

Brand Standards Guide





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Brand Compass

VISION

To be an authentic and convenient gateway for business and adventure.

MISSION

To champion exceptional experiences and economic vitality.

VALUES

AVL's Core Values represent who we are and the foundation on which we stand. We strive to live these values every day, in all that we do.

1—Forward

We are progressive, in tune with our community. We never stop improving, always working toward goals and career advancement for our team.

2—Integrity

We are honest and sincere, with strong moral principles. We speak up and prioritize soundness and trustworthiness.

3—Empathy

We lead with respect for others, with a focus on listening and understanding.

4—Welcome

We provide an environment that fosters friendliness and hospitality, with a service mindset.

Brand Promise + Story

To maintain a consistent style and voice which represents the mission, vision and values of Asheville Regional Airport.

IT'S MORE THAN A PROMISE, IT'S WHO WE ARE.

OUR STORY

Rooted in the timeless beauty of the Blue Ridge Mountains and the spirit of Western North Carolina, we promise to be more than an airport.

We are your gateway — grounded in authenticity, lifted by vision, and inspired by connection. Whether you're taking off for adventure, returning home, or arriving for the first time, we're here to welcome you with purpose and pride.

With every journey, we rise with the mountains that made us.
With every landing, we reflect the soul of the region we serve.

We carry your story forward — boldly, beautifully, and always with heart.

Asheville Regional Airport. Where adventure takes flight.

Brand Personality + Voice



Confident + Clear

At Asheville Regional Airport, we speak with clarity and confidence. We're genuine, trustworthy, and always approachable — and we never forget that travel should be a little fun, a little exciting, and entirely enjoyable.

Genuine + Approachable

We speak like real people. Warm, welcoming, honest and with heart. Our language is clear, easy to understand and never overly technical.

Playful with Purpose

We like a little wit — just enough to spark a smile. We use playful language with purpose, never sacrificing clarity or professionalism.

Inspired by Adventure

Our voice builds emotional connection — between the airport and our passengers, between this region and the world, between adventure and arrival. We speak with a spirit of discovery. Whether it's a big trip or a quick hop, we set the tone that every flight is the beginning of something great.

Logo Usage

This identity hinges on authenticity, depicting the mountains of Western North Carolina as a modern icon to differentiate and root Asheville in the airport space. The crossbar in the A is customized to resemble a plane wing. The friendly geometric font is welcoming, timeless, and modern, priming the brand for lasting appeal.

The secondary font is inspired by aviation signage. This brand identity portrays Asheville Regional Airport as an authentic gateway for visitors and locals alike.

CLEAR SPACE

To protect the logo from other visual elements, it is important that it is surrounded by a minimum amount of clear space specified by the height of the plane. No other graphic elements should come within this area.



Logo Marks

This suite of secondary logos is set to carry the identity across all platforms from print and digital, to social. File names are noted beside each mark to help with finding each mark in its folder.

The full color logos and marks are only to be used on white or complimentary solid colored backgrounds where the logo is the primary focus.

Use the one color logo on backgrounds where the logo is not the primary focus or where a simpler look and feel is needed. The solid color logo can appear in all three primary brand colors in addition to white or black.

Use white logos and marks on any colored backgrounds that are not complimentary as well as on photography that leans darker etc.

Main Logo



Business Mark



Circular Mark



Fly AVL Mark



Airplane Mark



Incorrect Usage

Keeping colors, proportions and graphic elements the same across the brand leads to greater brand consistency and trust.

LOGOS OR MARKS SHOULD NOT BE:

- + Put into a new shape
- + Changed to a non-brand color
- + Changing the proportions of secondary elements
- + Altered to add or enhance graphic elements
- + Altered marks with non-brand content



