

Brand Guidelines

Updated July 2019



Welcome to the Alaska Airlines Brand Guidelines.

This is where you'll find the best practices for the Alaska brand. Use it as your guide when creating remarkable content.

Throughout these pages, you'll find links to external resources that are living documents containing our most up-to-date information.

Need more? Visit alaskabrandstudio.com to request a project, find links to our most used creative assets or for assistance using this guide.

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MAKE YOUR (WORD)MARK.

The Contextual Wordmark: use it in airport environments, in aircraft, on aircraft and on our digital channels. These are all arenas where it's pretty easy to figure out we're an airline, so we don't need to say it.

The Official Wordmark: use it everywhere else.

Use the Midnight or White logo for core branded creative.

The logo can be shown in Atlas or Breeze when used in the context of the "Fly Smart. Land Happy." campaign, only when it makes sense to match the logo color to the type color.

Follow clear space guidance.

Don't:

- Alter, rotate or modify it.
- Animate it.
- Surround it with other designs.
- Accessorize it with extra elements like speech bubbles.
- Anthropomorphize it.
- Overemphasize it.
- Use previous versions of it.

Contextual



Official



The Alaska Wordmark

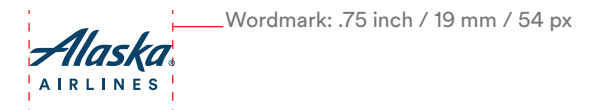
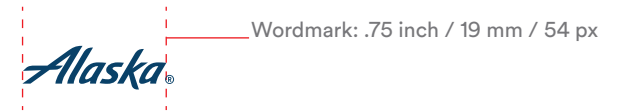
GIVE ME SOME SPACE.

Our wordmark works best when it has some breathing room, so surround it with wide open spaces.

The amount of unobstructed clear space that must surround the wordmark is at least 1X, where X equals the ascender of the “k” in the wordmark.

The clear space should always be away from all elements of the wordmark, except for the ®.

Don't go smaller than 54 pixels wide so we can maintain visual impact.



THIS SIZE FLIES.

To get the ® the right size, use a size-appropriate version of the Alaska wordmark.

We're showing the contextual wordmark only as the example.

But sizing and basic naming structure are the same for both our contextual and official wordmarks.

Large

The wordmark "Alaska" in a dark blue, stylized script font. The letter 'A' is particularly large and features a wing-like shape on its left side. A registered trademark symbol (®) is located at the end of the wordmark.

5.5" and larger

Medium

The wordmark "Alaska" in a dark blue, stylized script font, smaller than the large version. A registered trademark symbol (®) is located at the end of the wordmark.

2"

up to 5.5"

Small

The wordmark "Alaska" in a dark blue, stylized script font, smaller than the medium version. A registered trademark symbol (®) is located at the end of the wordmark.

1.125"

up to 2"

Very small

The wordmark "Alaska" in a dark blue, stylized script font, the smallest version shown. A registered trademark symbol (®) is located at the end of the wordmark.

.75"

up to 1.125"

The Alaska Wordmark

IN GOOD COMPANY

The Alaska wordmark is sometimes used to identify internal groups or showcase a partnership with third parties.

With internal efforts and branded product offerings, Alaska remains the hero while the qualifier supports below.

With third-party partnerships, Alaska remains left and a line / pipe separates the two logos.

Alaska[®]
Mileage Plan

Alaska[®]
GLOBAL PARTNERS

Alaska[®]
Inflight

Alaska[®]
Enterprise Project
Management Office

Alaska[®] | **HORIZON**[®]
AIRLINES | AIR

Alaska[®] | [™]
AIRLINES

Alaska[®] |  Spokane International Airport
AIRLINES

Alaska[®] | [™]
AIRLINES

GO THE EXTRA SMILE.

We go full color with our Brand Ambassador when we need a bold brand impact.

Touchpoints include:

- Business cards
- Liveries
- Executive presentations

We go with our watermark Brand Ambassador when we want an emotional backdrop for the brand and we're trying to drum up some inspiration.

