



DRAFT

PRATT & WHITNEY BRAND IDENTITY GUIDELINES

INTRODUCTION

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

WHAT ARE BRAND IDENTITY GUIDELINES?

Pratt & Whitney Communications

To ensure brand and message consistency, P&W Communications works strategically with business units to provide guidance on communications activities.

If you were unable to find the information you need from this visual identity standards site, please contact:

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This book captures the essence of the Pratt & Whitney brand—the functional, emotional and strategic core of our business. It casts our unique value in a more resonant, human language and establishes the framework for sharing our story, internally and externally.

Recognized worldwide, the Pratt & Whitney brand is reflected in all aspects of our internal and external businesses. By communicating in a consistent and unified manner and adhering to established brand standards, we increase both the visibility and understanding of our brand among target audiences while building brand value. Therefore, it is everyone's responsibility to adhere to our visual identity standards and Brand Policy.

TABLE OF CONTENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

BRAND PLATFORM	1.1	Eagle Logo + Tagline	3.10	Approved Color Ratios	5.4	Iconography	5.28
Our Purpose	1.2	Eagle Logo + Tagline Color Options	3.11	Color Use	5.5	Iconography Use	5.29
Our Narrative	1.3	Eagle Logo + Tagline Incorrect Use	3.12	Color Use Examples	5.6	Iconography Color Options	5.30
Our Tagline	1.4	UTC Endorsement Line Use	3.13	Color Incorrect Uses	5.7	Iconography Incorrect Use	5.31
Our Motto	1.5	UTC Endorsement Line Incorrect Use	3.14	Typography Headlines & Callouts	5.8	Social Icon Use	5.32
Positioning Statement	1.6	UTC Endorsement Line + Eagle Logo	3.15	Typography Body Copy	5.9	Resources	5.33
Persona & Personality Traits	1.7	UTC Endorsement Line + Eagle Logo + Tagline	3.16	Typography Style	5.10	Process & Approval Procedure	5.34
COMMUNICATION ELEMENTS	2.1	UTC Endorsement Line + Eagle Logo + Tagline Incorrect Use	3.17	Typography in Use	5.11-5.12	APPLICATION EXAMPLES	6.1
Communication Elements Overview	2.2	United Technologies Signature Use	3.18	Typography Incorrect Use	5.13	Stationary	6.2
Element 1: Eagle Logo	2.3	Eagle Logo in French	3.19	Graphic Device	5.14	Profile One Sheet	6.3
Element 2: Business Unit	2.4	Small Eagle logo in French	3.20	Graphic Device Gradient Specifications	5.15	Product Brochure	6.4
Element 3: Product & Service	2.5	Eagle Logo + Tagline in French	3.21	Graphic Device Use Top Alignment	5.16	PowerPoint Presentation	6.5
Stylized Products & Services	2.6	Eagle Logo + Tagline + UTC Endorsement Line in French	3.22	Graphic Device Use Bottom Alignment	5.17	HR Poster	6.6
Element 4: UTC Endorsement Line	2.7	Master Artwork & File Naming	3.23	Graphic Device Use Opacity	5.18	Trade Show White	6.7
PRATT & WHITNEY IDENTITY	3.1	EXTERNAL AFFILIATIONS	4.1	Graphic Device Examples	5.19-5.20	Trade Show Blue	6.8
Eagle Logo Overview	3.2	External Affiliations	4.2	Graphic Device Incorrect Use	5.21	Digital Banners	6.9
Eagle Logo	3.3	Affiliation 1	4.3	Photography	5.22	Website Homepage	6.10
Eagle Logo Color Options	3.4	Affiliation 2	4.4	Photography People	5.23	Website Products	6.11
Eagle Logo Clear Space & Minimum Size	3.5	Affiliation 3	4.5	Photography Product	5.24	Digital Newsletter	6.12
Small Eagle Logo	3.6	VISUAL SYSTEM ELEMENTS	5.1	Photography Lifestyle	5.25	Intranet	6.13
Left Facing Eagle Logo	3.7	Color Palette	5.2	Photography Use	5.26		
Eagle Logo Background Color	3.8	Color Palette Tertiary Colors	5.3	Photography Incorrect Use	5.27		
Eagle Logo Incorrect Use	3.9						

BRAND PLATFORM

BRAND PLATFORMPRATT & WHITNEY
BRAND IDENTITY GUIDELINES**OUR PURPOSE**Our Purpose is our reason for being that
inspires and guides every decision we make.

We believe that powered flight has, and will continue to, transform the world. So we work with an explorer's heart and perfectionist's grit to design, build, and service the world's most advanced and unrelenting aircraft engines. To turn flight's possibilities into realities for our customers.

BRAND PLATFORMPRATT & WHITNEY
BRAND IDENTITY GUIDELINES**OUR NARRATIVE**

The Narrative is our reason for being, expressed in a few short paragraphs. It provides context and tone to help inform all our communications.

At Pratt & Whitney, we believe flight is an engine for human progress. An instrument to rise above boundaries, connect people, grow economies and protect the world. So, together with our partners, we work with an explorer's heart and a perfectionist's grit to advance it.

The magnitude of flight both humbles and motivates us. It demands vision and relentless attention to detail. It requires dependable teams that deliver the highest quality products and services. And, empowered people willing to do the right thing in the best interest of our customers.

Every day we rise to that challenge, with state-of-the-art engines that carry people reliably to their destinations. Service experts who provide the care and intelligence to keep aircraft flying. Generations of innovators working together to transform aviation.

We love what we do, because we believe flight unleashes the world to go beyond.

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OUR TAGLINE

Our Tagline is the shorthand for our Purpose. It shows up as our signature across a wide range of internal and external applications. It cannot be used as a standalone heading or tagline; it must appear with our eagle logo.

GO BEYOND

(A charge to drive progress)

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OUR MOTTO

Our Motto is our internal rallying cry. A slight modification to the externally facing tagline, to be used as a way to build belief and momentum with employees and recruits.

TOGETHER WE GO BEYOND

(Our internal commitment to create the best and most reliable products in the industry)

BRAND PLATFORMPRATT & WHITNEY
BRAND IDENTITY GUIDELINESPOSITIONING
STATEMENT

Our Positioning Statement is our one ownable idea that makes us desirable to customers and different from our competitors.

We meticulously design, build and service the world's most advanced, unrelenting aircraft engines to transform aviation and unleash human progress.

BRAND PLATFORM

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PERSONA & PERSONALITY TRAITS

The Brand Persona is the embodiment of our brand as an archetypical character. Our Personality is how we give life to our brand to encourage a more emotional connection with our audience. Our Personality Traits below shape every expression of our brand—from copy, to visual elements, to the experience.

WE ARE THE STEADFAST PIONEER.

VISIONARY

We are fervent about shaping the future of aviation alongside our partners and customers.

PURPOSEFUL

We speak and act with intentionality, always focused on why we do what we do.

HUMBLY CONFIDENT

We are bold and firm with our point of view, but always in service of what is best for our customer.

TO THE POINT

We carefully choose our words to ensure they are accurate, and never verbose or confusing.

RELENTLESS

We never settle. We're obsessed with exceeding expectations and doing whatever it takes.

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COMMUNICATION ELEMENTS

COMMUNICATION ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

Our Pratt & Whitney Communication Elements are:

ELEMENT 1

Element 1 is the Pratt & Whitney eagle logo. It is the lead visual mark for the entire organization.

ELEMENT 2

Element 2 is the business unit. It provides context to specific products and services.

ELEMENT 3

Element 3 is the specific product or service we offer.

ELEMENT 4

Element 4 is the UTC endorsement line, which connects us to our parent company.

COMMUNICATION ELEMENTS OVERVIEW

Our Communication Elements identify who we are and provide context to everything we communicate. Each element serves a unique purpose and owns a specific place inside the visual hierarchy. Use the following guidelines to ensure we maintain consistency across all our communications.

ELEMENT 1



ELEMENT 2

BUSINESS UNIT

ELEMENT 3

PRODUCT & SERVICE

ELEMENT 4

A UNITED TECHNOLOGIES COMPANY

COMMUNICATION ELEMENTS EXAMPLE



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COMMUNICATION ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

ELEMENT 2: BUSINESS UNIT

The inclusion of business units help associate our products and/or services with the markets they serve. Use of the business unit is optional depending on application. Consult your business leader or Communications Team as needed.

TYPOGRAPHY

Use Flama Condensed Bold in all uppercase for business units. Open tracking is 20pts.

SCALE

When headline is horizontally placed, make the business unit the width of "X," as illustrated on this page. "X" is equal to the width of the headline's first two letters. If the application is small enough that it compromises legibility then make the business unit the width of the headline's first line.

When headline is vertically placed, make the business unit the width of "Y," as illustrated on this page. "Y" is equal to the font height of the headline. If there are two lines, make the business unit the width of "Z." "Z" is equal to the distance of the baselines between the two lines.

PLACEMENT

The business unit is placed directly above the main headline. Left-align the business unit to the headline. The business unit always reads left to right on a horizontal plane.

COLOR OPTIONS

Use the same color applied to the headline for the business unit.

SCALE & PLACEMENT



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COMMUNICATION ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

ELEMENT 3: PRODUCT & SERVICE

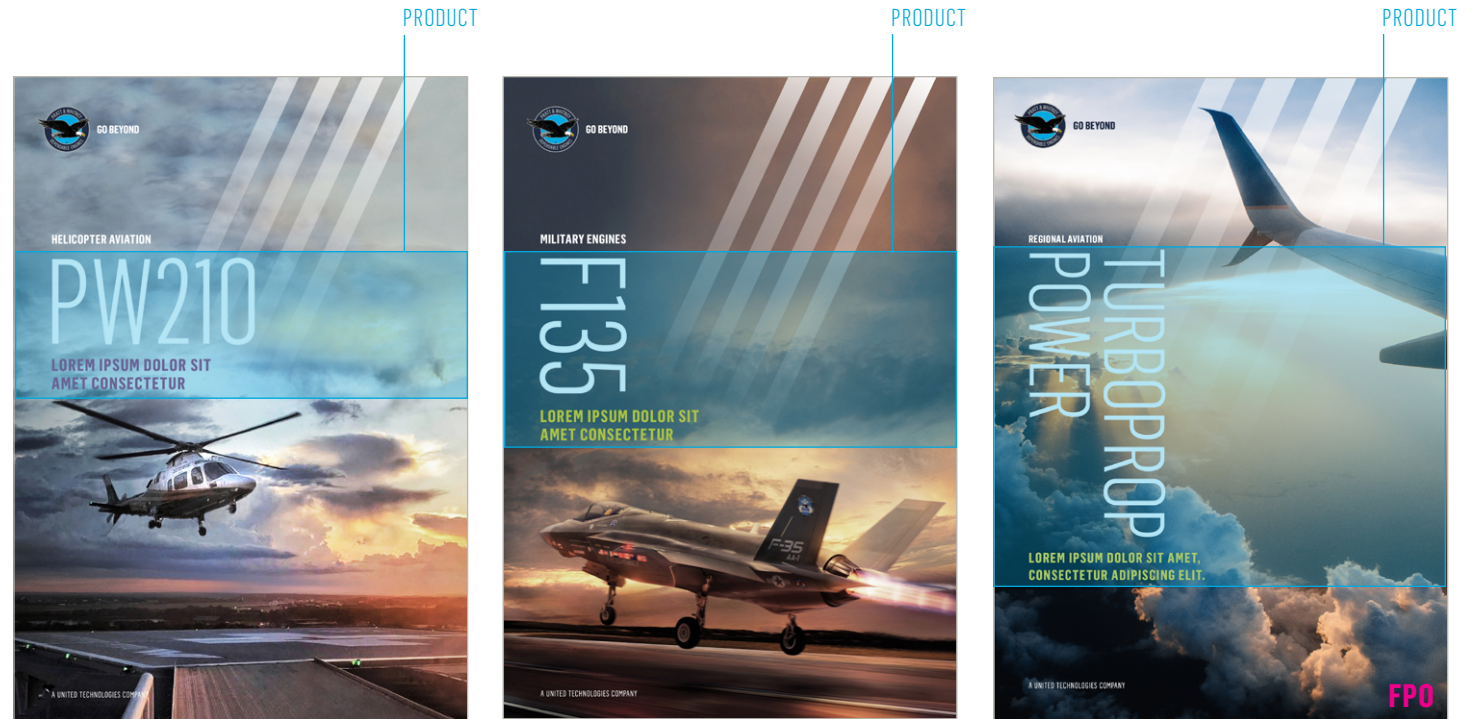
Our product and service names will often be the centerpiece of our communications.

APPLICATION

Product and service names and information exist within the headlines, secondary headlines and body copy as the main content of the page. No special treatment should be applied to a product or service.

Refer to the Visual System Elements section for correct color and typographic application.

PRODUCT & SERVICE OFFER EXAMPLES



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COMMUNICATION ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

ONLY USE APPROVED ARTWORK

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork of the stylized product or service.

SCALE

When headline is horizontally placed, make the wordmark the width of "X," as illustrated on this page. "X" is equal to the width of the headline's first two letters. If the application is small enough that it compromises legibility then make the wordmark the width of the headline's first line.

When headline is vertically placed, make the wordmark the width of "Y," as illustrated on this page. "Y" is equal to the font height of the headline. If there are two lines, make the wordmark the width of "Z." "Z" is equal to the distance of the baselines between the two lines.

PLACEMENT

The wordmark must always be in relation to the Pratt & Whitney eagle logo. Place the wordmark directly above the headline. Left-align the wordmark to the headline.

COLOR OPTIONS

Use the same color applied to the secondary headline for the product or service.

Apply no more than one color to the stylized product or service. Use black or white when four color reproduction is not possible.

STYLIZED PRODUCTS & SERVICES

A product or service may require a stylized appearance to differentiate itself from competitors in the market. These are special scenarios and need to be approved by the Communications Team.

To avoid competing with our eagle logo, stylized products and services always live as wordmarks, never as symbols or icons.

The development of any stylized wordmark for a product or service should follow the guidelines set out in this document.

The use of business units is optional with a stylized product or service.

STYLIZED PRODUCT OR SERVICE EXAMPLE

PRATT & WHITNEY
GTF

SCALE & PLACEMENT



COMMUNICATION ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

ONLY USE APPROVED ARTWORK

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork of the UTC endorsement line.

PLACEMENT

On the page, the preferred position of the UTC endorsement line is the bottom left corner.

If the preferred position cannot be used, place the endorsement line to the right of the eagle logo on the page. The endorsement line may also be placed at the bottom right corner of the page as a last option.

ELEMENT 4: UTC ENDORSEMENT LINE

The endorsement line "A United Technologies Company" (UTC) is our link to our parent corporation. It should accompany the eagle logo on externally-facing materials that require a UTC endorsement. Please check with the Communications Team when clarification is needed.

Please refer to pages 3.13-3.17 for more information on application of the UTC endorsement line.

UTC ENDORSEMENT LINE

A UNITED TECHNOLOGIES COMPANY

PLACEMENT



UTC ENDORSEMENT LINE

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PRATT & WHITNEY IDENTITY

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BRAND IDENTITY GUIDELINES

EAGLE LOGO OVERVIEW

Our eagle logo represents who we are, what we do and what we stand for.

This page is an overview of all eagle logo versions and their reference pages. Select the eagle logo version that best suits the application use.

ONLY USE APPROVED ARTWORK

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved logo artwork.

EAGLE LOGO

This is most commonly used for applications (such as brochure covers, banners and billboards) that require a logo larger than 1" in height. Refer to pages 3.3-3.5 and 3.9 for more information on the master eagle logo.

SMALL EAGLE LOGO

This is most commonly used for applications that require a logo smaller than 1" in height and for production needs (such as foil printing and embroidery). Refer to page 3.6 for more information on the small eagle logo.

LEFT FACING EAGLE LOGO

Refer to page 3.7 for more information on the left facing eagle logo.

EAGLE LOGO IN FRENCH

Refer to page 3.19 for more information on the eagle logo in French.

SMALL EAGLE LOGO IN FRENCH

Refer to page 3.20 for more information on the small eagle logo in French.

EAGLE LOGO
(MASTER)



EAGLE LOGO IN FRENCH



SMALL EAGLE LOGO



SMALL EAGLE LOGO IN FRENCH



LEFT FACING EAGLE LOGO



PRATT & WHITNEY IDENTITY

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EAGLE LOGO

The eagle logo is the full color version of the **Dependable Engines** eagle graphic.

ONLY USE APPROVED ARTWORK

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved logo artwork.

EAGLE LOGO
FULL COLOR



PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

EAGLE LOGO COLOR OPTIONS

FULL COLOR EAGLE LOGO

The preferred treatment is the full color version of the eagle logo.

GRAYSCALE EAGLE LOGO

Use the grayscale eagle logo to keep the integrity of the full color version when four color reproduction is not possible (e.g. newspapers).

BLACK EAGLE LOGO

Use the black eagle logo when four color reproduction is not possible. Apply the black eagle logo on light backgrounds.

WHITE EAGLE LOGO

Use the white eagle logo when four color reproduction is not possible. Apply the white eagle logo on dark backgrounds.

The color blocks shown here represent background colors, not holding shapes.

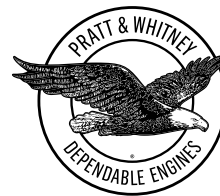
FULL COLOR EAGLE LOGO
PREFERRED



GRAYSCALE EAGLE LOGO



BLACK EAGLE LOGO



WHITE EAGLE LOGO



PRATT & WHITNEY IDENTITY

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BRAND IDENTITY GUIDELINES

EAGLE LOGO CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE

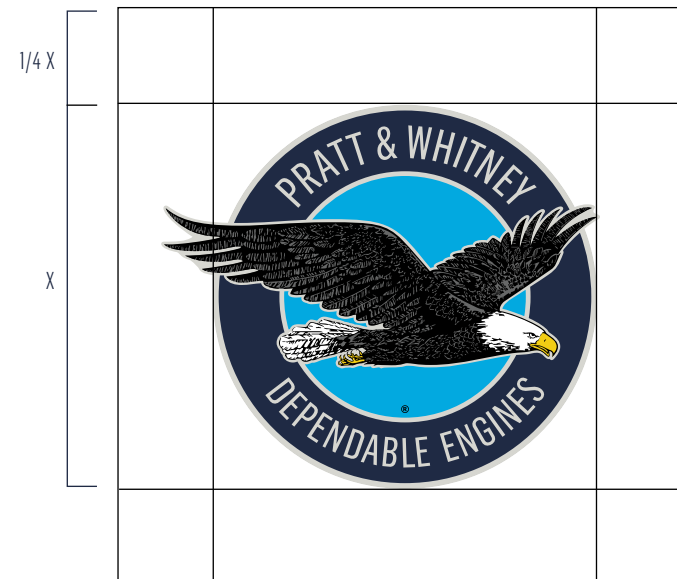
To create maximum impact, our eagle logo should always stand out from other elements. Keep the eagle logo clear of text, images and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to "1/4 of X," as illustrated on this page. For digital applications use "1/8 of X" for the preferred clear space. "X" is equal to the height of the eagle logo.

