



Brand Guidelines 2017

Updated 9/11/17

Brand Overview

The AIM Aerospace brand has been updated to accomplish two objectives.

1. Bring two companies, AIM Aerospace and Quatro Composites, together as one in a unified purpose, and 2. To represent innovation, technology and quality. This new updated logo speaks to the opportunity and potential that the new AIM represents – to clients, employees and potential employees.

The brand personality is professional and friendly. The logo, graphics, color palette, typeface preferences and other elements in this document work together to convey the brand image. Consistently adhering to the standards presented in this guide is key to maintaining the integrity of the brand.

If you have any further questions, please contact:

Molly Hodo at 858.513.4300 or molly.hodo@aim-aerospace.com

The New Logo

The slight adjustment to the logo is not a major re-design but an updating and upgrading of the typeface. The typeface on the old logo was old and outdated. Additionally, the wing logo mark was slightly adjusted to make it more forward leaning. We believe these small adjustments make a huge aesthetic difference and will help AIM Aerospace move forward in a positive direction.

There are two configurations for the logo:



Stacked



Inline

The criteria determining which to use is simple: Use the configuration that best fits the application and space in which the logo will reside.

Color Options

The AIM logo can only be reproduced in three ways:

1. Specified combination of Dark Blue (PMS 289c) and Green (PMS368c): these are the preferred colors. Make sure to use these on all color materials with a light background that provides an appropriate contrast.
2. Reversed: 2-Color: This option is to be used when the logo is on the Dark Blue Background only.
3. Reversed: White: Please use this option only on black and white materials or dark backgrounds
4. Black: Logo should be used in black only when on a black and white document.



Logomark

The logomark may be used on its own in the approved color and size requirement.



Clear Space Requirements



The AIM logo must clearly stand out wherever it appears. One way to ensure this standard is by maintaining clear space around the logo. Clear space is an area that is kept free of any text, graphic elements or other visual distractions.

Please ensure that a clear space equal to the size of the "A" in AIM is maintained around the logo. More than this clear space is always acceptable. Also remember to leave at least this distance between the logo and the edge of the page, sign or label where it appears.

Minimum Size Requirements

Maintaining the legibility and the integrity of the logo is very important, regardless of what the application is or the manner in which it is reproduced. Be sure that when determining the size of the logo that its legibility and integrity are not compromised.

Inline

Minimum size:
“Wing” Logomark
only .3" in height.



Stacked

Minimum size:
“Wing” Logomark
only .6" in height.



Logo Misuse Examples

The AIM logo has been created to work across a broad range of applications. This logo configuration should not be modified or re-created in any way. This page illustrates some, but not all, of the possible misuses. If you do not have the proper logo artwork, please contact Molly Hodo at 858.513.4300 or molly.hodo@aim-aerospace.com.



Do not alter the proportions of the logo by stretching or skewing.



Do not rotate the logo at an angle.



Do not alter the proportional relationship of the logotype and the logomark.



Do not place the logo on textures or backgrounds that may impair legibility.



Do not outline the logo.



Do not use any color for the logo other than the specified PMS 289c and PMS 368c.

Color Palette

The AIM approved blue and green are foundations of the color palette that is essential to the brand identity. Do not use any percentage of screen for the blue and green. The secondary colors are meant to compliment the two primary colors.

