VAN'S AIRCRAFT

BRAND GUIDELINES

INTRODUCTION

The Van's Aircraft logo is a valuable brand and business asset. As such, it is crucial to protect it and grow its value by using it properly.

Our logo should serve as the primary identification for Van's Aircraft. It should appear at least once in every piece of brand and communication material. Whenever the Van's Aircraft name appears outside of text, it is to appear in the logo format. It must never be re-drawn, distorted or altered in any way or misused in accordance with this guide.

OVERVIEW

Whether you are an employee of Van's Aircraft, an agency tasked with helping us promote our brand, a distributor or a consumer, we appreciate your commitment to ensuring that the Van's Aircraft logo is always reproduced in accordance with the usage guidelines outlined in this document.

QUESTIONS?

Should you have any questions about how to reproduce the logo in physical, print or digital media, please contact:

GREG HUGHES

Director of Media, Marketing & Community
media@vansaircraft.com
503.678.6545

LOGO

MASTER BRAND LOGO

The logo is the visual foundation for Van's
Aircraft and it is the most critical component
of our brand communication system.

LOGO

LOGO

The Van's Aircraft logo is comprised of a symbol, lettermark and tagline and is provided in .eps, .jpg, and .png file formats. Always use the .eps format logo if possible, as that vector format file will retain its quality when resized. The .png and .jpg formats should only be used when .eps files are not supported, and quality must be maintained when resized.

SYMBOL

The Van's Aircraft symbol is an important and ownable element of recognition for our brand. The symmetrical VA monogram resemble a propeller and reads the same whether it's right side up or upside down making it legible at any angle. It is the only element of the logo that can be used on its own.

SYMBOL

VAN'S AIRCRAFT
TOTAL PERFORMANCE

LETTERMARK

The Van's Aircraft lettermark is expressed in uniquely crafted bold capital letters. It represents the strength, sophistication and dependability of our brand. Please note that the lettermark should never be used without the symbol. In rare cases the lettermark can be used by itself if the symbol is clearly visible. See example on .

LETTERMARK

VAN'S AIRCRAFT
TOTAL PERFORMANCE

TAGLINE

There are versions of the logo specifically designed and crafted with and without the "Total Performance" tagline. You will find more details on correct usage later in this guide.

VAN'S AIRCRAFT
TOTAL PERFORMANCE

TAGLINE

HORIZONTAL

HORIZONTAL

The horizontal format of the Van's Aircraft logo is the preferred format in most cases.

STACKED

The stacked format of the Van's Aircraft logo is preferred when its proportions fit or frame better than the horizontal format, for example, centered on a page.

STACKED

WITH TAGLINE

WITHOUT TAGLINE

TAGLINE USAGE

In order to associate the Van's Aircraft brand with our focus on total performance, we have developed a version of the logo that is locked up with our tagline. This is the preferred version for external communication.

Please note that the logo without the tagline is recommended for internal communication and materials that are expected to last beyond the tagline, such as permanent signage.
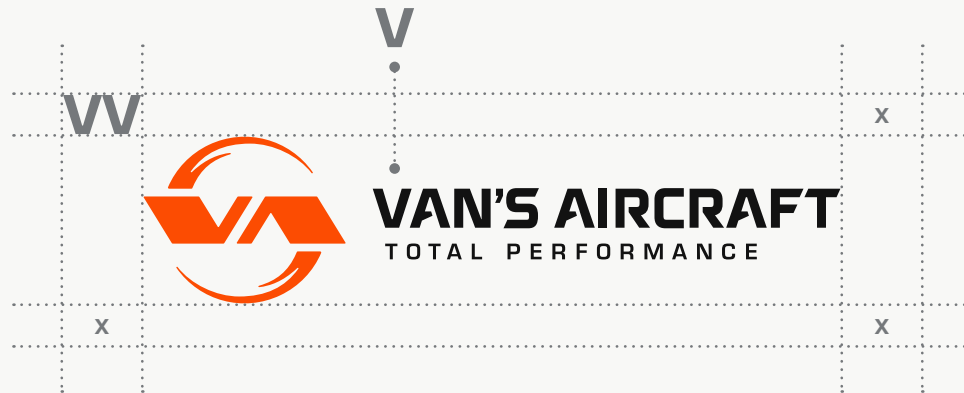
The proportions of the tagline to the logo and the distance between the logo and tagline have been carefully crafted. Always use the files we have created and never attempt to recreate this lockup.

HORIZONTAL

STACKED

CLEARSPACE

The logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.

The minimum clearspace is equal to the height of the logo's "V" and width of two "Vs" in relation to the outermost edge of the logo. This is relevant for Van's Aircraft logos—with and without taglines.

Please note that the clearspace illustrated to the left is a minimum requirement only and more space is ideal.

Minimum Size

STACKED LOGO W/ TAGLINE

1.25"

STACKED LOGO WITHOUT TAGLINE

1"

MINIMUM SIZE

Minimum size refers to the smallest size the Van's Aircraft logo may be reproduced to ensure its legibility. The Van's Aircraft logo with tagline may not be reproduced smaller than 1.25" in width. The Van's Aircraft logo without tagline may not be reproduced smaller than 1" in width.

HORIZONTAL LOGO W/ TAGLINE

1.25"

HORIZONTAL LOGO WITHOUT TAGLINE

1"

FULL COLOR

FULL COLOR REVERSE

1 COLOR REVERSE

1 COLOR

BLACK

WHITE REVERSE

FULL COLOR & FULL COLOR REVERSE
The full color version of the Van's Aircraft logo is in orange and black. This is the preferred version when applicable.

