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# Brand Identity Guidelines





# **Brand Identity Guidelines**



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# Contents

<b>Fundamentals</b>	Typography	1
	Colours	4
	Graphical elements	6
<b>Applications</b>	Logo	7
	Wordmarks	8
	Posters	9

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# Typography - A4 print

## Manrope (headings)

**144 Pack my box with five dozen liquor jugs.**

**96 Pack my box with five dozen liquor jugs.**

Used for titles, large-size numerical data and product names.

## Inter (subheadings and body)

**96 Pack my box with five dozen liquor jugs.**

**72 Pack my box with five dozen liquor jugs.**  
Pack my box with five dozen liquor jugs.

**48 Pack my box with five dozen liquor jugs.**

Used for content text and small-size numerical data. Use the open digits stylistic alternate to display numerical data.

# Typography - Posters

## Manrope (titles)

96      **Pack my box with five dozen liquor jugs.** Pack my box with five dozen liquor jugs.

Bold  
Extra-light

The main title is to be typeset in the bold weight, while the tagline is to use light.

## Inter (additional text), letter spacing -2%

72      **Pack my box with five dozen liquor jugs.** Pack my box with five dozen liquor jugs.

Semi-bold  
Light

24      Pack my box with five dozen liquor jugs.  
Light

The two different weights of size 72 are used to provide contrast between unbolted and bolted text. Size 24 is used for fine print.

# Typography - Applications

## Titles and sub/headings

**Accent Text**

**Main Title**

**Accent Text and Title**

**Heading**

→ **Subheading**

## Body, numerical data and bullet points

G/S 468 kts		HDG 024°		ALT 37954 ft
DIST 2652 nm		FLT TIME 05:40		ETE 02:50

### → Our Community

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce volutpat vel eros ac efficitur. Mauris turpis odio, fringilla pellentesque pretium vitae, tempus ut tortor. Maecenas id condimentum neque. Suspendisse fringilla diam mauris, eget egestas dolor blandit vitae. Mauris diam leo, hendrerit nec elit id, mollis sollicitudin purus. Nunc nulla odio, consequat sed fringilla ornare, maximus nec.*

**329**      **3,569**  
Aircraft      Commits

### → Contributing

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce volutpat vel eros ac efficitur. Mauris turpis odio, fringilla pellentesque pretium vitae, tempus ut tortor. Maecenas id condimentum neque. Suspendisse fringilla diam mauris, eget egestas dolor blandit vitae. Mauris diam leo, hendrerit nec elit id, mollis sollicitudin purus. Nunc nulla odio, consequat sed fringilla ornare, maximus nec.*

**Audiovisual immersion.**  
**Engineering precision.**

# Colours

## Cyan

Main brand colour

Cyan

#00E0FE  
187 100 50  
0 224 254

Light cyan

#33E7FF  
187 100 60  
51 231 255

Dark cyan

#00C9E4  
187 100 45  
0 202 229

## Sky blue

Brand accent and  
gradient stop

Sky blue

#00CBFE  
192 100 50  
0 203 254

Gradient

Tail gradient

## Navy

Second brand  
colour

Navy

#171E2C  
218 32 13  
23 30 44

Light navy

#1F2A3D  
218 32 18  
31 42 61

Dark navy

#0E131B  
218 32 8  
14 19 27

# UI colours

Red  #DC2626 0 72 51 220 38 38	Orange  #FF6A00 25 100 50 255 106 0	Green  #FFE600 54 100 50 255 230 0
Salmon  #F87171 0 91 71 248 113 113	Amber  #F59E0B 38 92 50 245 158 11	Light green  #40E830 115 80 55 64 232 48
Yellow  #FFE600 54 100 50 255 230 0	Blue  #5280EA 222 78 62 82 128 234	Purple  #993DF5 270 90 60 153 61 245
Pink  #E92F8B 330 81 55 233 47 139	Dark grey-blue  #1D222B 218 20 14 29 34 43	Grey-blue  #2B303B 218 15 20 43 48 59
Black  #000000 0 0 0 0 0 0	Dark grey  #696969 0 0 41 105 105 105	Grey  #D0D0D0 0 0 82 208 208 208
Light grey  #E4E4E4 0 0 89 228 228 228	Off-white  #FAFAFA 0 0 98 250 250 250	White  #FFFFFF 0 0 100 255 255 255

