

Polar

Polar Air Brand Guidelines



Brand Signature Specifications

Consistent and proper use of the Polar Air logo is the most important way to maintain brand integrity. The following section provides guidelines for the proper use of all the signatures within the Polar branding system, which includes the Polar Air logotype and the Polar Air secondary symbol. The rules outlined in this guide must be adhered to while creating Polar Air communications.

Using the Polar Air Logotype

The Polar Air logotype is meant to be used as the main brand mark.

When to Use the Polar Air Logotype

The Polar Air logotype should be used on all materials, both corporate and commercial, that pertain to Polar Air.

Size and Freespace

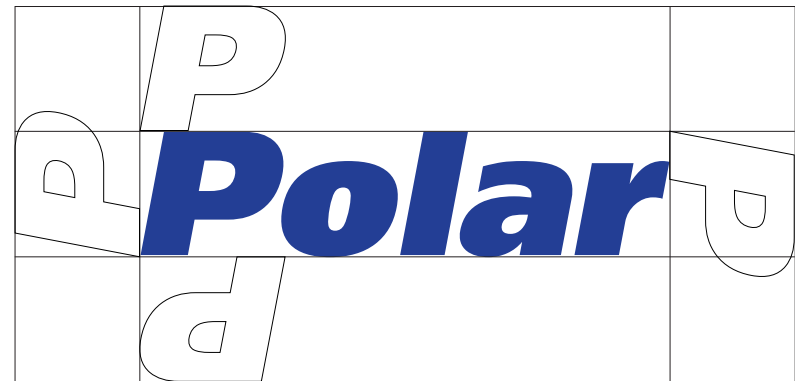
The logo must be surrounded by a generous field of clear space in every application to protect it from competing visuals such as text and other graphics. As shown, the minimum allowable clear space is equal to an area in height and width of the letter height within the logotype. This area (marked by the 'P') must surround the logo on all four sides.

Authorized Artwork

When using the Polar Air logotype, be sure you are using an authorized version of the artwork as obtained from Atlas Air Worldwide Sales and Marketing. Under no circumstances should the Polar Air logotype be obtained from the internet or other alternative sources as it may not be the official brand mark. Under no circumstances should the signature ever be altered, added to or re-created.

File Formats

Atlas Air Worldwide Sales and Marketing has made the Polar Air logotype available in a variety of file formats including .eps, .jpg, and .png. Be sure to use the correct file format for the type of media that is being produced.



x = minimum free space around the Polar Air Signature

Minimum Size



.875" x .17"

Versions

PRIMARY LOGOTYPE

The Polar Air logotype has been made available in a variety of versions. Depending on the type of media being produced, an alternative version of the Polar Air logotype may need to be used. Refer to the guidelines below when selecting a version of the Polar Air logotype to use.

Color Polar Air Logotype

The color Polar Air logotype is the primary version of the brand mark and should be used if conditions allow. Do not use the color version if the background color does not provide enough contrast for the signature to be readable.

Black and White Polar Air Logotype

The black and white version of the Polar Air logotype is to be used when production does not allow for color to be used.

Reverse Polar Air Logotype

Reverse versions of the Polar Air logotype have been made available in case the background on which the logotype is being placed is dark and the logotype is not readable. The reverse version should also be used when the background color the logotype is being placed on does not provide enough contrast for the color version of the Polar Air logotype to be readable.



The image shows the word "Polar" in a bold, italicized, blue sans-serif font.

Color Polar Air logotype



The image shows the word "Polar" in a bold, italicized, black sans-serif font.

Black and White Polar Air logotype



The image shows the word "Polar" in a bold, italicized, white sans-serif font, centered within a solid black rectangular background.

Reverse Polar Air logotype



The image shows the word "Polar" in a bold, italicized, white sans-serif font, centered within a solid blue rectangular background.

Color Reverse Polar Air logotype

Common Mistakes

PRIMARY LOGOTYPE

Consistent use of the Polar Air logotype is essential to protecting the integrity of the brand. Under no circumstances should the logotype ever be altered, added to or re-created. Only reproduce and apply the logotype as specified in this guide, as any misuse is detrimental to the Polar Air brand as a whole. To the right are ten common mistakes that should be avoided when working with the Polar Air logotype.

