

MASTER BRAND OVERVIEW

PRESENTED BY BOOKMARK

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APEX 



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BRAND FRAMEWORK

A member organization committed to elevating the level of the airline passenger experience through the influence of its community, The Airline Passenger Experience Association brand should convey authority while creating a memorable and easy-to-identify visual identity and language.

The brand is represented by a wordmark, which is an easy to pronounce acronym, and along with the icons (a flared runway and an airplane silhouette) fully conveys an association that moves an entire industry forward.

Careful adherence to a brand – its “unity” – and consistency in its application help to strengthen the overall message, story and values of the Association.

Within these pages, you will find rules for the logo, color usage, type, sub-brands, visuals, tone, digital and social applications and stationery.

History

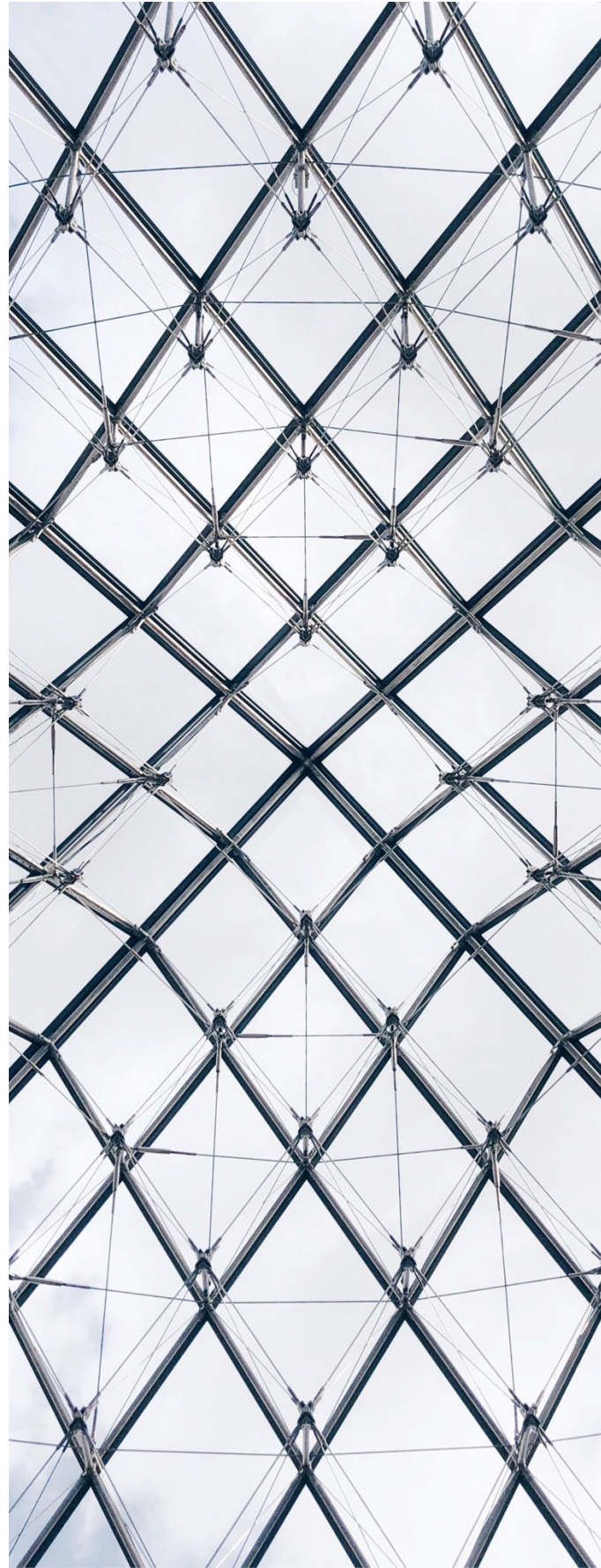
Representing an industry that is at the forefront of technological innovation, the logo (and the name!) of APEX has evolved over the years. This latest iteration of the brand is a reflection of that change and represents the latest chapter in the evolution of the industry and of the Association itself.



A Word About Tone of Voice


As a membership organization representing a global community, all APEX communications should be clear, authoritative, accessible. Language should be professional, free of personal language. APEX should never be anthropomorphized (i.e.: It is not a person), nor should its communications be so straightforward as to appear cold or, worse, uncaring.


Personal letters (from the CEO, for example) should retain the writers' personality while also adhering to the overall tone of voice of most communications.




LOGO

The logo is carefully kerned and weighted, and designed to be distinctive, legible and create optimal space for itself (and the Association it represents). It is iconic and forward-looking. The runway element also becomes a graphic element repeated in various applications. The relative simplicity of the logo helps to create familiarity. It is also built to scale up and down while retaining its qualities. For all these reasons all rules for logo application should be carefully and strictly adhered to except when there are exceptions. Because there are always exceptions...



APEX 



Wordmark

The wordmark contains three elements: the font, the airplane silhouette and the “runway.”

- The font is Termina and is always used in the uppercase in the wordmark.
- The airplane silhouette is anchored in a fixed manner to the X – the spacing here never changes relative to the size of the font.
- The runway announces the industry APEX serves in a distinctive, iconic manner, and also function as frames (or brackets) to allow the wordmark overall room to breathe, especially in crowded brand environments. The flared lines also act as amplification tools to make the fonts appear larger and bolder.



Wordmark: Full Association Name

In addition, there is a version of the wordmark with the full Association name. All usage rules apply equally to both versions (with some exceptions where noted).

In this version, the line break is always between passenger/experience. The full Association name should always be below the wordmark, and is equal in length to the Association acronym.



Wordmark: Horizontal Lockup

This lockup is ideal for horizontal applications. The full Association name is on the right of the wordmark and its height is equal to the Association acronym.



Clearspace

The clearspace around the logo is equal to the length of the airplane. This rule is to be followed strictly for all print and digital uses of the wordmark.

When placed next to other logos/brands, the space between should equal two airplane lengths.

The only exception to these rules being app icons, due to the rounded corners (see page 15).



Guidance

The following examples demonstrate important points to consider when using the logo across a wide range of applications. The logo should not be altered in any way and should always adhere to the following guidance.



Don't replace the APEX Termina logo font with any other font.



Don't stretch or manipulate the logo or wordmark in any way.



When applying the full association name always respect its positioning.



The full airline name can only be applied to the logo with runways.



