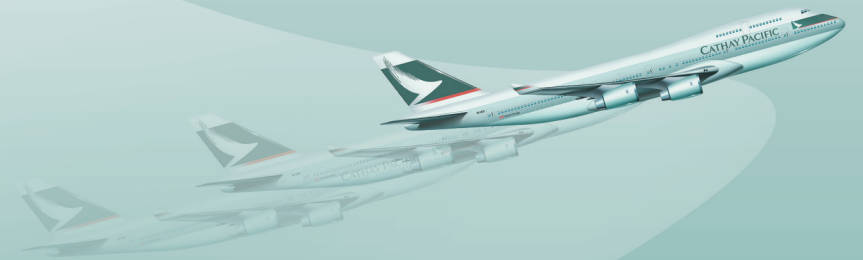




Basic Design System



Basic Design System

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- 1.3 The Symbol and Logotype
- 1.4 The Signatures
- 1.5 Chinese Signature
- 1.6 The Bilingual Signature
- 1.7 Black and White Signature
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- 4.4 ICI Autocolor Formulation
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The purpose of this Manual is to define the basic guidelines for the proper implementation of the Cathay Pacific Identity Program. This Manual is to be used as a central reference by all persons responsible for any phase or element of the visible manifestation of Cathay Pacific – including those responsible for conceiving, designing, implementing or supervising the production of any material bearing our symbol and logotype.

It is important that the policies and guidelines presented in this Manual be given careful study, particularly when initiating the planning stage for the production of new materials, whatever they may be, bearing the Cathay Pacific Identity. When the development of such materials involves working with an advertising agency, public relations firm, graphics studio, printing supplier or sign writer, it would be beneficial to review the relevant sections of this Manual with them.

The Symbol and Logotype

The Brushwing expresses the unique character of an airline that is both based in Asia and has an international outlook. It embodies a sense of energetic flight in an Asian motif. The “handmade” symbol acknowledges Cathay Pacific’s devotion to Asian high standards of personal service. Its well-balanced elements

project a contemporary, professional whole which attests to the Airline’s technical acuity and uncompromising attention to safety and reliability.

The Cathay Pacific logotype is a specially drawn typeface for use in corporate signatures

and the signatures for the principal core businesses – Cathay Pacific Catering Services and Cathay Pacific Cargo. It must not be used elsewhere, and cannot be replaced by any other typeface.



The Brushwing Symbol

CATHAY PACIFIC

The Cathay Pacific Logotype

There are three versions of the corporate signature which have been approved for reproduction. The three versions are as follows:

Single Line Signature

Centred Signature

Bilingual Signature

Each comprises the Brushwing and the Cathay Pacific logotype. For artwork, please refer to the CD-ROM Colour Swatches.

The Single Line Signature

The logotype to be placed right of the Brushwing



The Centred Signature

The logotype to be centred below the Brushwing



Don'ts



The Chinese logotype has been specially developed for Cathay Pacific, no attempt should be made to match the logotype with conventional typesetting.

The Single Line Chinese Signature

The logotype to be placed right of the Brushwing



The Centred Chinese Signature

The logotype may be centred below the Brushwing



國泰航空公司

Don'ts



國泰航空公司

國泰航空公司 

In situations where it is necessary to employ both the English and Chinese signatures, a combined centred signature is recommended. There is only one way in which both the English and Chinese signatures to be used as demonstrated below.

The Centred Bilingual Signature



CATHAY PACIFIC
國泰航空公司

Don'ts



Black and White Signature

The signature may be reproduced in black and white as Version A when the corporate colours cannot be used due to printing restrictions. The signature is printed solid black in place of CX Green with a 40% tint of black in place of

CX Red. In case there are difficulties to reproduce the 40% screen, Version B can be used. It replaces the screen area with a keyline which makes production easier.

Version A



Version B



The Proportion Lock-up

The positioning of the symbol and the logotype is fixed, based on the height of the red bar as one unit. The relative proportions must never be altered, nor should any of the elements be re-drawn.

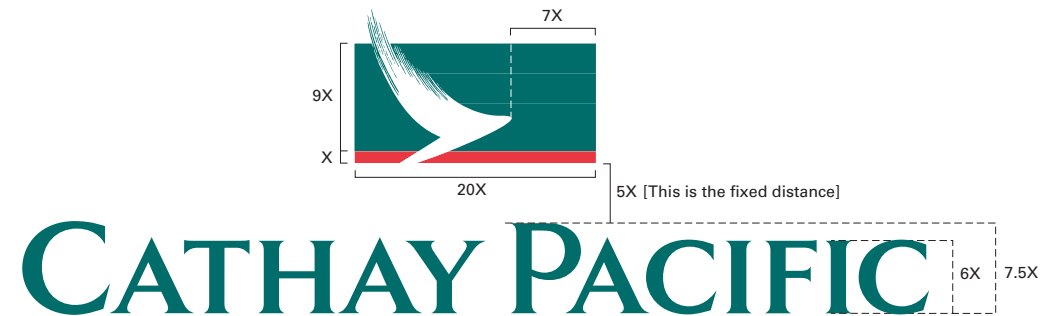
The Single Line Signature

The logotype to be placed right of the Brushwing



The Centred Signature

The logotype to be centred below the Brushwing



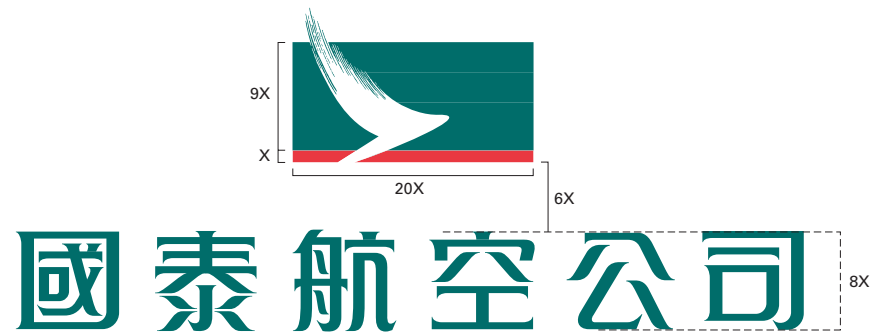
The Single Line Chinese Signature

The logotype to be placed right of the Brushwing



The Centred Chinese Signature

The logotype to be centred below the Brushwing



The Centred Bilingual Signature



Standard and Simplified Signatures

There are two variations of the signature for use in different sizes. A simplified version of the symbol has been developed to improve definition at smaller size.

Standard Signature with "Full 26 Feather" Brushwing symbol – 100mm or above

When the symbol can be used in size 100mm or above, the standard symbol should be adapted.



Simplified Signature – Below 100mm

When the symbol can be used in size below 100mm, then a simplified version of the symbol should be adapted.



There are also two variations of the signature for use at different sizes.

All measurements refer to the width of the Brushwing. For artwork, please refer to the CD-ROM Colour Swatches.

"Full 26 Feather" Brushwing symbol signature

For reproduction at 100mm and above



"Simplified" signature

For reproduction from 99mm and down to 10mm

The Brushwing has been simplified to improve definition at smaller sizes.



