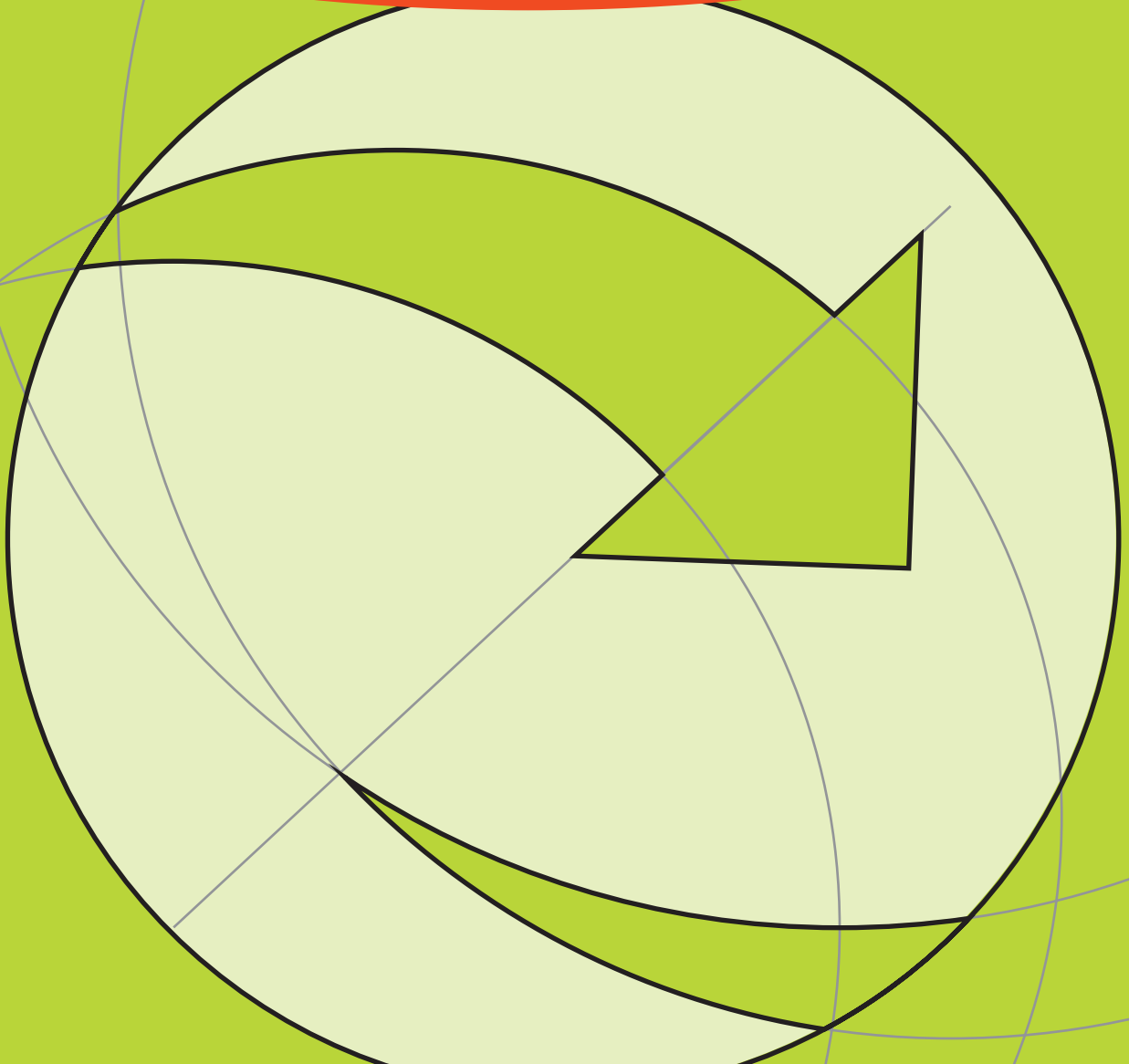


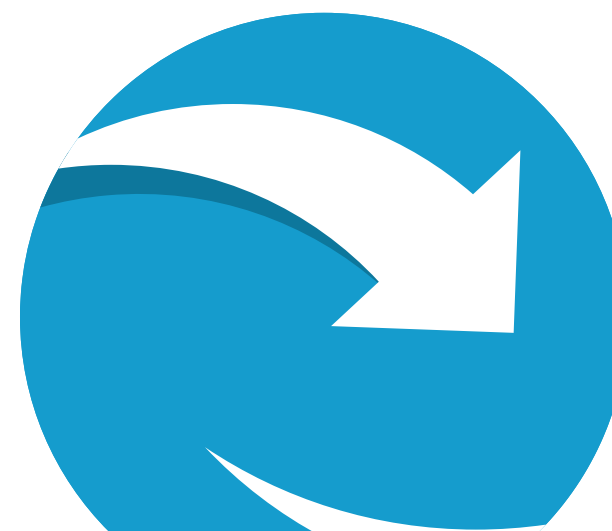
peoplxpress

**Corporate Identity
Design Manual**



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Our Brand

Who We Are

People Express is built on the principle of helping people. It's about being friendly and supportive of those we work with, and getting them where they need to be in the most pleasant and efficient way possible. We offer our travelers safe and comfortable voyage with a warm atmosphere and amiable workers. No matter how far you may be from your house, when you choose People Express, you're always home. Because our name is bigger than just a brand—we're a community.

Our Name

Our name comes from the combination of the words 'people' and 'express', and takes on a range of definitions in itself. The most obvious interpretation is our mission to accommodate the population's transportation needs as easily and quickly as to be expected from modern day travel. But our name also refers to the humanity behind each face we see. Our clients are more than the numbers or even the names on their tickets; people are expressive, and we make it our business to ensure that when travelers fly with People Express, they can do it with a smile on their faces.

Our Tagline

Bringing people together: it's the most basic understanding of the service we provide to our travelers. Not only that, but our tagline perpetuates our emphasis on establishing a community and engaging in a mutually enjoyable experience. "Bringing us together" harbors a sense of familiarity and comfort that's just as nice to hear as it is to say.

we aim for comfort
and familiarity.
when you choose
people express,
you're always home.

The Globe

On its own, the Globe—the avatar of the People Express brand—serves to facilitate three concepts that are very important to us.

Travel.

The round form of the avatar is representative of the world we all live on. The negative space cut out from the circle gives the illusion of an arrow beginning at one point, wrapping around the back of the sphere, and pointing at a new location. The sliver of shade lends an aspect of dimensionality and adds to the dynamic of the arrow's movement.

People.

The positioning of the cut spaces from the avatar were done deliberately to resemble the profile of a face. This is done to stress the importance of people to our brand, tie the visual representation to our name, and also to have something that feels immediately familiar to the viewer.

