

Aeroflot is Russia's largest national airline. With its 85 years of history in aviation it is among the richest in tradition and the most experienced airlines worldwide.

Aeroflot flies more than 8 million Russian and international passengers to more than 94 cities in the world. The young fleet sees constant improvement, at the moment it consists of 87 up-to-date airplanes. Since April 2006, Aeroflot is a member of SkyTeam alliance which enables it to offer its passengers a total of 841 destinations around the globe.

February 9, 1923 is considered the official birth date of Russia's civil aviation when the Labor and Defense Council issued resolutions „On empowering the Central Air Fleet Administration to handle technical supervision over airlines“ and „On founding the Civil Aviation Council.“

July 15, 1923, marked the introduction of the first regular domestic route between Moscow and Nizhny Novgorod.

On February 25, 1932, the Central Administration of Civil Air Fleet was founded and an official abbreviation of the country's civil aviation was adopted- „Aeroflot“.

For 85 years we take people safely and conveniently to their destinations in the shortest time, no matter if their either exploring distant countries or cities with their family and friends, or closing a successful deal, or just relaxing on their holidays.

It is our goal to be among the top 5 airlines in Europe until 2010.

Hence we put emphasis on our strengths: our extensive flight network, the highest comfort and excellent service for our passengers. We permanently aim to foster and further develop our qualities.

A first central step towards this goal is the opening in 2009 of the new, up-to-date Terminal Sheremetyevo-3 in Moscow. Thus, we are able to provide for even more convenience, excellent service and faster transfer times.

Furthermore, our fleet is growing on a continuous basis.

We acquire aircraft of the most recent generation to extend our flight network according to the demands of a growing market.

▼ About the Company

▼ Our History

▼ Our Mission

▼ Our Vision

Our design expresses our tradition and values. Our emblem demonstrates tradition and skill, the Russian flag in dynamic style symbolizes the economic uptrend of our country as well as the strong ties to our home country. The orange smile characterizes our typical Russian hospitality and friendliness.

As Russia's national airline our strengths are based on characteristic Russian values: hospitality, reliability, determinedness and the self-confidence of a great nation to meet the challenges of our time in a forward-looking manner. The heart and the soul of our company are indeed represented by our staff. Whether on ground or on board, our passengers are always cared for with Russian hospitality and helpfulness. We offer all around excellent service that puts kindness at center stage.

Quality and innovation as well as safety and reliability form part of our qualities. They help to shape the business strategy of our company as well as ensure successful growth and development for our future.

▾ Our Appearance

▾ Our Character

▾ Quality and Innovation

The objective of Corporate Identity:

- ▶ Present a consistent image of the company inwards as well as outwards
- ▶ Permanent recognition of the specific character of Aeroflot, of its philosophy, of its guidelines and policies as well as of its visual identity
- ▶ Recognition of all further distinct and unique features on the world market, and stabilization of Aeroflot's promise as a brand

The Corporate Identity manual is strictly confidential and only intended for use inside the company. Enclosed information may only be forwarded to third persons upon approval by Aeroflot. Liability for the disclosure of information through third persons is stipulated by contract. The guidelines solely serve the improvement of Aeroflot's image and its brand.

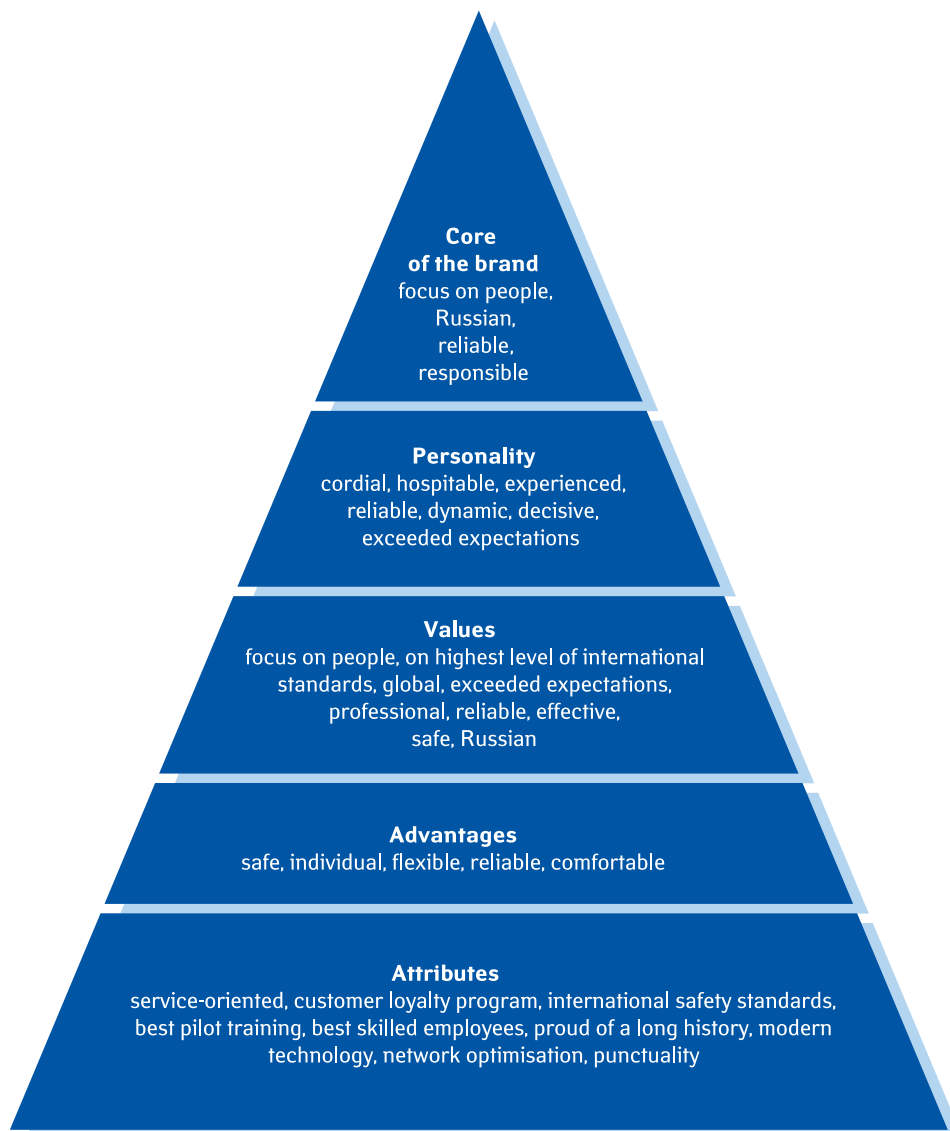
The Corporate Identity manual not only specifies the nature of the Aeroflot brand but also clear directives on:

- ▶ Use of logo
- ▶ Production and preparation of further document templates
- ▶ Marketing, advertising and communication of the company
- ▶ POS design
- ▶ Airplane design (interior and aircraft painting) and vehicle design
- ▶ Further use of Aeroflot's corporate design

▼ **The objective of Corporate Identity**

▼ **User authorization**

▼ **Field of application**



- ▶ **1 Fonts**
- 2 Corporate colors**
- 3 Logo and company**

Main attributes ▶



FLIGHT C Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

FLIGHT C Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

FLIGHT C Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

FLIGHT C Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ARIAL Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MYRIAD PRO Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MYRIAD PRO Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MYRIAD PRO Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MYRIAD PRO Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Recommended fonts

Flight C Regular
Flight C Italic
Flight C Bold
Flight C Bold Italic

Myriad Pro
Myriad Pro Italic
Myriad Pro Bold
Myriad Pro Bold Italic

Times New Roman
Times New Roman Bold

Arial
Arial Bold

Recommended font for correspondence

Arial
Arial Bold

Times New Roman
Times New Roman Bold



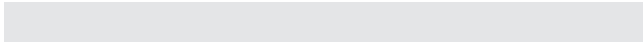

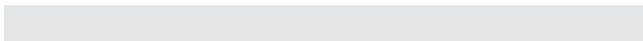

Main colors

Pantone 158	
Pantone 186	
Pantone Reflex Blue	
Pantone 2748	

Additional colors

Pantone 1375	
Pantone 144	
Pantone 173	
Pantone 1655	
Pantone 277	
Pantone 279	
Pantone 287	
Pantone 281	

Neutral colors

Pantone 8160	
Pantone 8401	
Pantone 427	
Pantone Warm Gray 2	

All corporate colors are separated in three groups

Main colors

Orange

Pantone 158 (warm),
CMYK 0-65-100-0

Red

Pantone 186,
CMYK 0-100-100-20

Blue

Pantone Reflex Blue (light)
CMYK 100-69-0-11
Pantone 2748

Additional colors

Orange

Pantone 1375
Pantone 144
Pantone 173
Pantone 1655

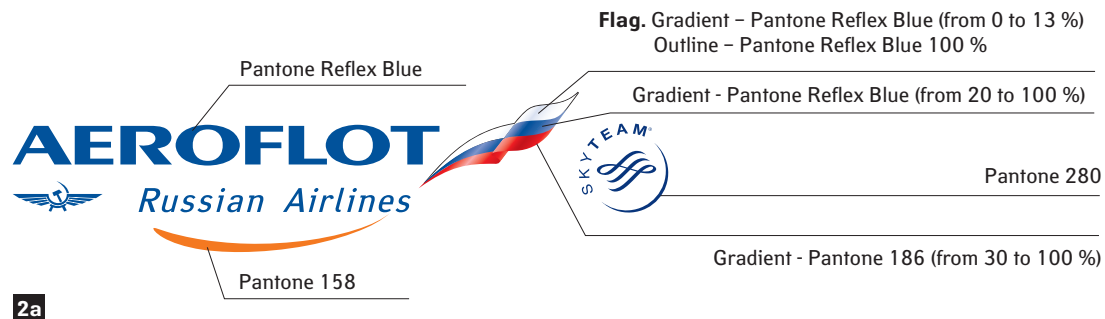
Blue

Pantone 277
Pantone 279
Pantone 287
Pantone 281

Neutral colors

Silver

Pantone 8160 (cool),
Pantone 8401 (warm)
Pantone 427 (grey)
Pantone Warm Grey 2



2a



2b

This is the official logo of JSC „Aeroflot Russian Airlines“, approved by the CEO according to directive no. 267, 28 June 2006

Printing

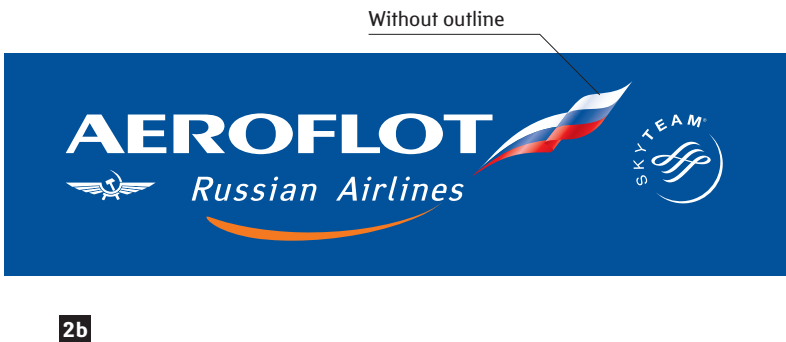
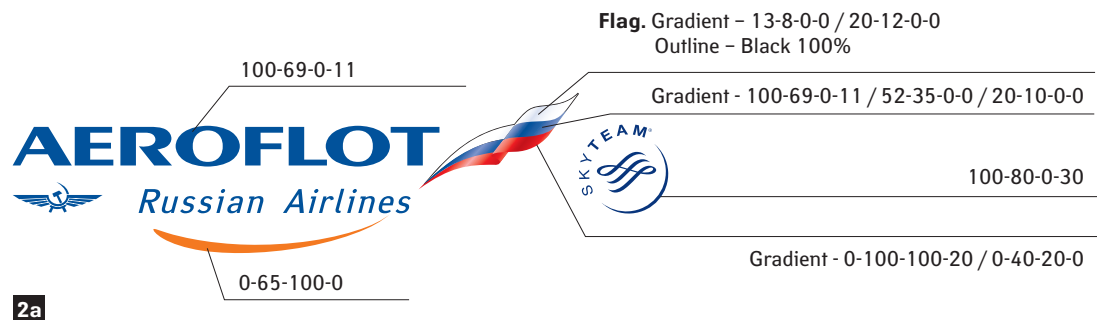
- Blue
- Pantone Reflex Blue
- Pantone 280
- Orange
- Pantone 158
- Red
- Pantone 186