SIZE

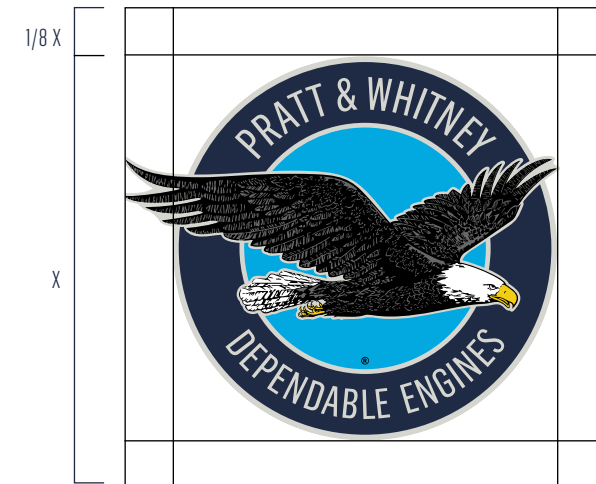
Use the eagle logo for applications (such as brochure covers, banners and billboards) that require a logo larger than 1" in height.

Use the small eagle logo for logo sizes at or smaller than 1" in height. Refer to page 3.6 for more information on the small eagle logo.

CLEAR SPACE



DIGITAL CLEAR SPACE



PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

SMALL EAGLE LOGO

Use the small eagle logo for logo sizes at or below 1" in height. Details within the small eagle logo's illustration have been reduced for small scale and production needs.

Do not use the small eagle logo for applications that require the logo to be larger than 1" in height. Different rules may apply to specific production needs such as foil stamping or embroidery.

ONLY USE APPROVED ARTWORK

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved logo artwork.

CLEAR SPACE

Follow the same guidelines set on page 3.5 for clear space around the small eagle logo, as illustrated on this page.

MINIMUM SIZE

The minimum size of the small eagle logo is 0.5" in height. For digital applications the minimum size of the small eagle logo is 32 pixels in height. Sizes smaller than this will compromise legibility and presence.

COLOR OPTIONS

Follow the same guidelines set on page 3.4 for the preferred color use of the small eagle logo.

BACKGROUND COLOR

Follow the same guidelines set on page 3.8 for applying the small eagle logo onto background colors.

INCORRECT USE

Follow the same guidelines set on page 3.9 for incorrect use of the small eagle logo.

TAGLINE USE

Follow the same guidelines set on pages 3.10-3.12 for the use of the "Go Beyond" tagline in relation to the small eagle logo.

UTC ENDORSEMENT LINE USE

Follow the same guidelines set on pages 3.15-3.17 for the use of the UTC Endorsement line in relation to the small eagle logo.

UNITED TECHNOLOGIES SIGNATURE USE

Follow the same guidelines set on page 3.18 for the use of the United Technologies Signature in relation to the small eagle logo.

SMALL EAGLE LOGO



MINIMUM SIZE



DIGITAL MINIMUM SIZE



PRATT & WHITNEY IDENTITY

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BRAND IDENTITY GUIDELINES

LEFT FACING EAGLE LOGO

When applying the eagle logo on an engine (or nacelle) or vehicle the eagle should face forward.

The left facing eagle logo can only be used for an engine (or nacelle) or vehicle.

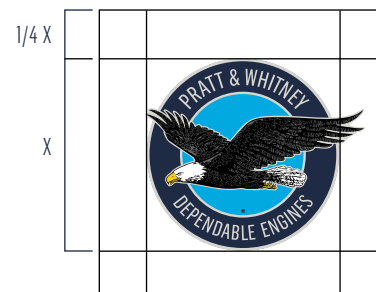
SIZE

The left facing eagle logo must be greater than 1" in height when applied.

LEFT FACING EAGLE LOGO
FULL COLOR



CLEAR SPACE



PRATT & WHITNEY IDENTITY

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BRAND IDENTITY GUIDELINES

EAGLE LOGO BACKGROUND COLOR

PREFERRED COLORS

The preferred treatment is the full color version of the logo on a white background.

BACKGROUND COLORS

On light and dark backgrounds, use the eagle logo full color version.

When placing the eagle logo over an image, position it where the background offers clear space and the most contrast.

PREFERRED



BACKGROUND COLORS



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PRATT & WHITNEY IDENTITY

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BRAND IDENTITY GUIDELINES

EAGLE LOGO INCORRECT USE

The examples on this page demonstrate incorrect reproductions of the eagle logo.

A – Do not change the color of the eagle logo.

B – Do not modify the order or placement of the elements.

C – Do not alter the proportions of the elements.

D – Do not modify the typography within the eagle logo.

E – Do not place the eagle logo within a holding shape or a color block.

F – Do not add drop shadows.

G – Do not add to or alter the elements of the eagle logo. This includes modifying the logo to represent a business unit or group.

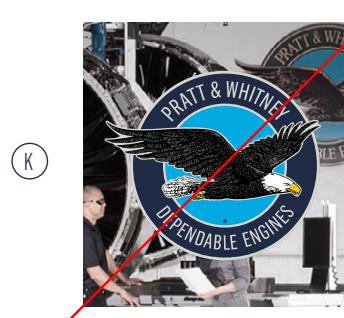
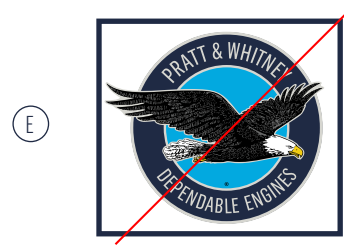
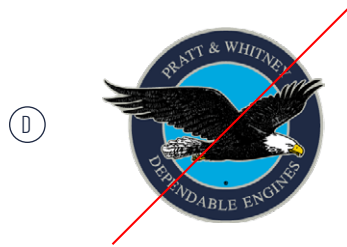
H – Do not rotate or change the directions of the elements.

I – Do not change the text content within the eagle logo.

J – Do not place the eagle logo over a background that provides little to no contrast for the elements.

K – Avoid textured backgrounds when placing the eagle logo over photography as this may affect visibility.

L – Do not place objects within the eagle logo's clear space.



PRATT & WHITNEY IDENTITY

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BRAND IDENTITY GUIDELINES

EAGLE LOGO + TAGLINE

Our tagline “Go Beyond” should be used in close proximity to the Pratt & Whitney eagle logo. The elements have been created in a fixed proportional relationship.

The eagle logo can be used independently from the tagline. The tagline graphic cannot be used independently from the eagle logo.

The approved application of the vertical alignment can be found on pages 6.7-6.8 within the trade show examples.

ONLY USE APPROVED ARTWORK

To ensure we represent Pratt & Whitney with our tagline in a consistent way, only use approved artwork.

CLEAR SPACE

Keep our eagle logo + tagline clear of text, images and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to “1/4 of X,” as illustrated on this page. For digital applications use “1/8 of X” for the preferred clear space. “X” is equivalent to the height of the eagle logo.

HORIZONTAL ALIGNMENT



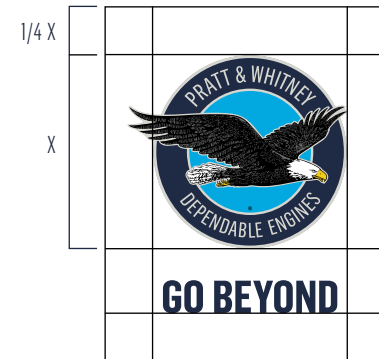
CLEAR SPACE



VERTICAL ALIGNMENT



CLEAR SPACE



PRATT & WHITNEY IDENTITY

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BRAND IDENTITY GUIDELINES

EAGLE LOGO + TAGLINE COLOR OPTIONS

FULL COLOR EAGLE LOGO

The preferred treatment is the full color version of the logo on a white background with a single color tagline in P&W Blue.

GRAYSCALE EAGLE LOGO + TAGLINE

Use the grayscale eagle logo + tagline to keep the integrity of the full color version when four color reproduction is not possible (e.g. newspapers).

BLACK EAGLE LOGO + TAGLINE

Use the black eagle logo + tagline when four color reproduction is not possible. Apply the black eagle logo + tagline on light backgrounds.

WHITE EAGLE LOGO + TAGLINE

Use the white eagle logo + tagline when four color reproduction is not possible. Apply the white eagle logo + tagline on dark backgrounds.

BACKGROUND COLORS

On a dark background, use the eagle logo full color version and reverse the tagline to white.

When placing the eagle logo over an image, position it where the background offers clear space and the most contrast.

The color blocks shown here represent background colors, not holding shapes.

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FULL COLOR EAGLE LOGO
PREFERRED



GRAYSCALE EAGLE LOGO + TAGLINE



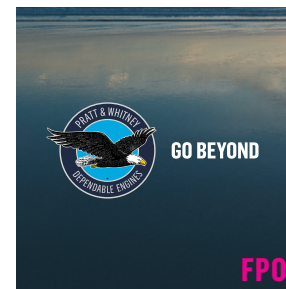
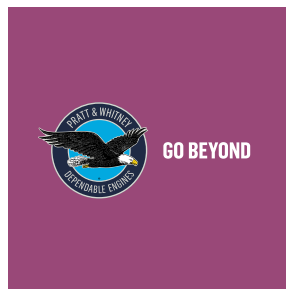
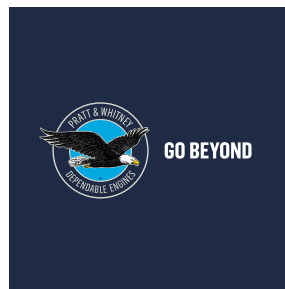
BLACK EAGLE LOGO + TAGLINE



WHITE EAGLE LOGO + TAGLINE



BACKGROUND COLORS



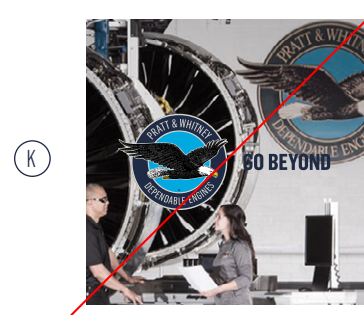
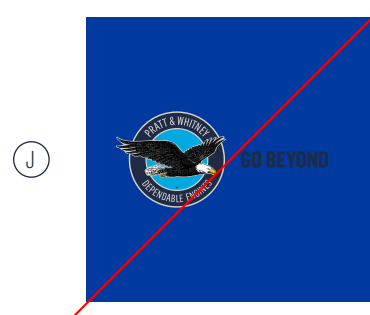
PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

EAGLE LOGO + TAGLINE INCORRECT USE

The examples on this page demonstrate incorrect reproductions of the eagle logo and tagline.

- A – Do not change the color of the eagle logo or tagline.
- B – Do not modify the order or placement of the elements.
- C – Do not alter the proportions of the elements.
- D – Do not modify the typography of the tagline.
- E – Do not place eagle logo + tagline within a holding shape or a color block.
- F – Do not add drop shadows.
- G – Do not add elements to the eagle logo + tagline.
- H – Do not rotate or change the directions of the elements.
- I – Do not change the tagline text content.
- J – Do not place the eagle logo + tagline over a background that provides little to no contrast for the element.
- K – Avoid textured backgrounds when placing the eagle logo + tagline over photography as this may affect visibility.
- L – Do not place objects within the clear space of the eagle logo + tagline.



PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

ONLY USE APPROVED ARTWORK

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork.

ENDORSEMENT LINE IN FRENCH

Use the UTC endorsement line in French when needed for translation purposes. The same rules of the UTC endorsement line in English applies to the French version.

CLEAR SPACE

To ensure visibility, the endorsement line should always stand out from other elements. Keep it clear of text, images and graphics by maintaining the minimum clear space on all sides. The preferred clear space is "X," as illustrated on this page. "X" is equal to the height of the letter "A" in the UTC endorsement line.

MINIMUM SIZE

The minimum size of the endorsement line is 0.063" in height. For digital applications the minimum size of the endorsement line is 4 pixels in height. Sizes smaller than this will compromise legibility and presence.

COLOR OPTIONS

Use P&W Blue, Sky Blue or white for the UTC endorsement line. Select the color that creates the most contrast against the background. Use black or white when a four color reproduction is not possible.

The color blocks shown here represent background colors, not holding shapes.

UTC ENDORSEMENT LINE USE

The endorsement line "A United Technologies Company" (UTC) is our link to our parent corporation. It should accompany the eagle logo on externally-facing materials that require a UTC endorsement. Please check with the Communications Team when clarification is needed.

The UTC endorsement line must always be in relation to the Pratt & Whitney eagle logo. Please refer to pages 3.15-3.17 for more information pertaining to its relationship with the eagle logo.

UTC ENDORSEMENT LINE

A UNITED TECHNOLOGIES COMPANY

UTC ENDORSEMENT LINE IN FRENCH

UNE SOCIÉTÉ DE UNITED TECHNOLOGIES

CLEAR SPACE



MINIMUM SIZE

0.063"  A UNITED TECHNOLOGIES COMPANY

DIGITAL MINIMUM SIZE

4 PX  A UNITED TECHNOLOGIES COMPANY

COLOR OPTIONS

A UNITED TECHNOLOGIES COMPANY

A UNITED TECHNOLOGIES COMPANY

A UNITED TECHNOLOGIES COMPANY

A UNITED TECHNOLOGIES COMPANY

A UNITED TECHNOLOGIES COMPANY

A UNITED TECHNOLOGIES COMPANY

PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

- A – Do not use colors outside the approved color options.
- B – Do not alter the proportions of the elements.
- C – Do not modify or abbreviate the words of the endorsement line.
- D – Do not place the endorsement line within a holding shape or a color block.
- E – Do not add drop shadows.
- F – Do not add elements to the endorsement line.
- G – Do not rotate or change the direction of the element.
- H – Do not modify the typography of the logotype.
- I – Do not place the endorsement line over a background that provides little to no contrast for the element.
- J – Avoid textured backgrounds when placing the endorsement line over photography as this may affect visibility.
- K – Do not apply different weights to the endorsement line.
- L – Do not use capital case or lower case for the endorsement line.

UTC ENDORSEMENT LINE INCORRECT USE

The examples on this page demonstrate incorrect use of the UTC endorsement line.



PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

SCALE

The UTC endorsement line is equal to "1/8 of X" when the elements are displayed together. "X" is equivalent to the height of the eagle logo as illustrated on this page.

VERTICAL ALIGNMENT

Vertical alignment of the eagle logo and UTC endorsement line is the preferred arrangement of the elements.

On a vertical plane, left-align the UTC endorsement line to the edge of the eagle logo's inner circle. The eagle logo is always on top of the UTC endorsement line. The minimum distance between them is "1/4 of X." "X" is equal to the height of the eagle logo. The eagle logo and UTC endorsement line can be further apart if desired.

HORIZONTAL ALIGNMENT

On a horizontal plane, align the UTC endorsement line to the bottom edge of the eagle logo's inner circle, using its baseline. The eagle logo is always left of the UTC endorsement line. The minimum distance between them is "1-1/2 of X." "X" is equal to the height of the eagle logo. The eagle logo and UTC endorsement line can be further apart if desired.

UTC ENDORSEMENT LINE + EAGLE LOGO

The UTC endorsement line should accompany the eagle logo on externally-facing materials that require a UTC endorsement. Please check with the Communications Team when clarification is needed. Refer to pages 3.3-3.14 for more information pertaining to the eagle logo and UTC endorsement line.

SCALE



1/8 X  A UNITED TECHNOLOGIES COMPANY

VERTICAL ALIGNMENT



A UNITED TECHNOLOGIES COMPANY

MINIMUM APPROVED DISTANCE

HORIZONTAL ALIGNMENT



A UNITED TECHNOLOGIES COMPANY

MINIMUM APPROVED DISTANCE

PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

SCALE

The UTC endorsement line is equal to "1/8 of X" when the elements are displayed together. "X" is equivalent to the height of the eagle logo as illustrated on this page.

VERTICAL ALIGNMENT

Vertical alignment of the eagle logo, tagline and UTC endorsement line is the preferred arrangement of the elements.

On a vertical plane, left-align the UTC endorsement line to the edge of the eagle logo's inner circle. The eagle logo + tagline are always on top of the UTC endorsement line. The minimum distance between the eagle logo and endorsement line is "1/4 of X." "X" is equal to the height of the eagle logo. The eagle logo and UTC endorsement line can be further apart if desired.

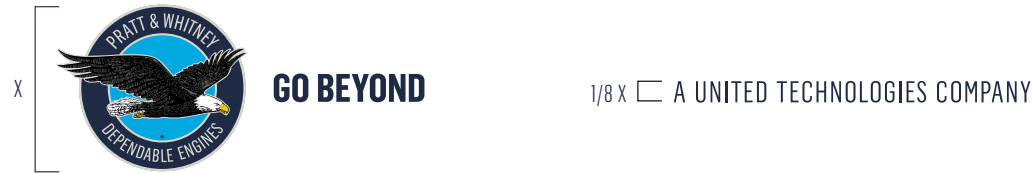
HORIZONTAL ALIGNMENT

On a horizontal plane, align the UTC endorsement line to the baseline of the tagline. The eagle logo + tagline are always left of the UTC endorsement line. The minimum distance between the tagline and the UTC endorsement line is "1-1/2 of X." "X" is equal to the height of the eagle logo. The eagle logo and UTC endorsement line can be further apart if desired.

UTC ENDORSEMENT LINE + EAGLE LOGO + TAGLINE

The UTC endorsement line should accompany the eagle logo + tagline on externally-facing materials that require a UTC endorsement. Please check with the Communications Team when clarification is needed. Refer to page 3.3-3.14 for more information pertaining to the eagle logo + tagline and UTC endorsement line.

