US AIRWAYS®

Corporate identity guidelines

US Airways Corporate identity guidelines

Table of Contents

U·S AIRWAYS

Corporate logo

SECTION 01

The US Airways logo

Introduction

These guidelines describe the visual and verbal elements that represent US Airways' corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect US Airways' commitment to quality, consitency and style.

The US Airways brand, including the logo, name, colors and identifying elements, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the US Airways name and marks.

Contact Rusty Falk at 480-693-5801 or rusty.falk@usairways.com with questions or for possible exceptions regarding these guidelines.

Flag Symbol   **Logotype**

The US Airways logo includes two components: the flag symbol and the US Airways logotype.

The US Airways logo

Logo usage

The logo appears on all of the company's visual communications, including the livery, aircraft interiors and signs. The logo represents more than just our name – it's the primary means of identifying our company and our brand's presence in the marketplace. Appropriate use of the logo is necessary for maintaining the integrity of our brand and presenting a unified image of the company.

Elements

The US Airways logo is composed of the flag symbol and the US Airways logotype.

The flag symbol is a stylized version of the American flag and can stand alone as a graphic element.

The US Airways logotype is specially created and spaced letter forms and may not be modified in any way or used without the flag symbol.

1–line logo

US AIRWAYS

Alternate logo

US AIRWAYS

2–line logo

US AIRWAYS

The US Airways logo

Minimum clearance

The logo should always be
surrounded by a generous amount
of open space to keep it free of any
visually distracting elements.

Typographic or photographic material
should not infringe on the imaginary
clear space indicated around the logo.

The logo may appear on any neutral
area of a photograph that
is free of any imagery that may
conflict with its legibility. Any of the
approved color renditions of the
logo may be used as long as there is
sufficient value contrast between the
logo and the background.

1–line logo

Alternate logo
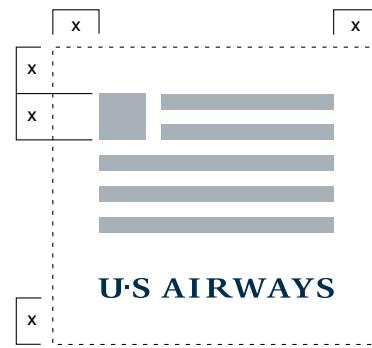
2–line logo

The US Airways logo

**The logo on a
white background**

The preferred appearance of
the US Airways logo is on a
white background in these
color variations.

No other color variations on a
white background are permitted.

**1–line logo
US Gray Flag / US Blue**

US·AIRWAYS

**Acceptable logo
US Blue**

US·AIRWAYS

**Acceptable logo
All black**

US·AIRWAYS

**Acceptable logo
For one color printing
use any color that
provides contrast**

US·AIRWAYS

The US Airways logo

The US Airways logo on color backgrounds

US Blue, US Gray or black background colors are also permitted when used in these color variations.

The logo may not appear on any other color background, other than those shown on this page.

White logo on
US Blue background

White logo on
US Gray background

White logo on
black or other dark
background color

US Blue logo on
US Gray background

Black logo on
US Gray background
or other light
background color

The US Airways logo

**Unacceptable
logo color**

No other color variations of
the US Airways logo, other
than those shown previously,
are permitted.

The examples shown here
demonstrate a few, but not all,
potential misuses of color applied
to the logo.

**Do not print Flag Symbol
in screen of US Blue.**

Do not reverse logo colors.

**Do not print any part of the
Logotype in a second color.**

**Do not print logo in
any color other than shown
in these guidelines.**

**Do not print Flag Symbol in
any color other than shown
in these guidelines.**

**Do not print Flag Symbol
in the colors of the
American flag.**

The US Airways logo

**Co-branding with the
Star Alliance network™**

This page illustrates how we apply
the Star Alliance member logo in
our visual communications.

Email Star Alliance Marketing at
branding.support@staralliance.com
with any questions about these
requirements.

**The preferred lock-up for the US Airways
logo and the Star Alliance logo**

**The preferred use for marketing
collateral materials**

The preferred use for signage

U·S AIRWAYS

Corporate identification

SECTION 02

The US Airways masterbrand

Aircraft livery

The design of US Airways' livery
was inspired by our airline's history.
Visually, it alludes to our past by
combining elements from both
US Airways and America West;
yet it reaches to our future by
combining and rendering them
in a fresh way. This evolutionary
design culminated in what is
today's US Airways masterbrand.

The artistic result and feel
of the current design is less
rigid, and more organic and
fluid as seen in the "Swoosh"
and the Signature Band.

The Heritage Logo

The Heritage Logo is displayed
by the forward entrance of all
aircraft. It consists of a version
of the US Airways logotype
surrounded by the logos of the
four airlines that formed
US Airways.
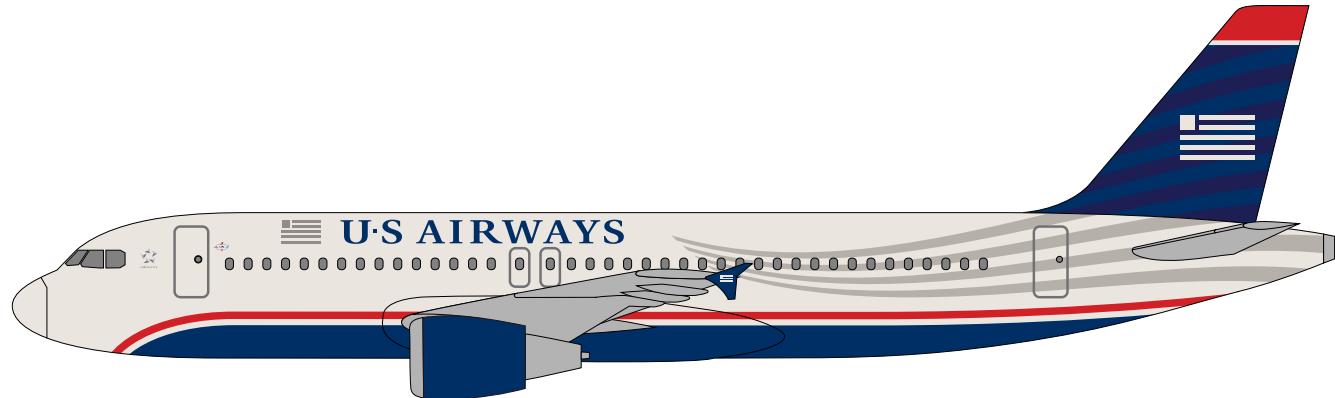
The US Airways master brand

Usage

Every application of US Airways corporate identity should strengthen the company's image as a leader in the airline industry. We must apply the masterbrand carefully, consistently and with the highest quality standards.

Master brand elements

US Airways logo – On all visual expressions of the company; has two components: the US Airways Flag Symbol and logotype.
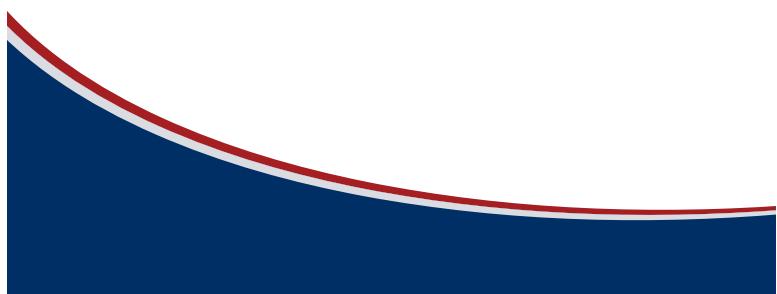
Signature Band – Used for all visual expressions of the company; consists of a US Blue stripe, a US Red stripe and a US Light Gray stripe.

The US Airways "Swoosh" – Used sparingly as a secondary piece of artwork that adds dramatic effect and visual interest in marketing pieces.

1–line logo

US·AIRWAYS

Signature Band

Swoosh

Corporate colors

Primary and secondary colors

US Blue and US Gray are the primary colors for US Airways. Use them as the dominant color palette for all internal and external visual presentations of the company.

US Red, US Light Gray, US Dark Gray, black and white are the secondary colors. Use them to accent and support the primary color palette.

CMYK process color mix is provided for 150 line screen.

When using the Pantone Matching System, check Pantone Inc.'s standard for color reproduction and color reproduction materials.

Primary colors

US Blue

Pantone 655C
C   100%
M   68%
Y   0%
K   52%

US Gray

Pantone 430C
C   6%
M   0%
Y   0%
K   34%

Secondary colors
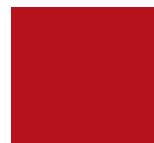
**US Red**

Pantone 1807C
C   0%
M   100%
Y   96%
K   28%
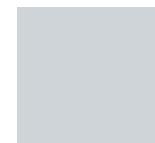
US Light Gray

Pantone 427C
C   0%
M   0%
Y   0%
K   11%

US Dark Gray

Pantone 433C
C   33%
M   3%
Y   0%
K   95%

Black

White

Corporate colors

RGB breakdown for primary & secondary colors

The RGB colorspace is used primarily for visual communications online, mobile devices and on film.

Primary colors

US Blue

Pantone 654C
R   24
G   64
B   118
HEX   184076

US Gray

Pantone 430C
R   148
G   154
B   159
HEX   949A9F

Secondary colors

US Red

Pantone 1807C
R   154
G   25
B   32
HEX   9A1920

US Light Gray

Pantone 427C
R   207
G   211
B   215
HEX   D1D3D2

US Dark Gray

Pantone 433C
R   34
G   44
B   53
HEX   222C35

Black

White

Typography

Corporate fonts

This page illustrates the fonts we use in all visual presentations of the company. Utopia, Janson and Frutiger are the three primary fonts; when not readily available, Times Roman, Helvetica or Arial are acceptable substitutes. No other fonts are permitted.