Flag with outline
Pantone Reflex Blue 100%
(2a)

Reverse printing

- Blue
- Pantone Reflex Blue
- Pantone 280
- Orange
- Pantone 158
- Red
- Pantone 186

Flag without outline
(2b)



Printing

Pantone Reflex Blue
 CMYK 100-69-0-11
 Pantone 280
 CMYK 100-80-0-30
 Pantone 158
 CMYK 0-65-100-0
 Pantone 186
 CMYK 0-100-100-20

Flag with outline
 Black 100%
(2a)

Reverse printing

Pantone Reflex Blue
 CMYK 100-69-0-11
 Pantone 280
 CMYK 100-80-0-30
 Pantone 158
 CMYK 0-65-100-0
 Pantone 186
 CMYK 0-100-100-20

Flag without outline
(2b)



2a

Without outline



2b



2c

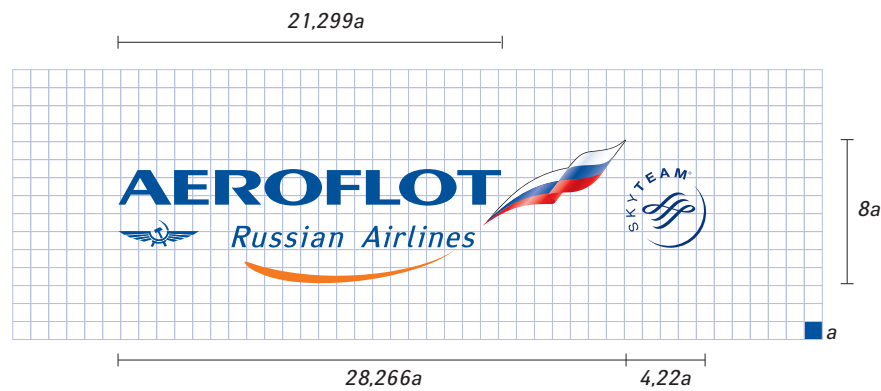


2d

Monochrome printing
for one color printing
and one color reverse printing
(2a, 2b)

Black and white variant
and one color reverse printing of
logo for faxing documents
(2c, 2d)

All elements built the whole logo in Russian or Latin letters. Proportions are shown in the graphical chart.





PANTONE 2748



PANTONE 158



PANTONE 427



PANTONE 186

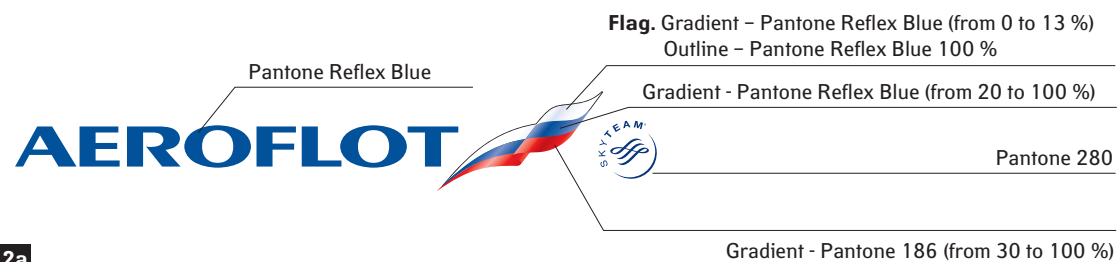
Print
1 color, Gradient,
flag without outline

Blue
Pantone 2748

Orange
Pantone 158

Grey
Pantone 427

Red
Pantone 186



The T-Logo is used
for advertising
purposes in case of limited
available
printing area

Printing

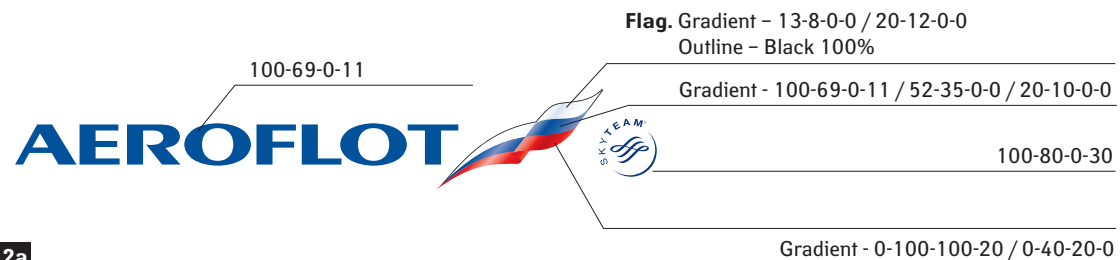
Blue
Pantone Reflex Blue
Pantone 280
Red
Pantone 186

Flag with outline
Pantone Reflex Blue 100%
(2a)

Reverse printing

Blue
Pantone Reflex Blue
Pantone 280
Red
Pantone 186

Flag without outline
(2b)



Printing

Pantone Reflex Blue
CMYK 100-69-0-11
Pantone 280
CMYK 100-80-0-30
Pantone 186
CMYK 0-100-100-20

Flag with outline
Black 100%
(2a)

