INTRODUCTION

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

WHAT ARE BRAND IDENTITY GUIDELINES?

This book captures the essence of the Pratt & Whitney brand—the functional, emotional, and strategic core of our business. It casts our unique value in a more resonant, human language, and establishes the framework for sharing our story, internally, and externally.

Recognized worldwide, the Pratt & Whitney brand is reflected in all aspects of our internal and external businesses. By communicating in a consistent and unified manner and adhering to established brand standards, we increase both the visibility and understanding of our brand among target audiences while building brand value. Therefore, it is everyone’s responsibility to adhere to our visual identity standards and Brand Policy.

To ensure brand and message consistency, Pratt & Whitney Communications works strategically with business units to provide guidance on communications activities.

If you were unable to find the information you need from these brand identity standards, please contact:

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BRAND PLATFORM
Our Purpose is our reason for being; it inspires us and guides every decision we make.

**OUR PURPOSE**

We connect people.
We grow economies.
We defend freedom.
Our Narrative

At Pratt & Whitney, we believe that powered flight has transformed—and will continue to transform—the world. It’s an engine for human progress and an instrument to rise above.

That’s why we work with an explorer’s heart and a perfectionist’s grit to design, build, and service the world’s most advanced and unrelenting aircraft engines. We do this across a diverse portfolio—including Commercial Engines, Military Engines, Business Aviation, General Aviation, Regional Aviation, and Helicopter Aviation—and as a way of turning possibilities into realities for our customers.

This is our mission, and a challenge to which we rise every day. It’s about more than transporting people reliably to their destinations. It’s about more than providing the care and intelligence to service aircraft engines expertly. It’s about innovating and engineering a new and exciting future for aviation—one in which the full potential of human progress can be unleashed.

This is how we at Pratt & Whitney approach our work, and this is why we are inspired to go beyond.
BRAND PLATFORM
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

OUR TAGLINE

GO BEYOND

(A charge to drive progress)

Our Tagline is the shorthand for our Purpose. It shows up as our signature across a wide range of internal and external applications. It cannot be used as a stand-alone heading or tagline; it must appear with our eagle logo.
OUR MOTTO

TOGETHER, WE GO BEYOND

(Our internal commitment to create the best and most reliable products in the industry)
We meticulously design, build, and service the world’s most advanced, unrelenting aircraft engines as a way of transforming aviation and turning possibilities into realities.
OUR PERSONA

WE ARE THE STEADFAST PIONEER.

VISIONARY
We are fervent about shaping the future of aviation alongside our partners and customers.

PURPOSEFUL
We speak and act with intentionality, always focused on why we do what we do.

HUMBLY CONFIDENT
We are bold and firm with our point of view, but always in service of what is best for our customer.

TO THE POINT
We carefully choose our words to ensure they are accurate, and never verbose or confusing.

RELENTLESS
We never settle. We’re obsessed with exceeding expectations and doing whatever it takes.

Our Persona is the embodiment of our brand as an archetypical character. Our Personality is how we give life to our brand to encourage a more emotional connection with our audience. Our Personality Traits below shape every expression of our brand—from copy, to visual elements, to the experience.
Our Pratt & Whitney Communication Elements are:

**ELEMENT 1**
Element 1 is the Pratt & Whitney eagle logo. It is the lead visual mark for the entire organization.

**ELEMENT 2**
Element 2 is the business unit. It provides context to specific products and services.

**ELEMENT 3**
Element 3 is the specific product or service we offer.

Our Communication Elements identify who we are and provide context to everything we communicate. Each element serves a unique purpose and owns a specific place inside the visual hierarchy. Use the following guidelines to ensure we maintain consistency across all our communications.
Our eagle logo is the symbol of our company and should be used to represent us in our communications at all times. It should always take the highest role in the layout hierarchy. This is Pratt & Whitney’s one approved logo; no other logos are approved for use.

Please refer to the Pratt & Whitney Identity section for more information on application of the eagle logo.
COMMUNICATION ELEMENTS
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

ELEMENT 2: BUSINESS UNIT

TYPOGRAPHY
Use Flama Condensed Bold in all uppercase for business units. Open tracking is 20pts.

SCALE
When headline is horizontally placed, make the business unit the width of “X,” as illustrated on this page. “X” is equal to the width of the headline’s first two letters. If the application is small enough that it compromises legibility then make the business unit the width of the headline’s first line.

When headline is vertically placed, make the business unit the width of “Y,” as illustrated on this page. “Y” is equal to the font height of the headline. If there are two lines, make the business unit the width of “Z.” “Z” is equal to the distance of the baselines between the two lines.

PLACEMENT
The business unit is placed directly above the main headline. Left-align the business unit to the headline. The business unit always reads left to right on a horizontal plane.

COLOR OPTIONS
Use the same color applied to the headline for the business unit.

The inclusion of business units helps associate our products and/or services with the markets they serve. Use of the business unit is optional depending on application. Consult your business leader or Communications as needed.
Our product and service names will often be the centerpiece of our communications.

APPLICATION
Product and service names and information exist within the headlines, secondary headlines, and body copy as the main content of the page. No special treatment should be applied to a product or service. Refer to the Visual System Elements section for correct color and typographic application.
STYLIZED PRODUCTS & SERVICES

ONLY USE APPROVED ARTWORK
This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork of the stylized product or service.

SCALE
When headline is horizontally placed, make the wordmark the width of "X," as illustrated on this page. "X" is equal to the width of the headline's first two letters. If the application is small enough that it compromises legibility then make the wordmark the width of the headline's first line.

When headline is vertically placed, make the wordmark the width of "Y," as illustrated on this page. "Y" is equal to the font height of the headline. If there are two lines, make the wordmark the width of "Z." "Z" is equal to the distance of the baselines between the two lines.

PLACEMENT
The wordmark must always be in relation to the Pratt & Whitney eagle logo. Place the wordmark directly above the headline. Left-align the wordmark to the headline.

COLOR OPTIONS
Use the same color applied to the secondary headline for the product or service.

Apply no more than one color to the stylized product or service. Use black or white when four color reproduction is not possible.

A marquee product or service may be given a stylized appearance in the form of a wordmark to distinguish it in the market. These are special scenarios, and wordmarks must be created by the Brand team.

To avoid competing with our eagle logo, stylized products, and services always live as wordmarks, never as symbols, icons or logos.
WHAT THIS WORDMARK STRATEGY DOES

• Differentiates the product or service in the marketplace.

• Gives the product or service the visual distinction it deserves while also rooting its presentation within Pratt & Whitney’s approved visual identity system.

• Gives the product or service a distinct advantage by associating it directly with Pratt & Whitney.

• Gives Pratt & Whitney a distinct advantage by reinforcing its identity and proving its value—in the form of the product or service that’s being differentiated.

The wordmarks on this page are examples of approved wordmarks in use.

COMMUNICATION ELEMENTS
PRATT & WHITNEY BRAND IDENTITY GUIDELINES

STYLIZED PRODUCTS & SERVICES

WORDMARK EXAMPLES

| PT6 E-SERIES | F135 | PW800 |
| PW100 | GTF | V2500 |
| APS5000 | JT8D | PW9123 |
RAYTHEON TECHNOLOGIES ENDORSEMENT LINE

The endorsement line “A Raytheon Technologies Company” is our link to our parent company. It should be used only by the Brand team and in exceptional cases, such as financial communications and investor relations.

Please refer to pages 3.18–3.22 for more information on application of the Raytheon Technologies endorsement line.

ONLY USE APPROVED ARTWORK
This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork of the Raytheon Technologies endorsement line.

PLACEMENT
On the page, the preferred position of the Raytheon Technologies endorsement line is the bottom left corner.

If the preferred position cannot be used, place the endorsement line to the right of the eagle logo on the page. The endorsement line may also be placed at the bottom right corner of the page as a last option.

COMMUNICATION ELEMENTS
PRATT & WHITNEY BRAND IDENTITY GUIDELINES

ONLY USE APPROVED ARTWORK
This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork of the Raytheon Technologies endorsement line.

PLACEMENT
On the page, the preferred position of the Raytheon Technologies endorsement line is the bottom left corner.

If the preferred position cannot be used, place the endorsement line to the right of the eagle logo on the page. The endorsement line may also be placed at the bottom right corner of the page as a last option.
EAGLE LOGO
The eagle logo is used when the logo’s size is above 1” in height (such as in brochure covers, banners, and billboards). Refer to pages 3.3–3.6 for more information on the eagle logo.

EAGLE LOGO IN FRENCH
Refer to page 3.25 for more information on the eagle logo in French.

SMALL EAGLE LOGO
When the eagle logo size is between 0.5” and 1” in height, use the small eagle logo. Refer to pages 3.7–3.8 for more information on the small eagle logo.

SMALL EAGLE LOGO IN FRENCH
Refer to page 3.26 for more information on the small eagle logo in French.

