DUNCAN AVIATION

Experience. Unlike any other.

BRAND GUIDELINES

INTRODUCTION

The Duncan Aviation brand is a set of values, attributes and artwork that reflects the spirit of our company. Using it consistently will reinforce our position as one of the world's premier corporate aviation businesses.

Duncan Aviation wants our customers to easily recognize our business and associate it with what we can do for them.

This provides a short overview of our identity standards to ensure consistency of our brand application.

To ensure consistency, we request the opportunity to review materials before finals are produced. We reserve the right to request redesigns or refuse outright any non-complying materials. If you have questions regarding Duncan Aviation's Identity, please contact:

Kaela Paseka - Creative Director
Kaela.Paseka@DuncanAviation.com
402.479.8101

USING THE LOGO

Duncan Aviation's Logo is comprised of two icons identified as the BLOCK (a square with a stylized airplane) and the TEXT (Duncan Aviation).

- The BLOCK must always remain the same. A black box with a white airplane.
- The TEXT can be black or white.
- When used as separate icons, the BLOCK and TEXT must never be in close proximity.
- The BLOCK must not be placed on any area darker than 50% gray.
- No textual or graphical patterns or designs may be placed behind or in front of the logo.

Registration Mark

The registered service mark symbol (®) is attached to each Duncan Aviation logo and must accompany all versions of the logo. It is positioned on the baseline of the Duncan Aviation Block at a distance equal to its radius.
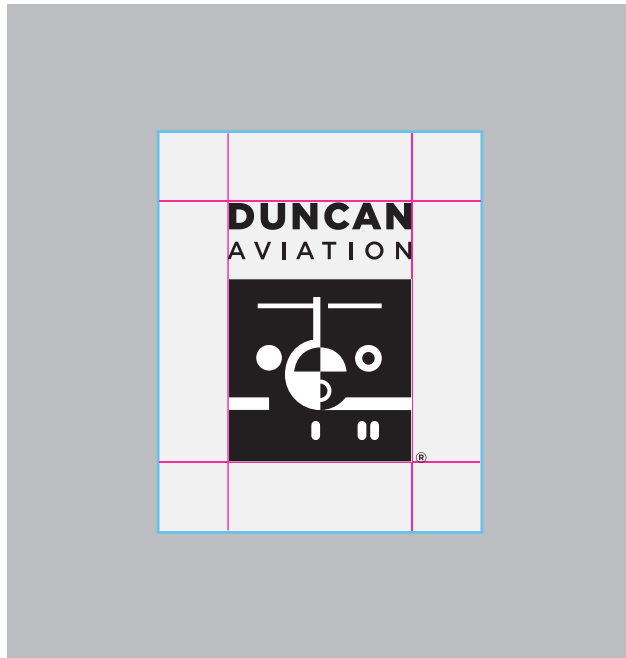
The Duncan Aviation logo is recognized worldwide and therefore must be reproduced with consistency and high-quality.

• Always use print quality approved artwork files to reproduce the logo.
• A minimum of 0.375" of space must surround the Duncan Aviation logo. This area allows the logo to stand out.
• The horizontal logo can be reduced in size to 1.5" wide for print
• The square logo can be reduced in size to 0.75" wide for print

Do not abuse the logo.

• Do not alter the format of the logo.
• Do not distort or manipulate the logo.
• Do not change the position of the wording.
• Do not recreate the font in another typeface.
• Do not truncate.
• Do not use the logo as a watermark.
• Do not add effects, including a drop shadow or bevel.
• Do not add a hairline outline to the logo.

Minimum Size = 1.5"   Minimum Size = 0.75"

Pantone **8201 C**
CMYK C25 M0 Y0 K25 / RGB R145 G182 B199
WEB 9fb6c5

PRIMARY COLORS

The Duncan Aviation logo can be placed on colored backgrounds. Here are our primary branding colors. If Pantone spot colors are not available, please refer to the CMYK matching values. Use RGB or WEB values for digital media.

Pantone **383 C**
CMYK C35 M0 Y100 B20 / RGB R146 G175 B43
WEB 88ac3e

Pantone **877 C**
CMYK C0 M0 Y0 B40 / RGB R167 G169 B172
WEB acabab

Pantone **Warm Red C**
CMYK C0 M75 Y90 B0 / RGB R242 G101 B49
WEB dc6430

Headline

Subhead

Body copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin nisl dui, cursus nec laoreet vel, pharetra fringilla diam. Morbi sit amet dolor vitae sem adipiscing adipiscing. Maecenas eleifend vestibulum libero, sollicitudin sagittis odio pulvinar sit amet. Vestibulum vestibulum risus sed erat posuere dictum.

Quisque metus purus, convallis non ultrices nec, mollis vitae nisi. Quisque ut sapien ut odio commodo elementum sit amet dapibus arcu. Sed vestibulum porttitor ipsum, quis commodo mauris adipiscing id. In faucibus gravida neque ultricies. Aenean faucibus sapien eu nisi elementum et pretium felis dapibus.

STANDARD BODYCOPY TYPEFACE

Only use selected weights of Gotham.
Arial or Helvetica may be substituted.

Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Bold

Arial Regular
Arial Italic
Arial Bold

Helvetica
Helvetica Italic
Helvetica Bold

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