

**soarsouth**

identity guide



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# history

Soar South® aims to disrupt the norm when it takes flight late 2019. As a new pioneer in combining shorter, more efficient, and therefore cheaper flights, Soar South® stands for the traveling business woman, the son heading home from college, and the family who can't wait to explore more of what the south has to offer. Currently, the cost of flying to closer locations within the southern region is more expensive than it needs to be and Soar South's® business model hopes to change that.

Soar South's® first aspect to flying different revolves around fewer moving parts. This includes keeping flight times short to allow for a comfortable flight without having reclining seats. The seat shape has a partial built in recline to it so most passengers should still sit better

than on other competing airlines. With fewer moving parts there is a smaller chance of components breaking and delaying airtime for repairs. In a similar vein, Soar South® only flies one plane- the Boeing 737. By doing so, all employees such as engineers, pilots, and flight attendants will all train on the exact same model plane and will then be able to move from airport to airport and plane to plane with ease.

Secondly, Soar South® does not aim to follow traditional patterns of large airports, but rather Soar South® negotiates deals with smaller airports close by in order to cut down on landing fees, grow business in a city that would otherwise have less traffic, and tailor the entire experience to offer the most streamlined user experience.



## acceptable logo color styles

soarsouth soarsouth

soarsouth soarsouth

soarsouth soarsouth

	#6562ac	#e84593	#231f20	#939598	#ffffff
R	101	R	232	R	35
G	98	G	69	G	31
B	172	B	147	B	32
C	69	C	2	C	0
M	68	M	88	M	0
Y	0	Y	4	Y	0
K	0	K	0	K	100
				K	50
				K	0

## logo usage

Due to the nature of Soar South© being open for everyone, the typeface associated with it needed to be professional yet still have a bit of character. That is why the typeface moon showcasing a modern sans serif look with the added playful touch of a rounded stroke. Pushing even more so, the icon of the smile being implemented right into the logo give the company a more welcoming feel as well as providing a unique icon for branding purposes. The secondary typeface, Avenir Condensed is a standard type found of many mac computers, and available for download on Windows so it is readily available for those who wish to type copy in a complementary style to the main headings.

## unacceptable styles

no colors different from those listed

soarsouth

no change in character spacing

so arso uth

no space between soar and south

soar south

no standard 'u' character in south

soarsouth

## logo measurements



## typefaces

primary/ headlines

moon 2.0 bold

secondary/ copy text

Avenir Condensed

on 1000px scale



aircraft



## in flight experience

When flying Soar South© customers can expect to find an affordable and efficient means of travel. In order to create such a sleek experience Soar South© emphasizes fluidity in its workers. Due to standards of excellence being apparent across all flights, any Soar South© employee is prepared to fill any customer need with ease. The fleet of 737 planes that Soar South© flies are also built for speed and efficiency as well. With less moving parts and more built in comfort, Soar South© has less break downs which means less delays and more experiencing for our customers.

# vehicles

Using the bold accents of our pink Soar South© strives to make our vehicles breathe life into an otherwise dull and gray tarmac. To do so, Soar South© combines our purple and pink tastefully with the machine white of our 737 planes. The Soar South© logo is always very prominent, but even more so the friendly smile icon of our branding will often be the first contact someone will have with our brand. We like to lead with a smile. Also, for our vehicles, the roof is painted in our bold pink so that anyone looking down from above can know which car belongs to us.