1. Never rotate the Polar Air logotype.
2. Never overprint the Polar Air logotype on low-contrast, complicated imagery.
3. Never alter the size relationship within the Polar Air logotype.
4. Never outline the Polar Air logotype.
5. Never confine the Polar Air logotype in a shaped background or decorative border.
6. Never use colors other than those approved by Polar Air.
7. Never change the letter spacing of the Polar Air logotype.
8. Never alter the Polar Air logotype typography.
9. Never add a drop shadow or use other effect on the Polar Air logotype.
10. Never distort the Polar Air logotype.

1



2



3



4



5



6



7



8



9



10



Using the Polar Air Secondary Symbol

When to Use the Polar Air Secondary Symbol

The Polar Air symbol can be used as a secondary element for certain applications.

Size and Freespace

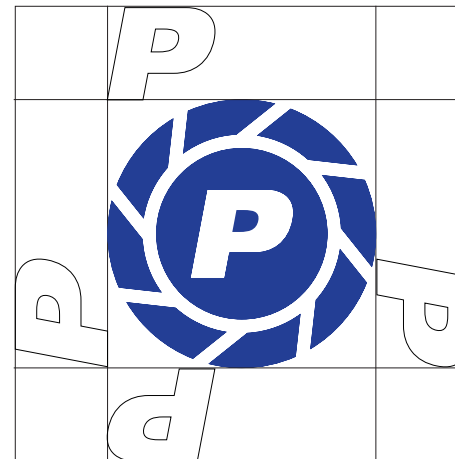
The logo must be surrounded by a generous field of clear space in every application to protect it from competing visuals such as text and other graphics. As shown, the minimum allowable clear space is equal to an area in height and width of the letter height within the symbol. This area (marked by the 'X') must surround the logo on all four sides.

Authorized Artwork

When using the Polar Air symbol, be sure you are using an authorized version of the artwork as obtained from Atlas Air Worldwide Sales and Marketing. Under no circumstances should the Polar Air symbol be obtained from the internet or other alternative sources as it may not be the official brand mark. Under no circumstances should the symbol ever be altered, added to or re-created.

File Formats

Atlas Air Worldwide Sales and Marketing has made the Polar Air symbol available in a variety of file formats including .eps, .jpg, and .png. Be sure to use the correct file format for the type of media that is being produced.



x = minimum free space around the Polar Air symbol



Small format Secondary Symbol

There is a small format version of the secondary symbol that should only be used for small format purposes.

Versions

SECONDARY SYMBOL

The Polar Air secondary symbol has been made available in a variety of versions. Refer to the guidelines below when selecting a version of the Polar Air secondary symbol to use.

Color Polar Air Secondary Symbol

The color Polar Air secondary symbol is the primary version of the brand mark and should be used if conditions allow. Do not use the color version if the background color does not provide enough contrast for the signature to be readable.

Black and White Polar Air Secondary Symbol

The black and white version of the Polar Air secondary symbol is to be used when production does not allow for color to be used.

Reverse Polar Air Secondary Symbol

Reverse versions of the Polar Air secondary symbol have been made available in case the background on which the symbol is being placed is dark and the symbol is not readable. The reverse version should also be used when the background color the symbol is being placed on does not provide enough contrast for the color version of the Polar Air secondary symbol to be readable.



Color Polar Air Secondary Symbol



Black and White Polar Air Secondary Symbol



Reverse Polar Air Secondary Symbol



Color Reverse Polar Air Secondary Symbol

Common Mistakes

SECONDARY SYMBOL

Consistent use of the Polar Air symbol is essential to protecting the integrity of the brand. Under no circumstances should the symbol ever be altered, added to or re-created. Only reproduce and apply the symbol as specified in this guide, as any misuse is detrimental to the Polar Air brand as a whole. To the right are ten common mistakes that should be avoided when working with the Polar Air symbol.

1. Never rotate the Polar Air symbol.
2. Never overprint the Polar Air symbol on low-contrast, complicated imagery.
3. Never alter the size relationship within the Polar Air symbol.
4. Never use colors other than those approved by Polar Air.
5. Never outline the Polar Air symbol.
6. Never add a drop shadow or use other effect on the Polar Air symbol.
7. Never distort the Polar Air symbol.
8. The Polar Air logotype should not be used together with the secondary symbol.

