

# AIRCOAT

## VISUAL IDENTITY GUIDELINES



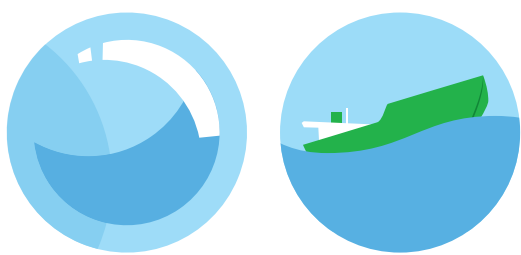
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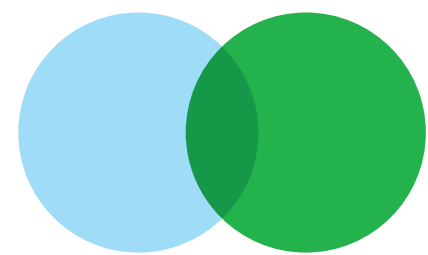
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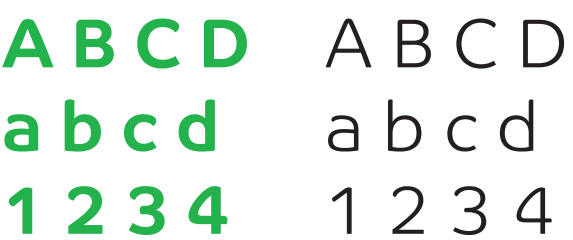
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**I CONCEPT**

## CONCEPT



The AIRCOAT logo highlights the place of air lubrication technology within the project by displaying bubbles in both the icon and the wordmark.

The green color of the boat refers to the biomimetic hull coating, inspired by the salvinia plant. That coating produces a thin permanent air layer, which reduces friction – increasing speed and reducing fuel consumption – and lessens fouling.

The font displays a harmony between organic and geometric shapes, alternating rounded and sharp corners, that perfectly represent the combination of nature and technology.



**I LOGOTYPE**



### PRIMARY FORM

**Stacked:** The icon and wordmark are on top of each other. This is the preferred version.



### SECONDARY FORM

**Inline:** The icon and wordmark are following each other in the same line. This version is designed to be used when little vertical space is available for the placement of the logo.

## LOGOTYPE | EXCLUSION ZONE



The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the height of AIRCOAT's wordmark.

The same exclusion zone principle applies with all versions of the logo.

## LOGOTYPE | LOGO VARIATIONS



When the use of the main forms of the logo is not possible, one of the logo variations of the logo should be used instead. Those logo variations allow to hold enough contrast between the logotype and its surroundings to maintain legibility.

The variations are available for both the primary (stacked) and secondary (inline) forms of the logo.





## LOGOTYPE | LOGO VARIATIONS

### MONOCHROME BLACK:

This form of the logo must only be used against background colours light enough to hold enough contrast to maintain legibility.



### SHADES OF GREY:

This form of the logo should be used when the use of colors is not possible (ex: fax copies).



## LOGOTYPE | LOGO VARIATIONS

### WHITE-OUT:

This form of the logo must only be used against background colours strong and dark enough to hold enough contrast to maintain legibility.



### INVERSE:

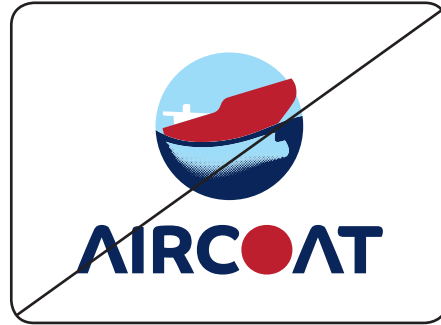
This form of the logo should be used against AIRCOAT DARK BLUE colored background (C90 M70 Y0 K60). It allows to keep the brand colors while maintaining high legibility of the wordmark.



## LOGOTYPE | INCORRECT USES



**Proportions:** do not change the proportions of the logos in any way.



**Colors:** do not change any of the colors of the logo.



**Type:** do not change the typography used in the logo.



**Layout:** do not change the layout of the logo.



**Effects:** do not add any kind of effects to the logo.



**Angle:** do not change the orientation of the logo by rotating it any way.

The integrity of AIRCOAT logo should be respected at all times. Please do not stretch, condense, augment or distort its form. Changing any graphic element of the logo will weaken its impact and detract from the consistent image we seek to project.

