SkyWest
AIRLINES®

IDENTITY STANDARDS

Table of Contents

The SkyWest Identity

SkyWest's brand, logo and identity are crucial to the success of SkyWest Airlines. Employees, vendors and the media should ensure proper use and integrity of the SkyWest brand by following the logo and identity standards outlined in this guide.

The SkyWest Airlines signature is a registered trademark through the United States Patent and Trademark Office. It must never be altered or redrawn in any way. This includes changes in typestyle, proportions, letter spacing or placement of the individual elements other than acceptable treatments outlined in this guide.

The use of the marks and images presented on the SkyWest Airlines signature by any person other than the media is prohibited by law unless expressly licensed or approved by SkyWest Airlines.

SkyWest
A I R L I N E S ®

Contact

The purpose of this guide is to outline the most common uses of the SkyWest Airlines logo and accompanying branding standards.

For questions about usage of the SkyWest Airlines logo, or to request special artwork, please contact one of the contacts below.

Attention:

corporate.communications@skywest.com

Alex Hamilton
Supervisor | Creative
Phone: 435.634.3586
E-mail: alex.hamilton@skywest.com

Marissa Snow
Director | Corporate & Brand Communications
Phone: 435.634.3548
E-mail: msnow@skywest.com

Mailing Address:
SkyWest Airlines
444 South River Road
St. George, Utah 84790

SkyWest
AIRLINES®

LOGO USAGE GUIDELINES | 2.0

Overview

The purpose of the logo usages guidelines is to promote consistency in the use of the SkyWest logo. This section includes specific details in the following areas:

- Color Specifications
- Area of Non-Interference
- Minimum Reproduction
- Size and Registered Trademark
- Filename Components
- Unacceptable Uses

Each of these areas gives attention to the components applied to the three approved variations of the SkyWest logo:

- Blue
- Black
- White

Approved Logo Variations

Color Specifications

The following color
specifications should be
applied for color logo use.

Pantone Color
Blue Pantone   287

Process Color
Blue

    cyan.............................100%
    magenta.....................69%
    black...........................11.5%

RGB Color
Blue

    red................................0
    green...........................82
    blue..............................155

Pantone 287

Pantone Color Specifications

C:100; M: 69; K: 11.5

Process Color Specifications

Red: 0; Green: 82; Blue: 155

RGB Color Specifications

SkyWest
A I R L I N E S ®

Area of Non-Interference

For maximum visual effect, the logo should have sufficient white space on all sides, and it must remain separate from all other graphic elements.

The lower case "e" serves as a guide. Allow a minimum of the height of the lowercase "e" as clear space around all four sides of the SkyWest logo. No type, bars, patterns or other competing elements should appear in this area. This area, referred to as **the area of non-interference**, will preserve the visual impact and legibility of the SkyWest logo.

In instances where space is limited, such as forms or advertisements, the clear space guide may not apply. In such cases, contact the SkyWest Airlines Manager – Marketing.

Area of Non-Interference

Minimum Reproduction

Do not re-size logos to a smaller size than one inch in width. Examples of minimum size are shown to the right.

Further size reduction of the printed or electronic logo will distort its appearance and is therefore prohibited.

SkyWest
A I R L I N E S ®

1"

Minimum Reproduction

Size and Registered Trademark

The logo has two size variations: the standard logo and the large format logo, with the only difference being the size in proportion of the registered trademark (®).

Standard Logo

The Registered Trademark on the standard SkyWest logo has a height equal to that of the letters which spell the word "AIRLINES".

The standard logo is applied when the logo is smaller than four inches in width.

Standard Logo with Trademark

Large Format Logo

As seen in the example below, the large format logo has a registered trademark which is proportionately smaller. The trademark symbol has a height equal to half that of the letters which spell the word "AIRLINES" and is aligned with the bottom of the letters on the same line.

The large format logo is used when the logo is scaled to a size larger than four inches wide, such as in the printing of large posters, banners, billboards and on-screen presentations.

Large Format Logo with Trademark

Filename Components

A standardized naming convention is used for the SkyWest logo filenames, including its contributing components:

- Company Name
- Logo Color
- Logo Size
- File Type

Company Name

Adding SkyWest to the filename designates SkyWest Ownership.

