



Brand Identity Guidelines

Issued December 2015

01

Brand Identity Elements

Success in the MRO industry relies on the constant ability to deliver in terms of safety, quality and timeliness. Likewise, the success of the HAECO brand relies on the consistency, quality and correct usage of its identity.

The HAECO identity forms our core brand element and therefore it should appear on everything we create.

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The HAECO Identity

The new identity is representative of a tick mark, highlighting HAECO’s service innovation, technical and operational excellence. The new form captures the spirit of aviation; it is evocative of wings, aircraft tails and flight.

A slightly italicised font encapsulates HAECO’s relentless service innovation and resourceful spirit. Together with the icon, the font reinforces key words that are at the core of the HAECO brand: “world-class”, “partnership” and “trust”.

The HAECO identity should work across all communication platforms. The style chosen is dependent on the environment in which the identity appears.

The HAECO identity consists of the symbol together with the logotype. The symbol can be used as a stand-alone element in the following situations only:

- As a graphical element, such as supergraphic pattern, but only when the full logo lock-up is displayed in close proximity.
- As an environmental graphic, such as at trade shows, but only when the full logo lock-up is displayed in close proximity.

Note:

1. All cases of symbol stand-alone usage need to be approved by HAECO Group Corporate Communications.
2. The logotype should never be used on its own. If in doubt, please contact HAECO Group Corporate Communications.



3. To ensure the quality and correct expression in a designated context, a system has been created that includes PANTONE® colour and a secondary palette of solid colours, as well as reversed identity treatments. So whether the HAECO identity appears on screen, in print, in environments or on a product, there is sufficient design flexibility to adapt the logo to its appropriate design context. Please refer to page 14, 16 and 17.



An example of the symbol being a supergraphic pattern with the full logo lock-up in close proximity in print

