



introduction

Unified Visual Style

A unified corporate identity defines the rules for iPILOT's visual communications. The style was designed to promote and support the image of the company. It demonstrates the company's strength and stability, increases iPILOT's brand awareness and establishes a sense of trust in the general public. The building blocks of iPILOT's unified corporate identity are the logo, colors and font. In addition, there are the basic and supplementary elements of the visual style. Their form and use are outlined in this manual.

How to Work with the Manual

The unified design manual for iPILOT is a set of established rules and recommendations regarding how to use the individual elements of the corporate identity. Apart from the correct application of each element, the manual includes examples on how to use different variations of the design. The examples demonstrating improper use of the visual style don't show all of the possibilities, but provide examples contradicting rules of typography or deviating from the unified visual style.



part 1

logo

1A base graphic

1E logo margins

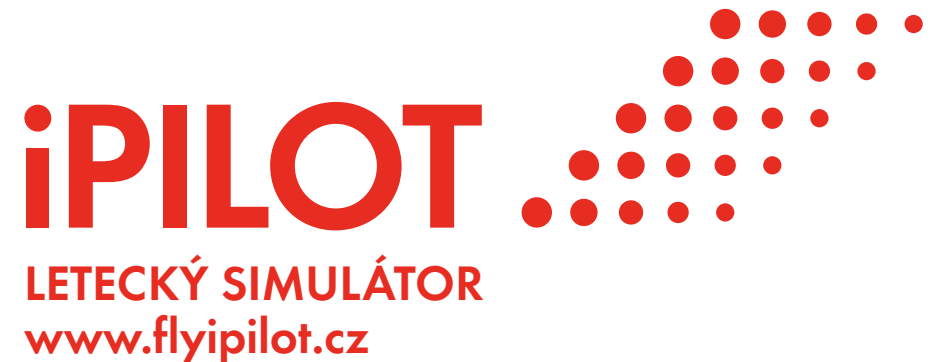
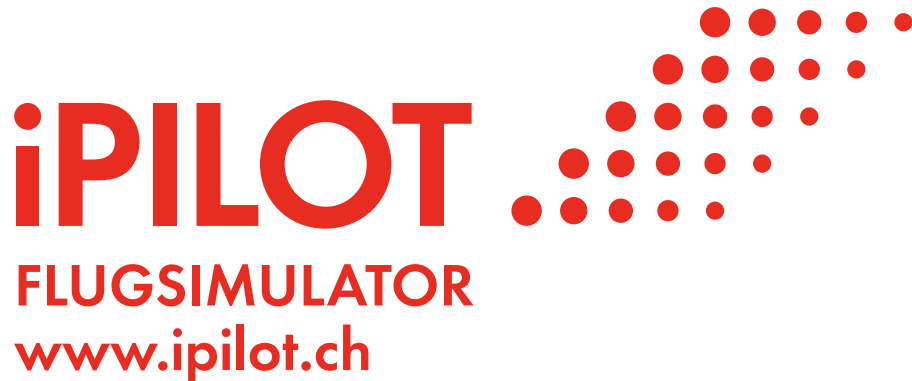
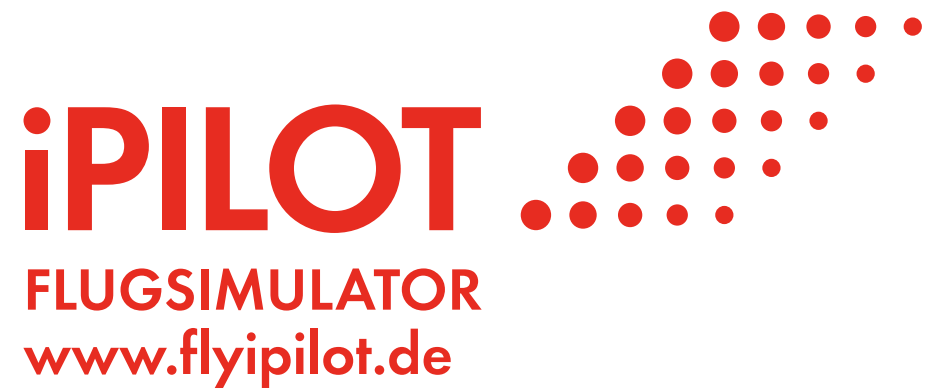
1F improper use

The logo consists of the name of the company - iPILOT, the graphic representation (dots), headline Flight simulator experience (can be used in different languages) and website address. The website address is mandatory part of the logo!

The only acceptable case when website address does not have to be shown under the logo is when the website address appears on the same page/picture etc. as the logo (eg. on business cards can be as a part of contact information only and does not have to be placed under the logo as well).

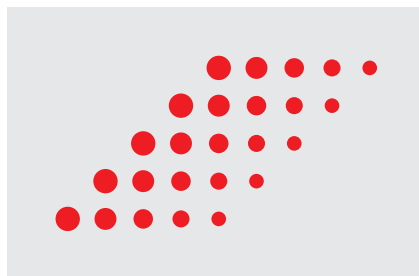


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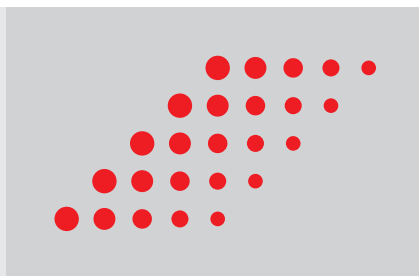


The diagram below demonstrates the usage of the logo on various grey and silver backgrounds. The most common uses would be in architecture, the interior of iPILOT offices, vehicles, promotional materials, etc.

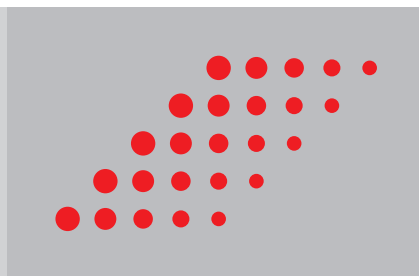
10 %



20 %



30 %



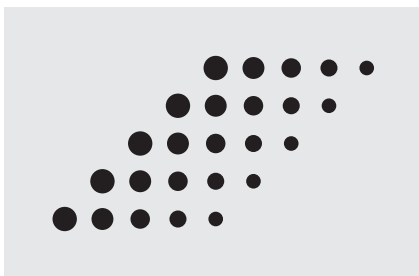
40 %



50 %



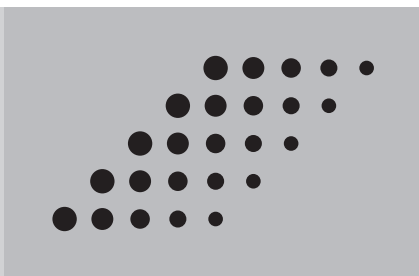
10 %



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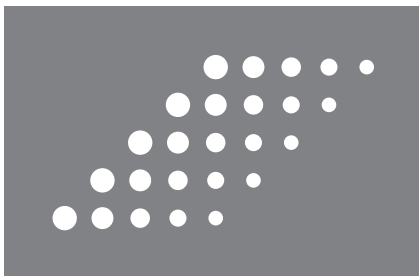
40 %



