

Brand and Visual Guidelines

January 2016



MESSAGE FROM OUR CHIEF COMMERCIAL OFFICER



Driven by our vision to be the best airline and travel company in the world, we continue to deliver the world's most remarkable travel experiences.

While our product and service differentiation helps us to change the global aviation landscape, our brand identity and guest engagement strategy are also key to the success of the Etihad Aviation Group.

The range and impact of our brand as a global leader in innovation, hospitality and style has been recognised worldwide. This means that it is important for us to always present our image and communication correctly, and in keeping with the personality of our brand, our brand values must be communicated and applied consistently through every interaction and experience.

These guidelines are designed to standardise the creative approach to support our brand identity and articulate our promise of transforming expectations of air travel.

I urge you all to follow these guidelines strictly and consistently, making every effort to represent the Etihad Airways brand personality and attitude in everything you do.

A handwritten signature in black ink, appearing to read 'Peter Baumgartner', written in a cursive style.

Peter Baumgartner
Chief Commercial Officer

THE BRAND PLATFORM



To be the best
airline and
travel company
in the world

- Best in class
- Airline, Holidays, Cargo, DMCs, Retail
- Abu Dhabi 2030 Plan



To deliver the world's
most remarkable
travel experiences

Sets us apart from other airlines, forcing broader comparisons outside the category of aviation, from where Etihad can seek inspiration and rigorously benchmark its achievements

Inspired

We seek out and imaginatively source the best in the world; open-minded, looking outside the category, to be inspired by people and ideas that make a positive difference.



Respect

For every guest. We treat every guest as an individual.

Generosity

5-star hospitality delivered with a spirit of generosity and luxury. As good hosts, we are determined to make your journey special and to indulge you.



Can do

The empowered, can do attitude of Abu Dhabi: making things happen; ambitious but always considered.

The distinguishing features of our brand offering that make us unique - they can be divided into two types:



‘Signature moments’

Fame-generating experiences that Etihad delivers and no other airline provides in the same way

- The Residence
 - The only three-room suite in the sky
 - Private space for up to two people
 - Featuring living room, ensuite bathroom, and double bedroom
 - Personal butler, trained by the Savoy
- First Class
 - Welcome reception, amuse-bouche, pre-dessert, mini-dessert tasters and signature Cognac service
 - Spacious First Apartment with separate seat and bed (A380)
 - Vanity unit with lit mirror (A380)
 - Chilled refreshments cabinet (A380/787)
 - Inflight Chef
 - Same-day morning newspaper
- Business Class
 - Dedicated Food & Beverage Manager
- Economy Class
 - Unique ‘fixed wing’ headrest (A380/787)
 - Cushion that converts to a neck pillow (ULH)
 - Flying Nanny trained by Norland (across all cabins)

‘Outstanding as standard’

Enhancing products and services with extraordinary touches that sets Etihad apart from competitors

- First Class
 - Turn-down service with all-natural mattress and bedding, pillow mist, pulse-point oil, slippers and loungewear
 - Meals served on finest bone china with exquisite boutique wines and glassware
- First & Business Class
 - Arrivals Lounge – only one in the UAE including buffet, shower facilities, clothes pressing and wet shave facility
 - Etihad Premium Lounge in AUH – complimentary Six Senses Spa, Style & Shave by Etihad Airways featuring barber, shoe shine, blow dry and nail bar
- Business Class
 - Fully-flat beds on all long-haul flights
 - Direct aisle access on wide-body aircraft
- Economy Class
 - Café Service
 - Choice of three main courses
 - Amenity kits with ‘Do not disturb’ eye mask
 - Multi-purpose blanket bag/cabin tidy

Flair

A confident and imaginative touch in everything we do



Guest Orientated

An engaged 'can't do enough for you' attitude



Proactive

Always looking for better, taking action and leading the way





Transforming expectations of air travel

- An ongoing guarantee to customers that reflects the totality of the Etihad experience
- Encourages loyalty – so good you'll want to come back
- We will only be satisfied if we deliver a travel experience that dramatically exceeds expectations



“It was the right decision to fly Etihad.”