Primary corporate communications font

Janson Text Roman
Janson Text Bold
Janson Text Italic
Janson Text Bold Italic

Primary font for our external corporate communications; use italics for emphasis

Secondary sans serif corporate communications font

Frutiger Light
Frutiger Roman
Frutiger Bold
Frutiger Black
Frutiger Condensed Light
Frutiger Condensed Roman
Frutiger Condensed Bold
Frutiger Condensed Black

Secondary sans-serif font for straightforward reading text and for emphasis in headings or captions

Alternate fonts

Times Roman
Times Bold

Helvetica Roman
Helvetica Bold

Arial Regular
Arial Bold

Alternate fonts (when Janson or Frutiger are not readily available)

Corporate stationery

Business cards

This page shows the approved
layouts with the primary elements
of the US Airways stationery
system for business cards.

This example displays all of the
signature elements that define
our masterbrand.

US AIRWAYS

7/8, Frutiger 55 Roman*

480.693.5817
juan.fernandez@usairways.com
111 W. Rio Salado Pkwy.
Tempe, AZ 85281
Co-Mail: CH-CSV

Juan Carlos Fernández
Senior Graphic Designer
Creative Services

8 pt., Frutiger 75 Black*

7/8, Frutiger 55 Roman*

A STAR ALLIANCE MEMBER

*All type prints US Gray 430. First column is center stacked under the US Airways logo.
Name/Title column is flush right, 3/16" (.1875) from right edge.

Corporate stationery

Letterhead and envelopes

This page shows the approved layouts with the primary elements of the US Airways stationery system for letterhead and envelopes.

Place the logo in the upper left-hand corner. Logo is accented by the "Swoosh."

The Signature Band should be placed at the bottom of the page.

U·S AIRWAYS

Collateral graphic standards

**SECTION 03**

The Signature Band

Usage

The Signature Band is a distinct graphic device we use in all of our visual communications. It helps to define our overall identity and gives structure to the layout of collateral materials.

The Signature Band consists of a US Blue band, and a US Light Gray and US Red stripe. We've developed a custom brush to use for creating the Signature Band in all marketing materials to ensure accuracy and consistency.

Use the Signature Band selectively for print materials including brochures and catalogs, ticket jackets and frequent flyer cards that promote a particular brand, product or service.

The Signature Band is available online at usairways.com/logos. The custom brush is embedded within the brushes palette of these graphic files.
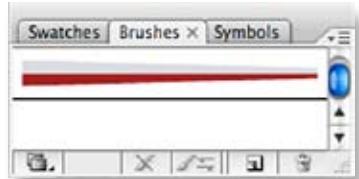
Custom Illustrator brush developed for the creation of the Signature Band.

The Signature Band consists of the US Blue band and the US Red and US Light Gray stripe.
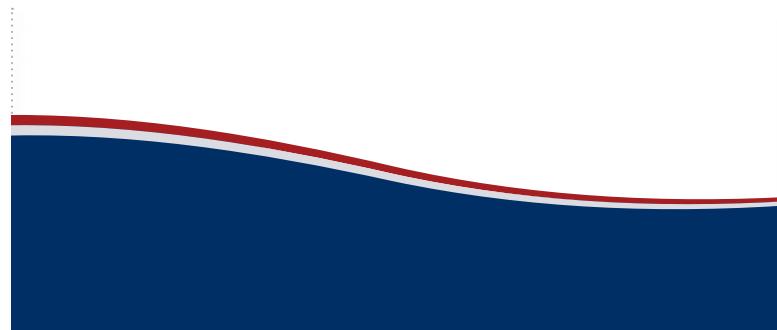
The Signature Band should be displayed in the following order: US Red, US Light Gray and US Blue.

The Signature Band

Flexibility in design

The Signature Band is designed for flexibility so it will work in many formats, configurations, sizes and media. However, it's still important to adhere to the standards we've set forth to maintain a consistent visual identity.

The Signature Band can be used at the top of collateral materials.

When used at the top, the Signature Band should be displayed in the following order: US Blue, US Light Gray and US Red.

The Signature Band

Flexibility in design, cont'd

The Signature Band is designed for flexibility so it will work in many formats, configurations, sizes and media. However, it's still important to adhere to the standards we've set forth to maintain a consistent visual identity.

**The Signature Band can also be used as shown in these examples.**
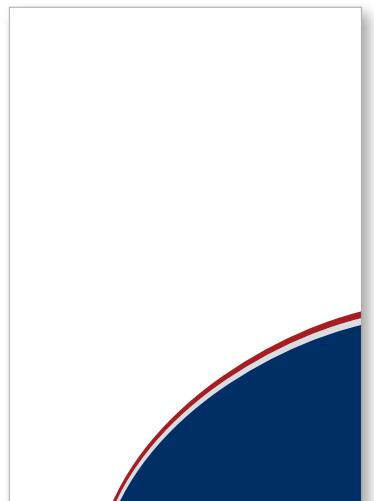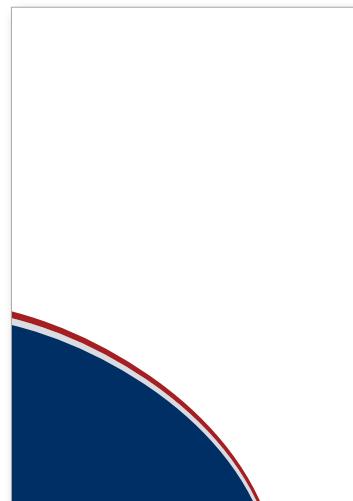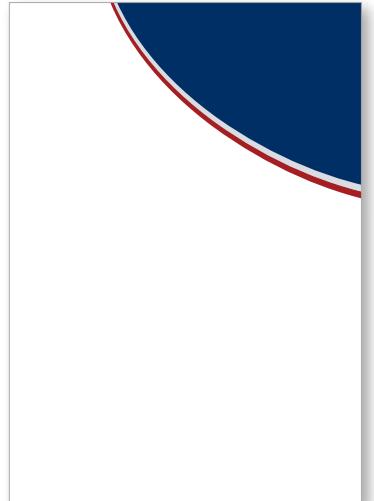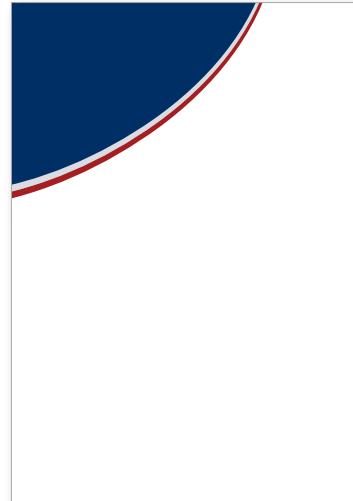
The Signature Band

Unacceptable Signature Band color

No other color variations of the Signature Band, other than those shown previously, are permitted.

The examples shown here demonstrate a few, but not all, potential misuses of color applied to the Signature Band.

Do not reverse the order of the US Red and the US Light Gray Stripe.
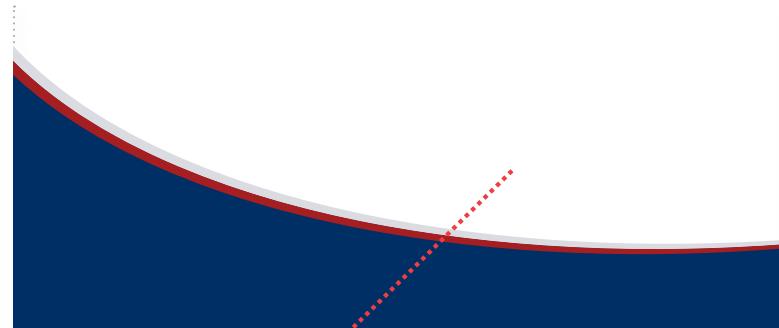
Do not delete or use only one stripe in the Signature Band or use a screen of the US Blue.
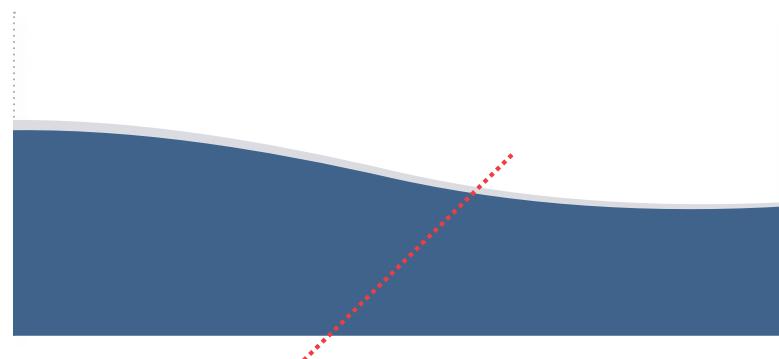
Do not reverse the colors of the Signature Brand or use any other color variations.
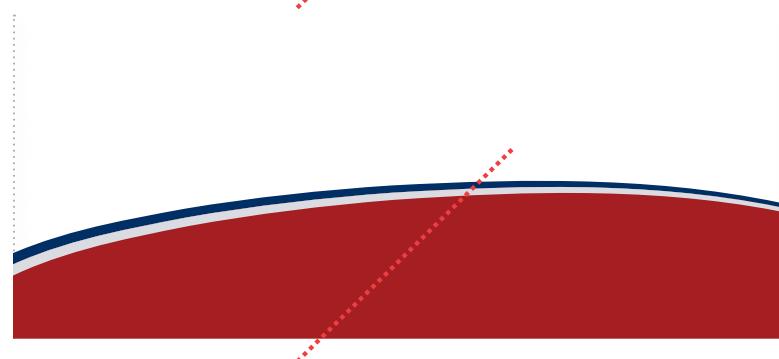
The Signature Band

**Unacceptable Signature
Band color, cont'd**

No other color variations of the
Signature Band, other than those
shown previously, are permitted.

