GAJSC

GENERAL AVIATION
JOINT SAFETY COMMITTEE

Brand Style Guide Version 1.0
May 2022

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Version 1.0 – 05.15.2022

ABOUT THIS BRAND GUIDE

Our brand is the public's perception of who we are. That perception is the culmination of every experience and engagement they have with the General Aviation Joint Safety Committee (GAJSC). By reinforcing the GAJSC brand, the FAA, partner organizations, and aviators alike will come to know and relate to who we are with what we represent—creating a strong brand.

Understanding the GAJSC brand helps establish a clear and consistent voice and assists in developing effective content and collateral materials. This brand guide provides an overview of the brand and its styles and serves as a guide for use and implementation of the brand's identity system.

Table of Contents:

Be sure to **include this guide anytime the logo files are shared** to help maintain the branding standard across all instances.

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GENERAL AVIATION JOINT SAFETY COMMITTEE CHARTER

PURPOSE

As part of Safer Skies, launched in 1998, the Federal Aviation Administration (FAA) and the general aviation (GA) community jointly developed a goal of reducing GA fatal accidents. The General Aviation Joint Safety Committee (GAJSC) uses a data-driven, consensus-based approach to analyze safety data to develop specific interventions that will mitigate the root causes of accidents. The GAJSC focuses on proactively assessing data to identifying new emerging issues and threats to general aviation safety, analyze them, and develop mitigation strategies to address and prioritize safety issues to prevent accidents.

OBJECTIVE

The GAJSC is a primary mechanism for Government/Industry cooperation, communication, and coordination on GA safety issues. The GAJSC's activities will focus on reducing GA accidents through non-regulatory, proactive safety strategies. **Our goal is to reduce the GA fatal accident rate per 100,000 flight hours by 10 percent over a 10-year period (2009-2018) to no more than 1.00 fatal accident per 100,000 hours by 2018.**

MEMBERSHIP AND STRUCTURE

The GAJSC is co-chaired by the FAA and industry. The FAA Co-Chair is the Director of the Office of Accident Investigation and Prevention (AVP). The industry Co-Chair position is held by Aircraft Owners and Pilots Association (AOPA) and the Experimental Aircraft Association (EAA). AOPA and EAA serve as Co-Chair and Vice-Co-Chair on a three-year rotating basis. The GAJSC combines the expertise of many key decision-makers across different parts of FAA, various government agencies, and several GA associations. FAA participating organizations include the Air Traffic Organization, Flight Standards Services, Aircraft Certification, the Office of Airports, and AVP. The other federal agency members are NASA and National Weather Service. Industry participants include the Aircraft Electronic Association (AEA), AOPA, EAA, General Aviation Manufacturers Association (GAMA), Light Aircraft Manufacturers Association (LAMA), National Air Transportation Association (NATA), National Business Aviation Association (NBAA), National Association of Flight Instructors (NAFI), a representative of the insurance industry, and Society of Aviation Flight Educators (SAFE).

The European Aviation Safety Agency (EASA) and the National Transportation Safety Board (NTSB) are observers to the GAJSC.

The Safety Analysis Team (SAT), formed by the GAJSC, will perform in-depth analysis of a particular accident category and report back to the GAJSC with mitigations for prioritization and inclusion into a GA Safety Plan. The in-depth analysis may be conducted using project-specific working groups that are established by the GAJSC on recommendation by the SAT.

TASKS

The GAJSC plenary meets quarterly to focus limited Government/Industry resources on data-driven risks by identifying solutions that are:
- Voluntary commitments
- Consensus based
- Data driven
- Implementation-focused

—Update March 2016

THE GAJSC LOGO STRUCTURE

The GAJSC logo is a custom piece of artwork that was created to drive the GAJSC brand. The logo is a representation of trust, and GAJSC's unwavering commitment to aviation safety. The logo is made up of three specific parts: the logotype, the logomark and the organization's full title. The standard color use on GAJSC logos is PANTONE® 647 blue and PANTONE® 7406 gold/yellow.

