

AEROTECH BRAND STYLE GUIDE

August 2025

Aerotech
QUICKER. SAFER. EASIER.

1. INTRODUCTION

This document outlines the key elements of our brand to ensure consistency across all internal and external communications.

Please refer to this guide when creating documents, presentations and digital content.

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2. BRAND OVERVIEW

VISION →

Our vision is to excel in airborne solutions for our clients facing critical challenges in complex operating environments.

CORE VALUES →

Can do Attitude:

Doing business with us is easy and fast and we will get the job done

Innovation:

We look for new, better ways of doing things

Open:

We collaborate and communicate in a timely and relevant way

Professional:

We are accountable, fair, respectful, and service oriented

Trustworthy:

We are expert, transparent and reliable in our advice and actions

BRAND PERSONALITY →

Expert, dependable, friendly, approachable

3. LOGO

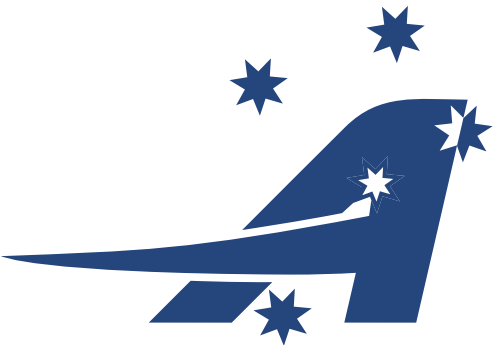
PRIMARY LOGO →

This version of the logo is to be used in all external documents and applications.



'A' ICON WITH STARS →

This is used as a 'graphic device' on uniforms, aircraft and in documents.
See examples of usages.



GROUP LOGOS →

These are to be used in internal Aerotech documentation only.



LOGO USAGE

Acceptable usage of our logo.



Full Colour



Colour Reversed



Mono



Mono Reversed

CLEAR SPACE

In order to preserve the integrity of the AEROTECH Logo, it is important that no other logos, type or other graphic elements infringe on its space.

The minimum clear space around the logotype is the height of the 'A' in Aerotech.



LOGO FILE TYPES →



Our website Resource folders are set up with files suitable for MS Office, Print & Web. For best results use the correct files for each application.

MS Office: PNG files are the best. JPEG files can also be used

Print: If you are sending a logo to a printer use the EPS files for best results. Unless you have design software (Adobe Illustrator or Adobe InDesign) you won't be able to open EPS files, but a printer or designer will be able to use them.

Web: PNG files are best for web/email use. Don't use the versions in the Resources Web folder for printing - the web versions are lower resolution and will give poor results in printed items.

The main things to remember about the different file types are:

- JPEG and PNG are easy to use but you can't enlarge them.
- EPS is more flexible and best for printing but less accessible.
- PNG and EPS don't need a white background.

LOGOTYPE DON'TS →

To maintain the integrity of the Aerotech logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the Aerotech logo that are not acceptable.



Not to be used on unapproved colours



Not to be used on busy or patterned backgrounds



Do not distort

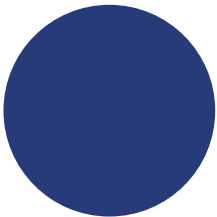


Do not recolour or add shadows

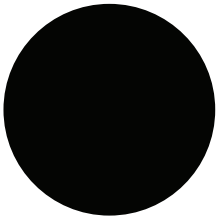


4. COLOUR PALETTE

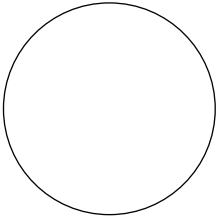
PRIMARY →



DARK BLUE
CMYK: C100 M92 Y28 K3
RGB: R41 G60 B121
Web: #333E76

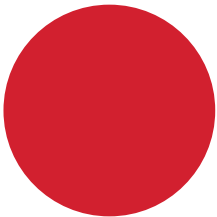


BLACK
CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0
Web: #000000



WHITE
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
Web: #FFFFFF

SECONDARY →



RED
CMYK: C12 M100 Y93 K2
RGB: R208 G32 B46
Web: #D0202E

5. TYPOGRAPHY

Typography is an important aspect of our brand identity. The typography usage examples on the this page should be followed to ensure all communications appear consistent.

