OUR STORY
Our story

IT’S ALL OF US.

It’s a story about the power of a dream, a strong mindset and an exciting history. It is a bold dream of democratising flight - fuelled by creativity, adventure and passion. Our tagline, “Now Everyone Can Fly” is all about pushing boundaries and embodies a dare to dream mentality via our three pillars: connecting people to places, developing talent in people and supporting passions.

At AirAsia, we strive to connect dreamers to the possibility of making dreams come true. But how do we do that? That’s where innovation comes in. We take risks and inspire our guests to master the art of trying new things. When you fly with AirAsia, it means that an adventure is about to begin.

AirAsia is more than just an airline: It’s an expression, an experience and a way of life. Now Everyone Can Fly.
Dream

It’s how we started and it’s what we stand for.

They go on crazy adventures. They believe in their own talent despite naysayers. They believe in the magic of their passions. They create a whole new world.

At AirAsia, we provide a platform for dreamers to push boundaries on what’s possible to make their dreams come true.
our purpose
Our purpose

NOW
EVERYONE
CAN FLY

We’re here to make flying affordable for everyone.
We’re here to open up the world.
We stand for freedom and expression.
We’re here to make dreams come true.
OUR VALUES
Our values

These values are:

Sharing these values makes us an unbeatable team. We are one team, working together to reach a shared goal. One Brand, One Culture, One Family, One AirAsia. In order to work together, we communicate, listen to each other and the needs of our guests.
our lingo
Our lingo

**AirAsia** – AirAsia is one word. Remember that and educate others who make the common mistake of spelling it as two words.

**Allstar** – Everyone who works in AirAsia is an Allstar because we work with integrity in mind. Not an AllStar nor an All-star but an Allstar.

**Guests** – The people who fly us are not mere passengers, they’re our guests and we treat them with respect.

**Our products and services** – Our aim is to democratise flying; that means removing cost barriers to make it affordable for everyone. While pushing costs down, we also aim to provide the highest levels of quality and our awards are a testament to that.

i. **Low fares** – Our prices are low, they’re not cheap. Low price creates opportunity, cheap pricing creates doubt. Know the difference because it can make us or break us.

ii. **Widest network in Asia**
Our flight network is the most extensive network in the world connecting Asia, Australia and beyond. It’s our biggest asset, use it wisely. When in doubt, check in with us.

**With these in mind, let’s give the world the AirAsia experience.**
VISUAL ELEMENTS.

OUR VISUAL ELEMENTS SHOW THE WORLD HOW WE LOOK.
Logo, tagline, photography, colour, typography, signature mark.
Logo

The AirAsia logo is spelled as one word and is made up of two elements: the wordmark and the red holding space. The logo must never be altered, modified or recreated. Any attempt to modify or alter our logo is a violation of our standards.

Applications on different backgrounds:

White | Black | Red

Minimum Size: 20mm
**AIRASIA WORDMARK usage**

The AirAsia wordmark can be used on its own in special situations where:

- Space is limited and using the badge makes AirAsia non-legible
- This would apply for on-ground activation materials or T-shirts

**Clear Space**

(i) Extreme horizontal format:
Should be 1/8 of the vertical length of communication

(ii) Extreme vertical format:
Should be 1/8 of the horizontal length of communication

In extreme circumstances to maximise logo visibility, cropping of the word mark is allowed based on this guideline.
It is important to surround our logo with a healthy and ample amount of room so that it stands out in our communications.

**Clear Space**
Should be at least 1/2 the radius of the logo.

The same concept applies for the AirAsia X logo.
Examples:

1/8 horizontal length of communication

1/2 radius
(breathing space)

1/2 1
1/8

horizontal length of communication
Any attempt to alter the logo is a violation of our standards.

Here are some examples of what not to do.

BE NICE!

AirAsia logo don’ts

Never rotate the logo.

Never add .com to the logo.

Never replicate the logo in a different typeface.

Never scale either of the elements of the logo separately.

Never crop the sides of the logo.

Never crop the logo off the corner of a document.

Never change the colour of the elements of the logo.

Never apply fancy effects to the logo.