PRATT & WHITNEY TYPESET
When the eagle logo cannot be used because it would appear smaller than 0.5” in height, use the Pratt & Whitney typeset. Refer to page 3.9 for more information on the Pratt & Whitney typeset.

MODIFIED EAGLE LOGO
The modified eagle logo is used only for special production needs (e.g., embroidery, debossing, silk-screen, and foil stamping) that require a logo above 1” in height. Refer to pages 3.10–3.11 for more information on the modified eagle logo.

MODIFIED EAGLE LOGO IN FRENCH
Refer to page 3.27 for more information on the small eagle logo in French.

LEFT FACING EAGLE LOGO
The left-facing eagle logo can only be used on an engine (or nacelle) or on a vehicle, so that the eagle may face forward. Refer to page 3.12 for more information on the left facing eagle logo.
The eagle logo is the full color version of the Dependable Engines eagle graphic.

**ONLY USE APPROVED ARTWORK**

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved logo artwork.
PRATT & WHITNEY IDENTITY
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

EAGLE LOGO
COLOR OPTIONS

FULL COLOR EAGLE LOGO
The preferred treatment is the full color version of the eagle logo.

GRAYSCALE EAGLE LOGO
Use the grayscale eagle logo to keep the integrity of the full color version when four color reproduction is not possible (e.g., newspapers).

BLACK EAGLE LOGO
Use the black eagle logo when four color reproduction is not possible. Apply the black eagle logo on light backgrounds.

WHITE EAGLE LOGO
Use the white eagle logo when four color reproduction is not possible. Apply the white eagle logo on dark backgrounds.

The color blocks shown here represent background colors, not holding shapes.
EAGLE LOGO COLORS

Use the color callouts below to identify the colors used within the eagle logo.

P&W BLUE
P&W Blue is used for the outer ring of the eagle logo.

P&W SKY BLUE
P&W Sky Blue is applied to the inner circle of the eagle logo.

P&W YELLOW
P&W Yellow is the color fill for the eagle’s beak and claws.

P&W GRAY
P&W Gray is applied to the text and outline of the eagle logo.

BLACK
Black is used for the eagle’s body and registration mark. A 60% tint of Black makes up the eagle’s feather details.

WHITE
White is applied to the face and tail of the eagle.

COLOR PALETTE INFORMATION
Refer to page 5.2 for more details on the Pratt & Whitney color palette.
**CLEAR SPACE**
To create maximum impact, our eagle logo should always stand out from other elements. Keep the eagle logo clear of text, images, and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to *1/4 of X,* as illustrated on this page. For digital applications use *1/8 of X* for the preferred clear space. *“X” is equal to the height of the eagle logo.*

**SIZE**
Use the eagle logo for applications that require a logo above 1” in height (such as brochure covers, banners, and billboards).

**Do not** use eagle logo for applications that require the logo to be at or smaller than 1” in height. Use the small eagle logo for logo sizes between 0.5” and 1” in height.
SMALL EAGLE LOGO

Use the small eagle logo for logo sizes between 0.5” and 1” in height. Details within the small eagle logo’s illustration have been reduced for small scale and production needs.

Do not use the small eagle logo for applications that require the logo to be larger than 1” in height.

ONLY USE APPROVED ARTWORK
This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved logo artwork.

CLEAR SPACE
Follow the same guidelines set on page 3.6 for clear space around the small eagle logo.

MINIMUM SIZE
The minimum size of the small eagle logo is 0.5” in height. For digital applications the minimum size of the small eagle logo is 48 pixels in height. Sizes smaller than this will compromise legibility and presence.

COLOR OPTIONS
Follow the same guidelines set on page 3.4 for the preferred color use of the small eagle logo.

BACKGROUND COLOR
Follow the same guidelines set on page 3.13 for applying the small eagle logo onto background colors.

INCORRECT USE
Follow the same guidelines set on page 3.14 for incorrect use of the small eagle logo.

TAGLINE USE
Follow the same guidelines set on pages 3.15–3.17 for the use of the Go Beyond tagline in relation to the small eagle logo.

RAYTHEON TECHNOLOGIES ENDORSEMENT LINE USE
Follow the same guidelines set on pages 3.20–3.22 for the use of the Raytheon Technologies endorsement line in relation to the small eagle logo.
SMALL EAGLE LOGO COLORS

Use the color callouts below to identify the colors used within the small eagle logo.

P&W Blue
P&W Blue is used for the outer ring of the small eagle logo.

P&W Sky Blue
P&W Sky Blue is applied to the inner circle of the small eagle logo.

P&W Yellow
P&W Yellow is the color fill for the eagle’s beak and claws.

P&W Gray
P&W Gray is applied to the text and outline of the small eagle logo.

Black
Black is used for the eagle’s body and registration mark. A 60% tint of Black makes up the eagle’s feather details.

White
White is applied to the face and tail of the eagle.

COLOR PALETTE INFORMATION
Refer to page 5.2 for more details on the Pratt & Whitney color palette.
The Pratt & Whitney typeset is “PRATT & WHITNEY” set in Flama Condensed Bold.

CLEAR SPACE
To ensure visibility, our typeset should always stand out from other elements. Keep it clear of text, images, and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to “1/2 of X,” as illustrated on this page. “X” is equal to the height of “PRATT & WHITNEY.”

COLOR OPTIONS
Use P&W Blue or white for the Pratt & Whitney typeset. Select the color that creates the most contrast against the background. Use black or white when a four color reproduction is not possible.

The color blocks shown here represent background colors, not holding shapes.
MODIFIED EAGLE LOGO

Use the modified eagle logo for special production needs (e.g., embroidery, embossing, debossing, and foil stamping) when the logo is above 1" in height. Only use the modified eagle logo when the eagle logo cannot be used because its details do not transfer accurately onto the chosen medium.

Do not use the modified eagle logo for applications that require the logo to be at or smaller than 1" in height. Use the small eagle logo for logo sizes at or smaller than 1" in height.

ONLY USE APPROVED ARTWORK
This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved logo artwork.

CLEAR SPACE
Follow the same guidelines set on page 3.6 for clear space around the modified eagle logo.

SIZE
Use the modified eagle logo for special production needs that require a logo above 1" in height.

COLOR OPTIONS
Follow the same guidelines set on page 3.4 for the preferred color use of the modified eagle logo.

BACKGROUND COLOR
Follow the same guidelines set on page 3.13 for applying the modified eagle logo onto background colors.

INCORRECT USE
Follow the same guidelines set on page 3.14 for incorrect use of the modified eagle logo.

TAGLINE USE
Follow the same guidelines set on pages 3.15–3.17 for the use of the Go Beyond tagline in relation to the modified logo.

RAYTHEON TECHNOLOGIES ENDORSEMENT LINE USE
Follow the same guidelines set on pages 3.20–3.22 for the use of the Raytheon Technologies endorsement line in relation to the modified eagle logo.
PRATT & WHITNEY IDENTITY
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

MODIFIED EAGLE LOGO COLORS

Use the color callouts below to identify the colors used within the modified eagle logo.

P&W BLUE
P&W Blue is used for the outer ring of the modified eagle logo.

P&W SKY BLUE
P&W Sky Blue is applied to the inner circle of the modified eagle logo.

P&W YELLOW
P&W Yellow is the color fill for the eagle’s beak and claws.

P&W GRAY
P&W Gray is applied to the text and outline of the modified eagle logo.

BLACK
Black is used for the eagle’s body and registration mark. A 60% tint of Black makes up the eagle’s feather details.

WHITE
White is applied to the face and tail of the eagle.

COLOR PALETTE INFORMATION
Refer to page 5.2 for more details on the Pratt & Whitney color palette.

MODIFIED EAGLE LOGO COLOR CALLOUT
FOR PRODUCTION NEEDS SUCH AS EMBROIDERY, EMBossING, DEBOSSING SILksRcEEn, AND FOIL STAMPING

P&W BLUE
PANTONE: 533 C

P&W SKY BLUE
PANTONE: 2995 C

BLACK 60% TINT
PANTONE: PROCESS BLACK

P&W YELLOW
PANTONE: 7405 C

WHITE
PANTONE: 1405 C

BLACK
PANTONE: PROCESS BLACK

P&W GRAY
PANTONE: 413 C
The left-facing eagle logo can only be used on an engine (or nacelle) or on a vehicle, so that the eagle may face forward.

**SIZE**
The left facing eagle logo must be greater than 1" in height when applied.
EAGLE LOGO
BACKGROUND COLOR

PREFERRED COLORS
The preferred treatment is the full color version of the logo on a white background.

BACKGROUND COLORS
On light and dark backgrounds, use the eagle logo full color version.
When placing the eagle logo over an image, position it where the background offers clear space and the most contrast.

The color blocks shown here represent background colors, not holding shapes.
EAGLE LOGO
INCORRECT USE

The examples on this page demonstrate incorrect reproductions of the eagle logo.

