

AEROLEDSM

| BRAND
GUIDELINES

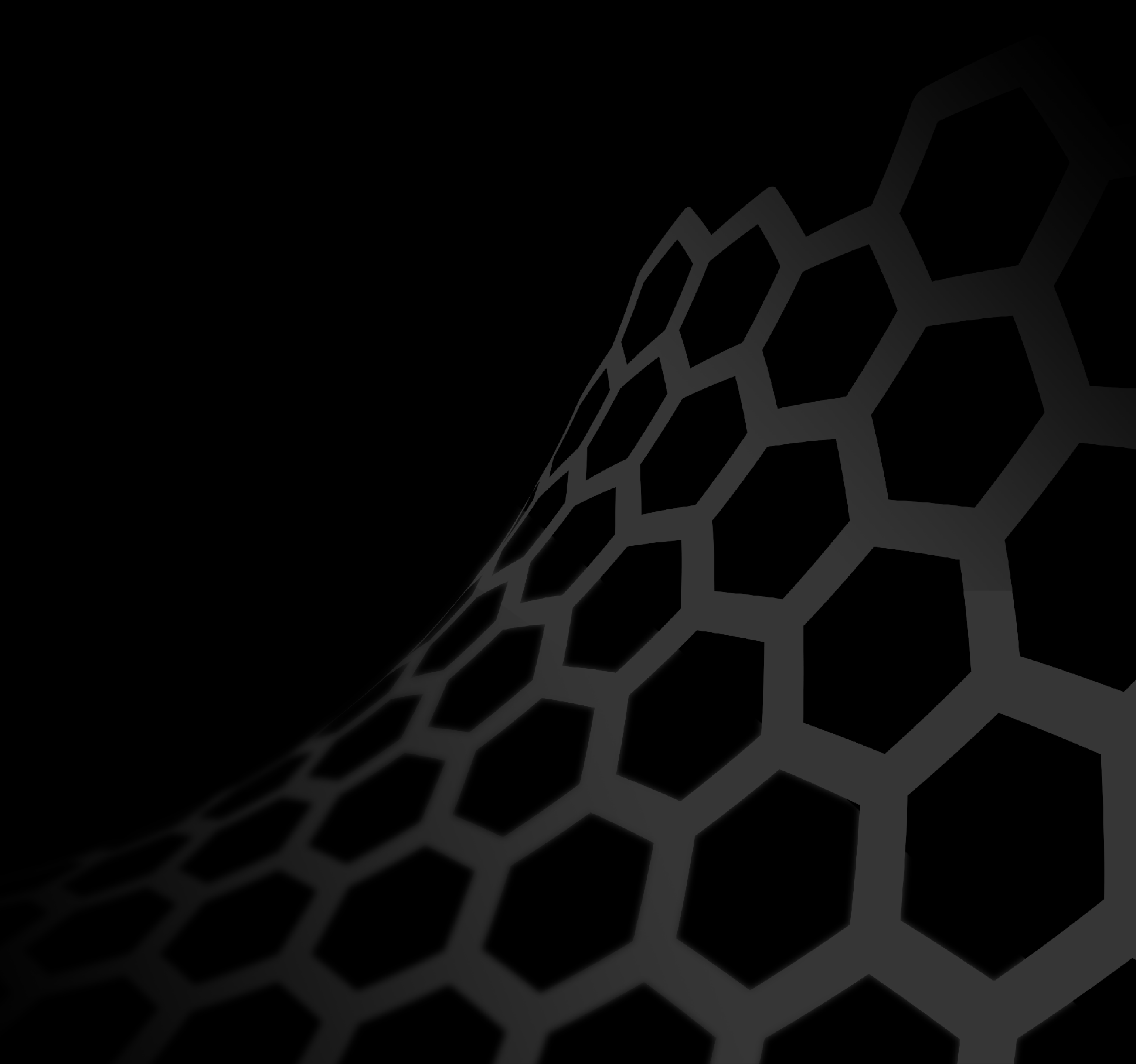




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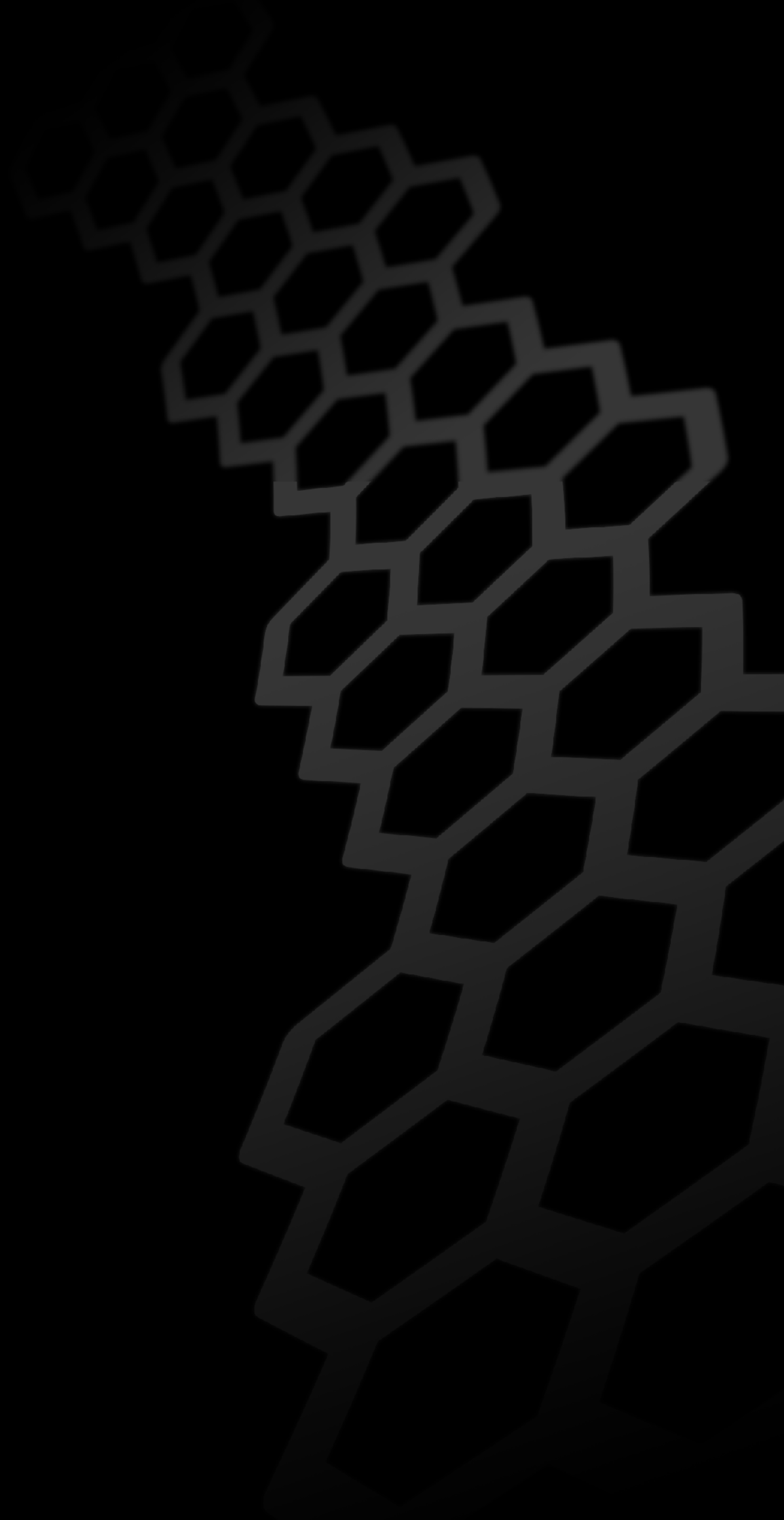
ABOUT AEROLEDS

Reliability is the priority for any light, whether flying at 50 or 35,000 feet, hence the need for drastic changes in lighting technology since the dawn of aviation. Incandescent, halogen, fluorescent, and xenon, have all been eclipsed by the performance and reliability gains of LED technology, which has become the new benchmark.

