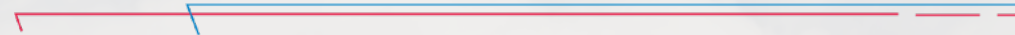


BRAND GUIDELINES

2026

Updated 5.13.25



THE MISSION



The Special Olympics Airlift, organized by Textron Aviation in collaboration with the Special Olympics USA Games, is a powerful demonstration of aviation community and impact. Every four years, it mobilizes hundreds of volunteer pilots and aircraft from across the country, making it the largest peacetime airlift in world history. This collective effort ensures that athletes from all corners of the nation can travel to the host city, regardless of financial or logistical challenges.

- The 2026 Airlift will be the ninth event coordinated by Textron Aviation.
- Each Airlift event builds on the success of previous years, continually growing in scale and impact.
- Since 1987, more than 10,000 athletes and coaches have been transported by the Airlift.

MESSAGING



RECRUITMENT

EVERYBODY NEEDS A LIFT EVERY NOW AND THEN.

**GO BEYOND CHEERING THEM ON.
BECOME A DOVE AND WELCOME THEM ABOARD.**

THEIR TRIUMPH BEGINS WITH YOUR YES.

YOU FLY. THEY SHINE.

EVERY ATHLETE DESERVES A CHANCE TO RISE.

**TAKE TO THE SKIES
SO THEY CAN TAKE THE FIELD.**

**BEHIND EVERY ATHLETE,
A HERO WHO SAYS YES.**

**THEIR DREAMS ARE WAITING ON A DOVE.
ANSWER THE CALL TODAY.**

**TOGETHER WE CAN MAKE SURE
NO ATHLETE IS LEFT BEHIND.**

**HELP ENSURE EVERY ATHLETE
GETS THEIR CHANCE.**

**ONLY WITH YOUR HELP CAN
HOPEFUL ATHLETES GET THERE.**

**DOVES MAKE SURE THEIR
DREAMS AREN'T GROUNDED.**

MESSAGING



PRE-EVENT

**THEY'RE COUNTING DOWN THE DAYS.
THANK YOU FOR BEING A DOVE.**

**THANKS TO YOUR "YES"
THEIR DREAMS ARE CLEAR FOR TAKEOFF.**

**AS A DOVE, YOU'RE PART OF THEIR STORY.
THANK YOU FOR SAYING YES.**

**BECAUSE YOU SHOWED UP, SO CAN THEY.
THANKS FOR BEING A DOVE.**

POST EVENT

THANKS TO YOU, THEY'RE STILL SOARING.

**FROM TARMAC TO TRIUMPH, BECAUSE OF YOU.
THANKS FOR BEING A DOVE.**

MESSAGING



COPY A

Every minute and mile you volunteer as a Dove empowers athletes from across America. To take the field and show their grit. To experience competition and camaraderie. To be brave in the attempt and reach for glory.

Go beyond cheering them on. Become a Dove and welcome them aboard with us in Minnesota's Twin Cities.

<https://airlift.txtav.com/pages/become-a-dove>

COPY B

Dove pilots are more than volunteers. They are a fleet of hope, empowering athletes across the nation to compete at the 2026 Special Olympics USA Games in Minnesota's Twin Cities. It's the flight of a lifetime. Free of charge, full of purpose. Become a Dove today.

Go beyond cheering them on. Become a Dove and welcome them aboard.

<https://airlift.txtav.com/pages/become-a-dove>

COPY C

They've put in sweat, heart and training. See their dream through by volunteering as a Dove. You'll fly them to the starting line and return them home forever changed. Join our fleet of hope this summer in Minnesota's Twin Cities. It's an honor and experience you'll never forget.