A – Do not change the color of the eagle logo.
B – Do not modify the order or placement of the elements.
C – Do not alter the proportions of the elements.
D – Do not modify the typography within the eagle logo.
E – Do not place the eagle logo within a holding shape or a color block.
F – Do not add drop shadows.
G – Do not add to or alter the elements of the eagle logo. This includes modifying the logo to represent a business unit or group.
H – Do not rotate or change the direction of the elements.
I – Do not change the text content within the eagle logo.
J – Do not place the eagle logo over a background that provides little to no contrast for the elements.
K – Avoid textured backgrounds when placing the eagle logo over photography as this may affect visibility.
L – Do not place objects within the eagle logo’s clear space.
EAGLE LOGO + TAGLINE

Whenever possible, the eagle logo should be presented with the Go Beyond tagline. (An exception would be permanent building signage and facades, in which taglines are not typically used.) This is Pratt & Whitney’s one approved tagline; no other taglines are approved for use.

The Go Beyond tagline can accompany the eagle logo in either the horizontal or vertical alignment. The elements have been created in a fixed proportional relationship.

When it is not possible to present the eagle logo with the Go Beyond tagline, the eagle logo may be presented on its own. The graphic for the Go Beyond tagline cannot be used independently from the eagle logo.

ONLY USE APPROVED ARTWORK

To ensure we represent Pratt & Whitney with our tagline in a consistent way, only use approved artwork.

CLEAR SPACE

Keep our eagle logo + tagline clear of text, images, and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to “1/4 of X,” as illustrated on this page. For digital applications use “1/8 of X” for the preferred clear space. “X” is equivalent to the height of the eagle logo.

HORIZONTAL ALIGNMENT

VERTICAL ALIGNMENT
PRATT & WHITNEY IDENTITY
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

EAGLE LOGO + TAGLINE

COLOR OPTIONS

FULL COLOR EAGLE LOGO + TAGLINE
The preferred treatment is the full color version of the logo on a white background with a single color tagline in P&W Blue.

GRAYSCALE EAGLE LOGO + TAGLINE
Use the grayscale eagle logo + tagline to keep the integrity of the full color version when four color reproduction is not possible (e.g., newspapers).

BLACK EAGLE LOGO + TAGLINE
Use the black eagle logo + tagline when four color reproduction is not possible. Apply the black eagle logo + tagline on light backgrounds.

WHITE EAGLE LOGO + TAGLINE
Use the white eagle logo + tagline when four color reproduction is not possible. Apply the white eagle logo + tagline on dark backgrounds.

BACKGROUND COLORS
On a dark background, use the eagle logo full color version and reverse the tagline to white.

When placing the eagle logo + tagline over an image, position it where the background offers clear space and the most contrast.

The color blocks shown here represent background colors, not holding shapes.
The examples on this page demonstrate incorrect reproductions of the eagle logo and tagline.

A – Do not change the color of the eagle logo or tagline.
B – Do not modify the order or placement of the elements.
C – Do not alter the proportions of the elements.
D – Do not modify the typography of the tagline.
E – Do not place eagle logo + tagline within a holding shape or a color block.
F – Do not add drop shadows.
G – Do not add elements to the eagle logo + tagline.
H – Do not rotate or change the directions of the elements.
I – Do not change the tagline text content.
J – Do not place the eagle logo + tagline over a background that provides little to no contrast for the element.
K – Avoid textured backgrounds when placing the eagle logo + tagline over photography as this may affect visibility.
L – Do not place objects within the clear space of the eagle logo + tagline.
PRATT & WHITNEY IDENTITY
PRATT & WHITNEY BRAND IDENTITY GUIDELINES

RAYTHEON TECHNOLOGIES ENDORSEMENT LINE USE

ONLY USE APPROVED ARTWORK
This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent the Raytheon Technologies endorsement line in a consistent.

ENDORSEMENT LINE IN FRENCH
Use the Raytheon Technologies endorsement line in French when needed for translation purposes. The same rules of the Raytheon Technologies endorsement line in English applies to the French version.

CLEAR SPACE
To ensure visibility, the endorsement line should always stand out from other elements. Keep it clear of text, images, and graphics by maintaining the minimum clear space on all sides. The preferred clear space is “X,” as illustrated on this page. “X” is equal to the height of the letter “A” in the Raytheon Technologies endorsement line.

MINIMUM SIZE
The minimum size of the endorsement line is 0.063” in height. For digital applications the minimum size of the endorsement line is 6 pixels in height. Sizes smaller than this will compromise legibility and presence.

COLOR OPTIONS
Use P&W Blue, Sky Blue or white for the Raytheon Technologies endorsement line. Select the color that creates the most contrast against the background. Use black or white when a four color reproduction is not possible.

The endorsement line “A Raytheon Technologies Company” is our link to our parent company. It should be used only by the Brand team and in exceptional cases, such as financial communications and investor relations.

The Raytheon Technologies endorsement line must always be in relation to the Pratt & Whitney eagle logo. Please refer to pages 3.20–3.22 for more information pertaining to its relationship with the eagle logo.

ONLY USE APPROVED ARTWORK

RAYTHEON TECHNOLOGIES ENDORSEMENT LINE

A RAYTHEON TECHNOLOGIES COMPANY

CLEAR SPACE

A RAYTHEON TECHNOLOGIES COMPANY

MINIMUM SIZE
0.063”

DIGITAL MINIMUM SIZE
6 PX

COLOR OPTIONS
A RAYTHEON TECHNOLOGIES COMPANY

A RAYTHEON TECHNOLOGIES COMPANY

A RAYTHEON TECHNOLOGIES COMPANY

A RAYTHEON TECHNOLOGIES COMPANY

A RAYTHEON TECHNOLOGIES COMPANY

A RAYTHEON TECHNOLOGIES COMPANY

The color blocks shown here represent background colors, not holding shapes.

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RAYTHEON TECHNOLOGIES ENDORSEMENT LINE IN FRENCH

UNE SOCIÉTÉ DE RAYTHEON TECHNOLOGIES
RAYTHEON TECHNOLOGIES ENDORSEMENT LINE INCORRECT USE

The examples on this page demonstrate incorrect use of the Raytheon Technologies endorsement line.

A – Do not use colors outside the approved color options.
B – Do not alter the proportions of the elements.
C – Do not modify or abbreviate the words of the endorsement line.
D – Do not place the endorsement line within a holding shape or a color block.
E – Do not add drop shadows.
F – Do not add elements to the endorsement line.
G – Do not rotate or change the direction of the element.
H – Do not modify the typography of the logotype.
I – Do not place the endorsement line over a background that provides little to no contrast for the element.
J – Avoid textured backgrounds when placing the endorsement line over photography as this may affect visibility.
K – Do not apply different weights to the endorsement line.
L – Do not use capital case or lower case for the endorsement line.
The Raytheon Technologies endorsement line is equal to “1/8 of X” when the elements are displayed together. “X” is equivalent to the height of the eagle logo as illustrated on this page.

**Vertical Alignment**
Vertical alignment of the eagle logo and Raytheon Technologies endorsement line is the preferred arrangement of the elements.

On a vertical plane, left-align the Raytheon Technologies endorsement line to the edge of the eagle logo's inner circle. The eagle logo is always on top of the Raytheon Technologies endorsement line. The minimum distance between them is “1/4 of X.” “X” is equal to the height of the eagle logo. The eagle logo and Raytheon Technologies endorsement line can be further apart if desired.

**Horizontal Alignment**
On a horizontal plane, align the Raytheon Technologies endorsement line to the bottom edge of the eagle logo's inner circle, using its baseline. The eagle logo is always left of the Raytheon Technologies endorsement line. The minimum distance between them is “1 1/2 of X.” “X” is equal to the height of the eagle logo. The eagle logo and Raytheon Technologies endorsement line can be further apart if desired.

Refer to pages 3.2–3.14 for more information pertaining to the eagle logo and pages 3.18–3.19 for the Raytheon Technologies endorsement line.
RAYTHEON TECHNOLOGIES ENDORSEMENT LINE + EAGLE LOGO + TAGLINE

SCALE
The Raytheon Technologies endorsement line is equal to “1/8 of X” when the elements are displayed together. “X” is equivalent to the height of the eagle logo as illustrated on this page.

VERTICAL ALIGNMENT
Vertical alignment of the eagle logo + tagline and Raytheon Technologies endorsement line is the preferred arrangement of the elements.

On a vertical plane, left-align the Raytheon Technologies endorsement line to the edge of the eagle logo’s inner circle. The eagle logo + tagline are always on top of the Raytheon Technologies endorsement line. The minimum distance between the eagle logo and endorsement line is “1/4 of X.” “X” is equal to the height of the eagle logo. The eagle logo and Raytheon Technologies endorsement line can be further apart if desired.

