



BRAND SNAPSHOT

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Vision & Mission
Promise & Tagline
About & Visuals

Prepared For :
Media Kit



VISION

Elevate our communities with incredible travel experiences

MISSION

Create superior air travel experiences for the people of Nebraska by offering convenience, exciting destinations and incredible customer service.

PROMISE

Amazing service, great destinations and low fares.

TAGLINE

Nebraska's Way to Fly

VISUALS

HEX CODE #ed212e	RGB: 237, 33, 46	HEX CODE #bf262e	RGB: 191 38 46	HEX CODE #f2f2f2	RGB: 242 242 242
CMYK: 0, 98, 89, 0	PMS: 48-8 C	CMYK: 17 98 92 7	PMS: 53-8 C	CMYK: 4 2 2 0	PMS: 53-8 C

RED WAY RED WAY