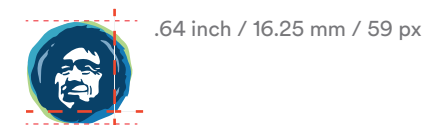
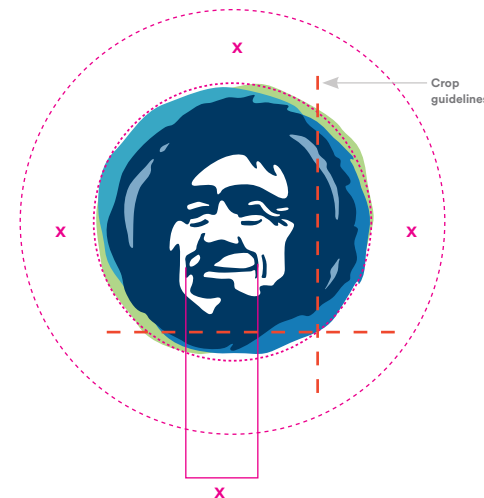
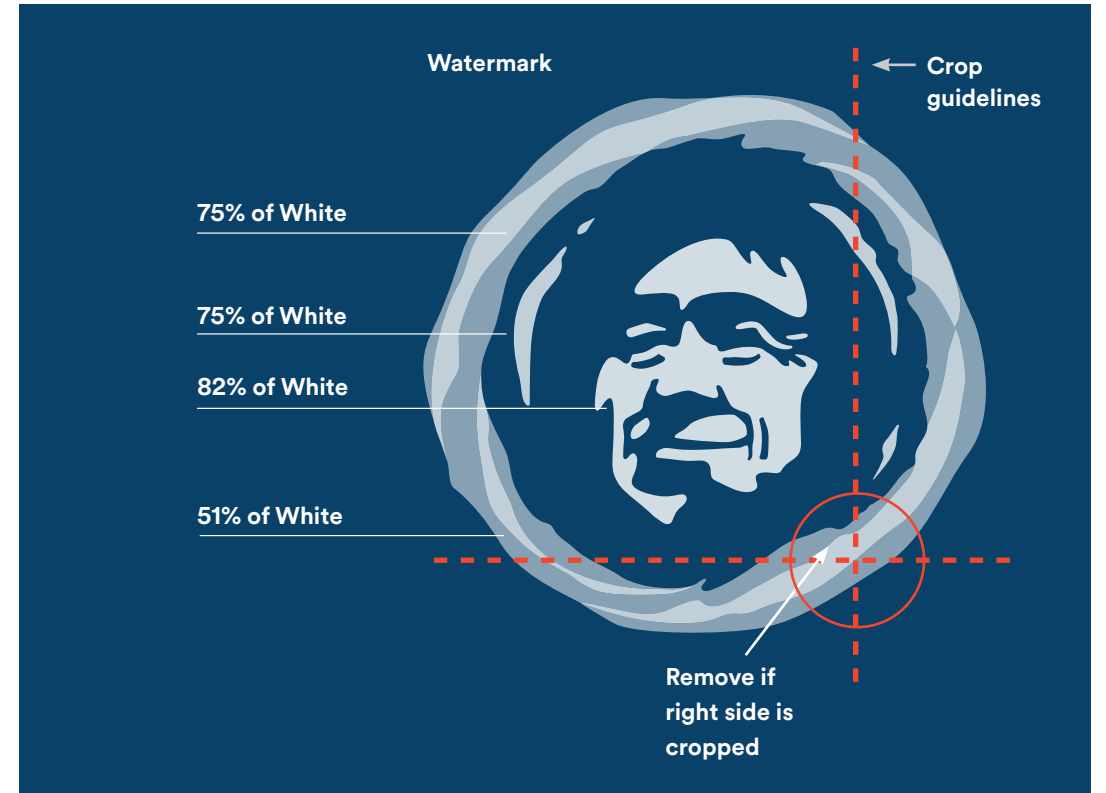
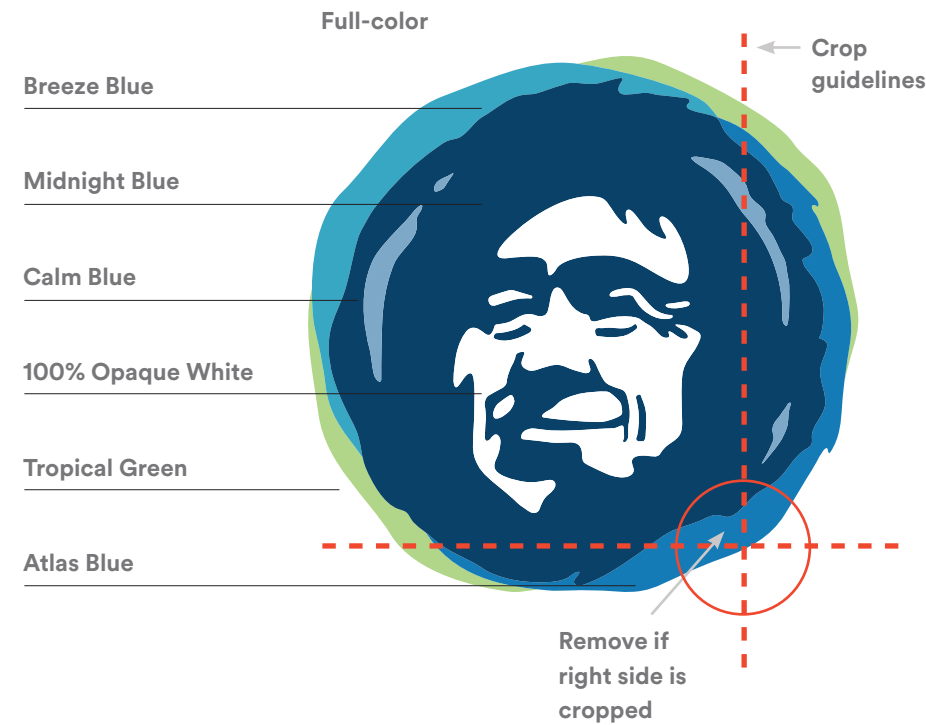
Clear space

