NAVBLUE’S flight plan
Logotype

POLICE
The NAVBLUE logotype stands for different purposes:

Typeface is always in capital letters. It gives status to the brand and underlines its expertise on a market where experience and quality are prerequisite for credibility. The play on typography gives motion to the brand. It also resonates with our promise “Reach for the Skies.”

FRAME
The black rectangle brings back the technical side of NAVBLUE’s activities and finds a balance with our colorful and emotional look and feel.

ENDORSEMENT
The “An Airbus Company” endorsement reaffirms the affiliation to Airbus and what comes with it in terms of infrastructures and data quality.
In order to assert NAVBLUE’s affiliation to the Airbus brand, the logotype is endorsed with the mention “An Airbus company”.

1. PRIMARY VERSION

This layout must be favored for all communication elements.

2. ALTERNATIVE VERSION

If - and only if - the document’s format prevents the use of the primary endorsement version, the alternative version seen here may be used.

⚠️ The alternative version must only be used as a last resort.

⚠️ These logotypes have been developed in a thoughtful way in order to optimise their expression. It is therefore primordial to use the executed versions.
Logotype

THE USE OF THE LOGOTYPE

1. LOGOTYPE ON BACKGROUND

The black version of the logotype is the standard one. The rectangle is black with the wordmark written in transparency (you can see the background behind). The endorsement is black as well.

When the logotype is applied on a black background, or if the background is too dark for the logotype to be readable, the logotype must then be applied in its white version.

⚠️ Yet, this alternative version must be used only if the support contravenes to the logotype readability.

2. PROTECTION AREA AND MINIMUM SIZE

The logotype is one of the brand’s most valuable expression. It is therefore important to use it correctly.

In order to do so, the protection zone must be respected as seen here. No element shall enter this zone.

To ensure the readability of the logotype when used in small sizes, a minimum size of the logotype cannot be overrun: no size lower than 28mm (120px) with endorsement, and 15mm (80px) without endorsement.
Logotype

POSITIONING

Whether in its primary endorsement version or in the alternative version, and on whatever medium of communication, the logotype must always be aligned to the margins of the document in the upper or lower corners.

How to define the margins of a document? » See pages 24 to 27.
Logotype

FORBIDDEN

⚠️ It is primordial not to modify the logotype. The executed form must be maintained at all times.

- DO NOT DISTORT
- DO NOT CHANGE THE TYPOGRAPHY
- DO NOT APPLY ANY EFFECTS
- DO NOT MOVE THE ENDORSEMENT
- DO NOT CHANGE THE SIZE OF THE ENDORSEMENT
- DO NOT CHANGE THE TYPOGRAPHY OF THE ENDORSEMENT
- DO NOT CHANGE THE COLOUR
- DO NOT CHANGE THE TYPOGRAPHY’S COLOUR
- DO NOT CHANGE THE ENDORSEMENT’S COLOUR
Brand signature

USE AND ASSOCIATION WITH THE LOGOTYPE

1. BRAND SIGNATURE

The brand signature asserts the company's commitment and is the cornerstone for its development.

It will always be composed as described below:
- National book: uppercase on the first letter
- colour: identical to the logotype

2. ASSOCIATION WITH THE LOGOTYPE

To assert a global brand expression, the brand signature may be associated with the logotype in two ways, as illustrated here:
Brand elements
Typography

1. PRIMARY TYPOGRAPHY

To make the brand territory consistent, a specific typography is defined. It is National.
This typography is applied at all levels of the text (title, subtitle, main text)

The main font sizes used are the following ones:
1. Book
2. Bold
3. Light

The National typography is available on the Compass Portal

2. IF NATIONAL IS NOT AVAILABLE

For office documents, a system typography has been chosen: Arial.

The Arial font is installed by default on every computer.
**Colours**

**REFERENCES**

Black and white are primarily used for the logotype, titles, texts, pictograms and other editorial elements.

Other colours are mainly used for the creation of the dataskies.

Digital documents are composed with RVB or Hex references.

Printed documents are composed with CMJN references.

⚠️ To achieve a consistent brand expression, it is essential to respect these references.