Logo Color

There are five color variations;
    3c = Three-Color; Red, Blue, Black
    2c = Two-Color; Blue and Black
    b = Blue
    k = Black
    w = White

Large Format Logo

An additional component is added for the large format logo and is labeled as follows:
    lg = Large format logo

File Type

The Logo is distributed in 3 formats;
    .eps = Vector format; print applications
    .jpg / .png = RGB; screen applications

Color   Size

SkyWest_3c_lg.eps

Company Name   File Type

**Correct Naming Convention for the
Three-Color, Large Format Logo in Vector Format**

SkyWest_k.jpg

**Correct Naming Convention
for the Black Logo for Screen**

Unacceptable Uses

To maintain consistency in the SkyWest identity, never modify the approved SkyWest logo or colors.

To ensure a consistent corporate identity, use only approved electronic versions of the logo. Using the SkyWest logo incorrectly weakens its visual impact and is a violation of trademark.

The logo must appear in only the approved colors as outlined in this guide – never alter the logo in any way.

The logo should be free from competing backgrounds, borders or graphic elements.

Unacceptable Uses

The following examples show some, but not all, of the unacceptable uses of the SkyWest Airlines logo.

- Do not add any graphic element around the logo within the area of non-interference.
- Do not skew (stretch) the logo or change the aspect ration.
- Do not place the logo on a heavily patterned background.
- Do not stretch the logo.
- Do not substitute other typefaces for the logo.
- Do not enclose the logo in any shapes.
- Do not change the letter spacing of the logo.

Unacceptable Uses

Unacceptable Uses

- Do not use the color version of the logo against a black background. Use the reverse application to ensure adequate contrast.
- Do not substitute the word "airlines" for another word.
- Do not stack the type or alter the proportions of the logo.
- Do not switch the colors in the logo.
- Do not place a stroke around the logo.

Unacceptable Uses

SkyWest
A I R L I N E S ®

PRINTED MATERIALS | 3.0

Overview

SkyWest Airlines produces and distributes various printed materials bearing the SkyWest logo. Refer to the guidelines included in this chapter for specifications on the following:

- Stationery
- Envelopes
- Business Cards
- Forms

These guidelines apply to all marketing materials and require Corporate & Brand approval before printing. Use of the logo for printed materials without appropriate permission is prohibited.
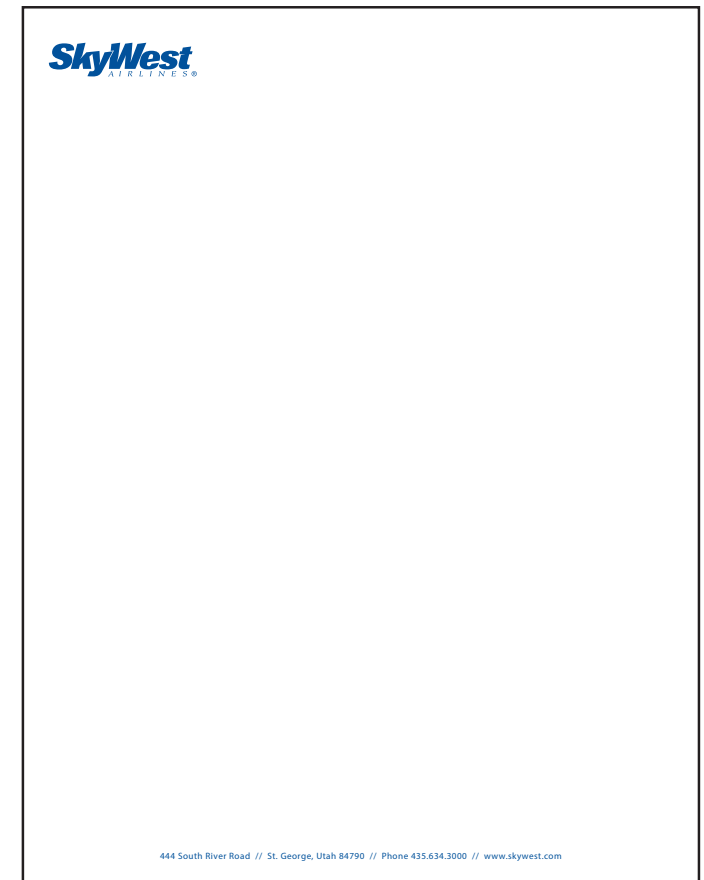
Stationery/Letterhead

SkyWest stationery is not for personal use and may not be distributed without SkyWest permission.

Logo Placement
The logo must be placed 1/2" from the top, and 3/8" from the left.

