PILOTBASE

BRAND GUIDELINES

These guidelines contain the rules for our communication system.

This includes all of the elements you may need—logos, typefaces, colors, and more to create a consistent tone, look, and feel for Pilotbase's brand materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

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FUNDAMENTALS

01

PERSONALITY

TARGET AUDIENCES

The following profiles each of the groups Pilotbase serves. Each persona is built with demographic insights, core motivations, key pain points, and the emotional triggers that drive their decisions. Use this section to tailor messaging, select imagery, and prioritize features that resonate with every stakeholder. Start here to ensure your work speaks directly to the right audience.

THE STUDENT PILOT

Part ambition, part instinct, they're chasing a dream. They come from all walks of life: a high school grad with stars in their eyes or a working adult finally choosing the path they've wanted all along. What's shared? Something few people truly understand.

They're constantly doing the math — not just in the cockpit, but in life. How many flights can I afford this month? Am I falling behind? Will this work out? They juggle apps, instructors, schedules, debt. They hear other students' progress and crave the ability to better see their own. And a little reassurance that they're not alone in this. And clarity for what's next.

They carry a deep desire to prove to themselves and the world they belong here. Some just want to fly, while many are future CFIs or captains.

THE FLIGHT INSTRUCTOR

They're the ones who remember what it felt like to be terrified of stalls — and now, they're the calm voice on the headset coaching nervous students through it all.

Most didn't choose instructing for the paycheck. But because it gets them closer to the airlines, to their 1,500 hours, to their shot. But along the way, they've become something more: a mentor, a motivator, a mirror for someone else's dream.

Their time is stretched thin. They manage revolving students, lesson plans, and paperwork — all while logging hours like currency for their future. They're tired, but focused. Helpful, but often unsupported. Deep down, they just want to know the time they're giving will get them somewhere.

THE CAREER TRANSITION PILOT

They've been flying — banners over beaches, instruction gigs stacked with side hustles, or a major airline perhaps. As they look around at the opportunities in front of them, they wonder: Will my qualifications matter? What's the right direction, the right match for me? Who can help?

The job search feels like another terrain entirely. The gatekeeping, the checklists, the uncertainty. They track every hour like it's gold, comparing themselves to job posts, hiring minimums, their peers.

They're proud of what they've built, anxious about change, and need help standing out.

THE SEASONED PILOT

They've flown farther than most people ever dream — through jet streams and thunderstorms, with thousands of hours etched into logbooks.

Their skills are rare. Their record speaks of endurance, excellence, and a life of precision and responsibility at 30,000 feet. Their record is currency. It opens doors and lights the way for the next generation. Even if retirement from the majors is on the horizon, their legacy may continue in the cockpit of a club or school plane.

They want tools that honor their craft — not just in name, but in performance. They want to protect what they've built, savor their valuable time, and be inspired for work after today.

AVIATION TRAINING ORGS

Flight schools are a passion project and a pressure cooker. Most didn't get into this line of work because it's easy. Often run by pilots, love of aviation brought them here, but it's hustle and grit that keeps them passing it on.

But the reality can mean razor-thin margins. An operational grind where every hour matters and every missed lesson is lost revenue. Tracking aircraft utilization down to the minute, keeping instructors motivated on modest wages, and keeping safety the highest priority.

They care deeply about what they're building, their reputation, their students. They are mentors, mechanics, marketers, and managers — often all in the same day.

PILOT EMPLOYERS

They are the ones who fill flight decks — the stewards of safety, readiness, and trust. Whether they're hiring for commercial airlines, medevac operations, cargo fleets, or agricultural routes, the stakes are high.

They're looking for hours but also judgment, training, and cultural fit. Employers don't have the luxury of being reactive. They need to plan for shortages, anticipate retirements, and stay steps ahead of a talent pool that's always in flux.

Recruiting is expensive, and for some, retention is hard. They want better ways to spot validated talent early and build trust that lasts well beyond the job offer.

MARKETPLACE PARTNERS

Some want to scale. Others want to finally tap into a market that's been out of reach — that's been too complex or too risky. They may be offering financing, tools, services, or jobs, but they're here because they see potential in pilots — and in the system that trains and connects them.

Who they work with must understand the nuance of the aviation journey, have earned the trust of schools and pilots alike, and will help position them as a champion for aviation.

What they want is real alignment — with a partner that pilots believe in, engage with, and that moves with purpose.

AVIATION INDUSTRY LEADER

They are the architects of the present and the stewards of the future. They're the FAA, NFTA, Boeing, Cessna, and others who are shaping the skies for generations to come.

Safety, sustainability, and resilience are non-negotiable. And what can help them understand trends and plan for the future is connected data. Transformational insights into the pulse of the pilot workforce, the shifting needs of flight schools, the emerging gaps in the aviation ecosystem – and all produced by an operator who they can trust to put pilots first.

To be their ally is to serve the greater good – and it's an honor to empower them to lead aviation into its sustainable future.

PERSONALITY

ARCHETYPE

Our brand's archetype helps us understand the psychology of Pilotbase. It's the first human layer we add to Pilotbase.

the Rebel

PERSONALITY - ARCHETYPE

Your Friend, the Rebel

A unique identity that Pilotbase dynamically flexes for its audiences

GOAL: Make Things Better for Others

STRATEGY: Change What Isn't Working, Do Things Differently

TRAITS: Disruptive, Confident, Deeply Human, Easy to Understand, Inviting

FEARS: Sitting on the Sidelines, Stagnation

Values

We prioritize products that contribute to life in meaningful ways. Because small moments make for extraordinary experiences.

01. Relentless Innovation

Excellence is our starting line. With guts and passion we push forward, beyond the conventional, to shape a new world.

02. Fly Above Noise

Altitude gives clarity. So we rise above activities that aren't long-range and keep the big picture always in sight.

03. Leadership in All

Leading comes from seeing beyond, from extreme ownership – and from following the curiosity and vision that's deep within us all.

04. Right, Not Easy

Integrity is doing the right thing, communicating with transparency, and always showing up to stand alongside those we serve. Because trust is personal.

05. Unforgettable Journeys

We prioritize products that contribute to life in meaningful ways. Because small moments make for extraordinary experiences.

PERSONALITY

BRAND POSITIONING

Positioning at the brand level is about understanding what our audiences struggle with. What their day-to-day feels like. And building a personality that's concerned with fixing problems in a deep, emotional way.

PERSONALITY - BRAND POSITIONING

Just when you think you're next in line, it's one obstacle after the next. This industry makes you earn it the hard way. And while the skill will always require the same effort, you don't have to accept such a grueling day to day.

When we **build intelligent connections** across every corner of aviation, **we dismantle the barriers that separate people from progress and we all can see success** – not just in a lofty, future state.

BRAND POSITIONING STATEMENT

We bring radically empowering connections to aviation, paving the way for progress at every elevation.

PERSONALITY

BEHAVIOR

We act in a way that helps our audiences get along with us. We're strong in a way that appeals to our audiences. And we drive emotions that help our audiences believe in what we say.