# Mono-chrome

# Graphical elements

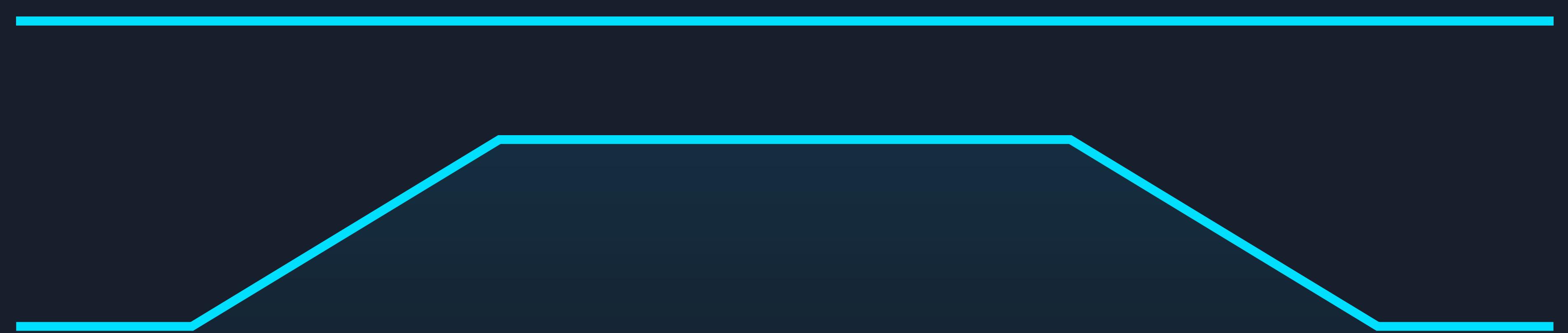
Arrow



Chevron



Line



Plane



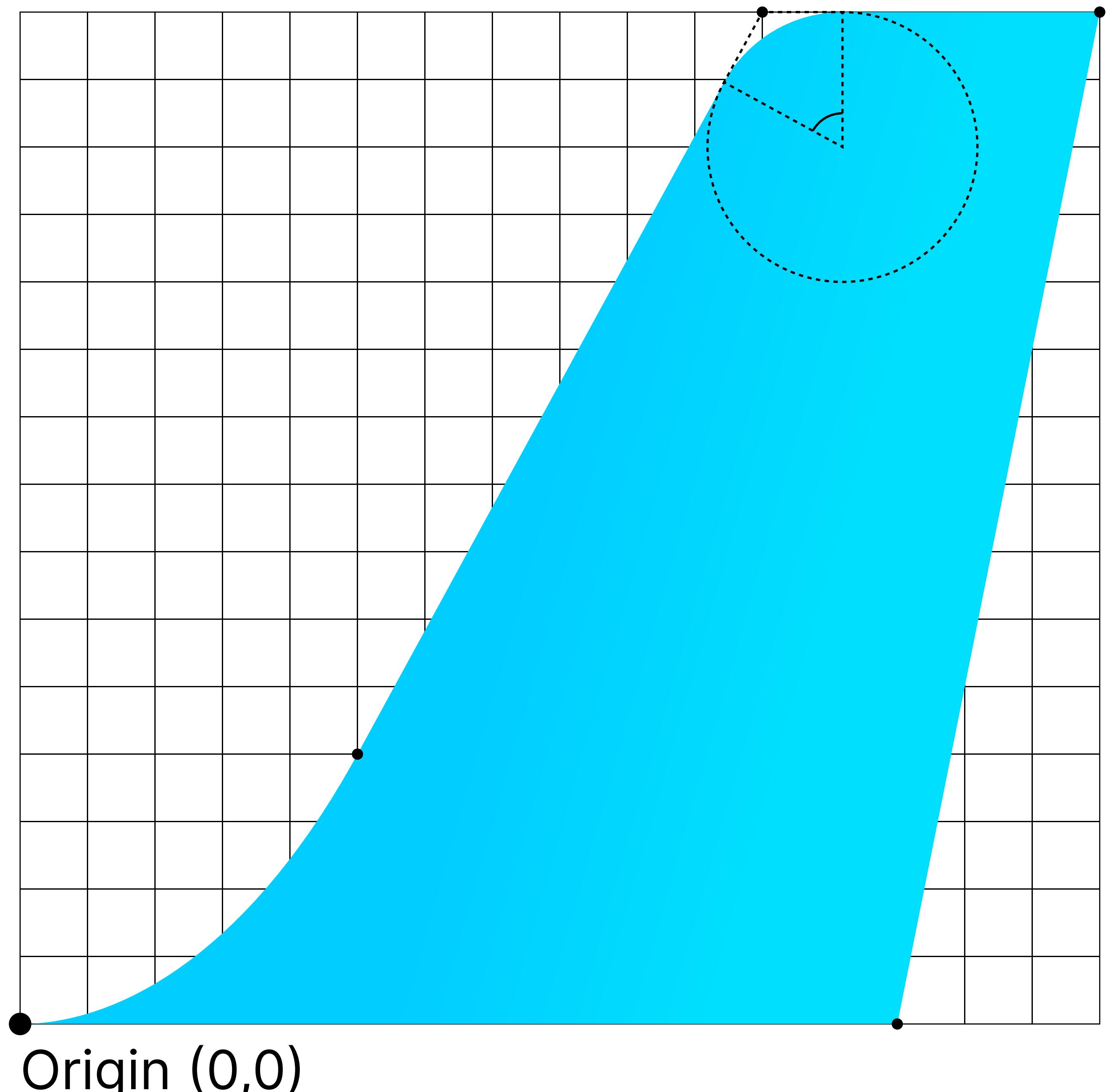
# Logo

## Tail icon construction

The FlyByWire Simulations tail logo is constructed on a  $15 \times 16$  grid to ensure scalability across applications. To construct this shape, draw from the origin:

1. a cubic Bézier curve from  $(0,0)$  to  $(6,4)$ , with intermediate points at  $(1.43,0)$  and  $(3.36,1)$
2. a line from  $(6,4)$  to  $(11,15)$