50 %



60 %



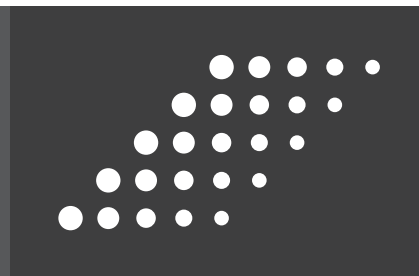
70 %



80 %



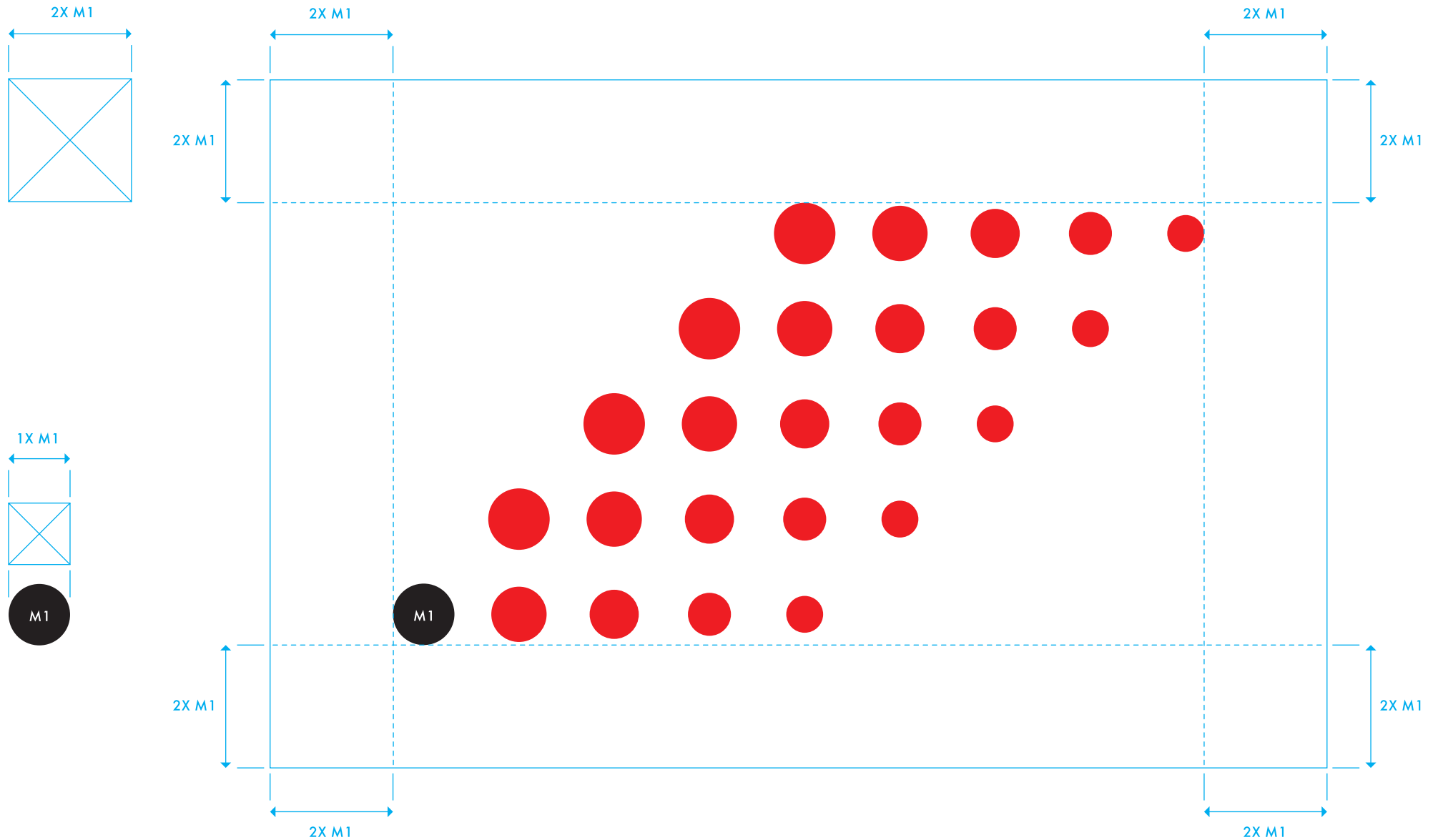
90 %



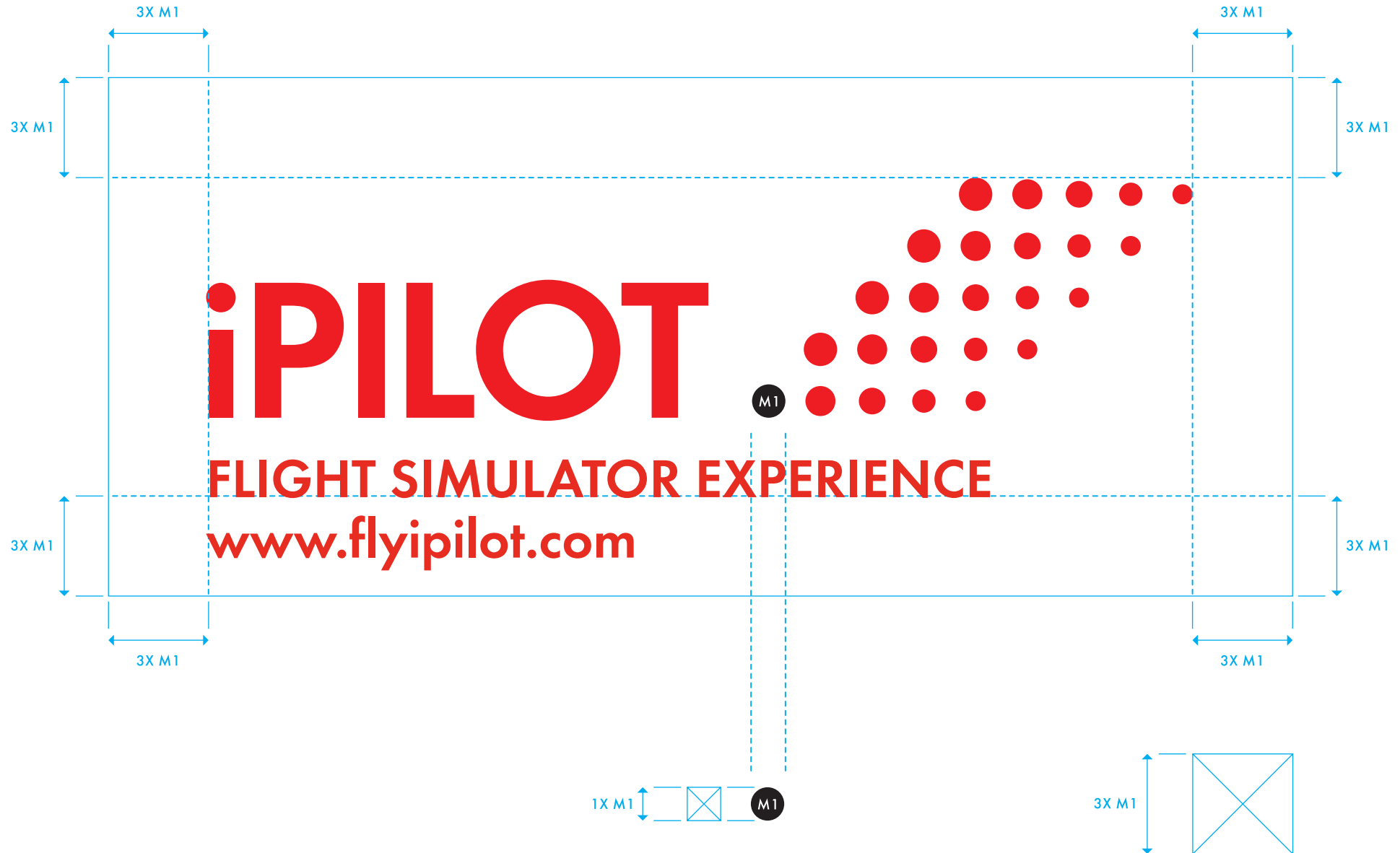
100 %



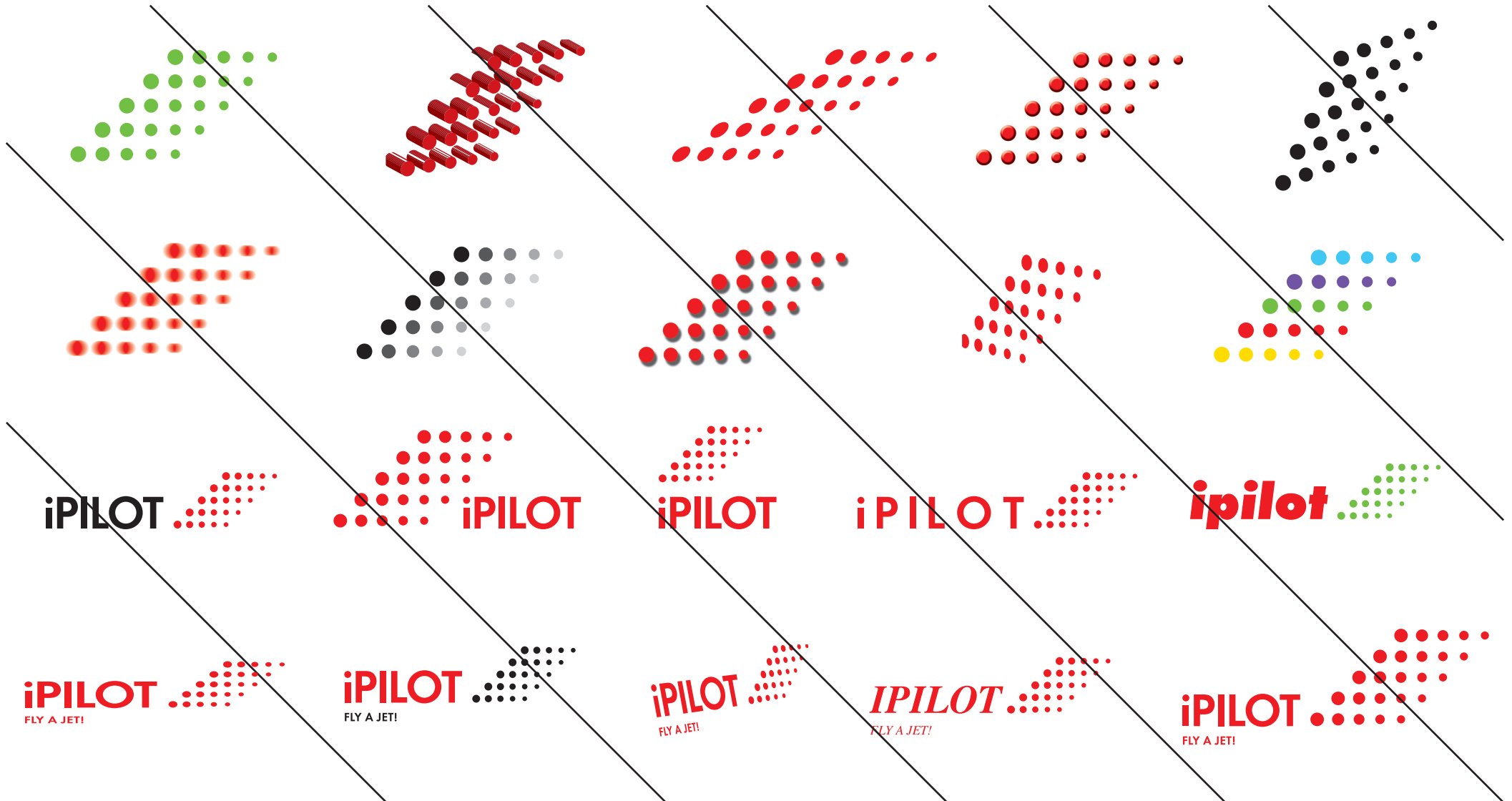
The margins define the minimum amount of space around the logo that can't include any graphic or typographic elements. It also establishes the minimum distance the logo can be from the edge of where it is placed. The margin is equivalent to twice the size of the dot M1. This is the largest dot in the basic graphic and is highlighted in the diagram below in black.



For logos with the iPILOT name, the margin is three times the size of M1. This is the largest dot in the basic graphic and is highlighted in the diagram below in black.



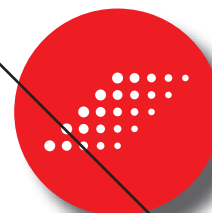
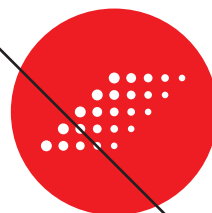
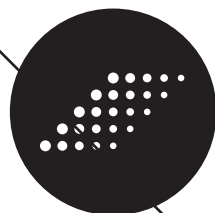
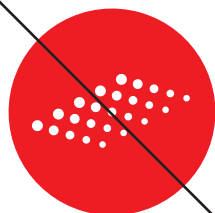
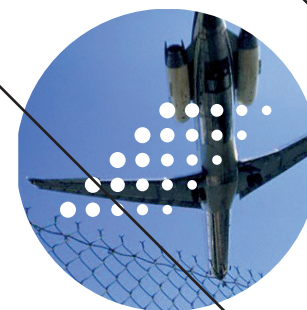
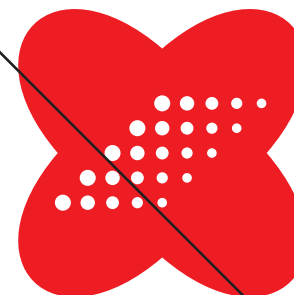
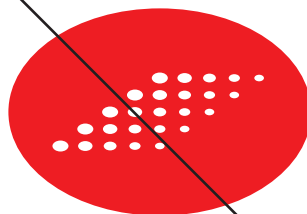
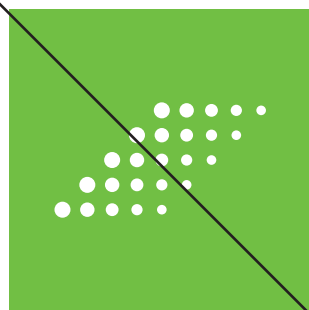
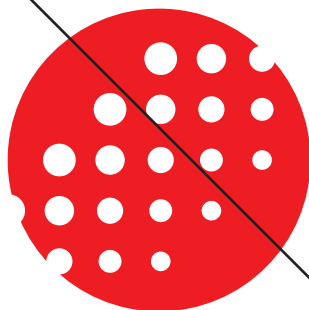
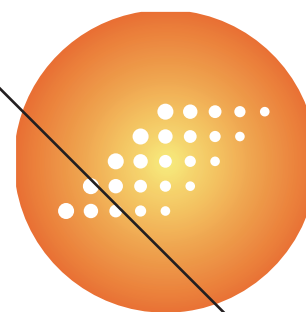
