

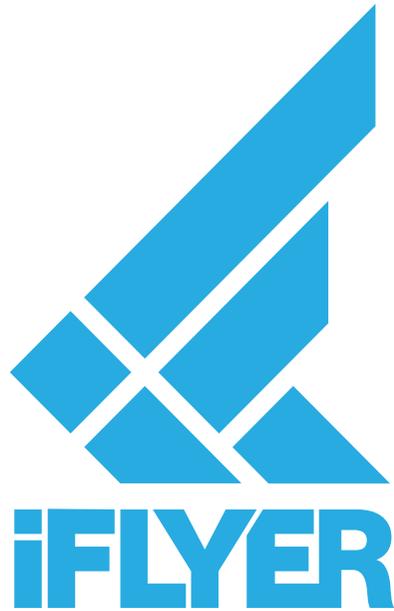


**iFLYER**

[BRAND BOOK **2018**]

# Introduction

This document is intended to help you use the iFLYER brand in a clear and consistent manner. It details our brand policies, such as when and how to use iFLYER trademarks and logos.



## Preferred Version

The preferred version of the iFLYER logo is the full blue version.

**#00ADEE**  
RBG: 0, 173, 238  
CMYK: 70, 10, 0, 0



## Grayscale Version

However, a grayscale version is also provided.

**#58595B**  
RBG: 88, 89, 91  
CMYK: 0, 0, 0, 80



## Negative Version

A reversed version is also provided for use when necessary.

**#FFFFFF**  
RBG: 255, 255, 255  
CMYK: 0, 0, 0, 0



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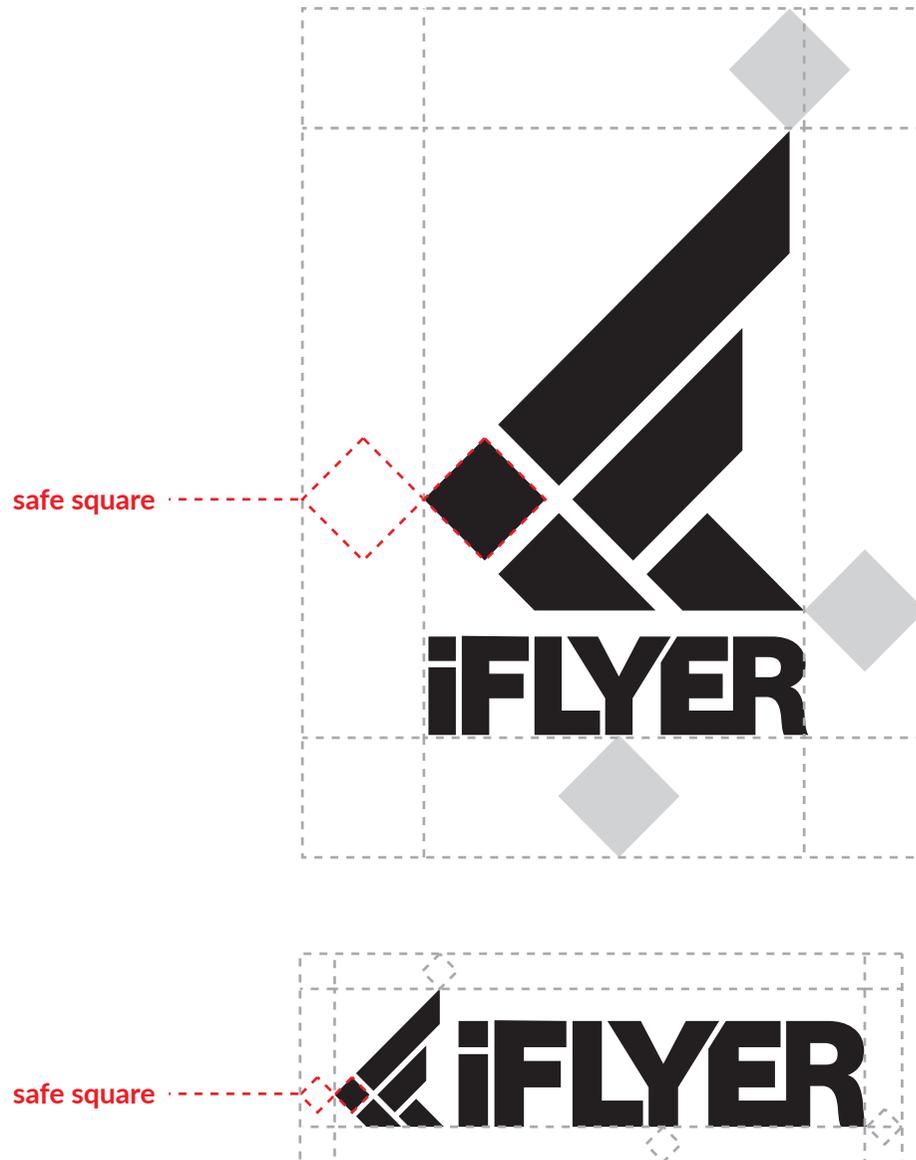
**#FFFFFF**  
RBG: 255, 255, 255  
CMYK: 0, 0, 0, 0



## Acceptable Uses

Always use the original files—never recreate, rotate or distort the logo. The logo should always remain as a standalone and should never be combined with any other objects, logos, words, graphic devices, photos, slogans or symbols outside the usage discussed in this guide.

DO NOT lay the logo over a busy background. DO NOT change any of the colors. DO NOT use components as graphics or change their position or orientation. DO NOT stretch or distort the proportions of the logo. DO NOT add drop shadows to the logo. DO NOT outline any part of the logo.



## Safe Area

A safety area around the logo ensures visibility and impact.

### Stacked version:

The minimum safety zone measures exactly "1 safe square" of the iFLYER logo.

### Linear version:

The minimum safety zone measures exactly "1 safe square" of the iFLYER logo

The use of the safety zone between the logo and other graphic elements (images, type, other logos, etc.) will help the iFLYER brand retain a strong presence wherever the logo appears. This is a minimum safety area; Where possible, more space can be allowed around the logo.