

# 2023 BRAND GUIDELINES



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# BRAND COMMUNICATIONS

## PLATFORM.

03

*The AerSale Brand Guidelines are designed to protect the strength of the AerSale brand so that it continues to create value for the company by ensuring consistency in communication and promoting a common understanding of the AerSale brand among all involved.*

*Brand guidelines play an important role in managing the perception stakeholders have of the company. Every time you communicate with your customers, suppliers, employees, investors, journalists, and the community, it is essential to build and reinforce a consistent image of AerSale.*

*A brand is more than a name, logo, symbol, or mark. It is the total image of a company, its products and services, created in people's hearts and minds by what that company makes, says, and does. This total image, the brand, determines whether people trust and/or feel an affinity for the company and its products and services.*

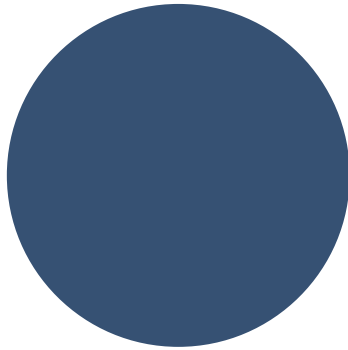


# COLOR PALETTE.

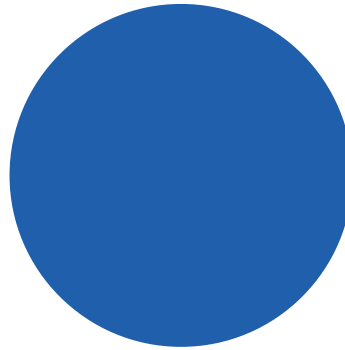
04

*The AerSale brand color palette helps define the AerSale brand to set it apart. The primary brand colors are AerSale Dark Blue, AerSale Royal Blue and AerSale Gray.*

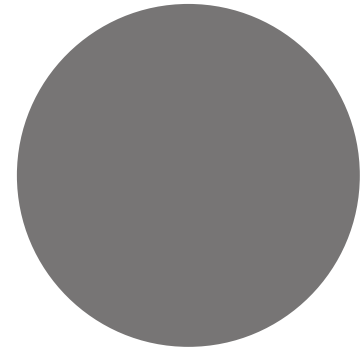
*You can create these colors in Microsoft Word and PowerPoint by selecting “colors” in the font and then selecting “more colors,” follow by clicking on the “custom” tab. From there, you can enter the RGB codes below.*



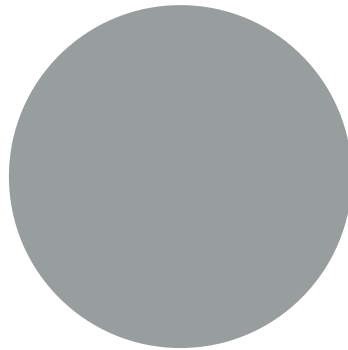
Pantone 295 U  
C99 M51 K36  
R55 G81 B114  
#375172



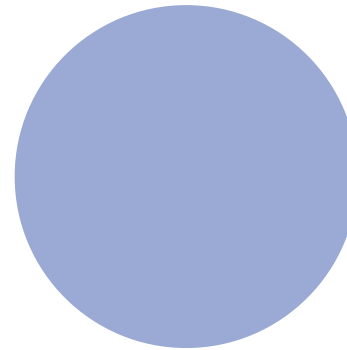
Pantone 2935 U  
C98 M52 Y0 K0  
R27 G95 B170  
#1B5FAA



Pantone 8401 C  
C55 M27 Y47 K12  
R119 G117 B117  
#777575



Pantone Cool Gray 7 U  
C20 M411 Y12 K30  
R155 G158 B160  
#989EAO



Pantone 2935 - 50%  
C39 M27 Y1 K)  
R153 G170 B213  
#99AAAD5

# LOGOS.

05

*The AerSale 3-color logo is the primary version of the logo, and should be used whenever possible. Other types of the AerSale logo accommodate other commonly used applications. Only variations in this Brand Guideline are approved for use.*



## **Preferred Type A**

*3- Color Logo*

### **Usage Guidelines:**

AerSale 3-color logo should be primarily displayed on a white background, but it can also be placed on a colored or photographic background of up to 50% darkness or less.

File name: AerSale\_Logo\_3C



## **Logo Type C**

*1- Color Logo- Black*

### **Usage Guidelines:**

May only be used when the 3-color logo doesn't work due to printing limitations, and on backgrounds of up to 50% darkness or less.