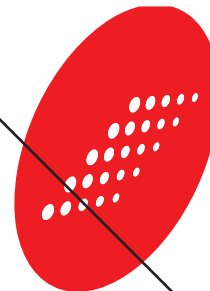
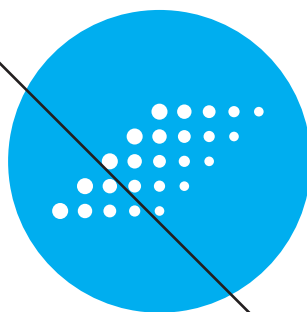
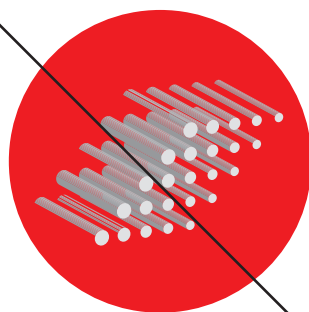
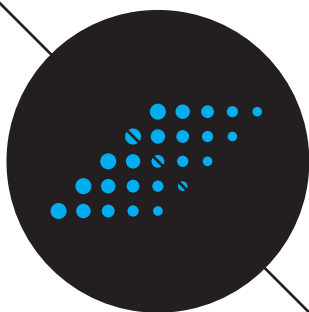
The appearance of all versions of the logo is clearly defined. The logo should be used in conjunction with the design manual for a unified visual style so that it doesn't become distorted or further altered. Alternative versions of the logo are not to be used. The color and shape of the logo cannot be changed. Using a different font, or using the typeface in another context is also outside of the unified design. The proportion of the font to the graphic, its spacing and distance also cannot be altered. 3D effects as well as other effects such as drop shadow, gradients, placing it in different shapes or different colors also cannot be done. The logo also cannot be recreated, it should only be used in its electronic, vector format.



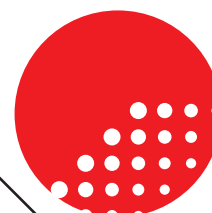
1F

logo

unacceptable uses



iPILOT
FLY A JET!



IPILOT
FLY A JET!

iPILOT
FLY A JET!

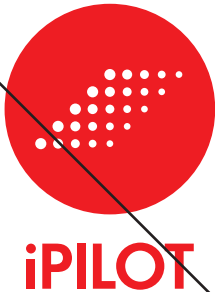
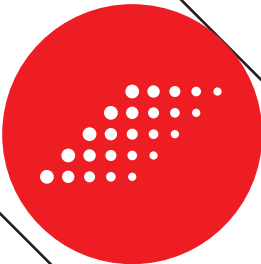
iPILOT
FLY A JET!

iPILOT
FLY A JET!

