



**This document describes  
our brand identity standards.**

**It is about our marketing  
position, personality, our visual  
identity and our tone of voice.  
It will help you understand  
how we want to communicate  
to keep our brand identity  
consistent.**

## Identity Elements

### Logo variations



### Colour palette



### Route map



### Typeface

Altitude Light  
Altitude Regular  
**Altitude Medium**  
**Altitude Bold**

Altitude Regular 8 pt  
aābcdeēfghijīklmnoōpqrstuúvwxyýzþæöð  
AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYŸZPÆÖÐ  
1234567890!@#\$\$%^&\*()

### Separation line

### THE BUILDING BLOCKS.

These identity elements are the building blocks for our marketing materials. They have been developed with a simmple goal: to make our communications unique, clear, consistent and more engaging for our worldwide customers.

## The history of our logo

### THE LOGO

The Icelandair logo is at the core of the company's brand image. It symbolises in a direct way what Icelandair stands for and should be able to stand alone and still be a reminder of our business values. It is the most important signature of the company and, at all times, needs to be treated with care and respect.



### THE HISTORY OF OUR LOGO AND COLORS

When the current logo was developed the objective was to make the logo more contemporary and international while still maintaining a strong link to Iceland's culture and heritage.

The logo combines strong oranges and yellows, reflecting key natural elements of Iceland - the volcanoes and the midnight sun. The colors are graduated to create a three-dimensional effect of movement and energy. The form of the symbol represents the wings of flight and is an evolution of the original Icelandair logo.

The blue of the mark is inspired by the deep dark seas that surround Iceland and are integral to Iceland's identity and culture. This color also shows the Nordic side of Icelandair and the quaility it stands for. The blue provides a strong contrast to the orange/yellow of the logo and enhances its strength and visual impact.



Our logo versions



Vertical logo



Vertical logo  
w/o brandname



The Horizontal logo

Usage	Vertical logo	Horizontal logo
Communication / Primary use*	+	
Communication / Secondary use**		+
Stationary		+
Sponsorship		+
Trade Signage***	(+)	+

These are our logos and their use is governed by strict guidelines. This chart shows the general principles for use of the logos.

The vertical logo with no brandname is used in Iceland where the Icelandair brandname is very well known. This version of the logo, i.e. without the wordmark, should only be used in other markets when the logo is smaller than 1.5 cm. If in doubt, contact the Icelandic Ad Agency for advice.

Vertical logo elements and backgrounds



The Icelandair logo has several key elements that are important recognition factors for the overall brand. At the heart of the logo are our golden wings. Beneath the wings is the Icelandair wordmark. Beneath the logo is the URL for the market where the logo will be used. Always use the logo on a clean white background if possible.

**COLOUR AND BLACK AND WHITE USAGE**  
Always use the logo in colour where possible, to provide maximum impact and recognition. Where it is not possible to reproduce the logo in colour, it may appear in black and white.

**THE LOGO ON DIFFERERNT BACKGROUNDS**  
If the colour of the background is too similar to the Icelandair blue or too dark then use the logotype in a white box.

## Space around the logo and the smallest size



### WHAT IS CLEAR SPACE AND WHEN SHOULD IT BE USED?

We need to surround the Icelandair logo with clear space to ensure it stands out in the mind of our customers, and to maximise its impact. This area should be free of any words, logos, symbols, etc. that might intrude on the brand presence.

The method for calculating clear space is shown above. This is the absolute minimum clear space area - please allow more space wherever possible.

### MINIMUM SIZE

The smallest usable size for the vertical logo with the URL is 3.5 cm high. If the logo is 2 cm or larger then the Icelandair wordmark can be used, but if it is smaller than 1 cm then it should be used without the wordmark.

### MAXIMUM SIZE

There is no maximum size for the vertical logo.

## Positioning of the vertical logo



### POSITIONING THE LOGO ON THE MARKETING MATERIAL

The best position for the logo is the bottom right hand corner.

In some cases, the logo is better positioned in the top right or top left corner for easier visibility. Examples include brochures stacked in racks, advertising walls where there are too many people to see the advertisement clearly and locations where the logo will appear too close to ground level to be clearly seen.

Horizontal logo elements and backgrounds



The horizontal logo with a grey background should only be used if the background is similar to the logo or if it is too dark for it to be seen.

COLOUR AND BLACK AND WHITE USAGE

Use the logo in colour where possible, to provide maximum impact and recognition. Where it is not possible to reproduce the logo in colour, it may appear in black and white.

THE LOGO ON DIFFERERNT BACKGROUNDS

If the colour of the background is too similar to the Icelandair blue or too dark then use the logotype in a white box.