Year after year we continue to dominate the Aerospace lighting market from our “Brick & Mortar” manufacturing plant here in **Boise, Idaho.**

AEROLEDS™ is proud to serve every spectrum of the worldwide aviation market, from right here in the **U.S.A.**

| THE
LOGO



PRIMARY LOGO

The AEROLEDS primary logo is made up of two graphics, the wordmark and the lettermark.

The logo is the focal point—an instantly recognizable symbol of the identity. That's why it's important to use the logo exactly as specified in these guidelines.



Horizontal Logo



Vertical Logo

THE WORDMARK

The trademarked logo is for print & marketing usage and the non-trademarked version is only to be used on the website and digital graphics.

Under certain circumstances we prefer to simply use the wordmark on its own instead of the full logo.

AEROLEDS™

Trademarked Print Wordmark

AEROLEDS

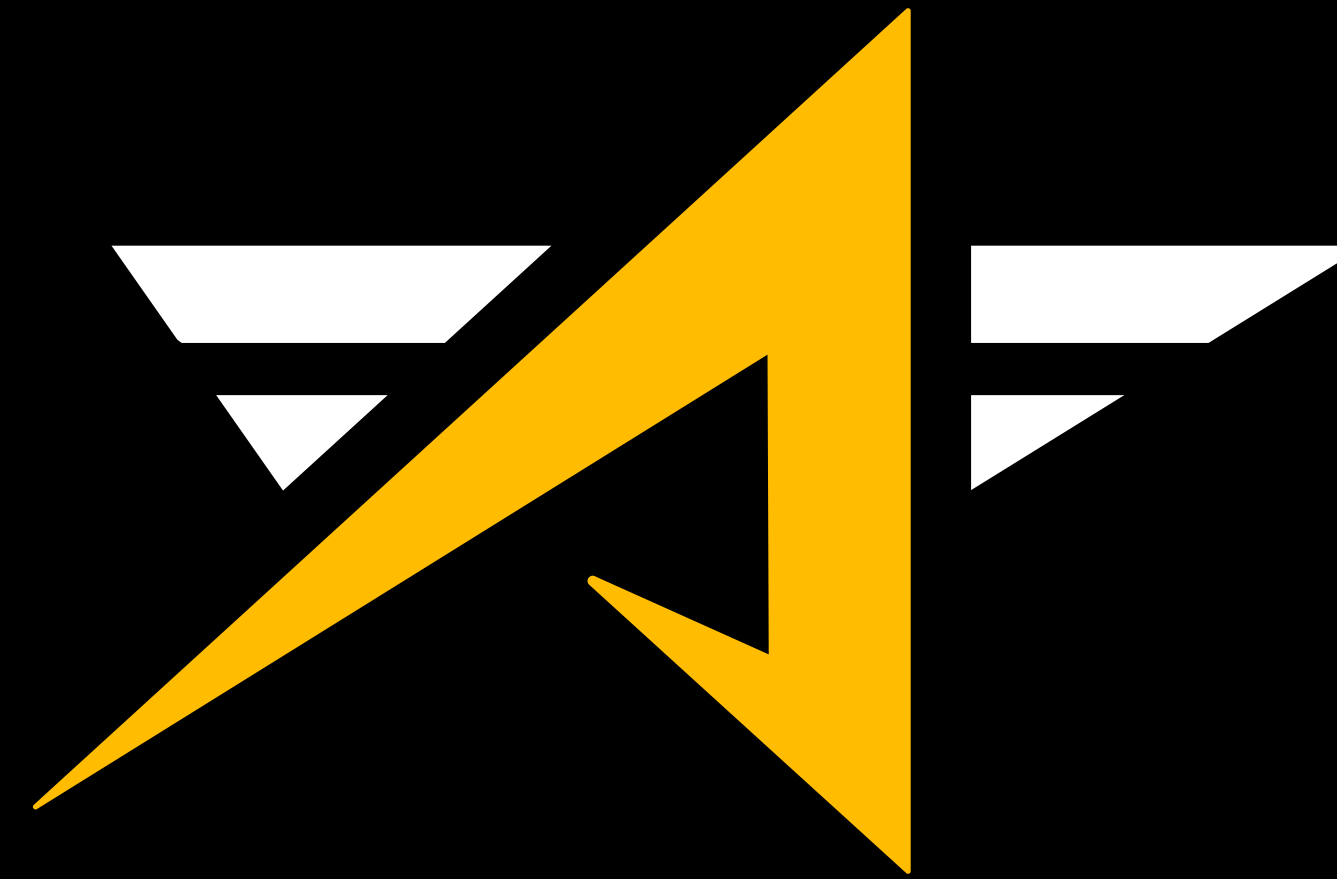
Non-Trademarked Digital Wordmark

QUALITY
FLIGHT

THE LETTERMARK

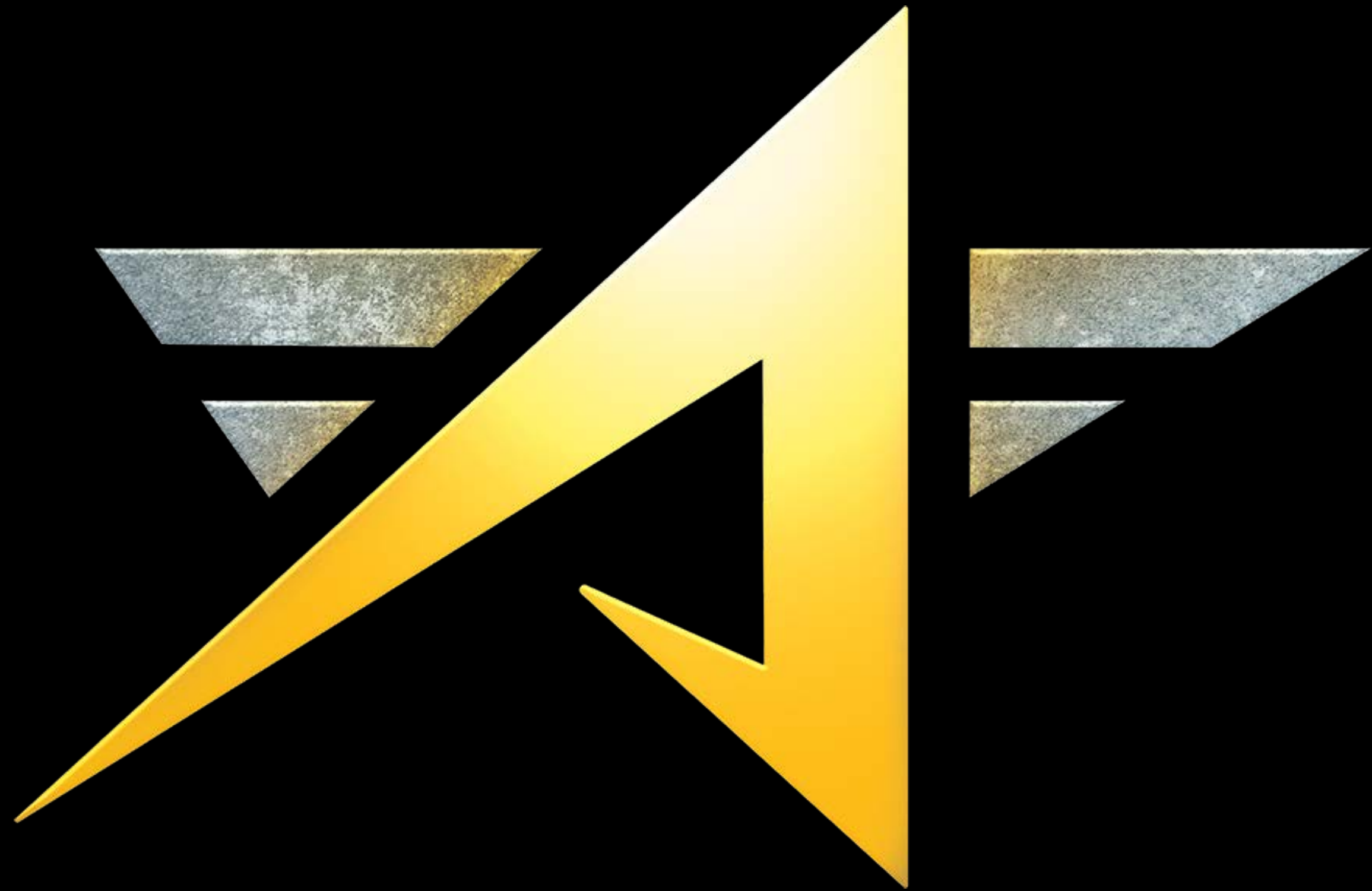
AEROLEDS **SIGNATURE STAR** is a stamp of the quality & reliability from the brand.