Learn more about the largest peacetime airlift at <https://airlift.txtav.com/pages/become-a-dove>

LOGO FILES

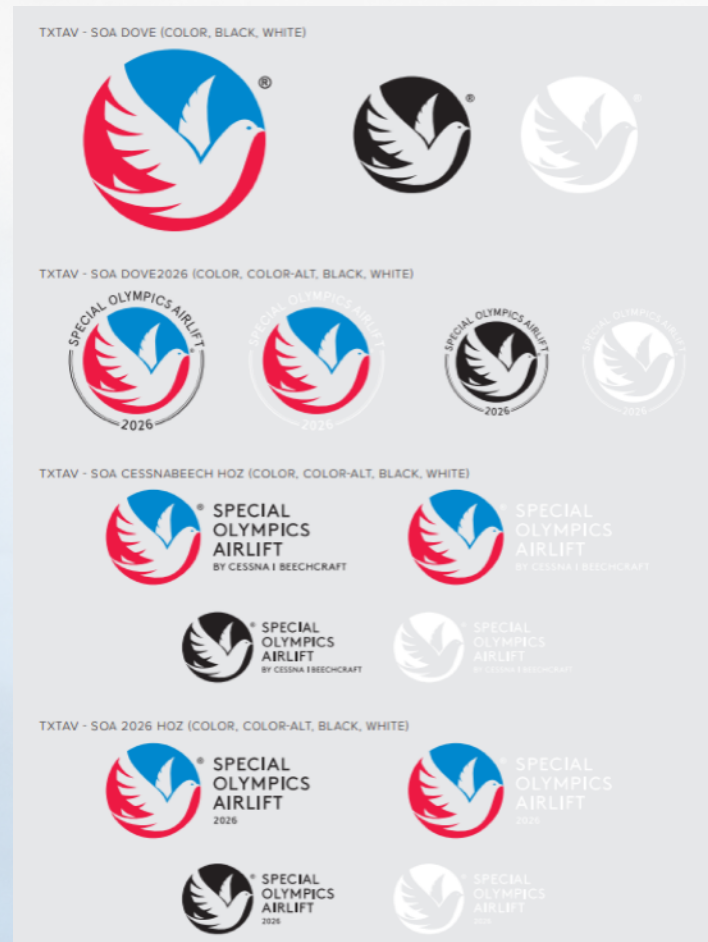


The logo is a vital part of our brand identity and must be used consistently to maintain brand integrity. Here are the key guidelines for logo usage:

- 1. Clear Space:** Always maintain a minimum clear space around the logo to ensure visibility and impact. This space should be free of any text or graphics.
- 2. Color Variations:** Use the logo in its approved color variations only. Do not alter the colors or apply unapproved effects.
- 3. Size:** Ensure the logo is legible and maintains its proportions. Do not stretch, compress, or distort the logo in any way.
- 4. Backgrounds:** Use the logo on backgrounds that provide sufficient contrast. Avoid busy or cluttered backgrounds that compromise the logo's visibility.
- 5. Prohibited Uses:** Do not modify the logo in any way, including changing its orientation, adding elements, or using it as part of another graphic.

By following these guidelines, we ensure our logo remains a strong and recognizable symbol of our brand. If you have questions, please contact a member of the promo committee.

[Logo files](#)



This logo should appear in black whenever possible to ensure a consistent brand experience. When reproducing the logo on a dark or photographic background that diminishes visual impact, we recommend using the white reverse logo.



FONT USAGE



Consistent font usage is crucial for maintaining our brand's visual identity. Here are the guidelines for using our brand fonts:

- 1. Primary Font:** Proxima Nova is our primary font and should be used for all text in collateral pieces. This ensures a cohesive look across all materials.
 - A flexible type family that offers multiple weights to consider when typesetting.
- 2. Special Font:** Apotek is an alternative font for headline, title and special callouts. This font pairs with the primary font and provides emphasis on specific information.
 - An all-caps font in Compressed Regular, sufficient tracking is necessary to ensure readability depending on pt size (60-200).
 - Similar to Rift, Apotek is available in more weights and styles with a more squared off appearance.
- 3. Alternative Font:** Arial is the system fallback when the preferred typefaces are not available.