“I had a great flight and I have so much to tell you..”

- Made to feel special
- ‘My choice, well made’, ‘I’m in the know’ – not part of the herd
- The gratification that comes from flying with the best (and knowing it)

Remarkable

From the way it treats passengers as guests, to being a pioneer across its entire business of innovations and improvements, Etihad Airways represents a significant advance in air travel. Newsworthy – people will talk about Etihad Airways.

مَرْمُوقَةٌ

In certain markets where Arabic and/or English are not the primary language, a modified logo will be created with the local language.

Displayed here are the Chinese, Korean, Japanese and Thai versions of the logo. As a rule, only the Arabic is replaced by the alternative language.

The 'Abu Dhabi' descriptor remains in English and the same rules apply on usage of the descriptor.

NOTE: Logo variations must be created by Visual Communications.



Etihad Airways Master Logo Arabic



Etihad Airways Provenance Logo Arabic



Etihad Airways Master Logo Various languages

Chinese Logo variation



Korean Logo variation



Japanese Logo variation



Thai Logo variation

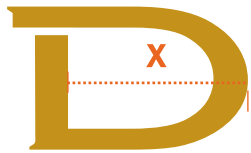


Clear space

The clear space area denotes the area around the logos in which no other type, graphic or photographic elements may appear. The clear space does not affect background colour usage.

The 'D'-rule

A useful guide for all spatial proportions around the Etihad Logo in Advertising and Collateral is the 'D' rule where 'X' is the measurement taken from the inside of the ETIHAD 'D', as shown below. If in doubt, use the 'D' rule to check for consistency, examples of which you will see throughout this document.



Minimum size

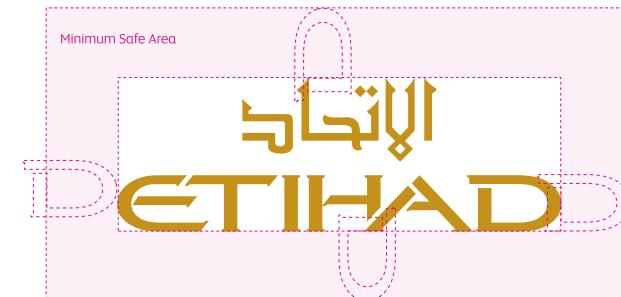
In order to avoid loss of detail or legibility, the minimum size for the reproduction of the logos on all applications must not be less than as indicated on the right.



Minimum Size



Minimum Size

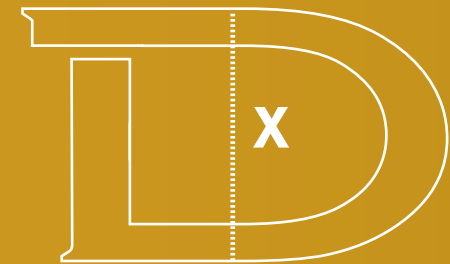
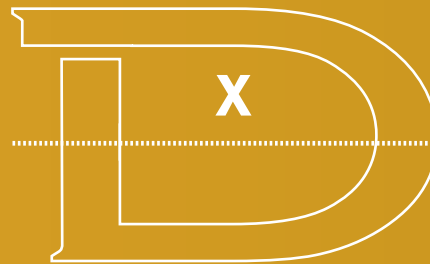
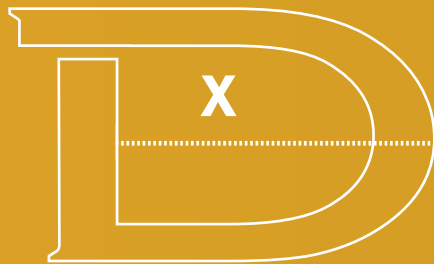


Minimum Size



Golden rule #1

The 'D' letter from the **ETIHAD** wordmark is the key element to form minimum or maximum spacing, sizing or margin rules, for most of the templates in these guidelines.





Incorrect usage of our logo results in the dilution of its overall impact and communication.

It conveys the wrong image for the brand. Individual discretionary usage of our logo is not permitted.

The following are a series of application methods of our logo that are not permitted (same rule for both authorised logos).

