



BRAND GUIDELINES



We are a global aviation company focused on acquiring a portfolio of market-leading brands and products for the general aviation marketplace.

We are the parent operating company of APS, AV8, McFarlane Aviation and Tempest Aero Group.

DEFINING THE VS BRAND

- Brand Purpose
- Core Values

VISUAL BRAND GUIDELINES

- Logo
- Reversed Logo
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- Construction & Clearspace
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- Voice, Personality & Tone
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VICTOR SIERRA BRANDS

- VS Brands Group Logo
- Endorsed Logo
- APS
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- McFarlane
- Tempest

THE COLORS OF VS

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VICTOR SIERRA VALUES

PRECISION

PARTNERSHIP

MISSION

RELIABILITY

EXCELLENCE

GROWTH

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PRECISION

We engineer with intention, discipline, and unwavering respect for quality and safety. Every detail is measured, tested, and refined to deliver parts and solutions that perform exactly as promised.

RELIABILITY

We earn trust through consistency. Our products, processes, and people show up the same way every time—dependable, proven, and ready for the mission.

PARTNERSHIP

We work side-by-side with OEMs, distributors, and operators to strengthen their performance. Clear communication, consistent follow-through, and long-term commitment guide everything we do.

EXCELLENCE

We pursue the highest standards across the enterprise. From design to delivery, we hold ourselves accountable for results that stand apart. We operate as one unified team so customers experience the full strength of the Victor Sierra enterprise.

MISSION

We support the operators who keep aircraft flying safely and efficiently. Their mission becomes our mission, and we act with urgency and purpose as we help shape the next generation of aviation.

GROWTH

We support the pilots and operators who rely on us by investing with discipline—expanding capabilities, strengthening brands, and building long-term value across the Victor Sierra portfolio.

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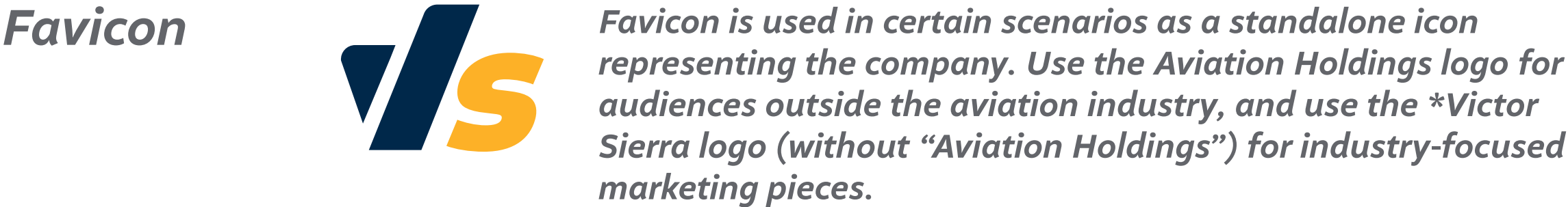
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VICTOR SIERRA LOGO

The Victor Sierra logo uses bold geometric shapes that communicate strength, complimented by smooth curves that evoke approachability and subtly reference a airplane profile.

The full color horizontal logo is the preferred usage across all mediums. When used on a color background, only use the white version as outlined. Use the lighter logo on darker a background.



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VICTOR SIERRA REVERSED LOGO

The Victor Sierra logo uses bold geometric shapes that communicate strength, complimented by smooth curves that evoke approachability and subtly reference a tailplane profile.

The full color horizontal logo is the preferred usage across all mediums. When used on a color background, only use the white version as outlined. Use the lighter logo on darker a background.

Primary



Secondary



Favicon



*Favicon is used in certain scenarios as a standalone icon representing the company. Use the Aviation Holdings logo for audiences outside the aviation industry, and use the *Victor Sierra logo (without “Aviation Holdings”) for industry-focused marketing pieces.*



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VICTOR SIERRA TAGLINE

“Elevating” is a subtle reference to the aviation industry itself. All of the companies within the Victor Sierra family already have proven records of excellence; as a collective we foster greater – elevated – achievements. Similarly, our investors can expect outstanding performance.

For those who have built a respected aviation business, protecting and enhancing company legacy is of the utmost importance. This is what Victor Sierra promises every acquisition, and investors can also be proud of their role in supporting a continued tradition of quality.

Use the tagline when introducing the brand—such as in homepage headers, business cards, the opening of slide decks, or select advertising. Avoid using it on social media or in other places where customers are already familiar with the brand.



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LOGO CONSTRUCTION & CLEAR SPACE

It’s important to keep marks clear of any other graphic elements. The area that surrounds the logo known as ‘clear space’ is as important as the logo itself.