Primary Colors



DK Blue
PMS: 289c
CMYK: C:95 M:78 Y:49 K:54
RGB: R:13 G:39 B:60
Hex: 0d273c



Green
PMS: 368c
CMYK: C:60 M:3 Y:100 K:0
RGB: R:118 G:185 B:23
Hex: 76b917

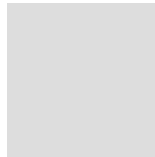
Secondary Colors



Royal Blue
CMYK: C:89 M:59 Y:4 K:0
RGB: R:30 G:105 B:173
Hex: 1e69ad



DK Gray
CMYK: C:69 M:62 Y:61 K:54
RGB: R:56 G:56 B:56
Hex: 383838

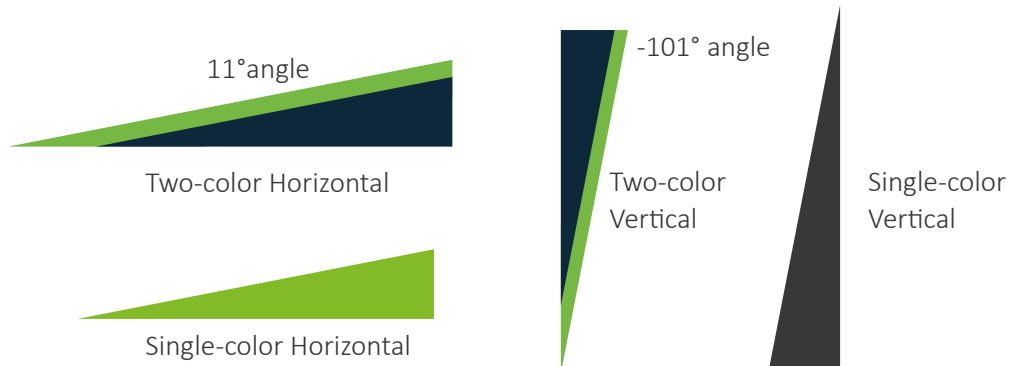


LT Gray
CMYK: C:12 M:9 Y:10 K:0
RGB: R:221 G:221 B:221
Hex: dddddd

White
CMYK: C:0 M:0 Y:0 K:0
RGB: R:255 G:255 B:255
Hex: ffffff

Graphic Elements-Angled Color Fields

There are two types of color fields: two-color and single color. There are also 2 different angles in which they can be used: vertical and horizontal. The two-color fields can only be used with the dark blue and green color combinations. These elements can be used to add color as well as divide the layout area. look at the marketing materials in this document for examples of the best way to use the angled color fields.



Typography

Primary Font

Univia Pro

For use in headlines and limited text situations.

Univia Pro Thin

Univia Pro Thin Italic

Univia Pro Light

Univia Pro Light Italic

Univia Pro Book

Univia Pro Book Italic

Univia Pro Medium

Univia Pro Medium Italic

Univia Pro Bold

Univia Pro Bold Italic

Univia Pro Black

Univia Pro Black Italic

Univia Pro Ultra

Univia Pro Ultra Italic

Secondary Font

Calibri

For use when there is a lot of copy and for special situations when Univia Pro can't be used.

Calibri Light

Calibri Light Italic

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic

Email Signature

Email signatures should be set in 11pt Calibri and maintain the following format:

Steve Roesner

Sr. VP of Strategy

AIM Aerospace

PO Box 136 - 403 14th St. SE

Orange City, IA 51041

Office: (712) 707-9200

Cell: Cell Number(if applicable)

aim-aerospace.com

Logo: Location Iterations

Depending on your location, the appropriate location version of the logo should be used. Please adhere to all the same logo standards with these versions as with the standard AIM logo.

Stacked



Inline



New Logo 2017 on Blue or Dark Background



Location Iterations - Stacked



Location Iterations - Inline



New Logo 2017 All White



Location Iterations - Stacked



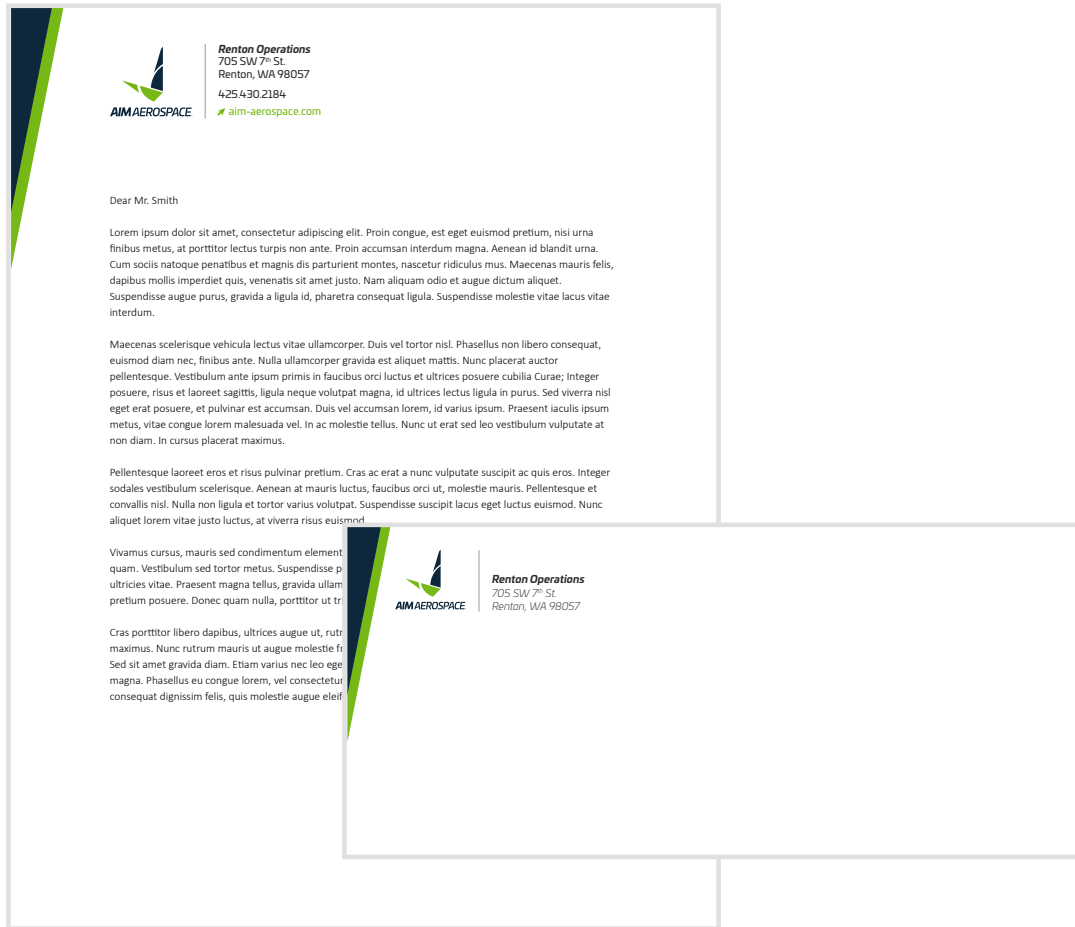
Location Iterations - Inline



Marketing Materials

Marketing materials are available for use by employees of AIM. They can be located on our online resource at: www.aim-aerospace.com/media/. Or contact Molly Hodo at 858.513.4300 or molly.hodo@aim-aerospace.com.

