Civil Aviation Authority
Finance and Corporate Services
Information Management

18 October 2010
FOIA reference: F0001061

Dear XXXX

I am writing in respect of your recent application of 30 September 2010, for the release of information held by the Civil Aviation Authority (CAA).

Your request:

1. *When was your current logo, corporate style, graphics and branding implemented?*

2. *Who designed it?*

3. *How much were the designers paid for their services?*

4. *Were other designers consulted? Was there competition? If so, who was involved, and was any payment made to unsuccessful firms?*

5. *Are there any "alternate" versions of the branding (as in, any which were designed but not taken up), and if so, please supply an electronic copy.*

6. *Please provide me with a copy of your logo guidelines, branding manual or equivalent document.*

Our response:

In assessing your request in line with the provisions of the Freedom of Information Act 2000, we are pleased to be able to provide the information below and attach the information requested.

1. The latest version of the logo and house style was implemented in 2001. This was an updating of the previous logo and style rather than a completely new version. The basic design and style that we currently use was implemented in 1991.

2. The original logo and style was designed by a company called Signal Communications. This company no longer exists.

3. We no longer have the records to show what was paid for the original design in 1991 or the update in 2001. This information has been disposed of in line with the CAA's disposal policy.

Civil Aviation Authority
Aviation House GW Gatwick Airport South Crawley West Sussex England RH6 0YR www.caa.co.uk
Telephone 01293 768512 rick.chatfield@caa.co.uk

4. For both the original design and the 2001 update, a number of companies were asked to submit tenders. No payment was made for these. We have no remaining records of who the other companies were. This information has been disposed of in line with the CAA's disposal policy.

5. No. However, two CAA subsidiaries also have logos. These are:
   Air Safety Support International (ASSI) and CAA International (CAAi).

6. A PDF copy is attached. Please note that the use of the CAA logo by organisations other than the CAA is strictly controlled to those organisations that hold approvals or licences from the CAA.

If you are not satisfied with how we have dealt with your request in the first instance you should approach the CAA in writing at:-

Mark Stevens
External Response Manager
Civil Aviation Authority
Aviation House
Gatwick Airport South
West Sussex
RH6 0YR

mark.stevens@caa.co.uk

The CAA has a formal internal review process for dealing with appeals or complaints in connection with Freedom of Information requests. The key steps in this process are set in the attachment.

Should you remain dissatisfied with the outcome you have a right under Section 50 of the Freedom of Information Act to appeal against the decision by contacting the Information Commissioner at:-

Information Commissioner's Office
FOI/EIR Complaints Resolution
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
www.ico.gov.uk/complaints.aspx

Should you wish to make further Freedom of Information requests, please use the e-form at http://www.caa.co.uk/foi.

Yours sincerely

Rick Chatfield
FoIA & EIR Case Manager

CAA INTERNAL REVIEW & COMPLAINTS PROCEDURE

- The original case to which the appeal or complaint relates is identified and the case file is made available;
- The appeal or complaint is allocated to an Appeal Manager, the appeal is acknowledged and the details of the Appeal Manager are provided to the applicant;
- The Appeal Manager reviews the case to understand the nature of the appeal or complaint, reviews the actions and decisions taken in connection with the original case and takes account of any new information that may have been received. This will typically require contact with those persons involved in the original case and consultation with the CAA Legal Department;
- The Appeal Manager concludes the review and, after consultation with those involved with the case, and with the CAA Legal Department, agrees on the course of action to be taken;
- The Appeal Manager prepares the necessary response and collates any information to be provided to the applicant;
- The response and any necessary information is sent to the applicant, together with information about further rights of appeal to the Information Commissioners Office, including full contact details.

Visual guidelines

Specifications for implementation

Contents

1 The Logo
Usage

2 Applications
A5, A4, ⅓ A4

3 Typography
Primary typeface
Secondary typeface

4 Stationery
Letterheads
Compliment slips
Business cards
Faxes
Memos
News Releases

1.1 Logo

The logo
Our mark consists of two elements
1 the swoosh mark
2 the Civil Aviation Authority logotype

These two elements always appear in a fixed relationship. They have been specially drawn for us and should not be altered, redrawn, typeset or modified in any way.

They must always be reproduced from approved master artwork which is available on disc for Apple Macintosh™ and PC compatible computers or as black and white bromide prints.

Bromides of master artworks are available from Corporate Communications.

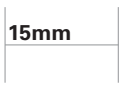
The logo is suitable for use across all sizes below A3. It can be used for all applications down to a minimum recommended width of 15mm for the box shape. The logo has been redrawn for sizes larger than A3.

Colour
The logo should be printed in Reflex Blue wherever possible

The colour should not be altered in any way.

The logo has also been designed to work in black and white and should be used only when colour is not available.

Minimum size of logo



1.2 Logo usage

Protected area
The mark sits within an imaginary protected area which prevents it from being encroached upon by other elements such as text, images or the edge of the paper.

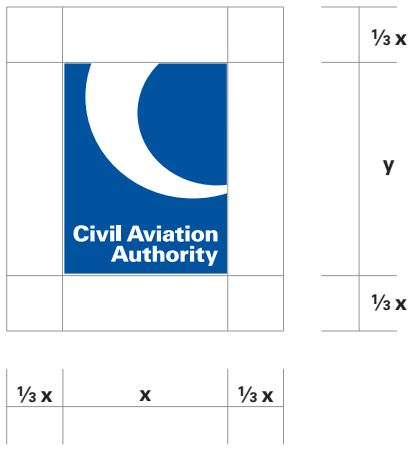
This area, defined by the width of the box shape (as shown), is the closest that other elements may appear next to the logo. The measurements of the protected area must be strictly observed on all applications.

Wherever possible, the more space given to the logo the better, and the stronger the identity will be. Ideally, the protected area should be equivalent to the width of the logo (x), below and to its left.

The logo never bleeds off the page, it is registered top right. The logo sits top right and has a clearance space of about one third of its width above and to its right. Exact specifications of clearance space for usage on stationery, and for documents of sizes including A5 to A3 are detailed within these guidelines.

A second logo has been created for uses larger than A3. Specific guidelines are available on request from the Corporate Centre and must always be reproduced from approved master artwork which is only available on disc for Apple Macintosh™ and PC compatible computers.

Ideal protected area for the logo



Minimum protected area for the logo

1.3 Do not

The logo
Must always be reproduced from approved master artwork which is available on disc for Apple Macintosh™ and PC compatible computers or as black and white bromide prints.

Bromides of master artworks are available from Corporate Communications.

Do not redraw or recreate the logo.

Do not stretch or distort the logo.

Do not use typefaces other than those detailed in the following pages.

Colour
The logo should be printed in Reflex Blue wherever possible

The colour should not be altered in any way.

The logo has also been designed to work in black and white and should be used only when colour is not available.

Do not redraw or recreate the logo

Do not use a different typeface or change its size

Do not stretch or distort the logo

Do not redraw or recreate the logo

2.1 A5 Application

Format
A5 148 x 210mm

Logo
Reflex Blue

Application
The logo and logotype should be positioned exactly as shown.

The logo and logotype must always be reproduced from approved master artwork which is available on disc or as a black and white bromide print.

All measurements are in mm.

2.2 A4 Application

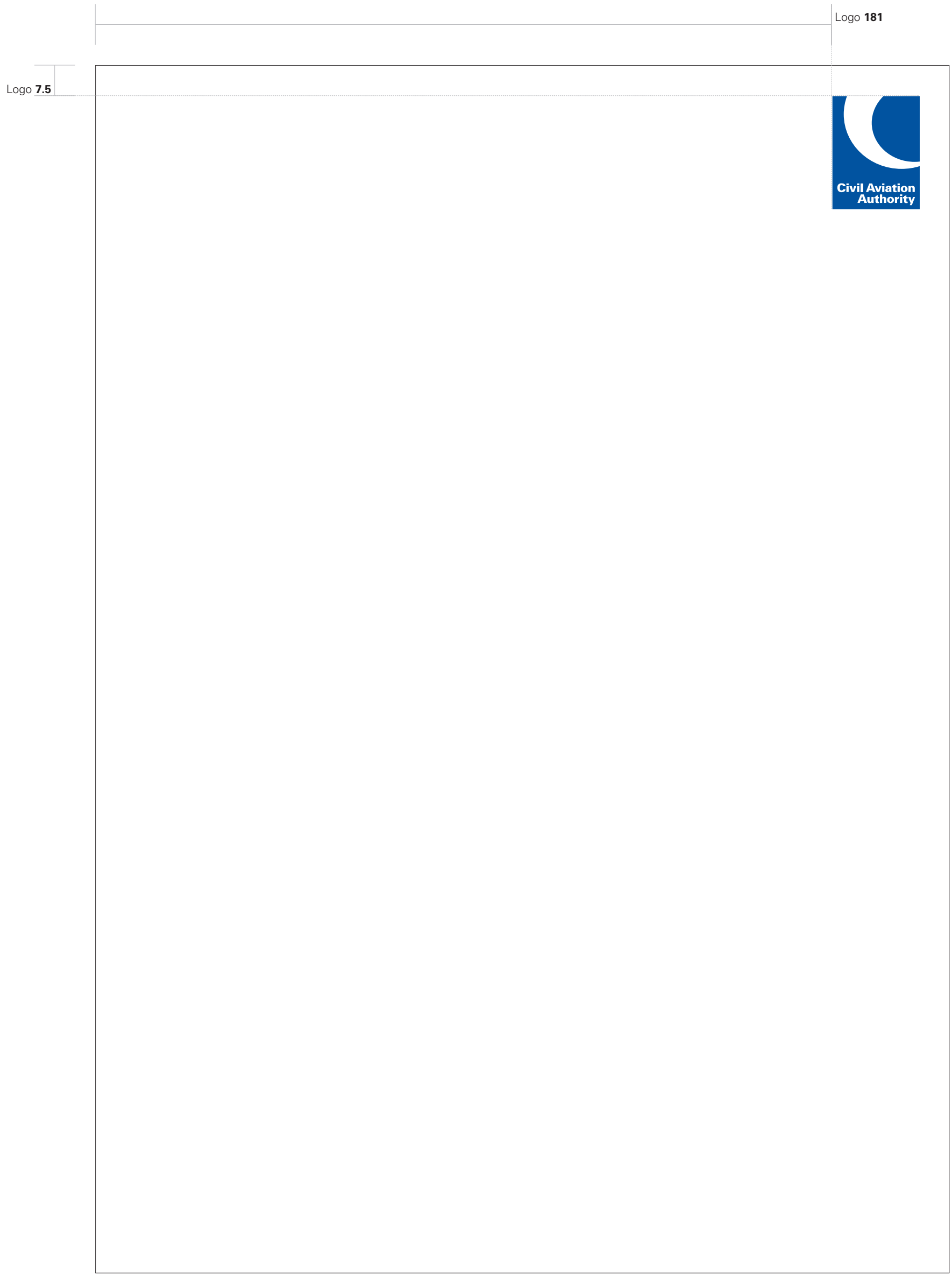
Format
A4 210 x 297mm

Logo
Reflex Blue

Application
The logo and logotype should be positioned exactly as shown.