1F

logo

unacceptable uses





part 2

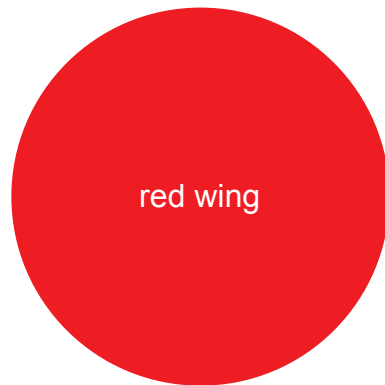
color and typeface

2A color

2B primary font

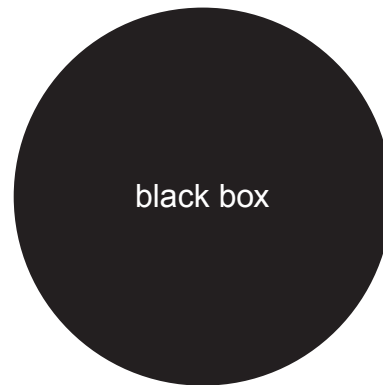
2C secondary font

The corporate colors and their accurate use support the corporate identity of iPILOT. The basic color of the company is red, chosen for its boldness. This is supplemented by both black and grey, which are combined with white. Another color that can be used is light blue. For interiors, architecture and promotional materials, it is suggested that the silver color be used as well as on metallic surfaces. The colors of the logo are shown so that they can be applied to multiple uses. The Patone C colors are for printing on coated papers – matte, glossy, chalk, etc. Pantone U is for offset paper, recycled paper, etc. RGB is to be used for display on monitors and projectors and the CMYK color guide is also provided. HTML is for use in web application and RAL is for architectural use, corporate gifts and other applications.



red wing

PANTONE 485 U | C
 CMYK 0 | 100 | 100 | 0
 RGB 226 | 0 | 26
 HTML #E2001A
 RAL 3020



black box

PANTONE PROCESS BLACK U | C
 CMYK 0 | 0 | 0 | 100
 RGB 0 | 0 | 0
 HTML #000000
 RAL 9005



grey cloud

PANTONE COOL GRAY 10 U | C
 CMYK 0 | 0 | 0 | 70
 RGB 112 | 113 | 115
 HTML #707173
 RAL 7012



blue sky

PANTONE 297 U | C
 CMYK 50 | 0 | 0 | 0
 RGB 131 | 208 | 240
 HTML #83D0F0
 RAL 5012

The primary font for the unified iPILOT visual style is Futura T by URW. For the name iPILOT and its subtitle, Futura T Demi is used. The typefaces Futura T Regular and Futura T Medium are also used. For marketing campaigns and other applications, Futura T Light and Futura T bold can be used.

FUTURA T LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890/!?,@ &()*

FUTURA URW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890/!?,@ " &()

FUTURAT NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890/!?,@ " &()

FUTURAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890/!?,@ " &()

The secondary font for the unified visual style of iPILOT is Helvetica. The advantage of this font is that it is readily available. If Helvetica isn't available, Arial can be used and is available on all PCs. The secondary font is recommended to be used for correspondence, forms, electronic documents and any other kind of corporate communications.

HELVETICA ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890/!?,@ &()*

HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890/!?,@ &()*



part 3

applications

3A business cards

3B letterhead

3C envelopes

3D complimentary card

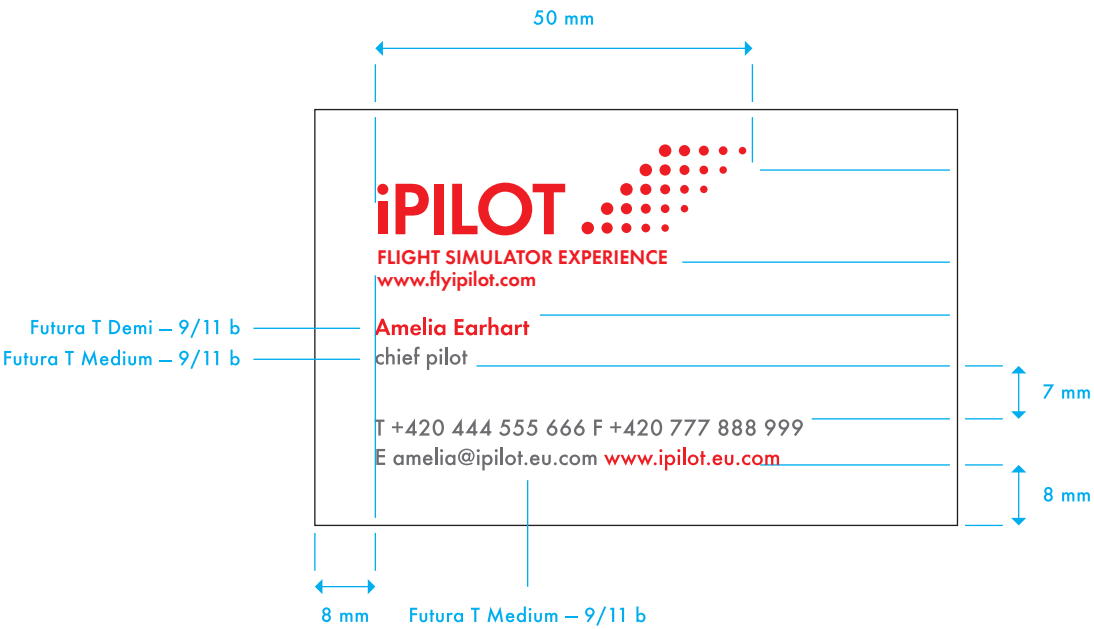
3E notepads

3F stamp

3G gift certificate

Business cards are a critical part of the visual corporate identity. The business card shows the primary iPILOT logo without the slogan, title, name, last name and contact information. Business cards come in both red and black and white versions. The front side includes all of the relevant contact information while the reverse side shows the white version of the logo on a red background. The cards are offset printed on high quality red, matte coated paper, at least 300g/řm weight. The business cards can also be completed with rounded corners 3mm in radius – see the diagram below.

