

THE CIRRUS AIRCRAFT FLEET & SPECIAL MISSION BRAND GUIDE



TABLE OF CONTENTS

FLEET	TRAC	PERCEPTION
03 Intro to Identity Components	03 Intro to Identity Components	03 Intro to Identity Components
05 Logo Space Requirements	05 Logo Space Requirements	05 Logo Space Requirements
06 How Logo Plays with Other Logos	06 How Logo Plays with Other Logos	06 How Logo Plays with Other Logos
07 Brand Colors	07 Brand Colors	07 Brand Colors
09 Placement on Backgrounds	09 Placement on Backgrounds	09 Placement on Backgrounds
10 Incorrect Usage	10 Incorrect Usage	10 Incorrect Usage
11 Typefaces	11 Typefaces	11 Typefaces
12 Typography	12 Typography	12 Typography





FLEET

+ SPECIAL MISSION



INTRO TO IDENTITY COMPONENTS

Fleet + Special Mission Logo

This represents the approved graphic imagery to represent Fleet in all creative documents.

Icon

This icon can be used in addition to the full Fleet logo. In some instances, it is acceptable to use the icon only, but should only be used after the viewer has been shown the full version.

What the logo means

The logo was designed to highlight the utility and flight aspects of our Fleet + Special Mission aircraft and technology. This logo uses the adjusted letterform of the “F” and “T” in “Fleet” as a subtle nod to the wings seen on retro military and special mission aircraft. The stencil style typeface continues this trend throughout the logo.



Fleet icon



System layouts

In addition to having the full “Fleet + Special Mission” logo there is also a version that removes the “+ Special Mission” line. This is referred to as the “simple” logo.

Logo usage

A picture of any Fleet logo application needs to be submitted for review by the Marketing department at least 48 hours before it is due to be produced or go live.



LOGO SPACE REQUIREMENTS

Clearspace

“x” can be determined by the width of “v”, as defined by the overall height of the logo.

Since “x” is based on the height of the logo, it changes proportionally based on the size of the logo. Care should be taken to double check clearspace for the logo once the final size is determined.

Minimum size

For printed material, the logo should be sized to be no less than 1-inch in overall width, not including clearspace. For digital use, the logo can be sized accordingly with no technical limit, as long as the logo is clearly recognizable and readable to the viewer.



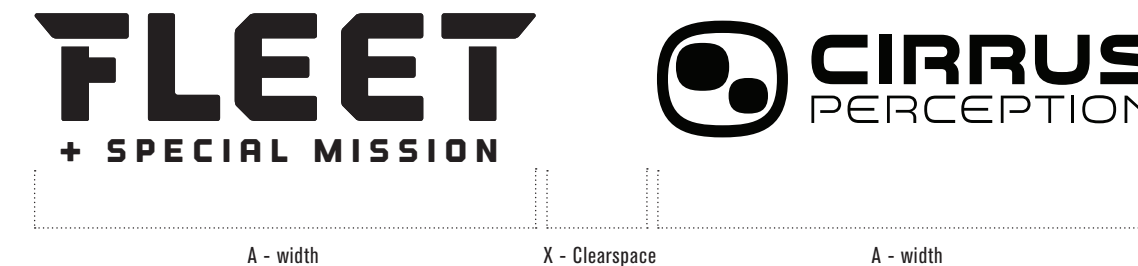
HOW LOGO PLAYS WITH OTHER LOGOS

Correlation

If using more than one logo in either print materials or digital use, the logo should have a similar weight and size to the other logos displayed. This may require making the logo larger or smaller to achieve balance. Comparing the widths (as shown by “A”) is a good check, as well as asking: “Does the Fleet logo garner an equal amount of attention compared to other graphic elements and logos on the page?”

Placement

Verifying the priority, or order, of multiple logos is also important. Once you have checked the clearspace and sizing, next consider the “brand” order of logos. For example, Fleet is part of Cirrus Aircraft and so should come after the Cirrus Aircraft logo. Following suit, TRAC is part of Fleet so it should come after the Fleet logo.



