2018 BRAND GUIDELINES

AerSale®

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BRAND COMMUNICATIONS PLATFORM

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.

Strengthening the brand image is very important for AerSale. No company can directly control how people feel about its brand, but the brand image is greatly influenced by what a company does. If corporate activities are conducted consistently and in accordance with clear standards, the intended brand image will take shape effectively and efficiently in people's hearts and minds.

The key is consistent action by every person who has a part in what AerSale says and does, implementing consistent company values, brand communications, and brand symbols. This consistency in communication not only builds a unified brand image for AerSale and strengthens the brand, but also ensures people quickly recognize and readily understand what the company stands for. This, in turn, increases the favor and trust with all stakeholders.

COMPANY VALUES
- Core concepts that guide corporate conduct
- The heart of everything AerSale does

BRAND SYMBOLS
- AerSale name, logo, and trademarks
- Symbols and images that represent AerSale's core values
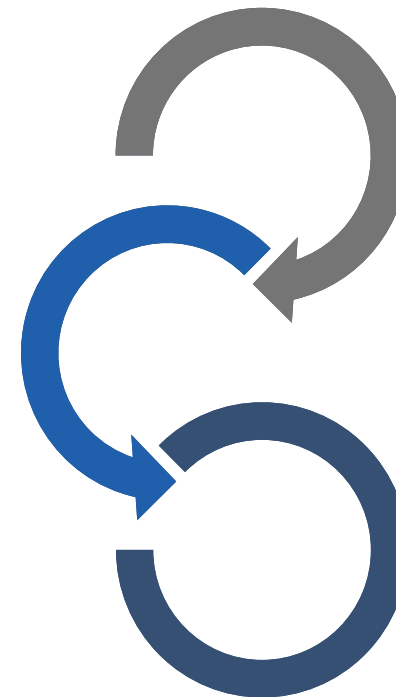
BRAND COMMUNICATIONS
- Define the way we want stakeholders to think and feel about the AerSale brand

BRAND COLOR PALETTE

The AerSale brand color palette helps define the AerSale brand to set it apart. The primary brand colors are AerSale Dark Blue (Pantone® 295), AerSale Royal Blue (Pantone 2935) and AerSale Gray (Pantone 8401-metallic or Pantone Cool Gray 7).

AerSale Dark Blue

Print
Spot Color:	Pantone 295 U
Process Color:	C99 M51 Y8 K36

Microsoft Software, Videos, TV, etc.
RGB:	R55 G81 B114

Websites
Web Safe:	#375172

AerSale Royal Blue

Print
Spot Color:	Pantone 2935 U
Process Color:	C98 M52 Y0 K0

Microsoft Software, Videos, TV, etc.
RGB:	R27 G95 B170

Websites
Web Safe:	#1B5FAA

AerSale Gray (Metallic)

Print
Spot Color:	Pantone 8401 C
Process Color:	C55 M27 Y47 K12

Microsoft Software, Videos, TV, etc.
RGB:	R119 G117 B117

Websites
Web Safe:	#777575

AerSale Royal Blue 50% Screen

Print
Spot Color:	Pantone 2935 - 50%
Process Color:	C39 M27 Y1 K0

Microsoft Software, Videos, TV, etc.
RGB:	R153 G170 B213

Websites
Web Safe:	#99AAD5

AerSale Gray Substitute (Non-metallic)

Print
Spot Color:	Pantone Cool Gray 7 U
Process Color:	C20 M411 Y12 K30

Microsoft Software, Videos, TV, etc.
RGB:	R155 G158 B160

Websites
Web Safe:	#989EA0

AERSALE 3-COLOR LOGO

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 Manual 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.

Colors:
Pantone 295, 2935, and 8401

File Name:
AerSale_Logo_3C

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.

Colors:
Pantone 2935, 8401, and white

File Name:
AerSale_Logo_3C [rev]

The AerSale 3-color logo has a metallic gray with screens and gradients. It is not possible to use this logo for all applications. When printing limitations only permit solid colors, the AerSale 3-color flat logo should be used.

Type B
3-Color Flat Logo

Usage Guidelines:
AerSale 3-color flat 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.

