IHSAN

AIRLINES

A NEW SPIRIT IN THE SKY

BRAND IDENTITY SYSTEM | VISUAL DIRECTION | CULTURE GUIDE



BRAND OVERVIEW

What Is IHSAN Airlines?

Ihsan Airlines is a premium, family-friendly, multicultural airline created to bring a new standard of service, hospitality, and community connection to air travel.

Ihsan is not only about moving people from one city to another — it is about making travel feel cleaner, calmer, more respectful, and more meaningful. The airline is rooted in faith-inspired values while remaining open and welcoming to people of every background.

- **Service First**
- **Family-Friendly Travel**
- **Faith-Inspired Values**
- **Multicultural Hospitality**
- **Small-Business Partnership**
- **Community Ownership**



Built on Hospitality and Care

Mission

To create a better flying experience rooted in hospitality, respect, family care, and excellent service.

Vision

To become a shared-success vision. Over time, employees, long-term investors, and community partners will have the opportunity to participate in ownership through structured equity and incentive programs.

Brand Promise

Every journey with Ihsan should feel respectful, welcoming, clean, calm, and cared for.

CORE VALUES

What Ihsan Stands For

Service

We treat every guest with patience, respect, and care.

Family

Designed around parents, children, elders, and everyday travelers.

Cleanliness

Cabin, terminal, uniforms, and app all feel clean and intentional.

Dignity

Every person deserves honor, regardless of background or faith.

Community

Ihsan is built with the people, for the people.

Small Business

Space for local brands, vendors, and entrepreneurs to connect.

Trust

We communicate clearly, price fairly, and serve consistently.

WHAT WE REFUSE TO BECOME

What Ihsan Stands Against

Ihsan Airlines is a response to the frustration many travelers feel in modern air travel. We stand against experiences that make people feel ignored, rushed, confused, or disrespected.

- Poor customer service
- Dirty or careless environments
- Chaotic boarding
- Treating customers like numbers
- Cheap experiences that feel careless
- Confusing fees
- Rude communication
- Disrespect toward families
- Excluding people by culture or faith
- Growth without community benefit

> *We do not believe low-cost travel should mean low-quality care.*

Voice and Personality

Warm · Calm · Respectful · Clear · Premium · Helpful · Confident · Human · Family-Friendly

Voice Rules

Say things simply. Use clear, direct language.

Lead with care. Make the customer feel guided, not sold to.

Stay welcoming. Never sound exclusive or judgmental.

Avoid aggressive sales language. Confident, not desperate.

Instead of →	Use
"Hurry now before prices go up."	***"Plan your journey with confidence."***
"Cheap flights available."	***"Affordable travel, a higher standard of care."***
"Customers must comply."	***"To keep every journey smooth, we ask all guests to…"***

Logo System



Logo Meaning

The Ihsan mark combines the feeling of flight, growth, renewal, and spiritual elevation. The curved form suggests movement, while the leaf shape represents service, peace, and forward motion.

Usage Rules

- Keep the logo clean and uncluttered
- Do not stretch or distort it
- Avoid busy backgrounds without contrast
- Deep green is the primary logo color
- Gold is an accent only — never the main color
- Use the icon alone for app icons, tags, and avatars

Color Palette

Ihsan Deep Green
#0E3B26

Logos, uniforms, buttons, signage, major brand moments

Warm Cream
#F5F0E3

Backgrounds, cabin interiors, documents, app screens

Soft Gold
#B89344

Lines, icons, trim, certificates, premium accents

Soft White #FFFFFF

Charcoal #2B2B28

Warm Sand #E9DFC4

Typography System

A New Spirit in the Sky

Display Serif · Headlines & Premium Moments

Premium family-friendly travel guided by service.

Primary Sans · Subheadlines & UI

Ihsan Airlines creates a cleaner, calmer, more respectful way to fly — guided by service in every detail of the journey.