Any division logo like the Fleet logo comes after the corporate Cirrus logo



Any division logo like Fleet comes before specific product logos like TRAC



BRAND COLORS

Dark Navy and White are the primary brand colors for all Fleet brands. These colors are representative of air and space, and also create clear and sophisticated graphics.

Light Gray and Orange were added to the brand color palette to tie in the training and search & rescue capabilities of Fleet aircraft and technology. Orange is used throughout design work to help the brand stand out. Light gray is most commonly used as a secondary color in a variety of shades shown to the right.

To maintain a strong brand identity, we encourage avoiding any other dominating colors, like reds, yellow, or greens. When possible, the Fleet Logo should be reproduced using the **Pantone Matching System®** (PMS) to ensure exact color reproduction.

The custom **CMYK** mix can be used when a Pantone color is not available. It should also be used for printed materials and/or when printing using a four-color process. The PMS logo should be avoided when printing materials because it will alter the colors.

When colors are re-produced on-screen, for digital presentations or the internet, **RGB** values should be used.

HEX values can be used when creating the Fleet colors online.

Avoid converting CMYK to RGB as it will alter the colors. Custom RGB and HEX codes have been provided to the right for your convenience so conversion is not necessary.

Pantone and the Pantone Matching System are registered trademarks of Pantone, Inc.

PRIMARY

CMYK

0 0 0 0

RGB:

255 255 255

HEX:

FF FF FF

CMYK

93 77 50 57

RGB:

15 36 56

HEX:

0F 24 38

SECONDARY

CMYK

0 0 0 15

RGB:

220 221 222

HEX:

DC DD DE

CMYK

0 83 100 0

RGB:

240 83 35

HEX:

F0 53 23

PMS:

021 C



PLACEMENT ON BACKGROUNDS



Take care to ensure the Fleet logo is clearly visible and the correct color version has been used when positioning on a background. Do not place the logo on a background that competes with the logo's visibility. The color of the background will determine the color of the logo used.

When placing the logo on a light background black is the preferred logo color but you may use a 60% or more gray.

For color backgrounds, if the color is light then the above directions apply. For dark color backgrounds, the reversed white version of the logo should be used.



INCORRECT USAGE

Do not place the logo on top of a distracting picture, texture or background that decreases the logo's visibility.

Do not use past versions of the logo or distort the proportions in any way.

Do not pair the logo with a background that creates low contrast.

Do not use a non-brand color version of the logo.

Do not use the logo without the corresponding trademark notation.



Do not place to logo on top of a distracting picture or texture



Do not use past versions of the logo, or distort it in anyway.



Do not pair a logo and background that create low contrast.



Do not use a non brand color version of the logo.





TYPEFACES

Each representation of Fleet should include the approved type and font families to ensure a cohesive identity.

The Headline font family is Outage. This is used to denote a clear, singular headline and should only be used for short, concise statements. Outage consists of only capitalized letters.

The body copy font family is either Berthold Akzidenz or Akzidenz Grotesk. This is used for all body and supporting copy. Multiple weights and versions of these fonts can be used, as shown to the right.

The copy to the right demonstrates the use of the brand fonts and how each can be prioritized by weight and order.

OUTAGE CUT

Berthold Akzidenz

Light Condensed Regular *Italic*

Regular Condensed Regular *Italic*

Medium Condensed Regular *Italic*

Bold Condensed Regular *Italic*

Akzidenz Grotesk

Light Regular *Italic*

Regular Regular *Italic*

Medium Regular *Italic*

Bold Regular *Italic*

TYPOGRAPHY

The primary Fleet typeface is Outage Cut. This is only used for headlines.

The subhead typeface is Berthold akzidenz Grotesk Light. The font size should be about 50% of the Outage font size used in the headline.

The caption typeface is Berthold akzidenz Grotesk Medium. The caption font size should be greater than the body copy but less than the subhead.

The standard body copy font is Berthold akzidenz Grotesk Regular. Arial Regular can be used in it's place when absolutley nessesary.

