



**FIRST CLASS LEADERS
BRAND GUIDELINES**

2024



FIRST CLASS LEADERS

ABOUT FIRST CLASS LEADERS

We help humans be better humans, propelling them on a journey of self-discovery and transformation through essential leadership tools and our online Pilot Network.

OUR MISSION

To create a community of pilots who are not only technically proficient but proficient with their interpersonal skills. We provide the tools, training, and network to deepen self-awareness and adaptability to those in the aviation industry.



FIRST CLASS LEADERS



FIRST CLASS LEADERS



FIRST CLASS LEADERS





USING OUR BRAND GUIDELINES.



CONSISTENCY IN THE FLIGHT DECK

Consistency, repeatability, and reliability are key to operating a plane safely. Similarly, our brand identity has been carefully crafted to help build our reputation as the leader in self-development for pilots. Our brand assets should always maintain the highest standard of quality and be used consistently.

HOW TO USE THESE GUIDELINES

Our brand guide outlines clear, specific rules on how to use our assets correctly across all platforms and channels. This includes logos, icons, colours, typefaces, and more.





THE BRAND.



BRAND GUIDELINES

THE BRAND

- 1.1 - Brand Attributes
- 1.2 - Who We Are
- 1.3 - Our Philosophy



1.0



BRAND ATTRIBUTES

**FULFILMENT
COMMUNITY
TRANSFORMATION**

WHO WE ARE

FIRST CLASS LEADERS

BRAND GUIDELINES

We help aviators make leadership their “autopilot”. With the discovery and development of their soft skills, pilots can forge stronger connections with themselves and their crew.

Our resources take flight in two distinctive forms, each tailored to empower pilots towards personal growth. Our **tools**, such as workshops and webinars, are crafted to provide immersive experiences where pilots learn how to become better leaders and increase psychological safety.

The **Pilot Leadership Network** is an online community where pilots come together. Through a subscription model, members pursue a journey of continuous learning with monthly calls, networking opportunities, and a collection of resources designed to cultivate and nurture their soft skills.

OUR PHILOSOPHY

FIRST CLASS LEADERS

BRAND GUIDELINES

First Class Leaders was born out of a deep understanding of the aviation industry, with our founder bringing unmatched expertise with over 10,000 flight hours and experience both as a Captain at a major airline and a Captain on a G450.

We recognized an apparent void. Flying is about more than just navigating the skies. It's about navigating oneself, understanding strengths and weaknesses, and fostering a culture of trust and confidence within one's community.

No matter how many flight hours we've logged, we're still just human beings. If we can get from one place to another with a little less conflict and a little more compassion, why shouldn't we?



THE LOGO.



BRAND GUIDELINES

THE LOGO

- 2.1 - The Logo
- 2.2 - Logo Versions
- 2.3 - Clear Space



2.0

THE LOGO

FIRST CLASS LEADERS

LOGO ICON

Our logo icon represents years of work in aviation and embodies our passion for growth in the industry with diverse countries, cultures, and environments.



FIRST CLASS LEADERS

GLOBE

The globe in our logo signifies community and transformation, reflecting our worldwide approach to continuous pilot growth and self-development.

WINGS

The wings in our logo represent flight and growth. They embody our passion for aviation and the goal to reach new heights in leadership.

WORD MARK

Our word mark is chosen to match our clear and bold philosophy, with a strong sans-serif font to stand out as leaders in our field.



PRIMARY LOGO

Our primary logo is the most versatile, so we use it across most applications. It can appear on our website, marketing collateral, and any application where showcasing it can help increase our brand awareness.



ICON

Our logo icon is designed for universal application, to fit seamlessly on apparel items, tags, ads, favicons, and areas where space is limited or the wordmark won't be legible.



HORIZONTAL STABILIZER ICON

The horizontal stabilizer prevents an aircraft from pitching up and down. This icon is widely used in our branding, as it represents our commitment to cultivating a community of pilots that are more self-aware— resulting in less ups and downs when leading their crew. This versatile icon appears on our website, marketing collateral, and any application where it can help increase our brand awareness.