File name: AerSale\_Logo\_1C



## **Preferred Type A Variation**

*3- Color Reversed*

### **Usage Guidelines:**

The 3-color reversed logo should only be used when printing on a dark background of 50% darkness or more.

File name: AerSale\_Logo\_3C[rev]



## **Logo Type C**

*1- Color Logo- White*

### **Usage Guidelines:**

May only be used when the 3-color logo doesn't work due to printing limitations, and on backgrounds of 50% darkness or more.

File name: AerSale\_Logo\_1CWhite



## **Type B**

*3- Color Flat Logo*

### **Usage Guidelines:**

The 3-color flat logo should be primarily displayed on a white background, but it can also be placed on a colored background of up to 50% darkness. Use when shading is not possible (embroidery).



## **Type B Variation**

*3-color Flat Reversed*

### **Usage Guidelines:**

The 3-color flat reversed logo should only be used when printing on a dark background of 50% darkness or more. Use when shading is not possible (embroidery).

# COLOR TEXT LOGOS- COMPANY. 06

*The AerSale logo has a lot of details, and it is not always possible to use the preferred type logo in all applications. When printing limitations do not permit the use of the preferred type logo, the AerSale 1-color text logo should be used.*

*Preferred Type A - 1 Color Text Logo Blue*

The image shows the word "AerSale" in a blue serif font. The "A" and "S" are larger and more prominent, with the "er" and "ale" in a slightly smaller weight. A registered trademark symbol (®) is located at the top right of the "e".

Usage Guidelines:

May only be used when the preferred type logo does not work due to printing limitations, and on a background of up to 50% darkness or less.

Colors: Pantone 295

*Logo Type D - 1 Color Text Logo Black*

The image shows the word "AerSale" in a black serif font. The "A" and "S" are larger and more prominent, with the "er" and "ale" in a slightly smaller weight. A registered trademark symbol (®) is located at the top right of the "e".

Usage Guidelines:

May only be used when the preferred type logo does not work due to printing limitations, and on a background of up to 50% darkness or less.

Colors: Black

*Logo Type D - 1 Color Text Logo White*

The image shows the word "AerSale" in a white serif font. The "A" and "S" are larger and more prominent, with the "er" and "ale" in a slightly smaller weight. A registered trademark symbol (®) is located at the top right of the "e". The entire logo is set against a solid black rectangular background.

Usage Guidelines:

May only be used when the preferred type logo does not work due to printing limitations, and on a background of up to 50% darkness or more.

Colors: White

# COLOR TEXT LOGOS- PRODUCT. 07

Same logo usage rules apply to all the additional AerSale brands. The first mention of the brand below in the text of any document, article, advertisement, or website should have the corresponding registration mark or trademark symbol. Any subsequent mentions within the same document do not need the symbols after the name, however each new page on a website should have the symbol after the first mention on that page. The R symbol indicates that this word, phrase, or logo is a registered trademark for the product or service. It may only be used in the regions in which AerSale possess a valid trademark registration.

## Preferred Type A - 1 Color Text Logo Blue

The logo consists of the word "AerSafe" in a blue serif typeface, followed by a registered trademark symbol (®).

### Usage Guidelines:

May only be used when the preferred type logo does not work due to printing limitations, and on a background of up to 50% darkness or less.

Colors: Pantone 295

## Logo Type D - 1 Color Text Logo Black

The logo consists of the word "AerSafe" in a black serif typeface, followed by a registered trademark symbol (®).

### Usage Guidelines:

May only be used when the preferred type logo does not work due to printing limitations, and on a background of up to 50% darkness or less.

Colors: Black

## Logo Type D - 1 Color Text Logo White

The logo consists of the word "AerSafe" in a white serif typeface, followed by a registered trademark symbol (®), set against a solid black rectangular background.

### Usage Guidelines:

May only be used when the preferred type logo does not work due to printing limitations, and on a background of up to 50% darkness or more.

Colors: White

# COLOR TEXT LOGOS- PRODUCT. 08

Same logo usage rules apply to all the additional AerSale brands. The first mention of the brand below in the text of any document, article, advertisement, or website should have the corresponding registration mark or trademark symbol. Any subsequent mentions within the same document do not need the symbols after the name, however each new page on a website should have the symbol after the first mention on that page. The R symbol indicates that this word, phrase, or logo is a registered trademark for the product or service. It may only be used in the regions in which AerSale possess a valid trademark registration.

## Preferred Type A - 1 Color Text Logo Blue

The logo consists of the word "AerTrak" in a blue serif font, followed by a registered trademark symbol (®).

### Usage Guidelines:

May only be used when the preferred type logo does not work due to printing limitations, and on a background of up to 50% darkness or less.