BEHAVIOR

ACTIONS

Uniting

This is never a solo flight. Our motto: join forces.

Growing

It's about having reverence for progress.

Pioneering

We're called to aim for extraordinary. We wouldn't be in aviation if we weren't.

Moving Others

We mobilize those in our orbit.

Challenging Mediocrity

We're challengers, but it's not to cause trouble. The emphasis is on our intent.

Reliable

Pilots, airlines, and everyone in between counts on us to get it right.

Passionate

It's about making a difference.

BEHAVIOR

STRENGTHS

Brave

If it hasn't been done before, we don't shy away; we lean in.

Original

We stand out in a remarkable way.

Influential

We guide; we show our audience not just the promise of the future but how easy it is to get there.

BEHAVIOR

EMOTIONS

Comradery

From our partners to our employees, when you're with us, you're with us. The passion: we've all got it. The mission: it's shared. The future: we're in it together.

Hope

We give our audiences something to believe in. We inspire them with a purpose and progress.

Optimism

Change is on the horizon, but that's a good thing, because we believe seeking new things will set you free.

Excitement

If you fly with us, you will feel our energy.

Ownership

If we think there's a better way, we're going to stand up, show up, and take charge.

LOGO

SYSTEM

02

PRIMARY LOGO

The Pilotbase logo should always appear in a specific and consistent manner as illustrated in this document. Always use the files supplied. The relationship between the elements has been specifically set and should not be altered. The logo consists of one element: the nameplate

LOGO MARK

The logo mark is never to be used in place of the logo. Use as a visual secondary element and never stacked directly next to the nameplate.

LOGO WITH TAGLINE

The logo with tagline should always be presented in the provided format and never be recreated. The tagline is primarily for marketing useage to reinforce positioning. Only use the lockup if there is sufficient space for the tagline to remain clear and legible.

LOGO LOCKUPS

Interim logos for both Flight Schedule Pro and LogTen will be locked up with "Powered by Pilotbase." Lockups are provided in the shared company drive and should never be recreated.
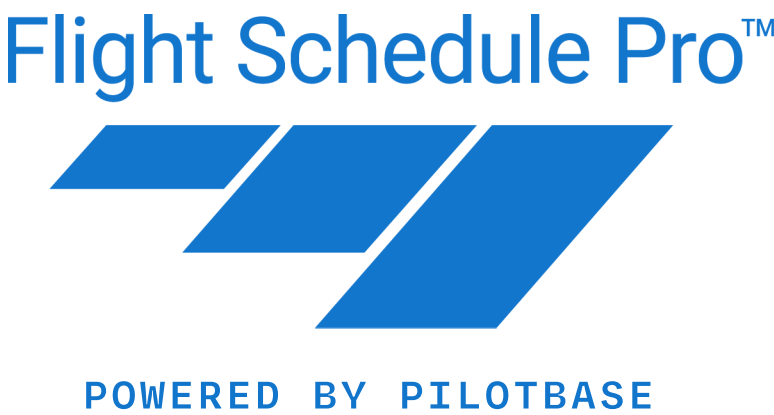
PROPER USAGE - LOGO

Correct usage of the logo is essential to maintain the integrity of the Pilotbase identity. Only approved artwork or photography provided should be used.

The nameplate can alternate between white and the brand black. However, this nameplate cannot alternate to any of the other colors.

PROPER USAGE - LOGO MARK

Correct usage of the logo mark is essential to maintain the integrity of the Pilotbase identity. Only approved artwork or photography provided should be used.

The "S" can alternate between white, black or the orange stripes, whichever seems fit. However, the mark cannot alternate to any of the other colors.
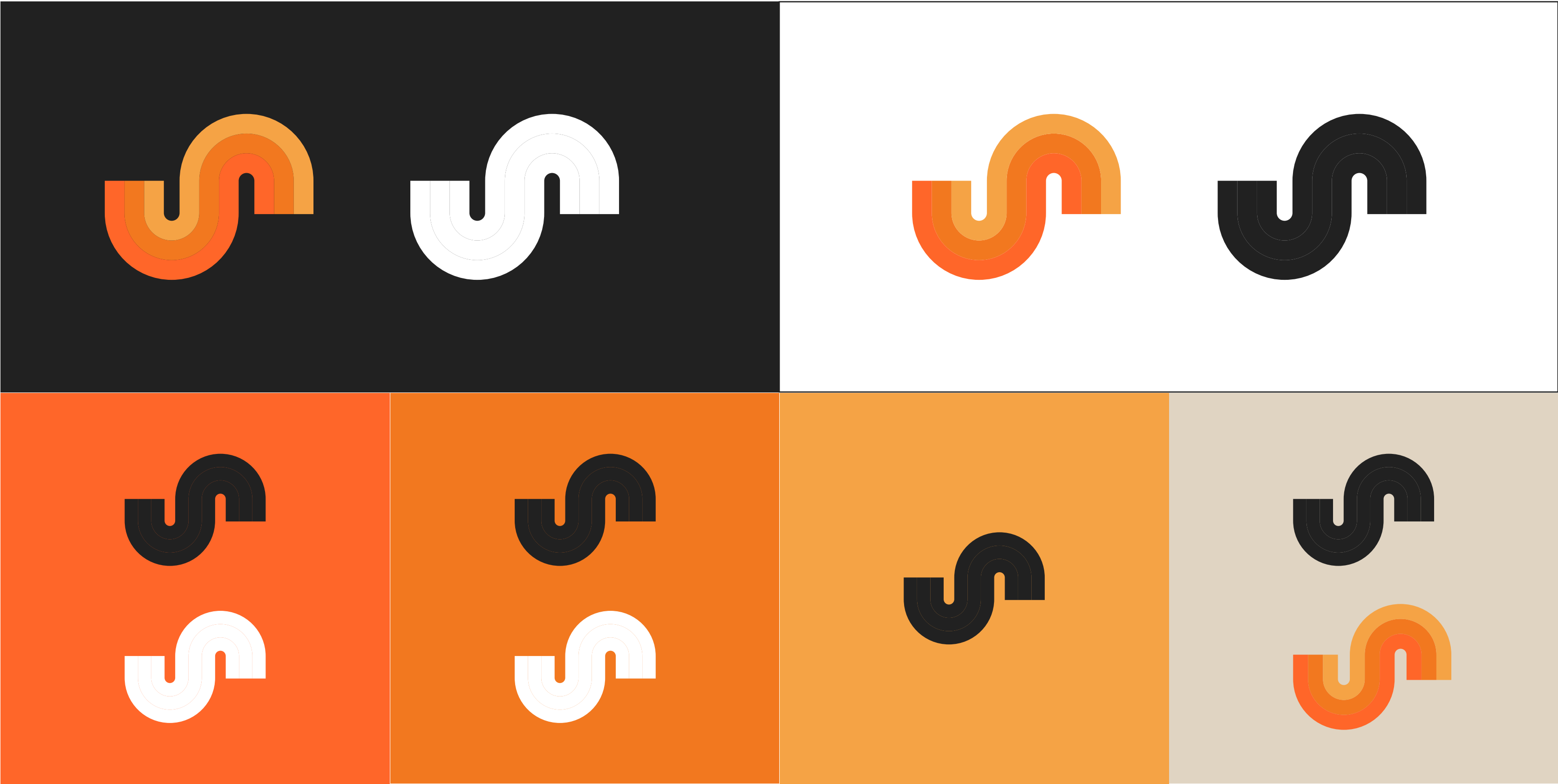
EXCLUSION ZONE

To ensure the logo is clear of any visual distraction including graphics and text, a minimum clear area (exclusion zone) has been developed. This distance is called "clear space".

