

PANTONE®  
16-1253 TCX  
Orange Ochre

PANTONE®  
16-1253 TCX  
Orange Ochre

PANTONE®  
16-1253 TCX  
Orange Ochre

PANTONE®  
16-1253 TCX  
Orange Ochre



PANTONE®  
14-0951 TCX  
Golden Rod

PANTONE®  
14-0951 TCX  
Golden Rod

PANTONE®  
14-0951 TCX  
Golden Rod

PANTONE®  
14-0951 TCX  
Golden Rod



PANTONE®  
18-4231 TCX  
Blue Sapphire  
Revised Standard

PANTONE®  
18-4231 TCX  
Blue Sapphire  
Revised Standard

PANTONE®  
18-4231 TCX  
Blue Sapphire  
Revised Standard

PANTONE®  
18-4231 TCX  
Blue Sapphire  
Revised Standard



PANTONE®  
13-5306 TCX  
Icy Moss

PANTONE®  
13-5306 TCX  
Icy Moss

PANTONE®  
13-5306 TCX  
Icy Moss

PANTONE®  
13-5306 TCX  
Icy Moss



ALASKA AIRLINES

*Alaska Airlines*



External  
Scala Serif  
Scala Sans  
*Spirit Script*

Internal  
Trebuchet  
Garamond

Primary	 539	 White	
Secondary	 5767	 160	 645
Tertiary	 2655	 3282	 226
Neutrals	 xxxx	 xxxx	 xxx







HORIZON AIR

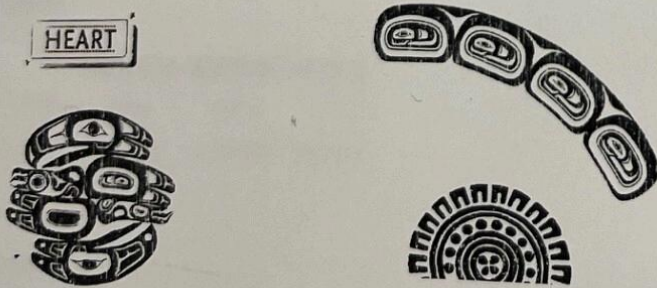
*Horizon Air*



External  
Scala Serif  
Scala Sans  
(No Spirit Script)

Internal  
Trebuchet  
Garamond

Primary	 229	 White	
Secondary	 5767	 160	 2655
Tertiary	 199	 201	 159
Neutrals	 7510	 5285	



Need new graphic assets

Fade Effect



Framing Effect

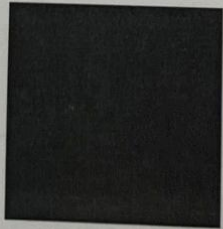


Fade and Framing Effect



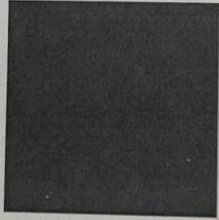
# BRAND COLOR PALETTE ALL UP

## Core Colors



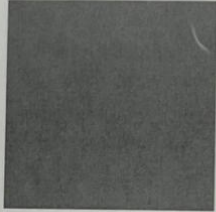
PANTONE  
7694 C

cmyk: 100.57.9.52  
hex: 01426A  
rgb: 1.66.106



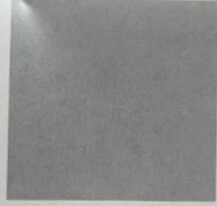
PANTONE  
2383 C

cmyk: 83.40.3.6  
hex: 2774AE  
rgb: 39.116.174



PANTONE  
7702 C

cmyk: 68.1.8.8  
hex: 48A9C5  
rgb: 72.169.197



PANTONE  
2284 C

cmyk: 33.0.60.0  
hex: B3D57D  
rgb: 179.213.125



PANTONE  
2156 C

cmyk: 51.23.  
hex: 8BA6C1  
rgb: 139.166.

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## INTRODUCTION

**What's Brand Got To Do With It?**

We've said this before, but it is so important—we're saying it again. A brand is so much more than a logo. A brand is the sum of all the impressions a customer has about a company's people, products, service, and activities as corporate citizen. A company's brand is built over time based on the ability of its employees to deliver on its promise.

