

PANAM

The Brand Identity Manual



© 2017 Zhiyu Zhou

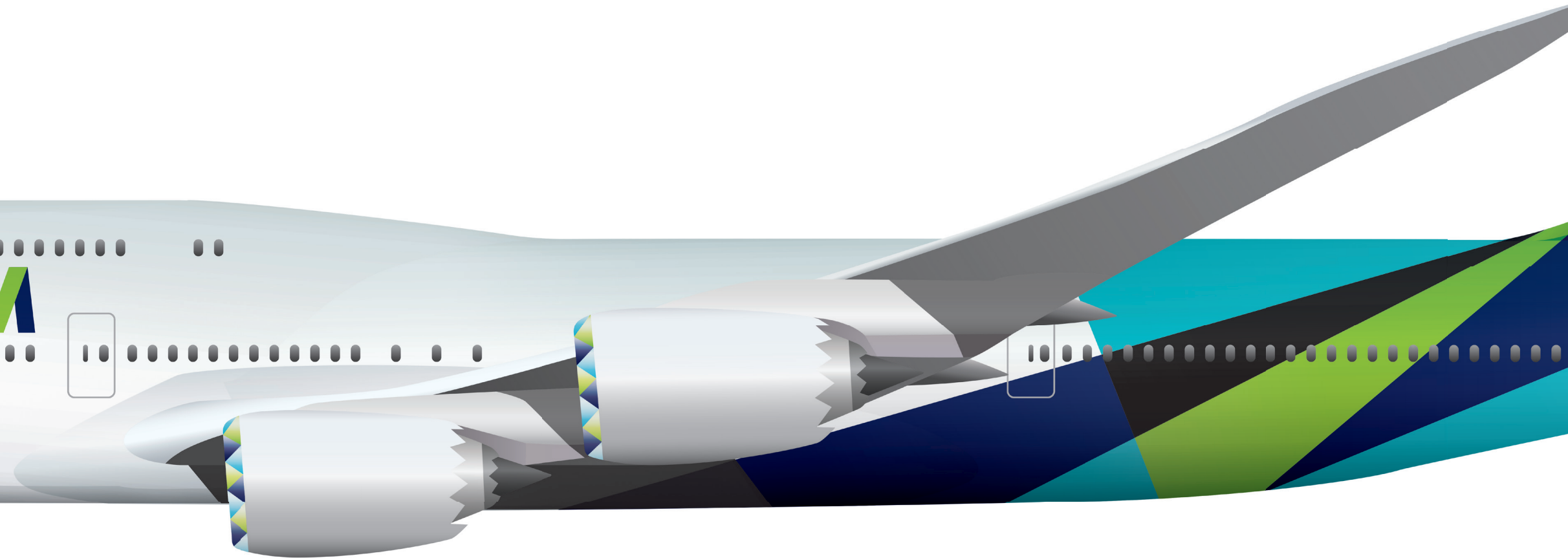
The PanAm name is intellectual property and is used here only as a basis for the rebranding project.

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Statement

/ This is an identity manual for PanAm in which I outline the rules of using and implementing branding elements for future designs to maintain cohesiveness, consistency and credibility.

Redesigning the PanAm brand and bridging the gap between the past and the present is the main goal of this project. During the movement of globalization and the early stages of international travelling, it was crucial for an airline like PanAm to depict a globe in their logo to indicate their ability to provide international travelling services. However, today, air travel is not new to people, and even intercontinental traveling is no longer a major selling point for an airline. An increasing number of customers care more about the experience of flying and tend to have more positive reviews for environmentally friendly airlines. Therefore, during the creation of the logo and branding process, the globe aspect was discarded and I introduced the rhombus, a shape that indicates speed and movement as well as the idea of folding paper to create dynamic designs. The color pallet includes three dominant colors:

light green, sky blue and dark indigo to represent eco-friendliness, the sky, and confidence. Complemented with different shades of black and drop shadows, the color pallet creates a positive and luxurious image of PanAm.

The airline industry is gigantic and the amount of information for travelers is overwhelming. Another goal for my identity branding and app design is to present the right amount of information at the right time and location. For my app design, I introduced the idea of dynamic information display, which recognizes the time and location based on the passenger and shows the most relevant information. By creating layers and menus, I hide less relevant information to prevent confusion while leaving enough flexibility for users to get the information they need. For physical branding, I highlight the most important information, like the boarding time and the gate on the boarding pass, to help passengers navigate faster. Consistent type, colors and patterns distinguish the brand and give passengers a more complete, cohesive, PanAm traveling experience.



Identity

Color / Type / Logo / Pattern

/ Color

Primary Colors



PANTONE 2766
CMYK 74 65 0 70
HEX #141B4D



PANTONE 376
CMYK 30 0 100 26
HEX #84BD00



PANTONE 3115
CMYK 100 9 0 17
HEX #00BFD3

The primary colors are Confident Indigo, Eco Green and Sky Blue. They represent our confidence in delivering a safe and enjoyable flying experience and PanAm's commitment to eco-friendly flight operations.

Please use the appropriate code as indicated for each color.

