



**WE ARE AIR METHODS** Brand Standards & Guidelines

# WELCOME TO AIR METHODS BRAND STANDARDS & GUIDELINES



Language. Images. Tone. Experience. These influencers and factors, when combined, guide and create a story that helps determine how people think and feel about Air Methods. This is the brand. When properly defined, communicated and ultimately experienced, it helps unify us, differentiate us from our competitors and empower us to deliver on its promise: giving more tomorrows. This further reinforces our commitment to quality patient care, safety in aviation operations, ingenuity and leadership within the industry and among our customers.

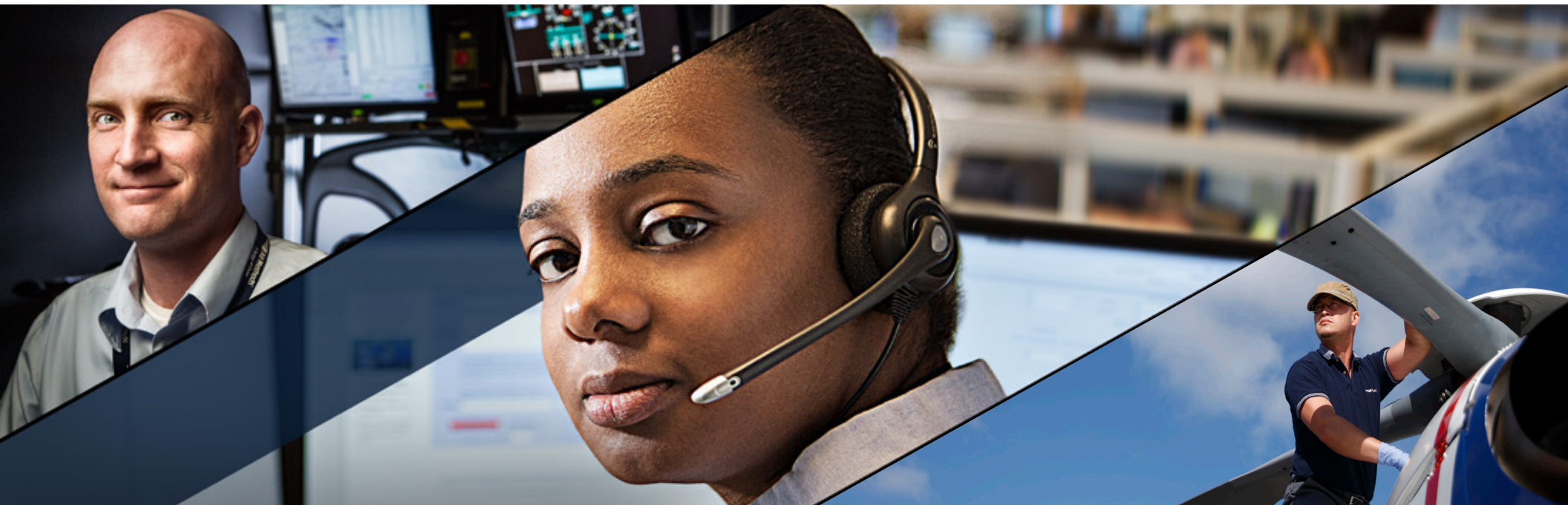
It's about who we are, where we're going and how we're going to get there. A guide to ensure that all of us are reinforcing our brand by communicating the right messages and consistently representing our product names and marks.

## IN THE FOLLOWING GUIDE YOU'LL FIND:

- What is a brand, how do we define it and why is it important?
- Our mantra and DNA, as well as our position and promise
- Appropriate tone, voice and language
- Logo standards along with colors, typography and photography guidelines

Please note that this document is primarily for internal use to inform the way we can portray and talk about our brand. As far as external partners are concerned, feel free to share when you feel it necessary to ensure that everything aligns with our brand voice, look and feel.

