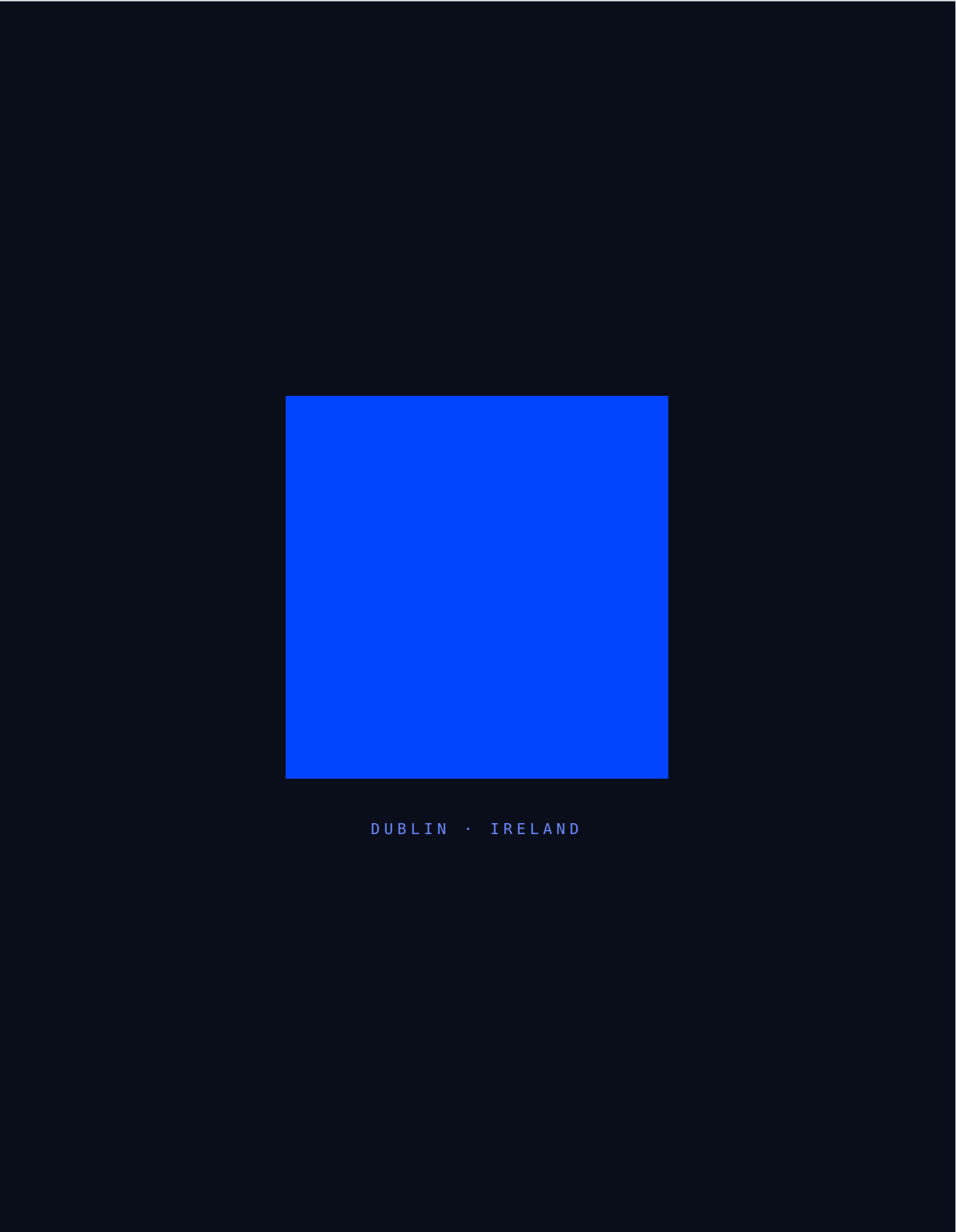


— Visual Identity

Guidelines





The visual identity for AMRIS Aviation is preserved in this document. Adhering to these guidelines will maintain a strong brand identity and establish rules for the consistent implementation of brand elements.

Designed and documented by



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EDITION N° 014 · BRANDBOOK · 2026
Closing of identity phase · v1.0

SANTIAGO, CHILE · 2026

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STRATEGY	[TBD]
TYPE	Space Grotesk · Inter
PHOTOGRAPHY	[TBD]
CLIENT	Andy O'Shea, AMRIS Aviation

1.0

Brand Story

- 1.1 Philosophy
- 1.2 Purpose
- 1.3 Essence (DNA)
- 1.4 Personality
- 1.5 Market Positioning

2.0

Core Brand Elements

- 2.1 Primary Logo
- 2.2 Symbol
- 2.3 Wordmark
- 2.4 Clear Space
- 2.5 Misuse
- 2.6 Partner & Sponsors

3.0

Color

- 3.1 Primary Color
- 3.2 Secondary Colors
- 3.3 Color Applications
- 3.4 Color Combinations

4.0

Typography

- 4.1 Primary Typeface
- 4.2 Secondary Typeface
- 4.3 Typography Usage
- 4.4 Typeface Misuse

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- 5.1 Document Templates
- 5.2 Marketing Materials
- 5.3 Merchandise

6.0

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- 6.1 Website
- 6.2 Social Media
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- 6.4 TV

7.0

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- 7.1 On Site
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- 7.3 Events pieces
- 7.4 Big Format
- 7.5 TRADE

8.0

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- 8.1 Photographic Styles
- 8.2 Composition Guidelines
- 8.3 Image Usage