HORIZONTAL ALIGNMENT
On a horizontal plane, align the Raytheon Technologies endorsement line to the baseline of the tagline. The eagle logo + tagline are always left of the Raytheon Technologies endorsement line. The minimum distance between the tagline and the Raytheon Technologies endorsement line is “1 1/2 of X.” “X” is equal to the height of the eagle logo. The eagle logo and Raytheon Technologies endorsement line can be further apart if desired.

The endorsement line “A Raytheon Technologies Company” is our link to our parent company. It should be used only by the Brand team and in exceptional cases, such as financial communications and investor relations.

Refer to pages 3.2–3.19 for more information pertaining to the eagle logo + tagline and Raytheon Technologies endorsement line.
RAYTHEON TECHNOLOGIES ENDORSEMENT LINE + EAGLE LOGO + TAGLINE INCORRECT USE

A – Do not alter the proportions of the elements.
B – Do not place the eagle logo + tagline and Raytheon Technologies endorsement line in a holding shape.
C – Do not add elements to the eagle logo + tagline and Raytheon Technologies endorsement line relationship.
D – Do not rotate or change the direction of the elements.
E – Do not modify the order or placement of the elements.
F – Do not have elements closer than the minimum approved distance.
G – Do not align the Raytheon Technologies endorsement line to the eagle logo’s inner circle when the tagline is present on a horizontal plane.
H – Do not change the color of the elements.

The examples on this page demonstrate incorrect use of the Raytheon Technologies endorsement line with eagle logo + tagline.
THE RAYTHEON TECHNOLOGIES LOGO

The Raytheon Technologies logo is to be used only by Raytheon Technologies or when Raytheon Technologies mandates its use, such as at trade shows.

ONLY USE APPROVED ARTWORK
This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Raytheon Technologies in a consistent way, only use approved typeset artwork.
The Raytheon Technologies corporate signature for Pratt & Whitney is to be used only by Raytheon or when Raytheon mandates its use.

ONLY USE APPROVED ARTWORK
This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent the Raytheon Technologies corporate signature for Pratt & Whitney in a consistent way, only use approved typeset artwork.
PRATT & WHITNEY IDENTITY
PRATT & WHITNEY BRAND IDENTITY GUIDELINES

EAGLE LOGO IN FRENCH

Use the eagle logo in French when needed for translation purposes.
The French version of the eagle logo is the full color version of the “Moteurs Haute Fiabilité” eagle graphic.

ONLY USE APPROVED ARTWORK
This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork.

COLOR OPTIONS
Follow the same guidelines set on page 3.4 for the preferred color use of the eagle logo in French.

CLEAR SPACE
Follow the same guidelines set on page 3.6 for clear space around the eagle logo in French.

SIZE
Follow the same guidelines set on page 3.6 for the size of the eagle logo in French.

BACKGROUND COLOR
Follow the same guidelines set on page 3.13 for applying the eagle logo in French onto background colors.

INCORRECT USE
Follow the same guidelines set on page 3.14 for incorrect use of the eagle logo in French.

RAYTHEON TECHNOLOGIES ENDORSEMENT LINE USE
Follow the same guidelines set on page 3.20 for the use of the Raytheon Technologies Endorsement line in relation to the eagle logo in French.
**APPLICATION**

Follow the same guidelines set on page 3.7 for applying the small eagle logo in French.

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**SMALL EAGLE LOGO IN FRENCH**

Use the small eagle logo in French when needed for translation purposes. The small eagle logo in French is for logo sizes at or below 1” in height. Details within the small eagle logo’s illustration have been reduced for small scale and production needs.

**Do not** use the small eagle logo in French for applications that require the logo to be larger than 1” in height.

**ONLY USE APPROVED ARTWORK**

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved logo artwork.

---

**MINIMUM SIZE**

0.5”

**DIGITAL MINIMUM SIZE**

48 PX
**APPLICATION**

Follow the same guidelines set on page 3.10 for applying the modified eagle logo in French.

**FULL COLOR MODIFIED EAGLE LOGO**

**PREFERRED**

**ONE COLOR MODIFIED EAGLE LOGO**

**MODIFIED EAGLE LOGO IN FRENCH**

Use the modified eagle logo in French for special production needs (e.g., embroidery, embossing, debossing, silkscreen, and foil stamping) when the logo is above 1” in height. Only use the modified eagle logo when the eagle logo cannot be used because its details do not transfer accurately onto the chosen medium.

**Do not** use the modified eagle logo for applications that require the logo to be at or smaller than 1” in height. Use the small eagle logo for logo sizes at or smaller than 1” in height.

**ONLY USE APPROVED ARTWORK**

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved logo artwork.

**ONE COLOR VERSION**

Use the one color version of the modified eagle logo in French when one color or only the eagle logo's shape is needed.
CLEAR SPACE
Keep our eagle logo + tagline in French clear of text, images, and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to “1/4 of X,” as illustrated on this page. For digital applications use “1/8 of X” for the preferred clear space. “X” is equivalent to the height of the eagle logo in French.

COLOR OPTIONS
Follow the same guidelines set on page 3.16 for the preferred color use of the eagle logo + tagline in French.

BACKGROUND COLOR
Follow the same guidelines set on page 3.16 for applying the eagle logo + tagline in French onto background colors.

INCORRECT USE
Follow the same guidelines set on page 3.17 for the improper use of the eagle logo + tagline in French.
EAGLE LOGO +
TAGLINE + RAYTHEON
TECHNOLOGIES
ENDORSEMENT LINE
IN FRENCH

SCALE
The Raytheon Technologies endorsement line in French is equal to “1/8 of X” when the elements are displayed together. “X” is equivalent to the height of the eagle logo in French as illustrated on this page.

VERTICAL ALIGNMENT
Vertical alignment of the eagle logo + tagline and Raytheon Technologies endorsement line in French is the preferred arrangement of the elements.

On a vertical plane, left-align the Raytheon Technologies endorsement line in French to the edge of the French eagle logo’s inner circle. The eagle logo + tagline in French are always on top of the Raytheon Technologies endorsement line. The minimum distance between the eagle logo and endorsement line in French is “1/4 of X.” “X” is equal to the height of the eagle logo in French. The eagle logo and Raytheon Technologies endorsement line in French can be further apart if desired.

HORIZONTAL ALIGNMENT
On a horizontal plane, align the Raytheon Technologies endorsement line in French to the baseline of the tagline in French. The eagle logo + tagline in French are always left of the Raytheon Technologies endorsement line. The minimum distance between the tagline and the Raytheon Technologies endorsement line in French is “1 1/2 of X.” “X” is equal to the height of the eagle logo in French. The eagle logo and Raytheon Technologies endorsement line in French can be further apart if desired.

Use the French version of the eagle logo + tagline when needed for translation purposes.

The endorsement line in French “Une Société de Raytheon Technologies” is our link to our parent company. It should be used only by the Brand team and in exceptional cases, such as financial communications and investor relations.

Refer to pages 3.21–3.22 for more information pertaining to the eagle logo + tagline and Raytheon Technologies endorsement line.

ONLY USE APPROVED ARTWORK
This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork.
MASTER ARTWORK & FILE NAMING

It is important to keep consistency within our file naming to correctly identify content, efficiently organize files, and easily locate artwork.

ONLY USE APPROVED ARTWORK
To ensure we represent Pratt & Whitney elements in a consistent way, only use approved artwork.

CATEGORY HIERARCHY & ORDER
All file names follow the same hierarchical order for categories, as shown below:
1. Company Name
2. Artwork Color
3. Artwork Name
4. Artwork Variation
5. Artwork Specification
6. Language
7. Color Mode
8. File Format

FILE NAMING PRACTICES
File names are kept simple, while providing enough information to identify content.

Categories are separated with underscores (_) to differentiate sections of the file name. No spaces are used within names to avoid possible printing issues in the future. Use a hyphen (-) if a space is needed within a category.

Title case is applied to all files to enhance legibility. The use of uppercase can cause issues in word recognition.

COLOR MODE DEFINITIONS

CMYK
Refers to the four inks used in typical color printing. Use this color mode for print applications.

RGB
Represents the colors to be used for digital applications.

PMS
Refers to the Pantone Matching System, which is a proprietary color space applied across multiple media. PMS is commonly used for offset printing.

FILE FORMAT DEFINITIONS

EPS
Is a graphic file that typically contains 2D vector graphics, bitmap images, and text. Use this format for print and digital applications.

JPEG
Is an image saved in a compressed graphic format, which means it can noticeably reduce the image quality if high amounts of compression are applied. Only use this format for digital applications.

PNG
Is a raster graphic file format that uses lossless compression. It supports transparent backgrounds and typographic based artwork. Only use this format for digital applications.

PDF
Is a multi-platform document used for saving documents and publications in a standard format for varying platforms. A PDF may be exported in both digital and print format.
In presenting Pratt & Whitney alongside partners and other external entities (in joint ventures, etc.), use the guidelines below to identify which affiliation is appropriate for the specific application.