The logos below must not be used in any situation. These logos have long been discontinued. If found to exist on any medium, it must be changed with immediate effect and Visual Communications must be informed directly.



DON'T
Change the spaces between the elements



DON'T
Resize the elements



DON'T
Stretch or extend the elements



DON'T
Distort the elements



DON'T
Apply any effects to the Logos



DON'T
Change the colour of the elements



DON'T
Cartridge the logo



DON'T
Use on faded photographic backgrounds



DON'T
Use busy photographic backgrounds

The 'Etihad Altis' font is a typeface specially created for Etihad Airways. The creators took inspiration from the Etihad logo.

The following versions of the typeface have been chosen for usage.

No substitution of these is acceptable.

Exceptions appear in the Etihad Inflight magazine and Aspire, where the fonts 'Walkway' and 'Swiss' are used. These are the only publications where other fonts are permitted.

NOTE: For all digital applications, a special web version of Etihad Altis is available.



Wherever the Etihad Altis typeface is not an available option, 'Trebuchet MS' is the alternative typeface.

'Trebuchet MS' should only be used if the Etihad Altis web typeface is not an available option in digital applications such as:

Content management/driven systems where 'Etihad Altis' cannot be supported.

Third-party receivables, where the recipient does not have the font installed on their systems, e.g. PowerPoint presentations for third parties, Word documents, Excel sheets, etc.

Etihad Altis

Etihad Altis Thin

1234567890ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vwxyz**

Etihad Altis Thin Italic

1234567890ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vwxyz**

Etihad Altis Light

1234567890ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vwxyz**

Etihad Altis Light Italic

1234567890ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vwxyz**

Etihad Altis Book

1234567890ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vwxyz**

Etihad Altis Book Italic

1234567890ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vwxyz**

Etihad Altis Text

1234567890ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vwxyz**

ETIHAD ALTIS

Etihad Altis Text Italic

1234567890ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vwxyz**

Etihad Altis Medium

1234567890ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vwxyz**

Etihad Altis Medium Italic

1234567890ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vwxyz**

Etihad Altis Bold

1234567890 **ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**

Etihad Altis Bold Italic

1234567890**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**

Etihad Altis Extra Bold

1234567890**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**

Etihad Altis Extra Bold Italic

1234567890**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**



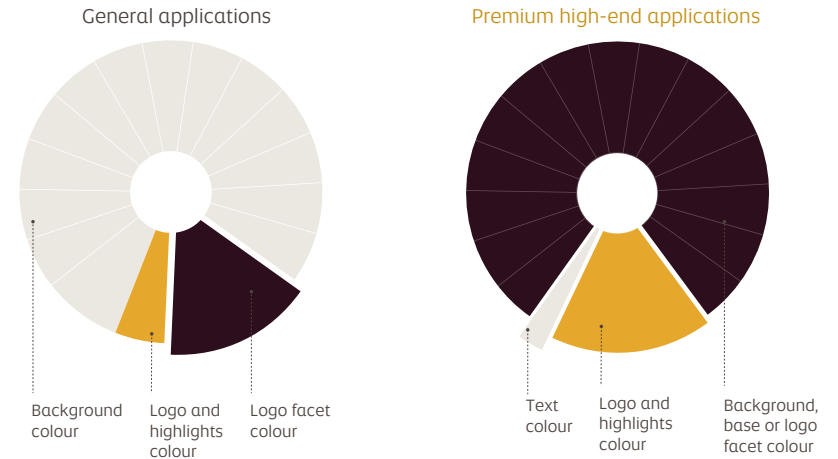
Primary Colour Palette

The full primary colour palette consists of Etihad Black 5C, 2 Golds: Etihad Bright Gold and Etihad Gold, Etihad Pearl and White. These colours represent modernity, purity and strength. Pantone Black 5C and Gold adds a touch of luxury, and is also inspired by Emirati heritage.