9.0

Brand Tone and Voice

- 9.1 Written Communication
- 9.2 Messaging Examples
- 9.3 Audience Adaptation

10.0

Conclusions and Contact

- 10.1 Summary
- 10.2 Contact for Inquiries





1.0

Brand Story

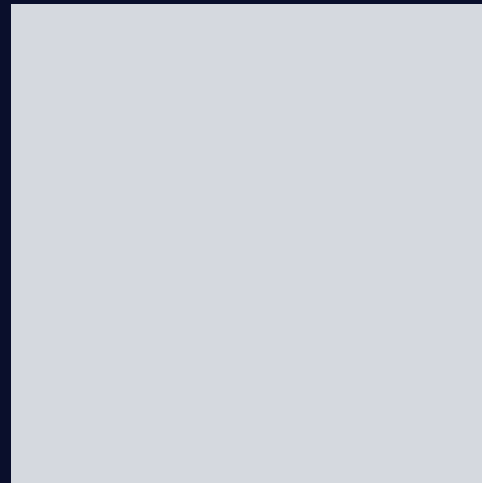
1.1 Philosophy

1.2 Purpose

1.3 Essence (DNA)

1.4 Personality

1.5 Market Positioning





1.1

Philosophy

— AMRIS · PHILOSOPHY

At the heart of AMRIS Aviation is a bold vision: to integrate the global aviation ecosystem by elevating standards. We believe in raising aviation, elevating people — building a unified system where pilot readiness is clear, consistent, and trusted across the industry.



1.2

Purpose

— AMRIS · PURPOSE

Integrate the aviation ecosystem by elevating standards. We connect people, training organizations, and airlines under a unified system that ensures pilot performance and competency development are best-in-class.



1.3

Essence (DNA)

— AMRIS · ESSENCE (DNA)

Authority · Trust · Modernity · Flexibility · Simplicity. Operational and training expertise. Certainty and safety at the core. Technology-driven. Adaptable to multiple audiences. Making the complex clear.



1.4

Personality

— AMRIS · PERSONALITY

Enterprise Calm. Sharp. Expert. Approachable. Calm. Focused. Collaborative. We strive to be the integrator of the aviation ecosystem — bringing together training, assessment, and connectivity within a reliable and scalable framework.



1.5

Market Positioning

— AMRIS · MARKET POSITIONING

AMRIS Aviation positions itself as the global integrator of aviation standards. The brand operates across four units (AMRIS Academy, Competency System, ARPP, APC) under one governance framework. Claim: Raising the standard in aviation.



2.0

Core Brand Elements

2.1 Primary Logo

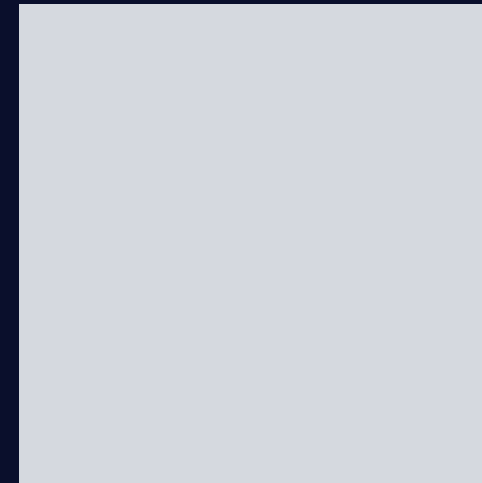
2.2 Symbol

2.3 Wordmark

2.4 Clear Space

2.5 Misuse

2.6 Partner & Sponsors



2.1

Primary Logo

— AMRIS · PRIMARY LOGO

[*Contenido AMRIS para 2.1 Primary Logo — preserved from project archive*]



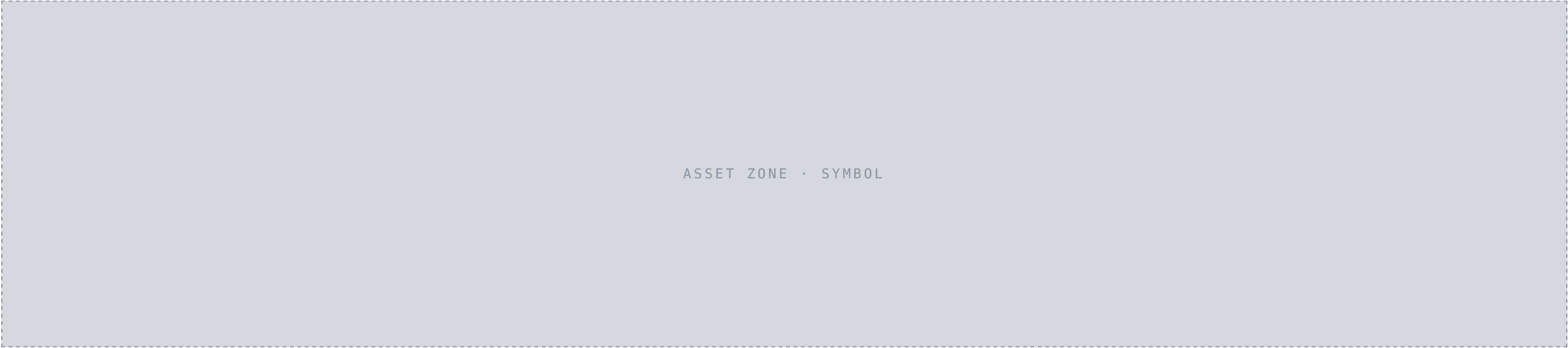
ASSET ZONE · PRIMARY LOGO

2.2

Symbol

— AMRIS · SYMBOL

[Contenido AMRIS para 2.2 Symbol — preserved from project archive]



