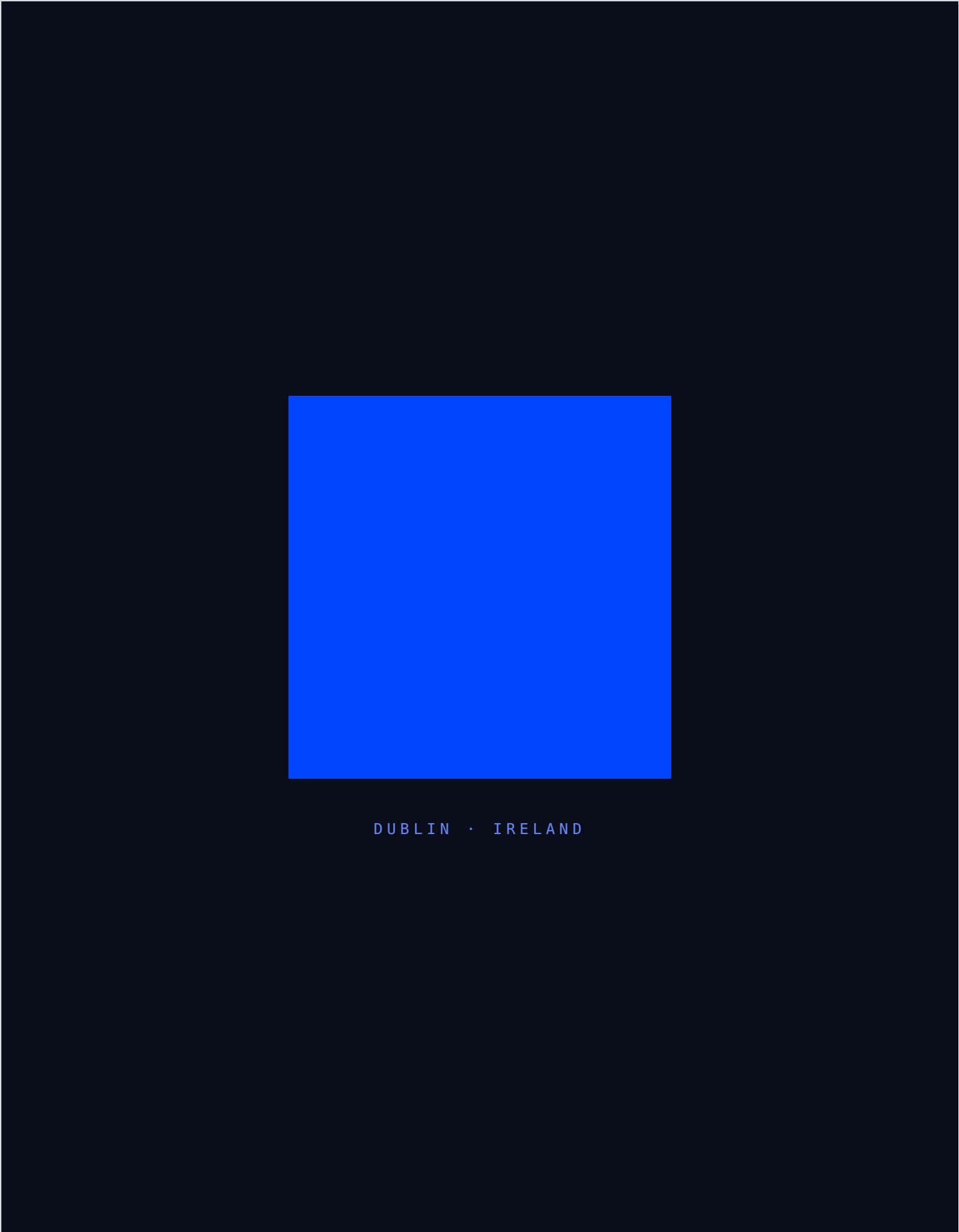


— Visual Identity

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 · GUIDELINE · 2026
Closing of identity phase · v1.0

SANTIAGO, CHILE · 2026

LEAD DESIGNER	Paloma Nuñez
PROJECT MANAGER	[TBD]
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

5.0

Assets

- 5.1 Document Templates
- 5.2 Marketing Materials
- 5.3 Merchandise

6.0

Digital Application

- 6.1 Website
- 6.2 Social Media
- 6.3 Mailing
- 6.4 TV

7.0

OFF Applications

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

8.0

Photography

- 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





2.0

Core Brand Elements

2.1 Primary Logo

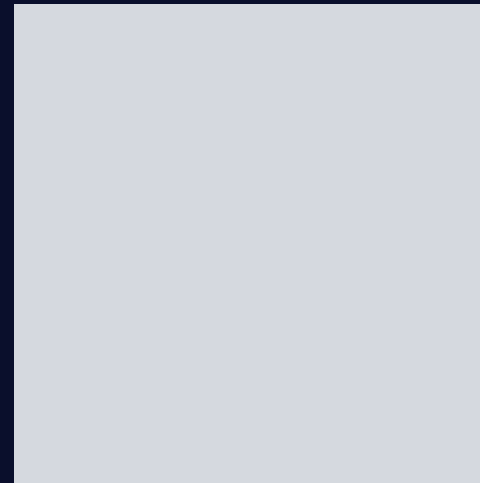
2.2 Symbol

2.3 Wordmark

2.4 Clear Space

2.5 Misuse

2.6 Partner & Sponsors



2.0

Core Brand Elements

2.1 PRIMARY LOGO

[Asset zone]