The same rules apply here as for the vertical logo.



The horizontal logo



Minimum size



Clear space

Use the horizontal logo when the shape of the marketing material calls for a version of the logo that is more legible. Examples are smaller classified ads, retail fascias, some office signage, sport signage, or even down to small examples like branding on pens.

CLEAR SPACE AROUND THE HORIZONTAL LOGO

Using the logo with the logotype acquires some breathing space around the logo. The logo should be positioned in this manner: use the height of the smaller letters of the logotype as a basic unit of 1. The space to the right and at the bottom should then be the basic unit multiplied by 1.5.

MINIMUM SIZE

The minimum size of the horizontal logo is 15mm.

MAXIMUM SIZE

There is no maximum size for the horizontal logo, it depends on the marketing material.

The horizontal logo should be used sparingly, and only when the vertical logo does not apply itself well.

Positioning of the vertical logo



POSITIONING THE LOGO ON THE MARKETING MATERIAL

The agreed position for the logo is the bottom right hand corner.

In some cases, the logo is better positioned in the top right or left corner for easier visibility. Examples include brochures stacked in racks, advertising walls where there are too many people to see the advertisement clearly and locations where the logo will appear too close to ground level to be clearly seen.

URL under the Logo



The URL should be placed beneath the logo at all times, unless there is not adequate space for the correct logo size.

Each market should use its own particular version of the URL.

Use a .net ending when the local URL is not appropriate or when the logo is used in more than one market.



Logo usage - what not to do

Do not change the proportions between the logo and the logotype.



Do not change the proportions of the logotype.  
Use only proportional scaling of the whole set.



Do not condense the URL.



Do not scale the URL alone.



Do not use disproportional scaling.



Do not put the logo on dark colours.



It is very important that all the elements presented in this manual are used in their original format and not altered in any way. Here are few examples of common mistakes that should be avoided.

URL outside the logo



Sometimes the URL or call to action information needs to be placed on the photo. Then the preferred placement is in the top right or top left corner of the material.



Our typeface

Aa

Icelandair 12 pt Altitude Regular  
**Icelandair 26 pt Altitude Bold**

Altitude Regular 8 pt  
aábcdeéfgghiiijklmnoópqrstuúvwxyýzþæöð  
AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYÝZÞÆÖÐ  
1234567890!@#\$\$%^&\*()

**Altitude Bold 8 pt**  
**aábcdeéfgghiiijklmnoópqrstuúvwxyýzþæöð**  
**AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYÝZÞÆÖÐ**  
**1234567890!@#\$\$%^&\*()**

Altitude Light 8 pt  
aábcdeéfgghiiijklmnoópqrstuúvwxyýzþæöð  
AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYÝZÞÆÖÐ  
1234567890!@#\$\$%^&\*()

**Altitude Medium 8 pt**  
**aábcdeéfgghiiijklmnoópqrstuúvwxyýzþæöð**  
**AÁBCDEÉFGHIÍJKLMNOÓPQRSTUÚVWXYÝZÞÆÖÐ**  
**1234567890!@#\$\$%^&\*()**

OUR TYPEFACE  
The typeface used in Icelandair’s advertising and marketing materials is a key element of the corporate identity in communicating the unique and distinctive personality of the company.  
One typeface has been developed exclusively for Icelandair, Altitude. This is the only typeface that should be used in any material that is connected with the airline. Instead of having a number of different typefaces, four different weights of Altitude will be used instead: Regular, Bold, Medium and Light.

