

BRAND GUIDELINES

Basic Version



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1.1 Understanding the logo

The logo has been developed in order to summarise the character, values and market positioning of the company. Its construction is based on a concept which was inspired by the skills of a falconer – a time honoured sport of Arabian people. The line (a) at the base of the symbol represents the arm of the falconer – the falcon itself (b) is represented by a wing. The bird is about to be released into flight from the "arm" of the falconer.

Together, the lines of the logo express a sense of energy and elegance. Furthermore, they allude to the exclusivity and high quality associated with the brand – expressed also through the selection of fonts and colours (c).

The "wing" describes the sense of elegant and effortless flight (a)

ROYAL JET

رويال جت

The arm is both a runway and the arm of the falconer (a)

(c) Fonts have been developed to suggest high quality and prestige

2.1 Logo: Use with tagline

The logo can also be used with the brand tagline, 'Your Flight'. The use of this should be limited to campaign or promotional material, where its use can support the message that we offer a highly tailored service to our customers. So for example, it would typically be used on advertising, brochures, electronic marketing such as the brand website and presentation materials.

It is not, however, part of the basic logo design. Use the basic logo design on material that is not of a promotional or campaign nature, but requires corporate branding. Such uses would include company stationery such as business cards and letterheads, as well as equipment and merchandise of a non promotional nature. The tagline is not, for example, used as part of aircraft livery.

There are two versions available for the logo and tagline. Where possible, it should be used as part of the basic logo and the position and size of the 'Your Flight' wording relative to the basic logo must not be altered. If there are space constraints, it can also be used in conjunction with the stacked dual language logo. Examples of these two options are shown below. Do not use the tagline with any other variations of the standard logo. Be especially careful if you use the logo and tagline reversed out of an image to ensure the tagline remains legible.



2.2 Logo: Variations on the basic logo

Several variations on the logo are permitted.

Logo A

The symbol may be used as a "stand-alone" item.

This may be applied to certain collateral where space is limited or more impact is achieved using the symbol separate from the type.

Logo B

An English only version exists. This may be useful in certain Western only applications.

Logo C

An Arabic only version exists. This may be useful in certain Arabic only applications.

Logo D

Arabic and English in a stacked arrangement.

Logo A - Symbol Only



Logo B - Single Language/English



Logo C - Single Language/Arabic



Logo D - Stacked Logo



2.3 Logo: Usage on Livery

There is a specific Royal Jet logo to enable maximum clarity for the side of the aircraft fleet.

Livery logo

ROYAL JET  رجايت جت

2.4 Logo: Usage outdoor

There is a specific Royal Jet logo to enable maximum clarity for use outdoor on Billboards.

Outdoor logos



2.5 Logo: Colour Variation 1

Occasionally, the logo can only be printed in one colour.

The following variations are permissible;

- A Solid black
- B Solid 871 U
- C Solid 424 U

Logo A; Solid black



Logo B; Solid 871 U



Logo C; solid 424 U



2.6 Logo: Colour Variation 2

Sometimes it is necessary or beneficial to place the logo on a solid coloured background.

The following colour arrangements are permissible:

With a 1 colour print

- White logo out of Gold 871 U
- White logo out of Grey 424 U
- White logo out on Black

With a 2 colour print always have a Gold motif

- 871U and White on Grey
- 871U and White on Black



2.7 Logo: Usage on Pictures

It is permitted to use the logo on an image when;

- The image does not interfere with the clarity of the logo
- The colours of the image compliment those of the logo
- The image is simple in its construction

The examples on this page show how the logo can be applied to an image.

Where possible, the motif should appear as Gold



3.1 Typeface

There are two primary Latin typefaces and two primary Arabic typefaces

In latin derived languages headlines should appear in ATRotis Serif 55. Body copy or supporting text should appear in the sans serif font of the same family ATRotis Sans Serif 45 , where needed bolder use ATRotis Sans Serif 55 or **ATRotis Sans Serif 75** and italic *ATRotis Sans Serif 56* .

In Arabic headlines should appear in GE Dinar Two. Body Copy or supporting text should appear in the AXt Gihane Family Font

Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ATRotis Serif 55

Supporting copy, display, bullet points etc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ATRotis Semisans 75

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ATRotis Semisans 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ATRotis Semisans 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ATRotis Semisans 56

Headlines

ء آؤ إ ئ ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك م ن ه و ي ي ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

GE Dinar Two

Supporting Copy

ء آؤ إ ئ ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك م ن ه و ي ي ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

AXt Gihane Light

ء آؤ إ ئ ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك م ن ه و ي ي ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

AXt Gihane Bold

4.1 Colour reference chart

The chart on this page is a useful colour reference. It provides a colour breakdown in RGB and CMYK. It also shows how the colours appear when applied as tints of the pantone colours.