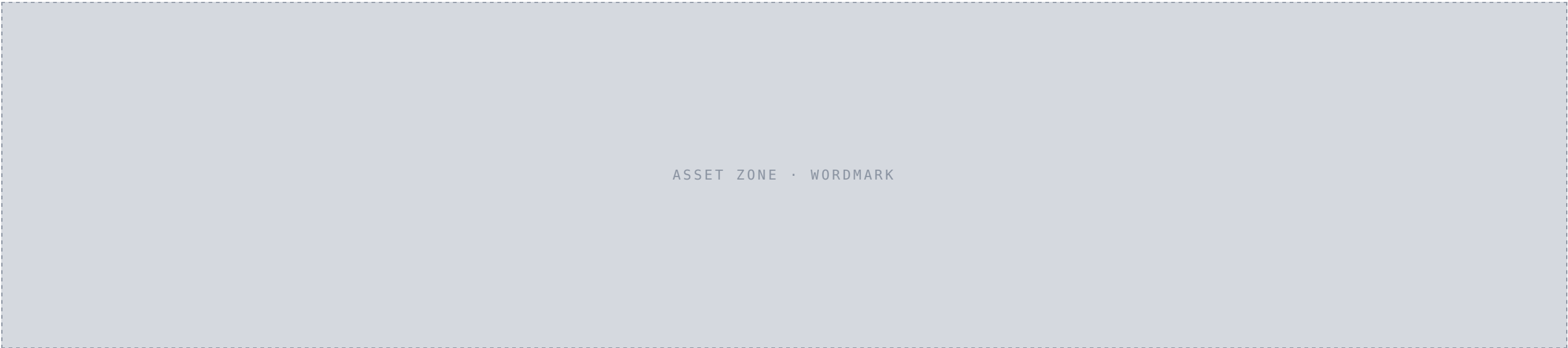
ASSET ZONE · SYMBOL

2.3

Wordmark

— AMRIS · WORDMARK

[*Contenido AMRIS para 2.3 Wordmark — preserved from project archive*]



ASSET ZONE · WORDMARK

2.4

Clear Space

— AMRIS · CLEAR SPACE

[Contenido AMRIS para 2.4 Clear Space — preserved from project archive]



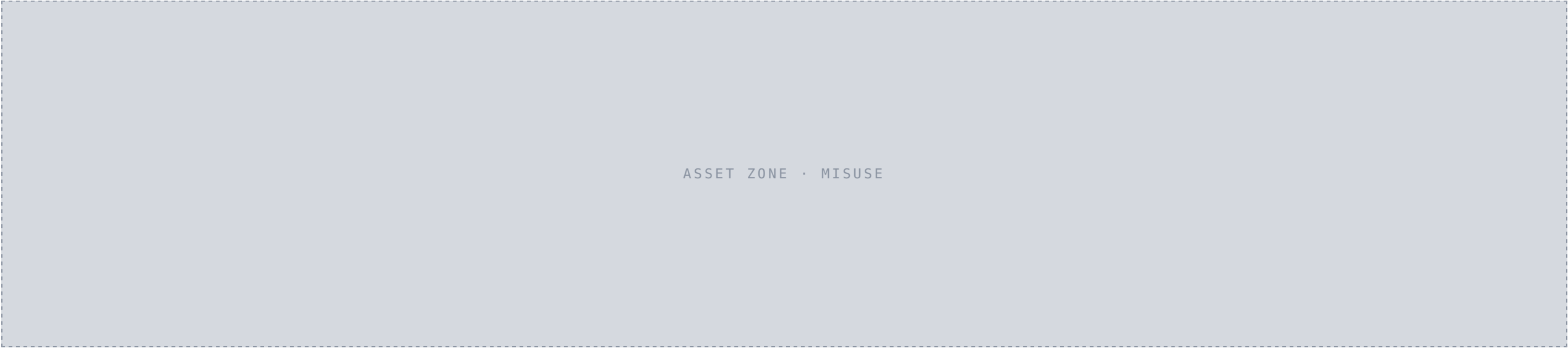
ASSET ZONE · CLEAR SPACE

2.5

Misuse

— AMRIS · MISUSE

[Contenido AMRIS para 2.5 Misuse — preserved from project archive]



2.6

Partner & Sponsors

— AMRIS · PARTNER & SPONSORS

[Contenido AMRIS para 2.6 Partner & Sponsors — preserved from project archive]



