



BRAND GUIDELINES

VERSION 1 **APRIL 2016**



THE BRAND



One of the most important ways of expressing our brand is through our identity. It sums up what we stand for by reflecting our values and giving a feel for the quality and service that can be expected from Air Serbia both on the ground and in the air. These brand guidelines explain the many different elements that make up our identity and describes how they work together. Presenting a consistent image to the market place, especially

for a brand like Air Serbia with its luxury positioning, is the only way to build a powerful and successful brand.

It is absolutely essential therefore that these guidelines are followed at all times and applied correctly no matter how big or small the task.

For further information and approvals please contact:
Marija Nedeljkovic marija.nedeljkovic@airserbia.com



THE LOGO

THE LOGO Color Application



On white, lighter - solid or photographic - backgrounds



Full colour, standard and reverse application
On blue, darker - solid or photographic - backgrounds

THE LOGO Color Application Grayscale



Black and white, standard and reverse application
Restricted usage - needs approval from Air Serbia Design Team

THE LOGO Color Application One single color Black or White



Special single colour or post production techniques application
Restricted usage - needs approval from Air Serbia Design Team

THE LOGO Special Logos



Special Logos Vertical Application



All Air Serbia lettering / Special logos are available in positive and negative, as well as in black & white.

THE LOGO Vertical Application



On white, lighter -
solid or photographic - backgrounds



Full colour, standard and reverse application
On blue, darker - solid or photographic - backgrounds

THE LOGO Special Logos



All Air Serbia lettering / Special logos are available in positive and negative, as well as in black & white.

Special Logos Vertical Application



Important rule No.1

The top of the letter “i” from the *AirSERBIA* wordmark is the key element to determine minimum or maximum spacing, sizing or margins rules for most of the templates in these guideleines.



THE LOGO Clear Space & Minimum Size



Clear Space



40mm / 120px

Minimum Size

The general preferred minimum logo size for print media is 40mm or 120px for web.

THE LOGO Incorrect Usage

Incorrect usage of the Air Serbia Logotype results in dilution of its overall impact and conveys the wrong image for the brand. The following are examples of application methods of Air Serbia Logotypes that are not permitted.



DON'T
Change the spaces between the elements



DON'T
Resize the elements



DON'T
Stretch or extend the elements



DON'T
Distort the elements



DON'T
Apply any effects to the Logotypes



DON'T
Change the colour of the elements



DON'T
Cartridge the logo



DON'T
Change the order of the elements



DON'T
Use busy photographic background

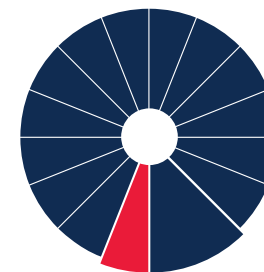
COLOURS Primary Palette



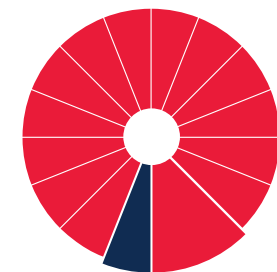
Standard brand colours

Dark Blue is an important part of the Air Serbia brand identity and has a brand identification function. Red is used in all communications. In addition to red, white is another important colour for the distinctive design. Light Blue and Silver may be used as an accentuating colour on small surfaces.

