

2A

COMPANY NAME AND USE OF THE NAME AND THE BASELINE

SuperJet International's trademark represents the essential element of its identity. Every time it is used, it must be associated with the so called baseline, which includes its shareholders' names and makes its origins and competences explicit. Its printing types have been specially designed and its colours and use modes must comply with the chromatic and methodological guidelines described in these pages.

SuperJet Logotype



Positive Colour Version
Pantone® 286, Pantone® 376



Negative Version
White



Positive Black & White Version
Black, Black 50%

2B

LOGO'S WORD MARK AND SYMBOL: TYPOGRAPHY, COLOURS, APPLICATIONS

Colour System

Pantone® 286	CMYK	cyan 95, magenta 75, yellow 0, black 0
	RGB	R 0, G 85, B 160
	RAL	5017
	3M® ScotchCal®	100-47

Pantone® 376	CMYK	cyan 60, magenta 0, yellow 100, black 0
	RGB	R 151, G 190, B 13
	RAL	6017
	3M® ScotchCal®	100-719

Pantone® 877	CMYK	cyan 0, magenta 0, yellow 0, black 40
	RGB	R 177, G 179, B 180
	RAL	9006
	3M® ScotchCal®	100-58

Logo's word mark and symbol: typography, colours, applications

Measures

The legibility of the trademark is higher if the area surrounding it is wide enough. Any graphic or printing element must be placed outside an ideal frame built around the trademark, in order to prevent any kind of visual interference. The minimum size refers to the smallest dimensions allowed for reproducing the trademark. The trademark may be reduced to a minimum of 30 mm.



Do's & don'ts

The trademark and its colours represent a basic aspect of the company's visual identity, which cannot be altered. This page illustrates some examples of wrong usage of the trademark and logotype.



Logo's word mark and symbol: typography, colours, applications
Use of Logo

SuperJet International's trademark may be printed on coloured backgrounds, in order to enhance it in particular graphic settings. The only allowed backgrounds are those given in this page. The colour of the letters constituting the trademark must comply with the rules explained here.

Do's & don'ts

This page illustrates some examples of wrong usage of the trademark with coloured background.



White background



Corporate colour background



Light colour background



Light photographic background



Black background



Dark blue background



Dark photographic background



Logo's word mark and symbol: typography, colours, applications
Use of SuperJet International Symbol

Do's & don'ts

The central letters of the SuperJet International's trademark, that is to say R and J, can be separately used, so that they can progressively form a graphic identification mark of our company.

Their use on a coloured background must comply with the same rules provided by the company for the trademark.



White background



Corporate colour background



Light colour background



Light photographic background



Black background



Dark blue background



Dark photographic background