Never swap the colours of AirAsia wordmark and the circle.
BE NICE!
AirAsia X logo don’ts

Any attempt to alter the logo is a violation of our standards.

Here are some examples of what not to do.
Usage of the tagline has to be partnered with airasia.com on all advertising materials.

**Colour**

*Now Everyone Can Fly* is primarily in black or white for maximum contrast over solid colours or imagery.

**Minimum size:** 40mm
Clear Space
It is important to give our “call to action” a healthy amount of room so that it stands out in our communications.
**Colour**

**PRIMARY colour palette**

**Signature red**
Our signature red colour must be used in all materials to ensure that the brand tone and manner is captured and produced in the proper colour combinations.

**Accent**
Black and white may be used as complementary or base colours to help our signature red stand out.
Secondary colours may be used to provide variety and visual interest. When used with the primary colour palette, secondary colours should be used in moderation, not exceeding 50% of the layout.

In special circumstances, the use of the secondary colour palette can be used as the main palette for specific product, service or route launches.
Tone of voice

**EASY**

Effortless, simple and approachable.
Flying is complicated enough. Our role is to make it easy like driving or riding a taxi. Same with our words. No jargon. Keep it simple and clear. At the end of the day, our users just want to experience life out loud.

**FUN**

Playful and joyous.
This is travel we’re talking about. Let’s have some fun. Our words should be playful and entertaining. Think of it as a preview of the experience we’re bound to have. We’re not afraid of humour because we’re in it together – to have fun.
Tone of voice

FRIENDLY

Warm, personal and inclusive.
Imagine talking to a good friend — direct, personal and warm. After all, we know our guests and we care about the same things they do. So go ahead, be yourself and be real. Authenticity shows.

DARING

Bold, edgy and rebellious.
We’re here to encourage others to live out loud, so our words should do the same. Stand up for what’s right; equality, freedom and the right to have fun. Be bold about it. Don’t be afraid to stand up for what we believe in. Be confident.
Typography

BOLD AND FRIENDLY

Our typeface is bold, easy to read, has friendly curves and comes in four weights: light, book, medium and bold. Our primary font is called Gotham Rounded.

We also have secondary typefaces to add more excitement to our communications; Cocogoose Pro and The Wild Things and they come in multiple weights and styles.

Headline
Cocogoose Pro, The Wild Things and Gotham Rounded fonts can be used interchangeably as headline fonts. They're designed to add more character to our advertisements and are perfect for travel themes.

Sub-HL, Body Copy and Fares
All copy here should be set to Gotham Rounded.
Typography

**PRIMARY FONT:**
Gotham Rounded

Weights and style:
Light, Book, Medium and Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
Typography

SECONDARY FONT:
Cocogoose Pro

Weights and style:
Regular, semi light, light and ultra light

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
Typography

SECONDARY FONT:
THE WILD THINGS

Weights and style:
Script and bold

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
V W X Y Z 1 2 3 4 5 6 7 8 9 0
ARC BASICS.

The arc provides movement and energy. When paired with our assets, whether imagery or crew, it amplifies the strength of the image. The arc provides an accent to the focal messaging and is to be used sparingly with impact.

Rules of application:
The arc is meant as an accent to the key message, whether that’s:

- The fare
- A new product
- Or to add a little movement and expression to our crew or talents
The Arc

ARC BASICS

Our arc is taken out of the AirAsia logo and has rounded edges. In terms of colour application - red, black and white are the only available options.

When determining the tilt and length of the arc, imagine a pizza that's cut up into 8 even slices. The minimum length is the circumference of one slice and the maximum being the circumference of 3 slices. The sky is the limit in tilting the arc so long as it doesn't form a sad face.

Minimum: 1/8

Maximum: 3/8

Rounded edges
The Arc

HOW TO USE?

How to use?
There are three ways the arc can be applied. These are through customisable stroke weights, used as dotted or dashed lines and a combination of a few arcs.

Customisable stroke weights

Different stroke weights can be applied to the arc.

Dotted or dashed lines

A dotted or dashed line treatment can be applied to the arc to add more playfulness to the ad. When using this treatment, go with only one weight at a time.

