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MISSION

Virgin America makes flying fun again. We’re constantly reinventing air travel with our stylish design, award-winning service, and the most advanced entertainment system in the sky.

Rather than accept the traditional rules of air travel, we’re breaking from convention to create the most incredible airline in the industry. We thrive on doing things differently and turning heads along the way. By pushing the boundaries of what’s possible at 35,000 feet, we’re creating an experience like no other.
CHARACTERISTICS

Our personality is a blend of three characteristics: clever, provocative, and friendly. Depending on the medium, emphasis may shift to one characteristic over the others. For example, advertising headlines generally skew clever and provocative, while email subject lines tend to be friendly. Here are more details on what we mean by each.

Clever As in smart, cheeky, and witty—not pretentious. It’s about having fun with words, not sounding cooler than thou.

Provocative As in bold and unconventional, not obscene or offensive. We’re provocative in how we challenge the industry and motivate other airlines to keep up.

Friendly This serves as a reminder that guests are always at the center of what we do, and it helps take the edge off our provocative nature.
Friendly, Clever, and Provocative

**EXAMPLES**

**Virgin America / First Class**
**FEEL THE UPGRADE**
Rock out in white leather seats. ➜ **GRAB A SEAT**

**Virgin America / Main Cabin Select**
**FEEL THE UPGRADE**
Relax, you're in for some free food and drinks. ➜ **GRAB A SEAT**
OVERVIEW

Our audience is youthful, intelligent, and tech savvy, and we like speaking to them in their own language. The ideal tone is hip, easygoing, informal, playful, and tongue in cheek.

We also have a provocative side, inspired by the Virgin brand and Sir Richard Branson himself. In the cutthroat world of commerce, he’s a breath of fresh air, and his upstart attitude helped shape ours. We aren’t afraid to challenge the status quo, call out the industry, or emphasize our strengths—though we never outright brag, overpromise, or use over-the-top language.

Clever wordplay and double entendres are a fun way to liven up copy, but language should never get in the way of the overall message—or, even worse, seem like it’s trying too hard. When in doubt, play it straight, clean, and clear. As they say, less is more.
## 2.2 DOs AND DON'Ts

<table>
<thead>
<tr>
<th><strong>Do</strong></th>
<th><strong>Don’t</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Be inclusive. We typically write in the first person collective (“we, “us,” “our”) and maintain a conversational tone.</td>
<td>Overpromise with hyperbolic language. While we want to emphasize our strengths, we never call ourselves “the best” and stop short of outright bragging.</td>
</tr>
<tr>
<td>Work with witty wordplay and double entendres—not necessarily everywhere, but just enough to give our audience something to enjoy.</td>
<td>Try too hard. Though we like to use (tasteful) puns and double entendres, we still want the overall message to sound effortless, not belabored.</td>
</tr>
<tr>
<td>Keep sentence structure clear, clean, and concise. Less is more.</td>
<td>Force humor. When in doubt, just play it straight, clean, and clear.</td>
</tr>
<tr>
<td>Orient messages around actions and use lots of verbs. We lean toward short, punchy verbs like get, grab, score, and fly.</td>
<td>Speak in technical or corporate jargon. Though our audience is tech savvy, we want to keep terms as simple as possible to avoid sounding stiff or cold.</td>
</tr>
<tr>
<td>Use colorful monosyllabic adjectives with double meanings (in moderation), like sweet, fresh, and fly.</td>
<td>Use folksy colloquialisms or exclamation points. We’re going for cool and upbeat, not cloying or excessively cheerful.</td>
</tr>
</tbody>
</table>
GRAMMAR GUIDE

Use sentence case, never all caps, unless a design headline.
Ex: Fly with live TV, movies, and music.

Use a serial comma.
Ex: Fly with WiFi, movies, and music.

Reserve em dash usage for gate messaging and social media. Limit to one em dash.
Ex: Next stop, Tinseltown!

Reserve emoticon usage for gate messaging only. Limit number of emoticons to one. Winks are preferred.
Ex: Off to LA LA Land ;)

Close up the spaces around em dashes.
Ex: You can redeem these points any day, for any flight—absolutely no blackouts.

Use superscript ordinals in print.
Ex: January 1st

Use cardinals for online.
Ex: January 1

Never use Virgin America in the possessive case unless referencing the website.
Ex: Virgin America’s website

Avoid abbreviations. (Airport codes, gate messaging, and social media excepted.)
THE LOGO

This is our preferred logo. It should be used whenever possible and never be altered.