1 COLOR, 1 COLOR REVERSE & BLACK
For restricted or one-color applications, or when the Van's Aircraft logo cannot be reproduced in the preferred color version specified above, the logo should appear in one of these three formats

WHITE REVERSE
When applied on a dark background or image, use the inverted white logo.

IMPORTANT NOTE
Only the black or white reverse logo may be used when placing the Van's Aircraft logo on background colors other then the colors specified in this deck. The only exception to this rule is when the background color is a grey tone or silver. When this is the case you may use the full color or one color logo variations as long as there is enough contrast between the background color and logo elements.

Unacceptable Uses

LOGO MISUSE

Proper use of the Van's Aircraft logo is essential for maintaining and protecting the brand. The examples to the left illustrate misuse of the Van's Aircraft logo.

DO NOT

A   Alter the distance between elements

B   Change the proportions of the elements

C   Stretch or compress the logo

D   Distort the logo

E   Retype or redraw the logo

F   Outline or recolor the logo

G   Skew or angle the logo

H   Use glows, drop shadows or other effects

I   Use colors not specified in these guidelines

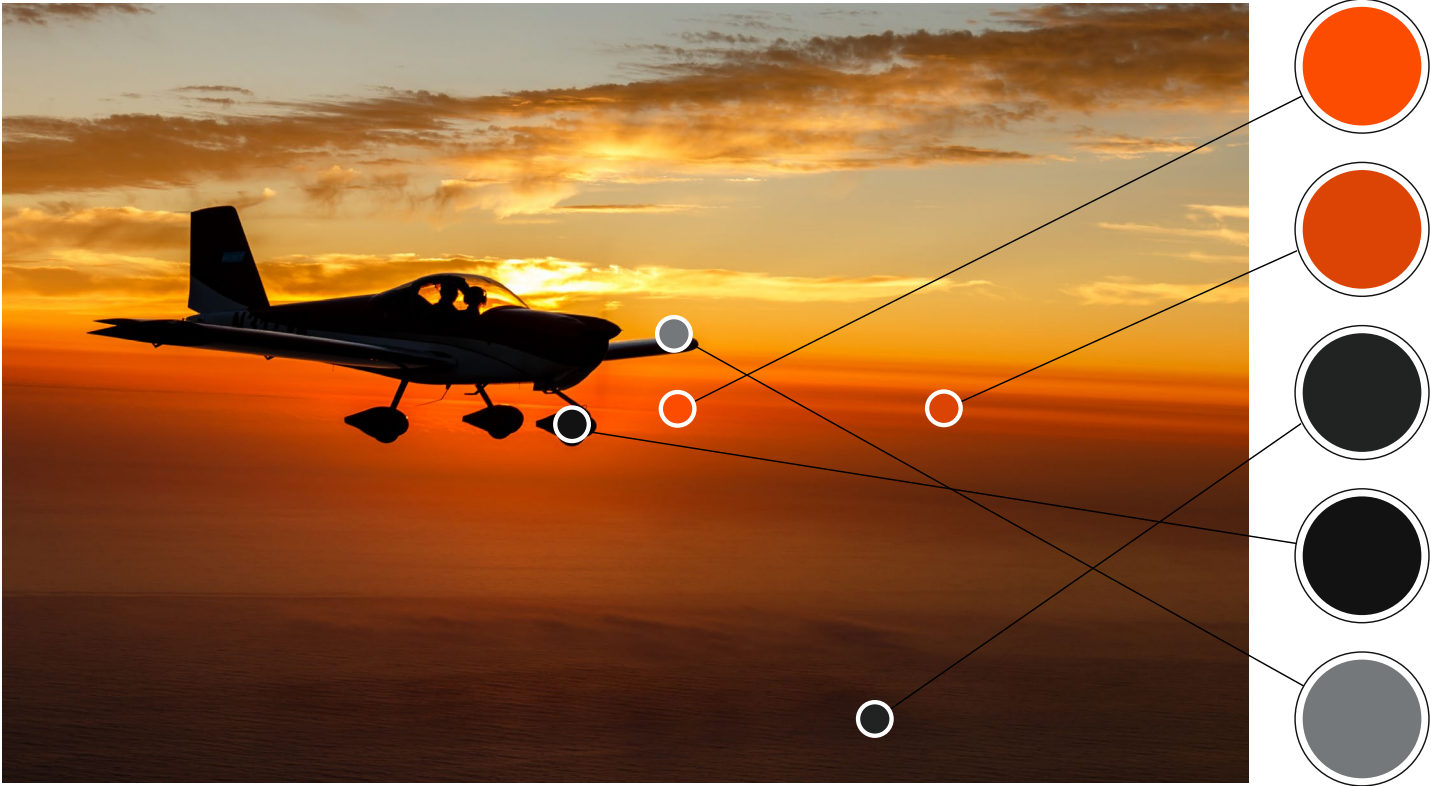**J**   Use the colored logo on background colors not specified in this guide
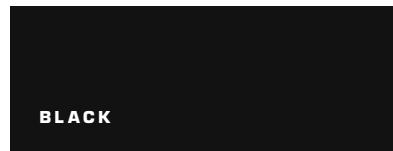
COLOR

Master Brand Colors

A SUNSET HORIZON COLOR PALETTE

The Van's Aircraft master brand color palette uses rich oranges, muted blacks and warm greys. These are all colors of the horizon at sunset that every pilot can relate to.