Our palette of colours

Icelandair colours

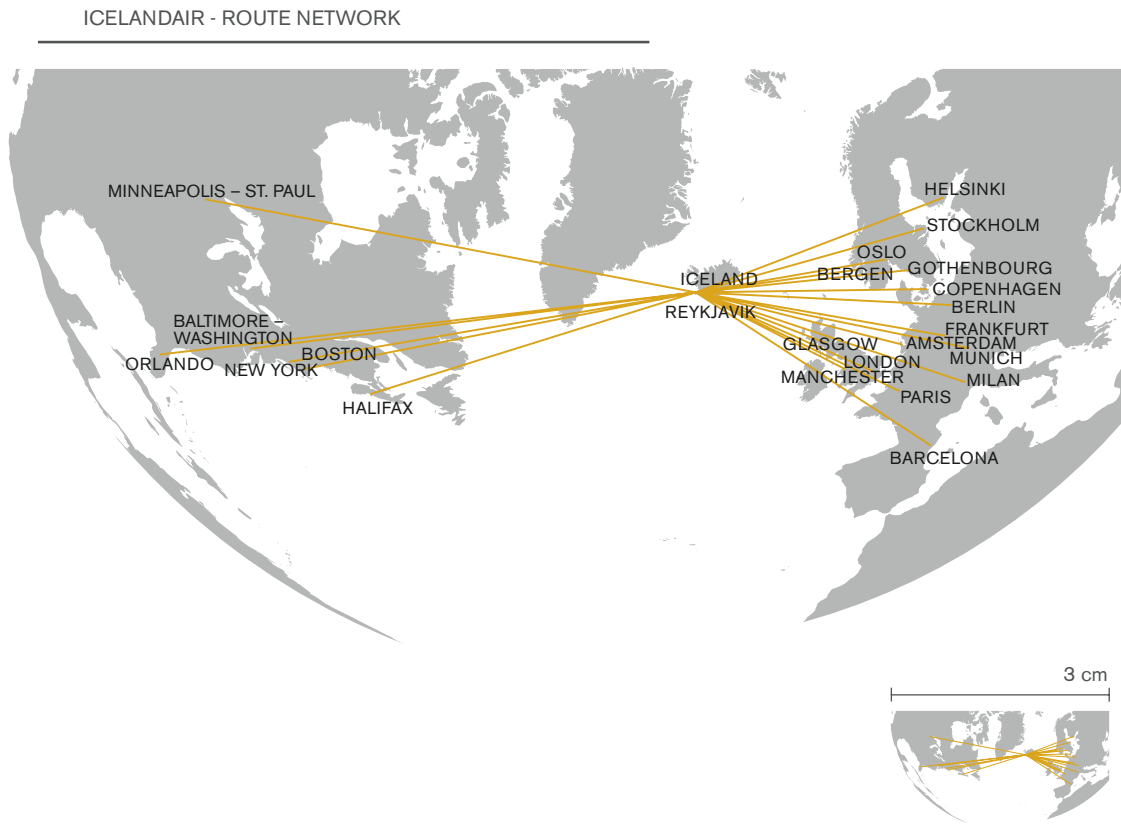


Supplementary colours



STRONG COLOURS FOR A STRONG BRAND  
People can recognise brands as easily by their colours as by their logos. It is therefore important to have a distinctive color and use it well.  
  
The three main colours used in Icelandair branding are blue, yellow and white. They are our standout colours. We will use them consciously and carefully, to maximise their impact.  
  
The secondary colours are black, light blue and different hues of grey.  
  
We try to use our other colours vary sparingly, and then mostly for charts and diagrams and if necessary, for colour coding.

The Route Map



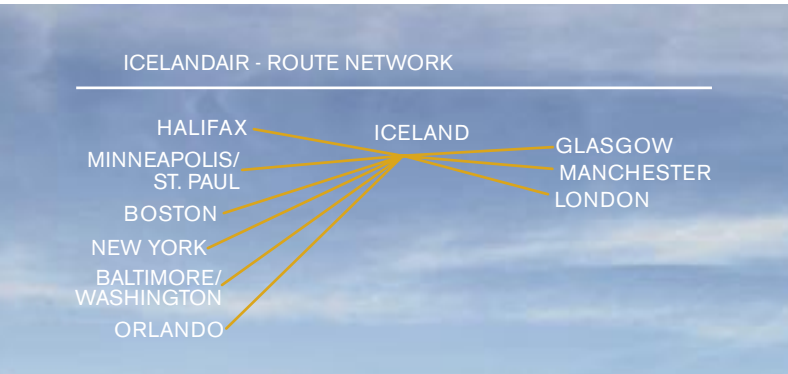
WHY THE ROUTE MAP?

At the core of the Icelandair business strategy is the route network. An important building block of the brand identity is to include the route network in most material that comes from the company. It should be an integral element in communications from the company, just as our logo or a headline.

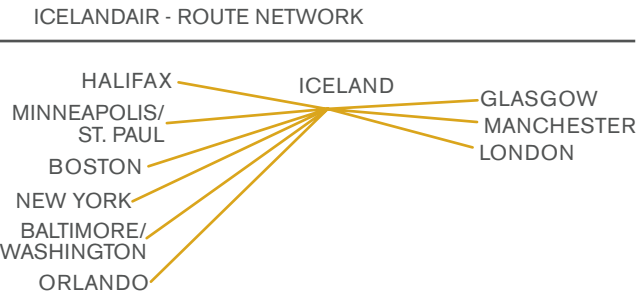
This version of the route map should only be used when the complete network is shown, with all of Icelandair's destinations.

When the route map is used in sizes that are smaller than 3 cm then no text should be used for the destination cities.

