✳ PLANA

CI Guidelines

An Overview

This document communicates the corporate identity of PLANA.

These guidelines are specific management instructions for PLANA CI communications and should be followed in detail to manage the PLANA CI image. No part of this manual may be changed or used arbitrarily except for the authorized parts, and if you have any questions or interpretations, you must consult with the PLANA Brand Tea m. If you have any questions about the corporate identity, do not hesitate to contact. plana@plana.aero

Corporate Name

The official name of the company is PLANA, but we prefer to use the wordmark if an image is available.

PLANA

~~Plana~~   Please capitalize all letters in the text.

~~PLANA~~   Formatting such as underscores is not allowed.
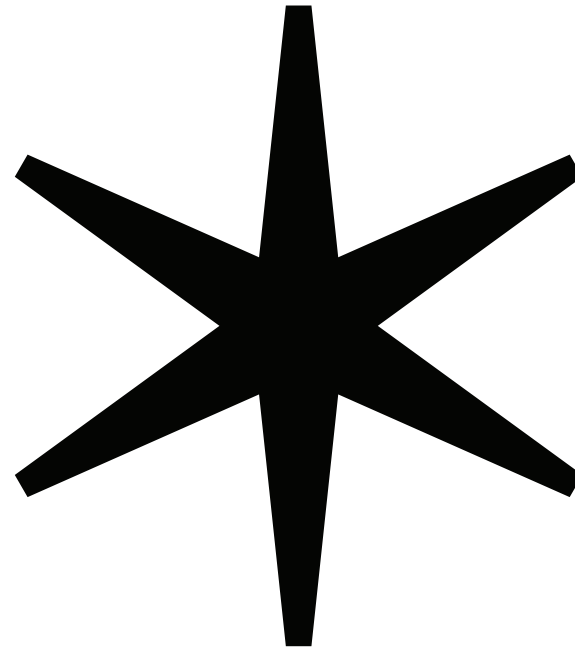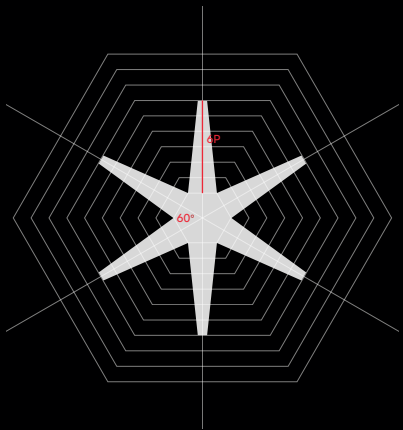
~~*PLANA*~~   Do not use italics.

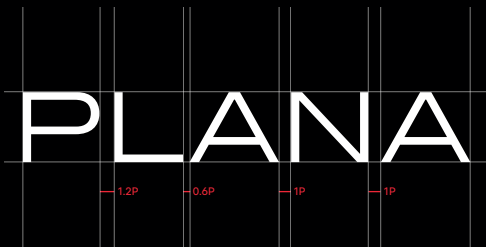~~Plan A~~   Any arbitrary variations are prohibited.

Symbol

The symbol of PLANA is designed with the concept of a propeller, which is essential for vertical takeoffs and landings. To achieve this, we adopted a hexagonal grid system.

Wordmark

The main typeface of PLANA's logo is a variation of Akzidenz Grotesk Pro - Regular Extended. It is proportioned according to its respective form, so you cannot arbitrarily change the shape, cut, proportion, etc. of the letters. Any use of the manuscript must be guided enlargement, reduction, and copying.
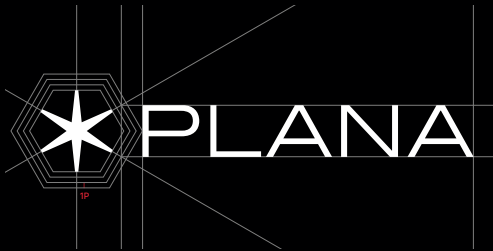
PLANA

PLANA

1.2P   0.6P   1P   1P

Logotype
_Symbol+Wordmark

As the letters are proportioned according to their respective forms, it is not permissible to arbitrarily alter their shape, indentation, proportion, or any other aspect. Any use of the typeface must involve manually resizing or copying the data according to the guidelines.

Incorrect Use

Using the logotype in any unauthorized variation detracts from PLANA's image and may cause confusion regarding our identity. The examples provided in this guide illustrate misapplications that you should be aware of and avoid. Please use the logotype exactly as specified in the rules outlined in this guide.

Color variations of the logotype
*Possible after consultation depending on the content

Incorrect representation of a single color

Arbitrary modification of the logotype

Alteration of the proportions of the logotype

Using a color for the border of the logotype

Arbitrary modification of the logotype

The logotype is not visible due to being similar in color to the background

Shadows have been applied to the logotype

The logotype is used over a complex pattern

Clear Space

The space rule is a guideline that ensures a minimum amount of space around the logotype, so that it does not infringe upon the main image. When applying the logotype to various media, please ensure that there are no other elements or complex patterns within the minimum space.

3P

3P

3P

3P

Color System

In addition to symbols, dedicated colors play an important role in conveying the image of PLANA. To ensure effective use of dedicated colors, we maintain standard colors that are determined by examining the printing method, ink consistency, paper material, and application medium. Printing is based on the CMYK values listed in this section.

Primary Color

PLANA Black

PANTONE	Black 6C
CMYK	C100 M100 Y100 K100
RGB	R0 G0 B0
	#000000

Secondary Color

PLANA Red

PANTONE	1877 C
CMYK	C6 M94 Y71 K1
RGB	R236 G1 B39
	#FF4B32

Slogan

The slogan of PLANA is written in Akzidenz Grotesk Pro - Regular Extended.

Design a New Sky

Typeface

The typefaces used in various printing and promotional materials, such as sentences and headings, were selected to make the visual image of PLANA more consistent and unified. The designated typefaces conform to the basic elements of the CI system as well as the contents of each item to match various application media.

Typeface for headings

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!?#$%&

Akzidenz-Grotesk Pro - Light Extended
Akzidenz-Grotesk Pro - Regular Extended
Akzidenz-Grotesk Pro - Medium Extended
Akzidenz-Grotesk Pro - Bold Extended

Typeface for body

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!?#$%&

DC Air Sans - 300	**DC Air Sans - 600**
DC Air Sans - 400	**DC Air Sans - 700**
DC Air Sans - 500	**DC Air Sans - 800**