The examples shown here
demonstrate a few, but not all,
potential misuses of color applied
to the Signature Band.
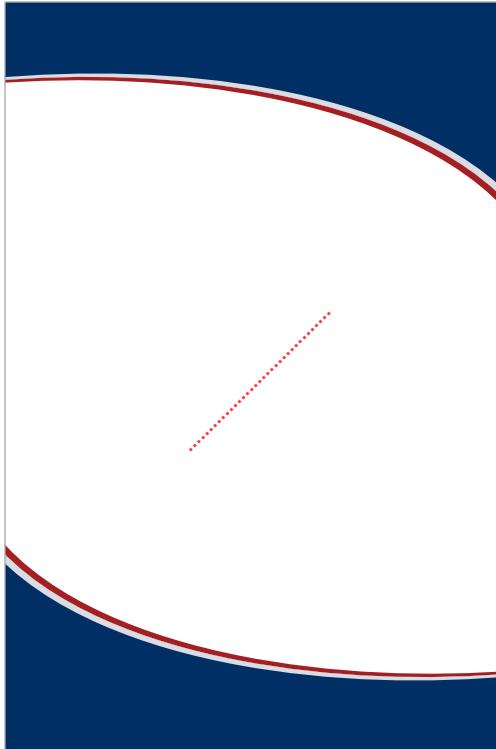
**The Signature Band shouldn't appear more
than once on the same page.**
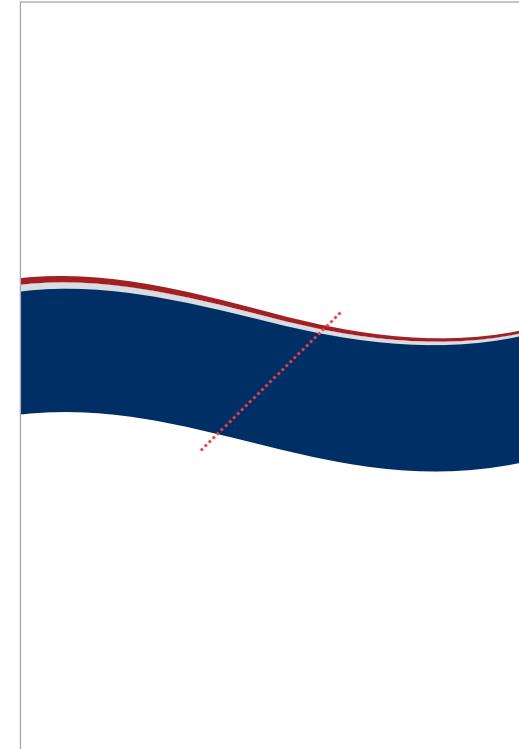
**The Signature Band needs to touch on 2
contiguous sides at the minimum.**

The Signature Band

The Signature
with Signature Band

Combined, the US Airways Signature Band and US Airways logo make up the core of our branding system.

These elements should be used according to the standards setforth in this guide to ensure consistency across branding materials and applications.

2–line logo used with the Signature Band.

2–line logo used in secondary color field (US Light Gray). Use only for the Signature; don't place partner logos in secondary color field.

Preferred 1–line logo reversed out of Signature Band. In this application, do not use the secondary color field.

Collateral

Ads, posters and brochures

The goal of our collateral program is to achieve a cohesive look across all of our corporate communications.

These guidelines explain how to combine Signature Band, logo, photography and typography to create collateral materials. Use these examples as starting points for developing new, interesting and informative materials that are consistent with our brand standards guide.

In most cases, photographs should bleed (except when small inset photos are used with/in/by headline).

This example shows the preferred font treatment:
Header - Frutiger 65 Bold
Body copy - Janson Roman
Emphasis - Frutiger Bold Condensed

Include our website usairways.com on all collateral materials.

Include the Star Alliance logo on all collateral materials to promote our membership in the network.

Patum dum aucotil olturoptus

Patum dum aucotil Olturopora Sendipsu stincidunt nos at tilum ver. Unt utpat aliquat veniat, vent nissi. Na core modo elenisissit dolobor adip etum iriure min et iliquat. Gait ad tetue fac.

Olturopora sendipsu nosfatus visoter

U·S AIRWAYS

usairways.com
A STAR ALLIANCE MEMBER

Collateral

Ads, posters and brochures, cont'd

This example illustrates how the elements can be combined to express our brand in a fresh way while maintaining a consistent look across all marketing platforms.

Photos and images should clearly relate to the campaign or advertising message. Using the right images is vital for creating compelling (and successful) marketing pieces.

This example shows the preferred font treatment:
    Header - Frutiger 65 Bold
    Body copy - Frutiger Light

The correct usage of the secondary color field (US Light Gray).

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boxesr adip etum iriure min et iliquat. Gait adheur estu tetue fac.

U·S AIRWAYS

usairways.com
A STAR ALLIANCE MEMBER

Collateral

Ads, posters and brochures, cont'd

The Signature Band can be used in many ways to provide variety and interest. It is important to follow the basic guidelines established for the master brand.

Headers, body copy and call outs can either be flush left, flush right, centered or adjusted to fit the marketing piece.

Place terms and conditions at the bottom of collateral pieces, outside of the ad space.

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Book now at usairways.com

US AIRWAYS

A STAR ALLIANCE MEMBER ™

Terms & Conditions: In hendit aci te dio euip eu feu feum ex eugiamet accum dolorero consequisit nullandreet nim zzrit dipis nismod enit alissectem quis nullamc onsenis alisl ut.Is alis nisl ditoc.

Collateral

Banners and signage

We apply the same standards when creating signage, oversize graphics and web banners.

With banners and signage in particular, we have only a short time to catch our customers' attention, so the message and design must be clear and concise. Adhere to the principle that "less is more."

London Heathrow. Brilliant!
New nonstop service from Philadelphia.

usairways.com

A STAR ALLIANCE MEMBER ™
© 2007 US Airways, Inc. ADV07-2058

US AIRWAYS
Fly with us.

US AIRWAYS
Fly with us.

usairways.co.uk

A STAR ALLIANCE MEMBER

DC and beyond
from **$49*** each way
*TERMS/CONDITIONS APPLY

AKRON-CANTON AIRPORT

US AIRWAYS

Learn more ▶

Display the US Airways logo prominently and follow the clear space formula guidelines.

A strong image provides maximum impact and captures our viewers' attention. Images should always relate to the message.

Collateral

**Banners and signage
Star Alliance Branding**

This page illustrates how we apply the Star Alliance member logo in our visual communications.

Email Star Alliance Marketing at branding.support@staralliance.com with any questions about these requirements.

≡ U·S AIRWAYS

CHECK IN

Seat Change/Upgrade

Check Baggage

Change to Earlier Flight

STAR ALLIANCE ✺

≡ U·S AIRWAYS

CHECK IN

Seat Change/Upgrade

Check Baggage

Change to Earlier Flight
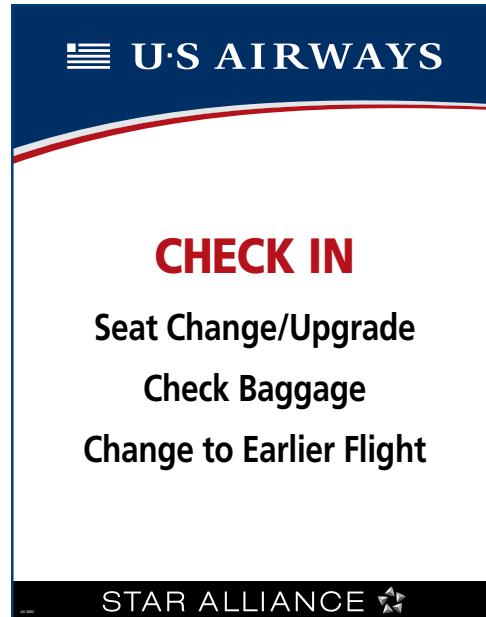
STAR ALLIANCE ✺

The preferred lock-up for the US Airways logo and the Star Alliance logo. The Star Band should be 1/9th height of sign.

≡ U·S AIRWAYS

FIRST CLASS

Envoy

Preferred Members

STAR ALLIANCE ✺ | GOLD

Check-in Counter Baggage Policy

All flights:
(except Europe, South America and the Middle East)

| 1st bag **$25*** | 2nd bag **$35*** |

Europe:

| 1st bag **Free** | 2nd bag **$55*** |

South America and the Middle East: 2 free checked bags*

*Includes airport service fee of up to $5 per checked bag. Overweight/oversize fees still apply.

Pay less online
Just go to **usairways.com** within 24 hours of your scheduled departure, check in for your flight and pay for your bags!

| $23 | $32 |
| Free | $50 |

Overweight checked baggage:
+$50 each
Bags weighing 51 – 70 lbs / 23 – 32 kg
+$100 each
Bags weighing 71 – 100 lbs / 33 – 45 kg

Oversized checked baggage:
+$100 each
Dimensions between 62 – 80 in / 157 – 203 cm

Checked bags three through nine are assessed a $100 fee per bag. Government fees and taxes may apply and will be added to the charge. Additional restrictions and exemptions may apply. Prices listed are in USD and will be collected in the equivalent local currency. Ask an agent or visit usairways.com/baggage for more details.

≡ U·S AIRWAYS ✺

Alternage usage for Star Alliance Band.

US AIRWAYS

US Airways sub-brands

SECTION 04

US Airways sub-brands

Introduction

Along with the US Airways masterbrand, we have five sub-brands. The look of our sub-brands is strongly influenced by our masterbrand both in form and function, yet each has a distinctive personality.

The main defining characteristics are each sub-brand's logotype and distinct color set. The following guidelines describe the design elements and characteristics of each US Airways sub-brand.

The US Airways 1–line logo should appear prominently above the sub-brand logo.

Each sub-brand logo has a unique color set, which gives it a distinct personality within the US Airways corporate identity.

US Airways Vacations

Logo elements

The US Airways Vacations (USV) logo is composed of the US Airways 1–line logo (on top) and the Vacations logotype (on the bottom). Each of these elements is specially sized and spaced; do not stretch, distort, alter or recreate the logo in any way.

