# SkyWest
## AIRLINES®

**IDENTITY STANDARDS**

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# The SkyWest Identity

SkyWest's brand, logo and identity are crucial to the success of SkyWest Airlines. Employees, vendors and the media should ensure proper use and integrity of the SkyWest brand by following the logo and identity standards outlined in this guide.

The SkyWest Airlines signature is a registered trademark through the United States Patent and Trademark Office. It must never be altered or redrawn in any way. This includes changes in typestyle, proportions, letter spacing or placement of the individual elements other than acceptable treatments outlined in this guide.

The use of the marks and images presented on the SkyWest Airlines signature by any person other than the media is prohibited by law unless expressly licensed or approved by SkyWest Airlines.

# Contact

The purpose of this guide is to outline the most common uses of the SkyWest Airlines logo and accompanying branding standards.

For additional questions about usage of the SkyWest Airlines logo, or to request special artwork, please contact the SkyWest Airlines Manager – Marketing or one of the alternate contacts below.

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### Mailing Address:

SkyWest Airlines
444 South River Road
St. George, Utah 84790

# SkyWest
### A I R L I N E S ®

LOGO USAGE GUIDELINES | 2.0

## Overview

The purpose of the logo usages guidelines is to promote consistency in the use of the SkyWest logo. This section includes specific details in the following areas:

- Color Specifications
- Area of Non-Interference
- Minimum Reproduction
- Size and Registered Trademark
- Filename Components
- Unacceptable Uses

Each of these areas gives attention to the components applied to the three approved variations of the SkyWest logo:

- Blue
- Black
- White

**Approved Logo Variations**

# Color Specifications

The following color specifications should be applied for color logo use.

## Pantone Color
Blue Pantone       287

## Process Color
Blue

cyan............................100%
magenta.....................72%
yellow .........................2%
black...........................12%

## RGB Color
Blue

red...............................0
green...........................51
blue..............................141

Pantone 287

**Pantone Color Specifications**

C:100; M: 72; Y: 2; K: 12

**Process Color Specifications**

Red: 0; Green: 51; Blue: 141

**RGB Color Specifications**

*SkyWest*
A I R L I N E S ®

# Area of Non-Interference

For maximum visual effect, the logo should have sufficient white space on all sides, and it must remain separate from all other graphic elements.

The lower case "e" serves as a guide. Allow a minimum of the height of the lowercase "e" as clear space around all four sides of the SkyWest logo. No type, bars, patterns or other competing elements should appear in this area. This area, referred to as **the area of non-interference**, will preserve the visual impact and legibility of the SkyWest logo.

In instances where space is limited, such as forms or advertisements, the clear space guide may not apply. In such cases, contact the SkyWest Airlines Manager – Marketing.

**Area of Non-Interference**

# Minimum Reproduction

Do not re-size logos to a smaller size than one inch in width. Examples of minimum size are shown to the right.

Further size reduction of the printed or electronic logo will distort its appearance and is therefore prohibited.

**SkyWest**
AIRLINES®

1"

**Minimum Reproduction**

# Size and Registered Trademark

The logo has two size variations: the standard logo and the large format logo, with the only difference being the size in proportion of the registered trademark ( ® ).

## *Standard Logo*

The Registered Trademark on the standard SkyWest logo has a height equal to that of the letters which spell the word "AIRLINES".

The standard logo is applied when the logo is smaller than four inches in width.

**Standard Logo with Trademark**

## *Large Format Logo*

As seen in the example below, the large format logo has a registered trademark which is proportionately smaller. The trademark symbol has a height equal to half that of the letters which spell the word "AIRLINES" and is aligned with the bottom of the letters on the same line.

The large format logo is used when the logo is scaled to a size larger than four inches wide, such as in the printing of large posters, banners, billboards and on-screen presentations.

**Large Format Logo with Trademark**

# Filename Components

A standardized naming convention is used for the SkyWest logo filenames, including its contributing components:

- Company Name
- Logo Color
- Logo Size
- File Type

## *Company Name*

Adding SkyWest to the filename designates SkyWest Ownership.

## *Logo Color*

There are three color variations;
    b = Blue
    k = Black
    w = White

## *Large Format Logo*
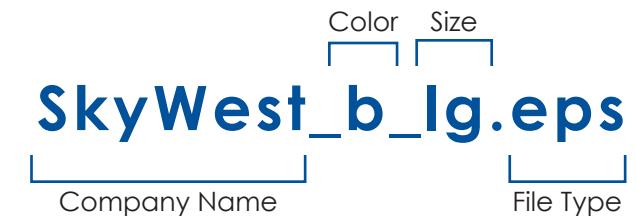
An additional component is added for the large format logo and is labeled as follows:
    lg = Large format logo
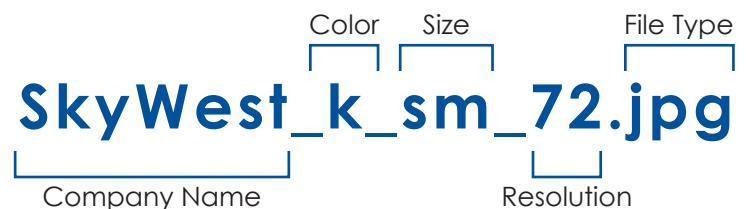
## *File Type*