General, Economy Class Application



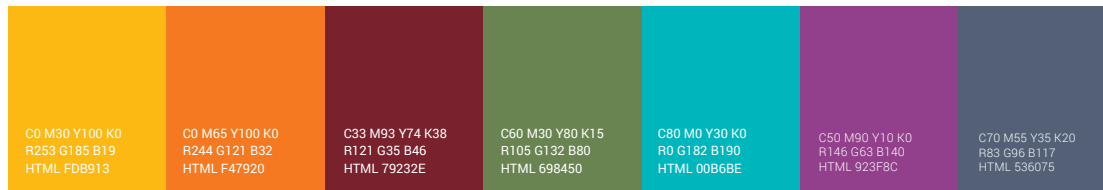
Business Class Application



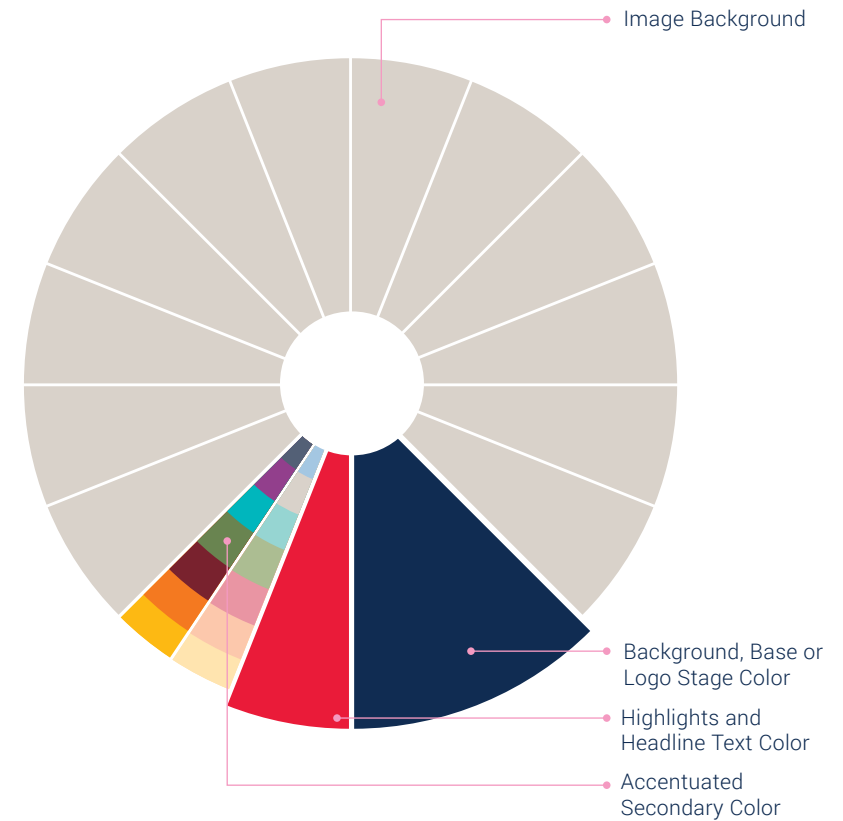
Example of correct colour balance of Primary Palette colours

COLORS Secondary Palette

Vibrant color palette



Muted color palette



Example of correct colour balance of Secondary Palette colours

TYPOGRAPHY Latin & Cyrillic Official Typefaces

Roboto

latin and cyrillic

The typography is another important element of our brand. The ROBOTO font is the typeface to be used within the Air Serbia brand.

The following versions of the typeface have been chosen for usage. No substitution of these are acceptable.

Website Usage

Roboto font is also supported web font so it can be used in web based applications and for all HTML text.

Roboto Regular

Roboto Italic

Roboto Light

Roboto Medium

Roboto Bold

Roboto Bold Italic

Roboto Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

1234567890

Roboto Regular

АБВГДЂЕЖЗИЈКЛ
ЉМНЊОПРСТЋУФ
ХЦЧЏШ

абвгдђежзијклљмн
њопрстћуфхцчџш

1234567890

Important rule No.2

When you use Air Serbia logo in external communication is mandatory to have Etihad Airways Partner Logo on the left side of the logo.

THE LOGO with Etihad Airways Partner Logo

Etihad Airways Partner Singular Logo

(To be used exclusively for single partner airline communication/s)



Use the singular version of the logo as below:

For partner airline's ATL and BTL communication led by its own brand look and feel (for example, on advertising, flyers, signage, stationary)

For external communication is mandatory to use Air Serbia logo with Etihad Airways Partner Logo

When we have only Air Serbia logo on the visual it is mandatory to use Etihad Airways Partner logo singular version.