Our web typeface is Berthhold Akzidenz. For headlines use Berthold akzidenz Grotesk Bold. The web subhead typeface is Berthold akzidenz Grotesk Light. The font size of the subhead should be about 50% of the font size used in the headline. The web body copy uses Berthold akzidenz Grotesk Regular.

HEADLINE

Outage Cut

SUBHEAD

Berthold akzidenz Grotesk Light

Caption Lorem ipsum dolor sit amet, cetero meliore an duo. Consulatu patrioque tincidunt id nec.

Berthold akzidenz Grotesk Medium

Body copy lorem ipsum dolor sit amet, cetero meliore an duo. Consulatu patrioque tincidunt id nec. Ex fierent occurreret cum. Clita propriae id mel. Ei pro enim audiam quaerendum. Mea no ipsum atqui, et cibo duis mnesarchum mea, ullum nobis vis no.

Berthold akzidenz Grotesk Regular

WEB HEADLINE

Berthold akzidenz Grotesk Bold

WEB SUBHEAD

Berthold akzidenz Grotesk Light

Body copy lorem ipsum dolor sit amet, cetero meliore an duo. Consulatu patrioque tincidunt id nec. Ex fierent occurreret cum. Clita propriae id mel. Ei pro enim audiam quaerendum. Mea no ipsum atqui, et cibo duis mnesarchum mea, ullum nobis vis no.

Arial Regular

Web body copy lorem ipsum dolor sit amet, cetero meliore an duo. Consulatu patrioque tincidunt id nec. Ex fierent occurreret cum. Clita propriae id mel. Ei pro enim audiam quaerendum. Mea no ipsum atqui, et cibo duis mnesarchum mea, ullum nobis vis no.

Berthold akzidenz Grotesk Regular



 **TRAC**



INTRO TO IDENTITY COMPONENTS

TRAC Logo

This represents the approved graphic imagery to represent TRAC in all creative documents.

Icon

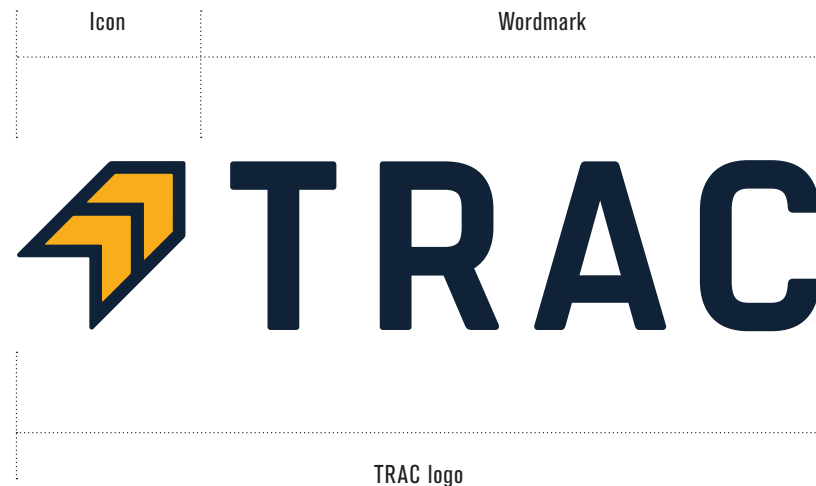
Also referred to as the “arrow”, this icon represents the graphic portion of the full logo. In some instances, it is acceptable to use the icon only.

Wordmark

The words, or statement, that represent the brand and define the logo. In some instances, it is acceptable to use the icon only.

What the logo means

The logo was designed to show utility and learning/growth aspects of the aircraft. The arrow icon reflects airport runway signage, as well as, the epaulettes found on a captain's uniform. The letterform is simplistic and echoes what is seen on military and other training aircraft.



Main TRAC logo



TRAC 20 logo



TRA 22 logo



TRAC 22T logo



TRAC Training logo



System layouts

In addition to having the main TRAC logo, there are versions for each of our SR models. There is also a layout that includes “Flight Training” below the TRAC name.

Logo usage

A picture of any TRAC logo application needs to be submitted for review by the Marketing department at least 48 hours before it is due to be produced or go live.