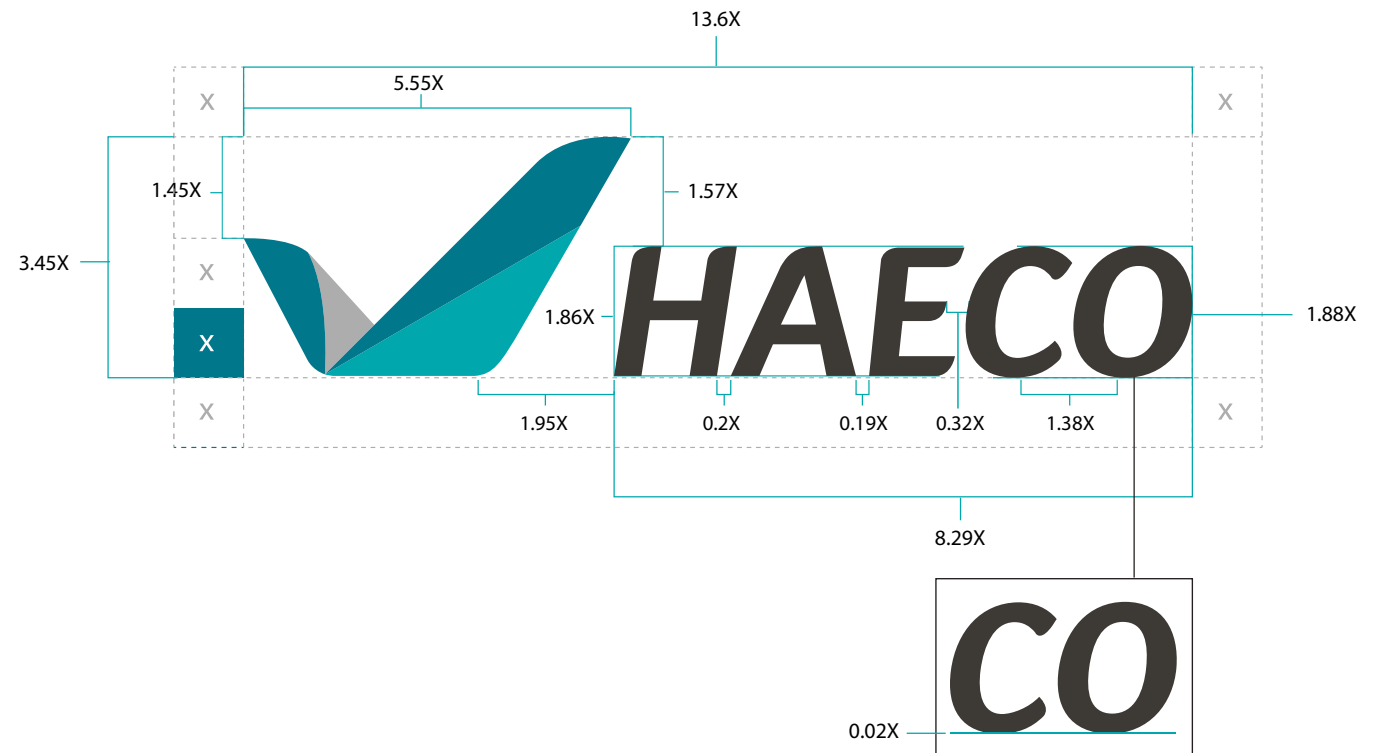


An example of the symbol being an environmental graphic with the full logo lock-up in close proximity

The HAECO Identity – Proportion

There is a fixed relationship between the HAECO symbol and HAECO logotype. The space between these two elements must remain constant and must not be altered in any way.

For visual balance, note that the “CO” within the HAECO logotype drops below the baseline by 0.02X. This must remain constant in all applications.



The HAECO Identity – Versions

The HAECO identity is available in five versions for use in all applications. Wherever possible, the logo should be used in full colour and should appear on a white background.

The colour version is provided as spot colour (PMS), four-colour process (CMYK) and also digital colour (RGB).

Where printing restrictions apply, use the greyscale or a one colour version black; e.g. low-resolution press advertising and Microsoft Office applications such as fax.

One colour version white and one colour version HAECO Teal Blue are available for use in corporate premium items when there are printing restrictions. Do not recreate any other colour versions with the one colour HAECO identity.

One colour HAECO identity artwork can also be used in order to create special printing effect; e.g. emboss, deboss, hot-stamp foiling, spot UV etc. (see page 21).

For more details about the HAECO colours, please read page 16 – Colour Palettes.

Note: Always use the logo artwork provided. The HAECO identity should always be clear and visible. It should never be placed on a background that makes it difficult to read. If in doubt, please contact HAECO Group Corporate Communications.

Full Colour Version

HAECO Teal Blue: Pantone 3145C
HAECO Turquoise: Pantone 7467C
HAECO Grey: Pantone Cool Grey 6C
HAECO Black: Pantone Black 7C



Greyscale Version



One Colour Version Black



One Colour Version White



One Colour Version HAECO Teal Blue

HAECO Teal Blue: Pantone 3145C



The HAECO Identity – Clear Space & Minimum Size

Clear Space





To safeguard the integrity and visual impact of the HAECO identity, clear space must be maintained. The clear space around the identity is an essential part of its design, enabling the identity to be recognised without delay, uncluttered by other graphics, identities or text.

The clear space is equal to 50% of the distance between the left wing of the HAECO symbol to the baseline of the entire HAECO identity.

In general, an amount of visually uninterrupted space greater than 50% should be kept clear for optimal visibility.

Minimum Size

To ensure the master HAECO identity is always legible at smaller scales, do not reduce the height of the symbol below the minimum of 4mm. Meanwhile minimum symbol height of 6mm of location descriptor version and service descriptor version should be maintained.

<p>Master HAECO Identity</p> <p>Clear Space</p> 	<p>Minimum Size</p> <p>4mm (H)</p> 
<p>Location Descriptor Identity</p> <p>Clear Space</p> 	<p>Minimum Size</p> <p>6mm (H)</p> 
<p>Service Descriptor Identity</p> <p>Clear Space</p> 	<p>Minimum Size</p> <p>6mm (H)</p> 

The HAECO Identity – Colour Palettes

The colour palette is made up of the HAECO Teal Blue, HAECO Turquoise, and supportive neutral colours (HAECO Grey and HAECO Black).

The secondary colour palette consists of a complementary set of bright, impactful colours that convey HAECO's resourcefulness and optimism.

In printing, always reference the approved PANTONE® (coated) specification as the master. The instruction is to best match this master as close as possible. Noting that colour will vary depending on paper type and other technical factors.

