



Brand and Design Guidelines

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Preface

Building better connections together

AirCS is one of the most widely recognized names in transportation. Its open platform model has attracted many people from across all nations, and has since become the dominant standard in international transportation. Wherever new cities and towns are built, and whenever people need public transportation the most, people turn to AirCS for their needs.

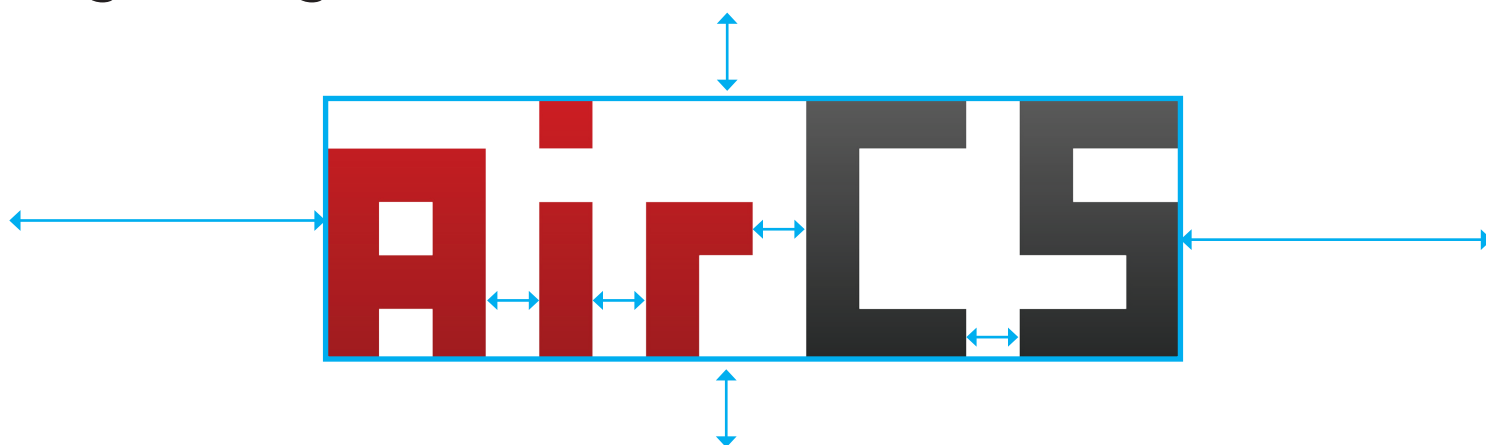
However, as more stations are being built, and with the rise of AirCS event coverage, it's become clear that the lack of formal brand guidelines has made brand recognizability more and more difficult. In light of this, The AirCS Foundation has devised a set of branding and design guidelines, which will be covered throughout this document.



Our Logo

A simple logo for a simple system. The AirCS logo has been designed to be easy to reconstruct by hand, yet stand tall and proud. For brand consistency, it has been reconstructed for print and digital media, with an added gradient. However, the use of the gradient is optional. If you have received this document as part of a media kit provided by The AirCS Foundation, this logo should have been included. The guidelines listed below have been put in place to keep the logo visible and readable.

Logo Usage Guidelines



Allow for adequate space around the logo, and keep the spacing between letters consistent. You should not modify the logo's kerning.



Make an honest attempt to keep the logo on one line. However, in the rare circumstance where the logo cannot be placed on one line, you may split the logo into two parts. However, both "Air" and "CS" must stay together as a single piece.



The logo must be placed on a background with lots of contrast such that both parts of the logo are easily readable. Should the logo be placed on a coloured background such that the logo is not easily readable, the logo may be recoloured as follows.

Red Background



On a red background, an all white AirCS logo is the officially accepted recolouring.

Dark Backgrounds, or Other Backgrounds Where Dark Text does not Contrast



Should the logo be placed on a background where dark text does not contrast well, the AirCS logo with a white “CS” is the officially accepted recolouring. However, the all-white logo may also be used.



Do not alter the logo's proportions.



Do not enclose the AirCS logo inside a non-rectangular shape, unless in an exceptional circumstance. Rounded rectangles are permitted, however. See the next section for a logo appropriate for square or circular frames.



Do not place the logo on a complicated or busy background. Exceptions include transparent logos, or blurred backgrounds.