Minimum size 10mm

To maintain quality of definition and legibility, the total width of the Cathay Pacific logo should not be less than 10mm as shown below.



Below 10mm

Only the Cathay Pacific logotype should be used. The Brushwing does not appear.

CATHAY PACIFIC

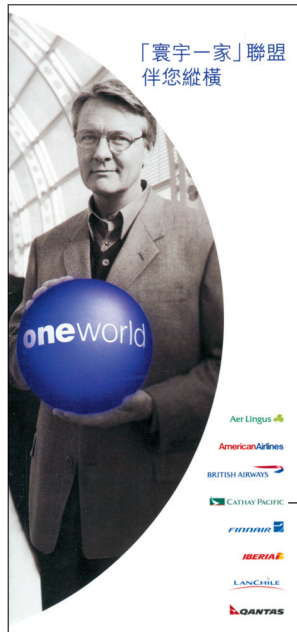
Prior approval from Marketing Department is required if the signature needs to be used under 10mm.

Exceptions

When Cathay Pacific logo is co-existed with logos of other companies, and when all the other logos appear in their form, the Brushwing should then be used.

Example One:

In oneworld lock up with all other carriers logo



Example Two:

In sponsorship exposure with other corporate sponsors

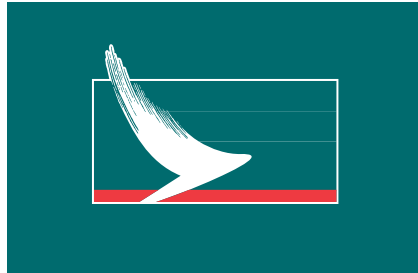


Whenever the signature is co-existed with logos of other companies, a full signature instead of "logotype" should be applied, even the width of the signature is below 10mm.

Keyline Signatures

The positive version should only be reproduced on white background.

When applied to a dark background, the keyline signature is to be used. The Brushwing has a white keyline around it to separate it from the background.



Positive colour signature on white background



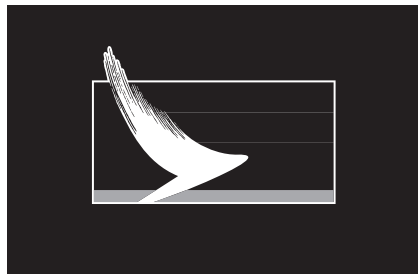
Keyline colour signature on CX Green



Keyline colour signature on light background



Keyline colour signature on darker background



Positive black and white signature on white background



Keyline black and white signature on background of 49% of black or below



Keyline black and white signature on background of 50% of black or above



Keyline black and white signature on background of solid black

Minimum Clear Area

To ensure that the logo stands out and does not dominated by other imagery or typography, minimum clear areas have been designated to surround it.

The minimum clear area is illustrated by the dotted line and is determined by measuring

the height of the Brushwing. The dotted lines are for illustration only and should not be reproduced.

No type or rule should run into the minimum clear area, and whenever possible this area should be increased.

In exceptional circumstances, the minimum space requirement may have to be reduced for better result. Approval from the Marketing Department should be obtained prior to the production of any such items.

Clear area positive format of the centred signature



Clear area negative format of the centred signature



Clear area positive format of the single line signature



Clear area negative format of the single line signature



Clear area is created using the formula X, when X is the total height of the symbol. It is important that the clear area is maintained at all time.

Primary Brands

The lock-up for all the brands are fixed and cannot be altered. For artwork, please refer to the CD-ROM Colour Swatches.



First Class Burgundy

PMS 202

Cyan 0
Magenta 100
Yellow 70
Black 60

Business Class Blue

PMS 295

Cyan 100
Magenta 60
Yellow 0
Black 60

Economy Class Green

PMS 323

Cyan 100
Magenta 0
Yellow 55
Black 50

Two typefaces, Univers and Sabon have been selected as the corporate typefaces for Cathay Pacific. They should be used on all printed applications.

Univers is used on items such as business forms, tabular information, corporate brochures, promotional materials, guidelines and instructions.

The typeface Sabon is preferred for signage and displays.

The Bodoni family is added to the list as a supportive typeface mainly for display headings.

Univers	Univers 45	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
	Univers 46	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890</i>
	Univers 55	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
	Univers 56	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890</i>
	Univers 65	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
	Univers 66	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890</i>
	Univers 75	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
	Univers 76	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890</i>

黑體

幼黑	國泰航空公司香港大嶼山香港國際機場觀景路八號國泰城中座一樓
中黑	國泰航空公司香港大嶼山香港國際機場觀景路八號國泰城中座一樓
粗黑	國泰航空公司香港大嶼山香港國際機場觀景路八號國泰城中座一樓
特粗	國泰航空公司香港大嶼山香港國際機場觀景路八號國泰城中座一樓

Sabon	Sabon Roman	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
	Sabon Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890</i>
	Sabon Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
	Sabon Bold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890</i>

宋體(明體)

幼宋	國泰航空公司香港大嶼山香港國際機場觀景路八號國泰城中座一樓
中宋	國泰航空公司香港大嶼山香港國際機場觀景路八號國泰城中座一樓
粗宋	國泰航空公司香港大嶼山香港國際機場觀景路八號國泰城中座一樓

Bodoni	Bodoni	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
	Bodoni Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890</i>
	Bodoni Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
	Bodoni Bold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890</i>

Cathay Pacific Cargo is operated under Cathay Pacific Airways Limited and has a distinguishable logo, as shown below.

The Cargo logotype is the same typeface specially developed for Cathay Pacific, no attempt should be made to match the logotype with conventional typesetting.

The Single Line Signature

The logotype to be placed right of the Brushwing



The Centred Signature

The logotype to be centred below the Brushwing

In any context when the Cathay Pacific Cargo logo is already in use, then there is no need to feature the Cathay Pacific logo.



The Chinese logotype has been specially developed for Cathay Pacific Cargo, no attempt should be made to match the logotype with conventional typesetting.

The Single Line Chinese Signature

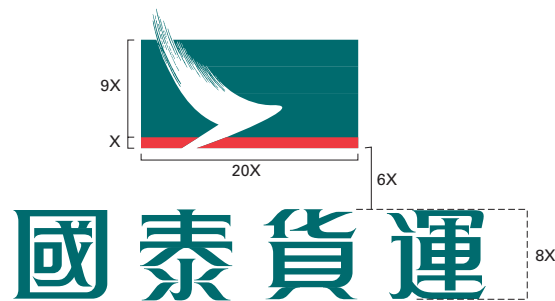
The logotype to be placed right of the Brushwing



This single line Chinese signature is a preferred positioning for the Chinese signature of Cathay Pacific Cargo.

The Centred Chinese Signature

The logotype to be centred below the Brushwing



Whenever the single line Chinese signature is not applicable, the centred signature can be adopted as an alternative.

Whenever possible the signature should be reproduced in two colours. The special colour specifications are as follows:

CX Green PANTONE 323

CX Red PANTONE 185

The colours used in this document are not to be used for colour matching purposes. Always refer to colour masters or Pantone specification swatches.