The logo and logotype must always be reproduced from approved master artwork which is available on disc or as a black and white bromide print.

All measurements are in mm.



2.2 ⅓ A4 Application

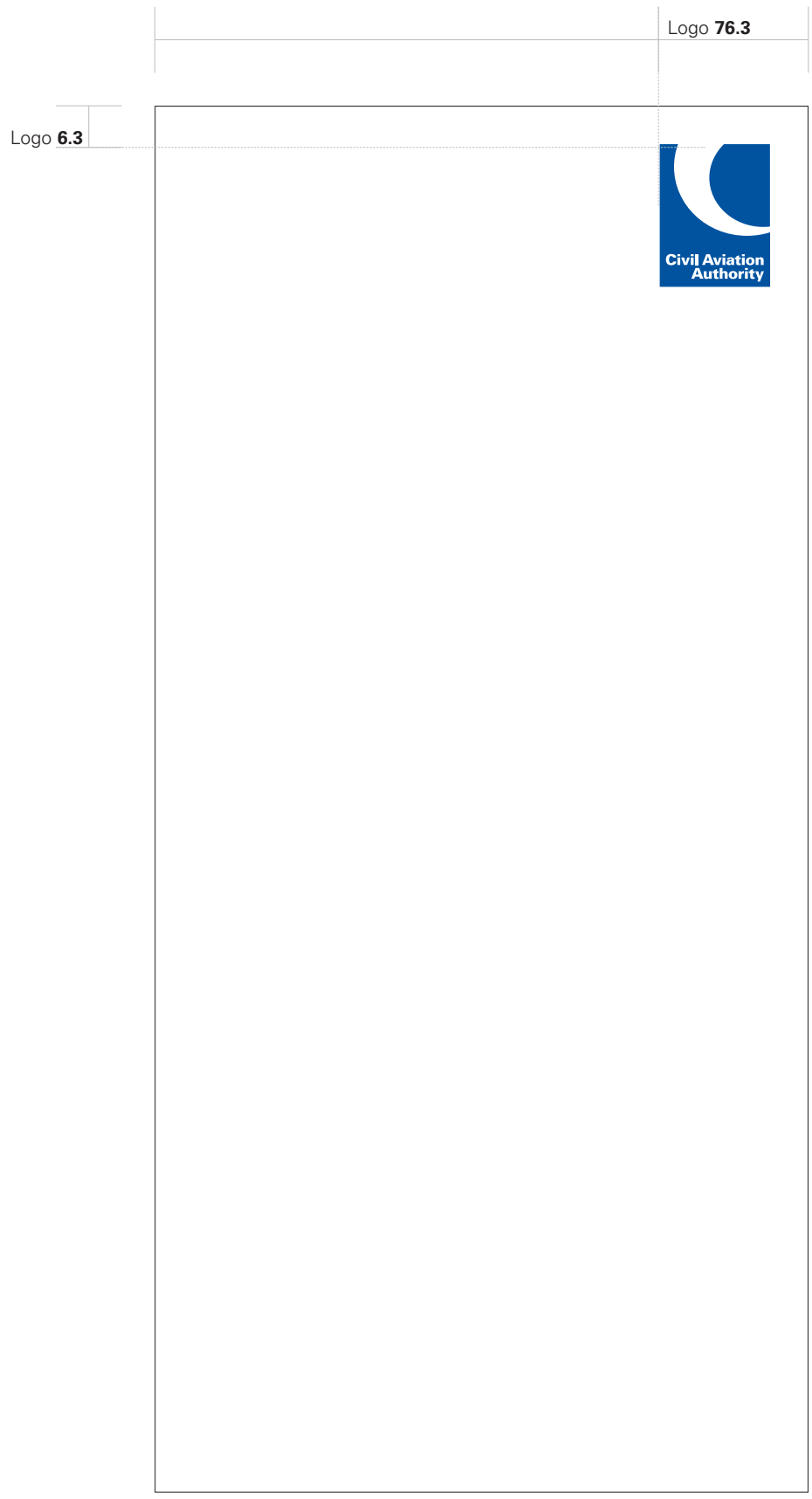
Format
⅓ A4 99 x 210mm

Logo
Reflex Blue

Application
The logo and logotype should be positioned exactly as shown.

The logo and logotype must always be reproduced from approved master artwork which is available on disc or as a black and white bromide print.

All measurements are in mm.



Typefaces
The primary corporate typeface is Univers, which provides versatility across a wide range of applications. The version of the typeface shown below is the Adobe cut and is the only version to be used for all printed material.

Univers 45
Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers 65
Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

3.1 Typography
Secondary typeface

Typefaces
The secondary typeface Arial is purely for electronic and internal use. It must never be used for any printed application.

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

4.1 Letterhead Standard

Format
A4 210 x 297mm

Logo
Reflex Blue

Logo type
Univers 75 Black

Group & Department
Typeface: Arial Bold for headings
Arial for sub-headings
Group type size: 11.5pt
Department type size: 12pt
Line spacing: 14pt
Letter spacing: 0
Colour: Black

Reference/confidentiality mark are optional
Switchboard phone number is optional and can replace direct phone details. Alternatively, where a general department number is preferred use 'Telephone'
Mobile phone numbers are optional

If you wish to handwrite the salutation increase the linespace between the salutation and the subject matter.
Letters may be used instead of numbers for paragraph numbering.

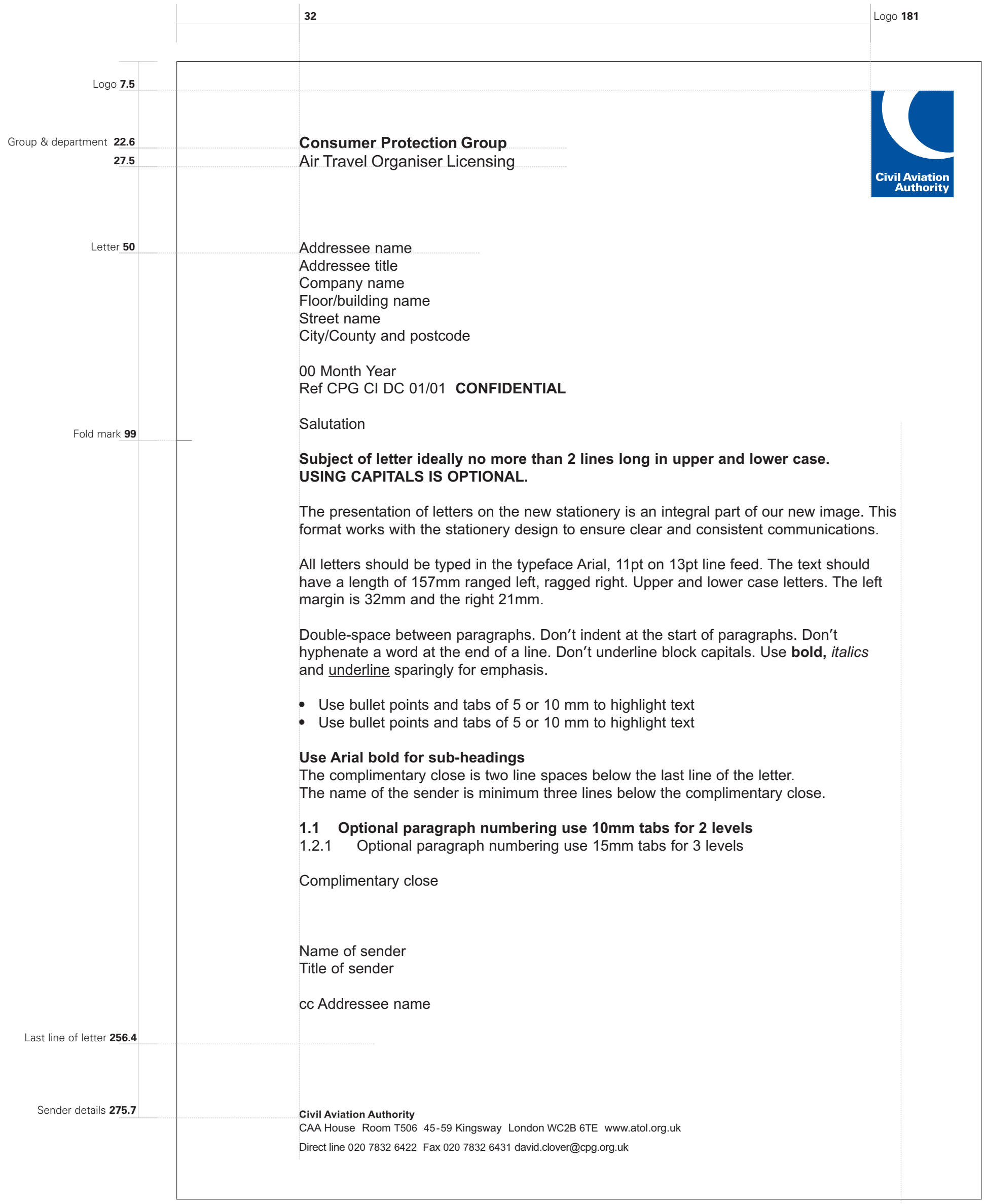
Sender details
Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 8pt
Line spacing: 12pt
Letter spacing: 0
Colour: Black

Figures and cap combinations:
Typesize: 7.5pt
Job Title typesize: 6.5pt

Overprinted type within Red keyline
All type overprints black.
This copy is editable. The rest of the document is locked and not editable

Fill the data columns from right to left as necessary, separating information into order: Direct line, Direct fax then e-mail.