Colors

The primary and secondary color palettes for USV are shown here.

US Blue and US Red are the primary colors for the USV logo.

USV logo

Primary colors

US Blue

Pantone 655C
C   100%
M   68%
Y   0%
K   52%

US Red

Pantone 1807C
C   0%
M   100%
Y   96%
K   28%

Secondary colors

Yellow

Pantone 129C
C   0%
M   11%
Y   70%
K   0%

Green

Pantone 382C
C   28%
M   0%
Y   92%
K   0%

Aqua

Pantone 3125C
C   89%
M   0%
Y   20%
K   0%

Purple

Pantone 2577C
C   44%
M   50%
Y   0%
K   0%

Light Blue

Pantone 292C
C   58%
M   11%
Y   0%
K   0%

US Airways Vacations

Combining the Signature Band and USV logo

The Signature Band consists of a US Blue band with a US Red and US Light Gray stripe. For USV marketing materials, we apply a unique color field to the Signature Band to distinguish it as a USV piece.

The USV logo and Signature Band with a secondary color field

US Airways Vacations

Layout & design using USV elements

USV collateral should echo the masterbrand in form and function, but we take a more organic and curvilinear approach to the design in order to create movement and energy. Often we employ additional color to complement the images in the ad.

Copy placement: Supports design approach by following, or moving with, the curvilinear forms of the images and structure of the piece.

Secondary color fields: Top example employs color drawn from the image; bottom example complements image with color from USV secondary color palette.

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at praesectet aliquis endreri ustrud do od minim inis
ut ver sim vel erostin utpat, vel ea core dolore eriustru.

oday at
800-455-0123.

U·S AIRWAYS
VACATIONS
Escape with U.S.

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Ugue eum eugue eraesse vercidunt
Se feugiam et, verat nis ziretu alis alit

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te magnit ute dolobor ilismod do dolumsa ndionulla facilla feumsandre dolobor sim ing

**Book their vacation escape today at
usvtravelagents.com or call 800-455-0123.**

U·S AIRWAYS
VACATIONS
Escape with U.S.

A STAR ALLIANCE MEMBER
usvtravelagents.com

©2006 US Airways, Inc. USV06-1028

US Airways Vacations

Additional layouts using USV elements
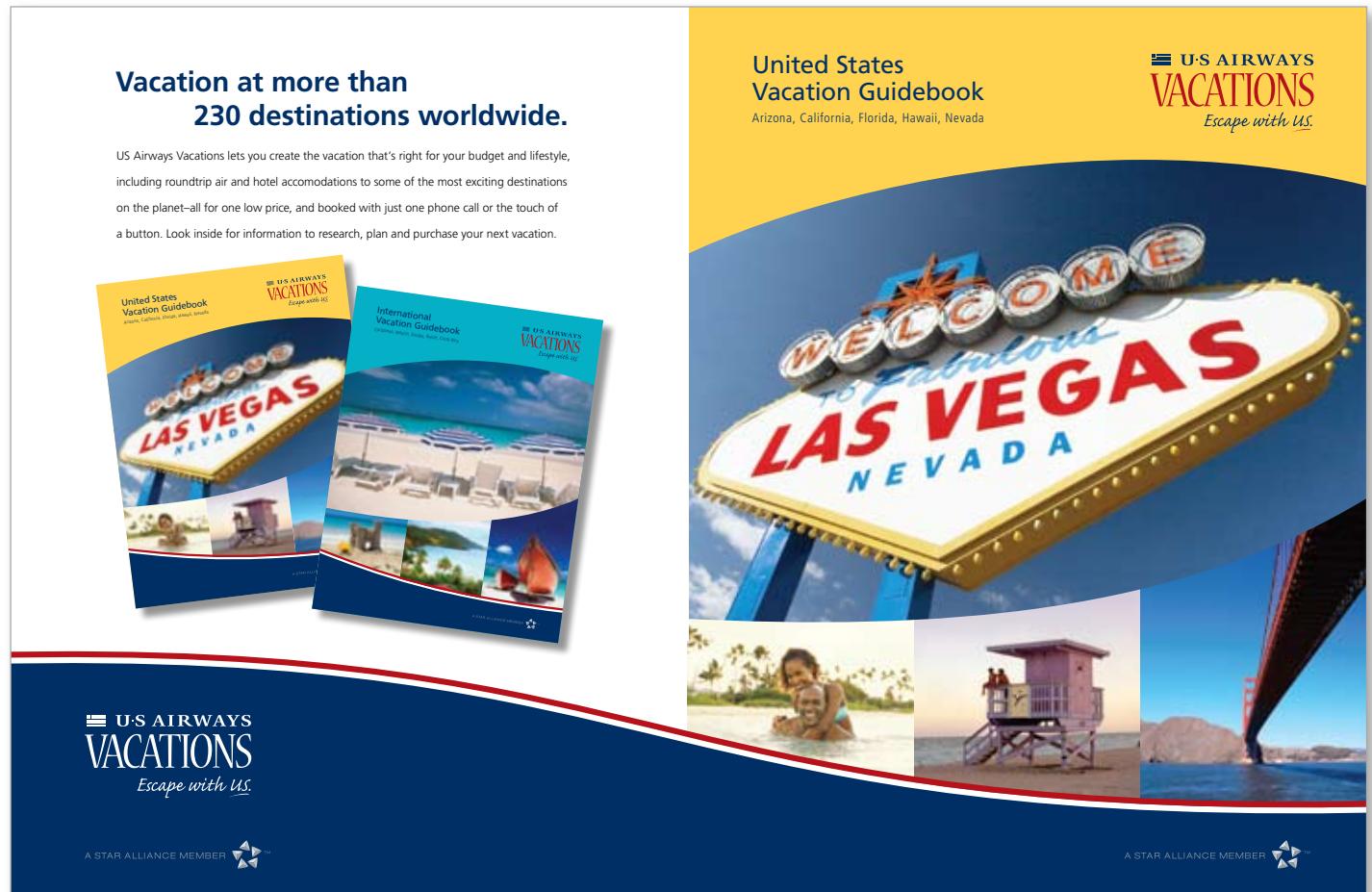
Vacation at more than 230 destinations worldwide.

US Airways Vacations lets you create the vacation that's right for your budget and lifestyle, including roundtrip air and hotel accomodations to some of the most exciting destinations on the planet–all for one low price, and booked with just one phone call or the touch of a button. Look inside for information to research, plan and purchase your next vacation.

United States
Vacation Guidebook

Arizona, California, Florida, Hawaii, Nevada

USV secondary color field used

Typography:
Headline: Frutiger 65 Bold
Body copy: Janson Roman
Sub-head: Frutiger 65 Bold
italic, Frutiger Bold Condensed

Image clearly promotes destination

US Airways Vacations

Online elements

We apply the same design approach for online ads as for printed marketing materials with a few modifications.

Online ads are usually smaller, and research has shown that people scan (not read) on the internet; therefore, we try to keep the design as tight and clean as possible.

Often we employ additional color to complement the images in the ad.

Use Frutiger for all price points and copy. Arial is an acceptable substitute.

Secondary color fields: Example employs color drawn from the image.

Make the call to action prominent. Placement on the right is preferred.

"Terms & conditions apply" must appear on all banners.

Dividend Miles

Logo elements

The Dividend Miles logo is composed of the US Airways 1–line logo in US Silver Metallic above the Dividend Miles logotype in black. Each of these elements is specially sized and spaced; do not stretch, distort, alter or recreate the logo in any way.

Colors

The primary and secondary color palettes for Dividend Miles are shown here.

We use the colors US Gold, US Silver and black to signify the different levels of Preferred membership.

US Airways
Dividend Miles logo

U·S AIRWAYS
DIVIDEND MILES
PREFERRED

Primary colors

US Gold

Pantone 8383C
C   37%
M   39%
Y   73%
K   8%

US Silver

Pantone 877C
C   0%
M   0%
Y   0%
K   40%

Black

4-Color process
C   0%
M   0%
Y   0%
K   100%

Secondary colors

US Blue

Pantone 655C
C   100%
M   68%
Y   0%
K   52%

US Red

Pantone 1807C
C   0%
M   100%
Y   96%
K   28%

Dividend Miles

Design elements for Preferred levels

Dividend Miles has a standard membership and four Preferred levels: Silver, Gold, Platinum and Chairman's.

Each membership level has its own color scheme. These examples show each level distinguished with its own membership card.

Preferred member cards utilize the full range of the Dividend Miles color palette.

The "Swoosh" is used opposite the Signature Band which appears at the top of the cards.

Silver Preferred

Gold Preferred

Platinum Preferred
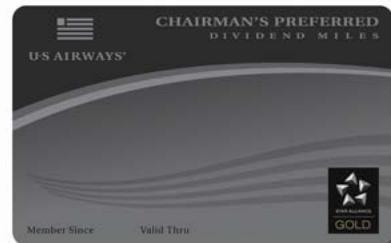
Chairman's Preferred
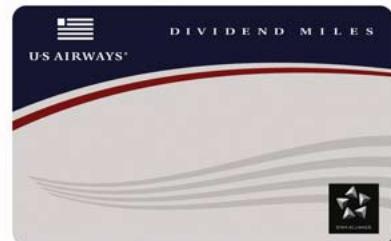
Dividend Miles member

Dividend Miles

Dividend Miles Signature Band

The Dividend Miles Signature Band is similar to the corporate Signature Band both in form and function; they are differentiated by the Dividend Miles logo and the band color, which is US Gold with a US Silver and black stripe.

Preferred: Dividend Miles logo above US Gold band with US Silver and black stripes

Also acceptable: Dividend Miles logo reversed out in black band with US Gold and US Silver stripes

Dividend Miles

The US Airways "Swoosh"

Key to branding Dividend Miles is the "Swoosh," which we use frequently in Divided Miles collateral.

