

---

Brand → guidelines

- 01 Logo
- 02 Typography
- 03 Colors
- 04 Graphic principles

→ 01

---

Logo

The logo is used on blue, grey and white backgrounds\*. On blue backgrounds it must be white. On all other backgrounds it is blue. It must never be used on an orange background.

\*For institutional and print use. Exceptions possible for sales documents.





The logo is used on blue, grey, light blue and white backgrounds. On blue backgrounds it must be light blue. On all other backgrounds it is blue. It must never be used on an orange background.





A clear space must be kept around the logo. It corresponds to the width of the letter “T” in TARMAC.



The logo must not be altered in any way: no compression, stretching, rotation or colour changes.  
The logo must never be used without its white cartouche, on a photo or on an unsuitable background that makes it illegible.

→ 02

---

# Typography

# Inter

Inter is used for **body text**, in its Regular and Semibold weights. Its line height is 140%.

INTER REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

INTER SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

EXAMPLE

With three sites in Europe and unique know-how in the sector, we support the major players in aviation to secure, extend and transform the value of their assets. Our strategy has made us a benchmark in the industry: cutting-edge processes, expert teams and resolutely ambitious infrastructure.

# Inter Tight

Inter Tight is used for **headings and titles** in its Medium weight. To add character and density, its letter spacing is slightly reduced to -2px. The larger the heading, the tighter its line height: H1, H2 and H3 headings are set at 96%, H4 headings at 110%.

INTER TIGHT MEDIUM  
LETTER SPACING: -2%

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

EXAMPLE

La plus grande plateforme européenne pour vos avions et moteurs. Jusqu’à 280 avions accueillis et une expertise moteur reconnue mondialement.

# ROBOTO MONO

Roboto Mono Bold is used for **short section headings**, to bring a technical and distinctive feel to the brand identity. It should be used for short titles and CTAs\*, with few words. It must never run over two lines. Its use should remain occasional.

ROBOTO MONO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

\*CTA stands for Call to Action. It is a clickable button or link on a website or in an email that prompts the user to take a specific action, such as “Contact us” or “Log in”.



Inter Tight

ROBOTO MONO

Inter

Titre de la partie

SUBTITLE

With three sites in Europe and unique know-how in the sector, we support the major players in aviation to secure, extend and transform the value of their assets. Our strategy has made us a benchmark in the industry: cutting-edge processes, expert teams and resolutely ambitious infrastructure.

LEARN MORE

Inter Tight

ROBOTO MONO

Inter

ROBOTO MONO



Inter Tight .....> **TITRE LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIPISCING ELIT**

Inter .....> Lieu (Pays), DATE (JJ/MM/AAAA)

→ 03

---

# Colors

# Primary blue

**PRINT**

**CMYK**  
100, 71, 9, 58

**PANTONE**  
648 C

**DIGITAL**

**RGB**  
0, 40, 87

**HTML**  
#002857

Used for typography and graphic elements such as arrows, the logo, etc.

# Background blue

**PRINT**

**CMYK**  
80, 40, 0, 80

**DIGITAL**

**RGB**  
11, 32, 55

**HTML**  
#0B2037

Used for solid colour blocks, coloured backgrounds, images, etc.

# Dark blue

**DIGITAL**

**RGB**  
4, 12, 21

**HTML**  
#040C15

Used only in digital, for text on orange backgrounds (e.g. CTAs), because of its accessible contrast.

# Orange

**PRINT**

**CMYK**  
0, 55, 90, 0

**DIGITAL**

**RGB**  
255, 111, 27

**HTML**  
#FF6F1B

Used on certain graphic elements to add dynamism (arrows, CTAs, etc.)

# Light blue

**PRINT**

**CMYK**  
25, 15, 0, 10

**DIGITAL**

**RGB**  
180, 205, 237

**HTML**  
#B4CDED

Used for text on blue backgrounds. Preferred for digital use.