1



2



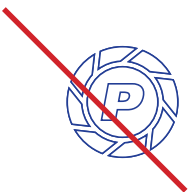
3



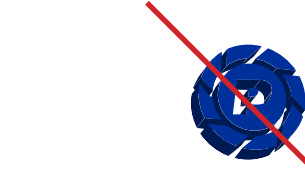
4



5



6



7



8



Using the Polar Air Tertiary Logotype

For AAWW Corporate Branding Only

The Polar Air tertiary logotype consists of the Polar Air logotype and corporate symbol in a tail format. The Polar Air Corporate symbol emulates the turbine of a jet engine in a simple, yet effective manner. The wide stance of the letter forms suggest boldness and a sense of power.

When to Use the Polar Air Signature

The Polar Air tertiary logotype can be used on all materials, both corporate and commercial, that pertain to Polar Air. It is to be used only in corporate brand context.

Size and Freespace

The logo must be surrounded by a generous field of clear space in every application to protect it from competing visuals such as text and other graphics. As shown, the minimum allowable clear space is equal to an area in height and width of the letter height within the logotype. This area (marked by the 'X') must surround the logo on all four sides.

Authorized Artwork

When using the Polar Air logo, be sure you are using an authorized version of the artwork as obtained from Atlas Air Worldwide Sales and Marketing. Under no circumstances should the Polar Air signature be obtained from the internet or other alternative sources as it may not be the official brand mark. Under no circumstances should the signature ever be altered, added to or re-created.

File Formats

Atlas Air Worldwide Sales and Marketing has made the Polar Air logo available in a variety of file formats including .eps, .jpg, and .png. Be sure to use the correct file format for the type of media that is being produced.



Minimum Size



.875" x .17"

Versions

TERTIARY LOGOTYPE

For AAWW Corporate Branding Only

The Polar Air tertiary logotype has been made available in a variety of versions. Depending on the type of media being produced, an alternative version of the Polar Air tertiary logotype may need to be used. Refer to the guidelines below when selecting a version of the Polar Air tertiary logotype to use.

Color Polar Air Tertiary Logotype

The color Polar Air tertiary logotype is the primary version of the brand mark and should be used if conditions allow. Do not use the color version if the background color does not provide enough contrast for the signature to be readable.

Black and White Polar Air Tertiary Logotype

The black and white version of the Polar Air tertiary logotype is to be used when production does not allow for color to be used.

Reverse Polar Air Tertiary Logotype

Reverse versions of the Polar Air tertiary logotype have been made available in case the background on which the logo is being placed is dark and the symbol is not readable. The reverse version should also be used when the background color the logo is being placed on does not provide enough contrast for the color version of the Polar Air tertiary logotype to be readable.



Color Polar Air Secondary Symbol



Black and White Polar Air Secondary Symbol



Reverse Polar Air Tertiary Logotype



Color Reverse Polar Air Tertiary Logotype

Usage

TERTIARY LOGOTYPE

For AAWW Corporate Branding Only

Consistent use of the Polar Air symbol is essential to protecting the integrity of the brand. Under no circumstances should the symbol ever be altered, added to or re-created. Only reproduce and apply the symbol as specified in this guide, as any misuse is detrimental to the Polar Air brand as a whole. It is to be used only in corporate brand context, as seen below.



Color Palette

Polar Air Brand Color

This is the main color of the Polar Air brand and should be used as the basis for creating any color scheme used on Polar Air applications. When developing Polar Air communications, it is important the Polar Air blue is reproduced exactly in the values described to the right. Variation in color values is detrimental to the Polar Air brand as a whole.



Pantone Color

Polar Air Blue Pantone 287 C

CMYK Value

Polar Air Blue C=100, M=81, Y=0, K=23

RGB Value

Polar Air Blue R=0, G=48, B=135

Color Palette

SECONDARY COLORS

Polar Air Brand Color Palette

The Polar Air secondary color palette consists of bright and modern hues. When developing communications, use the Polar Air Blue as the primary color and select other colors from the secondary palette sparingly for support. Rotating colors to provide variety and interest in charts, graphs, and diagrams is encouraged.