Typeface: Arial Bold for headings
Arial Roman for sub-headings
Type size: 11pt
Line spacing: 13pt
Letter spacing: 0
Colour: Black



Civil Aviation Authority design guidelines 2001 © CDT Design

4.2 Letterhead
Continuation Sheet

Format
A4 210 x 297mm

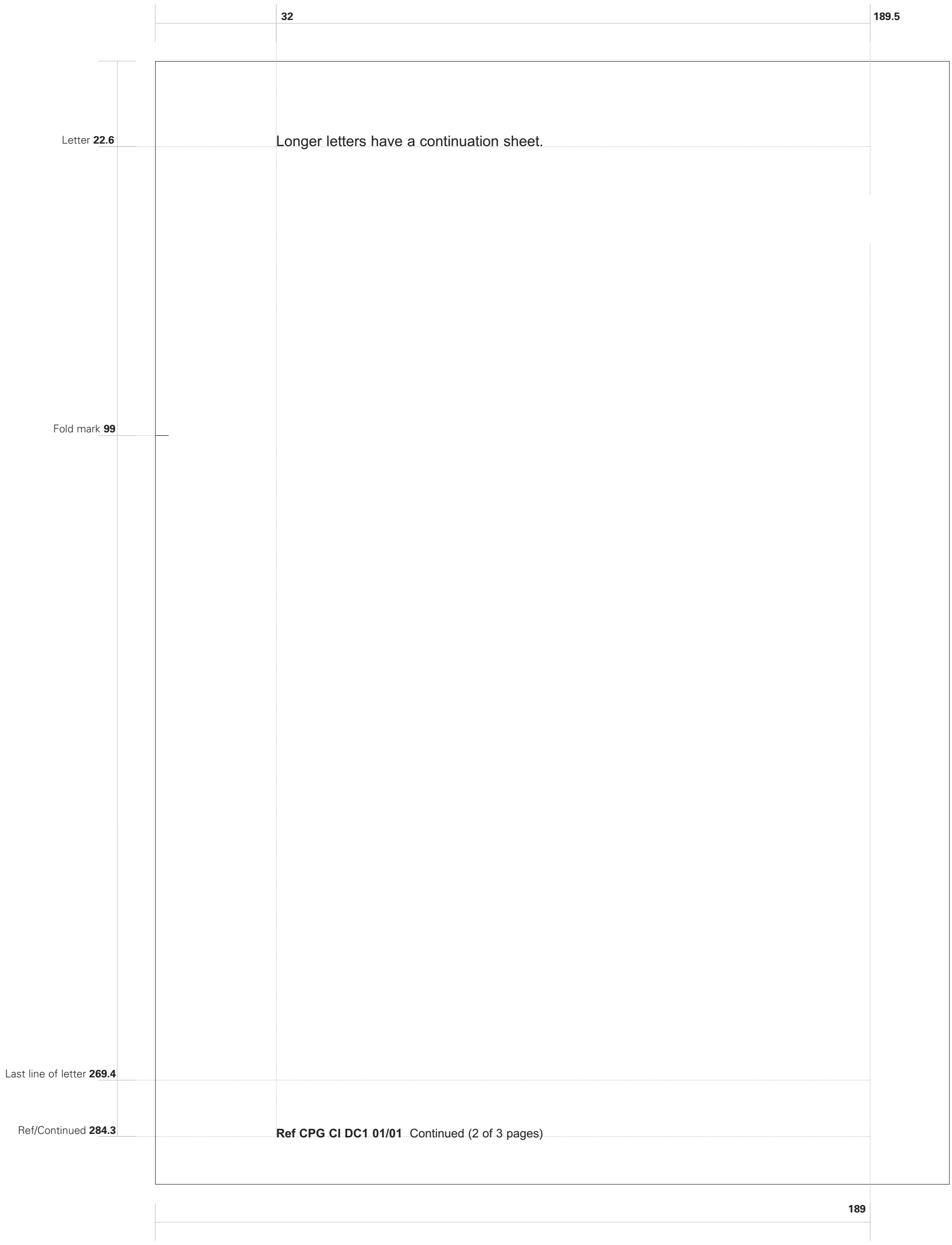
Letter
Typeface: Arial Bold for headings
Arial for sub-headings
Typesize: 11pt
Line spacing: 13pt
Alignment: Ranged left, ragged right

Ref/continued
Reference typeface: Arial Bold
Continued typeface: Arial
Typesize: 9pt
Line spacing: 12pt
Alignment: Ranged left, ragged right

NB Continued details should appear on all continuation sheets

Reference is optional

Overprinted type within Red keyline
All type overprints black
This copy is editable. The rest of the document is locked and not editable



4.3 Letterhead Standard with secondary logo

Format
A4 210 x 297mm

Logo
Reflex Blue

Logo type
Univers 75 Black

Secondary logo
No greater than 17.2mm in height or width. It is centred as shown horizontally under the Civil Aviation logo and centred vertically to the senders details.

Group & Department
Typeface: Arial Bold for headings
Arial for sub-headings
Group type size: 11.5pt
Department type size: 12pt
Line spacing: 14pt
Letter spacing: 0
Colour: Black

Reference/confidentiality mark are optional
Switchboard phone number is optional and can replace direct phone details. Alternatively, where a general department number is preferred use 'Telephone'
Mobile phone numbers are optional

If you wish to handwrite the salutation increase the linespace between the salutation and the subject matter. Letters may be used instead of numbers for paragraph numbering.

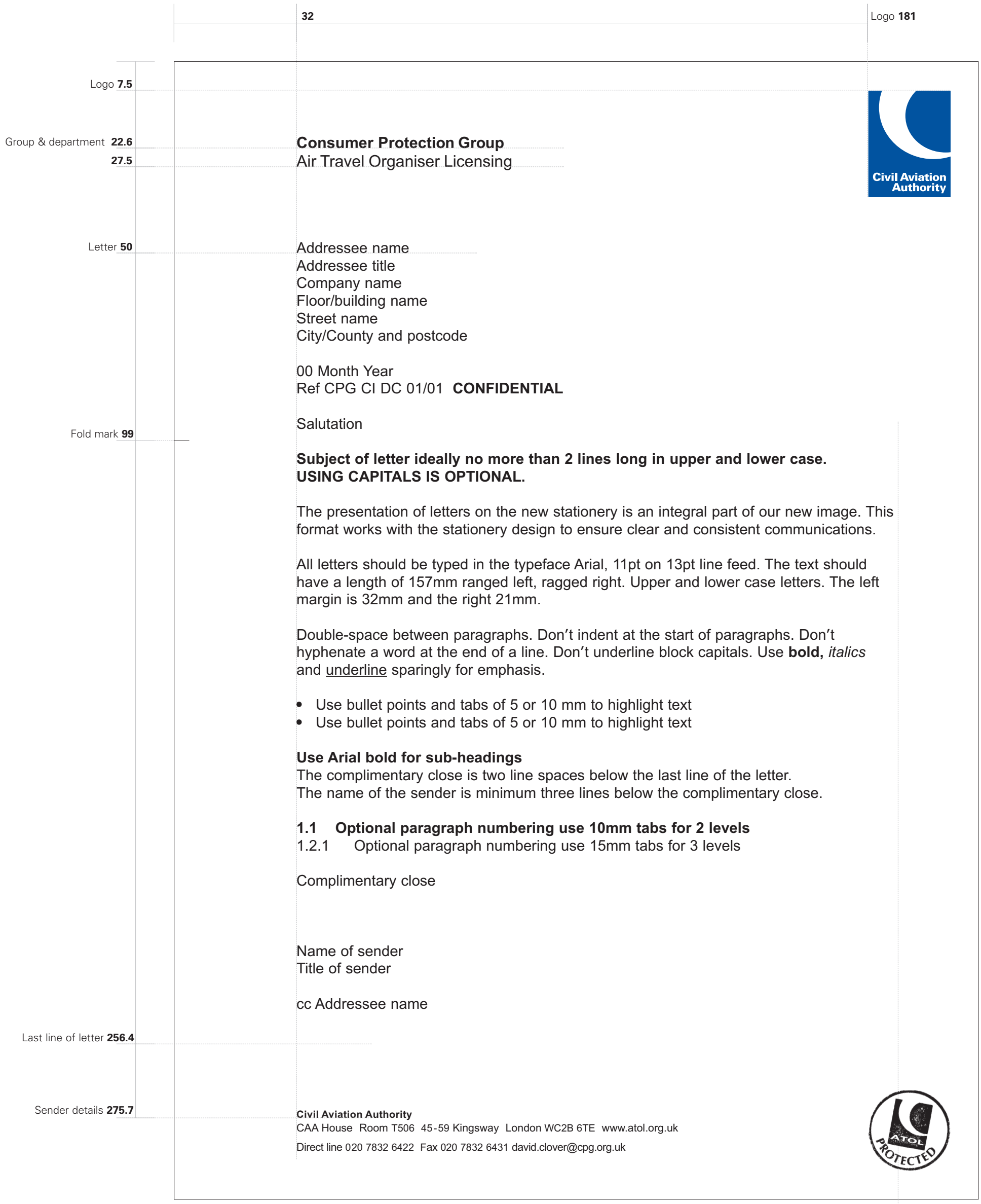
Sender details
Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 8pt
Line spacing: 12pt
Letter spacing: 0
Colour: Black

Figures and cap combinations:
Typesize: 7.5pt
Job Title typesize: 6.5pt

Overprinted type within Red keyline
All type overprints black.
This copy is editable. The rest of the document is locked and not editable

Fill the data columns from right to left as necessary, separating information into order: Direct line, Direct fax then e-mail.

