envoy

BRAND STYLE GUIDE

JANUARY 2024

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Envoy Brand Style Guide

For additional resources and contact information,
contact the Envoy Communications team at Envoy.News@aa.com
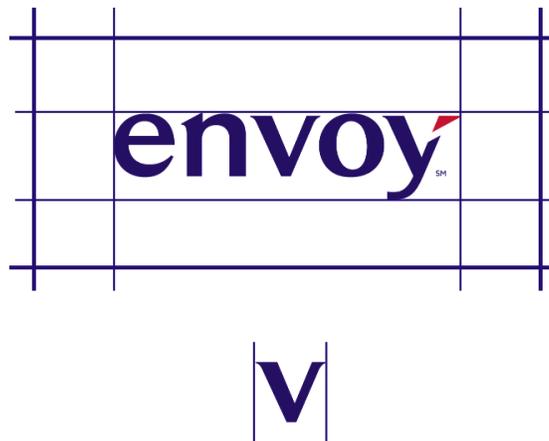
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Envoy Logo

The Envoy logo is a mark of quality, and should always be displayed at its very best.

Other Envoy logos, such as Envoy Air, Envoy Aviation Group and Envoy Ground Services logos are used only in specific applications, such as to identify aircraft and ground equipment operated and used by Envoy. Do not use these logos without approval from Envoy Communications and/or Envoy Legal teams.

To use the American Airlines or American Airlines Group logos, please contact the Envoy Communications team at Envoy.News@aa.com.

Logo Spacing
Always allow space around the Envoy logo, and do not "stack" the logo above, below or beside other logos, including American Airlines or American Airlines Group logos. Minimum spacing around the Envoy logo should be approximately equal to the width of the V, as shown:

Logos and Background Colors, continued

Use the regular purple/blue Envoy logo on light backgrounds, and the inverse (white) logo on dark backgrounds.

Do not use a two-color logo on a purple/blue or red background. For these backgrounds, a one-color version of the logo may be used.

Logo Don'ts

Do not remove any elements of the logo

Do not change the color of the logo

Do not place logo on busy backgrounds

Do not skew or distort the logo in any way

Do not add drop shadows or special effects
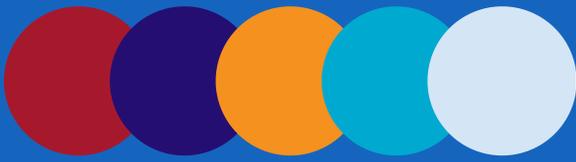
Do not scale logo components seperately

Do not split the logo

Do not add text to the logo without approval

envoy

Envoy
Color Palette

The Envoy Color Palette includes a wide array of colors and is instrumental to our brand recognition.

Logo Colors

RGB: 37,14,114
Hex# 250e72

RGB: 166, 25, 45
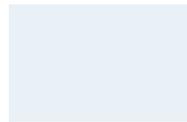Hex# a6192d

Main/Background Colors

RGB: 37,14,114
Hex# 250e72
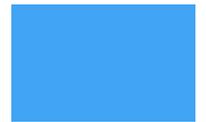
RGB: 21,101,191
Hex# 1565bf

RGB: 50,81,107
Hex# 32516b

RGB: 233,241,246
Hex# e9f1f6

RGB: 212,229,245
Hex# d4e5f5

RGB: 66,164,244
Hex# 42a4f4

Accent Colors

RGB: 166, 25, 45
Hex# a6192d

RGB: 213, 221, 35
Hex# d5dd23

RGB: 245,145, 30
Hex# f5911e

RGB: 1, 68, 33
Hex# 014421

RGB: 0,169, 208
Hex# 00a9d0

RGB: 143, 201, 248
Hex# 8fc9f8

Text Colors

RGB: 77, 77, 77
Hex# 4d4d4d

RGB: 152, 152, 152
Hex# 989898

AaBbCcDdEe

AaBbCcDdEe

AaBbCcDdEe

Envoy Fonts
and Icons

Fonts and icons play a role in our branding, whether its an email, presentation or break room flyer.