The minimum clear space must be the same space around the full logo. This creates an equal spacing that is pleasing to the eye as the logo has proper breathing room.

Minimum exclusion area may vary depending on size of final logo and context of where logo is applied. Use the height of the "O" as a guide.
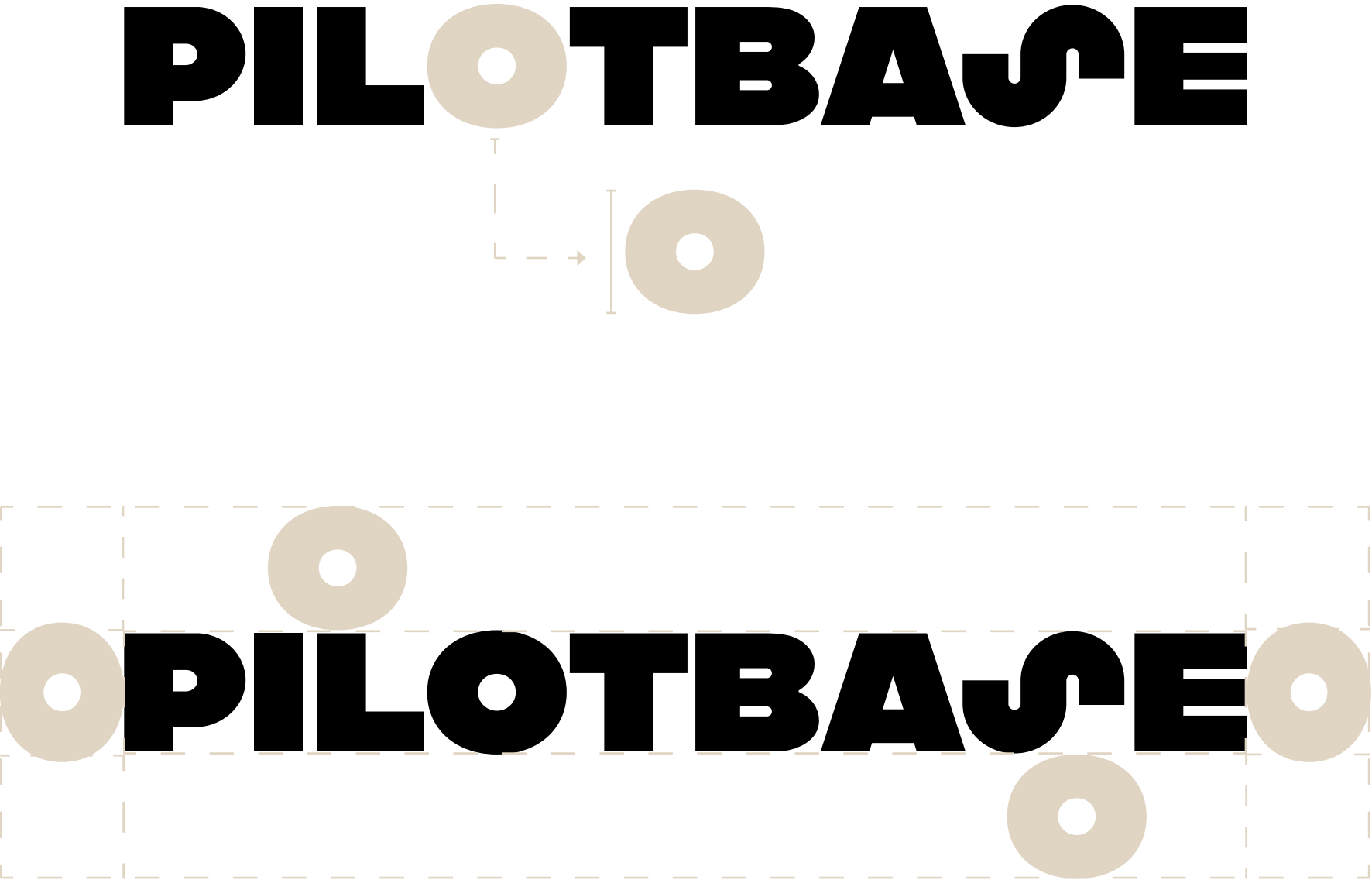
MINIMUM SIZING

The logo may be scaled proportionately in size as large as desired. However, the whole logo should never be used smaller than 1.375inch in width or 100 px.

The logo mark should never be used smaller than .5 inches or 35 px in width.

PRINT

PILOTBASE

1.375 IN

ᶴ

.5 IN

PILOTBASE
WE RISE TOGETHER

2.25 IN

DIGITAL

PILOTBASE

100 PX

ᶴ

35 PX

PILOTBASE
WE RISE TOGETHER

150 PX

Incorrect Usage

Correct usage of the logo is essential to maintain the integrity of the Pilotbase identity. Inconsistent or careless use of the logo diminishes its value and weakens its impact.

Only use approved artwork provided by Pilotbase and never reproduce the logo from any black and white, color or facsimile print. These guidelines also apply to the logo mark.

NEVER DISTORT THE LOGO IN ANY WAY.

THE LOGO SHOULD NOT HAVE ANY COLORS CHANGED FROM WHAT IS SUPPLIED.

NEVER PRINT OR DISPLAY THE LOGO AT ANY ANGLE.

NEVER REPLACE OR CHANGE ANY PARTS OF THE LOGO USING ANY OTHER TYPEFACE OR SHAPE.

NEVER RECONFIGURE THE LOGO OR PLACE DIRECTLY NEXT TO THE ICON.

BRAND
COLORS

03

PRIMARY PALETTE

Color plays an essential role in Pilotbase's visual identity. The primary color palette neutral, sleek and modern. How the brand color palette is used and applied adds personality to the visual identity and differentiates the brand from others.

SPACE BLACK
212121
RGB 33 | 33 | 33
CMYK 71 | 65 | 64 | 70
PMS 419 C

WHITE
ffffff
RGB 255 | 255 | 255
CMYK 0 | 0 | 0 | 0

SECONDARY PALETTE

Color plays an essential role in Pilotebase's visual identity. The secondary color palette is vibrant and bold to balance the primary color palette. How the brand color palette is used and applied adds personality to the visual identity and differentiates the brand from others.