Corporate Colours



CX Green

PMS 323

Cyan 100
Magenta 0
Yellow 55
Black 50



CX Red

PMS 185

Cyan 0
Magenta 90
Yellow 80
Black 0

Primary Brand Colours



First Class Burgundy

PMS 202

Cyan 0
Magenta 100
Yellow 70
Black 60



Business Class Blue

PMS 295

Cyan 100
Magenta 60
Yellow 0
Black 60



Economy Class Green

PMS 323

Cyan 100
Magenta 0
Yellow 55
Black 50

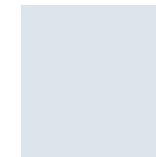
Supplementary Colours



CX Dark Grey

PMS 5445

Cyan 10
Magenta 0
Yellow 0
Black 20



CX Light Grey

PMS 5455

Cyan 5
Magenta 0
Yellow 0
Black 10

The colours shown on this page do not meet PANTONE Colour Standards. For PANTONE Colour Standards, refer to current editions of the PANTONE Colour Publications. The process colour percentage formulas shown have not been checked nor approved by Pantone, Inc. as being accurate PANTONE Process Colour simulations for respective solid PANTONE Colours. Refer to the appropriate PANTONE Colour Reference Manual for accurate reproduction.

This version of the logo is for special and limited use only. Applications such as foil stamping in gold and silver; embossing; embroidery; printing on material which has

colour registration problems, or where production process cannot handle too much detail, this version of the logo is to be used. The minimum size should be no less than 12mm.



Printed gold on black background



Printed silver on black background



Examples of special application



Incorrect Use of Signatures

Altering any aspect of the signatures dilutes the identity and causes confusion amongst our audiences. Please use the correct colours at all times and use only the approved signatures reproduced from the master artwork.

The signatures illustrated on this page are all unacceptable. However, an exhaustive range has not been illustrated. For further information or advice, please contact Marketing Department.



Don't alter the relationship between the elements.



CATHAY PACIFIC

Don't separate the Brushwing from the signature.



Don't enclose the signature within another shape. Maintain the minimum clear area.



Don't distort the signature.



CATHAY PACIFIC

Don't reproduce the signature in non-approved colour.



Don't use the Brushwing without the logotype except in very special circumstances and approval should be obtained before use.



Don't add new elements to the signature or extend the Brushwing.



CATHAY PACIFIC

Don't change the typography within the Cathay Pacific logo.



Don't place any other graphic device around the Cathay Pacific logo.



Don't flip the Cathay Pacific symbol to the opposite direction.



Don't put logotype on top of the symbol.



Don't alter the proportion and colour of the red bar.



Don't use the positive Cathay Pacific logo on a dark-coloured background.



Don't use the negative Cathay Pacific logo on a light-coloured background.



Don't use the Cathay Pacific logo on dark texture background.

Swire Group Endorsement

Height of the Cathay Pacific logotype is one unit – X. The proportion of 0.6 X, 0.5 X and 0.4 X have been developed to ensure legibility of the endorsement, and that should satisfy most requirements.

In exceptional cases, these proportions may be difficult to implement. Use the minimum size of 2.5mm height for printed material instead.

When only black is used for printing, solid black must be substituted for Swire Blue and a 40% black screen should be substituted for Swire Red.

Please contact Marketing Department if you encounter any problem.



Minimum Size for Printed Material



Tint Version



One Colour Solid Version



Reverse





Minimum Size for Printed Material



Tint Version



One Colour Solid Version



Reverse



Business Card

Trimmed Size: 90mm x 52mm

Name: Univers 65, 9/9pt, flush left

Title: Univers 55, 7/8pt, flush left

Company Name: Univers 65, 7/8pt, flush left

Address: Univers 55, 7/8pt, flush left

Half-line spacing between address and contact details

URL: Univers 56, 7/8pt, flush left

Name: 黑體, 12pt/16pt, flush left

Address: 幼線體, 7.5pt/10.5pt, flush left

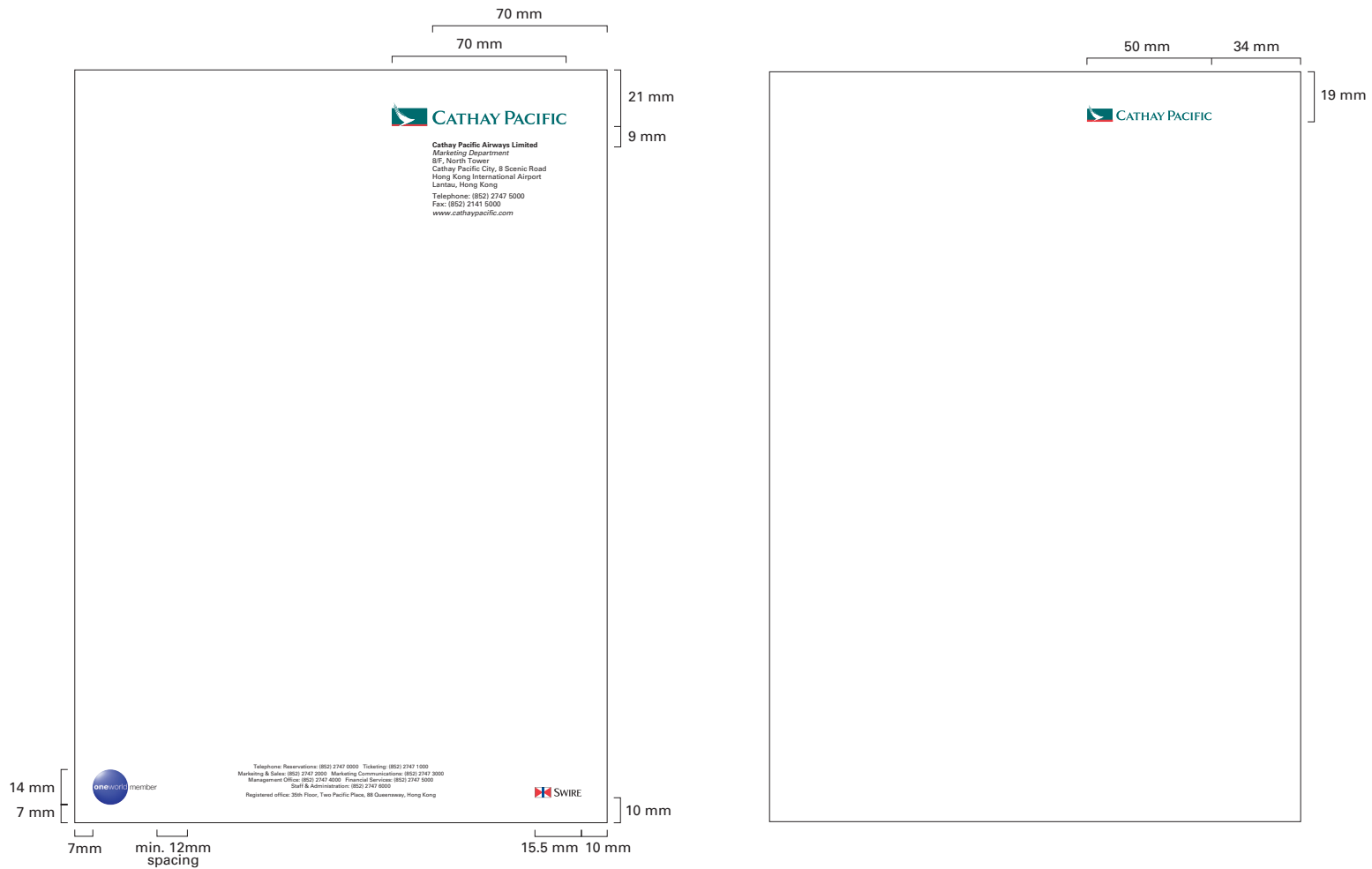
Half-line spacing between address and contact details