The minimum amount of unobstructed clear space that must always surround the ruff should be at least 1X, where X equals the width of the smile.

Don't go smaller than 59 pixels wide so we can maintain visual impact.

The face must always face to the left. (The livery tail is the only exception.)

The face must always be cropped and anchored as shown, never floating.



The Tail

LIVE(RY) TO TELL THE TAIL.

The Alaska livery is our largest and most recognizable element. It's a piece of art that represents all of Alaska Air Group. We have a photo version and a vector image version.

Use the photo version, supported by a clear blue sky, whenever possible.

Use the vector image version when you can't use the photo, such as on a screen printing, large graphics, apparel and merch.

The tail should always be facing left. Cropping is acceptable, using the guidelines found on page 8.

Photograph



Vector Art



Colors

PASS WITH FLYING COLORS.

The Primary Palette is Midnight Blue and White. Midnight Blue was inspired by the night sky. It's a strong neutral that represents performance.

The Secondary Palette is Atlas Blue, Breeze Blue and Tropical Green. These come from the mid-tones of the aurora borealis.

The Tertiary Palette is Calm Blue, Mist Gray and Palm Green. These core supporting colors are not replacements for white.

Never:

- Use color just for decoration.
- Use secondary palette without the core colors.
- Use secondary or tertiary palette in exchange for White.

The Soft Palette is Type Gray.

Midnight Blue

PANTONE
7694 C / 2187 U

HEX: 01426A
CMYK: 100.57.9.52
RGB: 1.66.106

White

PANTONE
(N/A)

HEX: FFFFFF
CMYK: 0.0.0.0.
RGB: 255.255.255

Atlas Blue

PANTONE
2383 C / 7461 U

HEX: 2774AE
CMYK: 83.40.3.6
RGB: 39.116.174

Breeze Blue

PANTONE
7702 C / 2200 U

HEX: 48A9C5
CMYK: 68.1.8.8
RGB: 72.169.197

Palm Green

PANTONE
Cool Gray 9 C / U

HEX: B3D57D
CMYK: 33. 0. 60. 0
RGB: 179. 213. 125

Calm Blue

PANTONE
2156 C / 2155 U

HEX: 8BA6C1
CMYK: 51.23.11.0
RGB: 139.166.193

Mist Gray

PANTONE
Cool Gray 3 C / U

HEX: C8C9C7
CMYK: 8.5.7.16
RGB: 200.201.199

Tropical Green

PANTONE
2284 C / 366 U

HEX: B3D57D
CMYK: 33.0.60.0
RGB: 179.213.125

Type Gray

PANTONE
Cool Gray 9 C / U

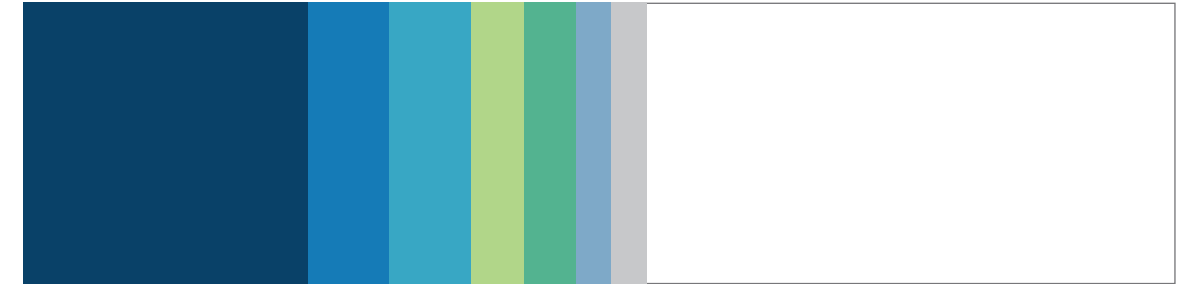
HEX: 656565
CMYK: 30.22.17.57
RGB: 117.120.123

Type Gray supports our approachable brand voice, softening our expression of type that would otherwise be black in color.