PRIMARY: HELVETICA NEUE

Helvetica Neue Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 !
@ # \$ % ^ & * () - + = : ; “ ’ , . < > ? /

Helvetica Neue Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 !
@ # \$ % ^ & * () - + = : ; “ ’ , . < > ? /

Helvetica Neue Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6
7 8 9 0 ! @ # \$ % ^ & * () - + = : ; “ ’ , . < > ? /

Helvetica Neue Condensed Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @
\$ % ^ & * () - + = : ; “ ’ , . < > ? /

FONT COLOUR: Standard black only. If on a dark background, use white reversed.

HIERACHY & STYLES

Visual hierarchy refers to the arrangement or presentation of elements in a way that implies importance. This order is created for use in marketing material such as press advertising, print collateral and website, to maintain consistency across the brand.

HEADING 1 →

THIS IS A MAIN TWO LINE HEADING

HEADING 2 →

THIS IS A SECONDARY HEADING

SUB-HEADING →

THIS IS A SUB-HEADING

Nulla auctor lectus nunc, nec eleifend orci egestas id. Nulla porttitor dictum dui, sit amet sollicitudin ipsum consequat non. Maecenas vehicula orci non dui convallis, sed rhoncus lorem mattis.

BODY COPY →

Ut at lectus a mi pretium euismod. Sed blandit id ante id bibendum. Morbi placerat placerat rutrum. Sed pharetra erat vel arcu dapibus tristique.

HEADING 1: Helvetica Neue Condensed Black CAPS
Size: 24pt Line Space: 24pt Kern Track 25

HEADING 2: Helvetica Neue Condensed Black CAPS
Size: 18pt Line Space: 18pt Kern Track 25

SUB-HEADING: Helvetica Neue Bold CAPS
Size: 11pt Line Space: 14pt Kern Track 25

BODY COPY: Helvetica Neue Light
Size: 11pt Line Space: 14pt Kern Track 0

PARAGRAPH SPACING: 2mm

SECONDARY: APTOS

Aptos is only to be used when Helvetica Neue isn't available. For example Microsoft Word, Excel & Powerpoint.

It is not to be used in marketing material.

Aptos Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^
& * () - + = : ; " ' , . < > ? /

Aptos Light Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^
& * () - + = : ; " ' , . < > ? /

Aptos Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ #
\$ % ^ & * () - + = : ; " ' , . < > ? /

Aptos Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9
0 ! @ # \$ % ^ & * () - + = : ; " ' , . < > ? /

FONT COLOUR: Standard black only. If on a dark background, use white reversed.

HEADING 1 →

THIS IS A MAIN TWO LINE HEADING

HEADING 2 →

SECONDARY HEADING

SUB-HEADING →

THIS IS A SUB-HEADING

Nulla auctor lectus nunc, nec eleifend orci egestas id. Nulla porttitor dictum dui, sit amet sollicitudin ipsum consequat non. Maecenas vehicula orci non dui convallis, sed rhoncus lorem mattis.

BODY COPY →

Ut at lectus a mi pretium euismod. Sed blandit id ante id bibendum. Morbi placerat placerat rutrum. Sed pharetra erat vel arcu dapibus tristique.

Maecenas vehicula orci non dui convallis, sed rhoncus lorem mattis.

Ut at lectus a mi pretium euismod. Sed blandit id ante id bibendum. Morbi placerat placerat rutrum. Sed pharetra erat vel arcu dapibus tristique.