CLEAR SPACE



≈ 1/16

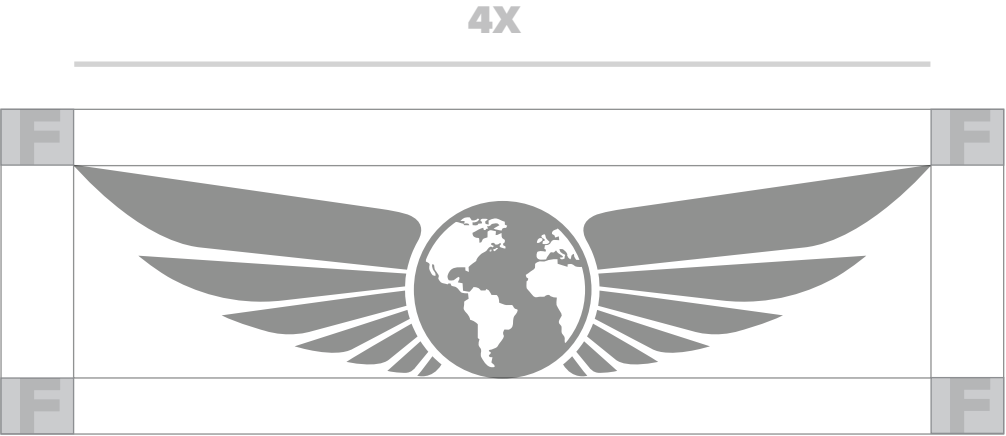


BRAND GUIDELINES

LET OUR LOGO BREATHE

Our logo is the defining feature of our brand, and should be kept clear of obstacles and other visually distracting elements. A visual buffer will ensure the logo remains distinct and easily recognizable across various applications and platforms. Adhering to these clear space guidelines will help to maintain the overall effectiveness and integrity of our brand's visual identity.

CLEAR SPACE



BRAND GUIDELINES



1/16TH ICON SPACING

Our icon needs room to breathe and stand out. When designing, a second icon at a scale of 1/16th can be used to ensure the minimum spacing requirements are met. Any distracting visual elements underneath the icon should be toned down or edited out.





BRAND TYPEFACE.

BRAND TYPEFACE

- 3.1 - Brand Typeface
- 3.2 - Heading
- 3.3 - Body Copy



3.0

PROXIMA

NOVA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

USE ALL
CAPS FOR
THE LOGO

LETTER SPACE
ZERO

BRAND TYPEFACE

**Our Headings
Are Written With
Proxima Extra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The body copy
is written with
Proxima Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Our Secondary Font
is written with
Larken

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

A professional business meeting scene with a woman in the center speaking to two men. The image has a dark blue overlay.

**Leadership
is a journey.**



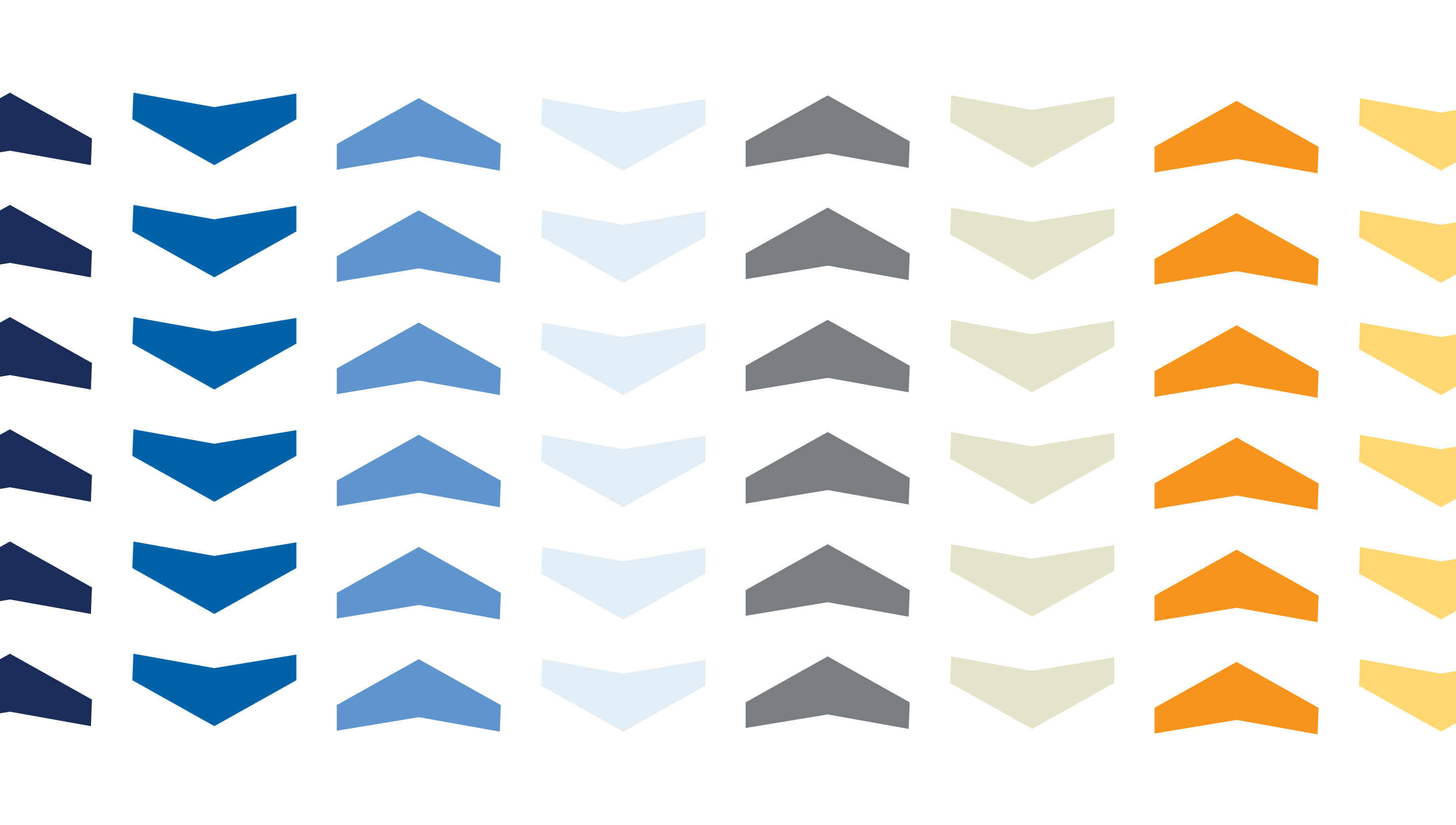
BRAND COLOURS.