LOGO SPACE REQUIREMENTS

Clearspace

“x” can be determined by the width of “v”, as defined by the overall height of the logo.

Since “x” is based on the height of the logo, it changes proportionally based on the size of the logo. Care should be taken to double check clearspace for the logo once the final size is determined.

Minimum size

For printed material, the logo should be sized to be no less than 1-inch in overall width, not including clearspace. For digital use, the logo can be sized accordingly with no technical limit, as long as the logo is clearly recognizable and readable to the viewer.



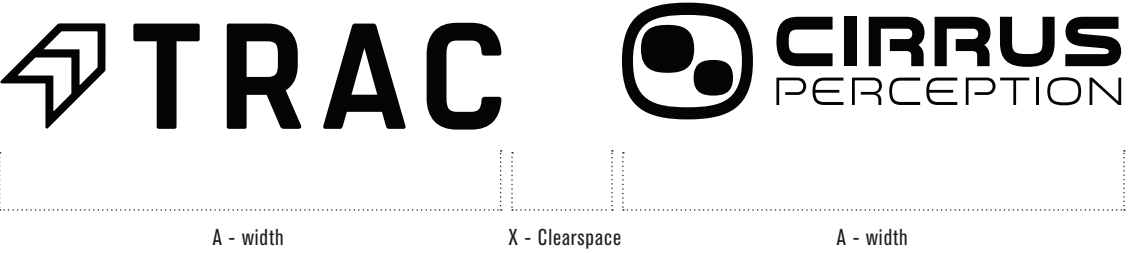
HOW LOGO PLAYS WITH OTHER LOGOS

Correlation

If using more than one logo in either print materials or digital use, the logo should have a similar weight and size to the other logos displayed. This may require making the logo larger or smaller to achieve balance. Comparing the widths (as shown by “A”) is a good check, as well as asking: “Does the TRAC logo garner an equal amount of attention compared to other graphic elements and logos on the page?”

Placement

Verifying the priority, or order, of multiple logos is also important. Once you have checked the clearspace and sizing, next consider the “brand” order of logos. For example, Fleet is part of Cirrus Aircraft and so should come after the Cirrus Aircraft logo. Following suit, TRAC is part of Fleet so it should come after the Fleet logo.





BRAND COLORS

Dark Navy and White are the primary brand colors for all Fleet brands. These colors are representative of air and space, and also create clear and sophisticated graphics.

Light Gray and Yellow were added to the TRAC brand color palette to tie in the training capabilities of TRAC aircraft. Yellow is used throughout design work to help the brand stand out and reflect the color of the captain’s epaulettes. Light gray is most commonly used as a secondary color in a variety of shades shown to the right.

To maintain a strong brand identity, we encourage avoiding any other dominating colors, like reds, orange, or greens. When possible, the TRAC Logo should be reproduced using the **Pantone Matching System®** (PMS) to ensure exact color reproduction.

The custom **CMYK** mix can be used when a Pantone color is not available. It should also be used for printed materials and/or when printing using a four-color process. The PMS logo should be avoided when printing materials because it will alter the colors.

When colors are re-produced on-screen, for digital presentations or the internet, **RGB** values should be used.

HEX values can be used when creating the Fleet colors online.

Avoid converting CMYK to RGB as it will alter the colors. Custom RGB and HEX codes have been provided to the right for your convenience so conversion is not necessary.

Pantone and the Pantone Matching System are registered trademarks of Pantone, Inc.

PRIMARY

CMYK
0 0 0 0

RGB:
255 255 255

HEX:
FF FF FF

CMYK
93 77 50 57

RGB:
15 36 56

HEX:
0F 24 38

SECONDARY

CMYK
0 0 0 15

RGB:
220 221 222

HEX:
DC DD DE

CMYK
0 36 99 0

RGB:
251 174 23

HEX:
FB AE 17

PMS:
1235 C



PLACEMENT ON BACKGROUNDS



Take care to ensure the TRAC logo is clearly visible and the correct color version has been used when positioning on a background.

Do not place the logo on a background that competes with the logo's visibility. The color of the background will determine the color of the logo used.

When placing the logo on a light background black is the preferred logo color but you may use a 60% or more gray.