**AFFILIATION 1**
Pratt & Whitney leads all communications with the external entity taking a subsidiary role.

**AFFILIATION 2**
Pratt & Whitney and the external entity play an equal role in the relationship and communication protocol. The leading visual system is chosen by the owner of the communication or negotiated between the two.

**AFFILIATION 3**
Pratt & Whitney takes a subordinate role to the external entity, whose visual system is used for all communications.
**EXTERNAL AFFILIATIONS**

**PRATT & WHITNEY BRAND IDENTITY GUIDELINES**

**AFFILIATION 1**

Pratt & Whitney leads all communications with the external entity taking a subsidiary role.

**VISUAL SYSTEM**

Position the Pratt & Whitney communication elements in approved locations. Refer to the Pratt & Whitney Identity section for correct application of the eagle logo, tagline, business unit, and Raytheon Technologies endorsement line. Use the Pratt & Whitney visual system.

**SCALE**

The external entity logo is equal to “1/2 of X” in both width and height. “X” is equivalent to the height of the eagle logo.

**HORIZONTAL ALIGNMENT**

Place the external entity logo to the right corner of the page. Center their company logo using the eagle logo’s height.

**VERTICAL ALIGNMENT**

Position the external entity logo below the eagle logo + tagline. Use the minimum distance between elements. Center their company logo using the eagle logo’s circle.

**MINIMUM DISTANCE**

The minimum distance between the logos is “1/2 of X.” “X” is equal to the height of the eagle logo. The eagle logo and external entity logo can be further apart if desired.
EXTERNAL AFFILIATIONS
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

AFFILIATION 2

Pratt & Whitney and the external entity play an equal role in the relationship and communication protocol. The leading visual system is chosen by the owner of the communication or negotiated between the two.

VISUAL SYSTEM
If Pratt & Whitney has ownership of the communication, position our communication elements in their approved locations. Refer to the Pratt & Whitney Identity section for correct application of the eagle logo, tagline, business unit, and Raytheon Technologies endorsement line. Use the Pratt & Whitney visual system.

SCALE
The external entity logo is equal to “X” in both width and height. “X” is equivalent to the height of the eagle logo.

HORIZONTAL ALIGNMENT
If Pratt & Whitney leads, place the external entity logo to the right corner of the page. Center their company logo using the eagle logo’s height. If their company leads, reverse the order.

VERTICAL ALIGNMENT
If Pratt & Whitney leads, position the external entity logo below the eagle logo + tagline. Use the minimum distance between elements. Center their company logo using the eagle logo’s circle.

MINIMUM DISTANCE
The minimum distance between the logos is “1/2 of X.” “X” is equal to the height of the eagle logo. The eagle logo and external entity logo can be further apart if desired.
EXTERNAL AFFILIATIONS
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

PRATT & WHITNEY takes a subordinate role to the external entity, whose visual system is used for all communications.

VISUAL SYSTEM
Use the external entity’s visual system. It is preferred to use the eagle logo. If eagle logo cannot be used, use the Pratt & Whitney typeset.
To ensure legibility, do not use the eagle logo when it is to be presented at sizes less than 0.5”. In these cases, use the Pratt & Whitney typeset instead.

PRATT & WHITNEY TYPESET
Refer to page 3.9 for more information on the Pratt & Whitney typeset use.

SCALE, ALIGNMENT & MINIMUM DISTANCE
Refer to the external entity’s brand guidelines when depicting logo relationships.

The Pratt & Whitney typeset may be used in promotional materials when the eagle logo cannot be applied, such as pens and pencils.
COLOR PALETTE

PRIMARY COLOR
P&W Blue is our company's logo color. It is applied to the majority of our communications, using white as its counterbalance in compositions.

SECONDARY COLORS
Our secondary colors support our primary palette. They act as accent colors, adding energy and warmth to our primary colors.

NEUTRAL COLORS
Our neutral colors complement and bolster our primary and secondary colors. They allow our other colors to stand out by creating color hierarchy, avoiding cluttered appearances.

COLOR CONSISTENCY
To keep our brand colors consistent, use the color formulas shown here. For offset printing use spot colors (PANTONE®) or process colors (CMYK). For on-screen applications use RGB or HEX values. Appearance of on-screen colors may vary across platforms and devices.

The colors shown here and throughout these guidelines have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE® is the property of Pantone, Inc.
TERTIARY COLORS
Use the tertiary colors for PowerPoint and Excel charts and graphs only.

COLOR PALETTE
TERTIARY COLORS

- **RGB**: 224, 165, 38
- **Tint**: 80% TINT, 60% TINT

- **RGB**: 91, 97, 143
- **Tint**: 80% TINT, 60% TINT

- **RGB**: 52, 183, 143
- **Tint**: 80% TINT, 60% TINT

- **RGB**: 218, 41, 28
- **Tint**: 80% TINT, 60% TINT
The examples on this page demonstrate the approved color combinations and percentages that should be taken into consideration when applying color.
Complementary colors and a visual balance are critical to creating unity across our system.

**HEADLINES**
Use P&W Blue or white for the headline. If a four color reproduction is not possible use black or white. Select a color that provides high contrast against the background.

**SECONDARY HEADLINES**
Use secondary or neutral colors for the secondary headline to add an accent of color to layouts. Choose colors that best complement the background and headline color. If a secondary color is applied to the background use a primary color for the secondary headline.

**BODY COPY**
It is preferred to use black or white for body copy. P&W Blue may also be used as a secondary option.

**KEY PHRASES**
Apply the same color used for the secondary headline to key phrases.

**ANNOTATIONS**
Apply the same color used for the headline to annotations. If the selected color calls too much attention to the annotation choose another primary color. Use black or white when a four color reproduction is not possible.
The examples on this page demonstrate the preferred usage of the Pratt & Whitney color palette.
A – Do not use colors outside the approved color palette.
B – Do not use colors that provide low contrast for copy against the background.
C – Do not use gradients.
D – Do not use black unless it’s for body copy or when a four color reproduction is not possible.
E – Do not use secondary colors for body copy or all text.
F – Do not misappropriate colors by creating unapproved, multiple color combinations.

The examples on this page demonstrate incorrect usage of the Pratt & Whitney color palette.
Our headline and callout typeface is Flama Condensed. For Pratt & Whitney communications we only use the weights shown here.

**MICROSOFT OFFICE & DESKTOP APPLICATIONS**
Use Arial Narrow Regular and Arial Narrow Bold as standard fonts for Microsoft Office and desktop applications.

**WHEN TO USE ARIAL NARROW**
Flama Condensed may not be readily available or compatible with some desktop systems. When preparing documents that will be distributed across platforms (e.g., PowerPoint presentations, Word documents), or shared with external users, use Arial Narrow Regular and Arial Narrow Bold. If unavailable use Arial Regular and Arial Bold. This will ensure that fonts display properly when viewed in desktop environments.

**FONT LICENSE**
Fonts are software and must be licensed for a specific number of computers.

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**FLAMA CONDENSED LIGHT**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**FLAMA CONDENSED BOOK**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**FLAMA CONDENSED BOLD**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**MICROSOFT OFFICE & DESKTOP APPLICATIONS**

**ARIAL NARROW REGULAR**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**ARIAL NARROW BOLD**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

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**VISUAL SYSTEM ELEMENTS**
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

**TYPOGRAPHY**

HEADLINES & CALLOUTS
Our body copy typeface is AG Book. For Pratt & Whitney communications we only use the weights shown here.

**MICROSOFT OFFICE & DESKTOP APPLICATIONS**
Use Arial Regular and Arial Bold as standard fonts for Microsoft Office and desktop applications.

**WHEN TO USE ARIAL**
AG Book may not be readily available or compatible with some desktop systems. When preparing documents that will be distributed across platforms (e.g., PowerPoint presentations, Word documents), or shared with external users, use Arial Regular and Arial Bold. This will ensure that fonts display properly when viewed in desktop environments.

**FONT LICENSE**
Fonts are software and must be licensed for a specific number of computers.

**AG BOOK BOLD**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

**AG BOOK MEDIUM**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

**AG BOOK LIGHT**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

**MICROSOFT OFFICE & DESKTOP APPLICATIONS**
**ARIAL BOLD**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

**ARIAL REGULAR**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```
**HEADLINES**
For headlines use Flama Condensed Light. Use Flama Condensed Book as its substitute when greater contrast is needed. Make sure line spacing (also called leading) is set close. Headlines are left-aligned in uppercase.

**SECONDARY HEADLINES**
Flama Condensed Bold is used for secondary headlines. Secondary headlines are left-aligned in uppercase. Open tracking is 20pts.

**BODY COPY**
AG Book Light is used primarily for body copy. When using it, make sure line spacing is set to “auto spacing.” Body copy is left-aligned in sentence case.

**KEY PHRASES**
AG Book Bold is used for key phrases. When using it, make sure line spacing is set to “auto spacing.” Copy is left-aligned in sentence case.

