EXPRESSJET
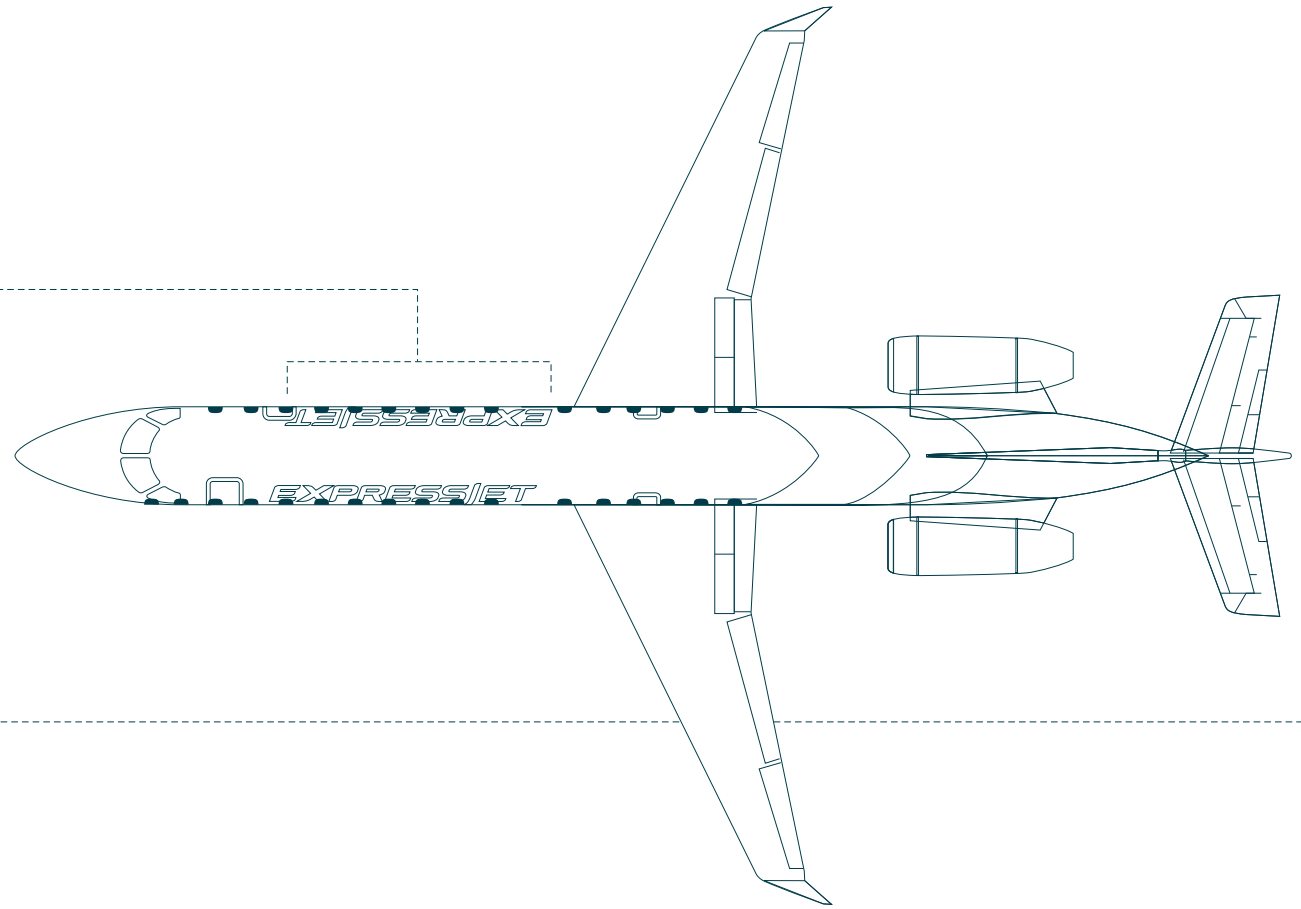
Corporate Communications Version 1.2

January 05 , 2007

Introduction

ExpressJet began operations in 1986 as Continental Express, the result of Continental Airlines' purchase of a series of small regional airlines. Just five years later, the company spun off as ExpressJet Holdings, making its Initial Public Offering (IPO) at $16 per share and immediately raising almost $500 million.

