



BRAND GUIDELINES



MD | HELICOPTERS™

THE LOGO

Extended

The extended logo can be used in the following colorways, as well as solid black or solid white.



MD | HELICOPTERS™

MD | HELICOPTERS™

MD | HELICOPTERS™

Stacked

The stacked logo can be used in the following colorways, as well as solid black or solid white.



MD
HELICOPTERS™

MD
HELICOPTERS™

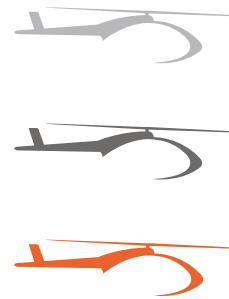
MD
HELICOPTERS™

THE ICON

Stand-alone

The icon can be used on its own in any of the official brand colors and black or white.

The icon aircraft should always point to the right as shown here.



With Tagline

The icon can be combined in the demonstrated fashion with one of the brand taglines in any of the brand colors and black or white.



THE ANGLE

35 Degrees

The brand angle is 35 degrees - the angle for pictures and graphic boxes can slant right or left (+ or -).



TYPOGRAPHY

Fonts

Fonts can be a powerful brand tool when used carefully and consistently.

To help establish a consistent, credible brand identity, the **Greycliff** and **Acumin Pro** font families have been chosen for use on all brand MD materials.

If substitution is required, such as in PowerPoint documents or email communications, Arial may be substituted.

Greycliff (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Greycliff (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Greycliff (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Acumin Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Acumin Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Acumin Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Acumin Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

TYPOGRAPHY

Fonts Usage

HEADLINES

Greycliff Bold

Vertical Scale: 75%

All Caps

TRUST EARNED DAILY

Sub-Headlines

Hard-working rotorcraft hand built by a hard-working organization.

Acumin Pro Semibold

Vertical Scale: 90%

History favors the bold and time reveals trust. As we approach 70 years in business, we've undergone many dramatic evolutions. Some beneficial. Others less so.

Body Copy

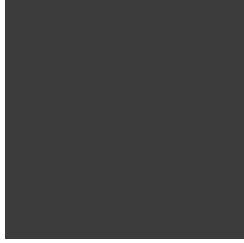
We now have an opportunity to rebuild and sustain our legacy. With new leadership and a focusing vision, we are moving boldly ahead.

Acumin Pro Light or Regular

Vertical Scale: 100%

WE'RE READY TO DO THE WORK.

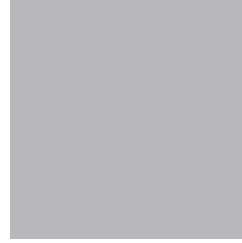
COLOR PALETTE



CMYK: 68, 61, 62, 51
RGB: 60, 60, 59
HEX: 3c3cb



CMYK: 57, 50, 51, 18
RGB: 109, 107, 105
HEX: 6d6b69



CMYK: 2, 2, 2, 30
RGB: 183, 183, 185
HEX: b7b7b9



CMYK: 5, 75, 95, 0
RGB: 230, 101, 44
HEX: e6652c