VIRGIN AMERICA
BRAND GUIDELINES

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1.1

MISSION

Virgin America makes flying fun again. We're constantly reinventing air travel with our stylish design, award-winning service, and the most advanced entertainment system in the sky.

Rather than accept the traditional rules of air travel, we're breaking from convention to create the most incredible airline in the industry. We thrive on doing things differently and turning heads along the way. By pushing the boundaries of what's possible at 35,000 feet, we're creating an experience like no other.

1.2

CHARACTERISTICS

Our personality is a blend of three characteristics: clever, provocative, and friendly. Depending on the medium, emphasis may shift to one characteristic over the others. For example, advertising headlines generally skew clever and provocative, while email subject lines tend to be friendly. Here are more details on what we mean by each.

Clever As in smart, cheeky, and witty—not pretentious. It's about having fun with words, not sounding cooler than thou.

Provocative As in bold and unconventional, not obscene or offensive. We're provocative in how we challenge the industry and motivate other airlines to keep up.

Friendly This serves as a reminder that guests are always at the center of what we do, and it helps take the edge off our provocative nature.

1.3

Friendly, Clever, and Provocative

EXAMPLES

2.1

OVERVIEW

Our audience is youthful, intelligent, and tech savvy, and we like speaking to them in their own language. The ideal tone is hip, easygoing, informal, playful, and tongue in cheek.

We also have a provocative side, inspired by the Virgin brand and Sir Richard Branson himself. In the cutthroat world of commerce, he's a breath of fresh air, and his upstart attitude helped shape ours. We aren't afraid to challenge the status quo, call out the industry, or emphasize our strengths—though we never outright brag, overpromise, or use over-the-top language.

Clever wordplay and double entendres are a fun way to liven up copy, but language should never get in the way of the overall message—or, even worse, seem like it's trying too hard. When in doubt, play it straight, clean, and clear. As they say, less is more.

2.2

DOs AND DON'Ts

Do

Be inclusive. We typically write in the first person collective ("we, "us," "our") and maintain a conversational tone.

Work with witty wordplay and double entendres— not necessarily everywhere, but just enough to give our audience something to enjoy.

Keep sentence structure clear, clean, and concise. Less is more.

Orient messages around actions and use lots of verbs. We lean toward short, punchy verbs like get, grab, score, and fly.

Use colorful monosyllabic adjectives with double meanings (in moderation), like sweet, fresh, and fly.

Don't

Overpromise with hyperbolic language. While we want to emphasize our strengths, we never call ourselves "the best" and stop short of outright bragging.

Try too hard. Though we like to use (tasteful) puns and double entendres, we still want the overall message to sound effortless, not belabored.

Force humor. When in doubt, just play it straight, clean, and clear.

Speak in technical or corporate jargon. Though our audience is tech savvy, we want to keep terms as simple as possible to avoid sounding stiff or cold.

Use folksy colloquialisms or exclamation points. We're going for cool and upbeat, not cloying or excessively cheerful.

2.3

GRAMMAR GUIDE

Use sentence case, never all caps, unless a design headline.

Ex: Fly with live TV, movies, and music.

Use a serial comma.

Ex: Fly with WiFi, movies, and music.

Reserve exclamation point usage for gate messaging and social media. Limit to one exclamation point.

Ex: Next stop, Tinseltown!

Reserve emoticon usage for gate messaging only. Limit number of emoticons to one. Winks are preferred.

Ex: Off to LA LA Land ;)

Close up the spaces around em dashes.

Ex: You can redeem these points any day, for any flight—absolutely no blackouts.

Use superscript ordinals in print.

Ex: January 1st

Use cardinals for online.

Ex: January 1

Never use Virgin America in the possessive case unless referencing the website.

Ex: Virgin America's website

Avoid abbreviations. (Airport codes, gate messaging, and social media excepted.)

3.1

Clear Space

THE LOGO

x

2x

x

This is our preferred logo. It should be used whenever possible and never be altered.

