

## KEY DESIGN ELEMENTS

## VISUAL SYSTEM

1.1

### BRANDMARK

Our brandmark is the primary representation of who we are. The emblem of Brunei Darussalam connects us to our heritage and our place of origin, while our name has been designed with a modern typography style to symbolise the future of Royal Brunei.

The yellow sash is a simple, yet dynamic interpretation of a key equity from our previous brandmark.

### CORPORATE COLOURS

Our corporate colours are RB Beige, RB Yellow and RB Dark Brown - a warm, optimistic and understated combination of tones that are inspired by the colours of our national flag.

### TYPOGRAPHY

Siri was selected as our corporate font for its simple, contemporary and elegant lines.

### PHOTOGRAPHY

Our photographic style carries a positive, warm and inspiring tone.

### SUPPORTING GRAPHICS

Our design system also incorporates a pattern graphic, which brings a Brunei-inspired texture and symmetry to limited pieces of collateral.

### BRANDMARK



### MONOGRAMS



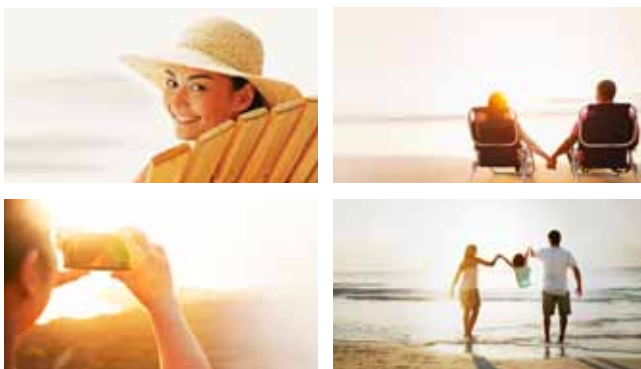
### CORPORATE COLOURS



### CORPORATE FONTS

Siri  
Thin Light Regular  
Medium SemiBold Bold

### PHOTOGRAPHY



### TOPE OF VOICE

'We're friendly'  
'We avoid jargon'  
'We're clear and concise'