For color backgrounds, if the color is light then the above directions apply. For dark color backgrounds, the reversed white version of the logo should be used.



INCORRECT USAGE

Do not place the logo on top of a distracting picture, texture or background that decreases the logo's visibility.

Do not use past versions of the logo or distort the proportions in any way.

Do not pair the logo with a background that creates low contrast.

Do not use a non-brand color version of the logo.

Do not use the logo without the corresponding trademark notation.



Do not place to logo on top of a distracting picture or texture



Do not use past versions of the logo, or distort it in anyway.



Do not pair a logo and background that create low contrast.



Do not use a non brand color version of the logo.





TYPEFACES

Each representation of TRAC should include the approved type and font families to ensure a cohesive identity.

The Headline font family is Manifold. This is used to denote a clear, singular headline and should only be used for short, concise statements.

The body copy font family is either Berthold Akzidenz or Akzidenz Grotesk. This is used for all body and supporting copy. Multiple weights and versions of these fonts can be used, as shown to the right.

The copy to the right demonstrates the use of the brand fonts and how each can be prioritized by weight and order.

MANIFOLD

EXTRA BOLD, REGULAR, THIN

Berthold Akzidenz

Light Condensed Regular *Italic*

Regular Condensed Regular *Italic*

Medium Condensed Regular *Italic*

Bold Condensed Regular *Italic*

Akzidenz Grotesk

Light Regular *Italic*

Regular Regular *Italic*

Medium Regular *Italic*

Bold Regular *Italic*

TYPOGRAPHY

The primary TRAC typeface is Manifold. This is only used for headlines. Manifold usage consists of only capitalized letters.

The subhead typeface is Berthold akzidenz Grotesk Light. The font size should be about 50% of the Outage font size used in the headline.

The caption typeface is Berthold akzidenz Grotesk Medium. The caption font size should be greater than the body copy but less than the subhead.

The standard body copy font is Berthold akzidenz Grotesk Regular. Arial Regular can be used in it's place when absolutley nessesary.

Our web typeface is Berthhold Akzidenz. For headlines use Berthold akzidenz Grotesk Bold. The web subhead typeface is Berthold akzidenz Grotesk Light. The font size of the subhead should be about 50% of the font size used in the headline. The web body copy uses Berthold akzidenz Grotesk Regular.

HEADING

Manifold Extra Bold

SUBHEAD

Berthold akzidenz Grotesk Light

Caption Lorem ipsum dolor sit amet, cetero meliore an duo.
Consulatu patrioque tincidunt id nec.

Berthold akzidenz Grotesk Medium

Body copy lorem ipsum dolor sit amet, cetero meliore an duo. Consulatu patrioque tincidunt id nec. Ex fierent occurreret cum. Clita propriae id mel. Ei pro enim audiam quaerendum. Mea no ipsum atqui, et cibo dui mnesarchum mea, ullum nobis vis no.

Berthold akzidenz Grotesk Regular

WEB HEADLINE

Berthold akzidenz Grotesk Bold

WEB SUBHEAD

Berthold akzidenz Grotesk Light

Body copy lorem ipsum dolor sit amet, cetero meliore an duo. Consulatu patrioque tincidunt id nec. Ex fierent occurreret cum. Clita propriae id mel. Ei pro enim audiam quaerendum. Mea no ipsum atqui, et cibo dui mnesarchum mea, ullum nobis vis no.

Arial Regular

Web body copy lorem ipsum dolor sit amet, cetero meliore an duo. Consulatu patrioque tincidunt id nec. Ex fierent occurreret cum. Clita propriae id mel. Ei pro enim audiam quaerendum. Mea no ipsum atqui, et cibo dui mnesarchum mea, ullum nobis vis no.

Berthold akzidenz Grotesk Regular





INTRO TO IDENTITY COMPONENTS

Perception Logo

This represents the approved graphic imagery to represent Perception in all creative documents.