Use for headlines and body copy.

Also for cases in which typography cannot be reversed to White or set in a Core palette color.

Proportions



Brand colors as gradients



LET'S GET DIGITAL.

The **Digital Color Palette** includes variations on the Brand colors for use specifically and only in digital spaces.

Colors for user interface elements including Buttons, Icons, Links, Headings and Type.

This palette is currently being refined to include continuous user interface needs. The HEX values shown are for general reference and subject to change; please email Digital-Experience-Guide@alaskaair.com for the latest version.

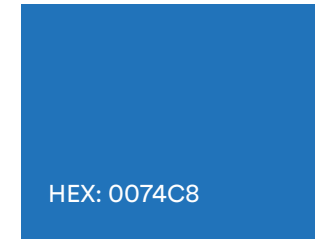
User Interface

Digital version of brand colors modified for greater vibrancy on-screen and digital usage

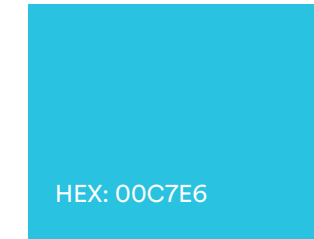
Digital Midnight Blue



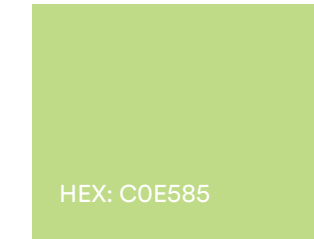
Digital Atlas Blue



Digital Breeze Blue



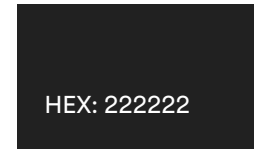
Digital Tropical Green



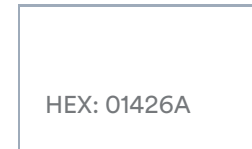
Typography

For all live type: headlines, labels, headers, body copy, and legal

Orca



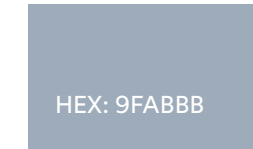
White



Shark



Manatee



Fog



Galapagos



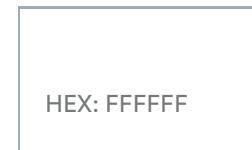
Background

Colors for backgrounds and dividing lines

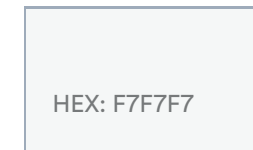
Digital Midnight Blue



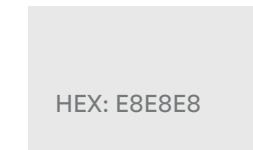
White



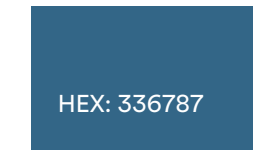
Cloud



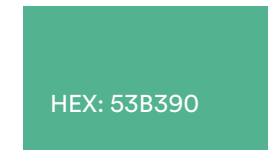
Mist



Dusk



Digital Palm Green

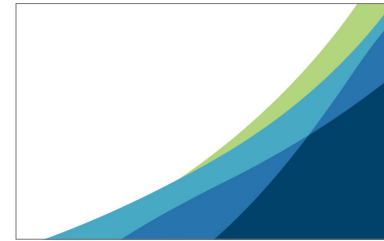
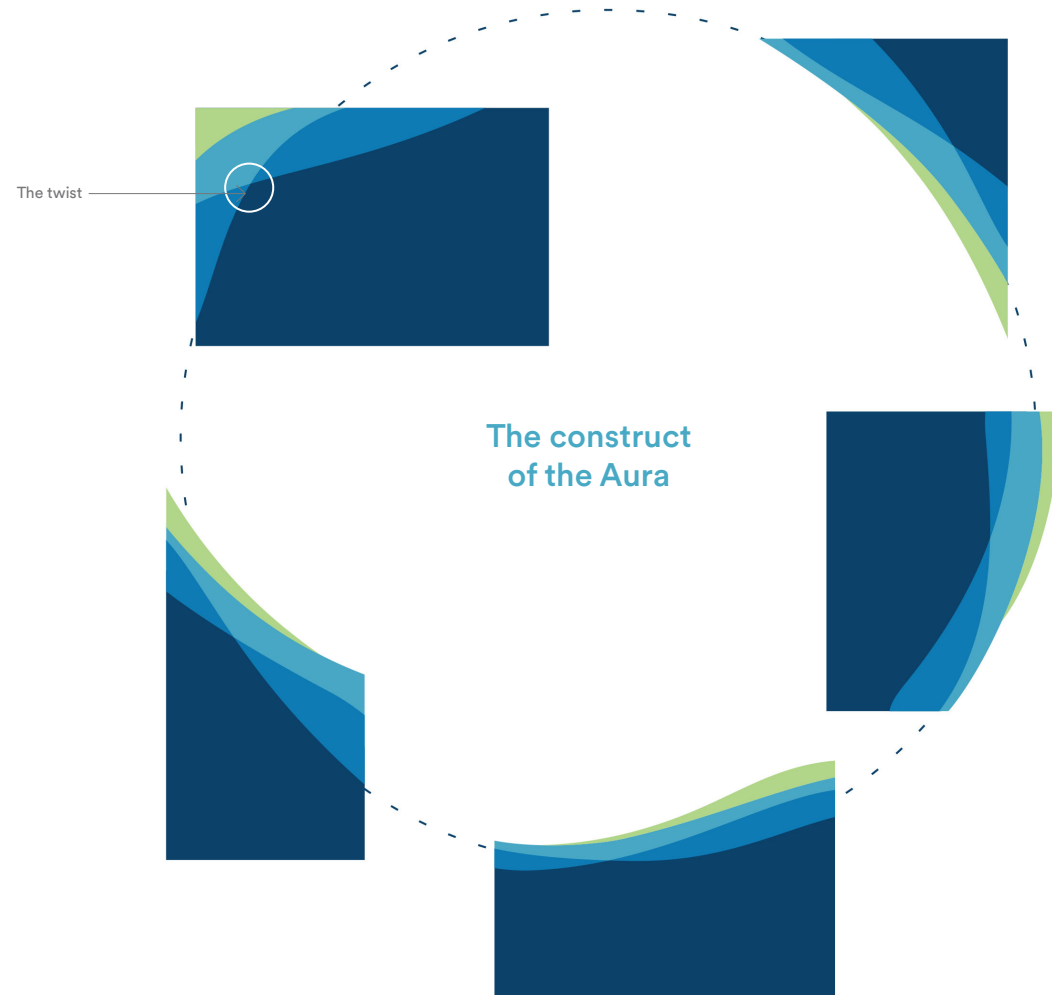


SPIRIT OF THE NORTH

We use four types of Aura to give us a range of expression.

They all follow these principles:

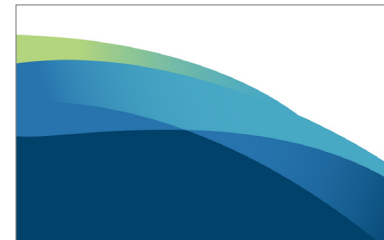
- The order of the core colors is Midnight Blue>Atlas Blue>Breeze Blue>Tropical Green on the outer edge. Never change this.
