



BRAND

STYLE STANDARDS

OCTOBER 2013 » VERSION 2

DIGITAS

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WRITTEN FOR AGENCIES AND PRODUCTION RESOURCES

WRITTEN FOR INTERNAL CORPORATE COMMUNICATIONS & MARKETING TEAMS

[DOWNLOAD COMMONLY USED CESSNA ART ELEMENTS HERE](#)





01 GUIDE

INTRODUCTION

Just as Cessna's products have evolved from the first monoplane to the fastest civil aircraft in the world, the Cessna brand has undergone significant change. Within these pages is a chronicle of progress from an iconic red, white, and blue color identity that symbolized patriotism to a sleek, bold look that both communicates Cessna's strong heritage and claims its place of number one in the market.

HOW TO USE THIS GUIDE? 4

WHO SHOULD USE THIS GUIDE? 4

WHY TO USE THIS GUIDE? 4

HOW TO USE THIS GUIDE

Cessna has a characteristic style in all its communications that distinguishes it unmistakably. The purpose of the Cessna style guide is to build brand advocacy and maintain consistency in the style of our visual and written communications.

Use this guide to assist you in creating and executing any Cessna branded communications, whether internal or consumer facing. The sections covering visual identity will assist with art direction and graphic design for any online or offline communications. The sections covering written communications will assist with any writing for these materials.

WHO SHOULD USE THIS GUIDE

The Cessna Style Guide is a reference tool for anyone designing, writing, or strategizing brand communications. The guide explains branding conventions to be used for any given project. For example, a copywriter who is new to Cessna's aircraft offering can look to the personality matrix to understand how to communicate the differences among aircraft. A graphic designer may use logo specifications to ensure consistency alongside other Cessna iconography.

Anyone, whether internal or from a third party vendor, can benefit from the use of this guide when creating communications on behalf of Cessna. Anyone executing communications for Cessna is a brand ambassador.

WHY TO USE THIS GUIDE

The consistent use of this guide will help Cessna maintain a strong, unified presence. Across all channels and platforms, all over the world, Cessna branded communications should be recognizable from the look and feel as well as voice and tone on the material. Using this guide every time you create communications on behalf of Cessna will help to achieve this goal.



02 BRAND OVERVIEW

For more than eight decades, Cessna has been innovating aircraft engineering to lead the world of aviation. Continuing that tradition of pioneering in aviation technology, we are driven by ingenuity.

WHERE WE HAVE BEEN	6
CESSNA TODAY	6
WHERE WE ARE GOING	6



03 USER PERSONAS

CUSTOMER PERSONAS
Five Personas represent the needs and desires of customers within each of Cessna's business segments. Personas are models for Cessna buyers. Created from real data, each Persona holds distinctive commonalities among user-oriented interactive needs, expectations, and behavioral mindsets. From the Corporate pilot to the Piston flier, each persona helps facilitate effective creative design and messaging across the Cessna portfolio.

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CORPORATE PILOT

BASIC NEEDS

- Make recommendations and facilitate purchase
- Coordinate service for aircraft
- Mission requirements

KEY OPPORTUNITY

Prove product performance, value, and competitive edge.

PURCHASE PARAMETERS

PERFORMANCE

Engines, avionics, technical components, range

VALUE

TCO, cost of maintenance

SERVICE

Personal expertise, service centers, parts availability

BRAND

Product offerings, prestige, heritage, years of mastery

AMENITIES

Cockpit comfort, controls, finishes, streamlined maintenance and service

CORPORATE PILOT

BUSINESS SEGMENTS 1 OWNER-FLYER + 4 INSTITUTIONAL PURCHASE



MIKE THE MILITARY MAN

Mike is the chief facilitator for the aircraft purchase — his company is counting on his technical expertise and keen eye for performance.

KEY DESCRIPTION
Mike went into the Air Force at seventeen and became a career pilot. In his twenty-year military career, he flew large transports including the Boeing C-17 Globemaster III and the CASA C-295. He has been the chief corporate pilot for HydroCo Petrochemical for eight years, since his retirement from the Air Force. His colleagues and superiors count on him for his experience and knowledge of airplanes down to the smallest details of engines, rudders, elevators, and other controls. Mike has a strong passion for aircraft.

INITIAL TRIGGERS	BASIC NEEDS	INFLUENCERS	BARRIERS
<ul style="list-style-type: none"> • Need to retire an old jet in the fleet • Business expansion • Fleet growth 	<ul style="list-style-type: none"> • Make recommendations and facilitate purchase • Coordinate service for aircraft • Mission requirements 	<ul style="list-style-type: none"> • CEO, CFO, board of directors • Colleagues and pilot's association • Experience as a career pilot 	<ul style="list-style-type: none"> • Purchasing power • Preferences of superiors

DIGITAL CHANNEL PREFERENCES¹

Computer	LOW	HIGH
Tablet ²	LOW	HIGH
Smartphone	LOW	HIGH
Facebook	LOW	HIGH
Twitter	LOW	HIGH
LinkedIn	LOW	HIGH
YouTube	LOW	HIGH
Flickr	LOW	HIGH
Blog/Forum	LOW	HIGH

1: NPD 2011 Doublebase Study, 2: NPD 2012 Spring Waves B5-6b Study






PRIVATE JET OWNER

BASIC NEEDS

- Quality and product excellence
- Excellent customer service to which he's accustomed
- Mission requirements

KEY OPPORTUNITY

Showcase the level of luxury and technology available in a Citation jet

PURCHASE PARAMETERS



AMENITIES

Interior comfort, interior design, highest quality materials, product excellence



BRAND

Product offerings, prestige, heritage, craftsmanship



SERVICE

Convenience, service centers, excellent service level



PERFORMANCE

Avionics, range, speed, specifications



VALUE

Cost of maintenance, TCO

PRIVATE JET OWNER

BUSINESS SEGMENTS 2 OWNER-PASSENGER + 3 EXECUTIVE PURCHASE + 6 INDIVIDUAL CONCEPT CUSTOMER

FINN THE FRANCHISE OWNER

Finn is in the market for a private jet, primarily for business use, but he can also use it for family vacations and recreation.

KEY DESCRIPTION

Finn owns a fitness club franchise and has to fly coast to coast often enough that he's looking for a private jet. His corporation already owns a small midsize jet for executive travel — and for occasional personal use — but Finn is ready to upgrade. For Finn, the best part of owning a corporate jet is the time savings he'll get from bypassing security — only ten minutes from ground to air — and it's a tax write-off. Finn's golf buddy, the owner of a commercial real estate firm, just added a super midsize jet to his fleet and the extra amenities at that price point are definitely something to consider.

INITIAL TRIGGERS	BASIC NEEDS	INFLUENCERS	BARRIERS
<ul style="list-style-type: none"> • Business expansion • Achievement to celebrate 	<ul style="list-style-type: none"> • Quality and product excellence • Excellent customer service to which he's accustomed • Mission requirements 	<ul style="list-style-type: none"> • Friends and colleagues • Wife • Family • Media 	<ul style="list-style-type: none"> • Less familiar with Citation product line • Misconceptions about Cessna brand

DIGITAL CHANNEL PREFERENCES¹

Channel	Low	High
Computer	Low	High
Tablet ²	Low	High
Smartphone	Low	High
Facebook	Low	High
Twitter	Low	High
LinkedIn	Low	High
YouTube	Low	High
Flickr	Low	High
Blog/Forum	Low	High

¹MRI 2011 Disabilities Study ²MRI 2012 Spring Waves E5-6b Study

EXECUTIVE DECISION MAKER

BASIC NEEDS

- Thorough information, especially concerning initial and ongoing costs

KEY OPPORTUNITY

Highlight the benefits of owning a corporate jet as it relates to ROI

PURCHASE PARAMETERS

\$ VALUE

TCO, resale value, maintenance, ROI

🕒 PERFORMANCE

Range, speed, avionics, technology, and innovation

🔧 SERVICE

Service centers, cost and convenience, maintenance requirements

🛋️ AMENITIES

Interior comfort, design, finishes

🏢 BRAND

Brand reputation and prestige

EXECUTIVE DECISION MAKER

BUSINESS SEGMENTS 3 EXECUTIVE PURCHASE + 7 CORPORATE CONCEPT CUSTOMER



SILAS THE CFO

Silas is the CFO of a medical device manufacturer and needs to allocate investment capital towards the purchase of a midsize jet for his team's expanding travel requirements.

KEY DESCRIPTION

As the CFO of Pulmonary Pocket Tech, an early-stage medical device manufacturer, Silas and his fellow company officers travel between 200 and 250 days out of the year. A considerable amount of European travel has Silas on the road more days than not, and the jet card program he's been using no longer meets the demands of his business. Now that he and his colleagues are negotiating big contracts in Germany, he's looking into the purchase of a super midsize business jet. The decision to acquire a multimillion-dollar company aircraft is undertaken with painstaking deliberation and meticulous consideration. He cares about value and wants to make the best long-term investment for the future of his company.

INITIAL TRIGGERS	BASIC NEEDS	INFLUENCERS	BARRIERS
<ul style="list-style-type: none"> • Business expansion • Balance sheets 	<ul style="list-style-type: none"> • Thorough information, especially concerning initial and ongoing costs 	<ul style="list-style-type: none"> • Board of directors • Competitive analysis • Colleagues 	<ul style="list-style-type: none"> • Purchasing power • Alternative ownership models — jet card, fractional, pre-owned

DIGITAL CHANNEL PREFERENCES¹

Computer	LOW	HIGH
Tablet ²	LOW	HIGH
Smartphone	LOW	HIGH
Facebook	LOW	HIGH
Twitter	LOW	HIGH
LinkedIn	LOW	HIGH
YouTube	LOW	HIGH
Flickr	LOW	HIGH
Blog/Forum	LOW	HIGH

¹HBR 2011 Dashboard Study; ²HBR 2012 Spring Women 65-66 Study






CARAVAN BUYER

BASIC NEEDS

- Detailed education and information
- Specifications and statistics

KEY OPPORTUNITY

Provide educational tools and detailed information with a focus on the offerings and the commitment of Cessna service.

PURCHASE PARAMETERS

SERVICE

Convenience of service centers, cost of maintenance, expertise of personnel

BRAND

Reputation, history, heritage, core values

PERFORMANCE

Range, payload, avionics, construction, craftsmanship, quality

VALUE

TCO, resale value, cost of maintenance

AMENITIES

Comfort, interior details

CARAVAN BUYER

BUSINESS SEGMENTS 5 BUSINESS SERVICE + 8 SINGLE-PROP (TURBO) CUSTOMER

ANDRE THE AVIATOR

As the president of a lucrative, family-owned charter service, Andre wants to expand his business with a new capable turboprop aircraft.

KEY DESCRIPTION

Andre's family business has owned numerous prop planes, but for his growing business needs, he wants to move up to a more capable aircraft for carrying large payloads from short, rough strips with good range. He spends hours each day visiting aircraft manufacturers' websites learning about what he wants. Factors such as climb time and required cruise-power setting greatly influence his preferences. He's an educated buyer looking for a lot of detail. With family and friends who fly, Andre is also familiar with aviator culture and has a passion for aircraft.