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0 - M0 J0 - N0</td>
<td>Black</td>
</tr>
<tr>
<td>R255 - V255 - B255 #FFFFFF</td>
<td>White</td>
</tr>
<tr>
<td>Other RVB or Hex references can be used from black to white</td>
<td></td>
</tr>
</tbody>
</table>

### References

- C0 - M0 J0 - N100
- R0 - V0 - B0 #000000

- C0 - M0 J0 - N100
- R0 - V0 - B0 #00A0AB

- C75 - M5 J30 - N5
- R0 - V161 - B172 #6EC585

- C48 - M5 J33 - N0
- R110 - V197 - B182 #05A3FA

- C56 - M0 J40 - N0
- R0 - V200 - B172 #00C8AC

- C10 - M0 J25 - N0
- R228 - V229 - B197 #E3EEC4

- C70 - M80 J15 - N45
- R23 - V36 - B88 #162457

- C80 - M20 J0 - N0
- R5 - V164 - B250 #05A3FA

- C60 - M5 J0 - N0
- R118 - V199 - B245 #76C7F5

- C0 - M30 J65 - N0
- R255 - V184 - B100 #FEB864

- C0 - M12 J10 - N0
- R159 - V193 - B215 #9EC0D6

- C0 - M13 J60 - N0
- R255 - V218 - B122 #FFD4A7

- C3 - M47 J0 - N0
- R253 - V162 - B200 #FCA2C7

- C11 - M11 J11 - N0
- R226 - V226 - B226 #E1E1E1

- C53 - M90 J18 - N45
- R108 - V23 - B79 #6B164F

- C38 - M80 J10 - N0
- R176 - V68 - B130 #AF44B1

- C50 - M50 J0 - N0
- R154 - V128 - B195 #9A80C2

- C30 - M50 J0 - N0
- R189 - V142 - B208 #BD8ED0
Data

USE AND LAYOUT

1. USE

Each sky from the NAVEBLUE brand has to be associated with a specific data. This allows the company to claim its technical and analytical expertise and gives each sky a meaning associated to the brand.

2. CONSTRUCTION

The data expression is constructed in a unique form (as illustrated opposite). It is important to respect this construction:
- a dash
- an outline rectangle
- National book in capital letter

The dash and rectangle sizes vary depending on the type of document > see p24 to 27.

3. POSITION

The data is always aligned on the left or right of the document.

DATA

LEFT-ALIGNED

RIGHT-ALIGNED

721 KM/H

LAT:51°16'59.477"N LONG:0°46'35.808"W
Data
ASSOCIATION WITH TYPOGRAPHY

The data is always associated with a title. This association can vary depending on its use.

How to define the document’s margins? -> see page 24 to 27.
Dataskies

Even if we are all living under one sky, at NAVBLUE, we believe that it is never the same.

We see an infinite number of ever-changing ‘dataskies’ that we constantly monitor, improve and innovate within.

A sky made of data
Dataskies
CREATING A GRADIENT

Dataskies can be created in two ways:

1. TWO-COLOURS DATASKIES
   Choose two colours among the brand colours and create a gradient.

2. THREE-COLOURS DATASKIES
   Select 2 colours among the brand colours and create a gradient. The third colour is set between the two, with a variable position. This allows to create several dataskies from an association of identical colours.

⚠️ A datasky cannot be composed of 3 colours from 3 different shades. For instance, in one sky:
- 2 different shades of blue = OK
- 1 blue shade and 1 red = OK
- 1 blue shade, 1 red and 1 green = NO
Dataskies

EXAMPLES

<table>
<thead>
<tr>
<th>Speed</th>
<th>Height</th>
<th>Wind</th>
<th>Temperature</th>
<th>Pressure</th>
</tr>
</thead>
<tbody>
<tr>
<td>180 KTS</td>
<td>8,000 FT</td>
<td>15 KTS</td>
<td>-0.8°C</td>
<td>752.6 HPA</td>
</tr>
</tbody>
</table>
Dataskies
PRODUCTS SKIES

Datasky colours are associated to our 3 pillars of products. It is important to respect these colours in order to create a visual landmark for the client.
Iconography

PORTRAITS

LOOK UP

To recall the signature “Reach for the skies” and create a distinctive feature for the brand, all the members from the NAVBLUE crew will respect an identical photographic style.

POSITION AND ATTITUDE

- Raising his eyes to the sky
- Head straight
- He doesn’t raise his head
- Natural position
- Determined look

CROPPING

If so, portrait is cropped just on top of the nostrils, focusing on the look.

ADDITIONAL INFORMATION

- Light comes from the top
- Intense sharpness
- White background
- Diffused shadow
Iconography

PRODUCTS

LEVITATING PRODUCTS

Products are always presented on a digital device (tablet, computer, cell phone). These are captured in levitation. This photo style is metaphor for lightness, simplicity and seamless experience we want to deliver with our products.
The NAVBLUE’s pictograms have a unique design. A slight opening in the drawing to convey lightness, and always an easily understandable shape.
The products’ pictograms are made to illustrate the purpose of each software. Therefore, they are more descriptive than the former ones. Yet, they still respect the same graphic style.
Layout
Standard layout

COVERS FOR EDITORIAL DOCUMENTS (A4)

In order to create an A4 document cover, follow the opposite structure. (If you are dealing with very specific document: communication of events, publicity, posters etc. the following indications can be modified)