# WHAT MAKES UP A BRAND?



**BRAND POSITIONING • TAGLINE • DNA • PROMISE AND TONE**

# BRAND POSITIONING & TAGLINE



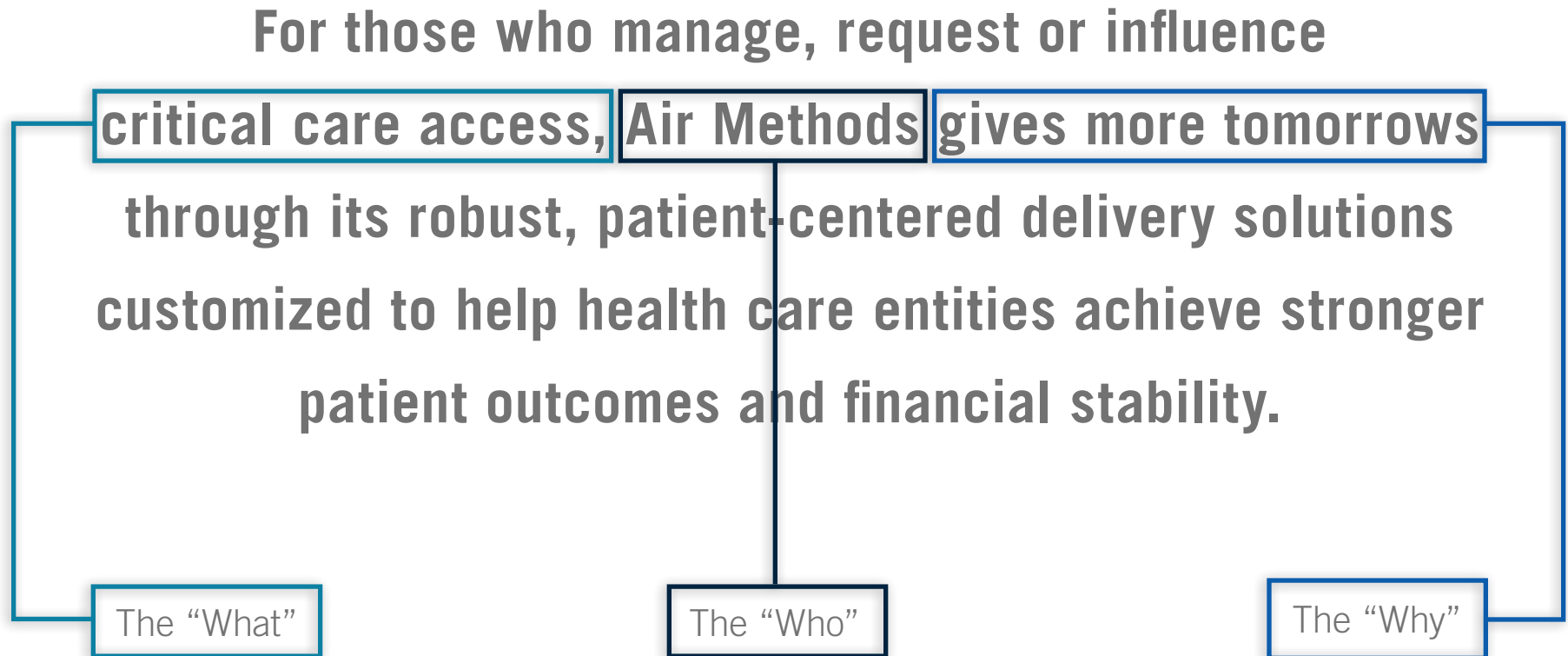
Taglines are primarily used in the creative implementations like print ads or outward-facing executions. A positioning statement is typically used in internal circumstances to explain the philosophy methodology behind AMC's brand but wouldn't necessarily appear in print or on the website.

## WHAT IS A POSITIONING STATEMENT?

Sometimes referred to as the brand strategy, a positioning statement is a succinct description of the core target audience to whom a brand is directed, and how we want that audience to view us. It brings focus and clarity to the development of a marketing strategy and tactics.

## AIR METHODS POSITIONING STATEMENT

For those who manage, request or influence critical care access, Air Methods gives more tomorrows through our robust, patient-centered delivery solutions. All customized to help our partners (customers) achieve stronger patient outcomes and financial stability. It's what we call "patient critical care logistics."



**In a nutshell, we are the experts in “Patient Critical Care Logistics.”**



# BRAND DNA



**We are the stewards of the brand. Keepers of the flame.** It takes each and every one of us to make sure that our message stays on point, and our look unified. Because only then will we be able to achieve our goal. To do that we've set the following standards to help make it all possible. But before that happens, we have to know what we believe, what our values are. Something we call our DNA.

# OUR BRAND DNA



## WHAT WE DO

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To give more tomorrows by extending the reach of critical care access to anyone, anywhere, across the nation. We accomplish this through the vast experience and ingenuity of our people to create comprehensive solutions supported by our innovation, adaptability and financial stability.

## WHERE WE'RE HEADED

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To be the dominant global expert of comprehensive, vertically-integrated, critical-care-access solutions supporting patient logistics—the movement of patients and their medical analytics.

## SAFE RETURN

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Though we celebrate each opportunity to extend and enhance a patient's life, our greatest celebration is the daily, safe return of each member of our team to their loved ones—this is our highest priority. At times, this may require the courage to stop or not accept a mission due to factors in the moment that exceed what we believe, and have been taught, are unacceptable risks for our team.

## PATIENT CHAMPION

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We skillfully and passionately serve those who have unexpectedly found themselves threatened by life's unforeseen situations. We devote ourselves—safely and prudently—to ensuring patients get our full expertise, resources and focus to preserve and enhance their lives until they are delivered to definitive care. This is at the heart of what we do.