Secondary Colors



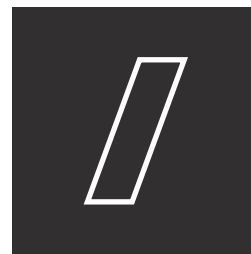
PANTONE 1788
CMYK 0 84 77 7
HEX #EE2737



PANTONE 116
CMYK 0 20 100 0
HEX #FFCD00



PANTONE BLACK 6
CMYK 0 0 0 100
HEX #000000



PANTONE 419
CMYK 6 0 3 86
HEX #212322



PANTONE COOL GRAY 9
CMYK 5 2 0 52
HEX #75787B



PANTONE 421 C



PANTONE 132 C



PANTONE Black 6 C

These colors may be used to complement the primary colors but should never completely replace them as main branding colors. The red and yellow on the first row are for canceled and delayed flight only. The Three coated colors on the second row are for membership branding only.

Please use the appropriate code as indicated for each color.

/ Type

Font

ITC Avant Garde Gothic Std

Aa **Aa** **Aa** **Aa** Aa
Bold Demi Medium Book Extra Light

Aa **Aa** **Aa**
Medium Oblique Book Oblique Book Condensed

Designed by Herb Lubalin in the 1970s, the classic sans serif font ITC Avant Garde Gothic is not out dated. It is a modern and slick typeface that projects a trendy, confident, and friendly image of PanAm. Avant Garde Gothic has a large family of styles and weights, but please only use the styles and weights listed for branding. For digital contexts, use these fonts as much as possible, or use Helvetica Neue as an alternative.

Character Set

Capitals

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

Lowercase

**a b c d e f g h i j k l m n
o p q r s t u v w x y z**

Numerals, Punctuation and Glyphs

**0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & *
({ [" / ≤ - + = . , ; " ® ™ • ≥ \ "] })**

Usage

Display

Do **Nonstop
Singapore**

ITC Avant Garde Gothics Std Bold
Size > 36
Tight Leading
Manual Kerning

Do Not **Nonstop
Singapore**

Too Big Leading

**Nonstop
Singapore**

Too Small Leading

**Nonstop
Singapore**

Too Small Font size

Body Copy

Do Iquunt. Nemquatia nonsequi vit quiae rector? Quidus magnam ius, voluptiet quibeat ioreped quissi audignatibus dis voloreperum vent andic te quiam qui derchil ium volene ne dolorro eat liatemporro.

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ITC Avant Garde Gothis Std Book
Size: 8pt-11pt
Leading: 13pt
Optical Kerning
Space Before: 4pt
Line Length: 45-75 characters

Do Not Iquunt. Nemquatia nonsequi vit quiae rector? Quidus magnam ius, voluptiet quibeat ioreped quissi audignatibus dis voloreperum vent andic te quiam qui derchil ium volene ne dolorro eat liatemporro. Oluptatur sintiam, ut est era cone volorae occullignisCus rest aut minullo que sapidion consequibus inum nus esequam ad esequi ab into et res coritin iendaep eruptio.

Too Big or Small Leading

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Too Big or Small Font size

Iquunt. Nemquatia nonsequi vit quiae rector? Quidus magnam ius, voluptiet quibeat ioreped quissi audignatibus dis voloreperum vent andic te quiam qui derchil ium volene ne dolorro eat liatemporro.

Oluptatur sintiam, ut est era cone volorae occullignisCus rest aut minullo que sapidion consequibus inum nus esequam ad esequi ab into et res coritin iendaep eruptio. Lorersperitas niassedi odi optus et fuga. Ugitis evelesti aut. Parum sinvell orunt, qui ut ra exerum aliquaest, sim vernatetur arcus, asitend aectium fuga. Et que aspid et lautFer- iPe nobis mo mo duciisi odis quos enes aut milit, simus, omnitatus.

Too Long or Short Line Length

Iquunt. Nemquatia nonsequi vit quiae rector? Quidus magnam ius, voluptiet quibeat ioreped quissi audignatibus dis voloreperum vent andic te quiam qui derchil ium volene ne dolorro eat liatemporro.

**Iquunt. Nemquatia nonsequi vit quiae rector?
Quidus magnam ius, voluptiet quibeat ioreped
quissi audignatibus dis voloreperum vent andic
te quiam qui derchil ium volene ne dolorro eat
liatemporro. Oluptatur sintiam, ut est era cone**

Too Heavy Weight

/ Logo



The logo works best with a white background. Do not use the colored logo with a colored background or an image. Use the alternative logos shown on pages 16 and 17 for non-white backgrounds.

Panorama
P A N A M

This is the logo for the membership program, Panorama. Do not use the Panorama script separately. The logo works best with a white background. Do not use the colored logo with a colored background or an image. Use the alternative logos shown on pages 18 and 19 for non-white backgrounds.

Alternative

Transparent



Over Color



Over Image in Advertisements

Only use transparent logos when absolutely necessary.
Only place transparent logos over images in designing
advertising materials.

Grayscale



Over White



Over Black

The logo can appear in grayscale only for black and white and grayscale scenarios. Please make sure the background color matches the examples above.

