



BRAND GUIDELINES

A Consistent Customer Journey

Brand Guidelines 2023

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A CONSISTENT CUSTOMER JOURNEY



BRIEF HISTORY

How We Started

From the founders vision "Sentra" was conceived from the basis of an organization and airline that remains centred and safe at all times



BRAND SLOGAN

Best value airline, tailored to your lifestyle.



BRAND VALUES

Pioneers of future change

Respect our customers

Obsessed with customer satisfaction

Uncompromised safety

Driven by customer needs & distinctive service

OUR FARE BRANDS



Representing the best value for all our passengers to personalize their flying experience while ensuring our fare brand & product offerings are market relevant and price competitive.



Sentra

Our core **Economy** fare brand(s)



- Saver
- Comfort
- Priority
- Flex



Sentra Premium

Our core **Premium Economy** fare brand

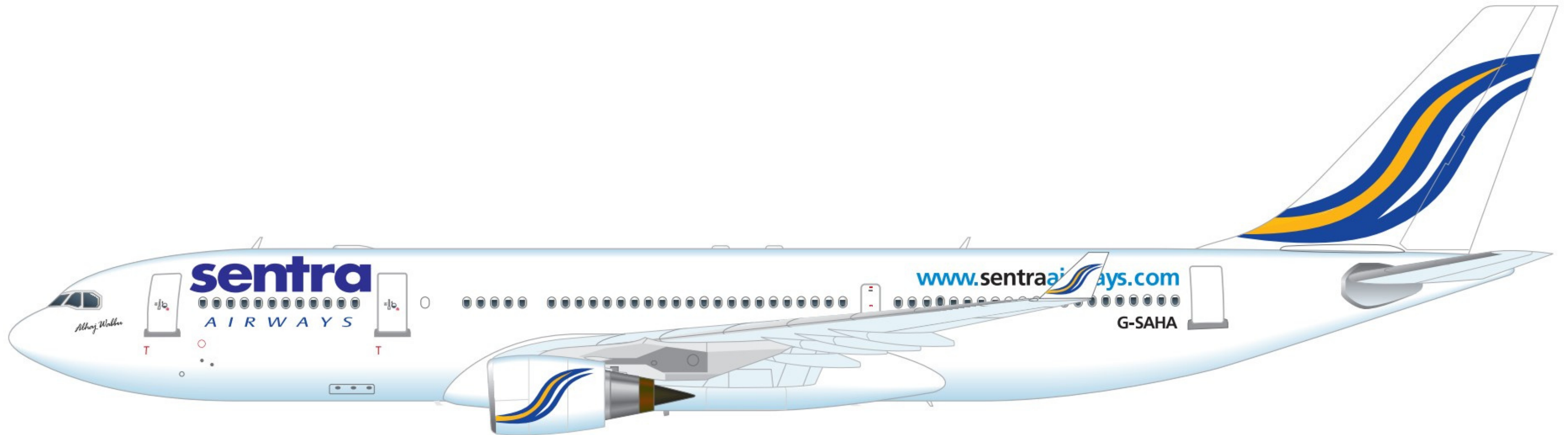


Sentra Extra

Our core **Business** fare brand



LIVERY



AIRPORT



**Priority
Only**

**Check-in
& Bag Drop Only**



AIRPORT



SENTRA AIRWAYS
Priority
Only



Schalter
Counter
959 958



SENTRA AIRWAYS
Check-in
& Bag Drop Only



SENTRA AIRWAYS
Priority
Only



Schalter
Counter
957 956



SENTRA AIRWAYS
Check-in
& Bag Drop Only



SENTRA AIRWAYS

LOGO VARIATIONS

The Two Types



Main Logo

The main logo combines the Sentra "S" with the brands written name. This is display horizontally and can be used with any of the brands main colours



Secondary Logo

The secondary logo is simply the Sentra Airways "S" which may be used with any of the brands main colours



