

BASIC BRAND GUIDELINES



Extended Palette

	PRINT		DIGITAL	
	PMS COLOR	CMYK	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	R 8 / G 56 / B 125	# 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	C 6 / M 2 / Y 3 / K 0	R 235 / G 240 / B 242	# EBF0F2

Primary - DIN 2014

Extra Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
<i>ExtraLight Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>abcdefghijklmnopqrstuvwxyz</i>	<i>0123456789</i>
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
<i>Light Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>abcdefghijklmnopqrstuvwxyz</i>	<i>0123456789</i>
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
<i>Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>abcdefghijklmnopqrstuvwxyz</i>	<i>0123456789</i>
Demi	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
<i>Demi Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>abcdefghijklmnopqrstuvwxyz</i>	<i>0123456789</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
<i>Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>abcdefghijklmnopqrstuvwxyz</i>	<i>0123456789</i>
Extra Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
<i>Extra Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>abcdefghijklmnopqrstuvwxyz</i>	<i>0123456789</i>

Secondary - Arial (Email Correspondence)

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
<i>Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>abcdefghijklmnopqrstuvwxyz</i>	<i>0123456789</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	0123456789
<i>Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>	<i>abcdefghijklmnopqrstuvwxyz</i>	<i>0123456789</i>

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



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



Business Cards

FRONT

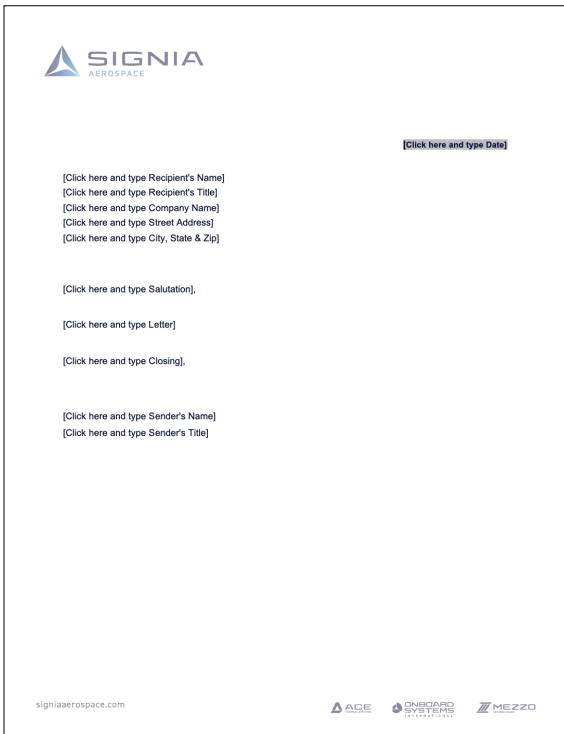


BACK

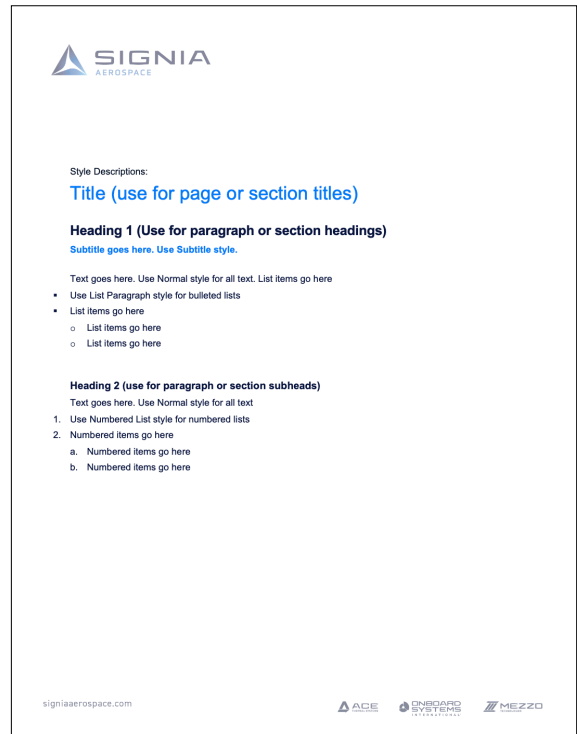


Branded Letterhead



BODY



TYPOGRAPHY STYLES
















Email Signature


From: _____  

To: _____ Cc Bcc

Subject: _____ Priority ▾

Calibri (Body) ▾ 11 ▾  ▾ | **B** *I* U   ▾ X^2 X_2 |    ▾   |   ▾   

First Last
Title
Office: 999-999-9999
Mobile: 999-999-9999
first.last@signiaaerospace.com



signiaaerospace.com



COMPANY CONTACTS

SIGNIA AEROSPACE

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Westminster, CO 80234

ACE THERMAL SYSTEMS

Colorado

1575 West 124th Avenue
Westminster, CO 80234

Oklahoma

12037 N Hwy 99
Seminole, OK 74868

MEZZO TECHNOLOGIES

Colorado

1575 West 124th Avenue
Westminster, CO 80234

ONBOARD SYSTEMS INTERNATIONAL

Washington

13915 NW 3rd Court
Vancouver, WA 98685

LIFESAVING SYSTEMS

Florida

220 Elsberry Road
Apollo Beach, FL 33572

MEEKER AVIATION

California

1676 Ord Way
Oceanside, CA 80234

HAVE QUESTIONS?

Contact Sheri Gormley at
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