Continued on the next page

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*(){}[]<>/?":.,

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*(){}[]<>/?":.,

APOTEK COMPRESSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&^*(){}[]<>/?":.,

FONT USAGE



SPECIAL
OLYMPICS
AIRLIFT
BY CESSNA | BEECHCRAFT

- 4. Font Sizes:** Adhere to the suggested font sizes for different text elements to maintain hierarchy and clarity. Avoid using excessively large or small fonts.
- 5. Font Colors:** Use the approved color palette for font colors. Ensure sufficient contrast between text and background for readability.
 - A gradient of dark to light gray can be used for large Apotek headline/titles
- 6. Prohibited Uses:** Do not use unapproved fonts or alter the fonts in any way, such as adding effects or changing the spacing.

By following these guidelines, we ensure our brand's typography remains consistent and professional across all platforms. If you have questions, please contact a member of the promo committee. Additional guidance can be found in the:

[Textron Aviation Employer Brand Guidelines](#)

EYEBROWS Proxima Nova Bold Flush left Uppercase Size/leading: 9/11 pt Tracking: 160	DOLOR SIT AMET LOREM IPSUM	HEADLINES Apotek Compressed Regular Uppercase Size/leading: 30/32 pt Tracking: 60-200
INTRO TEXT Proxima Nova Light Flush left Size/leading: 14/18 pt Tracking: 0	Etiam at magna odio. Mauris fringilla, nisi vitae maximus sagittis, diam cursus arcu eget vestibulum enim sem nec mauris.	
SUBHEADS Proxima Nova Bold Flush left Size/leading: 8/12 pt Tracking: 120	ALIQUAM LAOREET SEM ELIT, FUSCE JUSTO LACUS EGESTAS	PULL QUOTES & CALL-OUTS Apotek Compressed Light Uppercase Size/leading: 18/20 pt Tracking: 60-100
	UT CONDIMENTUM NIBH IN SEMPER Etiam eros purus, rhoncus id laoreet sit amet, pulvinar ut ante. Sed tincidunt placerat finibus. Nunc nisi dui, facilisis eget imperdiet a, lobortis eget nulla. Pellentesque id lacus sit amet arcu semper blandit vitae quis odio. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ut nunc libero. Nulla pharetra viverra ligula, vitae convallis risus faucibus non. Nulla vestibulum arcu eget ipsum rutrum molestie. Nam pretium quis enim in condimentum. Quisque porttitor est purus, id fringilla tortor porttitor vel.	BODY TEXT Proxima Nova Regular Flush left Size/leading: 9/14 pt Tracking: 0

COLOR



Red and Blue are our primary colors and look best over white with plenty of negative space. Avoid using too much of either and keep Black for copy and small accents.

Grays and Gradients are used primarily in headline treatments but can also be used to supplement Black to avoid too much black in a layout. For example, a type-heavy layout might have a pull quote or subhead that can be in Gray so design doesn't feel too heavy.



Black
C:40 M:30 Y:30 K:100
R:0 G:0 B:0
#000000
PMS: Process Black



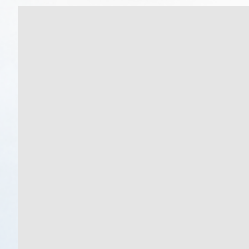
White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF



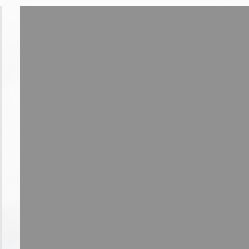
Red
C:0 M:100 Y:72 K:0
R:213 G:0 B:50
#D50032
PMS: 199