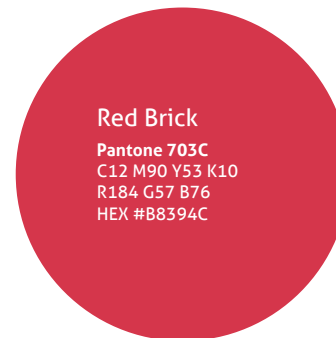
The PANTONE® colour references provide a single “true” reference point for the intended colour across all materials and finishes (assuming the PANTONE® swatch book being referenced is within the specified life-span of two years).

Note: The colours represented on this page have not been evaluated by Pantone Inc. and may not match the Pantone system. Consult a Pantone Colour Formula Guide for reference.

Primary Colours



Secondary Colours

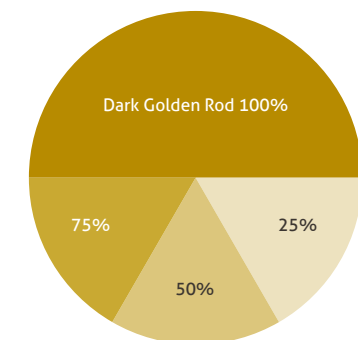
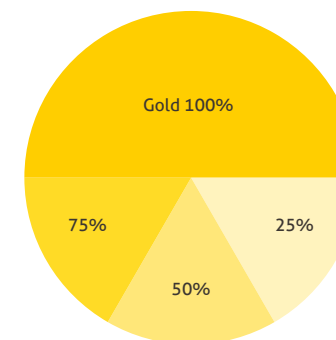
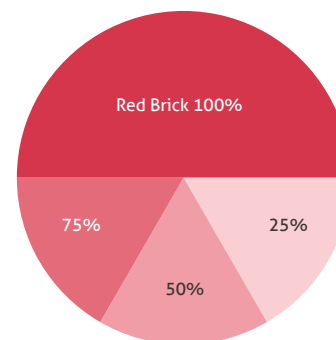
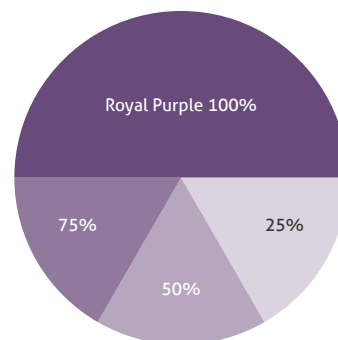
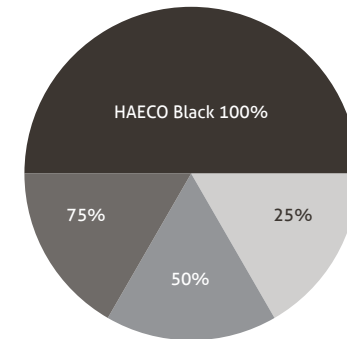
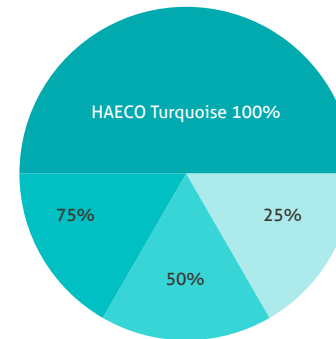
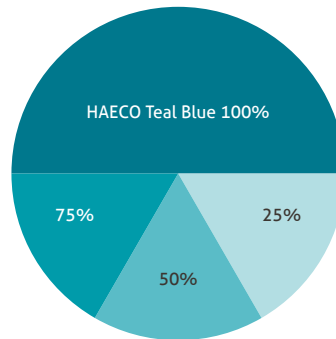


The HAECO Identity – Use of Tint Colours

We suggest using tints of colours when treating information graphics; otherwise use the colour at 100%. Visual representations of data are conveyed more clearly and are better understood when colour is properly used. Using pairs of colours that have adequate contrast will make the design of information graphics more effective.

Specific screens (i.e. 75%, 50%, and 25%) of each colour are designed to add visual depth and flexibility and to convey additional levels of information hierarchy.

Tinted colour can be used in different communication materials such as marketing communication collateral, powerpoint presentation charts and tables, etc.



HAECO Joint Venture Identity – Lock-up

The colours of the HAECO joint venture identities are indicated here. Please refer to page 16 for the detailed HAECO identity colour palettes.