Combination

Arrows can be combined as a graphic treatment. When using a combination, all arcs need to have a consistent stroke weight.

Use primary colours only (AirAsia Red, White and Black)
**ARC DON'TS**

These are some examples of how the arc should not be used.

- The arc must not form a frown.
- The arc edges must always be rounded.
- Never stretch the arc.
- When using a combination, arcs need to have a consistent stroke weight.
- The arc should not exceed 3 pizza slices.
- The arc stroke should never be short and fat.
- Put sufficient gaps in between each dash.
- Only use AirAsia primary colours for the arc.
- Never apply fancy effects. The arc should always be in singular solid colour.
Landscape portraits

Our world is a big place and our imagery should communicate the wonder of nature and how small we are in it. These imageries capture a visual depth and gives us the ability to step into it almost as if we're standing right in front of it.
Macro

Travel is about the little things. It's about taking it all in - the colours, the sound, the smell and the movement. It's a combination of these little things that makes a place unique.
Candid and real
Our guests are real people so we love using imagery that capture moments of natural emotion. There’s something magical about shots of real people, interacting with each other in the world.
COMMUNICATIONS
When listing our destinations, please follow these guidelines:

- Use only one plane icon
- Departing destination should be in a larger font
- Destinations are to be separated by dots
Discover destinations for the best moments of your life

Fly from Kuala Lumpur → Hanoi → Da Nang → Phnom Penh → Yangon → Ho Chi Minh City and many more destinations

AirAsia Flights

Special offer: RM 49

Fly further with AirAsia X

Special offer: RM 95

airasia.com

Now Everyone Can Fly

Booking Period: 1 Sep 2017 - 30 Apr 2018

Travel Period: 1 Dec 2017 - 30 Apr 2018

Save up to RM500 and make your trip even better

Terms and conditions apply.
Discover destinations
For the best moments of your life

Fly from Kuala Lumpur:
- Hanoi, Da Nang, Phnom Penh
- Yangon, Ho Chi Minh City
- and more.

AirAsia.com
Now Everyone Can Fly

Now everyone can fly

Booking Period: 1 - 24 Sep 2017
Travel Period: 1 Dec 2017 - 30 Apr 2018
20% OFF
ALL SEATS, ALL FLIGHTS
Cambodia, Laos, Myanmar, Vietnam

Booking Period: 1 - 24 Sep 2017 | Travel Period: 1 Dec 2017 - 30 Apr 2018

airasia.com
Now Everyone Can Fly

Our seats are limited and may not be available on all flights during public holidays, school breaks and weekends. All-in-fares include taxes and airport taxes. A payment processing fee is applicable to all payments made using direct debit, credit, debit or charge cards. Our other terms and conditions of carriage apply. AirAsia Berhad (284668-W)

Pre-book your meals and save up to 20%
UNIONPAY 20% FRIDAYS

*Only applicable to CNY currency and on selected flights between China and Malaysia. Terms and conditions apply.

Booking Period: 1 - 24 Sep 2017
Travel Period: 1 Dec 2017 - 30 Apr 2018

BE A PART OF HISTORY IN THE MAKING AT #GREEN24 2017

Come join us at ‘The Largest Upcycling Gathering in Malaysia’ as we turn aircraft material scraps into usable pieces to save the landfills and conserve the environment.

Enjoy live performances by XXXX, learn about environment conservation and enjoy great bargains from our partners.

17-18 May 2017 | 12 PM
GRID SYSTEM - CO-BRANDING

BE A PART OF HISTORY IN THE MAKING AT #GREEN24 2017

Come join us at ‘The Largest Upcycling Gathering in Malaysia’ as we turn aircraft material scraps into usable pieces to save the landfill and conserve the environment.

Enjoy live performances by XXXX, learn about environment conservation and enjoy great bargains from our partners.