front side

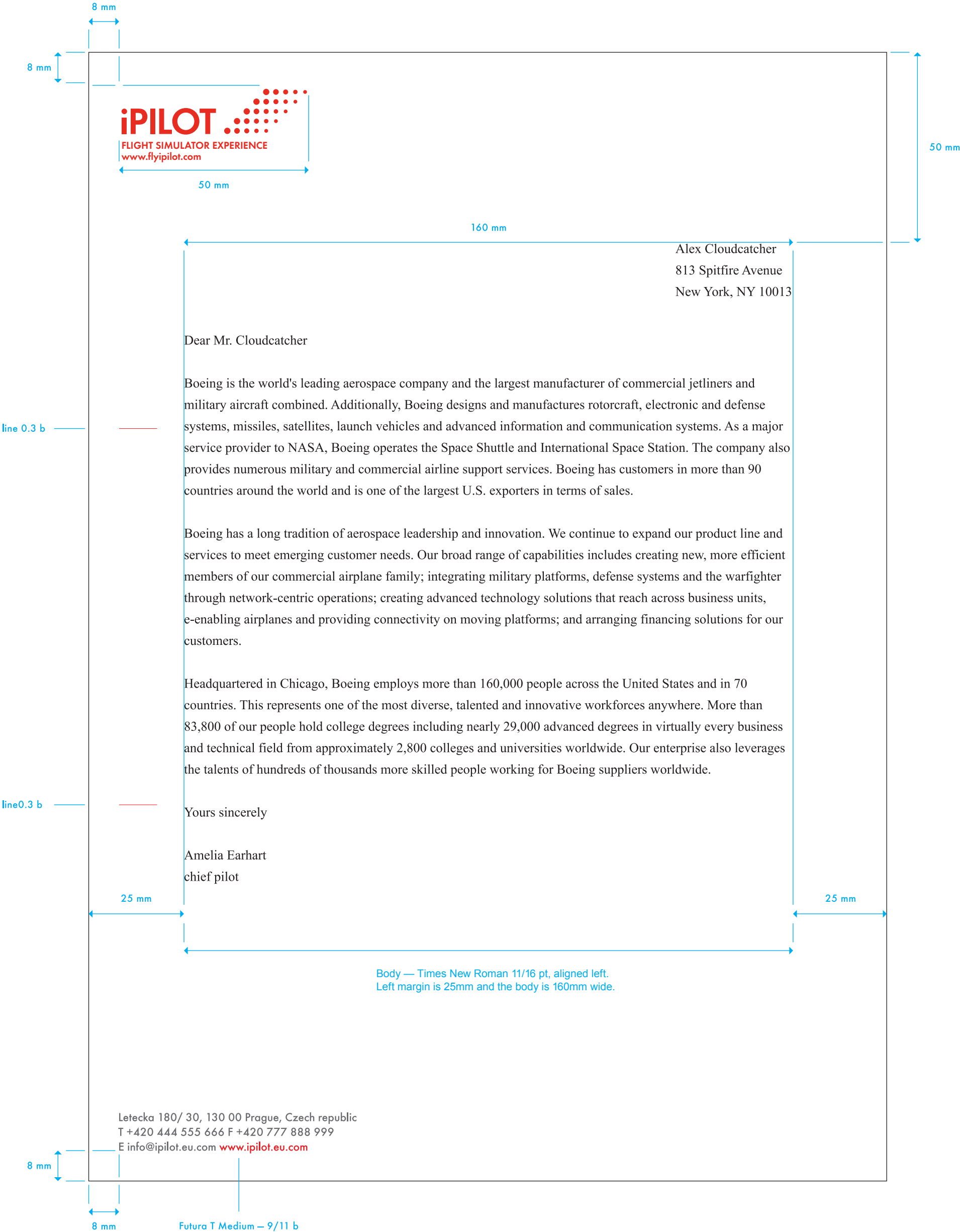


R = radius of the rounded corners

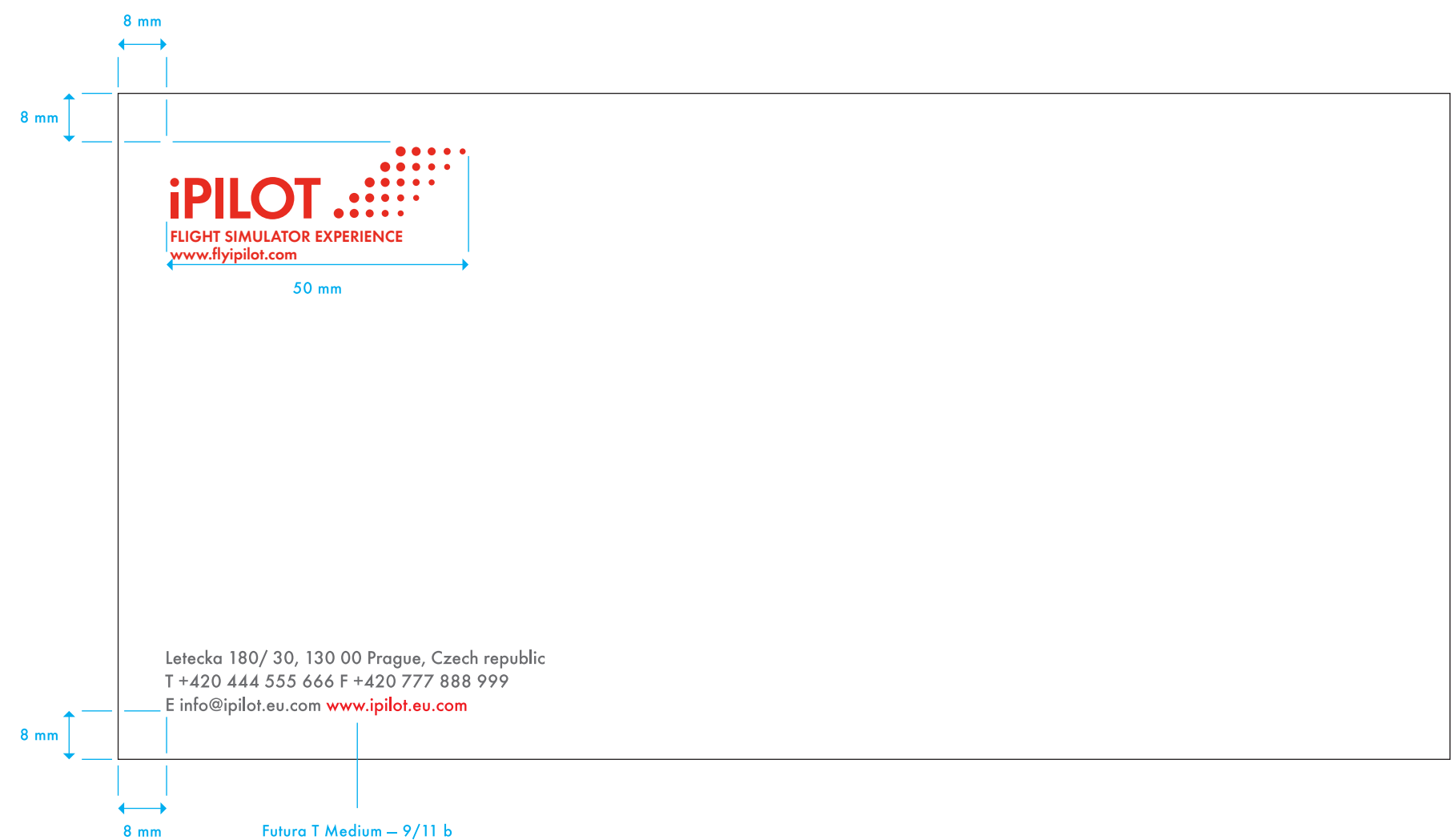
reverse side



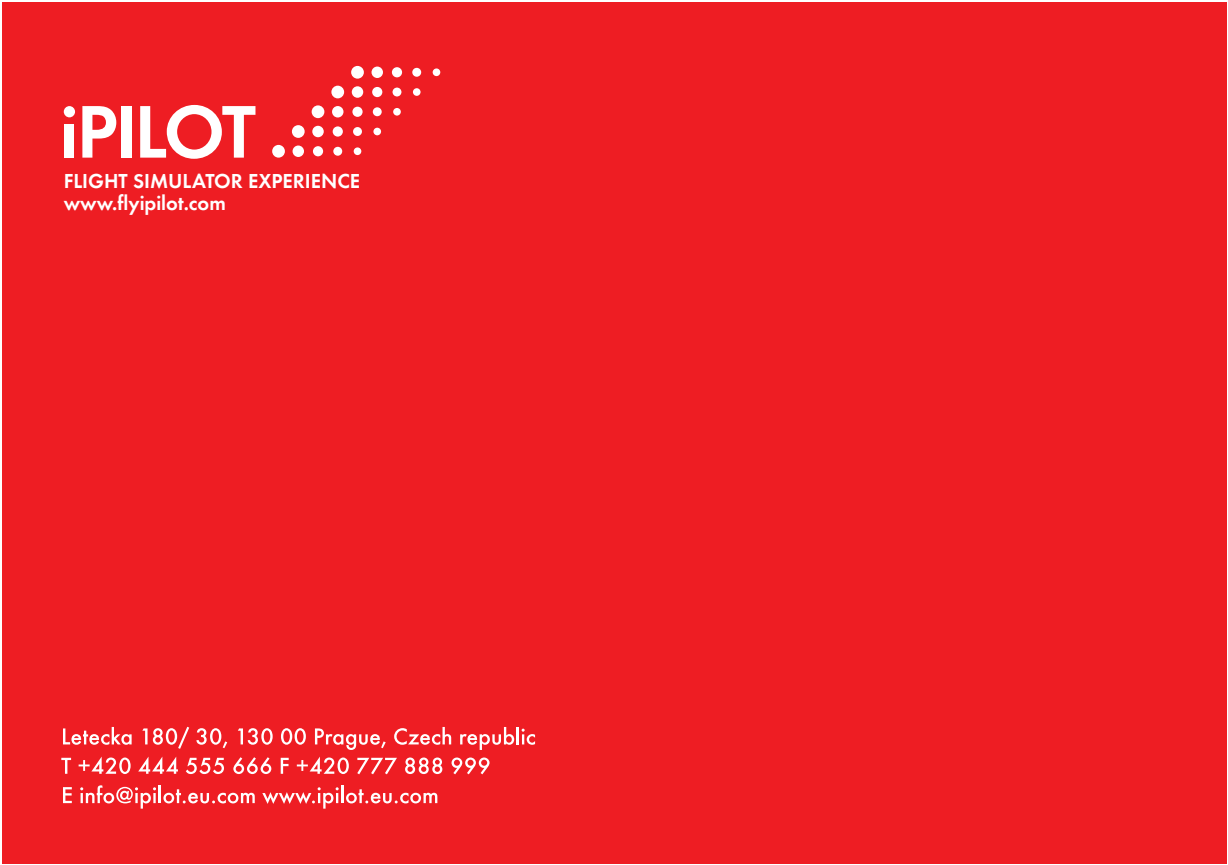
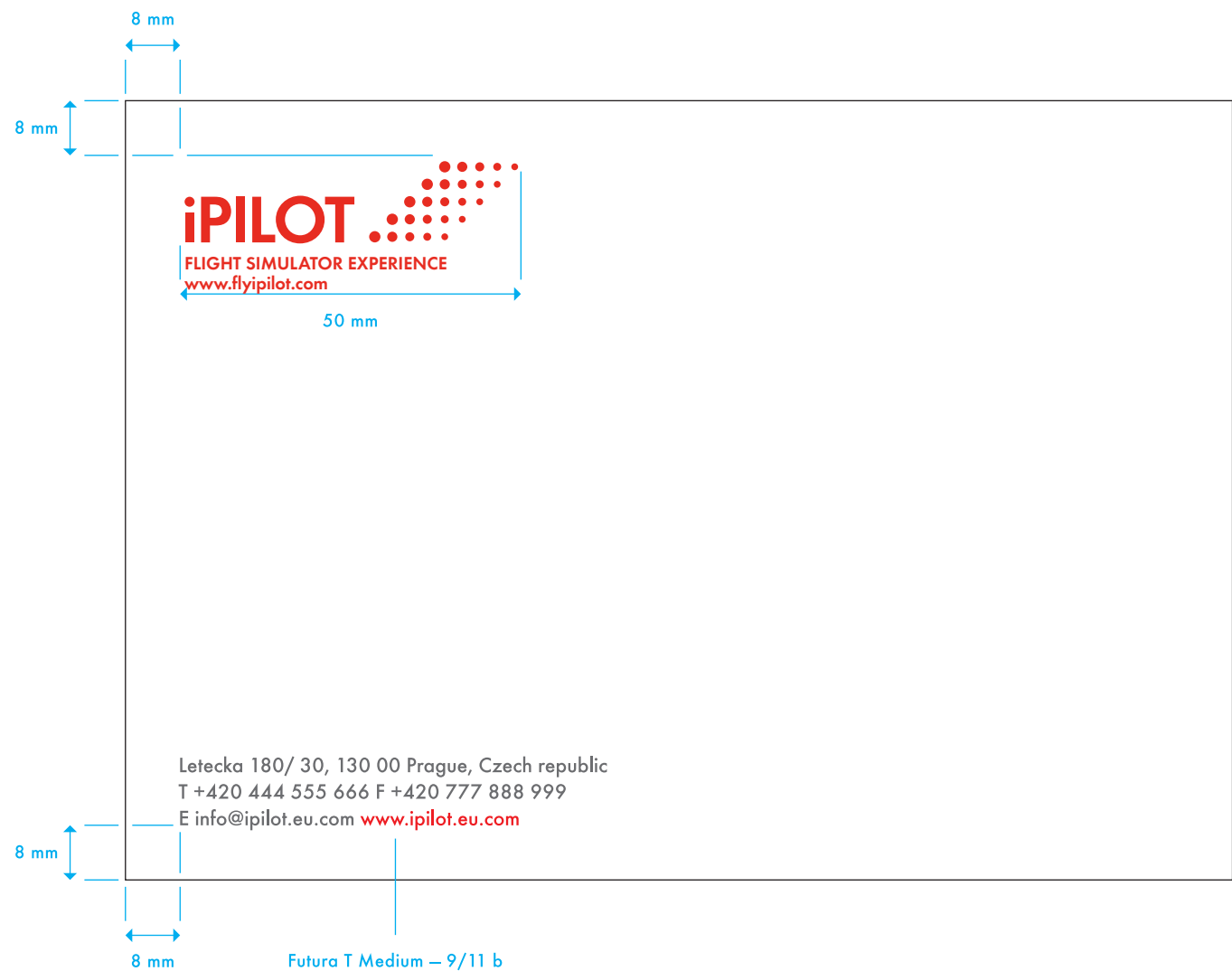
The basic letterhead is the universal stationary for all iPILOT print correspondence. The letterhead includes the iPILOT logo in red, with the red wing graphic. The footer includes all relevant contact information. The letterhead is offset printed on white, coated offset paper at least 100g/m² in weight.



The basic DL envelopes can be used for the everyday iPILOT correspondence. The DL envelope can be used with a window or without, and exists in white as well as the secondary red color. The envelope is preprinted with