No graphic elements of any kind should invade this zone .25” around any logo variation. Same rules apply to the tagline version.



Sizing



Any logo smaller than stated to the left must be approved by the marketing department.

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INCORRECT USAGE

Keep our logo consistent throughout communications. Here are ways they shouldn’t appear.



Don’t rotate any elements of the logo or icon.



Don’t outline any aspect of the logo or icon.



Don’t change logo colors use gradients, patterns or effects.



Don’t skew or shear any aspect of the logo or icon.



Don’t change logo colors use gradients, patterns or effects.



Don’t use old logo design of Aviation Holdings.

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VICTOR SIERRA COLORS

A confident and approachable color palette inspired by the sky (sunrise/sunset) that harmonizes with our operating brands.

PANTONE 2767 C

CMYK

RGB 19/41/75

#13294B

PANTONE 2915 C

CMYK

RGB 98/191/229

#62B5E5

PANTONE 7409 C

CMYK

RGB 240/179/35

#FOB323

PANTONE 7506 C

CMYK

RGB 239/219/178

#EFDBB2

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VICTOR SIERRA LOGO TYPOGRAPHY

The Altivo font family is friendly with a modern edge that retains legibility and clarity.

In scenarios where Altivo is not available for everyday use or internal communications, Calibri is an acceptable substitution.

Altivo

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Styles

Light

Light Italic

Regular

Italic

Medium

Medium Italic

Bold

Bold Italic

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VICTOR SIERRA BODY TYPOGRAPHY

The Aileron font family is friendly with a modern edge that retains legibility and clarity.

Aileron

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Styles

Light
Light Italic
Regular
Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic

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BRAND VOICE

Our brand voice instills confidence, credibility, and simplicity. We’re professional, yet approachable. Our content speaks to our investors and our portfolio companies respectfully and in a way that makes all stakeholders feel as if they’re sitting on the same side of the table.

Victor Sierra Aviation Holdings may also be referred to as Victor Sierra in print, on social media, in the press, and on other collateral.

BRAND PERSONALITY

PROFESSIONAL
we’re leaders in our field

MODERN
we’re on the cutting edge of aviation

APPROACHABLE
we’re open & collaborative

BOLD
we’re elevating the aviation industry

SERIOUS
we’ve got what it takes to build success

STRUCTURED
we’ve got systems in place; we know our stuff

TONE

APPROACHABLE
we’re open & collaborative

GENUINE
there’s no smoke and mirrors with us

CONFIDENT
we know we can help you succeed

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KEY MESSAGING - INVESTOR TARGET AUDIENCE

WE UNLOCK VALUE IN ACQUISITIONS AND PROVIDE A STRATEGIC VISION

As a company, we are aligned, and we boast a cohesive infrastructure. We were able to consolidate a large portion of the fragmented aviation aftermarket industry into an economy-of-scale aviation group that offers highly diversified distribution and manufacturing capabilities. With a strong pipeline of acquisition targets, we’re able to leverage strengths from combined companies, such as manufacturing capabilities, distribution networks, and loyal customers.

WE BRING STRONG FINANCIALS AND STRONG MANAGEMENT TO THE TABLE

Each of our current companies enjoys reliable and strong earnings before interest, taxes, depreciation, and amortization (EBITDA) value. That translates to a strong upside to potential in the future, with new product opportunities.

Our talented management team is equally strong, with vast knowledge and experience in aviation. Perhaps more importantly, this team has an unimpeachable character - they are fair, honest, and ethical – and these traits show through good reporting.

OUR PORTFOLIO COMPANIES HOLD CREDIBILITY IN THE MARKETPLACE

Each of our portfolio companies has a long-term, solid reputation and a proven success rate. They address customer needs promptly and offer both proprietary products and reasonable prices to their large customer bases. Their products are known for being quality manufactured by expert engineers, and product liability is well managed.

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KEY MESSAGING - ACQUISITION TARGET AUDIENCE

YOUR LEGACY IS IN GOOD HANDS – WE OFFER THE RESOURCES YOU NEED TO MAKE IT BETTER

We believe in what you’ve worked so hard to build. We preserve the best parts of the company you’ve created, and leverage that to do even more. And, we believe in loyalty – we will take good care of your employees, your brand, and your customers. You can remain a part of the company if you desire – we’ll provide you with the human resources, financial resources, marketing services, and managerial support you need throughout the transition process and beyond.

We’ll help you live better, too, by eliminating or reducing future business risk and freeing up capital for life security and other interests. We’ll help keep your company viable and growing into the future with our vast pool of shared resources, market experience, and passion for the aviation industry.

