



Brand Guidelines

Logo

**PRIMARY LOGO**

The Avtrade logo has two formats. The primary format for the logo has the text to the right of the 'globe', as shown here. This version of the logo is the standard version of the logo and must be used at all times.

The logo **MUST NOT** be used at an angle, stretched or distorted, or re-coloured or amended in any way. The words 'The Global Component Service Provider' should never be removed. Where possible the logo must always be used on a white background. Please ensure that eps vector versions of the logo (and not jpegs, tiffs, etc.) are used to keep image quality high. High resolution jpegs are supplied for occasions where eps vector files cannot be used.



**AVTRADE**

THE GLOBAL COMPONENT
SERVICE PROVIDER

SECONDARY LOGO

Where space restrictions do not allow for the Primary Logo to be used, a 'stacked' version of the logo is supplied.

**AVTRADE**

THE GLOBAL COMPONENT
SERVICE PROVIDER



CLEAR SPACE

A clear space has been established to enable the logo to appear clearly and without interference from other graphic elements. The formula shown applies to all uses of the logo regardless of the size at which it is reproduced.

The MINIMUM clear space is equal to double the height of the AVTRADE text.

No other graphic or text material should be allowed to feature within the clear space around the logo.





PRIMARY LOGO

This is the primary version of the logo without a strapline if it is more appropriate to use.





SECONDARY LOGO

This is the secondary version of the logo without a strapline if it is more appropriate to use.





CLEAR SPACE

A clear space has been established to enable the logo to appear clearly and without interference from other graphic elements. The formula shown applies to all uses of the logo regardless of the size at which it is reproduced.

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36mm WIDE



21mm WIDE



MINIMUM SIZES

The top row shows the minimum sizes for use of the primary and secondary logos.

Below those are the sizes for the version of the Avtrade logo without a strapline are to be used. The minimum sizes for this version of the logo are below. These sizes are the smallest that the Avtrade logo is to be used.

25mm WIDE



15mm WIDE





SINGLE COLOUR LOGOS

Where colour printing is not available, black versions of the logo have been supplied. All of the restrictions in this document apply to these versions of the logo.





AVTRADE
CAREERS

CAREERS LOGO

Alternative logo created for Avtrade Careers.

This logo is subject to all restrictions listed for the Primary Logo.



AVTRADE
CAREERS

LOGO USAGE ON COLOUR

The Avtrade logo may be used on coloured backgrounds or photographs/videos in some cases. Only colours from the Avtrade colour palette may be used.



F I L E F O R M A T S

For optimum print quality, the use of eps vector files is recommended. These files are to be used whenever the logo is used at sizes exceeding small (approximately A4) printed documents.

The eps vector files should be supplied to all external suppliers (i.e. printers, signmakers, architects, etc.) to ensure optimum reproduction of the logo. Jpegs should **NEVER BE SUPPLIED** to external suppliers, unless the product is for digital use (i.e. websites, electronic presentations).

Jpegs of all versions of the logo have been supplied for use in electronic media (i.e. websites, electronic presentations) and for internally printed documents. The maximum width that these versions are to be used is 200mm.

Typography

H E A D I N G 1

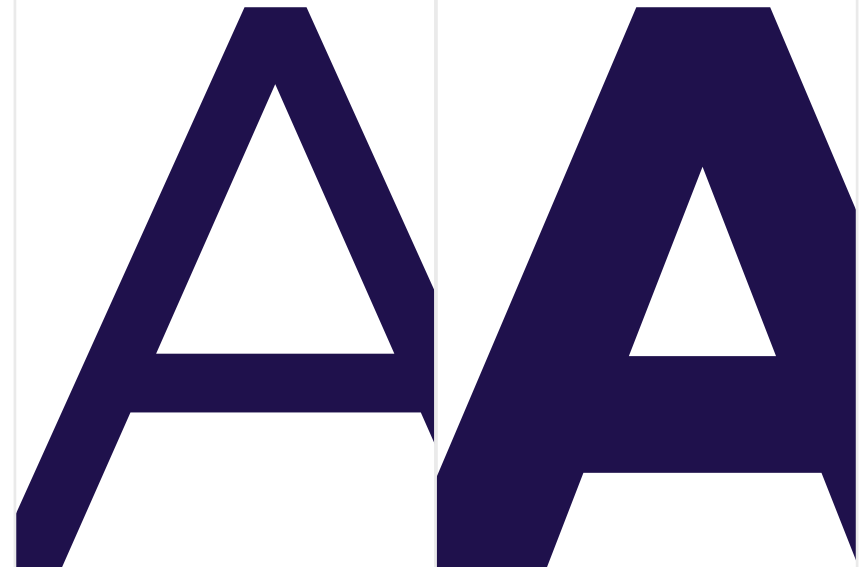
Campton

Campton Bold is a clean sans serif typeface that will be used for all headlines. Campton Book may also be used to support the main heading.