Master Brand Colors

ORANGE

PMS:	1655 C
CMYK:	0, 73, 98, 0
RGB:	252, 76, 2
HEX:	FC4C02

BLACK

PMS:	BLACK C
CMYK:	0, 0, 0, 98
RGB:	18, 18, 18
HEX:	121212

MEDIUM GREY

PMS:	COOL GREY 9 C
CMYK:	0, 0, 0, 60
RGB:	117, 120, 123
HEX:	75787B

BACKGROUND COLORS

White, black and dark grey are used as the main background colors for Van's Aircraft. Dark orange is also used to provide contrast and create visual impact. Please note that dark orange is only used for floods of background color. All other design elements in orange must use the primary orange (PMS 1655 C).

DARK ORANGE

PMS:	1665 C
CMYK:	0, 82, 94, 2
RGB:	220, 68, 5
HEX:	DC4405

BLACK

PMS:	BLACK C
CMYK:	0, 0, 0, 98
RGB:	18, 18, 18
HEX:	121212
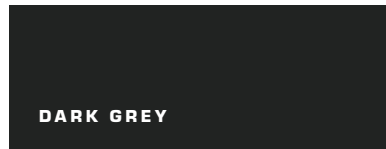
DARK GREY

PMS:	418 C
CMYK:	0, 0, 0, 90
RGB:	33, 35, 34
HEX:	212322

WHITE

PMS:	WHITE
CMYK:	0, 0, 0, 0
RGB:	255, 255, 255
HEX:	FFFFFF

IMPORTANT NOTE

Please select the correct color profile for your application. Pantone colors (PMS) are used for offset printing. CMYK colors are used for 4 color process printing. RGB colors are used for digital application. HEX colors are used for web.
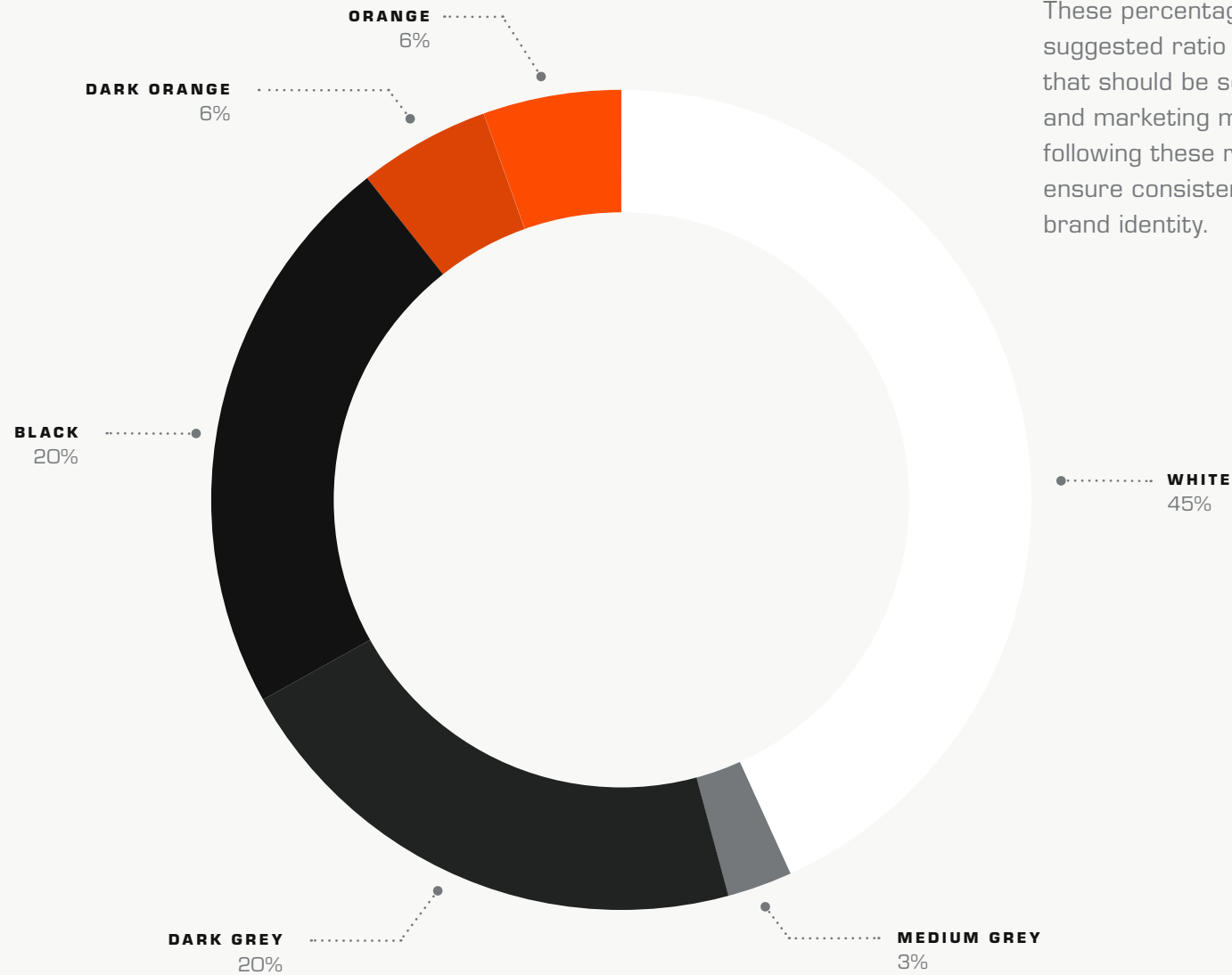
Color Usage Ratios

BRAND COLORS

These percentages show the suggested ratio of color usage that should be seen across brand and marketing materials. Roughly following these ratios will help ensure consistency across our brand identity.