It is **strongly recommended** that the ratios and sizing of all elements of the wordmark in relation to other elements always be respected.



It is **strongly recommended** that the rules for clearspace always be respected unless otherwise noted.

Social and App Icons

App icons are individually designed based on specifications. They are an exception to the clearspace guidelines and are sized optically to best fit each shape. We have extended the runway to bleed off the edges.



COLOR

The colors chosen for the branding convey the values and ambition of the Association. The color palette is limited but flexible, with one primary and two secondary colors depending on application. Three accent colours also make up the palette. The limited range of color allows for greater brand control in all permutations, and the building of a stronger and more coherent brand identity.

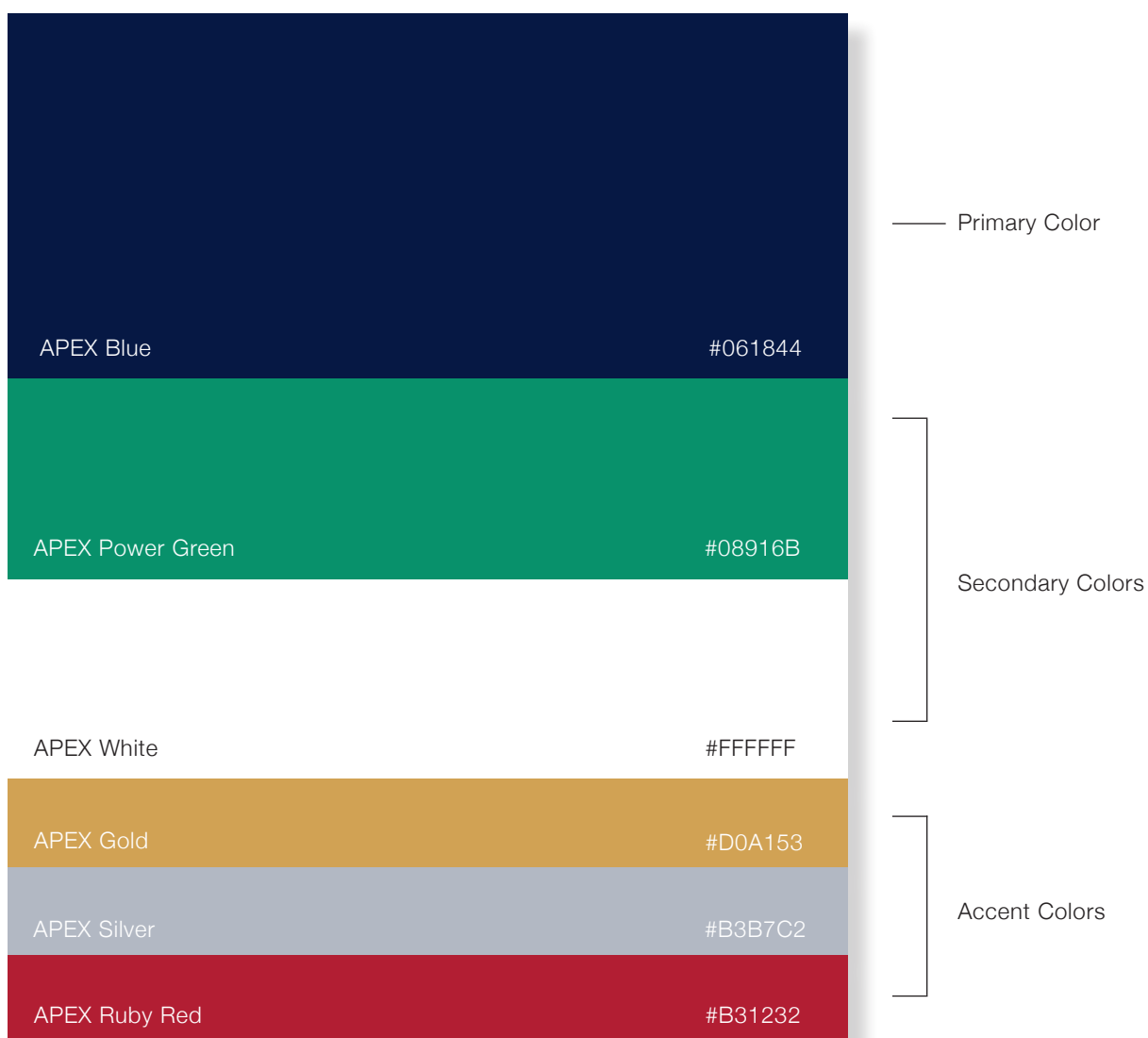
Overview

Color is a crucial component of the APEX brand. Each color and its usage has a unique purpose, helping to create overall brand consistency and ease of use. The APEX brand is made up of primary, secondary and accent colors. It also works in black and white. If APEX Blue (the primary color) cannot be used, black can be used as an alternative.



