

Textron Aviation Brand Guidelines

DEC 5, 2023



What this is and why it matters

—
Our brand is not just a logo. It is a design system composed of a number of core elements that come together to create a distinctive look and feel that makes the Textron Aviation brand instantly recognizable.

These guidelines and resources exist to help you use our brand and assets without having to negotiate legal agreements for each use.



Logo guidelines

Overview

The logo is the most visible element of our identity – a universal signature across all Textron Aviation communications. It's a guarantee of quality that unites our diverse suite of communications.

Because the logo is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently. The logo should appear in black whenever possible to ensure a consistent brand experience.

When reproducing the logo on a dark or photographic background that diminishes visual impact, we recommend using the white reverse logo.

For guidance on using the logo in Employer brand communications, please see page 68.

PRIMARY LOGO



BY TEXTRON AVIATION

WHITE REVERSE LOGO



BY TEXTRON AVIATION

Logo guidelines

Clear space

To create a strong visual impact, maximize clear space whenever possible.

"X" is equal to the height of the "BY
TEXTRON AVIATION" line in the logo.



Logo guidelines

Logo sizing

Logos should be applied using the following ratios only, for ease of legibility and logo recognition across all materials.

PRIMARY LOGO

Use cases include printed materials, large scale images and websites at full screen width.



Minimum width
Digital: 200px
Print: 1.5"

SECONDARY LOGO

Use cases include the mobile website as an example, where the full logo's horizontal wordmark would be illegible.



Minimum width
Digital: 100px
Print: 0.5 - 1.5"

TERTIARY LOGO

Use cases include instances where the logo is embroidered or printed on clothing items and the logotype is too small to print. The ® trademark is removed at this scale.



Minimum width
Digital: 45px
Print: 0.2 - 0.5"
Apparel/Embroidered: 2"

Logo guidelines

Incorrect use

The Textron Aviation logo should remain consistent with the guidelines at all times, and must not be manipulated, in order to avoid design inconsistencies throughout the overall brand experience.



Do not stretch or skew the logo



Use appropriate logo at correct size



Do not use alternate colors



Do not use alternate fonts



Do not rotate logo



Do not outline logo



Do not remove "By Textron Aviation"