By 2005, ExpressJet Holdings reported quarterly earnings of $100 million, and sported a fleet of 274 regional aircraft. At this point, ExpressJet had become the world's largest regional airline.

Today, ExpressJet Holdings is invested in a number of successful airline-related business concerns and affiliates, including ExpressJet Airlines, ExpressJet Services, LLC, ExpressJet Training Services and ExpressJet Europe. The company's newest and highest profile segment to date, branded flying, launches Spring, 2006.

The Importance of Branding
While a company is essentially a group of people working toward common goals, the company's brand is their collective voice in the marketplace.

The ExpressJet brand speaks to our customers, to our stakeholders, to our competitors, and to future employees. It speaks in the media, on the runway, in the terminal and every time we pass a business card to a new acquaintance or a boarding pass to a guest.

For our brand—our voice—to be strong, it must be consistent, and it must be compelling. We provide these brand identity guidelines to help that voice be heard—loud and clear.

ExpressJet Logo Usage

Support Elements

ExpressJet logo   1.1

The Logo

Fast. Sleek. Aerodynamic. Carefully designed to impart confidence and connote strength and agility, the visual language of ExpressJet begins with our logo. The ExpressJet logo is constructed of two elements—the ExpressJet logotype and the iconic jetlines.

The Logotype

In corporate communications, the logotype—the graphic representation of the word ExpressJet—must always be accompanied by the jetlines.

The Jetlines

As you can see above, the jetlines may be used as a graphic element in corporate communications. Jetlines may only be rendered in ExpressJet Red, ExpressJet Green, black and white. They may only appear horizontally on a page—never vertically—and the jet rendered by the lines must only appear moving forward (to the right). Lines may not be removed or added to this configuration, and the jetlines should never be cropped or distorted.

EXPRESSJET

Jetlines

Logotype

ExpressJet logo: color breakdown

The ExpressJet logo features three PANTONE colors: 8281 metallic (Express-Jet Green), 180 (ExpressJet Red) and 548 (ExpressJet Blue).

While preferred, reproducing the logo with three PMS colors may not always be possible. For times when design, print or budgetary constraints require four–color process, CMYK breakdowns have been provided. For on–screen applications such as a Web site, RGB breakdowns are specified.

For maximum design flexibility, the logo may be reproduced as follows.

Three-color

ExpressJet Green, ExpressJet Red and ExpressJet Blue. The full–color version is the preferred application of the logo. It should be used in all full–color applications, including brochures and advertisements.

One-color

ExpressJet Green. Choose the one-color application when the background competes with the logo or only one PMS color can be used.

Black

Use the black–only version specifically for black and white production—fax cover sheets and black and white advertisements, for example.

White

The logo may be reversed to white when used on a dark background.

Three-color
PMS 8281 metallic
PMS 485
PMS 548

One-color
PMS 8281 metallic

Black

White

Clearance

The ExpressJet logo must be kept clear of other graphics, text and the edges of the page. By maintaining the clearance around the logo as defined to the right, the logo is kept in clear view of our audience, making it quickly and easily recognizable. Please note—the clear space will vary depending on the size of the logo.

Minimum Size

In order to maintain legibility, the ExpressJet logo must never be reproduced at a size smaller than that specified here—a minimum height of .25 inches. There is no maximum size restriction, but in every instance, clearance requirements must be maintained.
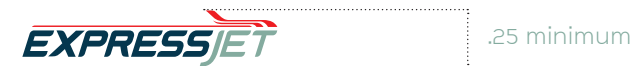
X height

EXPRESS**JET**   x

Preferred clearance—X height

x   x   EXPRESS**JET**   x   x

Minimum Size

EXPRESS**JET**   .25 minimum

Improper logo usage

To establish and maintain a readily recognizable ExpressJet visual identity, we have carefully designed logo artwork, color breakdowns and usage guidelines. If you always use the approved logo art, and never alter, distort or redraw the logos, you will easily avoid the common misuses replicated to the right.

Do not skew, distort or improperly scale the logo.