Here are some examples of inappropriate uses of the logo.

**I COLORS**

## **COLORS** | MAIN COLORS

### **GREEN**

CMYK: **80 / 0 / 100 / 0**

RGB: **13 / 177 / 75**

HEX: **# 0DB14B**

### **LIGHT BLUE**

CMYK: **35 / 0 / 0 / 0**

RGB: **157 / 220 / 249**

HEX: **# 9DDCF9**

## COLORS | SECONDARY COLORS

### DARK GREEN

CMYK: 95 / 0 / 100 / 65  
RGB: 0 / 83 / 32  
HEX: #005320

### LIGHT GREEN

CMYK: 30 / 0 / 100 / 0  
RGB: 191 / 215 / 48  
HEX: #BFD730

### DARK BLUE

CMYK: 90 / 70 / 0 / 60  
RGB: 9 / 39 / 89  
HEX: #092759

### BLUE

CMYK: 60 / 15 / 0 / 0  
RGB: 88 / 176 / 227  
HEX: #58B0E3

### YELLOW

CMYK: 0 / 10 / 100 / 0  
RGB: 255 / 221 / 0  
HEX: #FFDD00

### RED

CMYK: 0 / 100 / 45 / 0  
RGB: 237 / 18 / 95  
HEX: #ED125F

# I TYPOGRAPHY

# TYPOGRAPHY | CO

**TITLES: CO HEADLINE BOLD – ALL CAPS**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!?\* \$&@%()**

**TITLES: CO HEADLINE LIGHT – ALL CAPS**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!?\* \$&@%()**

**Lead-ins: Co Text Regular**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!?\* \$&@%()**

**Body: Co Text Light**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!?\* \$&@%()**

The primary typefaces are **Co Text** and **Co Headlines**. Those typefaces are to be used for all AIRCOAT communications.

Soft and round are the words that best describe the Co font family. Its underlying geometry structures the font design and allows it to have an even rhythm. The harmony between organic and geometric shapes makes Co Headline uniquely appealing for display and titling where special expression is required. Co Text carries even more organic and fluid design elements than its headline cousin. To assist with legibility and functionality, features have been tightened and its basic proportions are less geometric in their appearance.

When use of Co fonts is not possible, like in emails or Microsoft Office documents, use **Verdana** or **Arial**.

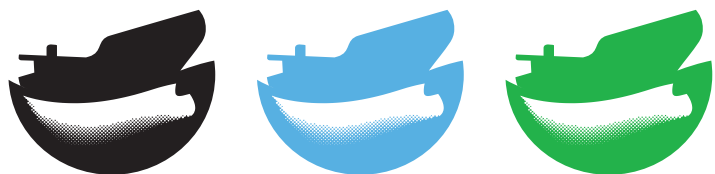
In cases of concerns to the lisibility of the font, **Co Text Regular** may be used instead of Co Text Light for body text.