- No straight or parallel lines in the Aura; it's organic.
- No evenly-spaced sections of color; less static, more motion.
- There's always one twist – one part of the Aura that crosses, making an "x" shape.



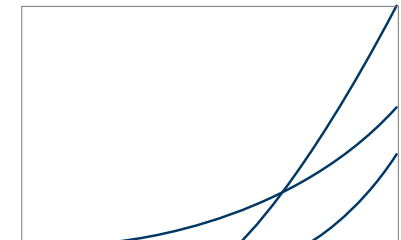
White Aura
Made up of all the colors of the primary and secondary palettes including core White. Color bleeds on two or three sides of the canvas. The twist is always present in the Atlas Blue.



Midnight Aura
Made up of solid colors of Midnight Blue and the secondary palette. A twist is always present in the Atlas Blue. Color bleeds off all four sides of the canvas with no visible White.



Blended Aura
Available in both Midnight and White versions, Blended Auras are made with primary and secondary palettes. Colors fade between shapes for a softer look.



Line Aura
The line aura is primarily used in Lounges and First Class. It can also be used when the deliverable is something that needs to feel classy or upscale.

Typeface

BOLD MOVES

AS Circular is used for headlines and body copy in core brand communications. It has five distinct weights. Use these weights to create an easy-to-read typographic hierarchy.

Please make sure that the settings for “ligatures” is set to “off.” Ligatures are when specific characters have a designed connection to another character. fl is the most common occurrence.

Weights

Light, **Book**, **Medium** are body copy.

Bold is for headlines & subheads.

Black is for special occasions, like short headers, small subheads or when we need to differentiate content hierarchy.

Color

Primary Colors are Midnight Blue, Atlas Blue, White, Type Gray.

Breeze Blue is a secondary color and is to be used sparingly as an accent color.

Hierarchy

AS Circular Bold appears first in the typographic hierarchy, as heads & subheads.

