Letter on Standardizing the Use of LOGO of COMAC and COMAC SADRI (Machine Translated)

All suppliers and partners:

Visual identification system (VI) is important to the brand spirit and cultural concept of enterprises

Embody. COMAC attaches great importance to the standardization, standardization and unity of brand image. We are sending you the basic elements and application standards of COMAC VI.

In cooperation, the LOGO of COMAC and COMAC should be used in a standardized way.

The main points of the VI specification of COMAC are as follows:

1. Use fixed combination, without splitting or deformation

2. Use standardized colors without changing them

The standard color printing color number and corresponding RGB reference value are shown in the figure:

PANTONE 368 C/U
Process C55 M0 Y100 K0
R127 G191 B38

3. There should be a safe space around the LOGO, and the safe space should not be less than the standard part

(Reference standard: the height of LOGO combination is one A unit)

4. The background color does not affect the LOGO (according to the different background colors, LOGO has related applications on white draft as well as colorful manuscripts)

For LOGO application, please download the vector diagram according to the address of official website (Annex 1), or you can contact with the business focal points.

Sincerely thank you for your work support, let us take good care of Chinese commercial aircraft brand, hand in hand to promote the healthy and steady development of civil aircraft industry.

Shanghai Aircraft Design and Research Institute

Party Committee Work Department (Enterprise Culture Department)

July 23, 2020

Annex I:

LOGO vector diagram of COMAC and COMAC SADRI

COMAC LOGO

Official website address: www.comac.cc

Download location: Click the logo in the upper left corner of the homepage of the company website to download directly

SADRI LOGO

Official website address sadri.comac.cc

Download location about us-corporate culture-visual identification system

Link: http://sadri.comac.cc/sy_46546/wdsc/202003/09/P020200309499018043320.rar