Minimum Size

15 in. (Print)

75 pt. (Web)

3.2

Clear Space

THE STACKED LOGO

3.3

LOGO VARIATIONS

Two Color

One Color

Black and White

3.4

Clear Space

THE WORDMARK

3.5

INCORRECT LOGO USAGE

01   Don't stretch the
      logo disproportionately.

02   Don't alter the logo colors.

03   Don't rotate the logo.

04   Don't alter the internal
      spacing of the logo.

05   Don't use the logo over a
      distracting background.

06   Don't add effects (glows,
      shadows, etc.) to the logo.

07   Don't re-create the logo
      with a different typeface or
      add language.

08   Don't alter the proportions
      of the logo components.

09   Don't rearrange the
      components of the logo.

10   Don't isolate the tail fin.

01

02

03

04

05

06

07

08

09
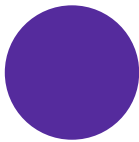
10

3.6

COLOR PALETTE

Primary Colors

Main Red
#DC232E
R220 G35 B46
Pantone 485C
C7 M100 Y100 K1 (custom)

Dark Gray
#262A2D
R38 G42 B45
Pantone 426C
C73 M65 Y62 K67

Light Gray
#EBEBEB
R235 G235 B235
Pantone 663C
C3 M6 Y0 K2

Main Purple
#262A2D
R123 G67 B151
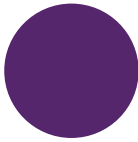Pantone 527C
C69 M99 Y0 K0

Secondary Colors

Main Silver
#D4D4D4
R212 G212 B212
Pantone 427C
C7 M3 Y5 K8

Main Gold
#DFAD58
R223 G173 B88
Pantone 141C
C0 M16 Y65 K0

Dark Purple
#55266C
R85 G38 B108
Pantone 7664C
C74 M100 Y0 K10

Main Pink
#B70D8A
R183 G13 B139
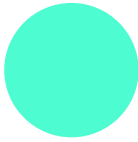Pantone 2405C
C36 M100 Y0 K0

Highlight/Accent Colors

Color 06
#B9F031
R185 G240 B49
Pantone 375C
C46 M0 Y90 K0

Color 05
#1EC522
R30 G197 B34
Pantone 802C
C67 M0 Y100 K0

Color 24
#4DFDD1
R77 G253 B209
Pantone 3385C
C43 M0 Y28 K0

Color 21
#26DCFC
R38 G220 B252
Pantone 311C
C68 M0 Y13 K0

Color 20
#188BFA
R24 G139 B250
Pantone 2727C
C70 M47 Y0 K0

Color 18
#FB3735
R252 G145 B210
Pantone 2592C
C58 M90 Y0 K0

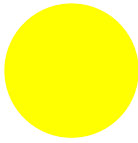Color 17
#FB4AB3
R251 G74 B179
Pantone 232C
C6 M70 Y0 K0

Color 15
#FB2735
R251 G55 B53
Pantone Bright Red C
C0 M90 Y95 K0

Color 14
#0F7866
R187 G7 B17
Pantone 485C
C7 M100 Y100 K1

Color 07
#FFFF01
R241 G96 B30
Pantone 166C
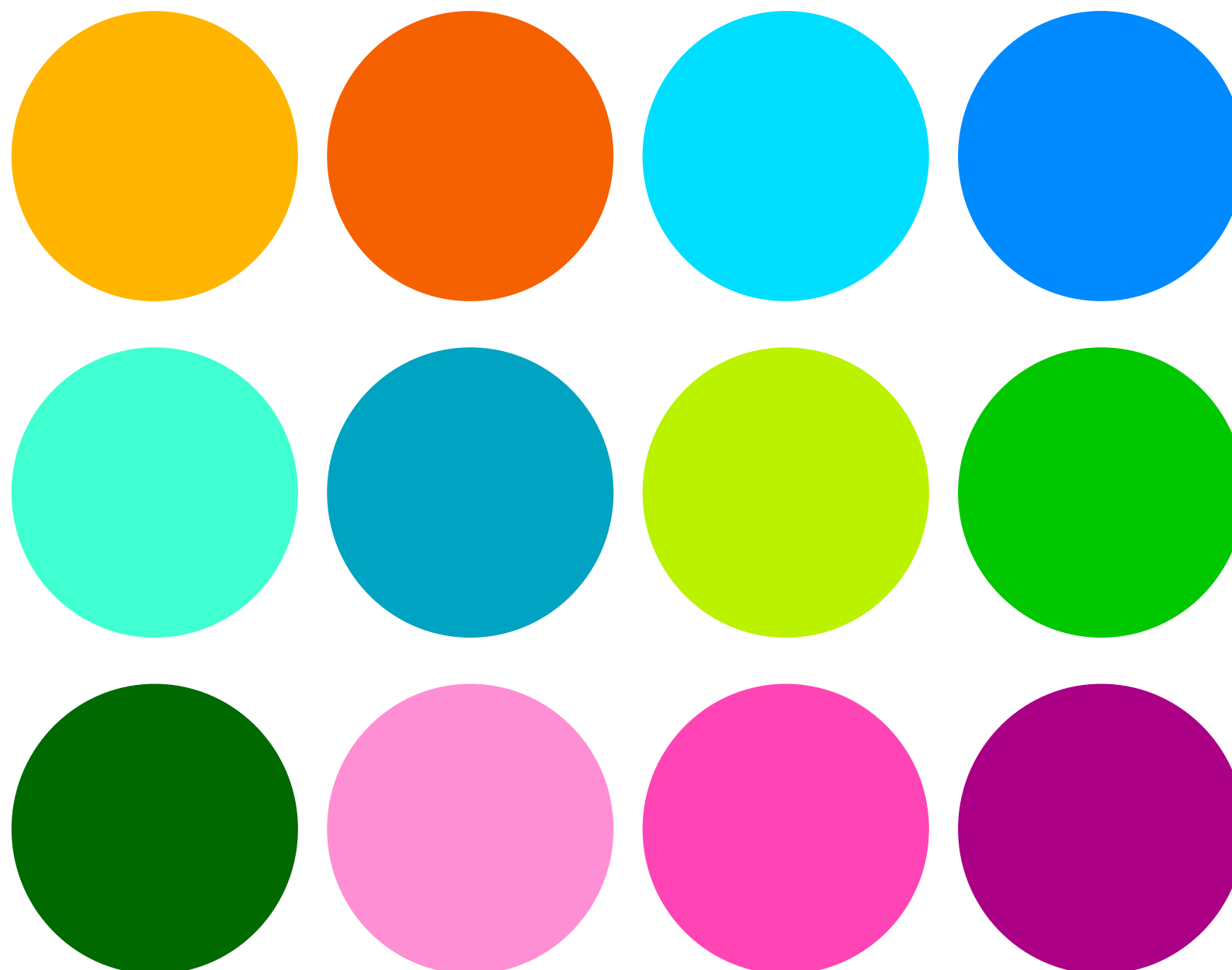C0 M76 Y100 K0