The GAJSC logo is unique, and the proportion and arrangement of the mark have been specifically determined. To ensure consistent reproduction, ==**never alter, add to, or attempt to recreate the logo**==.

There are three approved layouts of the logo, do not alter the logo in anyway outside of selecting the logo treatment that best fits the application.

The special use favicon and logomark alone have limited uses and **should not be used alone** to represent the GAJSC organization in messaging, publications, signage, or marketing.

THE GAJSC LOGO APPROVED VARIATIONS

Primary Logo: Stacked logotype with full title

This is best to use when the logo is given a larger application or offered a square shape to display. It offers for a strong logotype presentation and offering the full title. Be cautious as this logo treatment if displayed smaller, the full title maybe come harder to read, consider using the secondary logo or logotype with supporting copy for layouts requiring small presentations.

Secondary Logo: Side by Side logotype with full title

This is best for smaller applications that do not offer much height, it allows for a wider display where the full title easily included.

Logotype: Acronym only, without full title

This is best used when there is supporting text that includes the full title to reinforce the brand or where the logo must appear less than 1.5" in print or small on a screen.
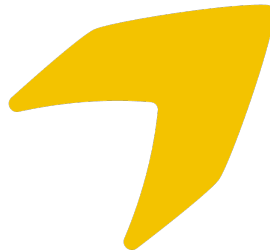
Favicon: Stacked acronym letters (special use only)

This should have **limited use**, it may appear in email footers if supported by text of the organization name, URL bars, and other determined locations. This should be a last resort, not used for standalone branding of the committee.

Logomark: Arrow shape only

NOTE: This can be used alone as an accent illustration, for example as a watermark on the background of a PowerPoint slide but should never be used as a standalone representation for the organization. Only one of the first three approved versions, excluding the Favicon, above should be used for identification purposes.

The logomark should also never be rotated or flipped in another direction in its presentation. It should only appear only in gold, white, grey, or black, not blue.

SELECTING THE BEST VERSION OF THE LOGO

For starters, it helps if you have an idea of where the logo is going to be used and if there are any requirements or specifications that can be shared with you before you the logo version to share with a co-worker, developer, or vendor. Be sure to ==include a copy of this Brand Style Guide== whenever sharing the logo file(s).

Consider where the logo is going to be displayed and select the best logo layout to fit the space. The primary logo is a square shape to fit most locations, but if you have a height limit, try using the secondary logo to keep the logotype and title as large as possible. Or consider using just the logotype and adding supporting copy that includes the full title if possible.
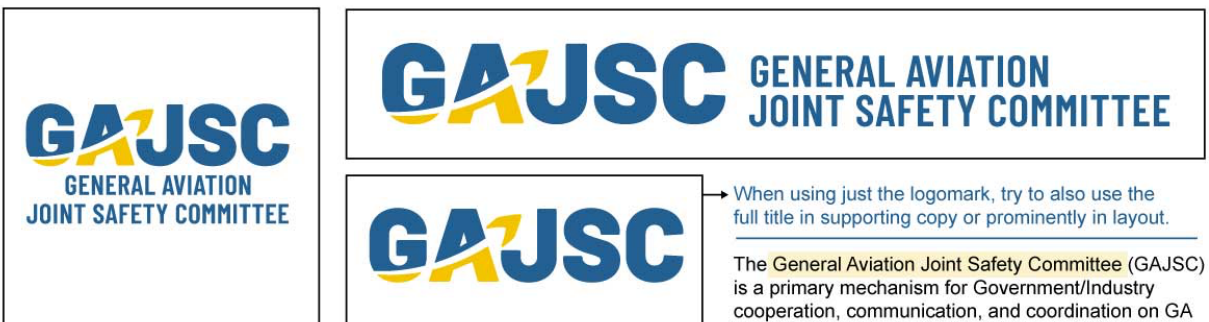
Consider what the logo is going to be around or over. When possible, use the blue and gold version of the logo, but if the logo needs to be over a photo or on a dark background, consider using the white and gold or all white logo instead. Try to avoid clutter or complex photos and do not use the white logo on a light color background, it may be hard to identify.

