

## Visual identity

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### Our logos

This is the SATS Group logo and the logos of the divisional brands: SATS Food and SATS Gateway.

It embodies the values and attributes of our brand.

The following pages explain the basic elements of our brand identity and provides guidelines on how to best apply our logos. Our brand will be strongest when our visual identity is applied accurately, appropriately and consistently each and everytime we communicate, both internally to our stakeholders and shareholders, and externally to our customers.



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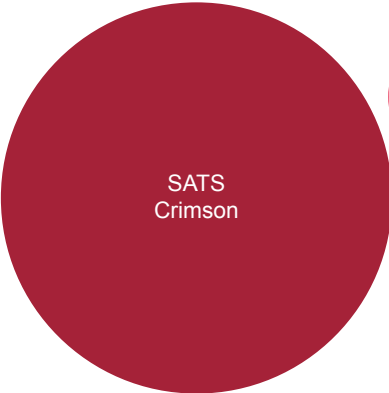


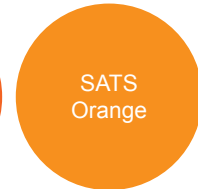

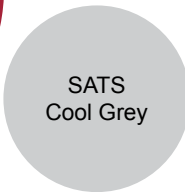





Colour is a critical component of the SATS brand. It is a foundation of our visual identity and helps to communicate the SATS values without the use of words.

SATS Crimson is our primary brand colour, and it is the colour of the SATS logo. Consistent and regular use across all collaterals and applications will establish and reinforce this as the SATS colour.

To compliment SATS Crimson, we have introduced a palette of supporting secondary colours: four warm and four neutral colours. These are intended as accent colours. Apply these colours with discretion.

! Colours appear here are an approximation of the actual colours. See Pantone colour chips for the actual spot colour and a 4-color process equivalent.

Logo Colour	Secondary Colours			
				
				
<b>SATS Crimson</b> Pantone 1807C	<b>SATS Red</b> Pantone 186C	<b>SATS Vermillion</b> Pantone 1665C	<b>SATS Orange</b> Pantone 144C	<b>SATS Peach</b> Pantone 170C
C : 7	C : 0	C : 0	C : 0	C : 0
M : 94	M : 100	M : 76	M : 52	M : 50
Y : 65	Y : 75	Y : 100	Y : 100	Y : 45
K : 31	K : 4	K : 0	K : 0	K : 0
R : 158	R : 198	R : 221	R : 233	R : 255
G : 48	G : 12	G : 72	G : 131	G : 139
B : 57	B : 48	B : 20	B : 0	B : 124
#9E3039	# C60C30	# DD4814	# E98300	# FF8B7C
	<b>SATS Cool Grey</b> Pantone Cool Grey 3C	<b>SATS Lilac</b> Pantone 436C	<b>SATS Warm Grey</b> Pantone Warm Grey 10C	<b>SATS Brown</b> Pantone 497C
	C : 8	C : 14	C : 20	C : 32
	M : 5	M : 23	M : 29	M : 73
	Y : 6	Y : 10	Y : 28	Y : 52
	K : 13	K : 26	K : 56	K : 80
	R : 201	R : 178	R : 118	R : 78
	G : 202	G : 159	G : 106	G : 46
	B : 200	B : 164	B : 98	B : 45
	# C9CAC8	# B29FA4	# 766A62	# 4E2E2D

## Visual identity

### Our typeface

Our typeface can be regarded as SATS' handwriting and gives character and consistency to all our written communications.

Arial is chosen as our typeface because it is ubiquitous. It is a sans-serif font that is modern, simple and easy to read. Using Arial on all our communications will ensure they are presented clearly and professionally.

When setting type in different languages, use Arial Unicode. It consists of nearly 50,000 characters, and supports Simplified Chinese, Traditional Chinese, Japanese and Korean, amongst many other languages.

Please note that our Group logo and divisional brand logos are created with different typefaces. With the exception of the Group logo and divisional logos, please only use Arial for all written, printed, or typed communications.

# Arial

Regular, *Italic*, **Bold**, ***Bold italic***

Contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance. Arial is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc., and for display use in newspapers, advertising and promotions.

## Arial Unicode MS

### 简体中文

这是一段示范文字，给予辨认字体使用。

### 繁體中文

這是一段示範文字，給與辨認字體使用。

The context of the image scenario should be captured through what the person is doing and the environment they are in.



## Visual identity

### Our imagery



There are three levels to the SATS brand imagery.

#### **Primary brand images – Our people**

Focusing on SATS people, showing their dedication and attention to detail in delivering excellence to delight customers. Scenes should include real situations, with staff interacting with customers where appropriate, although the customer should not be the focus of the image. Context should be immediately apparent.



