BASIC BRAND GUIDELINES





Primary

	PRINT		DIGITAL		
	PMS COLOR	СМҮК	RGB	нех	
	2766 C	C 100 / M 93 / Y 40 / K 50	R 12 / G 23 / B 64	# 0C1740	
	2727 C	C 72 / M 37 / Y 0 / K 0	R 0 / G 126 / B 250	# 007EFA	

Secondary

	PRINT			DIGITAL			
	PMS COLOR	СМҮК		RGB		HEX	
	COOL GRAY 6 C	C 45 / M 36 / Y 35 / K 1		R 146 / G 148 / B 151		# 929497	
	2915 C	C 55 / M 5 / Y 0 / K 0		R 82 / G 203 / B 255		# 52CBFF	

Gradient







Extended Palette

	PRINT	DIGIT	AL
PMS COLOR	СМҮК	RGB	HEX
2768 C	C 100 / M 94 / Y 40 / K 51	R 12 / G 23 / B 64	# 0C1740
288 C	C 100 / M 88 / Y 23 / K 8	R8/G56/B125	# 08387D
2727 C	C 77 / M 51 / Y 0 / K 0	R 0 / G 126 / B 250	# 007EFA
298 C	C 54 / M 2 / Y 0 / K 0	R 82 / G 203 / B 255	# 52CBFF
716 C	C 0 / M 58 / Y 100 / K 0	R 255 / G 134 / B 13	# FF860D
8201 C	C 64 / M 43 / Y 34 / K 5	R 102 / G 126 / B 142	# 667E8E
644 C	C 44 / M 23 / Y 15 / K 0	R 145 / G 173 / B 195	# 91ADC3
642 C	C 16 / M 7 / Y 6 / K 0	R 211 / G 222 / B 229	# D3DEE5
7541 C	C6/M2/Y3/K0	R 235 / G 240 / B 242	# EBF0F2



Primary - DIN 2014

Extra Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
ExtraLight Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Light Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Demi	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Demi Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Bold Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Extra Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Extra Bold Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789

Secondary - Arial (Email Correspondence)

Bold Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789





Logo Clearspace

The amount of space defined as "x" should be maintained on all sides of all logos at all times.

The "x" has been defined as the height of the last letter in each mark.













The Signia Brand Logos

We are all part of the same Signia Aerospace family. Together, we're collaborating, designing, and sharing big ideas. When we display our brands together in the same grouping, it's important that they are displayed consistently, with appropriate weighting and size proportions of 75% to the Signia Aerospace Logo.

When arranged together, each logo must maintain visual space around the outside. Logos may not overlap each other. Logos must stay in the same color palette as one another for a unified look, with the exception of the Signia Aerospace logo.

















Cobranded Logos with Signia Tag

WHEN TO USE

The cobranded logos that includes "A Signia Aerospace Company" tag should be used in areas where the mark is customer facing and appears out of a broader branded context.

Examples of use include:

- · Quotes or Billing documentation
- The first page or cover of a marketing document
- The first page or cover of a presentation



A Signia Aerospace Company









Cobranded Logos without Signia Tag

WHEN TO USE

The cobranded logos that do not include "A Signia Aerospace Company" tag should be used in areas where the mark appears in a branded context or where the tagged version has already appeared.

Examples of use include:

- · The Signia website
- · Tradeshow booths
- Inner pages of a deck or marketing document















Trademarks

WHEN TO USE

When mentioning a trademarked Signia Aerospace product or service, the appropriate trademark symbol should be used with the first occurrence of the mark on a single page or a two-page spread. If the logo appears in the piece, it is not necessary to include the trademark symbol when referencing the company name in text as it is already represented on the logo itself.



Acceptable Abbreviations

WHEN TO USE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Examples of use include:

- · Lorem ipsum dolor sit
- Lorem ipsum dolor sit
- · Lorem ipsum dolor sit
- · Lorem ipsum dolor sit



Business Cards

FRONT



BACK



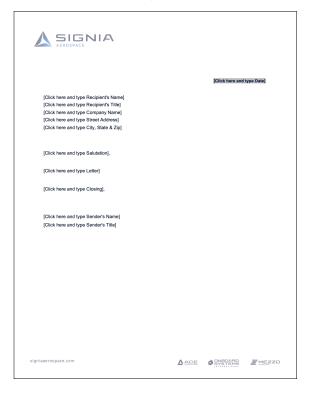
First Last

Title

+1 000.000.0000 first.last@signiaaerospace.com www.signiaaerospace.com

Branded Letterhead

BODY

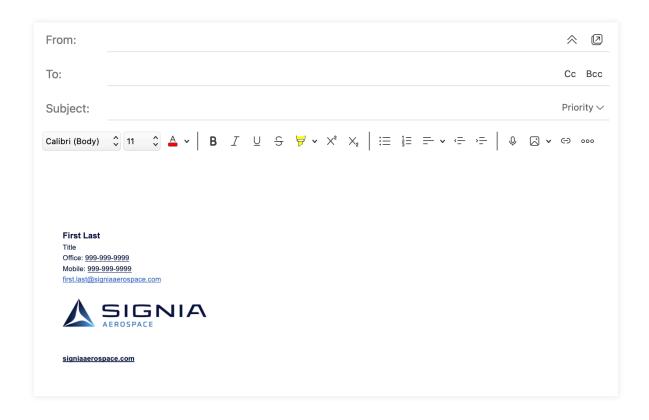


TYPOGRAPHY STYLES

AEROSPACE			
Style Descriptions: Title (use for page or section Heading 1 (Use for paragraph or section Subtitle goes here. Use Subtitle style. Text goes here. Use Normal style for all text. List items go Use List Paragraph style for bulleted lists List items go here List items go here List items go here	on headings)		
Heading 2 (use for paragraph or section subheac Text goes here. Use Normal style for all text 1. Use Numbered List style for numbered lists 2. Numbered items go here a. Numbered items go here b. Numbered items go here	is)		
signiaaerospace.com	∆ ACE	• INEGARO SYSTEMS	₩EZZD



Email Signature



COMPANY CONTACTS



SIGNIA AEROSPACE

Colorado

1575 West 124th Avenue Westminster, CO 80234

MEZZO TECHNOLOGIES

Colorado

1575 West 124th Avenue Westminster, CO 80234

LIFESAVING SYSTEMS

Florida

220 Elsberry Road Apollo Beach, FL 33572

ACE THERMAL SYSTEMS

Colorado

1575 West 124th Avenue Westminster, CO 80234

Oklahoma

12037 N Hwy 99 Seminole, OK 74868

ONBOARD SYSTEMS INTERNATIONAL

Washington

13915 NW 3rd Court Vancouver, WA 98685

MEEKER AVIATION

California

1676 Ord Way Oceanside, CA 80234

HAVE QUESTIONS?

Contact Sheri Gormley at marketing@signiaaerospace.com