Colors: Pantone 295

## Logo Type D - 1 Color Text Logo Black

The logo consists of the word "AerTrak" in a black serif font, followed by a registered trademark symbol (®).

### Usage Guidelines:

May only be used when the preferred type logo does not work due to printing limitations, and on a background of up to 50% darkness or less.

Colors: Black

## Logo Type D- 1 Color Text Logo White

The logo consists of the word "AerTrak" in a white serif font, followed by a registered trademark symbol (®), all set against a solid black rectangular background.

### Usage Guidelines:

May only be used when the preferred type logo does not work due to printing limitations, and on a background of up to 50% darkness or more.

Colors: White



# COLOR TEXT LOGOS- PRODUCT. 09

Same logo usage rules apply to all the additional AerSale brands. The first mention of the brand below in the text of any document, article, advertisement, or website should have the corresponding registration mark or trademark symbol. Any subsequent mentions within the same document do not need the symbols after the name, however each new page on a website should have the symbol after the first mention on that page. The AerAware brand currently use the TM (trademark) symbol.

## Preferred Type A - 1 Color Text Logo Blue

**AerAware<sup>TM</sup>**

### Usage Guidelines:

May only be used when the preferred type logo does not work due to printing limitations, and on a background of up to 50% darkness or less.

Colors: Pantone 295

## Logo Type D - 1 Color Text Logo Black

**AerAware<sup>TM</sup>**

### Usage Guidelines:

May only be used when the preferred type logo does not work due to printing limitations, and on a background of up to 50% darkness or less.

Colors: Black

## Logo Type D - 1 Color Text Logo White

**AerAware<sup>TM</sup>**

### Usage Guidelines:

May only be used when the preferred type logo does not work due to printing limitations, and on a background of up to 50% darkness or more.

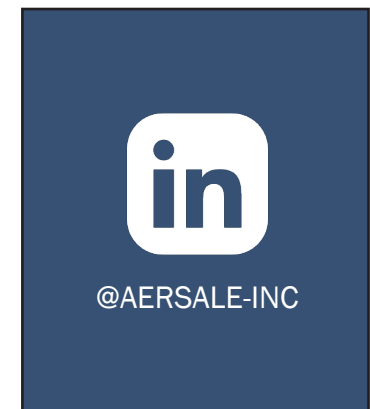
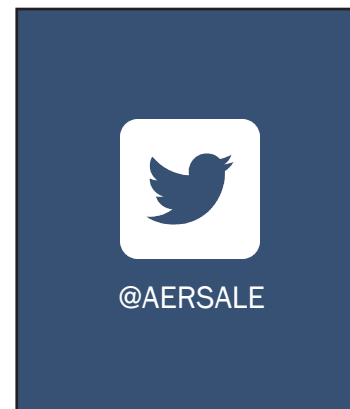
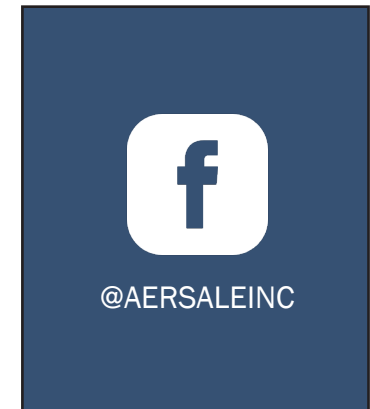
Colors: White

# AREA OF NON-INTERFERENCE.

*This image illustrates the minimum amount of clear space that should surround the AerSale logo and separate it from other elements such as text, pictures, illustrations, page edges or area borders, and other logos or symbols. This area, referred to as the “area of non-interference,” preserves the visual impact and legibility of the AerSale logo.*



# SOCIAL MEDIA <sup>10</sup>HANDLES.



# LOGO DONTS.

11

*Do not distort logo*



*Do not change the color*



*Do not add shadows*



*Do not use low-res image*



*Do not stretch logo*



*Do not change the contrast*



*Do not add text in the area of non-interference*



*Do not change spacing*



# TYPOGRAPHY + STYLE.

12

Typography is important for correctly conveying the AerSale message. The primary and secondary AerSale typefaces are *Franklin Gothic* and *Georgia*. Below is the library of typefaces with their proper uses to create a seamless interaction and presentation for the target audience.

## STYLE GUIDE

### Headline

Georgia

(Caps with tracking at 100)

### Subhead

Franklin Gothic Demi

### Body Copy

Franklin Gothic Book

## AERSALE HEADER

### Subhead

Body copy et plitin pos dolupta aliciendiae perum nulpa qui non et aceped maximolore es eos quae pro ditaquiam, offic to eicipsape etur sit officient ut que connim hil molec-tata volut modis experch icabo. Disitiorit doluptatquis unte voluptiore niet re nonsero etur aut eat.