Under certain circumstances we prefer to simply use the lettermark on its own instead of the full logo.



QUALITY
FLIGHT

3D
LETTERMARK



LIGHT
INDUSTRIAL

COLOR APPLICATION

Using color ensures a vibrant experience. When the context allows, prioritize applications that use our primary colors.



Primary Color Logo Lockups



B&W Logo Lockups / Use only in single color printing



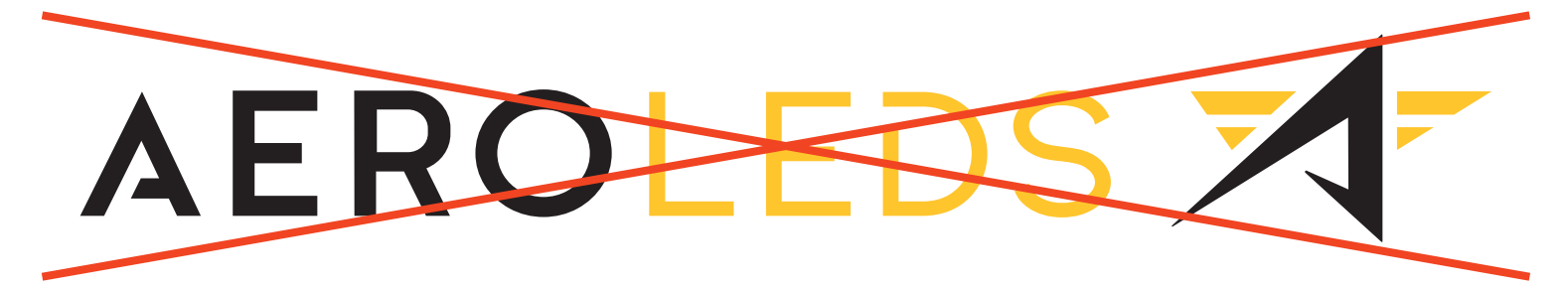
INCORRECT USES

Do not change, alter, or modify any part of the logo lockup. Maintaining the integrity of the lockup is paramount in ensuring consistency.

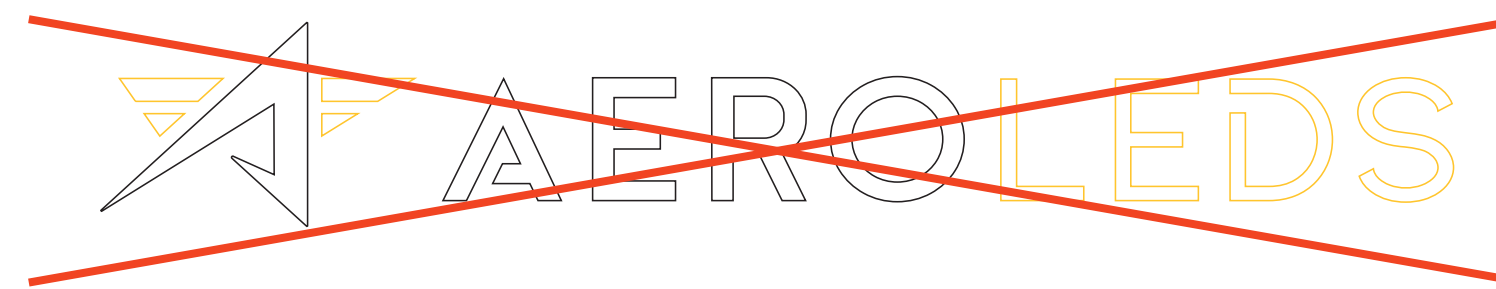
The logo should be used properly in every application without exception.



X Do not distort or wrap the logo in any way.



X Do not change the order of the logo.



X Do not outline or create a stroke around the logo.



X Do not add textures, effects, or patterns to the logo.