Alternative

Transparent



Over Color



Over Image in Advertisements

Only use transparent logos when absolutely necessary.
Only place transparent logos over images in designing advertising materials.

Grayscale



Over White



Over Black

The logo can appear in grayscale only for black and white and grayscale scenarios. Please make sure the background color matches the examples above.

Usage

Size



Clear Space



To maintain full legibility, never reproduce the logo as widths smaller than 1 inch (for print) or 100 point (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

To ensure that clear space is maintained around the logo for legibility and prominence, use the letter "N" as a measuring tool to help maintain clearance.

Improper Usage



Do Not Stretch



Do Not Separate or Stack



Do Not Rotate



Do Not Apply Drop Shadow



Do Not Add Airways



Do Not Put Colored Logo Over Colored Background



Do Not Change Color or Use One Color



Do Not Place Right Next to Edge

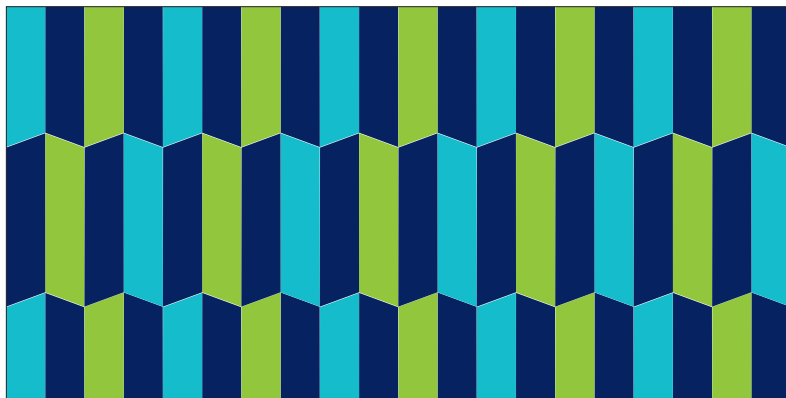
/ Pattern

Primary Patterns



These are the main patterns used in most of the branding applications. Only use the options provided here. Only apply the first two on the edge of the application. The pattern should touch all three connecting edges. Flipping these two patterns is acceptable. Only apply the last pattern at the bottom of the application. The pattern should touch all three connecting edges as well. Flipping this pattern is not acceptable.

Secondary Patterns



These two secondary patterns are all acceptable on applications that require repeated patterns. For example, seat cover and napkin. Only use one of the patterns for one application. Flipping these two patterns is acceptable.