# **| GRAPHIC ELEMENTS**

## GRAPHIC ELEMENTS | ICON

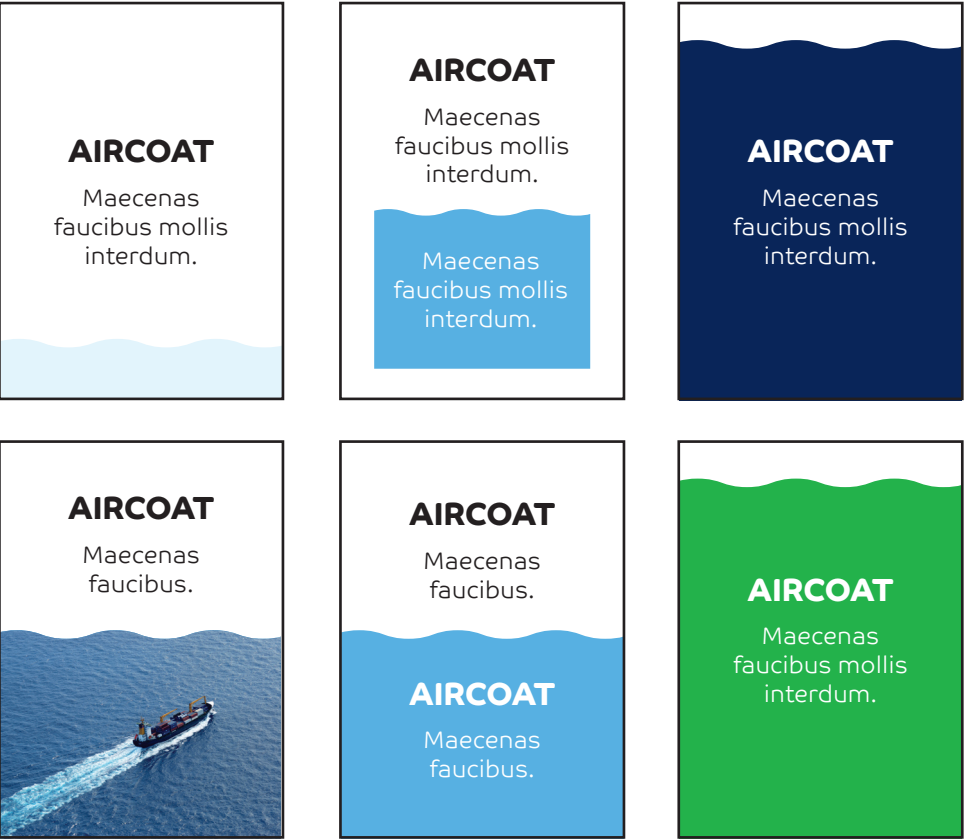


The AIRCOAT icon can be used, out of the logo, as a graphic element to brand documents and materials.\*

The icon should be used in monochrome form only, using one of the AIRCOAT brand color (or black/white).

\*Using the icon does not except from placing the full logo, which should be present on all AIRCOAT material.

# GRAPHIC ELEMENTS | WAVE



Colored backgrounds, boxes or pictures within a document can include a wave as a top border.

Blue is the preferred color for this element, even if others can be acceptable.

A decorative wavy line in light blue spans the bottom of the image.

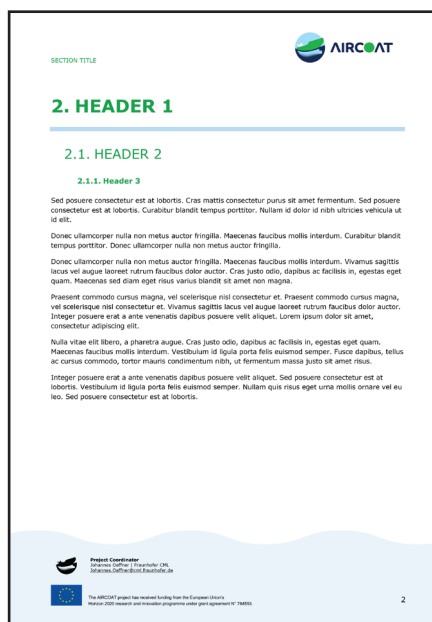
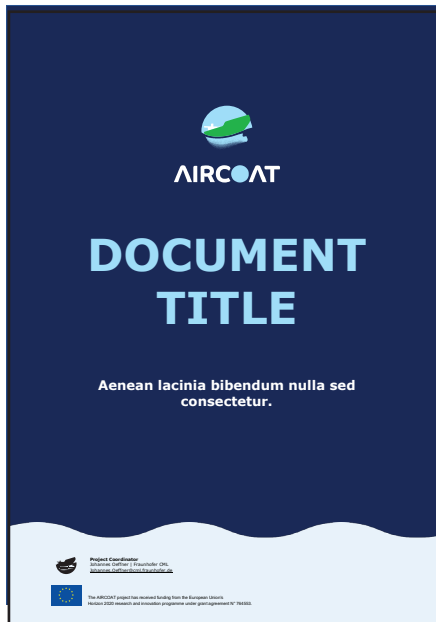
# LAYOUT SYSTEM

## LAYOUT SYSTEM | GENERAL GUIDELINES

In addition the use of AIRCOAT's colors, graphic elements and fonts, here are some additional guidelines to develop a consistent image throughout all AIRCOAT material:

- In general, prefer rounded shapes to angles.
- When using boxes, prefer slightly rounded corners to straight ones.
- When using illustrations, prefer modern flat or isometric design.
- When showing ships, avoid pictures showing dark smoke coming out of the funnels.
- When showing ships, prefer pictures showing the backwash of the ship to highlight speed.

# LAYOUT SYSTEM | STATIONARY



# LAYOUT SYSTEM | POSTER



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