INITIAL TRIGGERS	BASIC NEEDS	INFLUENCERS	BARRIERS
<ul style="list-style-type: none"> • Personal passion • Business expansion 	<ul style="list-style-type: none"> • Detailed education and information • Specifications and statistics 	<ul style="list-style-type: none"> • Family • Friends and peers • Colleagues 	<ul style="list-style-type: none"> • Purchasing power

DIGITAL CHANNEL PREFERENCES¹

Computer	LOW	HIGH
Tablet ²	LOW	HIGH
Smartphone	LOW	HIGH
Facebook	LOW	HIGH
Twitter	LOW	HIGH
LinkedIn	LOW	HIGH
YouTube	LOW	HIGH
Flickr	LOW	HIGH
Blog/Forum	LOW	HIGH

1: HP 2011 Disruptive Study; 2: MIT 2012 Spring Waves 65-66 Study

PISTON FLIER

BASIC NEEDS

- Detailed education and information
- Specifications and statistics

KEY OPPORTUNITY

Prove that owning a Cessna will enrich his life and fulfill one of his dreams without breaking the bank.

PURCHASE PARAMETERS



BRAND

Accessibility, dependability, personalized experience



PERFORMANCE

Safety, modern avionics and design, ease of use



SERVICE

Education and orientation, commitment and guidance, expertise of personnel



VALUE

Operating and maintenance costs, insurance, resale value



AMENITIES

Comfort, interior details

PISTON FLIER

BUSINESS SEGMENTS 6 INDIVIDUAL CONCEPT CUSTOMER + 9 SINGLE-PROP (PISTON) CUSTOMER

CHRIS THE ATTORNEY

After a promotion to partner at his law firm, Chris is promoting his personal interests by taking his curiosity about piston flying to the next level.

KEY DESCRIPTION

Chris is an attorney who comes from a long line of flight enthusiasts. Now that he's a partner, he'll finally have the time to pursue that long-held fascination he's had with owning his own piston plane. He's already involved with the Stanford Flying Club where they have a fleet of Cessnas. From everything he's heard, the whole process of learning to fly, getting a license, and owning a piston aircraft is overwhelming. And he has some concerns about safety. Still, he knows the Cessna brand from his family history and trusts it as a solid choice for his entry into the world of flight.

INITIAL TRIGGERS	BASIC NEEDS	INFLUENCERS	BARRIERS
<ul style="list-style-type: none"> • Personal passion and interest 	<ul style="list-style-type: none"> • Detailed education and information • Specifications and statistics 	<ul style="list-style-type: none"> • Family • Friends and peers • Colleagues 	<ul style="list-style-type: none"> • Purchasing power – future earnings • Competing hobbies and interests • License to ownership too overwhelming

DIGITAL CHANNEL PREFERENCES¹

Computer	LOW	HIGH
Tablet ²	LOW	HIGH
Smartphone	LOW	HIGH
Facebook	LOW	HIGH
Twitter	LOW	HIGH
LinkedIn	LOW	HIGH
YouTube	LOW	HIGH
Flickr	LOW	HIGH
Blog/Forum	LOW	HIGH

¹MRI 2011 Disabilities Study ²MRI 2012 Spring Waves E5-6b Study

PERSONAS SNAPSHOT

CORPORATE PILOT

KEY OPPORTUNITY

- 🕒 Prove product performance, value, and competitive edge.

PRIVATE JET OWNER

KEY OPPORTUNITY

- ✈️ Showcase the level of luxury and technology available in a Citation jet.

EXECUTIVE DECISION MAKER

KEY OPPORTUNITY

- 💰 Highlight the benefits of owning a corporate jet as it relates to ROI.

CARAVAN BUYER

KEY OPPORTUNITY

- 🔧 Provide educational tools and detailed information with a focus on the offerings and the commitment of Cessna service.

PISTON FLYER

KEY OPPORTUNITY

- ✈️ Prove that owning a Cessna will enrich his life and fulfill one of his dreams without breaking the bank.



PERSONAS SNAPSHOT

PERSONA	NAME	KEY OPPORTUNITY	BASIC NEEDS
CORPORATE PILOT	MIKE THE MILITARY MAN	🕒 Prove product performance, value, and competitive edge.	<ul style="list-style-type: none"> • Make recommendations and facilitate purchase • Coordinate service for aircraft • Mission requirements
PRIVATE JET OWNER	FINN THE FRANCHISE OWNER	✈️ Showcase the level of luxury and technology available in a Citation jet.	<ul style="list-style-type: none"> • Quality and product excellence • Excellent customer service to which he's accustomed • Mission requirements
EXECUTIVE DECISION MAKER	SILAS THE CFO	💰 Highlight the benefits of owning a corporate jet as it relates to ROI.	<ul style="list-style-type: none"> • Thorough information, especially concerning initial and ongoing costs
CARAVAN BUYER	ANDRE THE AVIATOR	🔧 Provide educational tools and detailed information with a focus on the offerings and the commitment of Cessna Service.	<ul style="list-style-type: none"> • Detailed education and information • Specifications and statistics
PISTON FLIER	CHRIS THE ATTORNEY	✈️ Prove that owning a Cessna will enrich his life and fulfill one of his dreams without breaking the bank.	<ul style="list-style-type: none"> • Detailed education and information • Specifications and statistics



04 VISUAL IDENTITY

Cessna's standards for visual communications include core graphical elements and guidelines for their use, including logos, typography, color palettes, iconography, photography, and more. Cessna's visual communications should convey industry-leading ideas that reinforce the brand purpose.

- LOGO USAGE 15
 - ALTERNATIVE USAGE 16
 - LEGACY LOGO 16
 - TEXTRON LOCKUP 17
 - LOGO DON'TS 18
 - LOGO PLACEMENT 19
- COLOR PALETTE 20
- TYPOGRAPHY 21
- HEADLINE CONSTRUCTS 22
- ART ELEMENTS 23
 - ICONOGRAPHY 23
 - AIRFOILS 24-27
 - SKY 28-31
 - PRODUCT RENDERINGS 32-36
 - PHOTOGRAPHY 37-38

LOGO USAGE

PRIMARY USAGE

Use of the Cessna logo primarily in a solid white or “knocked out” format. The primary Cessna logo does not use the tagline, “A Textron Company.” This is because Cessna’s affiliation with Textron does not need to be made explicit except in certain situations (See “Textron” on page 17 of this guide).

Place the logo on a solid background of one of the darker brand colors shown. Choose backgrounds that provide optimum contrast for the logo mark.

You may place the Cessna logo over a simple, dark picture or photographic image. Place the mark in a “clear area” providing unobtrusive elements and maximum contrast for the mark. DO NOT place the Cessna mark on a pattern or busy background.



PLACEMENT

FOR PRINT AND TRADESHOW MATERIALS

Place the Cessna logo in the bottom right corner of the material.

FOR WEB MATERIALS

Place the Cessna logo in the top left of the page or piece.



100% BLACK
Cessna_logo_black-KO.ai



PMS 426C
Cessna_logo_426-KO.ai



PMS 5487C
Cessna_logo_5487-KO.ai



KNOCKOUT MARK OVER SKY BACKGROUND
MARK MUST BE PLACED ON A CLEAR AREA FOR MAXIMUM CONTRAST.

LOGO USAGE

ALTERNATIVE USAGE

Use the Cessna logo secondarily in a solid color format. Choose one of the darker brand colors shown.



LEGACY LOGO

The Cessna Legacy logo in red and blue can be used for U.S. government and Americana consumer facing communications such as the Veterans Airlift Command. Additional uses of the Cessna Legacy logo include facility signage and Citation Special Olympics Airlift (CSOA) materials.



LOGO LOCKUP

TEXTRON

The Textron logo should only be used for official corporate communications such as press releases and public statements. It should always be used in any communications connected to military initiatives. To indicate strong corporate backing around the world, the logo should be used in all global initiatives as well as Charitable Community Relations.

All treatment of the Textron logo should mimic the treatment of the Cessna logo.

SMALL (SM) LOGO

When using the logo 3/4" wide or larger, use the SMALL (SM) logo.



SM LEGACY LOGO
SM_Cessna_textron_ko.eps



SM 100% BLACK LOGO
SM_Cessna_textron_k.eps

LARGE (LG) LOGO

When using the logo less than 3/4" wide or smaller, use the LARGE logo.



LG LEGACY LOGO
LG_Cessna_textron_ko.eps



SM 100% BLACK LOGO
LG_Cessna_textron_k.eps

LOGO DON'TS

DO NOT!

Do not stretch the mark horizontally or vertically.



DO NOT!

Do not apply any other color(s) to the type mark.



DO NOT!

Do not place the logo on a busy sky background or pattern.



NOTE: If a logo must be placed on a sky background, position between clouds in a "clear space" for legibility.

04 VISUAL IDENTITY

LOGO PLACEMENT

FOR PRINT MATERIALS

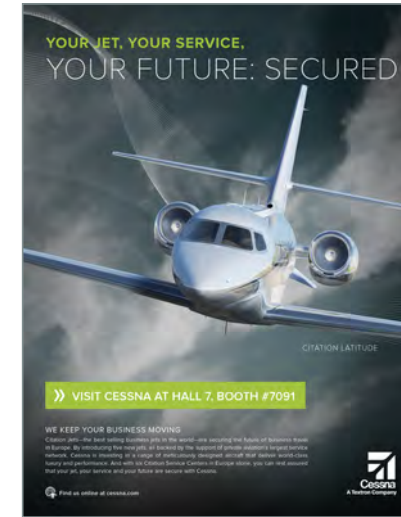
Place the Cessna logo in the bottom right corner of the material.

FOR WEB MATERIALS

Place the Cessna logo in the top left of the page or piece.



LOGO IS POSITIONED AT THE BOTTOM RIGHT FOR PRINT MATERIAL



LOGO IS POSITIONED AT THE TOP LEFT FOR WEB MATERIAL



COLOR PALETTE

The Cessna colors convey the brand purpose with a warm, elegant, and powerful look. Colors in the palette help to enrich product photography with a bold and dramatic feel. The saturation of the dark colors and tones create a powerful presence while the bright greens pop in sharp contrast to convey confidence and prosperity.

PRINT PALETTE

- CMYK: 74 66 62 67
PMS: 426 C
- CMYK: 63 53 63 36
PMS: 418 C
- CMYK: 66 41 49 13
PMS: 5487 C
- CMYK: 41 6 96 0
PMS: 383 C
- CMYK: 91 49 49 23
PMS: 5473 C
- CMYK: 20 20 20 0
PMS: COOL GRAY 3 C

DIGITAL PALETTE

- #2B2B2B
RGB: 43 43 43
- #415452
RGB: 65 84 82
- #3F3F3F
RGB: 63 63 63
- #336666
RGB: 51 102 102
- #666666
RGB: 102 102 102
- #5E7875
RGB: 94 120 117
- #999999
RGB: 153 153 153
- #808E8F
RGB: 128 142 143
- #C7C7C7
RGB: 199 199 199
- #B2B2B2
RGB: 178 178 178
- #CCCCCC
RGB: 204 204 204
- #D8D8D8
RGB: 216 216 216
- #F4F4F4
RGB: 244 244 244
- #FFFFFF
RGB: 255 255 255
- #A5C441
RGB: 165 196 65
- #7F9921
RGB: 127 153 33

SECONDARY LEGACY COLORS

- PMS: 3005 C
- PMS: 199 C

PLEASE USE SPARINGLY

TYPOGRAPHY

All Cessna communications employ uniform font faces, which help to strengthen brand recognition.

