# upjet air

## graphics standards manual
### edited by joshua leung

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**upjet** is to **air travel** as **chocolate chips** are to **cookies.**

# introduction

## mission statement

For too long airlines have been the domain of the weary business traveller and the frazzled vacationer. Spending an entire day in the airport wasn't the idea. So let's change air travel. **Let's make flying fun again.**

**upjet air** was created with this purpose in mind. To bring back the glamour and the excitement to travel that has been missing since air travel's pioneering days.

# upjet air

## introduction

### purpose of this manual

**upjet air** relies on its identity to prosper in the marketplace. The adherence to this identity is critical for maintaining the positive public image of **upjet air** in the world airline industry.

This manual exists to inform and help those in the creative fields in maintaining and adding to this identity.

Exact specifications for certain mission critical documents are provided as well as examples and guidelines for creating disposable media.

the **upjet** brand is **fun, dynamic, and bold.**

Therefore, so must the logo.

# logo specifications

## colors

The official **upjet air** colors are orange and blue. They will always be referred to as such and they are the only colors to be used in all official **upjet air** documents.

If the logo is to be used in a greyscale situation, the following grey values should be used.

PMS 151 C      PMS 312 C

| | | | |
|---|---|---|---|
| C | 000 | C | 092 |
| M | 060 | M | 000 |
| Y | 093 | Y | 033 |
| K | 000 | K | 000 |
| | | | |
| R | 249 | R | 051 |
| G | 133 | G | 173 |
| B | 019 | B | 190 |

65% black
orange

50% black
blue

# logo specifications

**type**



The logo is made up of two components, the initials and the name. The two can be used either together or by themselves. EPS files of each version are included and should be used at all times.
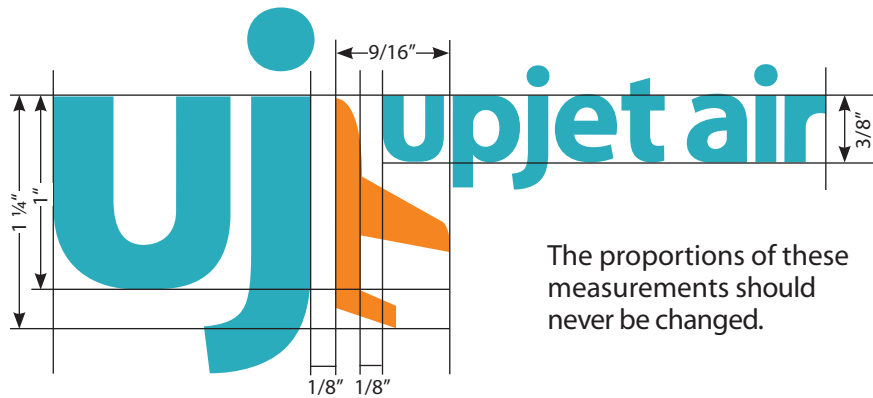


The proportions of these measurements should never be changed.

# logo specifications

**type**

# upjet air

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

This is the primary typeface **upjet air**. The words "**upjet air**" and all headlines are to be set in the font **upjet air** at all times. Headlines are also to be set in this font. They can be either orange or blue, but the name of the airline is to be blue, always. Never use hypens or ligatures. Never capitalize the words in **upjet air**, either.

# logo specifications

## myriad roman

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

This is the secondary typeface of **upjet air**. Only body copy is to be set in Myriad Roman in whatever color is appropriate (blue, orange, or black). Headlines are to never be set in Myriad Roman. Never use hypens or ligatures.

# logo specifications

**website address**
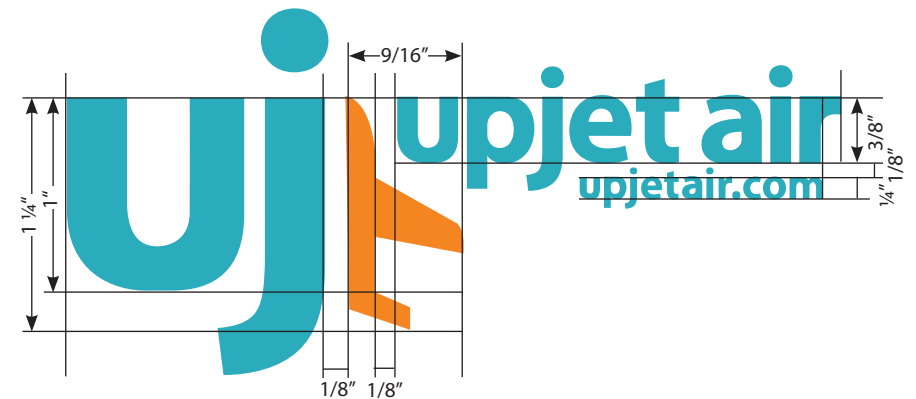


When the website address is to be used in conjunction with the logo, it should be typeset in **upjet air** and placed below the name in the above arrangement.