London
Miami
Dubai
Guangzhou
Kuala Lumpur

B O O K

B O L D



I N F O H E A D I N G

C A R B O N

Carbon is used as an informative heading which will be used to accompany the main headings, or as a heading to add further details.

Carbon must be used in capital letters with a tracking of 200.

L O N D O N

M I A M I

D U B A I

G U A N G Z H O U

K U A L A L U M P U R

B O L D



BODY

Montserrat

Montserrat is used as the body font for all Avtrade's content across digital and print. This includes the website, brochures and any supporting documents.

London
Miami
Dubai
Guangzhou
Kuala Lumpur

THIN

MEDIUM

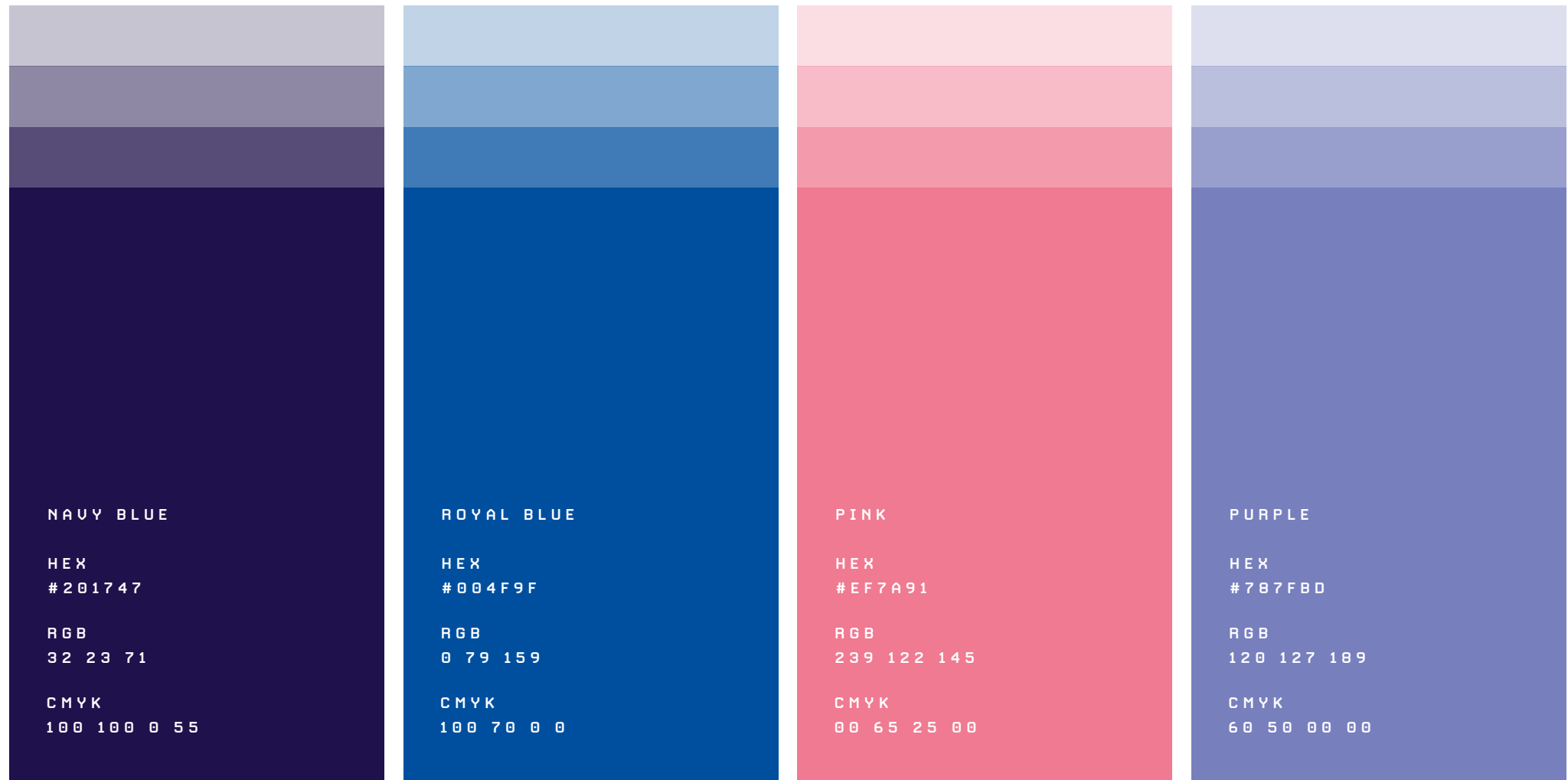
BOLD



Colours

COLOUR PALETTE

The Avtrade colour palette is made up from 4 main colours, with emphasis on the navy and royal blue as the two main colours with the pink and purple being added to compliment those.



Icons

C U S T O M I C O N S E T

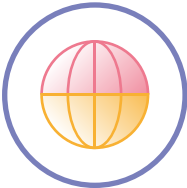
The icon set can be used on either a light or dark background. These are used across various resources to promote company stats, services and expertise.



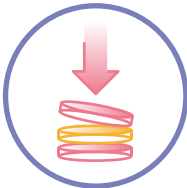
25+ YEARS
EXPERIENCE