3. a line from  $(11,15)$  to  $(16,15)$
4. a line from  $(16,15)$  to  $(13,0)$ , and
5. a line from  $(13,0)$  to  $(0,0)$ .

The corner between lines (2) and (3) shall be rounded with a radius of two units.



## Tail icon usage

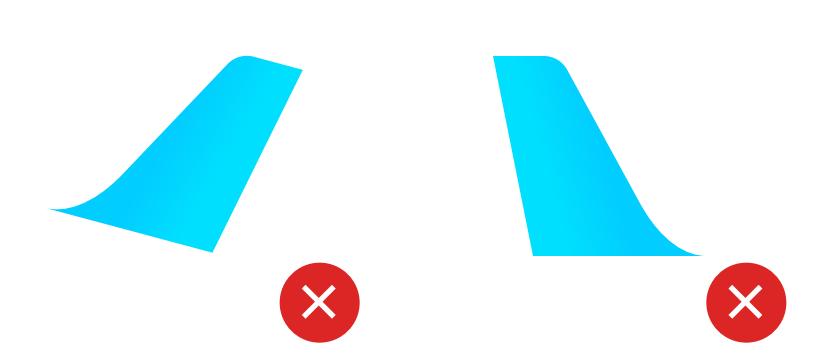
Only use the tail gradient, navy, and light navy—giving precedence to the tail gradient.



Do not transform the proportions of the tail.



Do not rotate or flip the tail.



Do not add shadows to the tail except when embossing the tail.