Typeface: Arial Bold for headings
Arial Roman for sub-headings
Type size: 11pt
Line spacing: 13pt
Letter spacing: 0
Colour: Black



5.1 Compliment slip Personalised

Format
⅓ A4 210 x 99mm

Logo
Reflex Blue

Logo type
Univers 75 Black

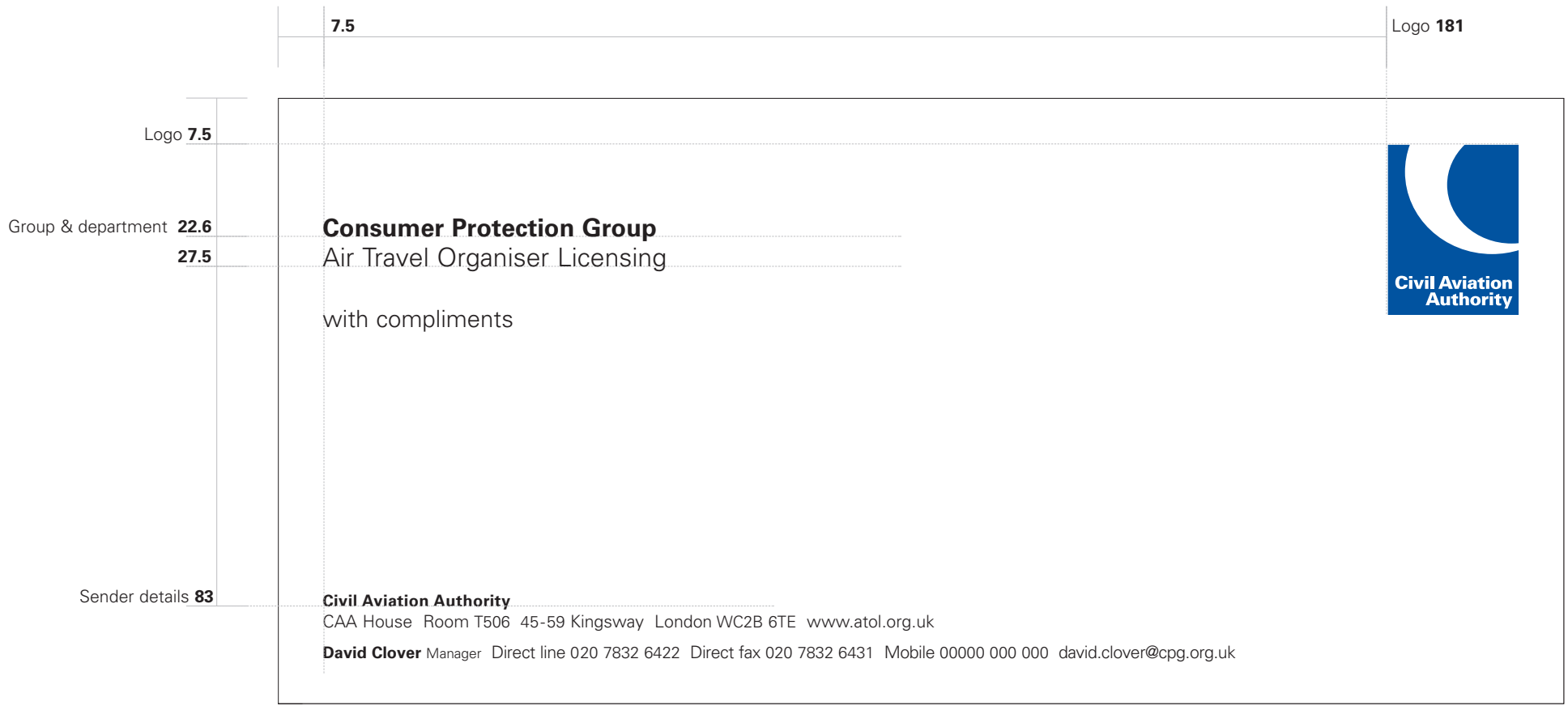
Group & Department
Typeface: Univers 65 Bold for headings
Univers 45 Light for sub-headings
Group type size: 11.5pt
Department type size: 12pt
Line spacing: 14pt
Letter spacing: 0
Colour: Black

If necessary the name on the compliment can be slightly enlarged.

Sender details
Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 8pt
Line spacing: 12pt
Letter spacing: 0
Colour: Black

Figures and cap combinations:
Typesize: 7.5pt
Job Title typesize: 6.5pt

Mobile and ISDN phone numbers are optional



5.2 Compliment slip Standard

Format
⅓ A4 210 x 99mm

Logo
Reflex Blue

Logo type
Univers 75 Black

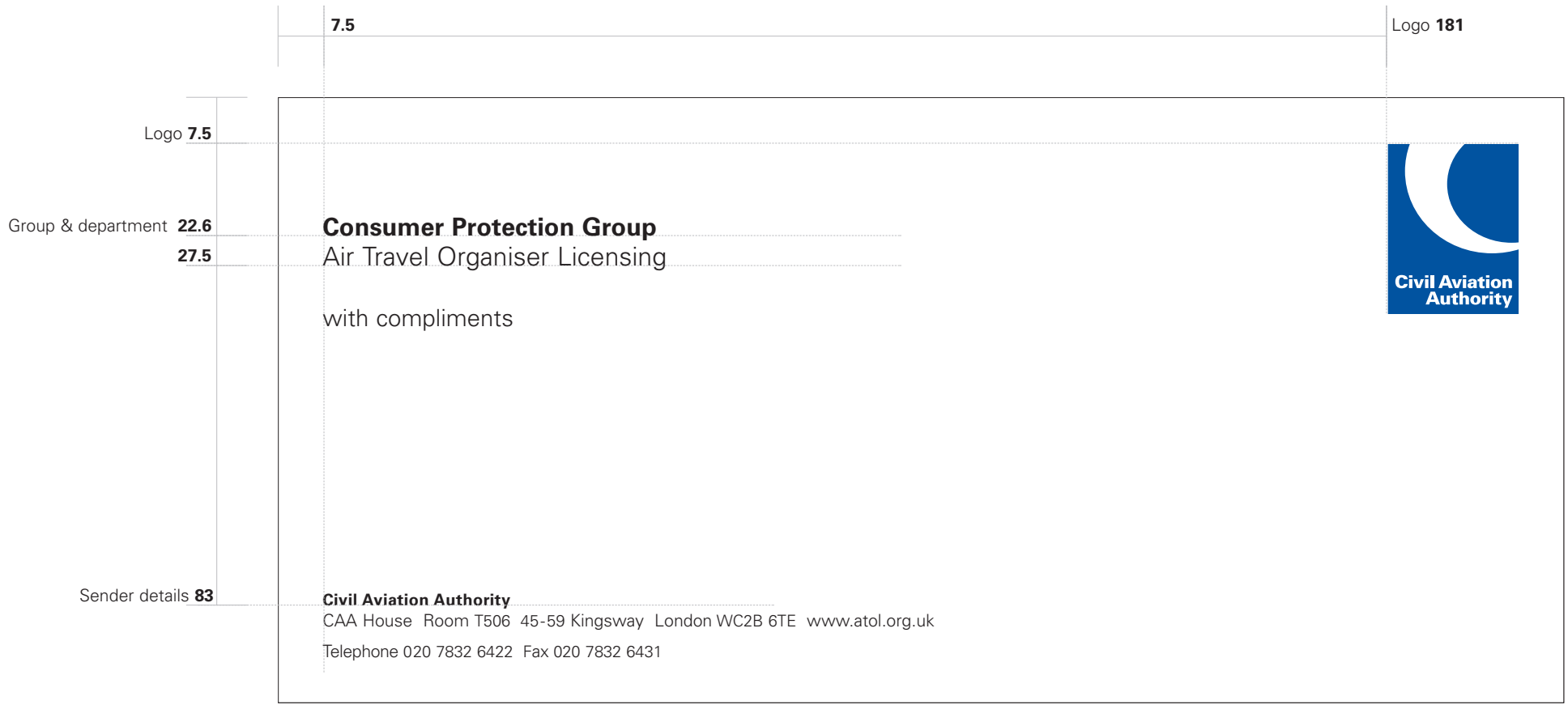
Group & Department
Typeface: Univers 65 Bold for headings
Univers 45 Light for sub-headings
Group type size: 11.5pt
Department type size: 12pt
Line spacing: 14pt
Letter spacing: 0
Colour: Black

Sender details
Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 8pt
Line spacing: 12pt
Letter spacing: 0
Colour: Black

Figures and cap combinations:
Typesize: 7.5pt
Job Title typesize: 6.5pt

Mobile and ISDN phone numbers are optional

Switchboard phone and fax numbers are optional and can replace direct phone details. Alternatively, where a general department number is preferred use 'Telephone'



6.1 Business Card Standard

Format
88 x 54mm

Logo
Reflex Blue

Logo type
Univers 75 Black

Sender name and surname
Typeface: Univers 65 Bold
Line spacing: 9pt
Letter spacing: 0
Colour: Black

Letters after name is optional
Letters after name typesize: 6pt
Typeface: Univers 65 Bold

Department typesize: 8pt
Job description typesize: 6.5pt
Typeface: Univers 45 Light

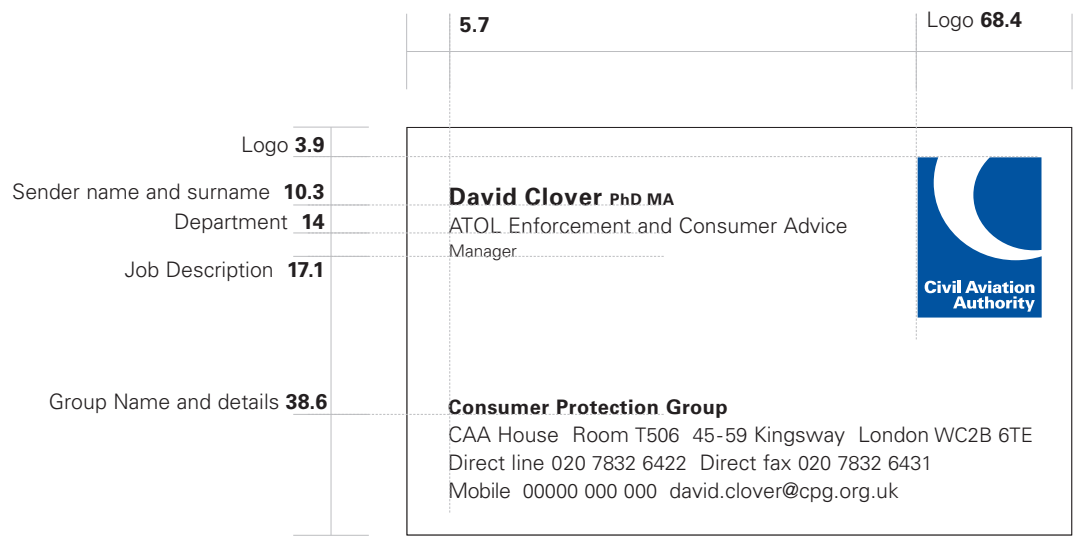
Group Name and details
Typeface: Univers 65 Bold for headings
Univers 45 Light for sub-headings
Type size: 8pt
Line spacing: 10.5pt
Letter spacing: 0
Colour: Black