SCALE



VERTICAL ALIGNMENT



HORIZONTAL ALIGNMENT



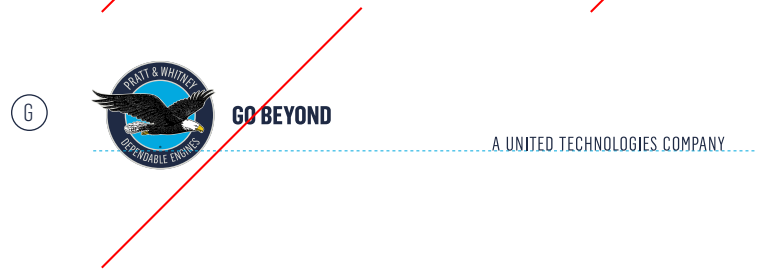
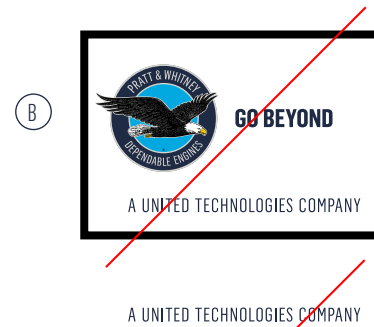
PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

UTC ENDORSEMENT LINE + EAGLE LOGO + TAGLINE INCORRECT USE

The examples on this page demonstrate incorrect use of the UTC endorsement line with eagle logo + tagline.

- A – Do not alter the proportions of the elements.
- B – Do not place the eagle logo, tagline and UTC endorsement line in a holding shape.
- C – Do not add elements to the eagle logo, tagline and UTC endorsement line relationship.
- D – Do not rotate or change the direction of the elements.
- E – Do not modify the order or placement of the elements.
- F – Do not have elements closer than the minimum approved distance.
- G – Do not align the UTC endorsement line to the eagle logo's inner circle when the tagline is present on a horizontal plane.
- H – Do not change the color of the elements.



PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

UNITED TECHNOLOGIES SIGNATURE USE

Use the United Technologies signature in substitute of the UTC endorsement line when a greater presence of our parent company is needed. Refer to [United Technologies guidelines](#) for more application information of the signature and graphic files.

Use the signature in situations that solely emphasize Pratt & Whitney's relationship to United Technologies, such as trade shows. Do not use the United Technologies signature within advertising materials.

SCALE

The height of the United Technologies signature's gear icon is equal to "1/3 of X" when the elements are displayed together. "X" is equivalent to the height of the eagle logo as illustrated on this page.

VERTICAL ALIGNMENT

On a vertical plane, left-align the United Technologies signature to the edge of the eagle logo's inner circle. The eagle logo is always on top of the signature. The minimum distance between the eagle logo and signature is "1/4 of X." "X" is equal to the height of the eagle logo. The eagle logo and United Technologies signature can be further apart if desired.

HORIZONTAL ALIGNMENT

On a horizontal plane, center the United Technologies signature's gear icon to the eagle logo's midpoint. The eagle logo is always left of the signature. The minimum distance between the eagle logo and signature is "1-1/2 of X." "X" is equal to the height of the eagle logo. The eagle logo and United Technologies signature can be further apart if desired.

UNITED TECHNOLOGIES SIGNATURE
PREFERRED



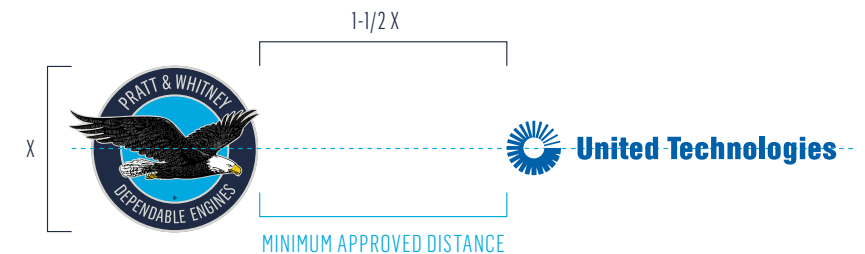
SCALE



VERTICAL ALIGNMENT



HORIZONTAL ALIGNMENT



PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

EAGLE LOGO IN FRENCH

Use the eagle logo in French when needed for translation purposes.

The French version of the eagle logo is the full color version of the "**Moteurs Haute Fiabilité**" eagle graphic.

ONLY USE APPROVED ARTWORK

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork.

COLOR OPTIONS

Follow the same guidelines set on page 3.4 for the preferred color use of the eagle logo in French.

CLEAR SPACE

Follow the same guidelines set on page 3.5 for clear space around the eagle logo in French.

SIZE

Follow the same guidelines set on page 3.5 for the size of the eagle logo in French.

BACKGROUND COLOR

Follow the same guidelines set on page 3.8 for applying the eagle logo in French onto background colors.

INCORRECT USE

Follow the same guidelines set on page 3.9 for incorrect use of the eagle logo in French.

UTC ENDORSEMENT LINE USE

Follow the same guidelines set on page 3.15 for the use of the UTC Endorsement line in relation to the eagle logo in French.

UNITED TECHNOLOGIES SIGNATURE USE

Follow the same guidelines set on page 3.18 for the use of the United Technologies Signature in relation to the eagle logo in French.

PREFERRED



PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

APPLICATION

Follow the same guidelines set on page 3.6 for applying the small eagle logo in French.

SMALL EAGLE LOGO IN FRENCH

Use the small eagle logo in French when needed for translation purposes.

The small eagle logo in French is for logo sizes at or below 1" in height. Details within the small eagle logo's illustration have been reduced for small scale and production needs.

Do not use the small eagle logo in French for applications that require the logo to be larger than 1" in height. Different rules may apply to specific production needs such as foil stamping or embroidery.

ONLY USE APPROVED ARTWORK

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved logo artwork.

SMALL EAGLE LOGO



MINIMUM SIZE



DIGITAL MINIMUM SIZE



PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

EAGLE LOGO + TAGLINE IN FRENCH

Use the French version of the eagle logo + tagline when needed for translation purposes.

Use "**Se Dépasser**" for the French translation of "Go Beyond."

ONLY USE APPROVED ARTWORK

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork.

CLEAR SPACE

Keep our eagle logo + tagline in French clear of text, images and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to "1/4 of X," as illustrated on this page. For digital applications use "1/8 of X" for the preferred clear space. "X" is equivalent to the height of the eagle logo in French.

COLOR OPTIONS

Follow the same guidelines set on page 3.11 for the preferred color use of the eagle logo + tagline in French.

BACKGROUND COLOR

Follow the same guidelines set on page 3.11 for applying the eagle logo + tagline in French onto background colors.

INCORRECT USE

Follow the same guidelines set on page 3.12 for the improper use of the eagle logo + tagline in French.

HORIZONTAL ALIGNMENT



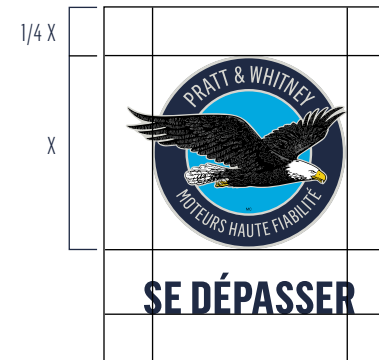
VERTICAL ALIGNMENT



CLEAR SPACE



CLEAR SPACE



PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

SCALE

The UTC endorsement line in French is equal to "1/8 of X" when the elements are displayed together. "X" is equivalent to the height of the eagle logo in French as illustrated on this page.

VERTICAL ALIGNMENT

Vertical alignment of the eagle logo + tagline and UTC endorsement line in French is the preferred arrangement of the elements.

On a vertical plane, left-align the UTC endorsement line in French to the edge of the French eagle logo's inner circle. The eagle logo + tagline in French are always on top of the UTC endorsement line. The minimum distance between the eagle logo and endorsement line in French is "1/4 of X." "X" is equal to the height of the eagle logo in French. The eagle logo and UTC endorsement line in French can be further apart if desired.

HORIZONTAL ALIGNMENT

On a horizontal plane, align the UTC endorsement line in French to the baseline of the tagline in French. The eagle logo + tagline in French are always left of the UTC endorsement line. The minimum distance between the tagline and the UTC endorsement line in French is "1-1/2 of X." "X" is equal to the height of the eagle logo in French. The eagle logo and UTC endorsement line in French can be further apart if desired.

EAGLE LOGO + TAGLINE + UTC ENDORSEMENT LINE IN FRENCH

Use the French version of the eagle logo + tagline when needed for translation purposes.

The UTC endorsement line should accompany the eagle logo + tagline in French on externally-facing materials that require a UTC endorsement. Please check with the Communications Team when clarification is needed.

Refer to pages 3.16-3.17 for more information pertaining to the eagle logo + tagline and UTC endorsement line.

ONLY USE APPROVED ARTWORK

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, only use approved artwork.

SCALE



VERTICAL ALIGNMENT



HORIZONTAL ALIGNMENT



PRATT & WHITNEY IDENTITY

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

MASTER ARTWORK & FILE NAMING

It is important to keep consistency within our file naming to correctly identify content, efficiently organize files and easily locate artwork.

ONLY USE APPROVED ARTWORK

To ensure we represent Pratt & Whitney elements in a consistent way, only use approved artwork.

CATEGORY HIERARCHY & ORDER

All file names follow the same hierarchical order for categories, as shown below:

1. Company Name
2. Artwork Color
3. Artwork Name
4. Artwork Variation
5. Artwork Specification
6. Language
7. Color Mode
8. File Format

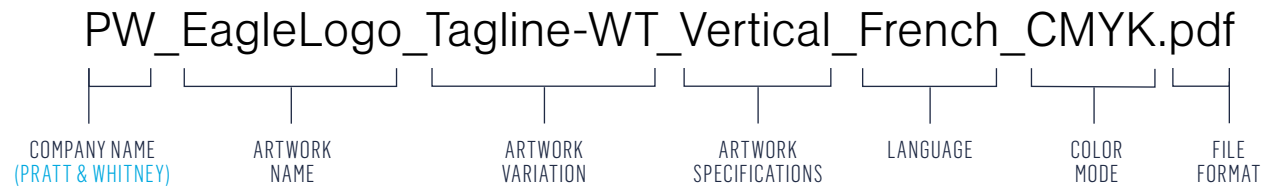
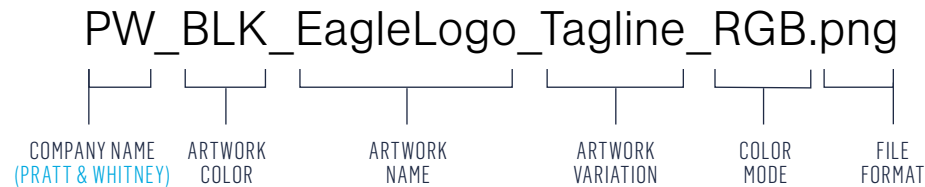
FILE NAMING PRACTICES

File names are kept simple, while providing enough information to identify content.

Categories are separated with underscores (_) to differentiate sections of the file name. No spaces are used within names to avoid possible printing issues in the future. Use a hyphen (-) if a space is needed within a category.

Title case is applied to all files to enhance legibility. The use of uppercase can cause issues in word recognition.

CATEGORY HIERARCHY & ORDER



COLOR MODE DEFINITIONS

CMYK

Refers to the four inks used in typical color printing. Use this color mode for print applications.

RGB

Represents the colors to be used for digital applications.

PMS

Refers to the Pantone Matching System, which is a proprietary color space applied across multiple media. PMS is commonly used for offset printing.

FILE FORMAT DEFINITIONS

EPS

Is a graphic file that typically contains 2D vector graphics, bitmap images and text. Use this format for print and digital applications.

JPEG

Is an image saved in a compressed graphic format, which means it can noticeably reduce the image quality if high amounts of compression are applied. Only use this format for digital applications.

PNG

Is a raster graphic file format that uses lossless compression. It supports transparent backgrounds and typographic based artwork. Only use this format for digital applications.

PDF

Is a multi-platform document used for saving documents and publications in a standard format for varying platforms. A PDF may be exported in both digital and print format.

EXTERNAL AFFILIATIONS

EXTERNAL AFFILIATIONS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

EXTERNAL AFFILIATIONS

It's important to understand how Pratt & Whitney shows up alongside its partners, joint ventures and other external entities. Use the guidelines below to identify which affiliation is appropriate for the specific application.

AFFILIATION 1

Pratt & Whitney leads all communications with the external entity taking a subsidiary role.

AFFILIATION 2

Pratt & Whitney and the external entity play an equal role in the relationship and communication protocol. The leading visual system is chosen by the owner of the communication or negotiated between the two.

AFFILIATION 3

Pratt & Whitney takes a subordinate role to the external entity, whose visual system is used for all communications.

AFFILIATION 1



AFFILIATION 2



AFFILIATION 3



EXTERNAL AFFILIATIONS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

AFFILIATION 1

Pratt & Whitney leads all communications with the external entity taking a subsidiary role.

VISUAL SYSTEM

Position the Pratt & Whitney communication elements in approved locations. Refer to the Pratt & Whitney Identity section for correct application of the eagle logo, tagline, business unit and UTC endorsement line. Use the Pratt & Whitney visual system.

SCALE

The external entity logo is equal to "1/2 of X" in both width and height. "X" is equivalent to the height of the eagle logo.

HORIZONTAL ALIGNMENT

Place the external entity logo to the right corner of the page. Center their company logo using the eagle logo's height.

VERTICAL ALIGNMENT

Position the external entity logo below the eagle logo + tagline. Use the minimum distance between elements. Center their company logo using the eagle logo's circle.

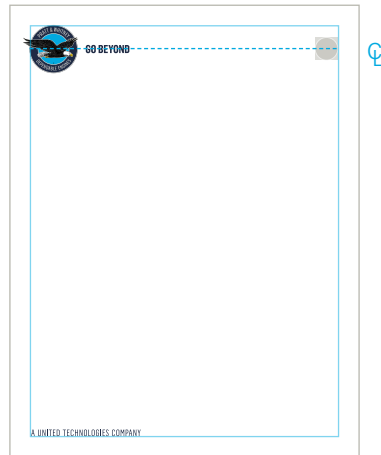
MINIMUM DISTANCE

The minimum distance between the logos is "1/2 of X." "X" is equal to the height of the eagle logo. The eagle logo and external entity logo can be further apart if desired.

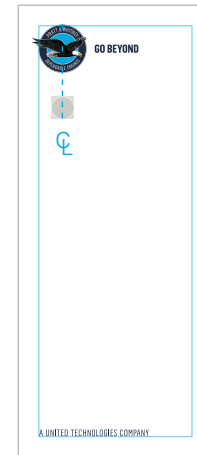
SCALE



HORIZONTAL ALIGNMENT



VERTICAL ALIGNMENT



MINIMUM DISTANCE



MINIMUM DISTANCE



EXTERNAL AFFILIATIONS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

AFFILIATION 2

Pratt & Whitney and the external entity play an equal role in the relationship and communication protocol. The leading visual system is chosen by the owner of the communication or negotiated between the two.

VISUAL SYSTEM

If Pratt & Whitney has ownership of the communication, position our communication elements in their approved locations. Refer to the Pratt & Whitney Identity section for correct application of the eagle logo, tagline, business unit and UTC endorsement line. Use the Pratt & Whitney visual system.

SCALE

The external entity logo is equal to "X" in both width and height. "X" is equivalent to the height of the eagle logo.

HORIZONTAL ALIGNMENT

If Pratt & Whitney leads, place the external entity logo to the right corner of the page. Center their company logo using the eagle logo's height. If their company leads, reverse the order.

VERTICAL ALIGNMENT

If Pratt & Whitney leads, position the external entity logo below the eagle logo + tagline. Use the minimum distance between elements. Center their company logo using the eagle logo's circle.

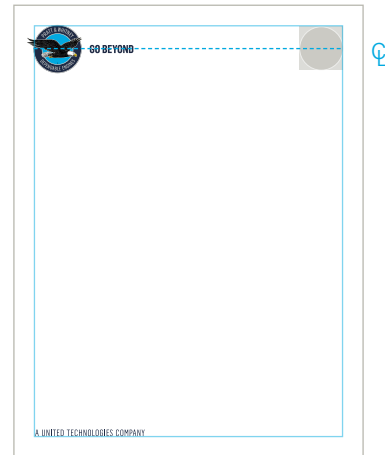
MINIMUM DISTANCE

The minimum distance between the logos is "1/2 of X." "X" is equal to the height of the eagle logo. The eagle logo and external entity logo can be further apart if desired.

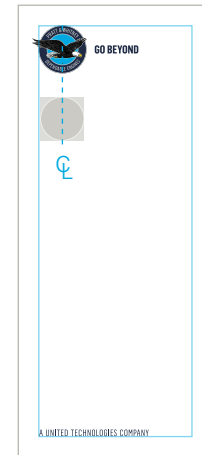
SCALE



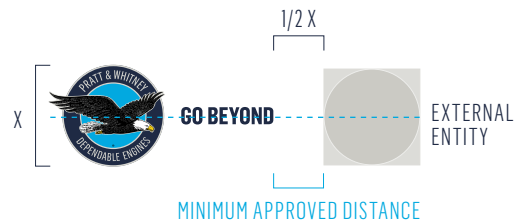
HORIZONTAL ALIGNMENT



VERTICAL ALIGNMENT



MINIMUM DISTANCE



MINIMUM DISTANCE



EXTERNAL AFFILIATIONS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

VISUAL SYSTEM

Use the external entity's visual system. It is preferred to use the eagle logo. If eagle logo cannot be used, use the typeset version of "PRATT & WHITNEY".

Ensure legibility is not affected by the size of the eagle logo and the Pratt & Whitney typeset. Keep the elements clear of text, images and graphics by maintaining clear space on all sides appropriately.

PRATT & WHITNEY TYPESET

Use Flama Condensed Bold for the typeset of "PRATT & WHITNEY" in all uppercase. Open tracking is 20pts.

Use the P&W Blue or white for the Pratt & Whitney typeset. Select the color that creates the most contrast against the background. Use black or white when a four color reproduction is not possible.

SCALE, ALIGNMENT & MINIMUM DISTANCE

Refer to the external entity's brand guidelines when depicting logo relationships.

The Pratt & Whitney typeset may be used in promotional materials when the eagle logo cannot be applied, such as pens and pencils.

AFFILIATION 3

Pratt & Whitney takes a subordinate role to the external entity, whose visual system is used for all communications.