The secondary color palette is used only to supplement the Pilotbase brand within different print collateral, web or social media efforts.

DARK ORANGE
#f26c2e
RGB 242 | 108 | 46
CMYK 0 | 60 | 88 | 0
PMS 1645 C

ORANGE
#f3781f
RGB 243 | 120 | 31
CMYK 0 | 59 | 99 | 0
PMS 158 C

LIGHT ORANGE
#f6a345
RGB 246 | 163 | 69
CMYK 1 | 36 | 79 | 0
PMS 804 C

ELECTRIC BLUE
#00ffff
RGB 0 | 255 | 255
CMYK 52 | 0 | 13 | 0
PMS 306 C

TERTIARY PALETTE

Color plays an essential role in PIlotbase's visual identity. The tertiary color palette is subdued and light to balance the primary color palette. Only in special use cases is the tertiary palette used.

DENIM BLUE
5177bb
RGB 81 | 119 | 187
CMYK 67 | 44 | 0 | 0
PMS 7683 C

BEIGE
e1d3c1
RGB 225 | 211 | 193
CMYK 10 | 12 | 209 | 0
PMS 7527 C

COLOR APPLICATION

Use the following as a guide on how much each
color weighs in the usage of a design.

The space black and white should be the majority of the
design, keeping it crisp and clean. The oranges should
only take up about 15% of a design and the electric blue
should only be used in about 5% of the design.

Supporting colors should never exceed more than 20%
coverage of any piece of collateral.

COLOR ACCESSIBILITY

Color accessibility ensures that color contrast is sufficient for all users to clearly see and read content. Use the following as a guide to adhere to accessibility standards when type is **18pt and above or 14pt bold and above.**

COLOR ACCESSIBILITY

Color accessibility ensures that color contrast is sufficient for all users to clearly see and read content. Use the following as a guide to adhere to accessibility standards when type is **17pt and below.**

TYPOGRAPHY

04

PRIMARY TYPEFACE

To ensure a consistent appearance of communications, the management of typography is essential and must be uniform. Pilotbase uses two variations of the same typeface for internal and external communications.

The primary typeface is Degular. With seven weights, this family gives a great amount of flexibility in nearly any design. This typeface is used for both headers and body copy.

Degular

Aa
Bb
Cc

Degular Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

Degular Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

Degular Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

Degular Semi-bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

Degular Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

Degular Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

SECONDARY TYPEFACE

To ensure a consistent appearance of communications, the management of typography is essential and must be uniform. Pilotbase uses two variations of the same typeface for internal and external communications.

The secondary typeface is IBM Plex Sans. This typeface maintains the personality of Degular while remaining more neutral to increase readibility in long-form content. This typeface is to be used for body copy only.

Plex
Sans

Aa
Bb

IBM Plex Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

IBM Plex Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

IBM Plex Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

IBM Plex Sans Semi-bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

IBM Plex Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

TERTIARY TYPEFACE

To ensure a consistent appearance of communications, the management of typography is essential and must be uniform. Pilotbase uses two variations of the same typeface for internal and external communications.

The tertiary typeface is Degular Mono. With seven weights, this family gives a great amount of flexibility in nearly any design. This version of the typeface is primarily used for subheads.

DEGULAR MONO

Aa

Bb

Cc

Degular Mono Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

Degular Mono Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

Degular Semi-bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

TYPOGRAPHY APPLICATION

Use the following as a guide on how to create hierarchy amongst copy through fonts and sizing. Sticking to the brand fonts ensures we can create crisp visual hierarchies, guiding the reader's eye in order of importance.

For short headers, typeface is presented in bold and in all caps. For legibility reasons. When headers are in long sentence form, the typeface is semi-bold and in sentence case.

SUBHEAD	Degular Mono, Regular	Caps
H1	Degular, Bold	Caps
H2	Degular, Medium	Sentence Case
BODY	IBM Plex Sans, Regular	Sentence Case

PILOTBASE DIFFERENTIATORS

FLIGHT SCHOOLS

More pilots.
Greater long-term success.

Comprehensive flight training options maximize aircraft utilization, progress students to graduation, capture missed revenue. Support first destinations and benchmark their success rate compared to other similar size schools.

DEFAULT TYPEFACES

All branded materials, internal or external, should always use the branded type system. However, if a system/web safe font must be used, there are guidelines in order to ensure we maintain brand integrity. It's important these fonts are used only when branded fonts are not an option (e.g. email marketing services).

When given an option, Inter is the first choice. When stripped down to the most basic web safe choices, Arial is next.

Inter   Aa Bb Cc

Inter Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

Arial   Aa Bb Cc

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@#$%^&*

05

GRAPHIC
ELEMENTS

ICON

The brand icon can be used as a graphic support element in design. The icon can be used as a stand alone element or can be used with extended lines.

The icon placement can also be used large, cropped off the page or as a small accent but should be consistent throughout collateral presented together.

The logo mark when used as an icon should never be placed near the logo as if they were locked up together.

INSIGHTS TO IGNITE ACTION

STRIPES

The stripes are a main graphic element. They can be used as a divider between a photo and the remaining design, highlight text, or used to anchor the design from the side or bottom of a page.

The stripes should always appear in a consistent manner. The oranges appear from darkest to lightest, with the electric blue proceeding the light orange. The oranges should always be equal width and distance apart. Electric blue is always smaller, about a third of the orange width.

THE PLATFORM FOR AVIATION'S
MISSION-DRIVEN ALLIES

STUDENT PROGRESS TRACKING?

ROGER THAT.
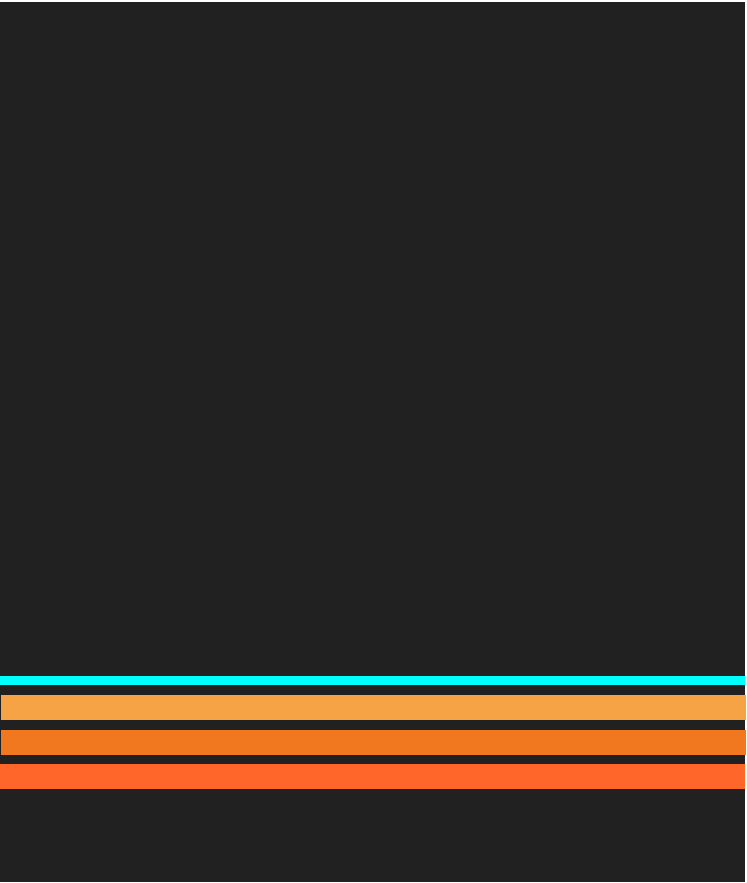
ICONOGRAPHY

Iconography has been branded to blend with Pilotbase's visual identity. Use provided iconography provided by Pilotbase.