- **Proximal Nova**
 - For all Cessna digital publications, advertising, and collateral
- **Arial**
 - For text rendered on screen in HTML as well as in print for body copy
 - For use with all internal communications and official corporate communications

PRIMARY AND SECONDARY HEADLINES

Use Proxima Nova in all caps with appropriate kerning and tracking applied.

Varying the font size, color, and weight can create emphasis in a headline.

NOTE: The round, open style of Proxima Nova typeface requires meticulous manual kerning. Please pay attention to kerning pairs such as: AW, AY, EC, OW, OY, PA, RA, TA, TO, VA, and YO.

PROXIMA NOVA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 \$%&@'*(,.;:#!?)

» Use THIN in all caps for titles and headlines.

PROXIMA NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 \$%&@'*(,.;:#!?)

» Use LIGHT in all caps for subheads and for larger body copy.

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 \$%&@'*(,.;:#!?)

» Use REG in all caps for subheads.

PROXIMA NOVA SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 \$%&@'*(,.;:#!?)

» Use SEMI-BOLD in all caps for titles and headlines.

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 \$%&@'*(,.;:#!?)

» Use BOLD in all caps for titles and headlines.

FORMAT FOR HEADLINES

Whenever possible, headlines should be written to match Cessna's visual type treatment: a two-part headline with the emphasis on the second part. Part one of the headline is rendered in smaller, bold, green type while part two is emphasized with large, thin, white type.

THE 20/60 RULE FOR HEADLINE PROPORTION

Set up headlines with part one at 20 pt and part two at 60 pts, which ensures proper proportion. The headline can then be increased or decreased in size depending on the layout.

FONT: Proxima Nova

1 LEAD-IN

STYLE: Bold
COLOR: Green
KERNING/TRACKING: Metrics / 40
DECORATION: All caps

2 EMPHASIS

STYLE: Thin
COLOR: White
KERNING/TRACKING: Metrics / 0-20 (watch kerning pairs)
DECORATION: All caps

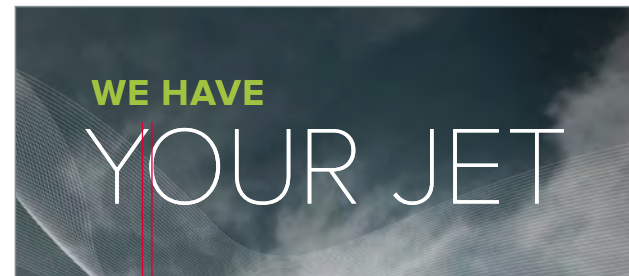
3 SPACING BETWEEN

SPACE: X-height of green type

20/60 RULE



ALWAYS REDUCE OR ENLARGE HEADLINES PROPORTIONALLY



ALWAYS MANUALLY KERN LETTER PAIRS WHEN FINALIZING YOUR WORK

NOTE: Be sure to manually kern letter pairs when finalizing work.



ART ELEMENTS

ICONOGRAPHY

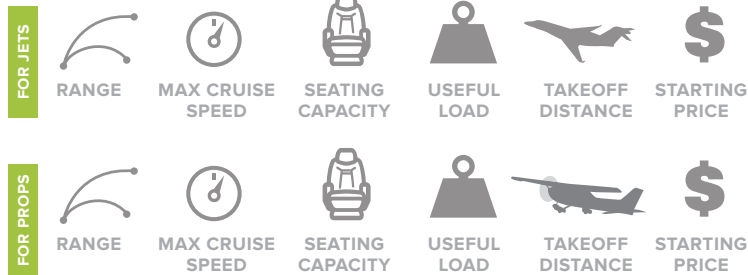
Icons allow Cessna to quickly distinguish between products, features, and services in a way that is consistent in all mediums and recognizable for consumers around the globe.

Cessna has three major icon families:

- 1 SPECIFICATION ICONS
- 2 AIRCRAFT ICONS
- 3 SERVICE ICON

1 SPECIFICATION ICONS

Signify a key performance metric for Cessna's aircraft



Cessna_site-spec-icons.ai

2 AIRCRAFT ICONS

Distinguish between Citation Business Jets, Caravan Turboprops, and Single Engine Aircraft on the site and across related mediums



3 SERVICE ICON

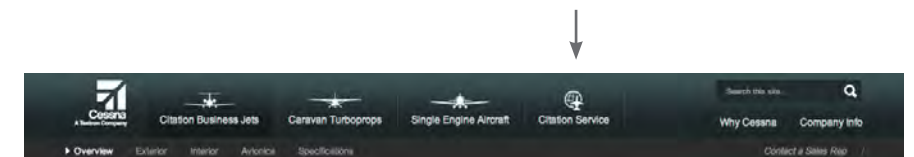
Denotes the presence of Citation Service with a global aircraft motif



SPEC ICONS ON MODEL PAGE ON WEBSITE



AIRCRAFT ICONS IN MAIN NAVIGATION ON WEBSITE



CITATION SERVICE ICON IN MAIN NAVIGATION ON WEBSITE

ART ELEMENTS

AIRFOILS

One of the most dynamic graphic elements of the Cessna brand look are wave-like lines called “airfoils.” Airfoils mimic wind and introduce movement and dimension. When aircraft photography or renderings are used, the foils frame the image to add dimension and drama.

Airfoils are used differently between jets and single engine aircraft.

- In jet assets, the airfoils are elongated streams that represent speed, elegance, and power.
- In single engine assets, the airfoils embrace the aircraft with dynamic curves. The swooping motion of these airfoils give the single engine aircraft a personal and playful image versus the epic image the foils create for jets.

USAGE

Airfoils should not overpower any creative; they should act only as an accent. Give airfoils a transparent tone, never opaque. Transparency can vary depending on background images. They should appear delicate and soft.



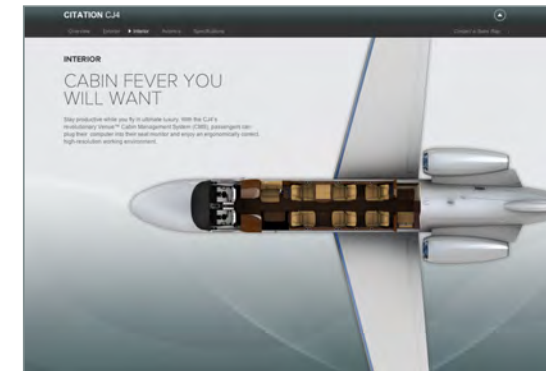
CITATION FAMILY PAGE

ART ELEMENTS

AIRFOILS WITH GRADIENTS

Use airfoils over solid color or gradients to add depth and interest to creative. The airfoils are flexible elements that can be moved around to accommodate content and other visuals on the page.

AIRFOILS SHOULD ACT AS AN ACCENT. AIRFOILS MUST HAVE A TRANSPARENT TONE, NEVER OPAQUE. TRANSPARENCY CAN VARY DEPENDING ON BACKGROUND IMAGES. THEY SHOULD BE VERY DELICATE AND SOFT.



CITATION INTERIOR PAGES

ART ELEMENTS

CITATION AIRFOILS WITH SKY

Use airfoils over the Citation sky to add depth and interest to creative. The airfoils are flexible elements that can be moved around to accommodate content and other visuals on the page.

Citation_airfoils_white.ai



AIRFOILS SHOULD ACT AS AN ACCENT. AIRFOILS MUST HAVE TRANSPARENT LINES, NEVER OPAQUE. TRANSPARENCY CAN VARY DEPENDING ON BACKGROUND IMAGES. THEY SHOULD APPEAR DELICATE AND SOFT.



CITATION ADVERTISING

ART ELEMENTS

CESSNA AIRFOILS WITH SKY
Use airfoils over the Cessna sky to add depth and interest to creative. The airfoils are flexible elements that can be moved around to accommodate content and other visuals on the page.

Cessna_airfoils_white.ai



AIRFOILS SHOULD ACT AS AN ACCENT. AIRFOILS MUST HAVE A TRANSPARENT TONE, NEVER OPAQUE. TRANSPARENCY CAN VARY DEPENDING ON BACKGROUND IMAGES. THEY SHOULD APPEAR DELICATE AND SOFT.