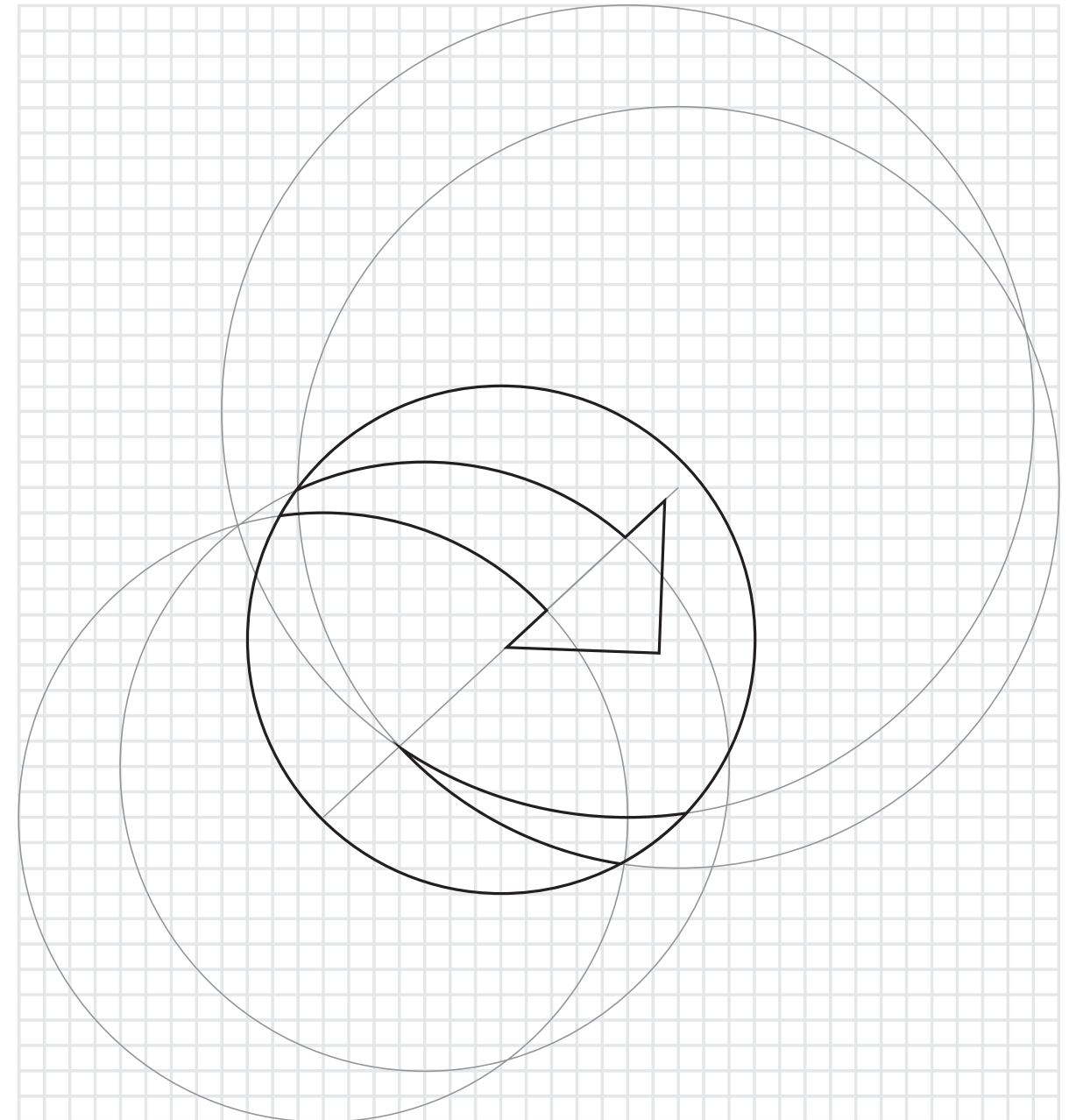
Happiness.

The avatar resembles a face, but more importantly, it resembles a smiling face. Our travelers are important to us, and it is our wish to give each one a safe, comfortable, and enjoyable experience. By incorporating this positive emotion right into the brand's avatar, we hope to give the viewer a strong sense of fun and security in a way that's easy to identify and interpret, even without having to read or hear it explicitly.



travel. people.
happiness.
a simple design
built on big ideas.

The Globe is incredibly geometric, created from a series of circles and straight lines. This gives the avatar an uncomplicated and deliberate quality, which will allow for it to retain its relevance and applicability into the foreseeable future.



Lock-Ups

Primary

The primary lock-up of the People Express mark provides a fourth concept to the context of the Globe: **unity**. By fixing it between the word fragments 'peopl' and 'xpress', it can function not only as the avatar of our brand but also as a character to replace the missing 'e' from the name, filling the void of both words and bringing them together.

The primary lock-up also features the company's tagline by default, though may be displayed without it. Spacing around the primary lock-up should always be at least equal to the width of the lowercase 'o' character from the logotype.

For the tagline version of the lock-up, the size ratio of logotype to tagline type should be 25:6, and if the avatar is 2 inches in diameter, the logotype should be at 104 point size.

The tagline—or, when applicable, the subsidiary name—should be tucked under the 'xpress' fragment into the corner created by the 'p'. The spacing between the logotype and tagline or subsidiary element should be as wide as the 'l' from the logotype. This allows for the secondary element to retain both relation to and security from the primary logotype while allowing just enough room to breathe.