the primary iPILOT logo without the slogan and includes the iPILOT contact information. It is recommended to print a label with the addressee information for envelopes without a window. The envelopes are offset printed and are made from high quality white, coated offset paper at least 120g/m² in weight.

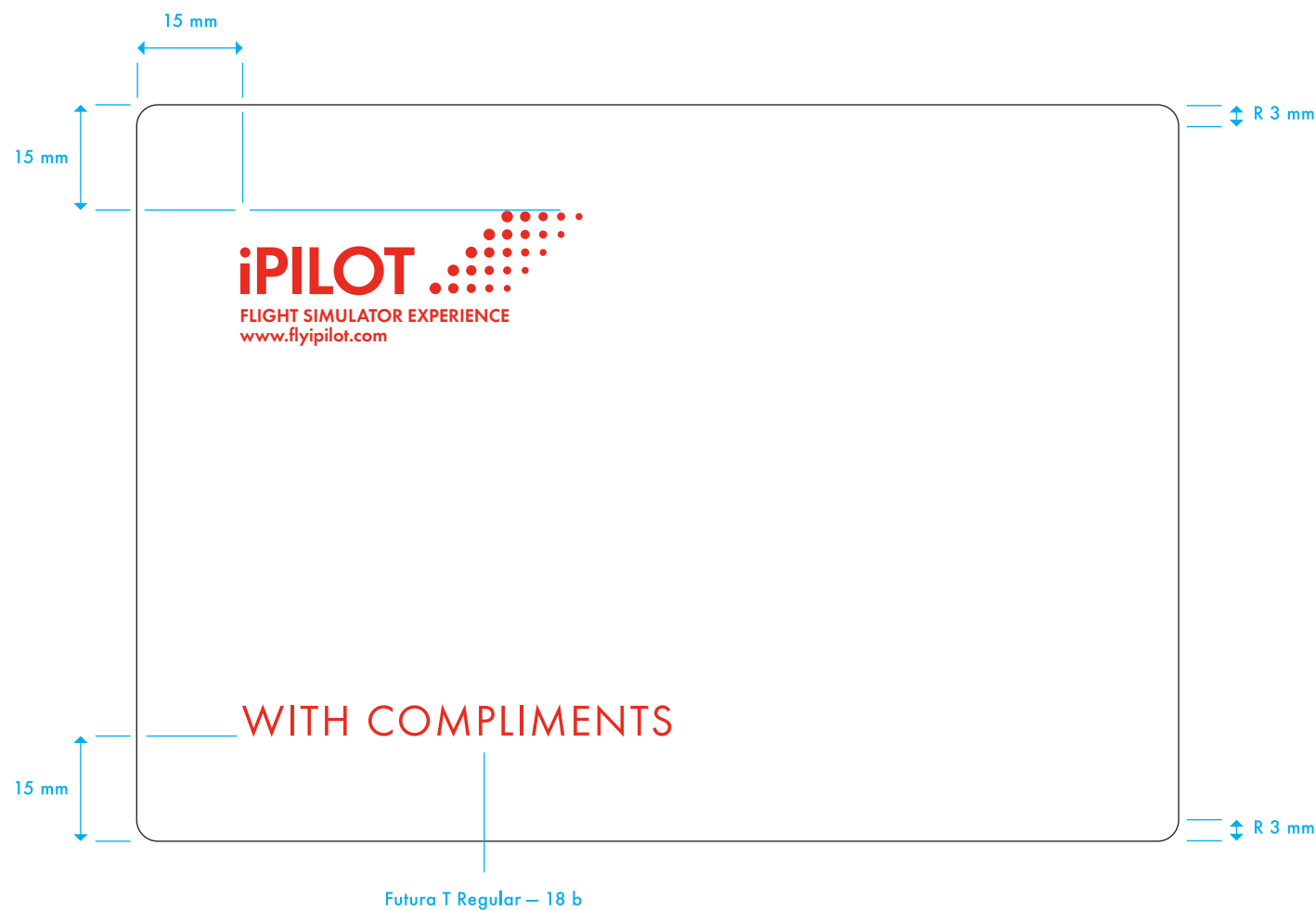


The basic C4 envelopes can be used for the everyday iPILOT correspondence and are also appropriate for sending complimentary cards. The envelope is preprinted with the primary iPILOT logo without the slogan and includes the iPILOT contact information. It is recommended to print a label with the addressee information for the C4 envelopes. Both classical white as well as red envelopes are available.