The Logo is distributed in 3 formats;
    .eps = Vector format; print applications
    .jpg / .png = RGB; screen applications

Color  Size

**SkyWest_b_lg.eps**

Company Name    File Type

**Correct Naming Convention for the
Blue, Large Format Logo in Vector Format**

Color  Size  File Type

**SkyWest_k_sm_72.jpg**

Company Name    Resolution

**Correct Naming Convention
for the Black, Small Format Logo for Screen**

## Unacceptable Uses

To maintain consistency in the SkyWest identity, never modify the approved SkyWest logo or colors. Use only approved electronic versions of the logo. Using the SkyWest logo incorrectly weakens its visual impact and is a violation of trademark.

The logo must appear in only the approved colors as outlined in this guide. Never alter the logo in any way.

The logo should be free from competing backgrounds, borders or graphic elements.

## Unacceptable Uses

The following examples show some, but not all, of the unacceptable uses of the SkyWest Airlines logo.

- Do not add any graphic element around the logo within the area of non-interference.
- Do not skew (stretch) the logo or change the aspect ration.
- Do not place the logo on a heavily patterned background.
- Do not stretch the logo.
- Do not substitute other typefaces for the logo.
- Do not enclose the logo in any shapes.
- Do not change the letter spacing of the logo.

**Unacceptable Uses**

# Unacceptable Uses

- Do not use the color version of the logo against a black background. Use the reverse application to ensure adequate contrast.
- Do not substitute the word "airlines" for another word.
- Do not stack the type or alter the proportions of the logo.
- Do not switch the colors in the logo.
- Do not place a stroke around the logo.

**Unacceptable Uses**

# SkyWest
## AIRLINES®

PRINTED MATERIALS | 3.0

# Overview

SkyWest Airlines produces and distributes various printed materials bearing the SkyWest logo. Refer to the guidelines included in this chapter for specifications on the following:

• Stationery
• Envelopes
• Business Cards
• Forms

These guidelines apply to all marketing materials and require Manager – Marketing approval before printing. Use of the logo for printed materials without marketing permission is prohibited.

# Stationery/Letterhead

SkyWest stationery is not for personal use and may not be distributed without SkyWest permission.

## *Logo Placement*

The logo must be placed 3/4" from the top, and 3/4" from the left.

## *Typeface*

The approved typeface for SkyWest Airlines stationery is Myriad Pro Light. The address font size is 9 pt.

Font color must be 85% black.

**3/4"**

**3/4"**

444 South River Road  //  St. George, Utah 84790  //  *Phone*  435.634.3000  //  www.skywest.com

**Logo and Typeface Stationery Placement**

# Envelopes

SkyWest logo envelopes are not for personal use and may not be created without permission from the Company. These guidelines have been established to ensure brand consistency.
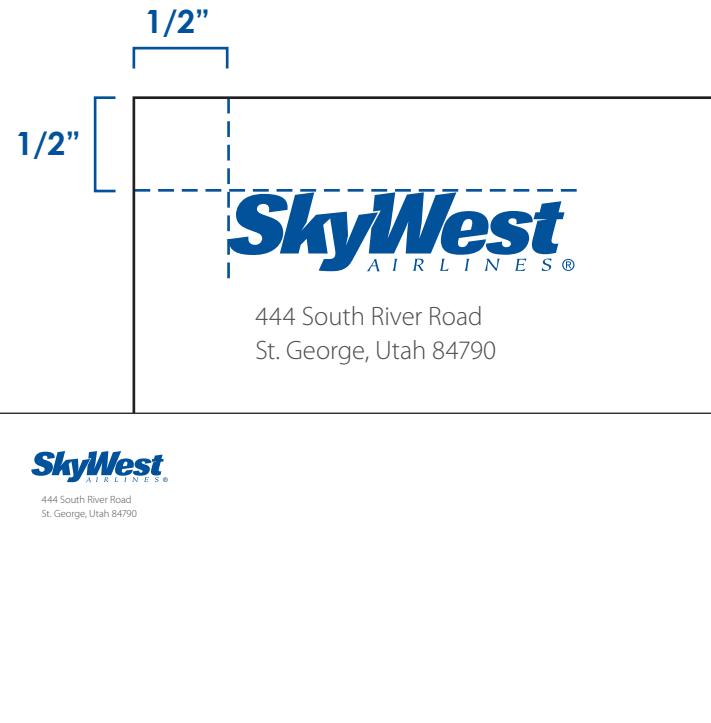
## Logo Placement
The logo must be placed 1/2" from the top edge and 1/2" from the left edge.

## Typeface
Typeface for SkyWest Airlines envelopes must be Myriad Pro Light. The address is an 10 point font size and is placed below the logo. Font color must be 85% black.

