
FLYERS ENERGY BRAND IDENTITY GUIDELINES

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Why do we have brand guidelines?

These guidelines define the visual and message elements that every audience—consumers, guests, customers, and team members—recognize as the Flyers Energy brand. The consistent use of these guidelines will bring a unified message and identity to all communications, formal and informal. The goal is to engender maximum recognition of the Flyers Energy brand, whether the message is size of the side of a tanker or a logo on a breast pocket. Brand consistency ensures those who can use our products know what to expect and can trust the brand to deliver the products and services indicated.

This page gives a quick overview of the key elements that make up the Flyers Energy visual brand identity. The following pages will take you through each of these elements in turn, providing guidance on their use and how they work together within applications. Used correctly and consistently, they will help us to create a distinctive, clear and powerful brand with a consistent tone of voice.

Logo



The Flyers Energy logo is the key identifier for our brand and represents the personality and ambition of our company. Please refer to pages 5-8 for further guidance and information on the logo.

Typography

ABC abc
Gotham Book

ABC abc
Archer Book

ABC abc
Gotham Medium

ABC abc
Archer Medium

ABC abc
Gotham Bold

ABC abc
Archer Bold

Our primary typeface is Gotham, and our supporting typeface is Archer. They are clean, contemporary typefaces that complement our logo, and reflect our personality. Page 10 provides further information on our typefaces and specifications.

Colors



Our primary color palette is a reflection of what we do best; use ingenuity to engage customers and advance the energy industry. Please refer to page 9 for further information.

The Flyers Energy logo is the key identifier for our brand. It is made up of 2 elements; the 'Jet and Contrail' (referred to as the 'Contrail') and the 'Flyers Energy Wordmark' (referred to as the 'Wordmark').

Both elements are set in a fixed configuration, with the Contrail locked to the left of the Wordmark, which should never be altered or changed. This configuration has been carefully set and maintains the correct balance.

The logo must always be applied to a background that provides contrast to maintain clarity and impact.

In order to maintain integrity, legibility and impact for the logo, we have defined rules for minimum size application and clear space. This will ensure that the detail within the logo is always legible, and nothing impedes its footprint or the space around it.

MINIMUM SIZE

The standard logo should never be printed or reproduced below 1" in length.

CLEAR SPACE

We have defined a clear space around the logo to ensure we retain its integrity, and to maintain legibility.

The clear space around the logo is set to the height of the letter 's' from the Wordmark. Nothing must enter the clear space.

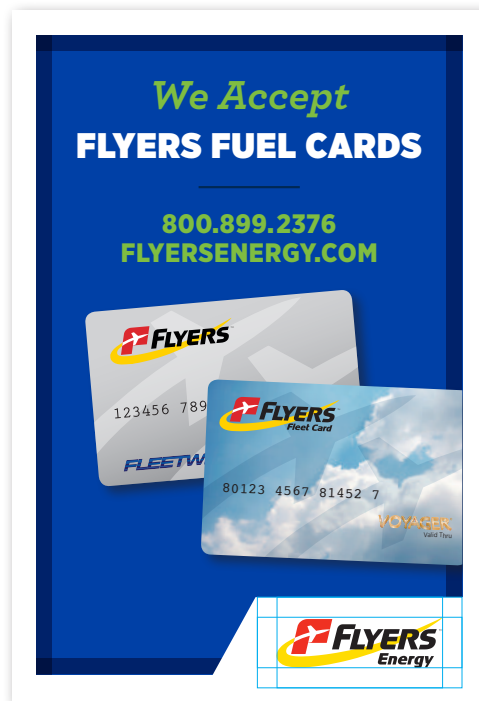


1 inch
Minimum Size



Exclusion Zone

The exclusion zone is a guide only. Because of the curves of the graphic pattern, the edges may overlap the exclusion zone.



Example

Logo positioned with exclusion zone.

The logo must always be reproduced in its original state, in accordance with the guidelines, to maintain its integrity. These examples illustrate modifications that must be avoided and contravene the guidelines.