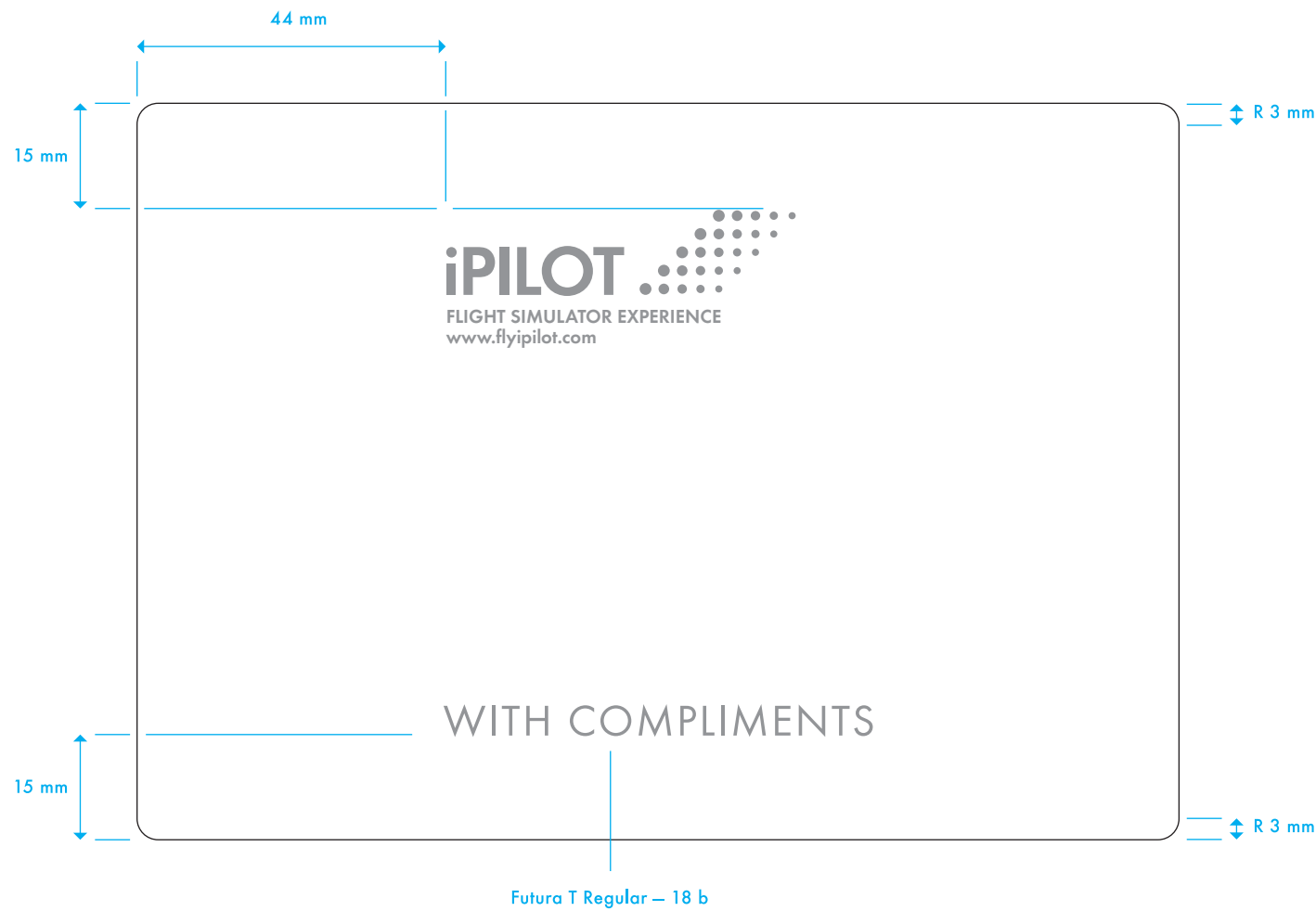


The compliment card is used for thanking partners and customers of iPILOT. The person sending the compliment card also adds their signature and can add a small note. Two versions of the card are available. The first version is offset printed in a bold red color on white, coated offset paper at least 300g/m² in weight. The second version is embossed in silver (simulated in grey) on quality smooth paper used for embossing at least 320g/m weight. The corners can also be rounded with a 3mm radius. It is recommended to use the red C4 envelope for the compliment cards.

VERSION 1 — RED PRINT

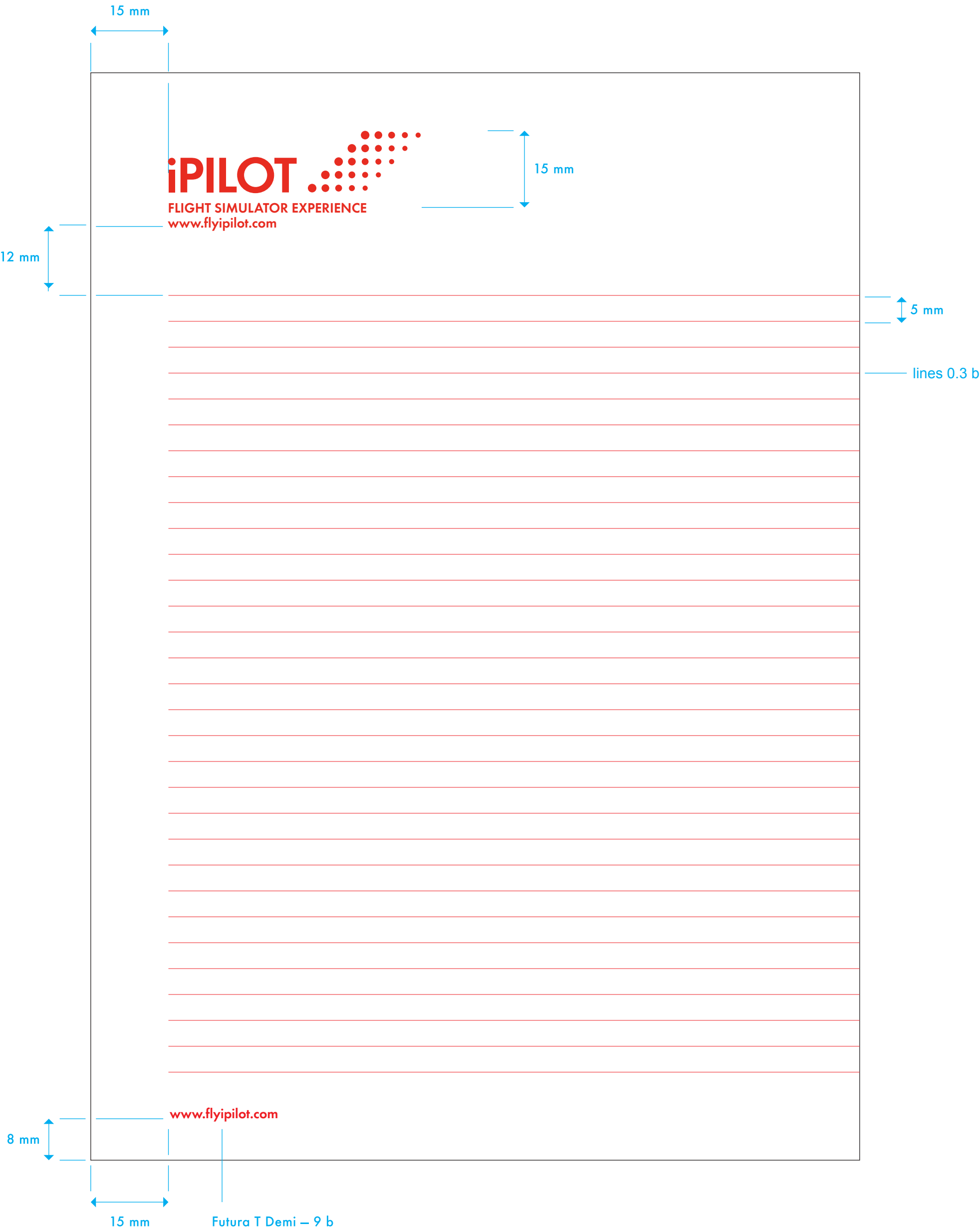


VERSION 2 — SILVER EMBOSSING

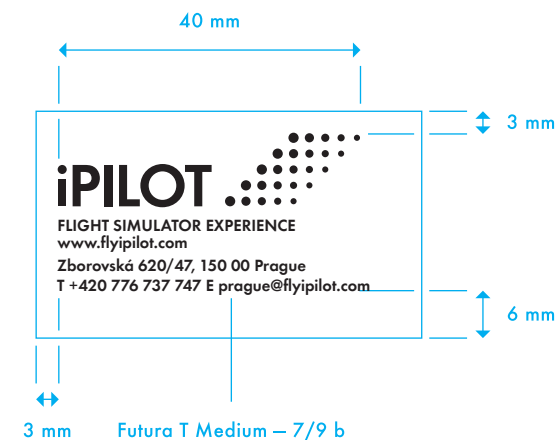


R = radius of the rounded corners

The notepad contains sheets of white paper which include the red wing graphic. Each sheet is also lined and includes the website address. The notepad is offset printed in any of the corporate colors on white, coated offset paper.