- Clear Space
  - x
  - 2x
  - x

- Minimum Size
  - 15 in. (Print)
  - 75 pt. (Web)
3.2 THE STACKED LOGO

Clear Space

[Diagram showing the stacked logo with clear space dimensions]
3.3 LOGO VARIATIONS

Two Color

One Color

Black and White
3.4 THE WORDMARK

Clear Space
3.5

**INCORRECT LOGO USAGE**

01. Don’t stretch the logo disproportionately.

02. Don’t alter the logo colors.

03. Don’t rotate the logo.

04. Don’t alter the internal spacing of the logo.

05. Don’t use the logo over a distracting background.

06. Don’t add effects (glows, shadows, etc.) to the logo.

07. Don’t re-create the logo with a different typeface or add language.

08. Don’t alter the proportions of the logo components.

09. Don’t rearrange the components of the logo.

10. Don’t isolate the tail fin.
3.6 COLOR PALETTE

**Primary Colors**
- Main Red
  - #DCC23E
  - R220 G35 B46
  - Pantone 485C C7 M100 Y100 K1 (custom)
- Dark Gray
  - #828282
  - R128 G128 B128
  - Pantone 527C C69 M99 Y0 K0
- Light Gray
  - #EBEBEB
  - R235 G235 B235
  - Pantone 663C C3 M6 Y0 K2
- Main Purple
  - #3F2247
  - R51 G34 B171
  - Pantone 572C C68 M99 Y0 K0

**Secondary Colors**
- Main Silver
  - #D4D4D4
  - R212 G212 B212
  - Pantone 427C C7 M3 Y5 K8
- Main Gold
  - #D3D3D3
  - R212 G212 B212
  - Pantone 802C C67 M0 Y100 K0
- Dark Purple
  - #55266C
  - R85 G38 B108
  - Pantone 7664C C74 M100 Y0 K10
- Main Pink
  - #E7D0DA
  - R231 G208 B26
  - Pantone 2405C C36 M100 Y0 K0

**Highlight/Accent Colors**
- Color 06
  - #99F031
  - R185 G240 B49
  - Pantone 375C C46 M0 Y90 K0
- Color 07
  - #1EC522
  - R30 G197 B34
  - Pantone 802C C67 M0 Y100 K0
- Color 08
  - #4DFDD1
  - R77 G253 B209
  - Pantone 3385C C43 M0 Y28 K0
- Color 09
  - #FB3735
  - R251 G145 B210
  - Pantone 2592C C58 M90 Y0 K0
- Color 10
  - #FB4AB3
  - R251 G74 B179
  - Pantone 232C C6 M70 Y0 K0
- Color 11
  - #FB2735
  - R251 G55 B53
  - Pantone Bright Red C C0 M90 Y95 K0
- Color 12
  - #0F7866
  - R187 G7 B17
  - Pantone 485C C7 M100 Y100 K1
- Color 13
  - #FFFF01
  - R255 G233 B0
  - Pantone 803C C26 M31 Y35 K72
SECONDARY COLOR PALETTE
3.8 TYPOGRAPHY

The Virgin America primary typeface, Gotham, was chosen to reinforce and accentuate the clean and modern aesthetic that has become a hallmark in everything the airline does.

The font family includes a variety of different weights, from Ultra to Thin, allowing for a flexible range when building a hierarchy in messaging. Headlines, for example, are usually in Light, whereas a subhead could be set in black for increased emphasis, especially at smaller sizes.

We use the typeface across all branding and marketing materials, with a few exceptions on the web. In cases where our typeface is unavailable, there are appropriate substitutions, which are outlined in section 3.10.

For access to the Gotham typeface, contact design@virginamerica.com.
3.9 PRIMARY TYPEFACES

Gotham
Light / Thin

Gotham
Black / Medium
3.10 ONLINE TYPEFACES

Verdana
Bold / Regular

Helvetica
Bold / Regular
4.1

OVERVIEW

Teammates at the gate and in flight are the front lines of the Virgin America experience. As such, you’re encouraged to use the brand personality to make every flight memorable, even shareworthy. What you do day to day could go viral. Hey, it happens.
## DOs AND DON'Ts

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
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<tr>
<td>Let our voice and personality inspire at-gate messaging, the ticket counter experience, and in-flight announcements.</td>
<td>Use representations of terrorism, danger, or death. Skulls on Halloween might seem harmless, unless—ahem—you’re an airline.</td>
</tr>
<tr>
<td>Remember proper grammar and spelling for at-gate messaging. Limit exclamation point and emoticon usage to one. Winks are preferred.</td>
<td>Be negative or condescending to guests or other teammates.</td>
</tr>
<tr>
<td></td>
<td>Add signage or make changes to the ticket counter or gate without consulting the brand team.</td>
</tr>
<tr>
<td></td>
<td>Hesitate to contact the social and brand teams if you’re ever unsure about the brand appropriateness of something.</td>
</tr>
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5.1 OVERVIEW

Virgin America’s Elevate® frequent flyer program makes loyalty fun, easy, and rewarding. The tone is direct and easy to understand, with a tongue-in-cheek, aspirational, and provocative edge.

Why is it so rewarding?

No blackout dates or restrictions on Virgin America reward flights.

Reward flights start as low as 2,500 points.

Points won’t expire as long as members have activity on their accounts at least once every 18 months.

Members earn even more points with the Virgin America credit card, and our range of airline, hotel and shopping partners.