Whenever included in any lock-up, subsidiary names should be presented in uppercase letters only. This is done so that the large, blocky letters create a contrast with the logotype, provide an indication of the element's importance, and use the space next to the logotype more efficiently.

For the subsidiary version of the lock-up, the size ratio of logotype to subsidiary type should be 5:3, with the same size relationship between avatar and logotype as the tagline version.



peopl  xpress
bringing us together.



o peopl  xpress
bringing us together. o



o peopl  xpress
MIDWEST o

by fixing the avatar between word fragments, the lock-up becomes one that emphasizes cohesion.

Lock-Ups

Secondary

The secondary lock-up is most effectively used to promote a specific subsidiary of the People Express brand, and should therefore only be used with the name of a subsidiary included. The reduced size of the primary logotype allows for the subsidiary to make this lock-up its own, and the modified color of the Globe is employed to emphasize the uniqueness and specificity of the lock-up.

Spacing around the secondary lock-up should be at least equal to the height of the lowercase 'l' character from the 'People Express' logotype. Spacing between the type and avatar—as well as between the logotype and subsidiary type—should always be equal to the width of two of the lowercase 'l' characters.

For the secondary lock-up, the size ratio of logotype to subsidiary type should be 2:3, and if the avatar is 2 inches in diameter, the logotype should be at 50 point size.



Tertiary

This text-only lock-up is specially crafted for use in the case that the inclusion of a graphic element would be inappropriate or otherwise render the mark illegible or confusing. However, without the presence of the Globe avatar at all—the signature icon of the People Express brand—this lock-up should be used sparingly and only in circumstances in which its use is absolutely necessary.

As with the primary lock-up, the spacing around the tertiary lock-up should be at least equal to the width of the lowercase 'o' character from the 'People Express' logotype. The spacing between the logotype and tagline or subsidiary elements should always be equal to the width of the lowercase 'l' character.

The size ratio between logotype and tagline type is the same as the primary lock-up's.



Typography

VAG Rounded

Light weight

VAG Rounded (in its light weight) is the typeface used for the People Express logotype, but can also be implemented (when necessary) as header type. The rounded terminals of the typeface are reflective of our circular avatar and helps to portray the crispness and friendliness of our brand. The substantial use of the lowercase characters in the logotype further emphasizes the repetition of circular shapes, preserving a casual atmosphere within a clean and professional context.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Avenir

Medium and Heavy weights

Avenir is to be used as the primary display type, primarily at its medium weight. It should be used for titles, most headers, our tagline, as well as the names of our subsidiaries—which utilize the typeface’s heavy weight. Its straight lines and perfect circles are a welcome addition to a brand whose design identity is steeped in the repetition of these simple geometric patterns.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Gazette LT

Roman weight

Gazette LT is our typeface for body type, which is anything longer than a single line. While the structure of the characters are generally typical of a serif typeface, their stout forms and relatively low-contrast line widths lend themselves to a legible typeface that’s easy to read even at small sizes.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789



Color

C:32 M:0 Y:96 K:0

Globe Express

Globe Express is a bright and saturated shade of green used to evoke a feeling of freshness, excitement, and bliss which embodies the expressive aspect of the brand. As its name might suggest, it is the primary color of the People Express brand.

C:40 M:20 Y:100 K:0

Olive Express

Olive Express encapsulates an earthy tone to introduce a more natural and humble element to the palette. As a darker shade of green, this color is generally used to compliment its lighter counterpart and provide visual weight when necessary.

C:10 M:0 Y:30 K:0

Mint Express

Mint Express is an off-white color with a hint of green to give it a subtle flavor. Being the lightest green of the brand palette, it is to be used when brand elements are placed on a background that would render a lock-up or other type illegible, like a color similar to the greens used in the People Express lock-up.

C:0 M:0 Y:0 K:0

Pure Express

Pure Express is the base white color that serves with an unmatched versatility. Used for knocking out graphics or text from colored backgrounds or simply as a clean slate for other elements, this color is an important and understated addition to our corporate palette.

C:77 M:22 Y:7 K:0

Cool Express

Cool Express is a lively color that is as spirited as it is unfettered. Used in tandem with the greens sampled on the left, this color is used to accentuate the mark by highlighting key elements, such as the tagline or subsidiary name, or simply as a flourish to add interest to a design.