*SkyWest envelopes are printed by the Marketing Department and may be obtained by request.*

1/2"

1/2"

**SkyWest**
AIRLINES®

444 South River Road
St. George, Utah 84790

**SkyWest**
AIRLINES®
444 South River Road
St. George, Utah 84790

**Logo and Typeface Envelope Placement**

# Business Cards

SkyWest business cards may not be created outside the SkyWest Marketing Department. To request your SkyWest business card, visit SkyWest Online.
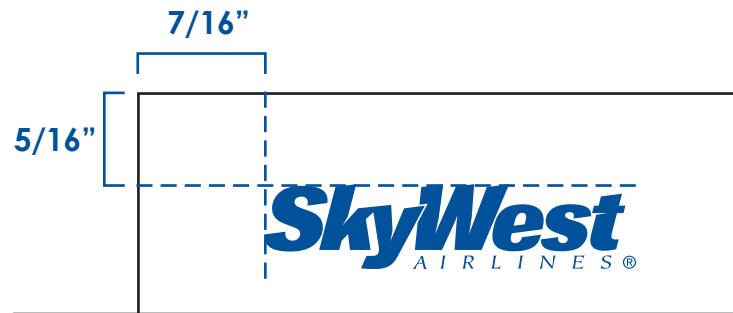
## *Logo Placement*
The logo is placed 5/16" from the top and 7/16" from the left.

## *Typeface*
The approved typeface for SkyWest Airlines business cards is Myriad Pro Light and Myriad Pro Bold for the name. The following point sizes apply to the signature elements:

```
Name ...........................9.5 point
Job Title........................7 point
Address ........................8 point
```

Font color must be black.



**7/16"**

**5/16"**

**Joe Sample**
Manager Sample

444 South River Road
St. George, Utah 84790

O: 435.555.5555
M: 435.123.4567
joe.sample@skywest.com

www.skywest.com

**Logo and Typeface Business Card Placement**

# Forms

Forms are viewed both inside and outside the company and require adherence to these branding standards.

## Logo Placement
In order to maintain form consistency, the logo should only be placed in the top left corner, 3/8" from the top edge, and 1/2" from the left edge.

## Logo Color
The standard logo for forms is the small format black logo. To requests use of the blue logo please contact SkyWest Airlines Manager – Marketing.

1/2"

3/8"

**SkyWest**
AIRLINES®

Employee Name: _____

Address: _____

**SkyWest**
AIRLINES®

**Employee Forms**
Request for Transfer (Non CS)
PAGE 1 OF 1 | REVISION 02 | DATE 2/1/06

Employee Name: _____
Address: _____
_____
Employee ID No: _____
Date of Hire: _____
Current Job Title: _____
Current Station: _____
Current Pay Rate: _____
City/Station Desired: _____
Position Applying For: _____
Date you would be available: _____
Telephone Number:   (Station) _____
                    (Home) _____

| For Office Use Only |
| --- |
| Date Received |
| Date Interviewed |
| Accepted for Transfer |
| Reason Not Accepted |
| Cleared by Drug and Alcohol |
| Cleared by People Department Representative |

SAMPLE

**Sample Form**

**SkyWest**
A I R L I N E S ®

ELECTRONIC MEDIA | 4.0

## Overview

The SkyWest Airlines logo serves a myriad of uses in electronic media. The following section outlines its use as it applies to Television and Video.

Any logo use for these purposes must be approved by the Marketing department. If you have questions regarding another form of electronic media use, please contact SkyWest Airlines Manager – Marketing.

# Television and Video

Video production plays an important role in both the SkyWest Airlines Marketing and Training departments. The following guidelines have been established to ensure the logo is used properly within these mediums.

## *Logo Placement*

The SkyWest Airlines logo is incorporated into video presentations when appropriate. It is recommended that the logo be placed in the bottom right corner of the video presentation with the logo remaining within the NTSC title safe area.

On occasion, an additional graphic may be placed behind the logo for design emphasis.

Video production utilizing the SkyWest logo without express written permission by the Manager – Marketing or one of the alternate contacts provided.



**NTSC Safe Area**

**SkyWest**
AIRLINES®

UNIQUE LOGO USAGE | 5.0

## Overview

From time to time, SkyWest tailors its identity to suit unique projects. Exceptions for special uses of the logo must be approved through the SkyWest Airlines Manager – Marketing.

An example of a unique logo usage is included below.



**Unique logo usage: Denim Day ad**

# SkyWest
### A I R L I N E S ®

ADVERTISING AND PROMOTIONAL ITEMS | 6.0

## Overview

Written approval is required from the SkyWest Airlines Manager – Marketing to place logos on promotional items such as T-shirts, pens, bags, pins, etc. Production without written permission from Marketing is violation of policy and trademark and is strictly prohibited.

# SkyWest
### AIRLINES®

CONCLUSION | 7.0

# Protecting the SkyWest Identity

This guide outlines the proper usage of the SkyWest logo in the following areas:

- Logo Usage Guidelines
- Printed Materials
- Electronic Media
- Unique Logo Usage
- Advertising and Promotional Items
- Company E-Mail Signatures

The SkyWest identity is a reflection of the entire company, and every effort must be made to maintain identity consistency to protect the SkyWest brand.

For additional questions about usage of the SkyWest Airlines logo please contact the SkyWest Airlines Manager – Marketing or one of the alternate contacts provided.

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