Letterhead and Envelopes



Business Cards

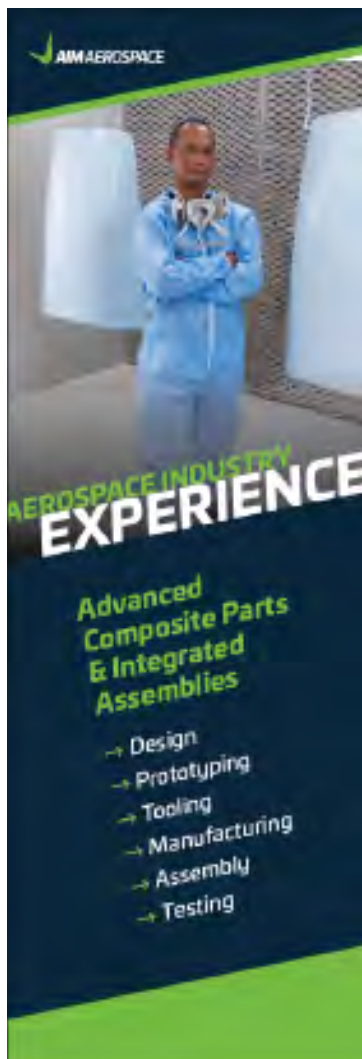


Marketing Materials (Continued)

PowerPoint Templates



Brochures and Banners



QForge™ Thermoplastic Composite

40% (30% weight, 40% volume) weight reduction vs. aluminum

QForge is a proprietary thermoplastic molding process in a custom manufacturing process designed for the production of complex, curved, and integrated parts. QForge is a cost-effective, high-volume manufacturing process that allows for the production of complex, curved, and integrated parts. QForge is a cost-effective, high-volume manufacturing process that allows for the production of complex, curved, and integrated parts.

APPLICATIONS:
Aircraft interiors
Aircraft structural components
Aircraft
High speed rail
Aircraft doors
Aircraft cockpits
Aircraft seats
Aircraft seats
Aircraft seats

QForge Benefits:
• 40% weight reduction vs. aluminum
• 30% volume reduction vs. aluminum
• 40% weight reduction vs. aluminum
• 30% volume reduction vs. aluminum
• 40% weight reduction vs. aluminum
• 30% volume reduction vs. aluminum

Material	Method	Test Results	Test Results
QForge	QForge	100%	100%
Aluminum	Aluminum	100%	100%
Carbon/PPG	Carbon/PPG	100%	100%
Carbon/PPG	Carbon/PPG	100%	100%

QForge Features:
• Strong, lightweight, and durable
• High strength-to-weight ratio
• Excellent impact resistance
• Excellent fire performance
• Excellent chemical resistance
• Excellent UV resistance
• Excellent weather resistance

QForge Cycle:
• Design
• Prototyping
• Tooling
• Manufacturing
• Assembly
• Testing

Photography

Photography used for the AIM should convey the friendliness and innovative spirit of the brand. No stock photography is to be used unless approved by the marketing department. When possible, use the bank of images shot specifically of AIM and its employees. You can find these images here: www.aim-aerospace.com/media/

It is acceptable to use the photography in high-contrast grayscale color or full-color. Always use original, high-resolution files. Avoid blurry or pixelated images.



Apparel & Promotional Items

The following is to be used as a guideline for the use of the AIM logo on a pparel. If you have any further questions, please contact: Molly Hodo at 858.513.4300 or molly.hodo@.com





Placement: On t-shirts, polo shirts, sweatshirts, or long sleeve shirts, the AIM logo must be placed on the left side of the chest.

Size: The logo should not exceed 2.5 inches in width on shirt, jacket, sweatshirt, or hat sizes XS–XL. The logo should not exceed 3 inches in width on shirt, jacket, sweatshirt, or hat sizes XXL+. The minimum logo size for any apparel is 1.5 inches in width.

Apparel color: Apparel fabric color choices may only be in shades of white, black, navy blue, gray, or specifically designated camouflage. Please contact Molly Hodo if you have any further questions on apparel color selection.

Logo color: The official colors for the AIM logo are PMS 289c (blue) and PMS 368c (green). When placed on a white shirt or hat, the logo should remain in two color. When placed on a black or navy shirt, the logo should be printed in two colors but with the wing in green and the logo text in all white. If any apparel is considered with a pattern, such as camouflage, the logo and tagline must be in all white. Refer to the examples following for proper logo color on specific apparel.

Key:

-  screen print
-  embroidered
-  color logo
-  white/reversed logo

