Jazeera Airways Guidelines

BRAND TOOLKIT

الجزيرة.
Jazeera.

PRIMARY LOGO

Minimum clear space



Minimum size



13mm



13mm



8mm

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LOGO VARIATIONS

1) Using Pantone Process Blue C

2) Using Pantone 2945 C

3) Single colour – black

4) Single colour – reversed white

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BRAND COLORS

الجزيرة
Jazeera

Pantone 299 C

Pantone Process Blue C

Pantone 2945 C

Pantone Reflex Blue C

Pantone Process Blue C

Pantone 299 C

Pantone 298 C

Pantone Process Blue C

Highlighter

Pantone 299 C
C90. M5. Y0. K0
R00. G163. B224

Pantone Process Blue C
C100. M15. Y0. K0
R00. G133. B202

Pantone 2945 C
C100. M50. Y0. K10
R00. G76. B151

Pantone Reflex Blue C
C100. M89. Y0. K10
R00. G20. B137

Pantone 298 C
C60. M2. Y0. K0
R65. G182. B230

Pantone 116 C
C00. M18. Y100. K00
R255. G207. B00

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BRAND COLORS

Primary colours

Pantone
2945 C

Pantone
Process Blue C

Pantone
298 C

Opaque White
C0. M0. Y0. K0

Secondary colours

Pantone
Cool Grey 1 C

Pantone
Cool Grey 4 C

Pantone
Cool Grey 11 C

Tertiary colours

Pantone
116 C

Fabric and material

Light

Pantone
298 C

Pantone
Process Blue C

Medium

Pantone
2945 C

Dark

Pantone
296 C

Pantone
Cool Grey 1 C

Pantone
Cool Grey 4 C

Pantone
Cool Grey 8 C

Pantone
Cool Grey 11 C

Highlight

Pantone
116 C

Pantone
669 C

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TYPOGRAPHY

English Typeface

Avenir Light

Use for sub text, not for print if used in a 5pt or less font size.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Avenir Book Oblique

Use for sub text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Avenir Medium

Use for body copy and Subtitles.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Avenir Black

Use for Headlines and Titles.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Arabic Typeface

29LTBukra Light

Use for sub text, for print only.

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
0 1 2 3 4 5 6 7 8 9

29LTBukra Regular

Use for body copy.

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
0 1 2 3 4 5 6 7 8 9

29LTBukra Medium

Use for headlines.

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
0 1 2 3 4 5 6 7 8 9

29LTBukra Bold

Use for headlines.