Colors:
Pantone 295, 2935, and Cool Gray 7

File Name:
AerSale_Logo_3C [flat]

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.

Colors:
Pantone 2935, Cool Gray 7, and white

File Name:
AerSale_Logo_3C [flat rev]

AERSALE 1-COLOR LOGO

The AerSale 1-color logo may be used when a monochromatic display reproduces more effectively or when two or three colors cannot be used due to printing limitations. The 1-color logo can only be used in black or white, and can be displayed on any color background.

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.

Colors:
Black

File Name:
AerSale_Logo_1C

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.

Colors:
White

File Name:
AerSale_Logo_1C White

AERSALE 1-COLOR TEXT LOGO

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.

Logo Type D
1-Color Text Logo - Blue

AerSale®

Usage Guidelines:
May only be used when the preferred type logo doesn't work due to printing limitations, and on backgrounds of up to 50% darkness or less.

Colors:	File Name:
Pantone 295	AerSale_Logo_1C Blue [text]

Logo Type D
1-Color Text Logo - Black

AerSale®

Usage Guidelines:
May only be used when the preferred type logo doesn't work due to printing limitations, and on backgrounds of up to 50% darkness or less.

Colors:	File Name:
Black	AerSale_Logo_1C Black [text]

Logo Type D
1-Color Text Logo - White

AerSale®

Usage Guidelines:
May only be used when the preferred type logo doesn't work due to printing limitations, and on backgrounds of 50% darkness or more.

Colors:	File Name:
White	AerSale_Logo_1C White [text]

LOGO BACKGROUND APPLICATION

The gray-scale chart below serves as a guide for displaying the AerSale logo in relation to shades of background colors other than white. The chart here is monochromatic, but should also be used when the background is colored or photographic.

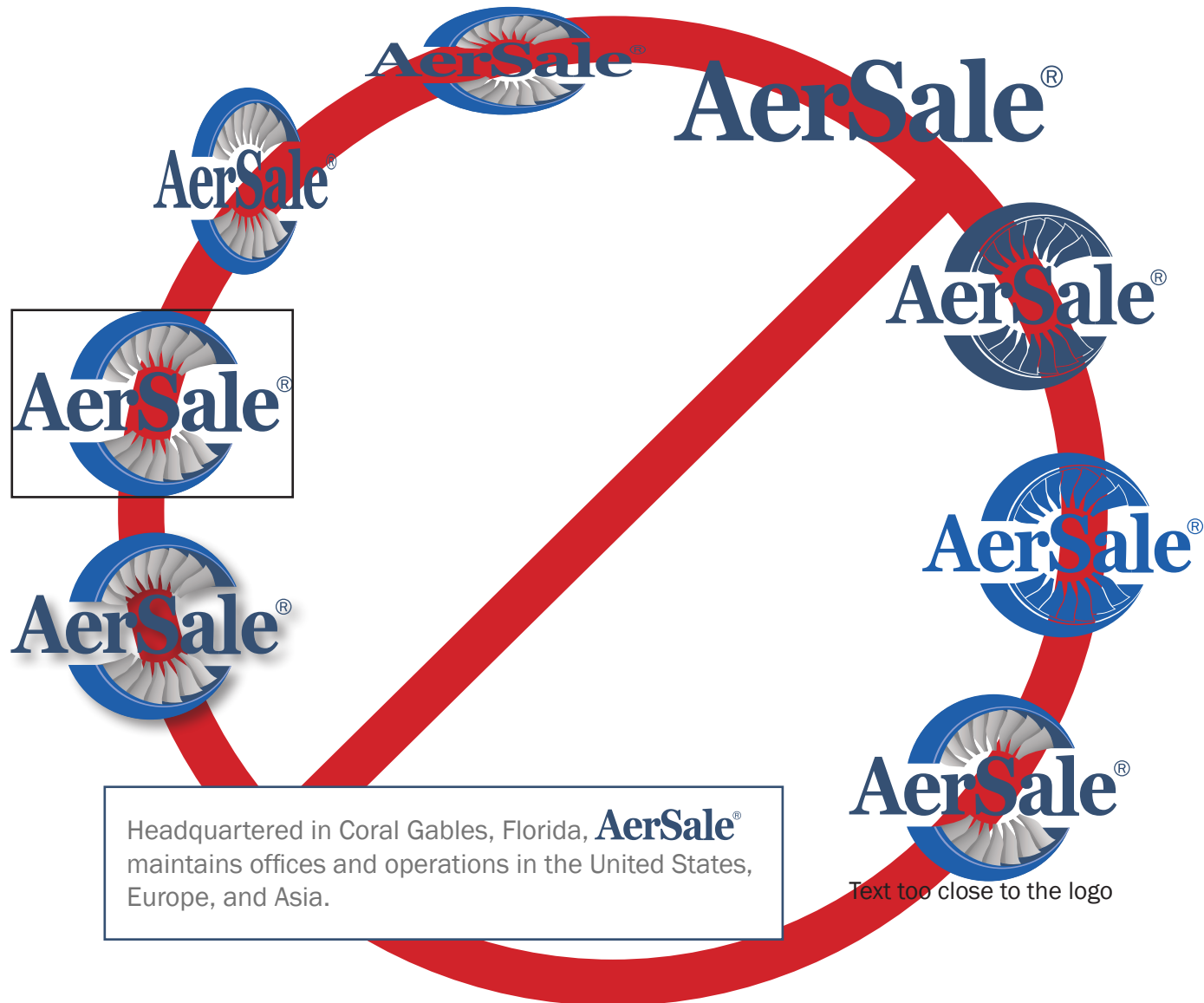| Background Color Shade	3-Color Logo	3-Color Logo Reversed	1-Color Logo Black	1-Color Logo White
0% (White)	AerSale®	AerSale®	AerSale®	AerSale®
10%	AerSale®	AerSale®	AerSale®	AerSale®
20%	AerSale®	AerSale®	AerSale®	AerSale®
30%	AerSale®	AerSale®	AerSale®	AerSale®
40%	AerSale®	AerSale®	AerSale®	AerSale®
50%	AerSale®	AerSale®	AerSale®	AerSale®
60%	AerSale®	AerSale®	AerSale®	AerSale®
70%	AerSale®	AerSale®	AerSale®	AerSale®
80%	AerSale®	AerSale®	AerSale®	AerSale®
90%	AerSale®	AerSale®	AerSale®	AerSale®
100%	AerSale®	AerSale®		AerSale®