C:77 M:22 Y:7 K:30

Breeze Express

Breeze Express brings a slightly darker shade of blue to the table, offering a somewhat more reticent take on the unfettered nature. Crucial to the spotlight but never quite in it, this color is generally used to help highlight the vibrance of Cool Express.

C:50 M:0 Y:5 K:0

Ice Express

Ice Express completes the trinity of blue shades from the People Express palette by presenting a lighter option. Its cool and calming essence makes it a choice solution for a hint of blue when its alternatives aren't up for the job.

C:0 M:86 Y:100 K:0

Blaze Express

Blaze Express is vibrant and zealous. Its primary purpose is to be used as embellishment to add the dynamic of tension to a design. As a stark contrast to the other cooler hues that compose our brand's palette, it should be used sparingly, lest it become too demanding or overwhelming to the viewer.



Alternate Logo Palette

While the primary palette should be readable on a wide variety of backgrounds, an alternative palette may be used when the lock-up is displayed on a background that compromises its legibility. In these situations, the lighter colors from the People Express palette shine, as colors can generally be replaced with a lighter shade of the same hue. When in doubt, it's a good rule of thumb to use a lighter shade rather than a darker one to ensure clarity and vibrance.



Primary Logo Palette

The color palette for use of the People Express logo on light backgrounds is as it has been displayed primarily throughout the manual. For the primary lock-up, the logotype uses Olive Express, the avatar is displayed in Globe Express with an Olive Express highlight, and the tagline uses Cool Express. Secondary and tertiary lock-up logotypes display 'people' in Globe Express and 'xpress' in Olive Express. The secondary avatar and subsidiary is in Cool Express with a highlight of Breeze Express, and the tertiary tagline is also in Cool Express.



Single Color

For single-color print, most any color from the People Express palette can be used. The color employed should be practical for its application, render the lock-up legibly on its background, and be appropriate to suit the conditions for its use.

Design

While designing for a spread, advertisement, webpage, package, etc., using elements of the People Express brand, there are a few things to keep in mind to capture the essence of and maintain consistency with the image of our brand.

Correct usage:

This is display text.

Here's some header text.

Now a bit of body text.

Hierarchy of type.

As covered in the Typography section, People Express's type hierarchy is pretty simple. VAG Rounded is used for the logotype and sometimes for display type or captions in a large point size. Avenir is used for the tagline and subsidiaries located in a lock-up, as well as for headers and, depending on the level of contrast being called for, can be used in either medium or heavy weight. Gazette LT is to be used to any extensive body type, which is generally anything longer than a single line.

Correct usage:



Hierarchy of color.

Maintaining consistent color usage is important in establishing brand recognition. The primary color of the People Express palette is green, and three different versions are presented in the Colors section. Outside of green, white is often used for its versatility and high contrast with most other colors used by People Express. The blue and orange colors provided are used relatively infrequently, and mostly to add ornamentation.

Use of circular shapes.

Circles and rounded forms are a common theme throughout the visual design of People Express. Generally speaking, the use of straight lines is limited to type. Curved shapes (including the Globe) may be employed in People Express designs, though should never interfere or crowd other design elements. The most common use of this technique is to create a colored area across the edge of a page divided by a colored arc, like those at the top of each page in this manual. The intensity and curvature of the arc can vary depending on the context, but should not become a competitive element for the viewer's attention. While the color of the isolated segment should be Globe Express, Olive Express, or Pure Express, the arc can vary depending on which color of the brand palette would best suit the design and add the most interest.

Correct usage:

Name: _____
Address: _____
Country: _____
Phone: _____

A form with four horizontal lines for input, labeled "Name:", "Address:", "Country:", and "Phone:". The lines are curved at the ends, and there is a green vertical bar on the left side of the form.

Use of the People Express arrow.

