

# BRAND BOOK



UPDATED JANUARY/2022

WELCOME ABOARD  
OF EMBRAER BRAND BOOK.

HERE, WE GATHERED THE  
NECESSARY INFORMATION  
TO GUIDE EXPRESSIONS AND  
EXPERIENCES OF THE BRAND.

IN THE FOLLOWING PAGES,  
YOU WILL FIND STRATEGIC  
TOOLS TO BRAND MANAGEMENT,  
AS WELL AS VERBAL AND  
VISUAL GUIDELINES THAT  
SHOULD LEAD COMMUNICATION,  
BRINGING CONSISTENCY  
AND INSPIRATION TO  
OUR LANGUAGE.

HAVE A NICE TRIP.




# **BRAND STRATEGY**

A person wearing a tan flight suit is shown from the side, holding a grey helmet with black straps and a camera lens visible in the top right corner. The background is a blurred, warm-toned outdoor setting, possibly a runway or tarmac.

## BRAND STRATEGY PURPOSE

Ensuring Embraer brand strength in the long run. For this, catalyzing Embraer as a single company and a single brand.

An Embraer acknowledged and admired for living for the challenge and taking on its clients challenges, helping them to surpass their expectations.



**CREATED IN 1969,  
WITH THE SUPPORT  
OF THE FEDERAL  
GOVERNMENT,  
EMBRAER WAS BORN  
REVOLUTIONIZING  
BRAZILIAN  
INDUSTRIAL  
TECHNOLOGY.**

The company began to write its history with Bandeirante, a turbo propeller aircraft designed to civil and military dual use, with capacity to carry 15 to 21 passengers.

After that, many other projects were dreamed up and developed. Almost 50 years have passed and Embraer remains ready to face challenges, missions and deliveries, as in the early days.

# OUR HISTORY

**40'S AND  
50'S**



It was created the commission of CTA (Technical Center of Aeronautics) in São José dos Campos, with the mission of leading researches and projects in favor of FAB (Brazilian Air Force), Civil Aviation and aeronautical industry in general. Afterwards, ITA (Technological Institute of Aeronautics) was settled in CTA, with the purpose of training qualified professionals to leverage aeronautical industry of the country.

**60'S**



In CTA, studies on the viability of producing medium-size passengers aircrafts were started, considering the country's commercial aviation needs. In October of 1968, Bandeirante wins the skies for the first time and, days later, it was presented to authorities. It becomes the first airplane with potential of commercialization conceived in Brazil.

## BRAND STRATEGY TIMELINE

EMBRAER  
FOUNDATION

# 1969



Facing the necessity of Bandeirante series production, with support of the federal government, Embraer is created. With just 500 employees, the initial goal was building a hangar capable of producing two aircrafts per month.

In the same year, Ministry of Aeronautics signs a contract for 80 aircrafts.

José Maria Ramis Melquizo, visual artist, creates Embraer logo.

# 90'S



# 1994

In the early 90's, it is announced the development of Super Tucano, a new model of Tucano, even more potent and technologically advanced.

In 1994, while the program ERJ 145, a commercial jet for 50 passengers, is in progress, Embraer is privatized and deals for new programs are made with strategical partners.

In 1999, there's the launch of Embraer 170/190 family, regional jets with capacities between 70 and 118 seats.



# 1999

# 70'S AND 80'S



After Bandeirante, many other aircrafts were part of Embraer challenging and overcoming story. In 1974, arose, the agricultural airplane EMB 200 Ipanema, one of Embraer first successes, which is still produced nowadays in the Botucatu unit. In the following years, Xingu, Tucano, Brasília and AMX aircrafts are created.

2000'S



2002



The turn of the millennium marks Embraer's entry into executive aviation market with Phenom 100, Phenom 300, Lineage 1000 and Legacy 450 and 500.

Two years later, E170 prototype wins the skies in the United States. Presentation and first flights of other members of E175, E190, E195, the family other members, happen in the following two years.

On the social hand, the current school Embraer Juarez Wanderley is inaugurated, marking the first action of Embraer Institute. Another important milestone is the inauguration of the industrial complex in Gavião Peixoto, an unit to host defense market activities and flight tests.

2017



2013 2009



In 2009, Embraer signs a contract with FAB to develop and manufacture the largest military jet ever produced in Brazil. The multi-mission KC-390 is produced and presented in the Gavião Peixoto plant on October 21st, 2014.

Focused on keeping leadership in the market of regional jets up to 130 seats and committed to offer solutions that provide better performance to its current and potential clients, Embraer announces in 2013 commercial jets second generation, E-Jets E2, which takes off earlier in the schedule date, on May 2016.

Dedicated to the production of high-performance and reliability aircrafts, and to provide customer services, Embraer confirms its reference position in all areas that it operates: Commercial Aviation, Executive Aviation, Defense & Security and solution development for aerospace industry. Pursuing a continuous operational and manufacturing excellence, Embraer is reference in the 4.0 industry in the country.

In 2017, a process of strengthening the brand begins, with the consolidation of strategy and a new language, capable of translating its essence: living for the challenge, and continually overcome itself for clients, performing beyond their expectations.



# CENTRAL ELEMENTS

## ESSENTIAL COMPETENCE

How actions and behavior of the company reflect in the brand.

## DIFFERENTIALS

Company capabilities in investments that should be maintained to secure competitive differentials.

## ASSOCIATIONS

Attributes to be associated with the brand by target audiences.



## ESSENCE

WE LIVE FOR THE CHALLENGE.

The soul of the brand, a synthesis of what it is and what makes it unique. It's one of the brand's most important pillars. It's not a slogan and it shouldn't be widely used in external communications.



## PROPOSITION

CHALLENGE. CREATE. OUTPERFORM.

The translation of what the company does today, synthesized in a single statement for different audiences, which can be revised from time to time. It's the proposition that will integrate the brands' communication material.

## ESSENTIAL COMPETENCE

Assuming challenges of our customers, creating solutions to surpass their expectations. Since our birth, Embraer faces challenges. They told us it was impossible, and then we prospered. To us, challenge brings opportunity, forces a mindset shift, enables a new perspective, makes us challenge ourselves.

This mindset feed our desire to look at the questions faced by our clients and stakeholders. We create an opened dialogue with them to obtain a vision of their world and understand how we can help them to achieve the next level.

Then, we push our own limits and question conventional restrictions to create solutions that overcome alternatives and secure the sustainability of our business in long term.

In support to our core competence, we have constructed an organization capable to overcome the challenges we assume – from our ingenious ways of working, passing by the fast adoption of new technologies, our design and engineering proficiencies, our knowledge sharing culture, our collaboration, getting to our commitment to meet delivery targets.

## DIFFERENTIALS

- / Engineering achievement (mastery).
- / Market speed, from conceptualization to presentation.
- / Fast adoption of new technologies.
- / Knowledge and technologies shared in the entire company.
- / Project management excellence.
- / Ingenious and ability in customer service/support.
- / Close relationships with clients.
- / Extensive understanding of our markets current and future needs.

## ASSOCIATIONS

- / An absolute belief that there's always a better solution.
- / Figuring out solutions beyond imposed limitations by the rules.
- / Creative use of technologies.
- / Being between the 3 main aircraft producers of the world.
- / Being the reference solution in each sector we serve.
- / 48, 49, 50... years of success against odds.
- / The unique enthusiasm and energy of our people (our passion).
- / Delivering agility.
- / Positive aspects of Brazilian neutrality (specifically about Defense and Security).
- / Global reach and presence.
- / Ethical standards.

ESSENCE

# WE LIVE FOR THE CHALLENGE

We are a company moved by our passion and commitment. We have an unshakeable belief that there's always a better solution.

By constantly challenging ourselves, limits for what is possible and conventional expectation (*status quo*), we create solutions increasingly innovative. It's more than a way of working, it's our life approach, that is engraved on our DNA. That's what makes us singular and defines our competitive differential. A statement that's absolutely natural for us, because it's exactly where we prospered: *We live for the challenge.*

## CHALLENGING MEANS:

We assume our clients and stakeholders challenges because we believe that accepting and outperforming challenges is what makes us to progress. We continuously challenge ourselves to go beyond limits of the possible and of the expectations created by conventions. When we challenge ourselves we get motivation to create a better solution. What inspire us are the challenges or missions that our stakeholders endure every day. Selecting carefully these challenges is, in our opinion, the better way of helping, allowing that they overcome themselves, do more, become better and reach further.

# CHALLENGE.



## ⊘ CHALLENGING DOES NOT MEAN:

- 1 To disagree.
- 2 We only take up challenges we believe, those that will allow us to achieve a better result, both for our stakeholders and for us.

## CREATING MEANS:

We put Embraer soul in everything we create or do.

We give life to engineering by our passion for details, by the pride of our creative capability and our belief that the best can always be improved.

We do not just project or construct an object: we create an Embraer solution.

# CREATE.

## ⊘ CREATING DOES NOT MEAN:

**1** To construct a solution for reasons strictly emotional, with no reference to reality and the concrete need of accomplishing.

**2** To go against our engineering heritage.

## OUTPERFORMING MEANS:

We perceive ourselves as an empowering partner. As such, our role is helping our customers and stakeholders to meet or to go beyond their goals – either to reach more, to do more or to be more. Regardless of how they strive to play each of their objectives – always ethically – we believe we'll not have done our job until we have done all we could to make them overcome their best performance and expectation. Our goal is empowering stakeholders with the right solutions – solutions that surpass the benchmarks they presume to be the important ones.

# OUTPERFORM.

## ⊘ OUTPERFORMING DOES NOT MEAN:

- 1 Arrogantly say we are the best in any situation.
- 2 To take all credit for our stakeholders performance.
- 3 To compromise, by seeking surpassing, our ethical standards.



## BRAND PERSONALITY

Human behavior characteristics associated to a brand.

It defines how brand behaves and interacts with different audiences.

**WE ARE:  
COURAGEOUS  
AND ASSERTIVE,  
DELIVERING  
WITH PASSION  
AND COMMITMENT.**






# **BRAND EXPRESSION**

BOLD  
TECH  
MICRO

Expression guidelines are a bridge between the brand strategy and its visual and verbal expressions. They dictate how brand materializes itself to people.

They direct creations of design, content, communication and brand activation. Following them is the best way to contribute to brand consistency.

FLEX  
HUMAN  
MACRO




We are Bold because we're assertive. We communicate clearly, objectively and transmitting security.

We are Bold because we're brave. We have the courage to assume challenges that makes us evolve. With us, our clients evolve too and, then, they outperform expectations.

# BOLD/ FLEX

Cause being bold doesn't mean to be rigid. We know the importance of being flexible to change the route whenever necessary and we're always prepared to unknown challenges.

We are Flex because we know the importance of understanding our clients' needs and having malleability to assist them.

A close-up photograph of a worker in a white uniform and a respirator mask. The worker is holding a spray gun and applying a substance to a white surface. The background is bright and out of focus. The worker's uniform has a small Brazilian flag patch and a name tag that reads "EMBRAR" and "CENTRO DE SERVIÇOS".

Technology and technics are essential parts of our business. Because of them, we're able to create newer and better solutions. Being Tech is to seek perfection. It's knowing the importance of working with precision and assertiveness to ensure safety and reliability to our products and services.

# TECH / HUMAN

Because those who strive only for technology, without the human component, don't enchant neither surprise. Being Human is going beyond technical knowledge. Our engineering is creative and imaginative; it has a sensitive look to people and the world needs. It's the result of an excellence process moved by the passion and commitment of each Embraer professional.

We're passionate for what we do and that's why we pay attention to each detail, looking for excellence to continually evolve and overcome expectations. This is our way of creating. We know that every single part is essential to make an unique and complete experience with our brand.

# MICRO/ MACRO

Because our care with details don't lose the reference and context. It's always part of a purpose, seeing challenges as opportunities to provide positive impacts over the whole chain. If the result is great, the process is meticulous. We cultivate a highly accurate look to see miles ahead.





**BOLD & FLEX**

**WE ARE CORAGEOUS AND ASSERTIVE DELIVERING WITH PASSION AND COMMITMENT**

**WE LIVE FOR THE CHALLENGE.**

**TECH & HUMAN**

**MICRO & MACRO**

## EXPRESSION EQUALIZER

As it will be seen over this brand book, expressions of the Embraer brand are constructed by a combination of visual and verbal elements.

To guide the production of these expressions, we've created an equalizer with the expression drivers.

The equalizer works as a thermometer and should be used to choose the elements that compose every piece of communication.

Pointers should never be at the edges of the rulers. For example, a brand expression shouldn't be just Bold or just Flex, but find the ideal equilibrium point between Bold and Flex to reach its goal.

**1/** The tool is made of 3 basic rulers, each one corresponding to a pair of drivers.

MICRO // MACRO



BOLD // FLEX



TECH // HUMAN



**2/** In these rulers, run the pointers that indicate the balance between its two edges. Usage of the rulers is empiric and suits as quality assurance to what we're looking for.

**3/** Pointers positions can and must vary, tending to one or another edge of the ruler, according to the message to be transmitted, the public to be reached and the kind of communication.

**4/** The combination of the 3 pointers gives the exact tone to both verbal and visual expression.

To facilitate the use of the equalizer, we can think about three basic questions when it comes to communicating on behalf of Embraer.

## 1 / WHAT DOES IT SAY?

The main message to be transmitted is the guide to produce communication. When we produce a piece, we can't lose sight of the central message. We can balance expression drivers so the message is transmitted as clearly as possible.

**/ example** We won't use extremely technological language or images (Tech) to communicate a year-end party for employees (Human). As well as we wouldn't add too many details about a product (Micro) in an explanation to a public that doesn't know the aviation market (Macro).

## 2 / WHO DOES IT SPEAK TO?

The audience to whom we speak is the second determining factor in the drivers' dosage.

**/ example** Depending on the type of interlocutor, we can choose to use a tone of voice more direct and affirmative (Bold) or more friendly and casual (Flex). Or an image more technological (Tech) on more focused in the human figure (Human).

## 3 / WHERE IS IT?

Finally, communications vehicle and its timing also must be considered in the choice of the tone.

**/ example** A small space can require a general vision of the message (Macro), whereas a bigger space can permit a more detailed exposition (Micro). A more formal communication media, as a specialized magazine in aviation, can permit a more technical language (Tech) whereas a more informal media, as social networks, can ask for a warmer tone.



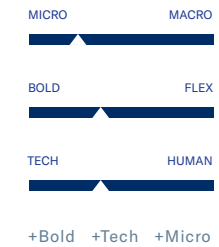
# BRAND EXPRESSION/EXAMPLES

Some examples with the equalizing tool applied:

1. Advertising piece in specialized magazine:

Language is more direct, focused on selling and exalting the product, directed to a specialist public. Use of prominent typography in the title, in

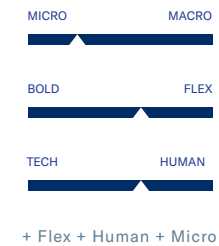
large size, imperative. Image transmitting cutting-edge technology. Space to further detail the product features.



2. E-news post about the E2 launch:

Warmer language, inviting everyone to participate, speaking to Embraer employees. Long text, with space to detail the launch, historic context and curiosities.

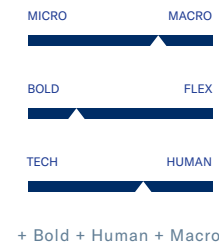
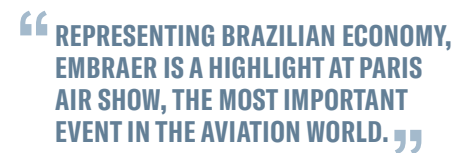
Images of employees involved in the project of this launch, flight crew, engineers, etc. Light color shades, images with sunlight.



3. Quote in national renown newspaper, about the Embraer participation in an aviation event:

Language is more direct because of the reduced space, praising Embraer as a Brazilian company.

General panorama of what's the event, speaking to a public who doesn't know the aviation market.



In order to understand how to articulate the elements that compose expressions of Embraer brand, check out Verbal Language and Visual Language sections on this brand book.

# VOICE

It's how brand expresses itself in every opportunity of interaction with the public, the words chosen, the way of speaking and writing.



In order to give life to Embraer verbal guidelines, we start looking at the expression drivers:

**BOLD & FLEX**

**TECH & HUMAN**

**MICRO & MACRO**

By being and speaking in its own way, the brand builds a single territory.

It creates powerful connections with the audience and becomes recognized and admired.

Among many possible ways of expressing, verbal language is the brand culture translated into both written and spoken texts.

Each statement, news or narrative is an opportunity to impress and, consequently, make value for the brand.

So it's fundamental to embrace Embraer tone of voice guideline, described in the next pages.

# BOLD FLEX

Embraer speaks with authority, in an impacting way. We speak with courage, assertively, directly, clearly. We're sure of what we say, we transmit absolute confidence and truth. We're not shy: we like to be heard and noticed.

But even Embraer speaks courageously, it doesn't mean this speech is rigid, arrogant, overbearing or self-focused. Whenever required, Embraer gets a closer and lighter speech depending on the public.

# BOLD

**COURAGE**  
**IMPACT**  
**SOLIDITY**  
**CONFIDENCE**  
**SAFETY**  
**RESOLUTION**  
**ASSERTIVENESS**

## BOLD SPEAKING MEANS:

To prefer short and direct sentences.

To avoid long paragraphs and texts.

To use the minimum of words and statements to transmit information.

Always to cause a positive impact in titles and pretexts.

To prefer direct, assertive and active verbal construction.

To avoid middle way. Do not fear the usage of powerful adjectives and adverbs (such as those expressing “more” or “better”) when it comes to the exact context applied to Embraer.

To avoid too complex or excessively technical terms, unless it is necessary. Not everyone is an engineer.

## ⊘ BOLD SPEAKING DOES NOT MEAN:

To be tough, rude or arrogant. It doesn't match with our DNA.

To write in uppercase fonts if it's not extremely necessary. Attention is conquered with well-constructed texts.

To misuse exclamation marks intending to value an expression. Its misuse weakens the speech.

To be reductionist, redundant or prolix. If you remove something from the text and it sounds fine, probably it was excessive.

To use gerund unnecessarily. Instead of “we are doing”, “we do”.

## HOW TO WRITE:

### 1 **EMBRAER IS THE CONSEQUENCE OF THE IMPOSSIBLE.**

It was born challenging aeronautic engineering, proposing fast, intelligent and proactive solutions, capable to overcome challenges that already exist and those that may exist one day. It was like this, daring to question prognostics and anticipating futures, that Embraer became one of the largest aerospace companies of the world.

### 2 **WE HEAR “IMPOSSIBLE” AND GET “NEXT LEVEL”.**

With E195-E2, Embraer rewrites commercial aviation rules. And ahead of schedule. Not because we were in a hurry, but cause we had already done it.

### 3 **WE’RE MOVED BY CHALLENGE. OUR AIRPLANES TOO.**

During the first flight, several tests in the aircraft were carried out, including systems and aerodynamic tests.

### 4 **WE CHALLENGED THE CONCEPT OF INTERNAL CONNECTION. SO WE HAVE CREATED E.NEWS.**

A virtual workplace that connects all Embraer units and facilitates collaboration between employees.

- Sharing information, articles, news;
- Finding experts and form working groups;
- Working together in the office, factory or from a mission.

E.News is the entire Embraer connected in the same place.

## ⊘ HOW NOT TO WRITE:

### 1 **EMBRAER DOESN’T KNOW IMPOSSIBLE CHALLENGES.**

Embraer, being one of the largest aerospace companies in the world, doesn’t know challenges that cannot be beaten.

### 2 **WELCOME TO E.NEWS!**

E.News is a virtual workplace that connects all Embraer units and facilitates collaboration between employees, sharing information, articles and news, permitting experts meetings and formation of working groups in the office, factory or mission.

# FLEX

**FLEXIBILITY**  
**CLOSENESS**  
**ADEQUACY**

## FLEX SPEAKING MEANS:

To speak firmly, but to admit lightness. To choose the right word, the precise adjective, that says a lot without causing antipathy, that values us without provoking our competing companies.

To admit different tones. In a general uniqueness, to adjust to the media where the message is going to be transmitted. Because Embraer has a single way of speaking, but it's careful to nuances that consider its various audiences and communication means.

To bring freshness and contemporaneity as long as it's possible and in the appropriate medias. In social networking, for example, admitting creative expressions that match with our tone of voice and positioning.

## ⊘ FLEX SPEAKING DOESN'T MEAN:

To misuse informality. We always speak for an entire company.

To use clichés. We're more creative and surprising than that.

To use slangs or bad popular expressions. In doubt, it's better not to use it.

To use advertising terminology. Moreover, advertising tone has been changing for some time. Let the advertising agency do this.

## HOW TO WRITE:

### 1 INFORMATION NOTE CONTENT:

You find everything on E.News.

- Like, share, interact;
- Share information, articles and news;
- Find experts in all subjects;
- Form discussing and working groups;
- Work together: from the office, factory or mission.

### 2 E.NEWS POST/ADVERTISEMENT CONTENT:

Where did you read it? On E.News.

Where did it happen? On E.News.

When was it decided? On E.News.

Everything is on E.News.

It's the entire Embraer connect in the same place.

### 3 INFORMATION NOTE CONTENT:

Embraer has just been elected the most innovating company of the country. It has been pointed as the most innovating company among 100 listed in the second edition of "Innovation Value Brazil 2016" yearbook, elaborated in partnership with Strategy&.

### 4 E.NEWS POST/ADVERTISEMENT CONTENT:

Do you know where the most innovating company in Brazil is?

Look up.

Upper.

Much more.

Go beyond the clouds.

Embraer, the third largest manufacturer of commercial aircraft in the world, has just been elected the most innovating company in the country.

## ⊘ HOW NOT TO WRITE:

1 Did you see? It happened again. As already expected, Embraer has just been elected the most innovating company in the country, standing out among 100 listed in the second edition of "Innovation Value Brazil 2016" yearbook, there was a special award ceremony was held on April 23, 2016.

2 Embraer had risen so much in innovation ranking that it went beyond the clouds. This is a natural process for a company that is one of the most important manufacturer of commercial aircraft in the world.



# TECH HUMAN

In order to transmit excellence, Embraer frequently uses rational resources as data, ranges, graphics and other technical elements to prove and justify our speech. There's a real engineering in verbal language: nothing exceeding or missing. Each statement is always checked, there's precision, cohesion, coherence and proofing, there's no space to errors. Everything is perfectly organized to assure expected result with the interlocutor.

But if technic and precision is in speech, Embraer also try not to lose human approach in communication. All our intelligence is in how we speak, with a bit of wit, allied with empathy, creativity imagination, passion and enthusiasm in the right dose. Whenever possible, elaborated sentences with an innovator point of view surpasses expectations. It challenges each statement to be better, different, fresh.

# TECH

## EXCELLENCE

DATA

RANGES

GRAPHICS

PRECISION

COHERENCE

COHESION

## TECH SPEAKING MEANS:

To be absolutely precise in each statement. To mind cohesion and coherence. "Writing is rewriting".

Wherever possible, to exalt our ranges and achievements. To love the data that justify our statement.

To transform texts into graphics and infographics to facilitate understanding. If a text can be transformed into a graphic, probably it must be a graphic.

To mind the use of aerospace industry correct terms. Mistakes will occur, but some are less admissible than others.

## ⊘ TECH SPEAKING DOESN'T MEAN:

To be too technical or speak as an engineer. To misuse words of restrict knowledge. When those expressions are necessary, they must have a brief explanation.

To adopt just a journalistic tone, like releases. There is a right moment to these texts. Moreover, press offices exist to help us doing that.

To misuse ranges and cooling graphics. Use them with parsimony to avoid cool down the content. They must be seen as complementary contents.

## HOW TO WRITE:

### 1 E195-E2: IMPRESSIVE RANGES

- Cost per travel 20% lower and cost per seat similar to larger aircrafts.
- Consumption economy of 24%.
- 20% less maintenance costs per seat.
- Scale of 1.4 meter greater than E190-E2.
- 3 additional seat rows.
- Increase range of more than 800 additional kilometers.

### 2 EMBRAER RANGES

- More than 5900 people dedicated to Research and Development.
- 271 international patents deposited between 2010 and 2014.
- Embraer attends more than 60 armed forces.
- Embraer contribution to Brazilian Trade Balance has been billions of dollars in the last ten years.
- 1 out of 3 airplanes landing at Ronald Reagan national airport in Washington was made by Embraer.

## ⊘ HOW NOT TO WRITE:

1 We're approximately 6000 professionals focused and dedicated to Research and Development, having reached nearly 271 international patents deposited between 2010 and 2014.

2 Embraer is very proud of attending Brazilian security, besides having its Defense models delivered and in activity in more than 60 armed forces.

# HUMAN

**INTELLIGENCE**  
**CREATIVITY**  
**PASSION**  
**EMOTION**  
**EMPATHY**  
**NEW VISION**

## SPEAKING HUMAN MEANS:

To be widely understood.

To keep a friendly dialogue, although corporative, preferring constructions everyone understands.

Mainly, to use creativity and emotion in the right dose. After all, we're a company focused on people.

Whenever possible, to use adjectives and adverbs that make communication closer, more interesting and enthusiastic. We show in our texts passion for what we do.

## ⊘ SPEAKING HUMAN DOESN'T MEAN:

Neither being flat nor having a repetitive vocabulary.

It's possible to speak elegantly without using too much complex words or complicated constructions.

To be too sweet, exaggerated or to sound false. We speak truly.

To miss the notion of a company. Despite the closeness and the focus on people, we must keep in mind that in Embraer we always speak on behalf of a company.

## HOW TO WRITE:

### 1 IT TOOK OFF

Certainly one of the most beautiful expressions ever invented.

#E195-E2 #E2firstflight

### 2 EMBRAER RANGES

*“Olha que coisa mais linda, mais cheia de graça... É a coisa mais linda que eu já vi passar.”*

There're those who cannot resist the Brazilian classic verses while waiting for landing in SJK. Within some minutes, E195-E2 will return.

It's time to celebrate!

### 3

When he woke up in that morning, Francisco de Paula said that his only concern was that the day was cloudy. “Today it's going to fly”, he probably said in the middle

of breakfast. As in every day of the week, he took the shuttle bus to Embraer at 8AM. But the feeling, this time, was different. “It's always a special day. A party day”. Differently of regular days, Francisco didn't go to the maintenance area.

He went straight to the patio, took his flag and made a point of stamping his arm: E2. “Engineers made a new wing, have you seen? It's very beautiful”. As soon as the plane went to the track, Francisco was thrilled. “A first flight is always special. I don't know how to explain it”.

There was no explanation really. E2 took off with applauses, smiles and a few tears. Francisco took the words out of our mouth: “every time a plane takes off, we feel really proud of working here”.

