BRAND GUIDELINES

VERSION 2 **DECEMBER 2021**

THE BRAND

One of the most important ways of expressing our brand is through our identity. It sums up what we stand for by reflecting our values and giving a feel for the quality and service that can be expected from Air Serbia both on the ground and in the air. These brand guidelines explain the many different elements that make up our identity and describes how they work together. Presenting a consistent image to the market place, especially for a brand like Air Serbia with its luxury positioning, is the only way to build a powerful and successful brand.

It is absolutely essential therefore that these guidelines are followed at all times and applied correctly no matter how big or small the task.

THE LOGO

THE LOGO Color Application

On white, lighter - solid or photographic - backgrounds

Full colour, standard and reverse application
On blue, darker - solid or photographic - backgrounds

THE LOGO Color Application Grayscale

AirSERBIA

AirSERBIA

Black and white, standard and reverse application
Restricted usage - needs approval from Air Serbia Design Team

THE LOGO Color Application One single color Black or White

AirSERBIA

AirSERBIA

Special single colour or post production techniques application
Restricted usage - needs approval from Air Serbia Design Team

THE LOGO Special Logos

AirSERBIA
Ground Services

AirSERBIA
Technical

AirSERBIA
Cargo

AirSERBIA
Catering

AirSERBIA
Network Operations Centre

AirSERBIA
Ground Services

AirSERBIA
Technical

AirSERBIA
Cargo

AirSERBIA
Catering

AirSERBIA
Network Operations Centre

All Air Serbia lettering / Special logos
are available in positive and negative,
as well as in black & white.

THE LOGO Vertical Application

AirSERBIA

On white, lighter -
solid or photographic - backgrounds

AirSERBIA

Full colour, standard and reverse application
On blue, darker - solid or photographic - backgrounds

THE LOGO Special Logos

AirSERBIA
Ground Services

AirSERBIA
Technical

AirSERBIA
Cargo

AirSERBIA
Catering

AirSERBIA
Network Operations
Centre

AirSERBIA
Ground Services

AirSERBIA
Technical

AirSERBIA
Cargo

AirSERBIA
Catering

AirSERBIA
Network Operations
Centre

All Air Serbia lettering / Special logos
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Important rule No.1

The top of the letter "i" from the *AirSERBIA* wordmark is the key element to determine minimum or maximum spacing, sizing or margins rules for most of the templates in these guideleines.

THE LOGO Clear Space & Minimum Size

Clear Space

Minimum Size

The general preferred minimum logo size for print media is 40mm or 120px for web.

40mm / 120px

THE LOGO Incorrect Usage

Incorrect usage of the Air Serbia Logotype results in dilution of its overall impact and conveys the wrong image for the brand. The following are examples of application methods of Air Serbia Logotypes that are not permitted.

DON'T
Change the spaces between the elements

DON'T
Resize the elements

DON'T
Stretch or extend the elements

DON'T
Distort the elements

DON'T
Apply any effects to the Logotypes

DON'T
Change the colour of the elements

DON'T
Cartridge the logo

DON'T
Change the order of the elements
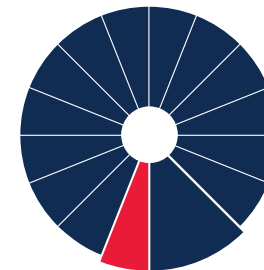

DON'T
Use busy photographic background

COLORS Primary Palette

DARK BLUE

PANTONE 295 C
C100 M84 Y36 K39
R14 G32 B64
HTML 0e2040

WARM RED

PANTONE 185 C
C1 M100 Y92 K0
R227 G0 B31
HTML e3001f

WHITE

C0 M0 Y0 K0
R255 G255 B255
HTML ffffff

SILVER

PANTONE 877 C
C47 M38 Y38 K2
R123 G125 B125
HTML 7b7d7d

BLUE

PANTONE 285 C
C91 M53 Y0 K0
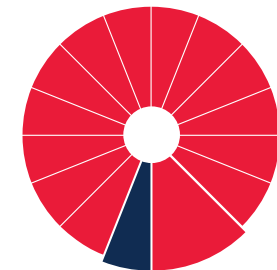R0 G89 B194
HTML 0059c2