FPO

GRADIENT

The gradient is a tertiary graphic element. Much like the color application, the gradient is used sparingly.

DIVIDER FLOURISH

The divider flourish is a tertiary graphic element. It is not used on every content section but when needed to seperate content to highlight it's information. It should always be used in its horizontal state.

PERSONALITY

TARGET AUDIENCES

The following profiles each of the groups Pilotbase serves. Each persona is built with demographic insights, core motivations, key pain points, and the emotional triggers that drive their decisions. Use this section to tailor messaging, select imagery, and prioritize features that resonate with every stakeholder. Start here to ensure your work speaks directly to the right audience.

PRODUCT STYLIZATION

For marketing purposes, the product stylizations are to be used instead of screenshots. These are enhanced visuals of the product, highlighting key features and not be confused with what the product UI.

All stylizations will have the same formatting, creating a cohesive look. This includes the electric blue outline, opaque white gradient creating a "glass" effect, and orange and blue accents. Level of detail will depend on feature and placement.
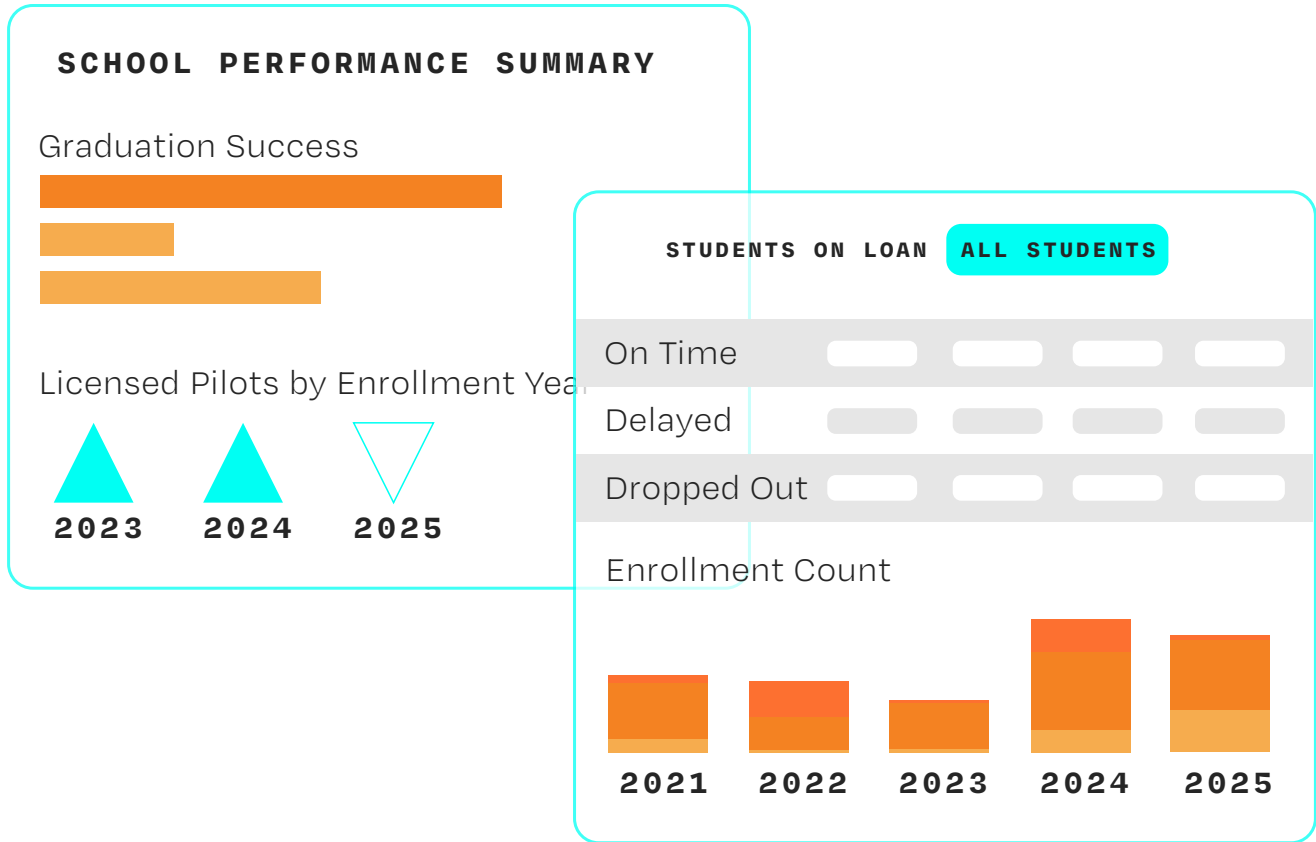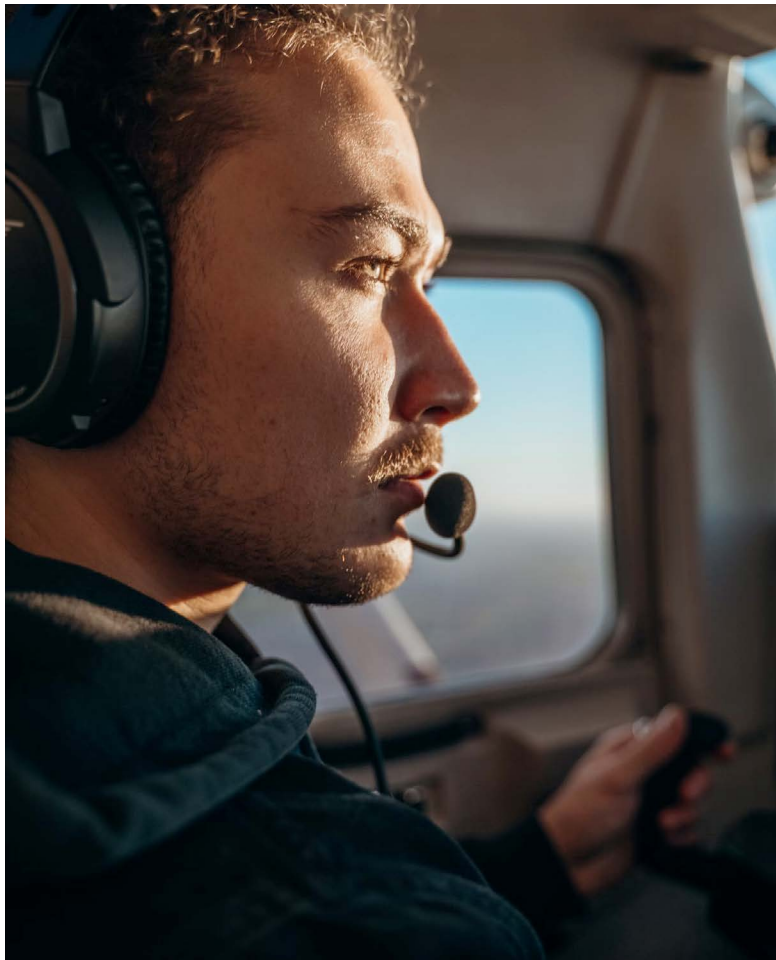
PHOTOGRAPHY &
VIDEOGRAPHY