PANTONE®CMYK & RGB Swatch References

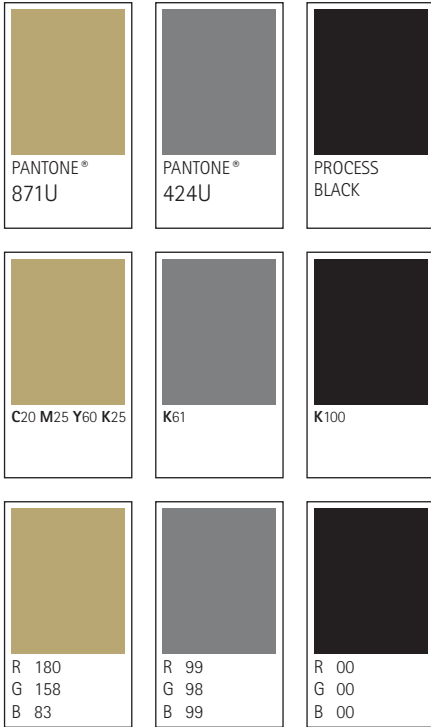
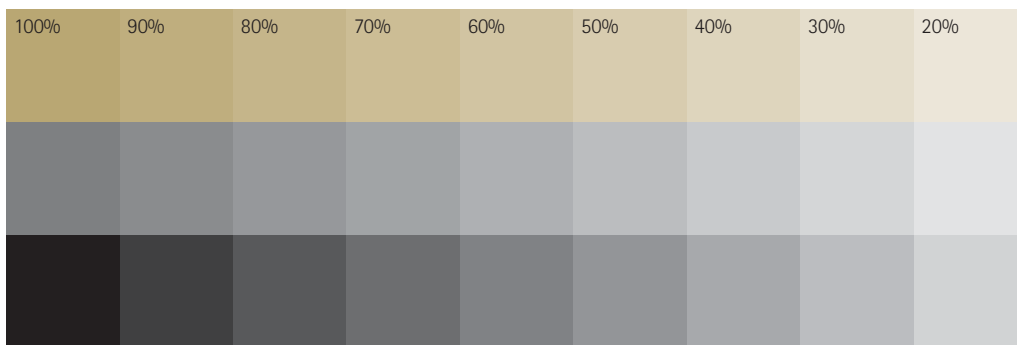


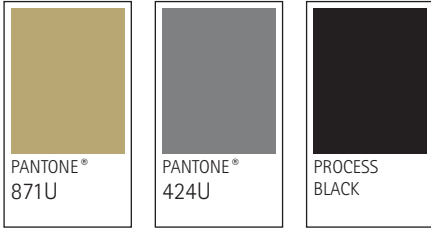
Chart of PANTONE® Tints



4.2 Supporting Colour Palette

Royal Jet has developed an extended colour palette for use in supporting the 3 main brand colours

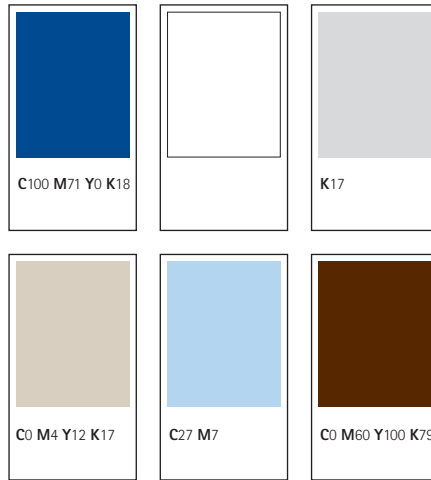
PANTONE® Main Brand Colours



PANTONE® Supporting Brand Colours



CMYK Supporting Brand Colours



5.1 **Communication**

These guidelines should be followed carefully. If for some reason this does not seem to be possible at first, or for further guidance on the artwork, please contact

Home 0044 208 892 8844
info@home-london.co.uk

5.2 **Approval Procedure**

All written or visual communication utilising the Royal Jet brand should be approved by our Marketing Department and should not be issued or disseminated without the signature of Royal Jet's Director of Marketing or President & CEO.

For approval, please contact

Sarah Walker-Kerr
Manager - Marketing
Royal Jet Group
PO Box 60666
Abu Dhabi, United Arab Emirates
Phone +971 (2) 505-1648
Fax +971 (2) 556-2620
swalker@royaljetgroup.com