## ⊘ HOW NOT TO WRITE:

### 1 BYE, LAND!

E195-E2 is going to lift its first flight in Embraer track in São José dos Campos, São Paulo.

#WeDidItAgain #E2firstflight  
#EmbraerIsTheBest

### 2 10, 9, 8, 7... E195-E2 IS PREPARING TO LAND AFTER ITS FIRST FLIGHT

Within seconds E195-E2 will land, returning from its official first flight. All employees are anxiously waiting in the track to celebrate.

# MICRO MACRO

Embraer values every detail. Whenever necessary, it gives an elucidative example, describes a single experience, with abundance of information that enchants and clutches the interlocutor.

But when looking to micro, Embraer doesn't lose its vocation of always speaking widely, general and global. Embraer knows and doesn't give up the importance of context in each sentence. It speaks with authority about subjects directly related to the market.

# MICRO

**DETAILS**  
**SINGLE**  
**EXPERIENCES**  
**ENCHANTING**  
**EXAMPLES**  
**DESCRIPTION**  
**COMPARISON**

## SPEAKING MICRO MEANS:

In appropriate moments, to reach information in detail level.

To approximate the interlocutor richly describing information in a technical or humanized way.

When technical, text has details exalting precision and excellence.

When humanized, it makes the reader to feel the experience and be emotionally impacted by listening to the text.

## ⊘ SPEAKING MICRO DOESN'T MEAN:

To say more than is needed or to be prolix.

It's not mellow or melodramatic. To dose emotions. To be absolutely careful to choose the ideal adjective.

To lose focus facing the main need of the information.

## HOW TO WRITE:

- 1 For Embraer, each detail makes the difference. Seeking to overcome expectations, our engineering team strived to develop a new model of indirect air-conditioning to our airplanes. In order to be more efficient and really make sense. In order to make your flying experience even more amazing.
- 2 E-Jet has several technologies expected by the clients. An example is the fourth generation of fly-by-wire, which has allowed the 20% reduction of the stabilisers area, minimizing trawl and weight. In other words, every airplane controls are electronic, not manual systems, such as cables or hydraulic actuators. This is the most advanced fly-by-wire technology developed by Embraer: first was with E-Jets, second, with Legacy executive jets and third in military cargo plane KC-390.

## ⊘ HOW NOT TO WRITE:

- 1 Embraer strives to create each detail to enchant the client, because that's the way to shows how important each part is for the entire construction. So, it has developed a new way to install the air-conditioning in its aircrafts, challenge that led to the development of an indirect model of refrigeration, bringing more comfort to passengers.



# MACRO

**WIDE  
GLOBAL  
GENERAL  
CONTEXT  
PANORAMA**

## SPEAKING MACRO MEANS:

To explain, to demonstrate, to translate information.

To bring information that amplifies knowledge by comparing, contextualizing, illustrating what we want to say.

To translate, fast and shortly, a complex formulation into practical terms.

## SPEAKING MACRO DOESN'T MEAN:

To be prolix.

To get lost among so much unnecessary information, out of context.

To prolong the text and not getting to its central objective. Contemporary text asks for agility and it's not very linear. Interlocutor likes to choose which part to start, or even to read only part of the entire text without prejudice to his/hers understanding.

## HOW TO WRITE:

### 1 IT TOOK OFF. E195-E2, THE MORE EFFICIENT IN THE WORLD, TOOK OFF AHEAD OF SCHEDULE.

Today, at 11h22AM on this Wednesday, the biggest and the most efficient domestic routes commercial aircraft of the world left Embraer installations in São José dos Campos and flew for two hours, marking the beginning of its certification campaign.

Scheduled for the second semester of this year, the inaugural flight took place ahead the schedule, only three weeks after the ceremony to present the aircraft. With all certifications assured, there were no reasons to wait.

- 2 • Cost per travel 20% lower and cost per seat similar to larger aircrafts.
- Consumption economy of 24% and 20% less maintenance costs per seat.

- Scale of 1.4 meter greater than E190-E2. With this, it becomes the aircraft with the greater enlongation among single corridor jets.
- 3 additional seat rows compared with current E195; it can be configured with 120 seats in two service classes or to 146 seats in a single class.
- Increase range of more than 800 additional kilometers (450 nautical miles), what will allow a travel-distance of 4.500 kilometers (2.450 nautical miles).
- E2 aircrafts had 275 requests, including 90 to E195-E2, besides 415 options, purchasing claims and letters of intent, totalizing 690 compromises of airlines and leasing companies.
- The launch in commercial service is planned to 2019, by Azul Brazilian Airlines.

## ⊘ HOW NOT TO WRITE:

### 1 EMBRAER TAKES OFF E195-E2 FOR THE FIRST TIME

Embraer carries in its history chapters of constant innovation that often surprised the world over almost 50 years of company. It was like that when its first aircraft Bandeirante was created, in the 70's, a time when Brazil was still a kid in terms of industrialized nation. And it has been so still now, with the launch of the biggest and more efficient commercial aircraft of the world to domestic routes. Today, E195-E2 left Embraer installations in São José dos Campos and flew for two hours, marking the beginning of its certification campaign. Result of an audacious project, the newer Embraer plane debuted overcoming limits. The world was expecting its first flight to happen in the second semester, but, due the ability and agility of our engineering team, the aircraft was ready ahead of schedule and so it could be seen in São Paulo sky this Wednesday sunny morning, in February 2017.

Among the tone of voice guidelines proposed, there are some specifically direct to the way of speaking inside the company, in activities such as receptions, corridors or call services.

## **SPEAK BOLD:**

In person or by the phone, speak clearly and assertively. Always try to cause a good impression when speaking.

## **SPEAK TECH:**

Always try to have the exact information.  
When you don't know, ask permission to check and call back as soon as possible with the correct information.  
Do not know isn't a problem, not checking is.

## **SPEAK MICRO:**

When situation demands, attempt to explain calmly, if necessary, in detail.  
None important information can be left behind. Sooner it comes, it's better.

## **SPEAK FLEX:**

Be patient and empathetic.  
Adapt your speech to each listener, understanding his needs, limitations or differences.  
Comprehend that there are those who need detail and those who prefer objectivity.

## **SPEAK HUMAN:**

Cultivate a sympathetic and humanized tone.  
Show, in each talk, some typical enthusiasm of those who enjoy being where they are and doing what they do.

## **SPEAK MACRO:**

Those who work in Embraer and speak in the behalf of the company are aware of what happens there.  
In order to keep yourself well-informed there's nothing like reading E-News daily.

# LOGO

A logo is the translation into form, typography and colors of an institution, a product or a service soul. It's the strategy, synthesized in a visual representation that reflects an essence, communicates beliefs and values, impacting and involving people.

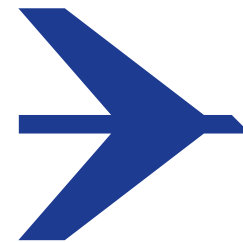
## LOGO LOGOTYPE AND SYMBOL

Embraer logo was designed in 1969 by visual artist José Maria Ramis Melquizo. The symbol represents an airplane flying and also the E, initial letter of the company's name.

Over the years, a symbol inserted in the market tends to add meaning and receive different interpretations. Today, Embraer symbol is seen as a graphic synthesis of a flying object, whether a bird or an airplane.

When dissociated of logotype, the symbol preferentially points to the right, flying forward, direct to the future.

The symbol can be used by itself only when a clear reference to Embraer is in the utilization context.



**ATTENTION:** Embraer logo is the single logotype and symbol representation of this company, including all its fields of business. Other logos, to any purpose, must not be created.

## LOGO CLEAR SPACE AND SIZING

### CLEAR SPACE

Clear space area shields logo and symbol from interferences that could compromise its legibility. No graphic elements must invade this area, just colorful background or photography where the logo or the symbol are applied.

Light gray lines, in the diagram, determine the brand clear space area related to corners and other graphic elements.



### SIZING

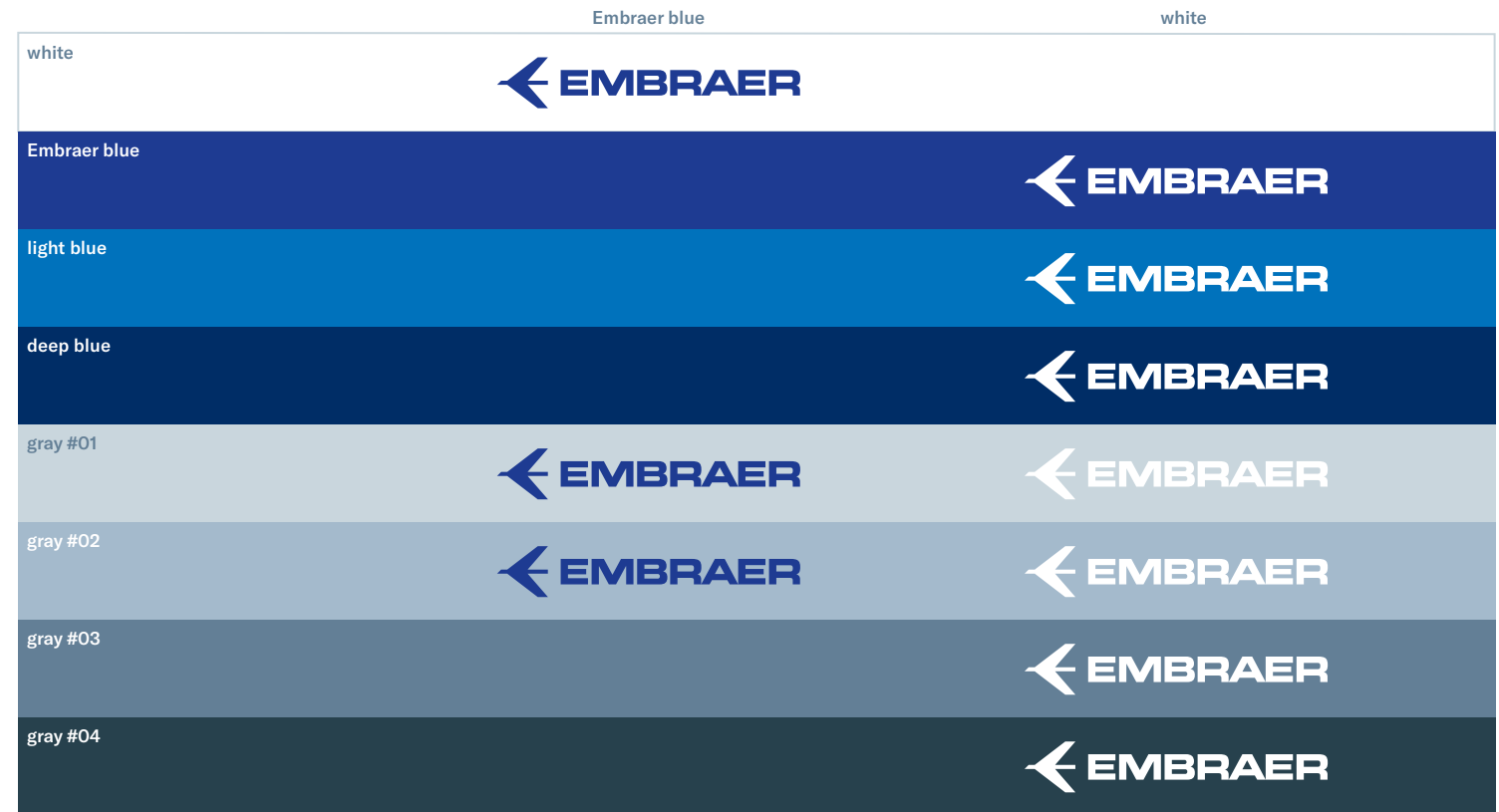
In order to maintain legibility and recognition of the logo and symbol, in the diagram are set minimum sizes to printed (mm) and digital (px) media.



## LOGO COLORED BACKGROUNDS

### OVER INSTITUTIONAL COLORS

Embraer logo can be applied over the colors of the brand institutional palette, according to the side chart. Contrasts were defined in order to always preserve reading.



### OVER SECONDARY COLORS

Embraer logo must be applied in white over special colors that eventually compose brand graphic system secondary palette.



**ATTENTION:** Any application of the logo over a colorful background that is not in the institutional palette must be approved by the Corporate Marketing department.

## LOGO / DIFFUSE BACKGROUND

When applying the logo over diffuse backgrounds, like photos, choose homogeneous areas in colors that assure good contrast and legibility.

In the diagram, there is a reference to this kind of use.

The logo can vary between Embraer blue or white, according to the background.

















**LOGO** BLACK AND WHITE VERSION

The diagram is a reference to assure contrast to black and white versions of the logo.

Black and white usage is exclusive to printing processes and situations where colored application is not possible.

	black	white
white		
black 10%		
black 20%		
black 30%		
black 40%		
black 50%		
black 60%		
black 70%		
black 80%		
black 90%		
black 100%		

**ATTENTION:** Do not use the black logo in color printed materials or digital media.

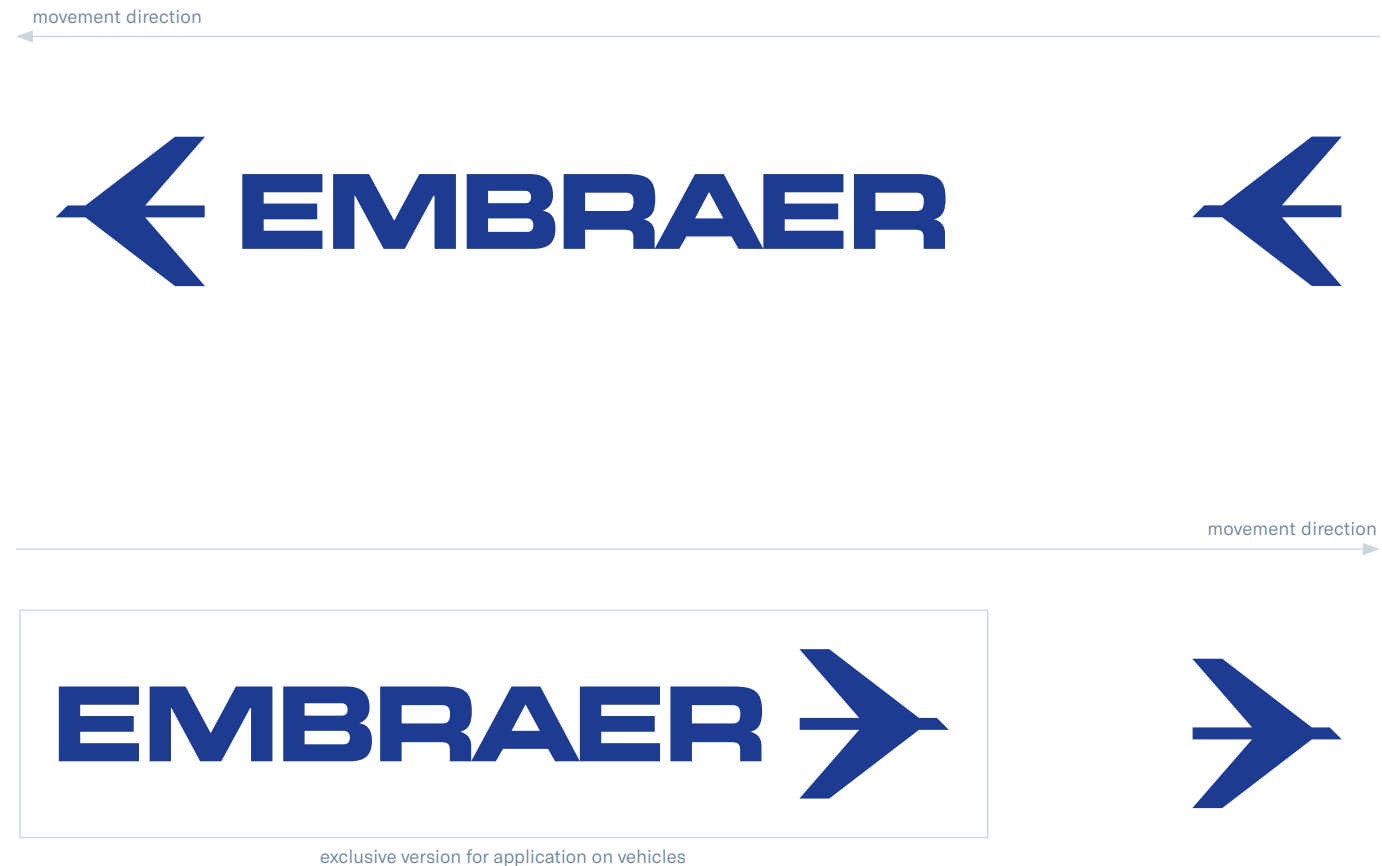
## LOGO APPLICATION ON AIRCRAFTS AND OTHER VEHICLES

When applying logo and symbol on the sides of aircrafts and other vehicles, position and direction of the symbol must be suitable to the movement direction. Bird must always point forward.

This kind of application happens exclusively on vehicles sides. Do not alter symbol position and direction in other situations.

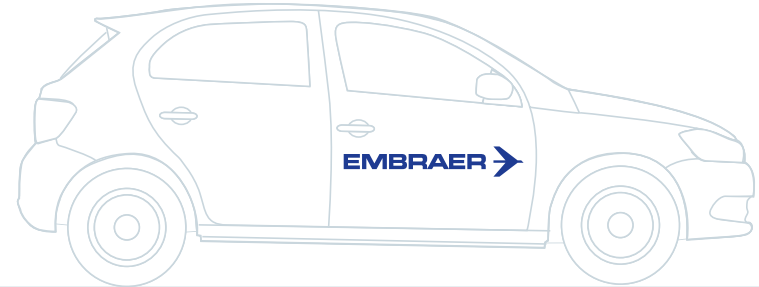
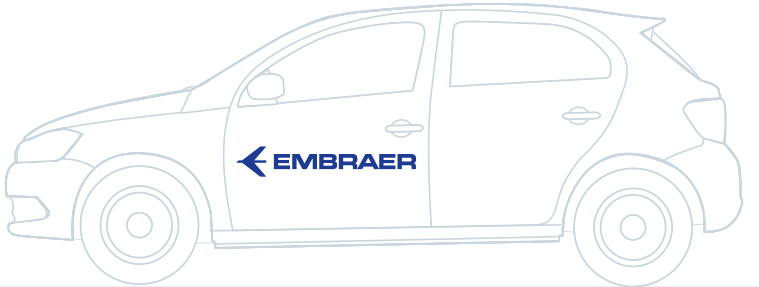
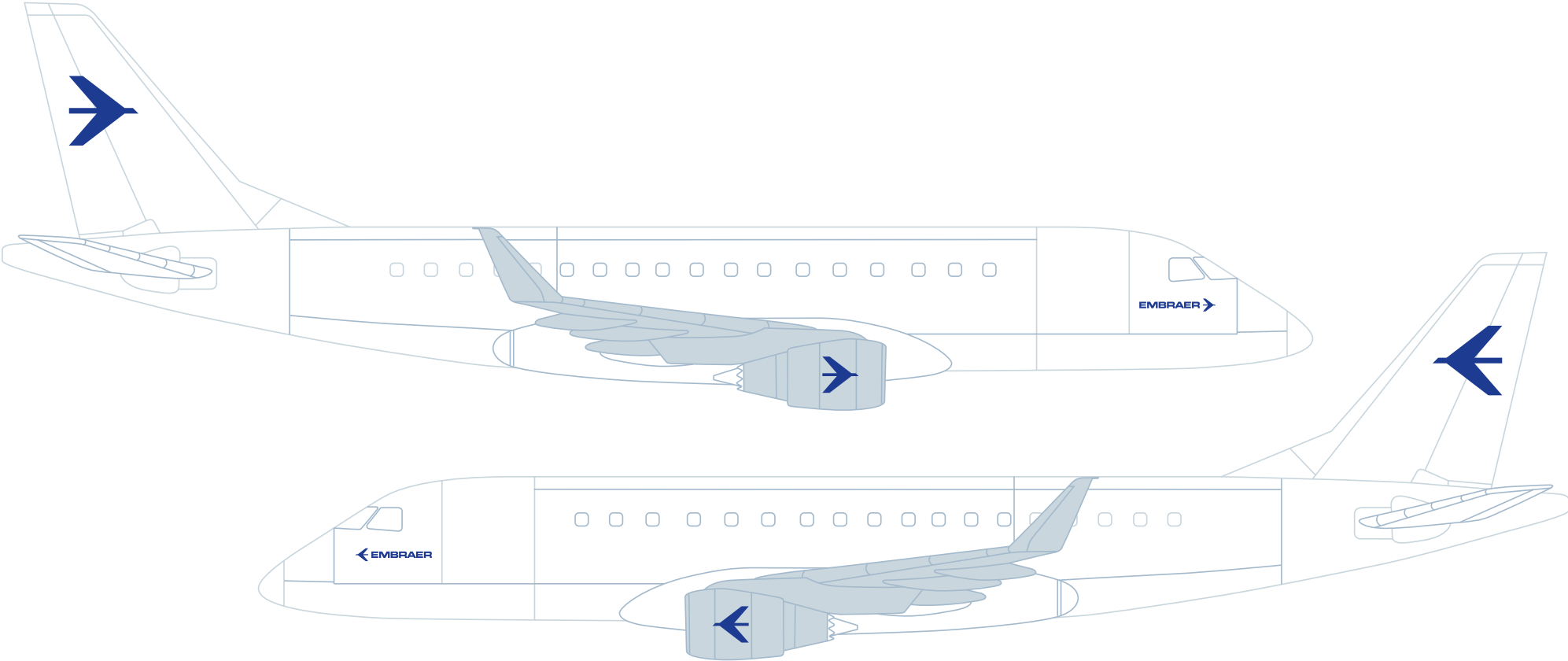
On the front and back views of the vehicles, logo and symbol must be applied in its standard versions.

Clear space and sizing set on previous page must be kept both for the logo and the symbol.



**ATTENTION:** Never reconfigure the logo manually. Ask the Corporate Marketing department for original files. Any modification, even if temporary or commemorative, must be approved by Corporate Marketing.

**LOGO** APPLICATION ON AIRCRAFTS AND OTHER VEHICLES

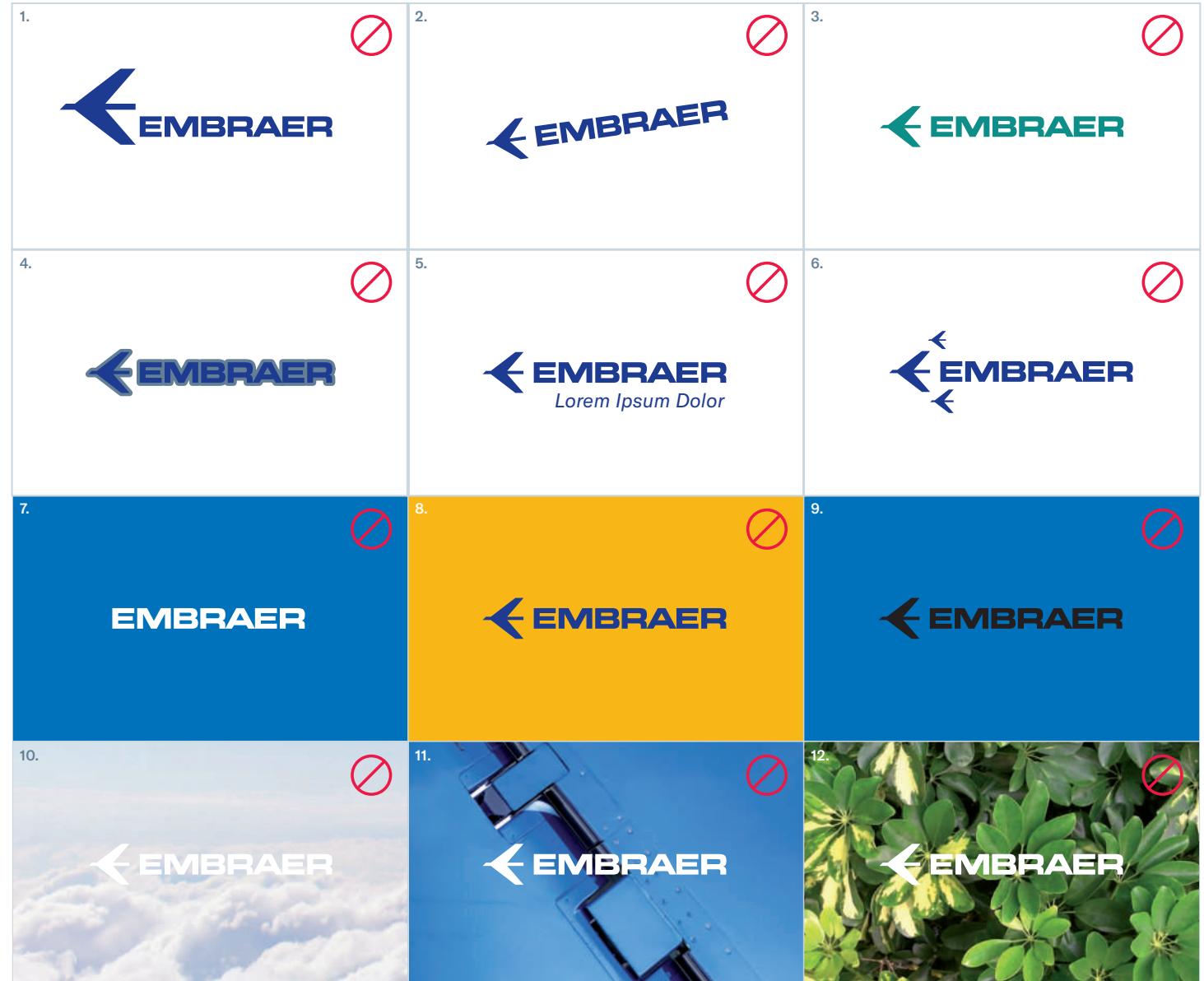


## LOGO MISUSE

Hereinafter, some examples of misuse of the logo:

1. Never change the proportion or position of logo elements.
2. Never apply the logo rotated.
3. Never change logo colors.
4. Never use contours.
5. Never add subtitles.
6. Never add new elements.
7. Never use the trademark dissociated from the symbol.
8. Never apply logo over a colored background disrespecting the examples given in this brand book.
9. Never use a black logo over a colored background.
10. Never apply logo over images that provide low contrast.
11. Never apply logo over strong interferences of the images.
12. Never apply logo over messy backgrounds.

**ATTENTION:** Never reconfigure the logo manually or add any element or effect. Always ask the Corporate Marketing department for original files. Any modification, even if temporary or commemorative, must be approved by Corporate Marketing.



# COLORS

Every brand needs a well-defined color code to create an expressive, consistent and different visual language, reinforcing its values and positioning.