### SUPPORTING GRAPHICS

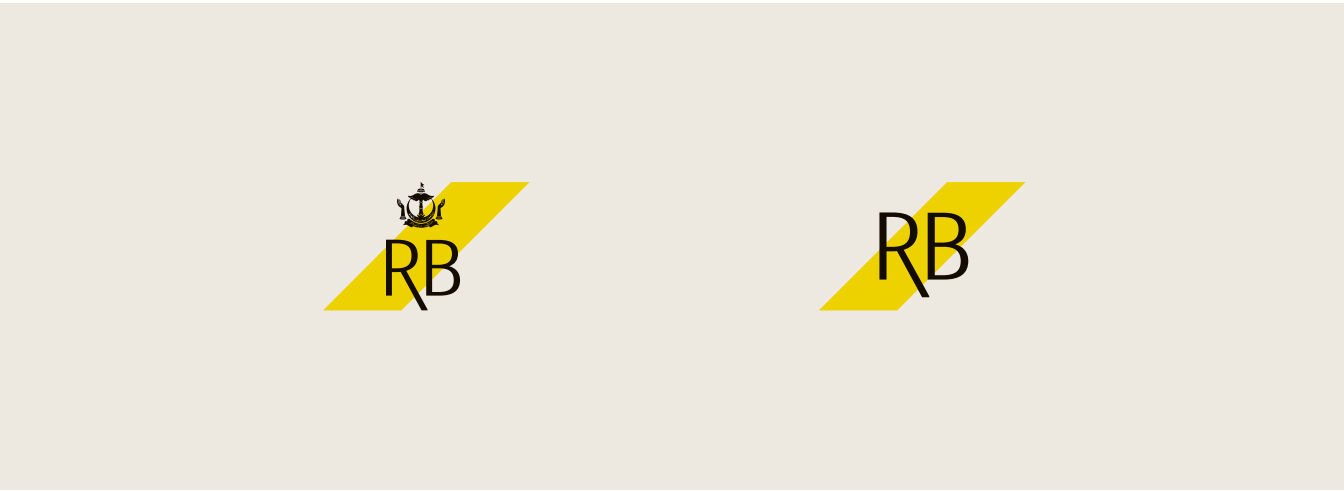


<b>PRIMARY BRANDMARK</b> The primary brandmark is comprised of the Royal Brunei logotype, the emblem of Brunei Darussalam and the 'Sash' graphic. Please do not attempt to recreate or redraw the brandmark, always use the master artwork supplied by the Brand Communications team.	<b>MONOGRAMS</b> The secondary brandmarks - or monograms - were created for select use with some of our inflight collateral. The monogram containing the emblem of Brunei Darussalam should only be used on permanent items such as aircraft tailfins.	For disposable inflight applications, such as plastic cups and condiments sachets, always use the second monogram - without the emblem of Brunei Darussalam - as illustrated below.
