

euroAtlantic Airways

BRAND & IMAGE

EAA’s
Graphics
Standards
Manual

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Editing and Ownership

BRAND & IMAGE GRAPHIC STANDARDS MANUAL

THIS MANUAL SETS FORTH THE EUROATLANTIC BRAND GUIDELINES AND HOW THEY ARE APPLIED IN ORDER TO BRING THE BRAND TO LIFE.

These basic identity elements are the shapes, colors, and fonts that, when combined, become a powerful force that embodies the brand identity.

Adhering to the guidelines defined in this document ensures a consistent presentation of the registered trademark euroAtlantic Airways - Transportes Aéreos S.A.

euroAtlantic Airways - Transportes Aéreos S.A.
Headquarters
Rua da Garagem, 1 – 1º
2790-078 Carnaxide
Portugal
General Contact: +351 219 247 300

DESIGN AND EDITING

Marketing Department
Bruno Bernardi
bruno.bernardi@euroatlantic.pt

WEB OR PRINT VERSION

INFORMATION

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SPECIAL REQUESTS

Marketing Department
Bruno Bernardi
Brand, Design & Media Manager

P. +351 217 514 800
M. +351 910 510 300

marketing@euroatlantic.pt
bruno.bernardi@euroatlantic.pt

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THE BRAND

Brand Guidelines Goal

Our goal with these guidelines is not to restrict creativity, but to provide a framework that ensures our brand is represented consistently and accurately, no matter where it appears. This consistency is key to building trust and recognition with our audience, which in turn, strengthens our brand's identity and market position.

BRAND CONCEPT





FROM IDEA TO COMPLETION


euro
Atlantic
airways
PASSION

LOGO TYPE



VERTICAL

HORIZONTAL | TYPE 1

HORIZONTAL | TYPE 2

BRAND ELEMENTS

This manual defines the visual standards that ensure a consistent and recognizable euroAtlantic airways brand across all applications. Consistent use of the brand is essential to building a strong and coherent presence. The trademark consists of the logotype and symbol, whose proportions and relationships are fixed and must never be altered.

The brand is applied in two approved orientations, vertical and horizontal, selected according to space requirements. All guidelines in this manual must be followed at all times.



In addition to building verbal identity, the lettering is an integral part of the brand.

In some circumstances it can be used separately, but on the same line.

Its is an integral part of the brand. Can be used alone.

COLOR PALETTE

Brand colors define the identity of the brand and must be applied consistently across all materials. Different formats require specific color systems, which are outlined below:

- Whenever possible, use Pantone (spot colors) for the most accurate reproduction.
- For print (CMYK) or digital (RGB) applications, always ensure colors closely match the official Pantone references.
- Hex codes represent colors digitally using a combination of red, green, and blue values, and are standard for web design.

Keep in mind that color appearance may vary depending on materials, such as different types of paper, and slight variations can occur.

DISCLAIMER:

As part of the 2026 brand update, the orange color and the euroAtlantic Airways brand have been discontinued. The visual identity is now defined exclusively by the two shades of blue and light green.

Blue

PANTONE 2133 C
#1D57A5
RGB (29, 87, 165)
CMYK (82, 47, 0, 35)

Light Blue

PANTONE 2905 C
#92C1E9
152, 196, 229
44, 12, 3, 0

Light Green

PANTONE 2225 C
#78D5E1
RGB (120, 213, 225)
CMYK (47, 5, 0, 12)

BEHAVIOUR ON OFFICIAL COLOR BACKGROUNDS

Use the brand on white or official color backgrounds whenever possible. When that isn’t feasible, maintain adequate clear space to ensure legibility. The examples provided help standardize its application on other background colors.

GRAY SCALE

Grayscale should be used when the mark is reproduced in black-and-white formats, such as newspapers or single-color print and digital media. To maintain clarity and legibility, the defined grayscale scale must be applied consistently.



90%



80%



60%



40%



10%



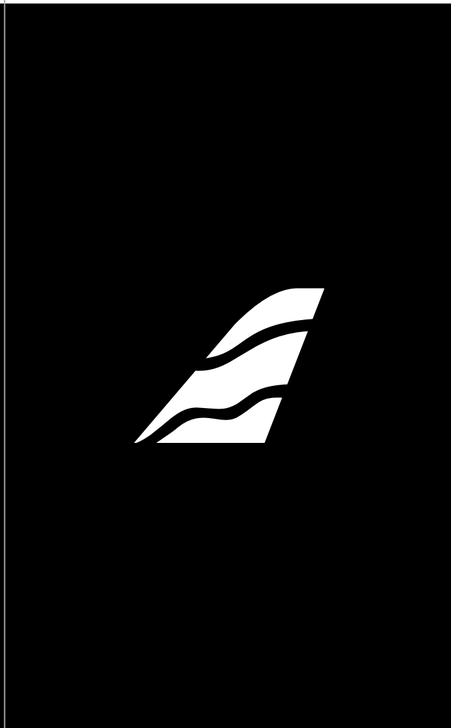
On white

POSITIVE
NEGATIVE









The positive/negative version is an exception and should only be used in single-color applications, such as processes that don’t support color variations or in relief reproduction.