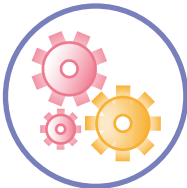
MULTI-LOCATION
WAREHOUSING



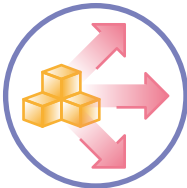
GLOBAL
NETWORK



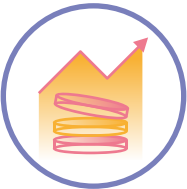
MINIMISE
INVESTMENT



OEM FOCUSED
PROCUREMENT



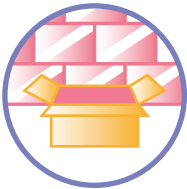
SURPLUS
MANAGEMENT



ASSET
ANALYSIS



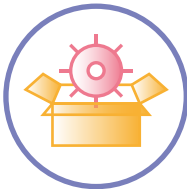
AOG



12,000
PARTS HELD ON
CONSIGNMENT



PROVEN CUSTOMER
SATISFACTION



5000+
SHIPMENTS PER MONTH



300+
GLOBAL EMPLOYEES



6450+
OF INVESTMENT



DEDICATED
ACCOUNT
MANAGER



VARIABLE
MANAGEMENT
FEES



EXTENDED
WARRANTIES
AVAILABLE



ONLINE ACCESS
TO AVNET



LONG-TERM
PARTNERSHIPS



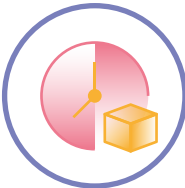
13,000+
QUOTES
GENERATED
ANNUALLY



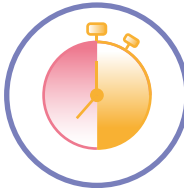
MONTHLY,
QUARTERLY AND
YEARLY REPORTING



98.5%
AIRCRAFT TECHNICAL
DISPATCH RELIABILITY
AVERAGE



SHIPMENT READY
GUARANTEE



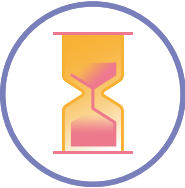
24 HR
REPAIR ORDER
PROCESSING TIME



27,000
REPAIR ORDERS
PER YEAR



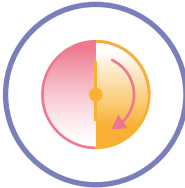
650 | **110**
AIRLINES | COUNTRIES



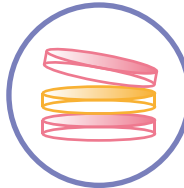
97%
ON TIME DELIVERY
ACROSS CONTRACTUAL
CUSTOMERS