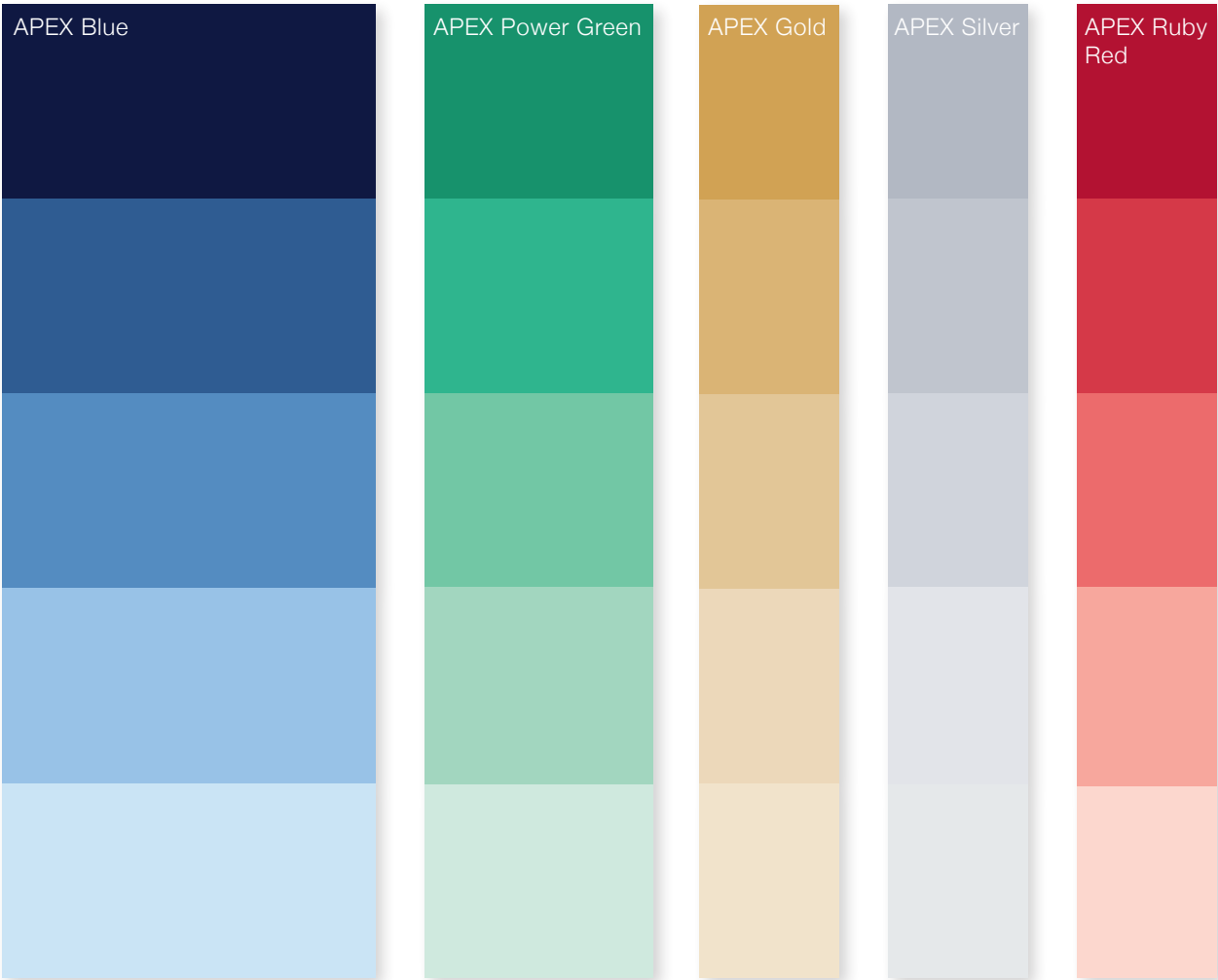
Color Palette

The primary color is Apex Blue and is the core of the color palette. APEX Power Green and White help complement it. Sporadic usage of APEX Silver and APEX Gold ground the palette. APEX Ruby Red draws attention as needed as an accent color.



Extended Color Palette

Each of the five brand colors has been divided into five swatches ranging from dark to light. This extended palette provides flexibility for applications such as illustrations, infographics, PowerPoints and signage.



Gradients

Gradients can be used to evoke vibrancy, motion and depth. They are primarily used as a background fill signaling movement and connectivity. The APEX logo should be used in White or Blue over all gradients for optimal legibility.



Guidance

- ◇ APEX secondary and accent colors (excluding APEX White) should never be used together.
- ◇ APEX secondary and accent colors (excluding APEX White) should never be used as background fills.
- ◇ APEX secondary and accent colors (excluding APEX White) should never be used in combination with the APEX Awards palette (page 28).



- ◇ APEX Gold and Silver should never be used as background fills.
- ◇ APEX Gold and Silver should never be used together.



- ◇ APEX secondary and accent colors (excluding APEX White) should never be used for the APEX logo.



- ◇ Colors used should be restricted to the APEX primary, secondary and accent colors.

TYPOGRAPHY

Typography is a crucial element of our visual identity.

Using our chosen typefaces, colors and weights ensures that our typography is consistent and legible across all our communication channels to reinforce the APEX brand.

Primary: Termina

Our primary typeface, Termina, is just as important as our name or our logo. It is bold and innovative yet clean and timeless and it carries the tone of our words. With two weights, it should always be UPPERCASE.

Termina Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(&,:;#!?)

Termina Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(&,:;#!?)

Secondary: Benton Sans

Our secondary typeface is Benton Sans. It is modern and crisp and its legibility is ideal for supporting text and body paragraphs. With two weights and two styles (bold & italic), it can do just about anything you need it to.

Benton Sans Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(&,:;#!?)

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(&,:;#!?)

Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(&,:;#!?)

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(&,:;#!?)

Alternative Secondary: Open Sans

Use only when Benton Sans is not available.
This font is only to be used as an exception.

Open Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(.,:;#!?)

Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(.,:;#!?)*

Book

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(.,:;#!?)**

Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(.,:;#!?)***

Hierarchy & Formatting

It is important to organize typography in a hierarchical system according to relative importance through scale and function depending on communication.

HEADER

Termina Demi

Header

200% subheader point size

Kerning: 0

Minimum size: 16 pt

SUBHEADER

Termina Demi

Subheaders

50% header point size

Leading: 125% point size

Kerning: 0

Minimum size: 8 pt

SUBHEADER

Termina Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Benton Book

Standard paragraph

75% subhead point size

Leading: 125-165% point size

Kerning: 25

Minimum size: 6.5 pt

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

Benton Book Italic

- ◇ Use Benton Sans Italic when you want to emphasize a certain word or phrase. It can also be used for important quotations.

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

Benton Book & Bold

- ◇ Benton Sans Bold can be used for emphasis to make certain words and phrases stand out from the surrounding text.

Typography Guidance

The following examples demonstrate important points about our typography. APEX fonts and typefaces should not be altered in any way and should always adhere to the following rules. These rules apply to both print and digital products.

- ◇ Benton Sans is not to be used for Header text.
- ◇ Termina is not to be used as a body text font.



HEADER

SUBHEAD

Lorem ipsum dolor sit amet, conse ctetur adipiscing elit, sed do eiusmod tempor incidi dunt ut.

- ◇ Termina Light is to be used exclusively for subheaders.
- ◇ Benton bold is not to be used for full-body text. It is meant to be used for emphasizing a portion of text only.



Header

SUBHEAD

Lorem ipsum dolor sit amet, conse ctetur adipiscing elit, sed do eiusmod tempor incidi dunt ut labore et dolore.

- ◇ Subheader is not 50% of header point size.
- ◇ Body text leading is too generous. Leading must be 125% of the text's point size.



HEADER

SUBHEAD

Lorem ipsum dolor sit amet, conse ctetur adipiscing eltempo et dolore.