Reverse printing

Pantone Reflex Blue
CMYK 100-69-0-11
Pantone 280
CMYK 100-80-0-30
Pantone 186
CMYK 0-100-100-20

Flag without outline
(2b)



2a

Without outline



2b



2c

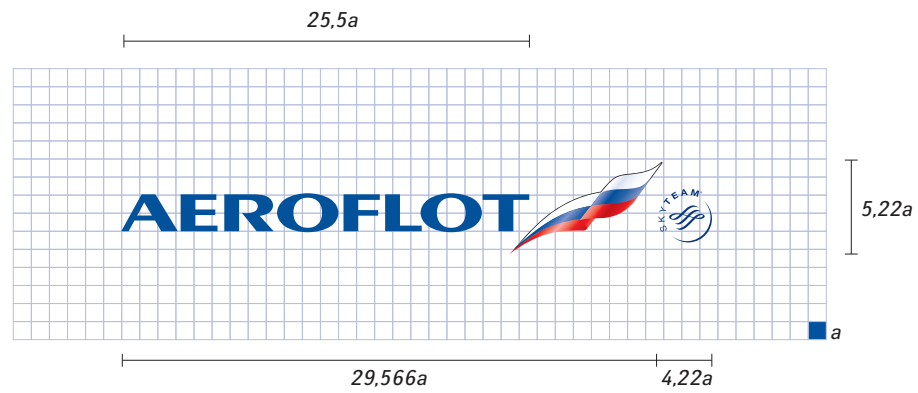


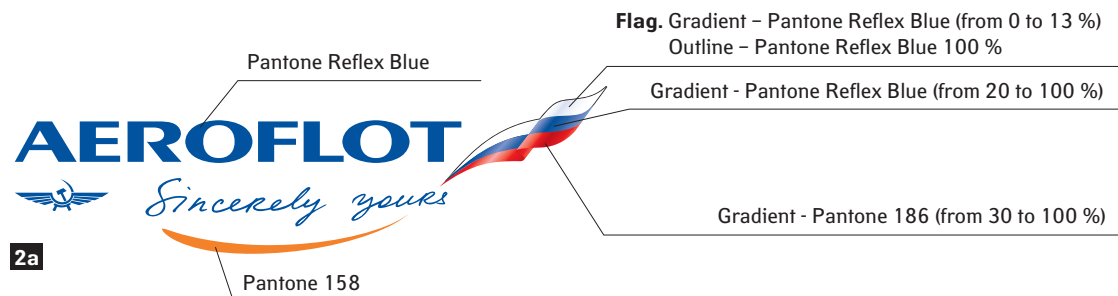
2d

Monochrome printing
for one color printing
and one color reverse printing
(2a, 2b)

Black and white variant
and one color reverse printing of
logo for faxing documents
(2c, 2d)

All elements built the
T-logo in Russian or Latin letters.
Proportions are shown in the gra-
phical chart.





2a



2b

The logo composition «Sincerely yours» is for internal use and advertising purposes

Printing

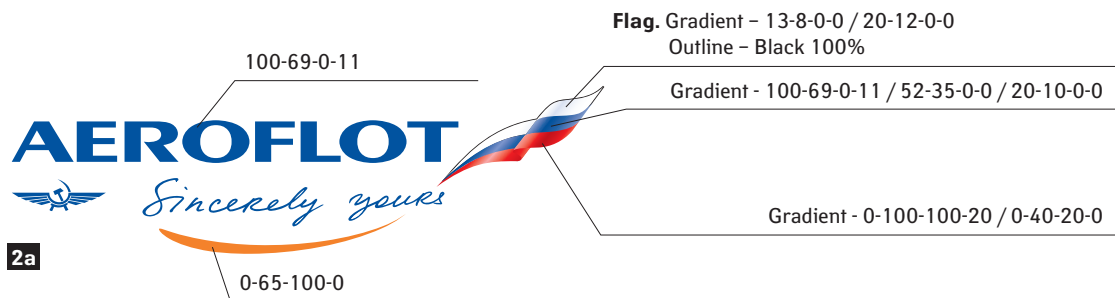
Blue
Pantone Reflex Blue
Pantone 280
Orange
Pantone 158
Red
Pantone 186

Flag with outline
Pantone Reflex Blue 100%
(2a)

Reverse printing

Blue
Pantone Reflex Blue
Pantone 280
Orange
Pantone 158
Red
Pantone 186

Flag without outline
(2b)



Printing

Pantone Reflex Blue
CMYK 100-69-0-11
Pantone 280
CMYK 100-80-0-30
Pantone 158
CMYK 0-65-100-0
Pantone 186
CMYK 0-100-100-20

Flag with outline
Black 100%
(2a)

Reverse printing

Pantone Reflex Blue
CMYK 100-69-0-11
Pantone 280
CMYK 100-80-0-30
Pantone 158
CMYK 0-65-100-0
Pantone 186
CMYK 0-100-100-20

Flag without outline
(2b)



2a

Without outline



2b

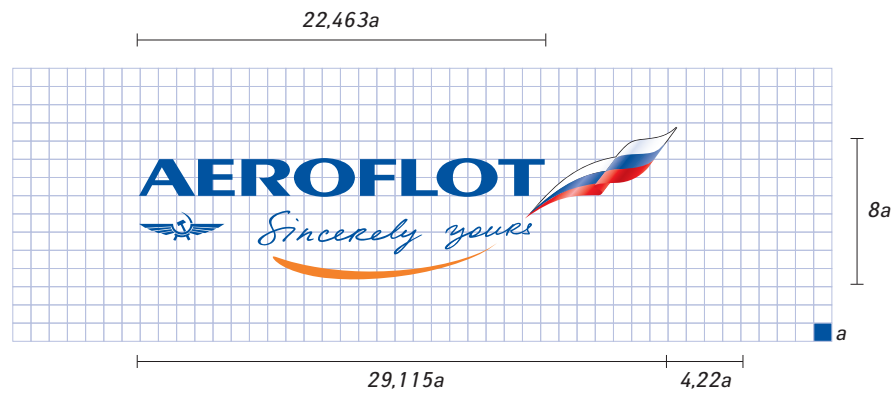


2c

Monochrome printing
for one color printing
and one color reverse printing
(2a, 2b)

Black and white variant
of logo for faxing documents
(2c)

All elements built the whole logo in Russian or Latin letters. Proportions are shown in the graphical chart.