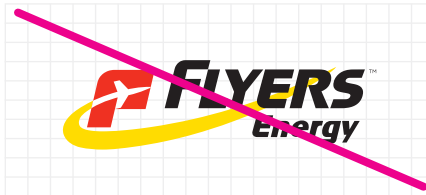
- Do not place the logo on low-contrast backgrounds
- Do not knockout Jet. Should always remain white
- Do not re-size individual elements
- Do not re-color the logo
- Do not stretch the logo
- Do not separate the elements
- Do not rotate the logo
- Do not deconstruct the logo
- Do not outline the logo
- Do not break the logo clear space
- Do not re-draw the logo
- Do not edit the Wordmark
- Do not add a shape around the logo impeding the clear-space



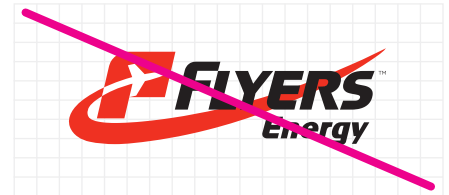
Do not place logo on low-contrast backgrounds



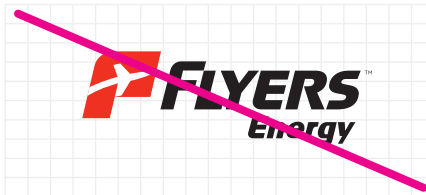
Do not knockout Jet, should always remain white



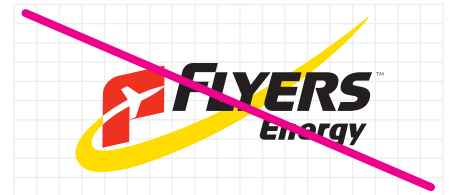
Do not re-size individual elements



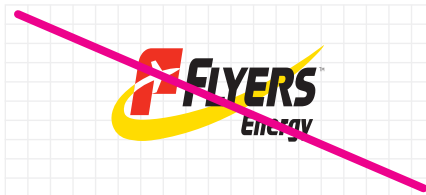
Do not re-color the logo



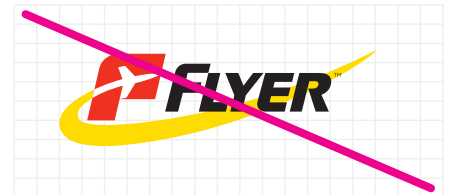
Do not separate the elements



Do not rotate the logo



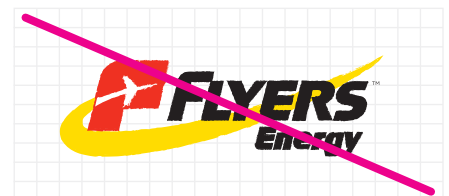
Do not stretch the logo



Do not edit the Wordmark



Do not outline the logo



Do not re-draw the logo



Do not add a shape around the logo impeding the clear-space

We have created logo variants for different departments within the Flyers Energy brand. These are the only approved variations of the logo.

FLYERS

For use in retail sites and consumer facing products and communications.

FLYERS FLEET CARD

For use on the Flyers Fleet Card commercial fueling card.

FLYERS COMMERCIAL CARD

For use on the Flyers Commercial Card commercial fueling card.

FLYERS TRANSPORTATION

For use within the Flyers Transportation department.

FLYERS SIGNAGE

For use on large scale signage only. Need approval from Director of Engineering for use of this logo.

Flyers Logo



Flyers Fleet Card Logo



Flyers Commercial Card Logo



Flyers Transportation Logo



Flyers Signage Logo

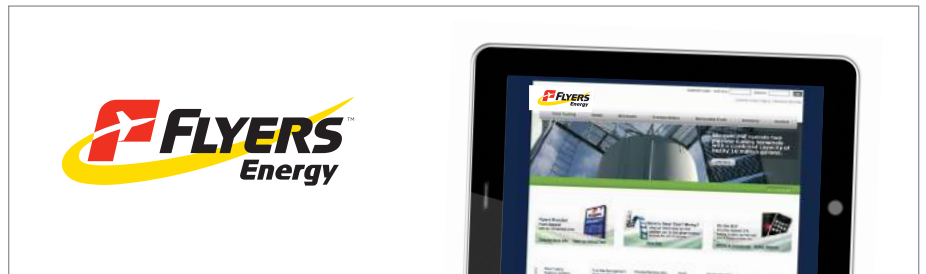


We have created the logo in different formats, for different print and reproduction techniques. Where possible, always use the standard color CMYK logo. When it is not possible to print or reproduce the standard CMYK logo, use the appropriate alternative logo from this set.