- ◇ Termina Light is to be used exclusively for subheaders.
- ◇ Body text kerning is too tight. Kerning must be 25.



Header

SUBHEAD

Lorem ipsum dolor sit amet, conse cteturadipiscingelit,seddoeiusmodtemporincidi dunt ut labore et dolore.

AWARDS

The APEX Awards program consists of the APEX Awards, Official Airline Ratings and Passenger Choice Awards. These awards have distinctive, at times exclusive, functions. They are often comprised of numerous categories and may also at times live in crowded spaces amongst other brands.

It is primarily for these reasons that it is important to follow and respect these guidelines at all times. All awards should use the same format and color palette to build brand awareness and heighten the prestige of the APEX awards program overall.

Awards: Logo

The APEX Awards logo is directly tied to APEX by its wordmark. As a result, it has the same clearspace rules and general guidelines as the APEX logo (see pages 11 and 12).

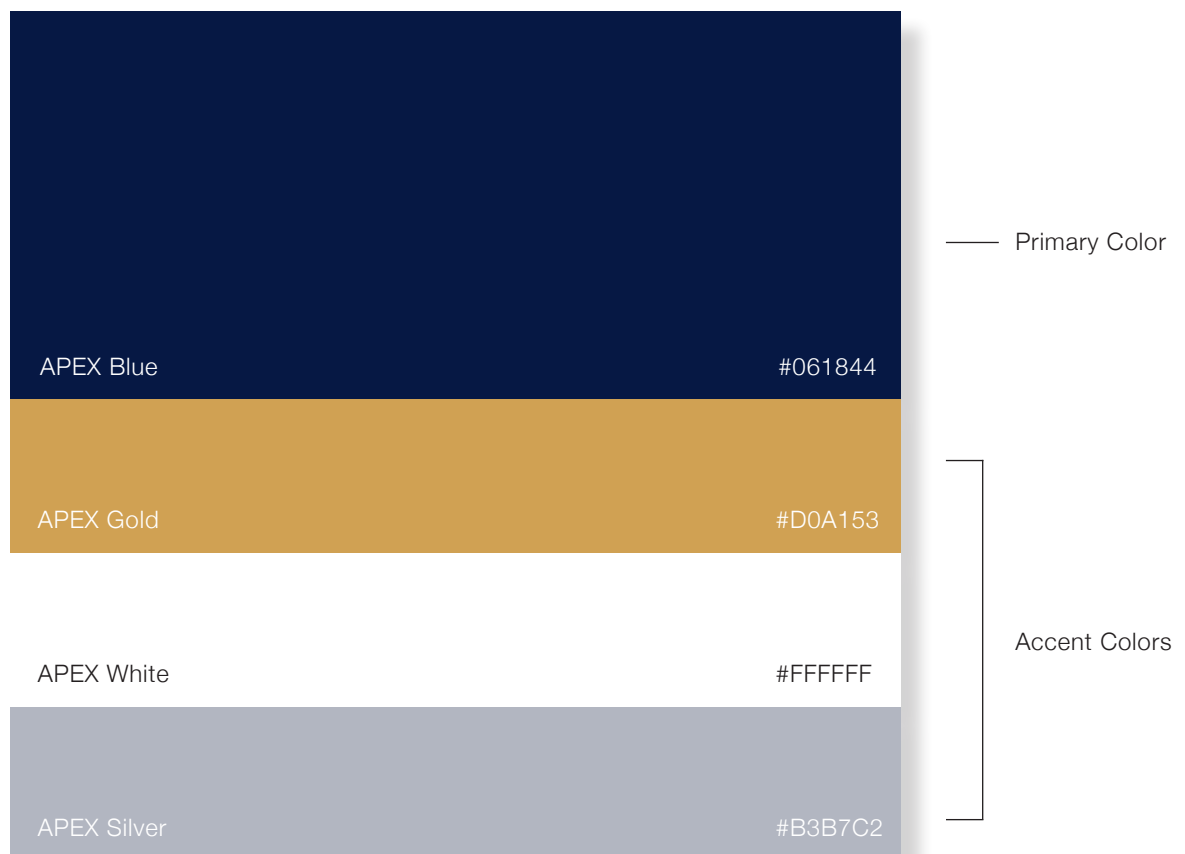


Awards: Full Color Palette

All awards should use the same color palette.

APEX Blue will act as primary color which serves as a link to the APEX brand. Additionally, the two accent colors, APEX Gold and Silver, help complement the primary color and are exclusive to the APEX awards program.

If APEX Blue cannot be used, black can be used as an alternative.



APEX Awards: Logo + Categories



APEX Awards: Logo + Categories

APEX Awards: Trophy Structure



Official Airline Ratings: Logo/Sticker

The Official Airline Ratings' logo doubles as a sticker for airlines to display on their aircraft. There are two options for both the five and four star awards. The first has the words "Certified, Validated, Verified" and the second does not.

Five Star**Four Star**

Official Airline Ratings: Certificate

Five Star



Four Star



Official Airline Ratings: Certificate Structure



Passenger Choice Awards:

Logo/Sticker + Certificate

The new Passenger Choice Awards' logo is to be used exclusively for this award and is inspired by the travel document most passengers never fly without.

Logo/Sticker**Certificate**

Passenger Choice Awards: Certificate Structure

VISUALS

APEX visuals and imagery are a direct reflection of the way we see the world around us and ourselves in it. From photography to illustrations, visuals are an important means of communication. They should be consistent, have a branded feel and make it easy to digest and understand at a glance.