Blue
C:100 M:31 Y:0 K:0
R:0 G:119 B:200
#0077C8
PMS: 3005



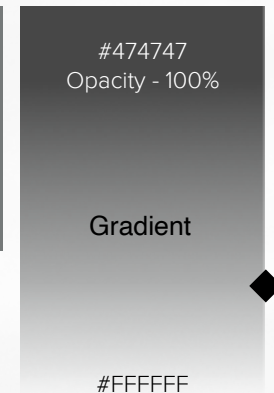
Light Gray
C:0 M:0 Y:0 K:10
R:229 G:229 B:229
#E5E5E5
PMS: Cool Gray 1



Gray
C:0 M:0 Y:0 K:50
R:145 G:145 B:145
#919191
PMS: Cool Gray 7



Dark Gray
C:56 M:45 Y:45 K:10
R:118 G:121 B:122
#76797a
PMS: Cool Gray 9



#474747
Opacity - 100%

Gradient

#FFFFFF
Opacity - 0%

GRAPHIC ELEMENTS



Further definition and distinction to the SOA brand can be seen with the use of unique graphic elements in our collateral pieces. These elements consist of:

- 1. Angled shapes:** These shapes are used as an accent in the layout with the positioning partially off the page. Colors are in red or blue with the color transparency set to “Multiply” and opacity 100 percent. Additionally, an angle shape with a circular gradient pattern (blue 100-10 percent opacity) with the transparency set to “Multiply” and opacity 30-15 percent can be used. Angle should be set at 60 degrees.
- 2. Linework:** These angled lines are used together in red and blue and can be pointing up or down.
- 3. Images:** Cloud imagery with a monotone blue color designation provide a nice background compliment and the use of full-color athlete or past airlift photos can be considered when appropriate.

By following these guidelines, we ensure our brand’s graphic elements remain consistent and accurately used across all platforms. If you have questions, please contact a member of the promo committee. Additional guidance can be found in the examples section.

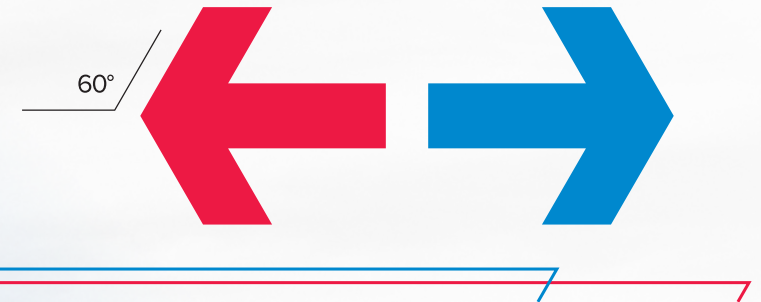


PHOTO USAGE



Photos play a crucial role in conveying our brand's story and values. Here are the guidelines for using photos in our marketing materials:

- 1. Quality:** Use high-resolution, professionally taken photos to ensure clarity and visual appeal. Avoid using low-quality or pixelated images.
- 2. Relevance:** Select photos that align with our brand message and values. Ensure they are relevant to the content and context in which they are used.
- 3. Consistency:** Maintain a consistent style and tone in all photos. This includes color schemes, lighting, and composition to create a cohesive visual identity.
- 4. Permissions:** Ensure all photos used are properly licensed or have the necessary permissions. Respect copyright laws and avoid using unauthorized images.
- 5. Editing:** Edit photos to enhance their quality while maintaining their authenticity. Avoid excessive alterations that may misrepresent the subject.

Contact the promo committee to ensure photos effectively represent our brand and resonate with our audience.



PHOTO SELECTION



Slight boost in saturation. Apply subtle contrast point curve, make sure highlights are not blown out, and select imagery that captures emotion of the event.



VIDEO USAGE



Videos are a powerful tool for engaging our audience and conveying our brand message. Here are the guidelines for using videos in our marketing materials:

- 1. Quality:** Ensure all videos are high-resolution and professionally produced. High-quality videos reflect our brand's commitment to excellence.
- 2. Content:** Use videos that are relevant to our brand and resonate with our target audience. The content should align with our brand values and messaging.
- 3. Consistency:** Maintain a consistent style, tone, and branding elements across all videos. This includes visual aesthetics, color schemes, and logo placement.
- 4. Permissions:** Obtain necessary permissions and licenses for all video content. Respect copyright laws and avoid using unauthorized footage.
- 5. Editing:** Edit videos to enhance their quality while preserving authenticity. Avoid excessive alterations that may misrepresent the content.