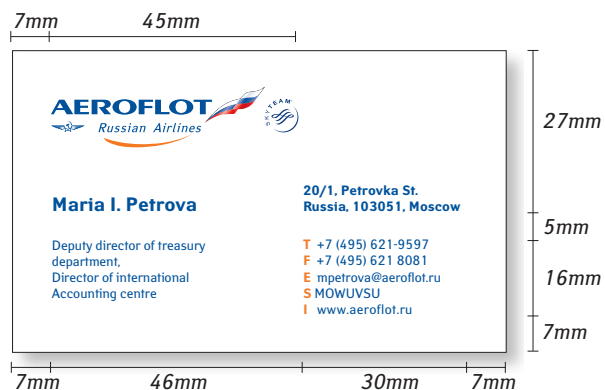


It is not permitted to use free designed composition of the logo

- ▶ 1 Fonts
- ▶ 2 Corporate colors
- ▶ 3 Logo and company

Business correspondence ▶

Variant 1b



Variant 2b



Backsite



Size of business card

90 x 55 mm

All proportions are shown on chart

Variant 1b

Logo and text
CMYK printing

Variant 2b

Logo and text – 1 color Pantone
Reflex Blue

Backside

Blank (without print)

Paper

260 – 300 g/m²

Printing

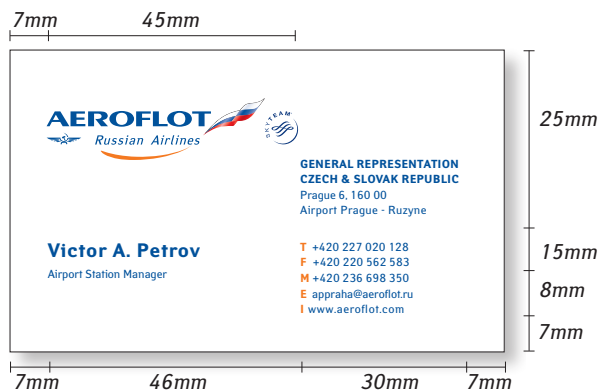
CMYK
Reflex blue 100-69-0-11
Blue 100-80-0-30
Orange 0-65-100-0
Red 0-100-100-20

1 color

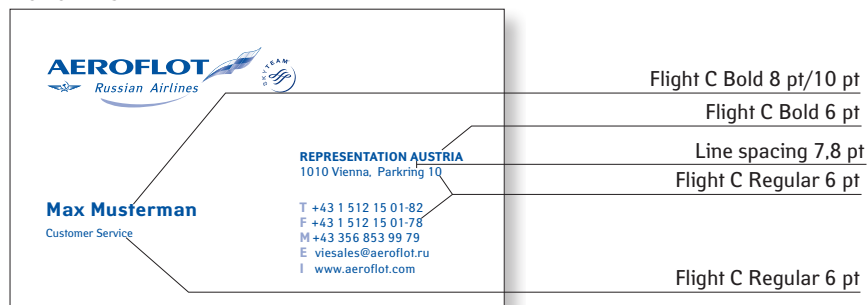
Pantone Reflex Blue



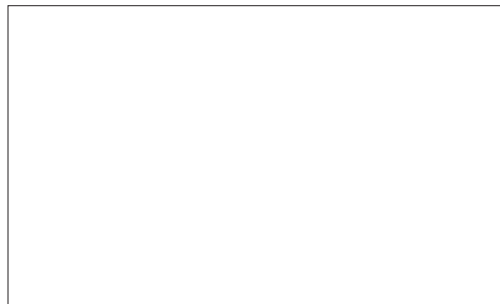
Variant 3b



Variant 4b



Backside



Size of business card

90 x 55 mm

All proportions are shown on chart

Variant 3b

Logo and text
CMYK printing

Variant 4b

Logo and text – 1 color Pantone
Reflex Blue

Backside

Blank (without print)