URL: Univers 56, 7/8pt, flush left



Letterhead

Trimmed Size: 210mm x 297mm
Company Name: Univers 65, 8/9pt, flush left
Department/Agent Name: Univers 56, 8/9pt, flush left
Address: Univers 55, 8/9pt, flush left
 Half-line spacing between address and contact details
URL: Univers 56, 8/9pt, flush left
Footnote: Univers 55, 6/7pt, centred

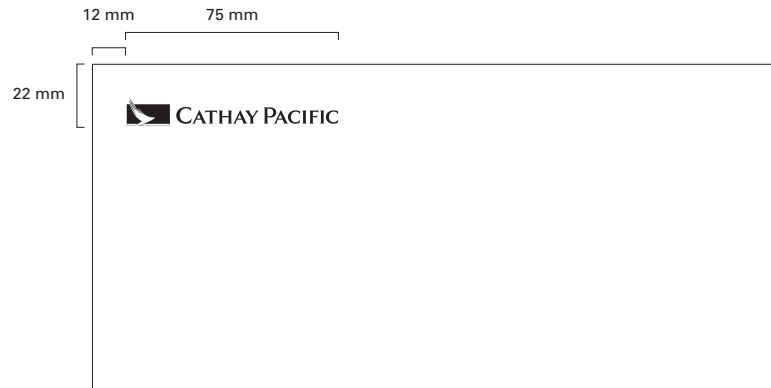


Envelope

Envelope

Finished Size: 240mm x 114mm

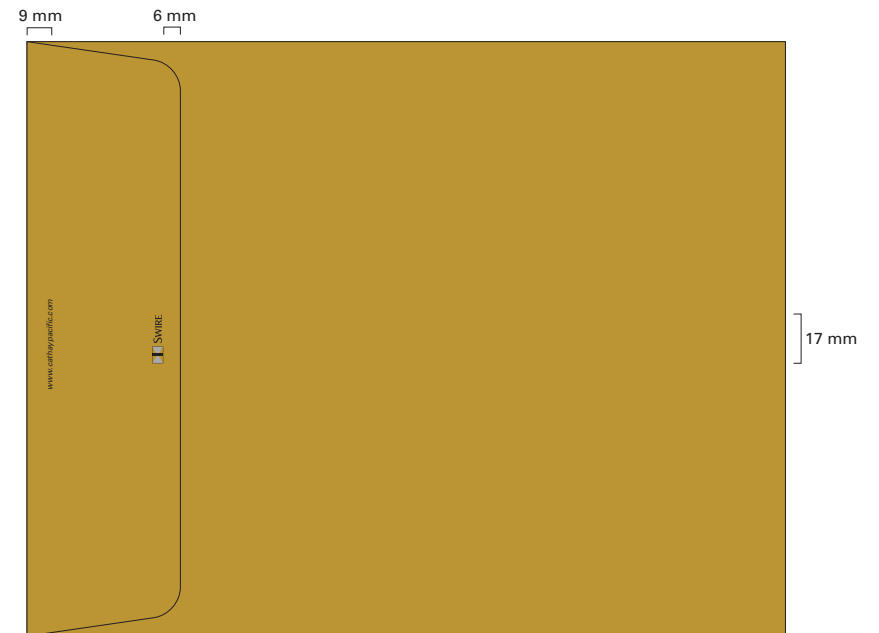
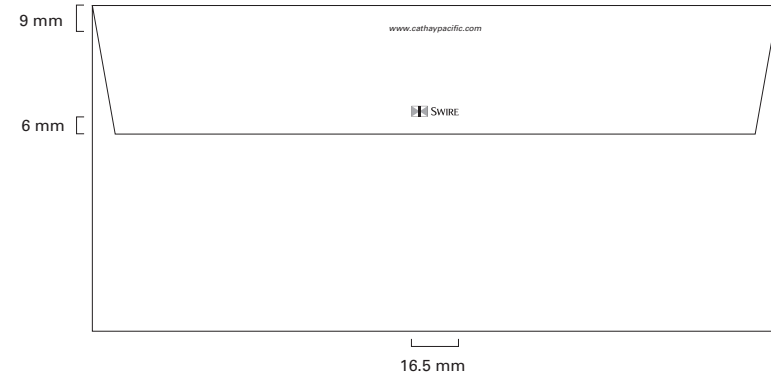
URL: Univers 56, 8/9pt, set centre