Figures and cap combinations:
Typesize: 7.5pt

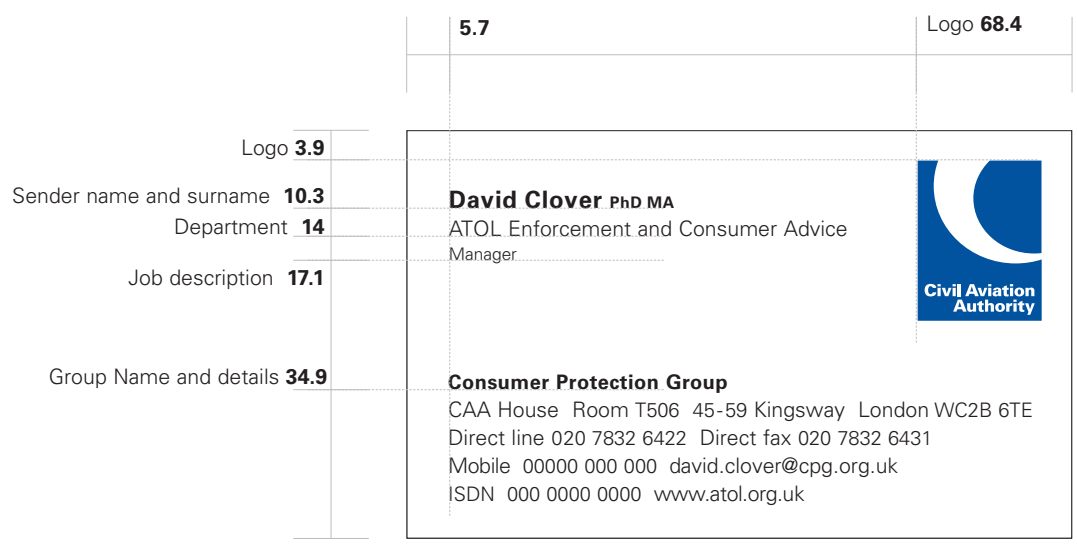
Department details optional

Mobile and ISDN phone numbers are optional

Switchboard phone and fax numbers are optional and can replace direct phone details. Alternatively, where a general department number is preferred use 'Telephone'



6.2 Business Card with full options



7.1 Fax Standard

Format
A4 210 x 297mm

Logo
Black

Logo type
Univers 75 Black

Group & Department
Typeface: Arial Bold for headings
Arial for sub-headings
Group type size: 11.5pt
Department type size: 12pt
Line spacing: 14pt
Letter spacing: 0
Colour: Black

Fax details
Typeface: Arial for fax details
Type size: 11pt
Line spacing: 25.5pt
Letter spacing: 0
Colour: Black
Rules: 0.283pt Offset: 1.2mm

Letters may be used instead of numbers for paragraph numbering.

Sender details
Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 8pt
Line spacing: 12pt
Letter spacing: 0
Colour: Black

Figures and cap combinations:
Typesize: 7.5pt
Job Title typesize: 6.5pt
Disclaimer typesize: 7pt
Line spacing: 9pt

Reference is optional

Overprinted type within Red keyline
All type overprints black.
This copy is editable. The rest of the document is locked and not editable

Fill the data columns from right to left as necessary, separating information into order: Direct line, Direct fax then e-mail.

Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 11pt
Line spacing: 13pt
Letter spacing: 0
Colour: Black

32 | Logo **181**

Logo **7.5**
Fax Title **23.7**
Group & department **30.3**
Fax details **50**
Fold mark **99**
Fax **102.7**
Last line of Fax **249.4**
Sender details **265.9**
Disclaimer **281.1**

Fax

Consumer Protection Group
Air Travel Organiser Licensing

Civil Aviation Authority

to	Addressee name	fax number	000 0000 0000
to	Addressee name		
cc	Addressee name	no. of pages (inc. this page)	0
cc	Addressee name		
from	Senders name	date	00 Month 2000

Ref CPG CI DC 01/01

Salutation

Subject of faxes ideally no more than 2 lines long in upper and lower case. USING CAPITALS IS OPTIONAL.

The presentation of faxes on the new stationery is an integral part of our new image. This format works with the stationery design to ensure clear and consistent communications.

All faxes should be typed in the typeface Arial, 11pt on 13pt line feed. The text should have a length of 157mm ranged left, ragged right. Upper and lower case. The left margin is 32mm and the right 21mm. Double-space between paragraphs. Don't indent at the start of paragraphs. Don't hyphenate a word at the end of a line. Don't underline block capitals. Use **bold,** *italics* and underline sparingly for emphasis.

- Use bullet points and tabs of 5 or 10 mm to highlight text

Use Arial bold for sub-headings
The complimentary close is minimum two line spaces below the last line of the letter. The name of the sender is three lines below the complimentary close.

1.1 Optional paragraph numbering use 10mm tabs for 2 levels
1.2.1 Optional paragraph numbering use 15mm tabs for 3 levels

Complimentary close

Name of sender
Title of sender

Civil Aviation Authority
CAA House Room T509 45-59 Kingsway London WC2B 6TE www.atol.org.uk

Telephone 020 7832 6422 Fax 020 7832 6431

This message is sent in confidence for the addressee only. The contents are not to be to be disclosed to anyone other than the addressee. Unauthorised recipients must preserve this confidentiality and should notify the sender immediately of any error in transmission on 020 7832 6422.

7.2 Fax Personalised

Format
A4 210 x 297mm

Logo
Black

Logo type
Univers 75 Black

Group & Department
Typeface: Arial Bold for headings
Arial for sub-headings
Group type size: 11.5pt
Department type size: 12pt
Line spacing: 14pt
Letter spacing: 0
Colour: Black

Fax details
Typeface: Arial for fax details
Type size: 11pt
Line spacing: 25.5pt
Letter spacing: 0
Colour: Black
Rules: 0.283pt Offset: 1.2mm

Letters may be used instead of numbers for paragraph numbering.

Sender details
Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 8pt
Line spacing: 12pt
Letter spacing: 0
Colour: Black

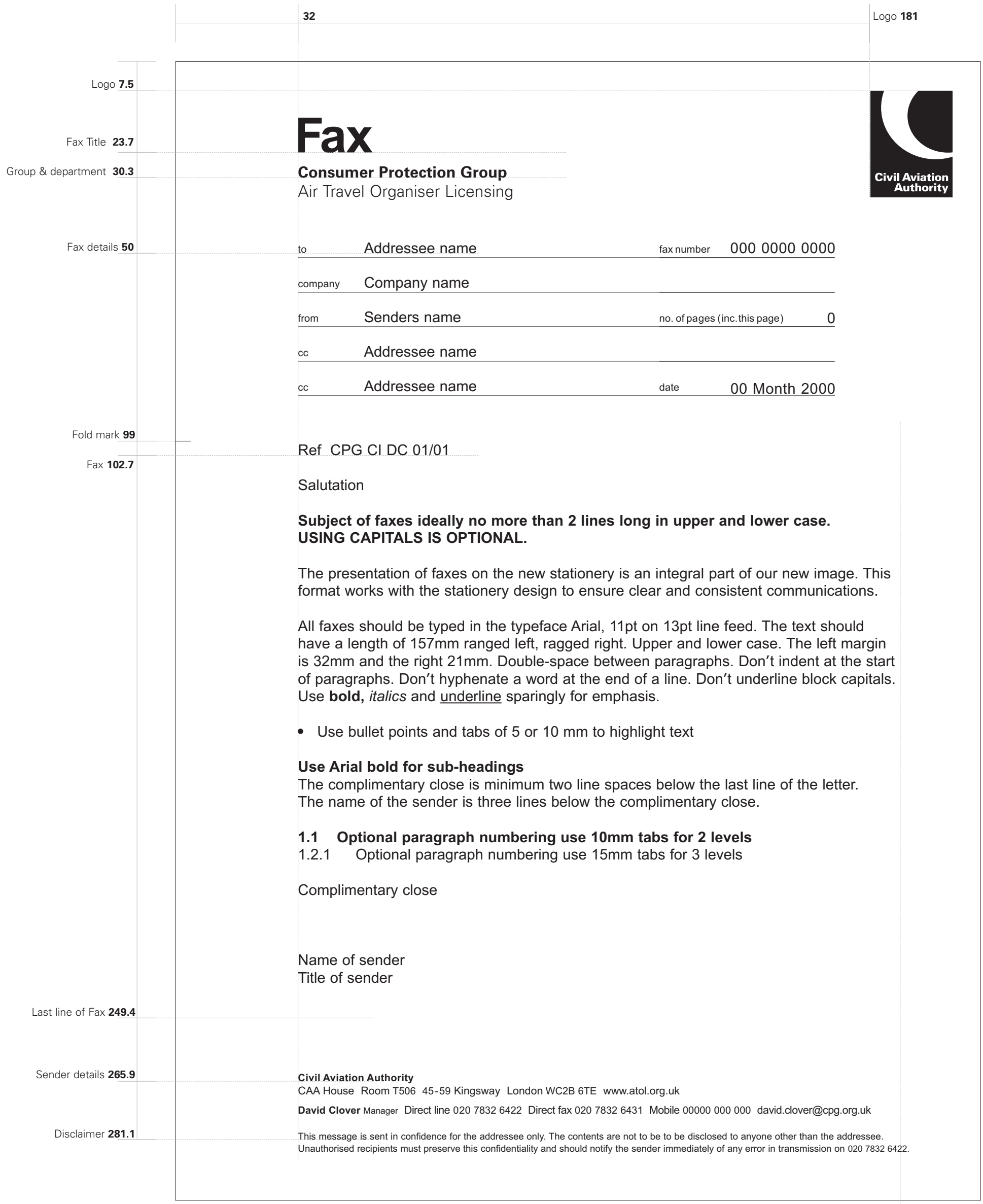
Figures and cap combinations:
Typesize: 7.5pt
Job Title typesize: 6.5pt

Disclaimer typesize: 7pt
Line spacing: 9pt
Mobile number is optional

Overprinted type within Red keyline
All type overprints black.
This copy is editable. The rest of the document is locked and not editable

Fill the data columns from right to left as necessary, separating information into order: Direct line, Direct fax then e-mail.

Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 11pt
Line spacing: 13pt
Letter spacing: 0
Colour: Black



7.3 Fax
Standard with secondary logo

Format
A4 210 x 297mm

Logo
Black

Logo type
Univers 75 Black

Secondary logo
No greater than 17.2mm in height or width. It is centred horizontally under the Civil Aviation logo and vertically to the x-height of the senders details.