SELECTING THE CORRECT FILES TO SHARE
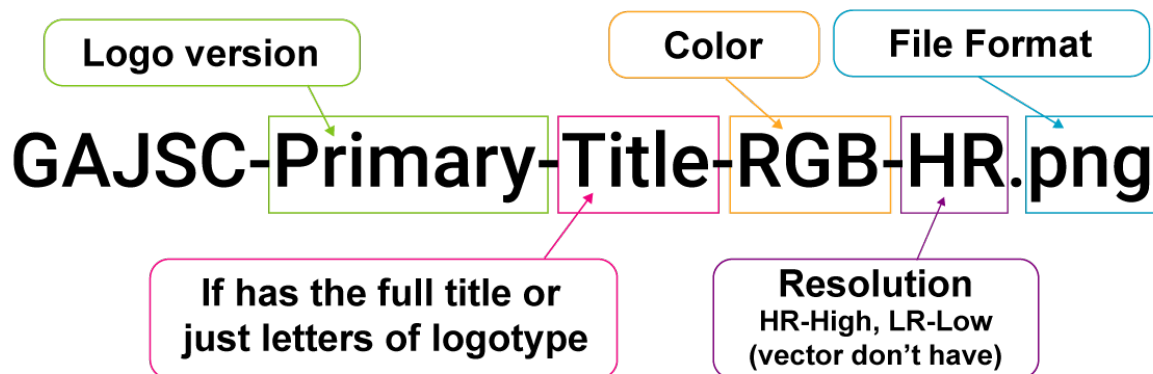
The file format and color type are just as important as to which logo layout you select.

NOTE: Review the next page for the color types and file formats definitions if you aren't sure.

File naming convention:

Here are all of the versions of the logo in RGB, high resolution, and with transparent backgrounds as they are all PNG files.

- GAJSC-Primary-Title-RGB-HR.png
- GAJSC-Secondary-Title-RGB-HR.png
- GAJSC-Logotype-LettersOnly-RBG-HR.png
- GAJSC-Favicon-Stacked-RGB-HR.png
- GAJSC-LogomarkOnly-Gold-RGB-HR.png

Scenario example: You need to send a logo to a web developer to include on a new page for upcoming events on a partner's website. This has given you some of the information you need, you do not know what the space looks like or if it will be over a white background or a color/photo. You can assume that they will need to have RGB files, since it will be used on-screen and most likely a PNG file format so the logo will display with a transparent background.

You can send the web developer all the PNGs files of each logo layout
- PNGs with Transparent BG
    - 1-Primary GAJSC Stacked Logo
    - 2-Secondary GAJSC Wide with Title Logo
    - 3-Logotype GAJSC Letters Only Logo (remember to ask that the full title is on the page, like maybe in the page header, "General Aviation Joint Safety Committee Events"

DEFINITIONS: COLOR TYPES

There are multiple colors of each logo version allowing you to select the best color type for your specific need.

- **Pantone:** These are custom mixed colors used by big press printers, sign shops, etc. It has a formula for the color that will help match across all usages. It is not used in day-to-day office work.
- **CMYK:** Cyan, Magenta, Yellow, and Black is used for printing on print presses where color separation is needed.
- **RGB:** Red, Green, Blue is used the most universally, it looks great on screens and prints well on digital printers, like office printers or on-demand digital printing where color separation is not needed.
- **Hex:** Hexadecimal, is a color used in website development, usually has a "#" in front.
- **Greyscale:** This has only tones of black, no colors.
- **Black only:** This is black only and does not treat the logomark or lower portion of the "GA" in any color or tone. This works well if the logo is required to be displayed small.
- **White only:** This is white only and works when you need to have the logo on a blue background that is a similar color to the logo or any dark color so that is has contrast.
- **White with gold:** This option allows you to have an accent of the gold color when it is on a dark background for a bit more pop from the background.