The dividing line between the HAECO identity and joint venture company identity should be the colour of the HAECO logotype – HAECO Black.

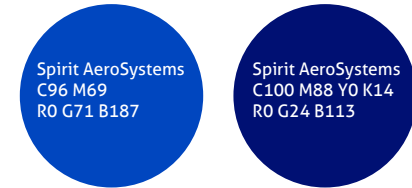
It is recommended that all HAECO joint venture identities are produced in four-colour process (CMYK) format.

One colour version black and one colour version white are available in applications in corporate premium items when there are printing restrictions. Do not recreate any other colour versions.

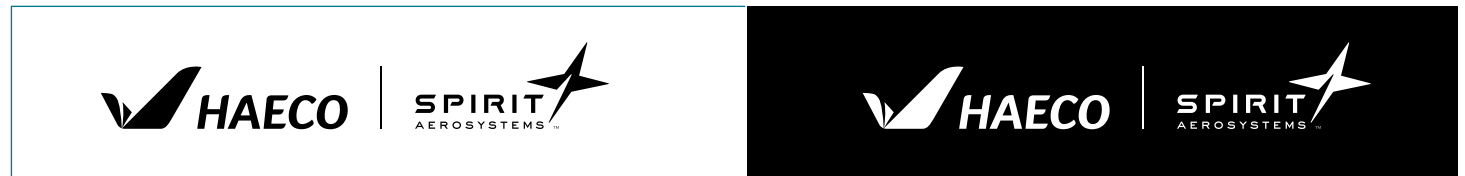
Full Colour Version



Colours of Joint Venture Company Logo



One Colour Versions



HAECO Joint Venture Identity – Clear Space & Minimum Size

Clear Space

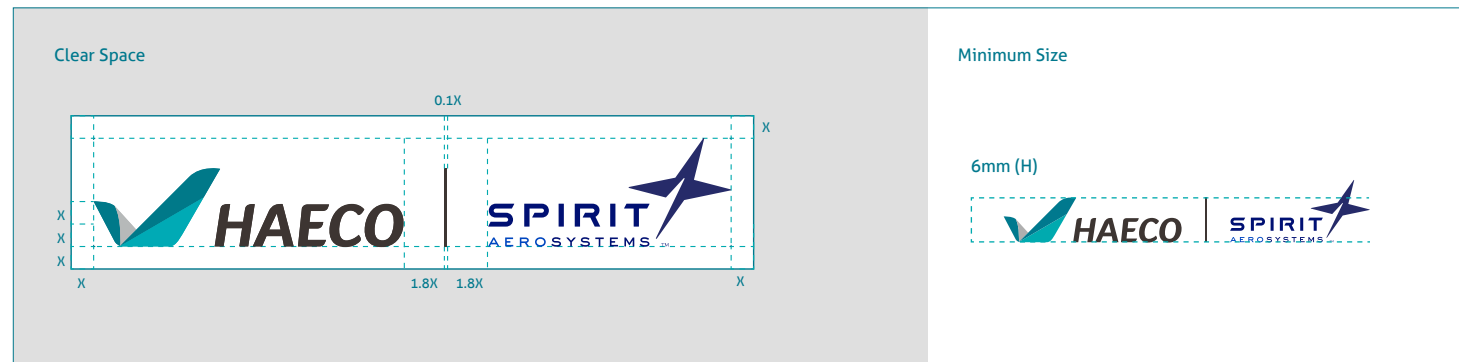
To safeguard the integrity and visual impact of the HAECO joint venture identity, clear space must be maintained. The clear space around the identity is an essential part of its design, enabling the identity to be recognised without delay, uncluttered by other graphics, identities or text.

The clear space is equal to 50% of the distance between the left wing of the HAECO symbol to the baseline of the entire HAECO identity.

In general, a larger amount of visually uninterrupted space should remain clear for optimal visibility.

Minimum Size

To ensure the HAECO identity is always legible at smaller scales, minimum symbol height of 6mm should be maintained.



Swire Endorsement







The Swire masterbrand signature (composed of the Swire Flag and logotype) is an instant visual indicator of the Swire brand and all it stands for. It should be used as an endorsement in HAECO stationery and other group related external communications (e.g. corporate brochure, advertisement and marketing collateral).