2.3 WORDMARK

[Asset zone]

2.5 MISUSE

[Asset zone]

2.2 SYMBOL

[Asset zone]

2.4 CLEAR SPACE

[Asset zone]

2.6 PARTNER & SPONSORS

[Asset zone]



3.0

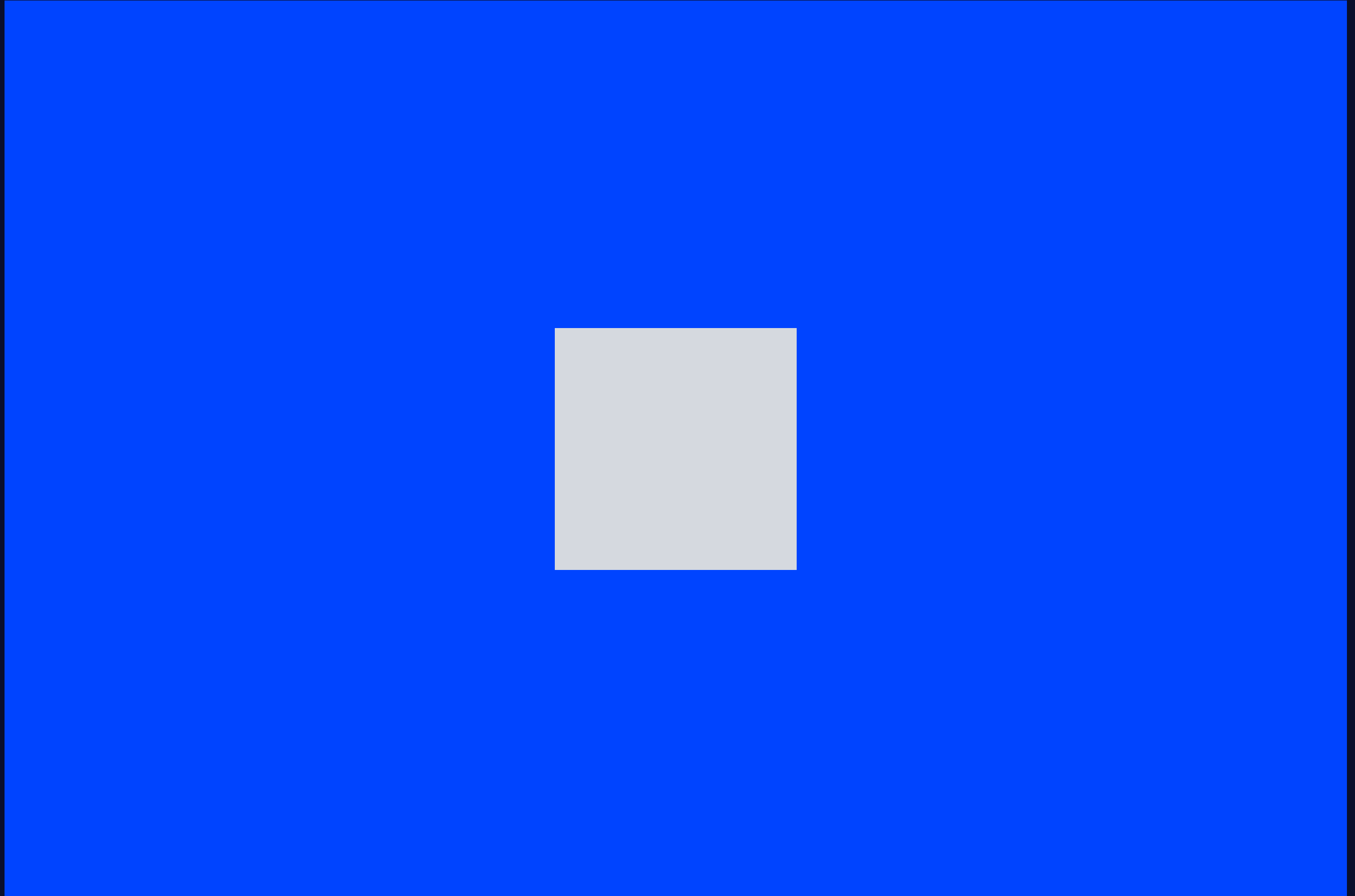
Color

3.1 Primary Color

3.2 Secondary Colors

3.3 Color Applications

3.4 Color Combinations



3.0

Color

— 3.1 PRIMARY COLOR

[Asset zone]