Alternative Route Map



Placed on a image



On white background

ROUTE MAP FOR EACH MARKET

When a local market includes a route map in its marketing material, a localised route map. The local version of the route map only shows destinations in that particular market.

Bleeding ads and the white border



A

The look of the marketing material is inspired by Iceland's Nordic roots. The look reflects the spirit of Iceland by being pure, clean and simple.

Two template styles for print advertising have been developed. In version A, the picture bleeds over the whole ad space. This version should only be used when there is not too much copy and the text can be easily read and understood. Examples of usage for version A are larger print ads (whole page or page dominant), posters and outdoor. Version B includes the white box at the bottom to increase the legibility of the copy and the call to action in the ad. It is recommended to use version B when there is too much copy to fit easily in version A.

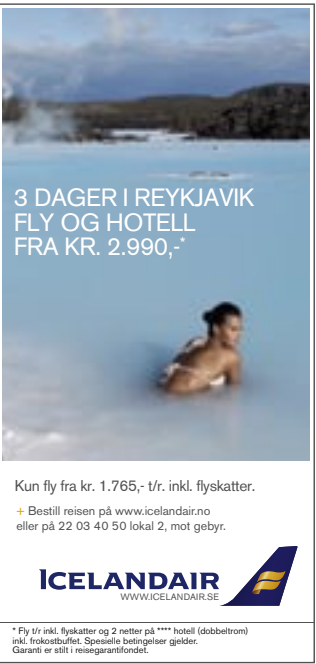


B

Both versions are surrounded by a black frame. The objective of the frame is to help define the advertising space, and when the white box is used, it unifies the whole advertisement. It also helps the ads stand out better when placed in a cluttered advertising environment.

Another building block is added when the white box is used and that is the dotted line. The objective of the dotted line is to let the reader of the ad know that the picture and white text box are connected.

Smaller ads



When using smaller advertisements, e.g. classified ads, it is important to keep in mind how the desired message in the ad is best communicated. The deciding factor is the amount of copy. If the copy is just a headline and call to action, then the ad can be bleeding. If there is more copy, then it is recommended to use a white box for the main text. The space for the fine print is clearly defined at the bottom of each ad.

Typography – headlines and body text

Example of a headline

LOREM IPSUM  
LOREM IPSUM

Example of body text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In a nisl et lacus rhoncus accumsan. Cras adipiscing. Pellentesque vel neque quis nisi ullamcorper cursus. Etiam commodo, nisl in tempor mattis, diam nunc dapibus orci, at congue orci metus at velit. Praesent ultricies. In viverra.

Typography – what to avoid

Too much leading. For 20pt type size a leading of 21pt is a good example.

LOREM IPSUM  
DOLOR SIT AMET

Do not mix different weights, like Light and Medium in the same headline.

LOREM IPSUM **DOLOR SIT AMET**

Do not shift lines. Use left indent or right indent only.

LOREM IPSUM  
DOLOR SIT AMET

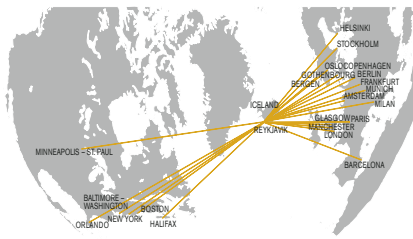
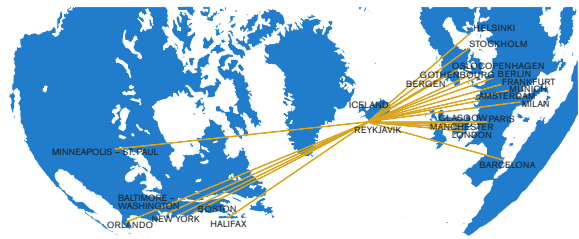
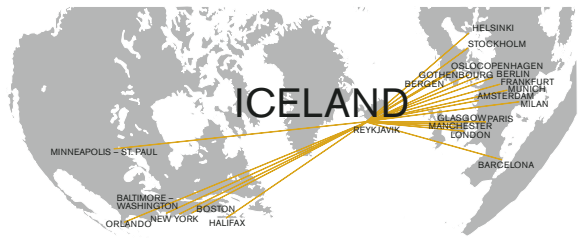
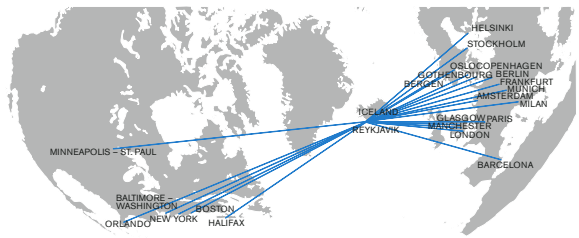
Do not try to fill up space by using too type that is too big. 9pt on 11pt is the proper size for body text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In a nisl et lacus rhoncus accumsan. Cras adipiscing. Pellentesque vel neque quis nisi ullamcorper cursus. Etiam commodo, nisl in tempor mattis

Do not use larger fonts or bold text in the body text..