YOU CAN TRUST US

We understand that selling your company can be a difficult decision. That’s why we ask that you put your trust in us to act in your best interests. We listen to develop a strong understanding of your pain points, as well as your ideal role post-close so we can tailor the structure of the acquisition to meet your exact needs.

What’s more, we have a proven track record, and we do what we say we’ll do. Our roots run deep as a founder-owned business under Vance Street Capital. And, we have a firm understanding of the market – we’re committed to our love of aviation, just like you. We’ll always be open and transparent with you, always acting in your best interests, and never making any important decisions without talking to you about it first.

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KEY MESSAGING - ACQUISITION TARGET AUDIENCE

YOU’LL LIKE WORKING WITH US

We operate with complete transparency - there is never any smoke and mirrors when it comes to working with us. Our honest, approachable management is down-to-earth and straightforward. We have a reputation for fair business practices because we always act with high integrity. And we move quickly to close, making the entire process as straightforward and stress-free as possible for you.

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KEY MESSAGING - INDUSTRY TARGET AUDIENCE

WE SUPPORT THE AVIATION COMMUNITY WITH DEPENDABLE SOLUTIONS

Victor Sierra brings together companies like APS, AV8, McFarlane Aviation, and Tempest Aero Group that share the same foundation: honest work, smart engineering, and genuine care for the people who keep aircraft flying. We build and supply reliable, FAA-approved parts for pilots, mechanics, flight schools, FBOs, OEMs, and distributors who count on consistency and straightforward service.

WE IMPROVE AVAILABILITY, QUALITY, AND PERFORMANCE

Our companies were built by people with a passion for aviation and a desire to make our industry better and safer. We enhance proven designs, incorporate stronger materials, and remain committed to supporting legacy fleets. With modern engineering, advanced manufacturing, and strict quality control, we help the industry overcome challenges such as aging aircraft, supply inconsistencies, rising parts, and maintenance costs. The outcome is improved safety, greater reliability, and lasting value for operators and professionals across the industry.

WE ARE RELIABLE SUPPORT FOR THE INDUSTRY

We believe in transparent communication, predictable lead times, and products supported by strong documentation and technical expertise. From single-aircraft operators to large MROs and distributors, our customers trust us because we prioritize safety, compliance, and long-term support.

WE LISTEN FIRST, THEN BUILD WHAT THE INDUSTRY NEEDS

Mechanics, operators, and aviation professionals influence the decisions we make. Their feedback points us to the pain points that need attention and helps us build solutions that support safer, more reliable aircraft.

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VICTOR SIERRA PILLAR BRAND GROUP

OUR PILLAR BRANDS

Grouping pillar brand logos with the parent logo reinforces the credibility and strength of the entire organization while clearly communicating a unified family of capabilities. This lockup builds cross-brand awareness and helps customers recognize how each brand fits within the broader aviation group. This configuration is used to highlight alignment, shared expertise, and a cohesive brand experience.

Primary



Reversed



Secondary Two Color



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VS ENDORSED BRAND LOGO

The endorsed brand lockup ensures that each brand maintains its individual identity while remaining visually aligned with the parent brand, establishing trust, communicating affiliation, and ensuring consistent recognition across all touchpoints. The lockup should be horizontal only, with the endorsed brand dominant and the parent brand smaller, sharing space but visually favoring the endorsed brand. Include full-color, grayscale, and reverse (light-on-dark) versions, using full color whenever possible. Primary use cases include website headers, one-pagers and brochures, business cards, and tradeshow graphics, while optional use in limited-space digital formats such as digital ads and product packaging is acceptable. Do not use the lockup when representing the parent brand alone or when referencing another brand family.



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APS LOGO

APS is a trusted manufacturer of FAA-PMA certified brake discs and linings engineered to meet or exceed OEM standards. With a rigorous design and testing process, APS delivers certified replacement solutions that enhance safety and performance for aircraft operators worldwide. As a Victor Sierra company, APS extends its reach in the general aviation and business aviation markets with proven expertise in aftermarket components.

Primary



Secondary



“BlackSteel”®

“BlackSteel”®

Victor Sierra



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APS COLORS

PANTONE BLACK

CMYK

RGB 0/0/0

#000000

PANTONE 1955 C

CMYK

RGB 138/21/56

#8A1538

PANTONE 692 C

CMYK

RGB 227/190/195

#E3BEC3

PANTONE 1788 C

CMYK

RGB 238/39/55

#EE2737

PANTONE 2189 C

CMYK

RGB 0/51/73

#003349

PANTONE 2197 C

CMYK

RGB 116/210/231

#74D2E7

PANTONE 6216 C

CMYK

RGB 80/82/78

#50524E

COOL GREY 3C

CMYK

RGB 200/201/199

#C8C9C7

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APS LOGO TYPOGRAPHY

Acumin Pro offers a clean, modern sans-serif with excellent readability, while Franklin Gothic adds bold, timeless strength. Together, they balance contemporary clarity with classic authority.