Preferred placement of the Swoosh as it appears opposite the Dividend Miles Signature Band and framing the Dividend Miles logo

Dividend Miles Signature Band in US Silver with a screen of 10-15% of the true color

US AIRWAYS
DIVIDEND MILES
PREFERRED

Preferred Check-in and Boarding
Preferred Seating
Unlimited Upgrades
Star Alliance Network Benefits

A STAR ALLIANCE MEMBER

PO Box 025409 • Miami, Florida 33102
usairways.com/preferred

Dividend Miles

**Layout and design using
Dividend Miles elements**

Collateral design for Dividend Miles
echoes the master brand but incor-
porates the Dividend Miles logo and
color set.

Typography

Headline: Frutiger 65 Bold
Body copy: Janson Roman
Subhead: Frutiger family

≣ **U·S AIRWAYS**
DIVIDEND MILES
PREFERRED

Travel Better–*Be Preferred*

THANKS FOR FLYING ENVOY, our transatlantic Business class. To show our appreciation,
we would like to offer you a complimentary Trial Silver Preferred membership and
a US Airways Club membership free for 90 days. Register today and enjoy all the
benefits that make your travel more comfortable and rewarding.

Be Preferred:

- Now through October 31, 2008, go to **usairways.com/bepreferred**
  for a complimentary 90-day Silver Preferred status and a 90-day
  US Airways Club membership (**a $335 value**).

- Plus, by flying enough miles or segments (see below) on US Airways
  operated flights during your 90-day trial, we'll extend your complimentary
  Preferred membership through February 2010.

Benefits extended:

IF YOU FLY	OR	YOU'LL REACH
7,500 miles	10 segments	Silver Preferred status
15,000 miles	20 segments	Gold Preferred status
22,500 miles	30 segments	Platinum Preferred status

PLEASE NOTE: Only Dividend Miles members who received an invitation directly from US Airways will be eligible for this offer.

Register at usairways.com/bepreferred

≣ **U·S AIRWAYS**
DIVIDEND MILES
PREFERRED

You're invited

TO BE PREFERRED

A World of Privileges Awaits You

A STAR ALLIANCE MEMBER ✳

≣ **U·S AIRWAYS**
DIVIDEND MILES
PREFERRED

PRESORTED
FIRST CLASS
US POSTAGE
PAID
PHOENIX, AZ
PERMIT NO. 329

PO Box 20050 • Phoenix, AZ 85036

Enclosed:
OUR GIFT TO YOU...
Complimentary Preferred
Status & Club Membership

Dividend Miles

Online elements

We apply the same design approach for online ads as for printed marketing materials with a few modifications.

Online ads are usually smaller, and research has shown that people scan (not read) on the internet; therefore, we try to keep the design as tight and clean as possible. For banners, the Signature Band can be used without the stripes to allow more space and give a cleaner look to the overall design.

Dividend Miles Preferred

Use Frutiger for all price points and copy. Arial is an acceptable substitute.

Make the call to action prominent. Placement on the right is preferred.

"Terms & conditions apply" must appear on all banners.

Dividend Miles

US Airways Club

Logo elements

The Club logo is composed of the US Airways 1–line logo above the Club logotype. Each of these elements is specially sized and spaced; do not stretch, distort, alter or recreate the logo in any way.

Colors

The primary and secondary color palettes for the Club are shown here.

US Blue and US Silver are the primary colors for the Club logo.

US Airways Club logo

Primary colors

US Blue

Pantone 655C
C   100%
M   68%
Y   0%
K   52%

US Silver

Pantone 877C
C   0%
M   0%
Y   0%
K   40%

Secondary colors

US Red

Pantone 1807C
C   0%
M   100%
Y   96%
K   28%
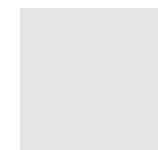
US Light Gray

Pantone 427C
C   0%
M   0%
Y   0%
K   11%

Black

4-Color process
C   0%
M   0%
Y   0%
K   100%

US Airways Club

The Club
Signature Band

The Club Signature Band is similar to the corporate Signature Band both in form and function. They are differentiated by the logo and the US Silver and white stripes on the band.

Preferred: Club logo above US Blue band with US Silver and white stripes

Also acceptable: Club logo reversed out in US Blue band

US Airways Club

Layout & design using the Club elements

Collateral design for the Club echoes the masterbrand but incorporates the Club's distinct logo and color set.

Keep the design straightforward, and use appropriate images that support the message of the ad

Typography:

Header: Frutiger 65 Bold, Frutiger Light
Body copy: Frutiger Light
Subhead: Frutiger 67 Bold Condensed
Callout: Frutiger Light Italic

Giam niat quis autpat quatsen

Wisit volobore vulputa tuerit nonsequ ationul landit hendion sendrer ciduipit la core dio endu enismodmi edigna autate facipismodio enim diam, edfdfs.

U·S AIRWAYS
Club

usairways.com/club

A STAR ALLIANCE MEMBER

US Airways Club

**Additional layouts using
the Club elements**

**The Club logo
reversed out on US Blue**

**As shown here, the Club logotype
can be used as an art element.**

US Airways Club
Membership Information
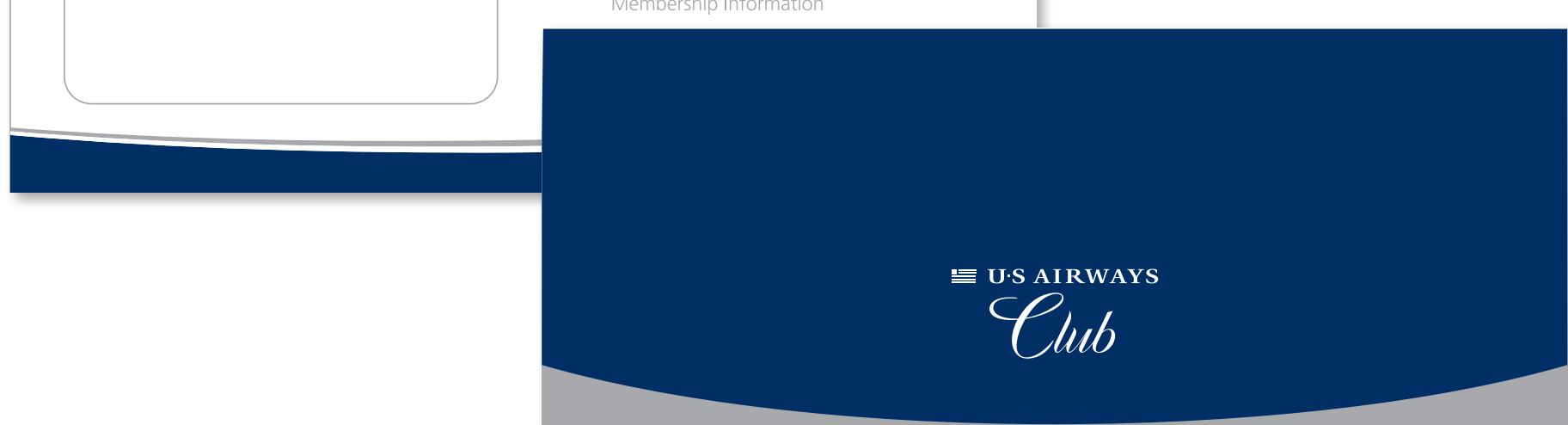
US Airways Club

Online elements

We apply the same design approach for online ads as for printed marketing materials with a few modifications.

Online ads are usually smaller, and research has shown that people scan (not read) on the internet; therefore, we try to keep the design as tight and clean as possible. For banners, the Signature Band can be used without the stripes to allow more space and give a cleaner look to the overall design.

The logo appears within the Signature Band.

Use Frutiger for all price points and copy. Arial is an acceptable substitute.

Make the call to action prominent. Placement on the right is preferred.

"Terms & conditions apply" must appear on all banners.

Envoy

Logo elements

The Envoy logo is composed of the US Airways 1–line logo above the Envoy logotype. Each of these elements is specially sized and spaced; do not stretch, distort, alter or recreate the logo in any way.

Colors

The primary and secondary color palettes for Envoy are shown here.

US Blue and US Silver are the primary colors for the Envoy logo.

Envoy logo

US·AIRWAYS®
ENVOY

Primary colors

US Blue

Pantone 655C
C   100%
M   68%
Y   0%
K   52%

US Silver

Pantone 877C
C   0%
M   0%
Y   0%
K   40%

Secondary colors
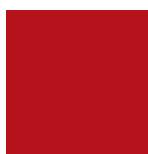
US Red

Pantone 1807C
C   0%
M   100%
Y   96%
K   28%
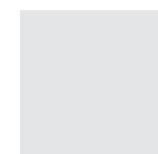
US Light Gray

Pantone 427C
C   0%
M   0%
Y   0%
K   11%

Black

4-Color process
C   0%
M   0%
Y   0%
K   100%

Envoy

**Envoy
Signature Band**

The Envoy Signature Band is
similar to the corporate Signature
Band both in form and function.
They are differentiated by the
logo and the band color, which
is US Silver with a US Blue and
white stripe.

**Preferred: Envoy logo above US Silver
band with US Blue and white stripes**

**Also acceptable: Envoy logo in US Blue
with the Signature reversed out in a
US Silver band**

**Envoy logo without US Airways logotype
(flag symbol only) in a US Silver band. This
version of the logo is used for
materials on aircraft, in the airport
or for employee communications.**

Envoy

**Layout and design
using Envoy elements**

Collateral design for Envoy
echoes the masterbrand but
incorporates Envoy's logo and
color set.

Typography
Header: Frutiger 65 Bold, Frutiger Light
Body copy: Frutiger Light
Subhead: Frutiger 65 Bold, Frutiger Bold
Callout: Frutiger Light Italic

Expect more from your seat.
New business class seats coming to the 767 this winter.