Icon

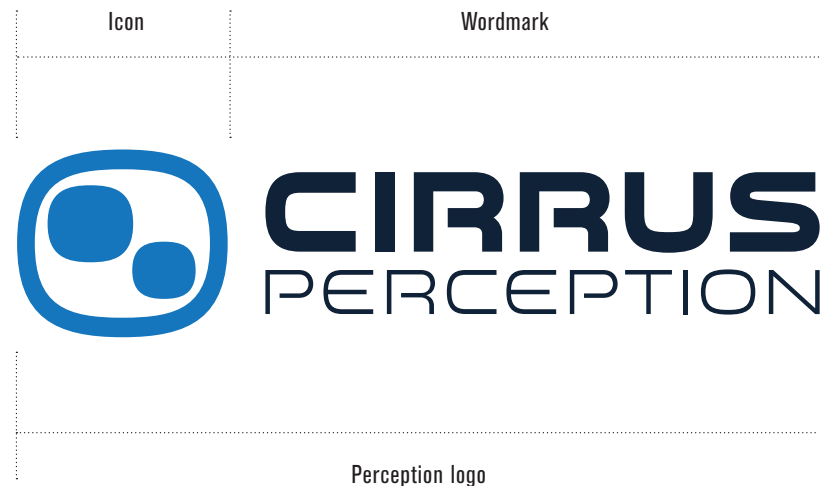
Also referred to as the “robot”, this icon represents the graphic portion of the full logo. In some instances, it is acceptable to use the icon only.

Wordmark

The words, or statement, that represent the brand and define the logo. In some instances, it is acceptable to use the icon only.

What the logo means

The logo was designed to emphasize the technology and multi-mission capabilities of Perception. The icon element comes directly from the shape and placement of the lenses on the physical camera. The letterform points towards the tech involved in the product.



Horizontal Stacked logo



Vertical Stacked logo



Horizontal logo



System layouts

In addition to having the main stacked Perception logo, there is also a horizontal version that uses the “robot” icon in place of the letter “O”.

Logo usage

A picture of any Perception logo application needs to be submitted for review by the Marketing department at least 48 hours before it is due to be produced or go live.



LOGO SPACE REQUIREMENTS

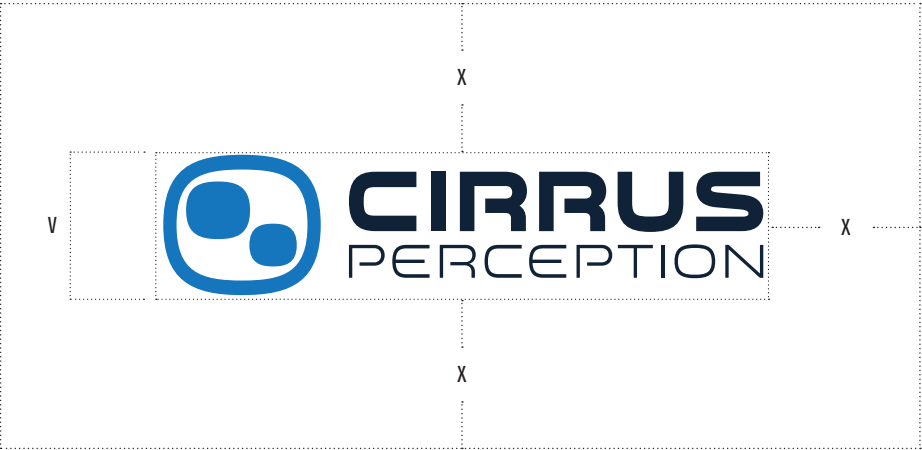
Clearspace

“x” can be determined by the width of “v”, as defined by the overall height of the logo.

Since “x” is based on the height of the logo, it changes proportionally based on the size of the logo. Care should be taken to double check clearspace for the logo once the final size is determined.

Minimum space

For printed material, the logo should be sized to be no less than 1-inch in overall width, not including clearspace. For digital use, the logo can be sized accordingly with no technical limit, as long as the logo is clearly recognizable and readable to the viewer.



