

Avfuel Corporation - Miscellaneous Logo Usage



Avfuel's Signage logo on a white background

- Pantone® 186C Avfuel 'AV' logo
- Black Avfuel name
- 30° Rotation
- Square signage with black outline and white fill
- Black fill signage base



Avfuel's AVTRIP logo on a white background

- Pantone® 186C Avfuel 'AV' logo
- Black AVTRIP name
- Black arrow outline with an airplane black fill tip
- No Rotation



Avfuel's Avnet logo on a white background

Must be printed with Avfuel Signage logo

- Avfuel 'Avnet' symbol logo
 - Pantone® 186C outline and white fill
- Avnet name with black fill
- Premier FBO name with white fill
- Pantone® 186C rectangular fill behind Premier FBO name (Refer to Avfuel Signage usage requirements above)



Contract Fuel

Avfuel's Contract Fuel provider denotation on a white background

- Avfuel Signage logo (refer to requirements above)
- Contract Fuel 'title'
 - Pantone® 186C
 - Gillsans font



Avfuel's Signage logo, Avnet, AVTRIP & Contract Fuel FBO Participant

- Logos at left depict usage placement if participating in more than one Avfuel program
- Refer to above usage requirements for each logo



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Avfuel Branding Guidelines

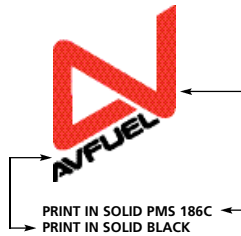
Avfuel Branding Guidelines

The Avfuel logo is a highly recognized symbol in the business aviation industry. In order to maintain the integrity of the Avfuel symbol, it is critical that the Avfuel brand logo style and font be consistently adhered.

To avoid any confusion on how the Avfuel logo is to be displayed the following usage instructions should be followed.

Avfuel Corporation's Brand Logo Primary Colors

Avfuel's primary colors are red (Pantone® 186C) and solid black.



The Avfuel logo should *not* be printed in one solid color or *any* other colors than Avfuel's primary colors as shown above. Exceptions are:

- When printing in black and white only
- When the logo is printed on a colored background

Avfuel Corporation's Brand Logo Usage

Whenever possible, the Avfuel logo should appear in red and black on a white background. This usage is what remains consistent on all airport signage. Two elements make up the Avfuel logo: The red Avfuel 'AV' logo and the Avfuel name. These elements should *not* be altered and should always appear together. Please adhere to the following Avfuel Brand Logo usage instructions.



The preferred usage of Avfuel's Brand logo is on a white background

- Pantone® 186C Avfuel 'AV' logo
- Black Avfuel name
- 30° Rotation



Avfuel's Brand logo on a black background

- Pantone® 186C Avfuel 'AV' logo
- White Avfuel name
- 30° Rotation



Avfuel's Brand logo on a red background

- Solid black Avfuel 'AV' logo
- White Avfuel name
- 30° Rotation

When printing in black and white only, the Avfuel logo may be printed in solid black.