# Background grey

**PRINT**

**CMYK**  
0, 0, 0, 10

**DIGITAL**

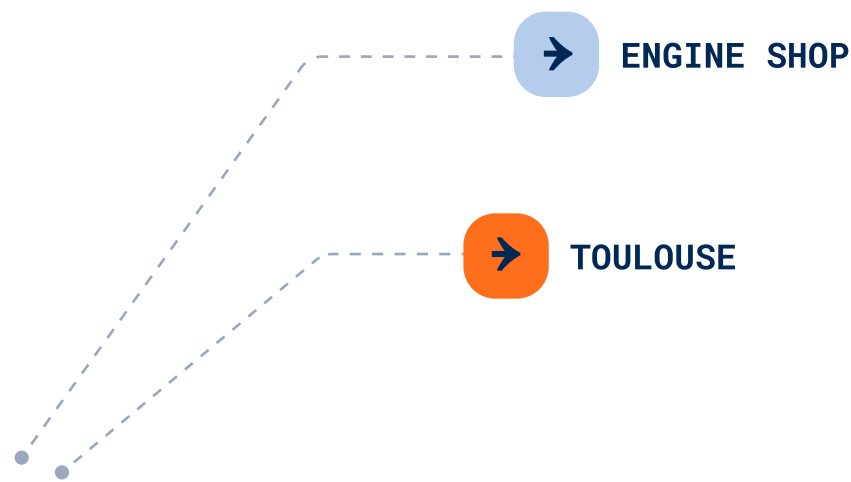
**RGB**  
238, 241, 245

**HTML**  
#EEF1F5

Used on certain sections and colour blocks to add variety and dynamism.

---

# Graphic principles



These line patterns are an integral part of the brand identity and evoke the technical side of aviation and routes drawn on maps. They can be used on white, blue or grey backgrounds. For greater elegance, their opacity must always be reduced: on white and grey backgrounds they are blue at 40% opacity, and on blue backgrounds they are white at 40% opacity. Elements in boxes must have rounded corners. In the examples opposite, the radius is 4px.

Major players by our side

AIRBUS

SAFRAN

suez

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam sed do eiusmod tempor incididunt ut labore .”

