

Brand and Identity

DOCUMENT	GOV-04
REVISION	1.5
EFFECTIVE	2 September 2026
OWNER	Chief Commercial Officer
CLASSIFICATION	Controlled document. Uncontrolled when printed.

Amendment Record

Issue	Date	Summary of amendment
1.5	2 September 2026	Initial issue.

Contents

1	Name	3
2	Visual Identity	3
3	Typography	3
4	Cultural Foundation	3
5	Service Language	4
6	Cabin Classes	4
7	Fleet Naming	4

1 Name

The Airline's registered name is recorded in the Charter, GOV-00, under Registered Identification, and is not restated here. The name refers to Mount Elbrus, the highest peak of the Caucasus and the highest point of the Circassian homeland. The bond with Abkhazia is expressed through Khabze and Apsuara, named jointly as core values, and through the shared heritage drawn on for fleet and cabin naming.

2 Visual Identity

The palette evokes the Caucasus high country: a snow-to-rock gradient paired with a warm metallic accent.

Name	Hex	Role
Snow	#F4F6F7	Lead color, livery base and primary background
Glacier	#C7D3D8	Lead color, secondary surfaces
Ridge	#45647A	Structural color, wordmark, tail, and secondary blocks
Slate	#1D262B	Contrast color, text and fine detail
Gold Leaf	#C8A24A	Accent, insignia, class dividers, ceremonial detail

Snow and Glacier lead the identity, giving the Airline a light, airy visual character. The palette draws on homeland geography rather than either national flag.

3 Typography

Inej is the Airline's wordmark face. It sets the wordmark and nothing else.

Inej is unicas. Its lowercase positions carry alternate capital forms, so text set in it renders as capitals however it is written. It is issued in a single weight and carries Latin characters only. It is not used for headings, running text, tabular matter or Circassian text, in any medium.

Cormorant Garamond sets headings. Lato sets body copy, tabular matter and Circassian text. Both carry full Cyrillic including the palochka, and both are issued under the SIL Open Font License, which permits their embedding in the Airline's published documents and their use in any medium. Headings are set in the case in which they are written, and capitalization is not used as a hierarchy device.

The wordmark is issued as finished artwork. Its construction and proportions are fixed in that artwork and are not restated here.

4 Cultural Foundation

The brand draws on Adiga Xabze, the Circassian code of etiquette and customary law rooted in the Nart sagas. Xabze's code of chivalry rests on three pillars: respect for women and elders, blood-revenge, and hospitality.

Hospitality is the pillar the Airline is built on. Xabze grades it by degree and names fifteen kinds of guest, each owed a defined standard of treatment by the host. It ranks the guest who has travelled furthest above the guest who lives nearby, in recognition of the hardship borne to make the journey. The Airline carries people across a distance to a homeland, which places its passengers in the category the code holds highest.

The bond between host and guest is a binding institution in its own right. The host is not merely responsible for feeding and lodging his guest. He is the guest's protector and guide, and he is not released from that duty until the guest has been delivered safely into the care of the next host. The Airline holds itself to the same standard across a connection. Responsibility for a passenger does not end at the aircraft door, and it does not end at an intermediate point.

5 Service Language

The following sayings are the recorded foundation of the Airline's service language. They govern brand voice, published material, cabin communication, and the standard to which crew are trained.

Circassian	Meaning
Хьэщлэ гъунэгъу нэхрэ хьэщлэ жыжбэ нэхъ лъаплэщ	A guest from far away is dearer than a guest from nearby
Адыгэ и хьэщлэ быдаплэ исщ	The guest of the Circassian is safe as if protected by a fortress
Хьэщлэр жэщищ исмэ, быным ящыщ мэхъуж	If the guest stays three nights, he becomes one of the family
Адыгэм хьэщлэ и щлэсэщ	A guest is the beloved of the Circassian
Бысымыр хьэщлэм и лүэхутхьэбзэщлэщ	The host is his guest's servant
Адыгэм я нэхъ мыгъуэми шыгъурэ пластэрэ кыпхуещтэ	Even the most indigent of Circassians will set food before you
лүэхум япэр флэхъусщ	Greeting precedes any other business

The last of these is a service standard rather than a sentiment. A passenger is greeted before anything else is asked of them.

6 Cabin Classes

The jet fleet is configured in two cabins. The forward cabin is **Хьэщлэщ**, the Circassian guest-house: the dedicated place of hospitality in a homestead, the room in which the honored seat faces the door, and the room in which a household receives those it sets out to honor. It is the Airline's business class. The rear cabin is Economy Class and carries no further name.

The DHC-6 is configured at nineteen seats in a single cabin.

Cabin codes for operational, distribution and configuration purposes remain C and Y, as recorded in Fleet and Operations, GOV-02, under Fleet.

The Circassian spelling of Хьэщлэщ is authoritative. Its Latin form is set with the Airline's typography.

7 Fleet Naming

Aircraft are named individually after historic Circassian tribes, independent of aircraft type. The first aircraft, **Ubykh**, honors the Ubykh people, whose distinct identity and language did not survive the 1864 exile. Later aircraft draw on the remaining historic tribes, including Kabardian, Beslanay, Abzakh, Shapsugh, Temirgoi, and Bzhedugh.