Calibri can be used as a substitute for internal communications when primary not available.

Acumin Pro Primary

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Styles

Regular

Italic

Bold

Bold Italic

Black

Black Italic

Brush Script M7 Italic (Only Black Steel Logo and Callouts)

“BlackSteel®”

Franklin Gothic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Styles

Book Regular

Book Italic

Medium

Medium Italic

Demi

Demi Italic

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AV8 LOGO

Av8 is an FAA and EASA certified repair station specializing in landing gear overhauls and PMA parts for commercial, business, and general aviation. With a reputation for engineering excellence and customer support, Av8 helps MROs, operators, and repair stations reduce maintenance costs and streamline operations. As part of Victor Sierra, Av8 builds on a foundation of expertise to support aircraft operators worldwide.

Primary



Secondary



Victor Sierra



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AV8 COLORS

PANTONE 301 C

CMYK

RGB 0/75/135

#004B87

PANTONE 296 C

CMYK

RGB 5/28/44

#051C2C

PANTONE 7409 C

CMYK

RGB 240/179/35

#F0B323

COOL GREY 10 C

CMYK

RGB 99/102/106

#63666A

COOL GREY 3C

CMYK

RGB 200/201/199

#C8C9C7

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AV8 LOGO TYPOGRAPHY

The Times New Roman font family offers classic, highly readable serif styling that conveys trust, tradition, and professionalism. Lato is a clean, contemporary sans serif with excellent legibility and a friendly, open feel. Together they strike the ideal balance between heritage and modernity.

In scenarios where Times New Roman or Lato are not available for everyday use or internal communications.

Calibri can be used as a substitute for internal communications when primary not available.

Times New Roman

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Styles

Regular

Italic

Bold

Bold Italic

Lato

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Styles

Regular

Italic

Bold

Bold Italic

Black

Black Italic

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McFARLANE LOGO

McFarlane Aviation delivers high-quality FAA-PMA aircraft parts and accessories across general and business aviation. Through brands like CJ Aviation, Flight-Resource (MT-Propellers), Airforms, and PMA Products, we provide reliable aftermarket solutions backed by engineering expertise as part of the Victor Sierra family.

Primary



Secondary



Aviation Family



Favicon



Victor Sierra



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McFARLANE AVIATION FAMILY COLORS

PANTONE 296 C
CMYK
RGB 5/28/44
#051C2C

PANTONE 186 C
CMYK
RGB 200/16/46
#C8102E

PANTONE 7409 C
CMYK
RGB 240/179/35
#F0B323

PANTONE 3025 C
CMYK
RGB 0/79/113
#004F71

PANTONE 628 C
CMYK
RGB 183/221/225
#B7DDE1

PANTONE 7739 C
CMYK
RGB 48/155/66
#309B42

COOL GREY 10 C
CMYK
RGB 99/102/106
#63666A

COOL GREY 3C
CMYK
RGB 200/201/199
#C8C9C7

DEFINING THE VS BRAND

- Brand Purpose
- Core Values

VISUAL BRAND GUIDELINES

- Logo
- Reversed Logo
- Tagline
- Construction & Clearspace
- Usage
- Color Palette
- Typography

BRAND VOICE

- Voice, Personality & Tone
- Key Messaging

VICTOR SIERRA BRANDS

- VS Brands Group Logo
- Endorsed Logo
- APS
- AV8
- McFarlane
- Tempest

THE COLORS OF VS

- Color Palette

McFARLANE TYPOGRAPHY

The Lexia font family boasting a wide range of styles and weights that are warm and inviting. Proxima Nova is a strong, versatile geometric sans that retains legibility and clarity. Together they are the perfect match.

Calibri can be used as a substitute for internal communications when primary not available.

Lexia

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Styles

Light
Light Italic
Medium
Medium Italic
Bold
Bold Italic

Proxima Nova

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Styles

Regular
Regular Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic

DEFINING THE VS BRAND

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- Tempest

THE COLORS OF VS

- Color Palette

TEMPEST LOGO

Home to a portfolio of respected aviation brands, including Marvel-Schebler Carburetors®, Precision Airmotive®, Alcor®, Stratus Tool Technologies™, and Tempest®. With manufacturing facilities in North Carolina, Texas, and Washington, Tempest delivers a wide range of trusted components to the general aviation and business aviation markets. Tempest is part of Victor Sierra, furthering its mission to provide reliable, nose-to-tail solutions for aircraft operators worldwide.