ETIHAD BLACK 5C PANTONE Black 5C C42 M69 Y37 K85 R39 G0 B21 HEX #270015 RAL 3007	ETIHAD BRIGHT GOLD Gold colour to be used only for Etihad Logo and text on dark backgrounds C10 M36 Y96 K0 R228 G167 B44 HEX #CE4A72C	ETIHAD PEARL PANTONE 9060C C2 M2 Y6 K5 R252 G251 B245 HEX #FCFBF5 RAL 9002	WHITE
ETIHAD GOLD Gold colour applicable for Etihad Logo and text on light backgrounds PANTONE 8640C (Metallic) C7 M33 Y99 K19 R196 G146 B27 HEX #C4921B RAL 1005		NOTE & REMEMBER	

Primary colour proportions engine

These pie charts show the distribution of colour to be used in applications, with the background colour making up the largest percentage and logo and highlights colour being used in moderation.



Secondary Colour Palette

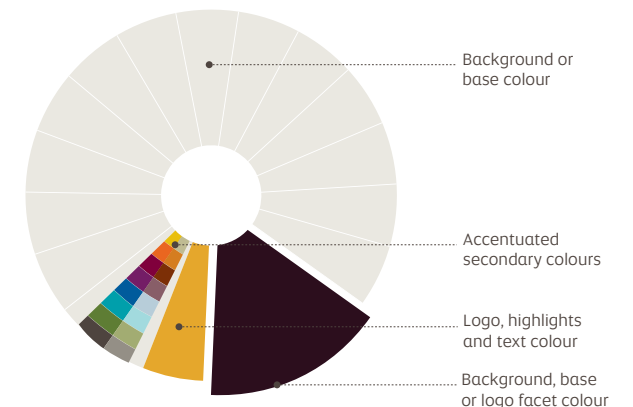
The secondary colour palette is available for use in addition to primary colours. It can be used across the various channels of distribution such as Tactical/Retail advertising, Websites, Retail, Recruitment, Etihad Holidays etc. It can also be used to accentuate design work i.e Aircraft / Airport environments where the colour helps to differentiate between different classes of travel, baggage tags, signage applications etc. The colours can only be used as 100% and cannot be used as gradations or metallic. When using a colour from the secondary palette, use only 1 colour in conjunction with the primary palette. Remember - the secondary palette should be used as complementary accents to primary palette only. There may be special exceptions to these proportions. eg. baggage tags or tactical executions – for easy differentiation. **The secondary colour palette should never be used for any Premium Brand/Product/Corporate ATL or BTL communications.**



Vibrant C2 M18 Y100 K7 PANTONE 110C R233 G191 B14 HEX #E9BFOE	C0 M73 Y100 K3 PANTONE 1595C R234 G102 B32 HEX #EA6620	C16 M100 Y40 K46 PANTONE 208C R128 G0 B63 HEX #80003F	C44 M95 Y7 K32 PANTONE 249C R115 G28 B102 HEX #731C66	C100 M54 Y0 K19 PANTONE 2945C R0 G91 B156 HEX #005B9C	C100 M0 Y33 K8 PANTONE 320C R0 G159 B171 HEX #009EAB	C49 M10 Y89 K39 PANTONE 7491C R93 G125 B52 HEX #5D7D34	C24 M31 Y35 K73 PANTONE 405C R78 G68 B63 HEX #4E443F
Muted C6 M14 Y35 K7 PANTONE 7502C R221 G200 B161 HEX #DDC8A1	C6 M55 Y100 K9 PANTONE 145C R213 G125 B32 HEX #D47D20	C23 M77 Y77 K72 PANTONE 477C R81 G29 B14 HEX #501C0E	C15 M39 Y7 K22 PANTONE 5215C R172 G134 B158 HEX #AC869E	C21 M5 Y4 K8 PANTONE 5445C R183 G205 B217 HEX #B7CDD9	C35 M0 Y13 K0 PANTONE 324C R161 G218 B222 HEX #A1DADE	C26 M9 Y58 K19 PANTONE 5777C R162 G172 B114 HEX #A2AC72	C25 M16 Y25 K45 PANTONE 415C R120 G125 B119 HEX #777D77

Primary colour proportions engine

This pie chart shows how the secondary colour palette should be used in applications. The accentuated secondary colours can be used in moderation.