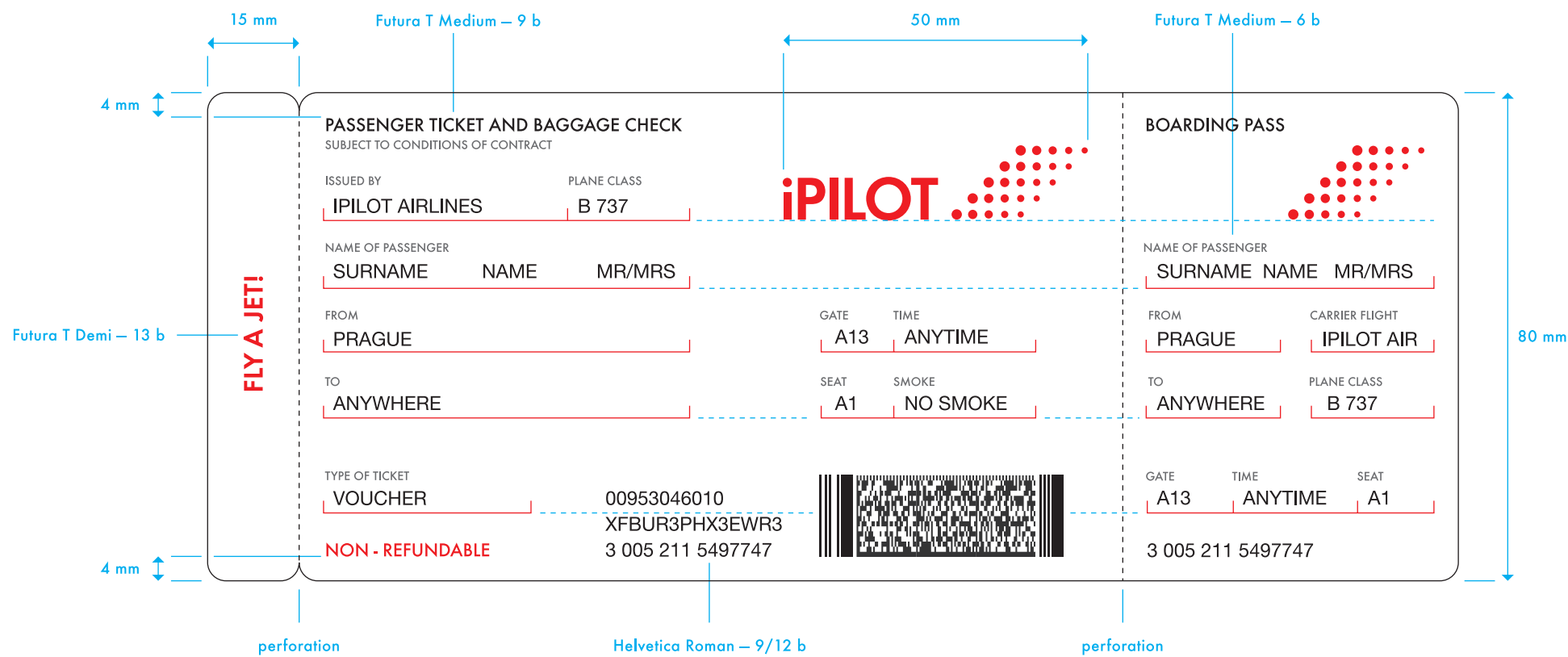


The administrative stamp is used to signify important corporate documents (orders, invoices, contracts, etc.). The size of the stamp matches the standard size for self inking Trodat — Printy 4929 stamps of 51mm x 30mm. The stamps can be made in either black or red.

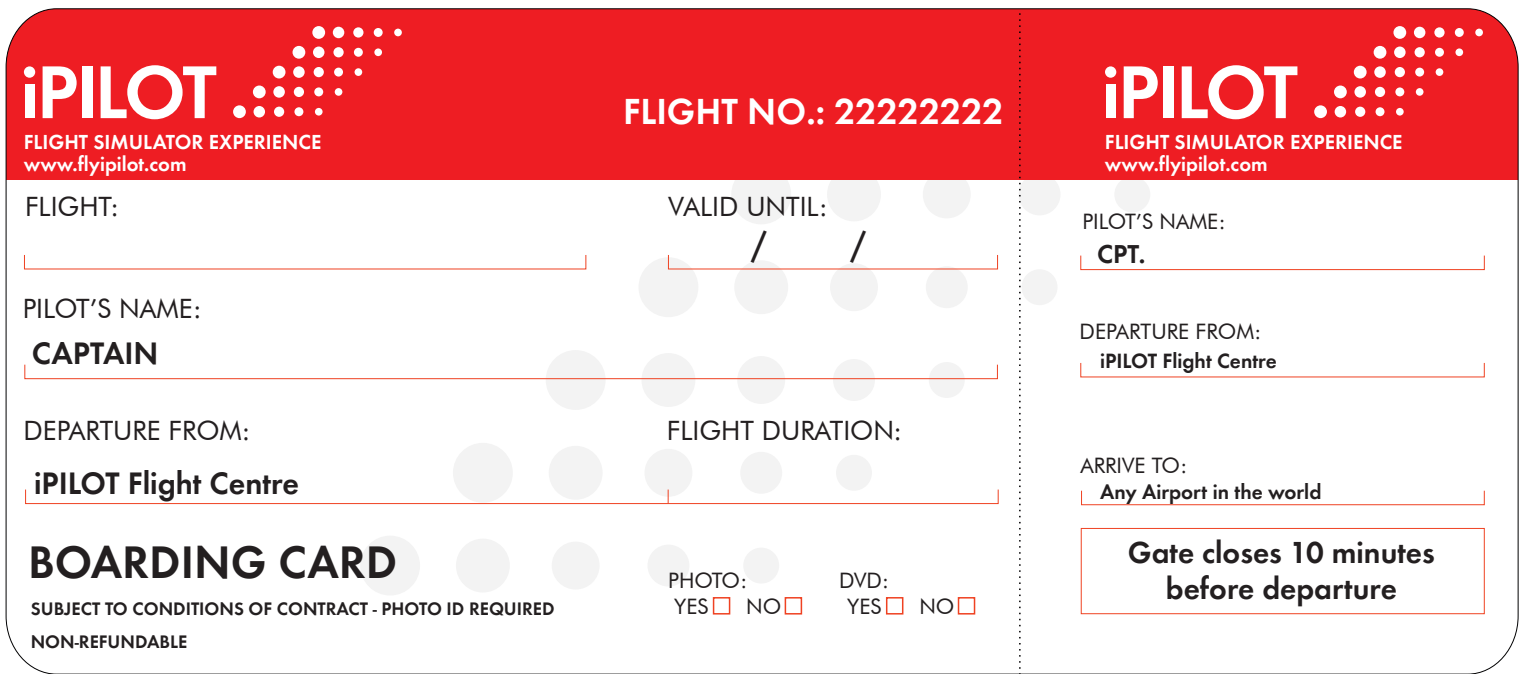


The gift certificates from iPILOT look like a plane ticket. The information is filled in individually for each person to make the voucher look even more authentic. The certificate is also perforated and has rounded edges as in the diagram below. It is offset printed on white, matte coated paper 200g/m² to 220g/m² in weight and is put inside the red iPILOT envelope.

GIFT CERTIFICATE — VERSION 1



GIFT CERTIFICATE — VERSION 2



ENVEDPE