<

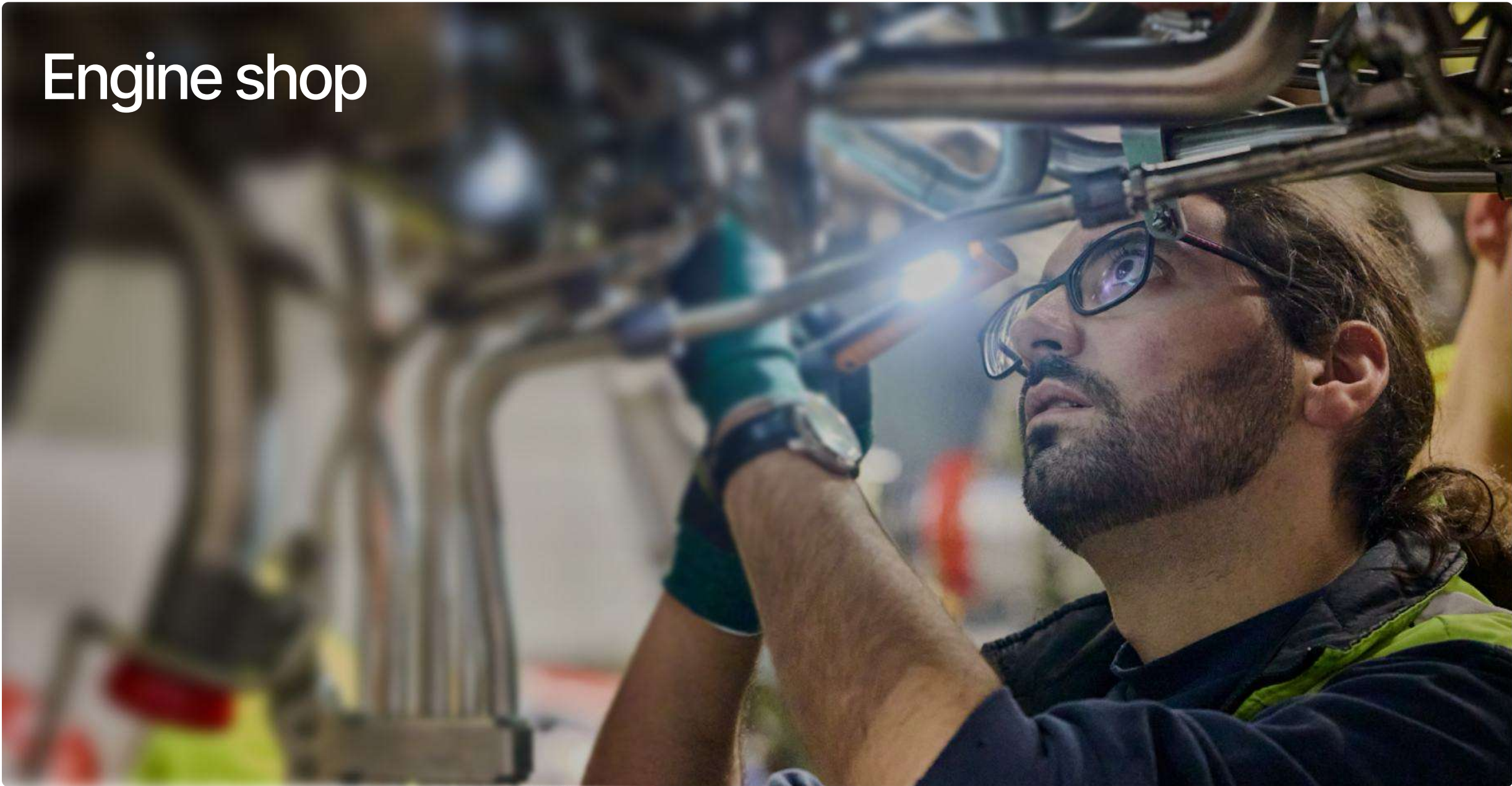
>

Marc Johns, CEO Safran, Toronto

SAFRAN



Visuals must always have rounded corners and, where possible, a blur gradient to improve text legibility. Otherwise, a black overlay (50% opacity) can be applied to improve legibility.  
The radius must be 4px.



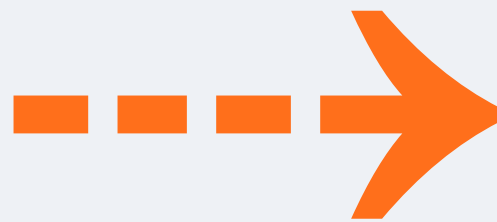
Join Europe's  no. 1.

One single partner.

End-to-end  management.

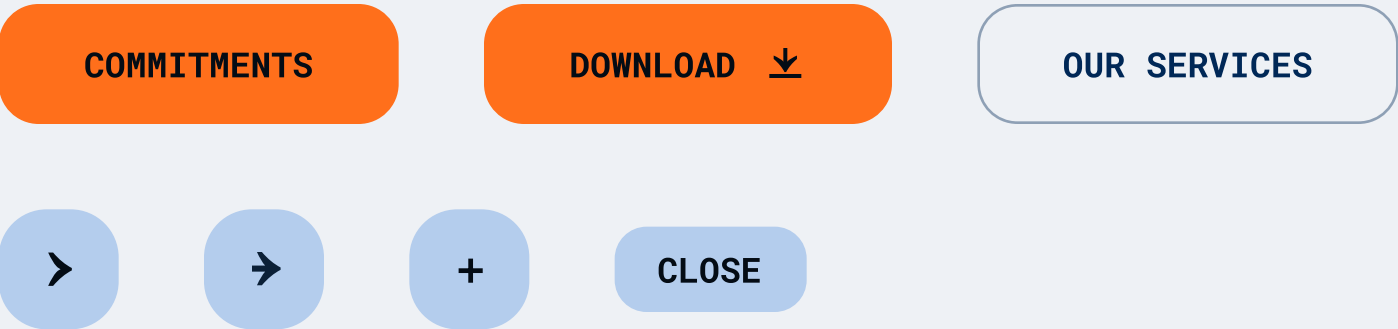
Arrows are part of the graphic language and must be included in H1 and H2 headings.

Where possible, animate very large headings by scrolling the text from left to right. This requires a very short heading, ideally a single word for maximum impact.

Press  Press  Press

CTAs, navigation arrows and other buttons have a 15px radius. Primary CTAs\* are orange. Secondary CTAs\* and elements are light blue and turn orange on hover.

\*CTA stands for Call to Action. It is a clickable button or link on a website or in an email that prompts the user to take a specific action, such as “Contact us” or “Log in”.



CONTACT

[communication@tarmacaerosave.aero](mailto:communication@tarmacaerosave.aero)

+33 5 62 42 89 90

L'aérodrome, 65380 Azereix – France

[www.tarmacaerosave.aero](http://www.tarmacaerosave.aero)

---

act → Contact → Cont