#### **Secondary brand images – Our customers**

Portraying delighted end-consumers – the customers of our customers – experiencing our products and services. SATS staff may be represented in the photograph if appropriate, but they should not be the main focus of the image. Context should be immediately apparent.



#### **Operational – Our products and services**

An overview of the SATS operations, showing the scale and extent of our various offers. Images should include people and show interaction between staff and customers within our operating environments. These are supplemented by close-up views of passion at work – detail images that indicate the context of our specific business offers. Examples might include close-ups of food preparation, a boarding pass being handed to a passenger or beautifully plated food.



## Visual identity

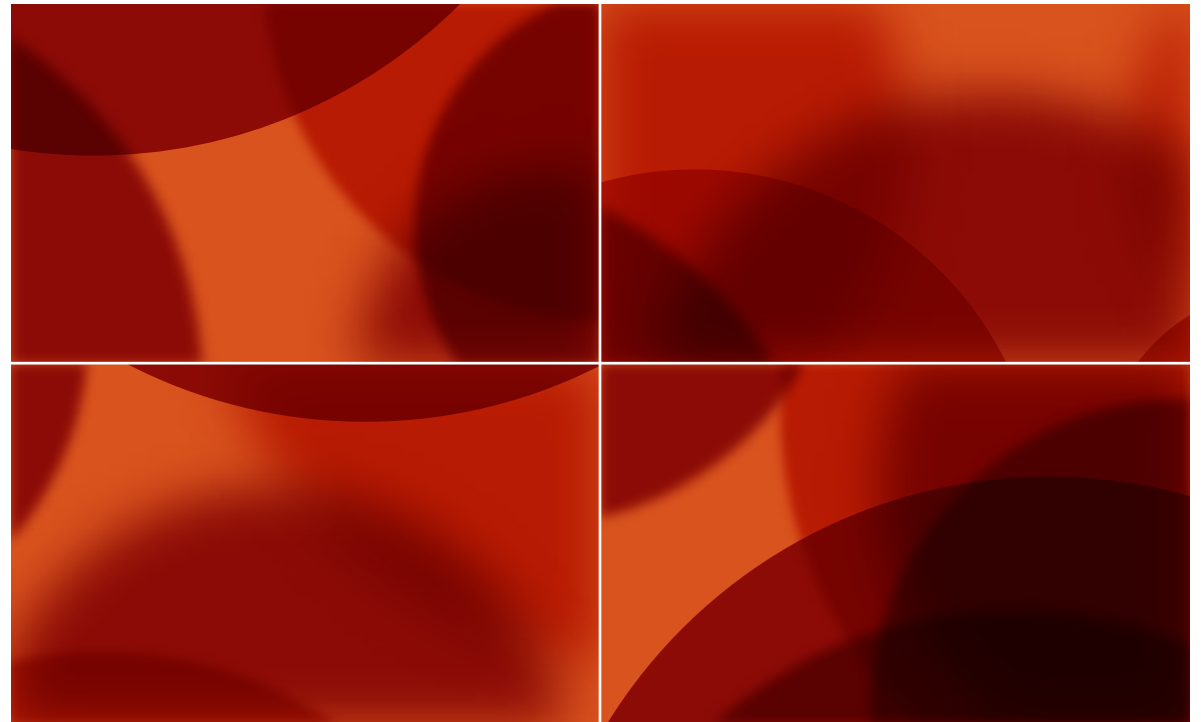
### Our expressions • The SATS background

The SATS background provides an additional visual layer to express our brand essence using the warm colours of our colour palette and echoing the circular shape of the SATS logo, the background conveys warmth, happiness and delight.

There are four SATS backgrounds designed for use. They can be used interchangeably, either as a full image or close-cropped.