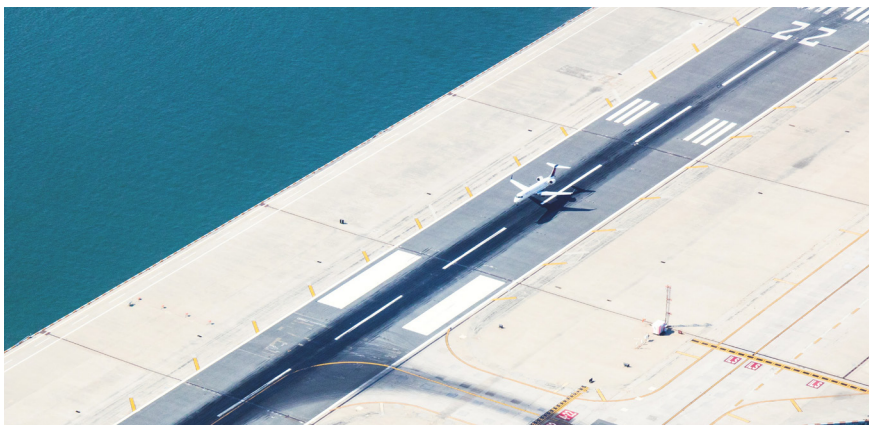
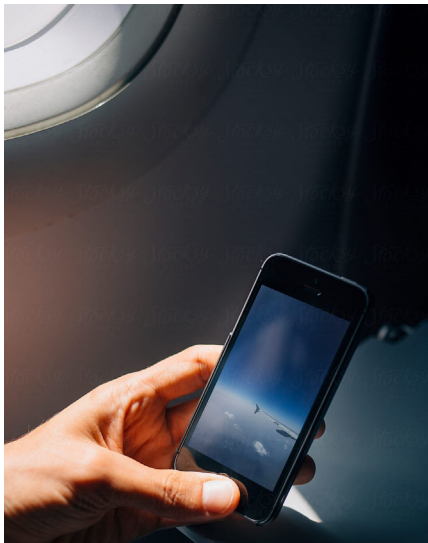
Visuals: Key Points

- ◇ **Spaces & Objects:** Spaces should capture the least amount of elements to convey the story and should not be cluttered or visually busy. Subjects should be engaging with the space, without posing in front of it. Objects should be in focus and backgrounds behind objects should not be complex.
- ◇ **People & Interactions:** Whenever possible, capture people with genuine expressions. Authenticity and diversity is also important.
- ◇ **Technology:** Innovation is important to us and the technology in our images should always be cutting edge. Whenever possible, use images with products that are current and communicate a modern feel.
- ◇ **Lighting & Color:** Whenever possible, use natural light or techniques that simulate natural light. Avoid images that are overexposed or underexposed or have color overlays.
- ◇ **Symmetry & Composition:** Balanced compositions with symmetrical qualities allow different types of photography to work and complement one another. Use the rule of thirds and include negative space around the subject to create open space.
- ◇ **Original vs. Stock Photography:** Using original APEX imagery adds to the authenticity of our story and helps develop the visual strength of our brand. In the event that original photography does not exist, stock photography can be used. It is important to abide by usage rights from the stock photography provider.



Spaces & Objects

- ◇ Natural light
- ◇ Calm, cool tones
- ◇ Dynamic
- ◇ Modern
- ◇ Clean
- ◇ Cutting edge
- ◇ Strong
- ◇ Impactful



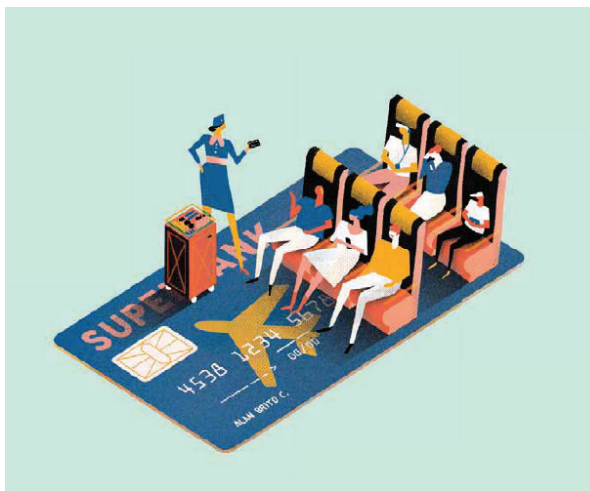
People & Interactions

- ◇ Natural light
- ◇ Warm tones
- ◇ Candid
- ◇ Relevant
- ◇ Semi-formal
- ◇ Modern
- ◇ Relatable
- ◇ Diversified/International



