BRANDING GUIDE

ALPINE AIR™
E X P R E S S

A™

ALPINE AIR™
E X P R E S S

A™

The Alpine Air logos should only be used with the official colors stated above in addition to white (RGB# FFFFFF). In certain circumstances, the logo can be used in solid white and solid Alpine Dark. Never use any other colors on our logo or as a background behind the logo (unless approved by Alpine Air's Art Director). The examples apply to all versions our logo, never stretch, deconstruct, rotate, fill, edit or change the Alpine Air logo, we like it how it is! Please don't use our name, logos, ("brand materials") in ways that may be confusing, misleading, or suggest our sponsorship, endorsement, or affiliation.

DO NOT EDIT

HEADLINE FONT - BISON

FONT

No stretching

BOLD

DEMIBOLD

FONT

CHARACTER TRACKING - DEFAULT 0

FONT F O N T FONT

FONT FONT FONT

The paragraph font for Alpine Air is Myriad Pro, this font brings together the modern and technical brand of Alpine. This should be the only paragraph font used in conjunction with the Alpine Brand.
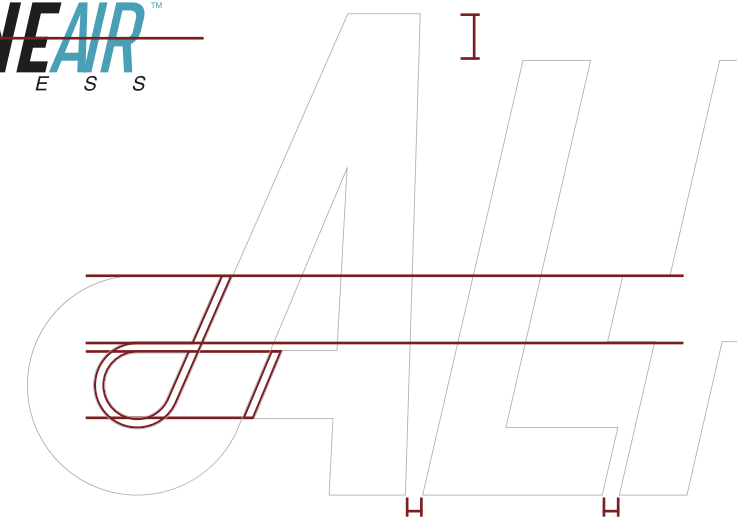
Do not fill

Do not stretch

No unapproved backgrounds

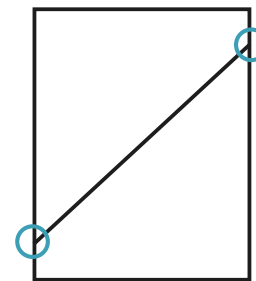Do not rotate

Do not use wrong colors

Do not deconstruct

ALPINE AIR™
E X P R E S S

ALPINE AIR™
E X P R E S S

SPREAD 2

BRANDING GUIDE

LOW SATURATON
Low saturation color

GRAYSCALE
Low intensity grayscale

DO NOT

DO NOT

This hairline grid should be used to portray a blueprint, to emphasize precision, knowledge, and advancement of Alpine Air. When creating marketing material this pattern should be used sparingly and with care, do not to overuse it. This grid should always be hairline and should not be scaled too large. The grid should fade out and only fade toward the bottom. Always use the Alpine Blue for the grid itself on top of Alpine Dark or White. Use the example above as a reference.

PHOTOSHOP CURVES
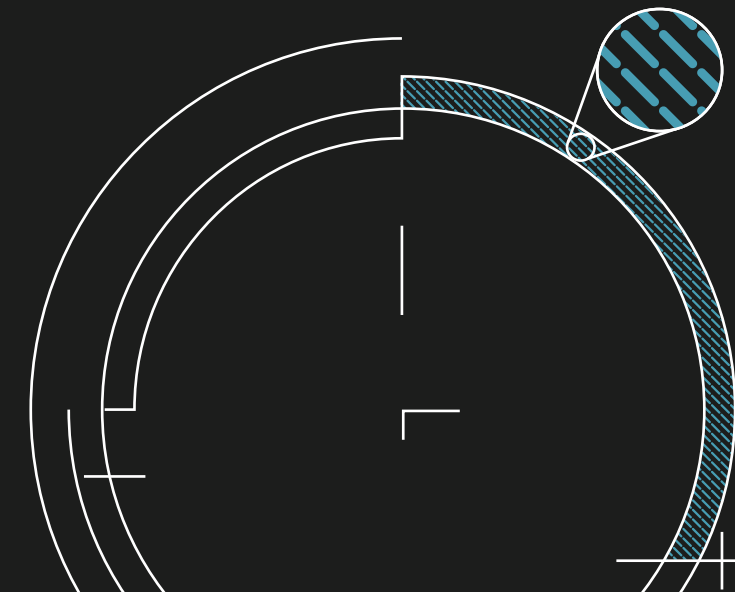
ALPINE BLUE
30% opaque Alpine Blue overlay

For all imagery, the photoshop curves should be set up like this to eliminate deep blacks and bright whites, while color saturation kept low. This should go without saying, all images should be of the highest quality and clarity (no blurry or pixelated images).

ADDITIONAL COLOR

RGB CODE	COLOR NAME
7C1E20	ALPINE RED

PANTONE SOLID COATED
1815 C

CMYK
31, 95, 89, 38

Another design element to be utilized is the precision graphs and dash pattern you find to the right. These should be used as secondary elements to embolize drawings on a blueprint. All elements should be designed with 90° and 45° angles. All lines and blueprint markers should be a hard square edge, while the dash pattern has round edges to contrast. Alpine Air's Art Director can provide the Alpine Air Color Pallete containing this fill pattern along with all of Alpine Air's company colors. Alpine Red should be used sparingly, do not use any other colors unless given explicit approval by Alpine Air's Art Director. Alpine Air's aircraft and conversions are designed with precision, so the brand should reflect that. Please use the examples provided in this branding guide as a reference.