Seperate from the logo, the website address should be set in **upjet air** and in blue.

## upjetair.com

# logo specifications

Use the included .eps files at all times for the official logo, do not attempt to typeset the logo yourself. It is far too dangerous.

Acceptable variations include knocking the logo out in white on either of the official **upjet air** colors, splitting the logo into its two respective parts, or knocking out one of the separate parts in white.

If the logo must be used in a black and white situation then a knocked out logo should be used. If any of these variations are not appropriate, then redesign what you are working on.

## do's



## dont's

The proportion of the logo's elements must never be changed. We are not a monstrous airline.

Never have the logo on a slant. **upjet air** cannot be crashing into the mountainside.

Don't try and make a new version of the logo. It's ugly.

# logo specifications

# logo specifications

## dont's

Do not ever change the colors of the logo to something other than the official colors or white. Hilarity may ensue but so will calamity and calamity is something our airline can never have.

Never change the approved arrangement of the logo and the title.

Never knock the logo out of a color other than the official colors or a grey scale equivalent.

## stationery

for the

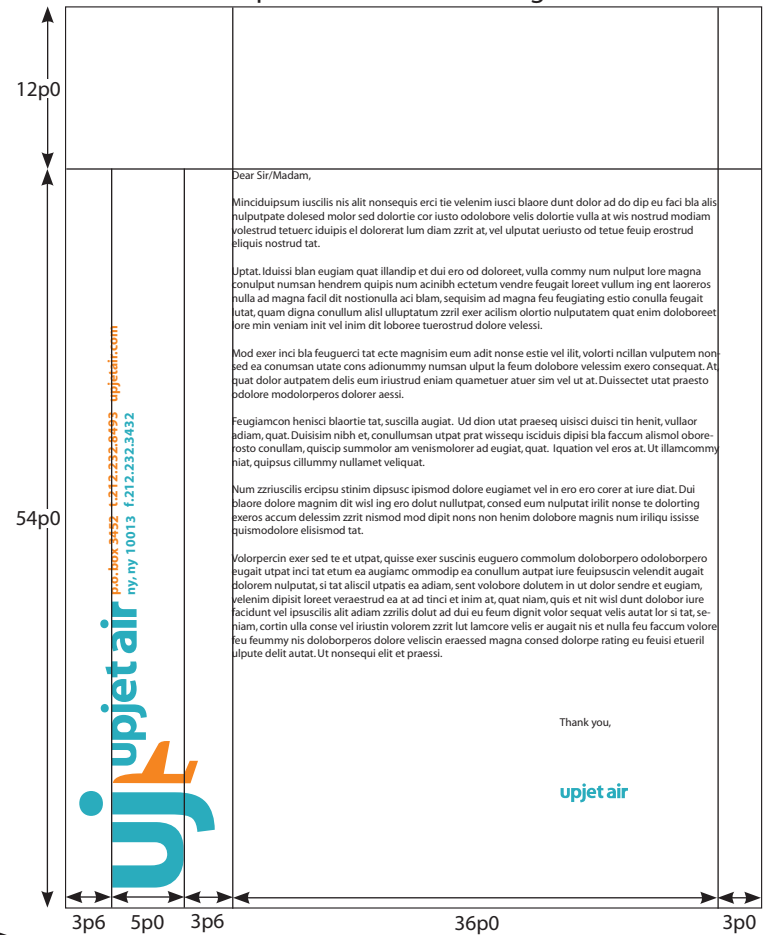# upjet brand

is to be

# advertising

unto itself.

unique.

engaging.

unmistakable.