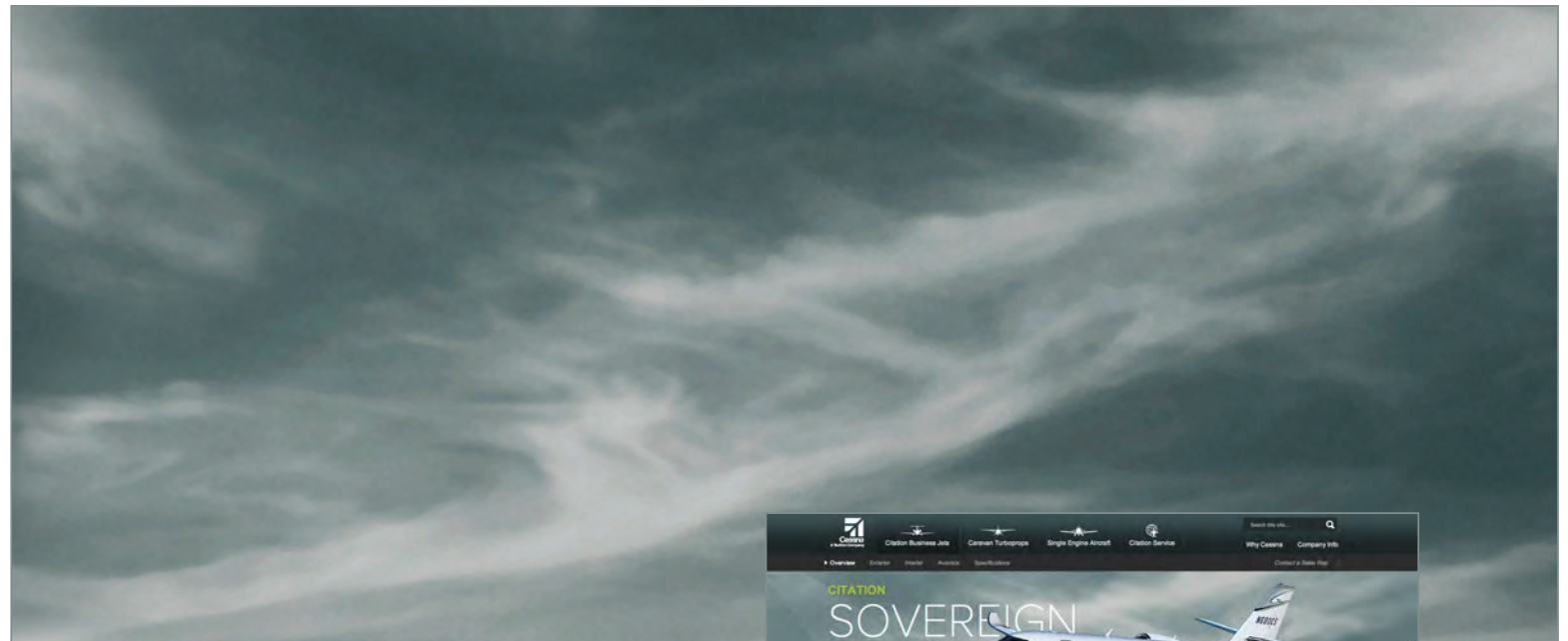
CESSNA ADVERTISING

ART ELEMENTS

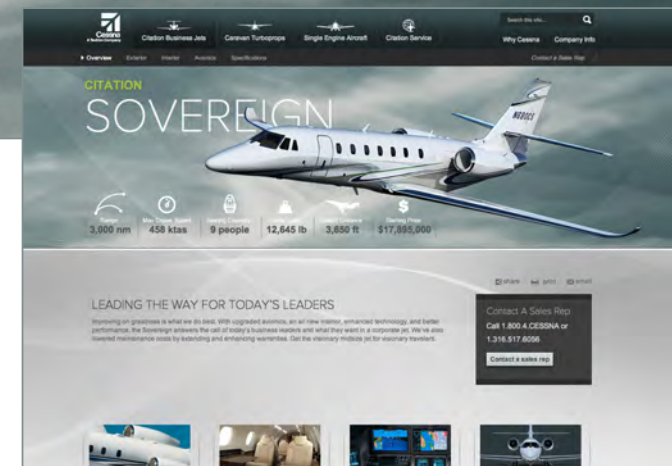
CITATION WEB SKY

The skies featured in Citation communications are majestic, dramatic, and bold. Clouds are scattered and translucent and wispy, never puffy and white.

Citation_web-sky.png



WEB SKY



WEB SKY IN USE ON WEBSITE

ART ELEMENTS

CITATION PRINT SKY

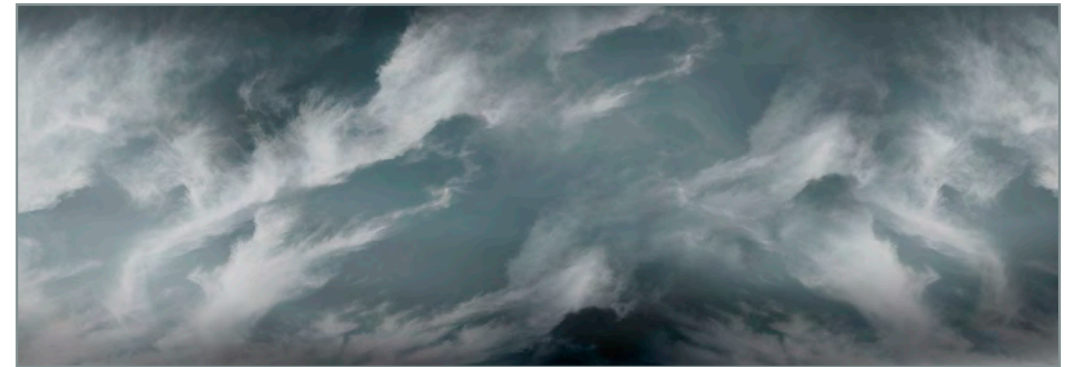
The sky used in print is dramatic and bold. The coloring incorporates the Cessna color palette and “pops” the aircraft off the background.

Citation_print-sky.tif



CITATION PRINT SKY

Citation-print-sky-wide.psd



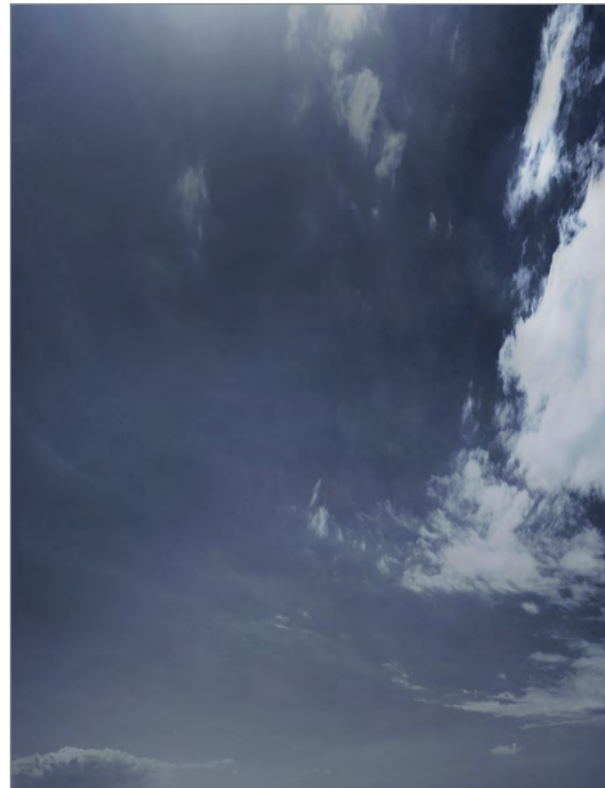
CITATION PRINT SKY USED IN ADVERTISING

ART ELEMENTS

CESSNA PRINT SKY

The deep blue of the Cessna sky differentiates prop-focused materials from jet collateral. With only a few clouds speckled across a blue backdrop, this open sky evokes the pure joy and passion of flying and begs its viewer to make it his playground.

Cessna_print-sky.psd



CESSNA PRINT SKY

Cessna-print-sky-wide.psd



CESSNA PRINT SKY USED IN ADVERTISING

ART ELEMENTS

SECONDARY SKIES

Alternative sky images acceptable for Cessna propeller aircraft materials are shown here.

Cessna_print-sky-alt.psd



SECONDARY SKY



SECONDARY SKIES USED IN OUTDOOR BANNERS

ART ELEMENTS

CITATION PRODUCT RENDERINGS

Exterior Cessna product renderings should depict a realistic scene of the aircraft before, during, or after flight. Follow these guidelines:

- Always set the rendering in context against one of the dramatic, dimensional Citation skies provided, never a realistic sky.
- Unless the image suggests that a pilot is flying the plane, all windows should be darkened and layered with sky reflections to create a realistic context.
- All tail registration numbers should be removed.
- Creative executions should feature only one aircraft at a time.



ART ELEMENTS

CITATION PRODUCT RENDERINGS

Preferred angles for Citation Jets

- 1 GROUNDED, FORWARD FACING
- 2 GROUNDED, BACKWARD FACING
- 3 GROUNDED, 3/4 RIGHT
- 4 GROUNDED, 3/4 LEFT

- 5 FLYING, 3/4 LEFT
- 6 FLYING, NOSE UP
- 7 FLYING, 3/4 RIGHT
- 8 FLYING, NOSE DOWN
- 9 FLYING, FORWARD FACING

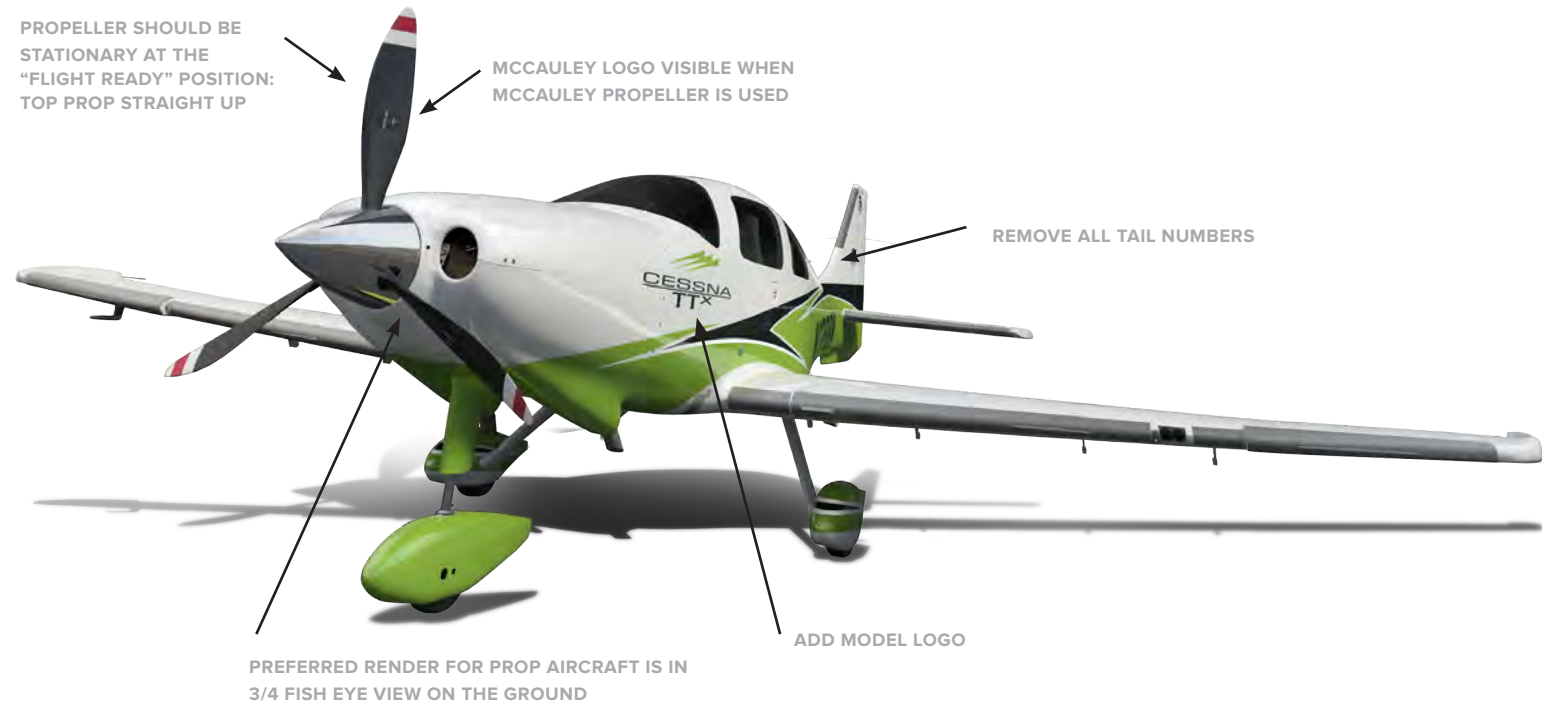


ART ELEMENTS

CESSNA PRODUCT RENDERINGS

Exterior Cessna product renderings should depict a realistic scene of the aircraft before, during, or after flight. Follow these guidelines:

- Always set the rendering in context against one of the dramatic, dimensional Cessna skies provided, never a realistic sky.
- Unless the image suggests that a pilot is flying the plane, all windows should be darkened and layered with sky reflections to create a realistic context.
- All tail registration numbers should be removed.
- All single engine aircraft on the ground should include a stationary propeller.
- For propeller aircraft, the model name should appear on the nose to distinguish it.
- Creative executions should feature only one aircraft at a time.
- When a McCauley propeller is used on an aircraft, the McCauley logo needs to be visible.



