

ENVOY AIR BRAND STYLE GUIDE



Additional Resources and Contact Information:

Contact the Envoy Communications team at Envoy.News@aa.com

LOGOS

Logo Guidelines

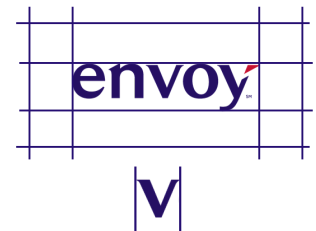
Use the standard blue Envoy logo on light backgrounds, and the inverse (white and red) logo on dark backgrounds. Do not use a two-color logo on a purple/blue or red background. For these backgrounds, a one-color version of the logo may be used.



Logo Spacing

Always allow space around the Envoy logo, and do not “stack” the logo above, below or beside other logos, including American Airlines or American Airlines Group logos.

Minimum spacing around the Envoy logo should be approximately equal to the width of the V, as shown on the right:



Logo Don'ts



Do not remove any elements of the logo



Do not change the color of the logo



Do not place logo on busy backgrounds



Do not skew or distort the logo in any way



Do not add drop shadows or special effects



Do not scale logo components separately



Do not squeeze text or other elements under the logo



Do not split the logo



Do not add text to the logo without approval

Visit envoyair.com to download our logos.

If you have any questions or concerns, contact Envoy.News@aa.com for more assistance.

COLORS & FONTS

Logo Colors



RGB: 37,14,114
Hex# 250e72



RGB: 166, 25, 45
Hex# a6192d

Text Colors



RGB: 77, 77, 77
Hex# 4d4d4d



RGB: 152, 152, 152
Hex# 989898

Main/Background Colors



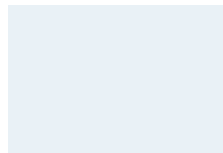
RGB: 50,81,107
Hex# 32516b



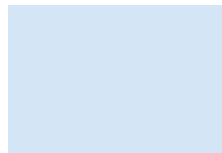
RGB: 37,14,114
Hex# 250e72



RGB: 21,101,191
Hex# 1565bf



RGB: 233,241,246
Hex# e9f1f6



RGB: 212,229,245
Hex# d4e5f5



RGB: 66,164,244
Hex# 42a4f4

Accent Colors



RGB: 166, 25, 45
Hex# a6192d



RGB: 213, 221, 35
Hex# d5dd23



RGB: 245,145, 30
Hex# f5911e



RGB: 1, 68, 33
Hex# 014421



RGB: 0,169, 208
Hex# 00a9d0



RGB: 143, 201, 248
Hex# 8fc9f8

Envoy Fonts

Envoy uses the following primary and secondary fonts:

- Primary: Open Sans
- Secondary: Helvetica
- Acceptable: Arial (printed communications on letterhead), Aptos and Calibri (email messaging)

Do not mix fonts in a single project or email. For example, if you use Open Sans font in the header on your slide deck, do not use Helvetica in the body text. Only use Open Sans throughout the entirety of your presentation.

Do not use "American Sans" (the American Airlines proprietary font) for any Envoy communications or official Company messages unless instructed to do so by a member of the Envoy Communications team.

Visit envoyair.com to for other branding resources.

If you have any questions or concerns, contact Envoy.News@aa.com for more assistance.