U·S AIRWAYS
E N V O Y
A STAR ALLIANCE MEMBER ™

Envoy

**Additional layouts
using Envoy elements**
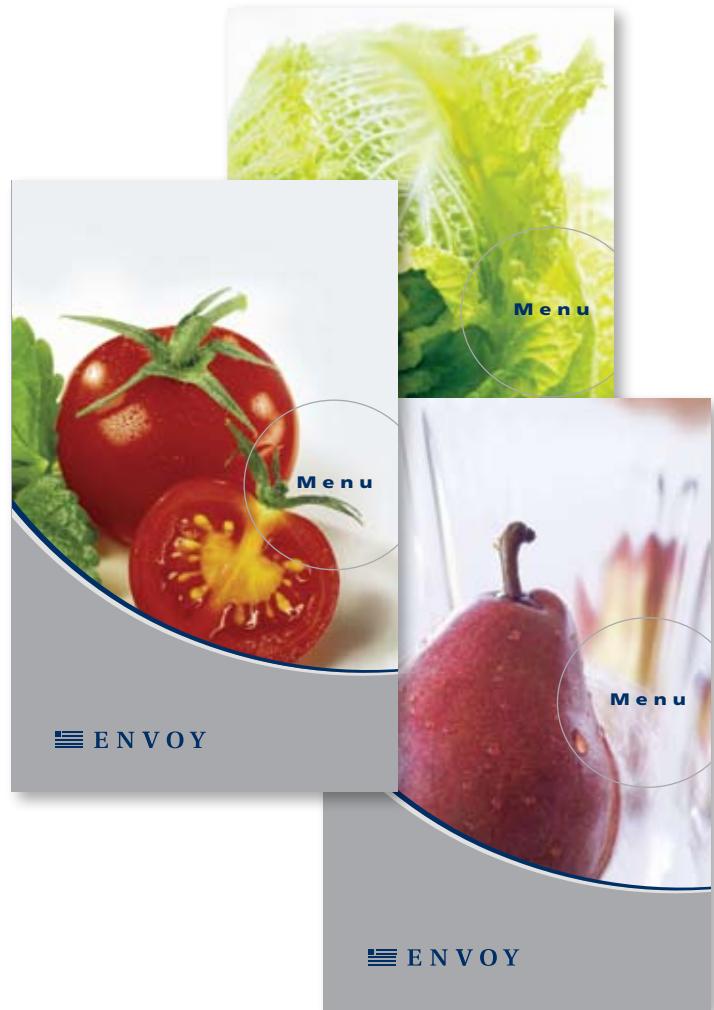
Envoy

Online elements

We apply the same design approach for online ads as for printed marketing materials with a few modifications.

Online ads are usually smaller, and research has shown that people scan (not read) on the internet; therefore, we try to keep the design as tight and clean as possible. For banners, the Signature Band can be used without the stripes to allow more space and give a cleaner look to the overall design.

Use the Signature Band without the stripes for a cleaner look.

Use Frutiger for all price points and copy. Arial is an acceptable substitute.

Make the call to action prominent. Placement on the right is preferred.

"Terms & conditions apply" must appear on all banners.

US Airways Shuttle

Logo elements

The US Airways Shuttle logo is composed of the US Airways 1–line logo above the US Airways Shuttle logotype. Each of these elements is specially sized and spaced; do not stretch, distort, alter or recreate the logo in any way.

Colors

The primary and secondary color palettes for US Airways Shuttle are shown here.

US Blue, Shuttle Yellow and US Gray are the primary colors for the US Airways Shuttle logo.

US Airways Shuttle logo
US Gray, US Blue
Shuttle Yellow

US·AIRWAYS
Shuttle

Primary colors

US Blue	Shuttle Yellow	US Gray
Pantone 655C	Pantone 130C	Pantone 430C
C 100%	C 0%	C 6%
M 68%	M 30%	M 0%
Y 0%	Y 100%	Y 0%
K 52%	K 0%	K 34%

Secondary colors
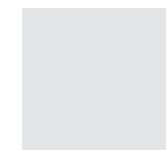
US Red	US Light Gray	US Dark Gray
Pantone 1807C	Pantone 427C	Pantone 433C
C 0%	C 0%	C 33%
M 100%	M 0%	M 3%
Y 96%	Y 0%	Y 0%
K 28%	K 11%	K 95%

US Airways Shuttle

**The US Airways Shuttle
Signature Band**

The Shuttle Signature Band is
similar to the corporate Signature
Band both in form and function.
They are differentiated by the
logo and the Shuttle Yellow and
white stripe on the band.

**Preferred: US Airways Shuttle logo above
US Blue band with Shuttle Yellow and
white stripes**

**Also acceptable: US Airways Shuttle logo
reversed out in US Blue band**

**Also acceptable: US Airways 1–line logo
and US Airways Shuttle logo inline and
reversed out in US Blue band**

US Airways Shuttle

**Layout and design using
US Airways Shuttle elements**

Collateral design for US Airways Shuttle echoes the masterbrand but incorporates the Shuttle's distinct logo and color set.

Summer 2008

LATITUDE

The world of US Airways Shuttle

INSIDE

Heritage of US Airways Shuttle
The Bette Nash story
Shuttle updates and info

US·AIRWAYS *Shuttle*

A STAR ALLIANCE MEMBER

Passenger Survey Results

Recently, many of our Shuttle customers participated in an online survey that helped us determine what is important to you when flying on US Airways Shuttle. Here's just a sampling of what we learned:

• 92% of Shuttle passengers are flying for business

• 79% of those surveyed fly up to 5 times a month

• Of our three Shuttle cities, flights originating in Boston typically are to New York. From Washington, DC they fly to Boston. And those originating in New York fly to Washington, D.C. most often

US Airways Club

There's never been a better time to buy a Club membership. New members will get 3,000 Preferred-qualifying bonus miles and current Club members get 500 Preferred-qualifying bonus miles for renewals now through July 31, 2008. Whether you want to get away from the airport crowds and unwind or need to plug in and get some work done - the Club is your airport oasis. And with locations in Boston, New York (LaGuardia) and Washington, D.C. (Reagan Washington National), you're never far from a US Airways Club.

Shuttle: A Unique US Airways Service

By Steve Raeder, Managing Director - Customer Services

As a Shuttle customer, you often come in contact with many of the US Airways professionals – both in the air and on the ground – who make this service truly unique. Operating 94 flights every weekday in the most heavily congested airspace in the world, takes a lot of skill, hard work and experience.

At US Airways we have worked passionately to keep our Shuttle operation special. For those of you who travel on our Mainline, International and Express systems, you know the Shuttle is a truly unique part of our airline. It is easy to take for granted such features as rear-stair deplaning, limo service in LGA, special kiosk functions, separate ticket counters and security lines, free newspapers and different on-board service. But underlying all of this is our desire to provide a fast, easy way of getting from your home or office to the key business centers of Boston, New York or Washington, D.C. That is why we provide hourly service from the most convenient airports in these three cities. It is also why we design everything – from the check-in areas to work areas at the gate – to speed you on to your final destination.

We know we have competition. We know that if US Airways Shuttle is going to be successful, we need to provide reliable, convenient and friendly service.

We have teams of employees who regularly meet with customers to look for ways to improve our Shuttle service and make it easier, faster and more reliable. One of the areas we are working on is how to quickly return to normal scheduling when weather and air-traffic delays snarl the northeast corridor. Our airports work closely with our Operations Control Center in Pittsburgh to better predict factors affecting our ability to fly on time. When problems occur or are forecast, US Airways seeks every possible way to minimize customer impact. When flights are running late, each of our Shuttle destinations works hard to 'quick turn' the aircraft to make up for lost time. Of course, at all times we want to communicate changes that may affect you, our customer and passenger. Besides flight displays and frequent announcements at the airport, we constantly try to keep flight status information as current as possible on usairways.com.

Lastly, we try to never be satisfied. Because we believe that is the way, ultimately, that you will be most satisfied.

US·AIRWAYS *Shuttle*

Typography

Header: Frutiger 65 Bold/Frutiger Light
Body copy: Frutiger Light
Subhead: Frutiger 67 Bold Condensed
Callout: Frutiger Light Italic

US Airways Shuttle

**Additional layouts using
US Airways Shuttle elements**

US Airways Shuttle agenda for 2008

The US Airways Shuttle is dedicated to being on-time, business-friendly and easy-to-use. As a Shuttle customer, your input is valuable in helping us improve our product. With this in mind, we convened three customer advisory board meetings late last year, one in each Shuttle city. These meetings brought frequent Shuttle flyers and corporate travel managers together with US Airways airport supervisors, customer service agents, and sales and marketing team members to discuss ways to enhance the Shuttle.

Advisory board members emphasized that they want a quick, hassle-free experience on the ground and in the air. Arriving just before their flight and avoiding long check-in or security lines is important to them. They also told us, that as seasoned travelers, they value frequent and honest communication about delays or schedule disruptions.

So what kind of action has this feedback translated into so far? Here are just a few of the items that recently have been completed or are on the agenda for 2008:

REAR DEPLANING

Rear deplaning is now offered at each airport (weather permitting) to get you on your way.

NEW KIOSKS

New state-of-the-art, self-service kiosks were installed last fall. These kiosks feature an integrated barcode reader, faster response and print times, and increased reliability. US Airways also plans to increase the number of kiosks available to Shuttle customers to expedite the check-in process.

MORE EFFICIENT SHUTTLE GATES AT BOS

In Boston, select non-Shuttle flights have been moved to another concourse to improve the speed of Shuttle security lines.

DEDICATED SECURITY LINE AT DCA

Shuttle passengers now have the convenience of a dedicated security line at the Ronald Regan Washington National Airport.

LATITUDE – THE SHUTTLE NEWSLETTER

The newsletter you're reading is the result of customer feedback as well. We'll publish it quarterly to help keep you current on Shuttle-related topics.