Applications

Business Card / Envelope / Letterhead
Member Card / Boarding Pass / Luggage Tag

/ Business Card

Design

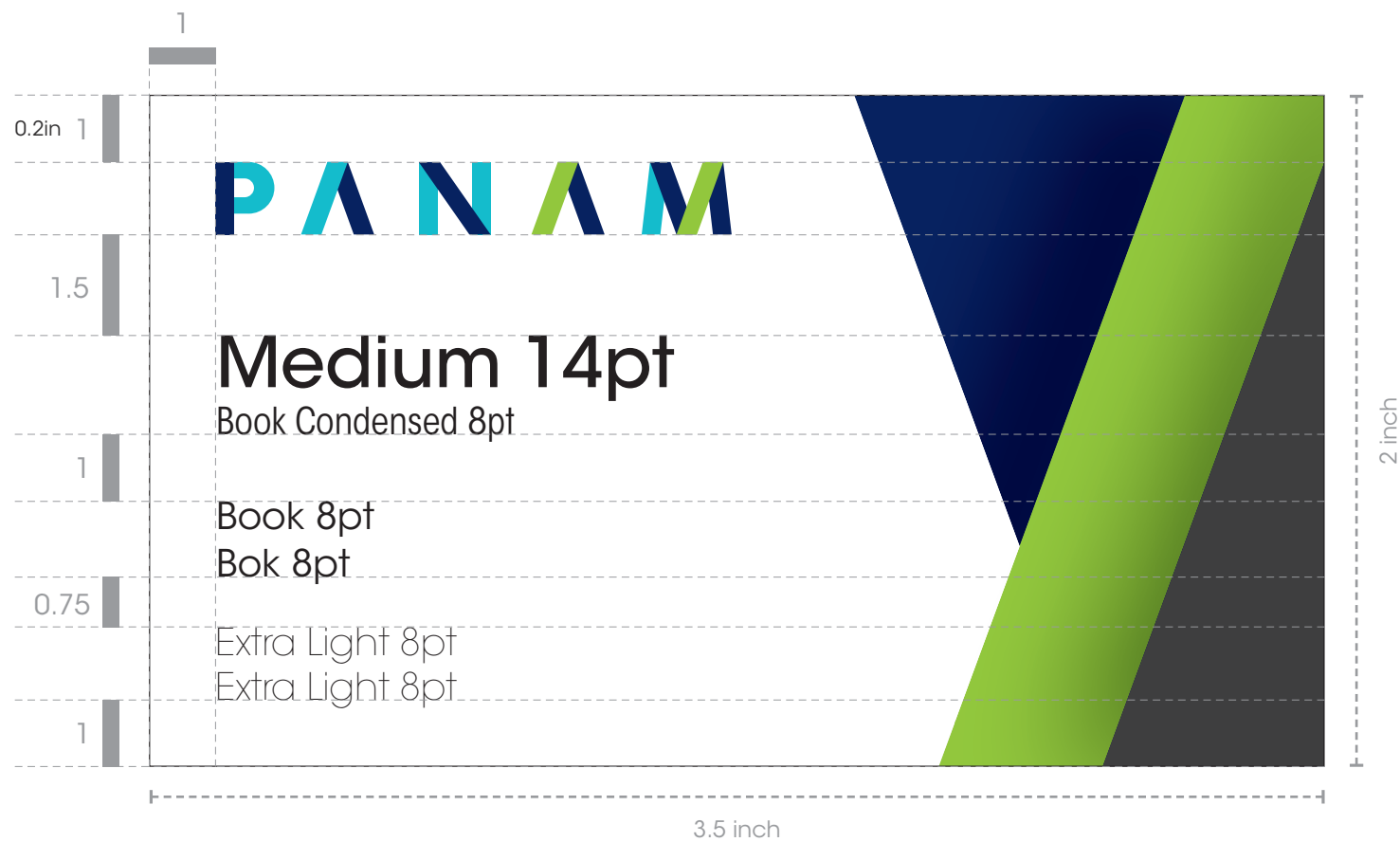


Front Design



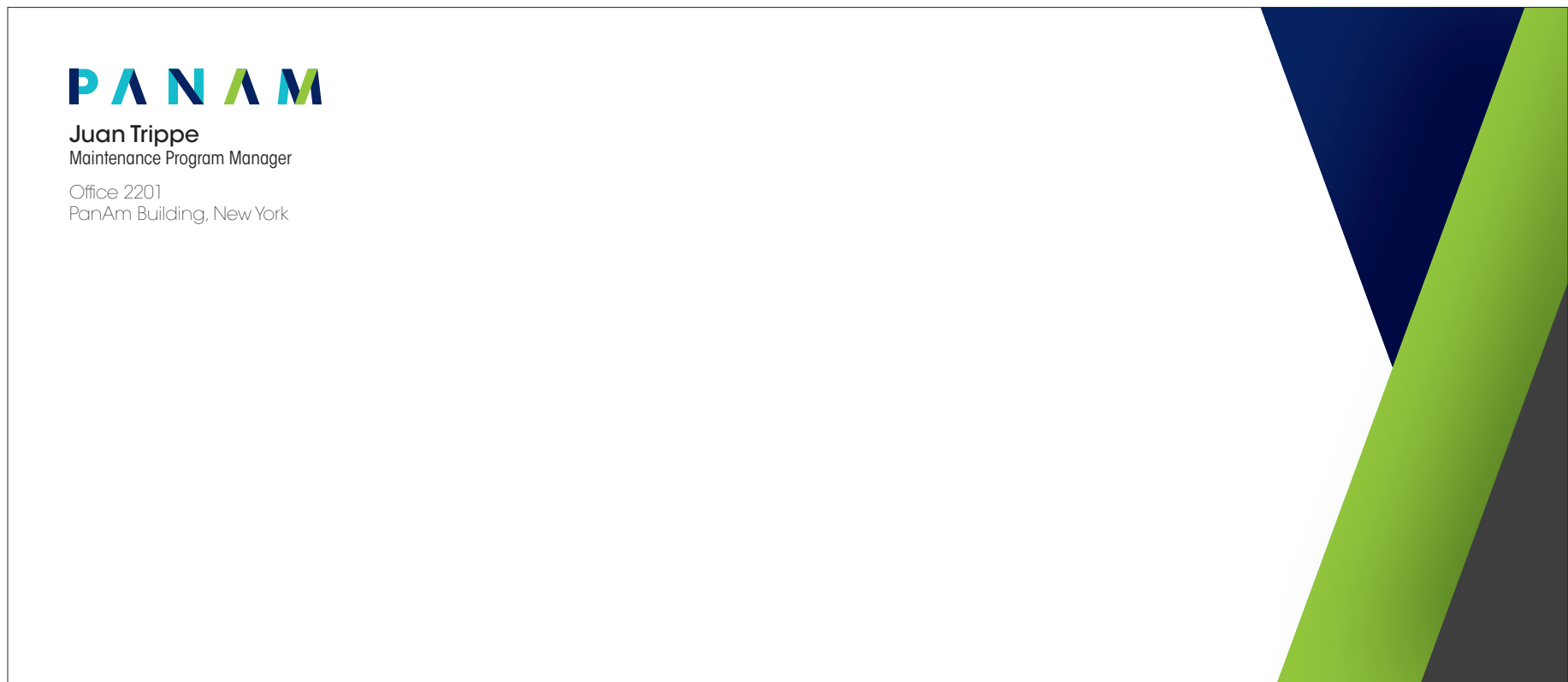
Back Design

Measurements

