



GA Telesis Brand Identity Guidelines

For more information contact the
GA Telesis Marketing department at
marketing@gatelesis.com

Logo Styling

The GA Telesis logo can be used as shown to the right. The logo can be used in the GA Blue, Black or White. The logo does not have a background color but can be used in a background that is complementary. Note the use of the ®

Logo Clear Space

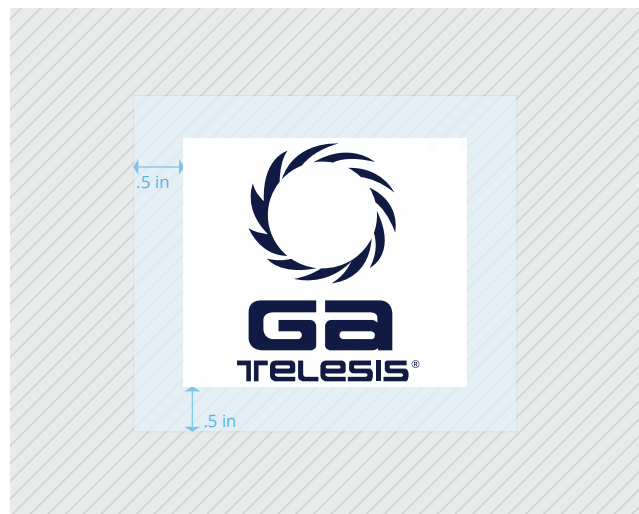
The GA Telesis logo should generally have at least a 1/2" clear space around it.

The logo also has a minimum size; it should generally never appear smaller than 1".

Trademark Usage

The GA Telesis has trademarks, service marks and registration marks that should be used accordingly.

A designed page, can include on the bottom:



Intelligently Defining Aviation®

Your job is in the sky, our job is to keep you there.®

Engineuity™

IGEARSM SNAPSM ACCESSSM

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GA Telesis

Approved Colors

The GA Yellow and Orange are used to complement the GA Blue and should never be the color used for the logo.

Pantone 648 C



PROCESS C100 M87 Y36 K29
SCREEN R0 G46 B93
WEB HTML #002E5D

Pantone 166C



PROCESS C3 M3 Y98 K0
SCREEN R255 G233 B0
WEB HTML #FFE900

Pantone 1794C



PROCESS C0 M84 Y100 K0
SCREEN R255 G78 B0
WEB HTML #FF4E00

Font Usage

Earth Normal is used for writing the words GA Telesis in the logo.

Open Sans is the primary font that complements our logo. This font is used primarily with our trademarks and other surrounding text around the GA Telesis logo.

EARTH NORMAL

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

1234567890!

GA TELESIS

Open Sans (Regular)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890!