Body Copy · Documents, App, Web

A B C D E F G H I J

Typography Rules

- Headlines should feel spacious
- Generous letter spacing on luxury text
- Keep body copy readable
- Avoid playful or childish fonts
- Use script fonts sparingly
- Use all caps sparingly, for emphasis only

VISUAL DIRECTION

Photography and Visual Style

Images should feel:

Warm | Premium | Human | Clean | Peaceful | Aspirational | Multicultural | Family-Friendly

Subjects to feature:

- Families traveling together
- Elders being helped with care
- Smiling, attentive airline staff
- Clean cabins and bright lounges
- Multicultural travelers represented naturally



Aircraft Design

Ihsan aircrafts are elegant, clean, and instantly recognizable from a distance. Premium without being flashy.

- Cream or white aircraft body
- Deep green lower stripe or wave
- Gold accent line along the body
- Ihsan wordmark on the front body
- Icon mark on tail fin and engine
- Subtle geometric pattern near the tail





Uniform System

Uniforms communicate hospitality, dignity, professionalism, and warmth , never costume-like.

Flight Crew

Tailored, premium fit. Consistent scarf / tie / hijab options with gold accent details.

Female Staff

Cream blazer with deep green scarf, or green dress/suit. Optional matching hijab in cream, green, or gold.

Male Staff

Deep green blazer or vest with cream shirt, gold pin, charcoal or green trousers.

Ground Staff

Cream and green business-casual uniform with clear logo badge and movement-focused fit.





SPACES

Gate and Terminal Design

- Cream walls with deep green signage
- Gold accent trim and soft lighting
- Clean seating with natural textures
- Quiet, family-friendly waiting zones
- Premium check-in counters
- Family check-in lane
- Small business product displays
- Calm, organized boarding zones

IN-FLIGHT EXPERIENCE

Cabin Interior

The cabin should feel clean, calm, safe, and cared for — every detail designed before the guest arrives.

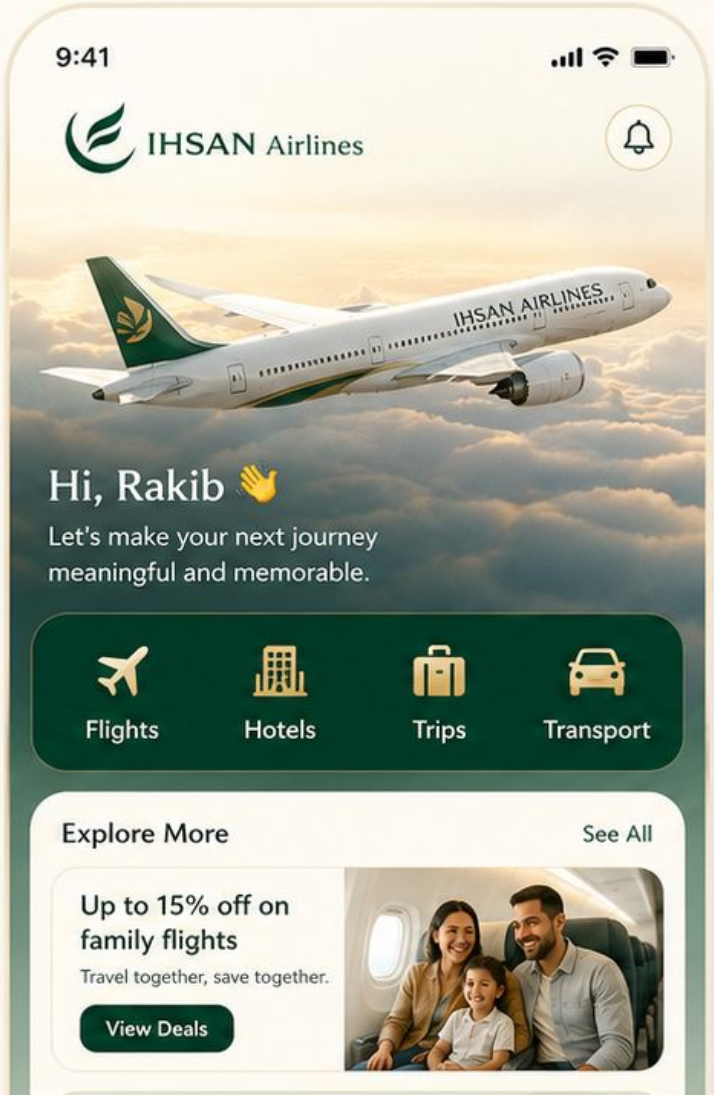
- Deep green seat accents
- Cream headrest covers with Ihsan logo
- Gold stitching or trim detail
- Soft, warm cabin lighting
- Branded water bottles and welcome cards