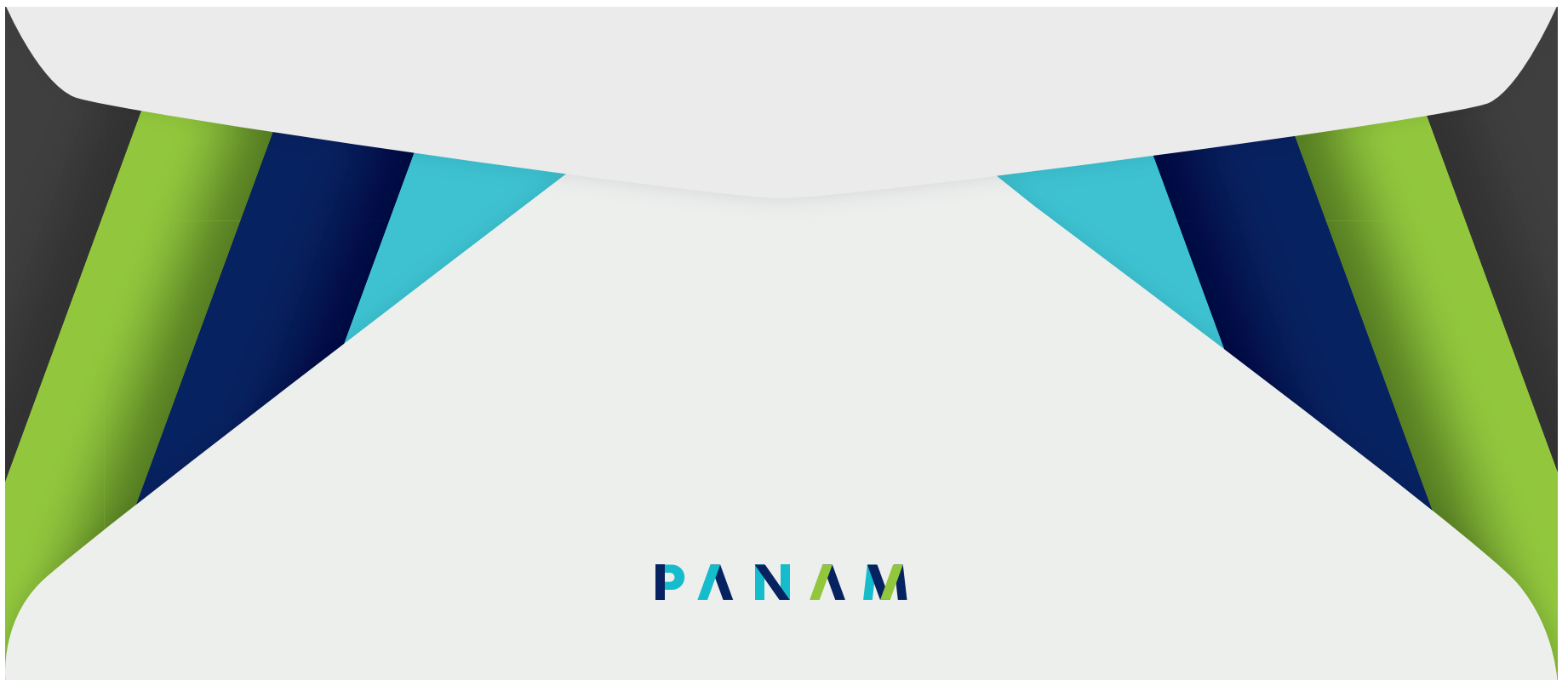


/ #10 Envelope

Design



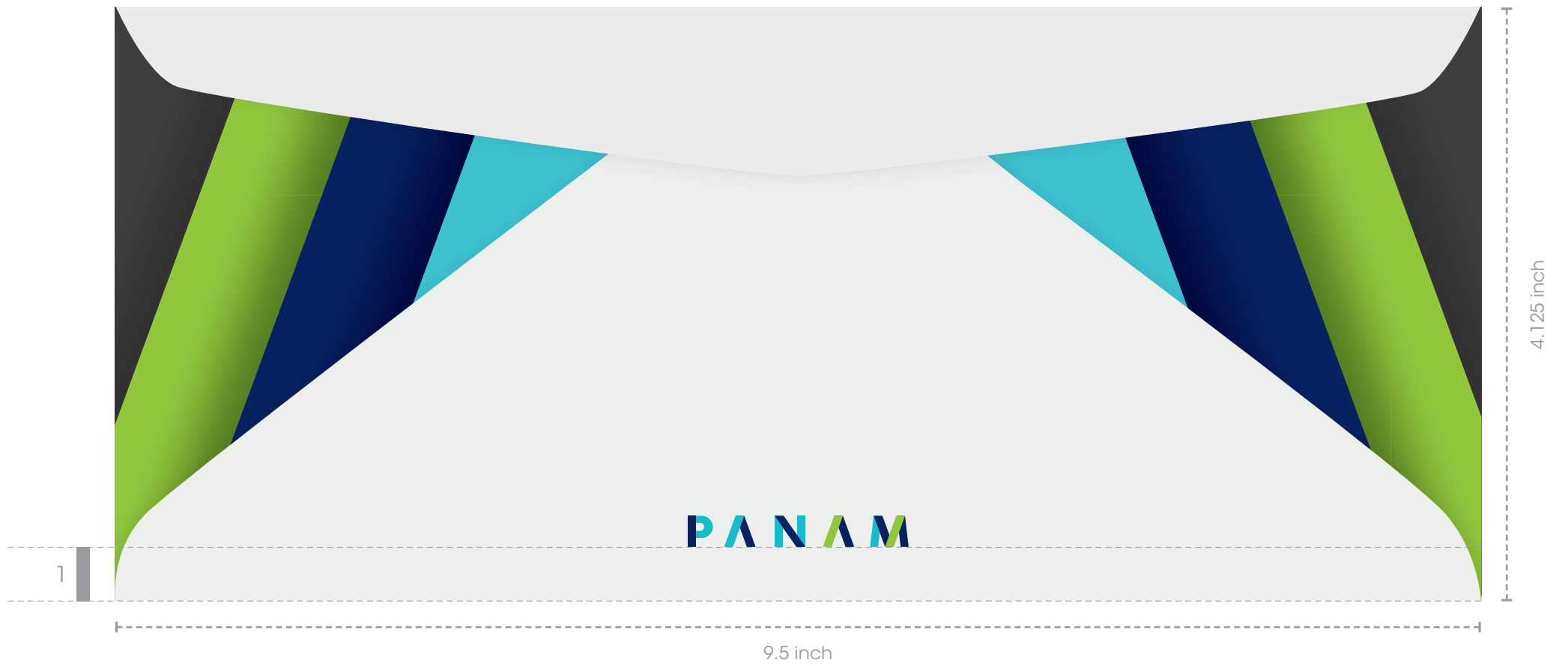
Front Design



Back Design

Measurements





/ Letterhead

Design



Measurements



/ Member Card

Design



Green Member



Silver Member