The main logo can also be inverted

Using any combination of the brand main colour palette



MAIN LOGO ELEMENTS



The Logo Mark

Word Mark

The "S" is the main logo element

PROPER LOGO USAGE



Rules of Application

Do's and Dont's

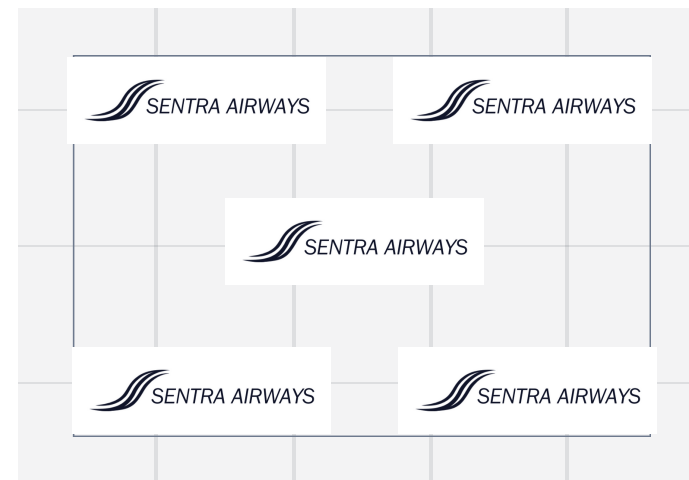
- Do use the brand logo in any form per the brand guidelines.
- Do not use pixelated versions of the logo and in all cases try to use the highest quality formats available.
- Do visit our brand centre for the latest available graphics formats (www.sentraairways.com/brand).
- Due to resource constraints we will not be able to provide custom graphics but our brand centre will contain all pre-approved formats
- If/when in doubt please reach out to our marketing team for final approvals before production of assets to avoid errors (marketing@sentraairways.com).

PROPER LOGO PLACEMENT

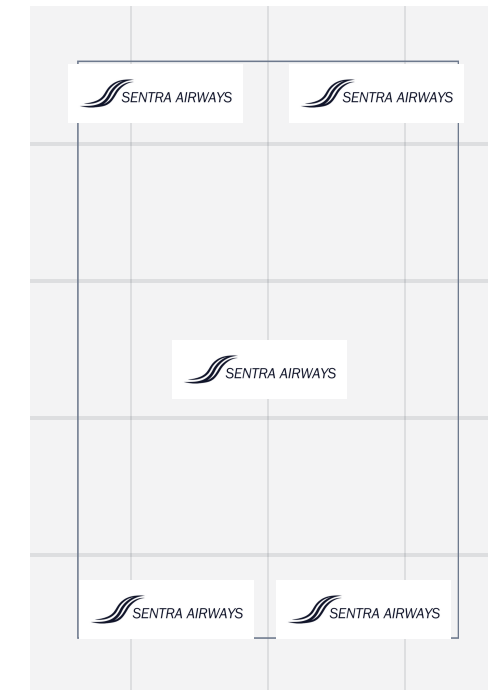
Usage Examples



Physical Assets



Digital Assets



Promotional



BRAND TYPOGRAPHY

MAIN FONT

When possible, please use ITC Franklin Gothic LT

Aa

Franklin Gothic LT

Franklin Gothic LT Bold

Franklin Gothic LT Italic

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

CORPORATE COLORS

Main

The main colours to be used with all core Sentra Airways brand creative

Hex Code
#1F3053

CMYK
63% 42% 0% 67%

RGB
31-48-83

Hex Code
#8793A7

CMYK
19% 12% 0% 35%

RGB
135-147-167

Hex Code
#495D78

CMYK
39% 23% 0% 53%

RGB
73-93-120

Hex Code
#11152A

CMYK
60% 50% 0% 84%

RGB
17-21-42

SECONDARY COLORS

Main

These colours are only to be used in conjunction with Sentra's fare brands.