Brown Envelope

Finished Size: 267mm x 208mm

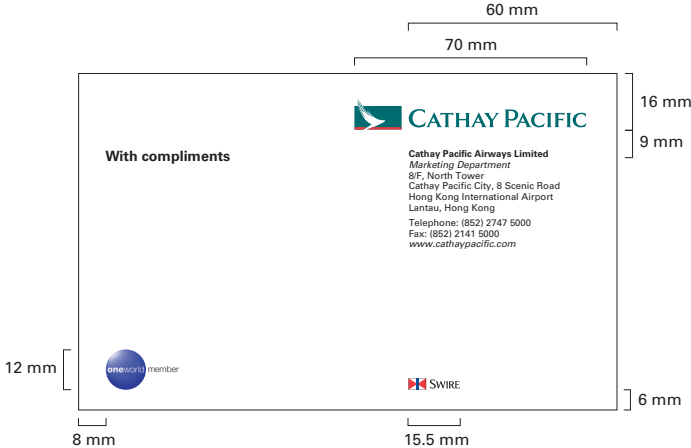
URL: Univers 56, 8/9pt, set centre



Compliment Slip and Fax Form

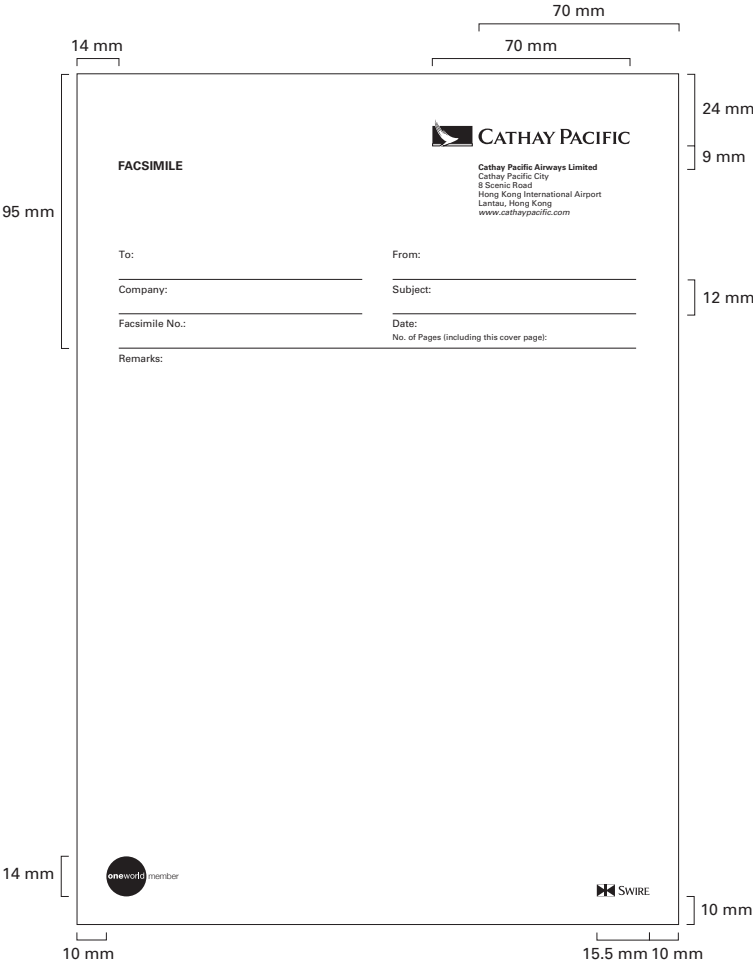
Compliment Slip

Trimmed Size: 160mm x 100mm
With Compliments: Univers 65, 12/13pt, flush left
Company Name: Univers 65, 8/9pt, flush left
Address: Univers 55, 8/9pt, flush left
 Half-line spacing between address and contact details
URL: Univers 56, 8/9pt, flush left



Fax Form

Trimmed Size: 210mm x 297mm
Facsimile: Univers 65, 12/13pt, flush left
Company Name: Univers 65, 8/9pt, flush left
Address: Univers 55, 8/9pt, flush left
 Half-line spacing between address and contact details
URL: Univers 56, 8/9pt, flush left
Text: Univers 55, 10/11pt, flush left



Cathay Pacific Cargo Business Card

Business Card

Trimmed Size: 90mm x 52mm

Name: Univers 65, 9/9pt, flush left

Title: Univers 55, 7/8pt, flush left

Company Name: Univers 65, 7/8pt, flush left

Address: Univers 55, 7/8pt, flush left

Half-line spacing between address and contact details

URL: Univers 56, 7/8pt, flush left

Name: 黑體, 12pt/16pt, flush left

Address: 幼線體, 7.5pt/10.5pt, flush left

Half-line spacing between address and contact details

URL: Univers 56, 7/8pt, flush left



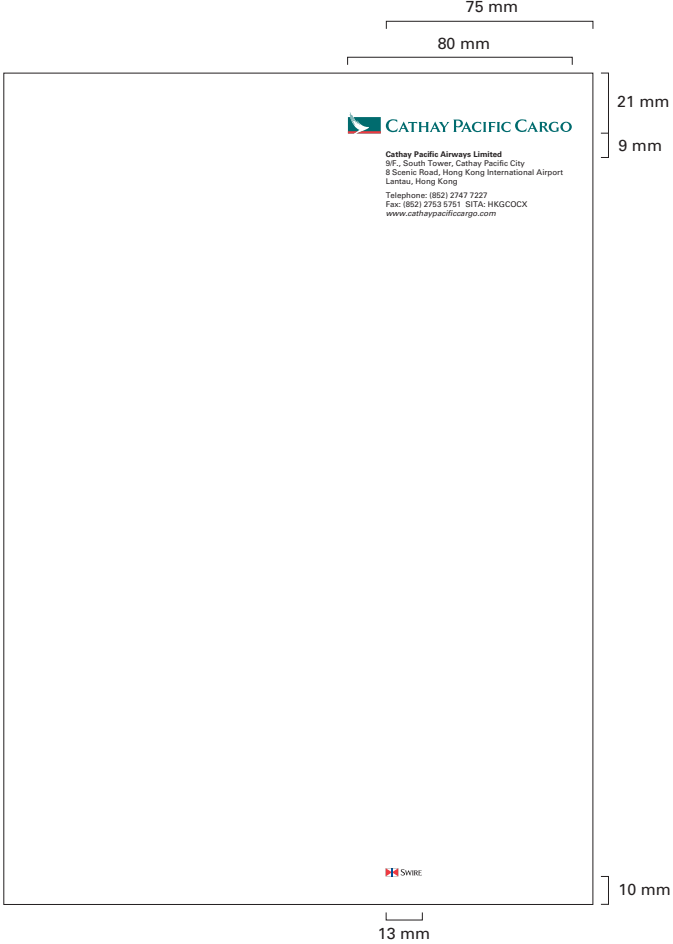
Cathay Pacific Cargo Compliment Slip and Letterhead

Compliment Slip

Trimmed Size: 160mm x 100mm
With compliments: Univers 65, 12/13pt, flush left
Company Name: Univers 65, 8/9pt, flush left
Address: Univers 55, 8/9pt, flush left
 Half-line spacing between address and contact details
URL: Univers 56, 8/9pt, flush left

Letterhead

Trimmed Size: 210mm x 297mm
Company Name: Univers 65, 8/9pt, flush left
Address: Univers 55, 8/9pt, flush left
 Half-line spacing between address and contact details
URL: Univers 56, 8/9pt, flush left