Hic tenimi, sum volupta epudaep ercilissimus magnim vendeliquam, sequi omniet, quis serum eseni blaccus rernatu rercilibus illicitaerro volorio. Et quo eatis minum sant poribus, quam, omnisse cullabo. Ut imus re qui connimu scipid maio. Os re coreheniat.

## OUR FONT SAMPLES

Georgia

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ-  
VWXYZ

**Georgia Bold**

Franklin Gothic Book

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Franklin Gothic Demi**

**1234567890**



# ADDITIONAL AERSALE BRANDS. 13



— *Engineered Solutions* —



— *Asset Management* —



— *Aircraft MRO* —

*Goodyear | Millington | Roswell*



— *Component MRO* —

*Memphis | Miami | Rio Rancho*

# AERSALE BUSINESS DIVISIONS. 14



# COPYRIGHT + TRADEMARKS.

15

## Trademark and Registered Trademark Usage

AerSale trademarks include the name AerSale and the AerSale logo. It is important that any reference to the AerSale mark is accurate and consistent, and presented the same way each time. AerSale should always be spelled with a capital “A” and a capital “S”. Additionally, the use of “AerSale, Inc.” should ONLY be used for legal purposes. See Copyright Usage below. All other mentions should simply be “AerSale”. The first mention of AerSale in the text of any document, article, advertisement, or website should have the registration trademark: AerSale®. This also applies if the first mention is in any of the AerSale sub-brands such as AerSale Component Solutions, AerSale Parts Manufacturing, or AerSale Asset Management. Any subsequent mentions within the same document do not need the registered trademark after the name, however each new page on a website should have the registration symbol after the first mention of AerSale on that page. This is also valid for all other trademarks belonging to AerSale such as AerSafeR®, AerTrak®, AerAware™ and others.

## Copyright Usage

All of AerSale’s marketing collateral including brochures, flyers, presentations, etc., must include the copyright symbol and the following legal verbiage somewhere in the document: © [Current year] AerSale, Inc. [Other legal copy, if applicable.] All rights reserved. Size of the legal verbiage should be legible and at a minimum of 6pt and 50% color screen.

© 2023 AerSale, Inc. All rights reserved.

© 2023 AerSale, Inc. AerSafe is a trademark of AerSale, Inc. All rights reserved.

© 2023 AerSale, Inc. AerSale Component Solutions is wholly owned by AerSale, Inc. All rights reserved.

© 2023 AerSale, Inc. AerSale Parts Manufacturing is a division of AerSale,



# AERSALE STATIONARY.

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Custom printed stationery continues to be an important part of attracting and maintaining clients, even in the digital age. The main purpose is to depict the company in a positive and professional manner, and is an important part of AerSale's visibility. In order to maintain consistency for all AerSale stationery, all AerSale stationery is to be printed at a professional printer in Miami, Florida. Please contact the Marketing Department at [mktg@aersale.com](mailto:mktg@aersale.com) for orders, or if you have any questions and/or concerns.





# AERSALE EMAIL SIGNATURE.

17

An Email Signature is considered part of the company's stationery. The main purpose is to depict the company in a positive and professional manner, and is an important part of AerSale's visibility. All outgoing internal and external emails should contain the AerSale signature layout below. Please request the Word document from the Marketing Department for easy coping and pasting.

## First Name, Last Name, and Title

Typeface: Franklin Gothic Book - 9pt

Color: AerSale Gray - R119 G119 B122

*Note: First name and last name in caps.*

## EMAIL SIGNATURE SAMPLE

### AerSale

Typeface: Franklin Gothic Book - 11pt

Color: AerSale Blue - R56 G80 B114

### Address and Information

Typeface: Franklin Gothic Book - 8pt

Color: AerSale Gray - R119 G119 B122

### Follow us on

Typeface: Franklin Gothic Book - 9pt

Color: AerSale Gray - R119 G119 B122

*Note: Separate items with vertical stripe. Use periods to separate phone and fax numbers. Double check that the hyperlinks go to the proper email, company website, and social media.*

### AerSale

JOHN DOE | Very Important Person

Address of work location | City, State Zip Code

Office: XXX.XXX.XXXX EXT. XXXX

[john.doe@aersale.com](mailto:john.doe@aersale.com) | [www.aersale.com](http://www.aersale.com)

Follow us on: [LinkedIn](#) | [Twitter](#) | [Facebook](#) | [Instagram](#)



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**Our AerSale Facilities**