AFFILIATION 3: ELEMENTS



EAGLE LOGO + TAGLINE



PRATT & WHITNEY TYPESET

PRATT & WHITNEY

PRATT & WHITNEY TYPESET

PRATT & WHITNEY

VISUAL SYSTEM ELEMENTS

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

COLOR PALETTE

PRIMARY COLOR

P&W Blue is our company's signature color. It is applied to the majority of our communications, using white as its counterbalance in compositions.

SECONDARY COLORS

Our secondary colors support our primary palette. They act as accent colors, adding energy and warmth to our primary colors.

NEUTRAL COLORS

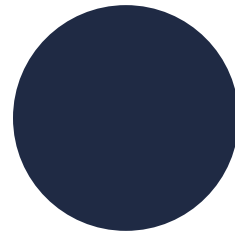
Our neutral colors compliment and bolster our primary and secondary colors. They allow our other colors to stand out by creating color hierarchy, avoiding cluttered appearances.

COLOR CONSISTENCY

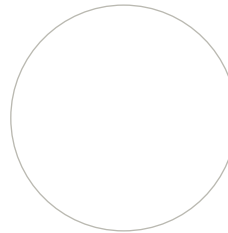
To keep our brand colors consistent, use the color formulas shown here. For offset printing use spot colors (PANTONE®) or process colors (CMYK). For on-screen applications use RGB or HEX values. Appearance of on-screen colors may vary across platforms and devices.

The colors shown here and throughout these guidelines have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE® is the property of Pantone, Inc.

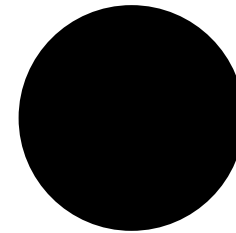
PRIMARY COLORS



P&W BLUE
PANTONE: 533C
CMYK: 95, 72, 15, 67
RGB: 31, 42, 68
HTML: 1F2A44

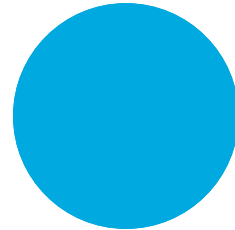


WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HTML: FFFFFFFF

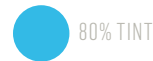


BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HTML: 000000

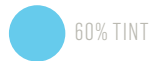
SECONDARY COLORS



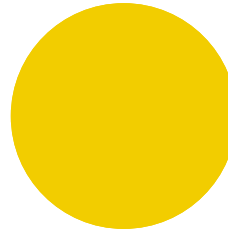
P&W SKY BLUE
PANTONE: 2995 C
CMYK: 83, 1, 0, 0
RGB: 0, 169, 224
HTML: 00A9E0



80% TINT



60% TINT



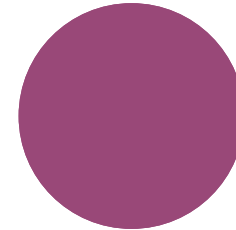
P&W YELLOW
PANTONE: 7405 C
CMYK: 0, 11, 97, 2
RGB: 242, 205, 0
HTML: F2CD00



80% TINT



60% TINT



P&W PURPLE
PANTONE: 682 C
CMYK: 24, 86, 4, 28
RGB: 153, 72, 120
HTML: 994878

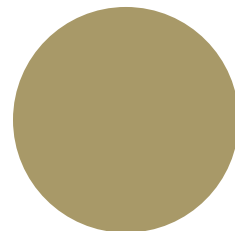


80% TINT



60% TINT

NEUTRAL COLORS



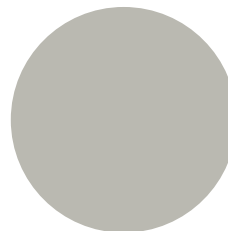
P&W GOLD
PANTONE: 7503 C
CMYK: 10, 15, 50, 29
RGB: 168, 153, 104
HTML: A89968



80% TINT



60% TINT



P&W GRAY
PANTONE: 413 C
CMYK: 9, 5, 12, 14
RGB: 186, 187, 177
HTML: BABBB1



80% TINT



60% TINT

VISUAL SYSTEM ELEMENTS

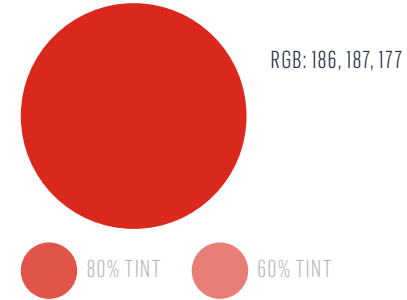
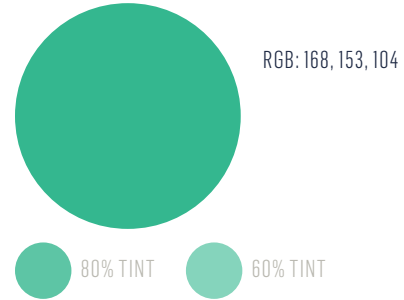
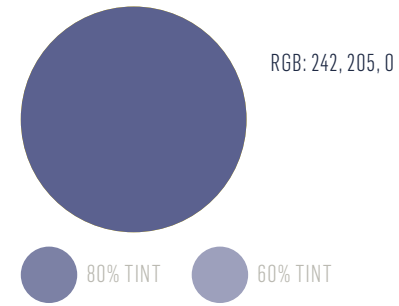
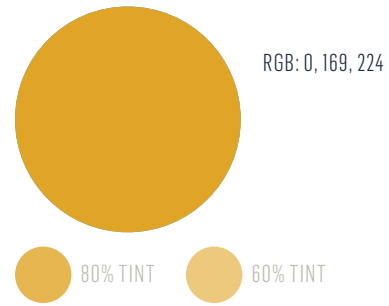
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

COLOR PALETTE TERTIARY COLORS

TERTIARY COLORS

Use the tertiary colors for Powerpoint and Excel charts and graphs **only**.

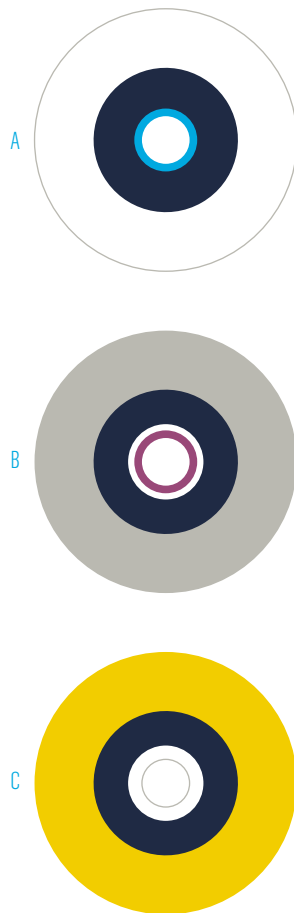
TERTIARY COLORS



APPROVED COLOR RATIOS

The examples on this page demonstrate the approved color combinations and percentages that should be taken into consideration when applying color.

COLOR HIERARCHY



COLOR COMBINATIONS

	<BACKGROUND>	<HEADLINE & BODY COPY>	<SECONDARY HEADLINE>	<GRAPHIC ELEMENT>
A	White	White	Dark Blue	Light Blue
	White	White	Dark Blue	Yellow
	White	White	Dark Blue	Purple
	White	White	Dark Blue	Light Blue and Grey
B	White	White	Dark Blue	Yellow and Grey
	Dark Blue	White	White	Yellow
	Dark Blue	White	White	Purple
	Dark Blue	White	White	Light Blue
	Grey	Dark Blue	White	Purple
	Grey	Dark Blue	White	Light Blue
C	Yellow	Dark Blue	White	Yellow
	Light Blue	Dark Blue	White	Light Blue
	Purple	Dark Blue	White	Light Blue

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

COLOR USE

Complimentary colors and a visual balance are critical to creating unity across our system.

HEADLINES

Use P&W Blue or white for the headline. If a four color reproduction is not possible use black or white. Select a color that provides high contrast against the background.

SECONDARY HEADLINES

Use secondary or neutral colors for the secondary headline to add an accent of color to layouts. Choose colors that best compliment the background and headline color. If a secondary color is applied to the background use a primary color for the secondary headline.

BODY COPY

It is preferred to use black or white for body copy. P&W Blue may also be used as a secondary option.

KEY PHRASES

Apply the same color used for the secondary headline to key phrases.

ANNOTATIONS

Apply the same color used for the headline to annotations. If the selected color calls too much attention to the annotation choose another primary color. Use black or white when a four color reproduction is not possible.

ANNOTATION

HEADLINE

SECONDARY HEADLINE

BODY COPY

KEY PHRASES

PRATT & WHITNEY
GO BEYOND

LOREM IPSUM DOLOR

LOREM IPSUM DOLOR ERASST MEREAE EPTA

**NAM MALESUADA QUAM VULPUTATE, EGESTAS TURPIS VOLUTPAT, ELEIFEND TELLUS.
DUIS CONSECETUR NIBH NON FAUCIBUS SOLLICITUDIN.**

Maecenas vel enim sit amet ante feugiat tempor. Sed tincidunt aliquam justo eget mollis. Nunc aliquam, eros vitae vulputate vestibulum, mauris quam sagittis magna, nec venenatis metus nisl vitae lorem. Pellentesque iaculis mauris nibh, a hendrerit urna aliquet iaculis. Donec facilisis ut massa at interdum.

Vestibulum tincidunt, metus quis malesuada vulputate, est ex sodales purus, at ultrices dolor dui a odio. Proin pretium id eros eget molestie. Vivamus consequat dui sit amet vulputate pretium. Maecenas odio dui, vehicula id placerat eu, aliquam ac mi. Aenean non porta libero.

Quisque Id Erat Nec Sapien
Tempor efficitur et at odio. Nulla ut aliquet massa. Phasellus vitae erat dictum, imperdiet augue non, finibus sem. Cras ultrices luctus neque, sed elementum lectus tincidunt ut. Vestibulum finibus, sem quis et finibus, odio tellus elementum tellus, in ultricies quam nunc a metus. Maecenas vitae elit ipsum. Integer id posuere libero. Suspendisse non cursus est.

Donec cursus enim non porta ultrices. Fusce aliquet odio et ipsum mollis, non vulputate enim euismod. Integer mollis tristique neque nec fermentum.

Donec convallis vulputate viverra. Vestibulum a odio at est auctor sagittis at vel turpis. Vestibulum dapibus id risus sed semper. Pellentesque orci erat, dapibus at lacus ac, elementum dictum lorem. Donec faucibus gravida metus vitae varius. Pellentesque habitant morbi tristique senectus.

Duis vitae nisi a sapien bibendum tristique sit amet sit amet dui. Integer ex mi, aliquet vitae urna ac, fermentum sagittis nunc. Duis in nulla gravida, tempor nunc quis, consequat ante. Phasellus luctus erat a massa accumsan, ultrices cursus nisl sollicitudin. Phasellus dapibus ligula arcu, sit amet sollicitudin nunc iaculis iaculis. Nullam a odio ac enim luctus ultrices. Proin id magna sit amet leo mollis lacinia. Ut vel eleifend ipsum. Nulla id cursus neque. In luctus quam id massa porta interdum.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec porttitor ut quam quis pretium. Nullam vel tortor pulvinar, elementum magna interdum.

A UNITED TECHNOLOGIES COMPANY

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

COLOR USE EXAMPLES

The examples on this page demonstrate the preferred usage of the Pratt & Whitney color palette.

LOREM IPSUM DOLOR ERASIT MEREAE EPTA

MAECENAS vel enim et amet ante feugiat tempor. Sed tristique aliquam ipsum eget mollis. Inceptos, eros, nisi volutate vestibulum, mauris quam sagittis magna, nec venenata mollis nisi nisi tamen. Pellentesque nulla massa tunc et hendrerit una aliquat lacu. Donec facilis et massa et interdum.

Quisque id Erat Nec Sapient
Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec pretium et ipsum quis proter, elemeum magna interdum.

ALIBI TECHNOLOGE COMPANY

LOREM IPSUM DOLOR ERASIT MEREAE EPTA

MAECENAS vel enim et amet ante feugiat tempor. Sed tristique aliquam ipsum eget mollis. Inceptos, eros, nisi volutate vestibulum, mauris quam sagittis magna, nec venenata mollis nisi nisi tamen. Pellentesque nulla massa tunc et hendrerit una aliquat lacu. Donec facilis et massa et interdum.

Quisque id Erat Nec Sapient
Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec pretium et ipsum quis proter, elemeum magna interdum.

ALIBI TECHNOLOGE COMPANY

LOREM IPSUM DOLOR ERASIT MEREAE EPTA

MAECENAS vel enim et amet ante feugiat tempor. Sed tristique aliquam ipsum eget mollis. Inceptos, eros, nisi volutate vestibulum, mauris quam sagittis magna, nec venenata mollis nisi nisi tamen. Pellentesque nulla massa tunc et hendrerit una aliquat lacu. Donec facilis et massa et interdum.

Quisque id Erat Nec Sapient
Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec pretium et ipsum quis proter, elemeum magna interdum.

ALIBI TECHNOLOGE COMPANY

LOREM IPSUM DOLOR ERASIT MEREAE EPTA

MAECENAS vel enim et amet ante feugiat tempor. Sed tristique aliquam ipsum eget mollis. Inceptos, eros, nisi volutate vestibulum, mauris quam sagittis magna, nec venenata mollis nisi nisi tamen. Pellentesque nulla massa tunc et hendrerit una aliquat lacu. Donec facilis et massa et interdum.

Quisque id Erat Nec Sapient
Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec pretium et ipsum quis proter, elemeum magna interdum.

ALIBI TECHNOLOGE COMPANY

LOREM IPSUM DOLOR ERASIT MEREAE EPTA

MAECENAS vel enim et amet ante feugiat tempor. Sed tristique aliquam ipsum eget mollis. Inceptos, eros, nisi volutate vestibulum, mauris quam sagittis magna, nec venenata mollis nisi nisi tamen. Pellentesque nulla massa tunc et hendrerit una aliquat lacu. Donec facilis et massa et interdum.

Quisque id Erat Nec Sapient
Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec pretium et ipsum quis proter, elemeum magna interdum.

ALIBI TECHNOLOGE COMPANY

PW100

PW150

SERIES	THEORETICAL POWER CLASS (kW)	MECHANICAL POWER CLASS (kW)	PROPULSION SPEED (Mach)	HEIGHT (ft)	WEIGHT (lb)	LENGTH (ft)
PW100	6,200	5,000	3,020	44	30	98
PW107	3,300	2,750	3,200	33	26	84
PW124	3,500	2,400	3,200	33	26	84
PW120	2,400	2,100	3,200	31	25	84
PW18S	2,160	1,800	3,300	31	25	81

APPLICATIONS

PW118	Embraer EMB120 Brasils	PW128	Bombardier Aerospace CRJ900
PW119A	Embraer EMB135 Brasils	PW129	Alenia Avionics F400 ATR 42-600/500
PW120	Alenia Avionics F400 ATR 42-600/500	PW129	Alenia Avionics F400 ATR 72-500/600
PW120A	Bombardier Aerospace CRJ900	PW129B	Embraer CRJ-1050
PW122	Alenia Avionics F400 ATR 42-600/500/Bombardier Aerospace CRJ900	PW129C	Embraer CRJ-1050
PW123	Bombardier Aerospace CRJ900	PW129D	Embraer CRJ-1050
PW123M	Bombardier CRJ-1050/CL-415	PW129E	Alenia Avionics F400 ATR 42-600/500/Alenia Avionics F400 ATR 72-500/600
PW128	Bombardier Aerospace CRJ900	PW129F	Embraer CRJ-1050
PW129M	Bombardier Aerospace CRJ900	PW130A	Bombardier Aerospace CRJ900
PW129C	Bombardier Aerospace CRJ900		
PW130	Bombardier Aerospace CRJ900		

INVESTMENT

INNOVATING TO KEEP US AHEAD OF YOUR NEEDS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vestibulum quam et ut volutate, et tempus massa venenata. Ut et amet facilis mauris. Sed eget partis vel nunc tempus ullam. Mollis eget lobortis sagittis. Phasellus eum mi dictum et amet venenata et, vehicula portis mauris. Fusce sollicitudin feugiat massa. Cursus ac congueque et. Nunc posuere nulla vel massa tunc volutate. Integer nec portis mauris. Lorem ipsum dolor sit amet, consectetur adipiscing.

A COMPLETE RESPONSE TO YOUR FUTURE NEEDS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vestibulum quam et ut volutate, et tempus massa venenata. Ut et amet facilis mauris. Sed eget partis vel nunc tempus ullam. Mollis eget lobortis sagittis. Phasellus eum mi dictum et amet venenata et, vehicula portis mauris.

160 M+
FLYING HOORS

8,000+
ENGINES PRODUCED

38
ENGINE MODELS

3,000+
AIRCRAFT FLYING

500+
OPERATORS

130+
COUNTRIES

REGIONAL TOPGUNS | PW100 & PW150 BY THE NUMBERS

GO BEYOND

ALIBI TECHNOLOGE COMPANY

PERFORMANCE
10% IMPROVEMENT

14 B
BILLION

11,000
OPERATORS

33,500
MILES

PRATT & WHITNEY CANADA	COMPASS ENGINE	MILITARY ENGINES	AUXILIARY ENGINES
PW100	PW100	PW100	PW100
PW100	PW100	PW100	PW100
PW100	PW100	PW100	PW100
PW100	PW100	PW100	PW100

THE SKY HAS NO LIMITS

PW150 COM COMBUSTORS

FPO

THE SKY HAS NO LIMITS

PW150 COM COMBUSTORS

FPO

INDUSTRY NEWS

ETC BOARD OF DIRECTORS ANNOUNCES QUARTERLY DIVIDEND

October 27

[SEE MORE](#)

EVENTS

MISSISSAUGA QUARTER CENTURY COCKTAIL

October 27

[FULL CALENDAR](#)

POWERING CUSTOMER SOLUTIONS

PLM EAGLE 360

INTEGRATION OF PLM & ORBITAL VI

[READ MORE](#)

QUESTION OF THE WEEK

WOOD FARMS ENGINE ROYALTY PRATT & WHITNEY CANADA INTO THE ENGINE MANUFACTURING BUSINESS IN THE EARLY 1950S

PICTURE OF THE WEEK

Pratt & Whitney CRJ-1050 Engine

Pratt & Whitney CRJ-1050 Engine

FPO

Photos used on this page are "For Placement Only" (FPO)

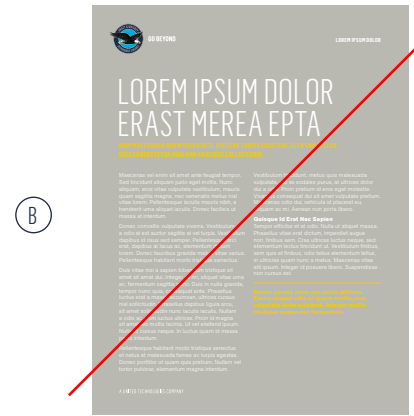
VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY BRAND IDENTITY GUIDELINES

COLOR INCORRECT USES

The examples on this page demonstrate incorrect usage of the Pratt & Whitney color palette.