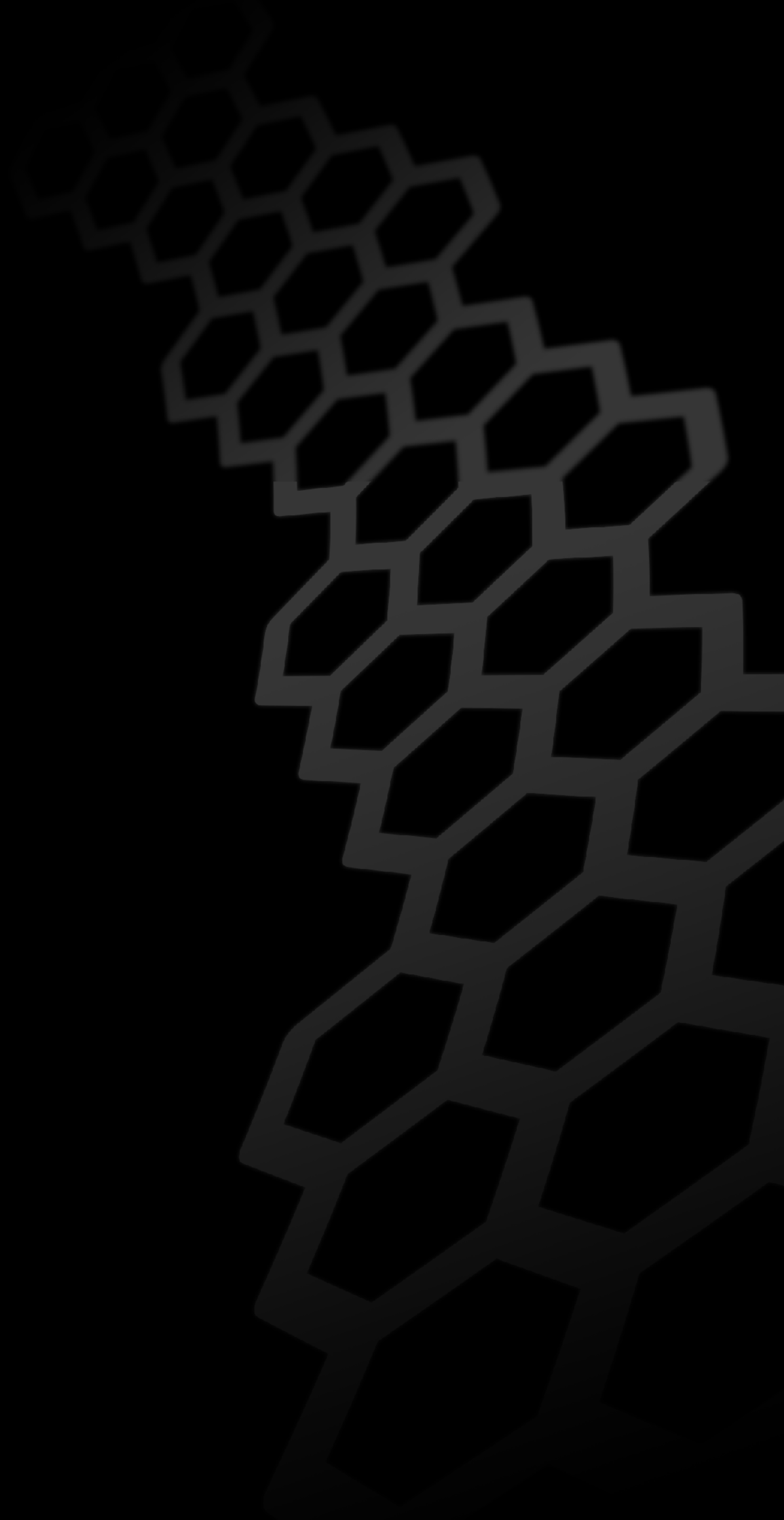


X Do not change the logo color or tone.



X Do not change the typeface or otherwise recreate the wordmark. Use only the provided files.

| COLOR
PALETTE



SAFETY YELLOW

HEX: #FFC72C
RGB: 255 / 199 / 44
CMYK: 0 / 22 / 83 / 0

PANTONE 123 C

BRIGHT
LUMINOUS

NIGHT SKY BLACK

HEX: #000000
RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 100

PANTONE BLACK C

EVENING
SOPHISTICATED

RADIANT WHITE

HEX: #FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0

PANTONE WHITE C

PURE
CLEAR

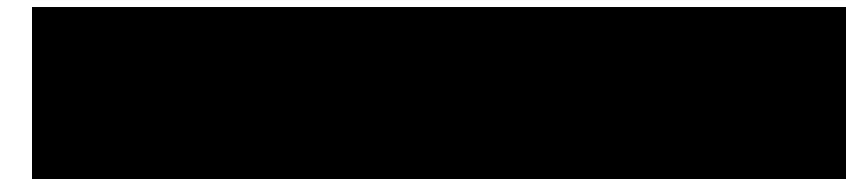
THE COLOR PALETTE

Primary Color Palette



SAFETY YELLOW

HEX: #FFC72C
RGB: 255 / 199 / 44
CMYK: 0 / 22 / 83 / 0



NIGHT SKY BLACK

HEX: #000000
RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 100



RADIANT WHITE

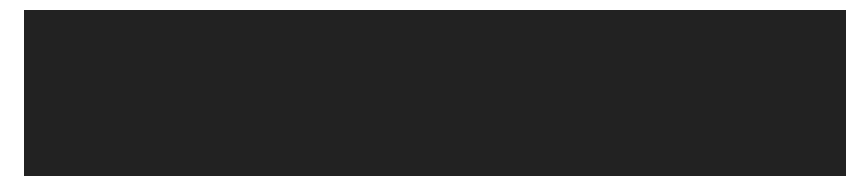
HEX: #FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0

Secondary Color Palette



HANGER GREEN

HEX: #797F67
RGB: 121 / 127 / 103
CMYK: 46 / 30 / 44 / 13



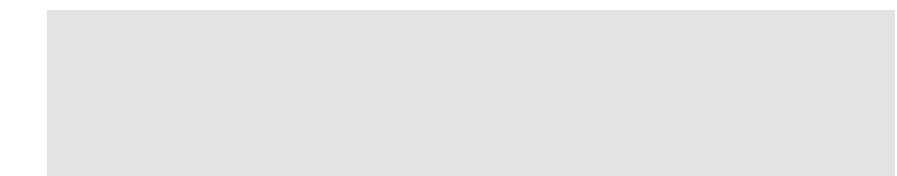
RUNWAY GRAY

HEX: #222222
RGB: 34 / 34 / 34
CMYK: 62 / 48 / 49 / 48



STEEL GRAY

HEX: #666666
RGB: 102 / 102 / 102
CMYK: 49 / 36 / 35 / 22



AIRCRAFT SILVER

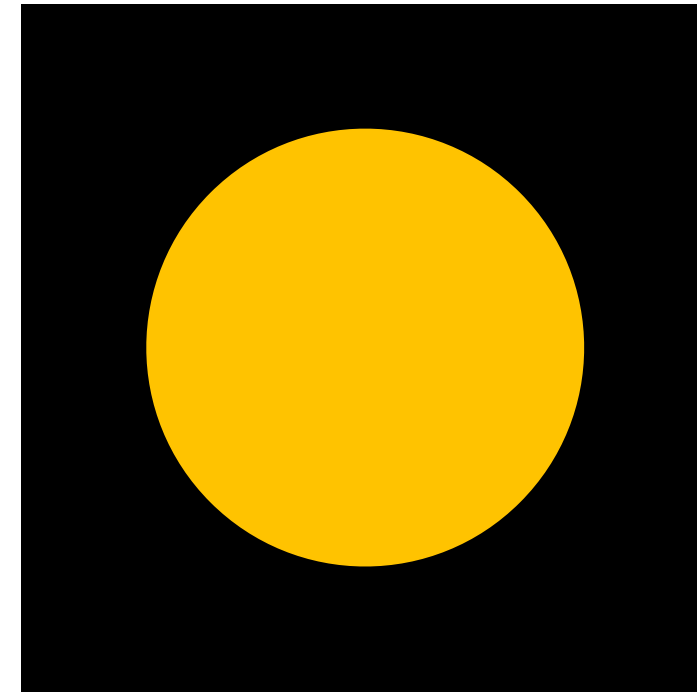
HEX: #E3E3E3
RGB: 227 / 227 / 227
CMYK: 10 / 7 / 5 / 0

THE DO'S & DON'TS

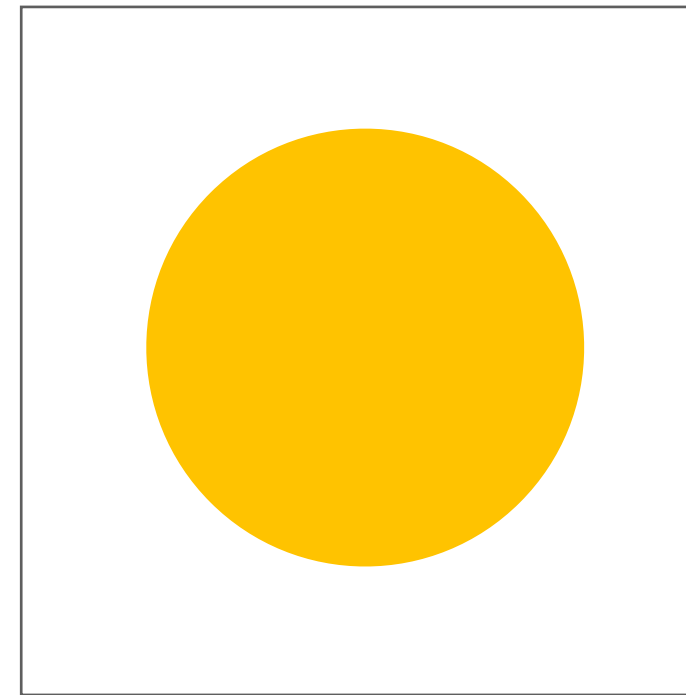
Safety Yellow can sit on Night Sky Black, Radiant White, Steel Gray, & Hanger Green.