LOGO 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.

Changing the color or any graphic element of the AerSale logo will dilute its impact and detract from the image of consistency we want to project. In addition, the logo should never be used within text. Instead, "AerSale" should be typed to match the other text that surrounds it. Below are some, but not all, of the unacceptable uses of the AerSale logo. The use of outlines, drop shadows, stretching, borders, or interfering with the clear space surrounding the logo are not acceptable.

Headquartered in Coral Gables, Florida, **AerSale**® maintains offices and operations in the United States, Europe, and Asia.

Text too close to the logo

AERSALE TYPOGRAPHY AND STYLE

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 comnim hil molectata 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 illictaerro volorio. Et quo eatis minum sant poribus, quam, omnisse cullabo. Ut imus re qui comnimu scipid maio. Os re coreheniat.

Georgia
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Georgia Bold
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Book
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Demi
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ADDITIONAL AERSALE BRANDS

Same logo usage rules apply to all the additional AerSale brands. The first mention of the brands 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.

AerSale Component Solutions
3-Color Logo

Usage Guidelines:
The AerSale Component Solutions logo is meant to be used only for official AerSale Component Solutions documents and stationery, and on location signage and uniforms. For anything else, the brand is AerSale and the AerSale logo should be used.

Colors:
Pantone 295, 2935, and 8401

File Name:
AerSale CS_Logo_3C

AerSale Parts Manufacturing
3-Color Logo

Usage Guidelines:
The AerSale Parts Manufacturing logo is meant to be used only for official AerSale Parts Manufacturing documents and stationery, and on location signage and uniforms. For anything else, the brand is AerSale and the AerSale logo should be used.

Colors:
Pantone 295, 2935, and 8401

File Name:
AerSale PM_Logo_3C

Same logo usage rules apply to all the additional AerSale brands. The first mention of the brands 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.