1. TITLE

Title layout:
- National book: capital letter on the first letter
- size: 40 pt
- line space: 38 pt
- colour: white

2. DATA

Data layout:
- National book in capital letter
- size: 11 pt
- line space: 11 pt
- colour: black
- outline rectangle: 0,6 pt, black
In order to create an A5 document cover, follow the opposite structure. (If you are dealing with very specific document: communication of events, publicity, posters etc. the following indications can be modified)

1. TITLE

Title layout:
- National book: capital on the first letter
- size: 35 pt
- line space: 33 pt
- colour: white

2. DATA

Data layout:
- National book in capital letters
- size: 9 pt
- line space: 9 pt
- colour: black
- outline rectangle: 0.6 pt, black
In order to create an A4 document cover, follow the opposite structure.
(if you are dealing with very specific document: communication of events, publicity, posters etc. the following indications can be modified)

**1. TITLE**

Title layout:
- National book: capital letter on the first letter
- size: 40 pt
- line space: 38 pt
- colour: white

**2. DATA**

Data layout:
- National book in capital letter
- size: 11 pt
- line space: 11 pt
- colour: black
- outline rectangle: 0.6 pt, black
Standard layout
COVERS FOR SMALL-SIZED HORIZONTAL EDITORIAL DOCUMENTS (A5)

In order to create an A5 document cover, follow the opposite structure. (If you are dealing with very specific document: communication of events, publicity, posters etc. the following indications can be modified)

1. TITLE
Title layout:
- National book: capital on the first letter
- size: 35 pt
- line space: 33 pt
- colour: white

2. DATA
Data layout:
- National book in capital letters
- size: 9 pt
- line space: 9 pt
- colour: black
- outline rectangle: 0,6 pt, black
Applications
SKY GENERATOR

To create business cards, a sky generator has been developed.

Based on the person’s favorite colour and birth date, it allows each NAVBLUE crew member to get a customized business card with its own personal datasky.

Mike
Hulley’s

Mike Hulley
CEO
mike.hulley@navblue.aero
+31 (0)10 31 34 66
Accelerator Building
295 Hagey Blvd, Suite 200
Waterloo, Ontario – N2L 6R5
navblue.aero

Fabrice
Villaumé

Fabrice Villaumé
Chief strategy & Innovation
fabrice.villaumé@navblue.aero
+31 (0)10 31 34 66
Accelerator Building
295 Hagey Blvd, Suite 200
Waterloo, Ontario – N2L 6R5
navblue.aero

Stationery
BUSINESS CARD
Each NAVBLUE office has its own letterhead. A datasky has been generated for each of them from their GPS coordinates.
Press release

A4 COMPOSITION

1. PRESS RELEASE NUMBER
- National book in capital letter, 10 pt
- outline rectangle: 0,6 pt
- colour: black
To define the size of the dash, see the basic structure p.24

2. TITLE
- National book: capital on the first letter, 28 pt
- line space: 27 pt
- colour: black

3. LOCATION, CITY & TOPIC
- National book: capital on the first letter
- colour: grey (noir 75%)

4. INTRODUCTION
- National bold in capital letter, 12 pt
- colour: black

5. SUBTITLE/CAPTION
- National bold capital letter, 10pt
- colour: black

6. TEXT
- National book: capital letter on the first letter, 9 pt
- line space: 11 pt
- colour: grey (black 75%)

7. CONTACT
Title:
- National bold: capital letter on the first letter, 10pt
- colour: black
Name:
- National bold: capital letter on the first letter, 9pt
- colour: black
Information:
- National bold: capital letter on the first letter, 9pt
- colour: black

Title of the press release on 2 lines maximum


Reach for the skies


Additional documents

POWERPOINT TEMPLATE

1. COVER
2. DIVIDER
3. TEXT + GRAPHICS
4. TEXT + IMAGES

⚠️ A NAVBLUE specific PowerPoint mask has been developed. It is important to work from this document when a presentation is created.
A NAVBLUE specific Word template has been developed. It is important to work from this document when a presentation is created.
To create its own NAVBLUE mail signature, it is essential to use the executed logotype version and to respect the opposite composition:

Signature layout:
- logotype's width: 180 px
- name: Arial bold capital/lower case 14 pt
- function: Arial regular capital/lower case 12 pt
- address: Arial Bold capital/lower case 12 pt
- website: Arial bold lower case, 12 pt
- colour: black
Website

1. HOMEPAGE
2. LIST OF PRODUCTS
3. PRODUCT DESCRIPTION
4. MANAGEMENT
Product Navigator

1. HOMEPAGE
2. CHOICE OF SESSION
3. LIST OF PRODUCTS
4. PRODUCT DESCRIPTION
Social networks
LINKEDIN

To convey a consistent brand identity, each NAVBLUE employee can customize his/her LinkedIn profile in the following way.