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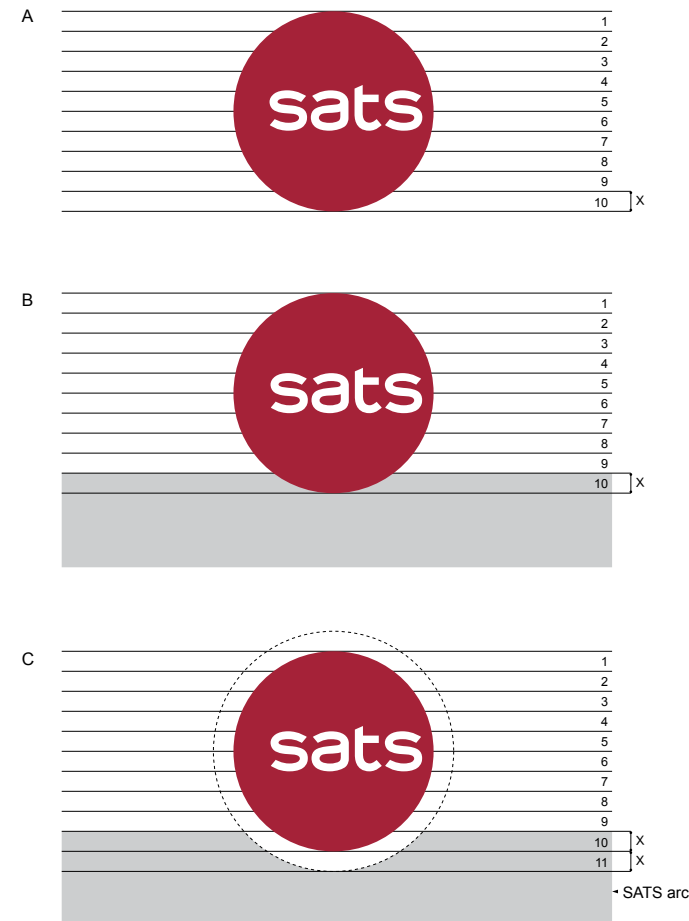


## Our expressions • The SATS arc

The SATS arc is a graphic feature in which the SATS logo nests in the bar that is applied across communications collaterals. It is designed to accentuate the circular shape of the SATS logo and acts as a lock-up between the SATS logo and the bar system.

The diagram to the right details how the space between the SATS arc and the SATS logo, as well as the specific curve of the SATS arc, is achieved. The three steps below explain how to create your own SATS arc:

- A. Divide the SATS logo into 10 equal portions. The height of each of the portion is X.
- B. Draw a bar, beginning on section 10, overlapping the SATS logo by one section, X, and extending downwards.
- C. Extend the circle shape of the SATS logo outwards, towards section 11. This forms the arc and the space between the SATS logo and the bar.





## Visual identity

### Our expressions • The SATS rings

The SATS rings are developed mainly for use in environmental applications, such as on signages. They are designed to accentuate and expand upon the circular shape of the SATS logo, and consist of three rings, each incrementally bigger than the next. More rings can be used if the situation requires it but remember that less is more, so use it with discretion.

The diagram to the right shows how the rings relate to the SATS logo and to each other. The steps below explain how to create your own SATS rings:

- A. The first ring should center around the SATS logo, to establish the relationship between the rings and the SATS logo.
- B. The second ring should intersect the first ring, cutting between the first ring and the SATS logo, and be bigger than the first ring.
- C. The third ring should be bigger than the second ring and intersect only the second ring.

**!** Only two rings should intersect each other at any one time as too many intersection points will appear cluttered, complex and busy.



## Logo clearance space and minimum size

### Logo clearance space

In order for our logo to have maximum impact and communicate clearly, it needs to have enough clear space between itself and other elements around it. This is to ensure that no outside element interferes with the logo's integrity and visibility.

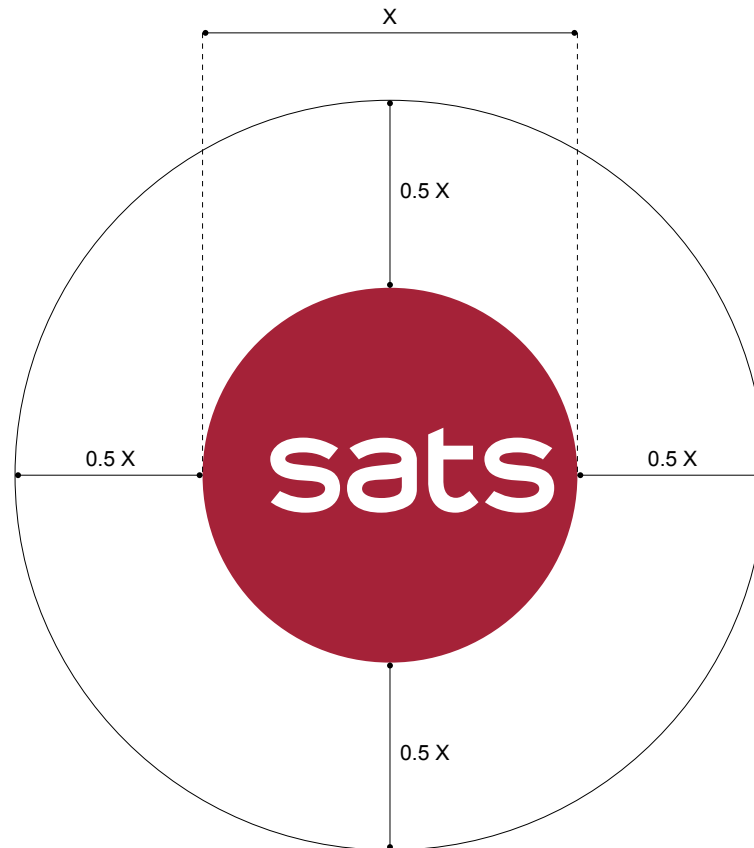
Put simply, it is breathing space for the logo.