BRAND COLOURS

- 4.1 - Brand Colours
- 4.2 - Colour Codes



4.0



PRIMARY LOGO COLOURS



FIRST CLASS LEADERS



FIRST CLASS LEADERS



FIRST CLASS LEADERS

#FFFFFF
CLOUD NINE

#1D2B58
HIGH ALTITUDE

#5F94CD
SKY BLUE

#0062A9
AVIATOR AZURE

#050000
JET BLACK

#E2EDF6
CABIN CREW

#7A7E82
SILVER LINING

#E4E4CA
HORIZON

#F7941E
SUNSET

#FFD874
SUNRISE

CMYK: C=67 M=51 Y=0 K=65

Pantone: 534 C

Hex: #1D2B58

RGB: R=29 G=43 B=88

80%

60%

40%

20%

CMYK: C=100 M=42 Y=0 K=34

Pantone: 285 C

Hex: #0062A9

RGB: R=0 G=38 B=66

CMYK: C=8 M=4 Y=0 K=4

Pantone: 656 C

Hex: #E2EDF6

RGB: R=89 G=93 B=96

CMYK: C=6 M=3 Y=0 K=49

Pantone: 877 C

Hex: #7A7E82

RGB: R=48 G=49 B=51

CMYK: C=100 M=42 Y=0 K=34

Pantone: 659 C

Hex: #5F94CD

RGB: R=0 G=38 B=66

80%

60%

40%

20%

CMYK: C=8 M=4 Y=0 K=4

Pantone: 5807 C

Hex: #E4E4CA

RGB: R=89 G=93 B=96

CMYK: C=0 M=40 Y=88 K=3

Pantone: 144 C

Hex: #F7941E

RGB: R=97 G=58 B=12

CMYK: C=0 M=15 Y=55 K=0

Pantone: 1215 C

Hex: #FFD874

RGB: R=100 G=85 B=45

80%

60%

40%

20%

PRIMARY AND SECONDARY COLOURS

Primary and secondary colours are designed to be used in our logo, website, buttons, and all major aspects of our brand. These colors form the foundation of our visual identity, ensuring consistency and recognition across all platforms and materials.

ACCENT COLOURS

Accent colours are specifically designed to be used for special events, select print apparel, and social materials. Their purpose is to add visual interest, highlight key elements, and create a cohesive look that reinforces our brand identity.



VISUAL LANGUAGE.