MAIN BRAND COLOR



Polar Air Blue

Pantone Pantone 287 C
CMYK C=100, M=81, Y=0, K=23
RGB..... R=0, G=48, B=135

SECONDARY PALETTE



Polar Air Yellow

Pantone Pantone 1235 C
CMYK C=0, M=28, Y=89, K=0
RGB..... R=255, G=184, B=28



Polar Air Red

Pantone Pantone 172 C
CMYK C=0, M=72, Y=91, K=2
RGB..... R=250, G=70, B=22



Polar Air Sky Blue

Pantone Pantone 305 C
CMYK C=55, M=0, Y=1, K=0
RGB..... R=89, G=203, B=232



Polar Air Mint

Pantone Pantone 331 C
CMYK C=27, M=0, Y=7, K=10
RGB..... R=167, G=230, B=215

Typography

GENERAL USE

The following is intended for all employees. See Page 13 for Typography, Professional Use.

Arial is a contemporary typeface that is to be used by all Polar employees in their communications. Selected for its modern appeal and high readability at smaller sizes, it is one of the standard typefaces available in all Microsoft Office programs.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

PROFESSIONAL USE

The following is intended for design agencies only.

The Polar Air typographic system is built around the use of a typeface named Geogrotesque, which is a semi modular typeface with a subtle rounded finish designed by Eduardo Manso in 2009. The consistent use of Geogrotesque in our materials complements the design aesthetic of our brand style and helps to ensure a consistent look and feel. It is not for use by general employees.

Geogrotesque Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Geogrotesque Ultralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Geogrotesque Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Geogrotesque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Geogrotesque Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Geogrotesque Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Geogrotesque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Applications

The following applications have been provided for use by professional design agencies hired to create Polar Air collateral. These examples contain detailed specifications to ensure consistent high-quality designs and layouts.

Polar Air Business Card

UNITED STATES

Business cards are important tools for communicating the Polar brand. The specifications provided here are intended for design agencies.

Color

All stationery is produced with Polar brand blue ink. Other ink colors can be added if partner logos are added to the business cards, on the lower left side.

Typography

Geogrotesque is the type font used for all Polar business cards. There are no substitutions. Specifications for size and position are shown below.

Front

Size: 7pt
Leading: 8.5pt

Back

Size: 12.5pt
Leading: 15pt

Paper Stock

The recommended paper stock and weight is 100lb uncoated bright white smooth finish paper. You can specify the brand of paper stock, but please make sure that the color and weight chosen matches the recommended standard as closely as possible.



Polar Air Business Card

INTERNATIONAL

Business cards are important tools for communicating the Polar brand. The specifications provided here are intended for design agencies.

Color

All stationery is produced with Polar brand blue ink. Other ink colors can be added if partner logos are added to the business cards, on the lower left side.

Typography

Geogrotesque is the type font used for all Polar business cards. There are no substitutions. Specifications for size and position are shown below.

Front

Size: 7pt
Leading: 8.5pt

Back

Size: 12.5pt
Leading: 15pt

Paper Stock

The recommended paper stock and weight is 100lb uncoated bright white smooth finish paper. You can specify the brand of paper stock, but please make sure that the color and weight chosen matches the recommended standard as closely as possible.



Polar Air Letterhead

Letterhead - U.S. Letter

As with all our stationery applications, letterhead maintains a clean disciplined design.

- Pure white (blue white); not cream colored
- Minimum 97% brightness
- Woven (not laid)
- Smooth (highly calendared/flat, not gloss and not too absorbent)

Letterhead should be produced using offset lithography whenever possible.