Paper

260 – 300 g/m²

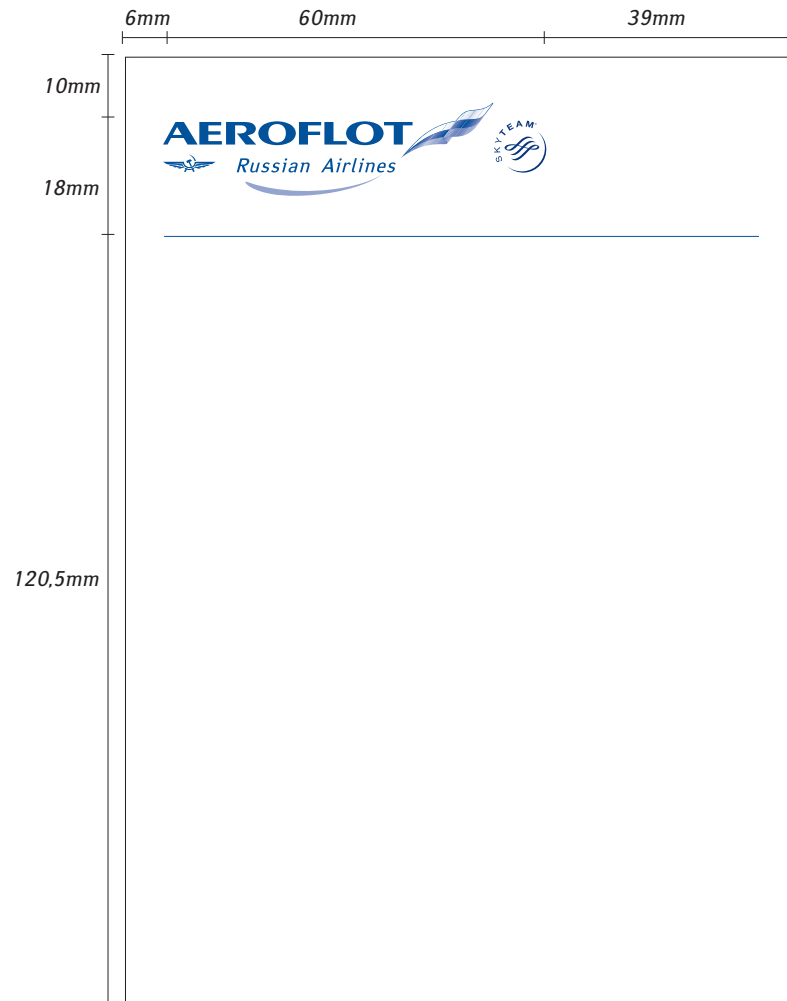
Printing

CMYK
Reflex blue 100-69-0-11
Blue 100-80-0-30
Orange 0-65-100-0
Red 0-100-100-20

1 color

Pantone Reflex Blue



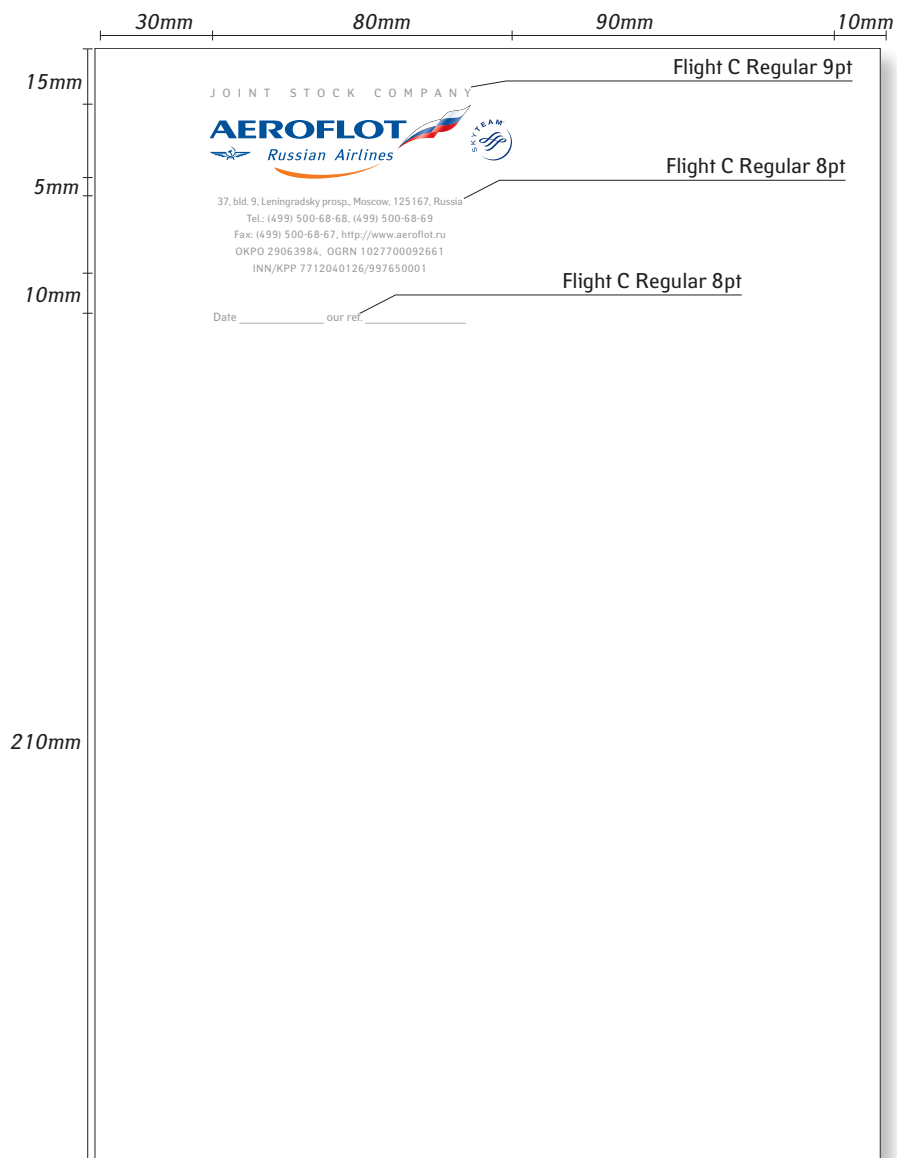


Size
105 x 148,5 mm

Proportions are shown on chart

Paper
Offset paper
80-100 g/m²

Printing
1 color
Pantone Reflex Blue

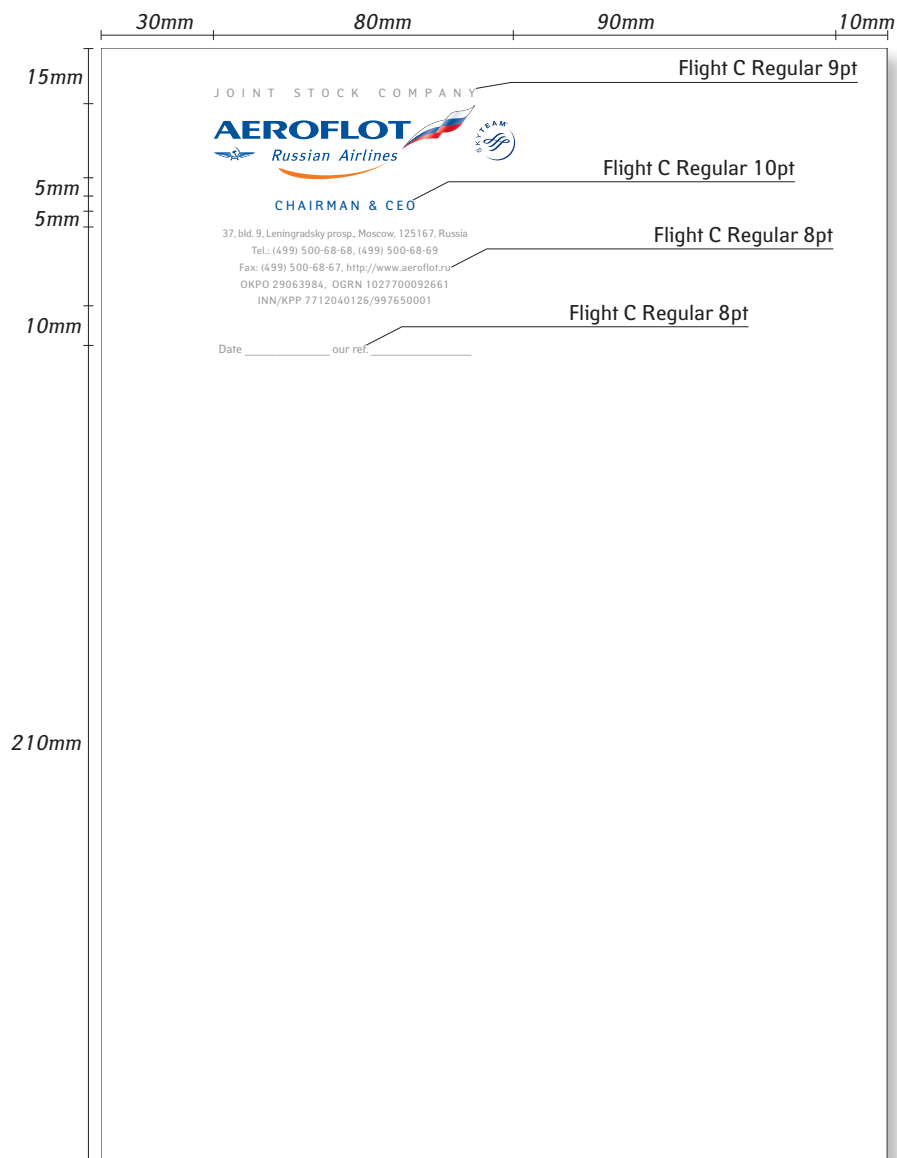