06

SUBJECT MATTER

We choose images that tie back to our products, reflecting:

PILOTS: ranging in age, ethnicity and gender showcasing the diverse group of target audiences we speak to.

AIRCRAFTS: from large jets to small flight training planes dependent on target market.

SKY/CLOUDS: to be used sparingly, primarily for simple backgrounds.

COMPOSITION

We prioritize both artistic perspectives and detailed images.

Different distances to camera and a variety of angles should be used.

Crops should be made to create balance with artistic framing.

Photos with people should be focused and up close, not shot at a wide angle.

LIGHTING

For more lifestyle shots, light subjects with a soft golden hour hue, using the sun to highlight the subject. Subjects can be backlit, assuming composition pulls focus to the subject.

Black and whites are encouraged, especially on detailed shots. Even in monochromatic images, there is a sense of warmth found in the greys and whites.

Studio lighting is encouraged for detailed aircraft photography, keeping it sleek and modern.
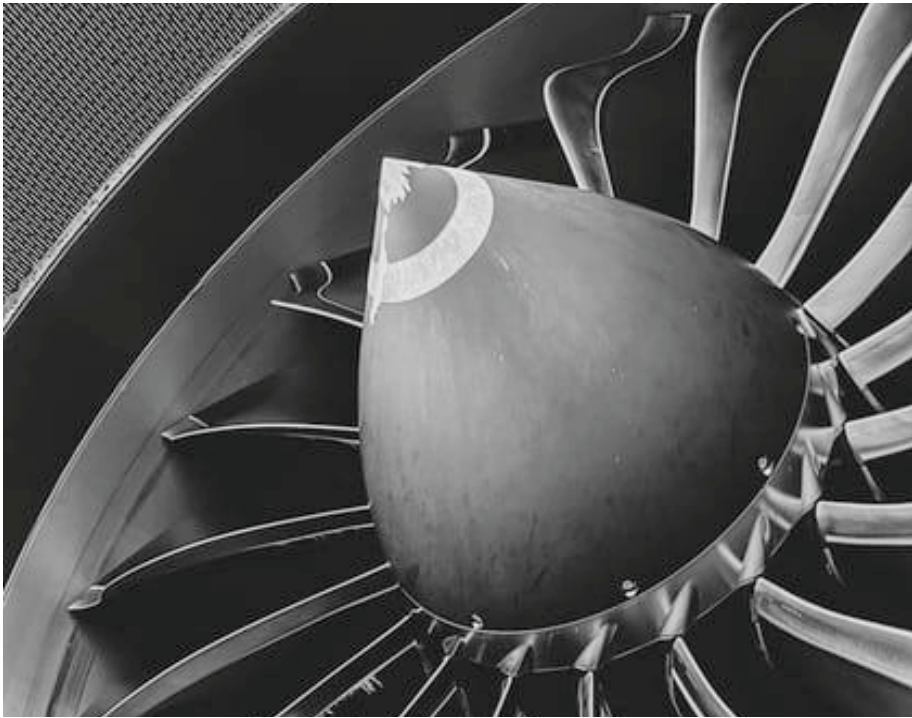
COMMUNICATION & PRESENCE

07

TONE

Our words, our style of speaking, and our attitude are guided by tonal directions.

WE ARE

WE ARE NOT

Considerate

In a guiding, approachable, thoughtful way

Overbearing, overly doting

Heroic

In a 'stand up for what you believe in' and inspire others way

Individualistic about it

Straight-talking

So you get it, they get it, everybody gets it. Got it?

Overly jargon-y, overly technical

Dauntless

Fearlessness + determination

Shy, spineless

Savvy

Confident, capable, aware. Sharp, to cut through the clutter.