Contact the promo committee to ensure videos effectively represent our brand and resonate with our audience.



[Launch Video](#)

[Become a Dove](#)

TRADEMARK



Effective copyright and trademarking are essential for protecting and promoting our brand. Here's why:

- 1. Legal Protection:** Trademarking our marketing materials safeguards our brand assets from unauthorized use. It provides legal protection and helps prevent brand dilution.
- 2. Credibility and Trust:** Professionally written and trademarked materials enhance our credibility and foster trust with our audience. It shows that we are serious about our brand and its representation.
- 3. Competitive Advantage:** Unique and protected marketing materials differentiate us from competitors. They highlight our brand's distinctiveness and value proposition.

GENERAL

- Every time you use the trademark, use a symbol with it.
- Clothing items-not required.
- Recommend following the minimums as the benchmark for no/go for TM usage related to the size question. Minimum width Digital: 45px
Print: 0.2 - 0.5" Apparel/Embroidered: 0.875"

The following copyright and trademarking should reside on materials to ensure our brand remains strong, protected, and respected in the marketplace. Font size no smaller than 8 point.

PRINTED MATERIAL

- © 2025 Textron Aviation inc. All Rights Reserved. Cessna® & Beechcraft® are a trademark or service mark of Textron Aviation Inc. or an affiliate and may be registered in the United States or other jurisdictions. Special Olympics is a trademark and/or service mark of its respective owner.

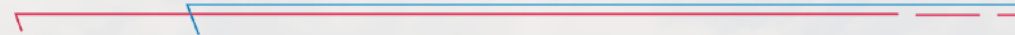
VIDEO

- © 2025 Textron Aviation inc. All Rights Reserved. Special Olympics is a trademark and/or service mark of its respective owner.

WEBSITE

- The first use and all prominent uses after the first use should be marked. If the second use is mentioned in the same body of copy, it doesn't need to be marked.