# stationery specifications
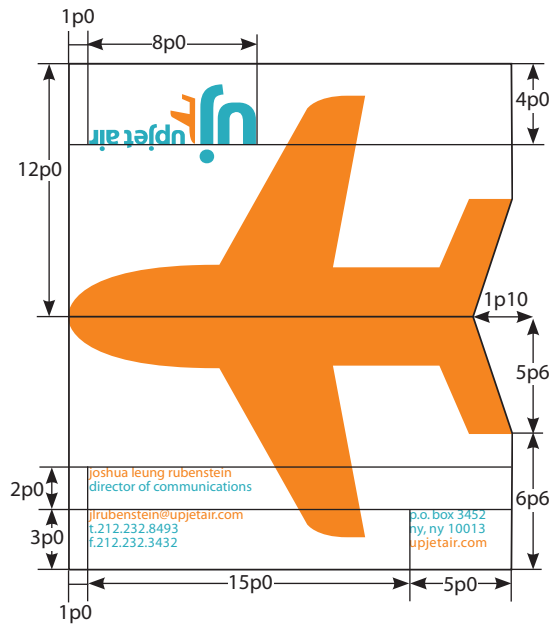## letterhead

Use included .eps file for letterhead logo.

12p0

54p0

p.o.box 3432   t.212.232.8493   upjetair.com
ny, ny 10013   f.212.232.3432

**upjet air**

Dear Sir/Madam,

Minciduipsum iuscilis nis alit nonsequis erci tie velenim iusci blaore dunt dolor ad do dip eu faci bla alis nulputpate dolesed molor sed dolortie cor iusto odolobore velis dolortie vulla at wis nostrud modiam volestrud tetuerc iduipis el dolorerat lum diam zzrit at, vel ulputat ueriusto od tetue feuip erostrud eliquis nostrud tat.

Uptat. Iduissi blan eugiam quat illandip et dui ero od doloreet, vulla commy num nulput lore magna conulput numsan hendrem quipis num acinibh ectetum vendre feugait loreet vullum ing ent laoreros nulla ad magna facil dit nostionulla aci blam, sequisim ad magna feu feugiating estio conulla feugait utat, quam digna conullum alisl ulluptatum zzril exer acilism olortio nulputatem quat enim doloboreet ore min veniam init vel inim dit loboree tuerostrud dolore velessi.

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Feugiamcon henisci blaortie tat, suscilla augiat.  Ud dion utat praeseq uisisci duisci tin henit, vullaor adiam, quat. Duisisim nibh et, conullumsan utpat prat wissequ isciduis dipisi bla faccum alismol obore-rosto conullam, quiscip summolor am venismolorer ad eugiat, quat.  Iquation vel eros at. Ut illamcommy niat, quipsus cillummy nullamet veliquat.

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Volorpercin exer sed te et utpat, quisse exer suscinis euguero commolum doloborpero odoloborpero eugait utpat inci tat etum ea augiamc ommodip ea conullum autpat iure feuipsuscin velendit augait dolorem nulputat, si tat aliscil utpatis ea adiam, sent volobore dolutem in ut dolor sendre et eugiam, velenim dipisit loreet veraestrud ea at ad tinci et inim at, quat niam, quis et nit wisl dunt dolobor iure facidunt vel ipsuscilis alit adiam zzrilis dolut ad dui eu feum dignit volor sequat velis autat lor si tat, se-niam, cortin ulla conse vel iriustin volorem zzrit lut lamcore velis er augait nis et nulla feu faccum volore feu feummy nis doloborperos dolore veliscin eraessed magna consed dolorpe rating eu feuisi etueril ulpute delit autat. Ut nonsequi elit et praessi.