ART ELEMENTS

CITATION PRODUCT RENDERINGS

Preferred angles for Citation Jets

- 1 GROUNDED, FORWARD FACING
- 2 GROUNDED, BACKWARD FACING
- 3 GROUNDED, 3/4 RIGHT
- 4 GROUNDED, 3/4 LEFT
- 5 FLYING, 3/4 LEFT
- 6 FLYING, 3/4 RIGHT
- 7 FLYING, FORWARD FACING



ART ELEMENTS

INTERIOR RENDERINGS

Renderings of the interior of Citation jet and Caravan cabins should always be created from a 3/4 perspective. Avoid rendering or shooting head-on or straight through the cabin. Always add a layer of sky to the windows of interior cabin shots for context.

ALWAYS ADD A LAYER OF SKY TO THE WINDOWS OF INTERIOR CABIN SHOTS FOR CONTEXT.



3/4 VIEW OF INTERIOR CABIN



ART ELEMENTS

PHOTOGRAPHY

Aircraft photography should always be cropped in an interesting, visually compelling way that promotes the unique curves and features of each plane.



ART ELEMENTS

INTERIOR PHOTOGRAPHY

Photographs of the interior of Citation jet and Caravan cabins should always be shot at a ¾ view. Avoid straight-on shots — never shoot straight down the cabin.

ALWAYS ADD A LAYER OF SKY TO THE WINDOWS OF INTERIOR CABIN SHOTS FOR CONTEXT.



3/4 VIEW OF INTERIOR CABIN





05 DIGITAL ELEMENTS

Cessna has certain conventions for its corporate web presence as well as any digital or online communications. Keeping a consistent face both online and offline is crucial for maintaining brand integrity. This section serves as a guide for the creation of digital assets to be used on the Cessna website as well as in any online communications from Cessna.

- INTERACTIVE ELEMENTS 40-41
- WEBSITE NAVIGATION 42
- WEB STYLES ON DARK BACKGROUND 43
- WEB STYLES ON LIGHT BACKGROUND 44

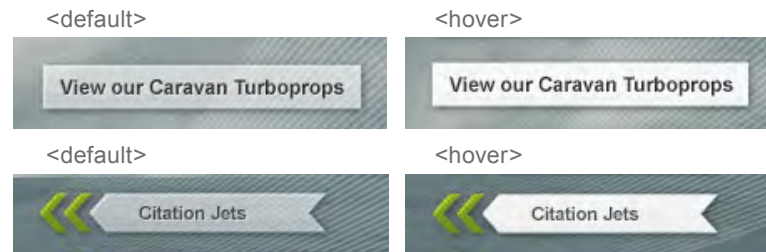
INTERACTIVE ELEMENTS

This section contains style guidelines for on brand interactive elements including buttons, links, and other navigation tools.

- 1 BUTTONS
- 2 LINKS
- 3 TOGGLE NAV
- 4 RADIO BUTTONS

1 BUTTON STYLES

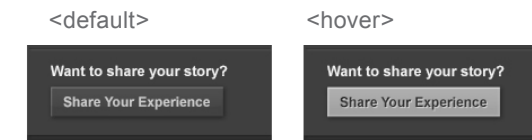
BUTTON STYLE 1: BUTTON OVER IMAGE
text: 12px Arial Bold #444444



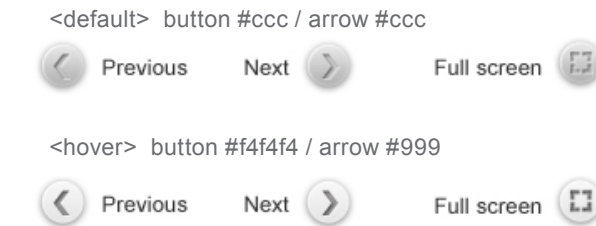
BUTTON STYLE 2: BUTTON ON LIGHT BACKGROUND
text: 12px Arial Bold #336666



BUTTON STYLE 3: BUTTON ON DARK BACKGROUND
text: 12px Arial Bold #336666



PAGINATION BUTTONS

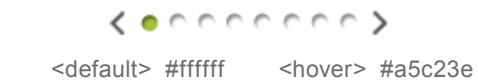


2 LINK STYLES

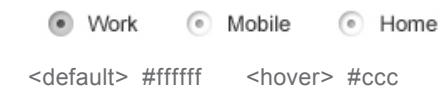
text: 12px Arial Bold



3 TOGGLE NAV STYLE



4 RADIO BUTTON STYLE



INTERACTIVE ELEMENTS

Additional elements used on the Cessna website include content tabs, videos, and content modules known as “baseball cards.” This page demonstrates style guidelines for these elements.

- 1 TABS
- 2 VIDEO CONTENT
- 3 BASEBALL CARD

1 TABS

<hover> #333 text: Arial Bold 14px <default> #7f9921 text: Arial Bold 14px



2 VIDEO CONTENT

<default> #333
50% overlay
Play button 50% opacity



Utilizing Business Aviation Series
Caravan Customer Testimonial (2:16)

Watch now >

<default> #7f9921

<hover> #333
no overlay
Play button 100% opacity



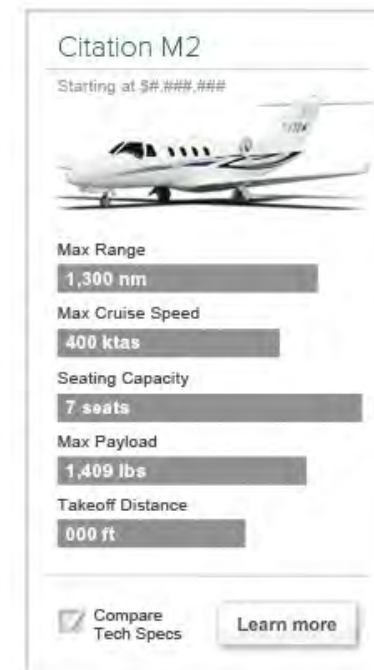
Utilizing Business Aviation Series
Caravan Customer Testimonial (2:16)

Watch now >

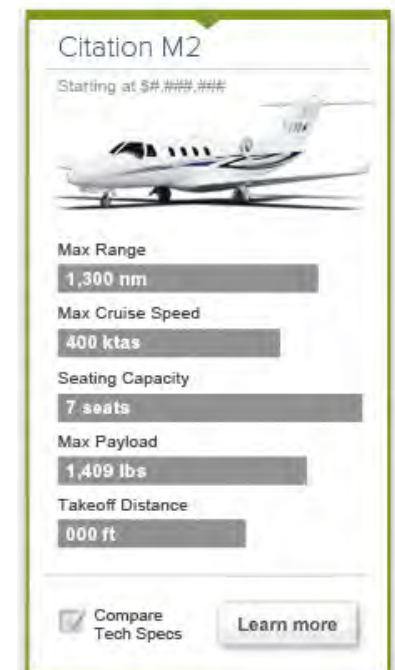
<hover> #999

3 BASEBALL CARD ROLLOVER

<default>



<hover>
#7f9921 2px stroke + dropshadow

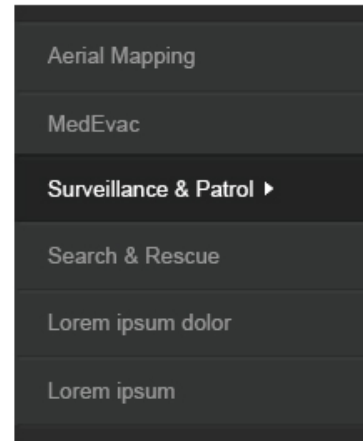


WEBSITE NAVIGATION

Various styles for navigation modules on the Cessna corporate website are demonstrated here.

- 1 LEFT NAVIGATION
- 2 STICKY NAVIGATION
- 3 RIGHT NAVIGATION

1 LEFT NAVIGATION



<default>
Arial Reg 13px
#999

<hover>
Arial Reg 13px
#FFF

2 STICKY NAVIGATION

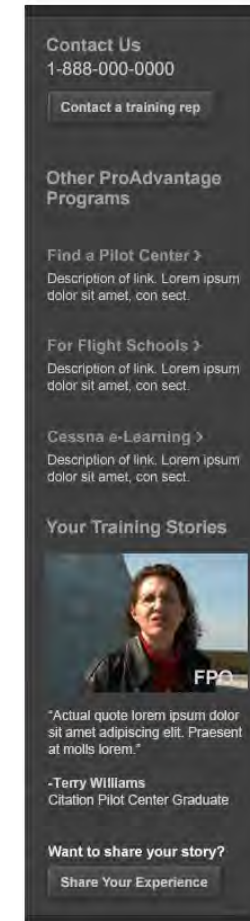
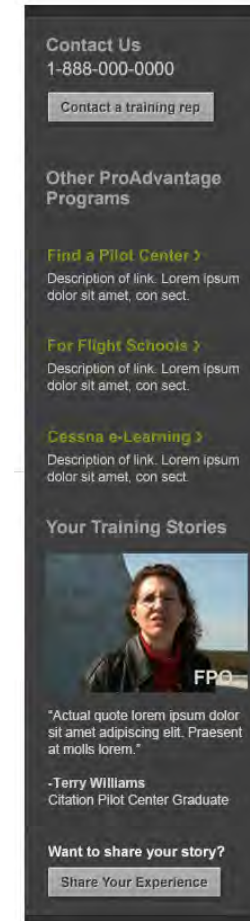


<default>
Arial Reg 10px
#999

<hover>
Arial Reg 10px
#FFF

3 RIGHT NAVIGATION

<default> <default> <hover> <hover>
button #444 links #7f9921 button #ccc links #999



WEB STYLES ON DARK BACKGROUND

Follow these conventions when publishing text on a dark background on the Cessna website.

MASTHEAD AND MODEL HEADLINE

FONT: Proxima Nova

1 LEAD-IN

STYLE: Bold

COLOR: #a5c441

KERNING/TRACKING: Metrics / 30

DECORATION: All caps

2 EMPHASIS

STYLE: Thin

COLOR: #ffffff

KERNING/TRACKING: Metrics / 10

DECORATION: All caps

3 PRIMARY HEADLINE

FONT: Proxima Nova

STYLE: Thin

COLOR: #ffffff

KERNING/TRACKING: Metrics / 30

DECORATION: All caps

4 SECONDARY HEADLINE

FONT: Proxima Nova

STYLE: Regular

COLOR: #ffffff

KERNING/TRACKING: Metrics / 50

DECORATION: All caps

5 TERTIARY HEADLINE

FONT: Proxima Nova

STYLE: Light

COLOR: #ffffff

KERNING/TRACKING: Metrics / 0

DECORATION: U & lc

1 CITATION

2 SOVEREIGN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vestibulum orci eu lacus tempus sed volutpat nunc aliquam. Donec ac risus dolor.

3 LEADING THE WAY FOR TODAY'S LEADERS

Improving on greatness is what we do best. With upgraded avionics, an all-new interior, enhanced technology, and better performance, the Sovereign answers the call of today's business leaders and what they want in a corporate jet. We've also lowered maintenance costs by extending and enhancing warranties. Get the visionary midsize jet for visionary travelers.

4 MOBILE SERVICE

If you are unable to bring your aircraft to us, let us come to you. Our Mobile Service program introduces a whole new concept in on-the-go aircraft maintenance. Everything we do in our Service Centers — from scheduled maintenance to engine overhauls to troubleshooting and repair — we can do wherever you are.