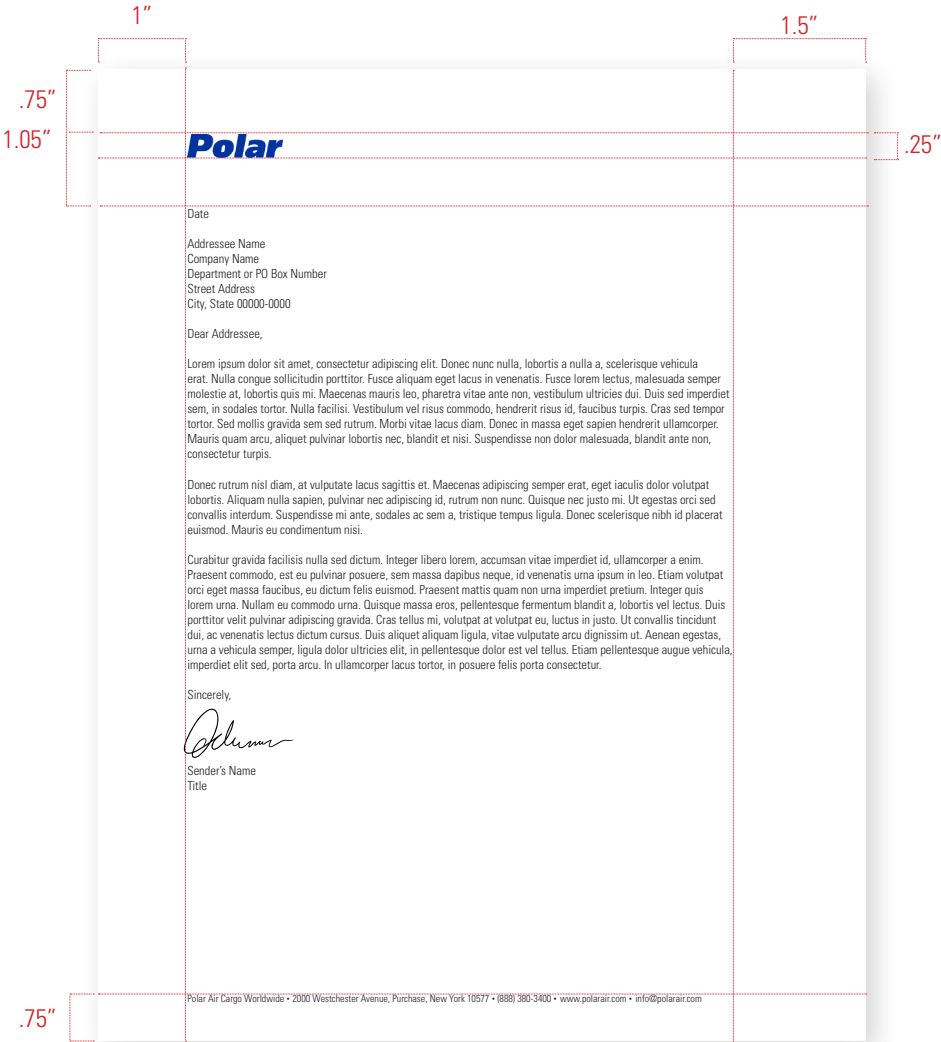
Any text beyond the first page should continue on paper from the same stock as the initial page. These pages should not have the logo.

Size

8x5" x 11"

Typography

Text is 9/9.6 pt and prints 100% black.



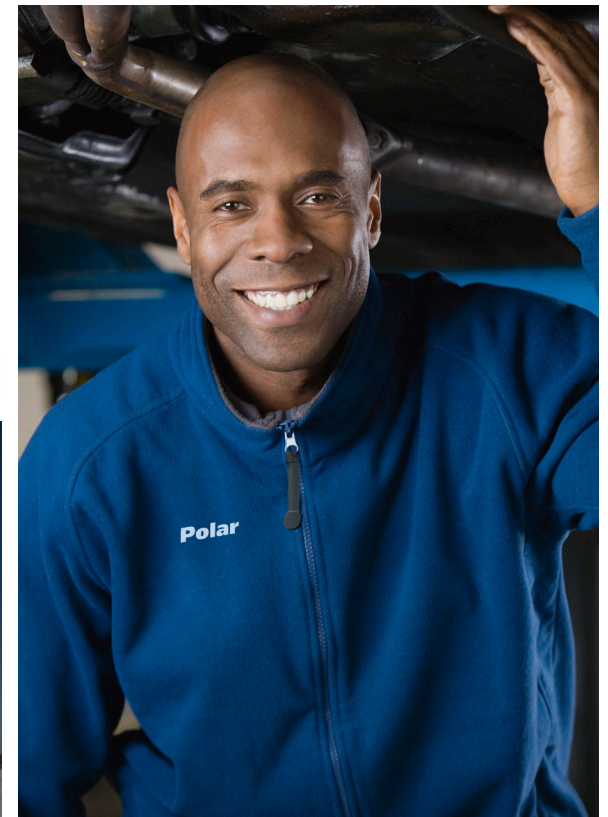
Polar Air Apparel

Apparel

When applying the Polar Air logotype to apparel, please follow the guidance provided below:

- Always apply the Polar Air logotype in the approved color.
- Maintain the quality and resolution of the signature regardless of the production method (e.g., printing, embroidery).
- Never place the signature within a shape or on a patterned background.
- Size the signature appropriately in relation to the item for maximum visibility.

Note: The examples illustrated on this page are for demonstration purposes only.