# LOOK UP

Every ten seconds an Embraer airplane takes off to world skies.

The brand colors were inspired by the shades of the sky. We looked up and we've found different shades and color combinations over the day: an orange sunset, a deep blue night, a beautiful blue sky of summer.

# COLORS INSTITUTIONAL PALETTE

## MAIN PALETTE

Blue 072C is the main color of Embraer palette. A dark and a bright shade of blue bring balance between contemporary and sober to the brand language. Secondary shades of blue may or may not be in the compositions and are used to bring rhythm, organize information and highlight contents.

## SECONDARY PALETTE

Shades of gray and white are used, with parsimony, with the main palette and help to show the hierarchy of information.

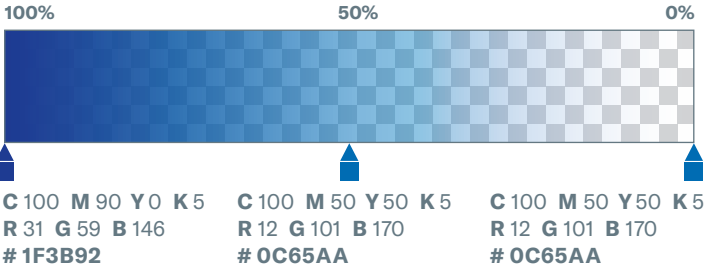
white	light blue	Embraer blue	deep blue
<b>WHITE</b> <b>C 0 M 0 Y 0 K 0</b> <b>R 255 G 255 B 255</b> <b># FFFFFFFF</b>	<b>PANTONE®</b> 2728	<b>PANTONE®</b> BLUE 072	<b>PANTONE®</b> 282
gray 01	<b>C 100</b> <b>M 50</b> <b>Y 0</b> <b>K 0</b>	<b>C 100</b> <b>M 90</b> <b>Y 0</b> <b>K 5</b>	<b>C 100</b> <b>M 90</b> <b>Y 0</b> <b>K 50</b>
<b>PANTONE® 649</b> <b>C 08 M 0 Y 0 K 10</b> <b>R 222 G 233 B 239</b> <b># DEE9EF</b>	<b>R 0</b> <b>G 91</b> <b>B 175</b>	<b>R 16</b> <b>G 6</b> <b>B 144</b>	<b>R 10</b> <b>G 26</b> <b>B 92</b>
gray 02	<b># 005BAF</b>	<b># 100690</b>	<b># 0A1A5C</b>
<b>PANTONE® 429</b> <b>C 15 M 0 Y 0 K 30</b> <b>R 163 G 181 B 191</b> <b># A3B5BF</b>			
gray 03			
<b>PANTONE® Cool Gray 9</b> <b>C 20 M 0 Y 0 K 60</b> <b>R 92 G 108 B 116</b> <b># 5C6C74</b>			
gray 04			
<b>PANTONE® 7545</b> <b>C 50 M 0 Y 0 K 90</b> <b>R 30 G 49 B 55</b> <b># 1E3137</b>			

# COLORS GRADIENTS OVER IMAGES

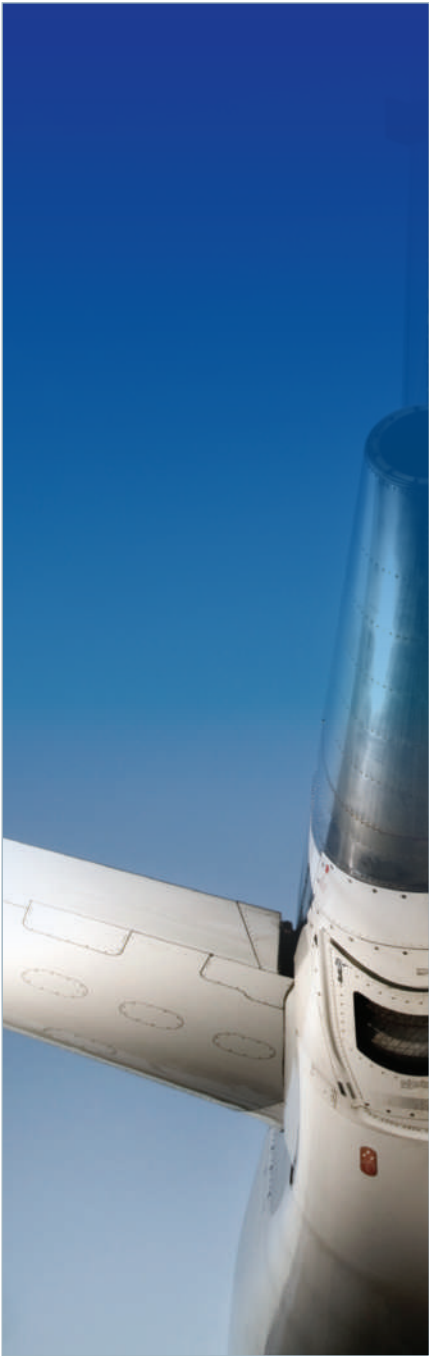
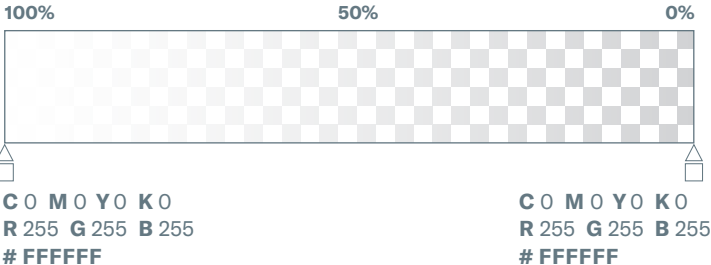
In order to apply over images, gradient can be applied both in Embraer blue and white.

The gradient opacity varies from 0% to 100%, as we're going to see in the chapter "Composition" of this brand book.

## BLUE GRADIENT



## WHITE GRADIENT






## COLORS GRADIENT FILL

Supporting solid colors, we created three gradients inspired by the colors of the sky over the day.

These fill-in must be used on flat surfaces, without images overlay.

Gradients can be used as background to text information and as a fill-in to basic institutional pieces.




□ **C 100 M 90 Y 0 K 5**  
**R 31 G 59 B 146**  
**# 1F3B92**

□ **C 100 M 100 Y 13 K 8**  
**R 45 G 44 B 124**  
**# 2D2C7C**

□ **C 72 M 73 Y 0 K 0**  
**R 97 G 91 B 168**  
**# 615BA7**

□ **C 32 M 12 Y 0 K 0**  
**R 168 G 200 B 233**  
**# A8C8E9**



□ **C 100 M 90 Y 0 K 5**  
**R 31 G 59 B 146**  
**# 1F3B92**

□ **C 80 M 27 Y 11 K 0**  
**R 7 G 147 B 193**  
**# 0093C1**

□ **C 85 M 25 Y 50 K 3**  
**R 0 G 141 B 135**  
**# 008D87**

□ **C 100 M 90 Y 0 K 5**  
**R 31 G 59 B 146**  
**# 1F3B92**

□ **C 77 M 45 Y 0 K 0**  
**R 59 G 126 B 192**  
**# 3B7EC0**

□ **C 57 M 3 Y 0 K 0**  
**R 88 G 195 B 240**  
**# 58C3F0**

□ **C 18 M 13 Y 19 K 0**  
**R 207 G 207 B 199**  
**# CFCFC7**

□ **C 7 M 20 Y 80 K 0**  
**R 238 G 200 B 82**  
**# EEC852**

**WE ARE 18  
THOUSAND  
PASSIONATE  
FOR CHALLENGES**

**COLORS** 24H GRADIENT

Over the day, from dawn to evening,  
if we pay attention to the sky,  
it's possible to see assorted shades  
of colors and gradients.

From this observation, we developed  
a scale of colors, with a gradient that  
represents 24 hours of the day.

Institutional and business unit  
colors were selected in this scale.

**EMBRAER**



SERVICE  
AND SUPPORT



EXECUTIVE  
AVIATION



COMMERCIAL  
AVIATION



DEFENSE  
AND SECURITY



# DARING PRESENCE

The tradition and the market presence of Embraer commercial aviation allied with the vibration of those who dare to go beyond the impossible.

PANTONE® 137  
C 0 M 35 Y 100 K 0  
R 252 G 195 B 23  
# FCC317

100%

0%



C 0 M 35 Y 100 K 0  
R 252 G 195 B 23  
# FCC317

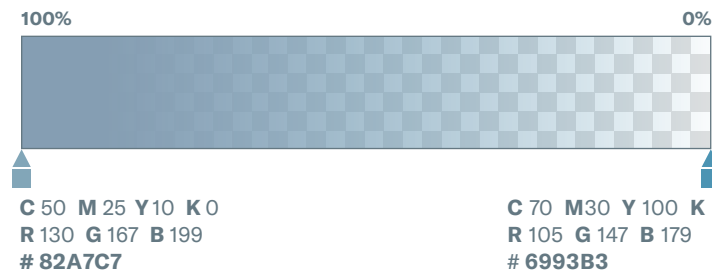
C 0 M 20 Y 100 K 0  
R 242 G 203 B 10  
# F2CB0A

# UNCONVENTIONAL CLASS REDEFINING



Innovation, performance, comfort:  
the aircraft that proves impossible  
is just a dare.

PANTONE® 535  
C 50 M 25 Y 10 K 0  
R 130 G 167 B 199  
# 82A7C7



# IMPACT INTELLIGENCE

Solid presence in defense and security market, offering integrated solutions to reach a maximum impact and efficient result.

PANTONE® 159  
C 10 M 65 Y 100 K 0  
R 219 G 98 B 0  
# DB6200

100%

0%



C 10 M 65 Y 100 K 0  
R 219 G 98 B 0  
# DB6200

C 12 M 40 Y 100 K 0  
R 208 G 158 B 33  
# D09E21

# TECHNOLOGY BRAZILIAN SOUL

The unmistakable Brazilian way of serving well allied to the cutting-edge aerospace technology.

**PANTONE® 2230**  
C 95 M 0 Y 40 K 10  
R 0 G 152 B 152  
# 009898

100%

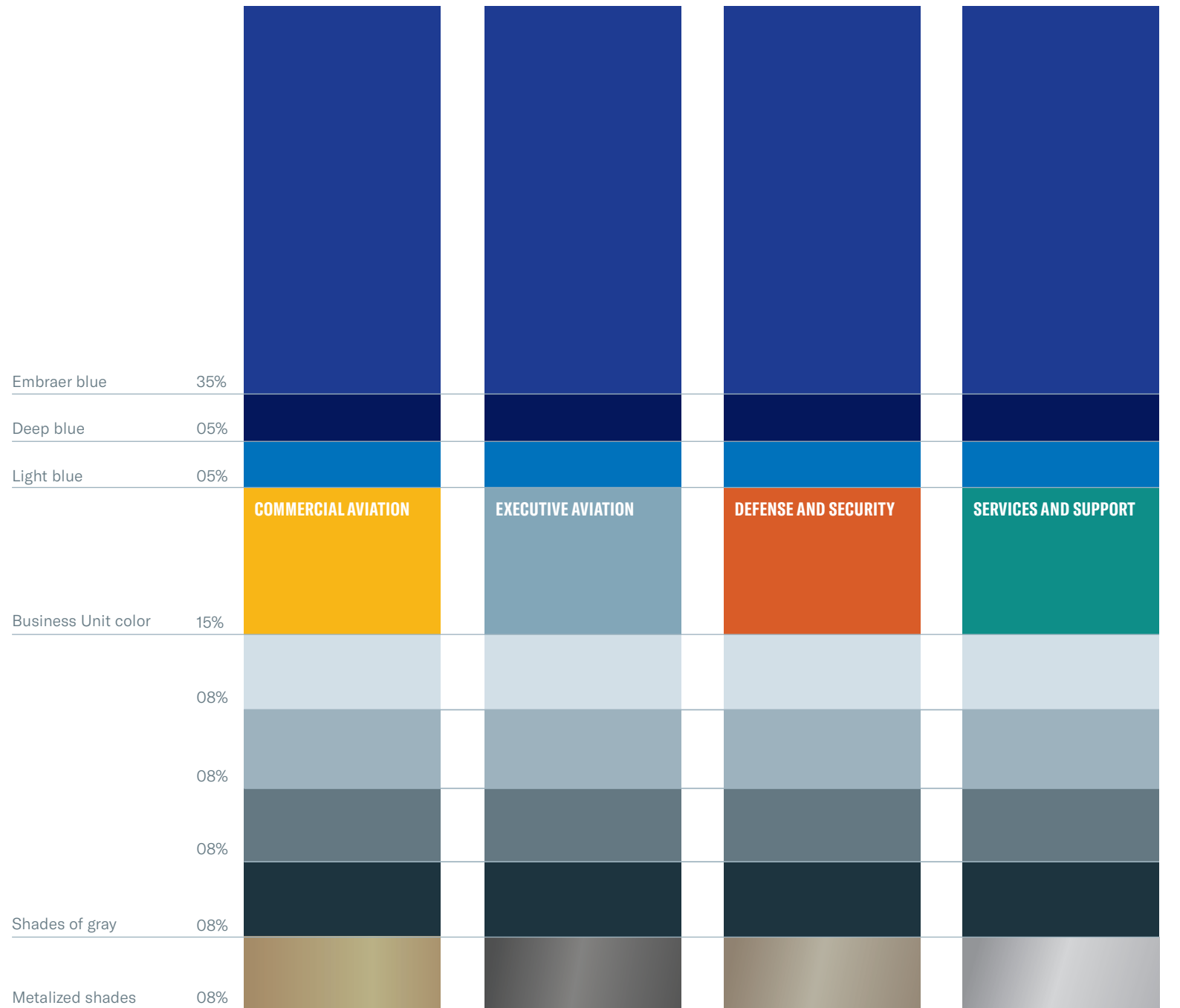
0%



**C 95 M 0 Y 40 K 10**  
**R 0 G 152 B 152**  
**# 009898**

**C 100 M 20 Y 20 K 0**  
**R 0 G 136 B 179**  
**# 0088B3**

**COLORS** PROPORTION



**ATTENTION:** Proportion and balance between colors of palette is a guideline to keep coherence in Embraer representative materials. Proportion can vary between indicated values, according to the kind of application.



# TYPOGRAPHY

Typography is an important ingredient of a visual language system. In addition to registering verbal language, typographic element is helpful to translate brand personality. In Embraer identity system, typography reinforces Business Units and Corporate alignment.

GT  
AMERICA

# GT AMERICA

GT America is the official typographic family for all Embraer communication, including institutional parts and Business Units expressions.

It has a geometric, precise and impressive design. Versions with varying weights and widths allow flexibility and adaptability to different application types. Whenever it is used provides creative size, weight and alignment construction.

*gt*  
*america*

# TYPOGRAPHY INSTITUTIONAL FONT FAMILY

## GT AMERICA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA CONDENSED THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA CONDENSED THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA CONDENSED LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA CONDENSED REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA CONDENSED MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA CONDENSED BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA COMPRESSED THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA COMPRESSED THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA COMPRESSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA COMPRESSED LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA COMPRESSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA COMPRESSED REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA COMPRESSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA COMPRESSED MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA COMPRESSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GT AMERICA COMPRESSED BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Embraer typographical composition follows predefined proportional variations. For corporate use, the following guidelines are recommended:

**TITLES**

**GT America Compressed Bold.**

Size: variation from 500% to 800% of continuous text typeface.  
All capital letters.

Leading: equivalent to 90% of typeface.

Tracking: variation from 0% to 20% according to composition needs.

**SUBTITLES AND HIGHLIGHTS**

**GT America Condensed Light.  
GT America Condensed Light Italic.**

Size: from 200% to 300% of continuous text typeface. All capital letters.

Leading: 100% of typeface.

**CONTINUOUS TEXT**

**GT America Regular.**

Size: to ensure readability, minimum body of 9 pt is recommend.

Leading: 120% of typeface.

**BOLD  
COMPRESSED  
FONT FOR  
TITLES**

font size 54 pt

leading 48,6 pt

tracking 10%

**LIGHT CONDENSED  
FONT, ITALIC OR NOT,  
FOR HIGHLIGHTS.**


font size 18 pt

leading 18 pt

Curabitur posuere semper lectus.  
Suspendisse non lacus vel lorem  
interdum sollicitudin nec non dolor.  
Sed porta eleifend magna, nec eleifend  
dui varius a. Aenean eu feugiat velit,  
vitae laoreet orci. Suspendisse ligula  
augue, tincidunt id nunc ut, vulputate  
ultricies nulla. Etiam imperdiet at nibh  
nec mattis. Nullam pellentesque porta  
efficitur. Quisque pellentesque fringilla  
augue, sollicitudin justo vehicula.

font size 9 pt

leading 10,8 pt



# THERE IS AN EMBRAER PLANT IN EVERY CORNER OF THE WORLD

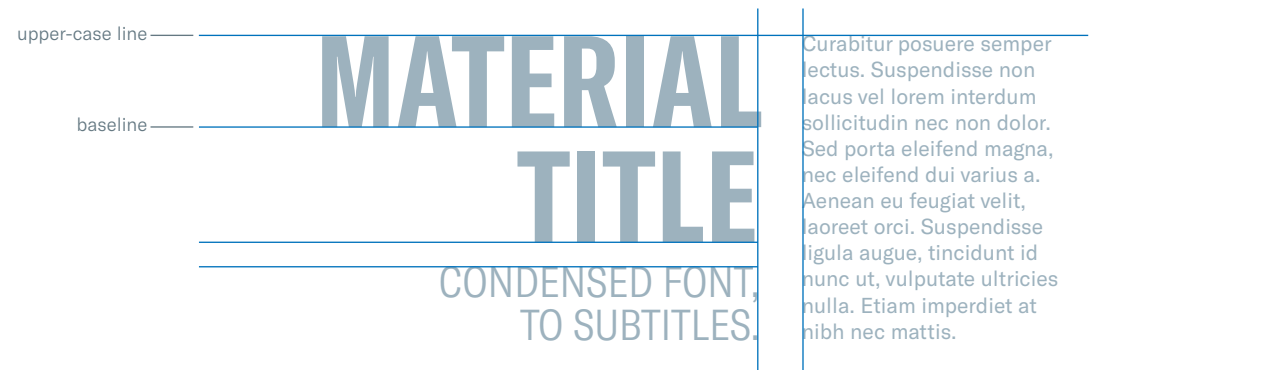
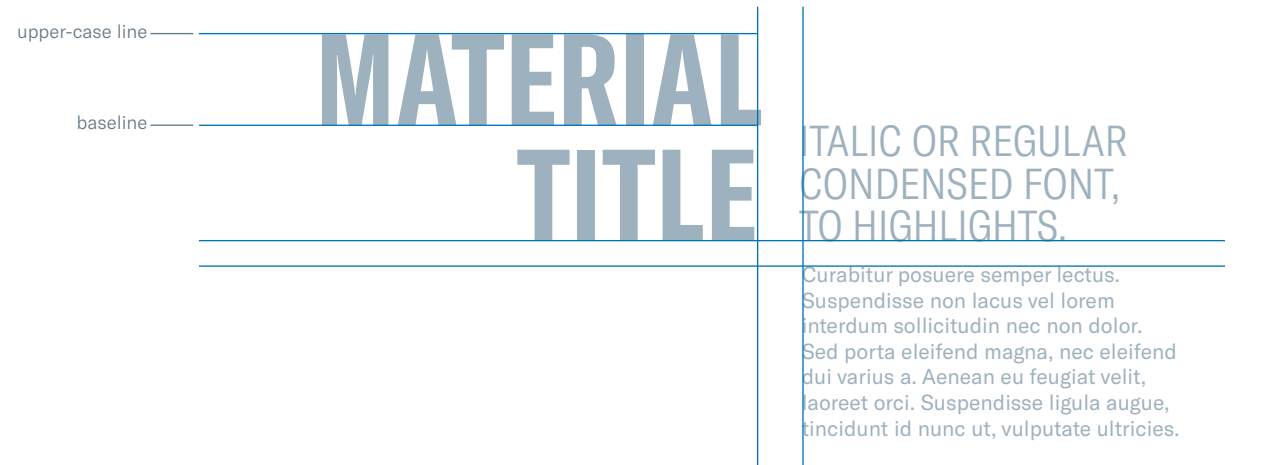
EACH 10 SECONDS,  
AN EMBRAER  
AIRCRAFT TAKES  
OFF SOMEWHERE  
IN THE WORLD.

Embraer has its headquarters in Brazil and keeps industrial units, offices, service and parts distribution centers in Americas, Africa, Asia and Europe. There are already more than 90 airlines and 60 countries. With Embraer, the world becomes more Brazilian, and Brazil becomes more global.

## TYPOGRAPHY ALIGNMENT

Embraer typographical compositions establish intelligent alignments. As reference, baseline and upper-case line are sources.

These standards are recommended whenever possible.



In a fixe typographic universe, delimited by the choice of GT America font family, we have defined flexible parameters of composition that provide a more specific personality to each Embraer business unit.

Different relations of weight, size and spacing allow translating concepts associated to each unit, as shown in the following pages.

EXECUTIVE AVIATION

SECURITY  
AND DEFENSE

COMMERCIAL

AVIATION

service and  
support

Commercial Aviation is the market segment with greater range of public. And because of it, there is a high potential to consolidate brand's visual equities. Based on this principle, the same typographic composition guidelines established for institutional communication was adopted.

**TITLES**

**GT America Compressed Bold.**

Size: variation from 500% to 800% of continuous text typeface.  
All capital letters.

Leading equivalent to 90% of typeface.

Tracking: variation from 0% to 20% according to composition needs.

**SUBTITLES OR HIGHLIGHTS**

**GT America Condensed Light.**  
**GT America Condensed Light Italic.**

Size: variation from 200% to 300% of continuous text typeface.  
All capital letters.

Leading: 100% of typeface.

**CONTINUOUS TEXT**

**GT America Regular.**

Size: to ensure readability, minimum typeface of 9 pt is recommended.

Leading: 120% of typeface.





MAXIMISING  
PERFORMANCE,  
SUSTAINING  
PROFITABILITY.

# FLEETSMART

Commercial aviation is growing at an incredible rate and this growth, while beneficial, is challenging for operators. To overcome these challenges, we have created FleetSmart: a comprehensive range of fleet optimization solutions based around 3 key principles – Design Smart, Experience Smart and Business Smart.



Executive Aviation communication is guided by elegance and performance. Less accentuated contrasts between textual elements provide more elegant compositions.

### TITLES

#### **GT America Compressed Bold.**

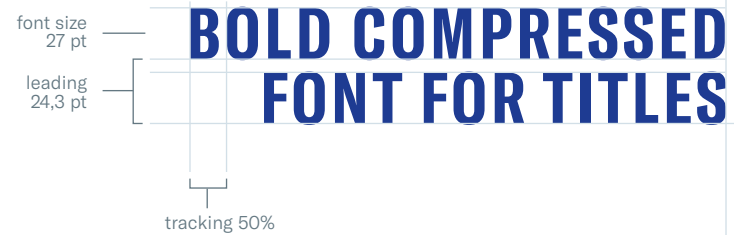
Size: variation from 300% to 500% of continuous text typeface.

All capital letters.

Leading: equivalent to 90% of typeface.

Tracking: variation from 0% to 50% according composition needs.

For short titles, such as product names, a range of 100% to 300% is used.



### SUBTITLES OR HIGHLIGHTS

#### **GT America Condensed Light.**

#### **GT America Condensed Light Italic.**

Size: variation from 150% to 250% of continuous text typeface. All capital letters.

Leading: 100% of typeface.

*ITALIC OR REGULAR LIGHT  
CONDENSED FONT FOR HIGHLIGHTS.*

Curabitur posuere semper lectus. Suspendi  
non lacus vel lorem interdum sollicitudin nec  
non dolor. Sed porta eleifend magna, nec  
eleifend dui varius a. Aenean eu feugiat velit,  
vitae laoreet orci. Suspendisse ligula augue,  
tincidunt id nunc ut, vulputate ultricies nulla.  
Etiam imperdiet at nibh nec mattis. Nullam  
pellentesque porta efficitur. Eque pellentesque  
fringilla augue, sollicitudin justo vehicula.

### CONTINUOUS TEXTS

#### **GT America Regular.**

#### **GT America Light.**

Size: to ensure readability, minimum typeface of 9 pt is recommended.

Leading: 120% of typeface.

# LEGACY 450

## RETHINK CONVENTION

And why? Simply because there is no other jet in the world as incredible as the Embraer executive jets. Our executive aircraft are the perfect example of our determination to create something out of the ordinary. In every detail - in the seats, in the comfort, in the cabin that filters noises and sounds at any altitude - you realize that we do not want to keep the *status quo*, but rather create something yet unimaginable.



Defense and Security Business Unit communicates with solidity and impact. Therefore, its typographical guidelines titles allow fonts in larger typeface, light or italic variations are not used, medium or bold versions are preferred according to the following guidelines:

**TITLES**

**GT America Compressed Bold.**

Size: variation from 800% to 1200% of continuous text typeface.

All capital letters.

Leading: equivalent of 90% typeface.

Tracking: variation from 0% to 20% according composition needs.

**SUBTITLES OR HIGHLIGHTS**

**GT America Condensed Medium.**

Size: variation from 200% to 300% of continuous text typeface.

All capital letters.

Leading: 100% typeface.

**CONTINUOUS TEXT**

**GT America Regular.**

Size: to ensure readability, minimum typeface of 9 pt is recommended.

Leading: 120% of typeface.

The image displays a typographic grid with three main sections. The top section features the word 'COMPRESSED BOLD' in a large, blue, condensed font, with a 'font size 72 pt' label. The middle section shows 'FONT FOR TITLES' in a similar style, with a 'leading 64,8 pt' label. The bottom section contains 'MEDIUM WEIGHT CONDENSED FONT FOR HIGHLIGHTS.' in a smaller, blue, condensed font, with a 'font size 27 pt' label. To the right of this section is a block of continuous text in a smaller font, with a 'font size 9 pt' label and a 'leading 10,8 pt' label. A 'tracking 0%' label is positioned at the bottom center of the grid.

# SUPERTUCANO

## THE ORIGIN OF AN OUTSTANDING AIRCRAFT

The Super Tucano's airframe was designed, both in its single and twin-seater versions, with the latest generation technology and computer-aided tools that provide the aircraft with a potential service life of 18,000 hours for typical training missions, or 12,000 flying hours in operational environments, depending on mission loads and utilization.



Service and support is the business unit that explores the most human potential, the Brazilian way to serve well. Representing this aspect, GT America lowercase letters are used, including to titles.

TITLES

**GT America Compressed Bold.**

Size: variation from 300% to 600% of continuous text typeface. All lowercase letters.

Leading: equivalent to 90% typeface.

Tracking: variation from 0% to 20% according to composition needs.