- A – Do not use colors outside the approved color palette.
- B – Do not use colors that provide low contrast for copy against the background.
- C – Do not use gradients.
- D – Do not use black unless it's for body copy or when a four color reproduction is not possible.
- E – Do not use secondary colors for body copy or all text.
- F – Do not misappropriate colors by creating unapproved, multiple color combinations.



VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

TYPOGRAPHY HEADLINES & CALLOUTS

Our headline and callout typeface is Flama Condensed. For Pratt & Whitney communications we only use the weights shown here.

MICROSOFT OFFICE & DESKTOP APPLICATIONS

Use Arial Narrow Regular and Arial Narrow Bold as standard fonts for Microsoft Office and desktop applications.

WHEN TO USE ARIAL NARROW

Flama Condensed may not be readily available or compatible with some desktop systems. When preparing documents that will be distributed across platforms (e.g., PowerPoint presentations, Word documents), or shared with external users, use Arial Narrow Regular and Arial Narrow Bold. If unavailable use Arial Regular and Arial Bold. This will ensure that fonts display properly when viewed in desktop environments.

FONT LICENSE

Fonts are software and must be licensed for a specific number of computers.

A B C D E
F G H I J K L M N O P Q R S T U V W X Y Z

FLAMA CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FLAMA CONDENSED BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FLAMA CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

MICROSOFT OFFICE & DESKTOP APPLICATIONS

ARIAL NARROW REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL NARROW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

TYPOGRAPHY BODY COPY

Our body copy typeface is AG Book. For Pratt & Whitney communications we only use the weights shown here.

MICROSOFT OFFICE & DESKTOP APPLICATIONS

Use Arial Regular and Arial Bold as standard fonts for Microsoft Office and desktop applications.

WHEN TO USE ARIAL

AG Book may not be readily available or compatible with some desktop systems. When preparing documents that will be distributed across platforms (e.g., PowerPoint presentations, Word documents), or shared with external users, use Arial Regular and Arial Bold. This will ensure that fonts display properly when viewed in desktop environments.

FONT LICENSE

Fonts are software and must be licensed for a specific number of computers.

Aa Aa Aa

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

AG BOOK BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

AG BOOK MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

AG BOOK LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

MICROSOFT OFFICE & DESKTOP APPLICATIONS

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

TYPOGRAPHY STYLE

HEADLINES

For headlines use Flama Condensed Light. Use Flama Condensed Book as its substitute when greater contrast is needed. Make sure line spacing (also called leading) is set close. Headlines are left-aligned in uppercase.

SECONDARY HEADLINES

Flama Condensed Bold is used for secondary headlines. Secondary headlines are left-aligned in uppercase. Open tracking is 20pts.

BODY COPY

AG Book Light is used primarily for body copy. When using it, make sure line spacing is set to “auto spacing.” Body copy is left-aligned in sentence case.

KEY PHRASES

AG Book Bold is used for key phrases. When using it, make sure line spacing is set to “auto spacing.” Copy is left-aligned in sentence case.

ANNOTATIONS

Flama Condensed Bold is used for annotations. Annotations can be left- or right-aligned depending on the application of the eagle logo. Open tracking is 20pts.

FONT LICENSE

Fonts are software and must be licensed for a specific number of computers.

FLAMA CONDENSED LIGHT
UPPERCASE
LEFT-ALIGNED

HEADLINES

LOREM IPSUM DOLOR
ERAST MEREAE EPTA

FLAMA CONDENSED BOLD
UPPERCASE
LEFT-ALIGNED
OPEN TRACKING OF 20PTS

SECONDARY HEADLINES

**NAM MALESUADA QUAM VULPUTATE, EGESTAS TURPIS VOLUTPAT, ELEIFEND TELLUS.
DUIS CONSECTETUR NIBH NON FAUCIBUS SOLLICITUDIN.**

AG BOOK LIGHT
SENTENCE CASE
LEFT-ALIGNED

BODY COPY

Maecenas sodales lectus purus, nec gravida erat blandit in. Suspendisse at ante eget felis lacinia molestie vel in dolor. Proin sed leo scelerisque, luctus magna bibendum, porta ipsum. Nulla blandit a lacus in pulvinar. Fusce porta turpis velit, non elementum metus congue non. Donec semper vulputate hendrerit. Praesent sit amet mauris sem. Proin posuere vitae purus nec finibus. Integer metus ex, vehicula nec bibendum ut, aliquet nec nisl.

AG BOOK BOLD
SENTENCE CASE
LEFT-ALIGNED

KEY PHRASES

**Donec cursus enim non porta ultrices. Fusce aliquet odio et ipsum mollis,
non vulputate enim euismod. Integer mollis tristique neque nec fermentum
Maecenas hendrerit velit nec tempus efficitur.**

FLAMA CONDENSED BOLD
UPPERCASE
LEFT-ALIGNED
OPEN TRACKING OF 20PTS

ANNOTATIONS

LOREM IPSUM DOLOR SIT AMET

TYPOGRAPHY IN USE

Fonts are intended for specific uses within a hierarchy. As a general rule, the heavier the font, the smaller it should be used. The example below shows how this principle plays out across a typical layout.

ANNOTATION **LOREM IPSUM DOLOR**

HEADLINE **LOREM IPSUM DOLOR
ERAST MEREAE EPTA**

SECONDARY HEADLINE **NAM MALESUADA QUAM VULPUTATE, EGESTAS TURPIS VOLUTPAT, ELEIFEND TELLUS.
DUIS CONSECTETUR NIBH NON FAUCIBUS SOLLICITUDIN.**

BODY COPY

Maecenas vel enim sit amet ante feugiat tempor. Sed tincidunt aliquam justo eget mollis. Nunc aliquam, eros vitae vulputate vestibulum, mauris quam sagittis magna, nec venenatis metus nisl vitae lorem. Pellentesque iaculis mauris nibh, a hendrerit urna aliquet iaculis. Donec facilisis ut massa at interdum.

Donec convallis vulputate viverra. Vestibulum a odio at est auctor sagittis at vel turpis. Vestibulum dapibus id risus sed semper. Pellentesque orci erat, dapibus at lacus ac, elementum dictum lorem. Donec faucibus gravida metus vitae varius. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Duis arcu nibh, mollis quis.

KEY PHRASE **Quisque Id Erat Nec Sapien**
Tempor efficitur et at odio. Nulla ut aliquet massa. Phasellus vitae erat dictum, imperdiet augue non, finibus sem. Cras ultrices luctus neque, sed elementum lectus tincidunt ut. Vestibulum finibus, sem quis et finibus, odio tellus elementum tellus, in ultricies quam nunc a metus. Maecenas vitae elit ipsum. Integer id posuere libero. Suspendisse non cursus est.

Donec cursus enim non porta ultrices. Fusce aliquet odio et ipsum mollis, non vulputate enim euismod. Integer mollis tristique neque nec fermentum.

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

HEADLINES AND BODY COPY

Left-align the headline and body copy to the inner circle of the eagle logo + tagline.

Use headlines on a vertical plane, aligning text to the top, when a layout's content allow for it.

Our eagle logo is the leading element within all communications. The preferred placement of the eagle logo is at the top left corner of the page.

BUSINESS UNIT

Place the business unit directly above the headline or by itself in the upper-right corner of the page.

UTC ENDORSEMENT LINE

Place the UTC endorsement line at the bottom left corner of the page. Refer to pages 3.13-3.17 for correct UTC endorsement line application.

PHOTOGRAPHY CONSIDERATION

Photography should be selected to fit within the established guidelines and provide clear areas for elements to be visible. Refer to pages 5.22-5.27 for guidance on image selection.

TYPOGRAPHY IN USE

The example illustrated on this page uses typography, graphics and imagery that work well together when creating a layout. Leave ample space between the visual content and messaging to create a well-balanced piece.

The image shows two pages of a product brochure. The left page is the cover, featuring a vertical title 'TURBOPROP POWER' and a background image of a propeller engine. The right page is an interior page with a headline 'INNOVATING TO KEEP US AHEAD OF YOUR NEEDS' and a statistics table. Blue lines with labels point to specific design elements: 'BUSINESS UNIT' points to 'REGIONAL AVIATION', 'HEADLINE' points to the main title, and 'UTC ENDORSEMENT' points to the bottom left corner.

BUSINESS UNIT REGIONAL AVIATION

HEADLINE TURBOPROP POWER

UTC ENDORSEMENT A UNITED TECHNOLOGIES COMPANY

INVESTMENT

INNOVATING TO KEEP US AHEAD OF YOUR NEEDS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vestibulum quam id est vulputate, et semper massa viverra. Ut sit amet facilisis mauris. Sed eget purus vitae nunc tempor ultricies. Morbi eget lobortis sapien. Praesent orci mi, dictum sit amet lorem at, vehicula porta mauris. Fusce scelerisque feugiat malesuada. Cras ac consequat ex. Nunc posuere tellus vel malesuada volutpat. Integer nec pretium risus. Lorem ipsum dolor sit amet, consectetur adipiscing.

A COMPLETE RESPONSE TO YOUR FUTURE NEEDS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vestibulum quam id est vulputate, et semper massa viverra. Ut sit amet facilisis mauris. Sed eget purus vitae nunc tempor ultricies. Morbi eget lobortis sapien. Praesent orci mi, dictum sit amet lorem at, vehicula porta mauris.

REGIONAL TURBOPROPS | PW100 & PW150 BY THE NUMBERS

160 M + FLYING HOURS	8,000 + ENGINES PRODUCED	38 ENGINE MODELS
3,000 + AIRCRAFT FLYING	500 + OPERATORS	130 + COUNTRIES

PRODUCT BROCHURE COVER

PRODUCT BROCHURE PAGE 2

Photos used on this page are "For Placement Only" (FPO)

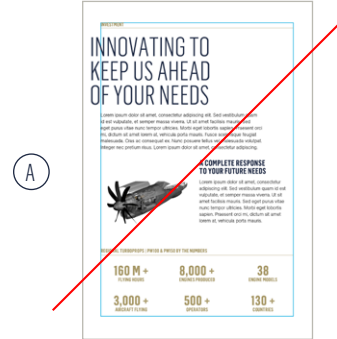
VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

TYPOGRAPHY INCORRECT USE

The examples on this page demonstrate the incorrect reproductions for typography layouts and use.

- A – Do not place copy content outside the guidelines of the grid, unless it is a stand-alone piece or a cover page.
- B – Do not mix different font weights within the headline or secondary headline.
- C – Do not position copy over image content that causes illegibility.
- D – Do not place secondary headlines, body copy or annotations on a vertical plane.
- E – Do not alter the proportions of the elements in relation to one another.
- F – Do not use multiple font sizes within headlines or bodies of copy.
- G – Do not create headlines with more than 5 words and/or two lines of copy.
- H – Do not place logos, icons or marks within body copy.



Photos used on this page are "For Placement Only" (FPO)

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

GRAPHIC DEVICE

Our graphic device exists as a recognizable and iconic element of our visual system. The four lines advancing upward embody our purpose and ideals of "Go Beyond." Whenever possible use the graphic device for Pratt & Whitney collateral.

LINE ANGLE

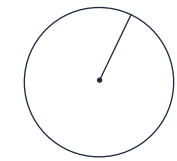
Keep the line's angle always at 65% to ensure consistency in the application of our graphic device.

LINE SPACING

The space between lines is equal to "X," as illustrated on this page. "X" is equivalent to the width of one line from our graphic device.



LINE ANGLE



65%



LINE SPACING



VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

GRAPHIC DEVICE GRADIENT SPECIFICATIONS

Keep the gradient's appearance consistent by following the specifications below.

GRADIENT STOPS

Have the starting point of the gradient begin at the 25% mark with an opacity of 0%. Place the midpoint of the gradient at the 75% mark with an opacity of 40%. Position the ending point at the 100% mark with an opacity of 100%. Our gradient stops are created primarily with Illustrator, but InDesign (gradient feather) and Photoshop (gradient editor) may also be used.

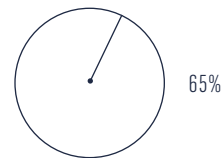
GRADIENT STOPS



GRADIENT ANGLE

Keep the gradient angle always at 65% to ensure continuity of our graphic device's presence.

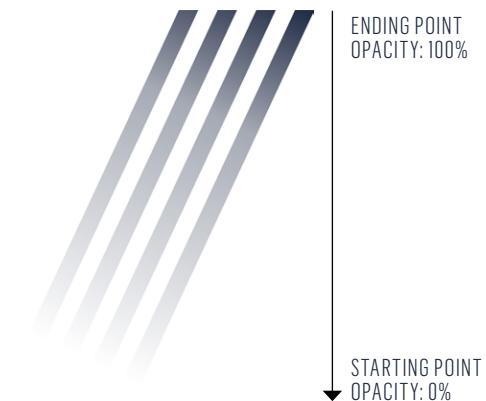
GRADIENT ANGLE



GRADIENT DIRECTION

Always have the gradient opacity decrease as it moves from top to bottom, guaranteeing the ending point will always be positioned above the starting point.

GRADIENT DIRECTION



VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

GRAPHIC DEVICE USE TOP ALIGNMENT

Keep the gradient's appearance consistent by following the specifications below. Top alignment of the device is the preferred use.

LINE WIDTH

The line width is equal to "1/4, 1/2 or 3/4 of X." "X" is equivalent to the font height of the headline.

HORIZONTAL PLACEMENT

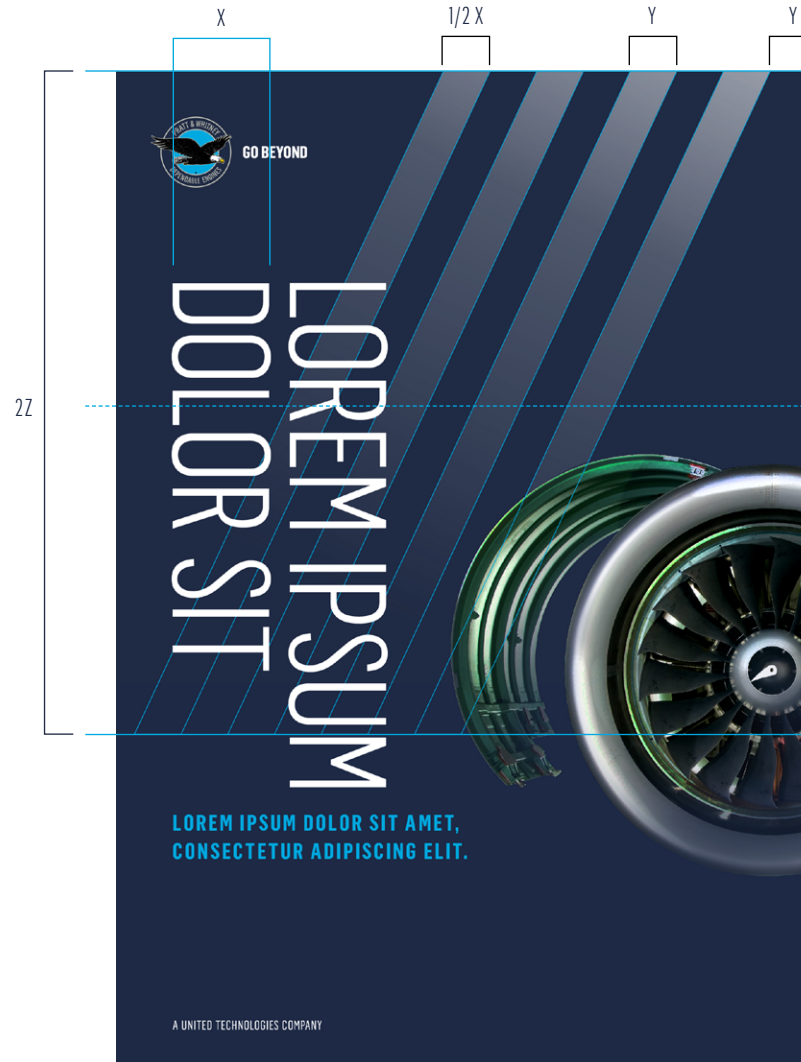
On the horizontal plane, place the graphic device at a distance of "Y or 2Y" from the top right corner of the page. "Y" is equivalent to the line width of the graphic device.

VERTICAL PLACEMENT

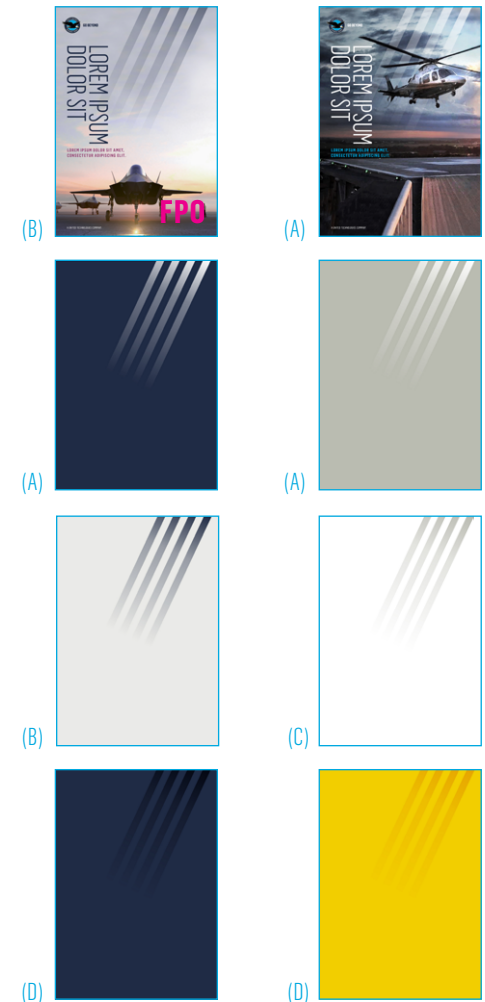
On the vertical plane, place the graphic device at "Z or 2Z" from the top of the page. Select the distance that best compliments the page content. "Z" is equivalent to "1/3" of the page height.