HEADING 1: Aptos ExtraBold CAPS

Size: 24pt Line Space: 24pt

HEADING 2: Aptos ExtraBold CAPS

Size: 18pt Line Space: 18pt

SUB-HEADING: Aptos Bold CAPS

Size: 11pt Line Space: 14pt

BODY COPY: Aptos Light

Size: 11pt Line Space: 14pt or 1.5 in MS

PARAGRAPH SPACING: 2mm

6. OUR VOICE & TONE

BRAND VOICE →

- Confident but not arrogant
- Concise
- Supportive and Human

TONE GUIDELINES →

Communications Type	Tone
• Email to external customers/suppliers/consultants	• Friendly • Solution focussed • Respectful • Concise
• Internal email to colleagues	• Helpful • Clear • Instructional • Respectful
• Presentation	• Professional • Knowledgeable • Clear • Visually attractive • Brand aligned

7. IMAGERY & GRAPHICS

PHOTOGRAPHY STYLE →

- Use only brand approved assets

ILLUSTRATIONS & ICONS →

- No use of emoji's in communications with external customers / suppliers / consultants
- Consistent line thickness
- Minimalist and flat designs
- Use only brand approved assets

AEROTECH 'A' GRAPHIC →

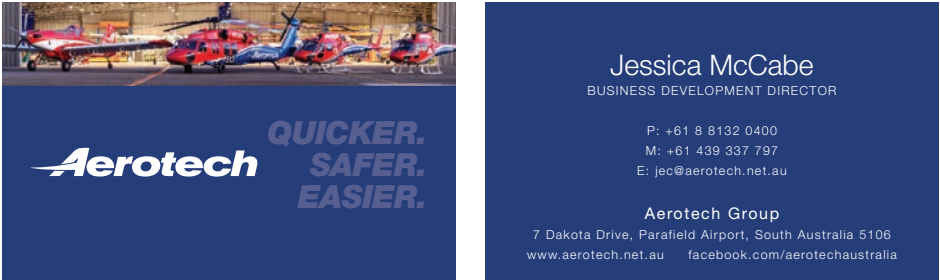
- The 'A' graphic is used in signage, on aircraft, uniforms and as a graphic device in marketing materials and presentations.
- Use only brand approved assets



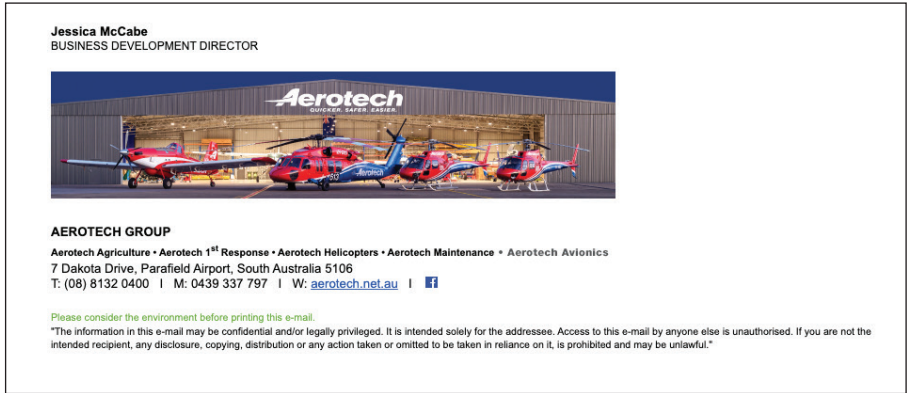
8. TEMPLATES & APPLICATIONS

STATIONERY →

Business Card



Email Footer



Letterhead A4



PRESENTATION →



**HEADLINE 01 GOES
HERE GOES HERE**

SUB-HEADLINE GOES HERE

Aerotech
SINCE 1969. SAME PASSION.

HEADLINE 02

SUB-HEADING

Ut in lectus a pulvium euismod. Sed standi et ante et bibendum. Morbi placerat placerat rutrum. Sed praesent erat vel arcu dapibus tristique. Nulam non tortor agit mecum dapibus. Mauna dictum sapien et nisi maximus, at vestibulum magna adspice. Nam dignissim, odio venenatis imperdiet volutpat, nunc massa vestibulum justo, id pulvinar tellus nisi amet amet lacinia. Suspendisse convallis nec elefend, aliquam enim et, varius est. Penetentue sollicitudin rutrum dui, id pulvinar turpis varius at amet.