Color 09
#FFFF01
R255 G233 B0
Pantone 803C

Color 30
#DEDEDE
R99 G91 B90
Pantone 405C
C26 M31 Y35 K72

3.7

SECONDARY COLOR PALETTE

3.8

TYPOGRAPHY

The Virgin America primary typeface, Gotham, was chosen to reinforce and accentuate the clean and modern aesthetic that has become a hallmark in everything the airline does.

The font family includes a variety of different weights, from Ultra to Thin, allowing for a flexible range when building a hierarchy in messaging. Headlines, for example, are usually in Light, whereas a subhead could be set in black for increased emphasis, especially at smaller sizes.

We use the typeface across all branding and marketing materials, with a few exceptions on the web. In cases where our typeface is unavailable, there are appropriate substitutions, which are outlined in section 3.10.

For access to the Gotham typeface, contact design@virginamerica.com.

3.9

PRIMARY TYPEFACES

Gotham
Light / Thin

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&

Gotham
Black / Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&

3.10

ONLINE TYPEFACES

Verdana
Bold / Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&

Helvetica
Bold / Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&

4.1

OVERVIEW

Teammates at the gate and in flight are the front lines of the Virgin America experience. As such, you're encouraged to use the brand personality to make every flight memorable, even shareworthy. What you do day to day could go viral. Hey, it happens.

4.2

DOs AND DON'Ts

Do

Let our voice and personality inspire at-gate messaging, the ticket counter experience, and in-flight announcements.

Remember proper grammar and spelling for at-gate messaging. Limit exclamation point and emoticon usage to one. Winks are preferred.

Don't

Use representations of terrorism, danger, or death. Skulls on Halloween might seem harmless, unless—ahem—you're an airline.

Be negative or condescending to guests or other teammates.

Add signage or make changes to the ticket counter or gate without consulting the brand team.

Hesitate to contact the social and brand teams if you're ever unsure about the brand appropriateness of something.

5.1

OVERVIEW

Virgin America's Elevate® frequent flyer program makes loyalty fun, easy, and rewarding. The tone is direct and easy to understand, with a tongue-in-cheek, aspirational, and provocative edge.

Why is it so rewarding?

No blackout dates or restrictions on Virgin America reward flights.

Reward flights start as low as 2,500 points.

Points won't expire as long as members have activity on their accounts at least once every 18 months.

Members earn even more points with the Virgin America credit card, and our range of airline, hotel and shopping partners.

Receive special treatment and added perks with Elevate Gold and Elevate Silver status levels.