17-18 May 2017 | 12 PM

Space 1
- Main visual / graphics
- Headline
- Sub-headline
- Body copy

Space 2
- Date/time/day
- Venue
- Contact number/person/email
- Other supporting information (i.e. contact details, performances, special features)

Space 3
- AirAsia Logo (right)
- airasiacom.com
- Now Everyone Can Fly
- Sponsors or Partners logo (left)

Space 4 - Terms & conditions

Full page ad example
20% OFF
ALL SEATS, ALL FLIGHTS
Cambodia, Laos, Myanmar, Vietnam

fly from Kuala Lumpur
Ho Chi Minh City

RM 79

fly from Kuala Lumpur
Ho Chi Minh City

RM 49

Booking Period: 1 - 24 Sep 2017
Travel Period: 1 Dec 2017 - 30 Apr 2018

Print ad (extreme vertical)
BUNTING

Space 1
- Main image
- Headline
- Sub-headline
- Supporting information

Space 2
- AirAsia Logo (right)
- airasia.com + tagline (left)

Bunting
Outdoor space can utilise full bleed images and as outdoor platforms need to take into consideration environmental/ambient factors, there is no set rule in terms of the placement of the logo except for the fact that the tagline, website address and logo are always coupled together.
**YES**

- [ ] Facebook
- [ ] Twitter
- [ ] Instagram
- [ ] Twitter

**NO**

- [ ] Facebook
- [ ] Twitter
- [ ] Instagram
- [ ] Instagram
Iconography is an international language – we use it to simplify messages so everyone can understand. This new suite of icons is designed to be consistent and simple.

<table>
<thead>
<tr>
<th>Print ad</th>
<th>PDF Itinerary</th>
<th>Newsletters</th>
<th>Manage my booking</th>
<th>Premium Flatbed</th>
<th>WCI Boarding Pass</th>
<th>Friendly reminder</th>
<th>ATSC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Check-in</td>
<td>In-flight Entertainment</td>
<td>Change Flights</td>
<td>Premium Seat</td>
<td>Check-in</td>
<td>Black Baggage</td>
<td>Meal</td>
<td>Mini Bar</td>
</tr>
<tr>
<td>Web Check-in</td>
<td>Baggage Claim</td>
<td>Change Flight</td>
<td>Business Class</td>
<td>Cabin Baggage</td>
<td>Meal</td>
<td>Bathrobe</td>
<td>Mini Bar</td>
</tr>
<tr>
<td>Self Check-in</td>
<td>Baggage Claim</td>
<td>Change Flight</td>
<td>Business Class</td>
<td>Cabin Baggage</td>
<td>Meal</td>
<td>Bathrobe</td>
<td>Mini Bar</td>
</tr>
<tr>
<td>Check-in</td>
<td>Baggage Claim</td>
<td>Change Flight</td>
<td>Business Class</td>
<td>Cabin Baggage</td>
<td>Meal</td>
<td>Bathrobe</td>
<td>Mini Bar</td>
</tr>
<tr>
<td>Baggage Claim</td>
<td>Baggage Claim</td>
<td>Change Flight</td>
<td>Business Class</td>
<td>Cabin Baggage</td>
<td>Meal</td>
<td>Bathrobe</td>
<td>Mini Bar</td>
</tr>
<tr>
<td>Scanning Tag</td>
<td>Scanning Tag</td>
<td>Scan boarding pass</td>
<td>Scanning</td>
<td>Scanning</td>
<td>Scanning</td>
<td>Scanning</td>
<td>Scanning</td>
</tr>
<tr>
<td>Overweight Baggage</td>
<td>Overweight Baggage</td>
<td>Overweight Baggage</td>
<td>Overweight Baggage</td>
<td>Overweight Baggage</td>
<td>Overweight Baggage</td>
<td>Overweight Baggage</td>
<td>Overweight Baggage</td>
</tr>
<tr>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
</tr>
<tr>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
<td>Check-in Baggage</td>
</tr>
<tr>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
</tr>
<tr>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
</tr>
<tr>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
</tr>
<tr>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
<td>Premium Flatbed</td>
</tr>
</tbody>
</table>

Tag-on examples:

- **Save up to RM50** and more when you **Pre-book** your baggage!
- **Pre-book** your meals and save up to **20%**
THANK YOU.

For further assistance, feel free to reach out to the Regional Brand Team
branding@airasia.com