5 Air Response Team

Our Air Response Team (ART) dispatches a Citation jet-support aircraft to rush technicians and parts to stranded aircraft. We've serviced hundreds of AOG situations this way throughout North America. We've also ferried customers to their final destinations on rare occasions when repairs took longer than expected.

WEB STYLES ON LIGHT BACKGROUND

Follow these conventions when publishing text on a light background on the Cessna website.

MASTHEAD AND MODEL HEADLINE

FONT: Proxima Nova

1 LEAD-IN

STYLE: Bold

COLOR: #5e7875

KERNING/TRACKING: Metrics / 30

DECORATION: All caps

2 EMPHASIS

STYLE: Thin

COLOR: #3f3f3f

KERNING/TRACKING: Metrics / 10

DECORATION: All caps

3 PRIMARY HEADLINE

FONT: Proxima Nova

STYLE: Thin

COLOR: #3f3f3f

KERNING/TRACKING: Metrics / 30

DECORATION: All caps

4 SECONDARY HEADLINE

FONT: Proxima Nova

STYLE: Regular

COLOR: #336666

KERNING/TRACKING: Metrics / 50

DECORATION: All caps

5 ADLOB HEADLINE

FONT: Proxima Nova

STYLE: Light

COLOR: #336666

KERNING/TRACKING: Metrics / 0

DECORATION: U & lc

1 CITATION

2 SOVEREIGN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vestibulum orci eu lacus tempus sed volutpat nunc aliquam. Donec ac risus dolor.

3 LEADING THE WAY FOR TODAY'S LEADERS

Improving on greatness is what we do best. With upgraded avionics, an all-new interior, enhanced technology, and better performance, the Sovereign answers the call of today's business leaders and what they want in a corporate jet. We've also lowered maintenance costs by extending and enhancing warranties. Get the visionary midsize jet for visionary travelers.

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06 PRINT ELEMENTS

This section demonstrates design conventions to follow when representing the Cessna brand in print, whether for advertisements, collateral, or trade show materials.

CITATION ADVERTISING	46
CESSNA ADVERTISING	47
CITATION TRADESHOW MATERIALS	48
CESSNA TRADESHOW MATERIALS	49

CITATION ADVERTISING

Print advertisements for Citation should follow the style guidelines for art elements and photography as well as guidelines shown here for layout and typography. Position the logo in the bottom right corner, include a large call to action, and adhere to the style shown here for headlines.

HEADLINE EMPHASIS ON
SECONDARY STATEMENT,
DISPLAYED IN
WHITE TYPE

LARGE CALL TO ACTION

SUB HEAD AND
BODY COPY



YOUR JET, YOUR SERVICE,
YOUR FUTURE: SECURED

CITATION LATITUDE

» VISIT CESSNA AT HALL 7, BOOTH #7091

WE KEEP YOUR BUSINESS MOVING
Citation Jets—the best selling business jets in the world—are securing the future of business travel in Europe. By introducing five new jets, all backed by the support of private aviation's largest service network, Cessna is investing in a range of meticulously designed aircraft that deliver world-class luxury and performance. And with six Citation Service Centers in Europe alone, you can rest assured that your jet, your service and your future are secure with Cessna.

Find us online at cessna.com



Cessna
A Textron Company

LOGO IS POSITIONED AT THE
BOTTOM RIGHT

CITATION PRINT ADVERTISING

CESSNA ADVERTISING

Print advertisements for Cessna should follow the style guidelines for art elements and photography as well as guidelines shown here for layout and typography. Position the logo in the bottom right corner, include a large call to action, and adhere to the style shown here for headlines.

LARGE CALL TO ACTION → CESSNA.COM/EX

HEADLINE EMPHASIS ON SECONDARY STATEMENT, DISPLAYED IN WHITE TYPE ← TAKE ON TOMORROW'S SKY

NOTE: Only use indentation on the headlines when it is essential in layout.

IF PRODUCT IMAGE IS ON TARMAC, PLEASE ENSURE PROPELLER IS AT THE "FLIGHT READY" POSITION: TOP PROP STRAIGHT UP (SEEN HERE) →

IF IMAGE DOES NOT REQUIRE A PILOT, PLEASE DARKEN WINDOWS ←

REDERGING IS AT 3/4 AND SHOT UPWARDS IN A FISH EYE VIEW →

PRODUCT IS ON TARMAC →

LOGO IS POSITIONED AT THE BOTTOM RIGHT ←

CESSNA PRINT ADVERTISING

CITATION TRADESHOW MATERIALS

Style guidelines for tradeshow materials are demonstrated here. Using on-brand typography, colors, and art elements, a bold and professional presence is created.

All shows should be designed from the perspective of the consumer approaching the booth at the ground level. Shows should not be designed from overhead layouts of the space.



EBACE AIRSHOW 2013

NOTE: Right justification may be used for short headlines or when it is essential in layout.

**BUSINESS AVIATION'S
LARGEST
SERVICE
NETWORK**

CITATION LATITUDE

SIX CITATION SERVICE CENTERS IN EUROPE >> DUSSELDORF • DONCASTER • PARIS • PRAGUE • VALENCIA • ZURICH

MSU BANNER

**YOUR JET, YOUR SERVICE,
YOUR FUTURE: SECURED**

CITATION LATITUDE

>> VISIT CESSNA AT HALL 7, BOOTH #7091

BILLBOARD

VALENCIA

NEW CITATION SERVICE CENTER
BUILT IN 2012

UNIQUE CHARACTERISTICS

- 14,000 square foot of service space
- Equipped to accommodate 200+ aircraft
- Best-in-class customer service center, equipment, aircraft support, and maintenance staff
- 24-hour service availability
- Full support including 24-hour helpline

All Citation Service, Maintenance and Temporary Personnel Support

SERVICE KIOSK

CESSNA TRADESHOW MATERIALS

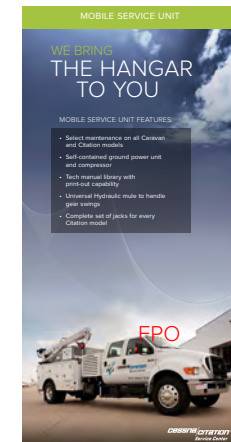
Style guidelines for tradeshow materials are demonstrated here using on-brand typography, colors, and art elements, a bold and professional presence is created.

All shows should be designed from the perspective of the consumer approaching the booth at the ground level. Shows should not be designed from overhead layouts of the space.

NOTE: A proof point may be featured in green type below a headline.



BILLBOARD



MSU BOARD

BANNER



07 WRITTEN COMMUNICATIONS

Messaging in all communications, both internal and consumer-facing, should reinforce the Cessna brand. Messaging should not detract from or confuse the Cessna brand. The following sections will serve to define Cessna's messaging guidelines.

- VOICE AND TONE..... 51
- CITATION..... 51
- CESSNA SINGLE ENGINE AIRCRAFT 52
- AIRCRAFT PERSONALITY MATRIX 53-56
- REFERENCE GUIDES 57
- NUMBERS 58-59
- PUNCTUATION 60-63
- EXCEPTIONS..... 64-65

VOICE AND TONE

The voice and tone for written communications describes how content should sound to the reader. Three adjectives have been prioritized for each sub-brand and examples are included.

CITATION

The voice and tone for Citation communications should reflect that of its target audience. Refer to the Personas section for a detailed description of the Citation target segments.

- 1 SOPHISTICATED
- 2 CONFIDENT
- 3 SERIOUS

1 SOPHISTICATED

The tone is polished, refined, and often elegant. It communicates that Citation is a respected brand. It stirs the emotions and excitement in our customers by communicating the ambiance of private air travel.

- Similar editorial tone to *Forbes*, *The New Yorker*, and *The Economist*

EXAMPLES OF SOPHISTICATED:

<http://www.cessna.com/citation/longitude>

BREAKING LIMITS TO BREAKTHROUGH LUXURY

The stretched, luxury cabin interior of the Citation Longitude is custom-built to your specifications. We worked closely with our customers to develop the kind of interior options that will maximize comfort for both short- and long-range trips.

<http://www.cessna.com/citation/sovereign>

AN EXECUTIVE BOARDROOM IN THE SKY LUXURY THE WAY IT SHOULD BE

Jet interiors so luxurious, you'll get butterflies when you step inside.

2 CONFIDENT

The tone is self-assured, direct, authoritative, and honest. We know that we create something of great value and our prospects and customers will know that we know. Our confident tone also strengthens the confidence our customers feel in our products — they know their Citation jet is the best of the best in engineering, service, luxury, and safety.

- Similar editorial tone to Rolls-Royce and Tesla Motors

EXAMPLES OF CONFIDENT:

<http://www.cessna.com/citation/sovereign>

LEADING THE WAY FOR TODAY'S LEADERS

Improving on greatness is what we do best. With upgraded avionics, an all-new interior, enhanced technology, and better performance, the Sovereign answers the call of today's business leaders and what they want in a corporate jet. We've also lowered maintenance costs by extending and enhancing warranties. Get the visionary midsize jet for visionary travelers.

DOMINATE THE TARMAC SPOTLIGHT STEALING BEAUTY

3 SERIOUS

The price point of Citation jets being in the tens of millions of dollars calls for a serious tone that communicates our understanding of the size of investment we are asking for from prospects and customers.

- Similar editorial tone to Bugatti and Lamborghini

EXAMPLES OF SERIOUS:

<http://www.cessna.com/why-cessna>

OUR EXPERTISE

We're designing today's aircraft for tomorrow's world with a focus on engineering excellence.

OUR PROMISE

Our promise of safety means standards more stringent than regulatory requirements for certification.

OUR COMMITMENT

Cessna's commitment to service means we keep you flying anywhere, any time, no matter what.

VOICE AND TONE

CESSNA SINGLE ENGINE AIRCRAFT

The voice and tone for Cessna single engine aircraft communications should reflect that of its target audience. Refer to the Personas section for a detailed description of the Cessna single engine aircraft target segments.

- 1 HONEST
- 2 PASSIONATE
- 3 KNOWLEDGEABLE

1 HONEST

A direct and confident, honesty comes through in this tone, backed by a legacy of firsts and a secure dominance of the single engine aircraft market.

- Similar editorial tone to Hershey and Toyota Motors

EXAMPLES OF HONEST:

<http://www.cessna.com/caravan/grand-caravan-ex>

WINGS YOU CAN COUNT ON

Spend more time in the air — moving product, moving people, generating revenue — and less time on the ground servicing your aircraft. With the dependable and versatile Grand Caravan EX, you can count on exceptional performance whether you need it for business or personal adventures.

2 PASSIONATE

The tone stirs the emotion in prop fliers by igniting their original dreams of flight. The tone is also approachable and relatable. The friendly personality in the tone reflects the camaraderie the audience enjoys around a shared passion for aviation.