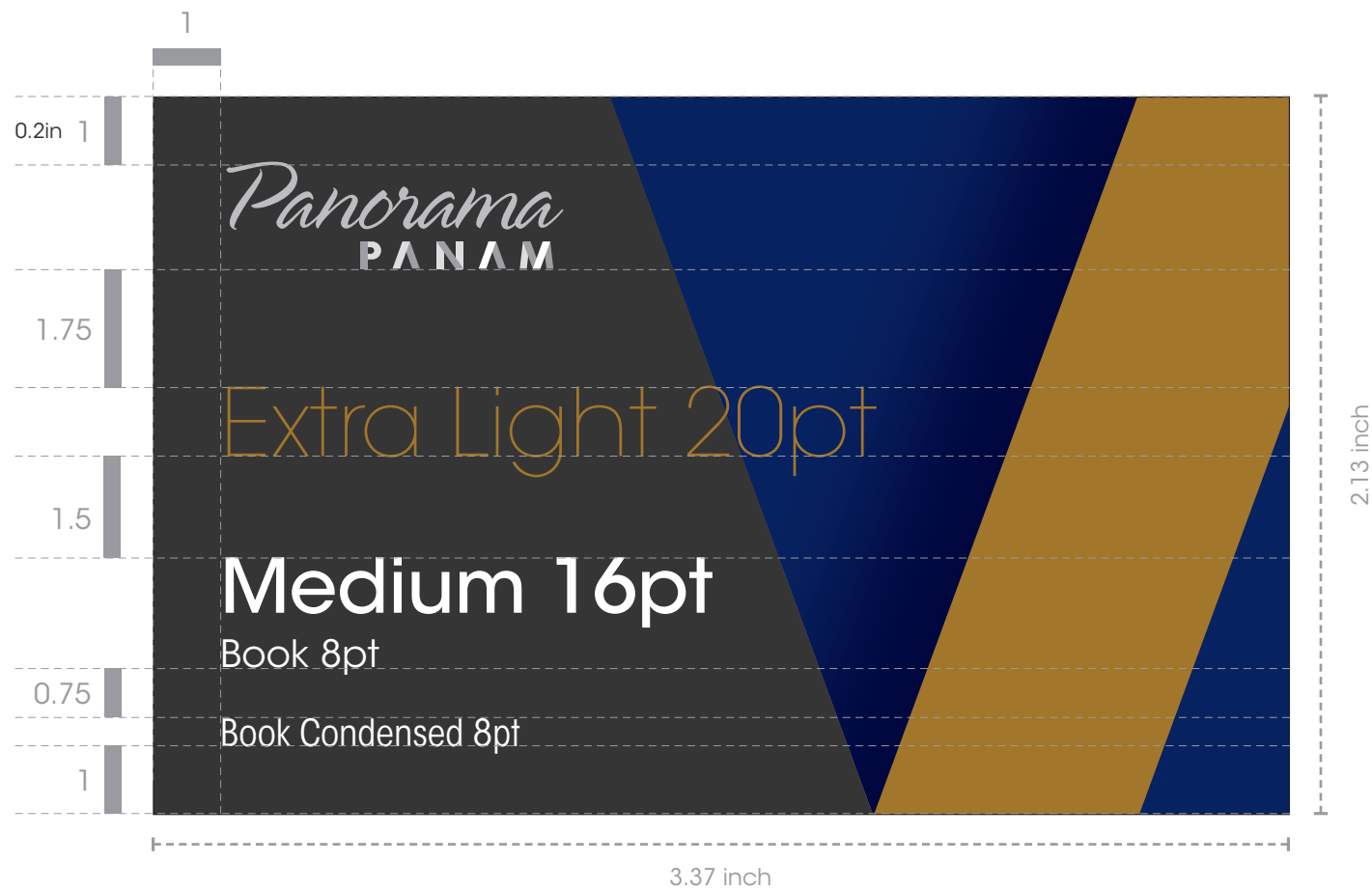


Gold Member



Black Member

Measurements



/ Boarding Pass

Design

PANAM Sunday Nov. 23 2017
PA573 New York, NY to Shanghai, CN

Juan Trippe
PA***829 Panorama GOLD

From **JFK** To **PVG** Board Time **10:23PM**