The other repeated visual element of the brand is the arrow taken from the Globe avatar. When using the arrow in a design, it should be coming from somewhere off of the design so that its origin point remains hidden. If space permits it, there should also be a circle from the edge of the arrow's origin. This helps to emphasize the implication of a place of origin for the arrow, which accentuates the idea of motion or travel. The arrow should also be pointing to something, whether that thing is text or a graphic—so long as it appears to be serving a purpose by drawing the reader's attention to something in particular, and not just empty space.

Correct usage:



Misusage

Here are a few key examples of things to avoid while creating a design that includes elements of the People Express brand identity.

Do not confuse typeface hierarchy.

As stated in the Typography and Design sections, VAG Rounded is to be used for the logotype and occasionally as display type or for captions (only if the type is large and plainly legible). Avenir is for taglines, subsidiaries, and headers. Gazette LT is used for body type only.

Do not alter lock-up element sizes.

The size of each element within a lock-up has been chosen deliberately according to the element's importance and visual weight within the design.

Do not alter brand shapes.

This includes but is not limited to the Globe avatar and the arrow taken from it. These are both graphic elements that are used to identify our brand, and by manipulating them they can too easily become unrecognizable, awkward, and unfamiliar. Refrain from skewing, stretching, or otherwise distorting the graphic elements of our brand.

Incorrect usage:

This is display text.
Here's some header text.

Now a bit of body text.

Incorrect usage:

peoplexpress
bringing us together.

Incorrect usage:

Incorrect usage:

peoplexpress
bringing us together.

Incorrect usage:

peoplexpress
bringing us together.
This text is too close.

Incorrect usage:

peoplexpress
bringing us together.

green is the primary color of the people express palette, not blue or orange.

Do not alter lock-up spacing.

Likewise, the spacing of each element within a lock-up has been chosen deliberately according to its relationship with other elements.

Do not crowd the lock-up.

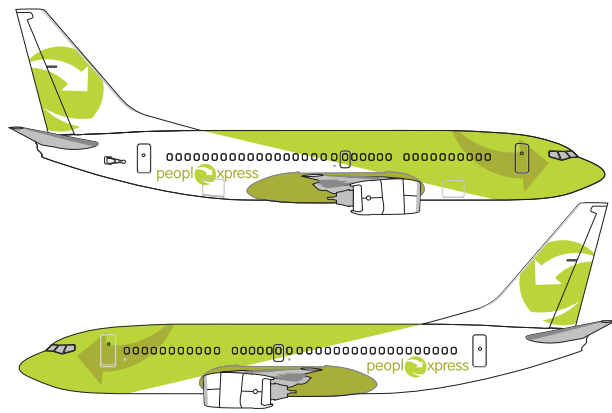
The designated spacing around each lock-up was also chosen specifically so as to prevent the mark from getting crowded or interfered with by other graphic elements which may distract from or obscure it.

Do not confuse color hierarchy.

Designing properly with the People Express palette can be tricky, but—as explained in the Design section—the easiest way to keep things straight is by knowing how frequently a color is used. Globe Express and Olive Express are the primary colors of the brand and should therefore be the dominant colors in any given design, second only to Pure Express for ease of readability. Mint Express is used for graphic elements on dark backgrounds, and Cool Express and Blaze Express are used only for decoration or highlighting key elements—they should never be used as the primary colors of a design (with the exception of the secondary lock-up).

Examples

Here are a few examples of successful People Express design. Note the use and hierarchy of color and type, and the utilization of graphic elements such as the curved arcs and the People Express arrow.



Date
Name
Title
Organization
Address
City, State Zip
Salutation:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent tincidunt ultricies neque vel pulvinar. Mauris condimentum dictum tortor et congue. Integer egestas sed augue elementum interdum. Maecenas vel dictum ante, eu adipiscing lacus. Nulla at fringilla sem, vitae dapibus ipsum. Morbi euismod vel nunc aliquam consectetur. Praesent tempus enim lorem, in porttitor urna pulvinar vitae. Sed nunc felis, aliquet nec dapibus vitae, gravida non ipsum. Morbi et commodo nisi, ac rhoncus enim. Proin in faucibus mauris.