Soar South tarmac van



Soar South envelope, letter head, and business cards

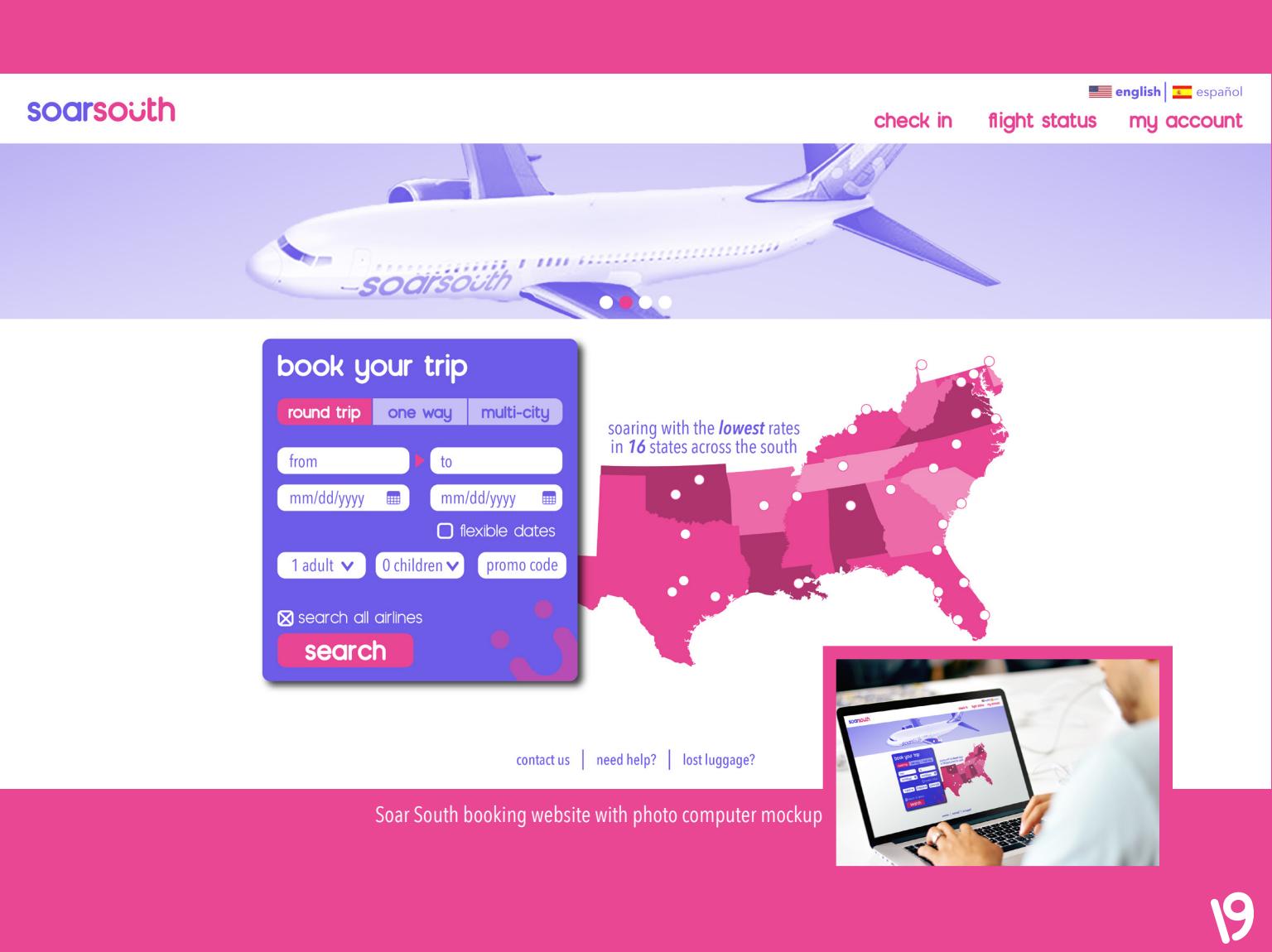
# company documents

For our letter head, envelope, and business cards Soar South© wanted to incorporate both company typefaces as well as lead with an emphasis on the smile icon whenever possible for consistency with the vehicles and other branding. The white of the paper worked well to echo the white of our planes except for in our business card we opted to lead with a full color of our blue-purple and our smile to showcase our favorite icon and color combination. Also, by going with a full color background Soar South© continues to stand out boldly.