Golden rule #2

There are two Gold colours in the palette.

1

Etihad Bright Gold

Applicable on all 5C and
dark backgrounds

2

Etihad Gold

Applicable on all pearl
and lighter backgrounds



CMYK vs PANTONE Logo

The CMYK Logo should be used in all applications with the exception of high-end exclusive collateral such as invitations or one colour applications such as corporate stationery. In these special cases, a metallic spot colour version (PANTONE 8640C) should be used.

IMPORTANT NOTE: The CMYK/RGB values of the Etihad Logo are different depending on the background colour as illustrated on the right.

Digital Logo

It should be only used in a situation where the Logo appears in an animated style in Flash Banners, TVC, video or film end frames with stroke light effect moving across the frame from left to right.

Black and White or single colour versions

In some cases (i.e. black and white newspapers), the colour version of the Logos cannot be printed. In such instances, the Logo should be used in 100% black as shown.

Premium print applications: PANTONE 8640C Metallic



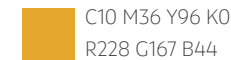
Animated digital applications (with motion effect)



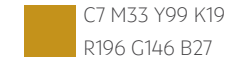
Standard print applications/Static digital applications



Gold on PANTONE 5C or dark backgrounds



Gold on white or light backgrounds



Black and White



NOTE: The usage of the above logo is subject to approval from Visual Communications.





Etihad and subsidiaries environments

To ensure maximum visual impact of the Etihad Logo, the backgrounds against which it can appear are restricted. The recommended version is the PANTONE Black 5C background.

Darker solid colour backgrounds

C10 M36 Y96 K0
R228 G167 B44



Lighter backgrounds

C7 M33 Y99 K19
R196 G146 B27



Third-party or joint communication environment

For the application on third-party collaterals such as sponsorship panel, joint or partnership communication, where the Etihad Logo appears directly on photographic backgrounds or their respective brand colours, it must appear in ETIHAD Gold or White for maximum impact.

All applications require prior approval from Visual Communications.