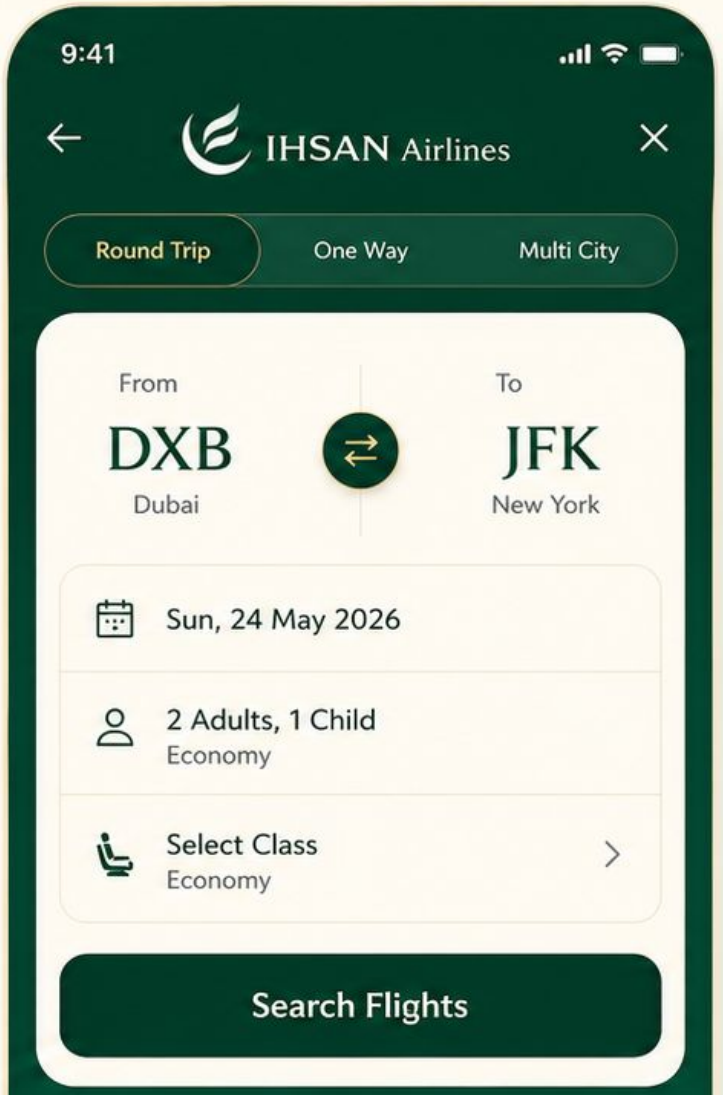


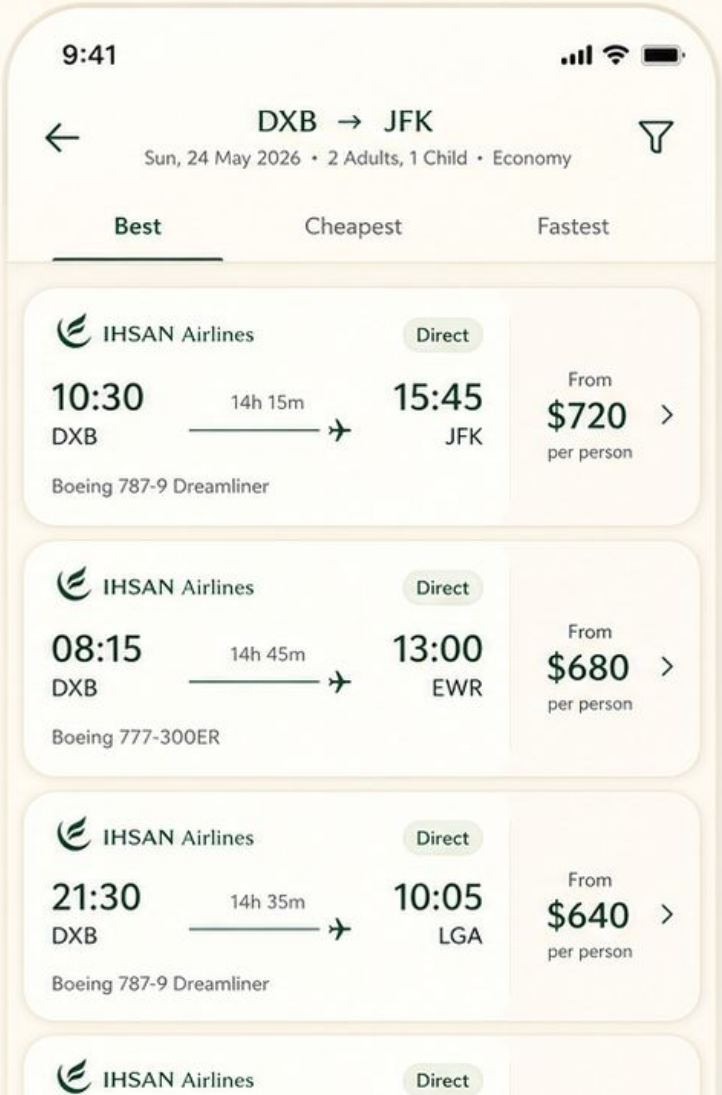
DIGITAL EXPERIENCE

Ihsan Mobile Travel Journey App and Digital Design

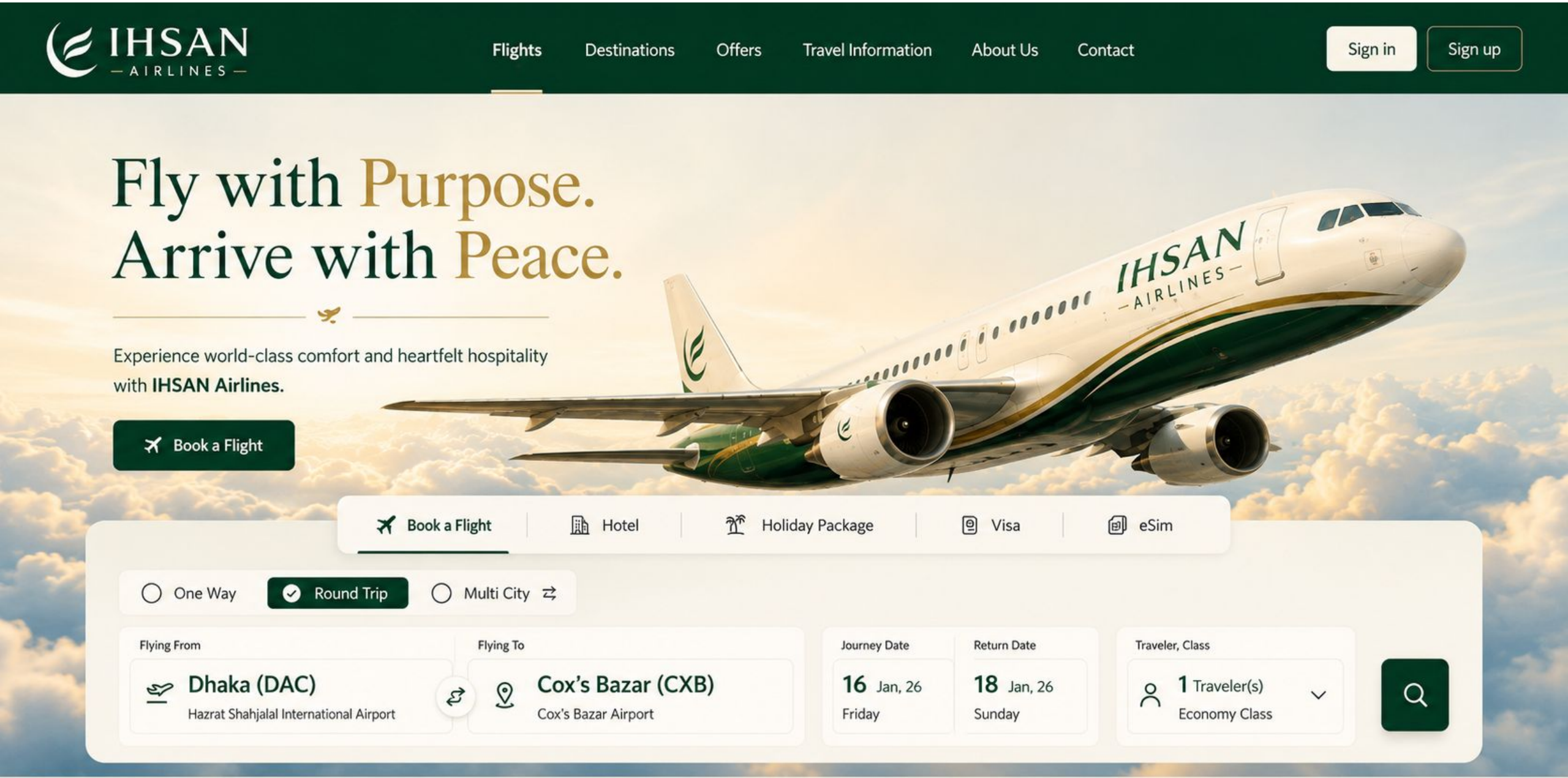
Not just a price optimization app. Ihsan mobile travel journey app is a digital journey travel companion planner powered by AI, that helps optimize price, updates on traffic, locate nearest halal and kosher restaurants and any other special dietary needs. Helps you find masajid, synagogues, churches, etc.







Web App Experience



Social & ads Experience

Warm, human, premium, American and global.







Warm light · clean spaces · families · service · multicultural travelers · subtle faith-inspired cues

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APPAREL & GOODS

Merchandise and Apparel

Ihsan apparel should never feel like cheap promotional merchandise. Every shirt, hoodie, hat, bag, or travel item should feel like something people would proudly wear outside of the airport.

The apparel should feel clean, elevated, comfortable, and meaningful. It should represent the same quality standard as the airline itself.

If Ihsan says it believes in better service, better travel, and better experiences, the apparel must reflect that same belief





INTERNAL CULTURE

Culture and Service Standard

Ihsan culture is built on the belief that excellent service is not extra — it is the foundation.

Greet with warmth

Every customer should feel acknowledged.

Serve with patience

Travel can be stressful — staff bring calm.

Protect dignity

Never embarrass, rush, or dismiss a guest.

Help families

Parents and children should feel supported.

“Welcome aboard.” *“We're happy to help.”*

“Your family is welcome here.”

OWNERSHIP & PARTNERSHIP

Community Ownership

Ihsan Airlines is more than a company — it is a shared-success vision. Overtime, employees, long-term investors, and community partners will have the opportunity to participate in ownership through structured equity and incentive programs. A company built with all stakeholders in mind; employees, customers, investors and community. As the airline grows, all stakeholders grow and benefit too.




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