



**Brand Standards Guide**



## Logo Treatments **NOT ALLOWED**

Logo treatment shown on this page are examples of prohibited uses. Never alter the color, stretch, condense, or otherwise abstract it.



### Backgrounds

DO NOT print the color logo on color fields without approval. Use black or reverse version as default. A white background is preferred wherever possible. Do not use the logo on busy patterns or heavy textures.



DO NOT knock out the plane shape. Always trap the plane shape on white unless using the complete reverse version.



### Color

Do not alter the color relationship of the logo elements.



### Relationship

Do not alter the position relationship of the logo elements.



### Angles

Use angles at 39 or 90 degrees. Avoid off angle relationships with the logo or mark.



DO NOT compress or stretch the logo or mark.



DO NOT change the typeface of the logo.



DO NOT apply a drop shadow to the logo.



## Clear Space and Element Relationships

### Clear Space

Use the height and width of the “X” in “ExpressJet” to measure required clear space around the logo. Do not encroach on the white space area above or below the name, or in the top left corner or bottom right corner. Maintain a square box. The exception to the encroachment rule is when using an angled shape at 39 degrees.

### Logo minimum size

The logo mark (red box and grey stripe) must be at least 1” in width.



### Spacing

The distance between the Logo Type and the Logo Shape is equal to the width of the grey bar in the Logo Shape.



Logo minimum size

# Color Palette

Red is the primary color of our brand, and a secondary tier of greys are used as alternative colors to our red, primarily for secondary applications.

White should predominantly be used for typography on primary and secondary colored backgrounds. For Cool Gray 3, use black or PMS 425.

Our tertiary colors should be used in a very limited manner, primarily to highlight messages in communications, and should not be applied to larger fields of color.

## Color Use Tips

Wherever possible, it is highly recommended to use the PMS version of the Red. When flooding large areas in print it is recommended to double-bump the red for optimum color accuracy.

Using the Red and Cool Gray in tangent may cause an optical shimmer effect. It is recommended to separate these two primary colors, and use the neutral color as a bridge.

## Primary Colors -



## Secondary Colors -



## Tertiary Colors -



The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.



## Iconography

### The Forward Box

The logo consists of a parallelogram called the “Forward Box.” The shape may be used as a graphic in design treatment as on the cover of this guide, and in various ways that compliment the use of the shape in the logo. It may be used to frame photography or other graphic. The Forward Box should be used as a major graphics theme rather than a minor graphic accent, or pattern. It should not be over used so that the treatment can continue to make a fresh and powerful statement for the long term.



The logo mark may be used as an accent without the company name, where it is likely to be recognized or in concert with the name. The Jet Graphic should not be used without the Forward Box frame treatment.



The logo type may be used without the mark where necessary, as shown below:

ExpressJet Airlines, Inc.

Questions: Contact ExpressJet Airlines Corporate Communications at 404-856-1199.