FRASER FIR

PANTONE: PMS 5753 C
#5C6A2F
C=24, M=0, Y=79, K=64

BLUE RIDGE

PANTONE: PMS 309 C
#002930
C=93, M=65, Y=59, K=64

MOUNTAIN MIST

PANTONE: PMS 4171 C
#8AADA6
C=49, M=21, Y=35, K=0

SOIL

#232323
C=71, M=65, Y=64, K=72

FOREST

#3E4A25
C=27, M=0, Y=71, K=81

MEADOW

#8A914A
C=55, M=35, Y=100, K=0

CHARTREUSE

#D5DE5A
C=21, M=0, Y=93, K=0

CLOUD

#F5F7DA
C=4, M=0, Y=19, K=0

REFLECTION

#D3E7E7
C=18, M=1, Y=9, K=0

CLAY

#B56A3C
C=26, M=72, Y=99, K=0

LEATHER

#8C4820
C=31, M=75, Y=100, K=28

Typography: Print



HEADLINE 3

Headlines

Subheadline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

BUTTON

BUTTON

MODERAT EXTENDED BOOK

MODERAT EXTRA LIGHT

MODERAT SERIF EXTRA LIGHT

MODERAT SERIF EXTRA LIGHT

MODERAT EXTENDED BOOK

Typography: Web



HEADLINE 3

Headlines

Subheadline

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BUTTON

BUTTON

MODERAT EXTENDED BOOK

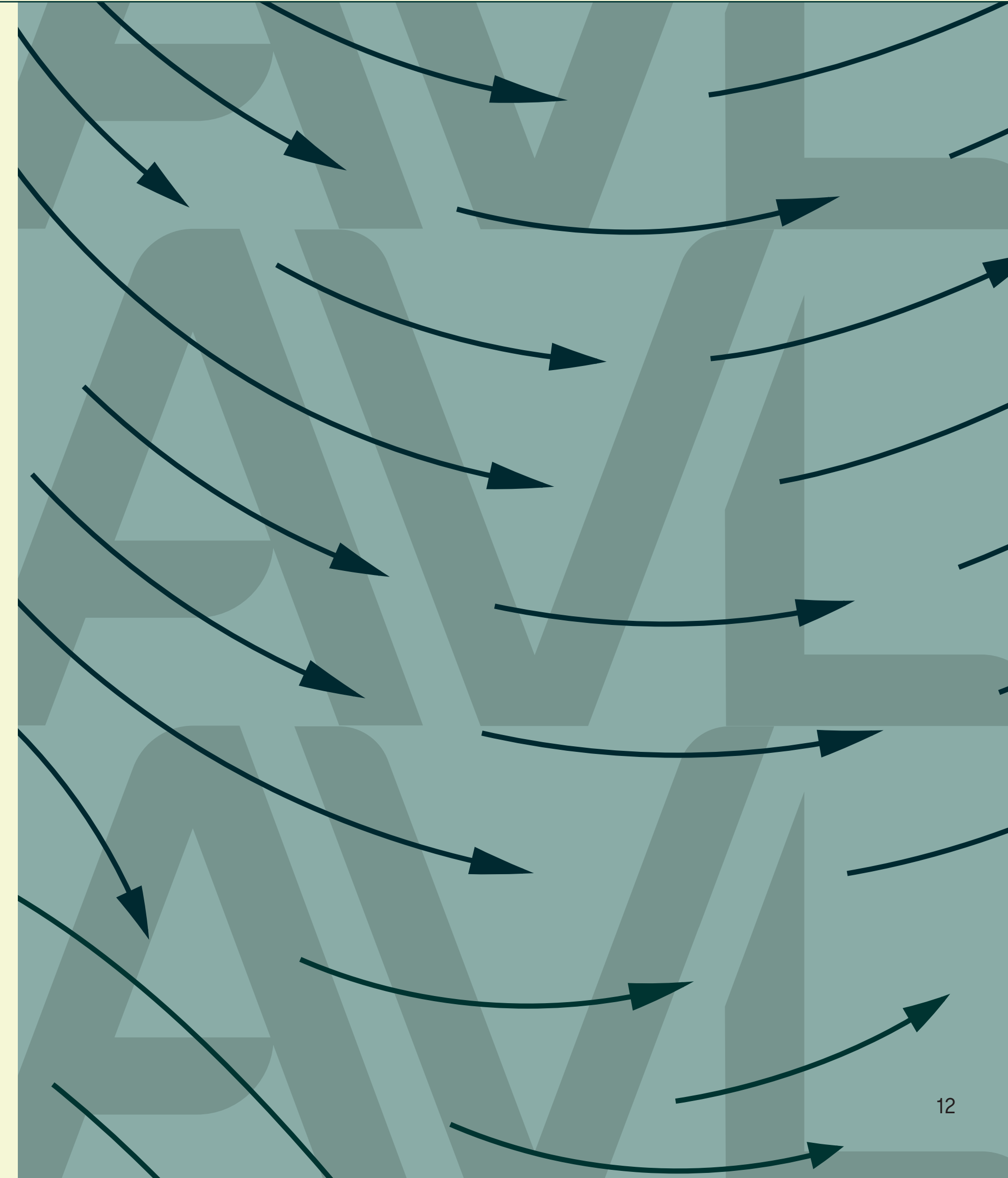
MODERAT EXTRA LIGHT


MODERAT EXTRA LIGHT

MODERAT REGULAR

MODERAT EXTENDED BOOK

Brand Illustrations





Where adventure takes flight.

[FLYAVL.COM](https://flyavl.com)