ORANGE
6%

DARK ORANGE
6%

BLACK
20%

WHITE
45%

DARK GREY
20%

MEDIUM GREY
3%

Orange vs. Dark Orange

VAN'S AIRCRAFT
TOTAL PERFORMANCE

POSTED: Nov 28th, 2018

CATEGORY: News & Events

TAGS: RV-8/8A, First Flights, Horsepower, Lycoming Engine, Safety, Van's Airforce

Quickbuild Fuselage Option   +$5,840

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla mollis et urna in sollicitudin.

Quickbuild Fuselage Option   +$5,840

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla mollis et urna in sollicitudin.

ORANGE

DARK ORANGE

On average, 1.5 RV Aircraft are completed and flown for the first time each day. Read the stories about these first flights.

RVs
`0 1 0 3 0 3`
COMPLETED

FIRST FLIGHTS

Stay current with the latest news, safty and service information from Van's Aircraft.

First name

Last name

Email *

SUBSCRIBE

CORRECT USAGE

To the left are some correct use examples of the Van's Aircraft Primary Orange and Dark Orange. It is important to note that Dark Orange (PMS 1665 C) is used for floods of color and only used for floods of color. All other design elements in orange MUST use Primary Orange (PMS 1655 C).

VAN'S AIRCRAFT
TOTAL PERFORMANCE

POSTED: Nov 28th, 2018

CATEGORY: News & Events

TAGS: RV-8/8A, First Flights, Horsepower, Lycoming Engine, Safety, Van's Airforce

Quickbuild Fuselage Option +$5,840

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla mollis et urna in sollicitudin.

Quickbuild Fuselage Option +$5,840

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla mollis et urna in sollicitudin.

DARK ORANGE

ORANGE

On average, 1.5 RV Aircraft are completed and flown for the first time each day. Read the stories about these first flights.

RVs
010303
COMPLETED

FIRST FLIGHTS

Stay current with the latest news, safty and service information from Van's Aircraft.

First name

Last name

Email *

SUBSCRIBE

INCORRECT USAGE

To the left are some incorrect use examples of the Van's Aircraft Primary Orange and Dark Orange.

TYPOGRAPHY

Hello,
I'm Eurostile.

OUR BRAND FONT

We use a single font for our brand communications: Eurostile LT Std. We have pre-defined certain weights, styles and sizes to be used as headers and others to be used for body text. These pre-defined typographic styles ensure a balanced hierarchy of written content so we can communicate our message clearly.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()*?!@&#%+-=/

EUROSTILE LT STD MEDIUM

Eurostile Medium is the preferred font for all body text and short description text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()*?!@&#%+-=/

EUROSTILE LT STD DEMI

Eurostile Demi is recommended for subheads. It can also be used for headlines and body text in specific use cases where an additional font weight is needed.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()*?!@&#%+-=/

EUROSTILE LT STD BOLD

Eurostile Bold is the primary subhead font weight. It can also be used for headlines in specific use cases where an additional font weight is needed.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()*?!@&#%+-=/

EUROSTILE LT STD MEDIUM OBLIQUE

Eurostile Medium Oblique is used to complement Eurostile Medium as a way to highlight or differentiate text content. It should never be used as the primary font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()*?!@&#%+-=/

EUROSTILE LT STD DEMI OBLIQUE

Eurostile Demi Oblique is used for headlines. It can also be used to complement Eurostile Demi as a way to highlight or differentiate text content.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()*?!@&#%+-=/

EUROSTILE LT STD BOLD OBLIQUE

Eurostile Bold Oblique is the primary headline font weight. It can also be used to complement Eurostile Bold as a way to highlight or differentiate text content.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()*?!@&#%+-=/

EUROSTILE LT STD CONDENSED
Eurostile LT Std Condensed is used in addition to the standard width font weights when further weights are needed to differentiate content. Use sparingly.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()*?!@&#%+-=/

EUROSTILE LT STD BOLD CONDENSED
Eurostile LT Std Bold Condensed is used in addition to the standard width font weights when further weights are needed to differentiate content. Use sparingly.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()*?!@&#%+-=/

EUROSTILE LT STD EXTENDED 2
Eurostile LT Std Extended 2 is used in addition to the standard width font weights when further weights are needed to differentiate content. Use sparingly.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()*?!@&#%+-=/

EUROSTILE LT STD BOLD EXTENDED 2
Eurostile LT Std Bold Extended 2 is used in addition to the standard width font weights when further weights are needed to differentiate content. Use sparingly.

FLIGHT MANUAL

RV-8 AIRCRAFT

EUROSTILE BOLD OBLIQUE (ALL CAPS)
Large & extra large headline

The World Leader in Kit Aircraft. Join the Squadron.

EUROSTILE DEMI OBLIQUE
Medium headlines & subheads

RV Flight Training

EUROSTILE DEMI
Headlines & subheads

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla mollis et urna in sollicitudin. Duis massa arcu, aliquam ut consectetur at, lobortis sed tellus. Etiam sit amet egestas leo.

Phasellus et dapibus metus. Nullam cursus orci nec aliquam sollicitudin. Curabitur laoreet justo sed commodo tincidunt.