Group & Department
Typeface: Arial Bold for headings
Arial for sub-headings
Group type size: 11.5pt
Department type size: 12pt
Line spacing: 14pt
Letter spacing: 0
Colour: Black

Fax details
Typeface: Arial for fax details
Type size: 11pt
Line spacing: 25.5pt
Letter spacing: 0
Colour: Black
Rules: 0.283pt Offset: 1.2mm

Letters may be used instead of numbers for paragraph numbering.

Sender details
Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 8pt
Line spacing: 12pt
Letter spacing: 0
Colour: Black

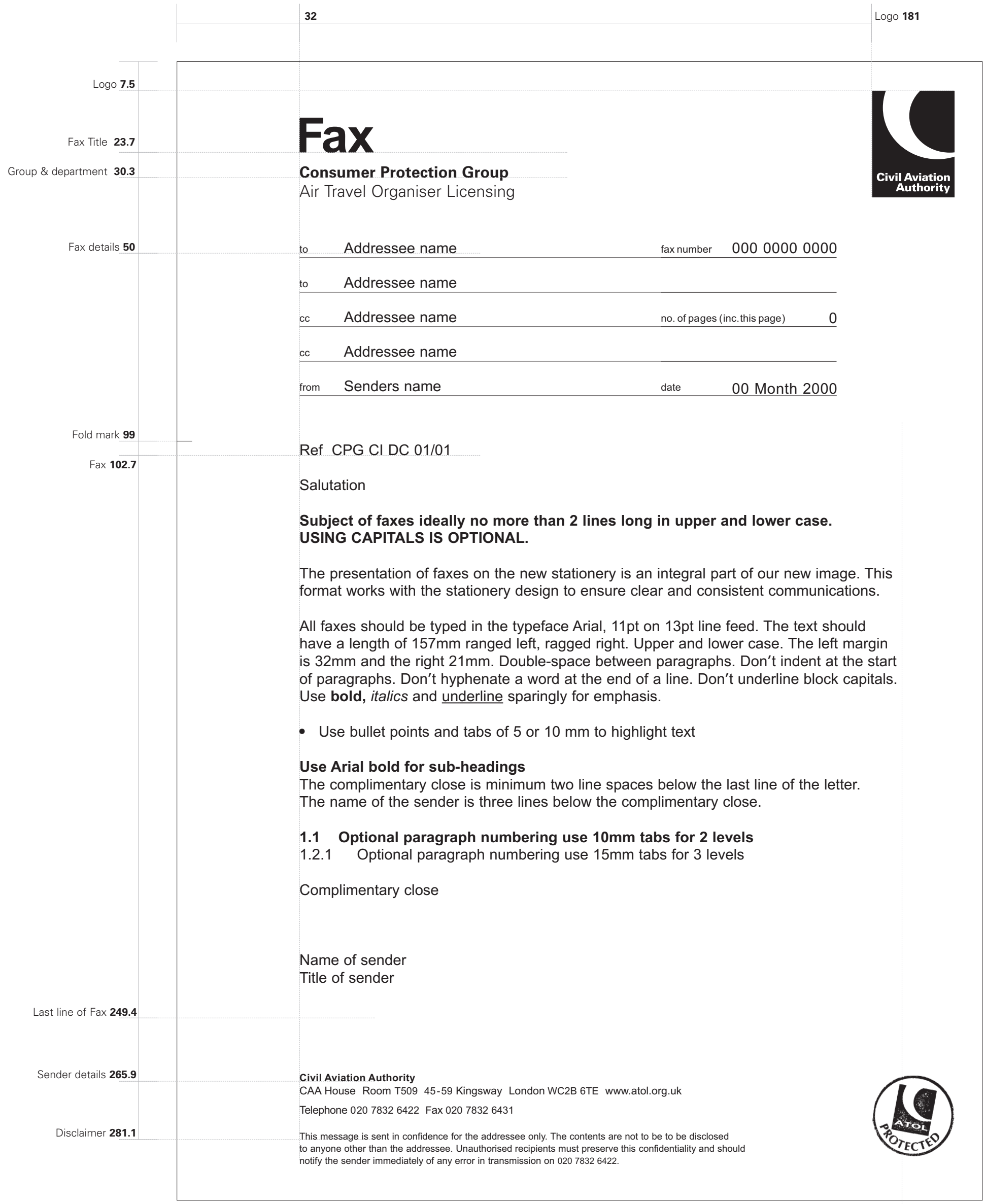
Figures and cap combinations:
Typesize: 7.5pt
Job Title typesize: 6.5pt
Disclaimer typesize: 7pt
Line spacing: 9pt

Reference is optional

Overprinted type within Red keyline
All type overprints black.
This copy is editable. The rest of the document is locked and not editable

Fill the data columns from right to left as necessary, separating information into order: Direct line, Direct fax then e-mail.

Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 11pt
Line spacing: 13pt
Letter spacing: 0
Colour: Black



Civil Aviation Authority design guidelines 2001 © CDT Design

7.4 Fax
Continuation Sheet

Format
A4 210 x 297mm

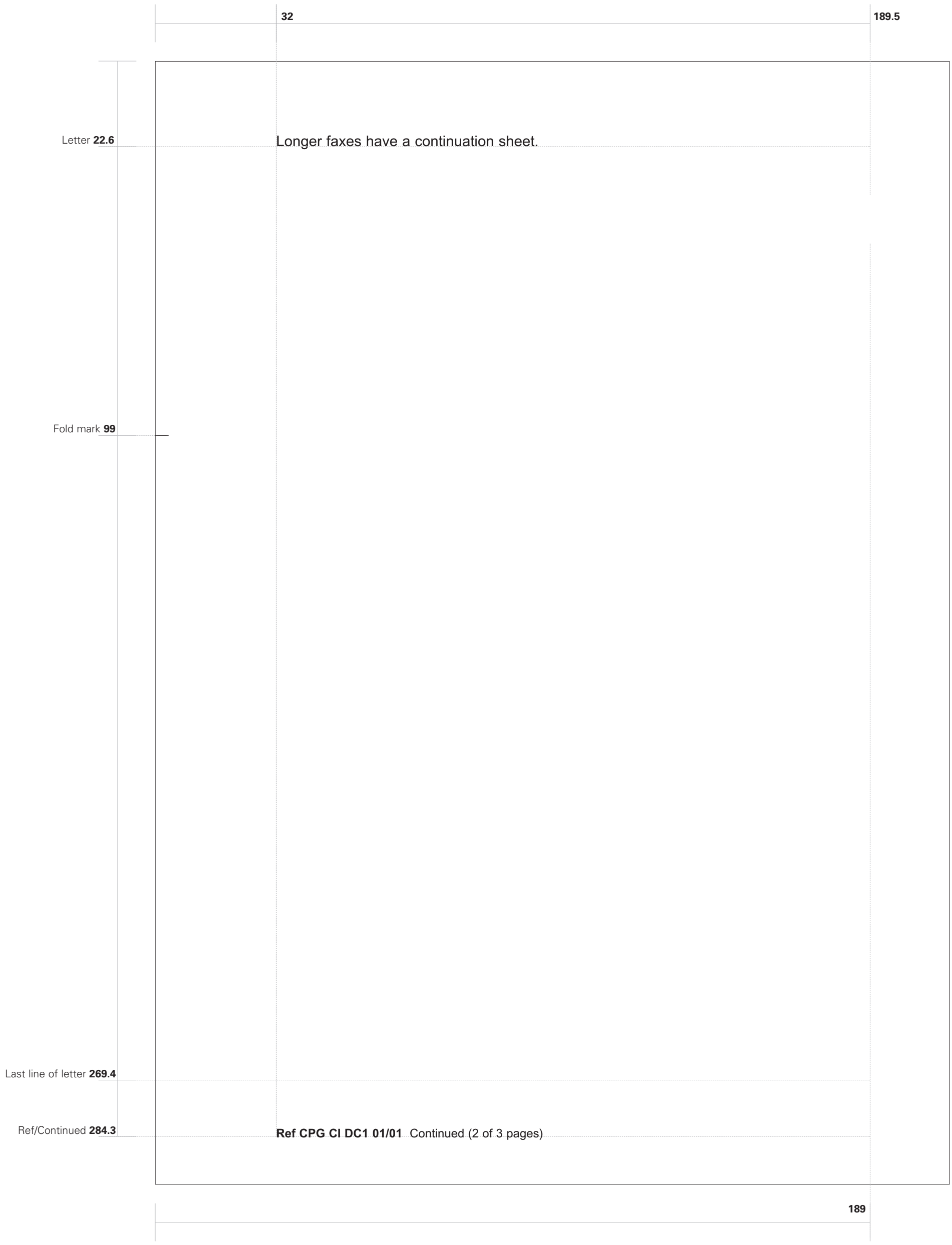
Letter
Typeface: Arial Bold for headings
Arial for sub-headings
Typesize: 11pt
Line spacing: 13pt
Alignment: Ranged left, ragged right

Ref/continued
Reference typeface: Arial Bold
Continued typeface: Arial
Typesize: 9pt
Line spacing: 12pt
Alignment: Ranged left, ragged right

NB Continued details should appear on all continuation sheets

Reference is optional

Overprinted type within Red keyline
All type overprints black
This copy is editable. The rest of the document is locked and not editable



8.1 Memo

Format
A4 210 x 297mm

Logo
Black

Logo type
Univers 75 Black

Group & Department
Typeface: Arial Bold for headings
Arial for sub-headings
Group type size: 11.5pt
Department type size: 12pt
Line spacing: 14pt
Letter spacing: 0
Colour: Black

Memo details
Typeface: Arial for fax details
Type size: 11pt
Line spacing: 25.5pt
Letter spacing: 0
Colour: Black
Rules: 0.283pt Offset: 1.2mm

Personal details
Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 8pt
Line spacing: 12pt
Letter spacing: 0
Colour: Black

Figures and cap combinations:
Typesize: 7.5pt
Job Title typesize: 6.5pt
Disclaimer typesize: 6.5pt
Line spacing: 9pt

Cc's can be positioned right of the addressee names. Position tabs 10mm greater than the longest name.

Letters may be used instead of numbers for paragraph numbering.

Overprinted type within Red keyline
All type overprints black.
This copy is editable. The rest of the document is locked and not editable

Fill the data columns from right to left as necessary, separating information into order: Direct line, Direct fax then e-mail.

Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 11pt
Line spacing: 13pt
Letter spacing: 0
Colour: Black

32

Logo **181**

Logo **7.5**

Memo Title **23.7**

Group & department **30.3**

Memo **50**

Fold mark **99**

Last line of memo **251.9**

Sender details **275.7**

Memo

Consumer Protection Group
Air Travel Organiser Licensing

Civil Aviation Authority

to Addressee name
Addressee name
Addressee name
Addressee name
Addressee name
Addressee name

00 Month Year
Ref CPG CI DC 01/01

Subject of memo ideally no more than 2 lines long in upper and lower case. USING CAPITALS IS OPTIONAL.

The presentation of memos on the new stationery is an integral part of our new image. This format works with the stationery design to ensure clear and consistent communications.

All memos should be typed in the typeface Arial, 11pt on 13pt line feed. The text should have a length of 157mm ranged left, ragged right. Upper and lower case. The left margin is 32mm and the right 21mm.

Double-space between paragraphs. Don't indent at the start of paragraphs. Don't hyphenate a word at the end of a line. Don't underline block capitals. Use **bold,** *italics* and underline sparingly for emphasis.

- Use bullet points and tabs of 5 or 10 mm to highlight text

Use Arial bold for sub-headings
The complimentary close is minimum two line spaces below the last line of the letter. The name of the sender is four lines below the end of the memo.

1.1 Optional paragraph numbering use 10mm tabs for 2 levels
1.2 Optional paragraph numbering use 10mm tabs for 2 levels

1.1 Optional paragraph numbering use 15mm tabs for 3 levels
1.1.1 Optional paragraph numbering use 15mm tabs for 3 levels

Name of sender
Title of sender

cc Addressee name

Civil Aviation Authority
CAA House Room T506
Direct line 020 7832 6422

189

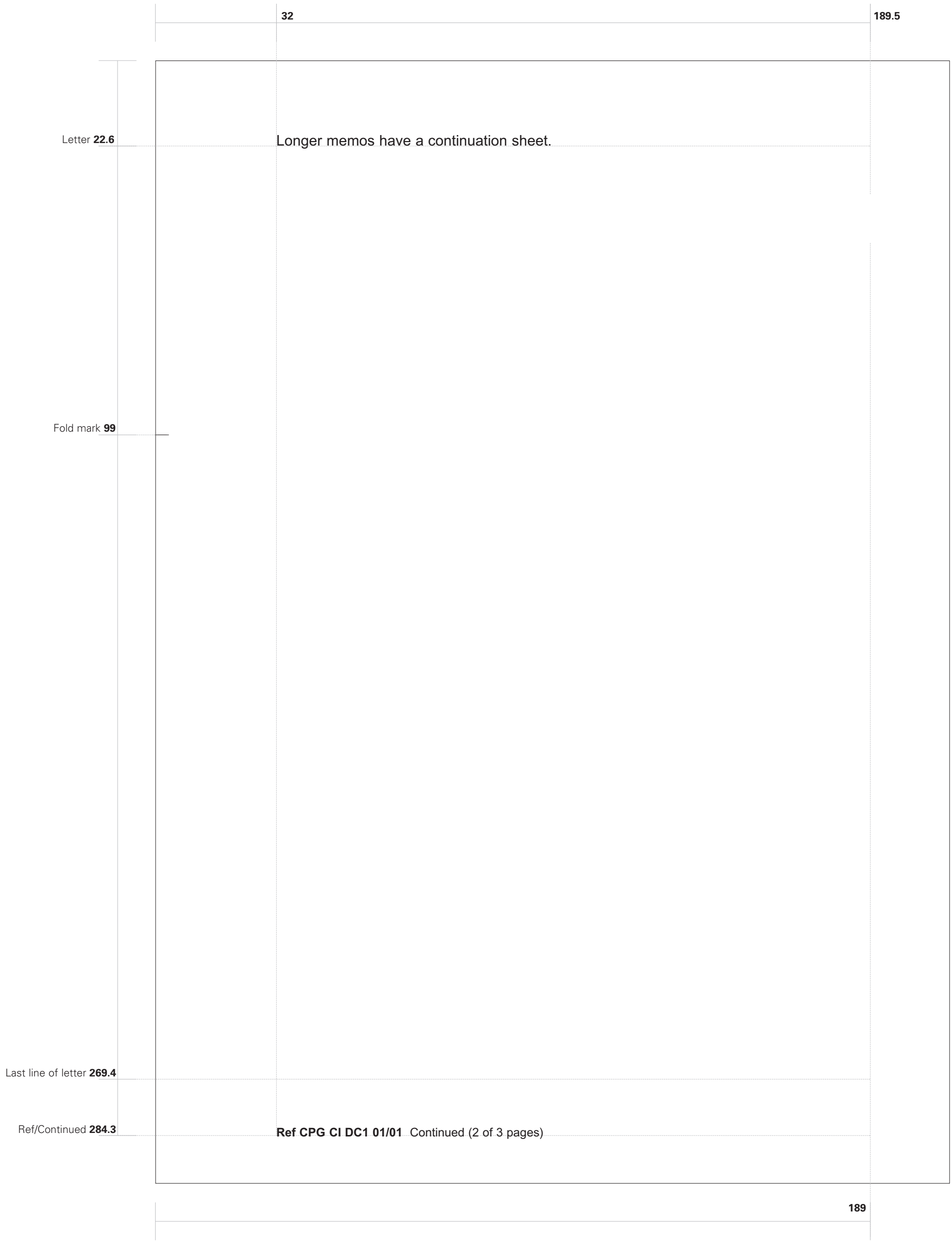
8.2 Memo
Continuation Sheet

Format
A4 210 x 297mm

Letter
Typeface: Arial Bold for headings
Arial for sub-headings
Typesize: 11pt
Line spacing: 13pt
Alignment: Ranged left, ragged right

Reference
Reference typeface: Arial Bold
Continued typeface: Arial
Typesize: 9pt
Line spacing: 12pt
Alignment: Ranged left, ragged right

Overprinted type within Red keyline
All type overprints black
This copy is editable. The rest of the document is locked and not editable



8.3 Memo with secondary logo

Format
A4 210 x 297mm

Logo
Black

Logo type
Univers 75 Black

Secondary logo
No greater than 17.2mm in height or width. It is centred as shown horizontally under the Civil Aviation logo and centred vertically to the senders details.

Group & Department
Typeface: Arial Bold for headings
Arial for sub-headings
Group type size: 11.5pt
Department type size: 12pt
Line spacing: 14pt
Letter spacing: 0
Colour: Black

Letters may be used instead of numbers for paragraph numbering

Memo details
Typeface: Arial for fax details
Type size: 11pt
Line spacing: 25.5pt
Letter spacing: 0
Colour: Black

Rules: 0.283pt Offset: 1.2mm

Personal details
Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 8pt
Line spacing: 12pt
Letter spacing: 0
Colour: Black

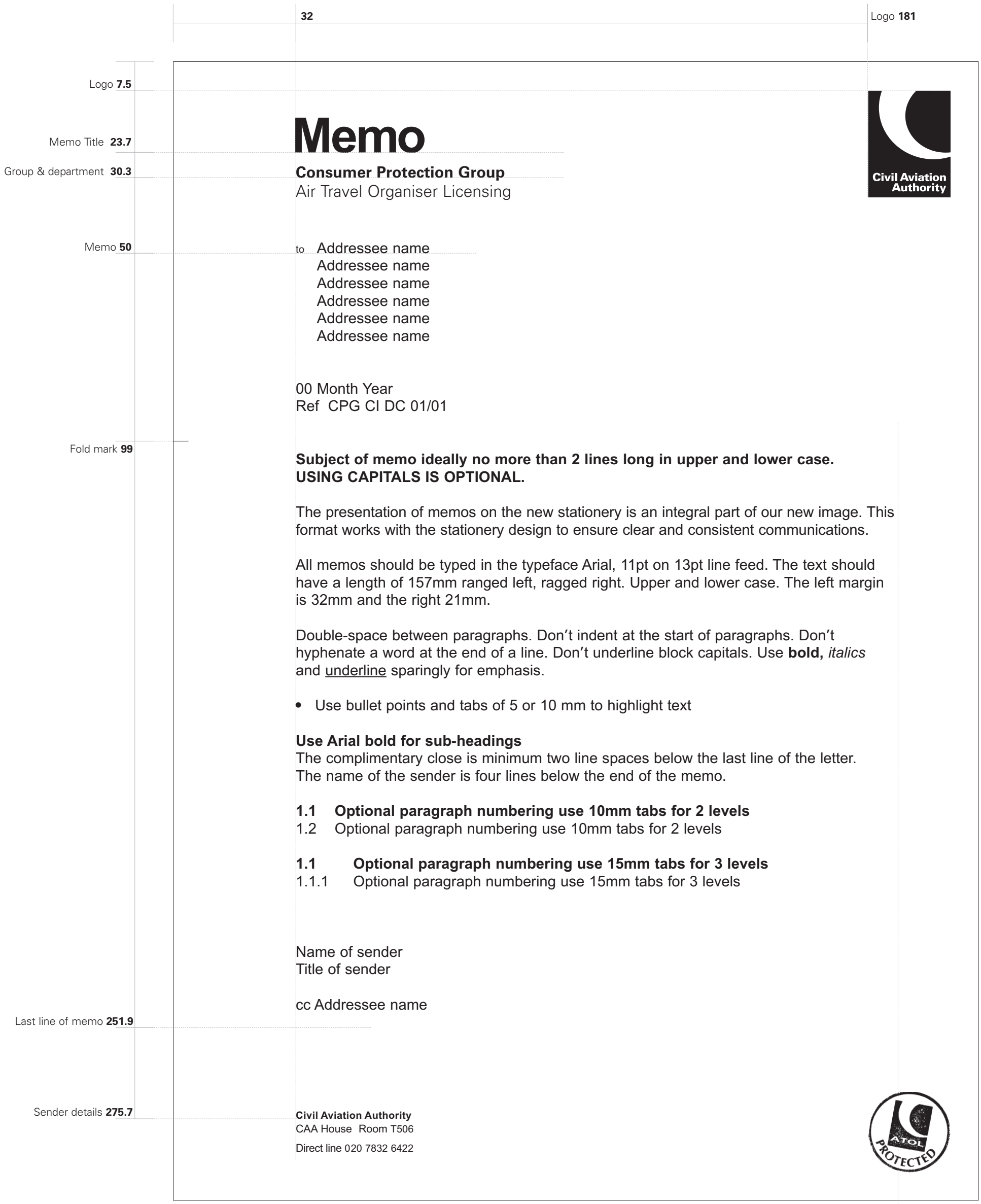
Figures and cap combinations:
Typesize: 7.5pt
Job Title typesize: 6.5pt
Disclaimer typesize: 6.5pt
Line spacing: 9pt
Cc's can be positioned right of the addressee names. Position tabs 10mm greater than the longest name.