The clearance space is defined as the radius ( $0.5X$ ) of the logo, where  $X$  is the diameter.

### Minimum size

The minimum size for the logo is 8mm. This is to ensure it always remains clearly legible in all applications.

Never use the logo in sizes smaller than this as it will compromise the legibility of the SATS name within the logo, and dilute the overall impact of the logo.



## Logo colour variations

Our logo is, first and foremost, recognised as a red circle. To reinforce this strong visual icon, the logo should appear in full colour (SATS Crimson) wherever possible. This presents the logo in its most accurate and intended form.

When printing solutions are limited, for example a facsimile transmission or in a black and white newspaper advertisement, the logo can appear in black.

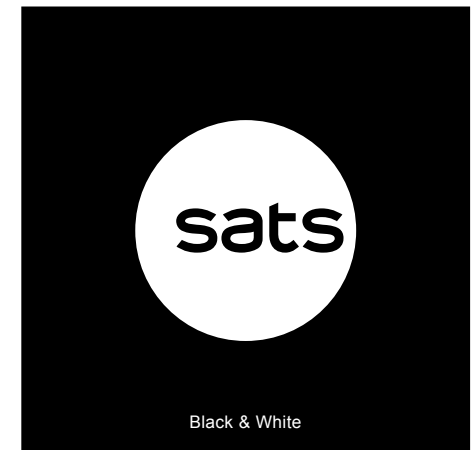
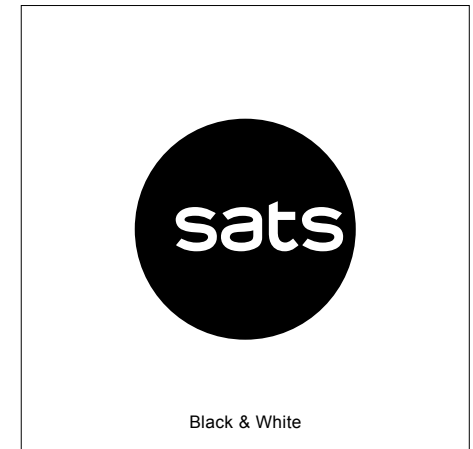


**The logo should never appear in any other colour except in SATS Crimson or in black or white.**

For reversed colour applications, it is preferred that the logo is reversed out of SATS Crimson or reversed out of black.



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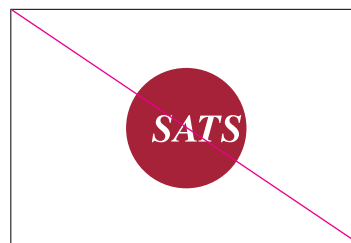
## Misuse of the logo

As the logo is a key part of the brand, it is essential that it is used correctly and consistently across all applications. Always treat it with respect because if applied incorrectly, however well intentioned, it could compromise or weaken the brand and what it stands for.

These examples illustrate misuses of the logo, but this is not intended as a definitive list.

**!** As a rule, always follow the guidelines, use approved digital master artwork and never modify or alter the logo in any way.

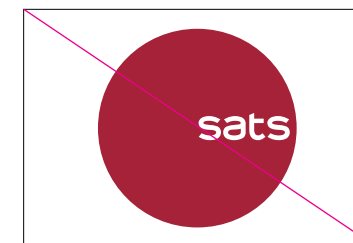
**DO NOT** retype or redraw the logo



**DO NOT** use the logotype without the circle element



**DO NOT** alter the proportions of the logo elements

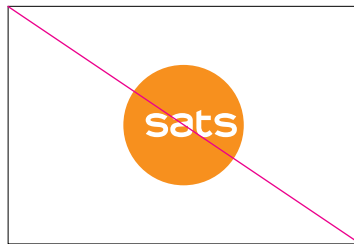


## Misuse of the logo

**DO NOT** crop the logo



**DO NOT** alter the colours of the logo



**DO NOT** outline the logo



**DO NOT** rotate, distort or use effects like glows, shadows or bevels on the logo



**DO NOT** use the logo on a background graphic, colour or image that compromises its visibility

