



FIRSTWING

JET CENTER

Brand Guidelines

The background features a light gray grid with several circular patterns. Two prominent circles are on the left side, each containing a series of small, dark, triangular shapes pointing outwards. The overall aesthetic is clean and modern.

Brand Guidelines

This document contains the rules for FirstWing's visual communication system. Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for FirstWing's materials.

Last updated [April 25, 2018](#)

Logo Mark

The logo mark is an updated design of the old logo. The mark should be paired with the FirstWing type, or whichever company is being represented.



Mark

Logotype

This is the primary logo that should be used the most. The only changes that can be made to this is the text. For example EagleCreek Aviation is another variant you may see. The mark will always compliment each company associated with FirstWing.



Logotype



Logotype

Lock-ups

This is the primary visual form in which FirstWing will be experienced by customers. It's important, especially in the beginning stages, to associate the name with the mark, and vice versa.

Always left align text for horizontal lock-up. Always center the mark and text vertically for the stacked lock-up.



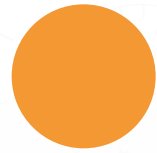
Horizontal Lock-up



Stacked Lock-up

Color Palette

The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.



Hex

#F39832

RGB

243, 152, 50

CMYK

0, 37, 79, 5

Pantone

2011 C

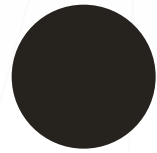


#0D6CB8

13, 108, 184

93, 41, 0, 28

2144 C

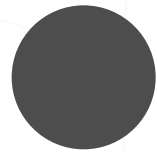


#26221E

38, 34, 30

0, 11, 21, 85

419 C



#4D4D4D

77, 77, 77

0, 0, 0, 70

7540 C



#D6DADD

214, 218, 221

3, 1, 0, 13

427 C

Typography

Overpass is the only font used on FirstWing's website. The styles listed are the ones used, so to keep FirstWing's style consistent, only use the font weights listed.

Download for free at: <https://fonts.google.com/specimen/Overpass>

Overpass

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&@£\$%[]!?'*°

Overpass Black

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.

Overpass Bold

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Overpass SemiBold

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Overpass Regular

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.

Overpass *Italic*

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.