DEFINITIONS: FILE FORMATS

There are multiple file formats for each logo version so that you can select the best format for your specific use case.

- **EPS Vector:** This is the scalable line-based version of the logo. It does not use any pixels. It can be made to any size that you need and stay sharp and clear. This is the version you want to share with designers, developers, press printers, sign markers, for embroidery or other production companies that are producing materials of all sizes. Note these files can't be opened in most traditional office software.
- **JPG:** This pixel-based file format is great for use in digitally printed materials, on-screen presentation, and other uses where it will not need to be scaled larger. These files have a background color, no transparency. Will look pixelated if scaled up to make it larger.
- **PNG:** This pixel-based file format has the most flexibility, it features a transparent background, allowing it to be placed over other colors or images without the white or black boxes that JPGs have. Will look pixelated if scaled up to make it larger.
- **High and Low Resolutions:** each JPG and PNG is offered in both a higher resolution (HR) of 3000 pixels wide for most uses or lower resolution (LR) of 800 pixels wide for cases where the file size may have limits.

BRAND COLORS

Brand colors, carefully applied, will impart a consistent look, and feel on all GAJSC materials produced. This same palette should be used for all applications.

Never substitute different colors for brand colors. Be sure to use the appropriate color values for their respective applications. In most instances, all colors should be used at 100% of their value. If a color needs to be screened, it should never go below 30% of the original color.

Blue:
- Pantone 647
- CMYK: 91, 63, 20, 4
- RGB: 35, 96, 146
- Hex: #236092

Gold/Yellow:
- Pantone 7406
- CMYK: 6, 22, 100, 0
- RGB: 243, 195, 0
- Hex: #f3c300

When using the logo in greyscale:

Black Replaces Blue for Greyscale:
- Pantone Black C
- CMYK: 0, 0, 0, 100
- RGB: 00, 00, 00
- Hex: 000000

Grey Replaces Gold/Yellow for Greyscale:
- Pantone 408
- CMYK: 0, 0, 0, 40
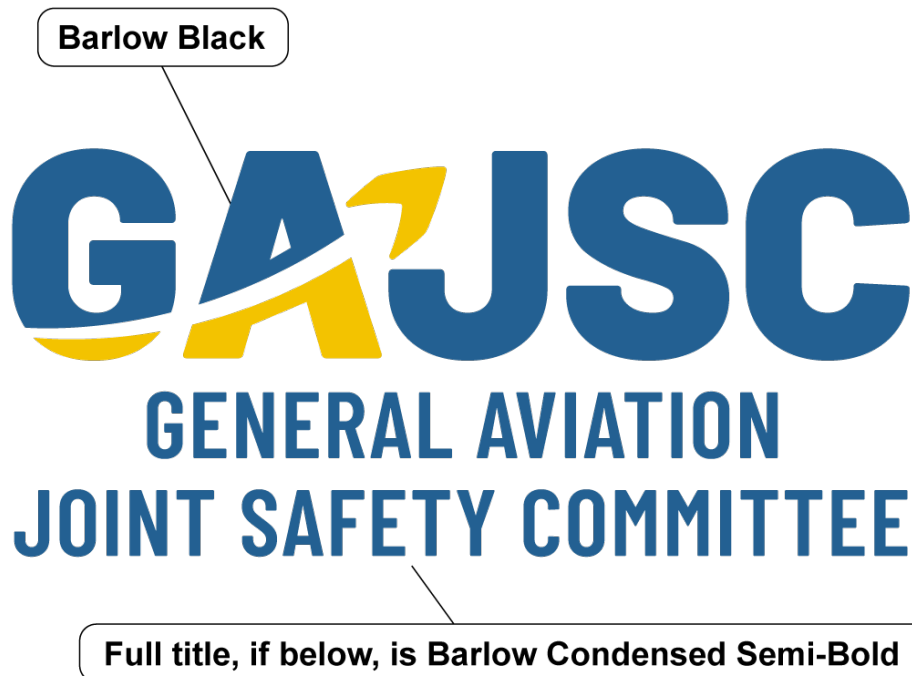- RGB: 153, 153, 153
- Hex: 999999