SUBTITLES OR HIGHLIGHTS

**GT America Condensed Light.**  
**GT America Condensed Light Italic.**

Size: variation from 200% to 300% continuous text typeface. All lowercase letters.

Leading: 100% of typeface.

CONTINUOUS TEXT

**GT America Regular.**

Size: to ensure readability, minimum typeface of 9 pt is recommended.

Leading: 120% of typeface.





**we're  
passionate to  
serve well**

We challenge the impossible to ensure the best trip.

The result is an awarded support and service level that continuously exceeds expectations, inspires confidence and maximizes the return on aircraft investment. So they can fly always better and absolutely safely.

For situations when GT America cannot be used – because of software limitations, file inexistence, email providers and others – please use Arial fonts as the standard typographical family.

# Arial

Arial is a sans-serif typographical family designed by Robin Nicholas and Patricia Saunders, for Monotype Typography in 1982. Arial comprises many styles (Regular, Italic, Bold, etc) and are packaged with all versions of Microsoft Windows from Windows 3.1 onwards, some other Microsoft software applications, Apple's macOS and many PostScript 3 computer printers.

Aa Aa

## ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## ARIAL NARROW ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## ARIAL NARROW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## ARIAL NARROW BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890



# TRAIL

In languages construction, certain graphic elements have great representative force. Their role is reinforcing emphatically brand messages. For this reason, they are strategical and precise in visual communication systems.



**CHALLENGES  
LEAD US  
TO NEW  
DIRECTIONS.**

## TRAIL/ COLORS OF THE SKY

Trail represents the movement of the air. Through aerodynamics, a trail is drawn in the sky, produced by the passage of an object in flight.

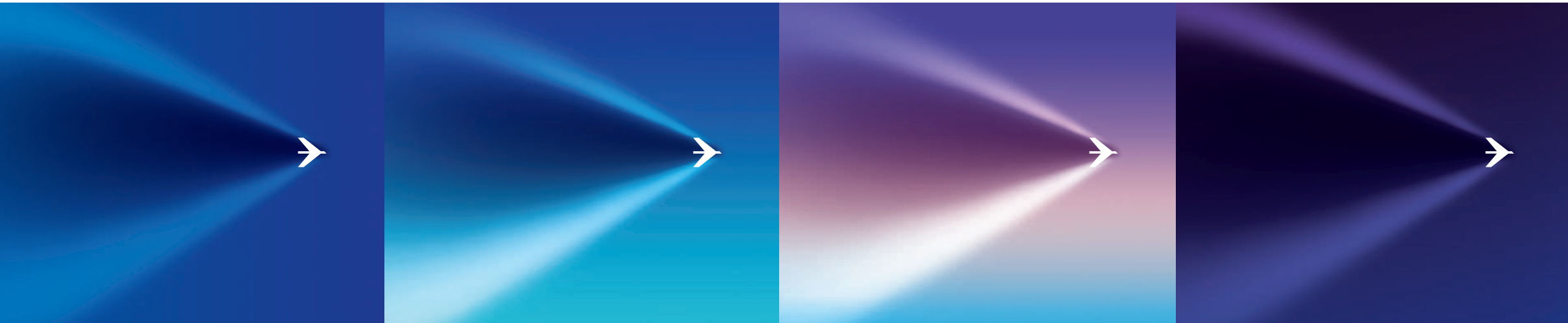
This represented sky can happen in various places and hours of the day, and it is also able to assume many shades.

Trail is a graphic element, not a photograph. It can be colored according to the colors of the sky throughout the day.

We began with 4 main shades: the Embraer blue, the turquoise dawn, the sunset that brings shades of lilac and the deep blue and purple of a night sky.



color gradients inspired by the colors of the sky.



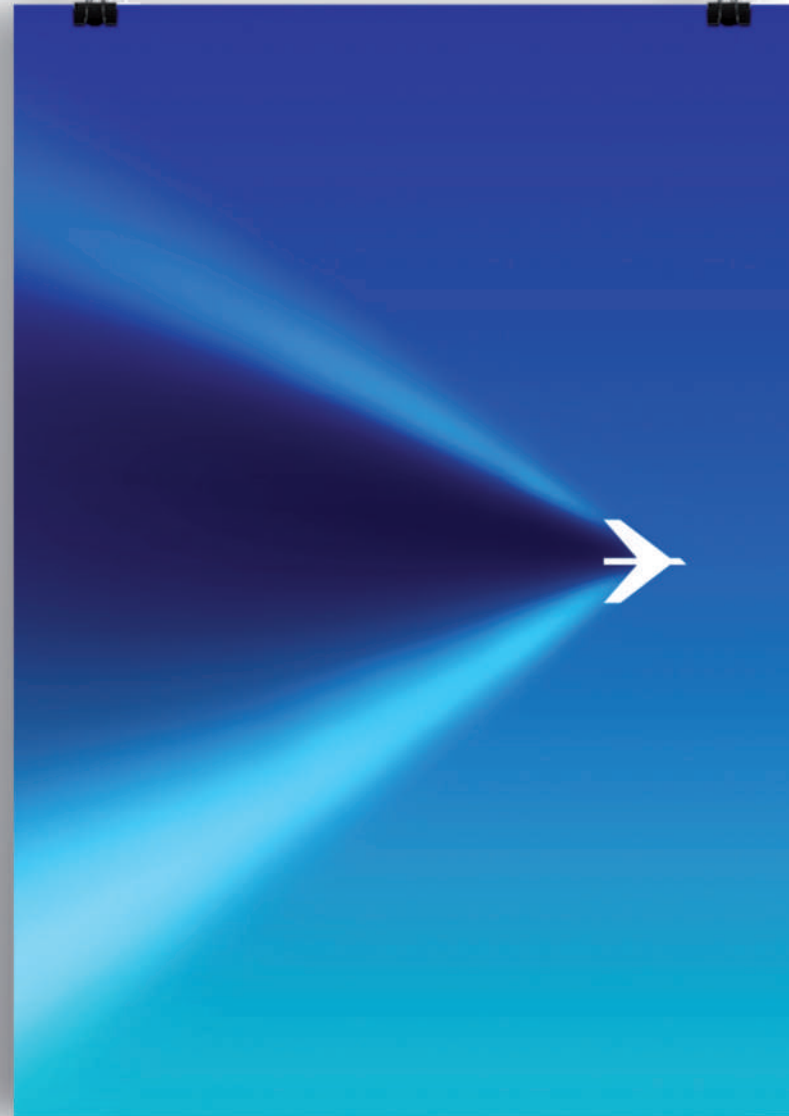
**ATTENTION:** *New coloring of trail must be submitted to approval by the Corporate Marketing department.*

## TRAIL/USAGE

Trail is a strong graphic element of Embraer's new language. It should be used in balance with other elements, and never excessively, so it does not lose its representative strength.

Trail's application is restricted to pieces that boost its meaning. Strategically, it must draw on messages related to the future, the challenges and the tagline of the brand: Challenge. Create. Outperform.

It can only be used whenever there is a clear reference to Embraer in the context of usage, since it is associated with the symbol by itself.



## TRAIL/ CROP

Trail is always framed maintaining visual impact. To this end, we follow some rules.

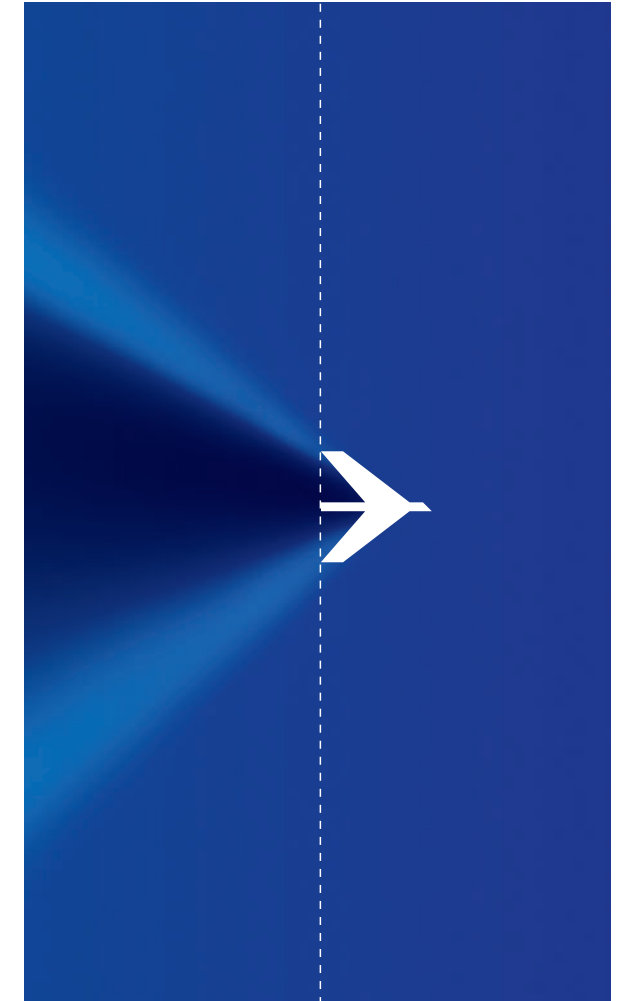
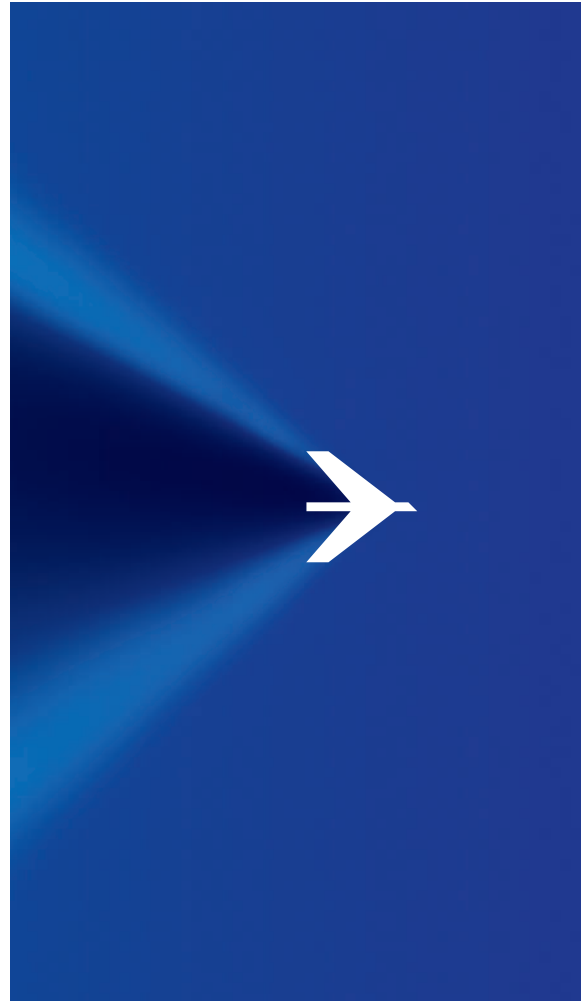
### TRAIL + SYMBOL

The Embraer trail is directly connected to the symbol. It represents air movement generated by aerodynamics of the object in flight. Therefore, trail only exists when associated with the symbol, and only in left-to-right direction.

In this way, any framing and application must preserve the area of Embraer symbol.

### PLACEMENT

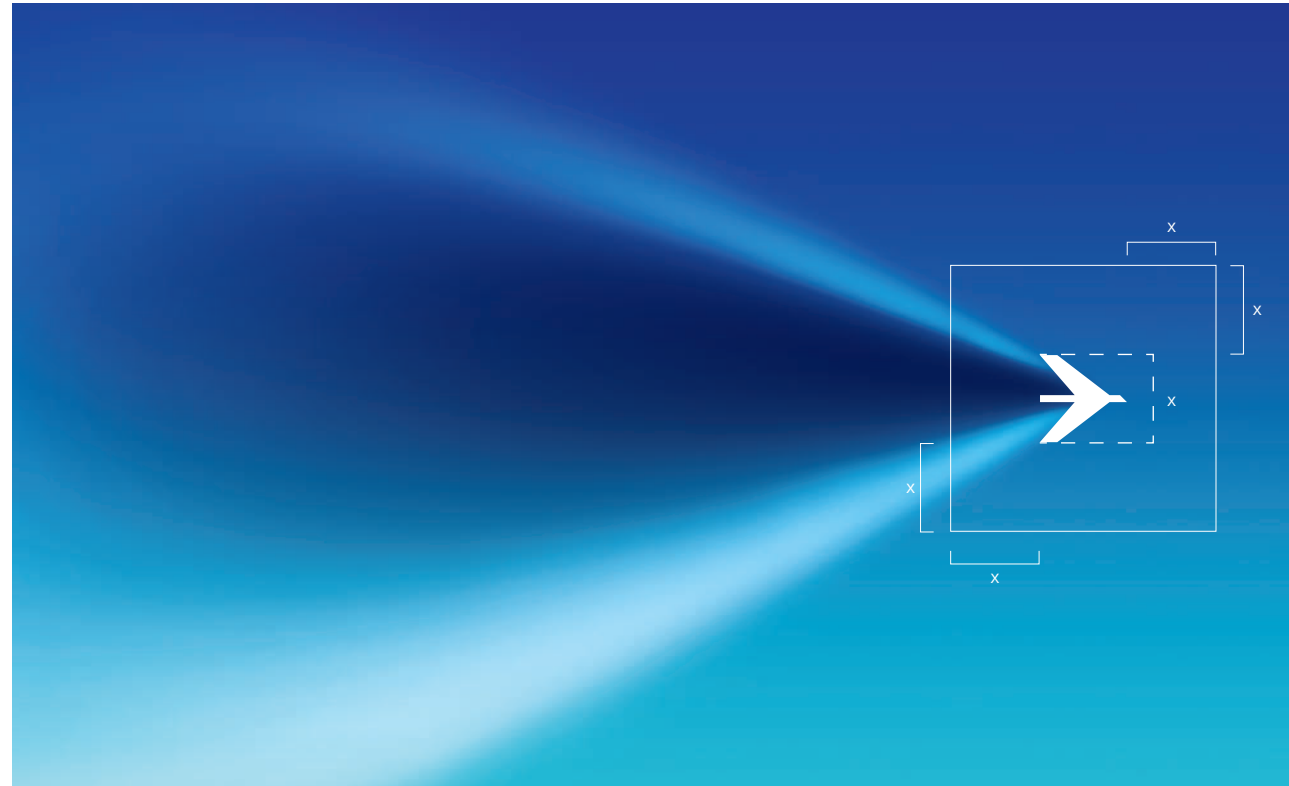
To ensure that as much of trail as possible appears in framing, the symbol must be placed at least from the middle of the piece to the right of it.



## TRAIL/ ADDING TEXTS

When we insert texts along with trail, it is necessary to maintain a clean space around the symbol to guarantee its legibility and integrity.

Any element must have a minimum distance of "x" from the symbol, "x" being the height of the symbol, as represented in the diagram.





## TRAIL MISUSAGE

Here are some examples of misuse of trail:

- Trail should not be applied along with a diagonal line otherwise it loses power.
- Trail should not be applied inside boxes and/or frames, because it narrows sky space and weakens graphic feature.
- Trail should not share space with images or areas of color. This is only possible if elements are on different sides of the same piece.
- On the same piece, trail should appear only once. As an important graphic element of language, usage should not be trivial. As a fill-in feature, the usage of an image, a plated color or a gradient color palette is allowed.
- Trail should not be flipped or rotated.
- Trail should not be separated from Embraer symbol.




**ATTENTION:** Always request original files from the Corporate Marketing department.



# IMAGE GUIDELINES

Images are essential ingredients to build the visual language of a brand. Intelligent use of images, frames, color and choice of themes conveys concepts and messages clearly and directly.



# IMAGES SPEAK

Photographic language is very important for the construction of visual identity. It will represent brand in a concrete way, and promote visual materialization of the image Embraer wants to build.

Embraer's image guidelines reinforce its proposition: Challenge. Create. Outperform. These messages are conveyed with photography by images of products that are amazing on performance and images of people who create solutions.

## IMAGE GUIDELINES / COLORS

The colors of Embraer images enhance its products and also the sky wherever they fly. Gradients of the sky are clear and outstanding.

Institutional palette is an inspiration for images tone. Shades of blue can be seen in the sky colors, and gray and metallic are in details and airframes.



## IMAGE GUIDELINES / COLORS

Warmer tones can be seen in images with human figures, bringing Human dimension from expression guiders.

For aircraft photos, natural lighting, preferably daylight, highlights colors and contours, enhancing products. In some cases, night shots provide the required sophistication for a piece.



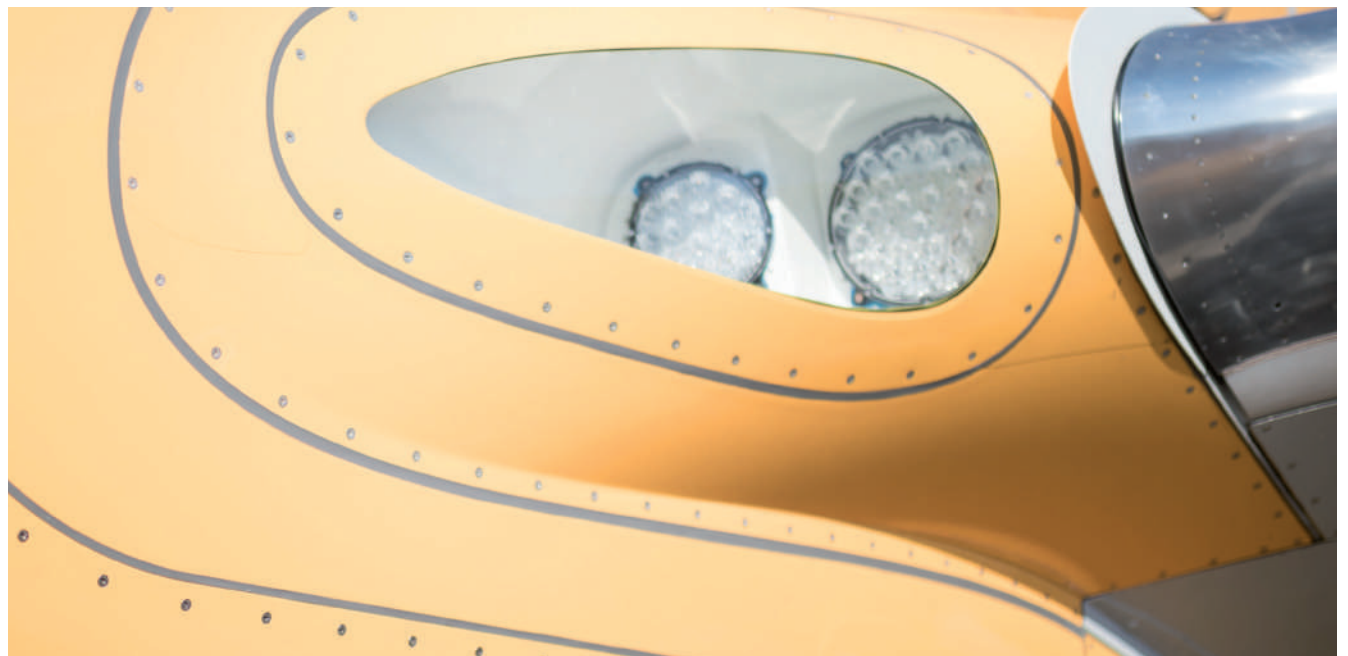
## IMAGE GUIDELINES TEXTURES

Metals, fittings, rivets, matte, chrome. The aerospace material universe revolves around structures of its products.

These surfaces are and should be explored graphically in the language of Embraer brand, and in photos that value and explore contrast between diverse materials.

We are used to see aircrafts flying far away in the sky. A closed frame, in details, brings us closer to products and makes their shapes tangible.

The actual coloration of aircraft surfaces varies among Business Units, becoming an important proprietary factor in communication pieces.





## IMAGE GUIDELINES FORMS

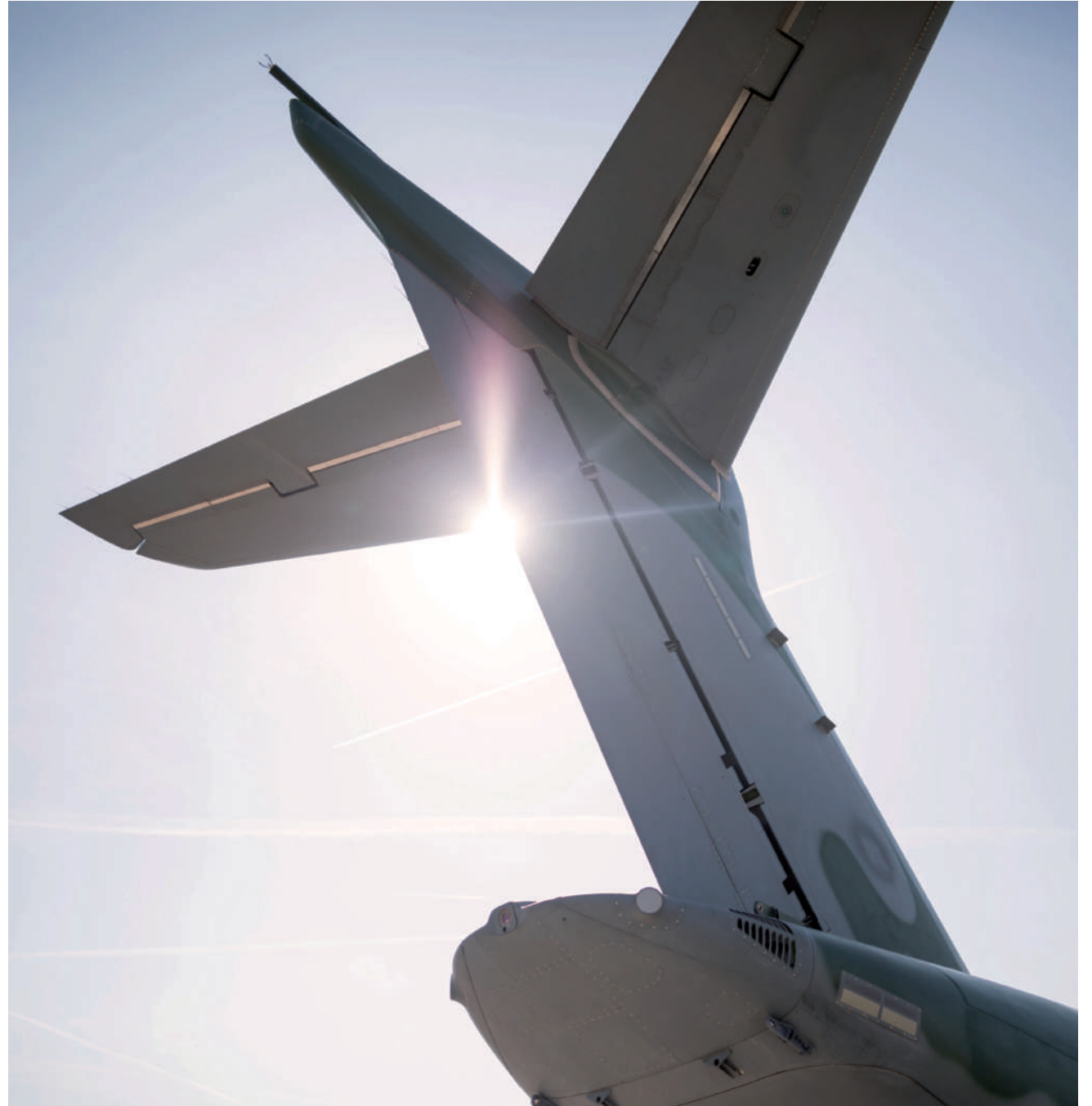
Aircrafts have unique and visually strong shapes, with significant importance in the construction of Embraer language.

Aerodynamic design elicits essential elements explored in compositions, as: marked angles, strong diagonals and unusual contrasts between lines and curves. This feature reinforces products position in the territories of sophistication, distinctive design, high performance, and state-of-the-art technology.

Unusual angles and exploration of different planes, by using focus and blur features, bring movement and dynamics to images.

In addition, as we will see detailed in the chapter "Composition", angled shapes products reinforce the use of dynamic diagonal and construction of layouts with structural grid.







## IMAGE GUIDELINES PEOPLE

"We are proud of working here."

People make a company and they need to be represented in imagery Embraer language.

Tech/Human relationship is emphasized when human figure is in interaction with aircraft and systems. Photo should bring a natural human figure, avoiding unnatural poses or false scenery. The goal is presenting in a transparent way the relationship between man, product and services.

Embraer employees should be portrayed in work environments, performing tasks with determination and dedication. Their posture should indicate ability, agility, courage and commitment.





## IMAGE GUIDELINES SKY

Inspiration for the color palette, the sky is an essential element of the brand's photographic universe.

It is the natural scenery of aircraft, and the best place to register the peak of their performance.

Embraer sky is full of color gradient. Shades of blue in open sky, orange in the evening or deep blue tones of nighttime images.



# THE MOST DIRECT WAY OF TALKING ABOUT A PRODUCT IS WITH IMAGES

When we talk about commercial aircraft, executive jets, security operations or customer services, we immediately feel the need to illustrate the subject with photos. Embraer Business Units use proprietary images to communicate a desired message. Photos to illustrate products in action and the company's best features.

To best convey these messages, the features mentioned in this chapter - colors, forms, textures and people - can differ considerably in each Business Unit images. This variation is part of a flexible structure in Embraer areas, but it is always aligned with the main visual language guideline.



#### COLORS

Embraer's commercial aircraft fly in clear and open sky. The immensity of blue gradient in images with flying aircraft is one of the most striking feature in commercial aviation. This background contrasts with a strong yellow fuselage painting.

#### TEXTURES

Textures of commercial aviation are soft and comfortable to the eyes. Aircraft fuselages are clean and clear with bright colors.

#### FORMS

Unusual angles are welcome to display products in an innovative way, creating more visual interest in compositions.

Compositions with more than one aircraft reinforce the *Fleetsmart* concept and optimized operations.



#### COLORS

The gray of Executive Aviation is reflected in its images. Elegance and performance are represented by neutral tones, with highlights of metals, cloudless skies and smooth gradient.