EUROSTILE MEDIUM
Body copy

AIRCRAFT

EUROSTILE BOLD (ALL CAPS)
Subheads & eyebrow text

TEXT STYLE USAGE

The below examples show how the defined styles can be used to organize content in a digestible manner.

HIGH PERFORMANCE

THE POWER OF FLIGHT

STANDARD KIT INSTRUCTION MANUAL

Building an RV

Many prospective builders are understandably anxious about the skills involved in constructing an airplane. The fact is that most RVs are built by people who have never built an airplane before. Many have never built anything before. Building an RV does not require any special skill, but it does demand attention, commitment and perseverance.

1234567890

POSTED: Nov 28th, 2018

CATEGORY: News & Events

TAGS: RV-8/8A, First Flights, Horsepower, Lycoming Engine, Safety, Van's Airforce

QUICKBUILD KIT OPTIONS

If ordering Quickbuild Fuselage and Quickbuild Wing options, please use the RV-8/8A Quickbuild Kit Order form.

Quickbuild Fuselage Option   +$5,840
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla mollis et urna in sollicitudin.

Quickbuild Fuselage Option   +$5,840
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla mollis et urna in sollicitudin.

LAYOUT

When working with layouts use left alignment as a general rule of thumb. Gridded layouts and use of rules can be used to easily organize information.

VAN'S AIRCRAFT
TOTAL PERFORMANCE

FIRST FLIGHT HANDBOOK

Preliminary checklist & startup sequence

TABLE OF CONTENTS

01   Lorem ipsum dolor sit amet

02   Consectetur adipiscing elit

03   Nulla mollis et urna in sollicitudin

04   Duis massa arcu aliquam ut consectetur at

05   Lobortis sed tellus etiam sit amet egestas leo

06   Phasellus et dapibus metus

07   Nullam cursus orci nec sollicitudin

2 // FIRST FLIGHT: INTRODUCTION   1234567890

INTRODUCTION

Duis massa arcu aliquam ut lectus orc consectetur

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla mollis et urna in sollicitudin. Duis massa arcu, aliquam ut consectetur at, lobortis sed tellus. Etiam sit amet egestas leo. Phasellus et dapibus metus. Nullam cursus orci nec aliquam sollicitudin. Curabitur laoreet justo sed commodo tincidunt. Morbi sagittis tortor ac malesuada aliquet. Integer molestie laoreet nunc, commodo dictum lectus ultricies vitae. Curabitur sed semper felis, in elementum purus. Proin vulputate commodo mi, in tincidunt mi porttitor nec.

Ut ut vulputate eros. Vivamus euismod consequat pulvinar. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vitae ante vitae quam maximus accumsan vel sed est. Suspendisse luctus eleifend imperdiet. Nunc sed tortor tempus, congue velit quis, ultricies nunc. Donec ultrices ornare neque,