Safety Yellow should never be used on Aircraft Silver.

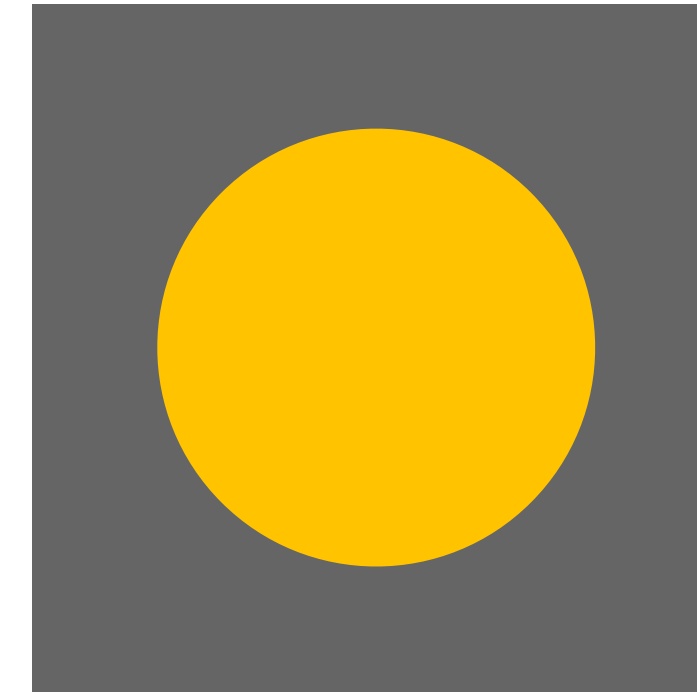
DOs



✓ Safety Yellow on Night Sky Black



✓ Safety Yellow on Radiant White

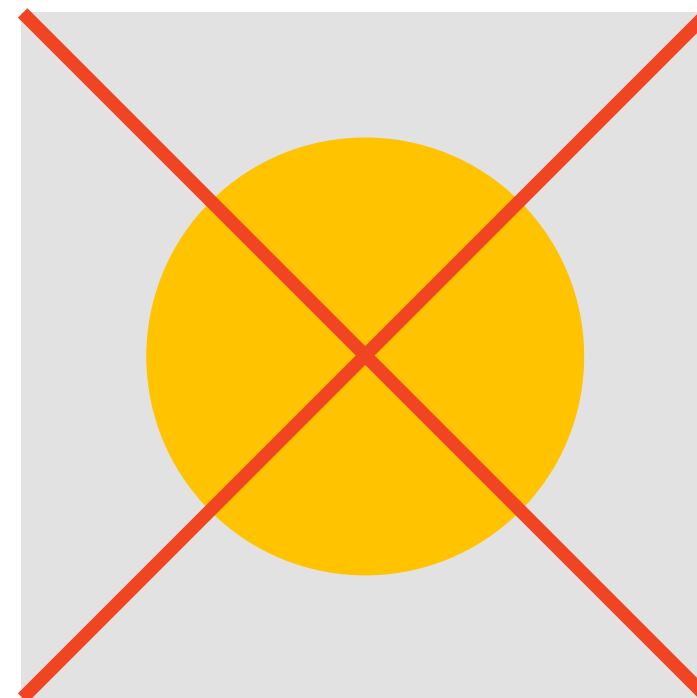


✓ Safety Yellow on Steel Gray



✓ Safety Yellow on Hanger Green

DON'Ts



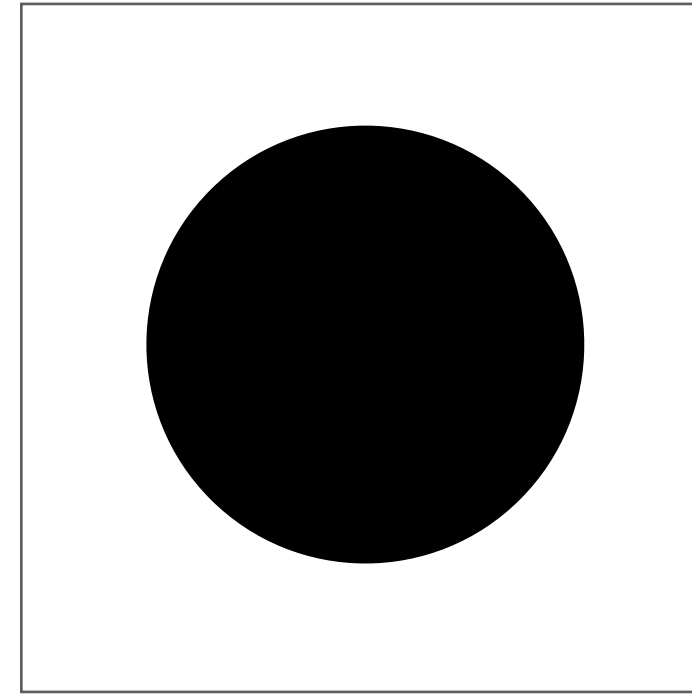
✗ Safety Yellow on Aircraft Silver

THE DO'S & DON'TS

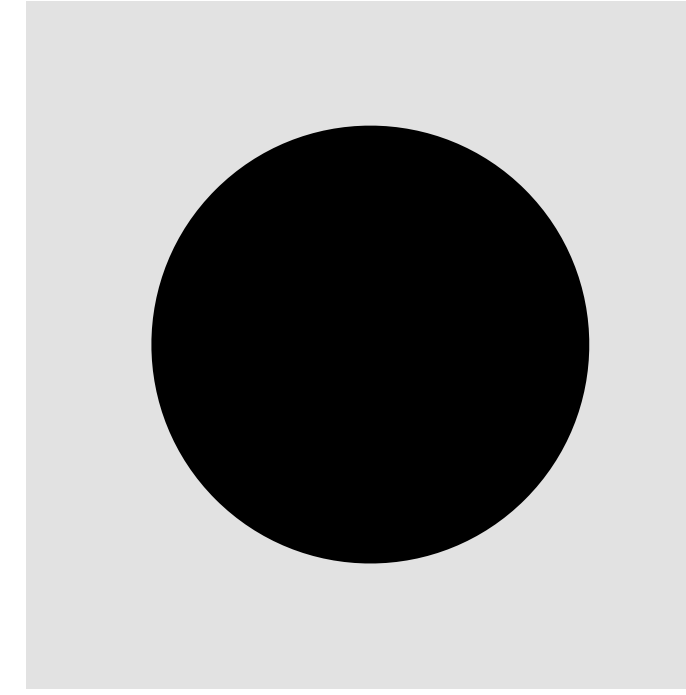
Night Sky Black can sit on Radiant White, Aircraft Silver, & Hanger Green.

Night Sky Black should never be used on Steel Gray.