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# desktop site

On the desktop site, Soar South© hopes to plug the user straight into looking up flight information and giving the user an opportunity to book a ticket. The desktop site is relatively minimal as the main goal is booking flights, comparing ticket prices against those of other companies, and contacting us with questions or assistance. As with everything, Soar South© wants to keep the process simple and efficient without lots of flashy buttons and clutter that can slow down the loading and navigation by the user.



The image shows the Soar South booking website. At the top right, there are links for "english" (with a flag icon), "español" (with a flag icon), "check in", "flight status", and "my account". The main header "soarsouth" is in blue and pink. Below the header is a large image of a white airplane with "soarsouth" written on its side. To the left of the airplane is a "book your trip" form with fields for "from" and "to" (both with calendar icons), "mm/dd/yyyy" and "mm/dd/yyyy" date inputs, a "flexible dates" checkbox, "1 adult" and "0 children" dropdowns, a "promo code" input, and a "search" button. To the right of the form is a map of the United States with various cities marked with white dots. A text overlay on the map says "soaring with the *lowest* rates in 16 states across the south". At the bottom of the page, there are links for "contact us", "need help?", and "lost luggage?". In the bottom right corner, there is a photo of a person's hands typing on a laptop keyboard, with the Soar South website visible on the screen.

soarsouth

check in flight status my account

english | español

book your trip

round trip one way multi-city

from to

mm/dd/yyyy mm/dd/yyyy

flexible dates

1 adult 0 children promo code

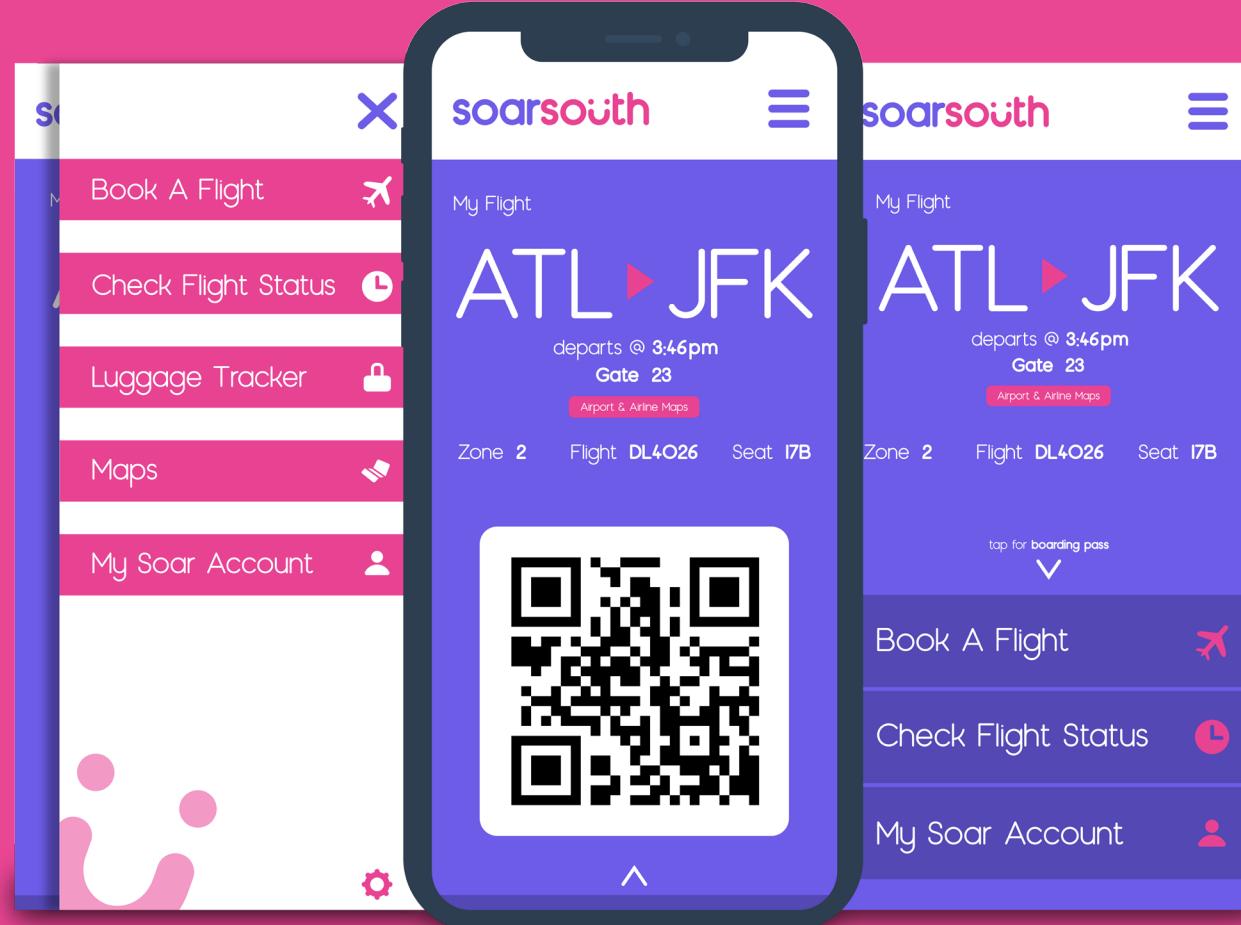
search

soaring with the *lowest* rates in 16 states across the south

contact us | need help? | lost luggage?

Soar South booking website with photo computer mockup

19



Soar South mobile app with other screens

# mobile site

The mobile site contains many similarities to the desktop site, however rather than jumping straight into booking a flight, the mobile site is tailored for users to check in on their flight info and use a paperless mobile boarding pass. Also, an added feature that can be found on both the desktop and mobile site is the option to look up available maps of a user's flight to be prepared for the location of his or her seat, as well as the ability to look up a map of the airport right on a customer's phone in order to find his or her gate with ease.