5.2

Clear Space

THE ELEVATE LOGO LOCKUP

5.3

THE ELEVATE LOGO

Clear Space

Minimum Size

15 in. (Print)

75 pt. (Web)

5.4

ELEVATE LOGO VARIATIONS

VA & Elevate Logo Lockup

Elevate Logo

Elevate Small Space Logo

5.5

ELEVATE STATUS LEVELS

The Elevate Program offers two enhanced status levels above the Elevate Red general membership level: Elevate Silver and Elevate Gold.

Elevate status levels recognize valued members with special treatment and added perks, including Express seating and premium cabin upgrades, bonus reward points, and priority airport services.

Members reach or renew Elevate Silver status after earning 20,000 status points in a calendar year. Elevate Gold requires 50,000 status points.

Elevate Silver

elevate ✈ SILVER
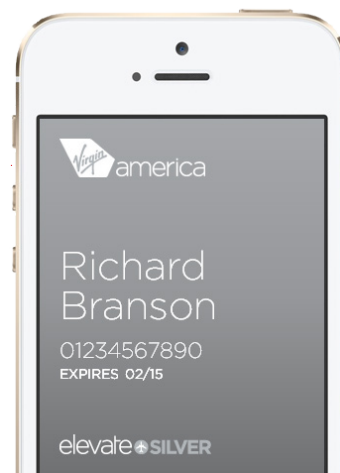
Elevate Gold

elevate ✈ GOLD

5.6

ELEVATE PARTNERS

Members can earn points and get exclusive deals with a wide range of hotel, car rental, shopping, and lifestyle partners. Members can also earn and redeem points with international airline partners.

6.1

OVERVIEW

Virgin America shook up air travel by bringing style and entertainment to the skies. The new Virgin America Visa Signature® Card was created to bring the brand experience to the everyday lives of Virgin America flyers.

6.2

POSITIONING LANDSCAPE

Virgin America Brand Positioning

Elevate Positioning

Virgin America Credit Card Positioning

Make flying fun again. Banish mediocrity from the skies.

Your badge of Virgin America savvy and loyalty.

Your badge of Virgin America style and sensibility.

SAVVY TRAVELER
Your badge of living smart, stylish...

ENTREPRENEUR
and making things happen.

BASE
Virgin America Visa Signature® Card

PREMIUM
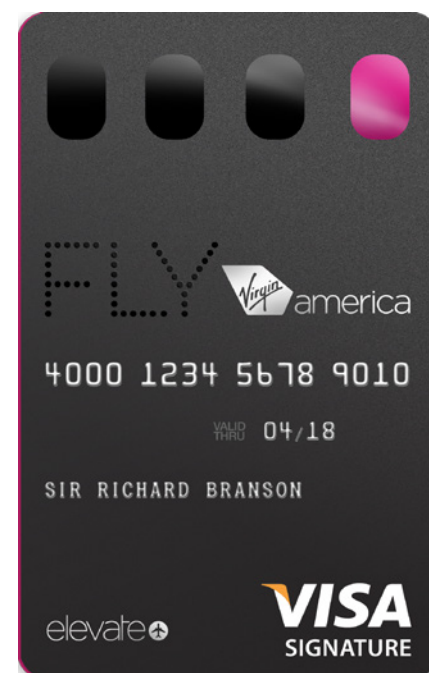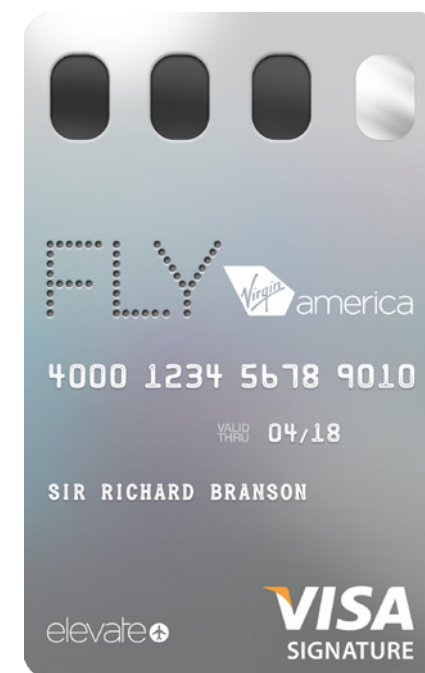Virgin America Premium Visa Signature® Card

SMALL BUSINESS
TBD

6.3

VIRGIN AMERICA CREDIT CARD ARTWORK

There are two credit cards available: the Virgin America Visa Signature® Card (Base card) and the Virgin America Premium Visa Signature® Card (Premium card).