Polar Air Promotional Materials

Promotional Materials

When applying the Polar Air logotype to promotional items, please follow the guidance provided below:

- Always apply the Polar Air logotype in the approved color.
- Maintain the quality and resolution of the signature regardless of the production method (e.g., printing, embroidery).
- Never place the signature within a shape or on a patterned background.
- Size the signature appropriately in relation to the item for maximum visibility.

Note: Avoid items that are considered inappropriate or of questionable taste (e.g., shot glasses, pocket knives, lighters).

Note: The examples illustrated on this page are for demonstration purposes only.



Polar Air Aircraft

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut bibendum semper vehicula. Etiam eu massa et leo lacinia suscipit. Donec eu eros a lectus porta porttitor. Morbi lorem elit, sollicitudin vel orci vel, facilisis gravida est. Sed ac risus massa. Nunc eu semper quam. Phasellus eget libero eget diam venenatis pretium.



Primary logotype

Secondary symbol



Secondary symbol

Polar Air Branded Vehicles

Vehicle Signage

When placing the Polar Air logo on vehicles, pay attention to the area around the logo, making sure there is enough clear space for proper readability. Where possible, center the logo in the available space.



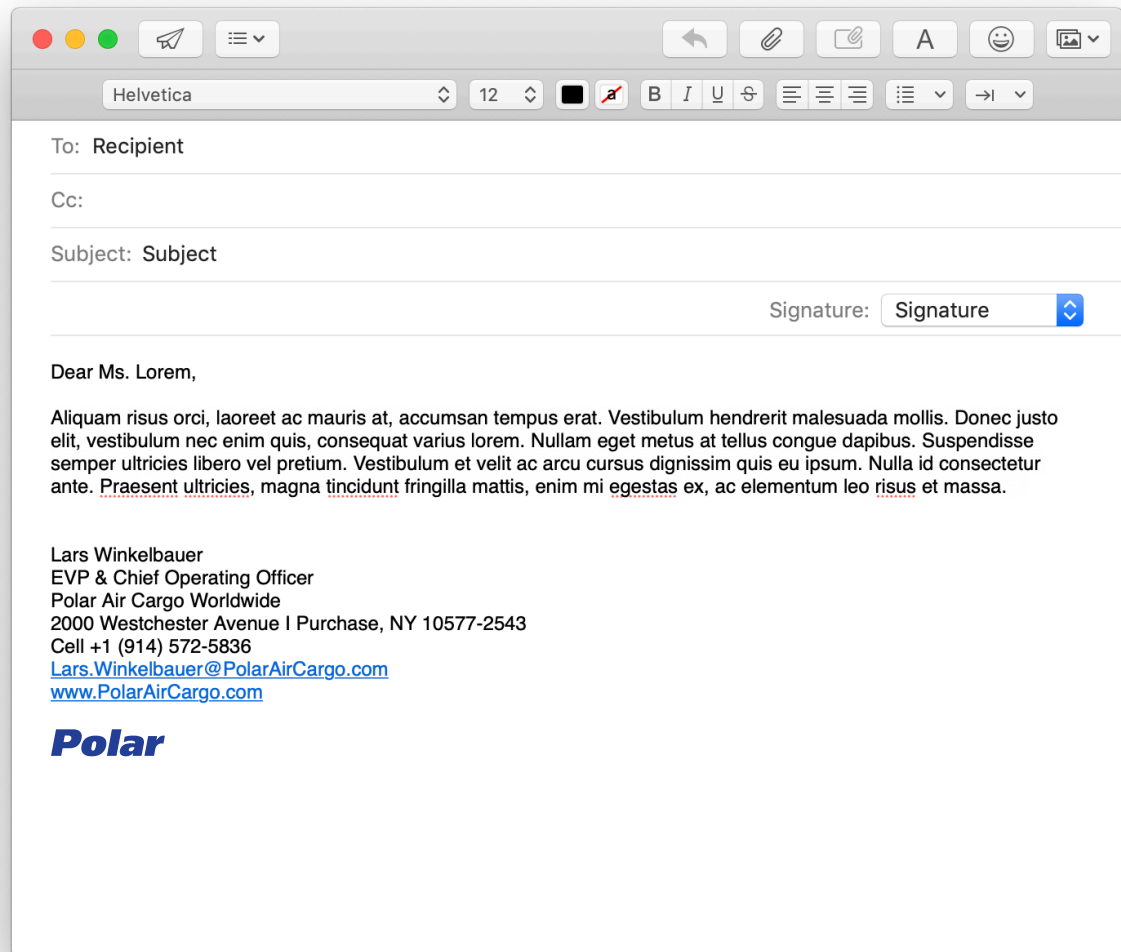
Digital Communications

The following applications have been provided for use by professional design agencies hired to create Polar Air collateral. These examples contain detailed specifications to ensure consistent high-quality designs and layouts.