Primary



Secondary



Favicon



Victor Sierra



DEFINING THE VS BRAND

- Brand Purpose
- Core Values

VISUAL BRAND GUIDELINES

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- Usage
- Color Palette
- Typography

BRAND VOICE

- Voice, Personality & Tone
- Key Messaging

VICTOR SIERRA BRANDS

- VS Brands Group Logo
- Endorsed Logo
- APS
- AV8
- McFarlane
- Tempest

THE COLORS OF VS

- Color Palette

TEMPEST AERO GROUP COLORS

PANTONE 4154 C
CMYK
RGB 14/65/116
#0E4174

PANTONE 298 C
CMYK
RGB 65/182/230
#41B6E6

PANTONE 290 C
CMYK
RGB 185/217/235
#B9D9EB

WHITE
CMYK 0/0/0/0
RGB 255/255/255
#FFFFFF

PANTONE 6018 C
CMYK
RGB 245/129/43
#F5812B

PANTONE 186 C
CMYK
RGB 200/16/46
#C8102E

PANTONE BLACK
CMYK
RGB 0/0/0
#000000

PANTONE 422 C
CMYK
RGB 158/162/162
#9EA2A2

DEFINING THE VS BRAND

- Brand Purpose
- Core Values

VISUAL BRAND GUIDELINES

- Logo
- Reversed Logo
- Tagline
- Construction & Clearspace
- Usage
- Color Palette
- Typography

BRAND VOICE

- Voice, Personality & Tone
- Key Messaging

VICTOR SIERRA BRANDS

- VS Brands Group Logo
- Endorsed Logo
- APS
- AV8
- McFarlane
- Tempest

THE COLORS OF VS

- Color Palette

TEMPEST LOGO TYPOGRAPHY

Exo 2 provides a modern, tech-forward look with strong hierarchy and readability, while Montserrat adds clean, contemporary versatility. Together, they create a cohesive modern brand feel.

Calibri can be used as a substitute for internal communications when primary not available.

EXO 2

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Styles

Regular

Italic

Medium

Medium Italic

Bold

Bold Italic

Montserrat

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Styles

Regular

Italic

Bold

Bold Italic

Black

Black Italic

DEFINING THE BRAND

- Brand Purpose
- Core Values

VISUAL BRAND GUIDELINES

- Logo
- Tagline
- Construction & Clearspace
- Usage
- Color Palette
- Typography

BRAND VOICE

- Voice, Personality & Tone
- Key Messaging

COLORS OF VICTOR SIERRA

PANTONE 1788 C CMYK RGB 238/39/55 #EE2737	PANTONE 186 C CMYK RGB 200/16/46 #C8102E	PANTONE 1955 C CMYK RGB 138/21/56 #8A1538	PANTONE 692 C CMYK RGB 227/190/195 #E3BEC3	PANTONE 7409 C CMYK RGB 240/179/35 #F0B323	PANTONE 6018 C CMYK RGB 245/129/43 #F5812B
PANTONE 7506 C CMYK RGB 239/219/178 #EFDDB2	PANTONE 7739 C CMYK RGB 48/155/66 #309B42	PANTONE 2915 C CMYK RGB 98/191/229 #62B5E5	PANTONE 2197 C CMYK RGB 116/210/231 #74D2E7	PANTONE 628 C CMYK RGB 183/221/225 #B7DDE1	PANTONE 298 C CMYK RGB 65/182/230 #41B6E6
PANTONE 301 C CMYK RGB 0/75/135 #004B87	PANTONE 3025 C CMYK RGB 0/79/113 #004F71	PANTONE 2189 C CMYK RGB 0/51/73 #003349	PANTONE 4154 C CMYK RGB 14/65/116 #0E4174	PANTONE 2767 C CMYK RGB 19/41/75 #13294B	PANTONE 296 C CMYK RGB 5/28/44 #051C2C
PANTONE 6216 C CMYK RGB 80/82/78 #50524E	COOL GREY 3C CMYK RGB 200/201/199 #C8C9C7	COOL GREY 10 C CMYK RGB 99/102/106 #63666A	PANTONE 422 C CMYK RGB 158/162/162 #9EA2A2	PANTONE BLACK CMYK RGB 0/0/0 #000000	WHITE CMYK 0/0/0/0 RGB 255/255/255 #FFFFFF