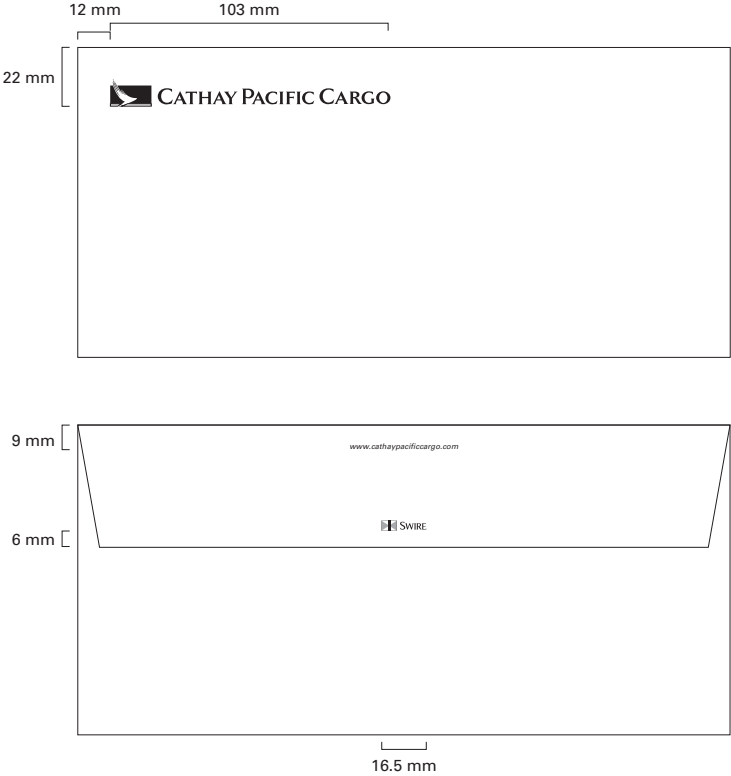


Cathay Pacific Cargo Envelope and Fax Form

Envelope

Finished Size: 240mm x 114mm

URL: Univers 56, 8/9pt, set centre



Fax Form

Trimmed Size: 210mm x 297mm

Facsimile: Univers 65, 12/13pt, flush left

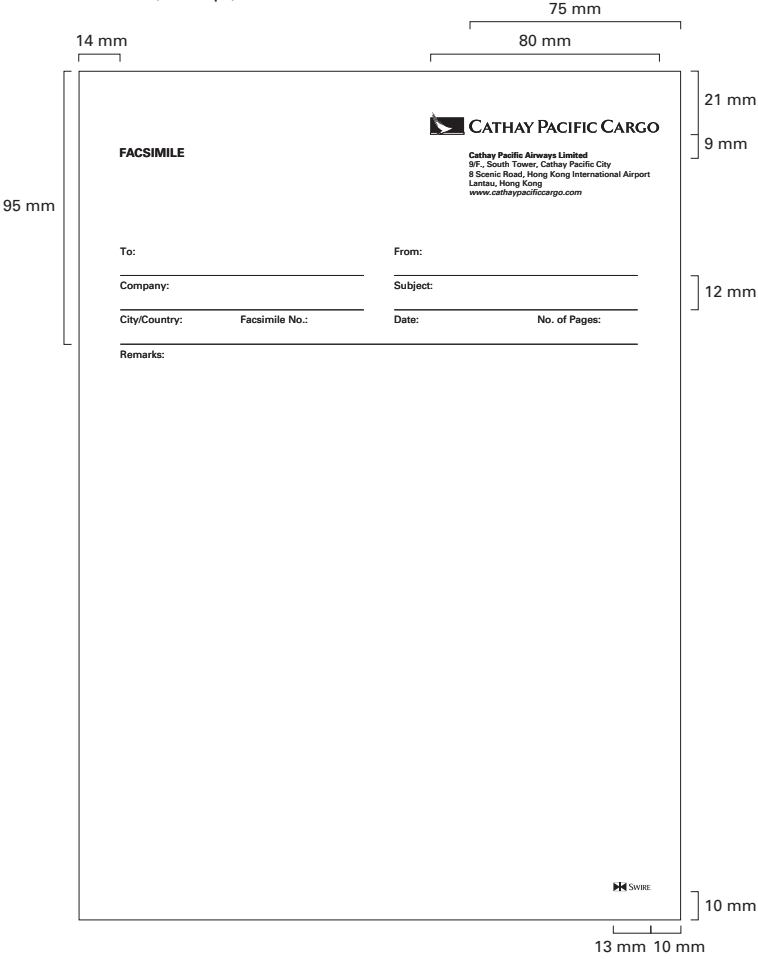
Company Name: Univers 65, 8/9pt, flush left

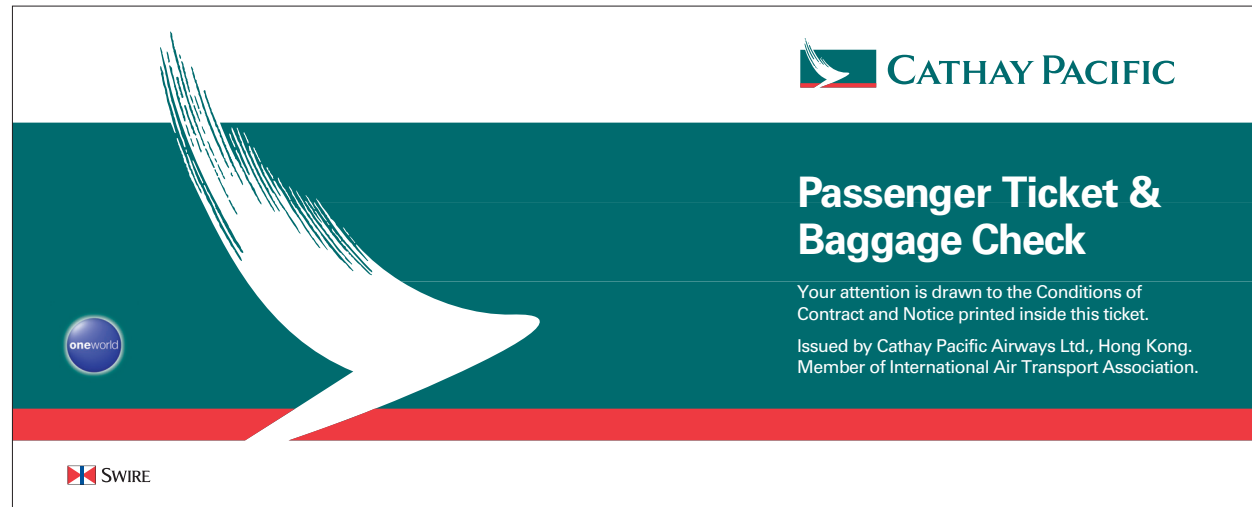
Address: Univers 55, 8/9pt, flush left

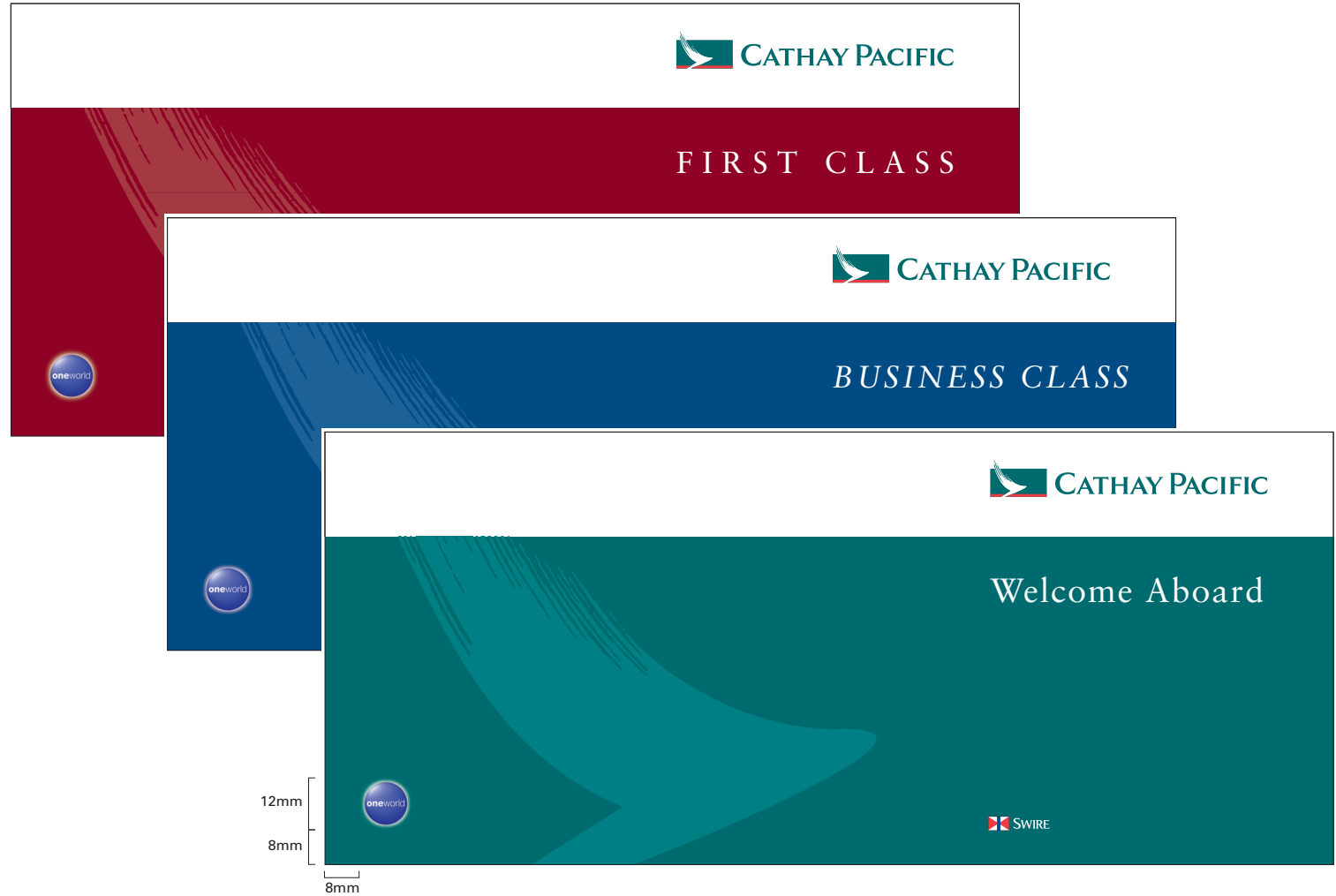
Half-line spacing between address and contact details