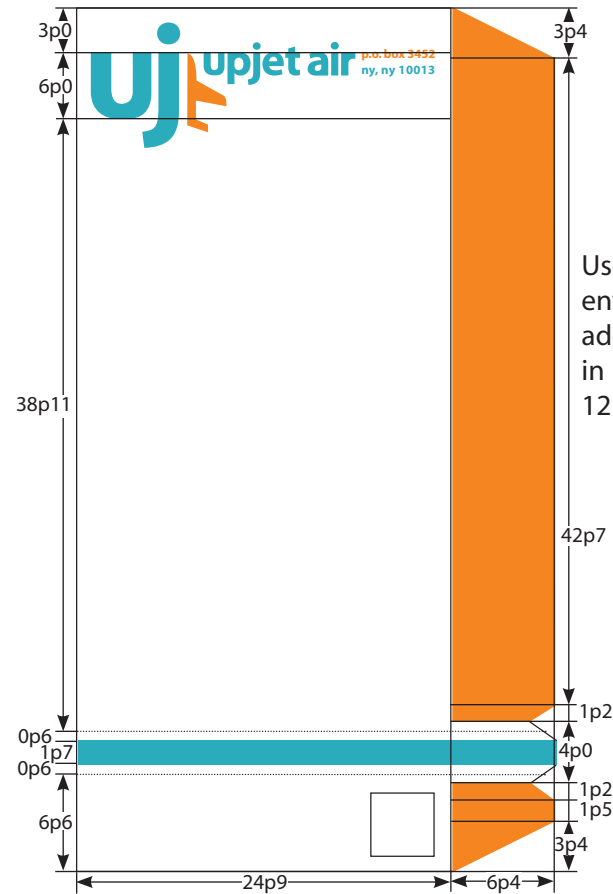Thank you,

**upjet air**

3p6   5p0   3p6   36p0   3p0

# stationery specifications
## business cards

Business cards are to be of the standard size of 3.5 inches by 2 inches, with the diecut along the plane's tail. All type is to be 8 pt Myriad with 8 pts of leading.

1p0

8p0

4p0

12p0

1p10

5p6

joshua leung rubenstein
director of communications

2p0

6p6

jlrubenstein@upjetair.com
t.212.232.8493
f.212.232.3432

p.o. box 3452
ny, ny 10013
upjetair.com

3p0

15p0 5p0

1p0

# stationery specifications
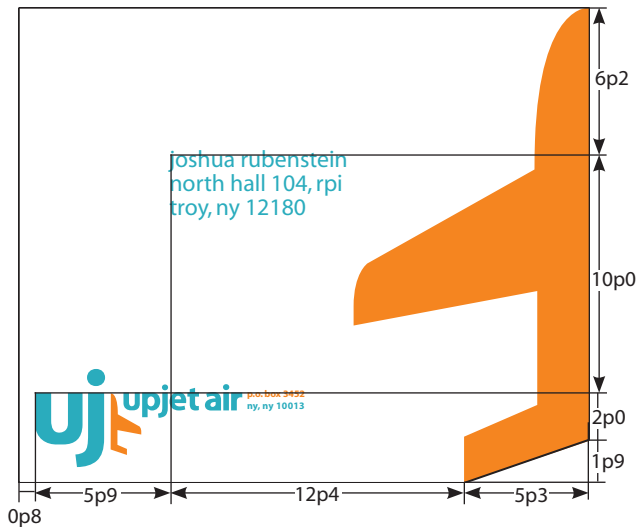## envelope

upjet air p.o. box 3452
ny, ny 10013

3p0

3p4

6p0

Use included .eps file for envelope logo. The return address should be typeset in 10 point **upjet air** with 12.5 points of leading.

38p11

42p7

0p6
1p7
0p6

1p2

4p0

1p2
1p5

6p6

3p4

24p9 6p4

# stationery specifications
## mailing label

Address information is to be set in 12 pt Myriad with 12 pt of leading. Use included .eps file for the envelope logo.

joshua rubenstein
north hall 104, rpi
troy, ny 12180

6p2

10p0

2p0

1p9

5p9

12p4

5p3

0p8

**uj** upjet air p.o. box 3432
ny, ny 10013

# advertising
### of the
# upjet brand
## should be
## so fun,
**it's not advertising at all.**

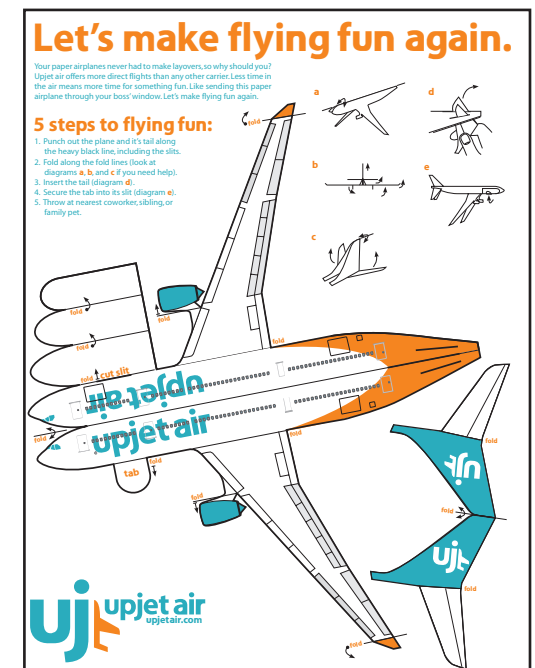# advertising specifications
## print ads

**upjet air** print ads should be funny and playful. They must evoke laughter and involve the viewer. Interactive elements such as stickers, cut outs, and papercraft are the best way to involve your readers and make them laugh.