Size
210 x 297 mm

Proportions are shown on chart

Paper
Offset paper
90 - 100 g/m²

Printing
CMYK
Reflex blue 100-69-0-11
Blue 100-80-0-30
Orange 0-65-100-0
Red 0-100-100-20

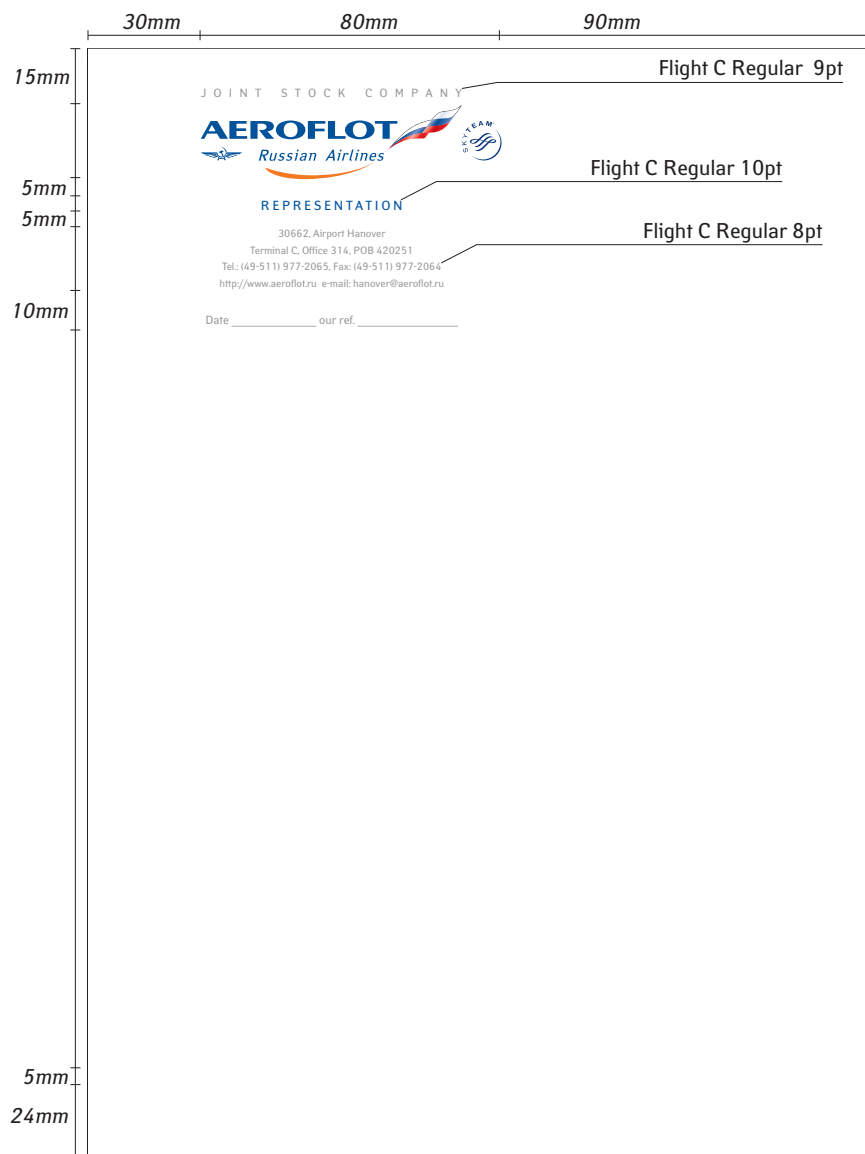


Size
210 x 297 mm

Proportions are shown on chart

Paper
Offset paper
90 - 100 g/m²

Printing
CMYK
Reflex blue 100-69-0-11
Blue 100-80-0-30
Orange 0-65-100-0
Red 0-100-100-20