AS Circular Light, Book or Medium are body copy.

[To get AS Circular typeface, contact alaskabrand@alaskaair.com.](mailto:alaskabrand@alaskaair.com)

AS Circular Black

AS Circular Bold

AS Circular Medium

AS Circular Book

AS Circular Light

Additional Typefaces

FLYEST PRAISE

You may notice a new typeface being used in the aircraft experience. It's called Highest Praise and is strictly reserved for application on materials used on board.

Cups, napkins, headphone packaging and the seatback cards are all areas where this typeface is used.

Highest Praise

FREIGHT MICRO

Freight Micro is an Adobe TypeKit font that is used for body copy in publications like the *Beyond Magazine*, Uniform Lookbook, etc.

This typeface should only be used for body copy 12pt or below.

Freight Micro
Freight Micro
Freight Micro
Freight Micro
Freight Micro



EXPRESSING OURSELVES

Our brand phrases are custom, hand-lettered pieces of art that are used throughout employee spaces and printed materials to add personality and energy.

This is not a typography. These should not be broken up or added to one another to create new phrases. These should only be combined or used in groups when showcasing the brand values.

These should only be used with solid colors and should not have a gradient applied.

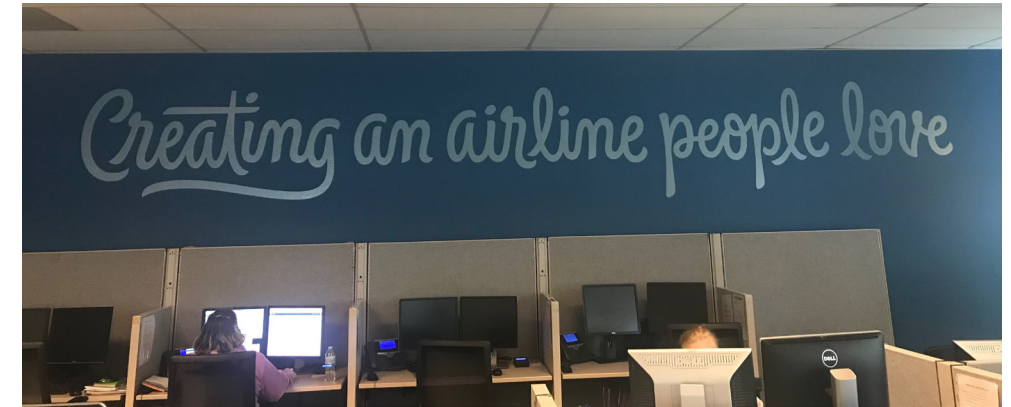
[Contact the Alaska Brand Studio for usage and to review the full library of phrases.](#)



by **Jessica Hische**

Jessica created our brand phrases and values in a fluid, hand-drawn style that shows movement, playfulness and a West Coast vibe.

Hello world
Come on in
Let's go
Creating an airline
people love



Expressive Type

DESTINATION ILLUSTRATIONS

These custom illustrations tell the story of where we fly through typography. This evolving collection is available through the Brand Studio and can be used in employee spaces to represent a location and on materials when showcasing a destination.

They should be used as a solid color within our palette and should not have a gradient applied.

[Contact Alaska's Brand Studio for usage.](#)



by Erik Marinovich

Erik designed all of our destination typography. Each destination has been given its own treatment that expresses its vibe, culture and feel.



Be fly-coastal with the most coast-to-coast nonstop routes of any other airline.



Photography

PICTURE THIS.

Our world is positive and bright. It's honest but finds the colorful and modern elements of the real world. We would like to freeze-frame happiness all over in the most local, authentic way possible.

Our photography should reach beyond our brand colors, adding brightness, vibrancy and overall happiness to the layouts.

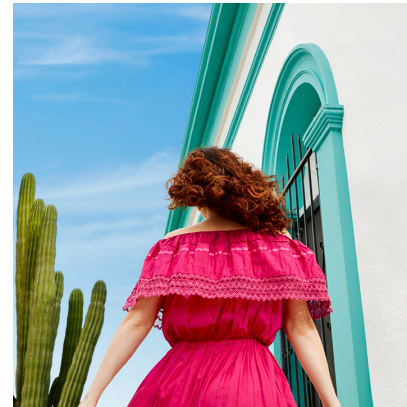
Our world is not plastic, overly stylized, dark or surreal. It doesn't have posed models. It isn't busy or complex.

We show people exploring places. We show our product in natural use. We show our places in unique context. We leave a little to the imagination, inviting the viewer to explore more.

