

## Primary logo

Our primary corporate brand logo for Cathay Pacific is displayed here. The primary logo features the brushwing and the wordmark in English only.






## Horizontal logo

The horizontal variant of the logo is only to be used in horizontal layouts or when space is a constraint. When horizontal usage of the logo is required, follow these guidelines. Place the brushwing on the left followed by the wordmark on a single horizontal line.



## Logo colour

Green is our primary corporate colour. The Pantone, CMYK and RGB colour values of our corporate colour are given below. Use these values only and do not attempt to recreate. If inverting the logo, the logo should appear in white over our green.

		
<b>PANTONE</b> 323	<b>C100 M0</b> <b>Y55 K50</b>	<b>R0 G101</b> <b>B100</b>



## Logo colour

In colour designs, use the Cathay Jade logo on light backgrounds and photographs. Use the white logo on dark backgrounds and photographs. If necessary, retouch photographs to improve legibility.



## Exclusion zone and minimum size

Below are the guidelines for the use of exclusion zones (clear space) around the logo, as well as the minimum sizes that should be used for horizontal and stacked versions. For scale, use the height of the brushwing to determine  $x$ , and follow the dimensions given below. No other graphic element should enter the exclusion zone. Minimum sizes have been set according to clarity and legibility.

### Exclusion zone



### Minimum size



## Incorrect logo usage

To maintain consistency and professionalism, strict adherence to our visual identity guidelines is required. The configuration of the logo is not an area to get creative. Put simply – do not change any rules regarding the usage of the logo. See below for a list of inappropriate alterations to the logo.



Don't alter the proportions of the logo.



Don't change the typeface.



Don't distort the logo.



Don't add elements to the logo.



Don't use different colours for the icon and typography.



Don't use colours other than those specified in this document.



Don't compromise the legibility of the logo.



Don't crop the logo, use it in a pattern or as decoration.

## Logo use on photographic backgrounds

When using photographic backgrounds, use the Cathay Jade logo on light backgrounds and the white logo on dark backgrounds.

If full colour is not available, or if the Cathay Jade logo clashes with the photograph, use the black logo.

If necessary, retouch photographic backgrounds to improve legibility.



Use the Cathay Jade logo on light backgrounds.



Use the white logo on dark backgrounds.



Don't compromise the legibility of the logo.



If necessary, retouch background images to improve legibility.

## Cathay Pacific colour palette

While Cathay Jade is our primary colour, white also plays an important role in our palette and should be considered a primary colour. Our Jade colour should be clear and identifiable, but it shouldn't dominate.

Cathay's secondary colours draw on our brand pillars of warmth and simplicity. These colours are inspired by natural materials – woods and stone.

Cathay Saffron should be used sparingly as a vibrant accent colour.

Project-specific colour palettes can be found in separate guidelines.

### Primary

**Cathay Jade**  
PANTONE 323  
C:100 M:00 Y:55 K:50  
R:00 G:101 B:100

**White**  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255

### Secondary

**Medium Jade**  
PANTONE 7475  
C:79 M:34 Y:52 K:10  
R:54 G:125 B:121

**Light Jade**  
PANTONE 556  
C:66 M:25 Y:58 K:4  
R:94 G:150 B:126

**Sand**  
PANTONE 453  
C:26 M:25 Y:42 K:0  
R:193 G:180 B:154

**Light Sand**  
PANTONE 7534  
C:14 M:13 Y:26 K:0  
R:220 G:211 B:188

**Slate**  
PANTONE 420  
C:22 M:20 Y:19 K:0  
R:198 G:194 B:193

**Light Slate**  
PANTONE COOL GRAY 1  
C:7 M:4 Y:5 K:0  
R:235 G:237 B:236

### Tertiary Accent

**Cathay Saffron**  
PANTONE 185  
C:0 M:90 Y:80 K:0  
R:194 G:38 B:46