**ANNOTATIONS**
Flama Condensed Bold is used for annotations. Annotations can be left- or right-aligned depending on the application of the eagle logo. Open tracking is 20pts.

**FONT LICENSE**
Fonts are software and must be licensed for a specific number of computers.
Fonts are intended for specific uses within a hierarchy. As a general rule, the heavier the font, the smaller it should be used. The example below shows how this principle plays out across a typical layout.


The example illustrated on this page uses typography, graphics, and imagery that work well together when creating a layout. Leave ample space between the visual content and messaging to create a well-balanced piece.

**HEADLINES AND BODY COPY**
Left-align the headline and body copy to the inner circle of the eagle logo + tagline.

Use headlines on a vertical plane, aligning text to the top, when a layout’s content allows for it.

Our eagle logo is the leading element within all communications. The preferred placement of the eagle logo is at the top left corner of the page.

**BUSINESS UNIT**
Place the business unit directly above the headline or by itself in the upper-right corner of the page.

**PHOTOGRAPHY CONSIDERATION**
Photography should be selected to fit within the established guidelines and provide clear areas for elements to be visible. Refer to pages 5.22–5.27 for guidance on image selection.
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

TYPOGRAPHY
INCORRECT USE

The examples on this page demonstrate the incorrect reproductions for typography layouts and use.

A – Do not place copy content outside the guidelines of the grid, unless it is a stand-alone piece or a cover page.

B – Do not mix different font weights within the headline or secondary headline.

C – Do not position copy over image content that causes illegibility.

D – Do not place secondary headlines, body copy or annotations on a vertical plane.

E – Do not alter the proportions of the elements in relation to one another.

F – Do not use multiple font sizes within headlines or bodies of copy.

G – Do not create headlines with more than 5 words and/or two lines of copy.

H – Do not place logos, icons or marks within body copy.
Our graphic device exists as a recognizable and iconic element of our visual system. The four lines advancing upward embody our purpose and ideals of Go Beyond. Whenever possible use the graphic device for Pratt & Whitney collateral.

**LINE ANGLE**
Keep the line’s angle always at 65% to ensure consistency in the application of our graphic device.

**LINE SPACING**
The space between lines is equal to “X,” as illustrated on this page. “X” is equivalent to the width of one line from our graphic device.
Keep the gradient’s appearance consistent by following the specifications below.

### Gradient Stops
Have the starting point of the gradient begin at the 25% mark with an opacity of 0%. Place the midpoint of the gradient at the 75% mark with an opacity of 40%. Position the ending point at the 100% mark with an opacity of 100%. Our gradient stops are created primarily with Illustrator, but InDesign (gradient feather) and Photoshop (gradient editor) may also be used.

### Gradient Angle
Keep the gradient angle always at 65% to ensure continuity of our graphic device’s presence.

### Gradient Direction
Always have the gradient opacity decrease as it moves from top to bottom, guaranteeing the ending point will always be positioned above the starting point.
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

VISUAL SYSTEM ELEMENTS

GRAPHIC DEVICE USE

Keep the gradient’s appearance consistent by following the specifications below. Top alignment of the device is the preferred use.

TOP ALIGNMENT

LINE WIDTH
The line width is equal to “1/4, 1/2 or 3/4 of X.” “X” is equivalent to the font height of the headline.

HORIZONTAL PLACEMENT
On the horizontal plane, place the graphic device at a distance of “Y or 2Y” from the top right corner of the page. “Y” is equivalent to the line width of the graphic device.

VERTICAL PLACEMENT
On the vertical plane, place the graphic device at “Z or 2Z” from the top of the page. Select the distance that best complements the page content. “Z” is equivalent to “1/3” of the page height.

BACKGROUND COLORS
On a dark background, use the white graphic device version (A). On a light background use the P&W Blue graphic device version (B). If the P&W Blue overpowers the page, substitute the color with P&W Gray (C). On solid color backgrounds graphic devices may also use the same color as the background with a multiply effect applied to it (D).
VISUAL SYSTEM ELEMENTS
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

GRAPHIC DEVICE USE
BOTTOM ALIGNMENT

Keep the gradient’s appearance consistent by following the specifications below. The bottom alignment of the graphic device can only be used when a secondary headline is present.

LINE WIDTH
The line width is equal to “1/4, 1/2 or 3/4 of X.” “X” is equivalent to the font height of the headline.

HORIZONTAL PLACEMENT
On the horizontal plane, left-align the top left corner of the graphic device to the headline.

VERTICAL PLACEMENT
On the vertical plane, extend the graphic device to the page’s edge. Have the device appear to run off the page.

BACKGROUND COLOR
On a dark background, use the white graphic device version (A). On a light background use the P&W Blue graphic device version (B). On solid color backgrounds graphic devices may also use the same color as the background with a multiply effect applied to it (C).

LINE WIDTH
The line width is equal to “1/4, 1/2 or 3/4 of X.” “X” is equivalent to the font height of the headline.

HORIZONTAL PLACEMENT
On the horizontal plane, left-align the top left corner of the graphic device to the headline.

VERTICAL PLACEMENT
On the vertical plane, extend the graphic device to the page’s edge. Have the device appear to run off the page.

BACKGROUND COLOR
On a dark background, use the white graphic device version (A). On a light background use the P&W Blue graphic device version (B). On solid color backgrounds graphic devices may also use the same color as the background with a multiply effect applied to it (C).
**HIGH CONTRAST**
Decrease the opacity of the graphic device to ensure it does not overpower or disrupt the main content.

**LOW VISIBILITY**
Subtly darken or lighten areas of the image to create clearer visibility of the graphic device.

If the image cannot be edited, adjust the midpoint opacity until desired effect is achieved.

If the graphic device has low visibility on a solid colored background, adjust the color scheme.

Keep consistency of the gradient by following the recommended applications shown below.
A – If a headline is not present or the page is too narrow or wide, make the graphic device width equal to “1/3” of the page width.

B – If the graphic device’s horizontal placement obstructs or overpowers the content place it at a distance of “Y or 2Y” from the page’s top right corner. “Y” is equivalent to “1/3” of the page’s width. The graphic device may be placed at the top right corner of the page if it better suits the composition.

C – If the page is short, making the graphic device unrecognizable, extend the device to the page’s full height. Adjust the starting and ending points accordingly to mimic the device’s original gradation.

The graphic device is meant to be a flexible part of our visual system. Therefore, there are many ways the graphic device can be applied that extends beyond the recommended usage. Below are other examples for the use of our graphic device.
D – If the image has a main subject matter place the graphic device behind the subject so it appears as part of the background.

E – If cropping the graphic device obscures its appearance, move the device along its horizontal plane until it becomes recognizable and complements the main subject matter.

F – If image has no main subject matter or the subject matter takes up 80% or more of the page, place the graphic device directly above the image without cropping it. Avoid placing the graphic device over Pratt & Whitney products (e.g., engine).

The graphic device is meant to be a flexible part of our visual system. Therefore, there are many ways the graphic device can be applied that extend beyond the recommended usage. Below are other examples for the use of our graphic device.
The examples on this page demonstrate incorrect reproductions of the graphic device.

A – Do not add or remove lines from the graphic device.

B – Do not modify the angle of the graphic device.

C – Do not modify the proportions of the graphic device.

D – Do not apply a gradient angle different than 65%.

E – Do not reverse the order of gradient direction.

F – Do not place the graphic device over a product when it is the main subject matter.

G – Do not have the graphic device take up more than 2/3 of the page's width.

H – Do not use solid colors within the graphic device.

I – Do not create low contrast between the graphic device and background by using similar hues.
PHOTOGRAPHY

Our imagery is a crucial part of our visual system, and as a result it should be used in a consistent manner to create a unified look across all communications.

All photography for commercial purposes must be approved by our legal team. If you have photos that need to be legally approved please contact:

**PHOTOGRAPHY STYLE**

In choosing visuals, the goal is realism and authenticity. When we relate our value specifically to a person, a situation, or a business that is clearly experiencing benefit, we increase the understanding and acceptance of our value. We make our value real.

For this reason, Pratt & Whitney’s brand is photography-based—and photorealistic in nature—so that we are grounding our identity in reality and making it more authentic and convincing.

Presenting our products and services in real, mission-specific settings—in which progress is being made and possibilities are being realized—gives us the opportunity to tell a larger story and resonate more clearly. This is the way we position ourselves and differentiate ourselves—by humanizing our value, proving our transformative power, and underscoring our higher purpose.

**PHOTOGRAPHIC PRINCIPLES**

- Scenes focus on the power, precision, and impact of the subject matter.
- Forward motion in compositions and lighting imply aspiration and movement.
- Our images capture a real moment and should never seem staged, posed or forced.
- We use a selection of images that are relevant and meaningful to our customers.
- Imagery of our products illustrates their high quality and accurately represents the technology we produce.