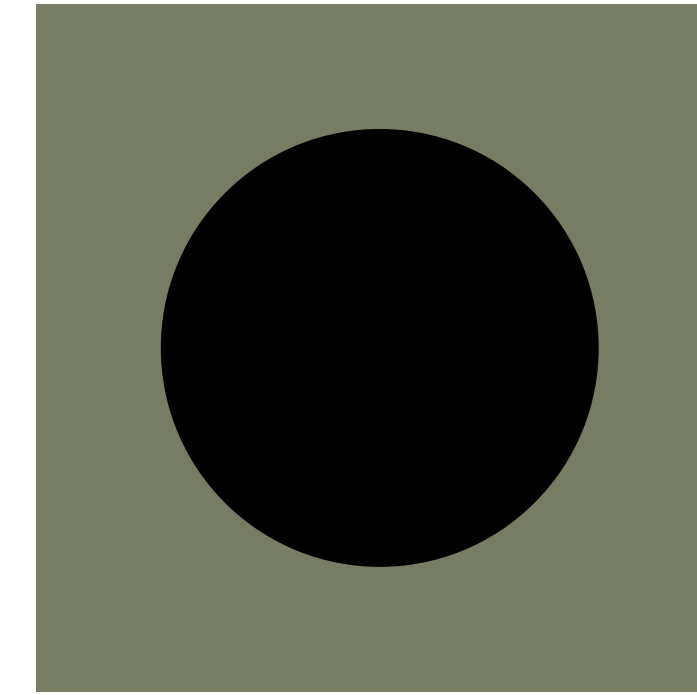
DOs



✓ Night Sky Black on Radiant White

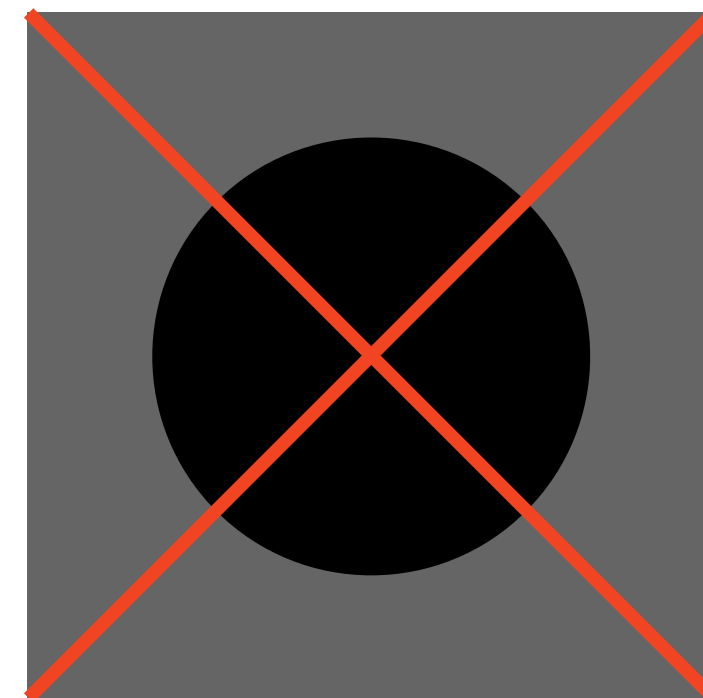


✓ Night Sky Black on Aircraft Silver



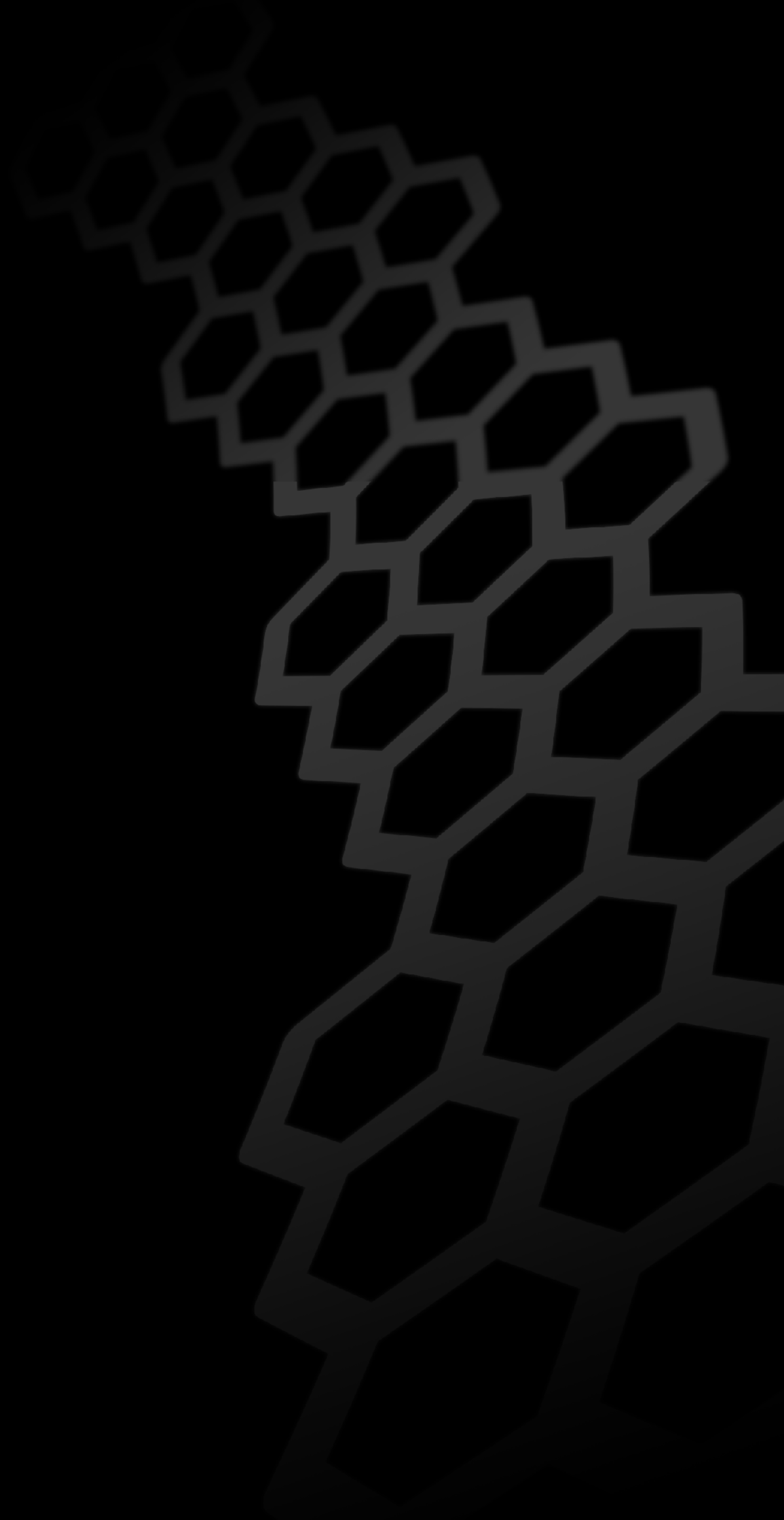
✓ Night Sky Black on Hanger Green

DON'Ts



✗ Night Sky Black on Steel Gray

| THE
| TYPOGRAPHY



PRINT TYPOGRAPHY

The Kiona font should be used
only for headlines.

KIONA TEXT

AA BB CC DD EE FF GG HH II JJ KK LL MM

NN OO PP QQ RR SS TT UU VV WW YY XX ZZ

1234567890

LOREM IPSUM DOLOR SIT AMET, UT
CONSECTETUR ADIPISCING ELIT.
ETIAM IN PLACERAT EROS, A POSUERE
ORCI. INTEGER INTERDUM MI. CRAS ID
VENENATIS AUGUE.