# OUR BRAND DNA

## (CONTINUED)



### FISCAL BALANCE

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With our passion and commitment to “giving more tomorrows,” comes a balance of ensuring we have the financial wherewithal to do it. Platitudes of greatness and aspiration are empty without the stable, unrelenting focus of the financial integrity of our efforts. This balance is evident in our current success and essential for our future growth.

### ACCOUNTABLE TO EACH OTHER

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We believe our greatest accomplishments are not only in the things we do as a company, but also importantly in the day-to-day decisions we make to do the right thing, to make a difference, to be the strongest link in the performance of our individual duties. We depend on each other to do our best—to have each other’s back—to ensure we are safe, impactful and successful. This is more important than hierarchy, status or personal agenda.

### ONE MISSION, ONE TEAM

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As team members, we celebrate each other’s strengths, abilities and contributions because in total, united, we are better together. We have chosen each other because of our mutual skills of leadership, ingenuity, experience and extraordinary performance: all of which help us be the world’s experts in patient critical care logistics.

### CUSTOMER ADVOCATES

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We see ourselves as partners—in the highest order—with our customers, sharing in their success and struggles, finding ways to effectively solve their challenges regardless of who owns the program, regardless of what business model they choose. We are their champions, solution collaborators and biggest fans. It is our goal to bring measurable value to every relationship.



# OUR BRAND PROMISE



## OUR WHY

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Why do we get up every morning? Why do we do what we do? What is our mission? The one thing we hold ourselves accountable to each and every day? The answer is simple—we are here to give more tomorrows. More tomorrows for our flight crews by making sure they're safe every time they go out on a call. More tomorrows to our partners by helping them run a smoother, a more successful and profitable operation. And of course, more tomorrows to those in need, when they need us most.

## OUR PROMISE

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At Air Methods we wake to the simple promise of giving more tomorrows by extending critical care access to those in need. That means anyone, anywhere, across the nation. Through the vast experience and ingenuity of our people, we've created solutions supported by our innovation, adaptability and financial stability.

# BRAND TONE



The Air Methods voice is confident and strong. It's never arrogant. Never condescending. It's reassuring and supportive. We are the voice of certainty that tells you everything will be okay. Because we're here to help see you through whatever challenges, business or personal, arise.

## THE BRAND IS:

- Confident
- Strong
- Self-Assured
- Reassuring

## THE BRAND IS NOT:

- Arrogant
- Cocky
- Flippant
- Pompous

**The Brand IS:** At Air Methods our goal is to live up to our commitment every day.

**The Brand IS NOT:** Unlike our competitors, Air Methods will live up to our commitment.

**The Brand IS:** It's having the right people, in the right place, at the right time.

**The Brand IS NOT:** Our pilots will fly no matter what.

## EDITORIAL VOICE

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The Air Methods editorial voice should communicate that we are an industry leader and expert in "Patient Critical Care Logistics." It's our safety in aviation that sets the standard others try to live up to. And it's our business innovation and adaptability to unique customer needs that create new solutions and trends for the industry. It's this tone and spirit that should be adopted wherever we're talking about Air Methods.

# THE AIR METHODS LOGO



The Air Methods logo is comprised of three different elements.

1. The name of our company (Air Methods)
2. The art element, or what we call “The Wings”

They can work in unison or as separate elements. The slight italic tilt gives the lockup an energy and vibrancy. And in all cases when the AMC logo is used, a registered trademark (®) should accompany it.



# THE AIR METHODS LOGO

## (CONTINUED)



### RGB SCREEN LOGO

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This logo is to be used for all screen work, including websites, banners and presentations. This version is built in RGB to provide a richer spectrum of colors than what is available on print materials.



### CMYK LOGO: PMS 289C

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Use this logo for all printed collateral, including all printed publications, advertising, billboards, posters and flyers.



### ONE COLOR LOGO

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Use this logo when color printing is limited or on dark backgrounds. It can also be adapted as a black version.

# COLOR PALETTE



## THE POWER OF BLUE

Cool. Calm. Peaceful. Blue is the second most powerful color in the spectrum. Communicating intelligence and strength, the Air Methods blue (PMS 289/C98 M84 Y46 K51) is the traditional “AMC Blue” that you’ll see in every piece.

In addition, you’ll see that we’ve incorporated a grey (PMS 424) into our designs. This balances out and further communicates the cool, calm, peaceful tone we’re trying to establish.

### PMS 289

HEX 0C223F  
R 12 G 34 B 63  
C 98 M 84 Y 46 K 51

### PMS 424

HEX 707372  
R 112 G 115 B 114  
C 52 M 41 Y 38 K 20

### Spot White

HEX ffffff  
R 255 G 255 B 255  
C 0 M 0 Y 0 K 0



# LOGO DON'Ts



Do not stretch or skew.



Do not alter the colors.