ASSET ZONE · PARTNER & SPONSORS



3.0

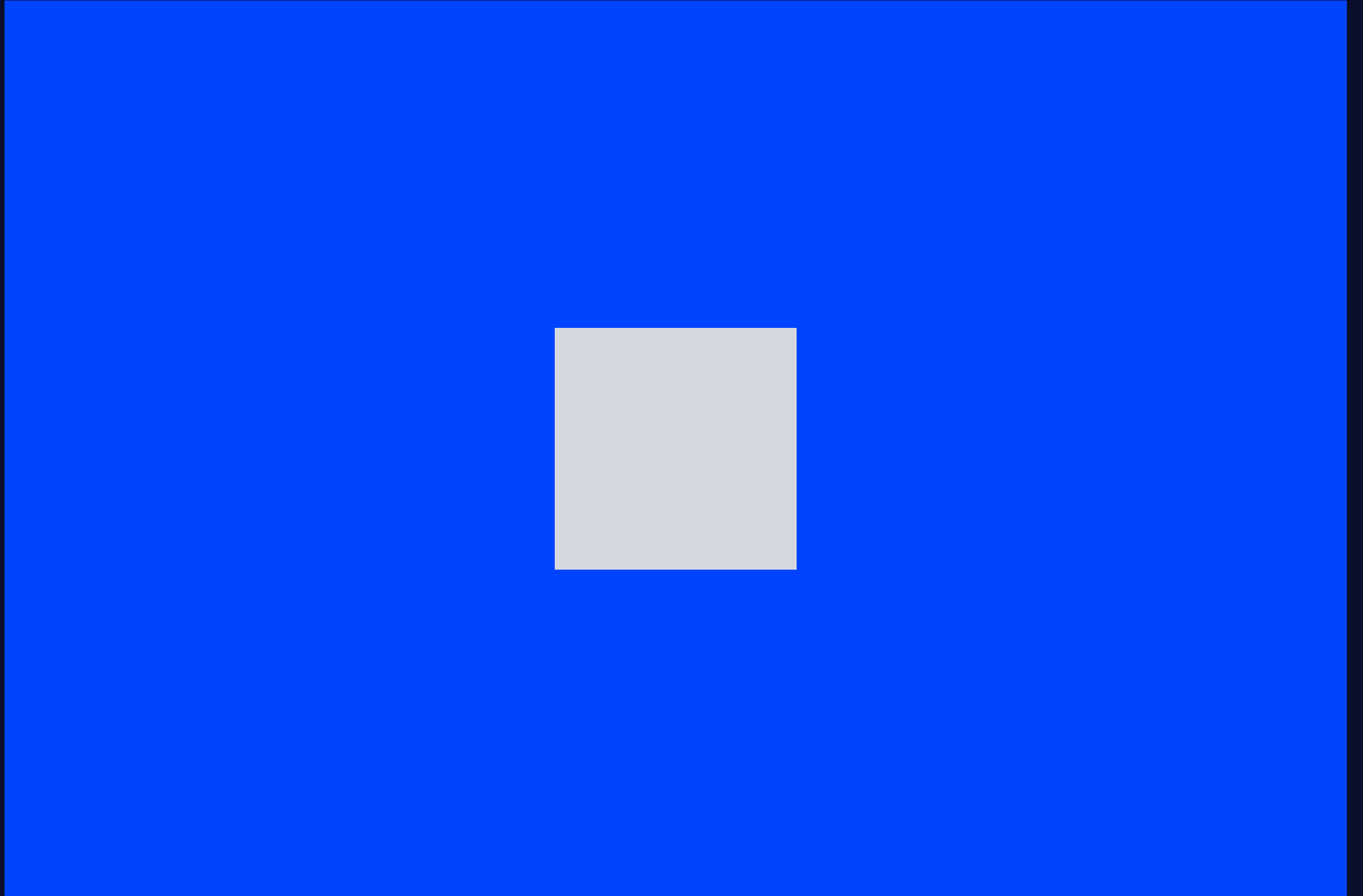
Color

3.1 Primary Color

3.2 Secondary Colors

3.3 Color Applications

3.4 Color Combinations



3.1

Primary Color

— AMRIS · PRIMARY COLOR



Deep Contrast

AUTHORITY

#0A0F2C · RGB 10·15·44



Energy Blue

SIGNAL · PMS 2728 C

#0044FF · RGB 0·68·255



Sky Blue

AVIATION LIGHT

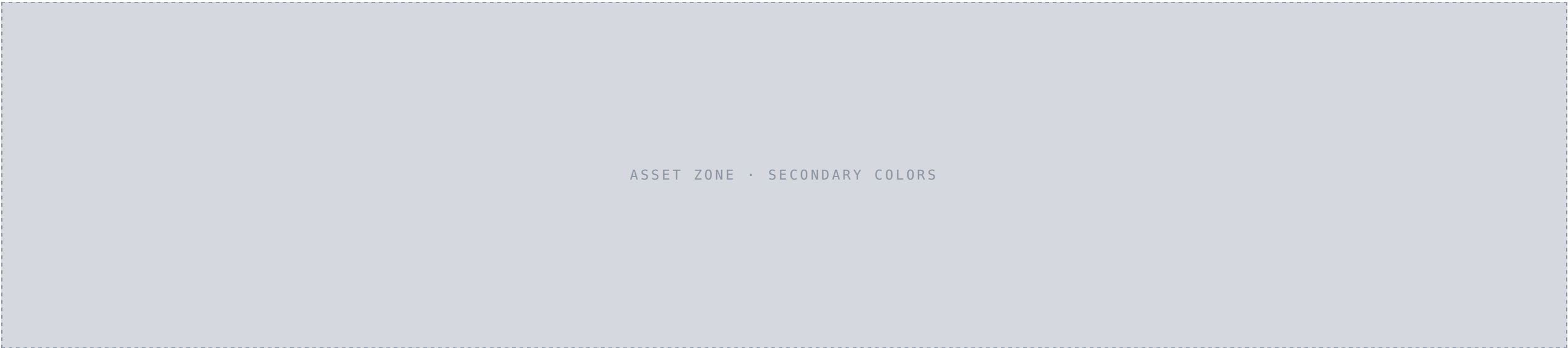
#6B8AFF · RGB 107·138·255

3.2

Secondary Colors

— AMRIS · SECONDARY COLORS

[Contenido AMRIS para 3.2 Secondary Colors — preserved from project archive]