- Similar editorial tone to Harley, Coca-Cola, FedEx, and Southwest Airlines

EXAMPLES OF PASSIONATE:

<http://www.cessna.com/single-engine/skycatcher>

THE SKY IS ONLY THE BEGINNING

Designed to make the dream of flight a reality, the Skycatcher has ushered a new generation of pilots into the sky. Its simplicity of operation and stable, docile handling make it the perfect trainer, as well as an ideal fit for experienced pilots seeking a modern and economical means of recreational flight. The Skycatcher is the perfect entry-level aircraft with first-rate technology. Its reputation as a platform for growth into a larger aircraft is well-earned.

3 KNOWLEDGEABLE

The prospects and customers for Cessna single engine aircraft are primarily pilots who are very knowledgeable about the technical details of these aircraft. The tone should convey that we are aware of this fact and can speak with authority and confidence about our products.

- Similar in editorial tone to Apple, Mercedes-Benz, and Johnson & Johnson

EXAMPLES OF KNOWLEDGEABLE:

<http://www.cessna.com/single-engine/cessna-ttx>






PILOT/FLIGHT DECK SYNERGISM

Pilots, have a seat behind your new, clean flight deck with a fraction of the knobs and buttons you may be used to. The new Intrinzic™ flight deck powered by Garmin G2000 avionics is intuitive and designed to compliment the pilot's knowledge and skill. The avionics suite of the TTx integrates Cessna's DirectControl technology, which gives pilots complete, precise command over maneuvering and handling the aircraft. The TTx is so responsive, in fact, you might think you're flying a jet.

AIRCRAFT MATRIX

To clearly differentiate each aircraft in the Cessna product family, it's helpful to think of each as having a distinct personality.






NOTE: The messages in this matrix are not consumer facing but serve to inform product specific communications.

CITATION BUSINESS JETS			
AIRCRAFT	PRIMARY MESSAGE	SUPPORTING MESSAGE	KEY FEATURE
MUSTANG 	Join the jet set.	Agility, speed, range benefits over prop plane. And, it makes you look good.	<ul style="list-style-type: none"> • Range • Avionics • Beauty • Style
M2 	Upgrade or enter speed, comfort, and control.	Lightweight corporate jet with upgraded technology, beauty, and power.	<ul style="list-style-type: none"> • Speed • Comfort • Control • Function
CJ2+ 	Improved technology and performance with better fuel economy.	Go a little farther, faster, and higher and do it with less fuel.	<ul style="list-style-type: none"> • Efficiency • Performance • Value
CJ3 	Class-leading fuel efficiency and luxury comforts	Best performance-to-operating-costs balance, longer flights, more comfortable cabin	<ul style="list-style-type: none"> • Versatility • Value • Style • Accessibility • Range
CJ4 	Mid-size jet capability with lightweight jet operating costs.	Ergonomics and comfort with flourish, smart technological advancements	<ul style="list-style-type: none"> • Beauty • Boldness • Usability • Comfort • Range

MATRIX CONTINUES >

AIRCRAFT MATRIX

CITATION BUSINESS JETS (continued)



AIRCRAFT	PRIMARY MESSAGE	SUPPORTING MESSAGE	KEY FEATURE
XLS + 	World's best-selling business jet, evolved.	The comfort of a midsize jet with the handling of a lightweight jet. Roomy, stand-up cabin, short runway capabilities.	<ul style="list-style-type: none"> • Power • Efficiency • Comfort • Ease-of-use
LATITUDE 	The ultimate business-travel environment.	Largest cabin space with smart plane technology and longer range.	<ul style="list-style-type: none"> • Comfort • Range • Technology • Power
LONGITUDE 	International range for the global business	Greater speed, more powerful climb, efficient fuel burn, smart plane technology in luxury cabin	<ul style="list-style-type: none"> • Range • Speed • Comfort • Technology
SOVEREIGN 	Upgraded avionics, smart plane technology, more powerful powerplant	Increased warranty terms that significantly reduces maintenance costs, better range	<ul style="list-style-type: none"> • Technology • Comfort • Range • Power • Efficiency
X 	The ultimate in performance.	World's fastest business jet, revolutionary avionics, opulent cabin interior with smart plane technology	<ul style="list-style-type: none"> • Speed • Power • Comfort • Technology • Range

NOTE: The messages in this matrix are not consumer facing but serve to inform product specific communications.

MATRIX CONTINUES >

AIRCRAFT MATRIX

To clearly differentiate each aircraft in the Cessna product family, it's helpful to think of each as having a distinct personality.

CESSNA CARAVAN TURBOPROPS			
AIRCRAFT	PRIMARY MESSAGE	SUPPORTING MESSAGE	KEY FEATURE
CARAVAN 	Unmatched versatility, performance, and fuel efficiency	Rugged design to sustain abuse of unimproved runways, huge payload, able to access more airports and landing strips, flexible usage	<ul style="list-style-type: none"> • Ruggedness • Fuel-efficiency • Versatility • Performance
CARAVAN AMPHIBIAN 	Delivers on land, in water, and in the air.	Cargo space, versatility, ruggedness, payload, range	<ul style="list-style-type: none"> • Versatility • Payload • Range
GRAND CARAVAN 	Task-oriented worker aircraft, delivering passengers or cargo	Seat up to 12 passengers for a charter service or convert to a cargo hauler and add the optional cargo pod.	<ul style="list-style-type: none"> • Comfort • Range • Technology • Power
GRAND CARAVAN EX 	Engine and cabin upgrades for increased performance and comfort	Increased speed, altitude, and improved takeoff runway requirements with greater comfort and payload	<ul style="list-style-type: none"> • Power • Performance • Comfort • Payload • Versatility
SUPER CARGOMASTER 	Cargo-dedicated, ergonomic interior for the ultimate in freight hauling.	Powerful and dependable engine, faster cruising speed, efficient fuel burn	<ul style="list-style-type: none"> • Payload • Power • Performance • Dependability • Efficiency






NOTE: The messages in this matrix are not consumer facing but serve to inform product specific communications.

MATRIX CONTINUES >

AIRCRAFT MATRIX

To clearly differentiate each aircraft in the Cessna product family, it's helpful to think of each as having a distinct personality.

NOTE: The messages in this matrix are not consumer facing but serve to inform product specific communications.

CESSNA SINGLE ENGINE AIRCRAFT			
AIRCRAFT	PRIMARY MESSAGE	SUPPORTING MESSAGE	KEY FEATURE
SKYCATCHER 	Handling and affordability to realize the dream of flight for new pilots.	The perfect trainer, fun to fly, economical and efficient	<ul style="list-style-type: none"> • Fun to fly • Trusted • Efficiency • Ease-of-use • Performance
SKYHAWK 	A favorite for student pilots with updated avionics for 'forgiving' flight characteristics.	Most advanced and best-selling single engine aircraft in the sky.	<ul style="list-style-type: none"> • Technology • Performance • Payload • Ease-of-use
TURBO SKYLANE JT-A 	Durable, agile, solidly built, favorite aircraft	Ideal blend of speed, range, safety, versatility, and total cost of ownership	<ul style="list-style-type: none"> • Payload • Range • TCO
TURBO STATIONAIR 	Low operating costs and easy maintenance	Large, configurable cabin that can change from passenger carrier to cargo hauler. Long range and rugged as well.	<ul style="list-style-type: none"> • TCO • Versatility • Performance • Comfort
CESSNA TT^x 	Excellent structural integrity and aerodynamic design for responsiveness and safety.	Flies faster, farther, and with more control than any other single engine and has advanced technology to increase awareness and reduce pilot workload.	<ul style="list-style-type: none"> • Performance • Technology • Beauty

REFERENCE GUIDES

- 1 STYLE GUIDES
- 2 DICTIONARIES
- 3 GRAMMAR GUIDE

1 STYLE GUIDES

- **The Chicago Manual of Style (16th Edition)**
Chicago: University of Chicago Press, 2010.

» Used for books, brochures, catalogs, and reports.

- **The Associated Press Stylebook and Briefing on Media Law**
Cambridge, MA: Perseus Publishing, 2010.

» Used for all media-related communications, websites, and all corporate publications including presentations, newsletters, magazines and all internal messages.

2 DICTIONARIES

- **Webster's Third New International Dictionary and Supplements**
Springfield, MA: Merriam-Webster Inc., 2002.

» Preferred reference for spelling, word syllable breaks, etc.

- **Merriam-Webster's Collegiate Dictionary (11th Edition)**
Springfield, MA: Merriam-Webster Inc., updated frequently.

» (Not as comprehensive, but because it is updated more frequently, it contains recent usage changes. If these two sources contradict one another, the second is preferred.)

3 GRAMMAR GUIDES

- **The Elements of Style (4th Edition)**

William Strunk Jr. and E.B. White, Boston & New York: Allyn & Bacon/Longman, 2000.

» Used by everyone: a classic, accessible, brief exposition on style and grammar.

NUMBERS

- 1 CARDINAL NUMBERS
- 2 PERCENTAGES
- 3 AGES
- 4 BEGINNING SENTENCES
- 5 EXPRESSIONS
- 6 CURRENCY

1 CARDINAL NUMBERS

The general rule is to spell out cardinal and ordinal numbers through nine, i.e., zero through nine, and first through ninth. Use Arabic numerals for 10 and above, and 10th and above. This may cause a paragraph, or even a sentence, to have both words and numerals for numbers. This is fine. For example: She had three cats and 11 dogs.

» Exceptions are made for academic credits, percentages, ages, heights, weights, and other dimensions.

» For ordinal numbers, do not use superscript when typing 10th and above.

EXAMPLE:

The Cessna 172 celebrates its 15th year, not 15th year.

2 PERCENTAGES

Percentages are always expressed in numerals, and the word “percent” is spelled out.

» An exception can be made for tables where the percent sign (%) can be used.

EXAMPLE:

The professor passed 80 percent of the class.

3 AGES

A 3-year-old girl. She is 32 years old.

4 BEGINNING OF SENTENCES

Numbers at the beginning of sentences must be spelled out.

EXAMPLE:

Eighty percent of the flight school students passed.

5 EXPRESSIONS

Spell out numbers in casual expressions: Thanks a million.

6 CURRENCY

5 cents, \$1.05, \$650,000, \$2.45 million

300 Canadian dollars = C\$300 or Can\$300

5 (euro) cents, €1.05, €650,000, €2.45 million

NUMBERS

- 7 TIME
- 8 DATES
- 9 HEIGHT, WEIGHT
- 10 TELEPHONE NUMBERS
- 11 DISTANCE

7 TIME

Use figures except for noon (12 p.m.) and midnight (12 a.m.).

Use a colon to separate hours from minutes: 11 a.m., 3:25 p.m.

Do not use :00 if the time is on the hour. (An exception may be made in formal invitations: Please join us at the afternoon banquet from 11:00 a.m. to 2:00 p.m.)

8 DATES

When citing a specific date, it is helpful to the reader to include the day of the week. Do not abbreviate the days of the week and months.

The 1980s, the '80s

EXAMPLES:

Monday, May 20, 2013. September 2013.
September 18 (not 18th)

9 HEIGHT, WEIGHT

Use figures for all and spell out inches, feet, pounds, ounces, etc. For global sensitivity, always include standard (metric) references.

Hyphenate adjectival forms before nouns.

EXAMPLES:

He is 5 feet 10 inches tall. The 5-foot-10-inch man.
The 5-10 man. The baby weighed 5 pounds, 11 ounces.
He is a 235-pound man.

