AMONIC

إمونيك الخطوط الجوية

6/26/2017

Style Guide

Independent Test Project Design Team

WorldSkills Abu Dhabi 2017 Proposed Project

AMONIC Airlines

STYLE GUIDE

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INTRODUCTION | ONE

The AMONIC Airlines mission statement is to connect people to what's important in their lives through friendly, reliable, and low-cost air travel. While keeping our status as the region's youngest and most vibrant, AMONIC makes flying fun for vacations or business travel. We are constantly reinventing air travel with our stylish design, award-winning service, and reliable flights to the middle east and north Africa.

We at AMONIC thrive to create a new identity in line with the new generation of travelers as we try to break from convention and create the most incredible airline in the industry. Connecting and reconnecting with people and places. It is important to us all.

CHARACTERISTICS | TWO

Our identity at AMONIC is based on three main characteristics: Energetic, Captivating, and Friendly. All or any of these characteristics can be built upon depending on the medium. Here are a few words on each to better familiarize the audience on what they mean.

Energetic:

As in young, vibrant, fresh, and fit for the new age of travelers with the new fleet. It's about being cool and up to date with new trends.

Captivating:

Appealing, charming, and capable of attracting and holding interest.

Friendly:

Kind, pleasant, and warm with an open and communicative interface to all types of customers. We'd like to be remembered as easy-going yet good-natured.

THE LOGO | THREE

The logo has been designed with two main colors in mind. In this section we will be shown clearance, minimum size, cases for misuse and variations.

The basic rules of usage are as follows:

CLEARANCE

The standard clearance or area of clear space for any proposed work is the size of the centerpiece hexagon from each side. This improves clarity, retains identity and ensures consistency.

VARIATIONS

The following variations of the logo are provided in three sizes. It comes at the minimum size, two times the minimum size and four times the minimum size to be used as appropriate. The monochrome is also provided in both white (to be used on dark backgrounds) and black (to be used in light backgrounds). All the images are transparent where applicable.

● #196AA6
● #F79420

● #F1F1F2
● #F79420
○ #064B66

● #196AA6

SIZE

The basic size restraints are described for usage in user interfaces and print.

User Interface:

The minimum height for web/mobile or other usage in user interface

Print:

The minimum size for use in reports/tickets, vouchers, or any other printed material

MISUSE

At all times, you should avoid falling into these traps.

Stretch:

You must not stretch, skew or rotate the logo for use in your work

Color:

You may not change the color palette, hue, or saturation used in the logo to match your work

Background:

Never place the logo over a photo, textures, or colored background where there will not be sufficient amount of contrast to make it legible

Remastering:

You may not re-create the logo in any form or shape either by removing or moving around components of the logo
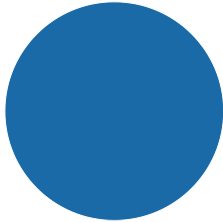
COLOR PALETTE | FOUR

The following are the recommended color palettes to be used in material related to AMONIC Airlines.
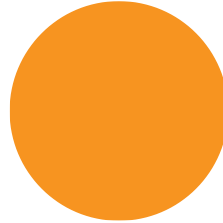
PRIMARY COLORS

Recommended use in all applications.

Main Blue
RGB: R025 G106 B166
HEX: #196AA6

Main Orange
RGB: R247 G148 B032
HEX: #F79420

SECONDARY COLORS

Recommended for promotions material, banners, membership cards and others.
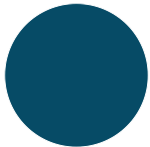
Dark Blue
RGB: R006 G075 B102
HEX: #064B66
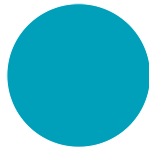
Light Blue
RGB: R000 G160 B187
HEX: #00A0BB

Dark Green
RGB: R013 G079 B076
HEX: #0D4F4C

Dark Purple
RGB: R006 G075 B102
HEX: #132B4F
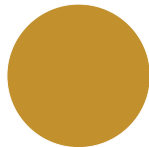
Dark Gold
RGB: R194 G145 B046
HEX: #C2912E

Main Gold
RGB: R250 G200 B038
HEX: #FAC826

Light Gold
RGB: R237 G214 B136
HEX: #EDD688

Main Yellow
RGB: 255 G250 B203
HEX: #FFFACB

FONTS | FIVE

Here are the recommendations of fonts to be used in designing user interfaces for all applications. We will provide details of an alternate and a secondary font as well only to be mohsenhused where the primary font is not available.

PRIMARY FONT

Tex Gyre Adventor (TeXGyreAdventor)

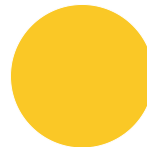| a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Tex Gyre Adventor Bold (TeXGyreAdventor Bold)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

ALTERNATIVE FONT

Twentieth Century MonoType (Tw Cen MT)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Twentieth Century MonoType Bold (Tw Cen MT)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Twentieth Century Condensed (Tw Cen MT Condensed)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Twentieth Century MonoType Condensed Extra Bold (Tw Cen MT Condensed Extra Bold)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	V	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

SECONDARY FONT

Verdana Regular (Verdana)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Verdana Bold (Verdana Bold)

a	**b**	**c**	**d**	**e**	**f**	**g**	**h**	**i**	**j**	**k**	**l**	**m**
n	**o**	**p**	**q**	**r**	**s**	**t**	**u**	**v**	**w**	**x**	**y**	**z**
A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
N	**O**	**P**	**Q**	**R**	**S**	**T**	**U**	**V**	**W**	**X**	**Y**	**Z**