LOREM IPSUM DOLOR SIT AMET, UT
CONSECTETUR ADIPISCING ELIT. ETIAM IN
PLACERAT EROS, A POSUERE ORCI.
INTEGER INTERDUM MI. CRAS ID
VENENATIS AUGUE.

REGULAR
SEMIBOLD

PRINT TYPOGRAPHY

Montserrat should be used for body copy & subheads. Montserrat Bold & Semibold can be used to create hierarchy or emphasis, but Montserrat Regular is preferred.

MONTSERRAT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Yy Xx Zz
1234567890

Lorem ipsum dolor sit amet, ut
consectetur adipiscing elit. Etiam in
placerat eros, a posuere orci. Integer
interdum mi. Cras id venenatis augue.

Regular, *Italic*

Semibold

Bold, *Bold Italic*

**Lorem ipsum dolor sit amet, ut
consectetur adipiscing elit. Etiam in
placerat eros, a posuere orci. Integer
interdum mi. Cras id venenatis augue.**

PRINT USAGE EXAMPLE

WING TIP TAIL LIGHTS --- HEADLINE: Kiona SemiBold

Pulsar Series --- SUBHEADLINE: Montserrat SemiBold

The Pulsar Navigation, Strobe and Position Lights are one of the **industry's smallest foot-prints**, and are designed for some of the most extreme operating conditions on the planet making this light ideal for use in Experimental, Certified, Commercial, ARFF, and Military aircraft. Several options include Anti-Collision Strobe and/or Position features to greatly increase recognition in broad daylight as well as night operation to help avoid midair collisions.

Pulsar LED Navigation lights can be used in both new and retrofit designs for both fixed wing and rotorcraft. All the lights in the series meet and exceed the TSO requirement for navigation/position and anti-collision strobe.

BODY COPY:
Montserrat
Regular & Bold

LIGHT
BACKGROUND

PRINT USAGE EXAMPLE

WING TIP TAIL LIGHTS HEADLINE: Kiona SemiBold

Pulsar Series SUBHEADLINE: Montserrat SemiBold

The Pulsar Navigation, Strobe and Position Lights are one of the **industry's smallest foot-prints**, and are designed for some of the most extreme operating conditions on the planet making this light ideal for use in Experimental, Certified, Commercial, ARFF, and Military aircraft. Several options include Anti-Collision Strobe and/or Position features to greatly increase recognition in broad daylight as well as night operation to help avoid midair collisions.

BODY COPY:
Montserrat
Regular & Bold

Pulsar LED Navigation lights can be used in both new and retrofit designs for both fixed wing and rotorcraft. All the lights in the series meet and exceed the TSO requirement for navigation/position and anti-collision strobe.

DARK
BACKGROUND

WEB TYPOGRAPHY

MONTSERRAT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Yy Xx Zz
1234567890

Lorem ipsum dolor sit amet, ut
consectetur adipiscing elit. Etiam in
placerat eros, a posuere orci. Integer
interdum mi. Cras id venenatis augue.

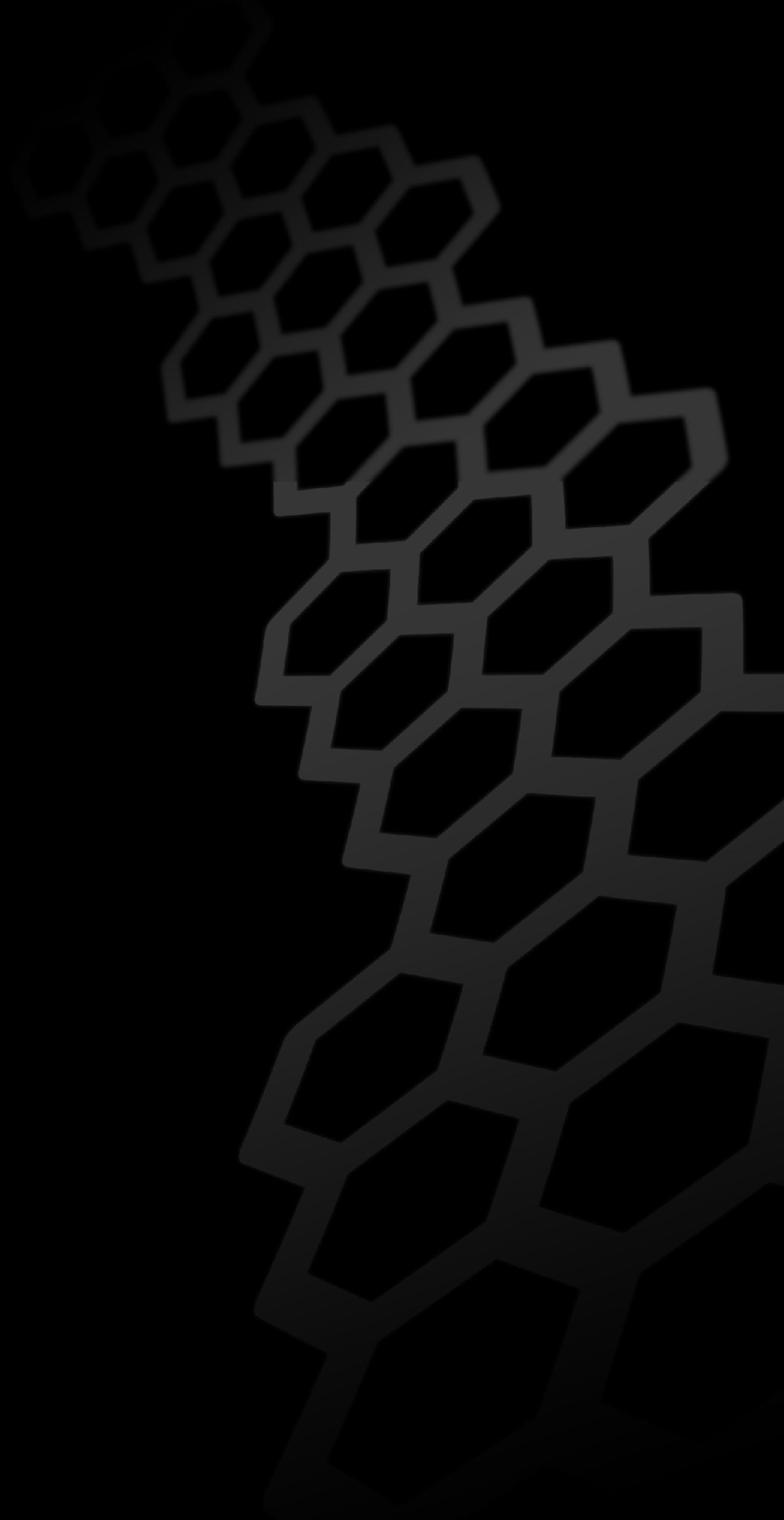
**Lorem ipsum dolor sit amet, ut
consectetur adipiscing elit. Etiam in
placerat eros, a posuere orci. Integer
interdum mi. Cras id venenatis augue.**