Always select the largest possible space for an **upjet air** advertisement.

Headlines should always be set in the font **upjet air** while body copy should be set in Myriad.

The only necessary identifiers are the **upjet air** logo and the attached web address.

Warning: do not attempt to write your own copy.



**Let's make flying fun again.**

Your paper airplanes never had to make layovers, so why should you? Upjet air offers more direct flights than any other carrier. Less time in the air means more time for something fun. Like sending this paper airplane through your boss' window. Let's make flying fun again.

**5 steps to flying fun:**
1. Punch out the plane and it's tail along the heavy black line, including the slits.
2. Fold along the fold lines (look at diagrams **a**, **b**, and **c** if you need help).
3. Insert the tail (diagram **d**).
4. Secure the tab into its slit (diagram **e**).
5. Throw at nearest coworker, sibling, or family pet.

upjet air
upjetair.com

# advertising specifications
## billboards



Let's make flying fun again.

upjet air

Billboards should follow the same rules as print ads: bigger is better and funny is supreme.

Headlines are always **upjet air** and you shouldn't have any body copy on a billboard.

For billboards the only necessary identifer is the **upjet air** logo.

Remember to keep all billboards simple, to the point, and high contrast. It is a billboard afterall.

# advertising specifications
## brochures

The brochures for **upjet air** should follow all of the rules set forth for print advertising and billboards: as big as possible and extremely fun.

Brochures should also be region and city specific when appropriate and sell the key **upjet air** features of direct flights, luxury, and comfort.
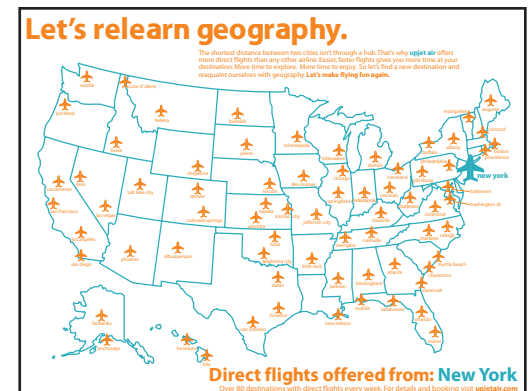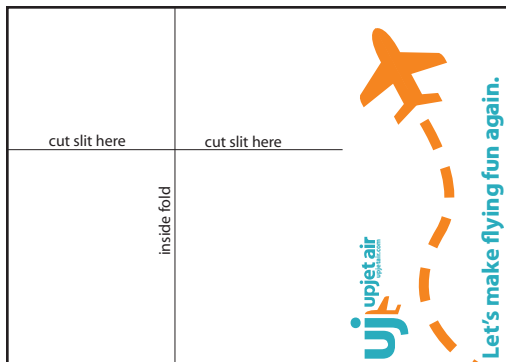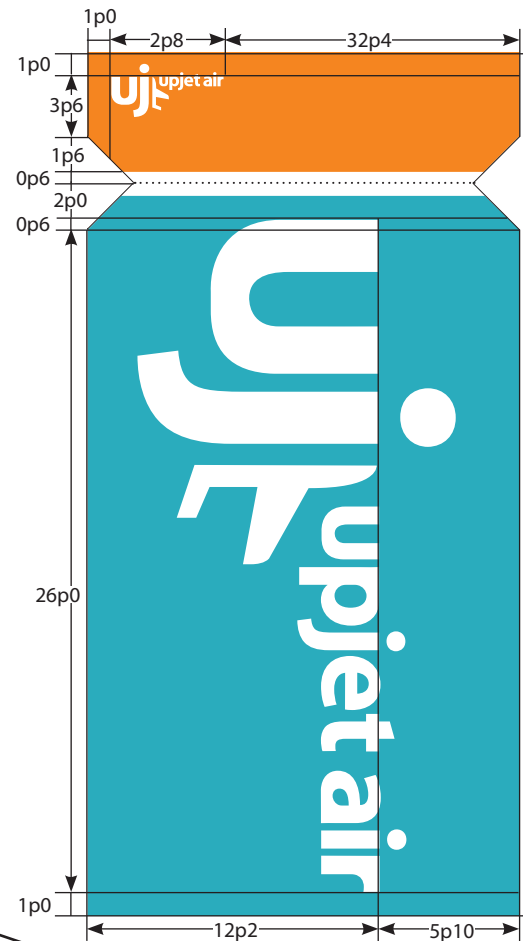
# advertising specifications
## ticket holder