CMYK (for most printed applications; e.g. brochures, leaflets, stationery)



RGB (for use on all digital applications; e.g. website, PowerPoint, screensaver)



Mono positive logo (for applications where a simplified version of the logo is used in a single color)



Grayscale (for applications where the color version cannot be used; e.g. newspaper recruitment ad)



Reverse (for applications where the background is dark)



PRIMARY COLOR PALETTE

Our primary color palette is a reflection of what we do best; use ingenuity to engage customers and advance the energy industry. The yellow and red tones capture our warmth, passion and our ambition. We use grey and black to denote confidence and authority.

SECONDARY COLOR PALETTE

The secondary color palette complements and sets off the primary colors of the logo. Shades of blue and a pop of bright green carry a fresh, new energy and express a welcoming spirit. These are the main colors used in marketing pieces, communications and other graphics.

Color is an important part of our visual identity tool kit. It is part of our brand tone of voice, and must be used in a distinctive and consistent manner across all communications. The color balance chart, below, demonstrates the approximate proportion of each color that should be applied across communications.

Color Balance



Primary Color Palette



WHITE

C 780 M 780 Y 780 K 780
R 255 G 255 B 255



PANTONE® 1795

C 0 M 96 Y 90 K 2
R 216 G 41 B 47



PANTONE® 109

C 0 M 10 Y 100 K 0
R 255 G 210 B 0



BLACK

C 0 M 0 Y 0 K 100
R 0 G 0 B 0

Secondary Color Palette



PANTONE® 293

C 100 M 68 Y 0 K 2
R 0 G 61 B 167



PANTONE® 295

C 100 M 68 Y 8 K 52
R 0 G 40 B 86



PANTONE® 376

C 53 M 0 Y 96 K 0
R 129 G 188 B 0



30% BLACK

C 00 M 0 Y 0 K 30
R 190 G 190 B 190



80% BLACK

C 0 M 0 Y 0 K 80
R 88 G 88 B 88

GOTHAM

Our typeface is called Gotham.

Gotham is that rarest of designs, the new typeface that somehow feels familiar. From the lettering that inspired it, Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof. It brings a broad range of expressive voices to the Gotham family.

Gotham should be used across all printed and professionally-created communications.

Gotham has a wide range of options, making it extremely versatile for our various needs. It is used in Gotham, Gotham Narrow, and Gotham Condensed. The condensed face should only be used when needed for space limitations or headlines. The most used and preferred weights are: Book, Medium, Bold and Ultra.

ARCHER

A secondary typeface we use is Archer.

It compliments Gotham and is a slab serif with ball terminals. Archer is designed to hit just the right notes of forthrightness, credibility, and charm.

Gotham

Gotham Book

Gotham

Gotham Narrow Book

Gotham

Gotham Condensed Book

Gotham

Gotham Medium

Gotham

Gotham Narrow Medium

Gotham

Gotham Condensed Medium

Gotham

Gotham Bold

Gotham

Gotham Narrow Bold

Gotham

Gotham Condensed Bold

Gotham

Gotham Ultra

Gotham

Gotham Narrow Ultra

Gotham

Gotham Condensed Ultra

Archer

Archer Book

Archer

Archer Book Italic

Archer

Archer Medium

Archer

Archer Medium Italic

Archer

Archer Bold

Archer

Archer Bold Italic

DIGITAL TYPOGRAPHY

Gotham should be used wherever possible; however for some digital applications, the font 'Arial' can be used instead. Arial is used on MS Word, MS PowerPoint and web-based applications. It's a close fit with our Gotham font, which ensures that communications maintain a consistent look and feel.