BACKGROUND COLORS

On a dark background, use the white graphic device version (A). On a light background use the P&W Blue graphic device version (B). If the P&W Blue overpowers the page, substitute the color with P&W Gray (C). On solid color backgrounds graphic devices may also use the same color as the background with a multiply effect applied to it (D).



BACKGROUND COLORS



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VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

GRAPHIC DEVICE USE BOTTOM ALIGNMENT

Keep the gradient's appearance consistent by following the specifications below. The bottom alignment of the graphic device can only be used when a secondary headline is present.

LINE WIDTH

The line width is equal to "1/4, 1/2 or 3/4 of X." "X" is equivalent to the font height of the headline.

HORIZONTAL PLACEMENT

On the horizontal plane, left-align the top left corner of the graphic device to the headline.

VERTICAL PLACEMENT

On the vertical plane, extend the graphic device to the page's edge. Have the device appear to run off the page.

BACKGROUND COLOR

On a dark background, use the white graphic device version (A). On a light background use the P&W Blue graphic device version (B). On solid color backgrounds graphic devices may also use the same color as the background with a multiply effect applied to it (C).



BACKGROUND COLORS



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VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

GRAPHIC DEVICE USE OPACITY

Keep consistency of the gradient by following the recommended applications shown below.

HIGH CONTRAST

Decrease the opacity of the graphic device to ensure it does not overpower or disrupt the main content.

LOW VISIBILITY

Subtly darken or lighten areas of the image to create clearer visibility of the graphic device.

If the image cannot be edited, adjust the midpoint opacity until desired effect is achieved.

If the graphic device has low visibility on a solid colored background, adjust the color scheme.

HIGH CONTRAST



BEFORE

AFTER



BEFORE

AFTER

FPO

LOW VISIBILITY IMAGE TREATMENT



BEFORE

AFTER

OPACITY ADJUSTMENT



BEFORE

AFTER

FPO

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VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

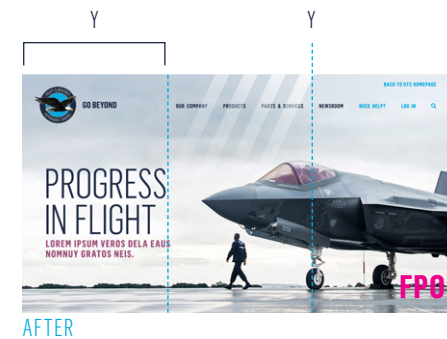
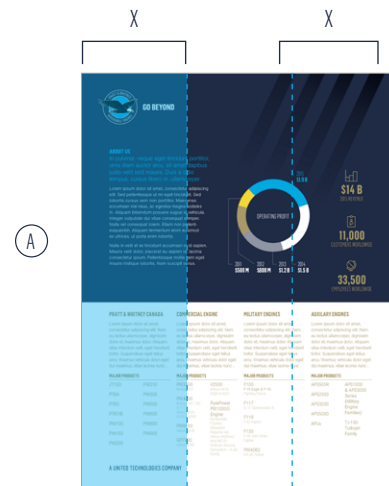
GRAPHIC DEVICE EXAMPLES

The graphic device is meant to be a flexible part of our visual system. Therefore, there are many ways the graphic device can be applied that extends beyond the recommended usage. Below are other examples for the use of our graphic device.

A – If a headline is not present or the page is too narrow or wide, make the graphic device width equal to "1/3" of the page width.

B – If the graphic device's horizontal placement obstructs or overpowers the content place it at a distance of "Y or 2Y" from the page's top right corner. "Y" is equivalent to "1/3" of the page's width. The graphic device may be placed at the top right corner of the page if it better suits the composition.

C – If the page is short, making the graphic device unrecognizable, extend the device to the page's full height. Adjust the starting and ending points accordingly to mimic the device's original gradation.



Photos used on this page are "For Placement Only" (FPO)

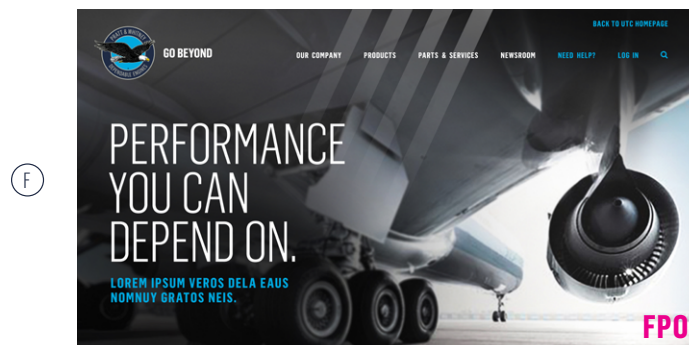
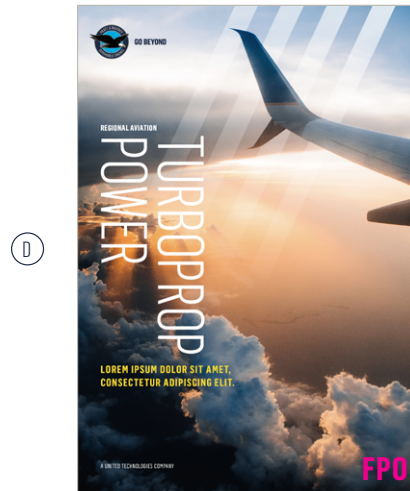
VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

GRAPHIC DEVICE EXAMPLES

The graphic device is meant to be a flexible part of our visual system. Therefore, there are many ways the graphic device can be applied that extend beyond the recommended usage. Below are other examples for the use of our graphic device.

- D – If the image has a main subject matter place the graphic device behind the subject so it appears as part of the background.
- E – If cropping the graphic device obscures its appearance, move the device along its horizontal plane until it becomes recognizable and complements the main subject matter.
- F – If image has no main subject matter or the subject matter takes up 80% or more of the page, place the graphic device directly above the image without cropping it. Avoid placing the graphic device over Pratt & Whitney products (e.g. engine).



Photos used on this page are "For Placement Only" (FPO)

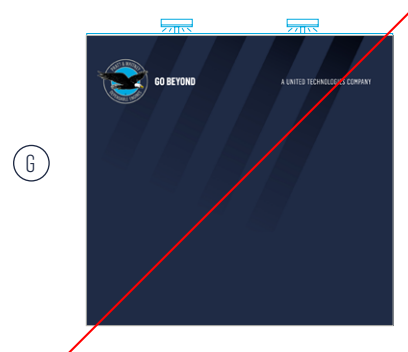
VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

GRAPHIC DEVICE INCORRECT USE

The examples on this page demonstrate incorrect reproductions of the graphic device.

- A – Do not add or remove lines from the graphic device.
- B – Do not modify the angle of the graphic device.
- C – Do not modify the proportions of the graphic device.
- D – Do not apply a gradient angle different than 65%.
- E – Do not reverse the order of gradient direction.
- F – Do not place the graphic device over a product when it is the main subject matter.
- G – Do not have the graphic device take up more than 2/3 of the page's width.
- H – Do not use solid colors within the graphic device.
- I – Do not create low contrast between the graphic device and background by using similar hues.



Photos used on this page are "For Placement Only" (FPO)

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

PHOTOGRAPHY

Our imagery is a crucial part of our visual system, and as a result it should be used in a consistent manner to create a unified look across all communications.

All photography for commercial purposes must be approved by our legal team. If you have photos that need to be legally approved please contact:

Christopher Comiskey

Associate Legal Counsel, Intellectual Property
(Commercial and Military Engine Segments)
christopher.comiskey@pw.utc.com

Katherine Stachrowski

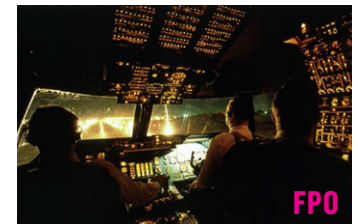
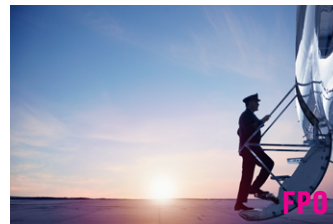
Associate Legal Counsel, Intellectual Property
(Regional, Business, General and Helicopter
Aviation Engine Segments and APUs)
katherine.stachrowski@pwc.ca

PHOTOGRAPHIC PRINCIPLES

Our photography communicates our commitment to transforming the world through flight.

Photography should be credible and appropriate. Use imagery that supports the main message, chosen with the intended audience in mind.

- Scenes focus on the power, precision and impact of the subject matter.
- Forward motion in compositions and lighting imply aspiration and movement.
- Our images capture a real moment and should never seem staged, posed or forced.
- We use a selection of images that are relevant and meaningful to our customers.
- Imagery of our products illustrates their high quality and accurately represent the technology we produce.



Photos used on this page are "For Placement Only" (FPO)

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

PHOTOGRAPHY PEOPLE

Imagery of people allows us to connect with our audiences and demonstrate our services. People should appear natural, driven and confident in true-to-life situations. Employees in particular should evoke optimism and pride in their expertise.

PORTRAITS

People in portraits are accessible and form an intimate relationship with our audience.

- Where possible, create a personal connection with the audience by capturing forward-facing people who are maintaining eye contact with the camera.
- Imagery should be inviting and engaging, but always support the main message of the communication.
- Avoid showcasing people with expressions that may cause negative or uncomfortable reactions.

PORTRAITS



Photos used on this page are "For Placement Only" (FPO)

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

PHOTOGRAPHY PRODUCT

Imagery of our products allows us to showcase our innovation and work. Product imagery should be high-quality and accurately represent the technology we produce.

STAND-ALONE PRODUCTS

Depict stand-alone products in dynamic positions to convey power and high quality.

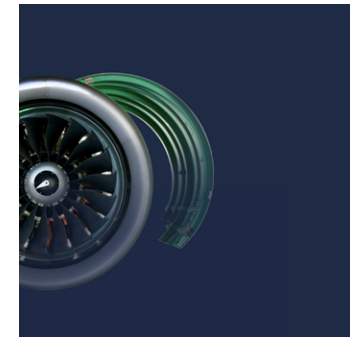
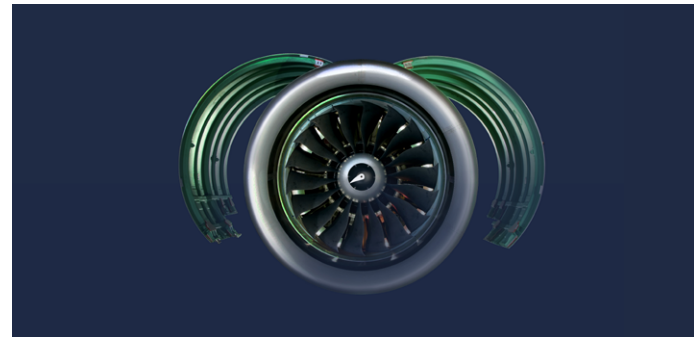
- Present products against a solid color backdrop. Use dark Pratt & Whitney colors for the background to best showcase and support our product imagery.
- Products should convey a strong contrast, and high definition within the details.

PRODUCTS IN ACTION

Products in use are captured in moments of motion and energy, creating engaging compositions.

- Lighting should be natural, focus should be crisp, and framing can be tight to highlight key details.
- Imagery has a clear focus of the subject matter. To create a more powerful layout choose uncluttered images with a narrow depth of field on the subject.

STANDALONE PRODUCTS



PRODUCTS IN ACTION



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VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

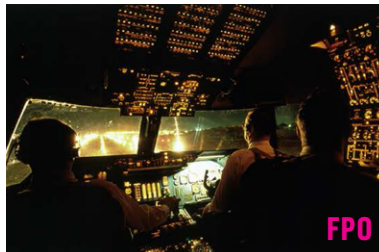
PHOTOGRAPHY LIFESTYLE

Imagery of people interacting with our products connects our work with those who create it and those who use it. Our products are staged as bold and modestly heroic. People should appear natural, driven and confident in true-to-life situations.

PEOPLE & PRODUCTS

People take on a more humble role, appearing smaller in size in relation to our products, emphasizing the power and impact of our technology.

- Products are shown in context and in an appropriate environment.
- When products are not visible, they are clearly referenced within the scene.
- People in our photography are taken in authentic moments and aren't posing for the camera.
- Avoid showcasing people with expressions that may cause negative or uncomfortable reactions.



Photos used on this page are "For Placement Only" (FPO)

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

DESATURATION

Keep a low saturation for all photos. A consistent application of saturation ensures Pratt & Whitney maintains a recognizable photography look and feel. For people imagery, make sure to maintain enough color for skin tones, avoiding a sickly appearance.

CONTRAST

Apply medium to high contrast to all photos. Keep a consistent application of contrast to provide our photos with a dynamic and captivating effect.

FOCAL POINT

Have a main focal point in imagery to maintain a simple message, avoiding a cluttered composition.

DARKENING & LIGHTENING AREAS

Subtly darken or lighten areas of the image to increase visibility of overlaid content. Adjust until desired effect is reached.

PLACEMENT WITHIN CONTENT

Position the main subject matter within the photo to compliment the layout's content. Place imagery to provide the highest contrast and open space for content.

PHOTOGRAPHY USE

The examples on this page demonstrate the preferred uses of photography.

DESATURATION



BEFORE



AFTER

CONTRAST

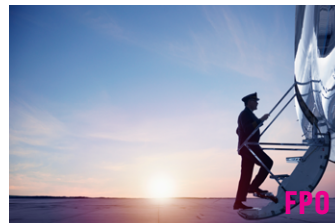


BEFORE



AFTER

FOCAL POINT & SIMPLE MESSAGE



DARKENING & LIGHTENING AREAS



BEFORE



AFTER

PLACEMENT WITHIN CONTENT



Photos used on this page are "For Placement Only" (FPO)

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

PHOTOGRAPHY INCORRECT USE

The examples on this page demonstrate the incorrect use of photography.

A – Do not use over saturated images.

B – Do not use overexposed images.

C – Do not add filters to the imagery.

D – Do not use duotones or sepia filters.

E – Do not add gradients to the image.

F – Do not crop images in ways that affect the overall purpose of the image.

G – Do not create silhouetted images.

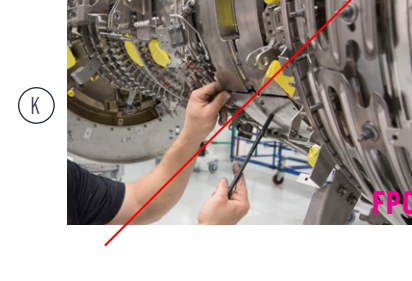
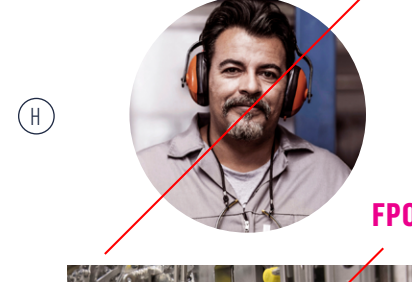
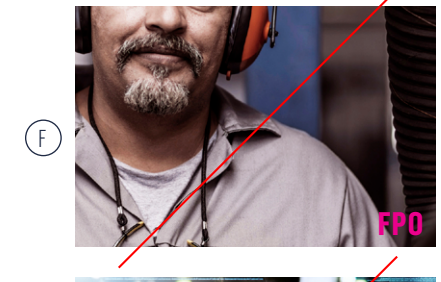
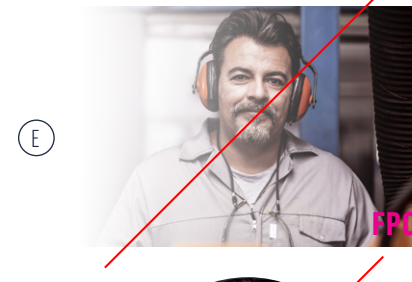
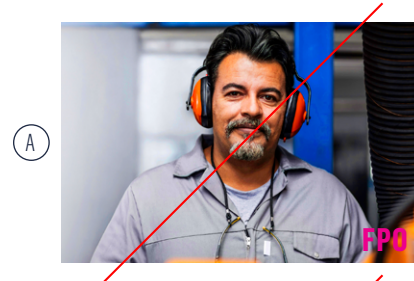
H – Do not enclose photos within shapes other than rectangles.

I – Do not use images that are “staged” or depict clichés. Subjects should look candid and real.

J – Do not show people with false or exaggerated expressions. People should appear authentic, not posed.

K – Do not depict products in a static or dull manner.

L – Do not add futuristic effects in imagery, such as colored lighting.



Photos used on this page are "For Placement Only" (FPO)

VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

USE APPROVED ARTWORK

These elements are a unique piece of artwork and should not be typeset or altered. To ensure we represent Pratt & Whitney in a consistent way, always use approved icon artwork.

If you cannot find an icon to use within the provided options, reach out to the brand team. All new icons need to be approved by the brand team before use.

ICON CONCEPT

Each icon is associated with a unique idea. Select the icon that best supports the message.

ICON DESIGN

Our icons are modeled after our graphic device and therefore are line based and simple.

Icons are created from a 1" square grid with a line weight of 3pt. Always use approved artwork.

ICONOGRAPHY

Icons are a helpful tool to illustrate or explain information. Icons should be used primarily for infographics or to display categories.

ICON CONCEPT



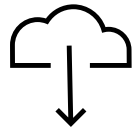
News



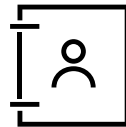
Speech



Play Video



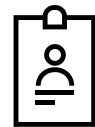
Download



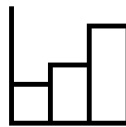
Contacts



Message



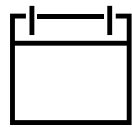
Employees



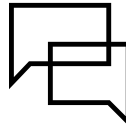
Growth



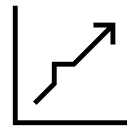
Worldwide



Calendar

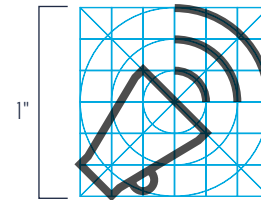


Social Media

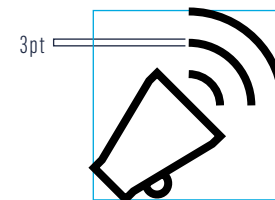


Trends

GRID GUIDELINES



LINE WEIGHT



VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

ICONOGRAPHY USE

CLEAR SPACE

Keep our icons clear of text, images and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to "1/3 of X," as illustrated on this page. "X" is equivalent to the height of the grid shape container.