INCREASED GLOBAL
REACH FOR CONTRACTED
AIRCRAFT SUPPORT
IN LAST 5 YEARS



30 Mins
DISPATCH TIME



\$800M
OF INVESTMENT



24/ 7
ONSITE STAFF
AVAILABILITY



32
NATIONALITIES &
41
LANGUAGES SPOKEN



650
MANAGED
VENDORS



28 Day
SHOP PROCESSING
TIME



25+ YEARS
EXPERIENCE



MULTI-LOCATION
WAREHOUSING



GLOBAL
NETWORK



MINIMISE
INVESTMENT



OEM FOCUSED
PROCUREMENT



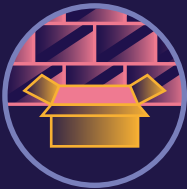
SURPLUS
MANAGEMENT



ASSET
ANALYSIS



AOG



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PARTS HELD ON
CONSIGNMENT



PROVEN CUSTOMER
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6450+
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DEDICATED
ACCOUNT
MANAGER



VARIABLE
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FEES



EXTENDED
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AVAILABLE



ONLINE ACCESS
TO AVNET



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PARTNERSHIPS



13,000+
QUOTES
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ANNUALLY



MONTHLY,
QUARTERLY AND
YEARLY REPORTING



98.5%
AIRCRAFT TECHNICAL
DISPATCH RELIABILITY
AVERAGE



SHIPMENT READY
GUARANTEE



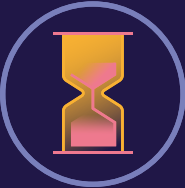
24 HR
REPAIR ORDER
PROCESSING TIME



27,000
REPAIR ORDERS
PER YEAR



650 | **110**
AIRLINES | COUNTRIES



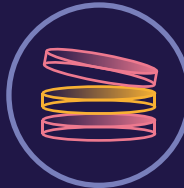
97%
ON TIME DELIVERY
ACROSS CONTRACTUAL
CUSTOMERS



INCREASED GLOBAL
REACH FOR CONTRACTED
AIRCRAFT SUPPORT
IN LAST 5 YEARS



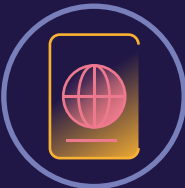
30 Mins
DISPATCH TIME



\$800M
OF INVESTMENT



24/ 7
ONSITE STAFF
AVAILABILITY



32
NATIONALITIES &
41
LANGUAGES SPOKEN



650
MANAGED
VENDORS



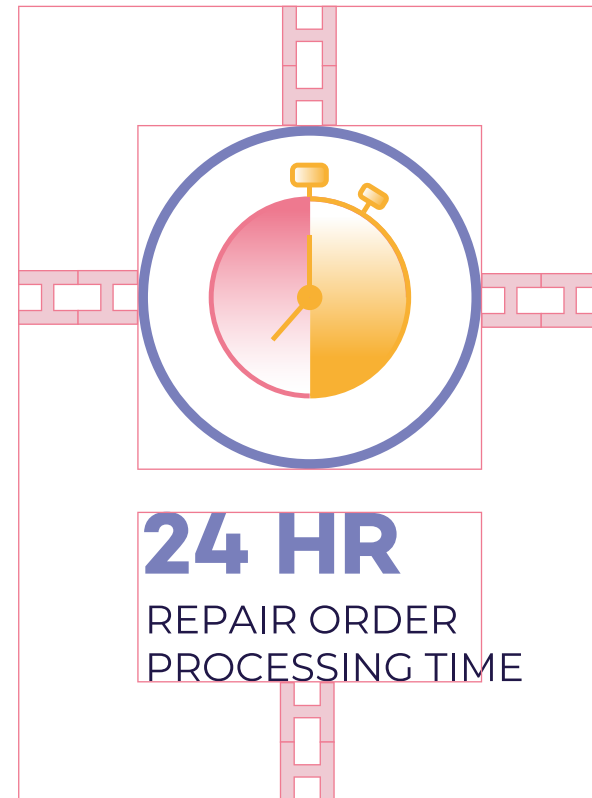
28 Day
SHOP PROCESSING
TIME

ICON SPACING

A clear space has been established to enable the icons to appear clearly and without interference from other graphic elements. The formula shown applies to all uses of icons regardless of the size at which it is reproduced.

The MINIMUM clear space is equal to double the height of the accompanying text.

No other graphic or text material should be allowed to feature within the clear space around the icon.