High-brow, wordy, brainy, or complicated

GUARDRAILS

Soft VS Aggressive

Relaxed VS Formal

Fun VS Boring

Humble VS Arrogant
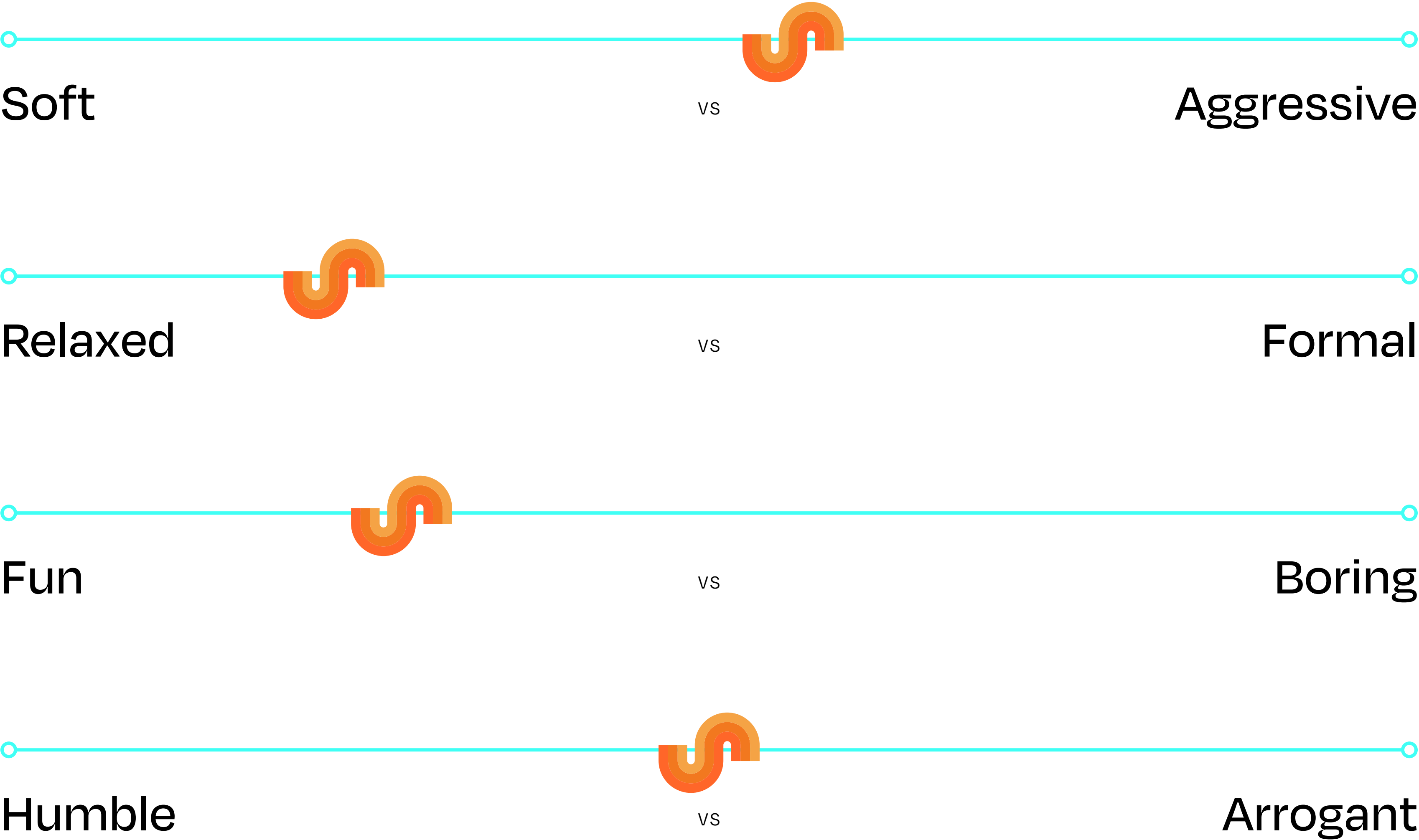
CLARITY MODIFIERS

What do we push?
Boundaries (that prevent progress), not buttons.

What do we embrace?
Constructive change, not chaos.

What aspects of the status quo are we changing?
Only the parts that aren't working for pilots and their allies anymore.

VOICE

The sentiments and messages we communicate are intentionally crafted to reinforce what we care about and how we help our audiences.

MISSION STATEMENT

We're building the software that unites the aviation industry – flight schools, manufacturers, regulators, mentors and their allies – in a shared mission to develop the pilots who connect our world. Because every life-changing journey begins with one thing: a well-trained and supported pilot.

VISION STATEMENT

To be the trusted partner for aviation education worldwide—supporting every flight school, every pilot, and every aviation partner with opportunities to scale bold ideas, to connect with one another, and to transform the skies.

PROMISE STATEMENT

Pilots deserve more. More respect. More control. More tools built for them, not forced upon them. For too long, they've worked inside a system built for someone else. It's time to change that. We're building a better aviation world — one led by pilots and powered by their allies. We're putting more power in the hands of those who fly and in those who serve them. Because when aviators thrive, the entire industry ascends.

Pilotbase is how we unite the resources that support pilot success and change the game.

TAGLINE

We Rise Together

BRAND
APPLICATION

08

MANIFESTO

To innovate for the sake of invention is good.

To innovate for the sake of others is progress.

What makes our actions purposeful is the intention.

And that unity is our master plan.

As we look forward, we remember what together we've already done.

Together, we've gone further and faster than we thought was possible.

Together, we've created a more connected global society.

And that's just the beginning for a worldwide team of pilots and their allies.

Together we rise.

PILOTBASE

EMAIL SIGNATURE

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut aliquip
ex ea commodo consequat. Duis aute irure dolor in
reprehenderit in voluptate velit esse cillum dolore eu
fugiat nulla pariatur. Excepteur sint occaecat cupidatat
non proident, sunt in culpa qui officia deserunt mollit
anim id est laborum.

BUSINESS CARDS

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut aliquip
ex ea commodo consequat. Duis aute irure dolor in
reprehenderit in voluptate velit esse cillum dolore eu
fugiat nulla pariatur. Excepteur sint occaecat cupidatat
non proident, sunt in culpa qui officia deserunt mollit
anim id est laborum.