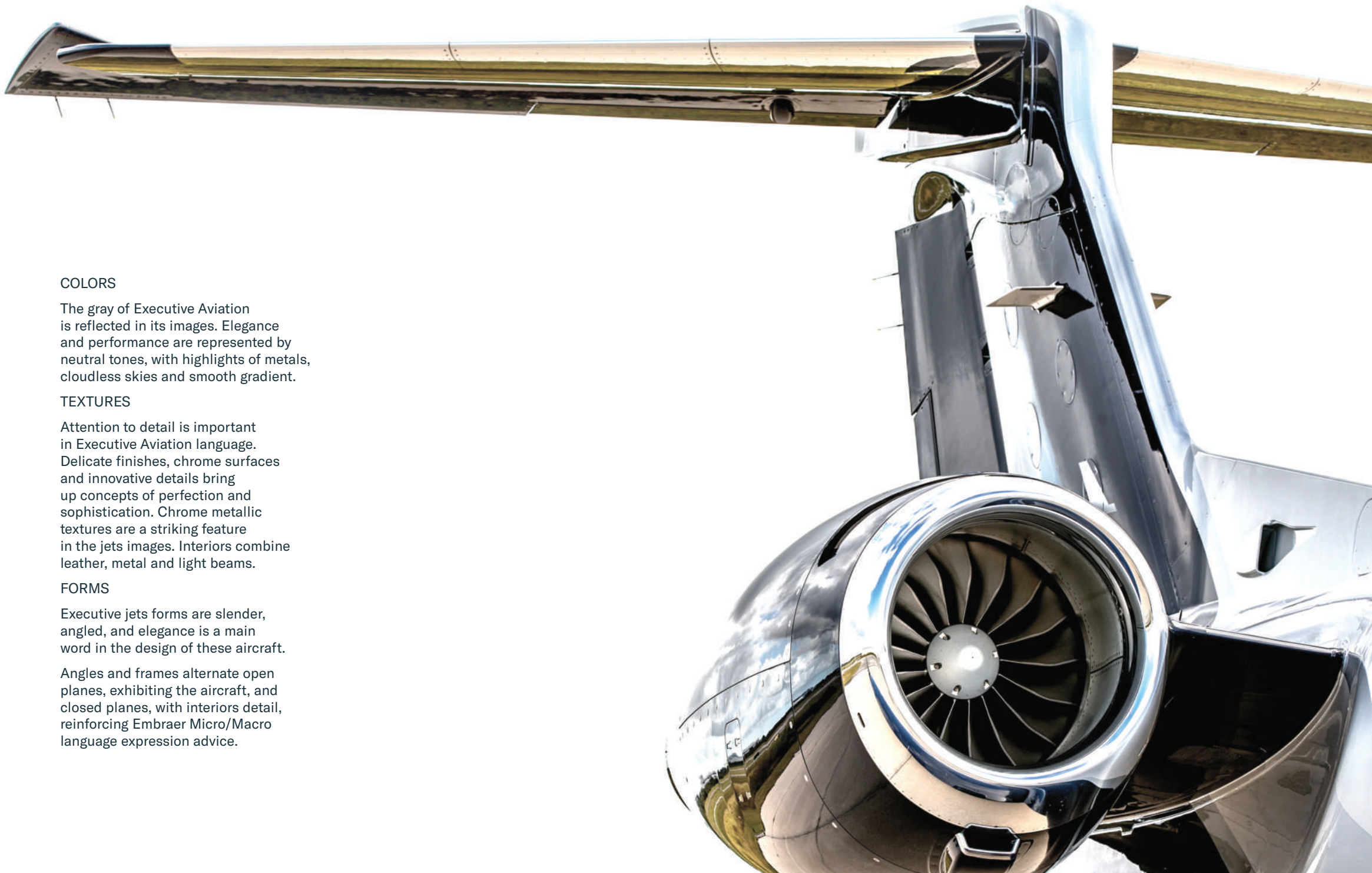
#### TEXTURES

Attention to detail is important in Executive Aviation language. Delicate finishes, chrome surfaces and innovative details bring up concepts of perfection and sophistication. Chrome metallic textures are a striking feature in the jets images. Interiors combine leather, metal and light beams.

#### FORMS

Executive jets forms are slender, angled, and elegance is a main word in the design of these aircraft.

Angles and frames alternate open planes, exhibiting the aircraft, and closed planes, with interiors detail, reinforcing Embraer Micro/Macro language expression advice.









#### COLORS

Sharp contrast is a differential in defense and security images. Photography uses backlight as an appeal, producing bold images with strong impact. Orange and warmer tones are welcome, as well as brown and green, military tones.

#### TEXTURES

Defense aircraft surfaces have well-delimited textures, which can be explored in images: dark metal, rivets and military paint.

#### FORMS

Angles of visual defense language are strong and delimited. Distortions and sharp perspectives bring up a kind of magnificence for aircraft that implies performance capacity.





#### COLORS

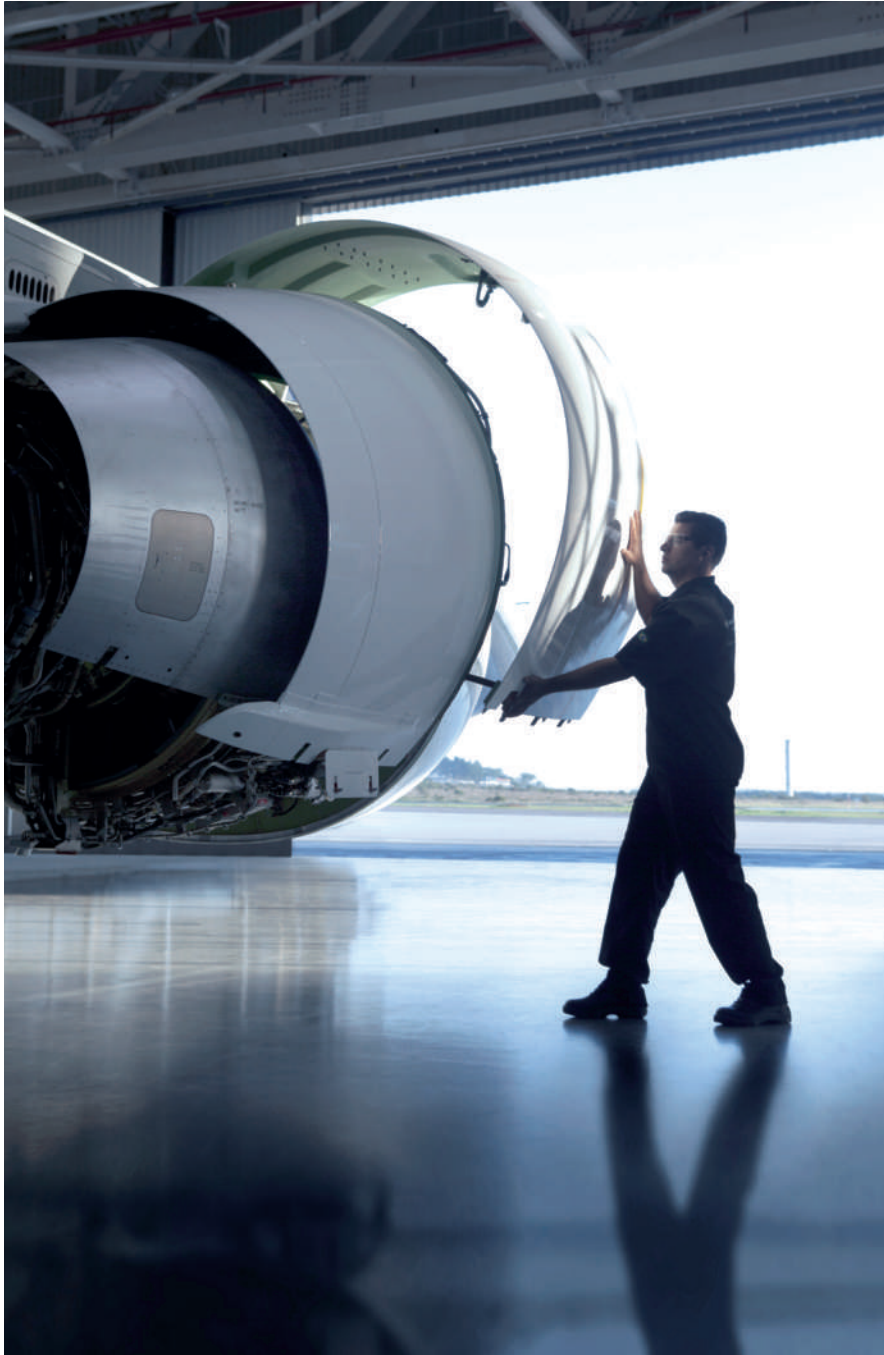
Brazilian soul and technology are remarkable in Services images. Whenever possible, color treatment may emphasize a green tone, either in natural or oriented light. It contrasts with slightly yellowish tones, which are associated with human figures.

#### TEXTURES

A hangar as a setting, always clear and bright, brings proprietary visual patterns to this business unit language. Equipment support and maintenance also adds new elements in compositions.

#### FORMS

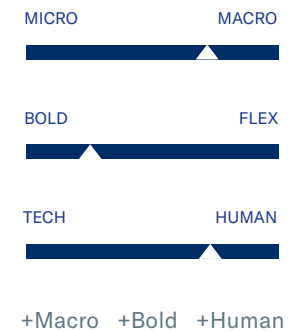
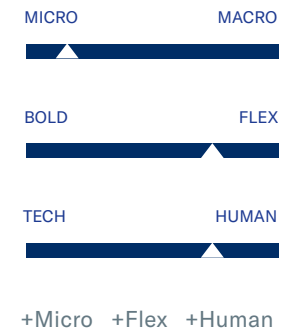
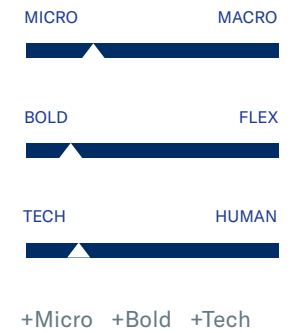
People's perspective from aircraft, from the bottom to the top, humanizes images and provokes empathy in the observer, reinforcing the brand language of Tech/Human expression.



## IMAGE GUIDELINES / USAGE OF EXPRESSION EQUALIZER


Choosing the right images for a communication piece is challenging. To guide this process, we return to an equalizer tool of expression guiders.

According to the type of message, audience and media, we can evaluate images using an equalizer. By this way, we understand whether choices are appropriate to reach our goal.



# PATTERN

Visual language can also express itself through textures. Proprietary graphic patterns reinforce brand messages and can merge as texture on many surfaces.



# TEXTURE & MOVEMENT

Inspired by a flock of birds, pattern reinforces Embraer brand identity without weakening or trivializing its logo. Brand personality stands out wherever pattern is applied. It transmits movement, aerodynamics, rhythm and texture.

## PATTERN PRINT

Embraer pattern polychrome printing may use the following versions: gray over white and white over gray, as in the example on the right.



gray over white



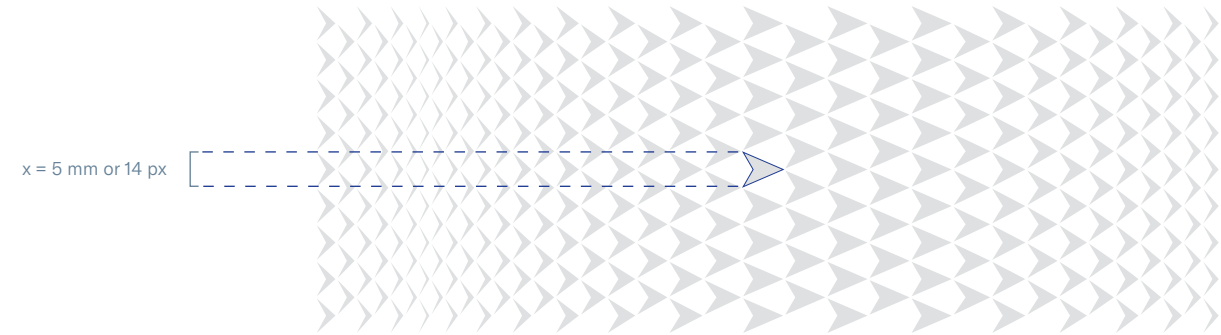
white over gray



## PATTERN SIZING AND FRAMING

### SIZING

To keep pattern legibility and recognition, a minimum size for printed (mm) and digital (px) media was given by central module height of the pattern, as shown in the diagram.



### FRAMING

By exploring horizontality, pattern framing may represent different module sizes to reinforce the flock, the movement and the rhythm of graphics.



**Do:** Framing with movement and rhythm of the flock.



**Don't:** Framing with slight variation in modules size. No idea of aerodynamics, movement and rhythm of the flock is given.



## PATTERN/ FINISHING

Main usage of pattern is applying it as a texture to provide personalized pieces. With unusual finishes and techniques, an element of identity should be incorporated in projects of ambiance, special prints, products, and aircraft interior.

In the following pages, we can see some application possibilities.

### PRINTED FINISHING

Localized varnish, hot stamping, metallic pantone printing.

### SHEET DRILLING

Brand's design language is composed by aluminum, metal and acrylic sheets, among other kind of material.

### EMBOSSING

Brand's design language is composed by high and low embossing on leather, paper, metal, among other kind of material.

### FABRIC

Embroidery on fabric for special finishing inside aircraft, silk and *jacquard* printing, among other.





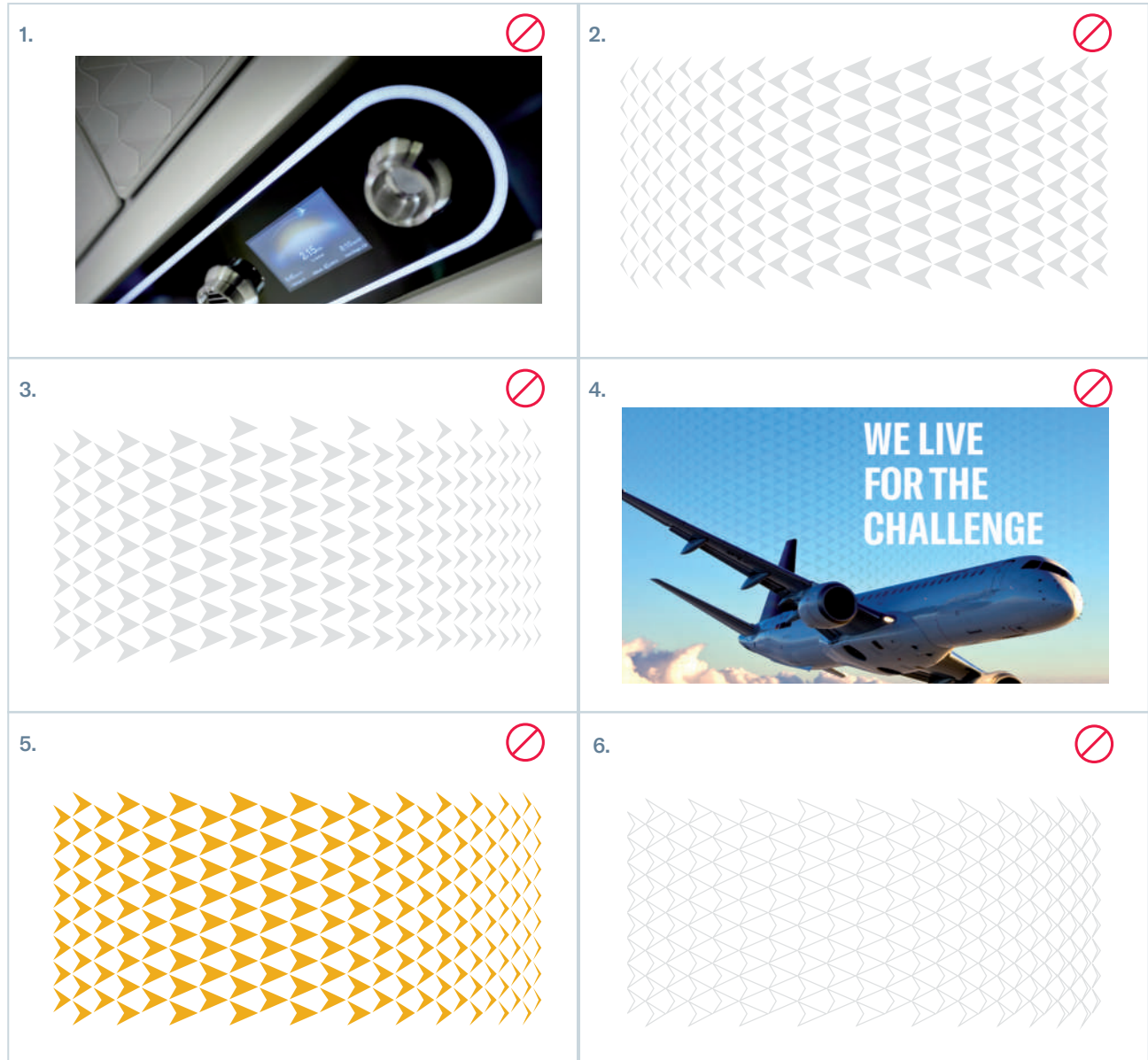
 EMBRAER

CHALLENGE  
CREATE  
OUTPERFORM

## PATTERN MISUSE

Some examples of pattern misuse:

1. Do not use a few pattern modules to avoid lack of flock movement.
2. Do not apply pattern in the opposite direction (flying backwards).
3. Do not reconfigure pattern order.
4. Do not use pattern over photo or overlapping text.
5. Do not use the pattern filled in color.
6. Do not use pattern in outline.



**ATTENTION:** Do not reconfigure pattern manually or add any type of element or effect. Always request original files from the Corporate Marketing department.

# GRID

Grid is a resource to structure layout information in a rational way. It creates structures and parameters to give consistency to diagrams.



# INTELLIGENT STRUCTURE

Grids use in Embraer layout construction creates a rational and an objective starting point for compositions.

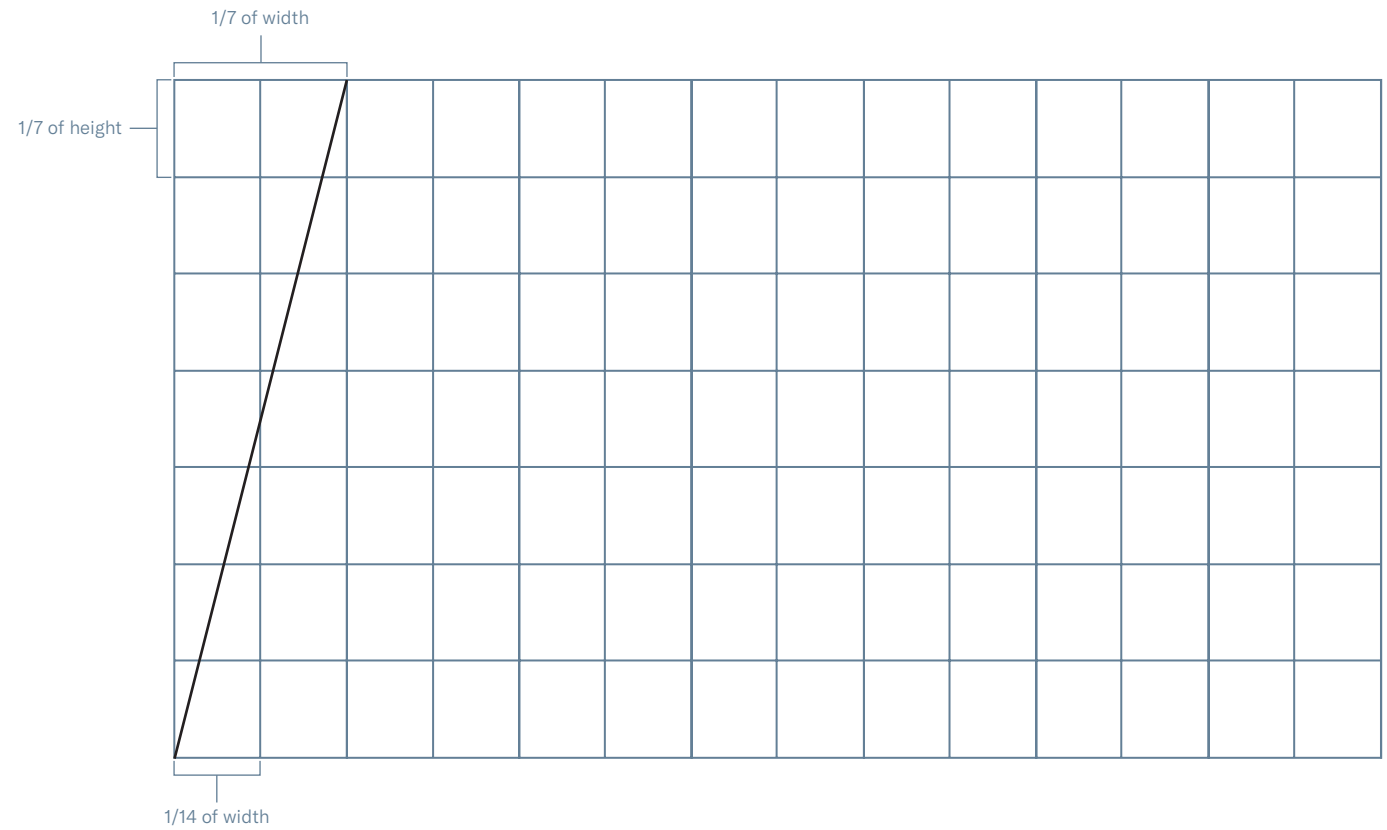
Striking diagonals in constructive grid of visual language are inspired by dynamic lines in airplanes: drift, wings and tail angulation.

They are drawn from left to right, from bottom to top, and in a kind of rising and expansive movement.

## GRID CONSTRUCTION

Embraer visual language grid is modular, and its same constructive principle is applied to any layout format. Vertical, horizontal and diagonal lines from this construction are reference for images positioning and alignment, texts and graphics, as we will see in the following pages.

Structure is defined by dividing horizontal dimension into 14 parts and vertical into 7. Diagonal reference is rising and connecting lower left corner to upper right corner of a rectangle with layout's full height and 1/7 of its width.



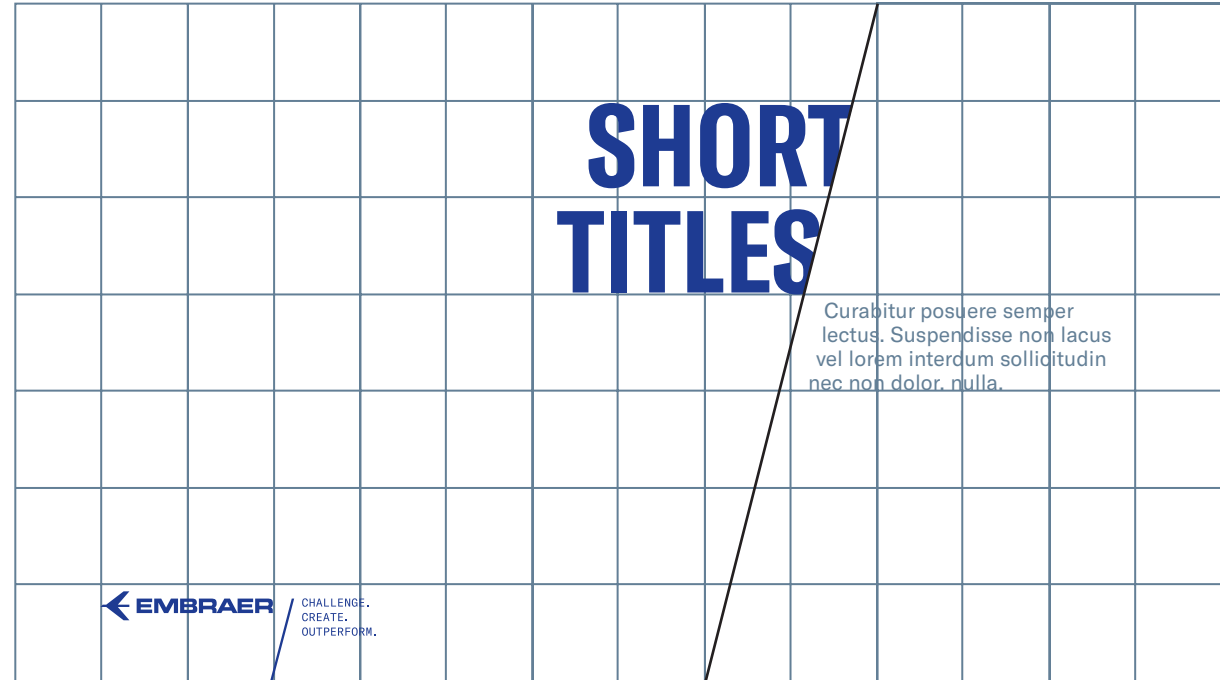


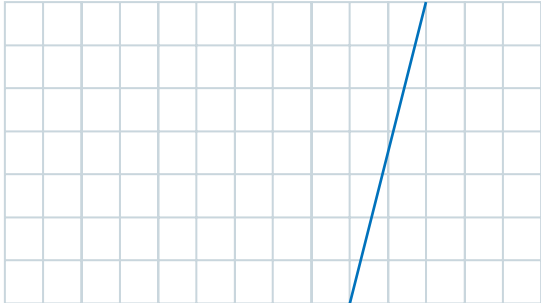
## GRID/DIAGONAL

Diagonal is the most important element of Embraer grid.

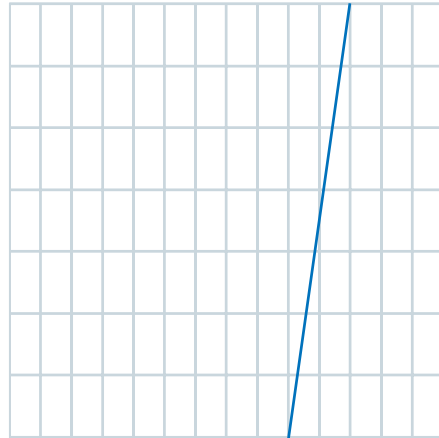
It represents take-off rising movement, guiding our look through its extension, from left to right.

In a piece, diagonal should be a basic structure with all other elements organized around it: typographic elements, image framing, color areas input, Embraer signature, among other.





A photograph of an Embraer aircraft wing in flight, overlaid with a grid. The text "EVERY 10 SECONDS AN EMBRAER AIRCRAFT TAKES OFF SOMEWHERE IN THE WORLD" is on the right, and the Embraer logo and slogan "CHALLENGE. CREATE. OUTPERFORM." are in the bottom-left corner.

A photograph of an Embraer E195-E2 aircraft in a hangar, overlaid with a grid. The aircraft is white with yellow and blue accents. The registration number 'E195-E2' is visible on the fuselage. A teal-colored triangular graphic is in the top right corner.

**we're  
passionate to  
serve well**

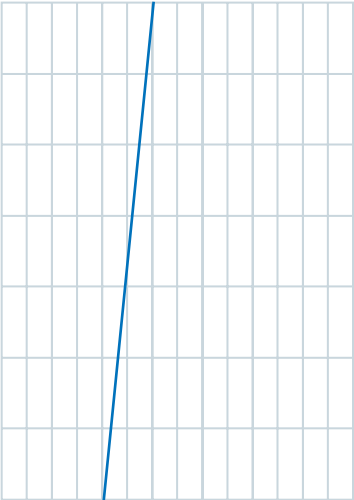
We challenge  
the impossible to  
ensure the best trip.

