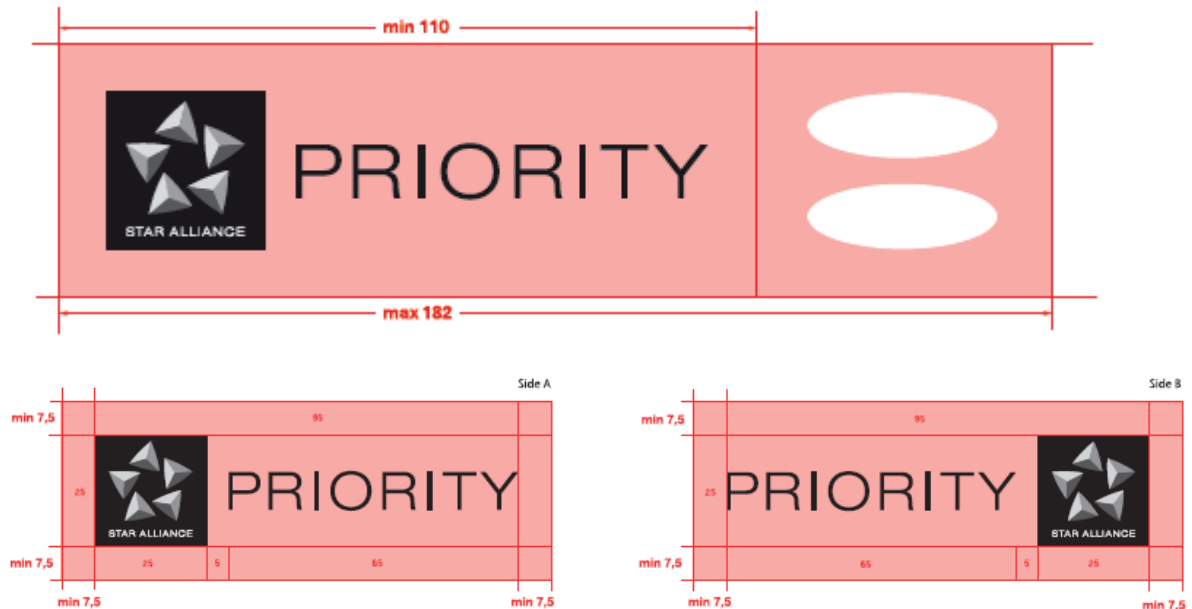


PRIORITY BAGGAGE LABEL (AW701)

1. Priority Bag Dimensions



Width: 40 mm

Length: 160 mm

2. Colour

Colour of the Priority Tag: Pantone 805 C, double hit. If Pantone colours are not available another fluorescent / day-glow red can be used but only if it similar to the Pantone red as specified above. Colour to be signed off.

3. Material

Paper with tear resistant coating (e. g. Mylar®) on both sides and tear-resistant material between two layers of paper.

Weight 240 gm, matte

4. Colours and Fonts

a. Star Alliance Logo

Symbol Prints:

Light Grey: 20% Black

Middle Grey: 50% Black

Dark Grey: 80% Black

Logotype prints: White

Background square: 100% Black

b. SAA Logo

As per SAA corporate black and white logo uses.

c. Priority Text

Font: Helvetica Neue Light Extended

Colour: 100 Black

Tracking: +100 (Illustrator)/+20(InDesign)



5. Packaging

Packets of 250 labels.