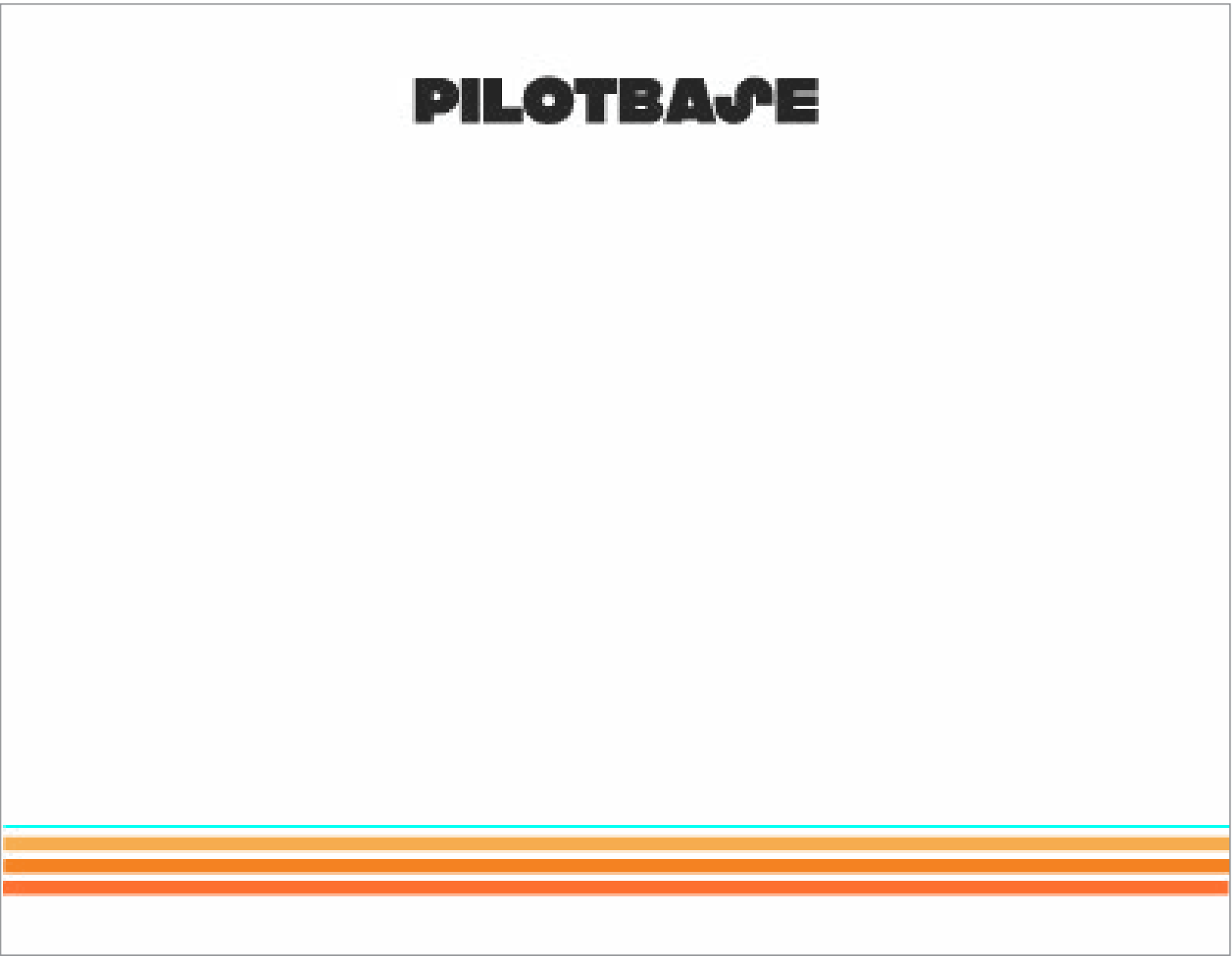# LETTERHEAD

U.S. Letter: 8.5 x 11 in

NOTE CARDS

Size A2: 4.25 x 5.5 in

Primary Logo: 1.75 in
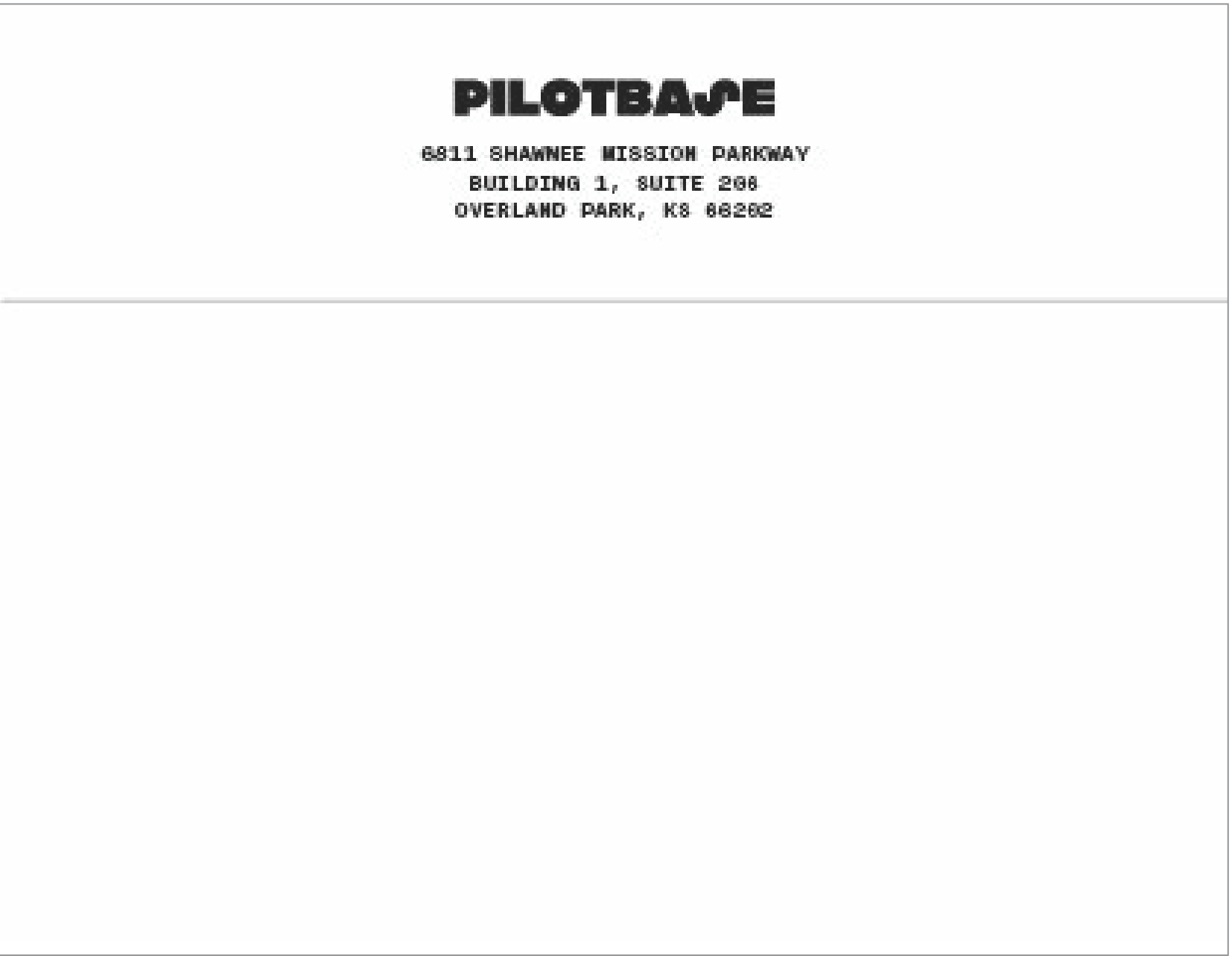
Logo Mark: 1in

FRONT

BACK

ENVELOPES

Size A2: 4.375 x 5.75 in

Logo Mark: .75in

Primary Logo: 1.5 in

FRONT

PILOTBASE

6811 SHAWNEE MISSION PARKWAY
BUILDING 1, SUITE 208
OVERLAND PARK, KS 66202

BACK

ENVELOPES

Size A10: 4.125 x 5.75in

Primary Logo: 1.75 in

PILOTBASE

6811 SHAWNEE MISSION PARKWAY
BUILDING 1, SUITE 208
OVERLAND PARK, KS 66202

FRONT

APPAREL

Center Chest, Primary Logo: 10 in wide
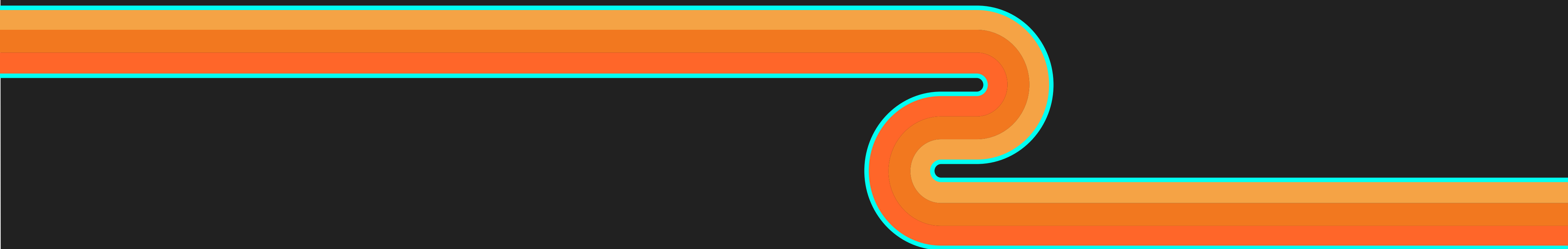
Left Chest, Primary Logo: 3.5 in wide

SOCIAL MEDIA SKINS

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