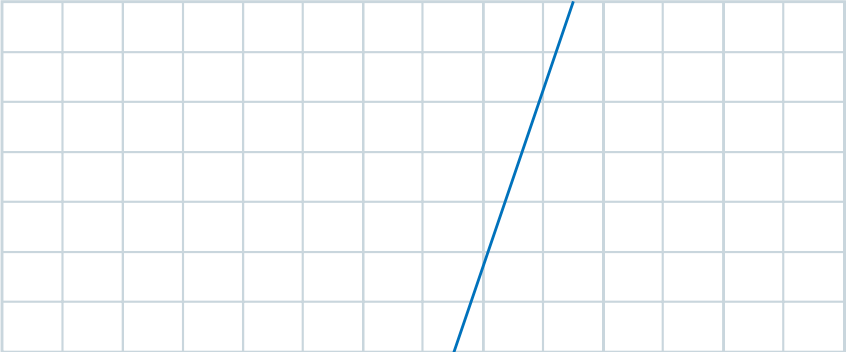
 **EMBRAER** CHALLENGE.  
CREATE.  
OUTPERFORM.

← EMBRAER

CHALLENGE.  
CREATE.  
OUTPERFORM.

THE SKY  
IS NO LONGER  
THAN 10 SECONDS  
WITHOUT AN  
EMBRAER AIRCRAFT





EVERY  
10 SECONDS AN  
EMBRAER AIRCRAFT  
TAKES OFF  
SOMEWHERE  
IN THE WORLD



CHALLENGE.  
CREATE.  
OUTPERFORM.

# TAGLINE

Tagline role in the set of brand expressions is clear. It has a slogan role and states a guiding purpose of all manifestations in the communication system.



CHALLENGE. CREATE. OUTPERFORM.



## TAGLINE/ HORIZONTAL VERSION

Brand slogan becomes a graphic element right from the moment it gets proprietary form.

A monospace version of GT America is provided on typographic treatment of "Challenge. Create. Outperform.", and it refers to information printed on aircraft fuselages.

The final shape (on the right) is a slogan exclusivity, and brand personality is brought out by it. It should not be altered or distorted.

Application criteria on colorful backgrounds or images is the same as those set for brand and symbol.

CHALLENGE. CREATE. OUTPERFORM.

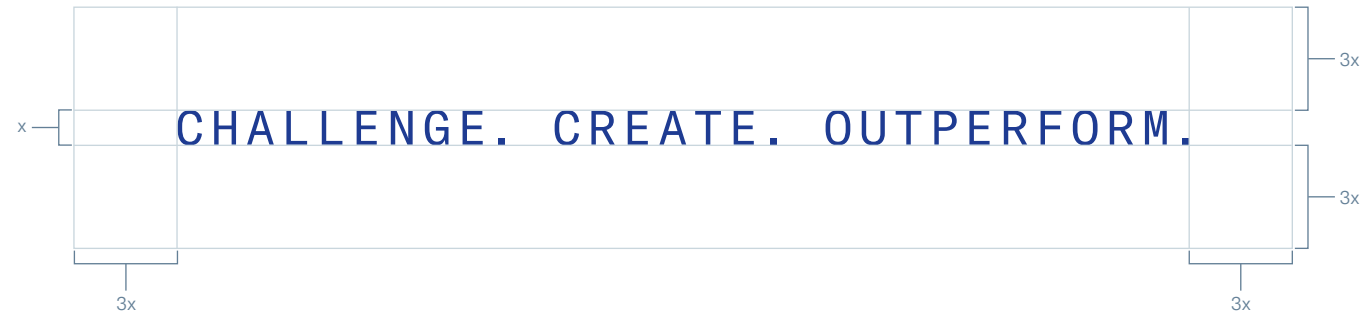
**ATTENTION:** Do not make tagline manually. Request original files from the Corporate Marketing department.

## TAGLINE/ CLEAR SPACE AND SIZING

### CLEAR SPACE

Clear space area keeps tagline from noise that could compromise its readability. Graphic elements are not supposed to be in this area, only the background or photo where the brand is applied are allowed.

Light gray lines (on the right) determine brand area of protection from corners, other brands and graphic elements.



### SIZING

To preserve tagline legibility and recognition, minimum sizes for printed (mm) and digital (px) media were established in the diagram on the right.





CHALLENGE.  
CREATE.  
OUTPERFORM.

**TAGLINE/** JOINT SIGNATURE

There are two joint signature versions of logo with a tagline, one to the top of layouts and another to the bottom.

Application criteria on colorful backgrounds or images is the same as those set for logo and symbol.

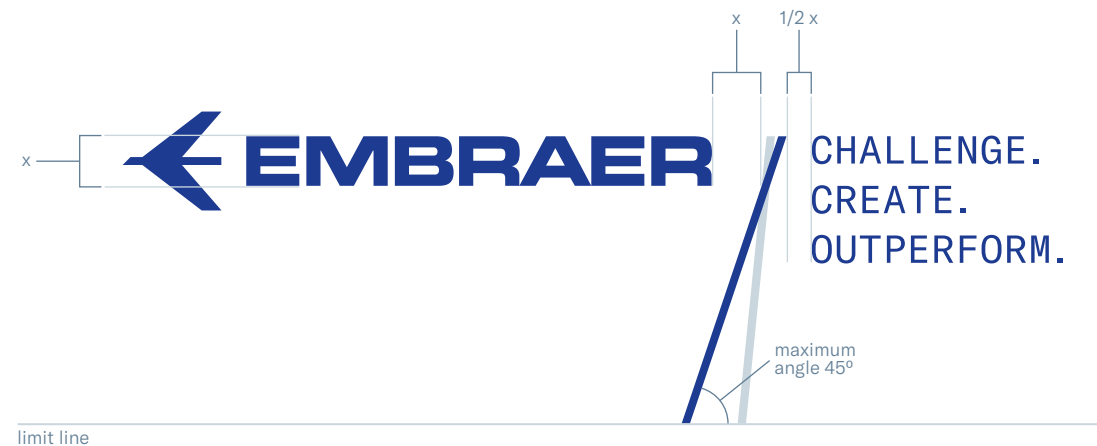
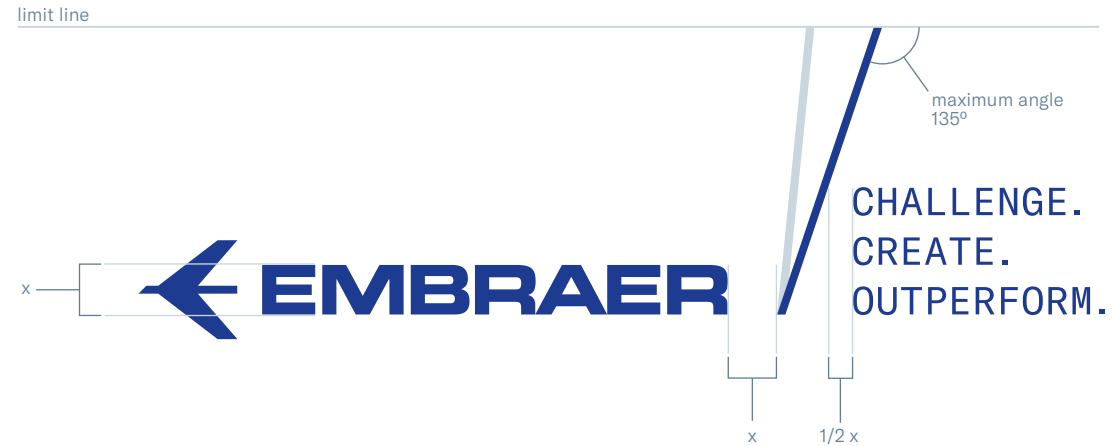


## TAGLINE/ JOINT SIGNATURE – ADAPTATION

In each application, diagonal line must be adapted to the same angle of diagonal lines in the document grid. Brand distance from diagonal line ( $x$ ) and the latter from tagline ( $1/2x$ ) must be corrected by moving elements horizontally.

On the right, an example of diagonal before it is adapted (in gray) and afterwards. Elements were moved horizontally to respect  $x$  and  $1/2x$  distances.

The angle of the diagonal line must be between  $45^\circ$  and  $135^\circ$ . This will prevent the line to be over bended in very wide or very tall pieces.



**ATTENTION:** Do not make joint signature manually. Request original files from the Corporate Marketing department and adapt from these files.

## TAGLINE/ JOINT SIGNATURE – CLEAR SPACE AND SIZING

### CLEAR SPACE

Clear space keeps joint signature from noise that could compromise its legibility. Graphic elements are not supposed to be in this area, only background or photo where the brand is applied are allowed.

Light gray lines (on the right) determine brand area of protection from corners, other brands and graphic elements.

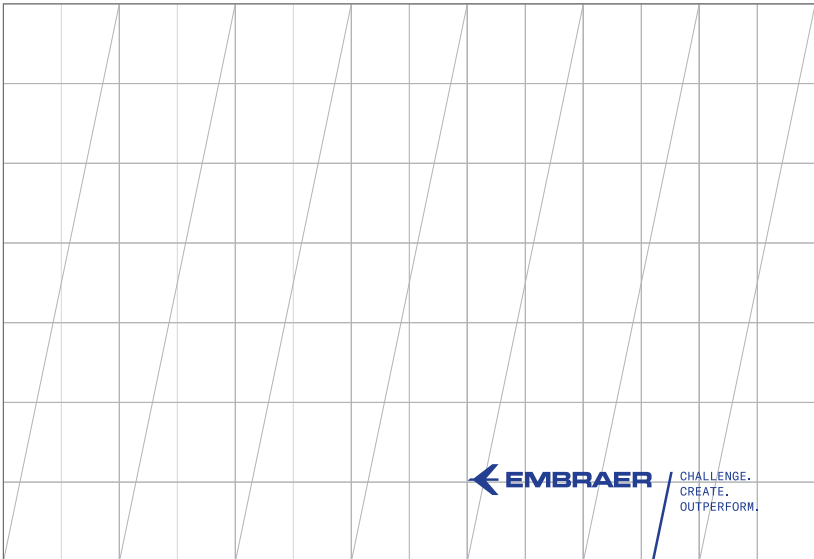
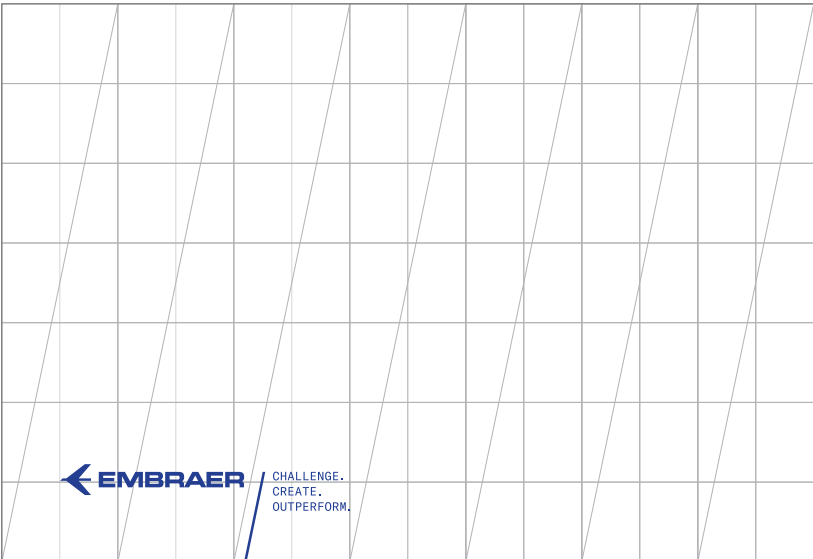
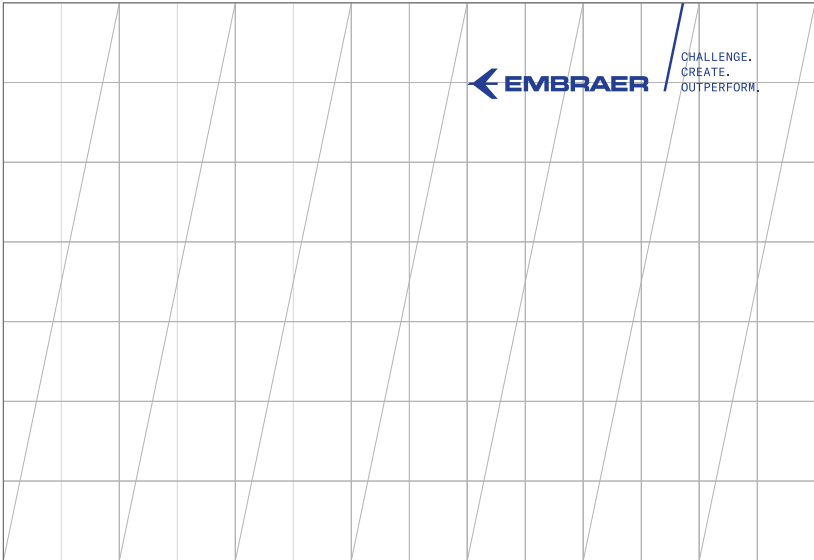
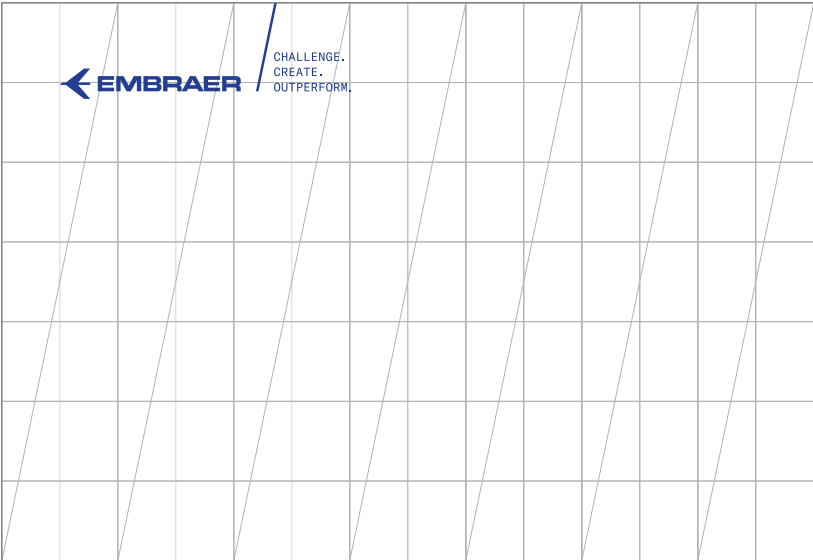


### SIZING

To preserve joint signature legibility and recognition, minimum sizes for printed (cm) and digital (px) media were established in the diagram on the right.



**TAGLINE/** JOINT SIGNATURE – EXAMPLES



# DESIGN LANGUAGE

Design Language is a set of guidelines and elements to inspire and translate Embraer's identity into environments, spaces, objects and brand expressions that are beyond two dimensions.



To create environments, scenery, objects, and any other three-dimensional visual expression, consider the following concepts and examples as a north.

**IMPRESSIVE**

**BOLD**

**ADAPTABLE**

**CONTEMPORARY**

**ACCURATE**

**COHERENT**

**INTELLIGENT**

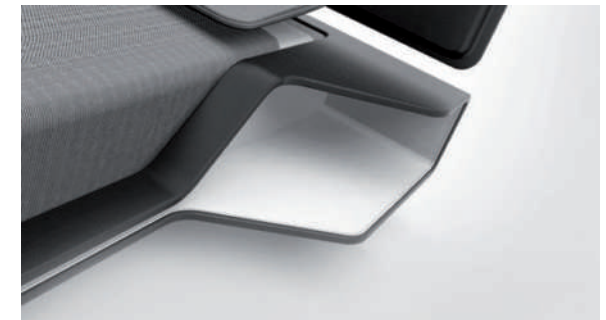
**CREATIVE**

**DETAIL-ORIENTED**

**EXPLORE PERSPECTIVES**

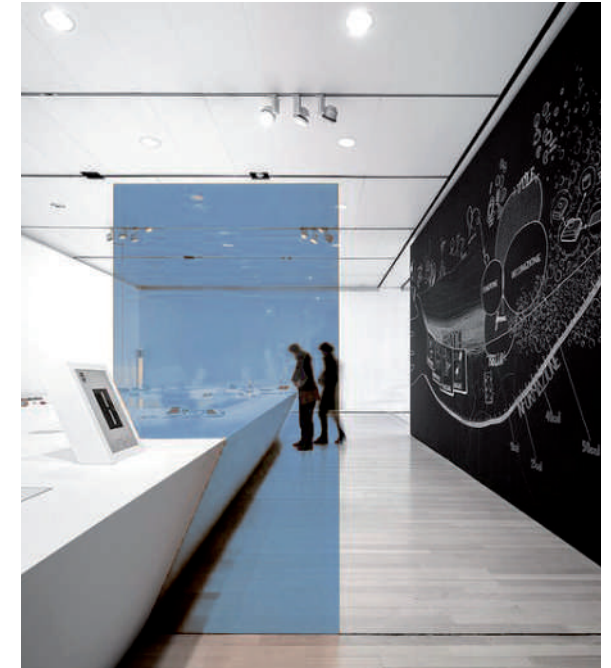
## DESIGN LANGUAGE FORMS

Embraer design language is oriented by solid shapes with accurate cuts, bold and aerodynamic diagonal lines.



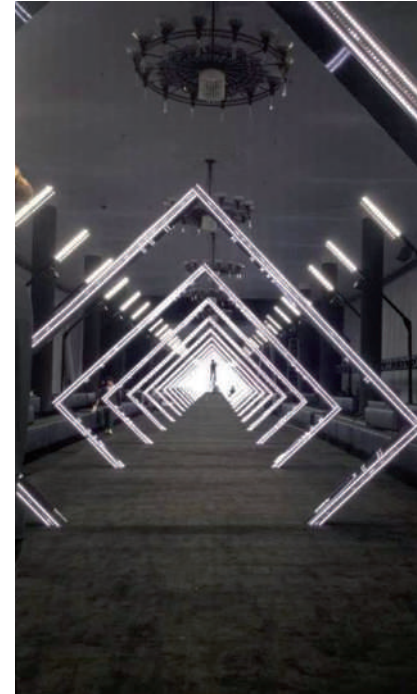
## DESIGN LANGUAGE FORMS

Infinite edges and closed angles reinforce technological and contemporary brand identity.



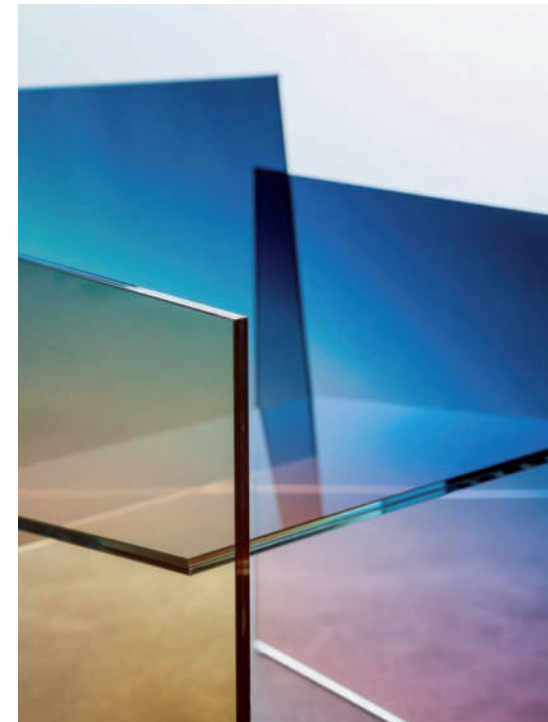
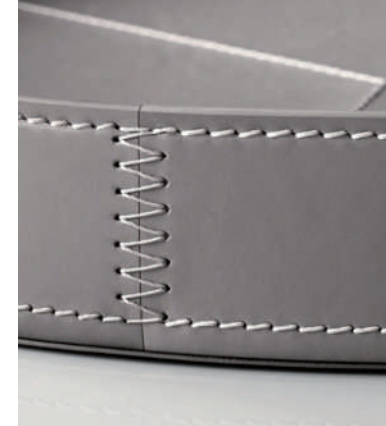
## DESIGN LANGUAGE / LIGHT

Embraer design uses light through screens, projectors, lamps or beams to emphasize lines and perspectives and to communicate movement, precision and amplitude.



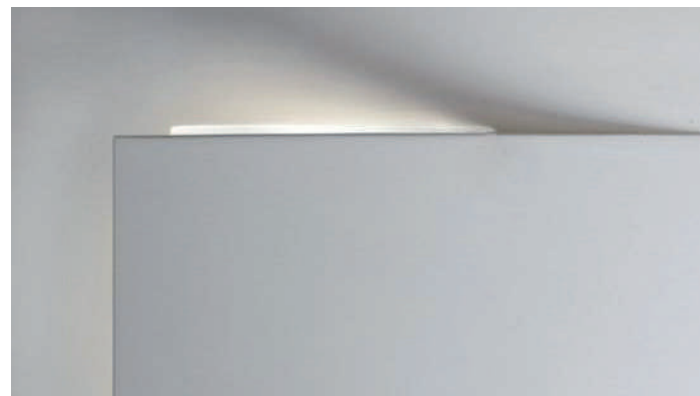
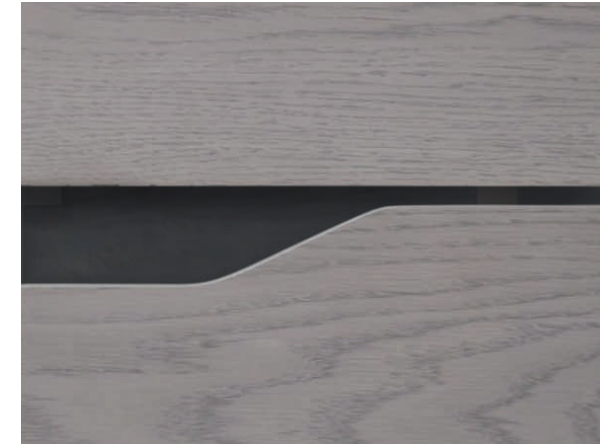
## DESIGN LANGUAGE MATERIAL AND FINISHING

Noble and robust material: glass, metal, leather, gray wood and concrete harmonize technological and human features, as well as polished finishing in contrast with soft touches.



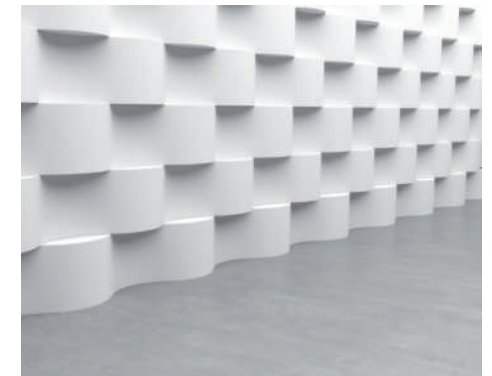
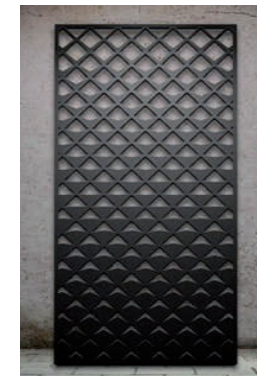
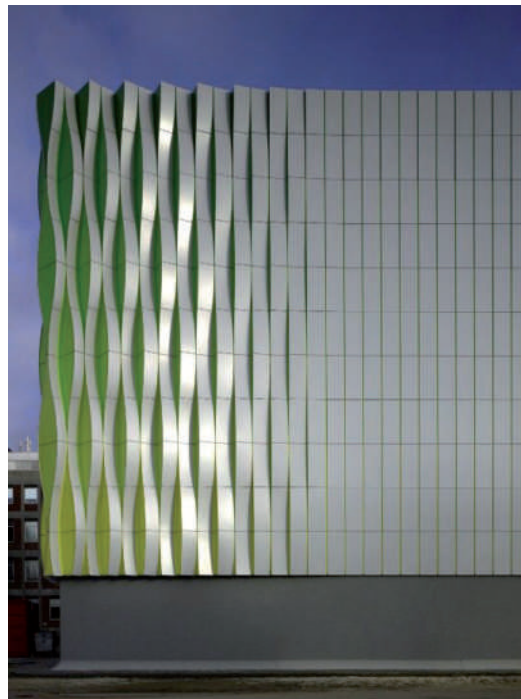
## DESIGN LANGUAGE / DETAILS

Brand expression provides value to details, showing intelligence and intention behind each line.



## DESIGN LANGUAGE / TEXTURES

Textures provide rhythm and sobriety in compositions. To create impact, use cast or embossed texture or great proportions.

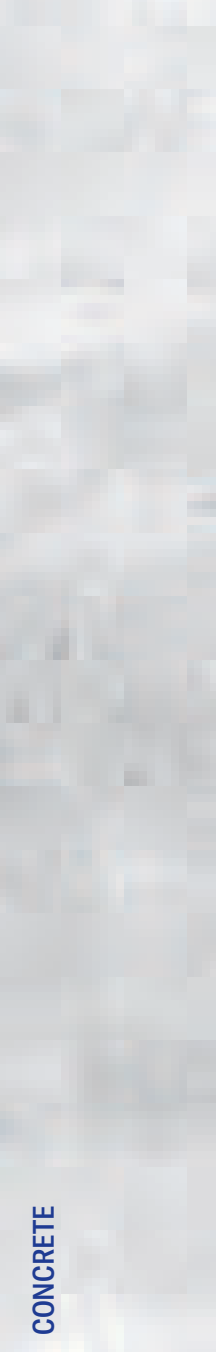
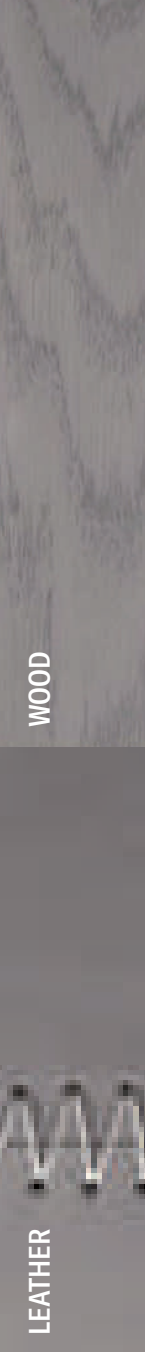
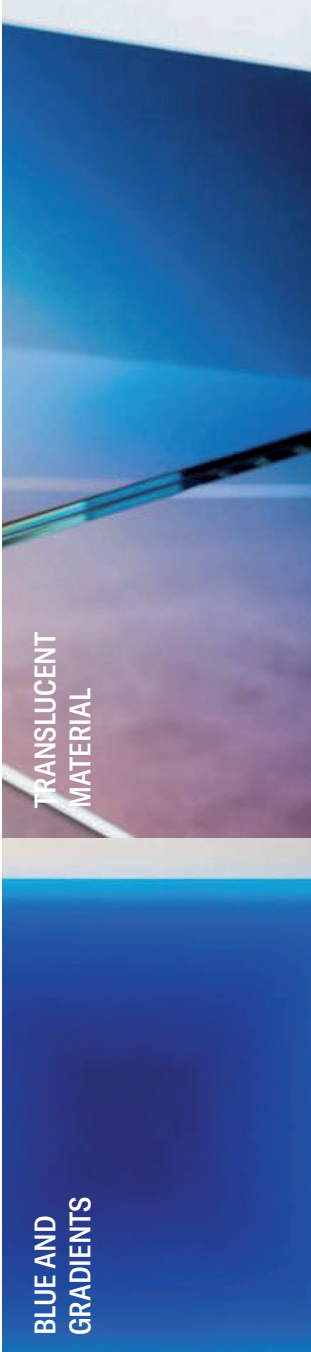


# DESIGN LANGUAGE MATERIALS

Balance between materials and tones of Embraer identity is a corporate color palette and design language guidelines cross-linking.

