

FLY—CGI

FLYCGI BRAND GUIDELINES

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Overview

USING THESE GUIDELINES

Consistent communication is critical when creating a FLYCGI brand experience. From internal communications to national advertising campaigns, consistency allows us to build trust and forge authentic connections with our customers and crew.

These guidelines are designed to help everyone communicate our brand with confidence and consistency. Please use this document as a reference whenever you create a FLYCGI experience.

Each page includes detailed rules illustrating proper use of the most common FLYCGI brand elements. Whenever possible, reference these guidelines so that all brand communications you create look and sound precisely like us.

Message + Tone

BOLD AND ELEVATED.

The way we speak and write as a brand expresses our personality and sets us apart from other dining experiences. That's why it's important that we all speak, write and communicate on behalf of the brand using the same brand voice.

Our message is one of hospitality and quality. We take great pride in connecting individuals with friends, family, business and new experiences.

The FLYCGI voice is a reflection of our (future) physical space and environment. It is experienced, bold and confident while being welcoming and clever.

- + Our voice is approachable and human.
- + It's friendly and straightforward.
- + We are the experts in travel. We tell the truth while helping our customers imagine the world at their fingertips.

Primary Logo

The FLYCGI logo was developed to capture the soaring opportunities and larger than life experience of flight.

The logo and brand family are reminiscent of stretched text on runways and the parallel lines of the air field.

The customized letter forms are optically kerned and carefully weighted to maximize legibility at all sizes.

The brand is designed to adapt to its surroundings and, utilizing “The Flight Path,” unite concepts and represent the connecting power of The Cape Girardeau Regional Airport.

Examples of these connections and the brand in use can be found in the Application Section.

The image shows the primary logo for FLYCGI in a large, bold, blue, sans-serif font. The letters are closely spaced and have a slightly elongated, modern feel. The 'F' and 'L' are particularly prominent on the left side of the word.

Primary Logo with Tag

The logo is predominantly displayed in Sky/Level and White color combinations with tagline aligned center below the logo or aligned and stacked right.



SKY/LEVEL PRIMARY WITH TAG



WHITE PRIMARY WITH TAG



SKY/LEVEL PRIMARY WITH TAG RIGHT



SKY/LEVEL PRIMARY WITH TAG RIGHT

Clear Space

To preserve the integrity and visual impact of the FLYCGI logo, always maintain adequate clear space around it. This is an integral part of its design and ensures the logo can be seen quickly, uncluttered by other symbols, logos, artwork or text.



MINIMUM SIZE: WORDMARK AT 1"



PREFERRED CLEAR SPACE IS THE WIDTH OF "L."

The Flight Path

The Flight Path is available for unlimited flexible applications, from environmental graphics to out-of-home advertising. This custom stroke allows for the separation of FLY and CGI, representing The Airport’s connectivity to the region and the world, creating a dynamic and surprising brand experience.

The Flight Path is especially effective in motion graphics. For examples, see the brand intro video.



SKY/LEVEL SECONDARY



ISOLATED IMAGE SECONDARY



CONTAINED IMAGE SECONDARY

The Flight Path

The FLYCGI Secondary Logo including The Flight Path is set with a specific ratio and spacing. When custom spacing or vertical alignment is required, The Flight Path stroke should be equal to the space between the F and the L.



SKY/LEVEL SECONDARY



CUSTOM WIDTH | STROKE = SPACE BETWEEN F&L

FLY

CGI

VERTICAL ALIGNMENT | STROKE = SPACE BETWEEN F&L

Violations

Because the logo is our brand’s primary visual representation, its integrity should be respected in all uses. Do not stretch, distort, condense or otherwise augment the logo.

Changing any graphic element of the mark will weaken the overall brand experience. The examples to the right describe some, but not all, of the more common mistakes and inappropriate uses of the logo.



Do not alter the scale or proportions of the logo.



Do not change the orientation of the logo.



Do not change the logo color beyond approved color palette.



Do not make alterations to the logo’s text.



Do not add effects to the logo, such as drop shadows.



Do not add a stroke to the logo.



Do not change the size of the logo’s text.



Do not place the color logo on a colored background.



Do not place the logo in perspective.

Color Palette

While the logo is typically presented in the Sky/Level color combination, many of our branded applications and experiences utilize the Horizon Yellow and secondary Shadow Gray.