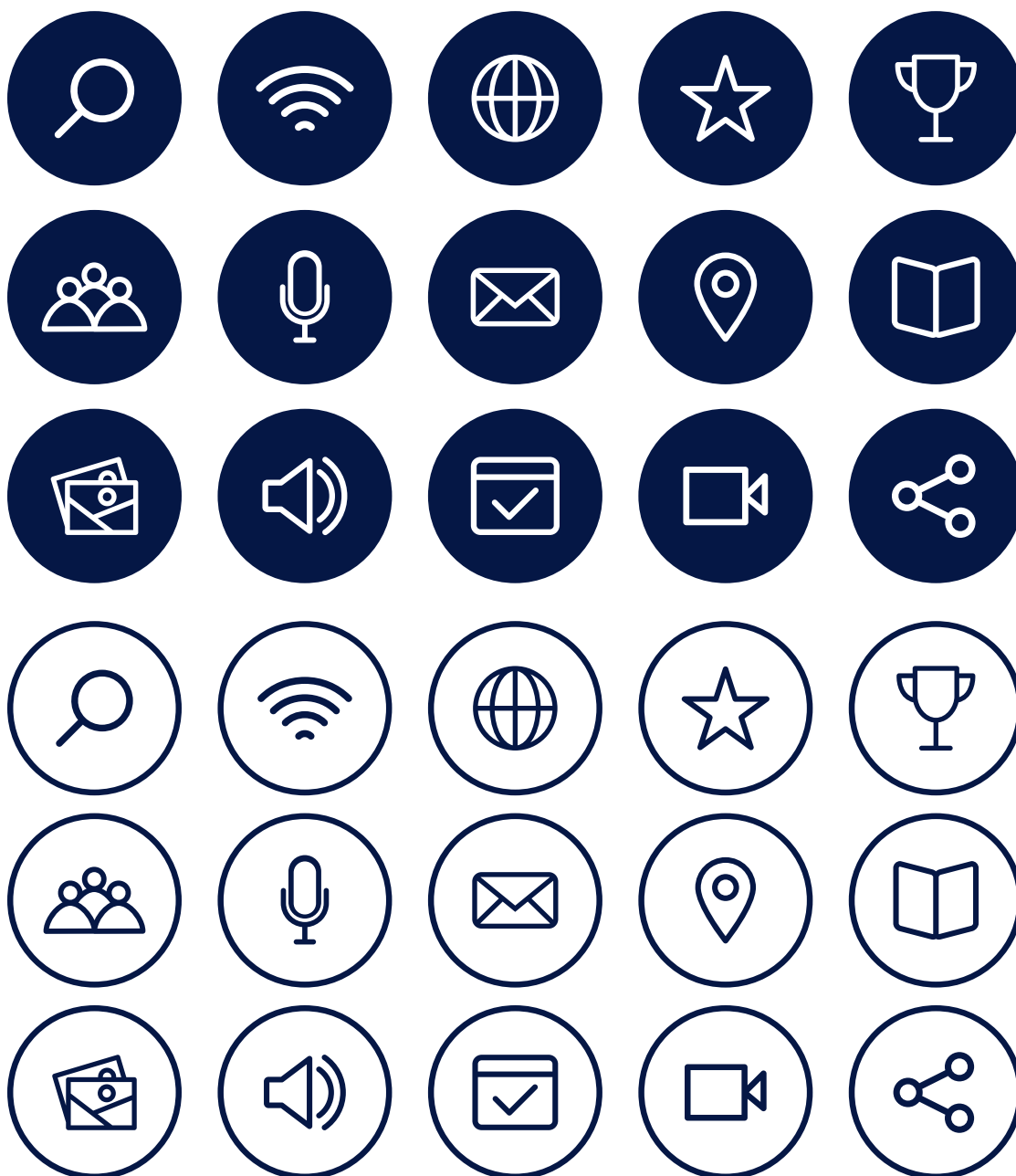
Illustration

- ◇ Playful
- ◇ Bright
- ◇ Relevant
- ◇ Clear/Simple
- ◇ Corporate
- ◇ Geometric
- ◇ Stimulating
- ◇ Clever



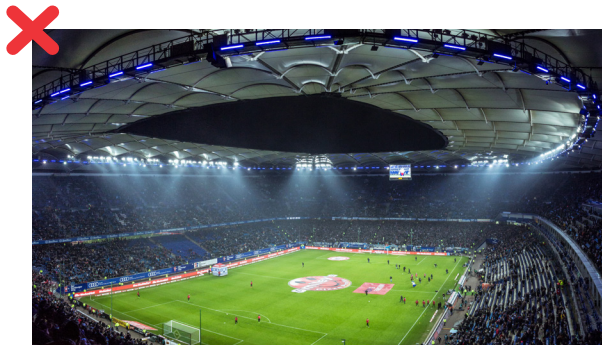
Iconography

Icons should be suggestive of the functionality with which they are associated. They were designed to communicate quickly and effectively across all touchpoints. Filled versions work well at small sizes in product while the outlined version works better in signage and marketing.



Guidance: Photography

It is **strongly recommended** that visual guidelines be respected in order to build and maintain brand recognition.



- ◇ Irrelevant



- ◇ Too warm
- ◇ Evokes panic



- ◇ Too staged/posed
- ◇ Artificial light
- ◇ Too busy



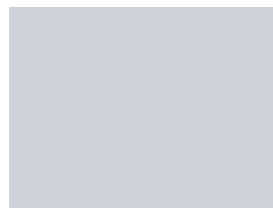
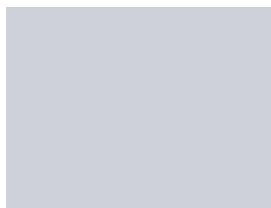
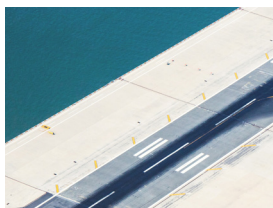
- ◇ Overexposed
- ◇ Over-saturated
- ◇ Too sharp



- ◇ Underexposed
- ◇ Not clear

Guidance: Logo Superimposition

If the APEX logo is superimposed onto an image, an overlay of 20% APEX Blue **must** be used to create a contrast between the image and logo.



Guidance: Logo Superimposition

It is **strongly recommended** that visual guidelines be respected in order to build and maintain brand recognition.



- ◇ Never superimpose logo onto an image without an overlay of 20% APEX Blue.



- ◇ Even with the APEX Blue gradient, some images are too busy, bright or dark to superimpose the logo.