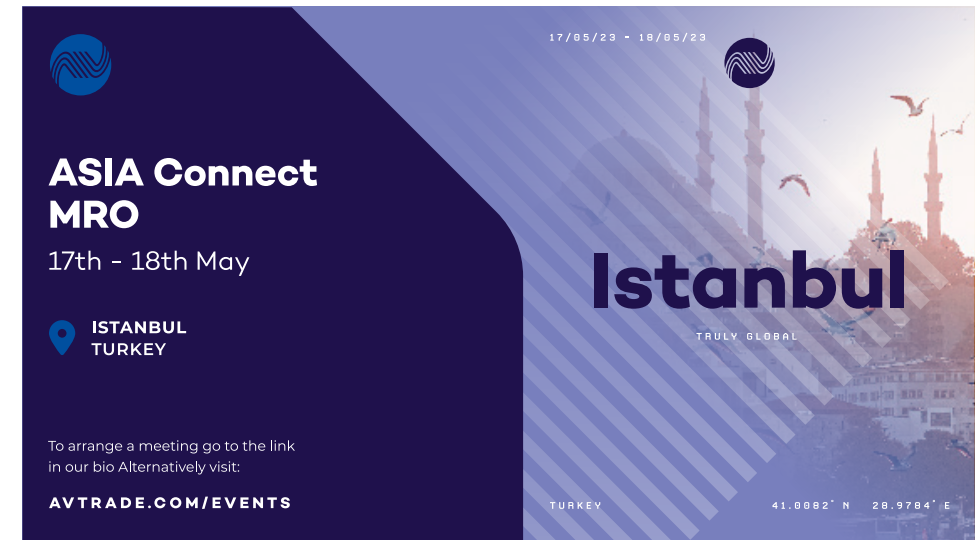


Devices

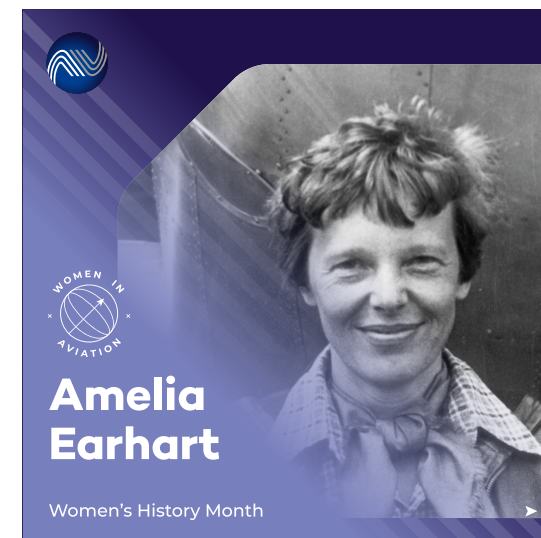
CURVE

A key design feature is the Avtrade curve. This shape is inspired by the curves on the Avtrade logo.

There are multiple ways that the curve can be implemented. This can be used as an image mask, as and over lay for text, logo or useful information. It can also be use within a block to add caricture as shown on the next page.



USED AS A SOLID BLOCK



USED AS A MASK

Other examples of how to use the curve.

CAREERS

Take your career to new heights

Avtrade is growing fast, and we're looking for driven, dynamic individuals with a passion for aviation to join us on our global journey. If you'd like share in our success, contact us now.

VIEW ALL OUR VACANCIES



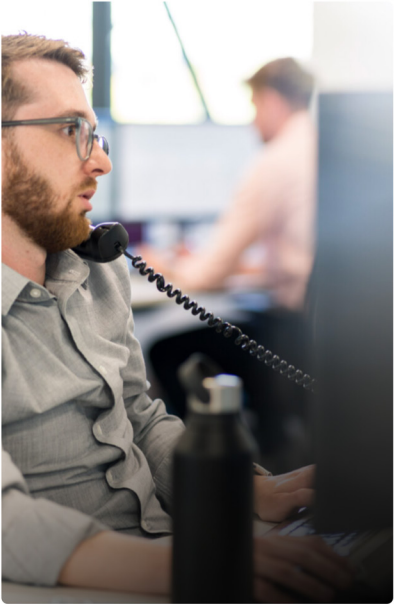
Sales, Loans & Exchanges

Enjoy unlimited access to the largest pool of aircraft component inventory in the world – serviceable, in stock and ready to go.

←

→

FIND OUT MORE



AVTRADE IN NUMBERS

32 / 41

32 NATIONALITIES & 41 LANGUAGES SPOKEN

GLOBE ICON

The Avtrade globe icon can be used as a supporting graphic which adds emphasis to the message. This is predominantly used across social media, but can also be used across all areas of design.