Hex Code
#760200

CMYK
0% 98% 100% 54%

RGB
118-2-0

Hex Code
#2C2C3A

CMYK
24% 24% 0% 77%

RGB
44-44-58

Hex Code
#0146CB

CMYK
100% 66% 0% 20%

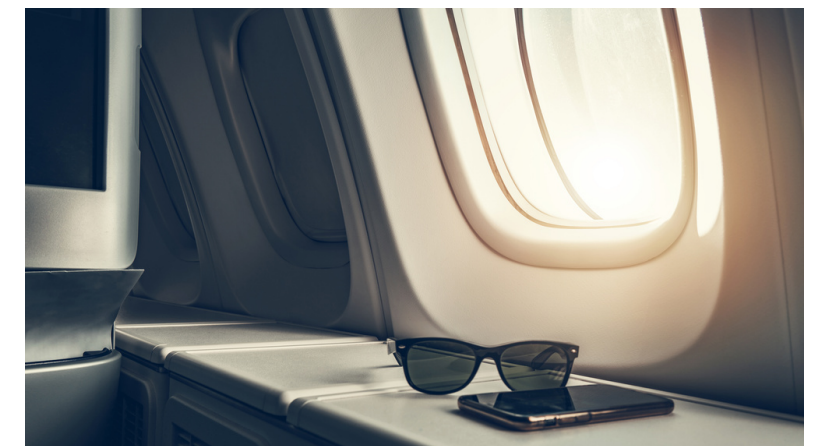
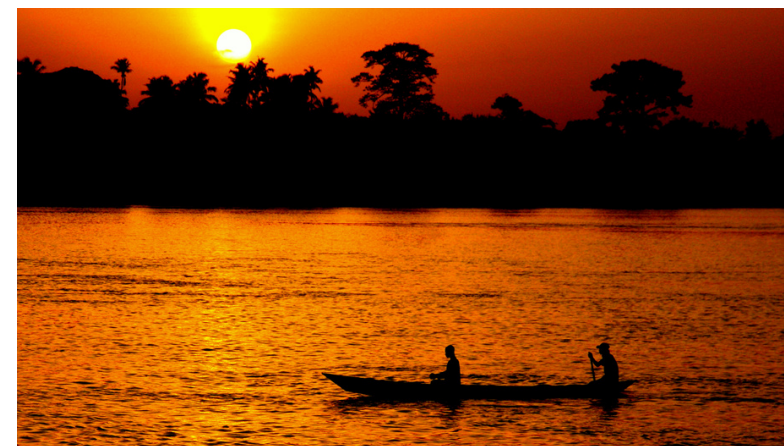
RGB
1-70-203

Hex Code
#FFAA01

CMYK
0% 33% 100% 0%

RGB
255-170-1

PROPER IMAGERY - TRAVEL



PROPER IMAGERY - TRAVEL



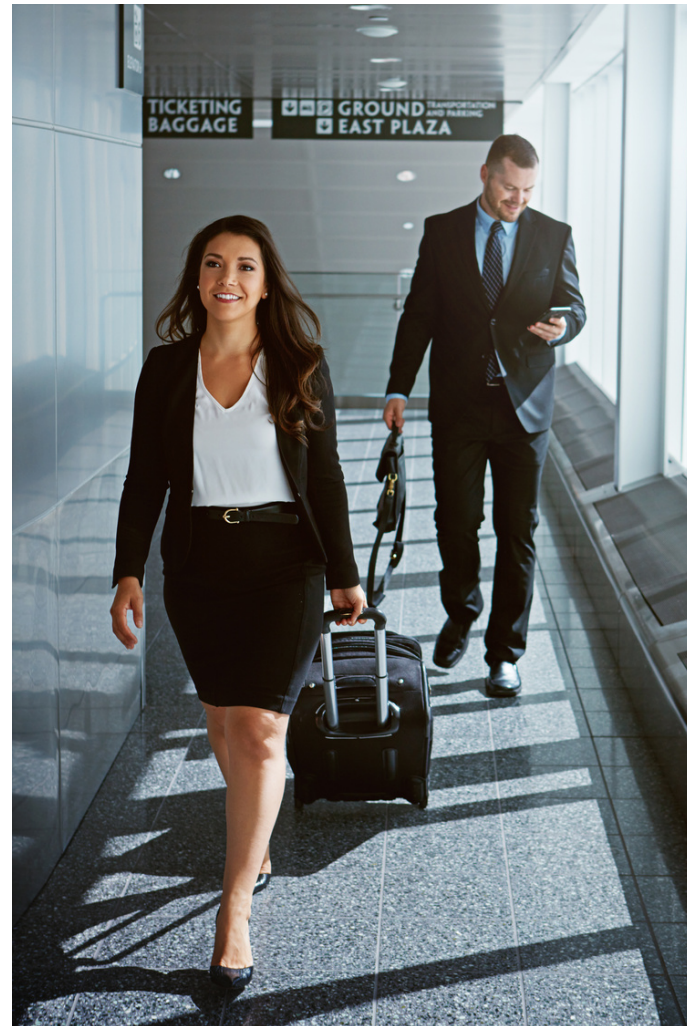
PROPER IMAGERY - TRAVEL



PROPER IMAGERY - GHANA



PROPER IMAGERY - TRAVEL



EVENT & PR USAGE

- To maximize PR, all photo must include some form of branded items or marketing props
- If possible execs or staff should wear branded Sentra Airways polos for informal occasions or have cabin crew in attendance for formal occasions as co-participants in photos
- Execs can choose to wear suit or combine with Sentra branded polo
- All press photos, partnerships or agreements should aim to have a photo with business partner involved with Sentra branding

CONTACT INFORMATION

ALL BRAND APPROVALS TO BE REQUESTED BELOW:*



Email Address

marketing@sentraairways.com



Website

www.sentraairways.com/media/brand



BRAND GUIDELINES 2023

*Please allow up to 48 hours for approval