Envoy Fonts

Envoy uses the following primary and secondary fonts:

- Primary: Open Sans
- Secondary: Helvetica
- Acceptable: Arial (printed communications on letterhead), Calibri (email messaging)

Do not use "American Sans" (the American Airlines proprietary font) for any Envoy communications or official Company messages unless instructed to do so by a member of the Envoy Communications team.

Icons

Icons may be used to support messages and presentations. Please ensure that any icons used are clean, simple and relevant to the information that you wish to convey.

Avoid using "clip art" or distracting, busy stock images in your messages and presentations.
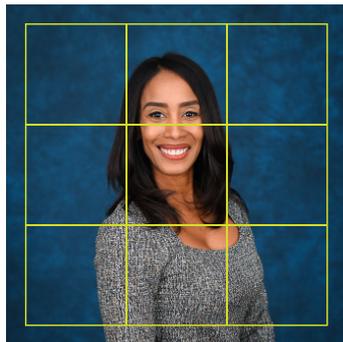
Photography Tips

Photography helps provide context and more information to your messages.

Individual Headshots: Ensure that your subject is in good lighting and framed, or cropped, with their eyes around the upper third of the image, as shown below:

Group Photos: Move everyone close together and take multiple photos to ensure everyone is looking their best. If multiple photographers are taking group photos, take one photo at a time to ensure that everyone in the group is looking at the correct camera or phone.

Stock Photos: Never use images under Copyright without paying for the license, even when used with attribution or credit to the source or original photographer. For stock photography, refer to online resources such as Pexels and Unsplash, or contact the Envoy Communications team to provide alternative images for your use.

If you're a Content Owner on myenvoyair.com, a standard 16x9 aspect ratio is best used for department header and featured image photos.

Writing: Spelling, Punctuation and Grammar

While U.S. English in <u>Associated Press (AP) Style</u> is our official guide for Company communications, managers and employees are encouraged to use the easiest-to-understand language for business communications and meetings wherever possible.

Here are some tips to ensure your message is clear, concise, and easy to understand, especially for employees who may speak and/or read English as a Second Language:

- **Be Purposeful.** All written messages should have a direct business purpose. That includes the basics, such as who, what, when, where and how. Whether that's a reminder to your team or a message to your colleagues, make sure the action required is made clear.
- **Remember your audience.** Aviation requires a diverse range of specialties in order to be successful. Always keep your audience and their specialties in mind. For example, one workgroup may be very familiar with a common abbreviation or acronym, while another workgroup may not be aware of that system.
- **Break up your message.** If you have multiple points to express, or multiple actions required from the same message, remember to break up each action into clear sections. Using a bulleted list or separating each item into a new paragraph can help to make your message more effective.
- **Shortcuts only work when everyone understands.** When using acronyms, it's a good idea to spell out the first instance to ensure that new hires and those not familiar are able to learn and understand. Not sure what an acronym means? The <u>American Airlines Wiki</u> and <u>Web Reference</u> systems may be able to help.

Style Tips

- Aircraft
  - Always use "aircraft" and never "aircrafts".
  - Use Embraer 175 or Embraer 170 when referring to Envoy aircraft. To abbreviate, use E175 or E170. Do not use Embraer E175 or Embraer E170.
- Airports
  - For formal communications, use full airport name, followed by the city code in parenthesis e.g. Clinton National Airport (LIT).
  - For informal messages, city name is also acceptable e.g. Little Rock (LIT)
  - For international locations, always include the country name in the airport name or city, e.g. Vancouver, Canada (YVR).
- American Airlines
  - For internal messages, use American on first reference. Use American Airlines when referring to job titles or for clarity.
  - Do not refer to American as "AA".
  - Do not use American Airlines in the possessive, e.g. say American's announcement, not American Airlines' announcement.
  - Remember that Envoy is a wholly-owned subsidiary of American Airlines Group, not a wholly-owned subsidiary of American Airlines.