If an icon does not reach the full length of the grid vertically and/or horizontally, center the icon within the boundaries of the 1"x1" grid

MINIMUM SIZE

The minimum size of an icon is 1/4" in height. For digital applications the minimum size of an icon is 15 pixels in height. Sizes smaller than this will compromise legibility and presence.

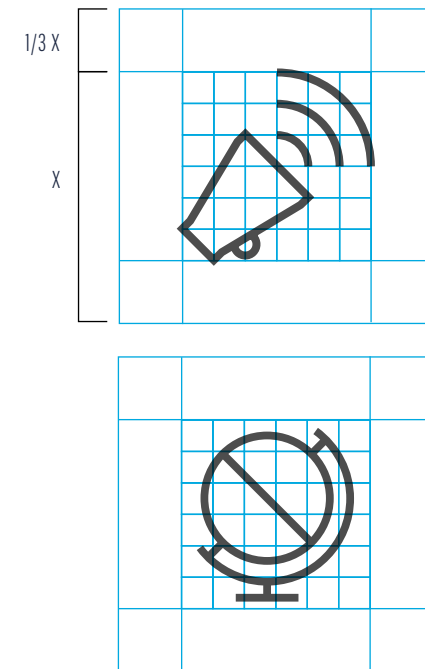
SCALE

Keep the integrity of the original icon's proportions when enlarging or shrinking icons. Do this by vectorizing all icon lines into solid shapes within the 1"x1" grid. The icon can then be scaled accordingly without creating inconsistency.

ALIGNMENT

Align the boundaries of the icons' clear space to each other when showing more than one icon together. When grouping more than two together use equal spacing between icons.

CLEAR SPACE



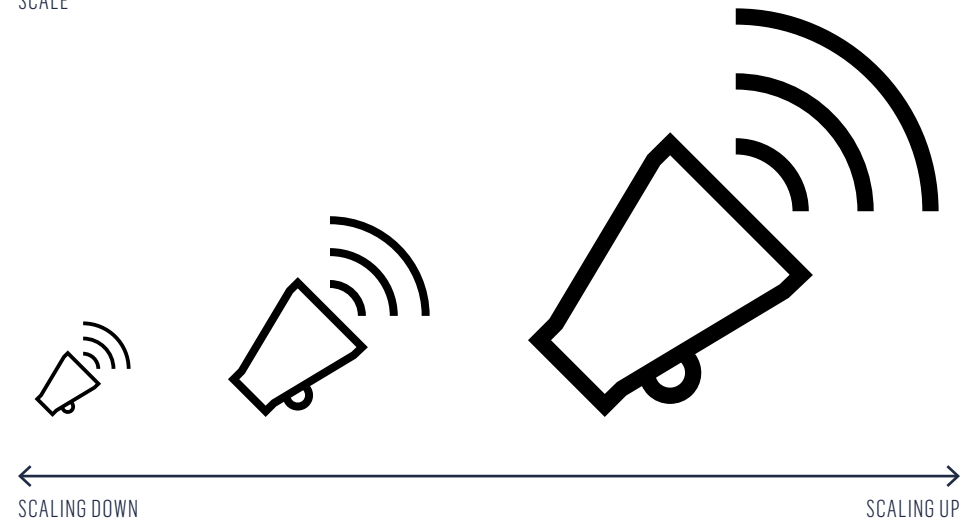
MINIMUM SIZE



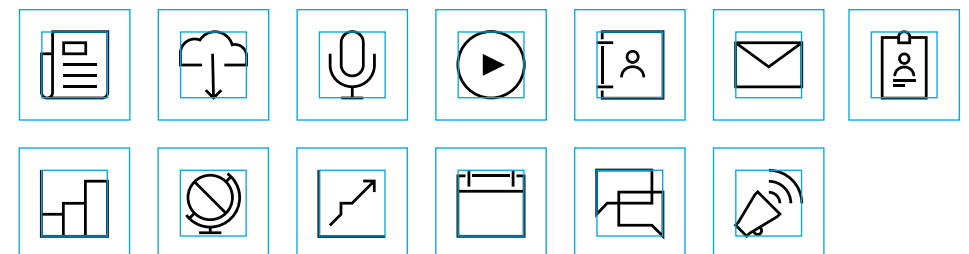
DIGITAL MINIMUM SIZE



SCALE



ALIGNMENT



VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

ICONOGRAPHY COLOR OPTIONS

Provide our icons with legibility and impact by using colors that provide a high contrast against the background.

PREFERRED

Use the P&W Blue for icons whenever possible.

BLACK & WHITE

Use black and white for icons when four color reproduction is not possible. Apply black to icons when they are over a light background and apply white to icons when they are over a dark background.

ACCEPTED USAGE

Pratt & Whitney neutral colors and secondary colors may be used for icons. Select the color that best follows the color scheme of the layout.

IMAGE BACKGROUND

When placed over an image, position the icon over an area that provides clear space and high contrast. If an icon is placed over a light background use P&W Blue and when an icon is placed over a dark background use white. Use black for icons when four color reproduction is not possible.

PREFERRED



BLACK & WHITE



ACCEPTED USAGE

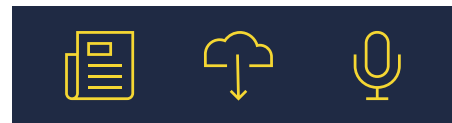
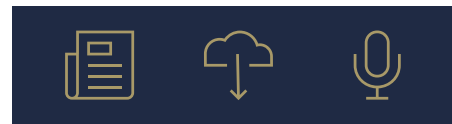
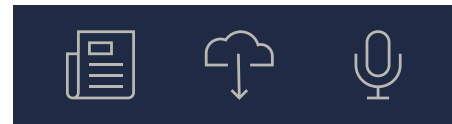
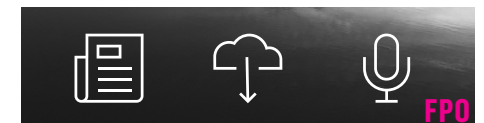
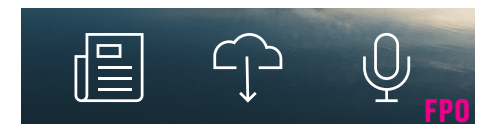


IMAGE BACKGROUND



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VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

ICONOGRAPHY INCORRECT USE

The examples on this page demonstrate incorrect reproductions of icons.

A – Do not create complex icons that consist of many lines.

B – Do not create solid icons.

C – Do not alter the proportions of the icon from its original form.

D – Do not add drop shadows.

E – Do not have the clear space of the icon obstructed.

F – Do not misalign icons to one another.

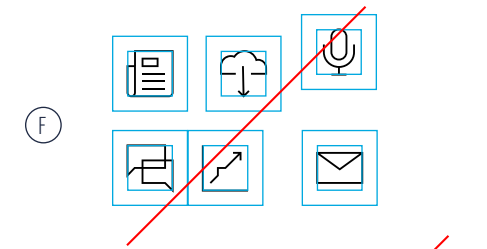
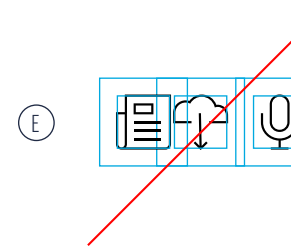
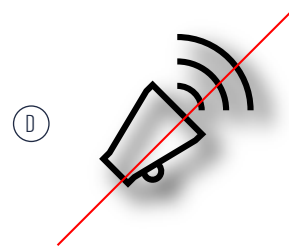
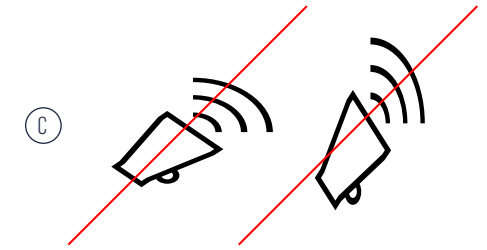
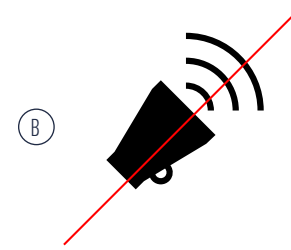
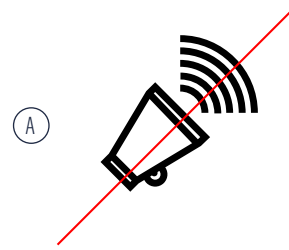
G – Do not place icons within a holding shape or color block.

H – Do not place icons over a background that provides little to no contrast.

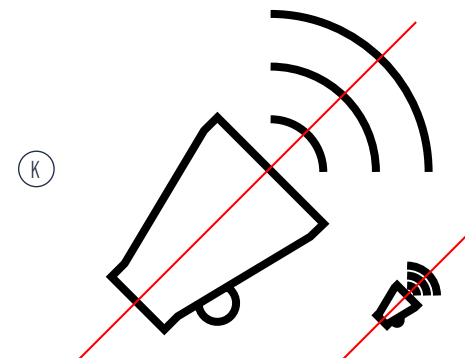
I – Do not use colors outside the approved options.

J – Avoid textured background when placing icons over photography as this may affect visibility.

K – Do not alter the icon size while keeping the original line weight.



FPO



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VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

SOCIAL ICON USE

When using social icons, refer to each organization's published set of guidelines for use.

BRAND RESOURCES

[Facebook Brand Resources](#)

[Instagram Brand Resources](#)

[LinkedIn Brand Resources](#)

[Twitter Brand Resources](#)

[YouTube Brand Resources](#)



VISUAL SYSTEM ELEMENTS

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

RESOURCES

All approved artwork and assets can be found at the below location. If you cannot find an item within the site please contact:

Richard Connelly
Global Brand Manager
richard.connellyjr@pw.utc.com

VISUAL SYSTEM ASSETS

<https://sp-all.pw.utc.com/sites/communications/Pages/Brand-Guidelines.aspx>

PROCESS & APPROVAL PROCEDURE

TBD

APPLICATION EXAMPLES

These examples live as references for how the visual identity can be used in varying situations. They are not production ready files and may differ in design to the actual pieces.

STATIONARY



GO BEYOND

PRATT & WHITNEY CANADA CORP.
1000 Marie-Victorin
Longueuil, Quebec, Canada J4G 1A1
555.555.5555

May 17, 2017
Subject Title

Dear Sir or Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam fringilla volutpat ante ac auctor. Sed gravida dignissim risus id aliquet. Phasellus volutpat lobortis sagittis. Aenean vel erat at lorem rhoncus lacinia nec eu erat. Sed sollicitudin gravida nunc vel fermentum. Donec consectetur, mauris in semper aliquam, ipsum nunc lacinia lacus, vitae ornare tortor felis quis ipsum. Vivamus dignissim, ligula aliquet dapibus venenatis, tellus nunc finibus nisl, id sollicitudin urna mi sit amet ante. Nullam vitae diam lectus. Sed ac ipsum interdum, lobortis nisl sit amet, tempus justo.

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Sincerely,



First Name Last Name
Professional Title
Department Name

cc:
Encl:
Letter to Recipient's Name dated the date
Recipient's Company

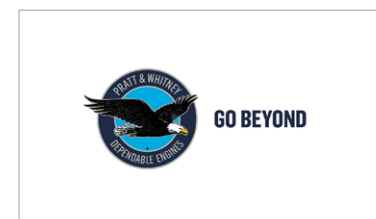
A UNITED TECHNOLOGIES COMPANY



FIRSTNAME LAST NAME
Professional Title
Department Name
Business Unit

PRATT & WHITNEY
400 Main Street M/S 133 - 12
East Hartford, CT 06108
C +1.555.555.5555
T +1.555.555.5555 F +1.555.655.6555
firstname.lastname@pw.utc.com

pw.utc.com A UNITED TECHNOLOGIES COMPANY



FIRSTNAME LAST NAME
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400 Main Street M/S 133 - 12
East Hartford, CT 06108
C +1.555.555.5555
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firstname.lastname@pw.utc.com

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APPLICATION EXAMPLES

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

PROFILE ONE SHEET

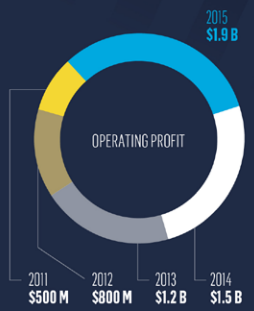


GO BEYOND

ABOUT US
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OPERATING PROFIT


2015 **\$1.9 B**
2014 **\$1.5 B**
2013 **\$1.2 B**
2012 **\$800 M**
2011 **\$500 M**



\$14 B
2015 REVENUE



11,000
CUSTOMERS WORLDWIDE



33,500
EMPLOYEES WORLDWIDE

PRATT & WHITNEY CANADA

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MAJOR PRODUCTS

JT15D	PW210
PT6A	PW300
PT6C	PW500
PT6T/B	PW600
PW100	PW800
PW150	PW900
PW200	

COMMERCIAL ENGINE

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MAJOR PRODUCTS

PW2000	V2500
Boeing 757	Airbus A319, A320 & A321
PW4000	PurePower PW1000G Engine
Boeing 747, 767 & 777; Airbus A300, A310 & A330	Bombardier CRJ Series; Mitsubishi Regional Jet; Airbus A320neo; Embraer E175; Airbus A321XLR
PW6000	Airbus A318
GP7000	Airbus A380

MILITARY ENGINES

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MAJOR PRODUCTS

F100	F-15 Eagle & F-16; Fighting Falcon
F117	C-17 Globemaster III
F119	F-22 Raptor
F135	F-35 Joint Strike Fighter
PW4062	KC-46 Tanker

AUXILIARY ENGINES

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MAJOR PRODUCTS

APS500R	APS1000 & APS3000 Series (Military Engine Families)
APS2300	
APS3200	
APS5000	
APUs	TJ-150 Turbojet Family

A UNITED TECHNOLOGIES COMPANY

GO BEYOND

REGIONAL AVIATION
**TURBOPROP
POWER**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISICING ELIT.

CUSTOMER FIRST CENTER
USA & CANADA 1-800-999-8000
Latin America 1-800-266-8000
Or 1-430-947-6000
@prattwhitney

www.pw.com
A UNITED TECHNOLOGIES COMPANY

FPO

OUR COMMITMENT

ADVANCING THE SCIENCE OF DEPENDABLE POWER

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PW100/PW150

DRAMATICALLY LOWER FUEL BURN & EMISSIONS

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DEPENDABLE

AROUND THE CLOCK, AROUND THE WORLD

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FPO

PW100

PW150

SERIES	THERMODYNAMIC POWER CLASS (Shaft Horsepower)	MECHANICAL POWER CLASS (Shaft Horsepower)	PROPELLER SPEED (Maximum RPM)	HEIGHT (Inches)	WIDTH (Inches)	LENGTH (Inches)
PW150	6,200	5,000	1,020	44	30	95
PW127	3,200	2,750	1,200	33	26	84
PW124	3,000	2,400	1,200	33	26	84
PW120	2,400	2,100	1,200	31	25	84
PW118	2,180	1,800	1,350	31	25	81

*Values are approximate values of take-off. Available at sea level, standard day, static conditions, uninstalled.

INVESTMENT

INNOVATING TO KEEP US AHEAD OF YOUR NEEDS

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A COMPLETE RESPONSE TO YOUR FUTURE NEEDS

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APPLICATIONS

PW119	Embraer EMB120 Brasilia	PW123E	Bombardier Aerospace CRJ900
PW116A	Embraer EMB120 Brasilia	PW127E	Alenia Aeronautica EADS ATR 42-400/500
PW120	Alenia Aeronautica EADS ATR 42-300/500	PW127F	Alenia Aeronautica EADS ATR 72-210/500
PW120A	Bombardier Aerospace CRJ900	PW127G	EADS - CASA C-295
PW121	Alenia Aeronautica EADS ATR 42-300/500/Bombardier Aerospace CRJ900	PW127H	Ilyushin IL-114-100
PW123	Bombardier Aerospace CRJ900	PW127J	XIAN Aircraft Co. MA-60
PW123AF	Bombardier CRJ-215/CL-415	PW127M	Alenia Aeronautica EADS ATR 42-400/500 Alenia Aeronautica EADS ATR 72-210/500
PW123B	Bombardier Aerospace CRJ900	PW150A	Bombardier Aerospace CRJ900
PW123C	Bombardier Aerospace CRJ900		
PW123D	Bombardier Aerospace CRJ900		

160 M +
FLYING HOURS

8,000 +
ENGINES PRODUCED

38
ENGINE MODELS

3,000 +
AIRCRAFT FLYING

500 +
OPERATORS


130 +
COUNTRIES

REGIONAL TURBOPROPS | PW100 & PW150 BY THE NUMBERS

APPLICATION EXAMPLES

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

POWERPOINT PRESENTATION



GO BEYOND

MAIN PRESENTATION TITLE HERE
SECONDARY PRESENTATION TITLE HERE

PRESENTATION DATE

A UNITED TECHNOLOGIES COMPANY

LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISICING ELIT

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20% 80% 70%

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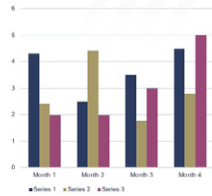
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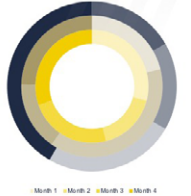
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PRESENTATION TITLE AND DATE HERE

LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISICING ELIT

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- LOREM IPSUM Lorem ipsum vero della nominny festo greta. Unum eau grulas prosten ugramo, mero vero fronta brunfa.
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PRESENTATION TITLE AND DATE HERE

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PRESENTATION TITLE AND DATE HERE

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APPLICATION EXAMPLES

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

HR POSTER



TELEVISION SCREEN

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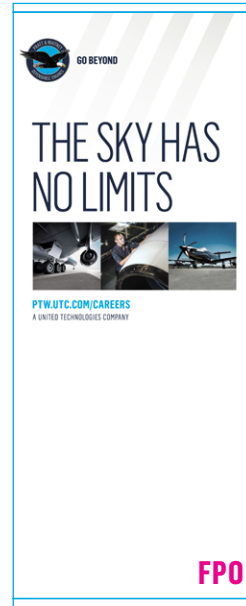
APPLICATION EXAMPLES