non malesuada ante ullamcorper sed. Nulla lectus ante, vestibulum sed quam laoreet, congue sodales metus. Praesent fermentum tellus at mi congue, a gravida ex dapibus. Duis sit amet nisl vitae velit tristique tempor. Sed consectetur turpis at imperdiet commodo. Morbi non nisi et justo placerat facilisis eu vitae felis. Duis dolor massa, tempus at pellentesque vitae, viverra id libero. In rutrum nisi ligula, ut cursus nibh blandit hendrerit. Nulla lacinia lorem sit amet mi posuere, eu interdum turpis porta. Vivamus lacinia est nisi, a fermentum felis feugiat ut.
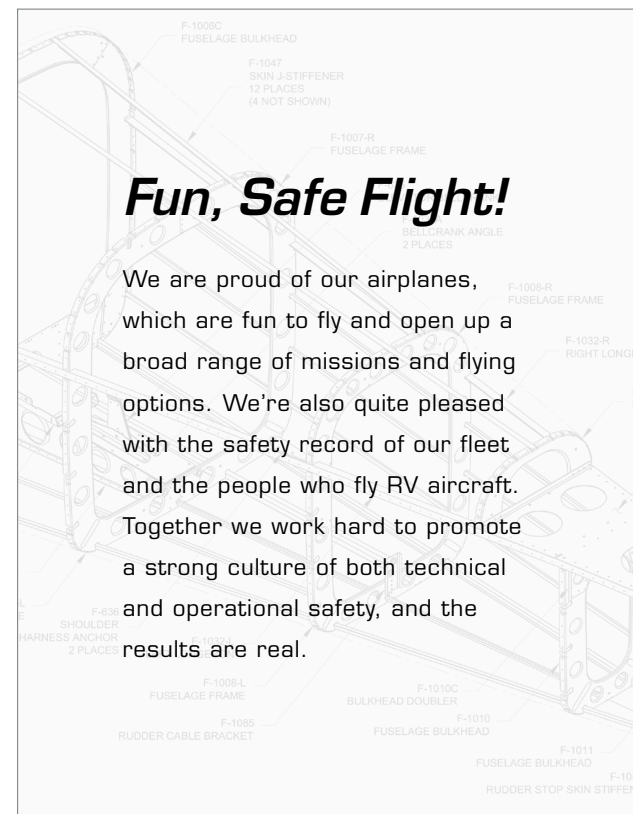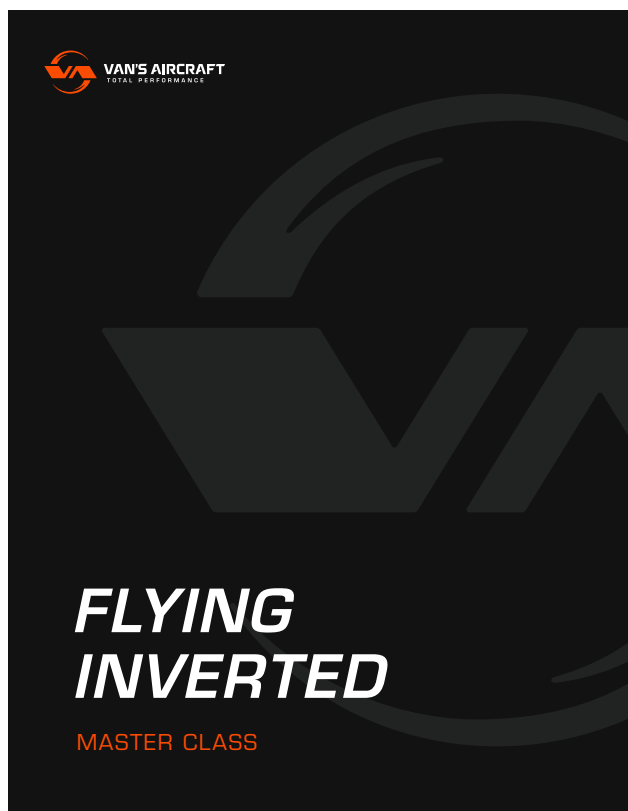
Nam ut nunc sit amet ipsum iaculis eleifend. Aenean lobortis gravida augue. Donec tincidunt erat at ex sagittis dictum. Ut ligula tellus, malesuada eget justo blandit, sodales maximus turpis. Cras arcu turpis, dapibus id elit sed, tincidunt interdum felis. Duis pulvinar hendrerit leo. Aenean in neque efficitur nisl rhoncus elementum. Ut blandit ipsum nec ante placerat, sed molestie nulla ultricies. Cras gravida hendrerit nibh, eu vulputate velit
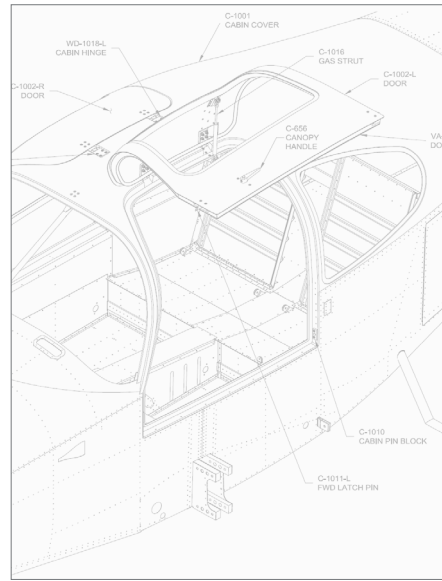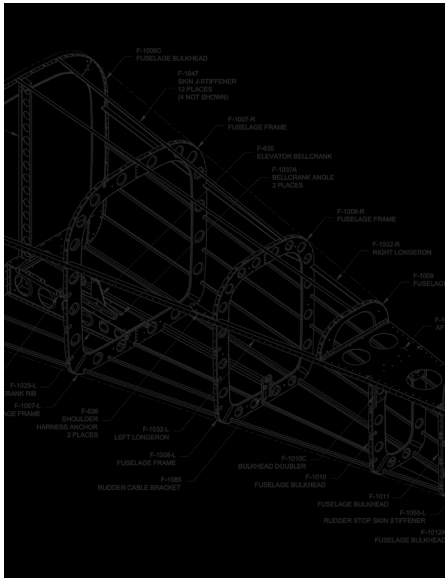
2 // FIRST FLIGHT: INTRODUCTION   1234567890
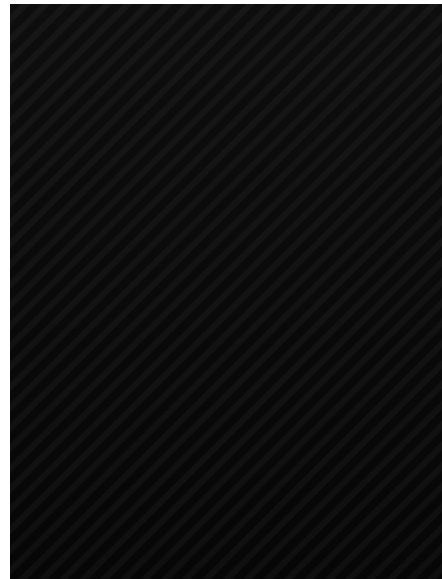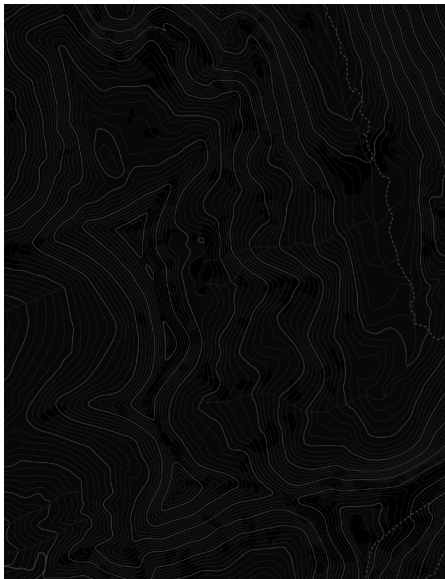

GRAPHICS

OVERVIEW

Background elements and textures are used sparingly across brand assets and marketing materials to add and extra level of depth and visual impact.