The following template is provided for employee download for approved company use.
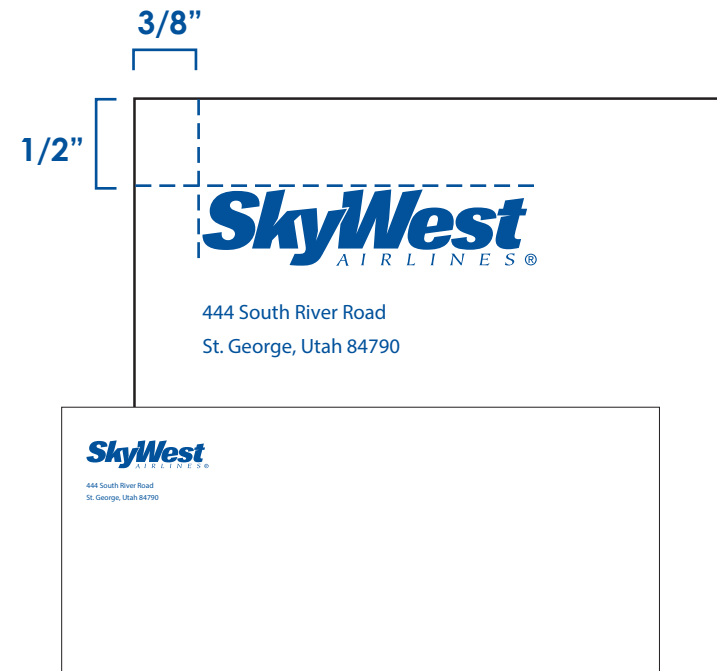
3/8"

1/2"

Logo and Typeface Stationery Placement

Envelopes

SkyWest logo envelopes are not for personal use and may not be created without permission from the Company. These guidelines have been established to ensure brand consistency.

SkyWest envelopes may be obtained by request.

Logo and Typeface Envelope Placement

Business Cards

SkyWest business cards may not be created outside Marketing or Corporate & Brand Communications. To request your SkyWest business card, please utilize the business card request form on SkyWest Online.

SkyWest
AIRLINES®

Employee Name
SkyWest Title

444 South River Road
St. George, Utah 84790

O: 435.555.1234
employee@skywest.com

Approved business card design

Forms

Forms are viewed both inside and outside the company and require adherence to these branding standards.

Logo Placement

In order to maintain form consistency, the logo should only be placed in the top left corner, 3/8" from the top edge, and 1/2" from the left edge.

Logo Color

The standard logo for forms is the small format black logo. To request use of the blue logo please contact SkyWest Airlines Corporate & Brand Communications.

1/2"

3/8"

SkyWest
A I R L I N E S ®

Employee Name: _____

Address: _____

SkyWest
A I R L I N E S ®

Employee Forms
Request for Transfer (Non CS)
PAGE 1 OF 1 | REVISION 02 | DATE 2/1/06

Employee Name: _____

Address: _____

_____

Employee ID No: _____

Date of Hire: _____

Current Job Title: _____

Current Station: _____

Current Pay Rate: _____

City/Station Desired: _____

Position Applying For: _____

Date you would be available: _____

Telephone Number: (Station) _____

(Home) _____

For Office Use Only
Date Received
Date Interviewed
Accepted for Transfer
Reason Not Accepted
Cleared by Drug and Alcohol
Cleared by People Department Representative

SAMPLE

Sample Form

SkyWest
AIRLINES®

ELECTRONIC MEDIA | 4.0

Overview

The SkyWest Airlines logo serves a myriad of uses in electronic media. The following section outlines its use as it applies to Television and Video.

Any logo use for these purposes must be approved by Corporate & Brand Communications. If you have questions regarding another form of electronic media use, please contact SkyWest Airlines Corporate & Brand Communications.

Presentations

From time to time SkyWest employees may utilize SkyWest livery and logo in internal presentations such as PowerPoint. To maintain consistency it is imperative that identity guidelines are strictly followed in any presentation materials.

To ensure brand consistency, approved presentation templates are provided at SkyWest Online > Info Center > Media Library. These presentations include proper logo and aircraft usage and may be downloaded for <u>internal use only</u>.

Presentations must also follow the guidelines found in this guide, including:

- Color specifications
- Area of non-interference
- Minimum reproduction size
- Size and registered

Presentations (continued)

External presentations utilizing the SkyWest brand, livery and/or partner brands are prohibited without prior approval from Corporate Communications.

As a reminder, any incorporation of partner branding must be obtained with proper approvals from Communications or Creative.