TYPOGRAPHY

PRIMARY FONT

Aa

Google’s Onest

Onest
(Style)

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
0123456789 10

Arial
(Paraghraph)

SECONDARY FONT

Aa

Arial

The official typography is a core element of the brand identity and must always be respected to ensure that all communication materials remain consistent and coherent.

Google Font is used to guarantee accessibility, ease of use across different platforms, and consistent rendering in both digital and print environments.

Arial is defined as the secondary typeface and should be used primarily for paragraph text and formal documents, ensuring readability, compatibility, and operational flexibility when the primary font is unavailable.

In external communications such as stationery, advertising, and publications, the chosen primary typography is Onest.

BRANDING STYLE

The image presents a branding style spectrum, showing the brand positioned as mostly formal, cold, progressive, serious, and simple. Overall, it communicates a corporate and structured identity, focused on clarity, professionalism, and modernity rather than complexity.



COMMON ERRORS

Do not pull up.

Do not use the logo with transparency.



When placing the logo over images, no box or canvas should be used to separate the background from the logo.

Do not pull down.

Do not use any other color that is not authorized in this manual.

Dot not use the full-color version of the logo on colored backgrounds. Instead, use the white version.

BEHAVIOUR ON PHOTOGRAPHIC BACKGROUNDS

The brand has three versions: color, black & white, and high contrast. Use the color version whenever possible to ensure visibility, preferably over images.

On photographic backgrounds, place the logo where it remains clearly readable. If color isn't feasible, use the black & white or high contrast versions, ensuring optimal legibility.



Color background with white mark



Total color



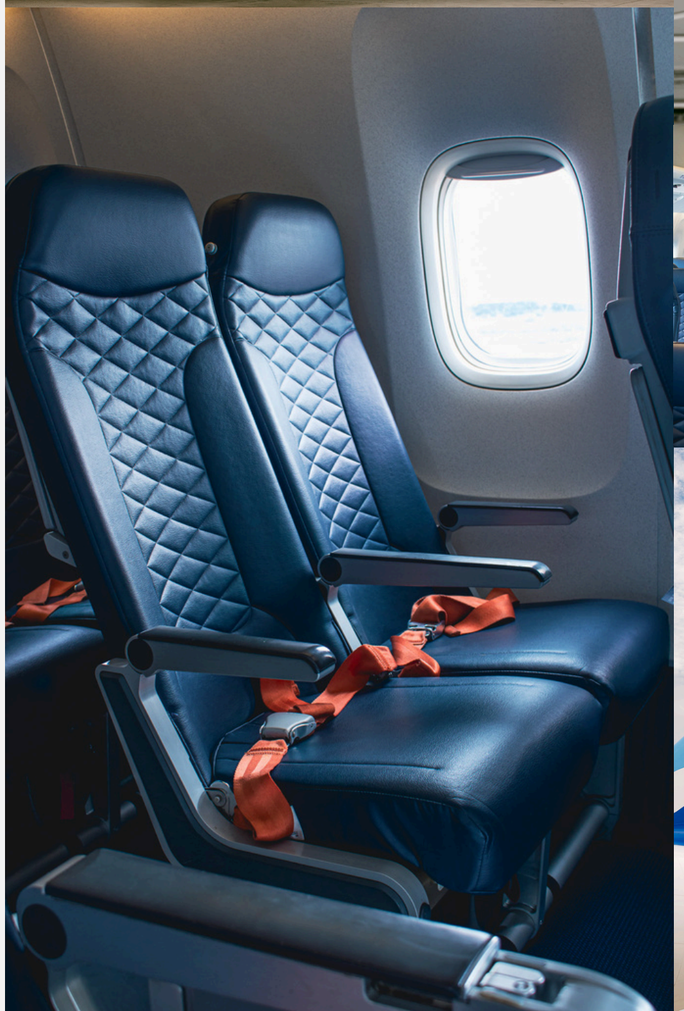
Black and white

IMAGERY STYLE















EAA DEPARTMENT LOGOS

As the secondary brands associated, some departments have their image identity. The rules for using them are the same as for the main brand.



























EAA SLOGAN

The slogan **“Anytime, Anywhere”** has been discontinued. The new expression **“You move, We Fly”** will be used primarily in marketing communications (such as social media, newsletters, and the website) and will not be attached to the logo.

Since the slogan “Anytime, Anywhere” has been discontinued, the brand is moving toward a cleaner and more flexible identity. By not attaching a fixed slogan to the logo, the brand can remain consistent across different platforms while allowing communications to adapt more freely to different audiences and contexts.

At the same time, the expression “You move, We Fly” has been used over the past 4 to 6 months within communications to create a sense of closeness and engagement. It is not intended as a permanent tagline, but as a more dynamic message that highlights partnership, responsiveness, and customer focus.

This approach ensures a strong and timeless brand identity while giving the flexibility to evolve messaging as needed.

MARKETING DEPARTMENT

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FOR MORE INFORMATION, PLEASE CONTACT THE MARKETING DEPARTMENT:

Rita Pinto
Brand, Design & Media Manager

marketing@euroatlantic.pt

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Fleet Strategy & Performance