Do not rearrange the graphic elements of the logo.

Do not alter logo graphics.

Do not attempt to recreate the logo by typesetting.

Only use approved colors.

Primary Palette

ExpressJet's unique color palette is integral to our brand. The primary color palette to be used in all corporate communications includes the PMS colors featured in the ExpressJet logo: ExpressJet Green, ExpressJet Red and ExpressJet Blue. ExpressJet Red and ExpressJet Blue may only be used at 100 percent (no screens). ExpressJet Green may be screened for background applications.
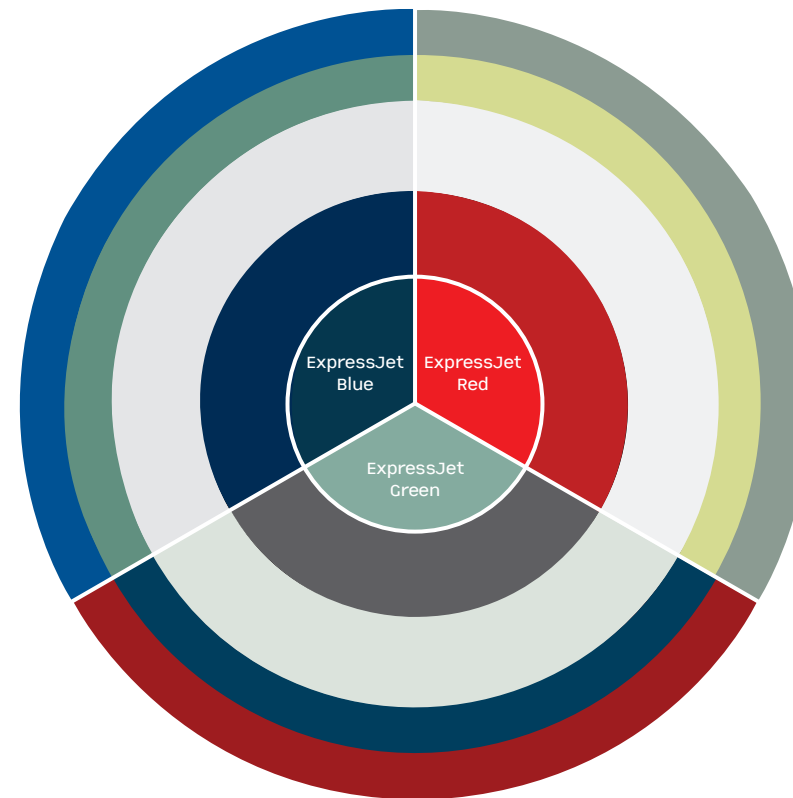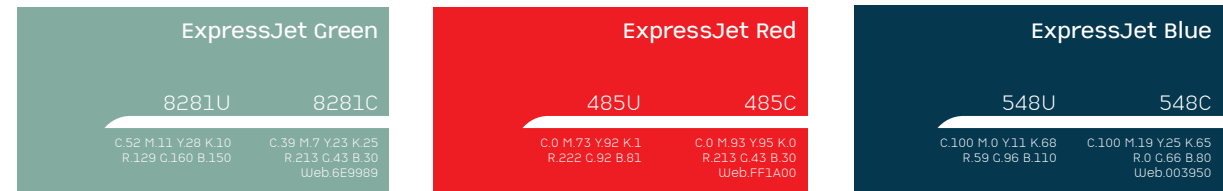
Secondary Palette

In addition to our three ExpressJet brand colors, we have created a secondary color palette for use in non-corporate communications. These colors range from light—most suitable for background applications—to deeper colors ideal for accent applications.

How to use the color wheel

Radiating outward from each core color are two supporting colors and two accent colors. Each collection of five colors forms a secondary color palette.

You may choose one secondary color palette for each application. You may not mix and match colors from palette to palette. Regardless of the palette you choose, all core colors should be applied.