SkyWest
AIRLINES®

UNIQUE LOGO USAGE | 5.0

Overview

From time to time, SkyWest tailors its identity to suit unique projects. Refer to this guide to ensure the proper logo usage in these cases. Exceptions for special uses of the logo must be approved through the SkyWest Airlines Corporate Communications.

An example of a unique logo usage is included below.

October is National Breast Cancer Awareness Month.

Support by donating $5 for research and awareness.

Visit **www.skywestgearup.com** to purchase uniform-approved Breast Cancer Awareness products.

SkyWest AIRLINES®

Unique logo usage: Denim Day ad

SkyWest
A I R L I N E S ®

ADVERTISING AND PROMOTIONAL ITEMS | 6.0

Overview

Written approval is required from SkyWest Corporate Communications to place logos on promotional items such as T-shirts, pens, bags, pins, etc. Production without written permission from Corporate Communications is violation of policy and trademark and is strictly prohibited.

SkyWest
AIRLINES®

Company E-mail Signatures | 7.0

Overview

SkyWest's e-mail signature standard is required to protect SkyWest's professional identity. To protect its integrity, the SkyWest logo is not used in company e-mail signatures.
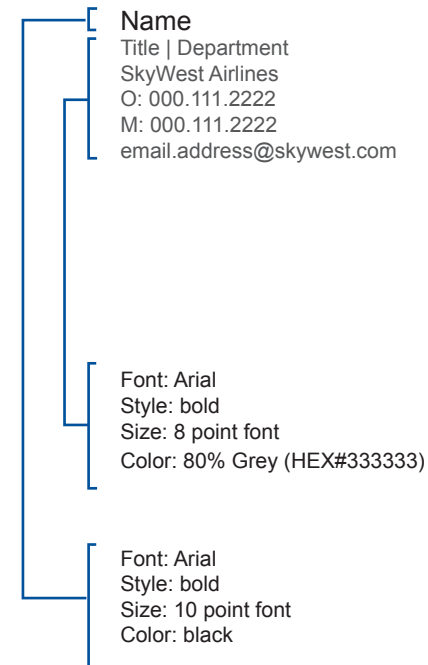
Name
Title | Department
SkyWest Airlines
O: 000.111.2222
M: 000.111.2222
email.address@skywest.com

The elements of the approved company e-mail signature are defined as follows:

Name: Arial bold, 10 point; Black Remaining Content: Arial bold, 8 point; 80% Grey

For detailed instructions on how to set up the e-mail signature in Microsoft Outlook, go to:

SkyWest Online > Information > Media Library > Identity Standards

Name
Title | Department
SkyWest Airlines
O: 000.111.2222
M: 000.111.2222
email.address@skywest.com

Font: Arial
Style: bold
Size: 8 point font
Color: 80% Grey (HEX#333333)

Font: Arial
Style: bold
Size: 10 point font
Color: black

Approved E-mail Signature

Unacceptable Uses

Unacceptable uses include the following examples:

- SkyWest logo
- Multi-color or customization of the SkyWest Airlines name
- Appending tag lines
- Icons, animated gifs and other graphics

Name
Title | Department
SkyWest Airlines
O: 000.111.2222
email.address@skywest.com

SkyWest
A I R L I N E S ®

NAME
Title | Department
SkyWest Airlines
O: 000.111.2222
email.address@skywest.com

Name
Title | Department
SkyWest Airlines
O: 000.111.2222
email.address@skywest.com
"Please consider the environment before printing"

Name
Title - Department
SkyWest Airlines
O: 000.111.2222
email.address@skywest.com
Have a nice da

Name
Title | Department
SKYWEST Airlines
O: 000.111.2222
email.address@skywest.com

Unacceptable E-mail Signature

SkyWest
AIRLINES®

CONCLUSION | 8.0

Protecting the SkyWest Identity

This guide outlines the proper usage of the SkyWest logo in the following areas:

• Logo Usage Guidelines
• Printed Materials
• Electronic Media
• Unique Logo Usage
• Advertising and Promotional Items
• Company E-Mail Signatures

The SkyWest identity is a reflection of the entire company, and every effort must be made to maintain identity consistency to protect the SkyWest brand.

For additional questions about usage of the SkyWest Airlines logo please contact one of the following:

Contacts:

corporate.communications@skywest.com

Alex Hamilton
Supervisor | Creative
Phone: 435.634.3586
E-mail: alex.hamilton@skywest.com

Marissa Snow
Director | Corporate & Brand Communications
Phone: 435.634.3548
E-mail: msnow@skywest.com

Mailing Address:
SkyWest Airlines
444 South River Road
St. George, Utah 84790