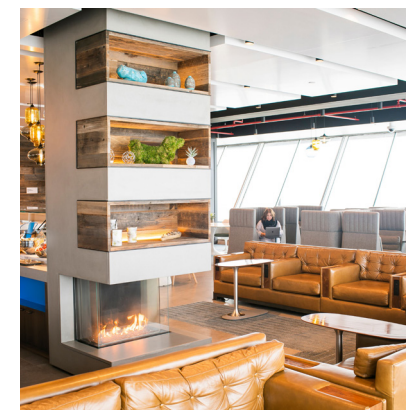
Contact the Alaska Brand Studio for any photography requests. ([Link to photo request brief](#))

- Contextual imagery should be 80% visually resting, with no interference in that area.
- Accents in the imagery should be anchored to the bottom of the image and take up 25% of real estate.
- All images should use cool colors.
- Logos should live above the 25% mark.

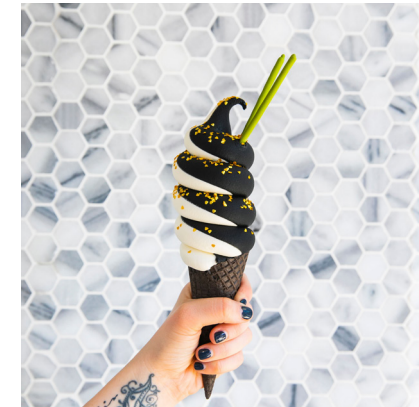
People



Product



Places



Icons

ICON. YOU CAN. WE ALL CAN.

Our icons are friendly, modern & confident. They've been designed for the digital space, as well as printed assets. We only show a few samples here, but many more have been developed and are available in our icon library. You can find access to that library through our full icon guidelines.

Digital Sizes

Icons can be scaled to provide 3 sizes: small (16px), medium (24px), and large (32px). Rare cases allow for larger sizes; start with the large size first as it has more details and use the guidelines to create the illustration.

Color

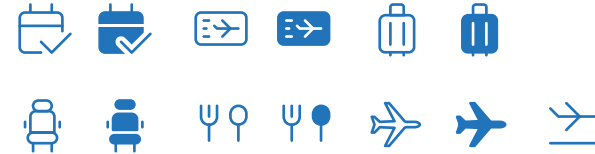
Use the color palette that's directly related to where the icons will be used/displayed – print icons can use our core brand colors. For digital, use the digital color palette. Color should be used strategically; for example, use black or Orca when aligning an icon with static text, or use an actionable color like Digital Atlas Blue when the icon is included as part of a link.

Creating new icons

We recommend Adobe Illustrator (or, secondarily, Sketch App) for icon creation. Our Alaska Icon Guidelines document has a number of rules to follow to help your icon fit in with the set, including overall size, line weight, corner radius, color, and pointers on how to make your icon pixel perfect (important for a crisp and readable icon in digital spaces).

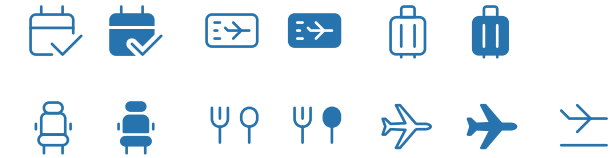
For a copy of the most recent icon files and usage guidelines, contact Digital-Experience-Guide@alaskaair.com

Digital

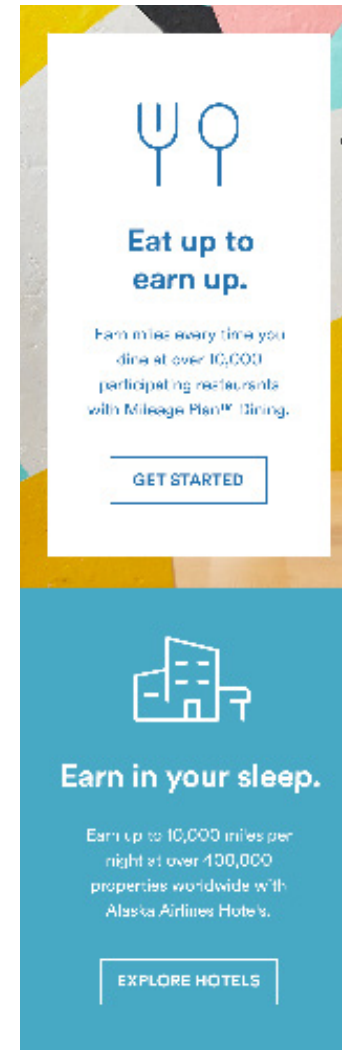


Digital Atlas Blue

Print



Atlas Blue



Email marketing



JUST PLANE CUTE.

The airplane icon is a simplified visual representation of Alaska's overall fleet of aircraft. We took inspiration from various airplane types to land on the newest version of the icon.