10 TELEPHONE NUMBERS

The preferred form for listing telephone numbers is the following:

732-445-3701, ext. 6409

732-445-3701 x 6301 is also acceptable, especially for stationery and business cards.

11 DISTANCE

For global sensitivity, always include standard (metric) references.

PUNCTUATION

The styles for punctuating lists are recommendations. One has flexibility in choosing styles for punctuating lists. The goal should be to punctuate lists with style consistency throughout a document.

- 1 BULLETED/NUMBERED LISTS
- 2 COMMAS

1 BULLETED AND NUMBERED LISTS

A. In vertical lists that do not comprise a single sentence: A vertical list is best introduced by a complete grammatical sentence, followed by a colon. After each bullet or number, each entry should start with a capital letter. The entries should carry no punctuation at the end, unless they are complete sentences.

EXAMPLE:

The Cessna TT^x offers:

- 235 kts max speed
- Touch screen G2000 avionics
- FIKI – Flight into Known Icing
- DirectControl – side stick flight control
- Unidirectional carbon fiber composites

B. In vertical lists punctuated as a single sentence: A numbered or bulleted vertical list that comprises, with its introduction and entries, a complete sentence begins with an introductory statement followed by numbers or bullets. Each entry starts with a lowercase letter and is followed by a semicolon. A period should follow the final entry.

EXAMPLE:

- We also consider such qualitative factors as
- participation in programs designed for pilot preparation;
 - community, volunteer, or U.S. military service;
 - honors and awards;
 - essays;
 - special talents; and
 - socioeconomic background.

2 COMMAS

A. Series or Serial Comma: Use a comma after each element in a series of three or more.

EXAMPLE: for program coverage, eligible aircraft, and terms.

» Exception: We discourage the use of ampersands (&). However, if an ampersand must be used, there is no comma before an ampersand.

EXAMPLE: for program coverage, eligible aircraft & terms.

B. In dates, commas are not used to mark off the month and year. If the day is included, commas set off the year before and after.

EXAMPLES:

The meetings were held in April 1967. The events of April 18, 1775, have been celebrated in song and story.

C. Use commas after both a city and state when both are given.

EXAMPLE:

He lived in Bedford Hills, New York, before moving to Kansas.

D. Use a semicolon in lists of names or titles or in other lists that would not be clear if separated by commas only.

EXAMPLE:

Her work combines elements of environmental, civil, and mechanical engineering; human and animal biology; and sociology.

PUNCTUATION

3 DASHES AND HYPHENS

3 DASHES AND HYPHENS

There are three common dashes of differing lengths used in formatted copy: em dash (—), en dash (–), and hyphen (-). The em dash is the longest (the width of an uppercase “M” in the typeface and size being used, which is usually also the point size).

The en dash is half the length of the em dash. The hyphen is the shortest.

A. Em dash: Use this dash in most print publications and brochures and online where appropriate to denote an abrupt change in thought or to set off an element added for emphasis, explanation, or digression. The em dash should be typeset open, i.e., with one space before and after the dash.

EXAMPLE:

Hundreds of previously unknown innovations — revealed to engineers through continuous improvement — are at the core of our market leadership.

» Note: To insert an em dash in Word:

- **PCs:** From the menu, choose Insert > Special Character, then choose the em dash (the larger of the two dash options). The shortcut is Alt + Control + Numberpad Minus Sign (-).
- **MACs:** From the menu, choose Insert > Symbol, then choose the em dash (the larger of the two dash options). The shortcut is Command (Apple) + Option + Numberpad Minus Sign (-).

B. En dash: The en dash is another option to denote an abrupt change in thought or to set off an element added for emphasis, explanation, or digression. The en dash is more typically used in text prepared for the media and in some online text. The en dash should be typeset open, i.e., with one space before and after the dash.

EXAMPLE:

Hundreds of previously unknown innovations – revealed to engineers through continuous improvement – are at the core of our market leadership.

An en dash is also normally used to separate inclusive dates and numbers. For this use, en dashes should be typeset closed.

EXAMPLE:

May–June, 1964–1970, pages 25–39.

» Note: To insert an en dash in Word:

- **PCs:** From the menu, choose Insert > Special Character, then choose the en dash (the smaller of the two dash options). The shortcut is Control + Numberpad Minus Sign (-).
- **MACs:** From the menu, choose Insert > Symbol, then choose the en dash (the smaller of the two dash options). The shortcut is Command (Apple) + Numberpad Minus Sign (-).

The hyphen is typically used to form compound words, e.g., long-term commitment, self-study, part-time student, spin-off company, screen-saver. It is also used in phone numbers, e.g., 732-445-3710. (See Telephone Numbers on page __.)

PUNCTUATION

4 HYPHENATION

4 HYPHENATION

In general, modern usage tends toward the closing of prefixes and of compound words that used to be hyphenated. First check the style guide you are following. Then check the dictionary.

1. A hyphen is used after the first of two prefixes or after the first element in a “double” compound adjective.

EXAMPLE: Macro- and microeconomics, fourth- and fifth-century art (but “established in the fifth century”)

2. Do not hyphenate an adverb ending in “ly” before an adjective.

EXAMPLE: highly popular aircraft

3. Compound adjectives where the second adjective ends in “ed” are hyphenated.

EXAMPLE: good-natured pilot

4. Other compound adjectives may or may not be hyphenated. Check the dictionary, as many are listed there.

- Hyphens should definitely be used to avoid ambiguity.

EXAMPLE: personal-computer program, slow-moving van

- However, if the meaning of the compound adjective is a universally understood expression, no hyphen is needed.

EXAMPLE: the health care system, a high school classroom

- Other less common expressions are better hyphenated.

EXAMPLE: joint-degree program, advanced-technology center

5. Use hyphens with nouns that represent different and equally important functions when they form a single expression.

EXAMPLE: city-state, student-pilot

7. The following prefixes are not hyphenated:

• ante	• intra	• over	• sub
• anti	• macro	• post	• super
• bi	• meta	• pre	• supra
• bio	• micro	• pro	• trans
• co	• mid	• proto	• ultra
• counter	• mini	• pseudo	• un
• extra	• multi	• re	• under
• infra	• neo	• semi	
• inter	• non	• socio	

» Exceptions: (a) when the second element is capitalized or is a figure, e.g., mid-July, pre-1960s; (b) when there is a homonym, e.g., recover a lost object, but re-cover a couch; and (c) for clarity, when it creates a strange spelling connection (co-chair, not cochair); when there are repeated vowels, such as anti-intellectual or co-op, although even these frequently are now closed.

8. All “self” compounds are hyphenated except when the addition is a suffix.

EXAMPLE: self-confident, self-reliant, but selfless and selfish

9. Compounds with “well” are hyphenated before the noun unless the expression carries a modifier. Do not use a hyphen if the compound appears after the verb.

EXAMPLE: well-intentioned person, but very well known man. She is well known.

PUNCTUATION

- 5 PARENTHESES
- 6 PERIODS
- 7 QUOTATION MARKS
- 8 SEMICOLONS AND COLONS

5 PARENTHESES

No punctuation should be used before an opening parenthesis.

All punctuation except terminal punctuation should be dropped before a closing parenthesis.

6 PERIODS AND OTHER TERMINAL PUNCTUATION

Between sentences, use only one space after the period, question mark, and exclamation point.

7 QUOTATION MARKS

1. All punctuation marks except the colon and semicolon are always placed within quotation marks.

2. Use double quotation marks for quoted words, phrases, and sentences that are not set apart in block quotations. Use single quotation marks to enclose quotes within quotes.

EXAMPLE: “Then, for an encore, he sang ‘Yesterday.’ ”

3. Longer quotations (over three typeset lines) are usually indented and set in smaller type. These block quotations are not enclosed by quotation marks.

4. Article titles are placed in quotes.

8 SEMICOLONS AND COLONS

The first word of a sentence following a semicolon or the first word of a sentence or list following a colon within a sentence should be lowercased. Use only one space after a semicolon or colon.

EXCEPTIONS

9 FOR MEDIA-RELATED COMMUNICATIONS AND CORPORATE PUBLICATIONS

9 STYLE GUIDE EXCEPTIONS FOR MEDIA-RELATED COMMUNICATIONS AND CORPORATE PUBLICATIONS

The following exceptions to Cessna editorial style apply to materials intended for distribution to the news media. News organizations adhere to Associated Press (AP) style. Using AP style decreases the likelihood of copy errors.

- **Company Job Titles:** Style differs for internal messages/publications vs. external. For example:
 - Internal – manager, Quality
 - External – Cessna’s manager of Quality
- **Comma, in a series:** Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series. The flag is red, white and blue. But if an integral element of the series requires a conjunction, place a comma before the concluding conjunction. I want orange juice, toast, and ham and eggs for breakfast.
- **“Governor”:** Use the abbreviation Gov. with a proper name.
- **Hyphenation and Dashes:**
 - Use a hyphen to separate inclusive dates and numbers.
EXAMPLE: May-June, 1964-1970, pages 25-30
 - Months: Abbreviate the following months when used with a specific date: Jan., Feb., Aug., Sept., Oct., Nov., and Dec.
 - Spell out all months when using alone, or when using with a year and no specific date.

• **States:**

- Abbreviate with periods following AP Style (Ariz., Ala., etc.).
- Eight states are never abbreviated in datelines or text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. Use U.S.
- Postal Service abbreviations (e.g., AR, AL) when giving full mailing addresses with zip codes.
- **“Web” and “e-mail”:** Capitalize Web-related references, such as Website, Internet, and URL. Include hyphens with “e” words that denote the short form of “electronic.” For example, e-mail, e-commerce, e-business.

EXCEPTIONS

10 FOR MATERIAL PREPARED FOR WEBSITES

11 ADDITIONAL WEB RECOMMENDATIONS

10 STYLE GUIDE EXCEPTIONS FOR MATERIAL PREPARED FOR WEBSITES

The entries in the style guide generally apply to text written and edited for websites. Nonetheless, design, readability, editorial, and promotional considerations allow for flexibility when writing and editing text for websites.

Some common web usages at Cessna that are contrary to the style guide follow:

- Ampersands: Used in headlines and subheads, they are acceptable.
- Numbers: Cardinal and ordinal numbers from 0 to 9 and 1st to 9th expressed as digits rather than being spelled out are acceptable.

11 ADDITIONAL WEB RECOMMENDATIONS

1. Use “CESSNA.COM” when referring to the company web address, not www.cessna.com.
2. <http://> (Hypertext Transfer Protocol) and [www.](http://www) (World Wide Web): Before deciding whether to include “<http://>” and/or “[www.](http://www)” in web addresses in your copy, test the URL to see if you can open the desired webpage without these components. Try to avoid using <http://> and [www.](http://www) for webpages because it often is not necessary to enter them as part of a URL, and they clutter copy. Rather, state clearly that the address is a web address.

EXAMPLE: Please visit CESSNA.COM/service on the Web.

3. Do not underline URLs. Do not format URLs in italics. If you want to draw attention to a URL in a printed piece, consider using bold or a color. The company does not insist on a specific style, since the best choice may vary depending on the design of the publication. For the most part, URLs should be lowercased; check the URL to be sure it is not case-sensitive.