FTEJerez
Flight Training Europe

FTEJerez Corporate Identity

Brand Guidelines

Version 2015

Brand rules

These guidelines specify the correct use of FTEJerez corporate elements such as logotype, imagotype or variations of the same. Our image is based on solid concepts: quality, professionalism, excellence.

These corporate elements cannot be changed without using the following standards under any circumstances or criteria.

Should you have any queries regarding FTEJerez's brand guidelines, please contact:

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Brand Manager
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Standard Logo

Marketing logo

Simplified Logo

Simplified Logo
in two shades
of blue

Logo
Different versions, different uses

The standard version of FTEJerez's logo consists of a blue square and the typography -DINEngschrift- in white showing 'FTEJerez', with the second line 'Flight Training Europe', left-aligned.

We can use a version of a gradient blue square in adverts, presentations, and webs. In stationery, the plain square should be used.

The simplified logo showing just letters is used in cases where we face problems of visualisation, readability, space or background. This may be also presented with the line 'Flight Training Europe' in 50% of the brand blue.

How to write our brand name

When the brand is not in the form of a logo, the name **FTEJerez** should always be written with capitals **FTE** followed by capital **J** and lowercase characters.

When writing the website name, two different ways are allowed: www.ftejerez.com or ftejerez.com.

Main Logo

Logo proportions,
so any size will be ok

Suppliers and print workshops should respect these references -x, y and z- to maintain the right proportions when making large representations of the logo.
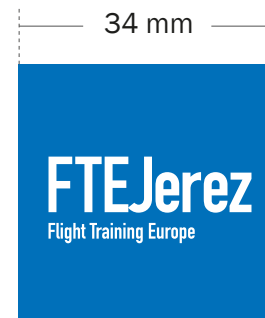
Contour

Constrain area

Logo Clear Space
Let the logo breathe

For the imagotype variation, use the letter 'e' as a margin reference, and a minimum width of 34 mm for the standard logo and of 30 mm for the simplifed version.
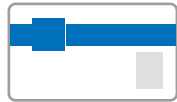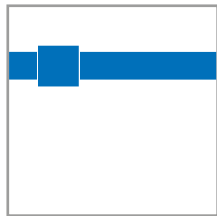
Internal Logo
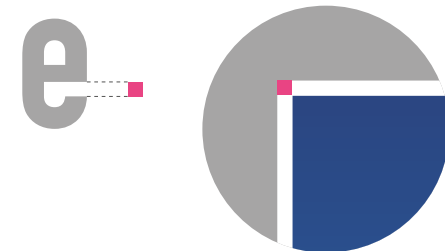

Minimum widths

34 mm

30 mm

The Stripe

A seal on a blue ribbon

The logo, when used as an element of an advert, presentations or brochures, can be set on the stripe: a blue ribbon that will go from side to side of the format.

Note that, in this use, an external thin and white line must be used as a contour, with the width of the gap in the 'e', as shown below:

External white contour:

PANTONE 300 cvc		50 %
100C 48M 0Y 0K		50C 22M 0Y 0K
0R 114G 198B		137R 177G 223B
#0072C6		#89B1DF
Gradient of Blue		94C 76M 19Y 6K 43R 70G 130B #2B4682 84C 50M 0Y 0K 36R 113G 184B #2471B8

Colours

One colour; several blues

The corporate blue of FTEJerez is represented by the reference PANTONE 300.

According to the finishing of the surface, it will be PANTONE 300 c for coated and PANTONE 300 u for uncoated.

When the colour is composited cmyk, the combination is 100% cyan, 48% magenta, 0% yellow and 0% black.

For screen, take the combination 0 for red, 114 green and 198 blue. Being the Hexadecimal code #0072C6.

If the gradient version is used, blues are 94C 76M 19Y 6K (dark blue) to 84C 50M 0Y 0K (clear blue).

In some occasions, FTEJerez may use complementary colours such as certain shades of orange or grey. Use of colours outside the palette indicated above, is strictly restricted to the Marketing Department.

DINEngschrift

A B C D E F G H I J K L M N
Ñ 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 ñ o
p q r s t u v w x y z

Franklin Gothic

A B C D E F G H I J K L M N
Ñ 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 ñ o
p q r s t u v w x y z

Arial

A B C D E F G H I J K L M N
Ñ 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 ñ o
p q r s t u v w x y z

Brand Fonts

Let's put it in words

FTEJerez has two different typefaces to communicate its brand name and values. Use DIN Engschrift Alternate for corporate elements or Franklin Gothic as a valid alternative.

Arial is also appropiate for the body text of FTEJerez documents such as emails or letters.

FTEJerez

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