Photographic backgrounds

C7 M33 Y99 K19
R196 G146 B27



Solid colour backgrounds

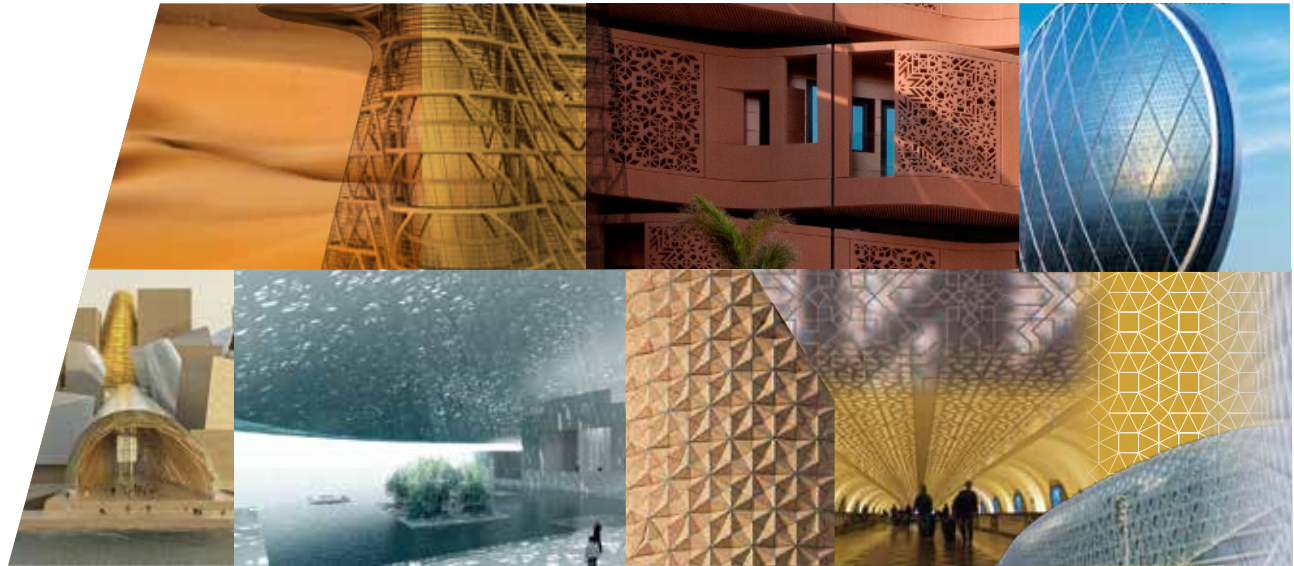
White



Facets of Abu Dhabi

Inspiration

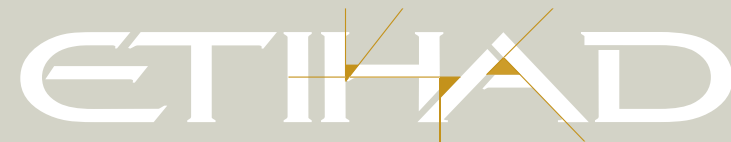
The concept - inspired by the culture, the geography and the innovation of Abu Dhabi - brings together the shapes of the desert landscape, the elegant precision of Islamic design motifs and the geometric patterns inherent in the local architecture, whilst drawing on the powerful equities of the Etihad Logo itself.



It has been designed to be a powerful evocation of one of the world's most remarkable 21st Century cities; a place with a rich tradition of hospitality, an eye for the best of global luxury and a boundless vision for the future. A place that we at Etihad are proud to call home – Abu Dhabi.