Overpass Light

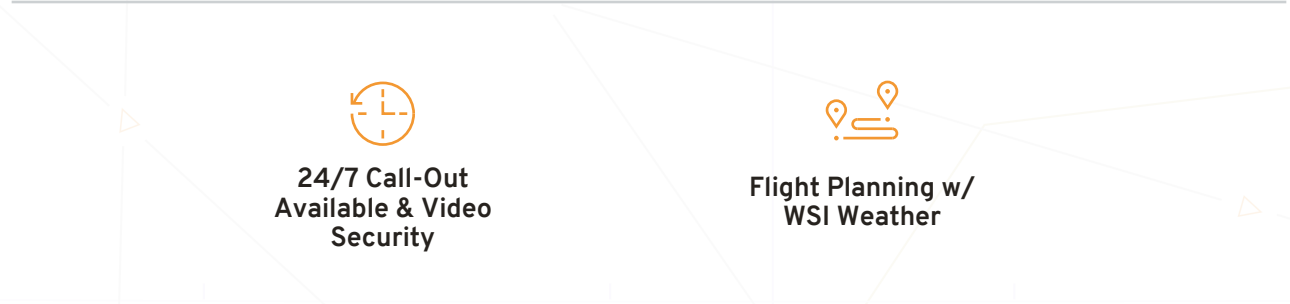
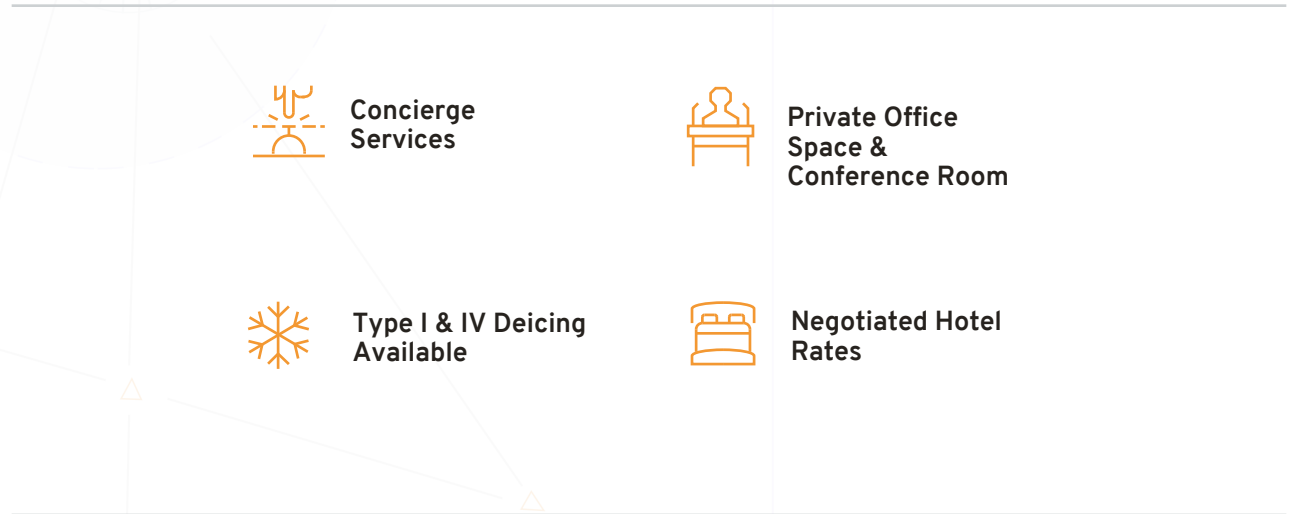
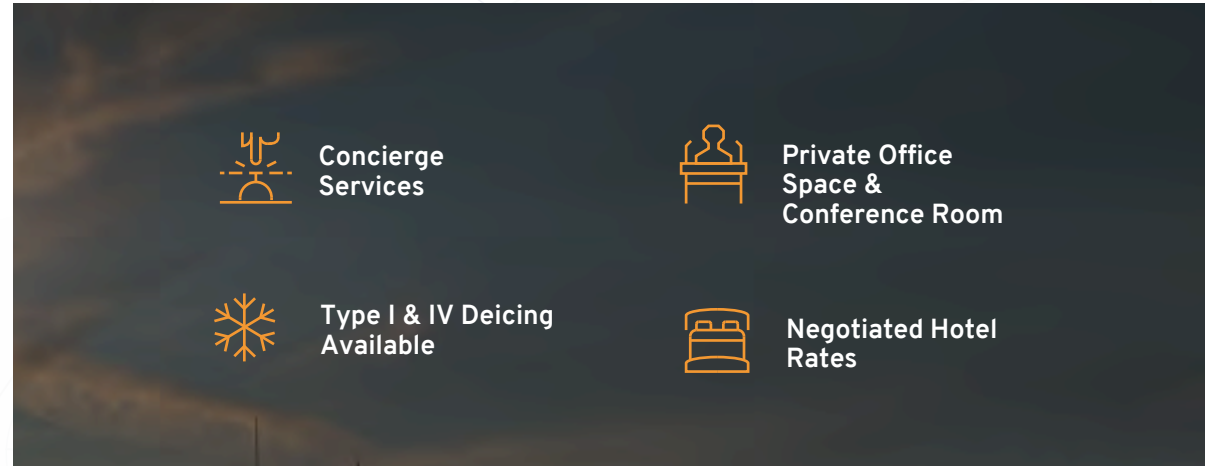
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

Iconography

The icons used for FirstWing are simple thin-lined icons using the primary orange color.

The icons may be used with text horizontally or vertically, similar to the FirstWing logo.

The icons may be placed over an image, but make sure the text is readable at all times.



Titles and Subtitles

Titles and headers are made to compliment on another. For attention grabbers, use a heavy font weight in all caps for the title, and the orange color for the subtitle.

For standard headers with subheaders, use a light weight for the header, and the orange or blue color with uppercase styling for the subheader.

If no subtitle is needed, use the stylized line seen below.



Testimonials

WHAT OUR GUEST TRAVELERS ARE SAYING ABOUT FIRST WING

Customer Care Meets Professional Care

CUSTOMER SERVICE

Explore Eagle Creek Airpark

Overlays

Use the dark overlay for when text is overlaying an image, using white for titles and orange for subtitles.

Use the blue overlay when more of a pop is needed. Still use white and orange, and make sure the image is black & white so the color in the image doesn't mix with the blue overlay.

