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MISSION

Avi Pacific strives to keep our passengers happy and give them a unique luxurious experience as they travel. Avi Pacific is a value added airline as a premium brand to the aviation industry as we strive to keep passengers and staff satisfied.

We define the delivery of our brand through Basics & Brilliance. We must input all variables into a brilliant delivery of our branding with passion and pride.

The basics help the company give customers more reasons to choose us as their unique traveling experience as we justify our premium consistently and effectively online and offline.

Avi Pacific must always respect the core values and beliefs that we share as a society and to see each passenger and staff member as an equal individual regardless of sex, race, age, etc.

We must always elaborate our passion for this company with our awareness of how important the basics and values are in this company. We aim to deliver an overall better experience for all our customers as an overall end-to-end experience.



CORE VALUES

Our brand values act as a reality-check which helps us to ensure that design, photography, and written communication express the uniqueness of Avi Pacific airlines's logomark. Every brand touchpoint needs to express something of value, and should not contradict these values under any circumstances. This cannot be stressed enough to ensure our customers receive the best quality and efficient service.

1. **Safe & Security**
2. **Responsible**
3. **Professional**
4. **Culturally Aware**
5. **Warm**
6. **Thoughtful**

Safe & Security

Safety & Security underpins everything we do to be trusted by our customers and colleagues

Responsible

Behave in a responsible way toward our customers, colleagues, and investors. A well led and managed airline gets better business and quality experience for all. A socially and environmentally responsible company.

Professional

Professional approach to everything we use and do expertise well. Commitment to consistent high standards.

Culturally Aware

Being respectful and mindful of all cultures when traveling to Asia from California. Having proper etiquette and mannerisms gives customer and our colleagues the peace of mind and ensuring that we see them as a valued customer or staff member.

Warm

We are always warm and welcoming, being open and honest to all our customers, colleagues and partners. We treat them like they are our family.

Thoughtful

We understand and anticipate the needs of customers and colleagues. We strive to find insightful, innovative and appropriate solutions to any situation that is given to us.



LOGO DEFINITION

This logo was designed by Theresa Pham, a graphic designer in Chicago, Illinois. It was initially created to enhance the dynamic concept of our services, such as beauty products that we offer to our customers hence the imagemark of the leaf bird.

The green leaves express the nature of our organic products, while the red embodies California's and Japan's flag.

The way it is shaped is to show movement in aviation, as well with the wordmark surrounding the imagemark to give it space and personality. The details of the typeface being used is in page 8 in our styleguide manual.

In the next few pages, you will see how the logo is used in our brand applications. We can expand our brand to bring awareness and show customers that we can be the airline that they need.

We must emphasize how this logo size and usage of type and color can be used correctly and efficiently given in the examples in the next few pages.



LOGO



COLOR



BLACK & WHITE



GREYSCALE



LOGO MISUSE

To ensure the identity's strongest impact, do not modify or distort the landmark. The uses shown here are all unacceptable treatments to the logo.

A. Do not distort or manipulate the landmark, especially with the typeface.

B. Do not add strokes to the typeface for more than 3 pts or add any stroke or decorative features to the bird.

C. Do not inaccurately place or space the wordmark away from the bird.





COLOR

The colors that are chosen are Candy Red, Barn Red, Parakeet, and Forest for the imagemark. Parakeet will be used consistently for headers, footers and other decorative applications that is being used for the brand.

*No other colors, tints, or hues of reds or greens can be used to alter the imagemark or for other applications.



CANDY RED



PANTONE Warm Red C
RGB 249, 66, 58
CMYK 0, 83, 80, 0

PARAKEET



PANTONE 7738 C
RGB 72, 162, 63
CMYK 74, 0, 98, 2

BARN RED



PANTONE 7427 C
RGB 151, 27, 47
CMYK 8, 100, 70, 33

FOREST

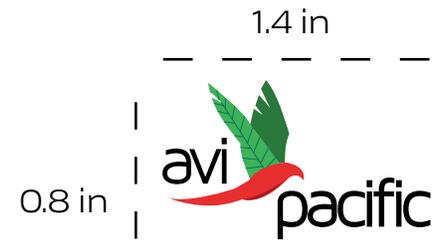


PANTONE 7727 C
RGB 0, 111, 68
CMYK 100, 0, 94, 46



SMALLEST SIZE

The brandmark is .8 x 1.4 inches for smallest size in all applications when needed. It cannot be smaller than those dimensions due to overcrowding of the imagemark with the wordmark.





CLEAR SPACE

Clear space is emphasized by the measurement of the frontal wing of the imagemark to ensure the logomark is legible and accountable of all accuracy.

*Note: In every instance, the imagemark and wordmark need to remain together as a signature. The only exception is in the airplane flap. See the example on page 13 of this manual.





LOGO TYPEFACE

This typeface, Maven Pro was carefully selected to give clarity for our brandmark with its openness and legibility.

It is available in 3 sizes in thickness, 100, 200, 300.

*For **extra thickness** for our brandmark, must use a .5 stroke for accuracy and readability.