Ticket holders are to be 3.5 inches wide and 7.5 inches tall, composed of three panels folded together to create a two sided billfold. Slits shall be cut into two of the panels along the designated lines to facilitate ticket storage.

Copy within the ticket holder should comply with all typographic rules set forth in this manual.

advertising space

Questions? Comments? Need help?

Visit the offical upjet air website or call our toll-free hotline for the latest in travel offers and customer service. Plan your next trip from home and experience the best upjet air has to offer.

www.upjetair.com
1-800-55-upjet

**How to have a good flight:**
1. **Remember your ticket!** Have all paperwork and identification with you to ensure easy boarding.
2. **Enjoy a refreshing beverage.** upjet air offers complimentary Coca-Cola® beverages at every terminal.
3. **Catch a direct flight with upjet air.** With more direct flights than any other carrier you spend more time at your destination and less in the airport.
4. **Go somewhere!** Find a new destination. Explore an exotic locale. Get some new stories. **Let's make flying fun again.**

cut slit here     cut slit here

inside fold

Let's make flying fun again.

# advertising specifications
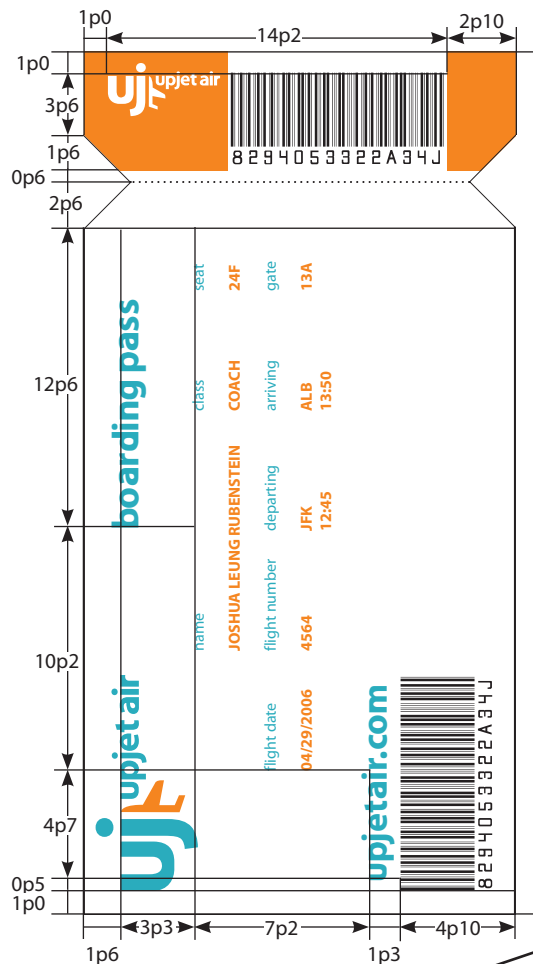## boarding pass

The back of the boarding pass should be composed of an orange tear tab attached to a blue body, both containing a knocked out **upjet air** logo in white. Always use the included .eps file for the logo.

1p0  2p8  32p4  1p0  3p6  1p6  0p6  2p0  0p6  26p0  1p0  12p2  5p10

# advertising specifications
## boarding pass

The front of the boarding pass should be composed of an orange tear tab attached to a white body, both containing the **upjet air** logo. The orange tab should use the knocked out logo in white while the body should use the full color version of the logo.

Body copy is in 8 pt type, Myriad for catagories in blue and **upjet air** for information in orange. Always use the included .eps file for the logo. Each element of the body copy is a single tab length apart.