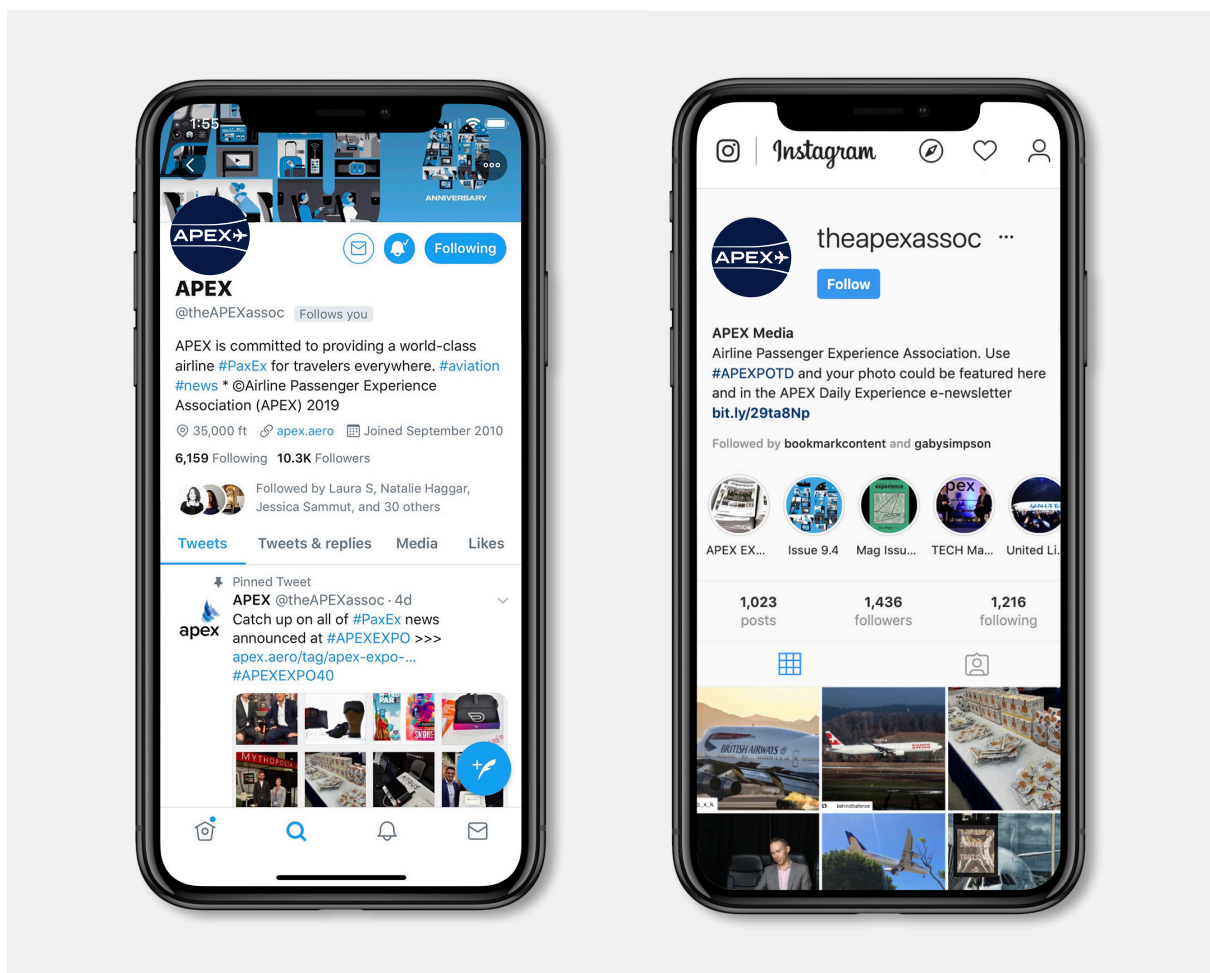


DIGITAL

Digital products and tools are an integral part of the APEX community. They enable us to connect quickly with members of the Association, share news and communicate our vision and voice through various digital channels. Using best practices for our website and social media platforms is crucial in reaching the right audience.

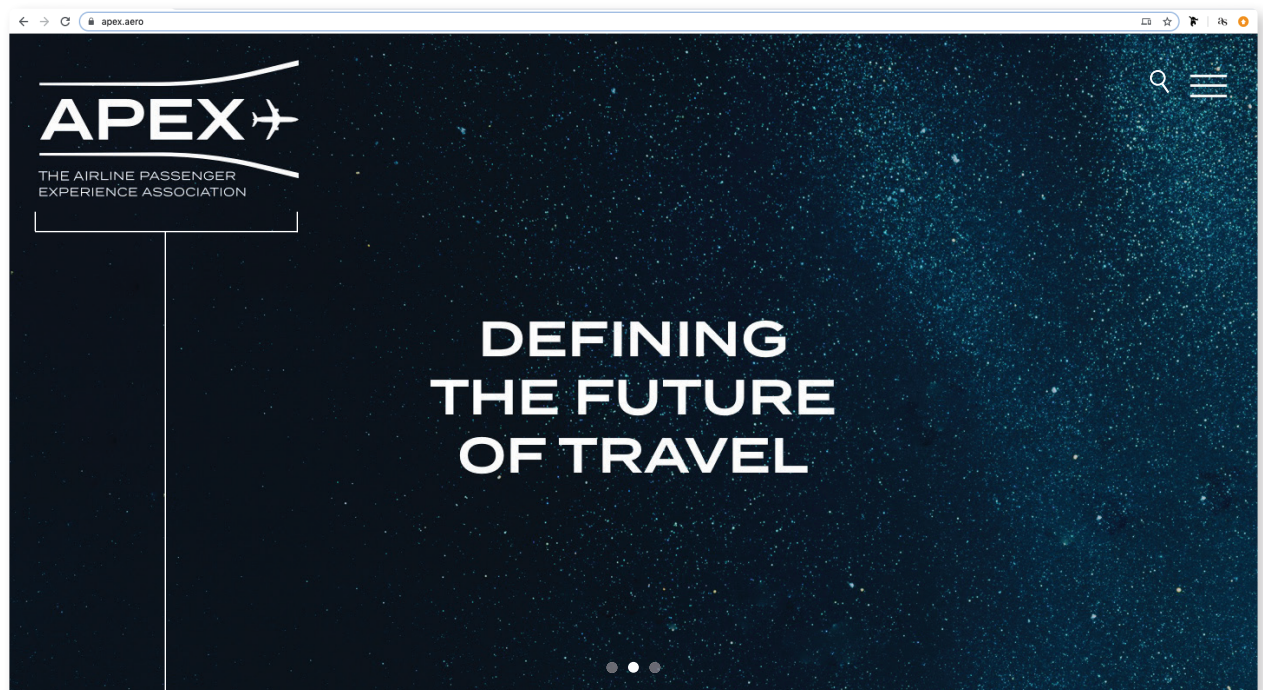
Social: Platforms

Social media is a powerful vehicle through which APEX connects with audiences and shares relevant news with the community. Avatars/profile pictures should be the same across all platforms and include the APEX logo (see page 15).



Website

The APEX website is an opportunity to make a first impression with the audience we are trying to reach. It should be strategically designed, intuitive, engaging and accessible. It should be SEO-optimized and responsive for mobile phones and tablets.



Logo should never be less than 300px wide when used on web applications.

Email Signature

Using one simple, branded email signature across APEX communications helps strengthen the brand's visual identity. The signature should be used for all internal and external correspondence.

New Message

Recipients

Subject


Hey Ryan, can you reply back to this email with a quick "yay" or "nay" on moving forward with this?

Either is great, just wanted to be sure!









-Neville

FIRSTNAME LASTNAME
TITLE

355 Lexington Avenue, 15th Floor, New York, NY, United States 10017
+ 1 (0)XX XXXX XXXX / M + 1 (0)XXXX XXX XXX
firstname.lastname@apex.aero
apex.aero



Send



STATIONERY

Stationery materials that are visually consistent from item to item help to establish a clear and cohesive APEX identity over time. This section presents guidelines for developing printed stationery including business cards, letterhead and presentation templates.