Medium, *Medium Italic*

Semibold

Bold, *Bold Italic*

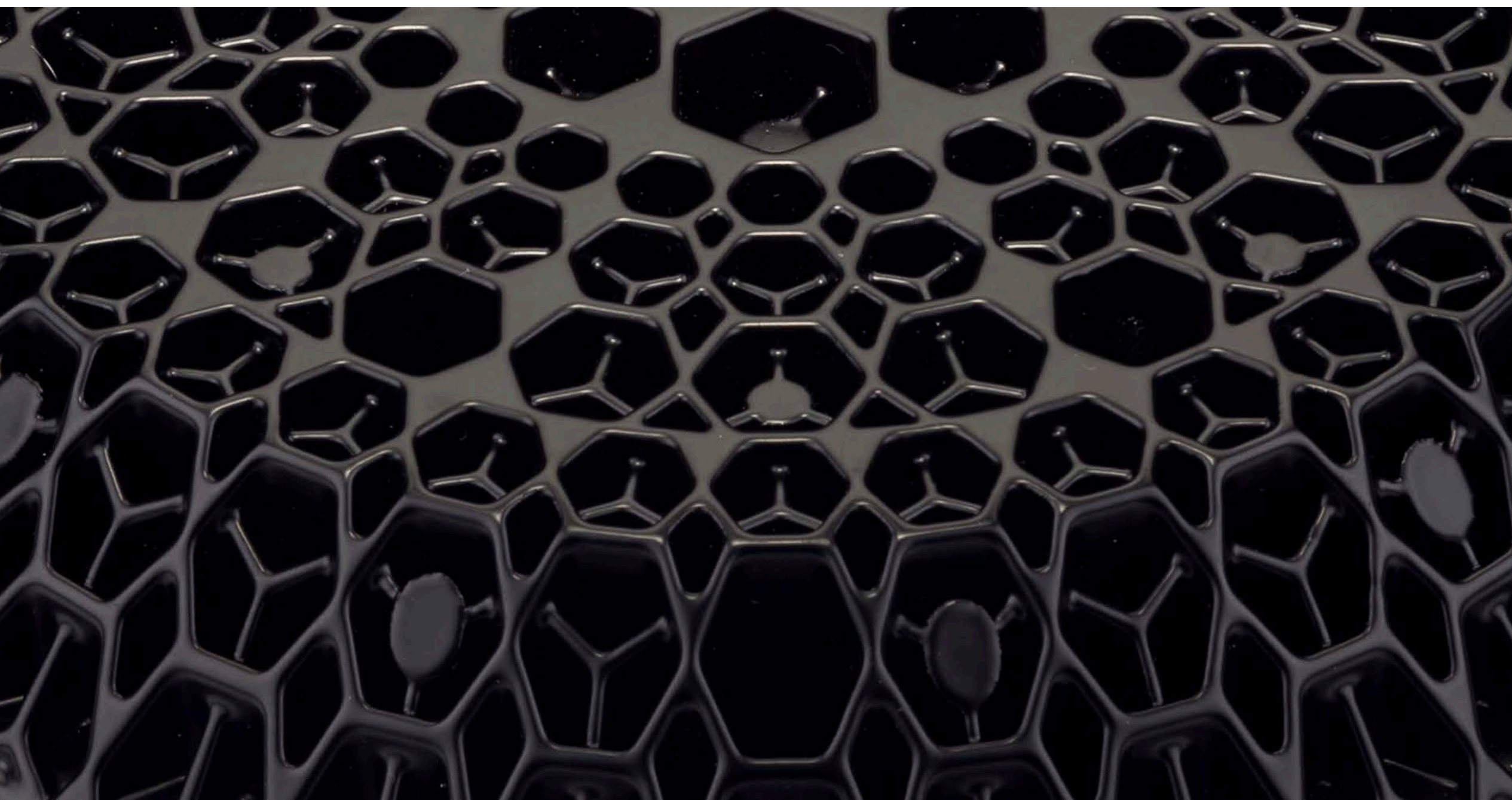
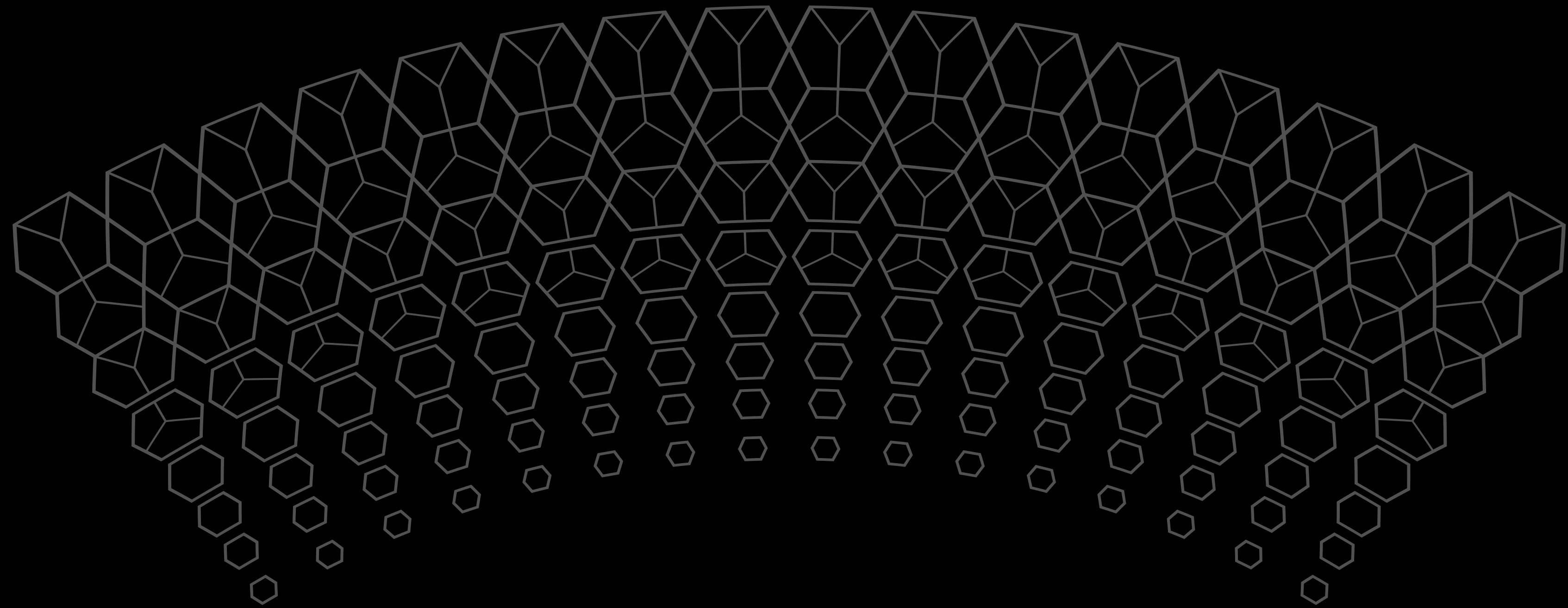
| THE
GRAPHICS



THE HEXAGON PATTERN

The hexagon pattern represents a recognizable element that is used in AEROLED's product designs.

It can be used as a subtle background element or it can be used to add texture to marketing & packaging materials.



MADE IN USA WORDMARK

Our personal Made in the USA logo is reassurance of the quality and localized hard work that goes into the manufacturing of our LED lights.



Color Palette



OLD GLORY RED

HEX: #BB133E
RGB: 187 / 19 / 62
CMYK: 8 / 100 / 77 / 1

PANTONE 193C



RADIANT WHITE

HEX: #000000
RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 100

PANTONE WHITE C



OLD GLORY BLUE

HEX: #002147
RGB: 0 / 33 / 71
CMYK: 100 / 87 / 37 / 51

PANTONE 282C

The logo for AeroLEDs, featuring the word "AEROLEDs" in a bold, sans-serif font. The letters "A", "E", "R", "O", and "L" are white, while "E", "D", and "S" are yellow. A small "TM" trademark symbol is positioned to the upper right of the "S".

AEROLEDs™

8475 W. Elisa St.
Boise, ID 83709

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