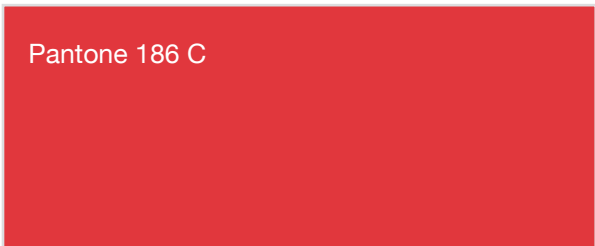


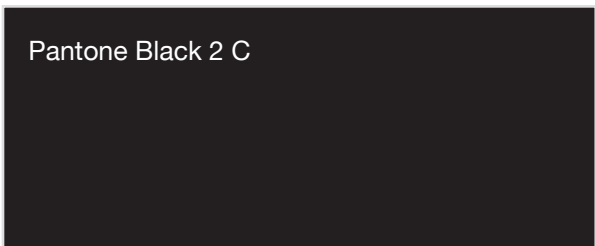
Avfuel Branding Guidelines



Primary Brand Colors: Red and Black

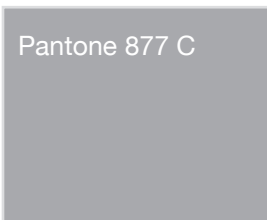


C 0%
M 91%
Y 76%
K 6%

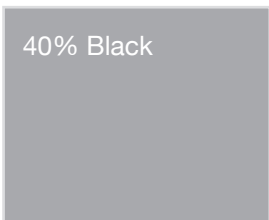


C 0%
M 0%
Y 30%
K 70%

Supplementary Brand Colors: Silver and Grey



Silver Metallic



Grey

Capitalization and Spelling

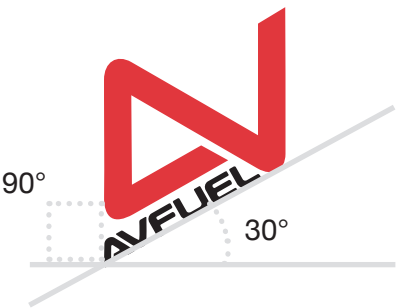
Proper Use

- Avfuel
- Avfuel Corporation
- AVTRIP
- Avfuel Contract Fuel

Improper Use

- *Av Fuel*
- *AvFuel*
- *AVFuel*
- *Av Fuel*
- *AvTrip*
- *Avtrip*
- *Avfuels*
- *Avcard*

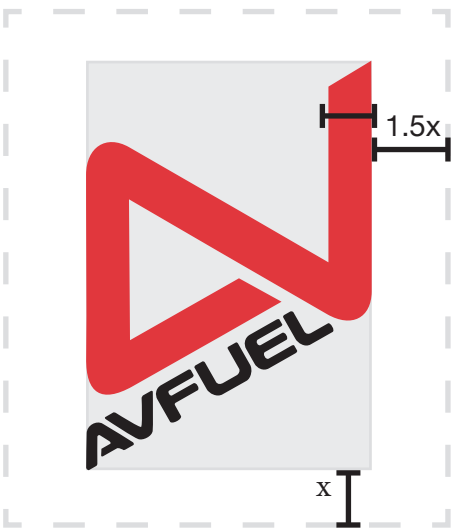
Placement



Minimum Width



Clear Space Requirement



Clear Space should match the width of the Avfuel “AV” symbol

Secondary Iterations of Logo (if light or white background not available)



▼ These variations should only be used in unique cirmcumstances (i.e. one-color screen printing or sponsorship guidelines). These cannot be used on aviation refueler Trucks without approval from Avfuel’s marketing team.



Avfuel's Sub-brands: AVTRIP Rewards Wordmark

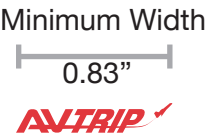


Substitute for
wordmark logo:
AVTRIP Card graphic



- AVTRIP Wordmark must always be used in conjunction with the Avfuel logo
- The AVTRIP® logo can only be reproduced in 2 ways.
- Our preferred method is shown first, on a white background.

Clear Space and Size Requirements



Avfuel's Contract Fuel Program: The Avfuel Pro Card



Substitute for
wordmark logo:
Avfuel Pro Card graphic



- Avfuel Contract Fuel Wordmark must always be used in conjunction with the Avfuel logo
- The Avfuel Contract Fuel® logo can only be reproduced in 2 ways.
- Our preferred method is shown first, on a white background.

Clear Space and Size Requirements



Avfuel Brand: Dos and Don'ts

Logo applications not permitted



Do not use the Avfuel wordmark alone, especially without the full logo in the same space.



Do not use the AV alone unless as an artistic element (ie. tie pattern). Must be approved.



Do not separate the wordmark from the AV symbol and place in a new location.



Do not stretch the logo horizontally.



Do not apply a bevel and emboss effect.



Do not rotate the logo from its proper orientation.



Do not reverse the AV symbol in any other color variation than noted on page 17.



Do not rotate the logo from its proper orientation.



Do not collapse the logo horizontally.



Do not separate the wordmark placement from the symbol.

Typeface: Fonts permitted

Helvetica Neue (all variations)

Helvetica Now (all variations)

Open Sans (all variations)

Refueler Truck Brand Application

Refueler trucks must always encapsulate the full-color version of the Avfuel logo, and should never be used in it's secondary, or one-color, state.