1p0     14p2     2p10

1p0

3p6

1p6

0p6

2p6

uj upjet air

8294053322A34J

**boarding pass**

**upjet air**

12p6

10p2

4p7

0p5
1p0

| | seat | **24F** | gate | **13A** |
| class | **COACH** | arriving | **ALB** **13:50** |
| name | **JOSHUA LEUNG RUBENSTEIN** | departing | **JFK** **12:45** |
| | flight number | **4564** | |
| flight date | **04/29/2006** | | |

**upjetair.com**

1p6   3p3   7p2   1p3   4p10

# locations
## for the
# upjet brand
## should
# upstage
## their surroundings.

# location specifications
## ticket counter
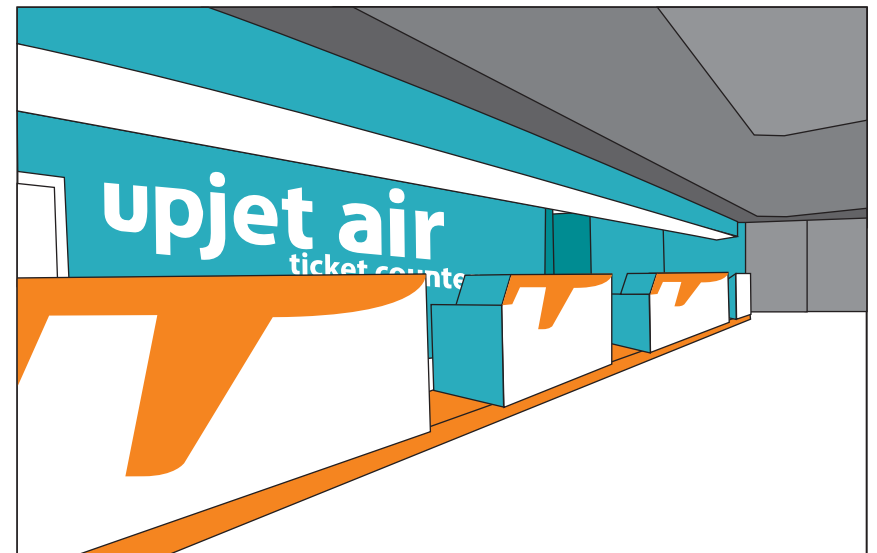


Ticket counters for **upjet air** must contain several universal unifying elements. The name of the airline must be knocked out in white on a blue background to the height of one and a half feet. The words "ticket counter" must appear beneath the name, six inches tall, aligned with the "t" in **upjet air**. The sides of each counter should be painted blue while the supporting floor should be orange and the orange half plane should appear on the front of each counter.

# location specifications
## ticket kiosk
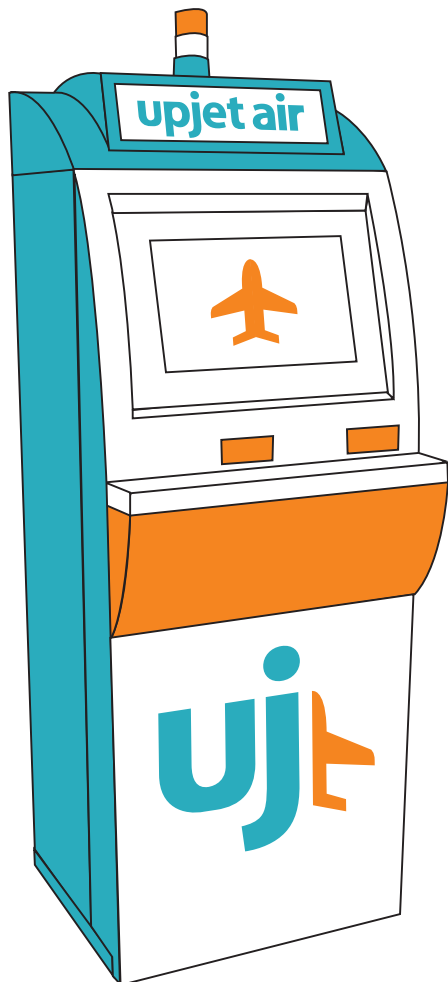
Ticket kiosks are to be styled similarly to the ticket counters. Try to maintain the blue side and white/orange front color scheme. The name of the airline should be prominently displayed up high while one of the logos should be used at the lower level.

Kiosks should be touch screen displays with a minimum of traditional controls. A flashing light in the **upjet air** colors should be on top to alert ticket agents of luggage that is ready to be processed.