Letters may be used instead of numbers for paragraph numbering.

Overprinted type within Red keyline
All type overprints black.
This copy is editable. The rest of the document is locked and not editable

Fill the data columns from right to left as necessary, separating information into order: Direct line, Direct fax then e-mail.

Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 11pt
Line spacing: 13pt
Letter spacing: 0
Colour: Black



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9.1 News release

Format
A4 210 x 297mm

Logo
Black

News release title
Typeface: Arial Bold
Type size: 36pt
Letter spacing: 0
Colour: Black

Continued typesize: 9pt

Letters may be used instead of numbers for paragraph numbering.

Sender details
Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 8pt
Line spacing: 12pt
Letter spacing: 0
Colour: Black

Figures and cap combinations:
Typesize: 7.5pt
Job Title typesize: 6.5pt

Overprinted type within Red keyline
All type overprints black.
This copy is editable. The rest of the document is locked and not editable

Fill the data columns from right to left as necessary, separating information into order: Direct line, Direct fax then e-mail.

Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 11pt
Line spacing: 13pt
Letter spacing: 0
Colour: Black

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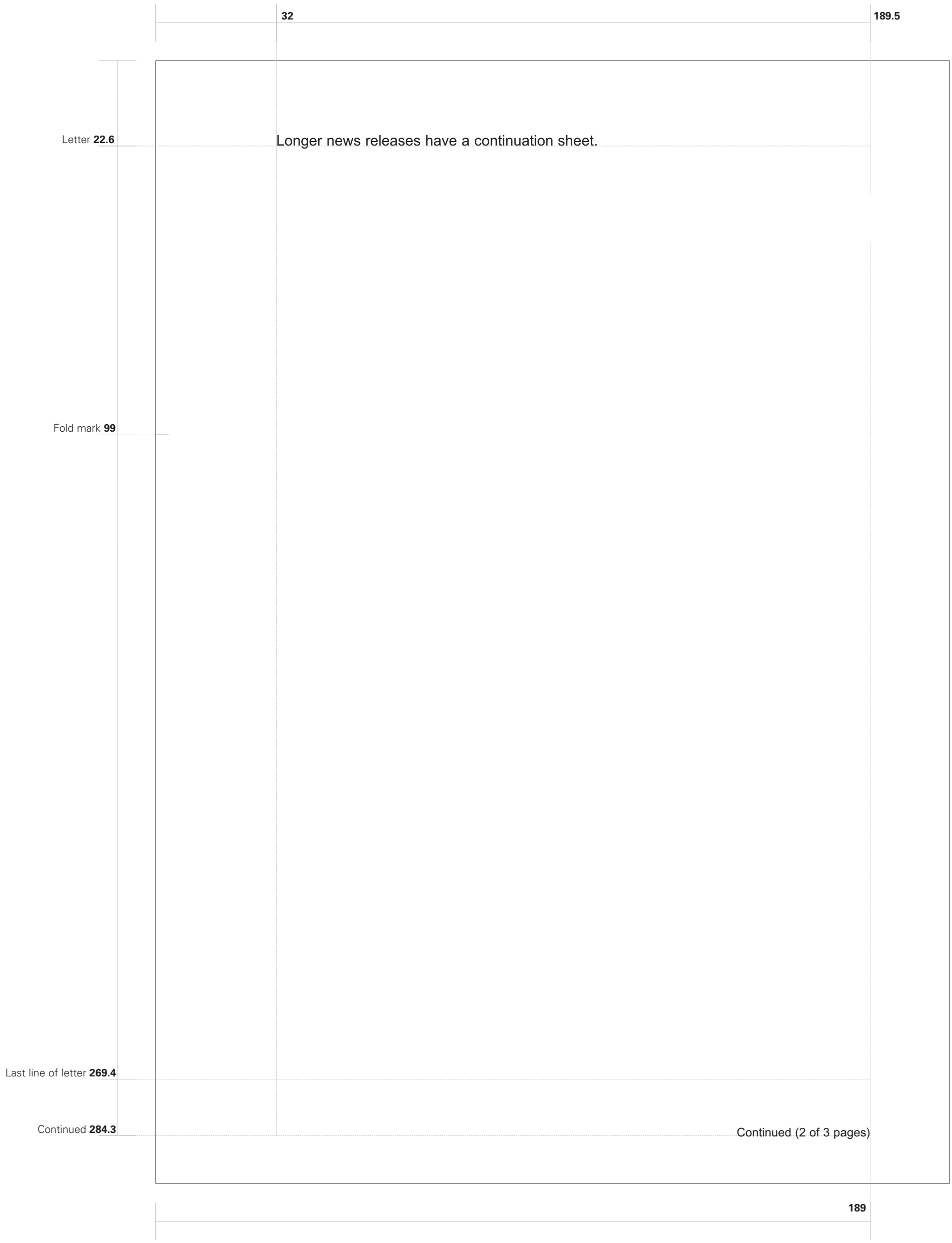
9.2 News release
Continuation Sheet

Format
A4 210 x 297mm

Letter
Typeface: Arial Bold for headings
Arial for sub-headings
Typesize: 11pt
Line spacing: 13pt
Alignment: Ranged left, ragged right

Continued
Continued typeface: Arial
Typesize: 9pt
Line spacing: 12pt
Alignment: Ranged left, ragged right

Overprinted type within Red keyline
All type overprints black
This copy is editable. The rest of the document is locked and not editable



9.3 News release with secondary logo

Format
A4 210 x 297mm

Logo
Black

Secondary logo
No greater than 17.2mm in height or width. It is centred as shown horizontally under the Civil Aviation logo and centred vertically to the senders details.

News release title
Typeface: Arial Bold
Type size: 36pt
Letter spacing: 0
Colour: Black

Continued typesize: 9pt

Letters may be used instead of numbers for paragraph numbering.

Sender details
Typeface: Arial Bold for headings
Arial for sub-headings
Type size: 8pt
Line spacing: 12pt
Letter spacing: 0
Colour: Black

Figures and cap combinations:
Typesize: 7.5pt
Job Title typesize: 6.5pt

Overprinted type within Red keyline
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Fill the data columns from right to left as necessary, separating information into order: Direct line, Direct fax then e-mail.

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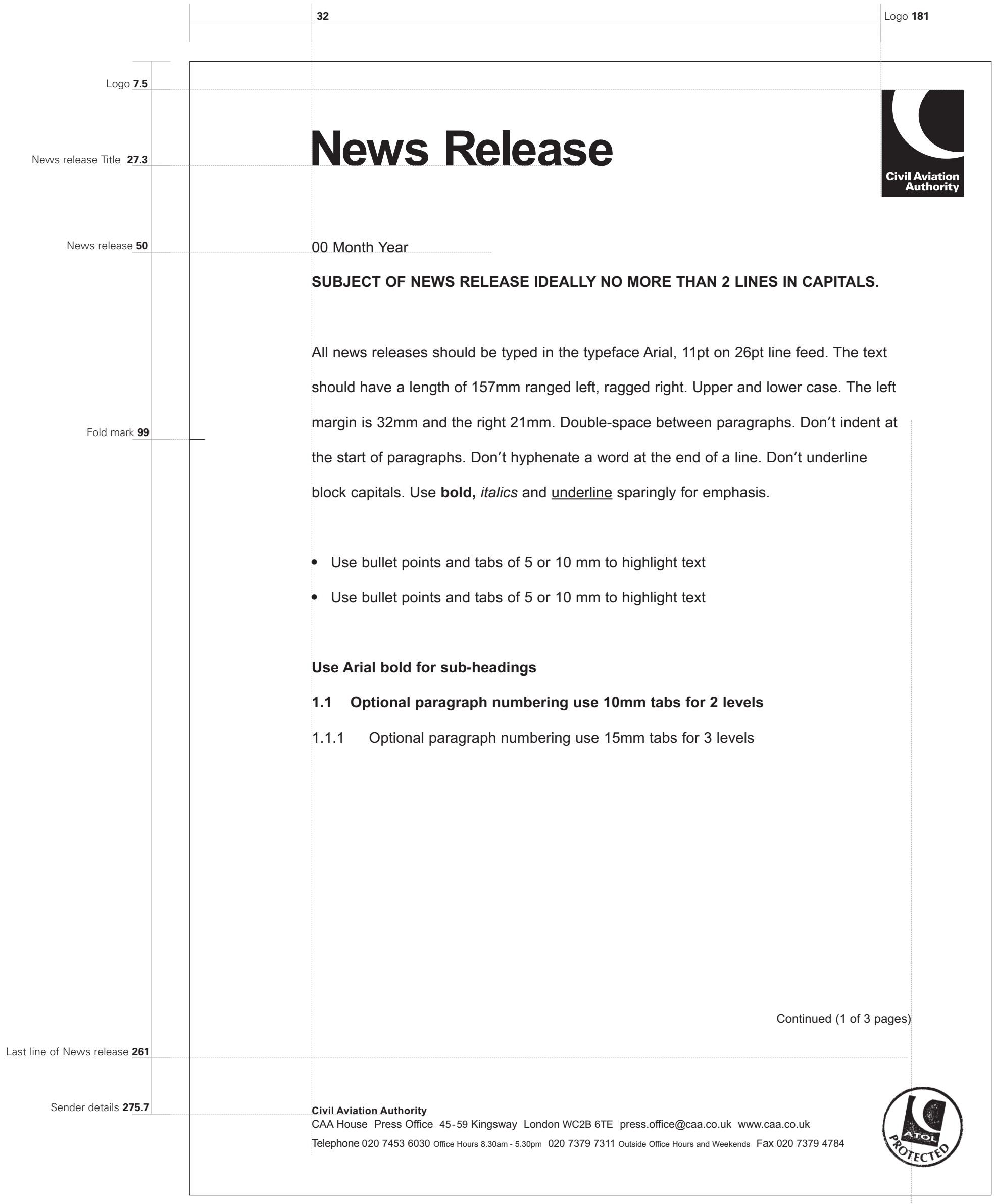
Arial for sub-headings
Type size: 11pt
Line spacing: 13pt
Letter spacing: 0
Colour: Black



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