Lorem ipsum dolor sit amet, consectetur adipiscing elit. **In** a nisl et lacus rhoncus accumsan. Cras adipiscing. Pellentesque vel neque quis nisi ullamcorper cursus. Etiam commodo, nisl in **tempor** mattis, diam nunc dapibus orci, at congue orci metus at velit. Praesent ultricies.

Route map – what not to do



Photography style



PHOTOGRAPHY STYLE

Our photography plays an active and central role in connecting the Icelandair brand with the real lives and aspirations of our customers. The pictures have been organised according to Icelandair's main segments, nature, spa, activity and city break.

When developing the photography style an emphasis was put on a strong lifestyle approach, but still capturing the striking nature of Iceland. In every picture there are people that are experiencing and enjoying Iceland. The people look and feel modern, they are people that the viewer can identify with. The pictures were also designed so they would apply themselves well to text usage, with open spaces within the picture so that a certain amount of text, both headlines and subtext, can stand within the picture.

The pictures also capture the brand essence of Icelandair and the pictures are unique to the airline, taken with the brand attributes in mind. An important aspect of the look and feel of the marketing materials is the use of

a single picture in each material, not many pictures. A single picture usage is more likely to provoke a stronger response from the viewer and lead to fewer interruptions when looking at the materials. A single picture usage is also preferred for it connotes security, peace, beauty, and finally, a stimulating experience.

The style also tries to convey slightly exaggerated real-life situations to help them stand out and create stronger attention. Inspiring, engaging, positive moments are captured, which people can identify with if they want to experience travel. The ideal response when looking at the photos is "I want to be there."

A similar approach is also taken when photographing in other markets outside of Iceland.



## Stationary and business cards



The written tone of voice is integral to Icelandair's personality. It tells people at once who we are, what we stand for and how we feel about them.

Shining through all the writing for Icelandair should be qualities that set the brand apart in a cluttered market. Our tone is:

- + CLEAR** clarity is the heart of our brand and written tone
- + WARM** we are a small company and we come from a cold country. Our tone needs to be warm and inviting
- + FRESH** this factor gets people excited and captures the essence of our position
- + UNIQUE** our tone should be surprising. We want people to notice us, to listen to us and feel the Icelandic experience.

## COPY GUIDELINES FOR ADVERTISING

It is important to maintain a consistent brand character in our tone of voice, and to achieve that certain rules must be followed.

In the headlines, a humorous or quirky reference is always made to Iceland or Icelanders, in relation to the picture content. This is to help fulfill the brand position. The tone of the text should always be spoken in the 1st person, plural or singular. We are telling people something about the people or the country in a personal and humorous way. The sub-headline should be a challenge to the reader to put himself into the picture, something similar to "Are you up for it?" After this sentence comes the selling message, or flights or special packages to Iceland.



While the front of the stationery includes the logo and address information, the backside has the routemap for informative and decorative purpose.

The design of the business cards allows for all the needed information to be presented in a very clear manner with easily adaptable markets and divisions.



Icelandair Holidays logos



Icelandair Holidays is a tour operator division within Icelandair. The horizontal logo is the primary logo to be used for this division. The horizontal logo is only to be used for advertising and stationary materials for this division and the rules of usage are the same as for the horizontal logo overall.

Saga Class logo



The Saga Class logo should always be used with the Icelandair tail logo. These logos are not accompanied by a tail when another Icelandair logo is present on the marketing material, then only the wordmark is used.

If the Icelandair tail logo is smaller than 2 cm then the wordmark should not be used in the tail.

Customer Club logo



The Icelandair Customer Club logo should always be used with the Icelandair tail logo. These logos are not accompanied by a tail when another Icelandair logo is on the marketing material, then only the wordmark is used.

If the Icelandair tail logo is smaller than 2 cm then the wordmark should not be used in the tail.

Saga Boutique logo



The Saga Boutique logo should always be used with the Icelandair tail logo. These logos are not accompanied by a tail when another Icelandair logo is on the marketing material, then only the wordmark is used.

If the Icelandair tail logo is smaller than 2 cm then the wordmark should not be used in the tail.