Departs: 11:08PM Arrives: 7:19AM

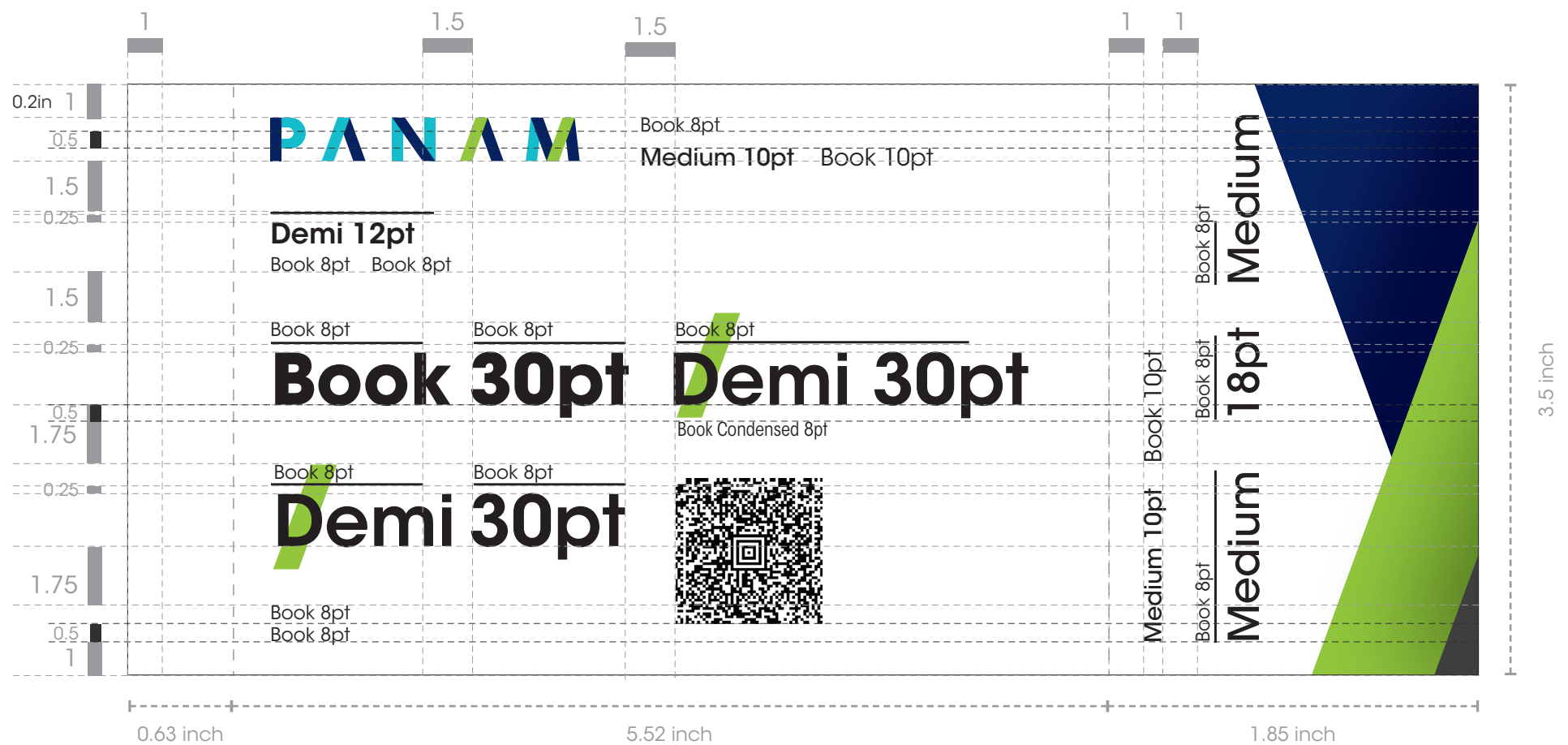
Gate **C32** Seat **7B**

confirmation: CKE582A
Ticket: 017 319374091890471

PA573 New York, NY to Shanghai, CN
Board Time **10:23PM** Gate **C32** Seat **7B**