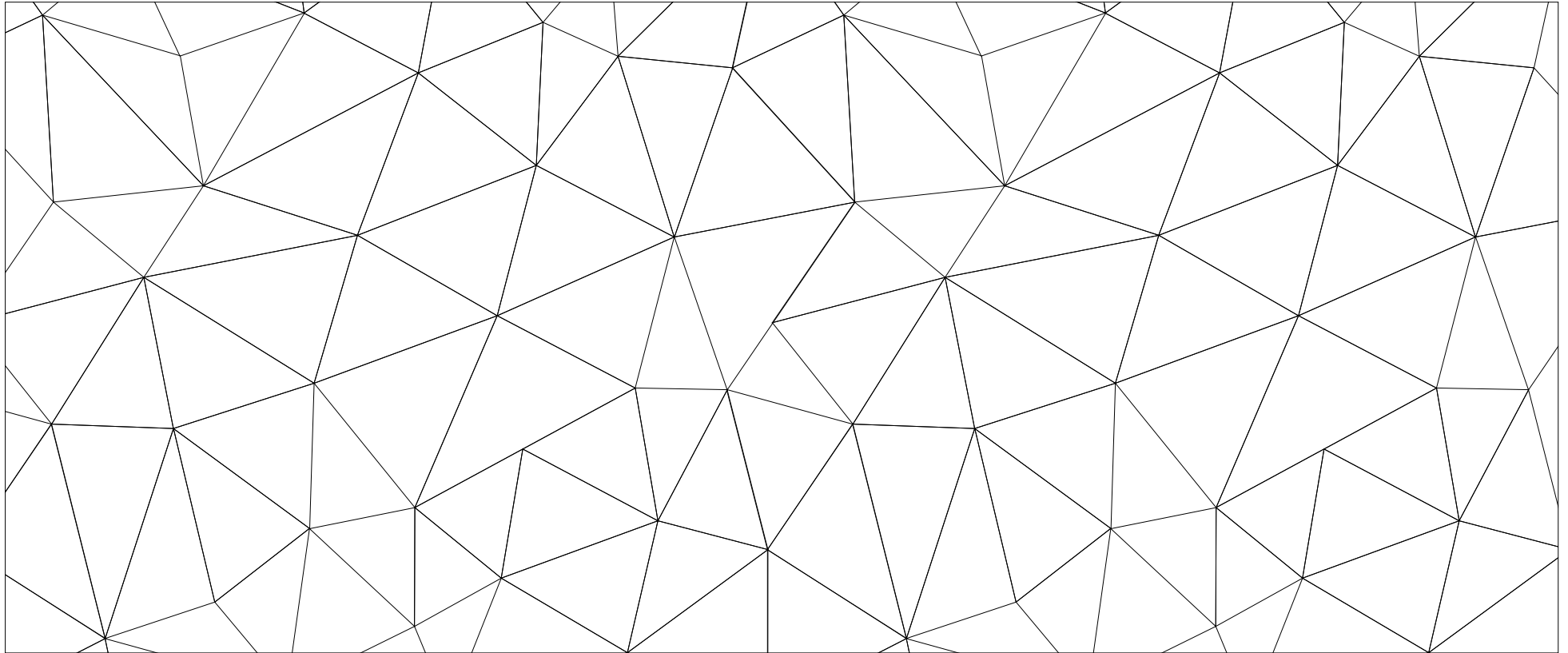


This triangular shape already exists in our Etihad Logo



Facets of Abu Dhabi - Construction principle

By connecting these facets across a whole canvas we create a backdrop design framework which we call the 'Facets of Abu Dhabi'.



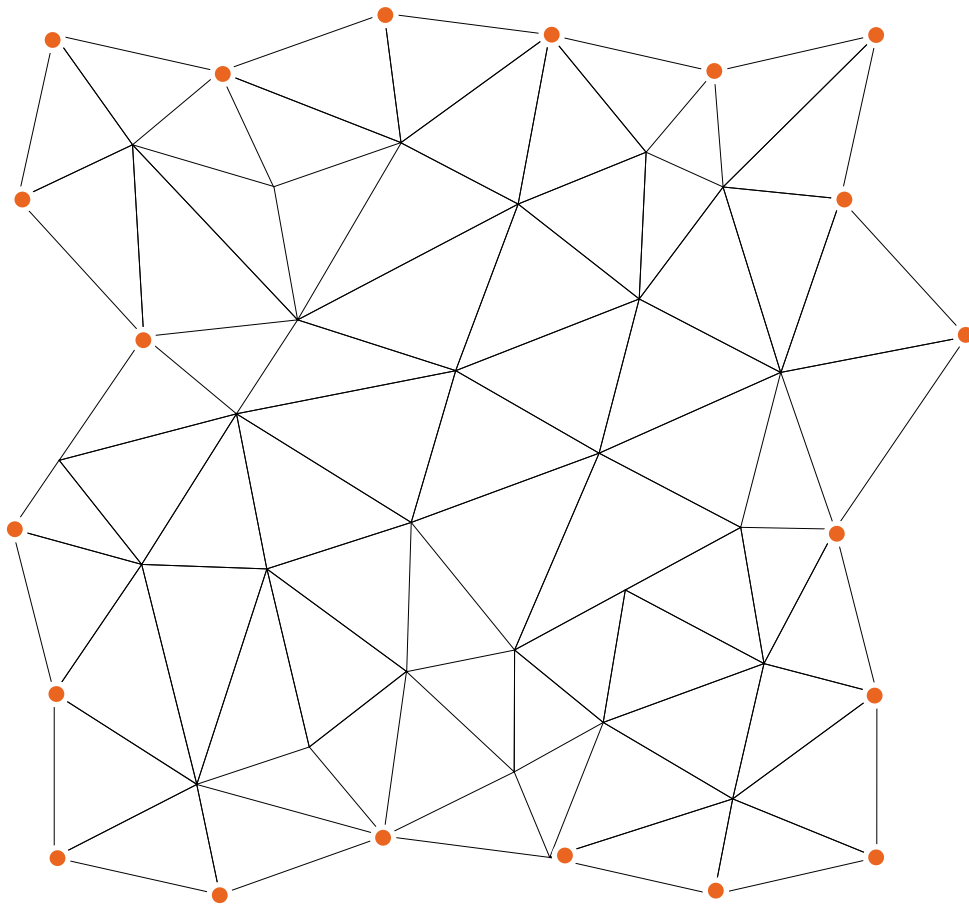
The Facets of Abu Dhabi design language is brought to striking effect in our Etihad Airways new aircraft exterior and interiors.