Style Tips, continued

- Date and Time
  - Write out date and time when space allows, e.g. Monday, January 1, 2024.
  - Do not include *rd, th, st,* or *nd* for days of the month.
  - Always include a time zone when referencing times. U.S. Central Time is our standard format for time zones. Specialty workgroups (e.g. SOC) may refer to UTC/Zulu time for clarity. Use local time when referring to local events and announcements.
- Employees – Please refer to Envoy employees as employees. Team members may be used occasionally to avoid repetition.
- Envoy
  - For external messages, use Envoy Air in first instance, followed by Envoy for all additional references.
  - Always capitalize Envoy in text, and never use the logo in a sentence.
- Job Titles
  - When writing official messages, always put the job title before the name for the first instance e.g. Envoy President and CEO, Pedro Fábregas.
  - Additional references should refer to the individual by first name.
  - For pilots, use Captain, Capt. or First Officer as job title. Avoid using CA and FO in formal messages.
  - To draw emphasis, **bold** employee names when referencing individuals in text.
  - Commonly used acronyms (e.g. CEO, VP) can be used.
- Portal – The internal Envoy website, myenvoyair.com, may be referred to as "the portal" for simplicity.
- Spacing – Use a single space after a period for all Company communications.
- Telephone Numbers – Always use numerals and the standard form XXX-XXX-XXXX. For international numbers add the country code, the city code and the phone number, as in 44-20-7535-1515. Always use hyphens.

For questions about Spelling, Punctuation and Grammar, please contact the Envoy Communications team at Envoy.News@aa.com.
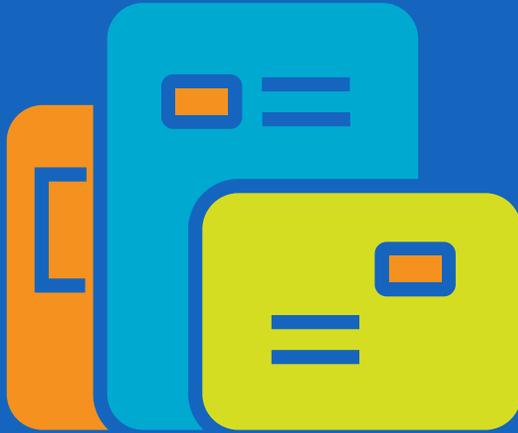
Envoy Templates

Templates assist in standardizing formats and also play a part in branding.

Visit the Communications page of myenvoyair.com to download the latest Envoy templates, including:

- Company Boilerplate – Used on press releases and other official documentation.
- Company Letterhead – Used for formal, printed messages sent by Envoy to employees and third parties.
- Email Signatures – Used to clearly communicate your job title on email messages and replies.
- Envoy Logos – Used to brand Envoy messages, merchandise and other materials.
- PowerPoint – Used to present information to teams using Microsoft PowerPoint.
- Stock Images – View and download a selection of stock images from across the Envoy system, showing our aircraft, employees and equipment looking the best.
- Social Media – Download header images for LinkedIn and other Social Media.
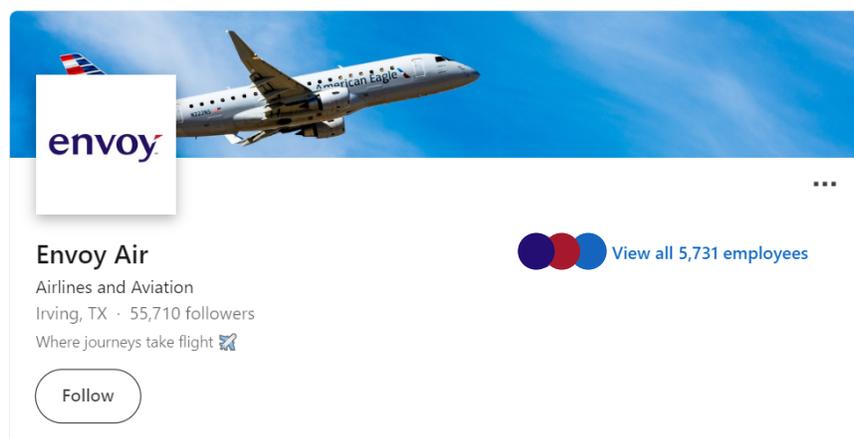
Additional Resources and Contact Information

Contact the Envoy Communications team at
Envoy.News@aa.com

More Info

myenvoyair.com/brandguide

| @envoyaircareers