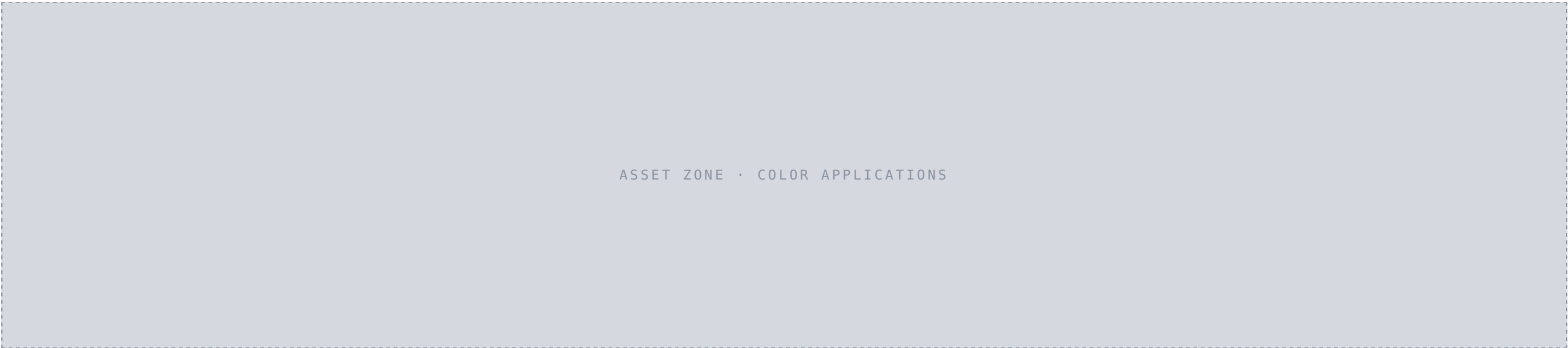
ASSET ZONE · SECONDARY COLORS

3.3

Color Applications

— AMRIS · COLOR APPLICATIONS

[*Contenido AMRIS para 3.3 Color Applications — preserved from project archive*]



3.4

Color Combinations

— AMRIS · COLOR COMBINATIONS

[Contenido AMRIS para 3.4 Color Combinations — preserved from project archive]





4 . 0

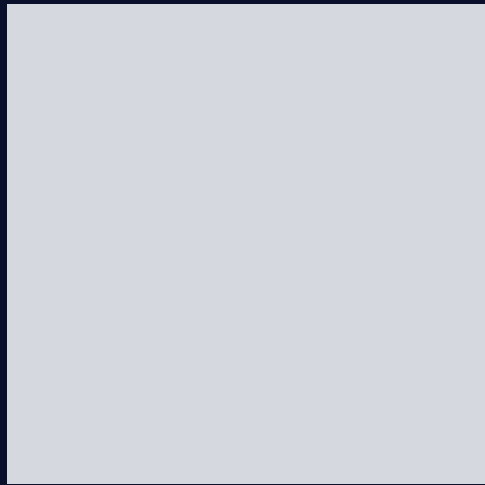
Typography

4.1 Primary Typeface

4.2 Secondary Typeface

4.3 Typography Usage

4.4 Typeface Misuse





4 . 1

Primary Typeface

— AMRIS · PRIMARY TYPEFACE

Aa

Space Grotesk · Inter Family

Geometric sans for hierarchy and human warmth. Weights: Light 300 · Regular 400. Tracking: –10 to 0 on large sizes.

4.2

Secondary Typeface

— AMRIS · SECONDARY TYPEFACE

[*Contenido AMRIS para 4.2 Secondary Typeface — preserved from project archive*]



4.3

Typography Usage

— AMRIS · TYPOGRAPHY USAGE

[*Contenido AMRIS para 4.3 Typography Usage — preserved from project archive*]



4 . 4

Typeface Misuse

— AMRIS · TYPEFACE MISUSE

[*Contenido AMRIS para 4.4 Typeface Misuse — preserved from project archive*]





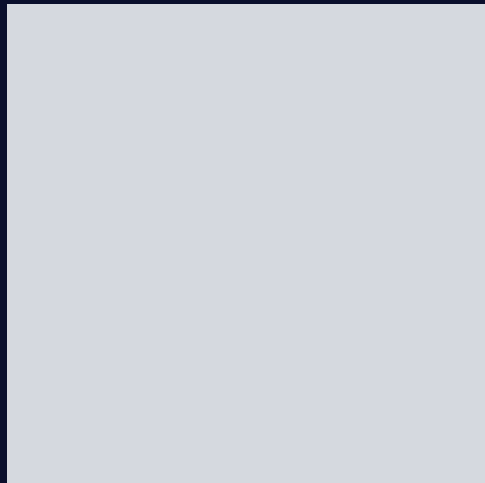
5.0

Assets

5.1 Document Templates

5.2 Marketing Materials

5.3 Merchandise

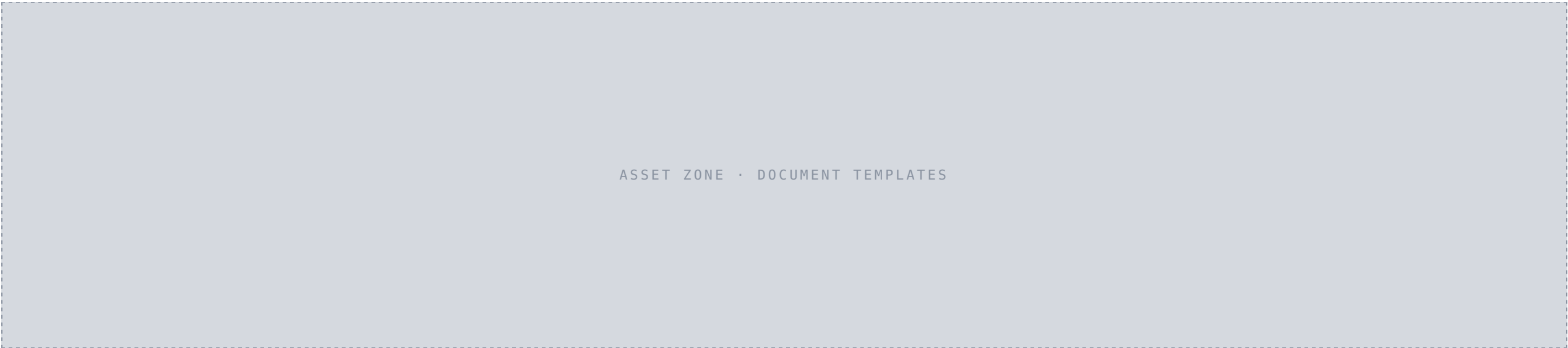


5.1

Document Templates

— AMRIS · DOCUMENT TEMPLATES

[Contenido AMRIS para 5.1 Document Templates — preserved from project archive]