- Aliquam nec erat vel elefend feugiat luctus. Donec pharetra posuere ante et portitor. Vivamus sed dictum libero. Ut in lectus in quam dapibus luctus
- Penetentue elefend, erat porta maximus semper, dui lacus penetentue nisi, vel ultricies ante velit sed magna
- Cras interdum malesuada elefend cura porta nulla non tellus mollis, et suscipit mi facilisis maximus, at vestibulum

SUB-HEADING

Aliquam nec erat vel elefend feugiat luctus. Donec pharetra posuere ante et portitor. Vivamus sed dictum libero. Ut in lectus in quam dapibus luctus. Penetentue elefend, erat porta maximus imperdi, dui lacus penetentue nisi, vel ultricies ante velit sed magna. Cras interdum malesuada elefend. Nunc porta nulla non tellus mollis, et suscipit mi facilisis. Praesentis solentue ipsum nisi, id pharetra turpis mollis vitae. Vestibulum turpis elef, sollicitudin rhoncus arcu ut, vestibulum dictum rutrum. Nulla facilis. Vestibulum enim mi, ultricies non eros et, boreet ornare una. Vivamus nec volutpat nunc bibendum. Nunc nec elefend felis. Maecenas mollis euismod diam ut, venenatis. Donec non enim ut ligula congue venenatis.

In efficitur tortor sapien, gravida dignissim tortor posuere nec. Ingerit tribus ligula et amet odio egetnatis. eu volutpat nunc bibendum. Nunc nec elefend felis. Maecenas mollis euismod diam ut, venenatis. Donec non enim ut ligula congue venenatis.

Aerotech
AEROTECH DATA CENTER

HEADLINE 02 OVER TWO LINES



- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vel tempor neque, id eleifend orci. Mauris dapibus a ipsum id lacinie. Maecenas mi augue, euismod non eleifend neque, isconis nec tellus. Vivamus ac blandit justo.
- Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vivamus in nulum eros.
- Nulla auctor lacinia nunc, nec eleifend orci egestas id. Nulla portitor dictum dui, sit amet scullitullus ipsum consequat non.
- Maecenas vehicula orci non dui conavilis, sed moncus lorem tiam. Sed nec odio vel dui viverra rutrum. Donec non gravida purus. Sed sed ultrices mi.
- Ut sit lacinia a mi perium euismod. Sed blandit id ante id bibendum. Morbi placet placerat rutrum. Sed pharetra est vel arcu dapibus tristique. Nullam non tortor eget metus rhoncus dapibus. Mauris dictum sapien et nisi maximus, at vestibulum magna sodales.
- Nam dignissim, odio venenatis imperdiet volutpat, nunc massa vestibulum justo, id pulvinar tellus nisi sit amet lacus. Suspendisse convallis leo eleifend, aliquam enim et, varius elit. Pellentesque scullitullum rutrum dui, et pulvinar turpis varius sit amet.
- Vivamus est enim, blandit neci vel et, blandit ullamcorper risus. Aliquam consectetur aliquet ante. Vivamus vulputate facilisis justo, et consectetur tortor porta suscipit. Aenean vulputat risus in massa curibus, mattis eleifendum massa faucibus.
- Maecenas et trisnidunt sapien, sit amet sagittis libero. Suspendisse id ultrices arcu, vitae aliquam dui.

Aliquam nec erat vel elit feugiat lacus. Donec pharetra posuere ante et portitor. Vivamus sed dictum libero. Ut in lectus in quam dapibus lacus. Pellentesque eleifend, est porta maximus semper, du lacus pellentesque nisl, vel ultrices ante velit sed magna.





SECTION HEADLINE



Aerotech
QUICKER. SAFER. EASIER.

For more information, please contact:
Name Here, Title
E: xxxx@aerotech.net.au
H: XXXX.XXX.XXX

Aerotech Group, 7 Dakota Drive, Parafield Airport, South Australia 5106
P: +61 8 8132 0400 W: aerotech.net.au [facebook.com/aerotechaustralia](https://www.facebook.com/aerotechaustralia)

MEDIA RELEASE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vel tempor neque, id eleifend orci. Mauris dapibus a ipsum id laoreet. Maecenas mi augue, euismod id pellentesque nec, lobortis nec tellus. Vivamus ac blandit justo. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vivamus in rutrum eros. Nulla auctor lectus nunc, nec eleifend orci egestas id. Nulla porttitor dictum dui, sit amet sollicitudin ipsum consequat non. Maecenas vehicula orci non dui convallis, sed rhoncus lorem mattis. Sed nec odio vel dui viverra rutrum. Donec non gravida purus. Sed sed ultrices mi.