Dark Overlay:

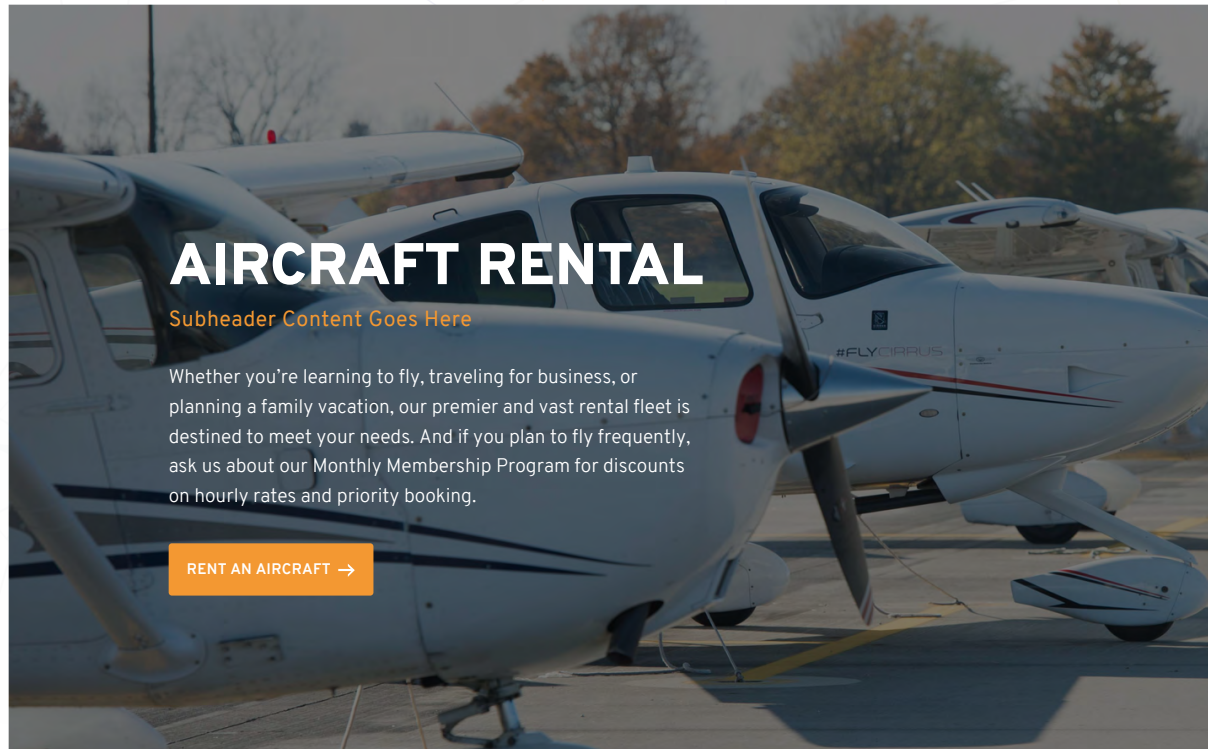
#000000, 50% opacity

Blue Overlay:

#0D6CB8, 100% opacity

blending: multiply

black and white photo



Team Members

When showcasing team members, stick to the horizontal or vertical layouts. Keep a big image for the vertical alignment to show more focus on the people.

For the horizontal alignment, put a smaller image to the left of the content to make a list of members.



Pat Gaston

Chief Flight Instructor
Montgomery Aviation



Jack Vandeventer

Master Instructor
Cirrus Standardized Instructor Pilot



Lisa Lang

Naples Jet Center
lisa@naplesjetcenter.com
879-289-0012



Lisa Lang

Naples Jet Center
lisa@naplesjetcenter.com
879-289-0012



Franklin Franks

Mongomery Aviation
frank@mongomery.com
879-289-0012



Franklin Franks

Mongomery Aviation
frank@mongomery.com
879-289-0012



Nacy Patsy

Eagle Creek Aviation
nancy@eaglecreek.com
879-289-0012



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Eagle Creek Aviation
nancy@eaglecreek.com
879-289-0012


Testimonials

The testimonial design has a blue border around the quote. If content needs to be highlighted, this layout may be used. If it is not a quote, make the border go all the way around since no person will be listed. Keep the text italicized to keep the styling consistent.


Testimonials

WHAT OUR GUEST TRAVELERS ARE SAYING ABOUT FIRST WING


“
Maecenas sed diam eget risus varius blandit sit amet non magna. Curabitur blandit tempus porttitor. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo odio, dapibus ac facilisis in, egestas eget quam.”

 **Rachel Green**
New York City, NY

“
Naples Jet Center is here to serve you. Our professional and expertly-trained staff will help with every aspect of your trip. Our executive lobby is especially comfortable for passengers and pilots, and there is always a friendly customer service agent to greet you and see to your every need.”

 **Rachel Green**
Company

“
Naples Jet Center is here to serve you. Our professional and expertly-trained staff will help with every aspect of your trip. Our executive lobby is especially comfortable for passengers and pilots, and there is always a friendly customer service agent to greet you and see to your every need.”

 **Rachel Green**
Company