Facets of Abu Dhabi - Construction Principle

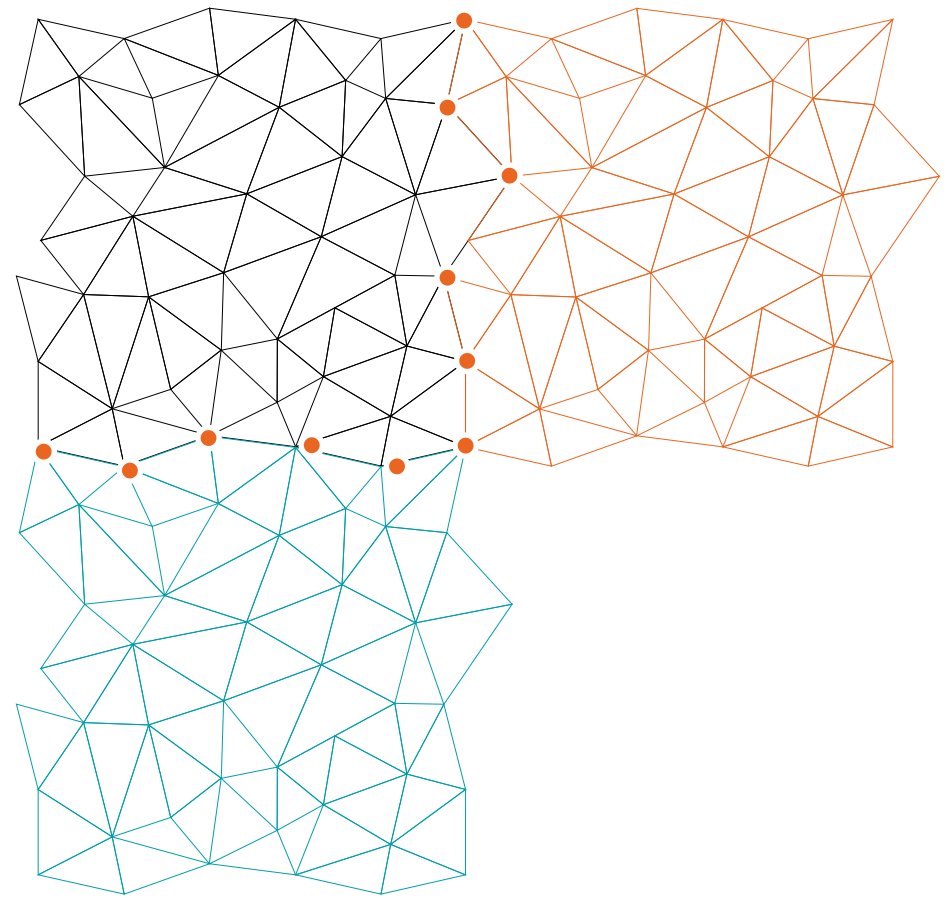
Pattern Grid

Created from a connected linear construction - it is unbroken.



Seamless Composite Canvas

Created by connecting the pattern and repeating to create a larger canvas.





Acceptable Colour Applications

The facets background can be used in applications such as brochures, invitations, covers or inside pages as suggested below.



IMPORTANT NOTE: Each application needs approval from Visual Communications.

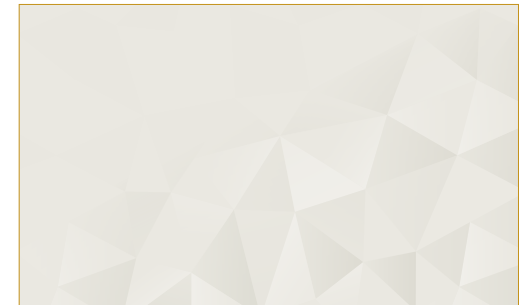
Full Graphic



Close Ups



Merged with Background



Light Colour Application



Dark Colour Application

Usage of the Golden Facets and strokes are limited to applications when something truly remarkable needs to be visually expressed. Suggested applications are brochure covers and inside pages, packaging for gift items or giveaways, amenities, etc.



IMPORTANT NOTE: Each application needs approval from Visual Communications.

Sample applications