AerSale Asset Management
3-Color Logo

AerSale®

ASSET MANAGEMENT

Usage Guidelines:
The AerSale Asset Management logo is meant to be used only on official AerSale Asset Management, Pte. Ltd. (which is the joint venture with HEES) documents and stationery. For anything else, the brand is AerSale and the AerSale logo should be used.

Colors:
Pantone 295, 2935, and 8401

File Name:
AerSale AM_Logo_3C

AerSafe™
1-Color Logo - Blue

AerSafe™

Usage Guidelines:
AerSafe 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.

Colors:
Pantone 295

File Name:
AerSafe_Logo_1C Blue

AerTrak™
1-Color Logo - Blue

AerTrak™

Usage Guidelines:
AerTrak 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.

Colors:
Pantone 295

File Name:
AerTrak_Logo_1C Blue

COPYRIGHT AND TRADEMARKS

Copyrights, trademarks, and registrations are legal ways to protect original ideas from being stolen and used as the property of someone else. Although each one has a similar purpose, each is quite different in use and definition.

A copyright protects works of authorship, such as writings, music, intellectual property, and works of art that have been tangibly expressed. Once an original piece is finished, it automatically receives copyright protection. Copyrights can be designated by attaching the symbol ©, the full word "copyright," or the abbreviation "Copr."

A trademark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from those of others. A service mark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of a service rather than goods. The term "trademark" is often used to refer to both trademarks and service marks.

A registered trademark is designated with the symbol ®. With a registration, a trademark is protected against another company's use of the name or image. A registered trademark is a federal and legal registration of the mark. Any future company wishing to register its own design/name/image must check to be sure that it is not like any registered trademarks. If the image is too similar and is still produced, the company is guilty of trademark infringement.

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 AerSafe™, AerTrak™, 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.

Example copyright text:
© 2018 AerSale, Inc. All rights reserved.
© 2018 AerSale, Inc. AerSafe is a trademark of AerSale, Inc. All rights reserved.
© 2018 AerSale, Inc. AerSale Component Solutions is wholly owned by AerSale, Inc. All rights reserved.
© 2018 AerSale, Inc. AerSale Parts Manufacturing is a division of AerSale, Inc. All rights reserved.

AERSALE STATIONERY

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 for orders, or if you have any questions and/or concerns.

AERSALE EMAIL SIGNATURE

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 copying 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.

AerSale
Typeface: Franklin Gothic Book - 11pt
Color: AerSale Blue - R55 G81 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.

JOHN DOE | Very Important Person

AerSale

121 Alhambra Plaza, Suite 1700 | Coral Gables, Florida 33134

Office: 305.764.3200 | Direct: xxx.xxx.xxxx

john.doe@aersale.com | www.aersale.com

Follow us on:
LinkedIn | Twitter | Facebook | Instagram

AERSALE MARKETING COLLATERAL

It is important that AerSale maintains its reputation of quality and trustworthiness. The AerSale brand should be carried over to all marketing collateral, and should be used in a way that is consistent and conveys our message in the most effective and efficient way possible. There is some flexibility with the design of AerSale collateral in order not to restrict creativity. However, the AerSale logo rules and color palette on page 4 are elements that should not be modified or changed.
All collateral that is created and that will be presented to stakeholders outside the company, will need to be approved by the Marketing Department for brand consistency before release. Please send your approval requests to mktg@aersale.com. Below are some examples.
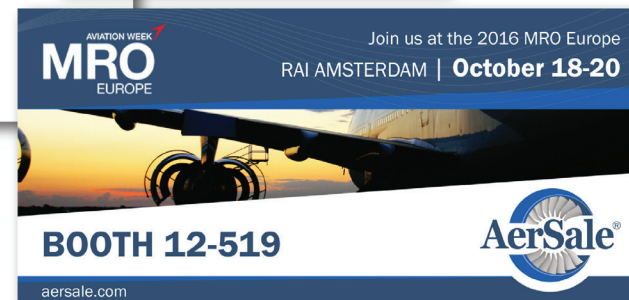
121 Alhambra Plaza, Suite 1700
Coral Gables, Florida 33134
305.764.3200

aersale.com