It is essential that the Swire signature is consistent and that it follows the guidelines demonstrated on this page. Use of the bilingual version of the Swire endorsement is not encouraged and should only be utilised when it is absolutely necessary to show both languages.







The Swire signature should never be redrawn or altered, and must always be produced from the reproduction artwork.



The minimum clear space is determined by measuring the height of the Swire Flag. This helps protect the visual integrity and ensures maximum impact. The clear space should be kept free of all type, graphic elements, keylines, photography and visual clutter. Whenever possible the clear area should be increased.

To maintain quality of definition and maximum legibility, the signature must appear no smaller than shown, i.e. minimum Swire Flag height of 2.5mm.

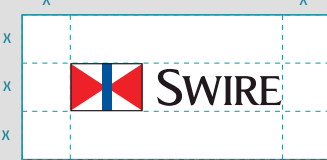
Colour Versions	English Swire Endorsement	Chinese Swire Endorsement
Full Colour	 SWIRE	 太古
Greyscale	 SWIRE	 太古
One Colour	 SWIRE	 太古

Dos	
Light Coloured Background	Dark Coloured Background
	
Full Colour Version	
	
Greyscale Version	
	
One Colour Version	

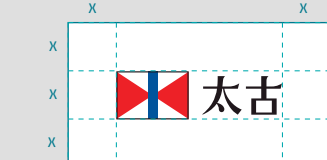
Don'ts	
 ✗	 ✗
Do Not Alter Flag and Logotype	Do Not Distort
 ✗	 ✗
Do Not Alter Configuration	Do Not Alter Colour
 ✗	 ✗
Do Not Reproduce on Busy or Conflicting Background	Do Not Use on Complicated Photo Background

Minimum Size	
2.5mm (H)	
2.5mm (H)	

Clear Space







English Swire Endorsement



Chinese Swire Endorsement

Swire Colour Palettes

	
Pantone 185 C0 M90 Y80 K0 R252 G27 B28 HTML CC0000	Pantone 287 C100 M70 Y0 K10 R12 G44 B132 HTML 333399
	
Pantone Process Black C0 M0 Y0 K100 R0 G0 B0 HTML 000000	K40 HTML 999999

Dos

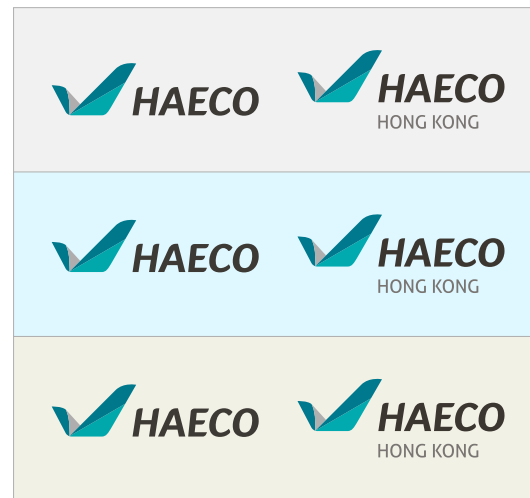
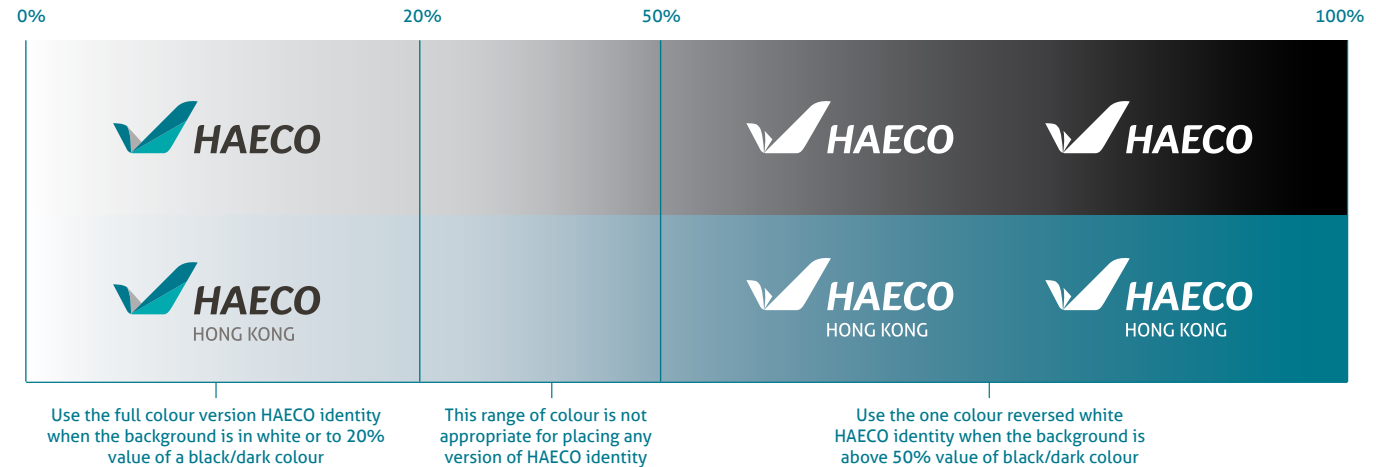
When using the HAECO identity, ensure it is applied to a background environment with enough contrast.

