Basic design principles

Look and feel draft for shareholder approval

January 2018
In this manual, you will find the information that you need on the Satair brand and its basic items.

The basic elements - the logo, typeface and colors are the basic building blocks of a brand. When they are applied properly and coherently, they project a clear and solid brand image that keeps its strength over time.

### Identity
1.0 Logo ........................................... 3
1.1 Typeface ....................................... 6
1.2 Color ........................................... 7

### Stationery
2.0 Business card ................................. 8
2.1 Letter .......................................... 9
2.2 Envelopes ................................. 10

### Printed matter
3.0 Brochures ..................................... 11
3.1 Roll-up ........................................ 12

### Office
4.0 PowerPoint .................................... 13
1.0
Positive version

There are two positive versions of the logo. One in brushed steel and one in black. In cases where the Satair logo is applied on a white or pale background, the positive versions should be used.
1.01 Negative version

In the cases where the Satair logo is applied on a black or dark background, the negative version will be used.
The Channel Specific versions should only be used in situations where it is required externally to explain that a product/and/or service is solely related to one trading entity (either Airbus or Satair) or in cases when we are serving the customer via two different channels out of the same customer facing organization (i.e. Airbus COD and Satair COD).

In all other cases, the standard Satair logo should be used.

After full integration this distinction should no longer be relevant and the Satair logo can be used for all product & services.
1.1 Typeface

Typeface is one of the key elements when it comes time to convey the brand’s personality because it helps us to visualize its messages.

Satair’s corporate typeface is Helvetica Neue LT. Use it consistently and follow typographical rules. Thus, you will help strengthen the company’s visual identity, and you will contribute toward its prestige.

The form of the letters gives our company an aerial, structured feel. Its diverse range of weights makes ranking information clear and straightforward.
1.2

**Color references**

**Pantone®**

Pantone® is the main reference for all printed applications. Whenever possible, the direct color Pantone® is used. For any other system not mentioned in this manual, the Pantone® specification is the basic reference.

**CMYK**

Cyan, Magenta, Yellow, Key (black) – subtractive color model used in printing with four colors and on color printers.

**RGB**

Red, Green, Blue – colors used on monitors and scanners.

**Working with tint**

Apart from the primary and secondary colors, we also have the option to work with tints on these. The tint should be set to 25%, 50% or 75%.

<table>
<thead>
<tr>
<th>Primary colors</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>0 0 0 100</td>
<td>0 0 0</td>
<td>000000</td>
</tr>
<tr>
<td>White</td>
<td>0 0 0 0</td>
<td>255 255 255</td>
<td>FFFFFF</td>
</tr>
<tr>
<td>Pantone 877 Metallics</td>
<td>0 0 0 50</td>
<td>155 155 155</td>
<td>9B9B9B</td>
</tr>
<tr>
<td>Pantone 2209</td>
<td>79 23 23 9</td>
<td>73 134 160</td>
<td>4986A0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary colors</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 2210</td>
<td>97 45 24 55</td>
<td>7 79 113</td>
<td>074F71</td>
</tr>
<tr>
<td>Pantone 7706</td>
<td>100 16 10 44</td>
<td>0 106 142</td>
<td>006A8E</td>
</tr>
<tr>
<td>Pantone 3125</td>
<td>84 0 18 0</td>
<td>0 174 199</td>
<td>00AEC7</td>
</tr>
<tr>
<td>Pantone 3282</td>
<td>100 4 56 8</td>
<td>0 133 120</td>
<td>008578</td>
</tr>
<tr>
<td>Pantone 2398</td>
<td>71 0 36 0</td>
<td>0 186 179</td>
<td>00BAB3</td>
</tr>
<tr>
<td>Pantone 396</td>
<td>10 0 95 0</td>
<td>225 224 0</td>
<td>E1E000</td>
</tr>
<tr>
<td>Pantone 7635</td>
<td>0 90 25 8</td>
<td>198 54 99</td>
<td>C63663</td>
</tr>
</tbody>
</table>
2.0 Business card

Black front with a silver logo and white back with a black logo. ‘An Airbus Services Company’ endorsement back display at the bottom.
The standard A4 letterhead design for Satair is clean and simple. The layout is one of clarity, professionalism and elegance that lends credibility to the words on the page and reinforces the brand identity.