ExpressJet Green	
8281U	8281C
C.52 M.11 Y.28 K.10 R.129 G.160 B.150	C.39 M.7 Y.23 K.25 R.213 G.43 B.30 Web.6E9989

ExpressJet Red	
485U	485C
C.0 M.73 Y.92 K.1 R.222 G.92 B.81	C.0 M.93 Y.95 K.0 R.213 G.43 B.30 Web.FF1A00

ExpressJet Blue	
548U	548C
C.100 M.0 Y.11 K.68 R.59 G.96 B.110	C.100 M.19 Y.25 K.65 R.0 G.66 B.80 Web.003950

ExpressJet Green Palette
PMS 8281C
PMS 425C
PMS 441C
PMS 303C accent
PMS 1815C accent

ExpressJet Red Palette
PMS 485C
PMS 1807C
PMS Cool Gray 1C
PMS 7492C accent
PMS 444C accent

ExpressJet Blue Palette
PMS 548C
PMS 296C
PMS 427C
PMS 5555C accent
PMS 653C accent
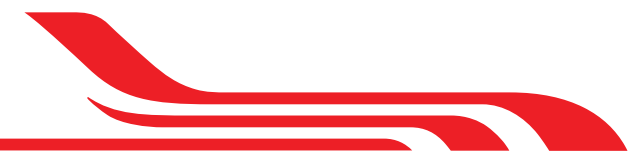
Because our palette is so crucial to our brand identity, guidelines have been established for color usage in corporate communications. Understandably, color is not always an option, and the following guidelines do not apply to black–only (one–color) printing.

Full–color communications should always incorporate ExpressJet Green, ExpressJet Red and ExpressJet Blue.

ExpressJet Green, our signature color, is unlike any in our competitive marketplace. For this reason, ExpressJet Green should always dominate corporate communications, accounting for approximately 60 percent of the color used on any single piece.

ExpressJet Red should act as a companion color, accounting for 30 percent of the color used.

ExpressJet Blue should act as an accent color, accounting for approximately 10 percent of the color.
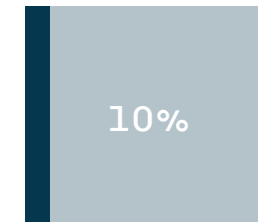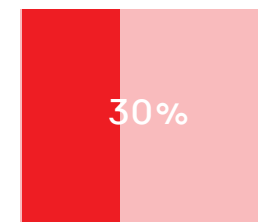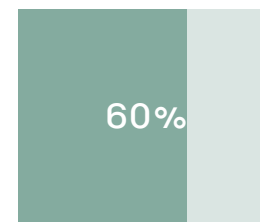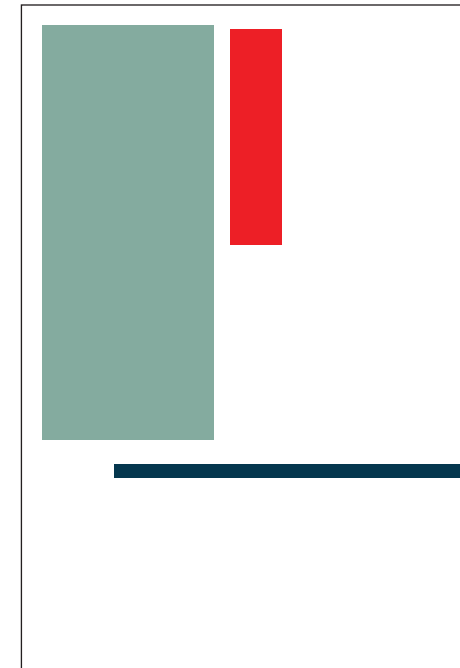
60% **30%** **10%**

Consistent font usage is an extremely effective way to strengthen a brand visually. With this in mind, we have established font families approved for use in our communications. The primary font family, CPCompany, is to be used in all headlines, subheads and titles, as seen throughout this document.

CPCompany Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CPCompany Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CPCompany Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CPCompany Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Consistent font usage is an extremely effective way to strengthen a brand visually. With this in mind, we have established font families approved for use in our communications. The secondary font family, Slimbach, is to be used in all body copy, as seen throughout this document.

Slimbach Std Book

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Slimbach Book Italic

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Slimbach Medium

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Slimbach Medium Italic

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Slimbach Bold

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Slimbach Bold Italic

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz