ACCHARTERS

An Air Chathams Service

Brand Guidelines / 2024

AC CHARTERS
Brand Guidelines

This document provides guidance for the use of the *AC CHARTERS* logo and branding.

These guidelines are a dynamic work tool. They are a source of guidance and inspiration, will help ensure correct usage, and should be updated over time and evolve together with *AC CHARTERS* and their visual identity.

The content will be periodically revised to meet any new user needs and ensure that this set of guidelines is always up-to-date.

The look and feel of the brand is intended to incorporate a clean, professional, minimal feel which will work well across a range of marketing collateral.

A collection of logo files and a font package will accompany this set of guidelines.

"Taiko on the wing"

The Chatham Island Tāiko - captures both the uniqueness of the Chatham Islands Archipelago and the adventurous, authentic and resilient spirit of Air Chathams' services.

The Chatham Island Tāiko is a medium-sized grey-and-white petrel with a distinctive dark-hooded head, long narrow wings and a long pointed tail. To this day it is one of the rarest seabirds in the world. And the story of Chatham Island Tāiko's fight back from obscurity (currently about 20 breeding burrows) is indeed inspiring and worth celebrating with the wider world.
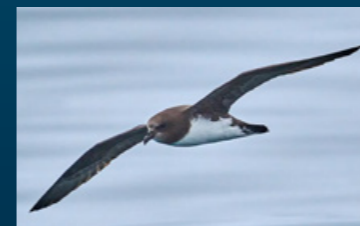
There is no better way to celebrate this unique and indigenous seafaring bird of the Chatham Islands by brandishing it proudly within our new charter services sub-brand as a dynamic and graceful motif capturing the essence of the Tāiko on-the-wing while hunting fish and squid. A celebration of the wonders of natural flight and modern aviation services that connect the Chatham Islands to the rest of the world.
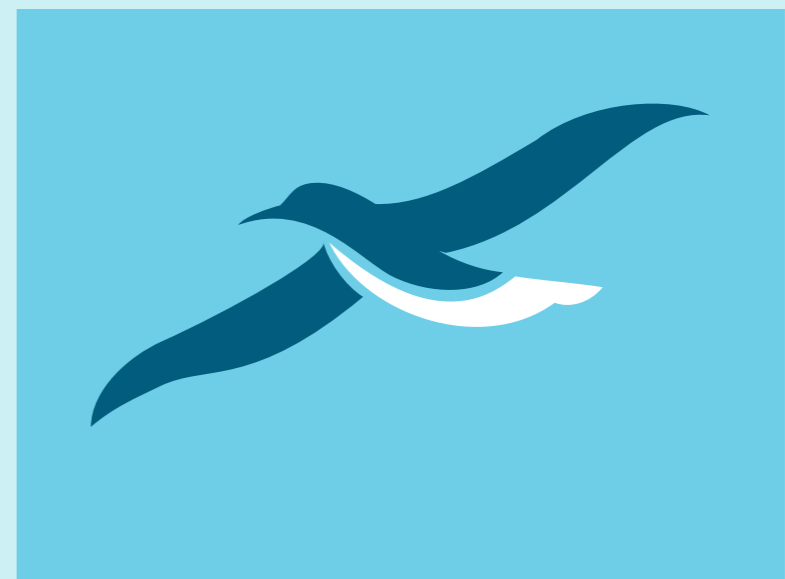
WHITE & GREEN ON BLUE

BLACK ON WHITE

WHITE ON BLACK

X

X

Clear Space

An isolation area surrounding the *AC Charters* logo ensures that no typography, text, graphic or photographic elements encroach upon the logo.

The intention is to prevent overcrowding which can detract from its impact.

The clear area is defined by drawing a bounding box around the edges of the logo.

The minimum distance between this and any element is a distance of "X", which is referenced from the height of the capital "A" in the main logo.

ACCHARTERS
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|----------------------------|
30mm
PRINT

ACCHARTERS
An Air Chathams Service

|----------------------------|
120px
DIGITAL

Minimum Sizing

The *AC Charters* logo must be visible within every execution of marketing material.

The logo should appear no smaller than 30mm wide when used in print media,
with a width no less than 120px within digital media where possible.

At these smaller sizes, it is best to be mindful of using colours of high contrast so the logo can be as clear as possible. See *Correct Usage* in the next section.

Correct Usage

In order to maintain the integrity of the
AC Charters logo, it is essential that the
background on which it appears allows f
or maximum visibility.

When placing the logo over images or graphics,
take the best efforts to ensure
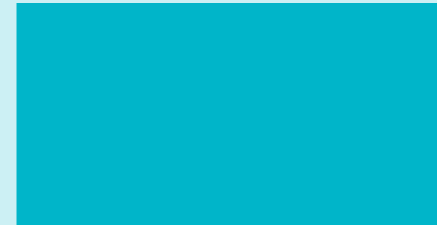it is not over a busy background.

Choose the most contrasting colour from the
Primary Colour Palette so the logo stands out as
much as possible from the background, whilst still
complementing the overall colour scheme of the
intended design.

r0 g93 b126

r126 g209 b45

r0 g180 b201

C	94	R	0
M	59	G	93
Y	33	B	126
K	12	#	005B7C

C	54	R	126
M	0	G	209
Y	100	B	45
K	0	#	7DD12E

C	58	R	0
M	0	G	180
Y	98	B	201
K	0	#	00B5C9

C	73	R	0
M	4	G	93
Y	20	B	126
K	0	#	025C7D

Primary Colour Palette

Using bold, striking colours which catch the eye and are recognisable as the brand's identity. These colours are the first to use for all branding and promotional material.

VAUD // BLACK / #054E52 ————

VAUD // BOLD ITALIC / #069948 ————

VAUD // MEDIUM / #545456 ————

VAUD // THIN / #545456 ————

Lorem ipsum dolor

Lorem ipsum dolor sit amet

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Image Treatment

Where possible, images must have a clear subject, be sharp and not out of focus, as well being of a high resolution - ideally 300dpi.

Avoid low resolution images which can result in pixelation.

Bright, natural colours which reflect a true representation of the scene are preferred over on-trend or heavy filters.

Your **South Pacific** partner!

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Image Treatment

When required, especially for digital work such as advertising banners, a green or dark blue overlay can be used to fade into images and increase the hierarchy of the message through text.

50% OPACITY

Secondary Artwork

This is a selection of secondary visual
and design elements that can be used for
promotional artwork to an external artwork and
a 'best use' selection of creative compositions.

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Photo moodboard:

This is a selection of photography that can be used as a 'look and feel' style guide for choosing for promotional external promotions for both digital and print applications.