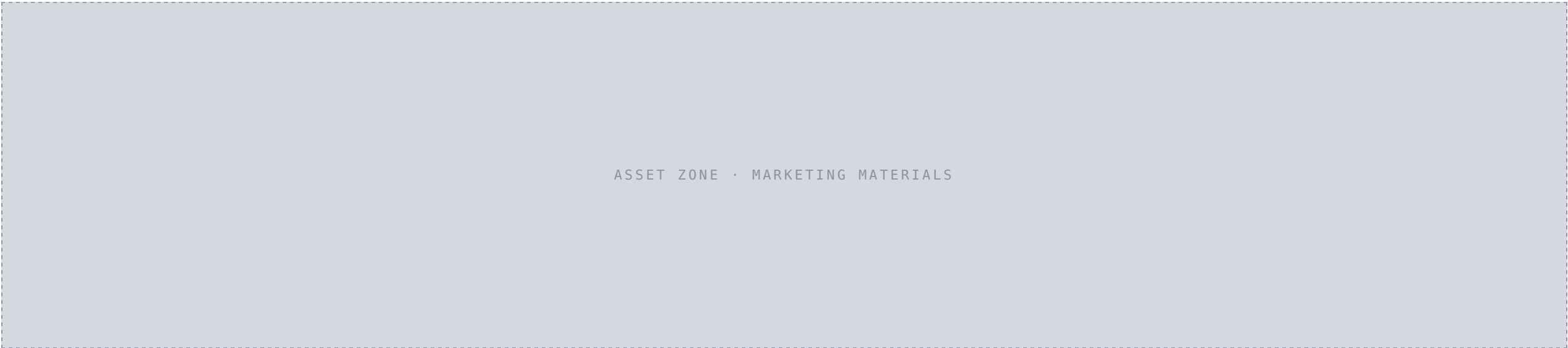


5.2

Marketing Materials

— AMRIS · MARKETING MATERIALS

[Contenido AMRIS para 5.2 Marketing Materials — preserved from project archive]



ASSET ZONE · MARKETING MATERIALS

5.3

Merchandise

— AMRIS · MERCHANDISE

[Contenido AMRIS para 5.3 Merchandise — preserved from project archive]



ASSET ZONE · MERCHANDISE



6.0

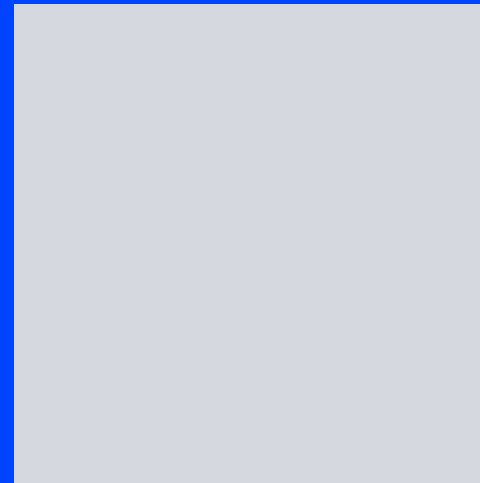
Digital Application

6.1 Website

6.2 Social Media

6.3 Mailing

6.4 TV



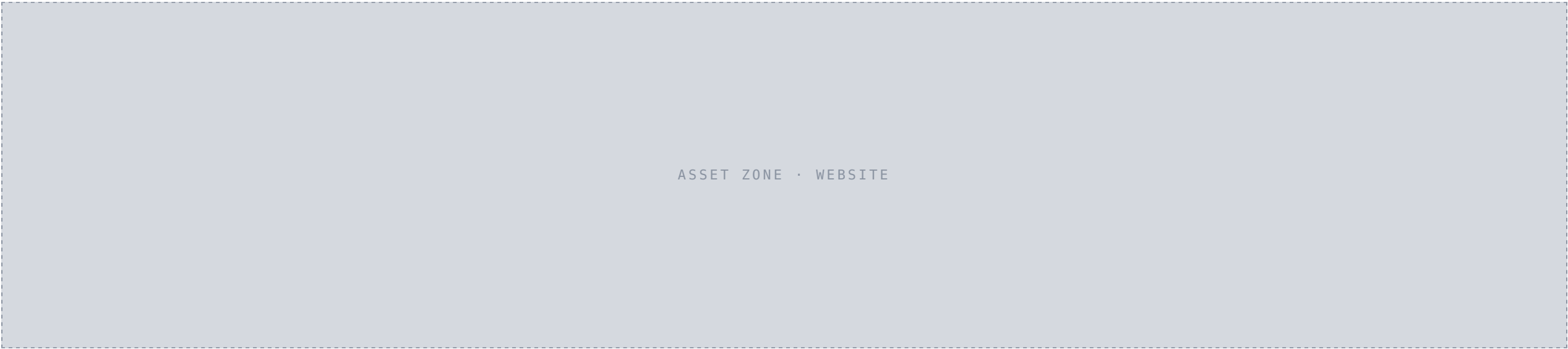


6.1

Website

— AMRIS · WEBSITE

[Contenido AMRIS para 6.1 Website — preserved from project archive]