Translucent glass and materials coexist with concrete, metal, light and details in wood and leather.

Embraer's products materials, that is the aircraft, are extremely important to maintain identification between ambition projects and expression guidelines.





# LAYOUT STRUCTURE

After all visual language ingredients were introduced, it is necessary to understand and define how they are organized in communication pieces. Layout structure is the set of guidelines to these elements.

# HARMONY AND DYNAMICS

In this chapter, all visual language elements presented so far will be brought together, and also guidelines to follow when composing new layouts.



# LAYOUT STRUCTURE / DYNAMIC DIAGONAL

Dynamic diagonal is the most striking graphic element of Embraer communication. It permeates all compositions and is an elementary structure of each layout (grid).

As a backbone, all the most expressive and striking elements are structured from it.

In Embraer visual directory, this element can be explored in numerous ways as we will see in the following pages. In a subtle way, only suggested by the joint signature, image or composition of the text, or explicitly, defined by lines, color areas, photo cut or even the shape of pieces (special cuts or diagonal structures).



**LAYOUT STRUCTURE** DYNAMIC DIAGONAL

IMPLICIT DIAGONAL

There are two ways to implicitly explore diagonals defined by grid.

The subtlest of them is using only joint signature with diagonal bar adapted, and diagonals there are in the images (1).



1.

LAYOUT STRUCTURE / DYNAMIC DIAGONAL

IMPLICIT DIAGONAL

A second way is using inclined text boxes to delineate diagonals without define them (2).



2.



**LAYOUT STRUCTURE** / DYNAMIC DIAGONAL

DIAGONAL DEFINED BY LINES

Grid diagonals can be drawn with a line and used as a graphic resource to structure layouts.

In these cases, titles or texts can interact with line, as if they are coming out of it.

Text boxes keep a side closer to diagonal and maintain a similar slope. This topic will be more detailed in "Texts" of this chapter.

Line may extend partially in composition, bringing well-highlighted titles in endings (1).



1.

## LAYOUT STRUCTURE / DYNAMIC DIAGONAL

### DIAGONAL DEFINED BY LINES

Or it can be explored in a more artistic form, as a striking graphic element to divide layout into two areas (2).

### LINE THICKNESS

Line thickness is defined by the following ratio: 0.3% of the smallest side of the art. Final value may be rounded up to facilitate execution.

Example:

Art format: A4 (21 x 29.7 cm)

Smallest side: 21 cm

$21 \times 0.003 = 0.063 \text{ cm} = 1.786 \text{ pt}$

Line thickness: 2 pt (approximate value)



**LAYOUT STRUCTURE** / DYNAMIC DIAGONAL

DIAGONAL DEFINED BY AREAS

Another way to define grid diagonals is delimiting areas.

Delimited area can be either a fill-in gradient over images (1) or a solid color (2) dividing layout into two areas.

In physical pieces, special knives for cutting or creasing are another feature to apply in diagonal (3). Color usage will be carefully described in "Institutional colors" and "Colors in business units" of this chapter.





# WE ARE HERE TO SERVE OUR CUSTOMERS

Achieving customer loyalty through full satisfaction and strong and lasting relationships. Establishment of real commitment and flexible partnerships. The sky is no longer than 10 seconds without an Embraer aircraft. We are already more than 90 airlines and more than 60 countries. With Embraer, the world is becoming more and more Brazilian, and Brazil is becoming more and more global.

**← EMBRAER** CHALLENGE. CREATE. OUTPERFORM.

2.

**← EMBRAER**  
A COMPANY BORN FROM THE DREAM

**OBSTINATE IN OVERCOMING CHALLENGES**

8mil  
1,100 145  
60 18,000 / 15,000  
1 OUT OF 3

THERE'S AN EMBRAER IN EVERY CORNER OF THE WORLD

**A TRADITION OF ENGINEERING IN PRODUCTS AND SERVICES**

**EMBRASER INSTITUTE OF EDUCATION AND RESEARCH**

**ENVIRONMENTAL COMMITMENT**

**A SUSTAINABLE MANAGEMENT**

3.

# LAYOUT STRUCTURE / COLORS

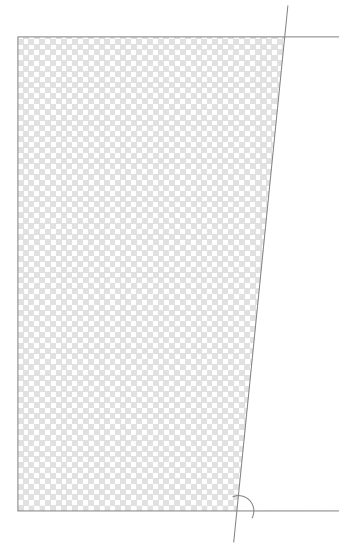
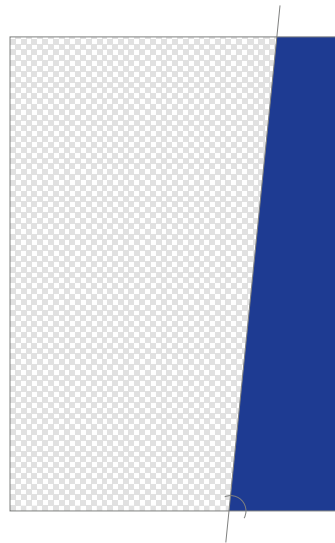
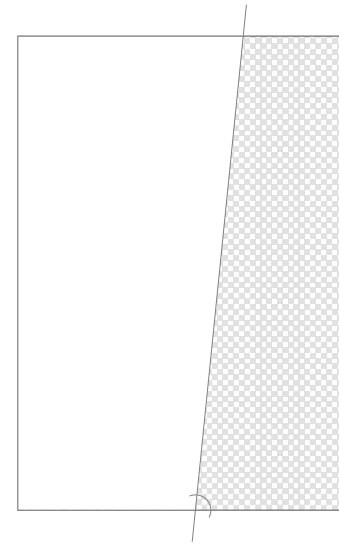
## SOLID CORPORATE COLOR

Solid color area is delimited by grid diagonal, and size and position are variable according to diagrammed content.

BLUE



WHITE





**EVERY 10 SECONDS  
AN EMBRAER AIRCRAFT  
TAKES OFF SOMEWHERE  
IN THE WORLD**

We are already more than 90 airlines and more than 60 countries. With Embraer, the world is becoming more and more Brazilian, and Brazil is becoming more and more global.



CHALLENGE.  
CREATE.  
OUTPERFORM.

**EVERY 10 SECONDS  
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CHALLENGE.  
CREATE.  
OUTPERFORM.

# LAYOUT STRUCTURE / COLORS

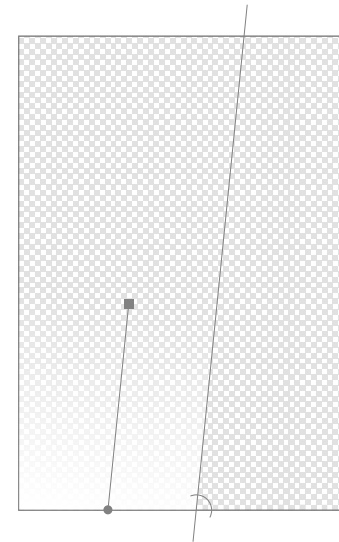
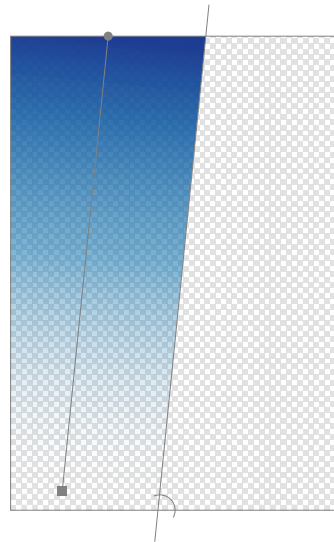
## CORPORATE GRADIENT

Gradient color area is applied exclusively over images and it is delimited by grid diagonal.

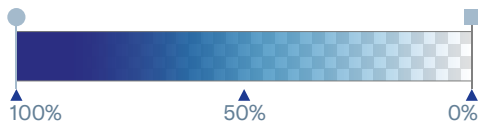
Gradient angle follows this diagonal slope.

Opacity varies from 100% to 0% in area extension. Starting point (100%) is always the upper or the lower limit while final point (0%) is variable.

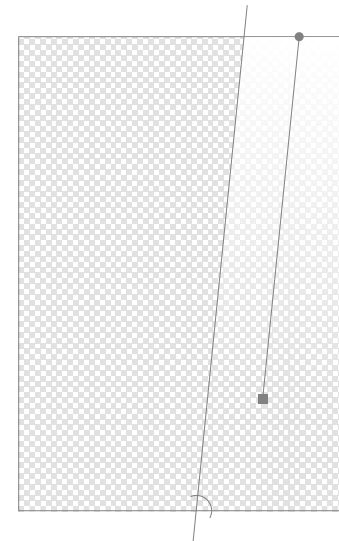
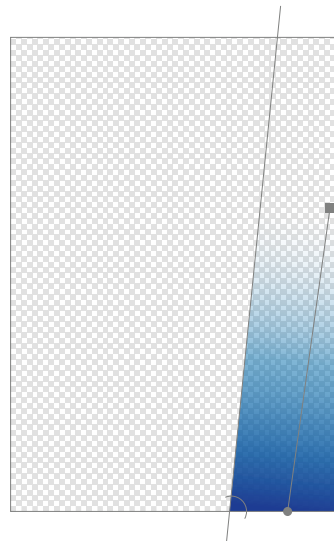
Whenever gradient does not extend throughout the art height, a color-delimited diagonal can be visually supplemented by inclined text boxes, image details or signature.



## GRADIENT BLUE



## GRADIENT WHITE





**EVERY 10 SECONDS  
AN EMBRAER AIRCRAFT  
TAKES OFF SOMEWHERE  
IN THE WORLD**

We are already more than 90 airlines and more than 60 countries. With Embraer, the world is becoming more and more Brazilian, and Brazil is becoming more and more global.



CHALLENGE.  
CREATE.  
OUTPERFORM.



**EVERY 10 SECONDS  
AN EMBRAER AIRCRAFT  
TAKES OFF SOMEWHERE  
IN THE WORLD**

We are already more than 90 airlines and more than 60 countries. With Embraer, the world is becoming more and more Brazilian, and Brazil is becoming more and more global.



CHALLENGE.  
CREATE.  
OUTPERFORM.

**LAYOUT STRUCTURE** / COLORS & BUSINESS UNITS

**GRADIENT IN BUSINESS UNITS**

Business units' proprietary gradients can be explored by four distinct principles, exemplified in the diagram below, which will be detailed in the following pages.

**COMMERCIAL AVIATION**



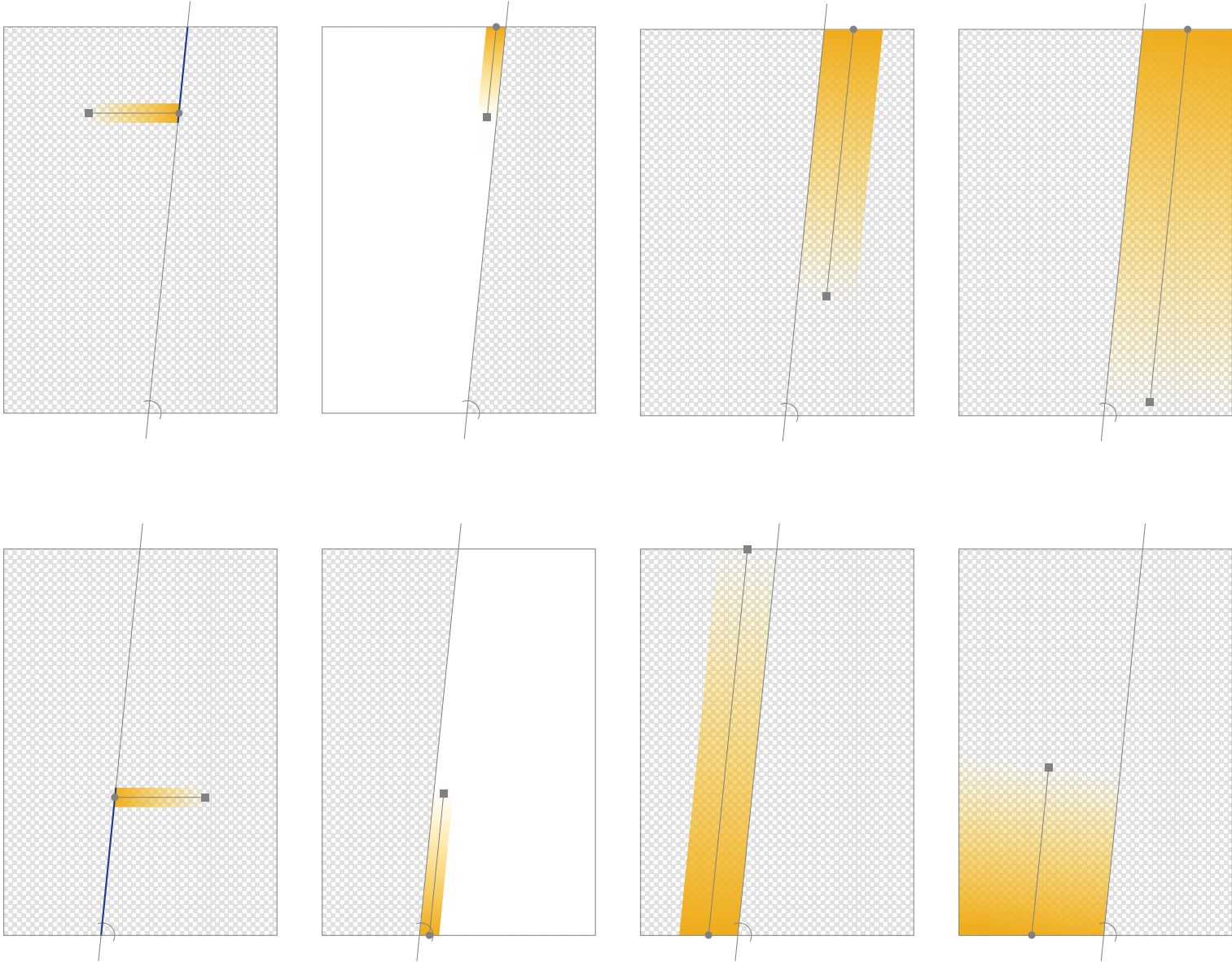
**EXECUTIVE AVIATION**



**DEFENSE AND SECURITY**



**SERVICES AND SUPPORT**





CHALLENGE.  
CREATE.  
OUTPERFORM.

EMBRAER

We are already more than 90 airlines and more than 60 countries. With Embraer, the world is becoming more and more Brazilian, and Brazil is becoming more and more global.

**FLEETSMART**



**EVERY 10 SECONDS  
AN EMBRAER  
AIRCRAFT TAKES OFF  
SOMEWHERE  
IN THE WORLD**

We are already more than 90 airlines and more than 60 countries. With Embraer, the world is becoming more and more Brazilian, and Brazil is becoming more and more global.

CHALLENGE.  
CREATE.  
OUTPERFORM.

EMBRAER



**EVERY 10 SECONDS  
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AIRCRAFT TAKES OFF  
SOMEWHERE  
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CHALLENGE.  
CREATE.  
OUTPERFORM.

EMBRAER



**EVERY 10 SECONDS  
AN EMBRAER  
AIRCRAFT TAKES OFF  
SOMEWHERE  
IN THE WORLD**

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CHALLENGE.  
CREATE.  
OUTPERFORM.

EMBRAER

HORIZONTAL TAG

Horizontal gradient stripe highlight titles when applied to the end of a line.

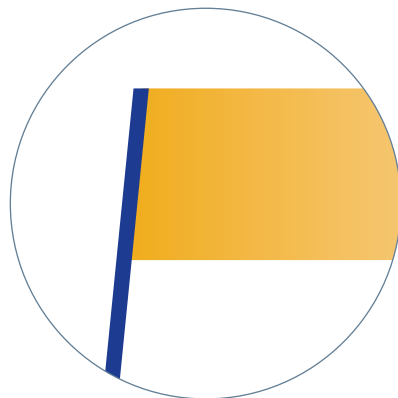
Dimensions may vary to create a harmonious relationship with typography.

Maximum height is 1/14 and minimum is 1/56 of layout height.

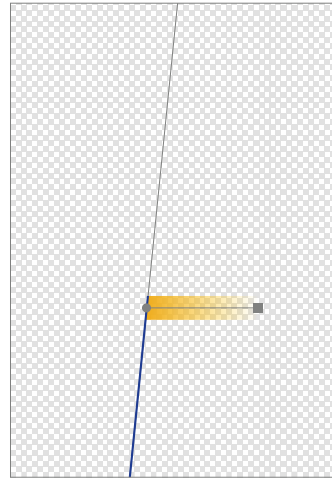
Maximum width is 4/14 and minimum is 1/14 of layout width.

Line may start either in upper or lower edge of the art, and it should follow grid diagonal slope. Color should be the same as used in the title. Thickness is equivalent to 0.2% of the smallest art side.

Final value may be rounded up to facilitate execution.

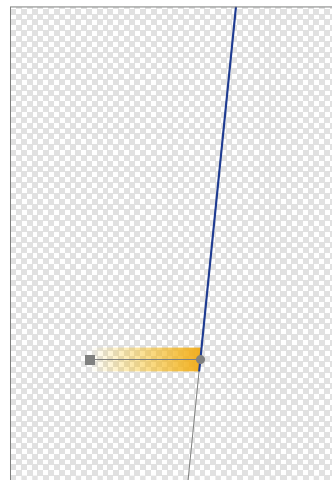
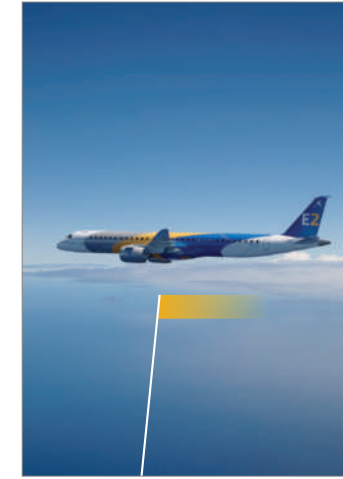


detail of line and tag intersection.



minimum 1/56 of height  
maximum 1/14 of height

minimum 1/14 of width  
maximum 4/14 of width



minimum 1/56 of height  
maximum 1/14 of height

minimum 1/14 of width  
maximum 4/14 of width







# MULTI-MISSION PLATFORM

FASTER, STRONGER AND MORE  
BRAZILIAN THAN EVER



CHALLENGE.  
CREATE.  
OUTPERFORM.



**we challenge  
the impossible  
to ensure  
the best trip**

The result is an awarded support and service level that continuously exceeds expectations, inspires confidence and maximizes the return on aircraft investment. So they can fly always better and absolutely safe.



CHALLENGE.  
CREATE.  
OUTPERFORM.

LAYOUT STRUCTURE / COLORS & BUSINESS UNITS

DIAGONAL STRIPE

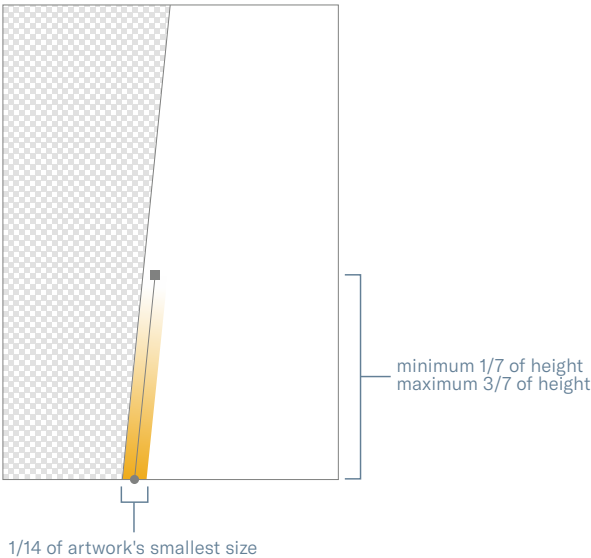
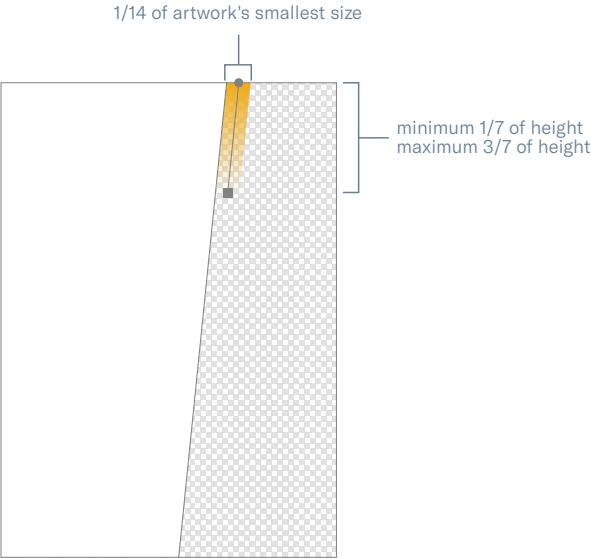
Color gradient stripe should delimit a boundary separating image from plain color area, defined by diagonal grid.

It can be applied over image or plain color area.

Gradient angle follows this diagonal slope.

Width should be equal 1/14 of the art smallest dimension.

Upper or lower limit is 100%, and it should extend for a 1/7 minimum height or a 3/7 maximum height.



# DEFENSE & SECURITY

With crescent role in the global market, Embraer Defense & Security products and solutions are present in more than 60 countries.



CHALLENGE.  
CREATE.  
OUTPERFORM.



**we challenge  
the impossible  
to ensure  
the best trip**

The result is an awarded support and service level that continuously exceeds expectations, inspires confidence and maximizes the return on aircraft investment. So they can fly always better and absolutely safe.



CHALLENGE.  
CREATE.  
OUTPERFORM.

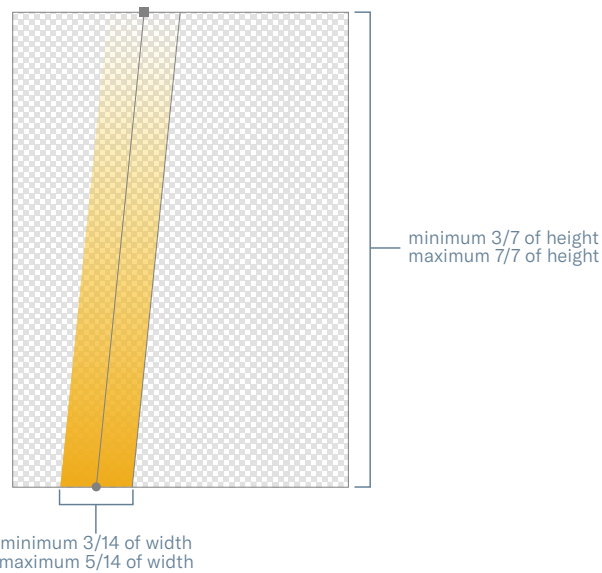
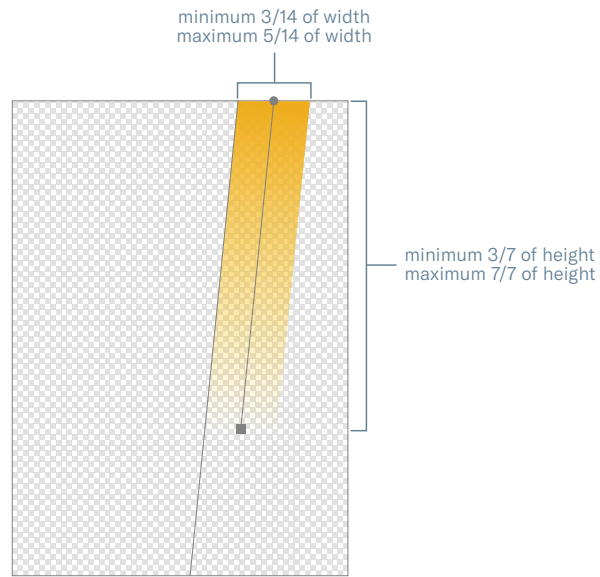
# LAYOUT STRUCTURE / COLORS & BUSINESS UNITS

## DIAGONAL FOCUS

Color gradient stripe exclusively applied on images has a slope defined by diagonal grid.

Gradient angle follows this diagonal slope.

Stripe width varies from 3/14 to 5/14 of the art. Upper or lower limit is 100%, and it should extend for a 3/7 minimum height and it reaches the other side.





CHALLENGE.  
CREATE.  
OUTPERFORM.

## RETHINK CONVENTION

Predict the future?  
Why do not invent it?  
That's the philosophy  
behind Legacy 500:  
the first midsize jet  
with digital flight  
controls with full  
fly-by-wire, and  
a clean-sheet  
benchmark for  
the future in  
performance,  
passenger room  
and comfort.  
The 12-passenger  
jet is the fastest  
in its class, delivering  
a high-speed cruise  
of Mach 0.82,  
excellent runway  
performance,  
and US coast-to-  
coast range for eight.  
It's truly a product  
of rethinking  
convention.



CHALLENGE.  
CREATE.  
OUTPERFORM.