VAN'S AIRCRAFT
TOTAL PERFORMANCE

FLYING INVERTED

MASTER CLASS

GALLERY

Configured to stand on tricycle-gear, the RV-8A retains the model's famous great looks and performance, adding improved visibility on the ground. Once in the air you'll forget where the wheels are, as both models handle and perform just about identically.

Fun, Safe Flight!

We are proud of our airplanes, which are fun to fly and open up a broad range of missions and flying options. We're also quite pleased with the safety record of our fleet and the people who fly RV aircraft. Together we work hard to promote a strong culture of both technical and operational safety, and the results are real.

Background Textures

OVERVIEW

Select background textures that are meaningful and relevant. Whenever using background textures make sure the contrast is low so the texture doesn't degrade or distract from the content placed on top.

Fun, Safe Flight!

We are proud of our airplanes which are fun to fly and open up a broad range of missions and flying options. We're also quite pleased with the safety record of our fleet and the people who fly RV aircraft. Together we work hard to promote a strong culture of both technical and operational safety, and the results are real.

INCORRECT USAGE

Background textures should be low in contrast so the texture doesn't degrade or distract from the content placed above it. The example to the left illustrates misuse of a background element.
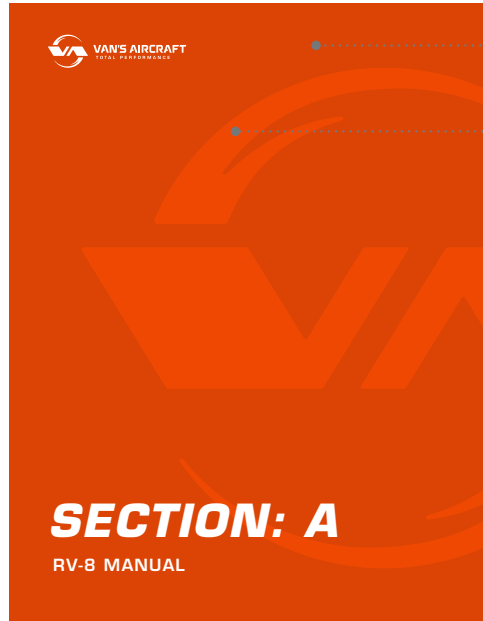
Logo Symbol as Background

**FLYING
INVERTED**

MASTER CLASS
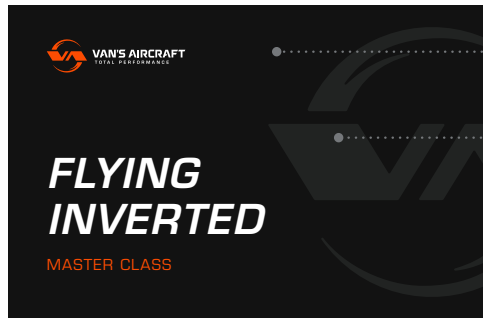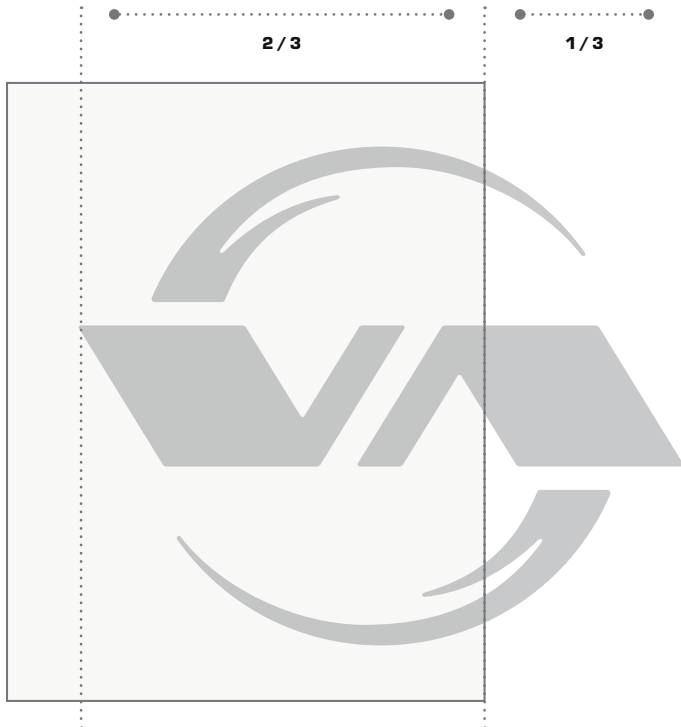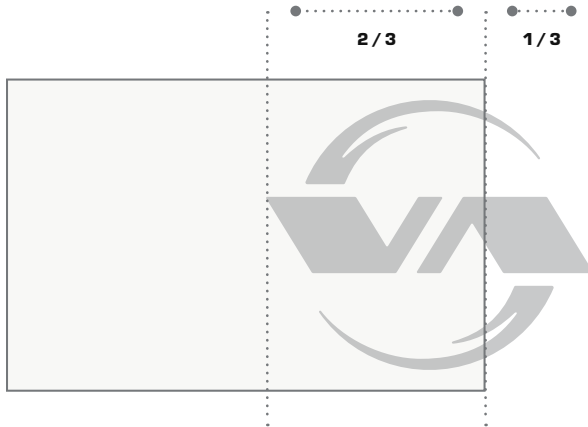
BLACK

DARK GREY (50%)

OVERVIEW

The Van's Aircraft logo symbol may be used sparingly as a background element on black and orange backgrounds as seen to the left.