TEMPLATE EXAMPLES



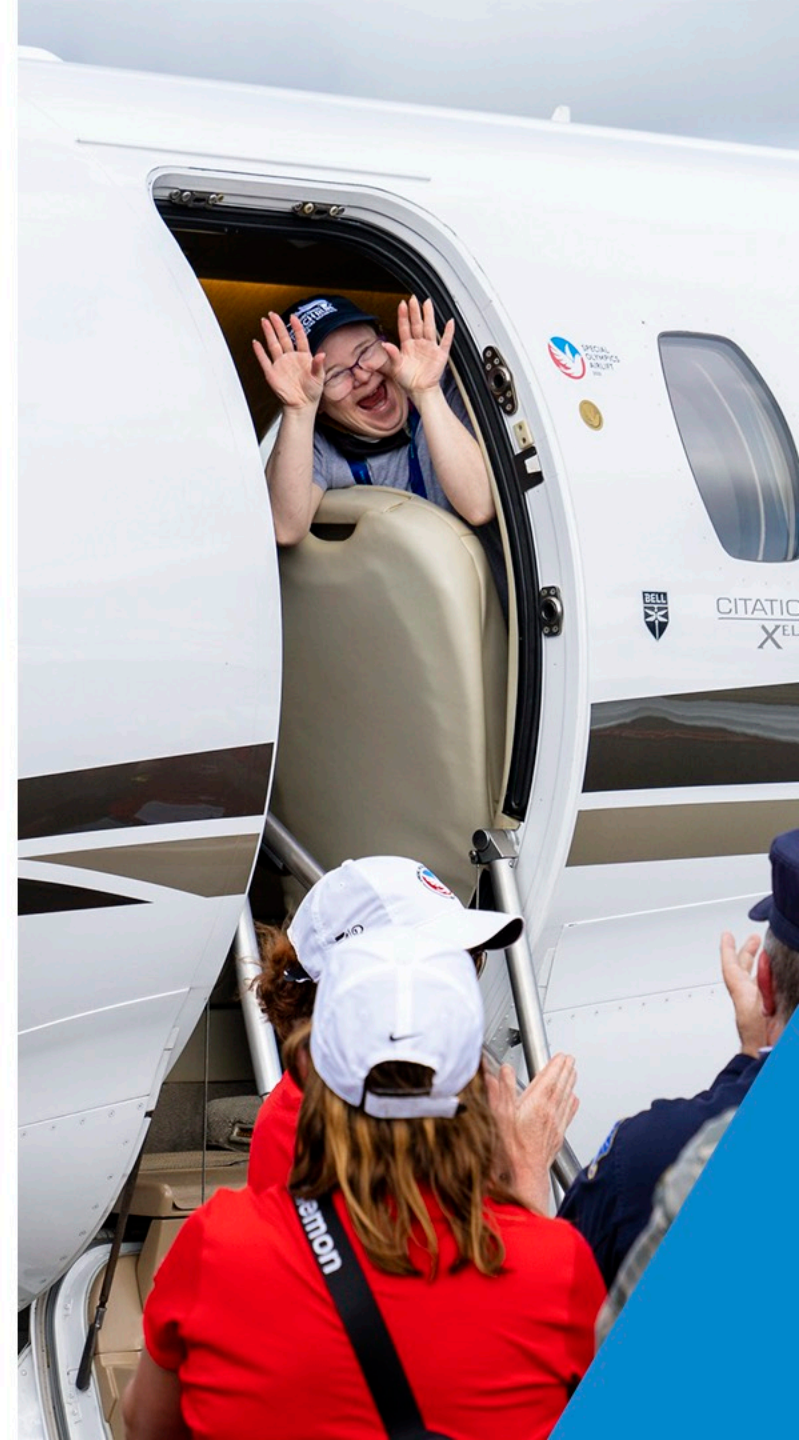
THEIR TRIUMPH BEGINS WITH YOUR YES.

Every minute and mile you volunteer as a Dove empowers athletes from across America. To take the field and show their grit. To experience competition and camaraderie. To be brave in the attempt and reach for glory. Go beyond cheering them on. Become a Dove and welcome them aboard.

<https://airlift.txtav.com/pages/become-a-dove>



BECOME A DOVE



EMAIL BANNER



- [Email banner](#)



INTERNAL DIGITAL & SOCIAL MEDIA



- Announcement Social & internal



AIRCRAFT DECAL



EMAIL INVITE



Dear [Customer's Name],

Every athlete deserves a chance to rise. It's why we're thrilled to announce the 2026 Special Olympics Airlift (SOA), organized by Textron Aviation in collaboration with the Special Olympics USA Games.

Subject: Join us in making history with the 2026 Special Olympics Airlift

Dear [Customer's Name],

Every athlete deserves a chance to rise. It's why we're thrilled to announce the 2026 Special Olympics Airlift (SOA), organized by Textron Aviation in collaboration with the Special Olympics USA Games.

Since 1987, generous Textron Aviation customers have donated the use of their aircraft to transport over 10,000 Special Olympics athletes. Join Ron Draper, President & CEO, Textron Aviation, in his heartfelt video invitation as he shares the incredible impact of this event.

[insert video link here]

The SOA showcases the power of aviation collaboration and community spirit as the largest peacetime airlift. Thanks to the generosity of Cessna, Beechcraft and Hawker pilots, athletes can overcome financial and logistical barriers to participate in the Games.

Arrival Day: June 19, 2026

Departure Day: June 27, 2026

This is your invitation to go beyond cheering them on. Become a Dove and welcome them aboard. To learn more about how you can get involved, please visit airlift.txtav.com.