Troy S. Prince  
Vice President & Chief Intellectual Property Counsel  
(Commercial Engines and Military Engines)  
[Email]

Katherine Stachrowski  
Director, Intellectual Property  
(Business Aviation, General Aviation, Regional Aviation, Helicopter Aviation, and APUs)  
[Email]
Imagery of people allows us to connect with our audiences and demonstrate our services. People should appear natural, driven, and confident in true-to-life situations. Employees in particular should evoke optimism and pride in their expertise.

**PORTRAITS**

People in portraits are accessible and form an intimate relationship with our audience.

- Where possible, create a personal connection with the audience by capturing forward-facing people who are maintaining eye contact with the camera.
- Imagery should be inviting and engaging, but always support the main message of the communication.
- Avoid showcasing people with expressions that may cause negative or uncomfortable reactions.
**PHOTOGRAPHY**

Imagery of our products allows us to showcase our innovation and work. Product imagery should be high-quality and accurately represent the technology we produce.

**STAND-ALONE PRODUCTS**

When it is necessary to depict stand-alone products, depict them in dynamic positions to convey power and high quality.

- Present products against a solid color backdrop. Use dark Pratt & Whitney colors for the background to best showcase and support our product imagery.
- Products should convey a strong contrast and high definition within the details.

**PRODUCTS IN ACTION**

Products in use are captured in moments of motion and energy, creating engaging compositions.

- Lighting should be natural, focus should be crisp, and framing can be tight to highlight key details.
- Imagery has a clear focus of the subject matter. To create a more powerful layout choose uncluttered images with a narrow depth of field on the subject.
PEOPLE & PRODUCTS
People take on a more humble role, appearing smaller in size in relation to our products, emphasizing the power, and impact of our technology.

- Products are shown in context and in an appropriate environment.
- When products are not visible, they are clearly referenced within the scene.
- People in our photography are taken in authentic moments and aren't posing for the camera.
- Avoid showcasing people with expressions that may cause negative or uncomfortable reactions.

PHOTOGRAPHY LIFESTYLE
Imagery of people interacting with our products connects our work with those who create it and those who use it. Our products are staged as bold and modestly heroic. People should appear natural, driven, and confident in true-to-life situations.
DESATURATION
Keep a low saturation for all photos. A consistent application of saturation ensures Pratt & Whitney maintains a recognizable photography look and feel. For people imagery, make sure to maintain enough color for skin tones, avoiding a sickly appearance.

CONTRAST
Apply medium to high contrast to all photos. Keep a consistent application of contrast to provide our photos with a dynamic and captivating effect.

FOCAL POINT
Have a main focal point in imagery to maintain a simple message, avoiding a cluttered composition.

DARKENING & LIGHTENING AREAS
Subtly darken or lighten areas of the image to increase visibility of overlaid content. Adjust until desired effect is reached.

PLACEMENT WITHIN CONTENT
Position the main subject matter within the photo to complement the layout’s content. Place imagery to provide the highest contrast and open space for content.

The examples on this page demonstrate the preferred uses of photography.
The examples on this page demonstrate the incorrect use of photography.

A – Do not use oversaturated images.
B – Do not use overexposed images.
C – Do not add filters to the imagery.
D – Do not use duotones or sepia filters.
E – Do not add gradients to the image.
F – Do not crop images in ways that affect the overall purpose of the image.
G – Do not create silhouetted images.
H – Do not enclose photos within shapes other than rectangles.
I – Do not use images that are “staged” or depict clichés. Subjects should look candid and real.
J – Do not show people with false or exaggerated expressions. People should appear authentic, not posed.
K – Do not depict products in a static or dull manner.
L – Do not add futuristic effects in imagery, such as colored lighting.
Icons are a helpful tool to illustrate or explain information. Icons should be used primarily for infographics or to display categories.

**USE APPROVED ARTWORK**

These elements are a unique piece of artwork and should not be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, always use approved icon artwork.

If you cannot find an icon to use within the provided options, reach out to the brand team. All new icons need to be approved by the brand team before use.

**ICON CONCEPT**

Each icon is associated with a unique idea. Select the icon that best supports the message.

**ICON DESIGN**

Our icons are modeled after our graphic device and therefore are line based and simple.

Icons are created from a 1” square grid with a line weight of 3pt. Always use approved artwork.

**GRID GUIDELINES**

- Line weight: 3pt
- Grid size: 1”
**CLEAR SPACE**
Keep our icons clear of text, images, and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to "1/3 of X," as illustrated on this page. "X" is equivalent to the height of the grid shape container.

If an icon does not reach the full length of the grid vertically and/or horizontally, center the icon within the boundaries of the 1"x1" grid.

**MINIMUM SIZE**
The minimum size of an icon is 1/4" in height. For digital applications the minimum size of an icon is 24 pixels in height. Sizes smaller than this will compromise legibility and presence.

**SCALE**
Keep the integrity of the original icon’s proportions when enlarging or shrinking icons. Do this by vectorizing all icon lines into solid shapes within the 1"x1" grid. The icon can then be scaled accordingly without creating inconsistency.

**ALIGNMENT**
Align the boundaries of the icons’ clear space to each other when showing more than one icon together. When grouping more than two together use equal spacing between icons.
ICONOGRAPHY COLOR OPTIONS

Provide our icons with legibility and impact by using colors that provide a high contrast against the background.

**PREFERRED**
Use the P&W Blue for icons whenever possible.

**BLACK & WHITE**
Use black and white for icons when four color reproduction is not possible. Apply black to icons when they are over a light background and apply white to icons when they are over a dark background.

**ACCEPTED USAGE**
Pratt & Whitney neutral colors and secondary colors may be used for icons. Select the color that best follows the color scheme of the layout.

**IMAGE BACKGROUND**
When placed over an image, position the icon over an area that provides clear space and high contrast. If an icon is placed over a light background use P&W Blue and when an icon is placed over a dark background use white. Use black for icons when four color reproduction is not possible.
The examples on this page demonstrate incorrect reproductions of icons.

A – Do not create complex icons that consist of many lines.
B – Do not create solid icons.
C – Do not alter the proportions of the icon from its original form.
D – Do not add drop shadows.
E – Do not have the clear space of the icon obstructed.
F – Do not misalign icons to one another.
G – Do not place icons within a holding shape or color block.
H – Do not place icons over a background that provides little to no contrast.
I – Do not use colors outside the approved options.
J – Avoid textured background when placing icons over photography as this may affect visibility.
K – Do not alter the icon size while keeping the original line weight.
When using social icons, refer to each organization's published set of guidelines for use.
These examples live as references for how the visual identity can be used in varying situations. They are not production ready files and may differ in design to the actual pieces.
Dear Sir or Madam,


Sincerely,

[Signature]

[Letter to Recipient’s Name dated the date]

[Recipient’s Company]
POWERING PROGRESS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

HR POSTER
APPLICATION EXAMPLES
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

TRADE SHOW | WHITE

TABLECLOTH

POP-UP BANNER

EXHIBIT WALL

PODIUM

PROGRESS IN FLIGHT

GO BEYOND

PTW.COM/CAREERS
APPLICATION EXAMPLES
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

TRADE SHOW | BLUE

TABLECLOTH

POP-UP BANNER

EXHIBIT WALL

PODIUM

PROGRESS
IN FLIGHT

PTW.COM/CAREERS

GO BEYOND

PTW.COM/CAREERS
APPLICATION EXAMPLES
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

DIGITAL BANNERS

LEADER BOARD EXAMPLE
PROPORTIONS OF 728X90 PX (NOT ACTUAL SIZE)

HALF-PAGE
PROPORTIONS OF 300X600 PX (NOT ACTUAL SIZE)

3:1 RECTANGLE
PROPORTIONS OF 300X100 PX (NOT ACTUAL SIZE)

SQUARE
PROPORTIONS OF 250X250 PX (NOT ACTUAL SIZE)

APPLICATION EXAMPLES
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

DIGITAL BANNERS

LEADER BOARD EXAMPLE
PROPORTIONS OF 728X90 PX (NOT ACTUAL SIZE)

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PROPORTIONS OF 300X600 PX (NOT ACTUAL SIZE)

3:1 RECTANGLE
PROPORTIONS OF 300X100 PX (NOT ACTUAL SIZE)

SQUARE
PROPORTIONS OF 250X250 PX (NOT ACTUAL SIZE)
WEBSITE | HOMEPAGE

PW800: THE RIGHT ENGINE FOR THE B-52

ENGINEERS FOR GENERATIONS TO COME

PROJECTS & SERVICES

PRODUCTS & SERVICES

PRODUCTS & SERVICES

SUPPORT

SUPPORT
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

WEBSITE | PRODUCTS

Our products

PRATT & WHITNEY BUILDING ENGINES
FOR MANY MARKETS

PRATT & WHITNEY OFFERS
24/7 SUPPORT

COMMERICAL ENGINES

MILITARY ENGINES

Company

Servies

A TALENTED WORLD COMPANY

Products & Solutions: Aerospace, Maritime, Land, and Services

PRATT & WHITNEY

OUR PRODUCTS

Pratt & Whitney is a world leader in the design, development and service of aircraft engines and auxiliary power units.