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BRANDMARK



MONOGRAMS



<b>CLEAR ZONE</b> To maintain its integrity, the primary brandmark has been designed with a surrounding 'clear zone', which should always be kept free of other elements, such as typography, graphics and patterns.	<b>MINIMUM SIZE</b> A minimum size rule has been placed on the brandmark to ensure that it is always reproduced with clarity and legibility. This minimum size rule should serve as a guide for all reproduction purposes.
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CLEAR ZONE



MINIMUM SIZE



MONOGRAM WITH EMBLEM

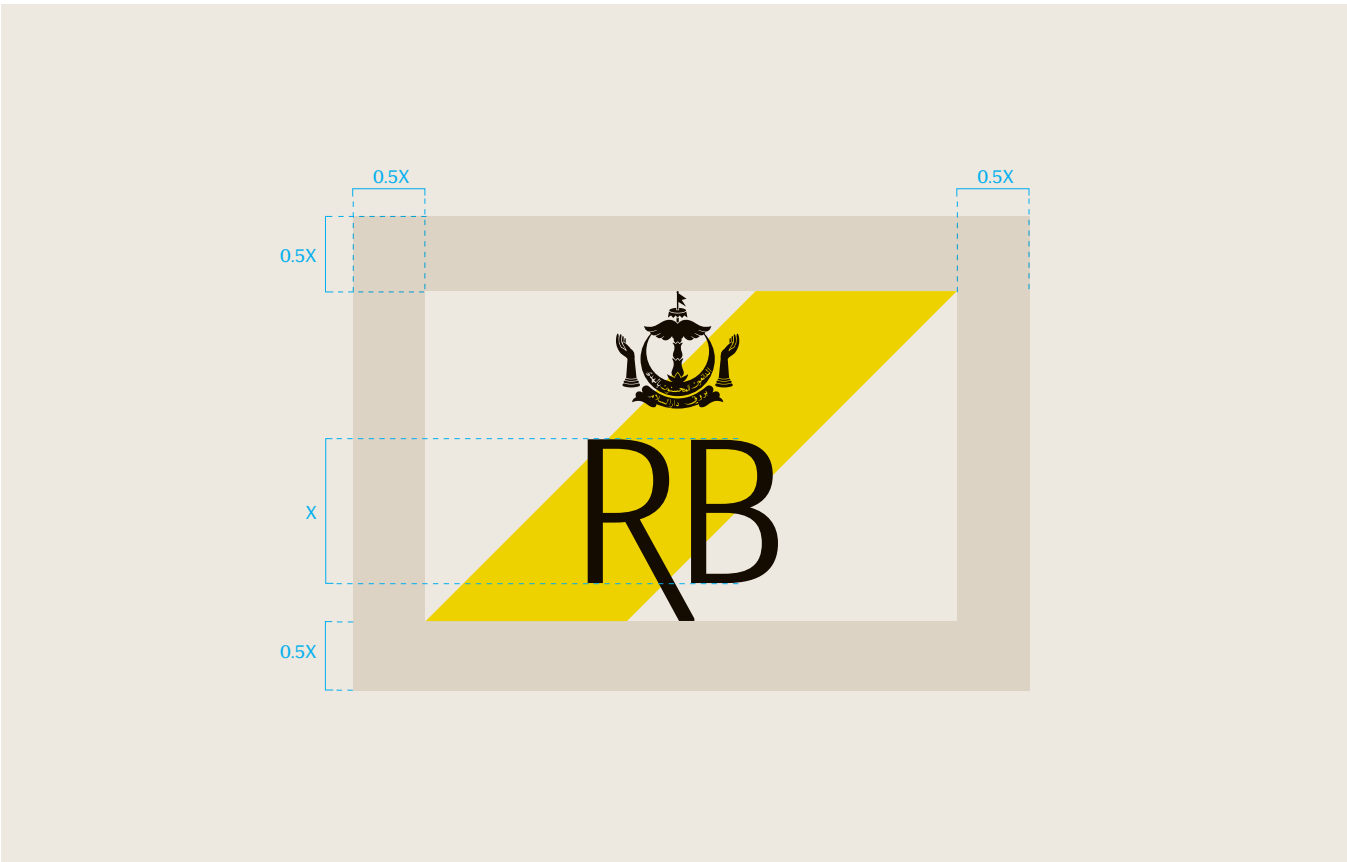
The monogram with the emblem of Brunei Darussalam has been created for use on selected inflight applications that have limited width and are not disposable.

The primary example of usage of this brandmark is the aircraft tailfin.

CLEAR ZONE AND MINIMUM SIZE

As with the primary brandmark, there are clear zone and minimum size rules for the implementation of the monograms.

These rules ensure the integrity and legibility of the brandmark are maintained at different sizes and scales.



MINIMUM SIZE



MONOGRAM WITHOUT EMBLEM

A second monogram without the emblem of Brunei Darussalam has been created for use in situations that may not create a positive association for Brunei.

This includes placing the monogram on items that are disposable - in-flight collateral, for instance - or in situations where the emblem may be damaged or tarnished in any way.

It is vital that we consider all culturally-sensitive situations when considering where the monogram is placed and how it is seen.

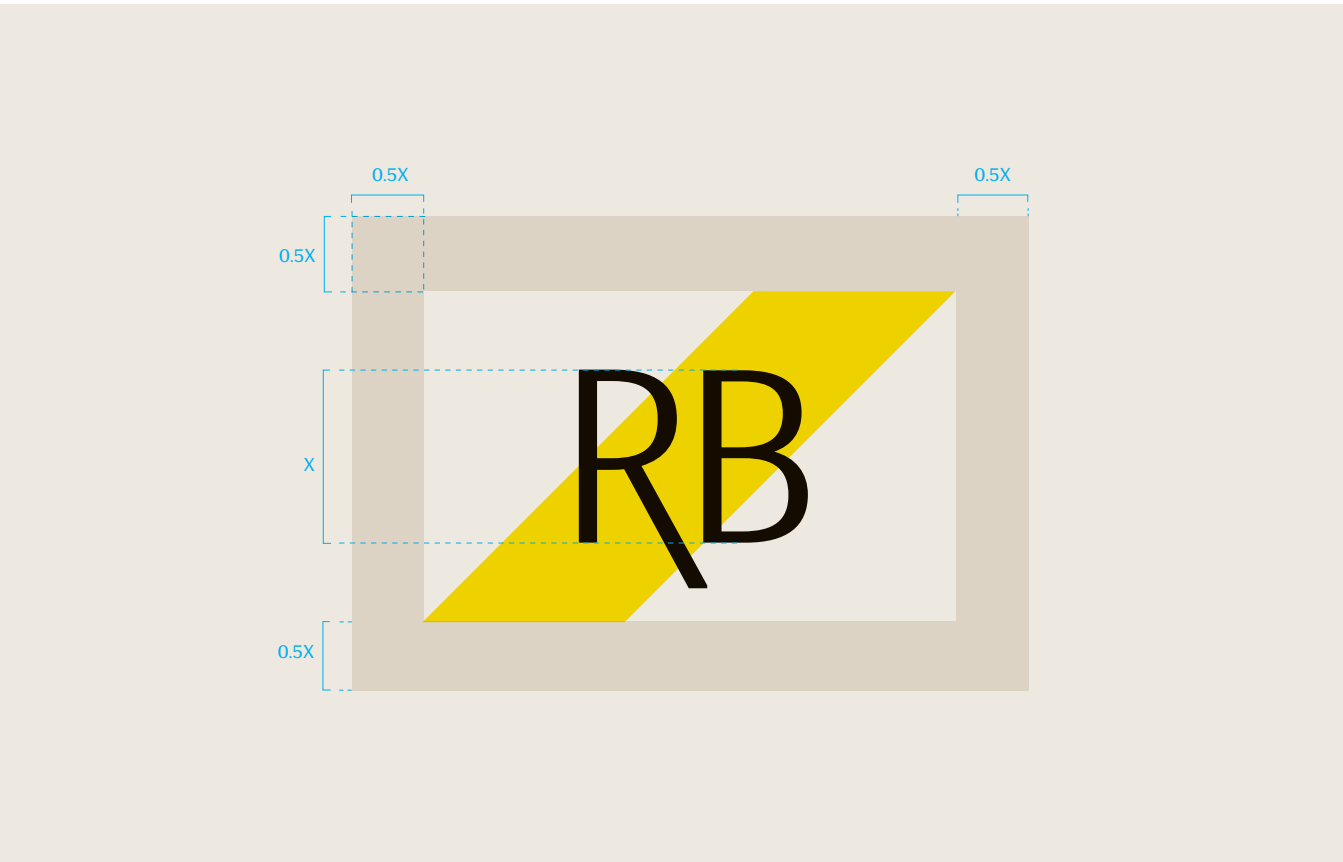
CLEAR ZONE AND MINIMUM SIZE

The clear zone and minimum size rules apply to the monogram without the emblem of Brunei Darussalam and should be followed to ensure legibility and clarity on all touchpoints.

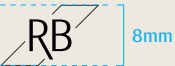
NOTE

If there is a situation where it is unclear if you should use the monogram with/without emblem, please contact the Brand Communications team.

CLEAR ZONE



MINIMUM SIZE



RB BRANDMARKS  
MATRIX

VISUAL SYSTEM  
1.6

USAGE

This matrix provides an overview of the most common uses of the brandmark on RB-branded applications.







The matrix demonstrates the flexibility of the system, while ensuring consistency sits at the heart of our visual language.

SPECIAL PRINT FINISHES

Special print finishes such as embossing, debossing, spot/UV varnishing and embroidery can be used to personalise apparel and premiums.

Please manage the quality of the production to ensure the best possible implementation of all RB brandmarks.

MATRIX

	PRIMARY BRANDMARKS (PREFERRED)		SECONDARY BRANDMARKS (EMBLEM OF BRUNEI - PERMANENT) (NO EMBLEM OF BRUNEI - DISPOSABLE)			
						
<b>PRINT METHOD</b>						
SPOT PANTONE COLOUR PRINTING	•		•		•	
CMYK PROCESS COLOUR PRINTING	•		•		•	
ONE COLOUR PRINTING		•		•		•
BLACK & WHITE PRINTING		•		•		•
<b>SPECIAL PRINT FINISHES</b>						
EMBOSS DEBOSS SPOT VARNISH EMBROIDERY		•		•		•

<b>APPLICATIONS</b>						
ADVERTISING COLLATERALS	•	•				
PUBLICATIONS					•	•
CORPORATE STATIONERY	•	•				
AIRCRAFT LIVERY	UNIQUE VERSION, SEE LIVERY SECTION 6					
PASSENGER COLLATERAL	•	•	•	•	•	•
MULTIMEDIA	•		•			
AIRPORT SIGNAGE	•		•			
EXTERNAL TICKET OFFICE SIGNAGE	UNIQUE VERSION, SEE SIGNAGE SECTION 8					
INTERNAL TICKET OFFICE SIGNAGE	•					
INFLIGHT MATERIAL (DISPOSABLE)					•	•
INFLIGHT MATERIAL (REUSABLE)	•	•	•	•		•
NON-INFLIGHT COLLATERALS, MERCHANGDISE & PREMIUMS	•	•	•	•	•	•

RB BRANDMARK  
COLOUR VERSIONS

VISUAL SYSTEM  
1.7

FULL COLOUR BRANDMARK

The full colour, solid version of the brandmark is preferred for all full colour, printed material.

SINGLE COLOUR

The single colour (Pantone 412C) on white and the black on white versions should only be used when colour printing is limited.

PREFERRED - FULL COLOUR BRANDMARK



LIMITED COLOUR USE - PANTONE 412C ON WHITE BACKGROUND



LIMITED COLOUR USE - REVERSE WHITE ON PANTONE 412C



LIMITED COLOUR USE - BLACK ON WHITE BACKGROUND



LIMITED COLOUR USE - REVERSE WHITE ON BLACK BACKGROUND



INCORRECT USE OF BRANDMARK

To preserve and reinforce the integrity of the RB identity, it is vital that we never alter or re-position any of the elements within it. Although the examples demonstrated here do not represent every misuse, they do illustrate the common mistakes that should be avoided when implementing RB brandmarks.

REPRODUCTION

Always reproduce the identity using the specific colours and dimensions indicated in these guidelines.

INCORRECT USE



DO NOT stretch or alter the proportions.



DO NOT add any filters or special effects.



DO NOT change the colours.



DO NOT create additional keyline versions.



DO NOT remove elements of the brandmark.



DO NOT change the font.



DO NOT alter elements of the brandmark.



DO NOT change the position of the elements.



DO NOT create greyscale versions.



DO NOT apply outlines to the brandmark.



DO NOT apply gradient colours to the brandmark.



DO NOT apply holding shapes unless specified in this guidelines document.

BACKGROUND USAGE

The examples shown below should be used as a guide for selecting the correct brandmark for use with your selected background type. When applying brandmarks to photographic backgrounds, always attempt to place the signature in an area of minimum clutter. Avoid busy or heavily textured backgrounds.

Clear visibility of the brandmark must always be achieved by ensuring a strong contrast between the brandmark and the selected background type.

CORRECT USE



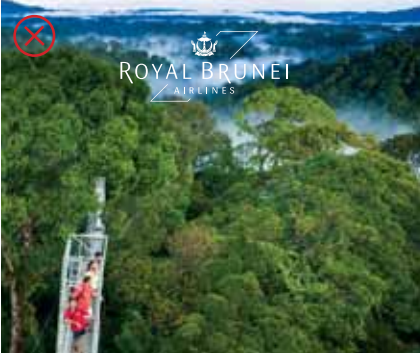
The reversed black option of the brand mark.



Beige box with brandmark are only placed centralized



The positive option of the signature must be used



DO NOT place brandmark on busy or heavily textured background



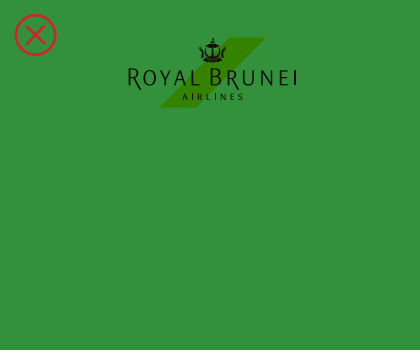
DO NOT place the full colour brandmark on a similar tone background



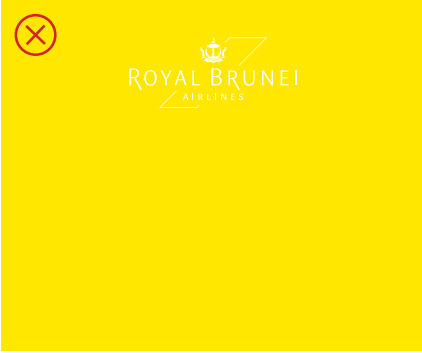
DO NOT place a beige box flush left or right.



DO NOT apply bright colour gradient.



DO NOT apply bright colour background with a full colour brandmark.



DO NOT use background colours that absorb the brandmark and compromise legibility.

CORPORATE COLOURS

VISUAL SYSTEM  
1.10

CORE PALETTE

Corporate colour is a significant equity within the visual identity system. The correct use of the corporate colours are crucial to the integrity of our brand expression.

RB Beige, RB Yellow and RB Dark Brown are our primary identity colours. They combine to reinforce our classical, timeless and uniquely Bruneian image.

SECONDARY PALETTE

The secondary colour palette has been developed for the enrichment of Economy and Business Class collateral.

Always use coated (C) Pantone colours on coated paperstock and uncoated (U) Pantone colours on uncoated paperstock.

CORE PALETTE

**RB BEIGE**  
PANTONE PASTEL COATED 9224C  
PANTONE PASTEL UNCOATED 9224U  
PROCESS 6C 6M 10Y 0K  
RGB 237R 232G 224B  
WEB #EDE8E0

**RB YELLOW**  
PANTONE COATED 108C  
PANTONE UNCOATED 108U  
PROCESS 0C 5M 98Y 0K  
RGB 255R 230G 0B  
WEB #FFE600

**RB DARK BROWN**  
PANTONE COATED 412C  
PANTONE UNCOATED 412U  
PROCESS 0C 30M 66Y 98K  
RGB 39R 17G 0B  
WEB #271100

SECONDARY PALETTE

**RB ECONOMY CLASS**  
PANTONE COATED 7501C  
PANTONE UNCOATED 7501U  
PROCESS 7C 13M 36Y  
RGB 234R 215G 171B  
WEB #ECD7AB

**RB BUSINESS CLASS**  
GRADIENT  
(DARKER) PROCESS M30 Y62 K92  
(LIGHTER) PROCESS C16 M29 Y38 K53

PROCESS C23 M37 Y45 K65  
PANTONE 7532C

MULTIPLYING COLOUR  
PRINCIPLES

VISUAL SYSTEM  
1.11

PRINCIPLES

RB yellow is always applied with a “Multiply” effect in Illustrator, to increase the warmth of the yellow in combination with RB Beige.

If the colour is not multiplied, RB Yellow becomes very sharp and is not in keeping with the principles of the design system and the brand.

PRINCIPLES

✓

**RB YELLOW**  
EFFECTS:  
MULTIPLY  
OPACITY:  
100%

✗

**RB YELLOW**  
EFFECTS:  
NORMAL  
OPACITY:  
100%

EXAMPLES

✓

✗

✓

✗

<b>PRIMARY TYPEFACE</b> Siri has been chosen as the primary typeface for the RB visual identity system for its elegant, simple and contemporary lines and should be used for all communication.	<b>SYSTEM FONT</b> Calibri has been selected as our secondary system font for its clarity across digital touchpoints. Calibri should <b>only</b> be used for digital touchpoints, where we cannot confidently control the way the end user views or interacts with typography.  For example; RB PowerPoint templates utilise the standard system font Calibri, because end users may not have the Siri font.	<b>TYPE WEIGHT USAGE</b> Different type weights may dramatically affect the legibility of our branded communications.  Not all of the Siri type weights will work at all sizes across our touchpoints. Discretion and experience should be used to ensure a practical, yet elegant balance of type weights.
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PRIMARY FONT

Siri

Siri Thin Siri Light

Siri Regular Siri Medium

Siri SemiBold Siri Bold

SYSTEM FONT (DIGITAL COMMUNICATIONS)

Calibri

Light Regular

Bold

<b>CHINESE TYPEFACE</b> Hiragino Sans GB has been chosen as the Corporate Chinese typeface for the RB visual identity system.	<b>ARABIC TYPEFACE</b> Greta Arabic has been selected as the corporate Arabic typeface.  These fonts were carefully selected for their similarity in style and weight to the primary English font - Siri - and will ensure consistency across all branded collateral.
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CHINESE FONT

冬青黑体简体中文

冬青黑体简体中文

ARABIC FONT

Greta Arabic

غریتا العربیة

SUPPORTING GRAPHICS

The RB pattern graphic was inspired by the landmark sash graphic and Bruneian textures and fabrics.

Digital artwork of the pattern is available and is the only template that should be used.