URL: Univers 56, 8/9pt, flush left

Text: Univers 55, 10/11pt, flush left



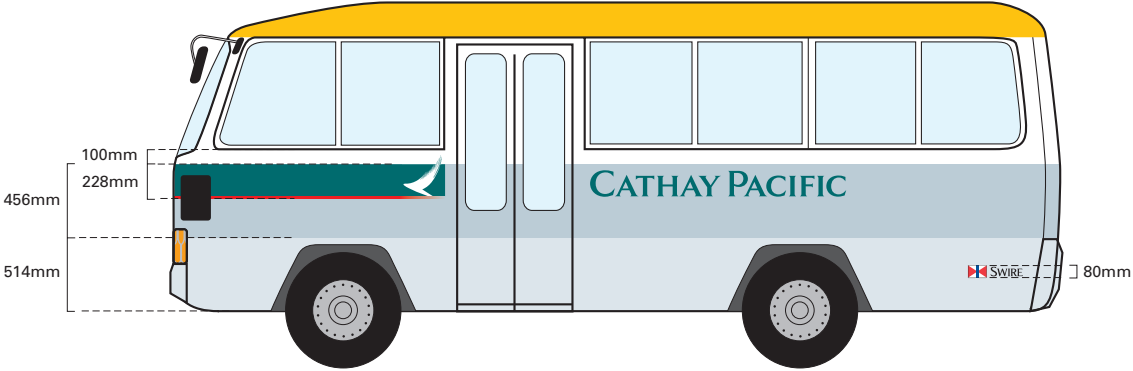
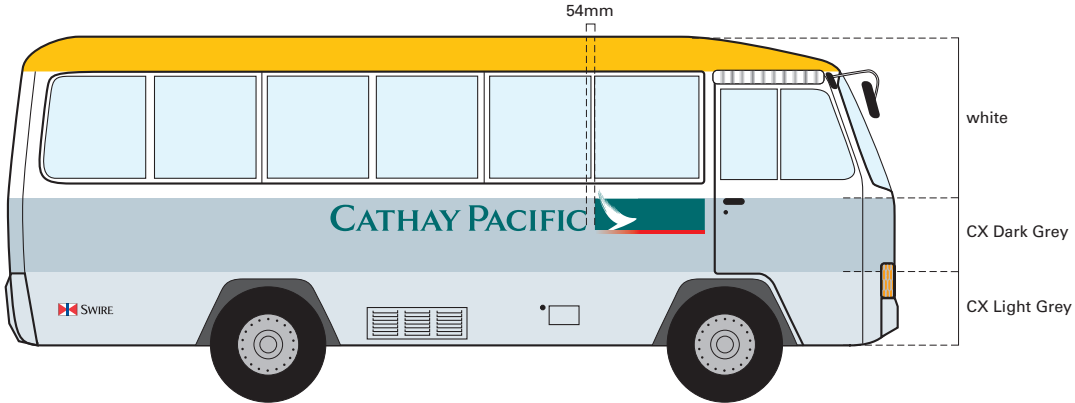




Boarding Pass



Vehicle Livery

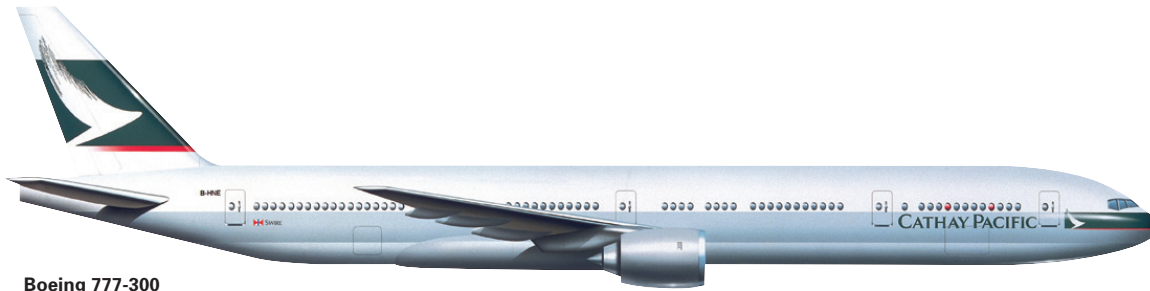


Aircraft Livery

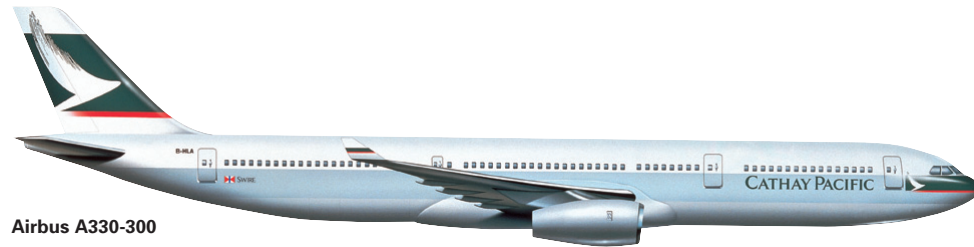
There are four major types of aircraft bearing the new identity; Boeing 747 & 777, and Airbus A330 & A340. HAECO and both aircraft manufacturers have the required technical drawings.