Other Logos



orbis. Q by AirCS

One of the first alternative services to be developed by The AirCS Foundation in collaboration with orbis.

NOTICE: Though this logo has been redesigned from the previous one, orbis. Q by AirCS has been deprecated.



AirCS Race

For official, bits & Bytes-hosted AirCS Race events, this logo has been designed by The AirCS Foundation for use in event coverage and promotional material. If a recolour of the logo is required, "RACE" must follow the same recolouring as "CS".



AirCS 255

The fast travel, speed effect 255 solution developed by The AirCS Foundation as the successor to orbis. Q by AirCS. If a recolour is required, "255" and its accompanying underline must follow the same recolouring as "Air".



Red "A"

May be used as a suitable alternative to the standard AirCS logo should a square logo be needed. This logo may also be placed in a circle, or rounded square.

AirCS AirCS Arena
a r e n a

The AirCS-sponsored arena located in Anatoli. If a recolour is required, “arena” must follow the same recolouring as “CS”.



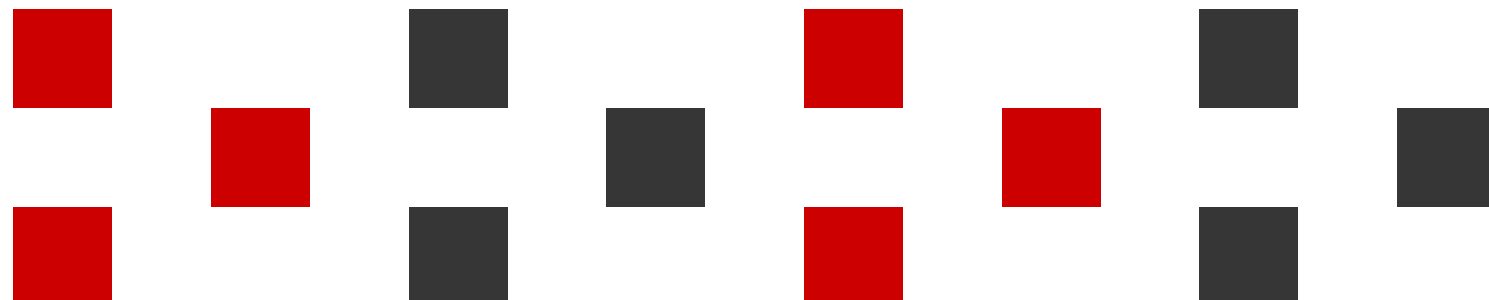
AirCS Arena “X”

The logoface for AirCS Arena, representing its motto: “United in competition.” Use ONLY for AirCS Arena contexts. Subject to ALL recolouring guidelines (red stroke corresponds to “Air”, gray stroke corresponds to “CS”).

NOTE: It is a guideline violation to substitute a different font in place of any typeface used in any logo.

The Dot Pattern

In addition to the logos, the AirCS brand is also identifiable by the dot pattern. This pattern represents the idea of motion, with each coloured triad of dots all pointing in the same direction.



The dots may be sized differently depending on the application. However, all dots must be the same size, and all dots must retain the same grid pattern depicted above. As well, the dot pattern should span the entire horizontal or vertical length of the content, wherever possible.

Colours

Colour plays an important role in brand recognition. The red and gray colour scheme has been AirCS's colours since its beginnings in 2017. Below, we have included all of the values of each colour in the AirCS colour scheme.

Red

#CC0000
RGB: 204, 0, 0
CMYK: 0, 100, 100, 20

Black

#000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Dark Gray

#363636
RGB: 54, 54, 54
CMYK: 0, 0, 0, 79

Light Gray

#707070
RGB: 54, 54, 54
CMYK: 0, 0, 0, 56

White

#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Typography

The Font

Our font is Montserrat. This is the font used in all AirCS material. It is a modern sans-serif font that, like the AirCS, is free and open-source. You may find it at <https://fonts.google.com/specimen/Montserrat>.

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
1234567890!@#\$%&*()

Text Treatment

Ideally, all text should be placed in a high-contrast area, such as black text on a white background like this, or, where visuals are more important than text, contained a rectangle or square. Where headers are used, ensure that all headers are sized distinctly from the body text, and all other level headers (if applicable). Do not allow text to cross between multiple coloured areas, unless in an exceptional circumstance.