## DESIGN SMART, EXPERIENCE SMART AND BUSINESS SMART

As one of the world's  
largest commercial  
aircraft manufacturers,  
we have a deep  
understanding of the  
challenges airlines  
and leasing companies  
face. So we have  
created a solution,  
FleetSmart, that goes  
beyond the concept  
of right-sizing aircraft,  
by optimizing every  
aspect of your  
business. Based on  
3 performance pillars:  
Design Smart,  
Experience Smart  
and Business Smart,  
FleetSmart is helping  
operators sustain  
profitability and  
outperform their rivals.

LAYOUT STRUCTURE / COLORS & BUSINESS UNITS

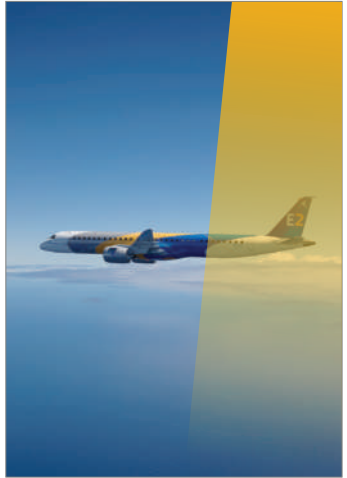
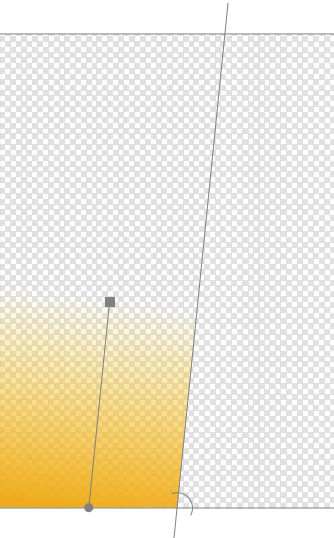
GRADIENT

Gradient color area is exclusively applied over images, and it is delimited by diagonal grid.

Gradient angle follows this diagonal slope.

Opacity varies from 100% to 0% in area extension. Starting point (100%) is always the art limits, while final point (0%) is variable.

Whenever gradient does not extend throughout the art height, a color-delimited diagonal can be visually supplemented by inclined text boxes, image details or joint signature.





**we're  
passionate  
to serve  
well**

**We challenge  
the impossible  
to ensure  
the best trip.**

The result is an awarded support and service level that continuously exceeds expectations, inspires confidence and maximizes the return on aircraft investment. So they can fly always better and absolutely safe.

**← EMBRAER** CHALLENGE.  
CREATE.  
OUTPERFORM.



**← EMBRAER**

CHALLENGE.  
CREATE.  
OUTPERFORM.

Developed for Brazilian Air Force, the KC-390 redefines military transportation standards. Multi-mission, it features easier operation, higher speed and the lowest life-cycle cost of the market. It means 45 years of experience in solutions to defense and security of people, territories and patrimony.

# INTEGRATED SYSTEMS

## LAYOUT STRUCTURE / TEXTS

### TEXT BLOCK ALIGNMENT

In more expressive pieces with small amounts of text or titles, paragraphs aligned to the left or to the right are allowed.

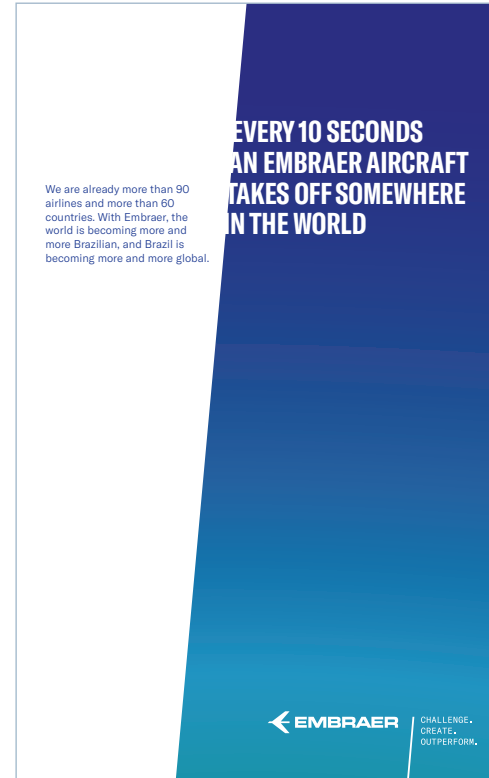
However, right alignment should only be associated with a right-hand diagonal or to oppose another left-aligned text block (2).

For long texts with multiple paragraphs or columns, only left alignment is allowed (3).

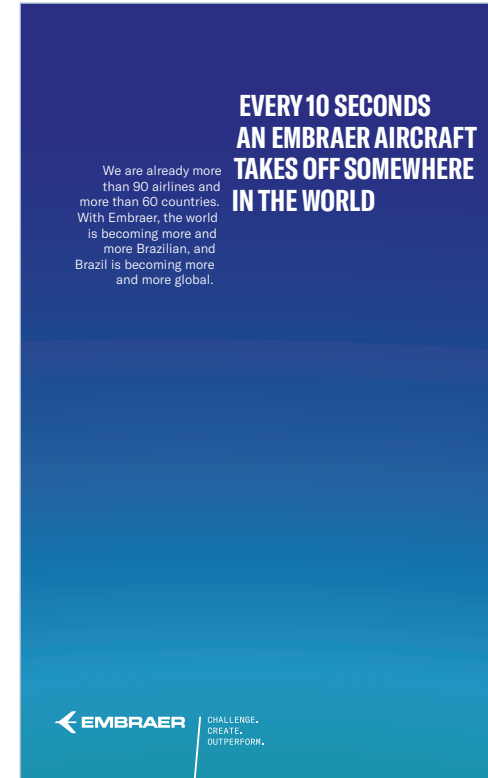
### TEXT BOX SLOPE

In pieces with a small amount of text or titles, boxes can be placed along diagonal grid (2).

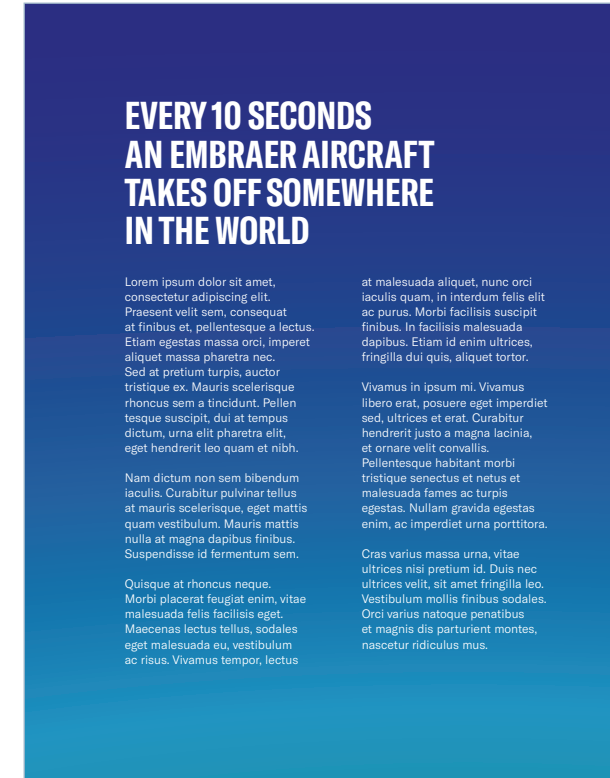
However, if diagonal is already well defined by other elements, using rectangular boxes for both titles and short texts is allowed (1). For long texts, with multiple paragraphs or chained columns, only rectangular boxes are allowed (3).



1.



2.



3.

### CHARACTER CUTTING

Whenever titles are placed along a diagonal defined by line or by color area, some character(s) should be cut (1).

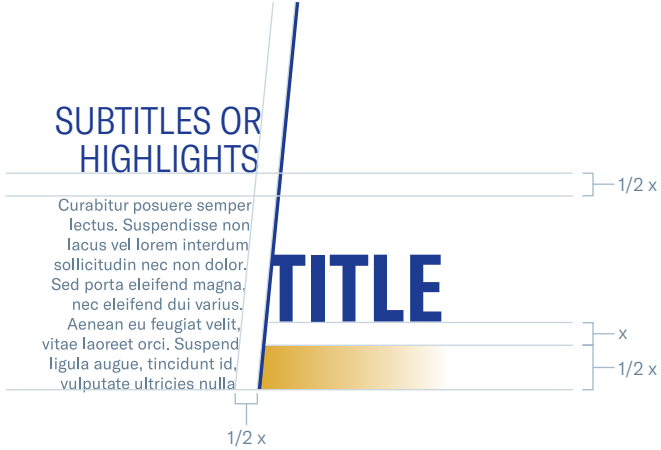
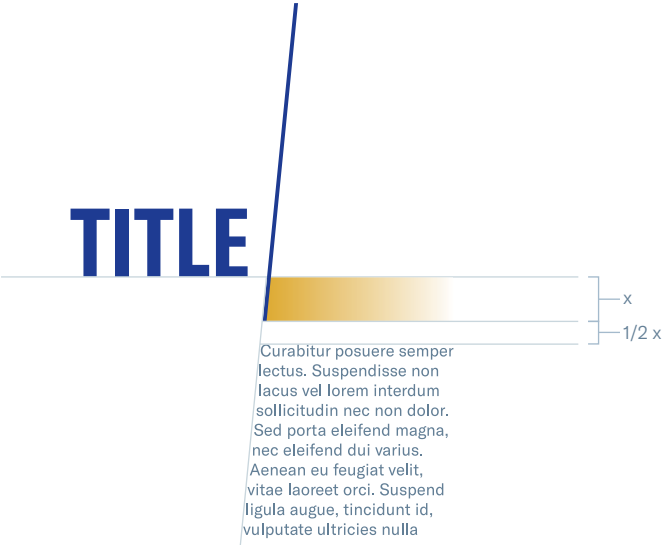
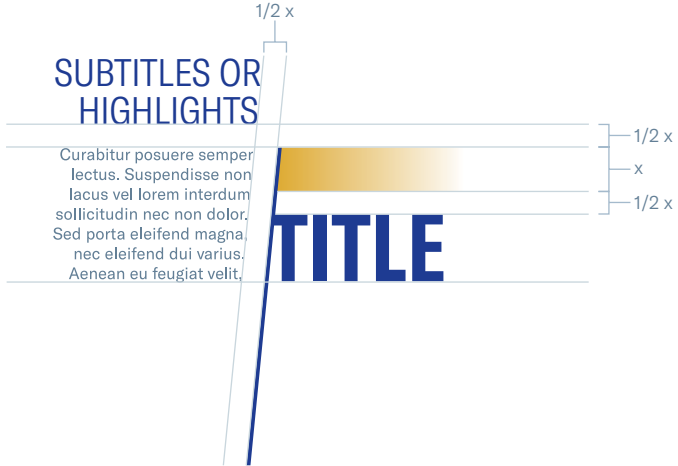
Avoid radical cuts to keep character recognition, and also too subtle cuts that may seem accidental.



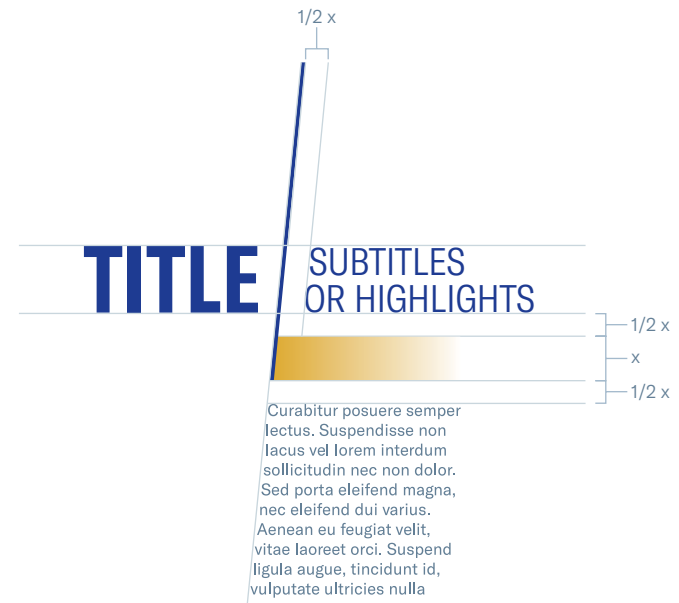
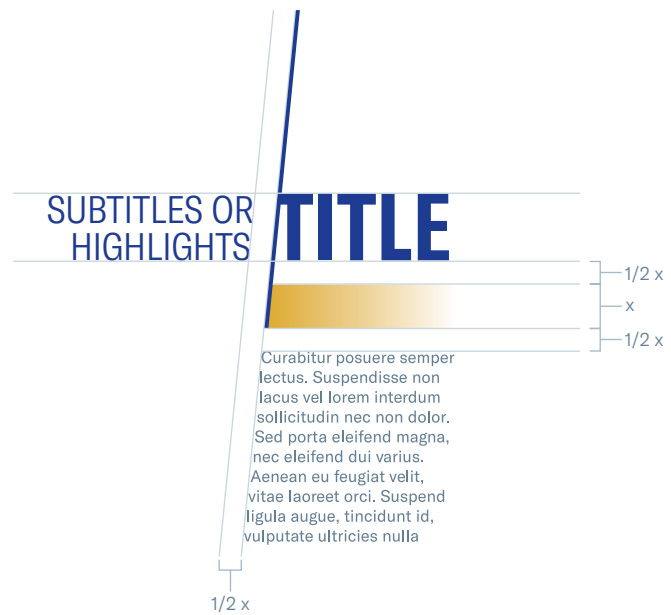
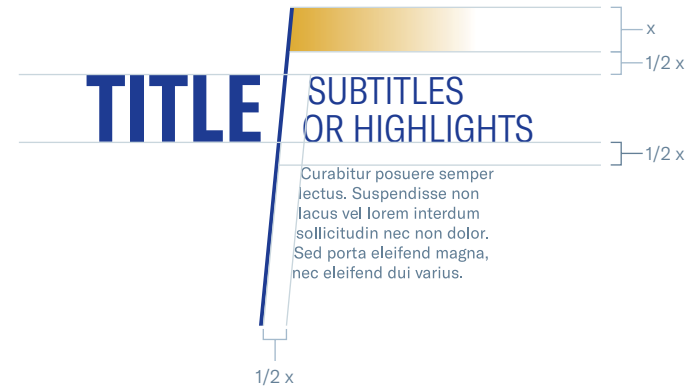
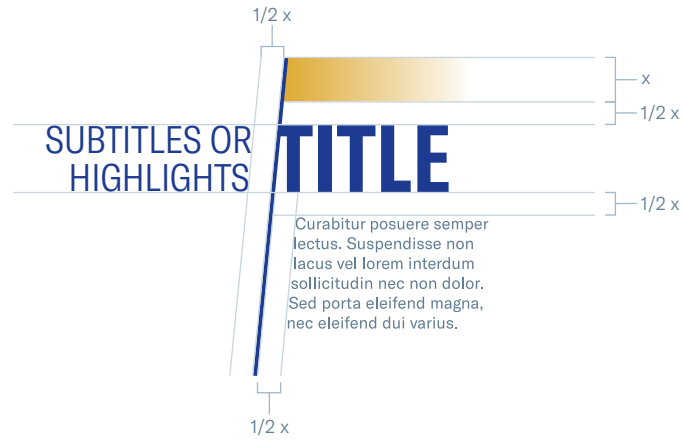
LAYOUT STRUCTURE TEXTS

ELEMENTS RELATIONS

To the right, there is a series of composition examples with titles, subtitles, text, lines and gradients. This same type of logic is in our business units and it should be considered to create new compositions not provided in this Brand Book.



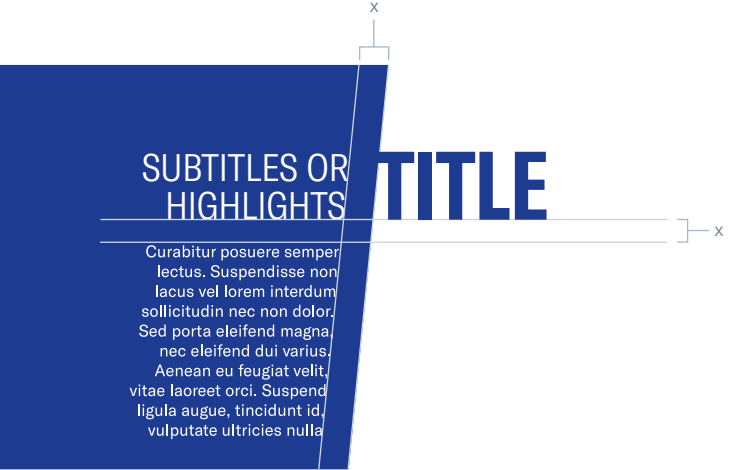
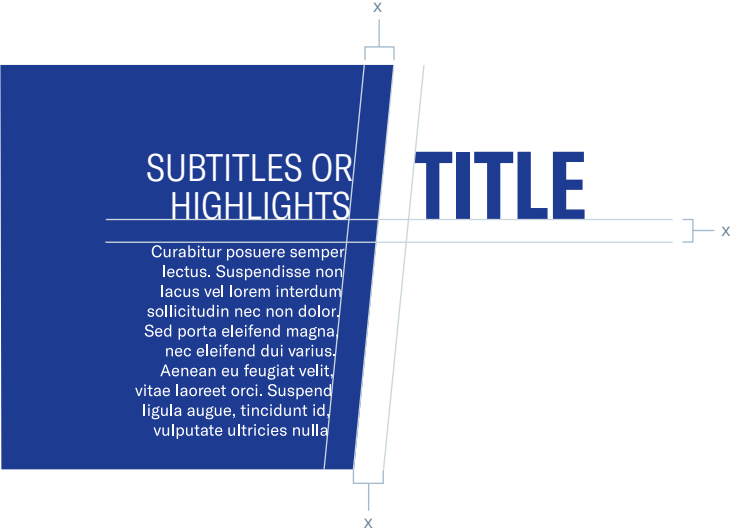
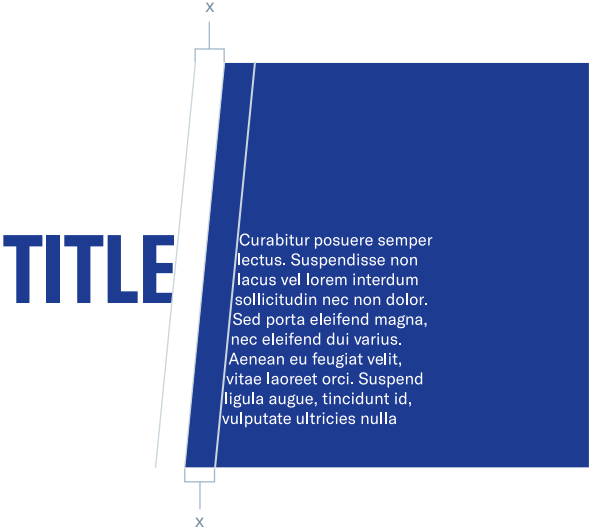
# LAYOUT STRUCTURE TEXTS



# LAYOUT STRUCTURE TEXTS

## ELEMENTS RELATIONS

To the right, there is a series of composition examples with titles, subtitles, text, solid color areas and gradient areas.



**TITLE**

Curabitur posuere semper lectus. Suspendisse non lacus vel lorem interdum sollicitudin nec non dolor. Sed porta eleifend magna, nec eleifend dui varius. Aenean eu feugiat velit, vitae laoreet orci. Suspend ligula augue, tincidunt id, vulputate ultricies nulla

**TITLE**

Curabitur posuere semper lectus. Suspendisse non lacus vel lorem interdum sollicitudin nec non dolor. Sed porta eleifend magna, nec eleifend dui varius. Aenean eu feugiat velit, vitae laoreet orci. Suspend ligula augue, tincidunt id, vulputate ultricies nulla

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**TITLE OVER GRADIENT BACKGROUND**

Curabitur posuere semper lectus. Suspendisse non lacus vel lorem interdum sollicitudin nec non dolor. Sed porta eleifend magna, nec eleifend dui varius. Aenean eu feugiat velit, vitae laoreet orci. Suspend ligula augue, tincidunt id, vulputate ultricies nulla

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# RETHINK CONVENTION

Predict the future?  
Why do not invent it?  
That's the philosophy  
behind Legacy 500:  
the first midsize jet  
with digital flight controls  
with full fly-by-wire, and  
a clean-sheet benchmark  
for the future in  
performance, passenger  
room and comfort.  
The 12-passenger  
jet is the fastest in  
its class, delivering  
a high-speed cruise  
of Mach 0.82, excellent  
runway performance,  
and US coast-to-coast  
range for eight. It's truly  
a product of rethinking  
convention.

 **EMBRAER**

CHALLENGE.  
CREATE.  
OUTPERFORM.



CHALLENGE.  
CREATE.  
OUTPERFORM.



**FASTER,  
STRONGER  
AND MORE  
BRAZILIAN THAN EVER**

Developed for Brazilian Air Force, the KC-390 redefines military transportation standards. Multi-mission, it features easier operation, higher speed and the lowest life-cycle cost of the market. It means 45 years of experience in solutions to defense and security of people, territories and patrimony.

**KC\_390**

Predict the future?  
Why do not invent it?  
That's the philosophy behind Legacy 500: the first midsize jet with digital flight controls with full fly-by-wire, and a clean-sheet benchmark for the future in performance, passenger room and comfort. The 12-passenger jet is the fastest in its class, delivering a high-speed cruise of Mach 0.82, excellent runway performance, and US coast-to-coast range for eight. It's truly a product of rethinking convention.

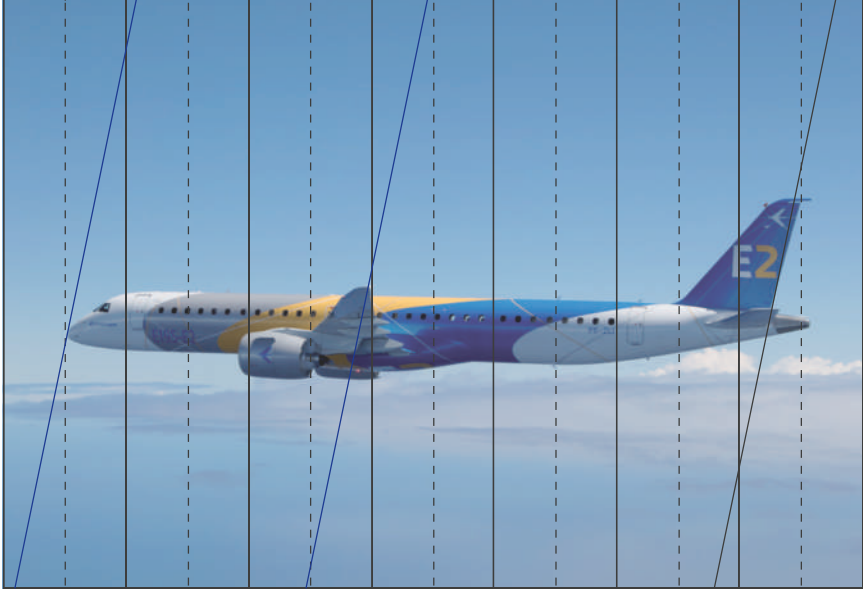
**RETHINK CONVENTION**



CHALLENGE.  
CREATE.  
OUTPERFORM.

**LAYOUT STRUCTURE** GRID AND IMAGES

Framing and positioning images choices can also relate to the grid. Thus, aircraft shapes and angles are exploited to reinforce diagonals.







## LAYOUT STRUCTURE / FIX, FLEX, FREE.

In this Brand Book, verbal and visual ingredients to Embraer brand expressions were introduced.

In the construction of brand communication, three dimensions of these elements were identified:

### FIX:

These are general and immutable guidelines for Embraer brand elements usage, primary choices that composes our expression.

### FLEX:

To emphasize certain messages and to better communicate with certain publics, some parameters may vary. It brings more personality to different areas of the company.

This feature ensures more dynamics and diversity within Embraer communication keeping its main identity.

### FREE:

This is a "free" dimension in brand communication piece construction. Here special content, seasonal campaigns and/or exclusive concepts of business units are allowed, even the ones not provided in this Brand Book, as long as general guidelines are respected.

	FIX	FLEX	FREE
VERBAL LANGUAGE	Verbal language guidelines to build brand's tone of voice.	Balance between expression guiders in verbal language construction.	Seasonal campaigns, specific communication to internal public and Business Units.
COLORS	Embraer institutional color palette.	Business unit color palette: coexistence of proprietary color with institutional palette.	Special palettes with punctual and temporary use in internal campaigns.
TYPOGRAPHY	Embraer institutional typography family: GT America.	Proportion variation between titles and text blocks, spacing and typography (light, regular, bold) for each Business Unit.	Special typographic treatment for campaigns, events and specific materials, within typography variations of GT America family.
IMAGES	General brand image guidelines.	Balance between expression guiders and images treatment for each Business Unit.	Content outside brand universe. Aesthetic image guidelines should be followed.
LAYOUT STRUCTURE	General brand layout structure guidelines.	Greater emphasis on certain features and elements according to communicative intention of each Business Unit.	Compositional adaptations for special projects and/or partnerships with other languages, keeping proper features.
MATERIALS	General brand design language guidelines.	Proportion variation between chosen materials, in order to highlight certain features, according to Business Unit intended experience.	Materials choice outside brand guidelines, but required for specific reasons and/or production limitations. Special finishes can help to keep the design language consistent.
CONTENT	Content that deals with Embraer brand positioning and messages, within its universe.	Specific content to Business Units reflecting their specific messages plus brand messages.	Content outside aviation universe, but addressed and represented in brand language.

LAYOUT STRUCTURE / FIX, FLEX, FREE.

As an example, see two graphic pieces and their Fix, Flex and Free aspects.

FREE

Special typographic treatment: as a proprietary concept of Commercial Aviation, the word Fleetsmart is in compressed light version of GT America typography.

Campaign subject.

Campaign exclusive composition feature overlapping the text "E2" with color stripe.



FIX

Application of the joint Embraer signature.

Composition piece using the grid.

General images guidelines: colors, textures, forms.

GT America font family.

FLEX

Application of Business Unit proprietary color.

Commercial Aviation image guidelines.

Composition feature: usage of diagonal line.

LAYOUT STRUCTURE / FIX, FLEX, FREE.

FLEX

Business Unit color palette and composition feature.

Service and Support images guidelines.

Business Unit typographic treatment: GT America lowercase and compressed bold.

Composition feature dividing layout into two areas with defined diagonal: one using solid color and another one using image.



FREE

Campaign subject.

FIX

GT America font family.

Embraer's tone of voice.

Embraer institutional color palette.

Application of Embraer joint signature.



UPDATED JANUARY/2022