ASSET ZONE · WEBSITE

6.2

Social Media

— AMRIS · SOCIAL MEDIA

[*Contenido AMRIS para 6.2 Social Media — preserved from project archive*]





6.3

Mailing

— AMRIS · MAILING

[Contenido AMRIS para 6.3 Mailing — preserved from project archive]



ASSET ZONE · MAILING

6.4

TV

— AMRIS · TV

[*Contenido AMRIS para 6.4 TV — preserved from project archive*]



ASSET ZONE · TV



7.0

OFF Applications

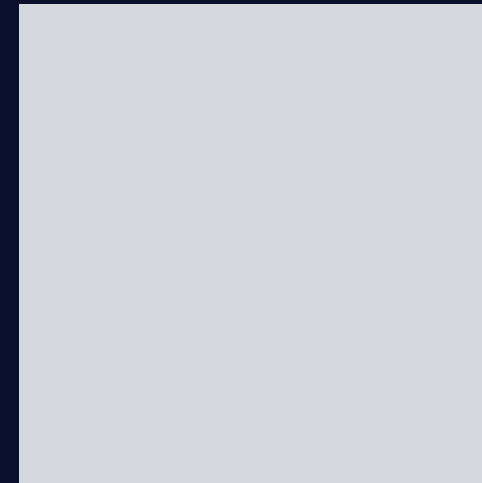
7.1 On Site

7.2 Print Documents

7.3 Events pieces

7.4 Big Format

7.5 TRADE





7.1

On Site

— AMRIS · ON SITE

AMRIS facilities, training centers, airport partner spaces. Signage uses Deep Contrast as base, Energy Blue accent. Wayfinding monospaced. Staff uniforms in graphite/mist.



7.2

Print Documents

— AMRIS · PRINT DOCUMENTS

Manuals, certificates, training packets. Letterhead with isotype + wordmark + Dublin address. Print system uses CMYK 90·75·0·0 Energy Blue with PMS 2728 C for offset.



7.3

Events pieces

— AMRIS · EVENTS PIECES

Industry conferences, training kickoffs, certification ceremonies. Backdrops use the Aviation Blue System full-bleed. Lanyards graphite with sky blue accent.



7.4

Big Format

— AMRIS · BIG FORMAT

Trade show signage, airport display, OOH. Headlines in Space Grotesk display weight. Always include subtitle 'Raising the standard in aviation.' below the primary message.



7.5

TRADE

— AMRIS · TRADE

Material entregable a airlines partners, training schools. Standardized kits — folder, training booklet, ARPP enrollment card. Energy Blue chip cover.



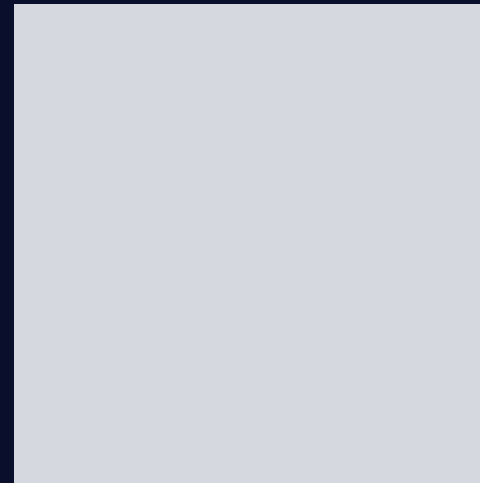
8.0

Photography

8.1 Photographic Styles

8.2 Composition Guidelines

8.3 Image Usage

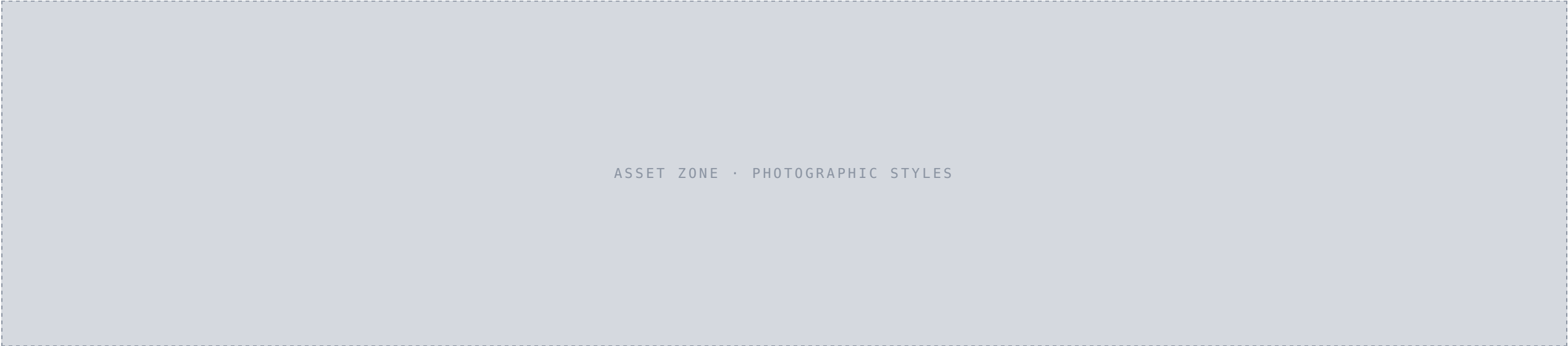


8.1

Photographic Styles

— AMRIS · PHOTOGRAPHIC STYLES

[Contenido AMRIS para 8.1 Photographic Styles — preserved from project archive]