VISUAL LANGUAGE

5.1 - Aesthetic



5.0

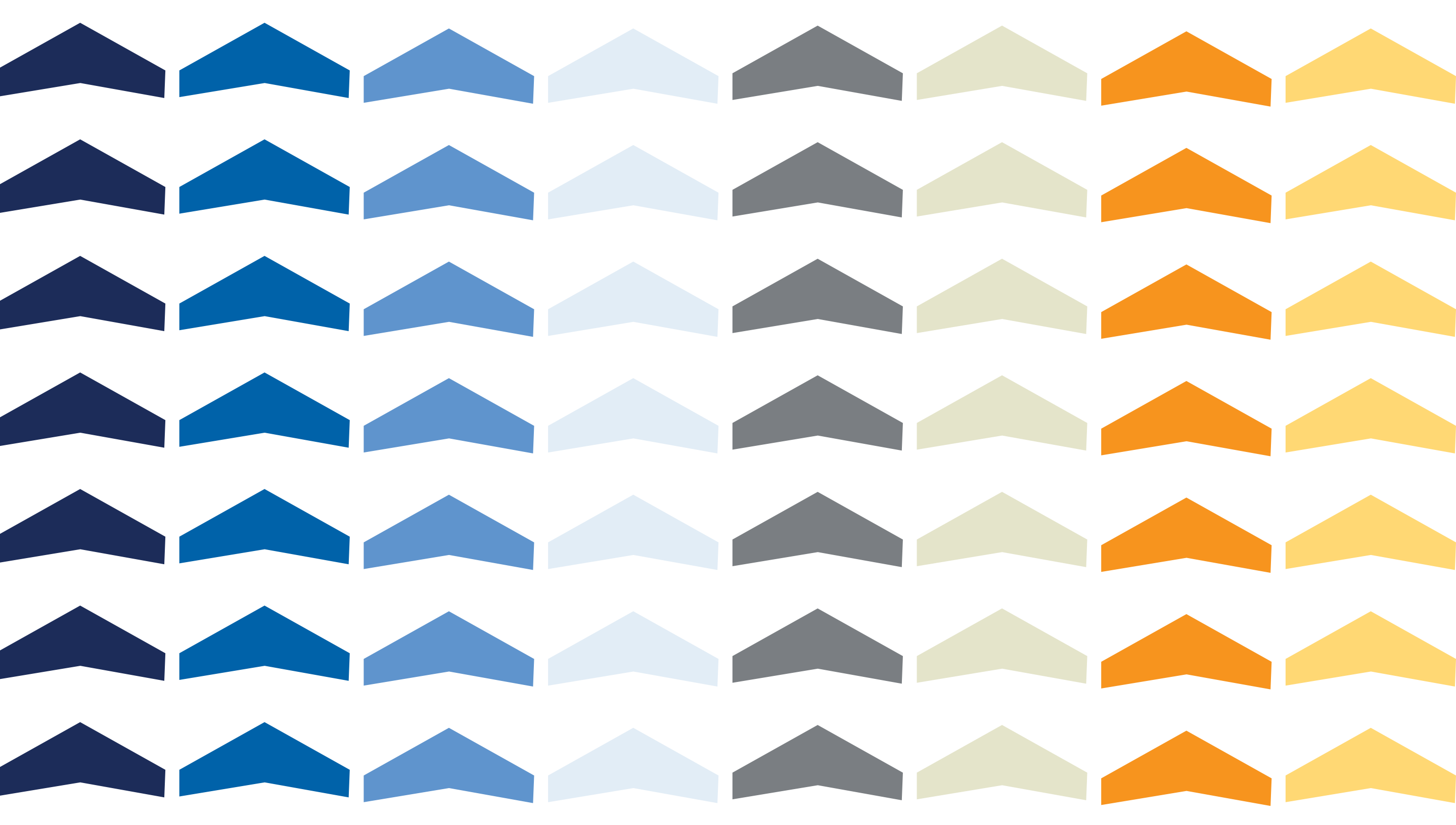














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BRAND VOICE & STYLE

VISUAL LANGUAGE

- 6.1 - Brand Voice
- 6.2 - Brand Style



6.0



BRAND VOICE

**Our brand voice is inspiring,
professional, and clear. We are here
to help humans be better humans.**

CLEAR (not curt) • **WISE** (not know-it-all) • **HELPFUL** (not controlling) • **CONFIDENT** (not cocky)

INSPIRING (not promising) • **PROFESSIONAL** (not tense) • **STRAIGHTFORWARD** (not dry)

We form our sentences in a clear way. Sophisticated words can be fun, but refrain from overusing jargon. Let the words we use have an impact.

USE POSITIVE LANGUAGE

We help aviators make leadership their “autopilot”.

~~We do not want pilots being bad leaders.~~

REDUCE USE OF CONTRACTIONS.

In the flight deck, there is a need for pilots to improve their soft skills.

~~In the flight deck, there’s a need for improved pilots’ soft skills.~~

USE WORDS PEOPLE KNOW, NOT INTERNAL TERMINOLOGY.

First Class Leaders

~~FCL~~



FIRST CLASS LEADERS