Ut at lectus a mi pretium euismod. Sed blandit id ante id bibendum. Morbi placerat placerat rutrum. Sed pharetra erat vel arcu dapibus tristique. Nullam non tortor eget metus rhoncus dapibus. Mauris dictum sapien et nisl maximus, at vestibulum magna sodales. Nam dignissim, odio venenatis imperdiet volutpat, nunc massa vestibulum justo, id pulvinar tellus nisi sit amet lacus. Suspendisse convallis leo eleifend, aliquam enim et, varius elit. Pellentesque sollicitudin rutrum dui, et pulvinar turpis varius sit amet. Vivamus est enim, blandit nec velit et, blandit ullamcorper risus. Aliquam consectetur aliquet ante. Vivamus vulputate facilisis justo, et consectetur tortor porta suscipit. Aenean volutpat risus in massa cursus, mattis elementum massa faucibus. Maecenas et tincidunt sapien, sit amet sagittis libero. Suspendisse id ultrices arcu, vitae aliquam dui.

Aliquam nec erat vel elit feugiat luctus. Donec pharetra posuere ante et porttitor. Vivamus sed dictum libero. Ut in lectus in quam dapibus luctus. Pellentesque eleifend, est porta maximus semper, dui lacus pellentesque nisl, vel ultricies ante velit sed magna. Cras interdum malesuada eleifend. Nunc porta nulla non tellus mollis, et suscipit mi facilisis. Phasellus scelerisque ipsum nisi, id pharetra turpis mollis vitae. Vestibulum turpis elit, sollicitudin rhoncus arcu ut, vestibulum dictum risus. Nulla facilisi. Vestibulum sem mi, ultrices non eros et, laoreet ornare urna. Vivamus nec vulputate sapien. Cras a fermentum nunc.

Ut at lectus a mi pretium euismod. Sed blandit id ante id bibendum. Morbi placerat placerat rutrum. Sed pharetra erat vel arcu dapibus tristique. Nullam non tortor eget metus rhoncus dapibus. Mauris dictum sapien et nisl maximus, at vestibulum magna sodales. Nam dignissim, odio venenatis imperdiet volutpat, nunc massa vestibulum justo, id pulvinar tellus nisi sit amet lacus. Suspendisse convallis leo eleifend, aliquam enim et, varius elit. Pellentesque sollicitudin rutrum dui, et pulvinar turpis varius sit amet. Vivamus est enim, blandit nec velit et, blandit ullamcorper risus. Aliquam consectetur aliquet ante. Vivamus vulputate facilisis justo, et consectetur tortor porta suscipit. Aenean volutpat risus in massa cursus, mattis elementum massa faucibus. Maecenas et tincidunt sapien, sit amet sagittis libero.

Media Enquiries: Jessica McCabe, 0439337797 or jec@aerotech.net.au



7 Dakota Drive, Parafield Airport, South Australia 5106
www.aerotech.net.au

9. SIGNAGE

Only brand approved signage is to be used. Each sign is designed for its specific usage.

If you require signage to be produced contact:

Jessica McCabe

jec@aerotech.net.au

Here are some examples of brand approved signage applications.

EXTERNAL BASE LOCATION SIGNS

Size: A0 (1189mm x 841mm)



INTERNAL →



SPONSORSHIP →



10. STYLE GUIDE DO'S & DONT'S

DO →

- Follow font and colour rules
- Follow asset rules
- Use templates wherever possible
- Keep tone aligned with brand personality

DON'T →

- Use outdated logos
- Mix unapproved colours
- Write in a tone that feels 'off-brand'

11. CONTACT

For questions, approvals and clarifications about the usage of the logo and brand, contact:

Jessica McCabe
jec@aerotech.net.au