# magazine and signs

In Soar South's© advertising campaign we encourage customers not to just fly, but to soar. While being similar words, Soar South© is all about being different and setting itself off the beaten path. Our sign-age in and out of the airport takes that same form. We strive for efficiency and affordability. That is why for our half page ad we simply state that we have the most affordable flights because we know our customers know a good deal when they see one.





Soar South black and white newspaper ad



Soar South color newspaper ad

Soar South printing kiosk



Soar South luggage tag



Soar South paper boarding pass

## kiosk and printing

In the same vein of efficiency, as with everything else at Soar South®, our convenience printing kiosks are all about getting checked in and printing out a customer's boarding pass in as little time as possible because we know trying to make it to a flight can be stressful. With a pink face the kiosk can stand out amongst the others and allow for customers to find their proper kiosk with ease. Then once users approach the kiosk they are prompt to make a simple selection if they want to check into a flight, print a boarding pass, or a luggage tag.

For the printed items, Soar South® aimed to make the most important information the most prominent and first thing seen.

# uniforms

For the uniforms of our in flight crew, Soar South© displays a traditional fitting uniform in a dark color for both men and women. To add the Soar South© flare however, both men and women have the choice of wearing our pink in a scarf or tie depending upon their preference. This adds an extra bit of flare to the otherwise standard dark uniforms which is all that is needed. This way, Soar South© doesn't overuse our bold colors in order to maintain the impact of the times that we do choose to add a touch of color.

Soar South men and women's uniforms





Soar South baggage check in line and counter

## check in desk

At the check in and check bag desk, customers are able to check in with a person if they would rather speak with someone directly instead of using their own device or our kiosk. Also this is the area where customers will drop off and labeled check bags, and even print the labels if need be. Ideally this line would be used by customers whom have already labeled their bags with their printed luggage tag and have checked in on either one of our kiosks or their own device. This way the line can move swiftly and no one has to worry about missing his or her flight.