Standard brand colors

Dark Blue is an important part of the Air Serbia brand identity and has a brand identification function. Red is used in all communications. In addition to red, white is another important color for the distinctive design. Light Blue and Silver may be used as an accentuating color on small surfaces.
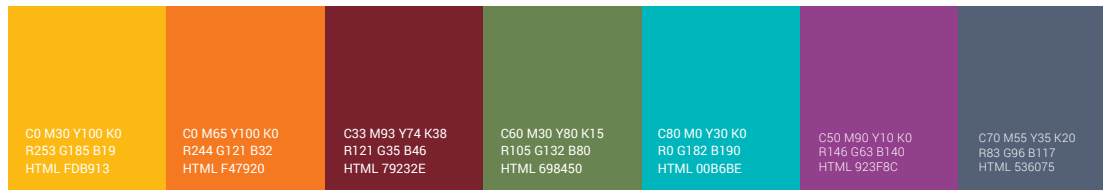
General, Economy Class
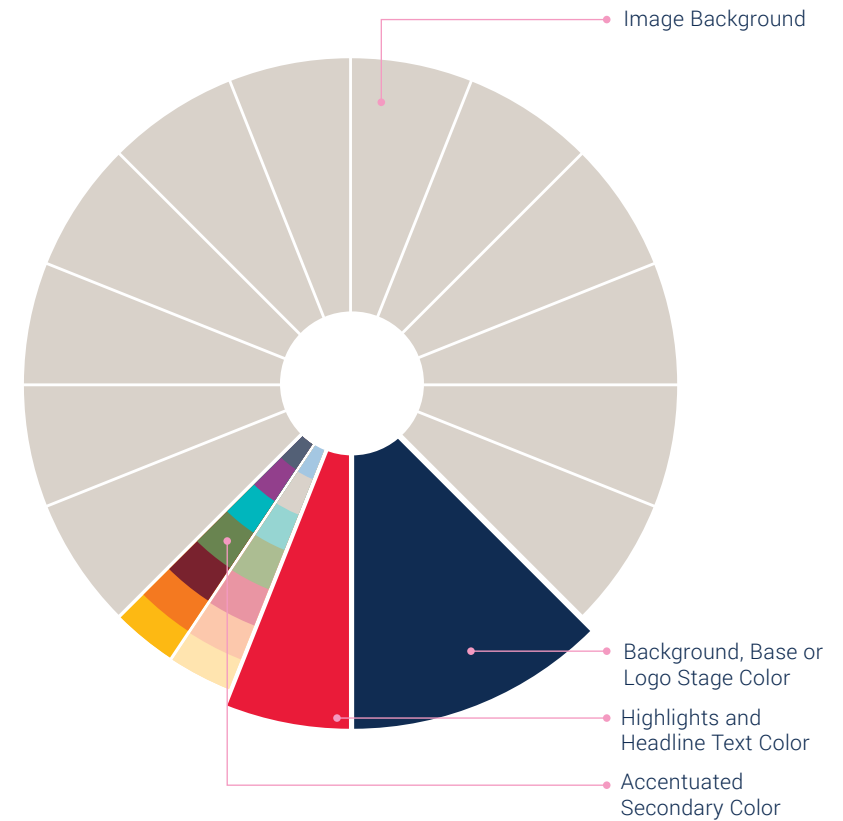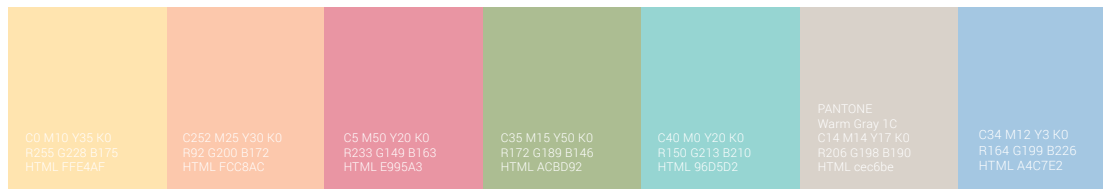Application

Business
Class Application

Example of correct color balance
of Primary Palette colors

COLORS Secondary Palette

Vibrant color pallete

C0 M30 Y100 K0 R253 G185 B19 HTML FDB913	C0 M65 Y100 K0 R244 G121 B32 HTML F47920	C33 M93 Y74 K38 R121 G35 B46 HTML 79232E	C60 M30 Y80 K15 R105 G132 B80 HTML 698450	C80 M0 Y30 K0 R0 G182 B190 HTML 00B6BE	C50 M90 Y10 K0 R146 G63 B140 HTML 923F8C	C70 M55 Y35 K20 R83 G96 B117 HTML 536075

Muted color pallete

C0 M10 Y35 K0 R255 G228 B175 HTML FFE4AF	C252 M25 Y30 K0 R92 G200 B172 HTML FCC8AC	C5 M50 Y20 K0 R233 G149 B163 HTML E995A3	C35 M15 Y50 K0 R172 G189 B146 HTML ACBD92	C40 M0 Y20 K0 R150 G213 B210 HTML 96D5D2	PANTONE Warm Gray 1C C14 M14 Y17 K0 R206 G198 B190 HTML cec6be	C34 M12 Y3 K0 R164 G199 B226 HTML A4C7E2

Image Background

Background, Base or
Logo Stage Color

Highlights and
Headline Text Color

Accentuated
Secondary Color

Example of correct colour balance
of Secondary Palette colors

TYPOGRAPHY Latin & Cyrillic Official Typefaces

Roboto
latin and cyrillic

The typography is another important element of our brand. The ROBOTO font is the typeface to be used within the Air Serbia brand.

The following versions of the typeface have been chosen for usage. No substitution of these are acceptable.

Website Usage
Roboto font is also supported web font so it can be used in web based aplications and for all HTML text.

Roboto Regular
Roboto Italic
Roboto Light
Roboto Medium
Roboto Bold
Roboto Bold Italic

Roboto Regular

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

1234567890

Roboto Regular

АБВГДЂЕЖЗИЈКЛ
ЉМНЊОПРСТЋУФ
ХЦЧЏШ

абвгдђежзијклљмн
њопрстћуфхцчџш

1234567890

ICONOGRAPHY EXAMPLES