

Angel Flight West – Visual Guidelines

This updated set of visual guideline's for AFW's brand provides visual strategies for a more contemporary online presence, to reach all of AFW's audiences: passengers, pilots, funders, and healthcare providers.

The Main Logo



The main logo is more detailed and should be used as an illustrative graphic at larger sizes.

The Avatar



The Avatar is an icon version of AFW's logomark. It can be used to stand in for the logo, as a social media avatar, for instance.

The Wordmark

The wordmark should be used in most cases. It can be used in different colors, in most contexts, smaller and larger sizes.

Angel Flight
WEST

Angel Flight
WEST

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Angel Flight
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The Logo Mark



The logomark can be used by itself as an illustrative form. Its elements (the wings, heart, and caduceus) can be abstracted as visual elements of the AFW brand.

The Typography

Header Style

Obliqua Sans for headings & display type – a similar font to Open Sans, with more friendly details.

Header Style

FF Tisa as an alternative header typeface, a slab serif to show more contrast to Open Sans.

Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

Open Sans for body text – a robust, open source typeface, legible on screen and in print.

Always use enough contrast in scale and color between headers and body. Use a bright or bold color for headers, bold weight.

The Colors

More unexpected red and blue hues combine with the more traditional red/blue from the brand.

main colors

hex #385363	hex #79d0e6	hex #f15e51	hex #09889e	hex #f9b13d
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standard red/blues

hex #11487c	hex #b9daf3	hex #cd2038	hex #1673b2	hex #272f35
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red/blue tints

hex #6395ba	hex #8dd5e1	hex #e7836f	hex #6cadbd	hex #c0c1c0
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color combinations



The Wing



The wing from the logo can be used as a graphic element, referencing flight and resilience. Both wings can also be shown together, to imply strength or support – AFW uplifting people they help.

Photo Color Tints

Color tints can be used as effects on non-professional photos of missions and other AFW work, to bring these photos into the visual brand.

Use 100% tints of colors from palette, with "color" overlay setting.