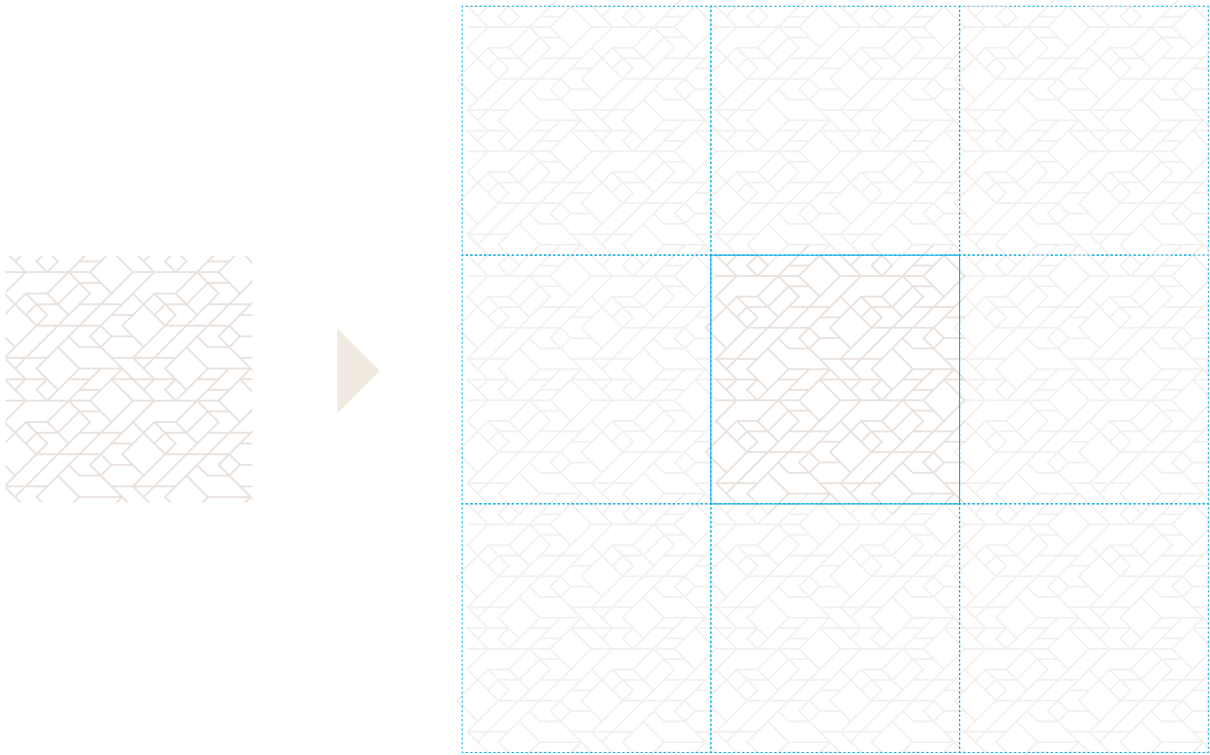
TEXTURES AND FINISHES

The combination of angled forms and light provides the best balance for creating textured screens, fabrics, carpets or simply applying in one colour on printed materials.

The graphic should be used with touchpoints that are not inherently branded, but benefit from a proprietary texture or pattern, such as carpets within airline lounges or paper trayliners for Economy Class service.

The pattern graphic has been designed so it may be increased in size, by repeating the block to the sides, above or below, as many times as required.

PATTERN BUILDING BLOCKS



OUR BRAND VOICE

It expresses our individuality through a compelling style of writing and communication.

Voice brings our personality to life, engages our audiences in a conversation. By using a language they know and understand, we do more than speak to them - we connect with them.

VERBAL IDENTITY

# We’re friendly

As a small airline with timeless values, we speak like listeners and show that we understand our audiences. We use empathetic language that sees things from their perspective.

# We avoid jargon

We stay away from overly formal language, and don’t overcomplicate things with unnecessarily technical explanations.

# We’re clear and concise

We simplify details and clarify complexity, so that no one feels spoken down to and everyone feels accepted.



### PHOTOGRAPHY STYLE

The RB photographic library was created to reflect the warmth, elegance and serenity of the RB brand positioning.

Images have a gentle, summer feeling, with warm sunlight and a larger expanse of light/beige tones, in order to provide space for clarity and prominence of the landmark, headlines and body copy.

Royal Brunei Airlines does not have copyright for some images in these Guidelines, as they are used for demonstration only. Please consult the Brand Communications team for images owned by Royal Brunei Airlines.

### MASTERBRAND