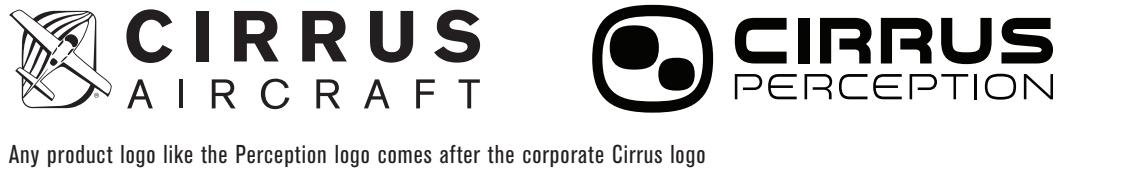
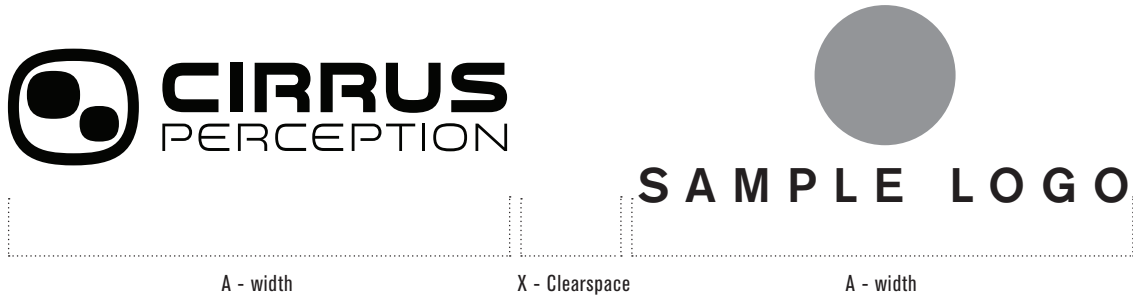
HOW LOGO PLAYS WITH OTHER LOGOS

Correlation

If using more than one logo in either print materials or digital use, the logo should have a similar weight and size to the other logos displayed. This may require making the logo larger or smaller to achieve balance. Comparing the widths (as shown by “A”) is a good check, as well as asking: “Does the Perception logo garner an equal amount of attention compared to other graphic elements and logos on the page?”

Placement

Verifying the priority, or order, of multiple logos is also important. Once you have checked the clearspace and sizing, next consider the “brand” order of logos. For example, Perception is part of Cirrus Aircraft and so should come after the Cirrus Aircraft logo. Following suit, Perception is part of Fleet so it should come after the Fleet logo.





BRAND COLORS

Black and White are the primary brand colors for Cirrus Aircraft. These colors are representative of air and space, and also create clear and sophisticated graphics.

Light Gray and Blue were added to the brand color palette to highlight the technolgy behind the product. Blue is always displayed in Pantone® 3005 or its equivalent. Gray is most commonly used as a secondary color in a variety of shades shown to the right.

To maintain a strong brand identity, we encourage avoiding any other dominating colors, like reds, yellow, or greens. When possible, the Perception logo should be reproduced using the **Pantone Matching System®** (PMS) to ensure exact color reproduction.

The custom **CMYK** mix can be used when a Pantone color is not available. It should also be used for printed materials and/or when printing using a four-color process. The PMS logo should be avoided when printing materials because it will alter the colors.

When colors are re-produced on-screen,

for digital presentations or the internet, **RGB** values should be used.

HEX values can be used when creating the Vision Jet colors online.

Avoid converting CMYK to RGB as it will alter the colors. Custom RGB and HEX codes have been provided to the right for your convenience so conversion is not necessary.

Pantone and the Pantone Matching System are registered trademarks of Pantone, Inc.

PRIMARY

CMYK

0 0 0 0

RGB:

255 255 255

HEX:

FF FF FF

CMYK

0 0 0 100

RGB:

0 0 0

HEX:

00 00 00

SECONDARY

CMYK

0 0 0 60

RGB:

128 130 133

HEX:

80 82 85

CMYK

84 49 0 0

RGB:

0 119 200

HEX:

00 77 C8

PMS:

3005



PLACEMENT ON BACKGROUNDS



Take care to ensure the Perception logo is clearly visible and the correct color version has been used when positioning on a background. Do not place the logo on a background that competes with the logo's visibility. The color of the background will determine the color of the logo used.