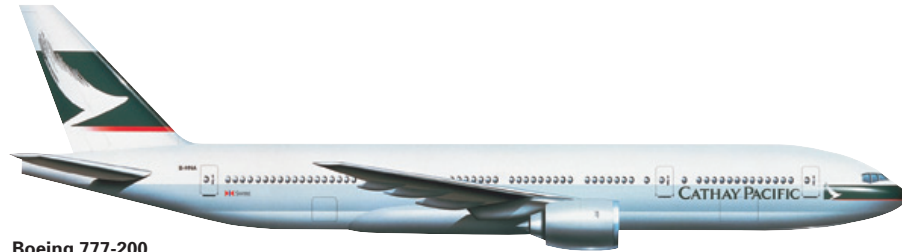
Boeing 747-400



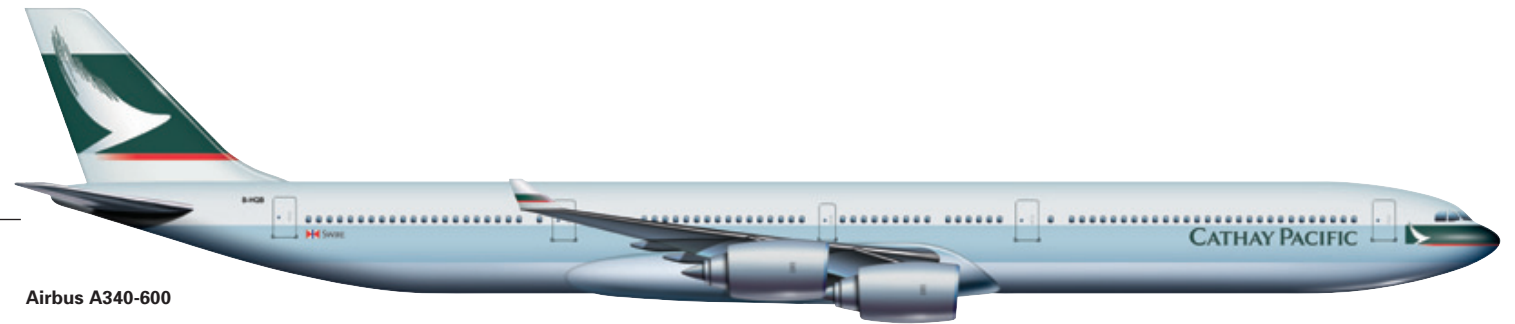
Boeing 777-300



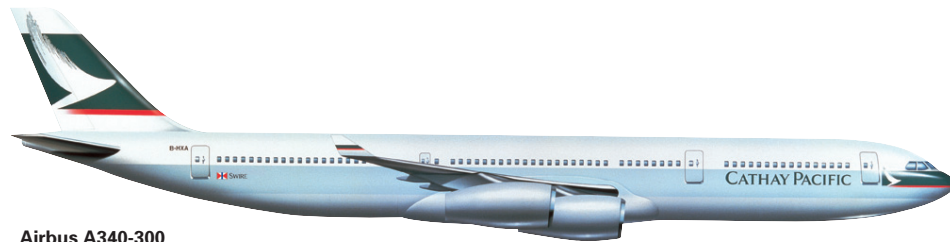
Airbus A330-300



Boeing 777-200



Airbus A340-600



Airbus A340-300



Boeing 747-400F Cargo

	Ingredient	1L (gms)	5.0L (gms)
CX Green			
Formulation: 030-6KL2 (Airdry / Fast Dry)	P030-9900	242.1	1210.5
	P030-9981	641.0	3205.0
	P030-9905	1000.7	5003.5
	P030-9962	1004.7	5023.5
Formulation: 420-6KL2 (Low Bake)	P425-0900	102.1	510.5
	P425-0954	304.2	1521.0
	P420-0952	654.2	3271.0
	P425-0927	677.1	3385.5
	P190-0376	1041.7	5208.5
CX Red			
Formulation: 030-6KK7 (Airdry / Fast Dry)	P030-9900	371.4	1857.0
	P030-9961	435.8	2179.0
	P030-9925	536.5	2682.5
	P030-9943	1006.6	5033.0
Formulation: 420-6KK7 (Low Bake)	P425-0900	231.8	1159.0
	P425-0941	552.2	2761.0
	P425-0921	592.7	2963.5
	P425-0925	691.1	3455.5
	P190-0376	1093.5	5467.5
CX Dark Grey			
Formulation: 030-6KK9 (Airdry / Fast Dry)	P030-9900	1010.2	5051.0
	P030-9981	1017.4	5087.0
	P030-9903	1022.6	5113.0
	P030-9976	1026.7	5133.5
	P062-9917RT	1032.9	5164.5
Formulation: 420-6KK9 (Low Bake)	P425-0900	737.3	3686.5
	P420-0952	745.6	3728.0
	P425-0948	751.5	3757.5
	P420-0960RT	789.5	3947.5
	P420-0918RT	795.4	3977.0
	P190-0376	1187.2	5936.0

	Ingredient	1L (gms)	5.0L (gms)
CX Light Grey			
Formulation: 030-6KK8 (Airdry / Fast Dry)	P030-9900	980.8	4904.0
	P062-9915RT	999.4	4997.0
	P062-9976RT	1014.9	5074.5
	P062-9904RT	1031.4	5157.0
Formulation: 420-6KK8 (Low Bake)	P425-0900	725.7	3628.5
	P420-0910RT	762.4	3812.0
	P420-0908RT	806.2	4031.0
	P420-0960RT	816.9	4084.5
	P190-0376	1183.9	5919.5
White			
Formulation: 030-6KL1 (Airdry / Fast Dry)	P030-9900	1026.7	5133.5
	P062-9904RT	1028.8	5144.0
	P062-9915RT	1034.0	5170.0
Formulation: 420-6KL1 (Low Bake)	P425-0900	774.5	3872.5
	P420-0904RT	791.3	3956.5
	P420-0918RT	797.3	3986.5
	P420-0910RT	798.5	3992.5
	P420-0908RT	802.1	4010.5
	P190-0376	1197.1	5985.5

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Standard Decal Size

Operational Vehicles

Custom size decals can be ordered from Head Office for this group of vehicles.

Service Vehicles

Colour decal with cut out lettering should be used on these vehicles. The following standard sizes are available:

Line logo: 12" (W) x 0.55" (H)
 24" (W) x 2.35" (H)
 36" (W) x 3.53" (H)

48" (W) x 4.71" (H)

60" (W) x 5.89" (H)

Centred logo: 12" (W) x 3.65" (H)

24" (W) x 7.29" (H)

36" (W) x 10.93" (H)

48" (W) x 14.58" (H)

Utilities Vehicles

Colour logo on white background should be used on these vehicles. The following standard sizes are available:

Line logo: 12" (W) x 1.32" (H)

24" (W) x 2.63" (H)

36" (W) x 3.95" (H)

Centred logo: 12" (W) x 3.80" (H)

24" (W) x 7.60" (H)

36" (W) x 11.40" (H)

All of the above decals can be ordered from Head Office at ports' local budget from Airline Purchasing Department.