Given the success of these initial customer advisory board meetings, we plan to make them an integral and recurring part of our Shuttle product management. However, customer feedback doesn't need to be limited to these advisory board meetings – we want to hear from you. Email us at **shuttle@usairways.com** and let us know about your experience on US Airways Shuttle, what you think is important and how the Shuttle can be improved.

usairways.com/shuttle
Cover: Ronald Reagan Washington National Airport, *Photo by Dan Brownlee*

Spring 2008

LATITUDE

Quarterly news about the world of US Airways Shuttle

INSIDE
Improvements in 2008
Rear deplaning returns
Corporate discount programs

US AIRWAYS *Shuttle*

A STAR ALLIANCE MEMBER

Elite limousine

Did you know that we can reserve transportation for you once you land in New York? With the Elite Limousine program at LaGuardia, we can arrange for a sedan service to meet you outside baggage claim and take you to any location within Manhattan for a flat rate of $55, including tolls. Reserve your town car at any kiosk or with an agent when you check in.

Shuttle Schedule

WEEKDAY SCHEDULE

LGA — BOS
6:00 AM — 9:00 PM *(hourly)*

BOS — LGA
6:00 AM — 8:00 PM *(hourly)*
Additional departure at 7:30 AM

LGA — DCA
6:00 AM — 9:00 PM *(hourly)*

DCA — LGA
6:00 AM — 9:00 PM *(hourly)*

BOS — DCA
6:00 AM — 8:00 PM *(hourly)*

DCA — BOS
6:30 AM — 7:30 PM *(hourly)*
Additional departure at 9:00 PM

US AIRWAYS
Shuttle

US AIRWAYS

Web standards

SECTION 05

usairways.com

Introduction

Unlike printed materials, web pages need to adapt to different browsers, screen resolutions and browser window sizes. Overall, we try to keep our web design and language as clean and simple as possible.

The following guidelines explain and illustrate how we use the key design elements of our masterbrand and sub-brands in web applications.

Fonts

This page illustrates the fonts we use for usairways.com and online marketing communications.

We use Arial as our primary font because it is supported by most computer systems' hardware and software, which helps maintain a consistent look across platforms.

Use Arial for headers, subheads and body copy

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana is an acceptable substitute when Arial is unavailable

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

usairways.com

CSS Styles

This page shows the formatting rules we use to control the appearance of content on usairways.com. We use these styles to ensure compatibility across different platforms and browsers and consistency on the website.

Suggested rules for defining each selector's property and value

body copy
> font-family: Arial, Verdana, sans-serif;
> font-size: 1.1em;
> font-style: normal;
> line-height: 1.4em;
> font-weight: normal;
> font-variant: normal;
> text-transform: none;
> color: #333333; /* color is dark gray */
> text-decoration: none

subhead
> font-family: Arial, Verdana, sans-serif;
> font-size: 1.3em;
> font-style: normal;
> line-height: normal;
> font-weight: normal;
> font-variant: normal;
> text-transform: none;
> color: #277db2; /* color is lt blue */
> text-decoration: none

subhead bold
> font-family: Arial, Verdana, sans-serif;
> font-size: 1.3em;
> font-style: normal;
> line-height: normal;
> font-weight: bold;
> font-variant: normal;
> text-transform: none;
> color: #277db2; /* color is lt blue */
> text-decoration: none

usairways.com

Global styles

The header and footer for usairways.com are global elements that appear on every page of the site. The colors and artwork are consistent with the overall US Airways brand.

usairways.com

Web colors

This page shows the select color palette we use exclusively for usairways.com.

The following pages illustrate how we use these colors for specific online elements including headers, subheads, information bars, alerts and different interactive elements.

Athens Blue

RGB
R   36
G   66
B   124
HEX   24427C

Sky Blue

RGB
R   39
G   125
B   178
HEX   277DB2

Blue Cloud

RGB
R   236
G   244
B   248
HEX   ECF4F8
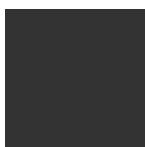
Graphite

RGB
R   51
G   51
B   51
HEX   333333

Platinum

RGB
R   153
G   153
B   153
HEX   999999
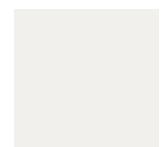
Desert

RGB
R   236
G   239
B   240
HEX   F1F0EC
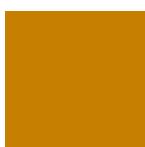
Goldenrod

RGB
R   198
G   127
B   0
HEX   C67F00

Red Ember

RGB
R   164
G   0
B   37
HEX   A40025

Pearlescent

RGB
R   236
G   239
B   240
HEX   ECEFF0

Web colors

ATHENS BLUE – #24427C

Use Athens Blue for
headers and clickable links.

Web colors

SKY BLUE – #277DB2

Use Sky Blue for subheads, menu items, hover overs and selected cities.

HOVER OVER *SUB-HEAD* *MENU ITEMS*

Depart

Need help?

Depart: Charlotte, NC ⊙ Paris, France   Date: Tuesday, May 21, 2007

Flight #	Depart	Arrive	Stops	Travel time	Coach Non-refundable	Coach Refundable	First Non-refundable	First Refundable
2576 ☰	7:45 AM CLT	8:15 PM CDG	(0)	12h 30m seats	○ $650	○ $750	○ $950	○ $1050
1980 ☰	10:45 AM CLT				○ $650	○ $750	○ $950	○ $1050
1350 ☰	12:45 PM CLT				○ $650	○ $750	○ $950	○ $1050
760 ☰	1:15 PM CLT	2:55 PM PHL	(1)	12h 30m seats	○ $650	○ $750	○ $950	○ $1050
2100 ☰	3:45 PM PHL	12:15 AM CDG						
315 ☰	2:45 PM CLT	4:05 PM PHL	(1)	12h 30m seats	○ $650	⊙ $750	Close ○ $950	○ $1050
1010 ☰	4:45 PM PHL	2:55 AM CDG						
1150 ☰	6:45 PM CLT	8:05 PM PHL	(1)	12h 30m seats	○ $650	○ $750	○ $950	○ $1050
1310 ☰	10:05 PM PHL	8:05 AM CDG						

Charlotte, NC
Charlotte Douglas International Airport (CLT)

Best match

SELECTED FLIGHT

Web colors

BLUE CLOUD – #ECF4F8

Use Blue Cloud for information bars.

INFORMATION BAR

Depart:	Charlotte, NC → Paris, France		Date: Tuesday, May 21, 2007					Close
Flight #	Departs	Arrives	Duration	Meal	Aircraft	Cabin	On Time Percntage
315	10:00 AM CLT	11:30 AM PHL	1h 30m	None	A330	Coach (Y)	90%
Stop: Change plane							
1010	12:45 PM PHL	10:30 PM CDG	9h 45m	Dinner	767	Coach (Y)	90%

US Airways Express - PSA Airlines   United Airlines

INFORMATION BAR

Flight status

	Depart:	Charlotte, NC → Paris, France		Today (Tuesday, April 21, 2007)			

Flight #	**Depart**			**Arrive**			Status
	Scheduled	Actual	Gate	Scheduled	Actual	Gate	
2576	7:45 AM CLT	8:15 AM	A3	9:30 AM PHL	9:30 AM	B2	Arrived
Stop: Change plane							
1300	10:30 AM PHL	11:30 AM	B5	12:45 PM LGW	-----	D13	Delayed
Stop: Change plane							
1410	2:45 PM LGW	-----	C14	7:45 PM CDG	-----	A9	On time

US Airways flight   US Airways Express - PSA Airlines   United Airlines

Web colors

GRAPHITE – #333333

Use Graphite for all body copy
and informational text.

BODY COPY   *BODY COPY*

Web colors

PLATINUM – #999999

Use Platinum to display
disabled items.

DISABLED RADIAL BUTTON

DISABLED DATE

Web colors

DESERT – #F1F0EC

Use Desert to highlight
fares and flights.

**HIGHLIGHT FOR
FLIGHTS AND FARES**

Web colors

GOLDENROD – #C67F00

Use Goldenrod for
highlights and rollovers.

Web colors

RED EMBER – #A40025

Use Red Ember for all
action buttons and alerts.

Check in

Depart: **Charlotte, NC** ▶ **Las Vegas, NV**   Date: Tuesday, May 21, 2007   Flight status

Flight #	Depart	Arrive	Travel time	Meal	Aircraft	Cabin	Seats
1260	10:00 AM CLT	11:30 AM PHX	01h 30m	In-flight Cafe	Airbus330	Coach (Y)	5D 5E 5F
	Stop: Change plane						
1452	12:45 AM PHX	10:30 PM LAS	09h 45m	None	Boeing737	Coach (Y)	5D 5E 5F

Upgrade for only $50 ✈

Enjoy more personal space and travel
more comfortably. Upgrade your seats now.   **Purchase upgrade**   or   **Check in & print passes**

ALERT MESSAGING   *ACTION BUTTONS*

Passenger information – Adults

	First name				Special needs?
Passenger 1	Joseph				Visually impaired
Passenger 2	Carolyn				◯ Yes ⦿ No
Passenger 3	Shannon				◯ Yes ⦿ No
Passenger 4	Quinn				◯ Yes ⦿ No

Close

! **WE'RE SORRY**

• Please enter a telephone number in the
  'Day of departure' field.

• Please enter an email in the 'Email for receipt' field.

Reference Code: 0 (1.0.40000.100001)
Occured: 3/9/2007 2:15:35 PM

Contact information

Day of departure •	( ) –	International phone number
Destination phone	(702) 555 – 1212	International phone number
Email for receipt •		

Web colors

HEADER BAR GRADIENT
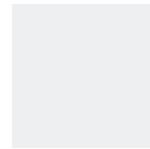
**PEARLESCENT –** #ECEFF0

Use Pearlescent for
bottom gradients.
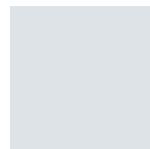
DARK PEARLESCENT – #DDE3E6

Use Dark Pearlescent for
header bar gradients.

