

AIRVANA: PROPER USE PRINT MEDIA

The Airvana logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied with this manual.

Do not use the Airvana logo if the detail and readability of the logo cannot be maintained.

To maximize the impact and visibility of the Airvana logo when positioned alongside text or graphics, the Airvana logo should always be surrounded by a space margin. This margin is equal to height of the lowercase letters (x) and should be maintained above, below and to either side of the Airvana logo. No words, symbols, or illustrative matter should intrude into this area.

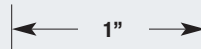
Do not use the Airvana logo if the detail and readability of the logo cannot be maintained because of either the reproduction technique or the viewing distance (such as signage on buildings); or if there is insufficient space to reproduce it at the minimum size.

The minimum print size of the Airvana logo should be 1". The minimum web size of the Airvana logo should be 140px.

Space Margin:



Minimum size of the logo:



Minimum web size of the logo:



AIRVANA: LOGO USAGE

The Airvana logo has been developed to visually unify and coordinate all forms of communication.

The standards for usage are demonstrated on this page, so it is clear when to use a specific version of the logo for different applications.

2-Color Logo: 1 = PMS 275 (blue) 2 = PMS 3965 (yellow)

The logo features the word "Airvana" in a blue sans-serif font. The letter "A" is stylized with a white swoosh on its left side. Above the "i" and "r" are three yellow dots of increasing size from left to right.

When to use 2-color Logo:

This logo should always be used unless print limitations prohibit.

Example: 1-color print application

Exception: If used with 4-color printing, and can not add additional PMS colors, use CMYK version.

Black & White Logo: 1 = PMS Process Black

The logo features the word "Airvana" in a black sans-serif font. The letter "A" is stylized with a white swoosh on its left side. Above the "i" and "r" are three black dots of increasing size from left to right.

When to use Black & White Logo:

This logo should be used as an alternative to the 2-color PMS 275, PMS 3965 when applicable.

Example: when black is the only available color.

Note: It should not be used with 4-color printing, signage or webpage display.

White (Reversed out) Logo:

The logo features the word "Airvana" in a white sans-serif font. The letter "A" is stylized with a white swoosh on its left side. Above the "i" and "r" are three yellow dots of increasing size from left to right. The entire logo is set against a solid black background.

When to use Reversed Logo:

This logo should be used when it needs to be knocked out of a field of color.

AIRVANA: COLOR PALETTE

Airvana has chosen the core colors on this page for logo, signage and other corporate communications.

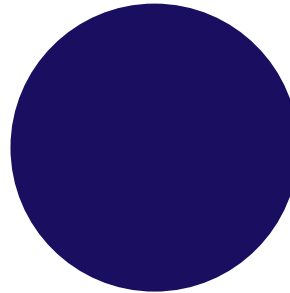
They are intended to convey the essence of the Airvana brand.

When using these colors please adhere to the guidelines that have been created, so that all forms of communications (print & electronic) are uniform.

Primary Color Palette

Airvana Purple

Pantone: PMS 275
4-color PROCESS (CMYK):
C98 M100 Y0 K43
RGB: R38 G13 B84
WEB SAFE (HTML): 260D54



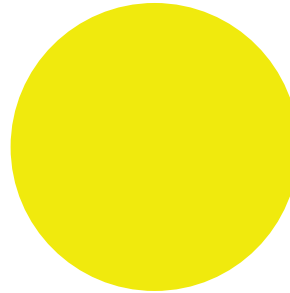
When to use Airvana Purple:

This is Airvana Purple and is the core color of the brand logos. It should always be at 100% saturation when used as a type color.

Exception: This color may be used as a background or accent, the use of the color as a tint is also acceptable. It can also be used in conjunction with Airvana Yellow.

Airvana Yellow

Pantone PMS 3965
4-color PROCESS (CMYK):
C8 M0 Y100 K0
RGB: R232 G222 B18
WEB SAFE (HTML): E8DE12



When to use Airvana Yellow:

This color is used as the complimentary color to the brands core color PMS 275.

Note: This color may be used as a background or accent color.

Secondary Color Palette

Airvana Orange

Pantone PMS 144
4-color PROCESS (CMYK):
C0 M48 Y100 K0
RGB: R222 G135 B3
WEB SAFE (HTML): DE8703



When to use Airvana Secondary Palette:

These colors are used as the complimentary colors to the brands primary colors.

Note: These colors may be used as a background or accent colors.

Airvana Gray

Pantone PMS 414
4-color PROCESS (CMYK):
C0 M0 Y10 K30
RGB: R186 G181 B168
WEB SAFE (HTML): BAB5A8