Do not rotate.



Do not add effects such as gradients and drop shadows.



Do not try to recreate the logo with other typefaces.



Do not alter the size of the wings or signature independently from each other.



## TYPOGRAPHY FOR DESIGNED MATERIALS

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Trade Gothic is the primary typeface for all Air Methods creative materials. Trade Gothic is a serious, strong, legible font to use in both display and body text. It should be the only typeface used with materials created by a designer to ensure the Air Methods brand integrity is upheld through proper end-user display.

### Trade Gothic Light

Use as standard body copy over solid colors.

abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Trade Gothic Bold

Use for calling out titles and subtitles.

**abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ**



Air Methods has certain proprietary, trademarked or registered products and/or elements, all of which should be noted in superscripts (e.g. <sup>TM</sup> or ®) at least once in a document or presentation. This can be done in one of the following ways:

- Use an approved logo or template that already includes a registered or trademark symbol.  
All approved and current logos include a registered or trademark symbol.
- If your presentation or document does not include a logo, use a registered or trademark symbol with the first mention of the trademarked name.

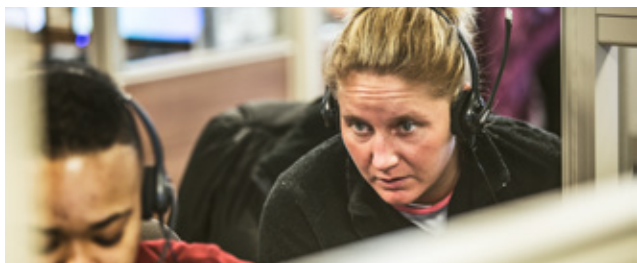
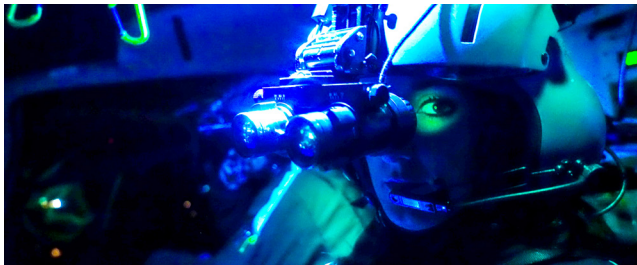
# BRAND IMAGES



# AIR METHODS IN IMAGES



We are in the confidence business. People rely on us. They count on us to be there. Our imagery should communicate that spirit. It should be strong, confident and assured. Trying to evoke a feeling of readiness and support that we will be there when we are needed.





# IMAGE DOs



Real, not staged, situations create an authentic environment.



Real employees, not models, share a true/genuine side of our business that customers can relate to.



Aircrafts and technology are always proprietary.



People are strong, confident, self-assured.



**THESE ARE THE WORDS WE LIVE BY**



# WE ARE AIR METHODS.

**HERE, THERE ARE NO SECOND CHANCES.**  
NO DO-OVERS. NO MULLIGANS. NO "A FOR EFFORT."

HERE, IT'S NOT PHYSICS THAT GETS A HELICOPTER OFF THE GROUND.  
**IT'S THE DEDICATION OF OVER 4,000 EMPLOYEES READY TO ANSWER THE CALL.**  
FOCUSED ON TODAY, BECAUSE LIVES ARE ON THE LINE.

AND WHEN THOSE ARE THE STAKES,  
WHEN THE BAR IS SET THAT HIGH,  
**YOU DON'T REACH FOR IT ALONE.**

**IT'S HAVING THE RIGHT PEOPLE, IN THE RIGHT PLACE, AT THE RIGHT TIME.**  
FROM THE MECHANICS **LOOKING FOR WAYS TO MAKE GOOD-GREAT.**  
TO THOSE IN TRAINING **MAKING SAFE-SAFER.**

IT'S INNOVATION THAT BRINGS CRITICAL CARE TO THOSE IN NEED.  
**WHENEVER. WHEREVER.**

WE ARE MORE THAN 4,000 STRONG,  
**POWERED BY AN INDOMITABLE WILL.**

**FROM THE FRONTLINES TO THE PHONE LINES,**  
ALL PULLING IN THE SAME DIRECTION.  
**BEFORE A BLADE EVER TURNS, AN AIRCRAFT LEAVES THE GROUND,**  
OR THE PHONE EVER RINGS.

BECAUSE HERE, WHAT WE DO  
**IS ALL ABOUT WHOM WE DO IT FOR.**

HERE, IT'S FOR THE MOTHERS, THE FATHERS, THE SONS AND DAUGHTERS.  
LOVED ONES WHO RAN INTO LIFE'S UNCERTAINTIES.

THOSE FOR WHOM TOMORROW ISN'T GUARANTEED.

**WE ARE THE DEFENDERS OF TOMORROW.**  
AND WE'RE READY FOR IT.





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