Do not use white version on light colored background



Do not place the logo on an image or any background other than a solid color



Do not switch the order of the logos



Do not use previous versions of the Textron Aviation logo

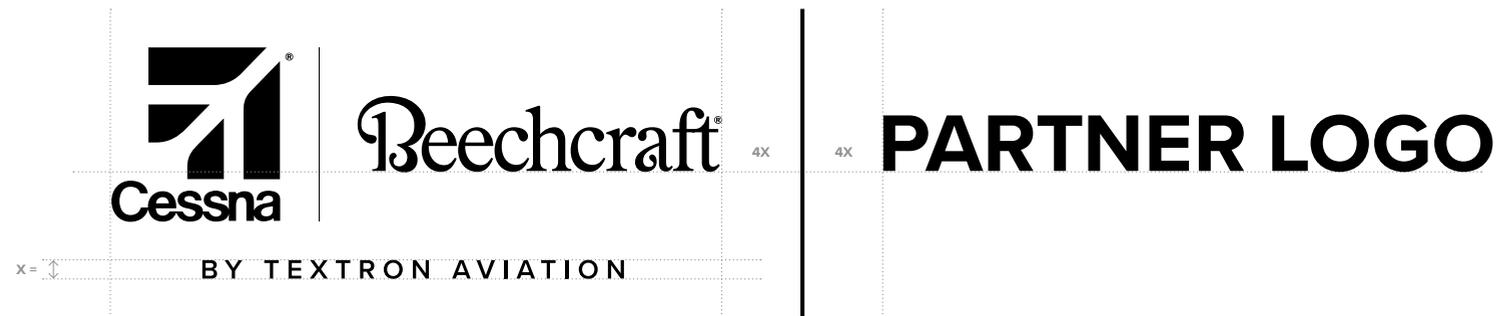
Logo guidelines

Co-branding

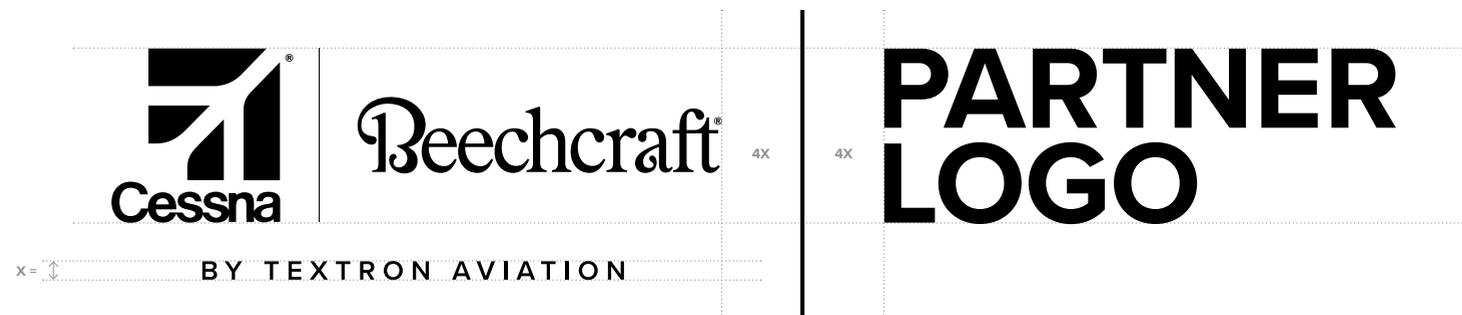
When our logo is presented in a co-branded environment, the two logos should carry the same visual weight and be separated by a vertical rule. Always position the Textron Aviation logo to the left and, when possible, present the partner logo without accompanying taglines or other information.

Partner logos with a horizontal orientation should not exceed the width of the Textron Aviation logo, and vertical logos should not exceed its height.

HORIZONTAL PARTNER LOGO LOCKUP



VERTICAL PARTNER LOGO LOCKUP



Logo guidelines

Aftermarket logos

All of the other Textron Aviation logo guidelines starting on page 28 still apply. For further guidance on the Aftermarket logos please see the Aftermarket logo guidelines document.

If you have any questions, or need to seek approval of any proposed use of a Textron Aviation logo, trademark or service mark please contact: brandmarketing@txtav.com.



Logo guidelines

Foreign language treatment

Supporting foreign logo text size should match the height of the lowercase characters in the Cessna logo and be centered under the “BY TEXTRON AVIATION” text.

All of the other Textron Aviation logo guidelines starting on page 28 still apply.

Prior approval from both the marketing and legal departments is required before using any alternative logo.



Logo guidelines

Overview

Because the logo is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

For guidance on the incorrect uses of the logo, please see page 32.

PRIMARY LOGO



BY TEXTRON AVIATION

WHITE REVERSE LOGO



BY TEXTRON AVIATION

Logo guidelines

Clear space

To create a strong visual impact, maximize clear space whenever possible.

"X" is equal to the height of the "BY
TEXTRON AVIATION" line in the logo.



Logo guidelines

Logo sizing

Logos should be applied using the following ratios only, for ease of legibility and logo recognition across all materials.

PRIMARY LOGO

Use cases include printed materials, large scale images and websites at full screen width.



Minimum width
Digital: 200px
Print: 1.5"

BY TEXTRON AVIATION

SECONDARY LOGO

Use cases include the mobile website as an example, where the full logo's horizontal workmark would be illegible.



Minimum width
Digital: 100px
Print: 0.5 - 1.5"

TERTIARY LOGO

Use cases include instances where the logo is embroidered or printed on clothing items and the logotype is too small to print. The ® trademark is removed at this scale.



Minimum width
Digital: 45px
Print: 0.2 - 0.5"
Apparel/Embroidered: 0.875"

Logo guidelines

Overview

Because the logo is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

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PRIMARY LOGO



WHITE REVERSE LOGO



Logo guidelines

Clear space

To create a strong visual impact, maximize clear space whenever possible.

"X" is equal to the height of the "BY TEXTRON AVIATION" line in the logo.



Logo guidelines

Logo sizing

Logos should be applied using the following ratios only, for ease of legibility and logo recognition across all materials.

PRIMARY LOGO

Use cases include printed materials, large scale images and websites at full screen width.



Minimum width

Digital: 200px
Print: 1.5"

SECONDARY LOGO

Use cases include the mobile website as an example, where the full logo's horizontal wordmark would be illegible.



Minimum width

Digital: 100px
Print: 0.5 - 1.5"

TERTIARY LOGO

Use cases include instances where the logo is embroidered or printed on clothing items and the logotype is too small to print. The ® trademark is removed at this scale.



Minimum width

Digital: 45px
Print: 0.2 - 0.5"
Apparel/Embroidered: 0.75"

Please direct any questions, comments
or requests for art and assets to:
brandmarketing@txtav.com.