GMAIL

The default font for emails in gmail is San Serif with size Normal in the color black. Generate your email signature at: <http://www.flyersenergy.com/media/NewSig.shtm>

Arial

Arial Regular

Arial

Arial Bold

Our headline font is Arial Bold

Headline

Our subhead font is Arial Regular or Bold

Subhead

Our body copy font is Arial Regular

Body Copy

LETTERHEAD

The font of Flyers company correspondence needs to be ARIAL, size 11. The margins on the letterhead to fit nicely with our logo should have 2" top margin and 1" side margins.

For a more professional image, set margins to justify setting. Align text to both the left and right margins, which allows for adding extra space between words as necessary. This creates a clean look for both sides of the document.



BUSINESS CARDS

The business cards are formatted to allow for personal numbers to be added if desired. They should only be professionally printed using Gotham Narrow and formatted like the examples on the right. Your director can order business cards or direct you to the website to order cards.



GUIDELINES

Our tone and voice is the way in which we write and speak, what we say and how we say it.

We communicate every day through a variety of channels. Some channels are conversational in nature, like email, phone, and live chat. With other channels—advertising and social media, for instance—messages flow in one direction and are more carefully crafted. It's important that when communicating, each employee remembers that he or she represents Flyers Energy. Here are some guidelines for one-way communication channels to support Flyers brand consistency, no matter who's talking.

Messaging : What we say**PASSION**

focus, commitment, best

NEVER SATISFIED

progress, excellence, discipline

SERVICE

value, efficient, convenient

Tone : How we say it**FORMAL**

always with correct punctuation and judicious use of exclamation points

HONEST

never in a harsh manner or at another's expense

FRIENDLY

positive and in an upbeat fashion

Voice : How we want our readers to feel

INSPIRED PATRIOTIC
CONNECTED
CELEBRATED AMUSED INCLUDED
INFORMED

PRINTED COLLATERAL

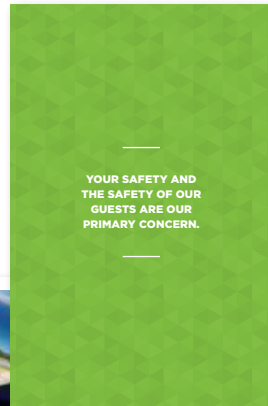
It is fundamental to our brand that our personality is reflected when presenting any Flyers printed material. This page gives an overview of the style that should be maintained as well as outlining what should and should not be used.

- 1 Logo should be placed on a white background or in the white angled tab in the lower right-hand corner
- 2 A faceted pattern is utilized as a background (in blue, green or red, provided by Flyers) representing Flyers multifaceted business with an energetic and connected feel.
- 3 Flyers has a photography library showcasing all of the Flyers departments and should be used when possible. Photos should have a casual, friendly and engaging point of view. Contact the Marketing Manager for photography.

1
2



2
3



ARE JOBS WHEN THERE'S YOUR CAREER.

At Flyers we have passion for the company and our fellow team members. We believe that if every decision made is in the company's best interest, the company and every team member will be successful. In saying that, we need to drive our economic engine with people who take responsibility for superior execution and a deep understanding of their specific role within the company. We also need to ensure that Flyers remains financially strong so that our team members can reap the rewards. This is accomplished with a culture that rejects those who do not demonstrate an unwavering resolve to do what must be done in order to be the best.

We believe that passion, drive and commitment will not only advance the careers of each of our team members, but enable the company to continue its path of growth and profitability. Flyers is committed to helping you develop your future by understanding what is important to you as an individual, while allowing the benefit of your contribution to flow to the company and your fellow team members.

It is key to understand that greatness is largely a matter of conscious choice. Great results don't just happen, they come about by a series of good decisions which accumulate on top of another. The team members at Flyers have chosen to take the path to greatness. The path is long, so we must stay focused on the path each and every day.

We hope that you review the materials available to you, ask the questions that you want answered and talk to the current Flyers team members who can provide you with the insight you'll find useful as you explore the opportunities that we have to offer.

Sincerely,

Rick Toke
CEO