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
0 1 2 3 4 5 6 7 8 9

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BRAND PATTERNS

Primary Patterns



Primary Pattern 1



Primary Pattern 2



Primary Pattern 3

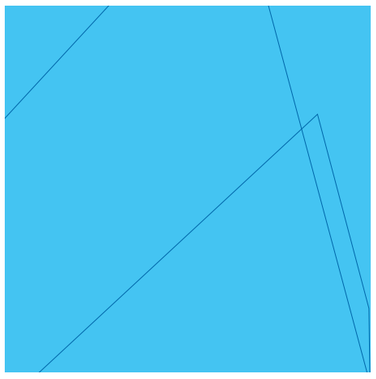


Primary Pattern 4

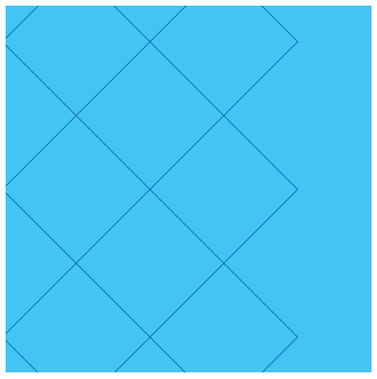


Primary Pattern 5

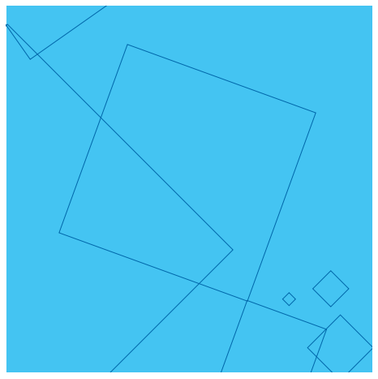
Secondary Patterns



Secondary Pattern 1



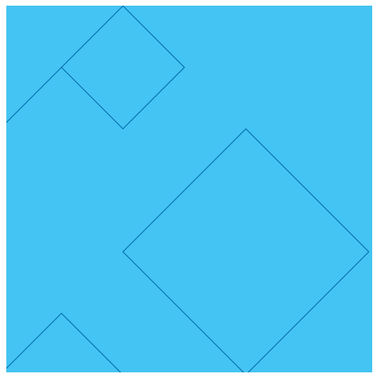
Secondary Pattern 2



Secondary Pattern 3

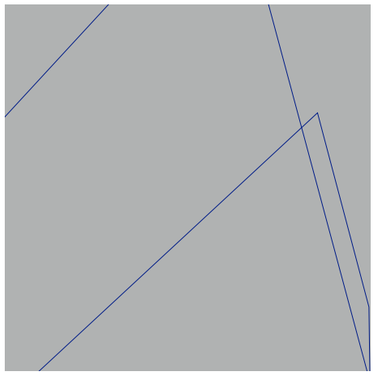


Secondary Pattern 4

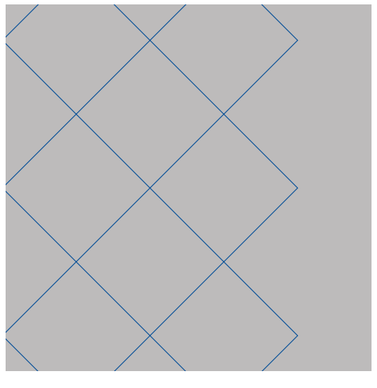


Secondary Pattern 5

Tertiary Patterns



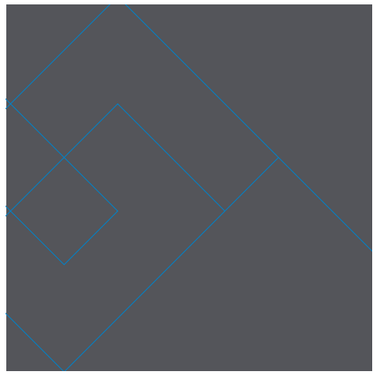
Tertiary Pattern 1



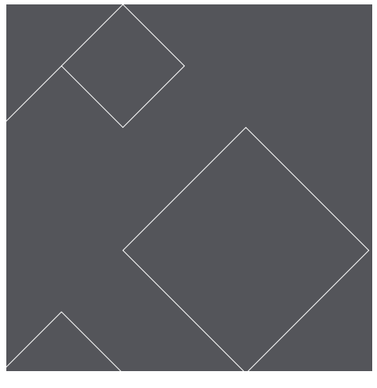
Tertiary Pattern 2



Tertiary Pattern 3



Tertiary Pattern 4



Tertiary Pattern 5

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Jazeera Airways Guidelines

PRODUCTS

الجزيرة.
Jazeera.

JAZEERA PARK & FLY

Minimum clear space





Logo Variations





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JAZEERA SAVERS LOGO

Minimum clear space



Logo Variations









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JAZEERA SCREENS LOGO

Minimum clear space



Logo Variations









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JAZEERA SUB LOGOS

الجزيرة.
Jazeera.
Cargo

الجزيرة.
Jazeera.
Terminal 5

الجزيرة.
Jazeera.
Maintenance and Engineering

الجزيرة.
Jazeera.
Partners

الجزيرة.
Jazeera.
Tech Team

الجزيرة.
Jazeera.
Engineering

Logo Variation





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Jazeera Airways Guidelines

ICONOGRAPHY

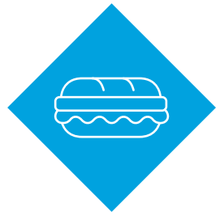
الجزيرة.
Jazeera.

ICONOGRAPHY

ON-BOARD ICONOGRAPHY

Stroke 1pt


Snacks


Sandwiches


Food


Jazeera Cafe


Hot Beverages


Soft Drinks

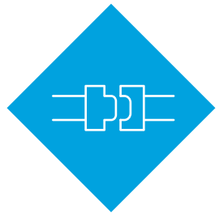

Coffee


Seat Selection


Seat Upgrade


Jazeera Screens


Duty Free


Seatbelt


Infant

AIRPORT ICONOGRAPHY

Stroke 1pt


Airplane/Flight

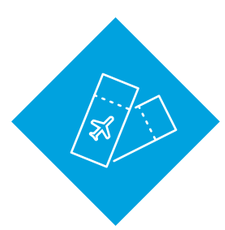

Passenger


Take-off/Departure

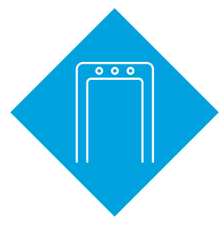

Time


Car


Bus


Boarding Pass

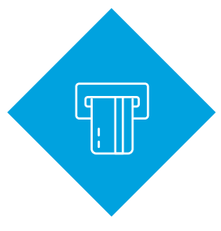

Passport


Gate


Carry-On


Luggage/Check-In


Transfers


ATM


Luggage Belt


Priority Check-In


Luggage Weighing


Fasttrack Security


Arrivals


Park & Fly


Crew Entrance


Bathrooms


Changing Room


Meet & Assist

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ICONOGRAPHY

AIRPORT ICONOGRAPHY

Stroke 1pt


Passport Control


Escalator Up


Escalator Down


Exit


Playroom/Kids Area


Lounge


Waiting Room


Limo Service


Taxi


Smoking Area


Remove Shoes


No Mobile


Wheelchair

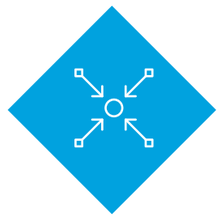

Parking


Elevators


Prayer Room


Prayer Room

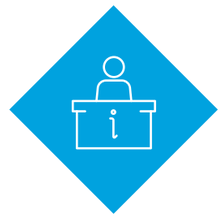

Unaccompanied Minor


Assembly Point


Airport


Ticket Kiosk


No Pets


Ticket Desk

ONLINE ICONOGRAPHY

Stroke 1pt


Travel Insurance


Credit Card


Holiday


e-Mail


Website

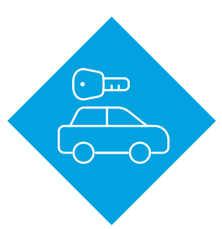

Customer Service



Book Online


Flight Schedule


User


Car Rental


Hotel


Search


Information


Facebook


Instagram

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ICONOGRAPHY

ONLINE ICONOGRAPHY

Stroke 1pt

Social Icons via online brand resources



LinkedIn



Twitter



Youtube



WhatsApp



Snapchat



Pinterest



TikTok



Call

SCREENS APP ICONOGRAPHY

Stroke 1pt



Watch



Movies



TV



Kids



Duty Free



Jazeera Cafe



Flight Map



City Guide



Prayer



Safety



News



Feedback

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Thank you.

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