‘An Airbus Services Company’ endorsement at the bottom.
2.2 Envelopes

‘An Airbus Services Company’ endorsement at the bottom.
### Airbus Tool Services

**All about tools**

Airbus Tool Services supports airlines’ maintenance, launch, maintenance and MROs with a flexible and reliable service.

**Our Offerings**

- Airbus quality
- Turnkey-solution for an EIS preparation or for a package content based on your maintenance set-up
- OEMs managed by Airbus
- Tool package
- Customized tool services
- Approved quality meeting the latest technical standards
- After-sales support incl. repair and 3-year warranty
- Airbus as the sole source
- Genuine tools certified by Airbus

**Our global footprint**

- Base and distribution network are all global and therefore the customers and suppliers all over the globe through sales, warehousing and service centers in Europe, North America, the Middle East, Asia Pacific, and China. Suppliers, customer relationships as well as new business concepts – to the benefit of the aviation aftermarket – Airbus and Satair - working with a reliable service.

**Our values**

- Airbus Tool Services supports airlines’ maintenance, launch, maintenance and MROs with a flexible and reliable service.

**Our mission**

- The vision is to become the global market leader in the civil aircraft parts management business. Airbus Tool Services will provide exclusively the best material management and integrated services for all civil aircraft types.

**Our vision**

- The mission is to offer innovative and turnkey solutions within the parts management business and we develop new business concepts and products to create scale in operation.

**Suppliers focus**

<table>
<thead>
<tr>
<th>Supplier Focus</th>
<th>Customer &amp; Supplier Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customized</td>
<td>✓ ✓</td>
</tr>
<tr>
<td>Generic</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Key benefits**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-acceptable process item</td>
<td>✓</td>
</tr>
<tr>
<td>Certified tool items in accordance with your needs</td>
<td>✓</td>
</tr>
<tr>
<td>OEM managed by Airbus</td>
<td></td>
</tr>
<tr>
<td>Contract for tool services</td>
<td></td>
</tr>
<tr>
<td>3-year extended warranty</td>
<td></td>
</tr>
<tr>
<td>Airbus quality</td>
<td></td>
</tr>
</tbody>
</table>

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**Basic design principles**

### Brochures

**Layout examples**

- Satair Company Profile
- Airbus Tool Services

**Lorem ipsum dolor sit amet**

- Our vision
  - We offer innovative and turnkey solutions within the parts management business and we develop new business concepts and products to create scale in operation.

- Our mission
  - The mission is to offer innovative and turnkey solutions within the parts management business and we develop new business concepts and products to create scale in operation.

- Our values
  - The values are to offer innovative and turnkey solutions within the parts management business and we develop new business concepts and products to create scale in operation.

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**Table of contents**

- 1: Introduction
- 2: Business overview
- 3: Our vision
- 4: Our mission
- 5: Our values
- 6: Key benefits
- 7: Supplier focus
- 8: Customer & supplier focus
- 9: Key benefits
- 10: Conclusion
- 11: References
3.1 Roll-up

‘An Airbus Services Company’ endorsement at the bottom.

Airbus Support

Providing genuine Airbus Material Support by covering the full range of Airbus aircraft.

Parts Services & Solutions

A multi fleet, full material & services portfolio for the entire A/C lifecycle.
Delivering the right part, at the right place - and at the right time

AN AIRBUS SERVICES COMPANY

Roll-up 85x200 cm
Lorem ipsum dolor sit amet, consectetur adipiscing elit

Cras metus ex egestas lectus, eget egestas lectus auctor et. Suspendisse laoreet ligula sit amet metus, quam ullamcorper

- In faucibus ipsum, gravida rutrum ac, molestie lorem, odio sed lectus arcu. Sed euismod, eros pulse

  - Integer malesuada, dui nec

- Nullam malesuada, dui nunc

- Sed euismod, eros pulse

- Duis euismod, eros pulse

- Morbi ultricies maximus mi, sit amet cursus purus

- Sed euismod, eros pulse

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Praesent euismod elit id lorem pharetra, et ornare arcu congue.

AN AIRBUS SERVICES COMPANY

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Cras metus ex egestas lectus, eget egestas lectus auctor et. Suspendisse laoreet ligula sit amet metus, quam ullamcorper

- In faucibus ipsum, gravida rutrum ac, molestie lorem, odio sed lectus arcu. Sed euismod, eros pulse

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Lorem ipsum dolor sit amet, consectetur adipiscing elit

Praesent euismod elit id lorem pharetra, et ornare arcu congue.