



Buta Airways

BRANDBOOK



BAKU 2017

Logotype



LOGOTYPE

Buta Airways

BRAND MARK



Logotype

Vertical and Horizontal Version



Vertical version

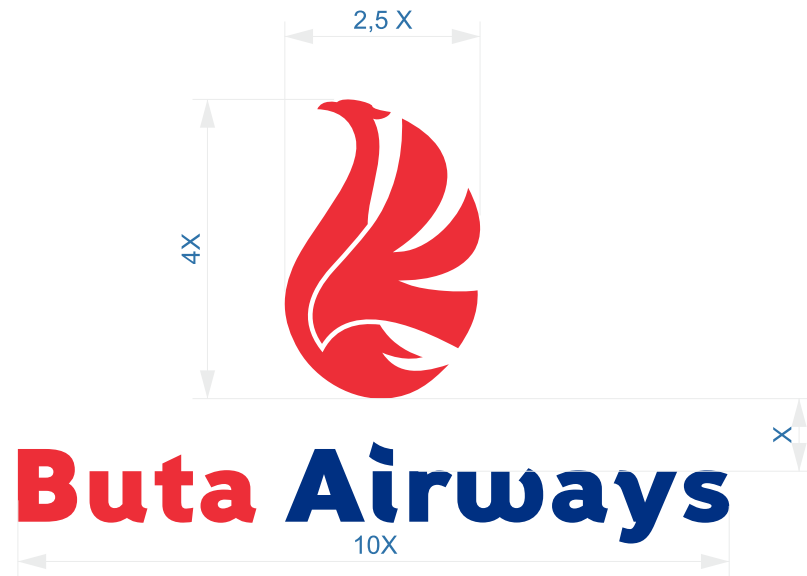


Horizontal version

There are two logotype options available. Full color logotype is always the most preferable. The logotype can only be used as described in this brand book

Logotype

Vertical and Horizontal Version



Vertical version

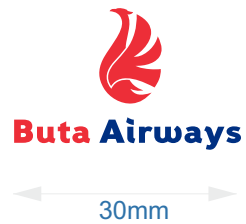


Horizontal version



Logotype

Minimum values of the logo



Vertical version

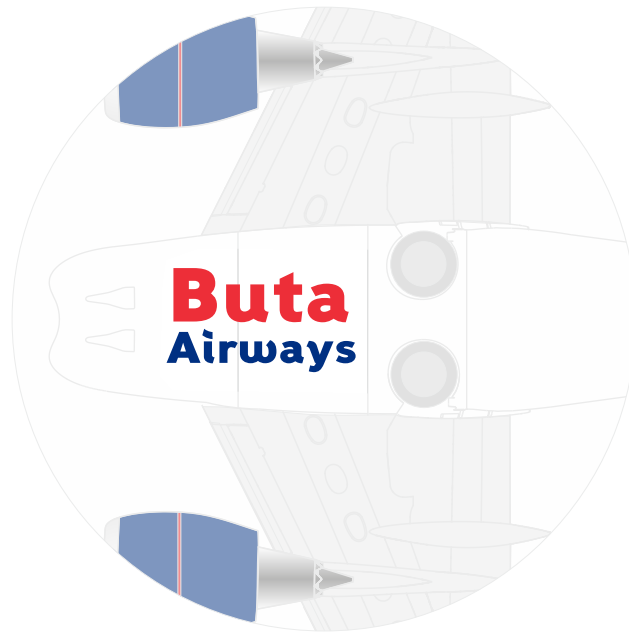


Horizontal version

Minimum values of the logo 30 mm
Using a smaller logo is not desirable

Logotype

Used on plane livery



Logo as shown below used only on plane livery

Logotype

Monochrome Version



Vertical version

Horizontal version

White variation of the logotype may be used either on black or on any other color background, where full-color logo might not be clearly visible





Such manipulations with the logo are prohibited



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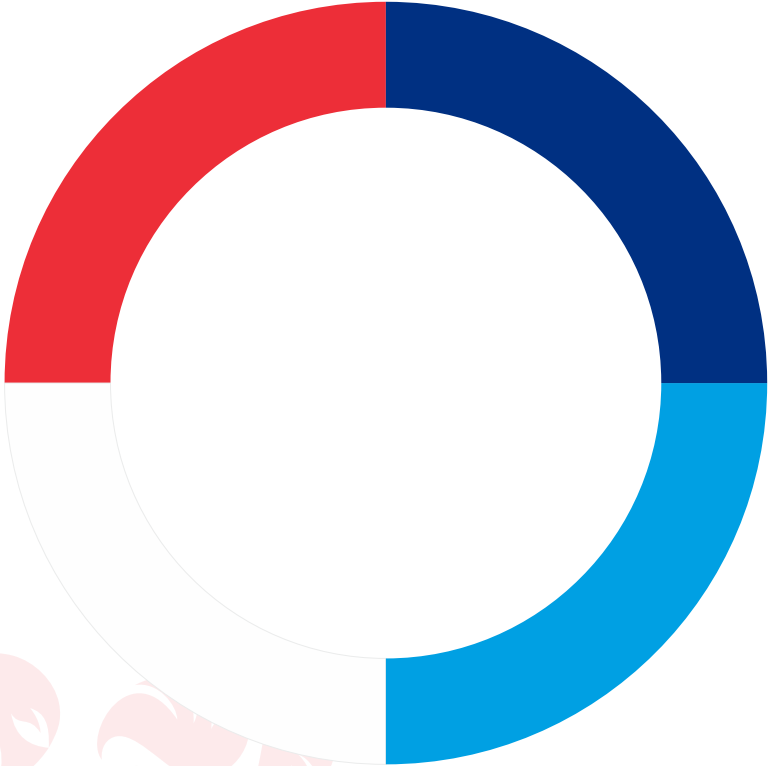
The logotype cannot be used as shown here




The logotype can be used as shown here



Color palette



-  PANTONE
RED 032 C
CMYK 0/93/76/0
RGB 206/58/67
-  PANTONE
Process Cyan C
CMYK 100/0/0/0
RGB 0/160/227
-  PANTONE
288 C
CMYK 100/87/33/23
RGB 0/51/102



Contacts

If you have any question or you are not sure of how to apply the rules specified in the brand book, do not hesitate to contact us:

pr@budaairways.az

It is strongly recommend that you should share with us all materials where branding applies, so we ensure consistency and proper brand usage.

This version of the brand guidelines supersedes any previous versions, which should be discarded.





Thank You