MAVEN PRO 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MAVEN PRO 200

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MAVEN PRO 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



PRIMARY TYPEFACE

This typeface, Gills San was carefully selected to give clarity for our brandmark with its openness and legibility. It was also used to be minimal and that it can help contrast the logomark despite being a sans-serif. It will be primary used in our written touchpoints.

It is available in many sizes from light, regular, semibold, bold and ultrabold.

GILLS SAN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

GILLS SAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



SECONDARY TYPE (OPTIONAL)

This typeface, Tofino Pro Personal Condensed was selected due to its condensed and readable sans-serif typeface, it is optional to use this typeface for written communication such as this styleguide manual and stationary. Otherwise, please use primary typeface for all touchpoints.

It is available in many sizes from thin, light, book, medium, and semibold.

TOFINO PRO PERSONAL CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TOFINO PRO PERSONAL CONDENSED SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



STATIONARY

The stationary display the required image and word format for the letterhead, envelope and business cards. It is essential to keep the consistency throughout the stationary to show the brandmark and professionalism in our brand.

*In the next few pages:

- Airplane Graphics
- Plane Tickets
- Kiosk Digital Display
- Beauty Products
- Beverages
- Luggage Tag



Dear Nicholas Wong,

Pellentesque efficitur massa nisl, et ultricesper justo pharetra sit amet. Integer a dictum nunc. Sed vulputate cursus magna in mollis. Nam eleifend nibh nec purus fribus consectetur. Sed at leo faucibus urna fermentum tempor ut vel risi. In ultrices risus at lacus fribus viverra. Quisque feugiat consectetur tellus, sed porttitor purus malesuada id. Nunc laus felis, placerat id mi nec, maximus ornare ex. Aenean mi orci, ultrices suscipit dolor at, blandit malesuada nisi. Duis consequat nulla neque, ut rutrum neque pretium vel. Suspendisse at vestibulum ipsum. Morbi dolor libero, interdum nec dignissim id, rhoncus et dolor. Pellentesque vehicula eu elit vel varius. Donec ac neque ac magna vestibulum mollis eget nec nulla. Nulla facilisi. Quisque aliquet urna vitae nibh pulvinar ut dignissim ligula metus. Fusce aliquam diam in lobortis efficitur. Fusce vulputate sagittis sapien et fribus.

Nulla eu nulla nec ligula sollicitudin vulputate. Sed tristique fribus egetas. Mauris venenatis tellus ac nunc fringilla, vitae aliquam mauris ultricies. Curabitur et eros molestie, suscipit risus aliquet, euismod risus. Phasellus cursus pulvinar massa vel pulvinar. Proin elementum purus non lectus varius. Donec ac neque ac magna vestibulum mollis eget nec nulla. Nulla facilisi. Quisque aliquet urna vitae nibh pulvinar ut dignissim ligula metus. Fusce aliquam diam in lobortis efficitur. Fusce vulputate sagittis sapien et fribus. commodo. Donec ac neque ac magna vestibulum mollis eget nec nulla. Nulla facilisi. Quisque aliquet urna vitae nibh pulvinar ut dignissim ligula metus. Fusce aliquam diam in lobortis efficitur. Fusce vulputate sagittis sapien et fribus.

Nulla eget urna scelerisque massa tempus lobortis non ut lorem. Curabitur massa est, vulputate et ipsum vel, commodo aculis odio. Curabitur consectetur risus lecta, quis sodales massa imperdiet a. Donec vel nulla vulputate, scelerisque eros vitae, ultrices orci. In non posuere erat. Nunc sodales ac risus non porta.



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AIRPLANE GRAPHICS

This is the one of the two instances that the brandmark can be separated from the signature on the airplane flap. The airplane graphics are important to give the airplane its identity for this company, especially with the imagemark of the leaf wing.

*In the next few pages:

- Boarding Pass*
- Kiosk Digital Display*
- Beauty Products*
- Beverages*
- Luggage Tag*





BOARDING PASS

Boarding passes are used accordingly for our passengers with a clear concise gridline of typography and light background of shapes and colors. The light patterned background is used to portray the uniqueness and spirit of our airline.

*In the next few pages:

*Kiosk Digital Display
Beauty Products
Beverages
Luggage Tag*





KIOSK DIGITAL DISPLAY

The Kiosk Digital Display is placed in every corner of our airports where it will visually displayed our landmark as customers walk by. This will also be placed outside of our airports to give our valued customers awareness of where they need to go.

*In the next few pages:

Beauty Products

Beverages

Luggage Tag





BEAUTY PRODUCTS

The organic beauty products are what brings our brandmark to life, since it is the main inspiration for the leaf bird. It is what makes our brand special and give customers the curiosity and awareness on why our airline is better than other airlines.

The color scheme must be consistent with our brandmark and what each product is with their dark red and green caps, except for our bath salts.

*In the next few pages:

Beverages
Luggage Tag





BEVERAGES

This is the second instance that the brandmark may be separated from the signature. The brandmark on our tall beverages need to be in the middle of the cup where it can stand out with the white paper background, if needed, it can be grayscale.

*In the next page:

Luggage Tag





LUGGAGE TAG

The luggage tag is given to all our staff of the company to show their employment for this airline. It must be kept minimal with the light gray background and navy blue rubber tag with our landmark standing out.