To successfully build a brand, all employees must work together as ambassadors of the brand—this means being consistent in how they present the brand to each other, as well as their customers and partners. By representing our company in a consistent and meaningful way, you establish a promise and an expectation about our products and services that helps the company gain competitive advantage, drive preference, and build loyalty.

"...branding, at its best, is more than a marketing responsibility—it is an integrating business practice...[it] should span the organization, weaving across and through personal interactions, corporate culture, communications, products and services. It should both reflect and inform business decisions, and it should guide all customer contact points. Your brand should be championed by top management and embodied from the inside out by all of your employees, product offerings, and communications—at all times. Branding should never be treated as a project that has a beginning or an end" (Hahn, 2005).

Because branding must span broadly to be most integrated and effective, the use of "branding frameworks" has emerged as an effective means for identifying and relating key branding disciplines, points of understanding, activities, and tangible expressions of the brand. Branding frameworks provide a holistic view of the various aspects of branding and is built around four core disciplines, each of which plays a vital role in branding: brand strategy, brand identity, brand management, and brand experience.

**Our Brand Strategy: Leverage Core Competencies to Gain Competitive Advantage, Drive Preference & Increase Revenue**

- Dominate — service
- Differentiate — access
- Compete — price, product, experience

**Value Proposition** – We set the industry standard for exceeding customer expectations through exceptionally genuine and caring service and purposeful innovation that makes air travel easy and enjoyable.

**2009 "Increase Brand Awareness" KI (in support of 2009 Revenue Initiative)** –

"...to effectively and efficiently communicate our value proposition in order to drive customer preference and purchase decisions." Includes:

- New TV campaign that effectively promotes our leadership in customer service and making flying easy.
- New advertising across other media that support the same objectives (Radio, print, outdoor, magazine, etc).
- Review and modification of current approach to events, sponsorships, and market-by-market ad spending levels, (e.g., do we spend against the Hispanic market in LA).
- Establish a clear and disciplined internal process for those responsible for brand communications across multiple touch points.
- Increase internal morale via renewed marketing presence and internal marketing tie-ins.

PANTONE® 19-4020 TCX  
Dark Sapphire



PANTONE® 18-0135 TCX  
Treetop




PANTONE® 19-5220 TCX  
Garden

PANTONE® 19-5220 TCX  
Botanical Garden

PANTONE® 19-5220 TCX  
Botanical Garden

PANTONE® 19-5220 TCX  
Botanical Garden

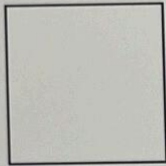


	C	D
		2383 C ATLAS Blue

	C	D

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C O L O R S



White is the dominant color.



Corporate Blue (Pantone 539 or 100C/51M/0Y/69K)  
is the second most dominant color. 002B55

H 209      R 0  
S 100      G 43  
B 33      B 65



Corporate Teal (Pantone 569 or 94C/0M/56Y/18K) is  
to be used as an accent color.



Spirit Blue (Pantone 645 or 62C/15M/0Y/21K) is  
to be used as an accent color, especially in typography.



Black is to be used as the main color for body copy.

LOGOS

TYPOGRAPHY

PHOTOGRAPHY

ELEMENTS

EXAMPLES

SPIRIT SCRIPT

## VISUAL APPROACH: COLORS

of color. While the corporate professionalism that remain the genuine warmth and

**Primary Colors**

White and Corporate Blue should remain the dominant colors in all design. They are the brand color staples and all other colors respond to these base colors.

Spirit Blue has shifted slightly to a brighter, fresher blue, and remains a core component in our color pallet.

WHITE  
HEXACHROME: FFFFFFFF

PMS: 539  
HEX: 01194C

PMS: 291  
HEX: 4174AA

**Secondary Colors**

These are accent colors to add warmth and dimension. They should be the central colors in photographs, along with our primary blues. Secondary colors can be used in tinted color fields to highlight areas of communications that contain special information.

PMS: 5767  
HEX: 9FB069

PMS: 160  
HEX: A96221

**Tertiary Colors**

These are used very sparingly to add visual "pop" to photography, but should never be used in typography or logos. They should never be applied to large areas or text.

A tertiary color should not be used as a stand-alone color to represent the brand.

PMS: 2655

PMS: 3282

PMS: 226

**Neutral Colors**

Used sparingly, by designers, to add warmth to a composition.

PMS: 4545

PMS: 430