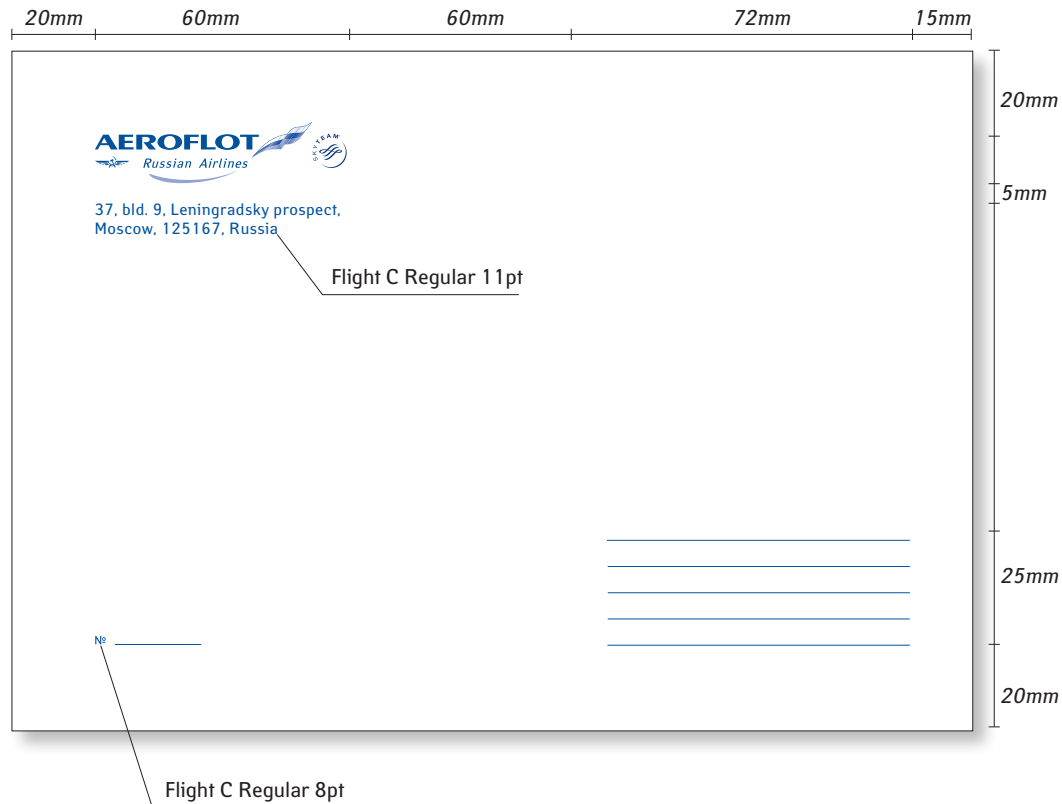


Size
210 x 297 mm

Proportions are shown on chart

Paper
Offset paper
90 - 100 g/m²

Printing
CMYK
Reflex blue 100-69-0-11
Blue 100-80-0-30
Orange 0-65-100-0
Red 0-100-100-20



Size
229 x 162 mm

Proportions are shown on chart

Paper
Offset paper
100 g/m²

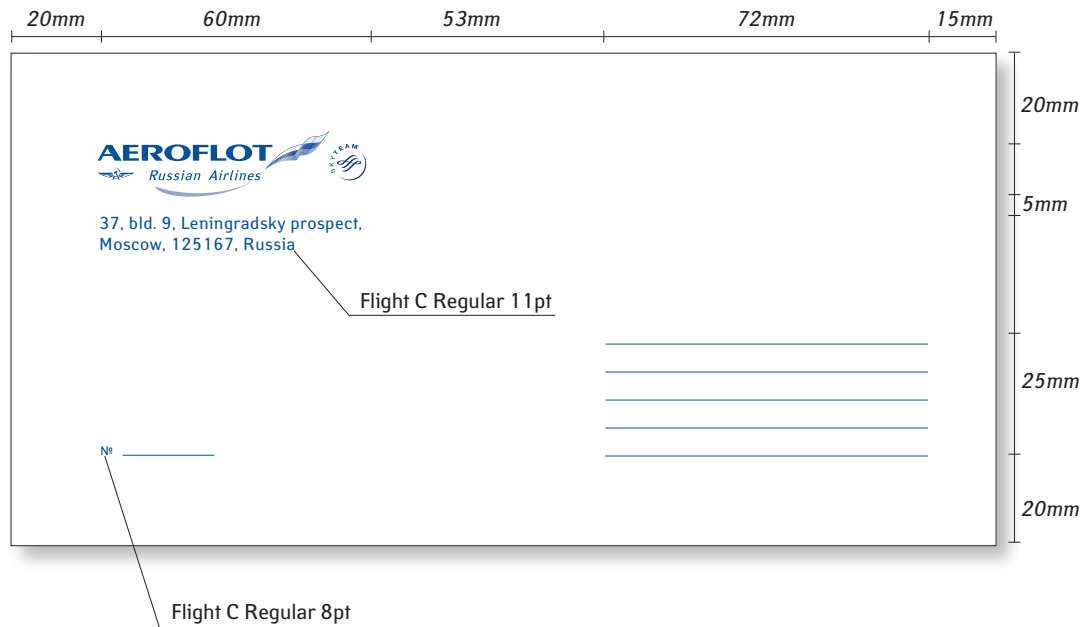
Printing
1 color
Pantone Reflex Blue

Size
220 x 110 mm

Proportions are shown on chart

Paper
Offset paper
100 g/m²

Printing
1 color
Pantone Reflex Blue





2008