Aliquam non nunc erat. Nulla facilisi. Duis condimentum sem non ipsum tincidunt, ut tincidunt tor-tor molestie. In feugiat quam et magna dapibus semper. Integer interdum egestas justo, ac sceleris-que urna. Cras tincidunt odio quis lacus interdum, non viverra turpis tincidunt. Pellentesque mattis a nisi eu venenatis. Cras ut quam nibh. Aliquam semper porta lorem sit amet tincidunt. Mauris condimentum orci risus, ac dapibus lacus tincidunt eget. Curabitur vel velit eu orci hendrerit pretium eget ut dui. Etiam vulputate mauris a tellus mattis sollicitudin.

Donec felis risus, porttitor in lacus vitae, varius aliquet arcu. Quisque aliquam, mauris sit amet lacinia volutpat, libero justo vestibulum ante, sit amet lacinia velit velit nec nisi. Praesent accumsan, nunc vitae imperdiet interdum, lectus massa vehicula lorem, a hendrerit risus justo ac augue. Phasellus rutrum sed urna ut facilisis. Ut accumsan sodales ante ut dictum. Proin sed odio est. Morbi et lectus eu nunc lobortis tristique. Integer vulputate vulputate lacus nec venenatis. Sed sed commodo sapien. Fusce sed feugiat eros, sit amet porttitor odio. Sed feugiat dolor nec pharetra pharetra. Duis imperdiet sodales scelerisque. Integer at purus sem.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla scelerisque, turpis vitae feugiat pellentesque, massa enim laculis libero, ut tempor eros mauris tincidunt orci. Fusce eget consectetur urna. Aenean accumsan luctus odio ut condimentum. Pellentesque tempor ultricies ipsum. Integer id suscipit mi, vel facilisis nisi. Nam ac lacus vitae risus vehicula feugiat. Proin quis porttitor felis. Aliquam quam dui, ultricies vel lobortis eget, luctus quis arcu. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nunc sit amet arcu ac velit condimentum sollicitudin vel ac nunc. Curabitur euismod turpis in enim volutpat libendum. Duis lacus nunc, tempor et metus nec, gravida blandit eros. Suspendisse vitae urna rhoncus, suscipit purus id, molestie urna. Mauris non purus diam. Curabitur dui dolor, eleifend at semper at, hendrerit at nisi.

Sincerely,
Name
Title

902 Bland Boulevard • Newport News, VA 23602 • 832-963-7410 • www.peopleexpress.com

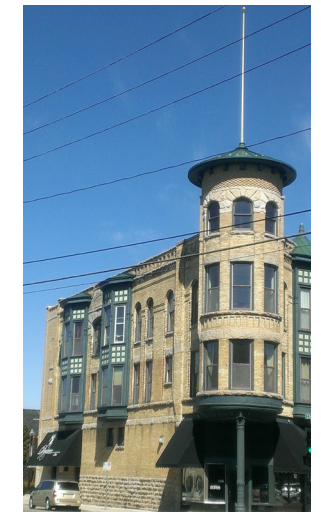
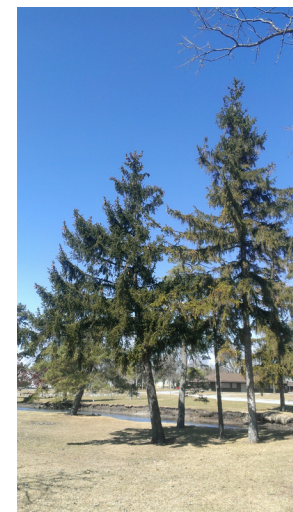


A note on photographic imagery.

It's important to remember that at its core, People Express's business is in travel. In this vein, images should feature locations. When choosing scenic imagery, make sure that the sky is visible. The rule of thumb is that the horizon should be no higher than two-thirds the height of the photo from the bottom.

Despite this focus on scenery, it has been stated repeatedly throughout this guide that the heart of People Express is the people, so the inclusion of a few smiling faces is always welcome. It is important, however, not to undermine the emphasis on scenery, regardless of the people who may appear in any photograph being used.

Any of the images that appear on this page would be suitable for use under the People Express brand guidelines.



Ready to Design

Thank you for taking the time to read through and understand this comprehensive corporate identity manual, and welcome to the People Express community!