PRIMARY COLORS			SECONDARY COLORS	
WHITE HEX #ffffff	SKY	LEVEL	HORIZON	SHADOW
	PMS 801 C	PMS 7690 C	PMS 1235 C	PMS BLACK C
	Print CMYK C 80 M 33 Y 17 K 0	Print CMYK C 91 M 51 Y 24 K 0	Print CMYK C 0 M 39 Y 100 K 0	Print CMYK C 0 M 0 Y 0 K 90
	Screen RGB R 36 G 140 B 180	Screen RGB R 0 G 114 B 157	Screen RGB R 250 G 168 B 25	Screen RGB R 65 G 64 B 66
	HEX #248CB4	HEX #00729D	HEX #FAA819	HEX #414042
				WING
				PMS COOL GRAY 11C
				Print CMYK C 0 M 0 Y 0 K 75
				Screen RGB R 99 G 100 B 102
				HEX #636466
90%				
80%				
70%				
60%				
50%				
40%				
30%				
20%				
10%				

Typefaces

ACUMIN CONDENSED EXTRA BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

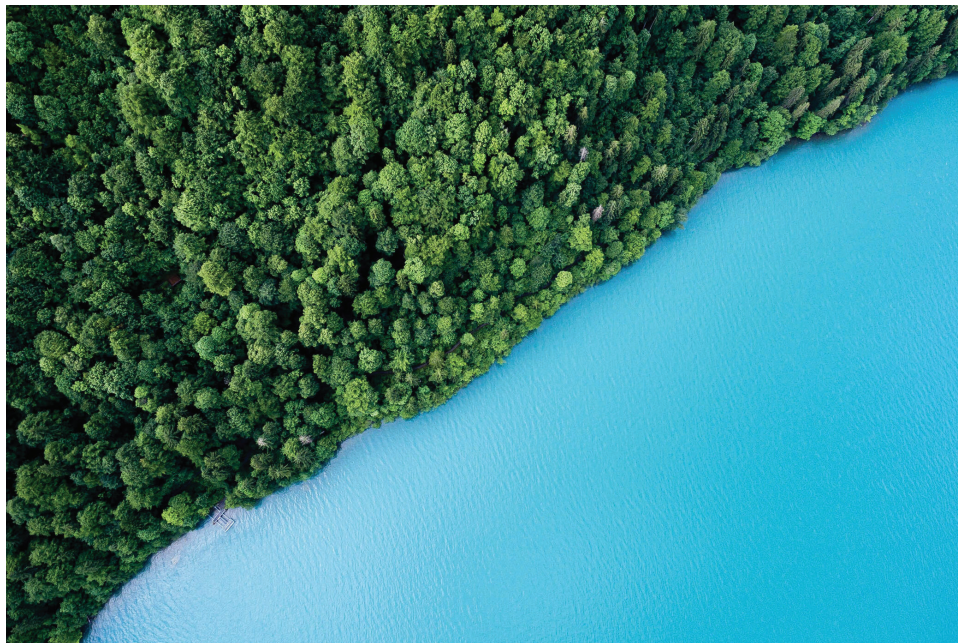
Inter Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

OUR FONTS

Our family of fonts include Acumin and Inter, each with a variety of weights and styles to fill almost any typographical need, both print and digital.

Imagery



THE FLYCGI LOOK

Photography is an integral part of FLYCGY’s marketing efforts, and one of the easiest ways to showcase the brand and destinations.

The FLYCGI look is defined by two categories:

- + **The Place.** Whether it is the destination or the journey, we showcase the wide open skies and local attractions.
- + **The People.** Our customers are as varied as their destinations. We show them in the joys of travel and life.

All FLYCGI imagery should follow these guidelines:

Photography should be natural and vibrant.
Avoid low lit, dull, flat or irrelevant images.
Use shallow depth of field, focusing on the subject in the foreground when possible.

Application



BUILDING CORNER SIGNAGE



INTERIOR SIGNAGE

Application



WEBSITE HOMEPAGE



BILLBOARD

Application



BUSINESS CARD



SHUTTLE WRAP

Application



MAGAZINE AD



LIT TOWER SIGNAGE

Application



CAPE CATFISH PARTNERS



EVENT PROMOTION

FLY—CGI

CONFIDENTIAL

TAKE ALL NECESSARY PRECAUTIONS TO PROTECT CONTENTS