Where possible, the HAECO identity should be used in full colour and should appear on a white/light background. Other acceptable examples are demonstrated for reference.

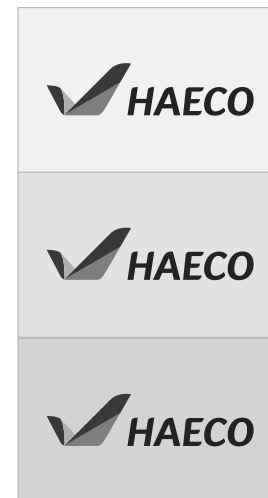
It is vitally important to make sure the grey part of the HAECO identity (found in between the wings, and used for the location/service descriptor text) is visible when confirming a background colour.

The same applies when working with photographic imagery as a background. In instances where the identity does not have enough contrast, use the one colour HAECO identity.

One colour HAECO identity artwork can also be used to create special printing effects.



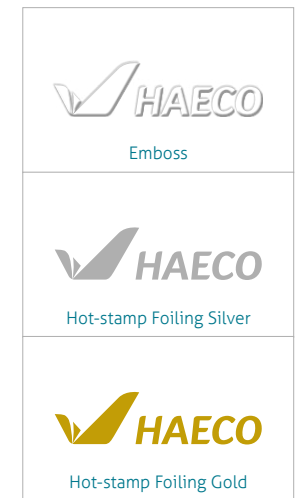
Full colour logo on light colour backgrounds



Greyscale logo on light grey backgrounds



One colour logo on contrasting backgrounds



One colour logo can be used to create special printing effects

Don'ts

Consistency builds recognition. There are a limited number of correct ways to use the HAECO identity lock-ups, and in following this guideline we preserve the integrity of our brand.

Always use the master artwork provided — never modify or recreate the identity artwork.



Never change the form or the colour of the logotype



Never create an unauthorised location or service descriptor without prior approval by HAECO Group Corporate Communications. Do not alter the typeface and colour of descriptor



Never use the logotype on its own



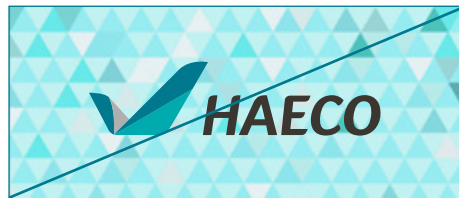
Do not distort the logo under any circumstances



Never create new configurations of the HAECO identity



Never create new configurations of the HAECO identity with descriptor



Do not place the logo on conflicting background



Do not recreate one colour HAECO identities by eliminating colours from the colour/greyscale identity. The shape of the one colour logo is crafted in this way for visual distinction. Use the artwork provided



Do not outline the logo. Also do not apply HAECO identities on colour backgrounds that don't deliver enough contrast. Ensure every colour of the logo shows distinctively



Never allow any other elements within the clear space. See page 15 for clear space measurement



Do not place the logo on top of complicated photo



Do not create new one-colour variations of the HAECO identity



Do not apply a drop shadow to the HAECO identity, except in instances of demonstrating a 3D effect for an internal preview



Do not apply reversed white on the logotype. Use a one colour HAECO identity on dark-colour backgrounds