BRAND TYPOGRAPHY

To help provide a consistent, unified look in the GAJSC brand's use of typography, only the brand typefaces should be used on all collateral and communications for display type. The Google Font Family **Barlow** is the primary typeface for the GAJSC brand. Barlow Condensed and Barlow Semi-Condensed can also be used supporting typeface for their clean lines, legibility, and flexibility.

These typefaces can be used in all weights and styles to allow for a variety of uses such as headlines, callouts, quotes, and subheads. It does not need to be used for page or website copy. These fonts can be supported with a san-serif text selection in Office products and online.

The Google Font Family Barlow can be downloaded or linked to for website usage at:

- https://fonts.google.com/specimen/Barlow

- https://fonts.google.com/specimen/Barlow+Condensed

- https://fonts.google.com/specimen/Barlow+Semi+Condensed

Barlow Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#$%^&*()

Barlow Condensed Semi-Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#$%^&*()

Barlow Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#$%^&*()

Barlow Semi-Condensed Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#$%^&*()

Barlow Condensed Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz !@#$%^&*()

SPREAD

Barlow:	Barlow Semi Condensed:	Barlow Condensed:
Thin	Thin	Thin
Thin Italic	*Thin Italic*	*Thin Italic*
ExtraLight	ExtraLight	ExtraLight
ExtraLight Italic	*ExtraLight Italic*	*ExtraLight Italic*
Light	Light	Light
Light Italic	*Light Italic*	*Light Italic*
Regular	Regular	Regular
Italic	*Italic*	*Italic*
Medium	Medium	Medium
Medium Italic	*Medium Italic*	*Medium Italic*
SemiBold	**SemiBold**	**SemiBold**
SemiBold Italic	***SemiBold Italic***	***SemiBold Italic***
Bold	**Bold**	**Bold**
Bold Italic	***Bold Italic***	***Bold Italic***
ExtraBold	**ExtraBold**	**ExtraBold**
ExtraBold Italic	***ExtraBold Italic***	***ExtraBold Italic***
Black	**Black**	**Black**
Black Italic	***Black Italic***	***Black Italic***

Use caution if considering using the thin, extralight and light font weights, they can quickly become illegible, especially in small sizes.

THE GAJSC LOGO USE DOS AND DON'TS

Of course, we can't include everything that shouldn't be done, when in doubt…don't add anything! Keep it simple.

1. Leave whitespace around the logo, give it breathing room. Do not crop or cut it off.

2. Do not angle, rotate, flip, or change the proportions (squeeze or stretch) the logo.

3. Do not reconfigure the logo.

4. Do not change the color of the logo.

5. Do not change the fonts that are used in the logo.

6. Do not change the logomark (arrow) with anything else.

7. Do not add special effects, like bevels, glows, outlines, or other filtered options to the logo. Keep it clean, classic, and easy to read.

8. Make sure it is placed on simple backgrounds, standouts and easy to read. Watch out for how the gold and blue appear on the background. Try to avoid blues or golds that blend with the logo colors, this might be an opportunity to use the alternative white and gold version of the logo for legibility. Avoid vibrate colors and busy patterns or photos are if logo is to be place over one.

FINAL THOUGHT:
Anyone using the logo is a brand ambassador of the GAJSC, following the guidance in the brand style guide will assure the best representation of the organization. It is your job to make sure, no matter where the logo is seen, it is seen as the authoritative voice for aviation safety.