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

TRADE SHOW | WHITE



TABLECLOTH



POP-UP BANNER

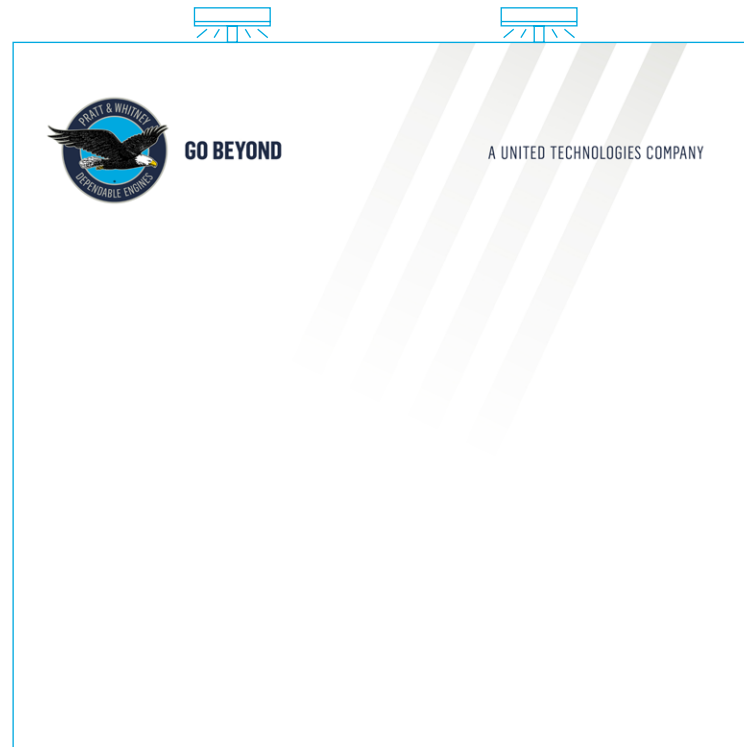
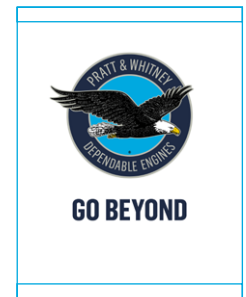


EXHIBIT WALL



PODIUM

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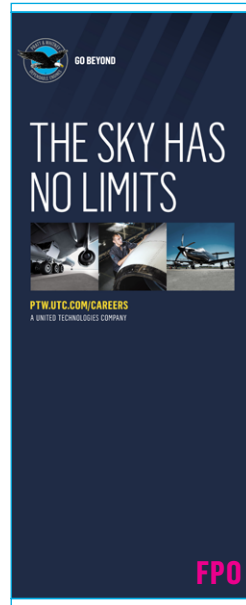
APPLICATION EXAMPLES

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

TRADE SHOW | BLUE



TABLECLOTH



POP-UP BANNER

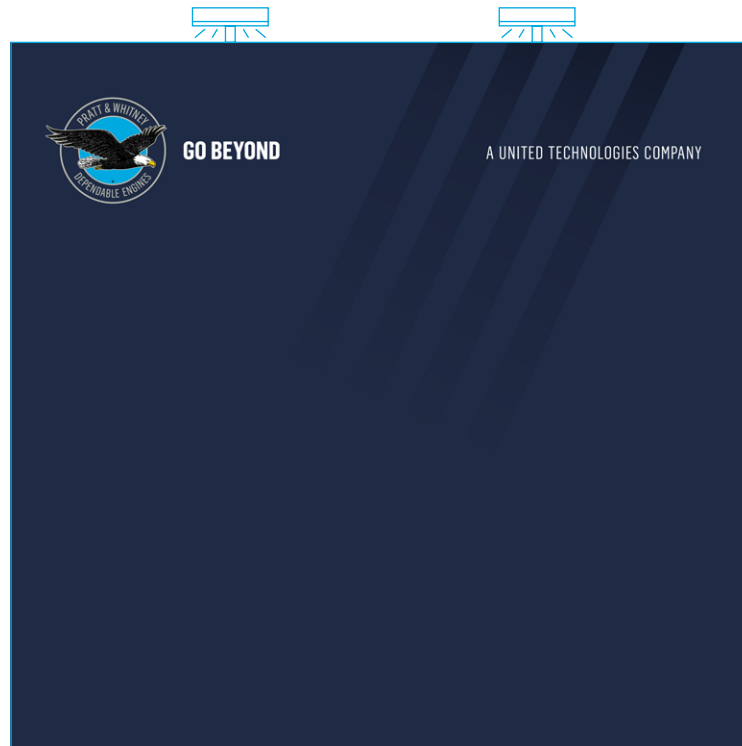
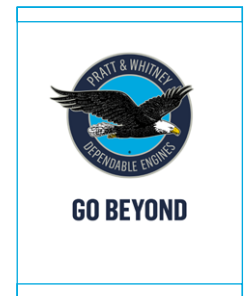


EXHIBIT WALL



PODIUM

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APPLICATION EXAMPLES

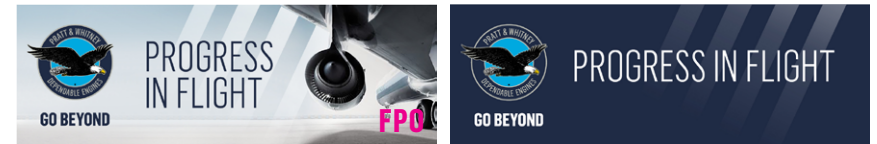
PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

DIGITAL BANNERS

LEADER BOARD EXAMPLE
PROPORTIONS OF 728X90 PX (NOT ACTUAL SIZE)



3:1 RECTANGLE
PROPORTIONS OF 300X100 PX (NOT ACTUAL SIZE)



HALF-PAGE
PROPORTIONS OF 300X600 PX (NOT ACTUAL SIZE)



SQUARE
PROPORTIONS OF 250X250 PX (NOT ACTUAL SIZE)

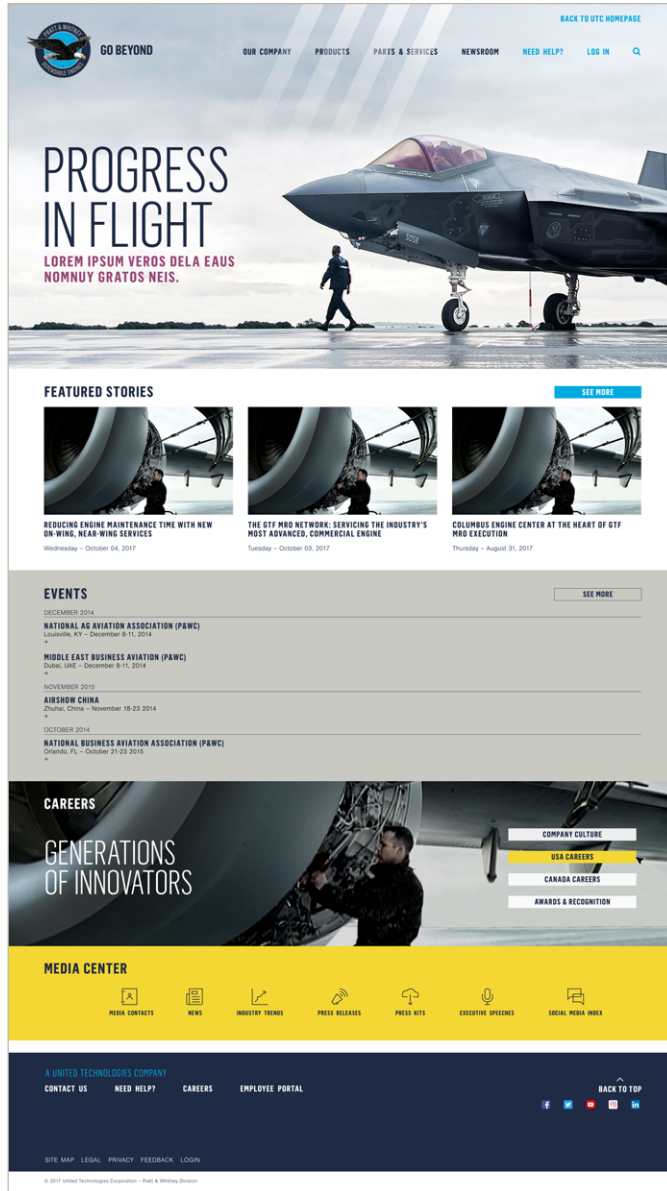


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APPLICATION EXAMPLES

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

WEBSITE | HOMEPAGE



FPO



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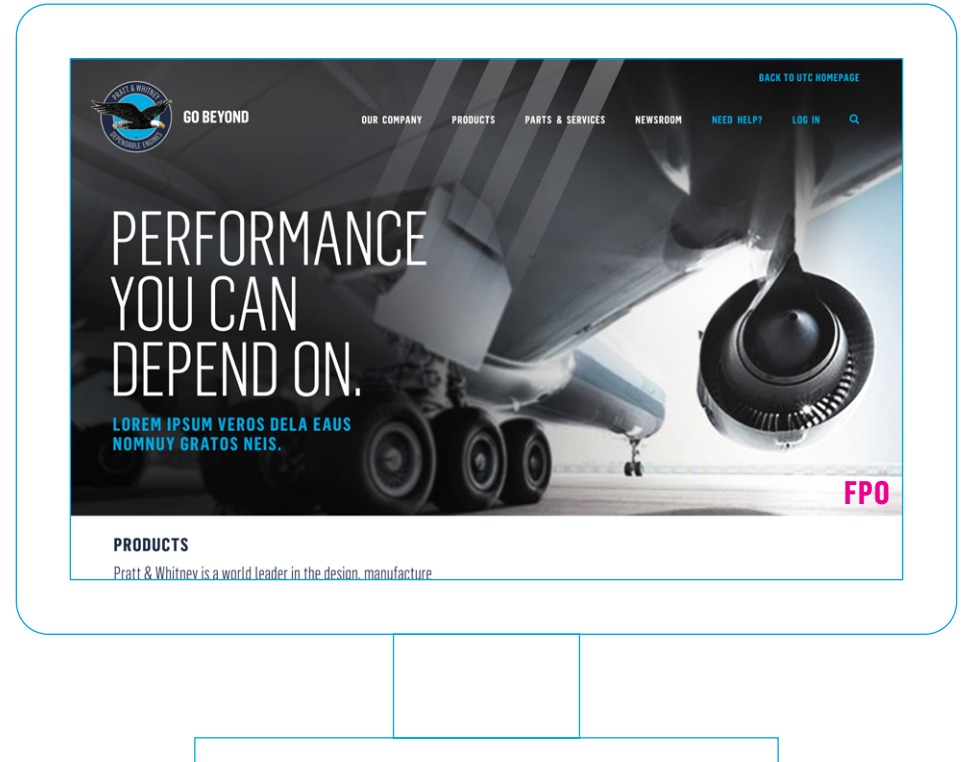
APPLICATION EXAMPLES

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

WEBSITE | PRODUCTS



FPO



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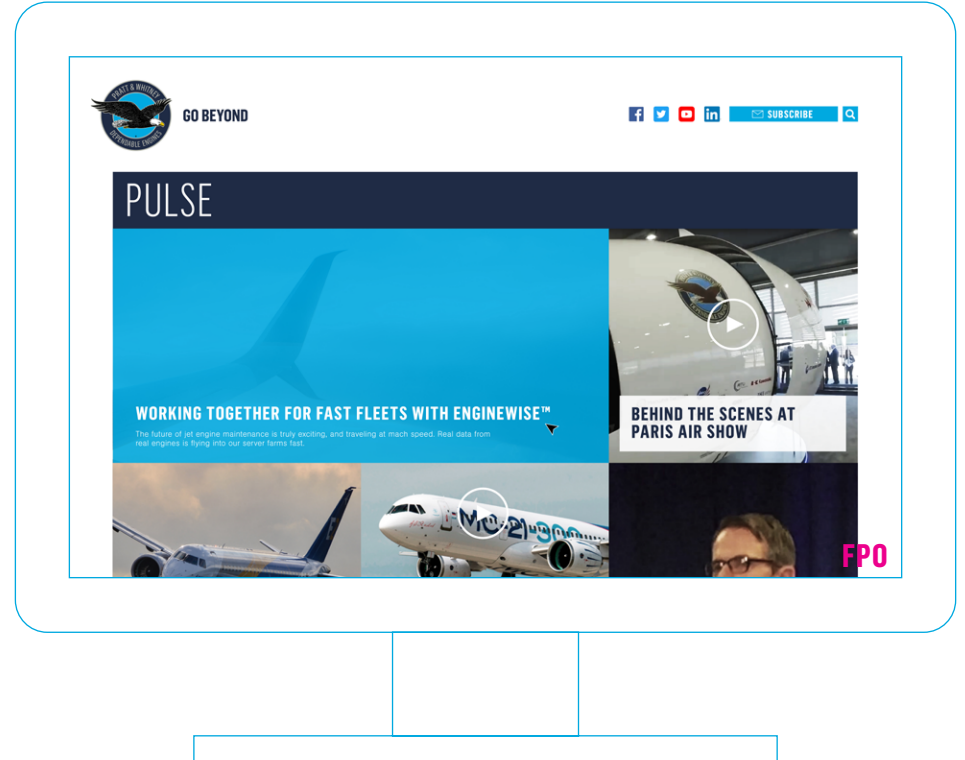
APPLICATION EXAMPLES

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

DIGITAL NEWSLETTER



FPO

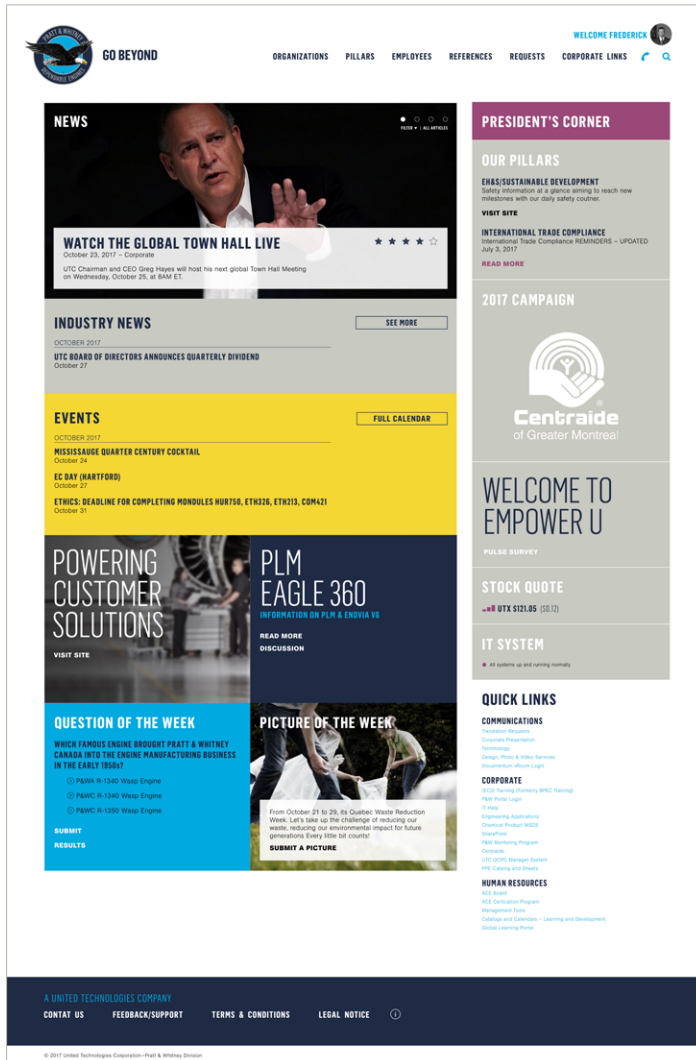


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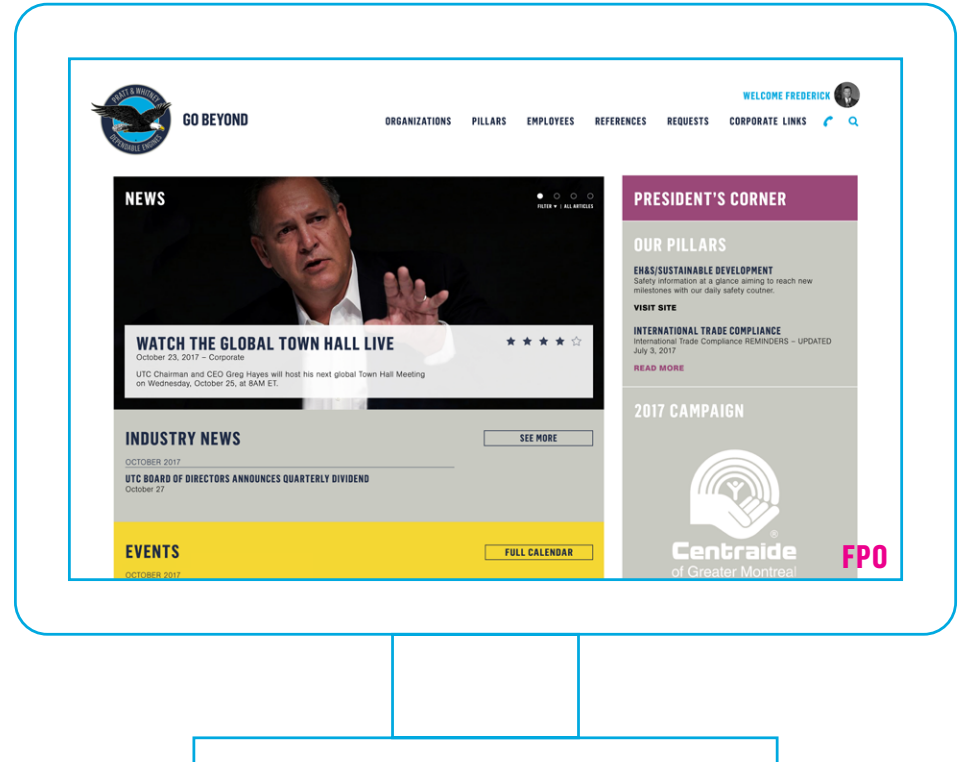
APPLICATION EXAMPLES

PRATT & WHITNEY
BRAND IDENTITY GUIDELINES

INTRANET



FPO



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