- Airplane icon should always be the color of the typography used.
- Icon width should be the letterform width.
- If space permits, airplane icon should have 2x the space from the top compared to the headline.
- When between airport codes, the airplane should be the same height as the font.

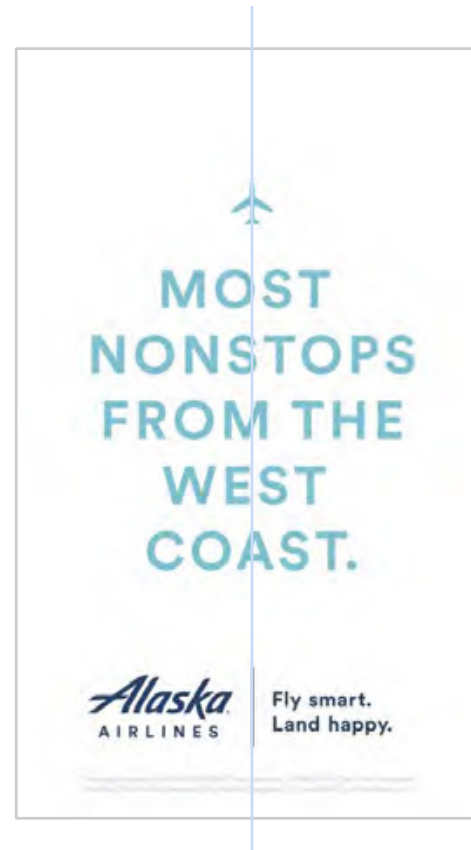
New Icon



New Icon (white)



Use of Icon



OOH
LENGTH OF
1 LETTERFORM

PRINT
LENGTH OF
2 LETTERFORMS

LAX → OGG
AIRPLANE IS THE SAME
HEIGHT AS THE CODE



Route Maps

ROUTE, ROUTE, ROUTE FOR THE HOME TEAM.

Alaska's main route map (used mostly for print) is dark and clean with vibrant white route lines that glow as they stack on top of each other.

The Global Partners route map shows how we can get guests from the West Coast to the world. The dark version shows all of our partner destinations. The light and bright version is Asia specific and is used only in the digital space. It was created for better visibility/legibility, simplicity and alignment with our [digital interactive route map](#) and experiences that are meant to be viewed on a wide range of screen sizes.

Contact Alaska's Brand Studio for usage.



YOU'VE COME TO THE WRITE PLACE.

[Click here for our comprehensive Copy Style Guide.](#)

Tone down for what?
[Click here for our guide to voice and tone.](#)

Hospitality is the key to our relationships with our guests and each other. Putting guests first requires that we understand our relationship status.

CODE OF WRITING

Keep it real and keep it Alaska.

Friends? Friends.

Be conversational. Be clear. Have fun.

Speak freely. Use manners.

Engage in a way that's unconventional, while remembering we're trusted to fly airplanes.

Openness

Invite guests in, but don't tell them where to go.

Travelers, not tourists

Go beyond the obvious to find the worthwhile experience.

Tell it like it is.

If regulations require us to say it, then say it. Transparency is the best policy.

Empathy is invaluable.

Approach irregular operations from the guests' perspective. Take personal responsibility. Do all we can to make things right.

Enthusiasm is contagious.

Get excited to write and they'll be excited to read.

OUR WRITING STYLE IS...

Conversational - Relatable - Smart

Conversational:

For the most part, copy should feel conversational, natural to how a person would speak, with a dash of clever. We want to be polished and smart, but we also want to speak with the audience, rather than at them.

E.g: Having it all shouldn't mean paying it all.

Relatable:

Whenever appropriate, we can reference something that a viewer of a specific placement would get almost as an inside joke, but not so inside that it becomes too niche. It should feel like a knowing wink that our audience appreciates, and not like we're pandering.

E.g: \$59 Flights from SFO - Go above and Bayond!

Smart:

We like wordplay, but used sparingly. It should be smart, never corny or eye roll-inducing. Think plays on phonetic similarities over outright puns.

E.g: \$159 to Hawaii. And no leiovers.



Fly smart.
Land happy.™

The campaign is brought to life through smile-inducing moments and paid off with Alaska benefits that remind guests they don't have to settle for less.

[Click here for the brand campaign guidelines](#)



Quick links for you!

For more detailed information, contact
Jen Sinconis, Studio Operations Manager

jen.sinconis@alaskaair.com

Katie D'Amato, Director of Brand

kathleen.damato@alaskaair.com

[Alaska Brand Studio Website](#)

[Alaska Brand Hub](#)

[Alaska Writing Style Guide](#)

[Fly smart. Land happy. Style Guide](#)

**Do you feel so
ON BRAND?**

We thought so!