When placing the logo on a light background black is the preferred logo color but you may use a 60% or more gray.

For color backgrounds, if the color is light then the above directions apply. For dark color backgrounds, the reversed white version of the logo should be used.



INCORRECT USAGE

Do not place the logo on top of a distracting picture, texture or background that decreases the logo's visibility.

Do not use past versions of the logo or distort the proportions in any way.

Do not pair the logo with a background that creates low contrast.

Do not use a non-brand color version of the logo.

Do not use the logo without the corresponding trademark notation.



Do not place to logo on top of a distracting picture or texture



Do not use past versions of the logo, or distort it in anyway.



Do not pair a logo and background that create low contrast.



Do not use a non brand color version of the logo.





TYPEFACES

Each representation of Perception should include the approved type and font families to ensure a cohesive identity.

The Headline font family is Venera. This is used to denote a clear, singular headline and should only be used for short, concise statements. Venera consists of only capitalized letters.

The body copy font family is either Berthold Akzidenz or Akzidenz Grotesk. This is used for all body and supporting copy. Multiple weights and versions of these fonts can be used, as shown to the right.

The copy to the right demonstrates the use of the brand fonts and how each can be prioritized by weight and order.

VENERA

100, 300, 500, 700, 900

Berthold Akzidenz

Light Condensed Regular *Italic*

Regular Condensed Regular *Italic*

Medium Condensed Regular *Italic*

Bold Condensed Regular *Italic*

Akzidenz Grotesk

Light Regular *Italic*

Regular Regular *Italic*

Medium Regular *Italic*

Bold Regular *Italic*

TYPOGRAPHY

The primary Perception typeface is Venera. This is only used for headlines. The standard font weight for headlines is Venera 700.

The subhead typeface is Berthold akzidenz Grotesk Bold Extended. The font size should be about 50% of the Venera font size used in the headline.

The caption typeface is Berthold akzidenz Grotesk Medium. The caption font size should be greater than the body copy but less than the subhead.

The standard body copy font is Berthold akzidenz Grotesk Regular. Arial Regular can be used in it's place when absolutley nessesary.

Our web typeface is Berthhold Akzidenz. For headlines use Berthold akzidenz Grotesk Medium Condensed. The web subhead typeface is Berthold akzidenz Grotesk Medium. The font size of the subhead should be about 50% of the font size used in the headline. The web body copy uses Berthold akzidenz Grotesk Regular.

HEADLINE

Venera 700 weight

SUBHEAD

Berthold akzidenz Grotesk Bold Extended

Caption Lorem ipsum dolor sit amet, cetero meliore an duo. Consulatu patrioque tincidunt id nec.

Berthold akzidenz Grotesk Medium

Body copy lorem ipsum dolor sit amet, cetero meliore an duo. Consulatu patrioque tincidunt id nec. Ex fierent occurreret cum. Clita propriae id mel. Ei pro enim audiam quaerendum. Mea no ipsum atqui, et cibo duis mnesarchum mea, ullum nobis vis no.

Berthold akzidenz Grotesk Regular

Body copy lorem ipsum dolor sit amet, cetero meliore an duo. Consulatu patrioque tincidunt id nec. Ex fierent occurreret cum. Clita propriae id mel. Ei pro enim audiam quaerendum. Mea no ipsum atqui, et cibo duis mnesarchum mea, ullum nobis vis no.

Arial Regular

WEB HEADLINE

Berthold akzidenz Grotesk Medium Condensed

WEB SUBHEAD

Berthold akzidenz Grotesk Medium

Web body copy lorem ipsum dolor sit amet, cetero meliore an duo. Consulatu patrioque tincidunt id nec. Ex fierent occurreret cum. Clita propriae id mel. Ei pro enim audiam quaerendum. Mea no ipsum atqui, et cibo duis mnesarchum mea, ullum nobis vis no.

Berthold akzidenz Grotesk Regular

THE CIRRUS AIRCRAFT
FLEET & SPECIAL MISSION BRAND GUIDE