DARK ORANGE

ORANGE (100%)

SECTION: A

RV-8 MANUAL

2 / 3   1 / 3

2 / 3   1 / 3

FRAMING

When using the Van's Aircraft logo symbol as a background element always crop it from the right with about 1/3 of the symbol hanging off the page. Always place it vertically centered on the graphic. The top, left and bottom edge of the symbol should be visible with sufficient clear space for optimum legibility.

Logo Symbol as Background Misuse

A

B

MASTER CLASS

C

D

E

VAN'S AIRCRAFT
TOTAL PERFORMANCE

F

FLY INVERTED

INCORRECT USAGE

Proper use of the Van's Aircraft symbol as a background is essential for maintaining consistency across brand assets. The examples to the left illustrate misuse of the Van's Aircraft symbol as a background element.

DO NOT

A   Turn the symbol at an angle.

B   Turn the symbol in relation to content

C   Crop symbol off any edge other then the right edge

D   Center symbol on the graphic or enlarge so top and bottom edges bleed off page

E   Place the symbol behind a symbol

F   Use colors other then specified

APPLICATIONS
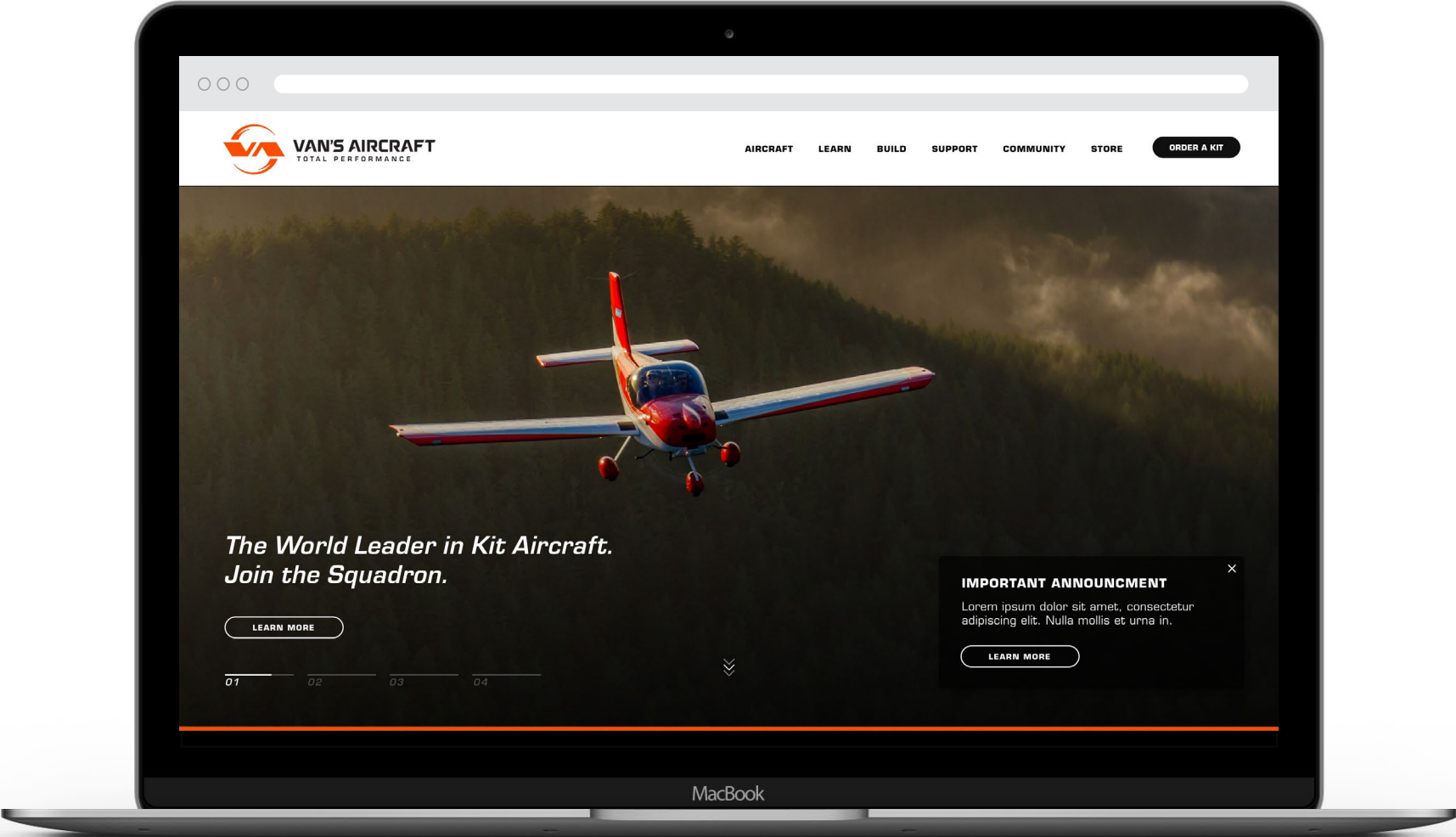
VAN'S AIRCRAFT

THANK YOU!

For questions about branding
or art direction regarding
Van's Aircraft, please contact:

GREG HUGHES
Director of Media, Marketing & Community
media@vansaircraft.com | 503.678.6545