Thank you for joining us in the flight of a lifetime – full of purpose, unforgettable joy and camaraderie!

HANDOUTS



WELCOME TO ORLANDO!

After nearly two years of planning, the 2022 Special Olympics Airlift is finally taking flight! Welcome to Orlando and thank you for being an essential part of what makes this a treasured event for the general aviation community and for each participant – from the owners and pilots of our Dove aircraft to the athletes and coaches on board.

If this is your first time witnessing this event, you are in for a treat. It's difficult to express the magnitude of the airlift until you can see it in person. If you're a returning volunteer, thank you for again making time to join us.

While the Textron Aviation team is proud to coordinate the Special Olympics Airlift, it is the volunteers who truly make this event happen. There would be no Airlift without owners generously donating the use of their airplane, pilots and fuel. Many of these athletes are traveling out of their home state for the first time and this will likely be the only time in their lives that they will get to experience private aviation. **The attention you and other volunteers provide on arrival and departure days will make a big impact on their adventure.**

The motto for this year's Special Olympics USA Games is *Shine As One*. We all have reasons to shine. For Special Olympics athletes, one reason is sport—displaying remarkable abilities on the field and transferring those skills to other areas of life. By volunteering with the Special Olympics Airlift you are helping to celebrate Special Olympics athletes' accomplishments both on and off the playing field and championing for a more inclusive world.

For athletes who, at some point in their lives, may have felt marginalized, disenfranchised and invisible, this is our moment to elevate them to their true VIP status. Special Olympics officials tell us that their delegations talk about their airlift experience for years. We can assure you that you'll be talking about it that long, too.

Thank you for being part of this exceptional event.

Sincerely,

Stephanie Harder
Chair, Special Olympics Airlift

Jennifer Whitfield
Chair, Special Olympics Airlift



PLEASE SHARE AND TAG YOUR PHOTOS FROM THE SPECIAL OLYMPICS AIRLIFT

#SOA2022 #2022USAGAMES

SOCIAL MEDIA GUIDANCE

DEPARTURE LOCATIONS

Capture and share photos and videos of the 2022 Special Olympics Airlift departure party!

Try to capture the excitement of the athletes, coaches and pilots that are participating.

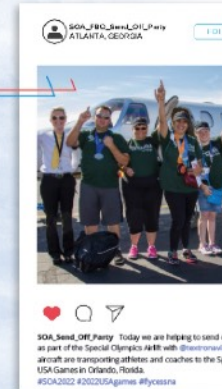
CHECK OUT THIS EXAMPLE

Tag us in your event photos and selfies. We will primarily utilize Instagram for this event, but please tag us on Facebook or Twitter if you use those platforms.

Our channels will monitor the tags and posts so we can like, comment and repost content.

Use hashtags: #SOA2022 #2022USAgames #flycessna #flybeechcraft

Tag accounts: @textronaviation @cessna @beechcraft



FUELING CARD

Please complete the below information if fuel is required for your return trip. Hand the card to the fueler upon landing in Orlando. Remember to have the fuel access unlocked.

Tail Number: _____

Contact Name: _____

Contact Email: _____

Contact Phone Number: _____

Atlantic Awards Email #1 (if applicable): _____

Atlantic Awards Email #2 (if applicable): _____

PRIST (circle one): YES NO

JETS (Single Point)
Total Load: _____

JETS (Multi-Tanks)
Total Load: _____

Gallons PER SIDE: _____ Trunk Tank: _____

KING AIRS
Total Load: _____

Inboard Tanks PER SIDE: _____

Outboard Tanks PER SIDE: _____

Fuel services for the event are provided by Atlantic Aviation. Fuel receipts will be provided via email from Atlantic.