Our large commercial engines power nearly 76 percent of the world's most popular commercial aircraft. For 80 years, we have set the standard for commercial propulsion systems, and our engines are available for many propeller aircraft.
DIGITAL NEWSLETTER

PULSE

PARIS AIR SHOW 2018!

INTRODUCING
MOBILE APPLICATION

ENTRY INTO SERVICE, PRATT & WHITNEY-STYLE

Eagle Services Asia

ESA Ramps Up for GTF MRO

Track Your Parts and Overhauls in Real-Time!

THE NEXT BIG THING, NOW

PRATT & WHITNEY TALKING SHOP

TALKING SHOP

ON BIG DATA, ENGINE HEALTH MONITORING AND THE PW GTF

Join the conversation

PRATT & WHITNEY

A PARTNER IN TECHNOLOGY

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APPLICATION EXAMPLES
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

February 21, 2013

Liernar, Colleagues Recognized at BEYA STEM Conference

The framework, recently introduced by Pratt & Whitney President Chris Calise as part of his 2019 leadership strategy, describes the key principles that guide us as we evolve the way we conduct our business, share our values, and interact with our customers. These principles and the values that lie within them—

- We Transcend Adversity (Pratt & Whitney’s company values)
- We Make Improper Things Right (Employees believe the explanation for how we work)
- We Also Do Things to Others (We share ideas to be better)
- We Start All Actions with a Question (We know where we are)
- We Share Information (We know the unseen)

"We believe that even the most minor adjustments can make a difference. So we work together to improve things," said Mr. Liernar. Together is the key to success, Mr. Liernar added, "As we come together, we can achieve more. We learn from each other and grow as individuals. Together, we are stronger.

So what’s next? We need your help! Join the Second Wave of initiatives. Together to "Visit the Wi-Summit, Together to lead, Together to thrive!"

The framework on mysite will be expanded to include a new feature called "Stay Informed". This feature will provide updates on upcoming events, changes in policies, and other important information.

"Together, we can achieve more. With your help, we can make a difference," said Mr. Liernar. Together.

RATE THIS ARTICLE
How do you rate this communication?
Not at all informative
Very informative

PRINT FOR COMBINATION
6.13
The following guidelines show you how to apply wordmarks for products and services to promotional items.

For more information on wordmark use and purpose, please refer to pages 2.6–2.7. Refer to page 2.6 on how to apply a wordmark within page layouts.
To maintain the integrity of Pratt & Whitney’s global brand, the eagle logo, and Go Beyond tagline will lead, visually, in relation to the wordmark.

The eagle logo + tagline is separated from the wordmark to establish its independence.

**ALIGNMENT**
Use the eagle logo + tagline in either the horizontal or the vertical alignment whenever the wordmark is present.

**COLOR OPTIONS**
On all promotional items, please use P&W Blue or white for the wordmark.

**SHIRTS & JACKETS**
On shirts and jackets, use the vertical alignment of the eagle logo + tagline and place it on the right side of the chest. The right side of the chest is defined as the wearer’s right; the eagle logo + tagline are placed here so they lead the conversation since we read from left to right.

**SPECIAL PRODUCTION NEEDS**
For special production needs (e.g., embroidery, embossing, debossing silkscreen, and foil stamping), please use the modified eagle logo when the logo is above 1” in height. For these files, please reach out to the Brand team. (See page ii for contact information.)

A wordmark is an approved way to give visual distinction to a marquee product or service without allowing it to compete with Pratt & Whitney’s one approved logo (the eagle logo) and the Go Beyond tagline.

For more information on wordmark use and purpose, please refer to pages 2.6–2.7.

When sizing the wordmark in relation to the eagle logo, please reference the following examples on pages 7.3–7.6.
PROMOTIONAL ITEMS FEATURING WORDMARKS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

HAT

GO BEYOND

F135
PROMOTIONAL ITEMS FEATURING WORDMARKS

PRATT & WHITNEY BRAND IDENTITY GUIDELINES

BACKPACK, PEN & JOURNAL
Pratt & Whitney partners play an essential part in our company. The Global Service Network identifies our external partners, while building greater brand awareness and differentiation to our operators and customers.

Pratt & Whitney adds value by marketing the network as a whole and communicating the service value's proposition.

Use the guidelines below to identify partner designation. Because Pratt & Whitney focuses on marketing the network as a whole, and not specific facilities, we do not provide marketing materials outside of the provided materials.

The badge typeset is allowed to accompany the eagle logo here, in the position usually reserved for the Go Beyond tagline, as a special exception.
CERTIFIED REPAIR & OVERHAUL BADGE USE

Use the Certified Repair & Overhaul Badge when identifying facilities that provide overhaul, heavy maintenance and light maintenance.

EAGLE LOGO USE
The eagle logo is our symbol that represents Pratt & Whitney. Keep a consistent appearance of our eagle logo by following the provided guidelines. Refer to pages 3.3–3.14 for correct eagle logo use.

CLEAR SPACE
Keep the badge clear of text, images, and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to “1/4 of X,” as illustrated on this page. For digital applications use “1/8 of X” for the preferred clear space. “X” is equivalent to the height of the eagle logo.

GLOBAL SERVICE NETWORK
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

ONLY USE APPROVED ARTWORK
This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork.
CERTIFIED ENGINE MAINTENANCE

Use the Certified Engine Maintenance Badge when identifying facilities that provide light maintenance.

EAGLE LOGO USE
The eagle logo is our symbol that represents Pratt & Whitney. Keep a consistent appearance of our eagle logo by following the provided guidelines. Refer to pages 3.3–3.14 for correct eagle logo use.

CLEAR SPACE
Keep the badge clear of text, images, and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to “1/4 of X,” as illustrated on this page. For digital applications use “1/8 of X” for the preferred clear space. “X” is equivalent to the height of the eagle logo.

ONLY USE APPROVED ARTWORK
This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork.
CERTIFIED REPAIR & OVERHAUL

FULL COLOR EAGLE LOGO + BADGE TYPESET
The preferred treatment is the full color version of the logo on a white background with the badge typeset in P&W Blue.

BLACK EAGLE LOGO + BADGE TYPESET
Use the black eagle logo + badge typeset when four color reproduction is not possible. Apply the black eagle logo + badge typeset on light backgrounds.

WHITE EAGLE LOGO + BADGE TYPESET
Use the white eagle logo + badge typeset when four color reproduction is not possible. Apply the white eagle logo + badge typeset on dark backgrounds.

BACKGROUND COLORS
On a dark background, use the eagle logo full color version and reverse the badge typeset to white.

When placing the badge over an image, position it where the background offers clear space and the most contrast.

The color blocks shown here represent background colors, not holding shapes.
The examples on this page demonstrate incorrect reproductions of the Pratt & Whitney badge.

A – Do not change the color of the eagle logo or badge typeset.

B – Do not modify the order or placement of the elements.

C – Do not alter the proportions of the elements.

D – Do not modify the typography of the badge typeset.

E – Do not place the badge within a holding shape or a color block.

F – Do not add drop shadows.

G – Do not add elements to the badge.

H – Do not rotate or change the directions of the elements.

I – Do not change the badge typeset content.

J – Do not place the badge over a background that provides little to no contrast for the element.

K – Avoid textured backgrounds when placing the badge over photography as this may affect visibility.

L – Do not place objects within the clear space of the badge.
GLOBAL SERVICE NETWORK
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

PARTNER & BADGE RELATIONSHIP

The Pratt & Whitney badge takes on a subordinate role when shown in close proximity to our external partner’s logo. Our partner’s identity should be used for all of their communications with the Pratt & Whitney badge acting as an endorsement.

ALIGNMENT
Place the partner’s logo to the left (on a horizontal plane) or above (on a vertical plane) the badge. Center the elements to each other.

RELATIONSHIP 1
This is the preferred relationship for the external partner’s logo and our badge.

SCALE
The badge is equal to “1/2 of X” in height. “X” is equivalent to either the width or height of the external partner’s logo, select the longest length.

MINIMUM DISTANCE
The minimum distance between the logos is “1/2 of X.” “X” is equal to the height or length of the partner’s logo, select the longest length. The partner’s logo and badge can be further apart if desired.

RELATIONSHIP 2
If the first relationship causes visibility issues, use Relationship 2.

SCALE
The badge is equal to “X” in height. “X” is equal to the height or length of the partner’s logo, select the longest length.

MINIMUM DISTANCE
The minimum distance between the logos is “1/2 of X.” “X” is equal to the height or length of the partner’s logo, select the longest length. The partner’s logo and badge can be further apart if desired.