# Wordmarks



# Posters - Templates





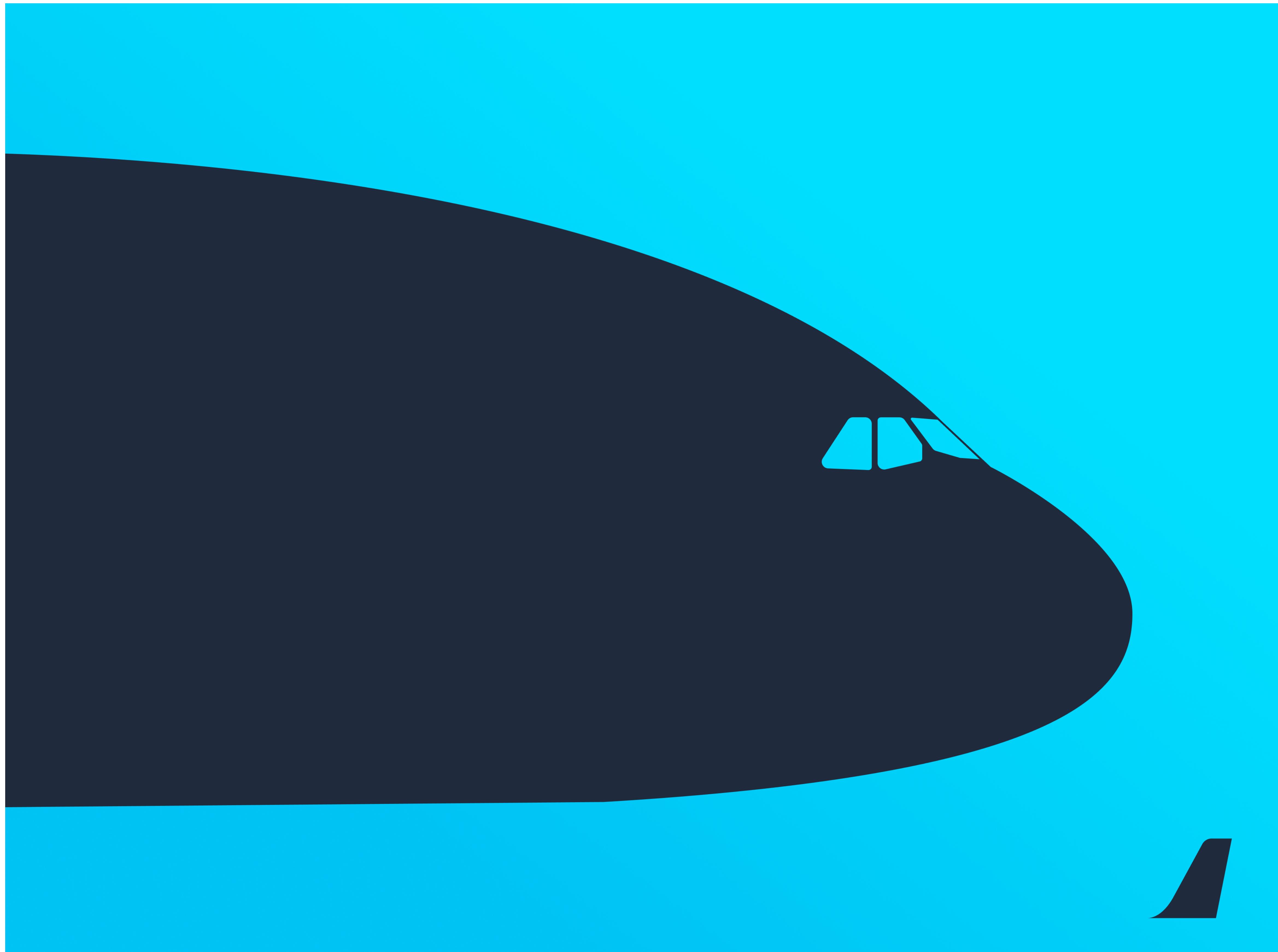
# Posters - Examples

**Seven new leg types\***. Vastly improved guidance logic. **Holds and overfly**. Real-world drawing protocol.

The new custom FMS.  
Now on the development version.

\*CA (partial), CF, CI (partial), CR, DF, HX, IF







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Brand Identity Guidelines vAlpha