HANDOUTS ALT



SPECIAL
OLYMPICS
AIRLIFT
BY CESSNA | BEECHCRAFT



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Sincerely,

Stephanie Harder
Chair, Special Olympics Airlift

Jennifer Whitfield
Chair, Special Olympics Airlift



PLEASE SHARE AND TAG YOUR PHOTOS FROM THE SPECIAL OLYMPICS AIRLIFT
#SDR2026 #2026USAGAMES

A-FRAME SIGNS



SPECIAL
OLYMPICS
AIRLIFT
BY CESSNA | BEECHCRAFT



A-FRAME SIGNS ALT



BANNER & WALK-UP SIGNS



SPECIAL OLYMPICS AIRLIFT
2026

EVERYBODY NEEDS
A LIFT EVERY NOW
AND THEN

Cessna Beechcraft
BY TEXTRON AVIATION

SPECIAL OLYMPICS AIRLIFT
2026

BECOME A DOVE!
THEIR TRIUMPH BEGINS WITH YOUR YES.

MINNESOTA'S TWIN CITIES
FRIDAY, JUNE 19 &
SATURDAY, JUNE 27, 2026

Cessna Beechcraft
BY TEXTRON AVIATION

Cessna Beechcraft
BY TEXTRON AVIATION

WELCOME

SPECIAL OLYMPICS AIRLIFT
BY CESSNA | BEECHCRAFT

EVERYBODY NEEDS A LIFT EVERY NOW AND THEN

Cessna Beechcraft
BY TEXTRON AVIATION

ATHLETE
WELCOME
CENTER

SPECIAL OLYMPICS AIRLIFT
BY CESSNA | BEECHCRAFT

Cessna Beechcraft
BY TEXTRON AVIATION

SPECIAL OLYMPICS AIRLIFT
BAGGAGE

SPECIAL OLYMPICS AIRLIFT
BY CESSNA | BEECHCRAFT

BARRICADE SIGNS



A barricade sign for Gogo Business Aviation. The sign features a white background with a grey cloud icon containing an arrow pointing right. Below the icon, the word "gogo" is written in a red, lowercase, rounded font, followed by "BUSINESS AVIATION" in a grey, uppercase, sans-serif font. In the bottom left corner, there is a small logo for Special Olympics Airlift by Cessna | Beechcraft.

A barricade sign for TW Metals. The sign features a white background with a blue sky and clouds background. The letters "TW" are in a large, blue, 3D block font inside a blue rectangular frame. To the right of the frame, the word "METALS" is written in a large, blue, uppercase, sans-serif font, with "AN ONI COMPANY" in a smaller, blue, uppercase, sans-serif font below it. In the bottom left corner, there is a small logo for Special Olympics Airlift by Cessna | Beechcraft.

A barricade sign for Textron GSE. The sign features a white background with a blue sky and clouds background. The word "TEXTRON" is written in a large, black, uppercase, sans-serif font. To the right of "TEXTRON", the letters "GSE" are written in a white, uppercase, sans-serif font inside an orange-bordered rounded rectangle. In the bottom left corner, there is a small logo for Special Olympics Airlift by Cessna | Beechcraft.

STAGE BACKDROP



 **SPECIAL OLYMPICS AIRLIFT**
BY CESSNA | BEECHCRAFT

 **SPECIAL OLYMPICS USA GAMES ORLANDO 2022**

EVERYBODY NEEDS A LIFT EVERY NOW AND THEN

WELCOME CENTER BANNERS



Cessna Beechcraft
BY TEXTRON AVIATION

WITH
YOUR
WINGS,
THEY
WILL
SOAR.

SPECIAL OLYMPICS AIRLIFT
2022

SPECIAL OLYMPICS
USA GAMES
ORLANDO 2022

SPECIAL OLYMPICS AIRLIFT
2022

SPECIAL OLYMPICS
USA GAMES
ORLANDO 2022

WITH
YOUR
WINGS,
THEY
WILL
SOAR.

Cessna Beechcraft
BY TEXTRON AVIATION

VIEWING PLATFORM



WEBSITE URL



- airlift.txtav.com – on all assets
- <https://airlift.txtav.com> – on embedded collateral like a QR code