— 3.2 SECONDARY COLORS

[Asset zone]

— 3.3 COLOR APPLICATIONS

[Asset zone]

— 3.4 COLOR COMBINATIONS

[Asset zone]



4 . 0

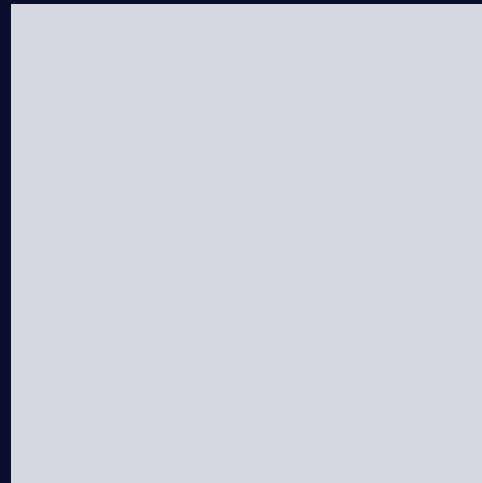
Typography

4.1 Primary Typeface

4.2 Secondary Typeface

4.3 Typography Usage

4.4 Typeface Misuse



4.0

Typography

4.1 PRIMARY TYPEFACE

[Asset zone]

4.2 SECONDARY TYPEFACE

[Asset zone]

4.3 TYPOGRAPHY USAGE

[Asset zone]

4.4 TYPEFACE MISUSE

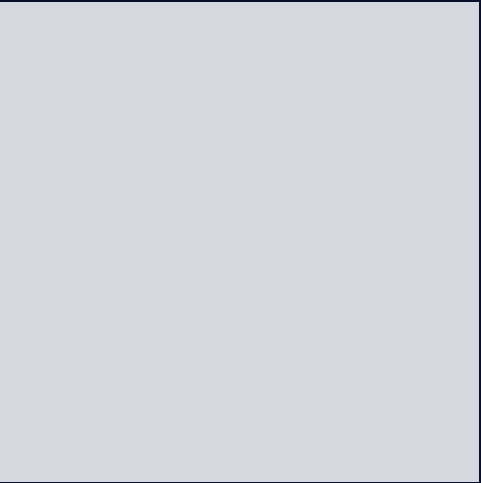
[Asset zone]



5.0

Assets

- 5.1 Document Templates
- 5.2 Marketing Materials
- 5.3 Merchandise



5.0

Assets

— 5.1 DOCUMENT TEMPLATES

[Asset zone]

— 5.2 MARKETING MATERIALS

[Asset zone]

— 5.3 MERCHANDISE

[Asset zone]



6.0

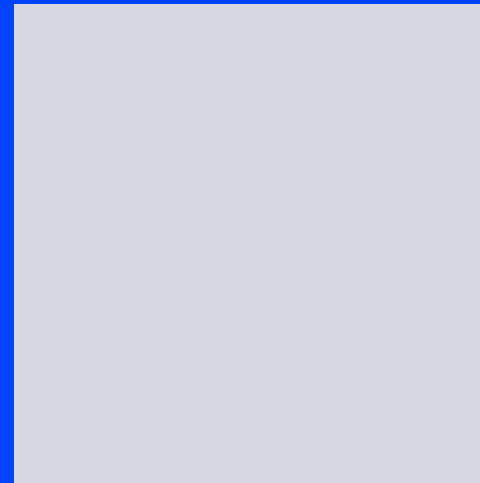
Digital Application

6.1 Website

6.2 Social Media

6.3 Mailing

6.4 TV



6.0

Digital Application

— 6.1 WEBSITE

[Asset zone]

— 6.2 SOCIAL MEDIA

[Asset zone]

— 6.3 MAILING

[Asset zone]

— 6.4 TV

[Asset zone]



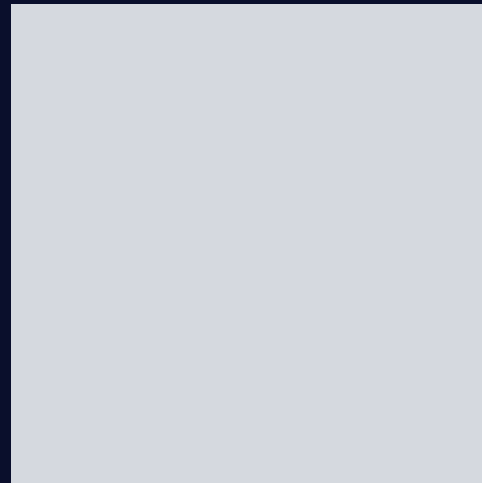
8.0

Photography

8.1 Photographic Styles

8.2 Composition Guidelines

8.3 Image Usage



8.0

Photography

8.1 PHOTOGRAPHIC STYLES

[Asset zone]

8.3 IMAGE USAGE

[Asset zone]

8.2 COMPOSITION GUIDELINES

[Asset zone]

AMRIS

AVIATION

EDITION N° 014

GUIDELINE · 2026