Both cards have a distinctive portrait orientation. The contemporary Base card contrasts a matte black finish with striking pink and silver highlights. The Premium card has a silver metallic finish that gives it a more exclusive feel.

Virgin America Visa
Signature® Card

Virgin America Premium
Visa Signature® Card

7.1

CONTACTS

For all brand marketing–related needs, contact the brand team.

Brand team: marketing@virginamerica.com

For all design-related needs, contact the brand team.

Brand team: design@virginamerica.com

For any social media–related questions, contact the social media team.

Social media team: socialmediateam@virginamerica.com

For any press or media-related questions, contact the media team.

Media team: media@virginamerica.com

For any Elevate–related questions, contact the Elevate team.

Elevate team: elevate@virginamerica.com

Quick Facts

Corporate Office
555 Airport Blvd.
Burlingame, CA 94010

URL
virginamerica.com

Tagline
A BREATH OF FRESH AIRLINE™

Flight Terminal at SFO
Terminal 2 (T2)

CEO
David Crush

7.2

LEGAL STUFF

Legal should be easy to read. The Department of Transportation is sensitive to "hidden" disclosures and will impose warnings and fines.

Basic legal for online (must be underlined as a live link):
Restrictions, taxes, and fees apply.

For print with fare(s) listed, Traffic will supply appropriate legal/disclosure copy.

Note that the weight limit for the first piece of luggage is 50 pounds.

There are no zero placeholders in legal copy. Example: 3.8.14

Quick Facts

AUS (Austin)
BOS (Boston)
CUN (Cancun, Mexico)
DFW (Dallas-Fort Worth)
DAL (Dallas Love Field)
EWR (Newark)
FLL (Fort Lauderdale)
IAD (Washington, D.C.)[1]
DCA (Washington, D.C., Reagan National)
JFK (New York)
LGA (LaGuardia, New York)
LAS (Las Vegas)

LAX (Los Angeles)
MCO (Orlando)
ORD (Chicago O'Hare)
PSP* (Palm Springs)
PHL (Philadelphia)
PDX (Portland)
PVR (Puerto Vallarta, Mexico)
SAN (San Diego)
SEA (Seattle)
SFO (San Francisco)
SJD (Los Cabos, Mexico)

Note: VX no longer flies to Orange County (SNA) or Toronto (YYZ). Service ends October 12, 2014, to Philadelphia (PHL). As of October 13, 2014, Dallas service will operate out of Dallas Love Field (DAL) and no longer out of Dallas-Fort Worth (DFW).

[1]May be referred to as "Dulles" depending on client wishes.
*Seasonal Service

7.3

WORDS TO FLY BY

All Hands
Town Hall meetings

Business Partners
Vendors

Cities
Our stations

Connect
The Teammate Survey Program

Elevate
Never use "Elevate" as a verb.

Elevate Gold
Never just "Gold"

Elevate points
Never just "points" or "Elevate Miles"

Elevate Silver
Never just "Silver"

Guests
What we call the people who fly with us.
Much better than "passengers," no?

Guest Services
Airports, in-flight, and flight

Guest Services Teammate (GST)
Above-the-wing and below-the-wing
airport agents

HDQ
Shorthand for "headquarters"

In-flight/in flight
Hyphenated as an adjective, open as an
adverb (e.g., "in-flight entertainment" versus
"watch movies in flight")

In-flight Teammate (ITM)
Not "In-flight Crew" or (shudder)
"flight attendants"

Leaders/Leadership
Managers/management

Main Cabin
What others call "coach." It's generally
lowercase, but if appearing with "First Class"
it's okay to cap.

Moodlighting
Always spelled as one word, no hyphen
(mood-lit, however, is hyphenated)

MP3s
One of our entertainment options. We try
to avoid using it because it sounds a bit
outdated. But if you must, the "s"
is always lowercase.

Off-boarding
Termination

On-boarding
Hiring and first 90 days at Virgin America

On-demand/on demand
Hyphenated as an adjective, open as an
adverb (e.g., "fly with on-demand movies"
versus "movies on demand")

Playbook
The policies and procedures manual

Teammate
A Virgin America employee

Technicians
Maintenance

The Virgin America Experience
Use in lieu of "flying on Virgin America"

VX
The proper abbreviation of Virgin America
(never use "Virgin" or "VA")

VXConnect
Our intranet

WiFi
Always spelled with alternating caps
and not hyphenated (not Wi-Fi, WIFI,
or wifi)