L I N E S

The lines can be used to support any aspect of the design. The key feature is that it must have a gradient running through it ending on 0%.



Application









**We keep
the world
flying**

avtrade.com



AVTRADE

**We are everywhere.
Always.**

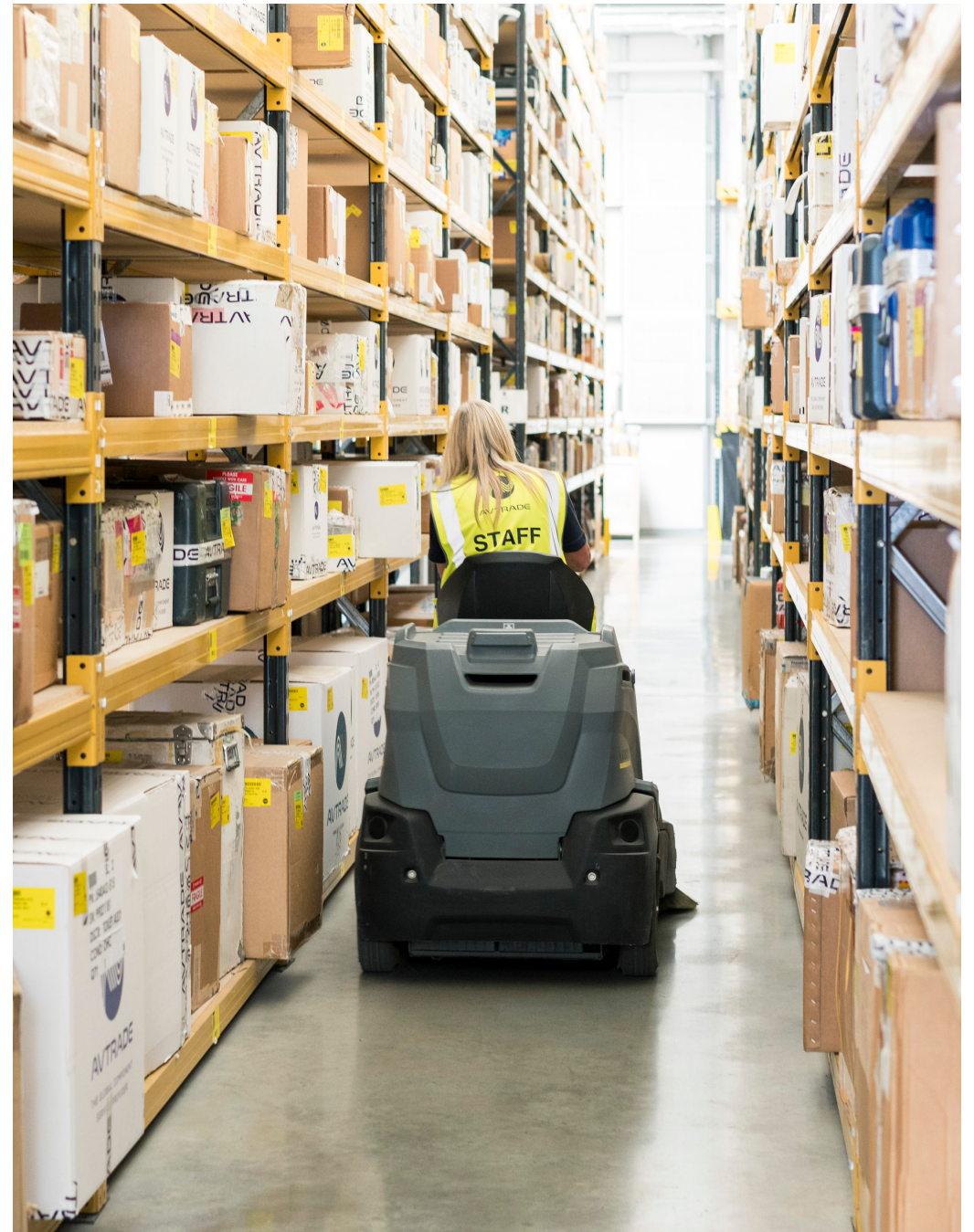


Photography

PHOTOGRAPHY STYLE

Photography plays a key role in the brand consistency. The following are examples of how these should look.













AVTRADE

THE GLOBAL COMPONENT
SERVICE PROVIDER