Polar Air Email Signature

Email Signature

Use the Polar Air logotype for Polar Air email signatures. When doing so, pay attention to the area around the logo, making sure there is enough clear space for proper readability.

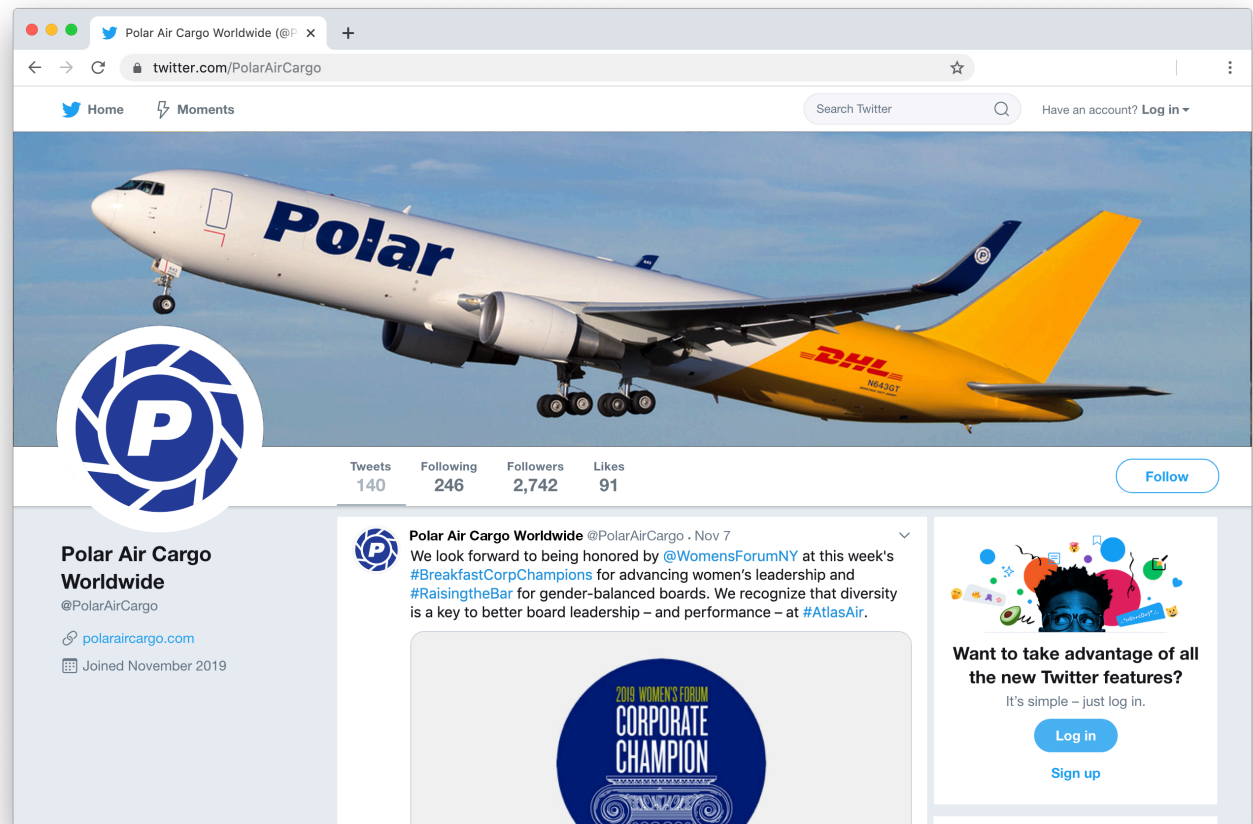


Polar Air Social Channels

TWITTER

Social Channels

The Polar Air secondary symbol can be used for the profile photo, which will also serve as the icon for each tweet.



Polar Air Social Channels

LINKEDIN

Social Channels

The Polar Air secondary symbol can be used for the profile photo, which will also serve as the icon for each post.