BOTTOM GRADIENT

Trip details
New search

Depart: Charlotte, NC ➔ Las Vegas, NV   Date: Tuesday, May 21, 2007

Flight # / Carrier	Depart	Arrive	Travel time	Meal	Aircraft	Cabin
1260	10:00 AM CLT	11:30 AM PHX	01h 30m	In-flight Cafe	Airbus330	Coach (Y)
	Stop: Change plane					
1452	12:45 AM PHX	10:30 PM LAS	09h 45m	None	Boeing737	Coach (Y)

US Airways Flight   US Airways Express - PSA Airlines

Total $1500 Refundable
(includes taxes and fees)

Passenger information

(• Required)

Passenger information – Adults

	First name •	Last name •	Frequent flyer #	Airline partner	Special needs?
Passenger 1				US Airways	○ Yes ◉ No
Passenger 2				US Airways	○ Yes ◉ No
Passenger 3				US Airways	○ Yes ◉ No
Passenger 4				US Airways	○ Yes ◉ No

Web layout and design

Margins and space

Margins are the white spaces around blocks of text, and they typically define the boundaries on a web page. Adequate white or clear space makes the page easier to read and navigate, and lends to a cleaner looking design.

The following guidelines define and illustrate the standard margins we use for elements within our web pages. As important as color and font usage, consistent application of white or clear space gives our online communications a consistent and recognizable look.

PAGE WIDTH 800 PIXELS

CONTENT WIDTH 750 PIXELS

Modify search

More search options

From:
Charlotte, NC

To:
Paris, France

Depart:
05/21/2007   7 AM

Return:
05/29/2007   7 AM

Show: ● Fares ○ Dividend Miles   Fare options: Coach/Economy

Search flights

Depart

Need help?

Depart: Charlotte, NC ➤ Paris, France   Date: Tuesday, May 21, 2007

Flight #	Depart	Arrive	Stops	Travel time	Coach Non-refundable	Coach Refundable	First Non-refundable	First Refundable
2576	7:45 AM CLT	8:15 PM CDG	(0)	12h 30m seats	○ $650	○ $750	○ $950	○ $1050
1980	10:45 AM CLT	11:15 PM CDG	(0)	12h 30m seats	○ $650	○ $750	○ $950	○ $1050
1350	12:45 PM CLT	1:55 AM CDG	(1)	12h 30m seats	○ $650	○ $750	○ $950	○ $1050
760 / 2100	1:15 PM CLT / 3:45 PM PHL	2:55 PM PHL / 12:15 AM CDG	(1)	12h 30m seats	○ $650	○ $750	○ $950	○ $1050
315 / 1010	2:45 PM CLT / 4:45 PM PHL	4:05 PM PHL / 2:55 AM CDG	(1)	12h 30m seats	○ $650	◉ $750	○ $950	○ $1050
1150 / 1310	6:45 PM CLT / 10:05 PM PHL	8:05 PM PHL / 8:05 AM CDG	(1)	12h 30m seats	○ $650	○ $750	○ $950	○ $1050

(Best match)

SIDE MARGINS 25 PIXELS

Web layout and design

Space between modules

We apply a 20 pixel margin between modules for legibility and clarity.

Web layout and design

Header bars

Each header bar is 35 pixels high with a gradient fade that is 30 pixels tall starting from the bottom and moving toward the top.

All modules use a rounded corner with a 10 pixel radius.

HEADER BAR 35 PIXELS

GRADIENT FADE 30 PIXELS FROM BOTTOM TO TOP

Modify search

From:

Charlotte, NC

To:

Paris, France

Dep

05.

Show: ⦿ Fares   ○ Dividend Miles   Fare options: Co

ROUNDED CORNER–10 PIXEL RADIUS

GRADIENT FADE 30 PIXELS FROM BOTTOM TO TOP

Depart

Depart: Charlotte, NC ➔ Paris, France   Date: Tu

Flight #   Depart   Arrive   Stops   Trav
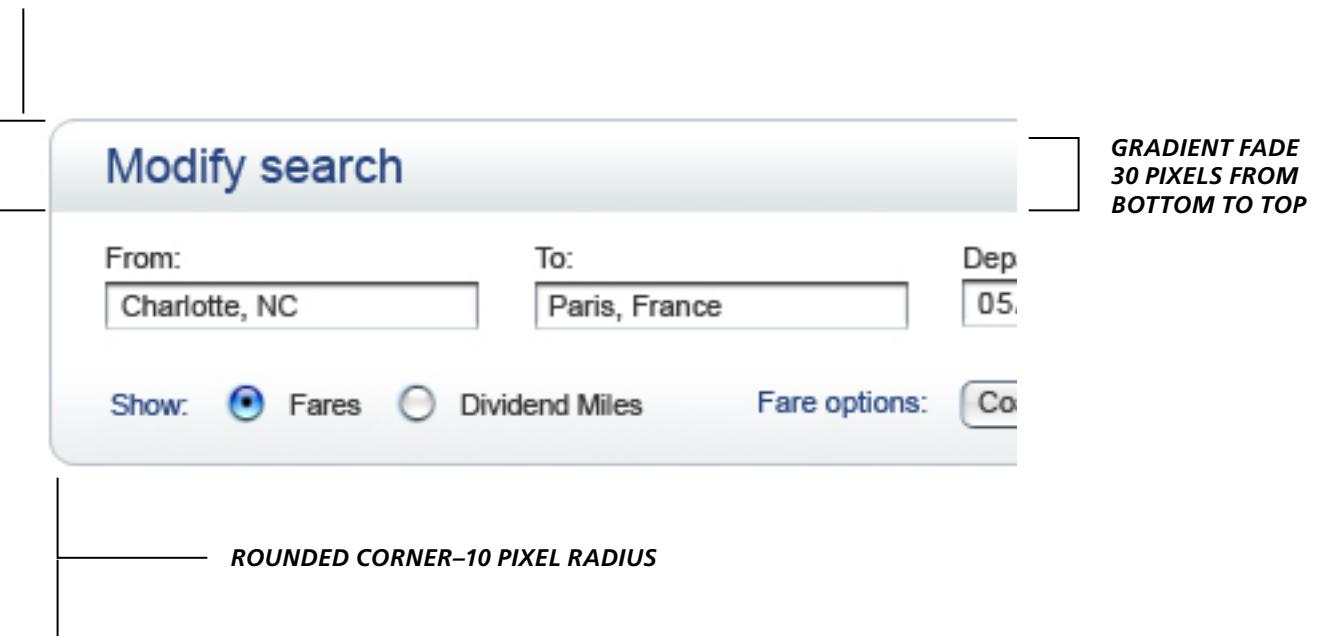
Web layout and design

Margins between flights

These are the standard margins and spacing we use to display flights and fares.

40 PIXELS HIGH

35 PIXELS HIGH

35 PIXELS HIGH

65 PIXELS HIGH

Depart

Depart: Charlotte, NC ➔ Paris, France (Charles de Gaulle)

Flight #	Depart	Arrive	Stops	Travel time	
2576 ☰	7:45 AM CLT	8:15 PM CDG	(0)	12h 30m	seats
1980 ☰	10:45 AM CLT	11:15 PM CDG	(0)	12h 30m	seats
1350 ☰	12:45 PM CLT	1:55 AM CDG	(1)	12h 30m	seats
760 ☰	1:15 PM CLT	2:55 PM PHL	(1)	12h 30m	seats
2100 ☰	3:45 PM PHL	12:15 AM CDG			
315 ☰	2:45 PM CLT	4:05 PM PHL	(1)	12h 30m	seats
1010 ☰	4:45 PM PHL	2:55 AM CDG			
1150 ☰	6:45 PM CLT	8:05 PM PHL	(1)	12h 30m	seats
1310 ☰	10:05 PM PHL	8:05 AM CDG			

Best match (flights 760 / 2100)

Web layout and design

Margins for price points

These are the standard margins
and spacing we use to display
price points.

FIXED WIDTH
80 PIXELS, 2 PIXEL
WHITE BORDER

Web layout and design

Margins for Web Check-in

These are the standard margins and spacing we use for displaying flights and information.

20 PIXELS MARGIN

100 PIXELS HIGH

15 PIXELS

15 PIXELS

Check in

| Depart: | Charlotte, NC → Las Vegas, NV | | Date: Tuesday, May 21, 2 |

flight #		Depart		Arrive	Travel time	Meal
1260	≡	10:00 AM	CLT	11:30 AM PHX	01h 30m	In-flight C
X		Stop: Change plane	....			
1452	≡	12:45 AM	PHX	10:30 PM LAS	09h 45m	None

| Return: | Las Vegas, NV → Charlotte, NC | | Date: Tuesday, May 21, 2 |

flight #		Depart		Arrive	Travel time	Meal
1452	≡	10:00 AM	LAS	11:30 AM PHX	01h 30m	None
X		Stop: Change plane	....			
1260	≡	12:45 AM	PHX	10:30 PM CLT	09h 45m	In-flight C

We're sorry. No upgrades are available.

Add to upgrade standby list.

Web layout and design

Bottom margins

This is the amount of padding
we use for the bottom margins
of all modules.

Date issued: Friday, April 20, 2007

Depart: Charlotte, NC   ➡   Paris, France

Date: Monday, May 21, 2007
Depart: 10:00 AM   CLT   Arrive: 10:30 PM   CDG

Return: Paris, France   ➡   Charlotte, NC

Date: Tuesday, May 29, 2007
Depart: 10:00 AM   CDG   Arrive: 11:15 PM   CLT

Thank you!

All passengers on this itinerary are successfully upgraded.

*30 PIXELS
MARGIN*

Web layout and design

Popover windows

All popover windows should
have a 1 pixel outer stroke and a
2 pixel inner stroke. We also use
a 3 pixel space between the inner
and outer stroke.

OUTER STROKE
1 PIXEL

INNER STROKE
2 PIXEL

30 PIXELS
BOTTOM MARGIN

Total travel expenses (3 passengers)   Close

		Fare	Taxes and fees
Adult	x 2	$625.00 ea	$50.00 ea
Lap child	x 1	$100.00 ea	$50.00 ea
Sub total		$1350.00	$150.00
Total			**$1500.00**