Receive special treatment and added perks with Elevate Gold and Elevate Silver status levels.
5.2 THE ELEVATE LOGO LOCKUP

Clear Space

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<th>2x</th>
<th>Elevate</th>
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</table>
5.3 THE ELEVATE LOGO

Clear Space

Minimum Size

15 in. (Print) 75 pt. (Web)
5.4 ELEVATE LOGO VARIATIONS

VA & Elevate Logo Lockup

Elevate Logo

Elevate Small Space Logo
5.5

ELEVATE STATUS LEVELS

The Elevate Program offers two enhanced status levels above the Elevate Red general membership level: Elevate Silver and Elevate Gold.

Elevate status levels recognize valued members with special treatment and added perks, including Express seating and premium cabin upgrades, bonus reward points, and priority airport services.

Members reach or renew Elevate Silver status after earning 20,000 status points in a calendar year. Elevate Gold requires 50,000 status points.
5.6

ELEVATE PARTNERS

Members can earn points and get exclusive deals with a wide range of hotel, car rental, shopping, and lifestyle partners. Members can also earn and redeem points with international airline partners.
6.1 OVERVIEW

Virgin America shook up air travel by bringing style and entertainment to the skies. The new Virgin America Visa Signature® Card was created to bring the brand experience to the everyday lives of Virgin America flyers.
6.2

POSITIONING LANDSCAPE

Virgin America Brand Positioning

Make flying fun again. Banish mediocrity from the skies.

Elevate Positioning

Your badge of Virgin America savvy and loyalty.

Virgin America Credit Card Positioning

Your badge of Virgin America style and sensibility.

SAVVY TRAVELER
Your badge of living smart, stylish...

ENTREPRENEUR
and making things happen.

BASE
Virgin America Visa Signature® Card

PREMIUM
Virgin America Premium Visa Signature® Card

SMALL BUSINESS
TBD
VIRGIN AMERICA CREDIT CARD ARTWORK

There are two credit cards available: the Virgin America Visa Signature® Card (Base card) and the Virgin America Premium Visa Signature® Card (Premium card).

Both cards have a distinctive portrait orientation. The contemporary Base card contrasts a matte black finish with striking pink and silver highlights. The Premium card has a silver metallic finish that gives it a more exclusive feel.
CONTACTS

For all brand marketing–related needs, contact the brand team.
Brand team: marketing@virginamerica.com

For all design-related needs, contact the brand team.
Brand team: design@virginamerica.com

For any social media–related questions, contact the social media team.
Social media team: socialmediateam@virginamerica.com

For any press or media-related questions, contact the media team.
Media team: media@virginamerica.com

For any Elevate–related questions, contact the Elevate team.
Elevate team: elevate@virginamerica.com

Quick Facts

Corporate Office
555 Airport Blvd.
Burlingame, CA 94010

URL
virginamerica.com

Tagline
A BREATH OF FRESH AIRLINE™

Flight Terminal at SFO
Terminal 2 (T2)

CEO
David Crush
LEGAL STUFF

Legal should be easy to read. The Department of Transportation is sensitive to “hidden” disclosures and will impose warnings and fines.

Basic legal for online (must be underlined as a live link):
Restrictions, taxes, and fees apply.

For print with fare(s) listed, Traffic will supply appropriate legal/disclosure copy.

Note that the weight limit for the first piece of luggage is 50 pounds.

There are no zero placeholders in legal copy. Example: 3.814
7.3

WORDS TO FLY BY

All Hands
Town Hall meetings
Business Partners
Vendors
Cities
Our stations
Connect
The Teammate Survey Program
Elevate
Never use “Elevate” as a verb.
Elevate Gold
Never just “Gold”
Elevate points
Never just “points” or “Elevate Miles”
Elevate Silver
Never just “Silver”
Guests
What we call the people who fly with us. Much better than “passengers,” no?
Guest Services
Airports, in-flight, and flight
Guest Services Teammate (GST)
Above-the-wing and below-the-wing airport agents

HDQ
Shorthand for “headquarters”
In-flight/in flight
Hyphenated as an adjective, open as an adverb (e.g., “in-flight entertainment” versus “watch movies in flight”)
In-flight Teammate (ITM)
Not “In-flight Crew” or (shudder) “flight attendants”
Leaders/Leadership
Managers/management
Main Cabin
What others call “coach.” It’s generally lowercase, but if appearing with “First Class” it’s okay to cap.
Moodlighting
Always spelled as one word, no hyphen (mood-lit, however, is hyphenated)
MP3s
One of our entertainment options. We try to avoid using it because it sounds a bit outdated. But if you must, the “s” is always lowercase.
Off-boarding
Termination

On-boarding
Hiring and first 90 days at Virgin America
On-demand/on demand
Hyphenated as an adjective, open as an adverb (e.g., “fly with on-demand movies” versus “movies on demand”)
Playbook
The policies and procedures manual
Teammate
A Virgin America employee
Technicians
Maintenance
The Virgin America Experience
Use in lieu of “flying on Virgin America”
VX
The proper abbreviation of Virgin America (never use “Virgin” or “VA”)
VXConnect
Our intranet
WiFi
Always spelled with alternating caps and not hyphenated (not Wi-FI, WIFI, or wi-fi)