THE LOGO with Etihad Airways Partner Logo Color Application



On white, lighter - solid or photographic - backgrounds



Full colour, standard and reverse application
On blue, darker - solid or photographic - backgrounds

THE LOGO with Etihad Airways Partner Logo Color Application Grayscale



Black and white, standard and reverse application
Restricted usage - needs approval from Air Serbia Design Team

THE LOGO with Etihad Airways Partner Logo One Special Color



Special single colour or post production techniques application:
blind embossing, foil embossing & flat foil stamping

Restricted usage - needs approval from Air Serbia Design Team

THE LOGO with Etihad Airways Partner Logo Clear Space & Minimum Size

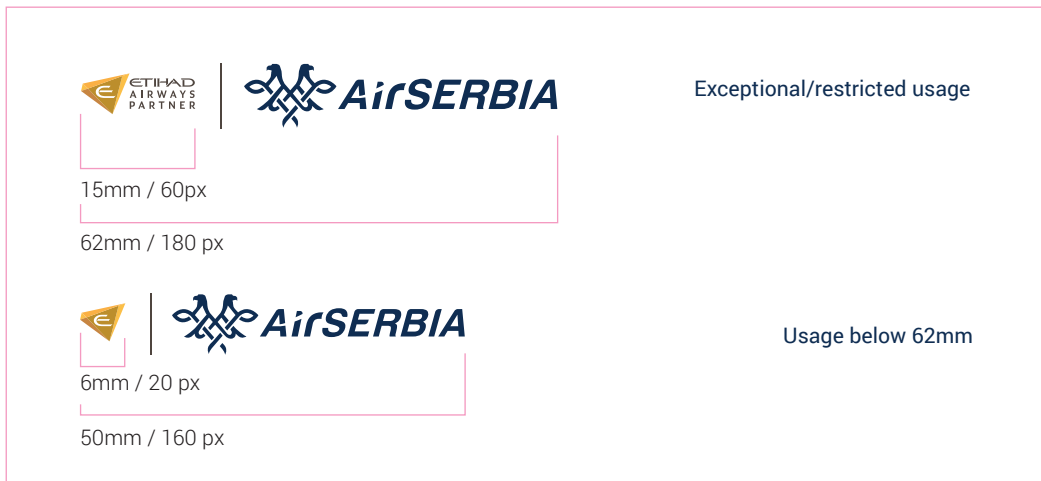


Clear Space



Minimum Size

The general preferred minimum logo size for print media is 85mm or 240px for web, however 62mm or 180px can be used, subject to approval from Air Serbia Design Team.



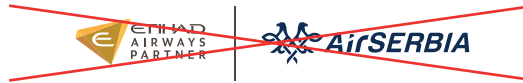
Restricted usage - needs approval from Air Serbia Design Team

THE LOGO with Etihad Airways Partner Logo Incorrect Usage

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DON'T
Change the spaces between the elements



DON'T
Resize the elements



DON'T
Stretch or extend the elements



DON'T
Distort the elements



DON'T
Apply any effects to the Logotypes



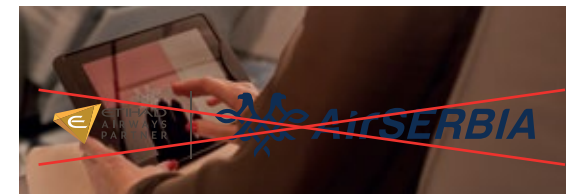
DON'T
Change the colour of the elements



DON'T
Cartridge the logo



DON'T
Change the order of the elements



DON'T
Use busy photographic background

THE LOGO with Etihad Airways Partner Logo



Special Logos Horizontal Application



All Air Serbia lettering / Special logos are available in positive and negative, as well as in black & white.

THE LOGO with Etihad Airways Partner Logo



Vertical Application



Restricted usage

Logos appearing here are only allowed to be used for applications such as airport signage or web banners, where the brand needs emphasis but the width is narrow and limited.

[Restricted usage - needs approval from Air Serbia Design Team](#)

THE LOGO with Etihad Airways Partner Logo



Restricted usage

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Special Logos Vertical Application



ICONOGRAPHY EXAMPLES