ASSET ZONE · PHOTOGRAPHIC STYLES

8.2

Composition Guidelines

— AMRIS · COMPOSITION GUIDELINES

[*Contenido AMRIS para 8.2 Composition Guidelines — preserved from project archive*]



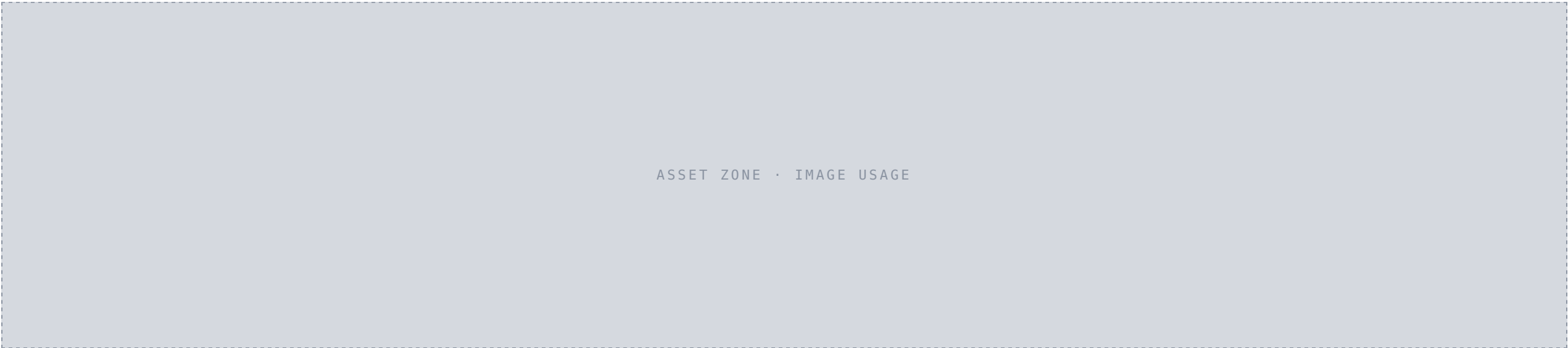
ASSET ZONE · COMPOSITION GUIDELINES

8.3

Image Usage

— AMRIS · IMAGE USAGE

[Contenido AMRIS para 8.3 Image Usage — preserved from project archive]

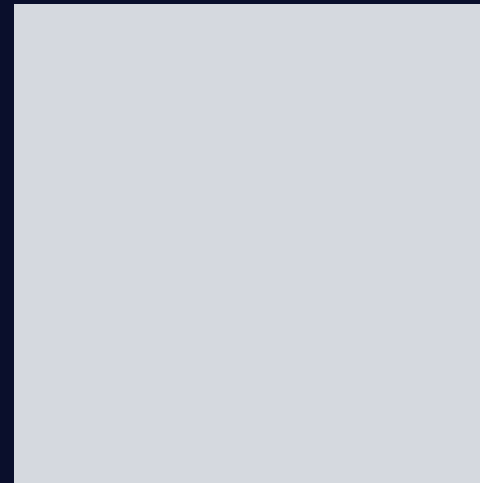


ASSET ZONE · IMAGE USAGE



9.0

Brand Tone and Voice



9.1 Written Communication

9.2 Messaging Examples

9.3 Audience Adaptation



9.1

Written Communication

— AMRIS · WRITTEN COMMUNICATION

Voice: Enterprise Calm. Sharp, expert, approachable. We say what matters in fewer words. We never inflate. Headlines end with periods. Statement-first, explanation second.



9.2

Messaging Examples

— AMRIS · MESSAGING EXAMPLES

DO: Raising the standard in aviation. DON'T: We are committed to delivering best-in-class aviation training solutions. DO: Through expert guidance within a technology-enabled environment. DON'T: AMRIS Aviation prides itself on cutting-edge methodologies.



9.3

Audience Adaptation

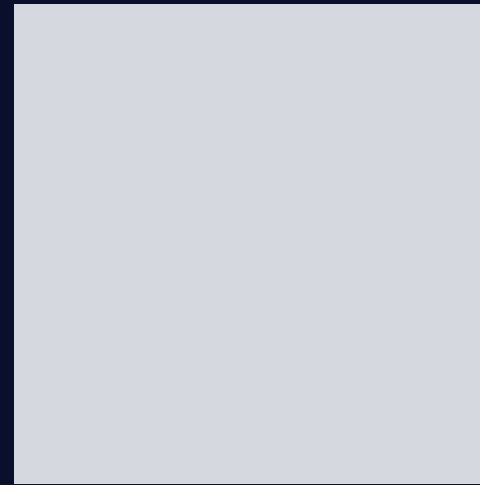
— AMRIS · AUDIENCE ADAPTATION

Pilots: direct, technical, practical. Training partners: collaborative, system-oriented. Airlines: trustworthy, standardized, scalable. Regulators: rigorous, transparent, evidence-based.



10.0

Conclusions and Contact



10.1 Summary

10.2 Contact for Inquiries



10.1

Summary

— AMRIS · SUMMARY

AMRIS Aviation is the integrator of the global aviation ecosystem. By connecting talent, training, and operations under a shared standard, AMRIS ensures pilot readiness is clear, consistent, and trusted across the industry.



10.2

Contact for Inquiries

— AMRIS · CONTACT FOR INQUIRIES

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Broadmeadow Hall, Applewood Village, Swords, Dublin K67 A4A4, Ireland. amrisaviation.com

AMRIS

AVIATION

EDITION N° 014

BRANDBOOK · 2026