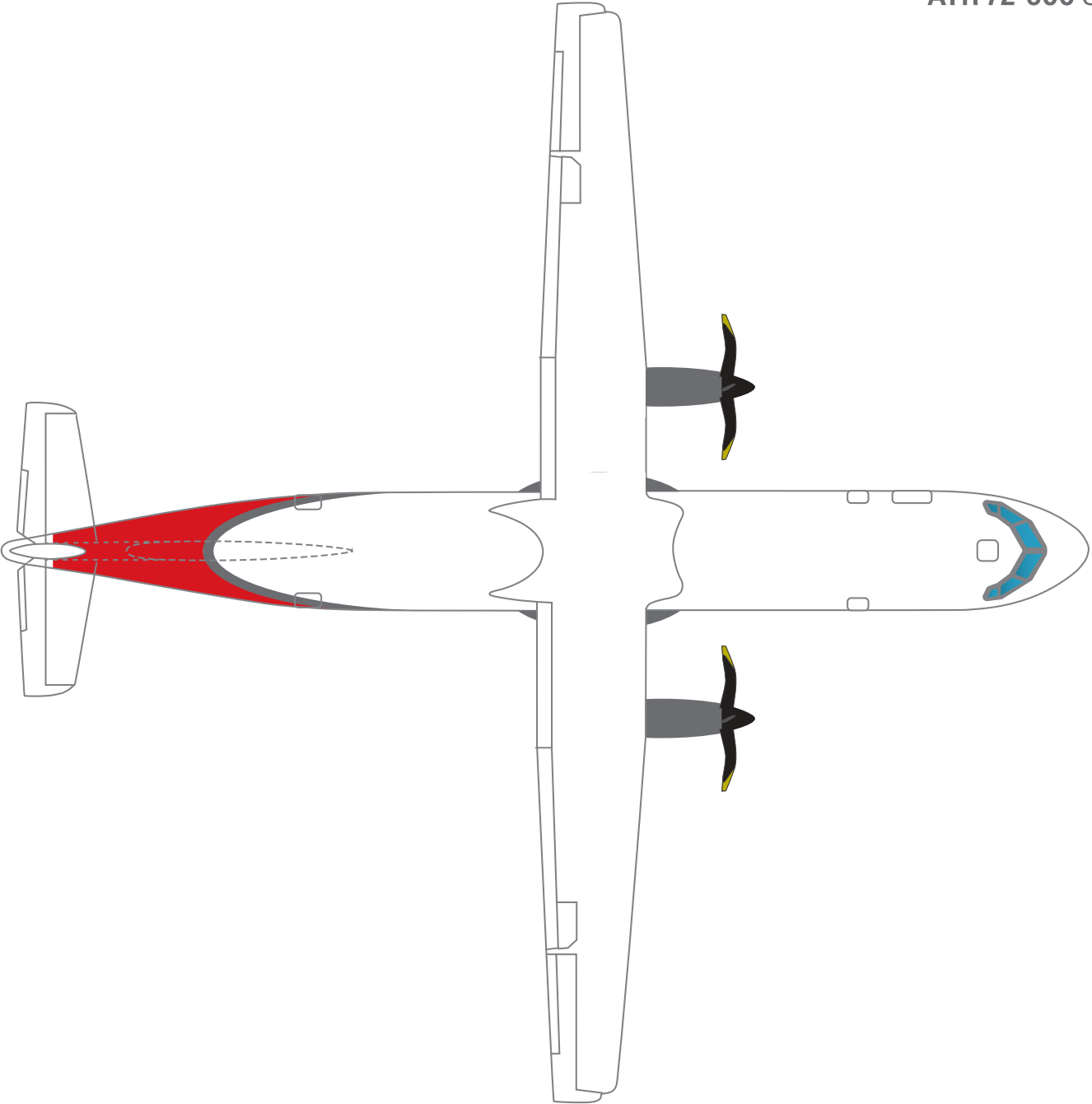
ATR 72-600 STANDARD LIVERY
left side view



ATR 72-600 STANDARD LIVERY
right side view



ATR 72-600 STANDARD LIVERY
upper plan view



ATR 72-600 STANDARD LIVERY
lower plan view