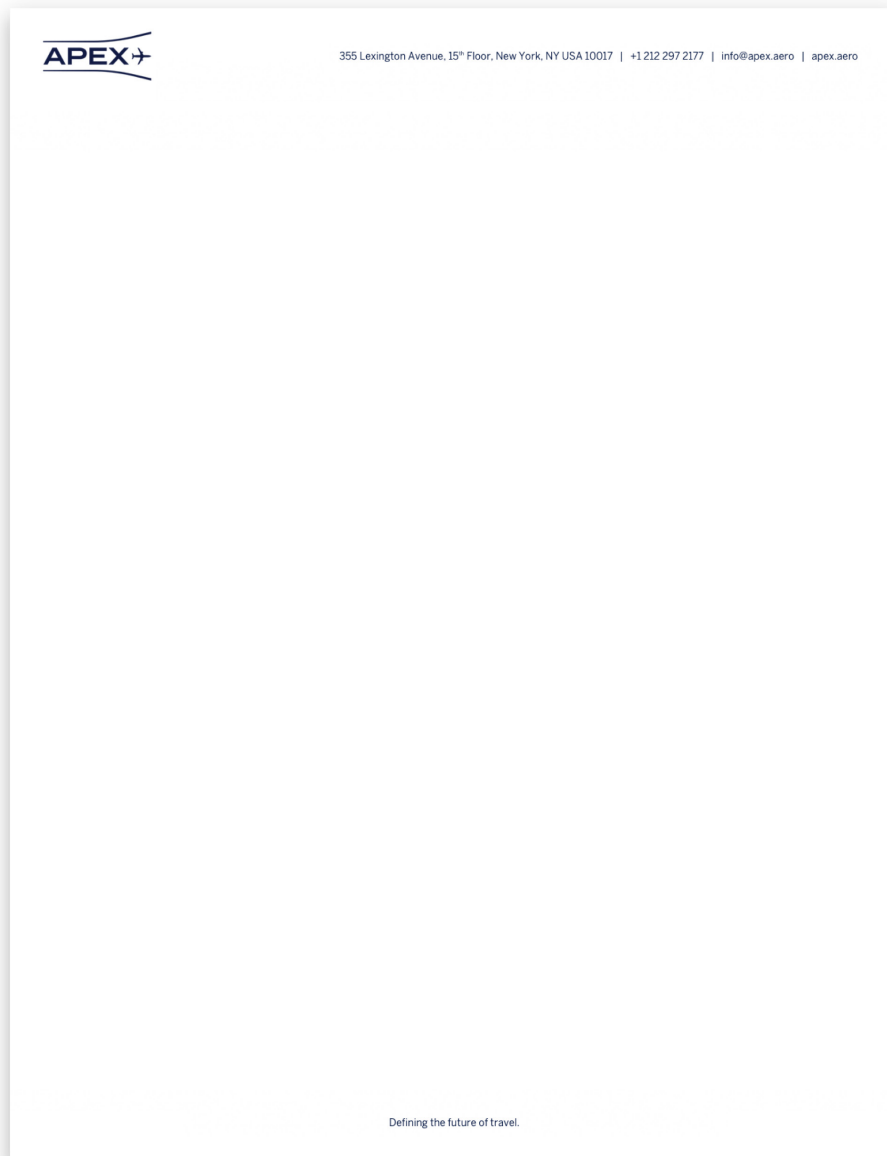
Business Cards

Business cards are a valuable networking tool and should be used as an effective extension of the APEX brand. These cards accommodate differences in length of name, variation in number of titles and inclusion of additional contact information.



Letterhead

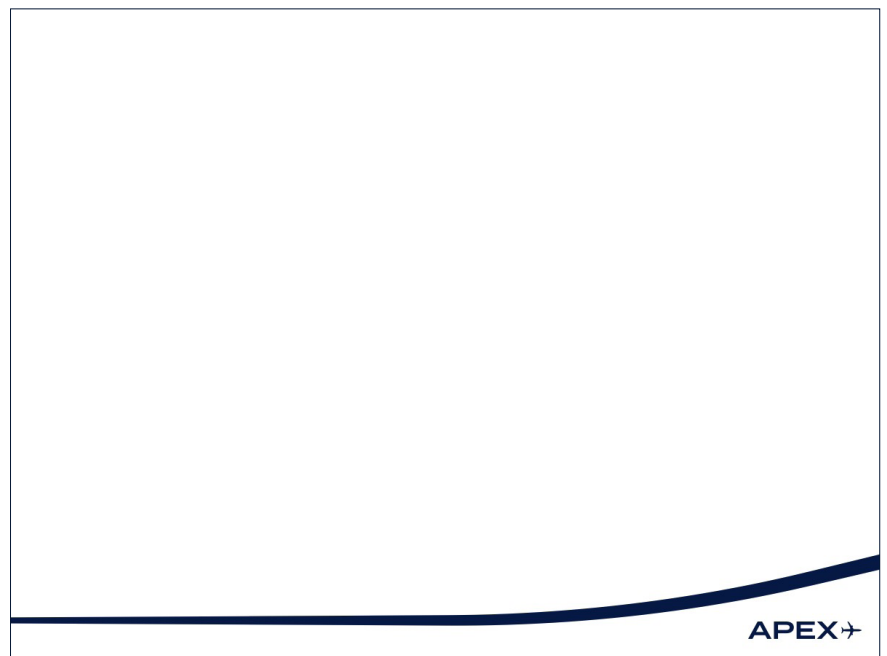
This is the official APEX letterhead. It can be printed in B&W or color on A4 or US letter. Please respect the document margins.





PowerPoint: Template 1

The template below includes the APEX wordmark without the Association name so it is best used for internal presentations.



PowerPoint: Template 2

The template below includes the full Association name so it is best used for external presentations.



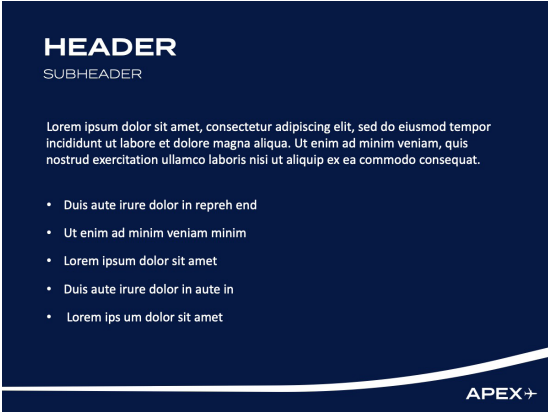
PowerPoint: Template 3

This template is best suited as an interior slide. It includes space for large amounts of text and images.



PowerPoint: Title and Interior Slide Examples

The PowerPoint templates can be used for a variety of different purposes and can be customized. Consider the audience and environment when choosing slide versions. For instance, dark backgrounds may work well for conference presentations, but are not ideal for corporate presentations or if you plan to print the slides.



INQUIRIES

Thank you for respecting the APEX brand guidelines and graphic standards.

Have questions?
Email us at **info@apex.aero**



DEFINING THE
FUTURE OF TRAVEL.