Measurements

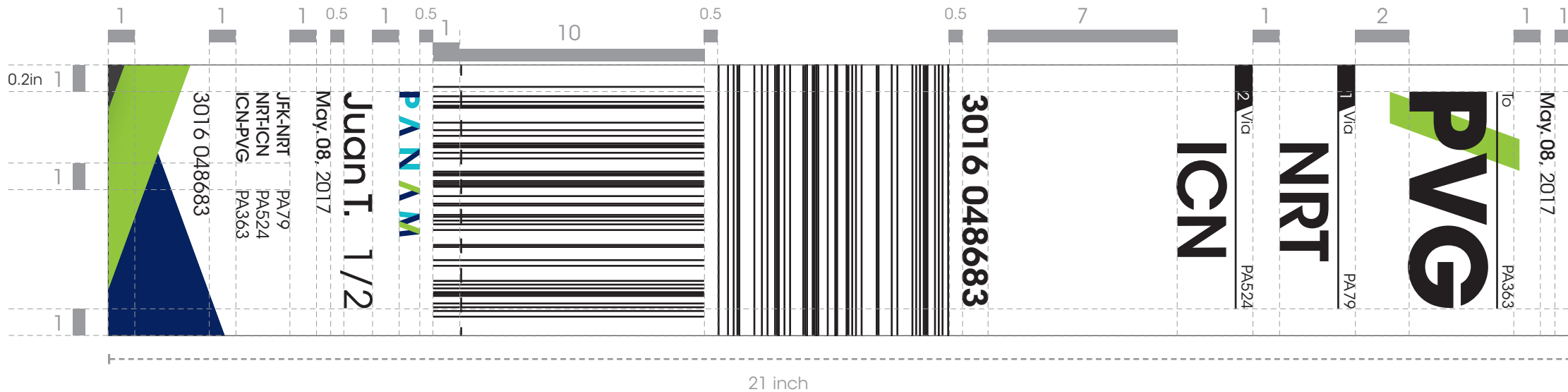


Luggage Tag

Design



Measurements



Type

Juan T. 1 Medium 10pt
 2 Medium 20pt
 Medium 10pt

May. 08, 2017 Medium 10pt
 Book 10pt

To PA363 Book 8pt
PVG Bold 55pt

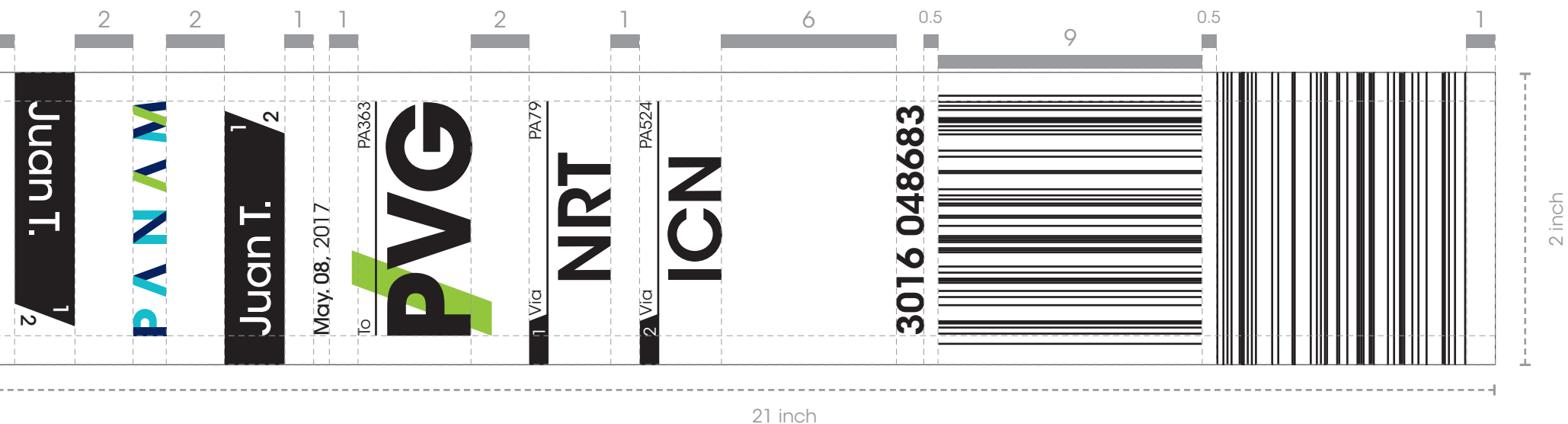
1 Via PA79 Book 8pt
NRT Demi 35pt

3016 048683 Demi 18pt

Juan T. 1/2 Medium 20pt
 Book 20pt
 May. 08, 2017 Medium 10pt
 Book 10pt

JFK-NRT PA79 Medium 9pt
 NRT-ICN PA524 Medium 9pt
 ICN-PVG PA363 Book 9pt

3016 048683 Book 11pt



A New Set of Wings: Rebranding PanAm
was undertaken as an undergraduate thesis project and design exhibition
by Zhiyu Zhou in the spring of 2017

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