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Case Study

# Air Navigation Solutions

April 2020

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Bellman



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## THE CLIENT

**Air Navigation Solutions** delivers air traffic control solutions and engineering services at some of the world's busiest airports.

Their focus on innovation and a drive for change in the industry led them to revisit their brand so that it reflected their position as a leader in their field.

We worked closely with the executive team to evolve the brand and reposition it as a world-leading organisation with a mantra of 'A catalyst for change'.

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Previous logo



New, evolved logo

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# BRAND VALUES

## Articulating the ANSL brand

An organisation's brand is more than just a logo; it represents everything the company stands for, says and does.

We conducted individual meetings with the Senior Management Team to understand what ANSL meant to them and then used this to articulate the overarching values and tone of voice.

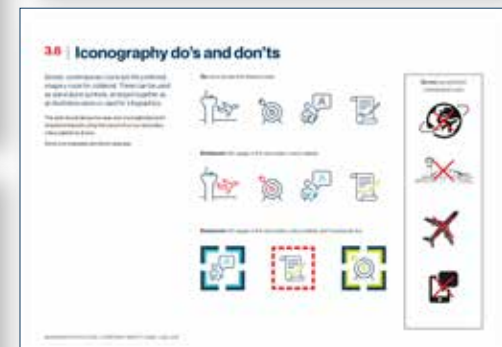
Our brand is underpinned by our unique set of brand values. These values differentiate us from our competitors and help us deliver the benefits our customers want.

- Accountable**
- Inclusive**
- Collaborative**
- Pioneering**

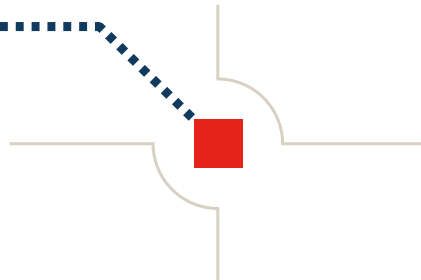
# CORPORATE GUIDELINES

## Creating a powerful, consistent brand

In order to present a professional, consistent brand, we created comprehensive brand guidelines. This covered all areas from logo usage, typography, colour palettes, iconography and a range of application examples. We also developed a supergraphic (The Flightpath) which could be used as a brand links across all materials where appropriate and which reflects the organisation's energy and drive for change.



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# PRESENTATIONS

## PowerPoint Templates

Presentations play a key part in articulating the organisation's offering and expertise. We created a range of templates to ensure all presentations would be clear, professional and consistent, whoever in the team was creating them.

www.ans-afc.com

December 2019

# Next generation Air Traffic Management

AIR NAVIGATION SOLUTIONS

Presented by  
XXXXXX XXXXXXXX  
Senior Director

www.ans-afc.com

AIR NAVIGATION SOLUTIONS

### ANSL operations

9,000  
4.4 billion  
43.1 million  
1,284,989

www.ans-afc.com

AIR NAVIGATION SOLUTIONS

## Section 2 Section divider page heading to go here

www.ans-afc.com

AIR NAVIGATION SOLUTIONS

### ANSL and the DFS Group

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www.ans-afc.com

AIR NAVIGATION SOLUTIONS

### Air Navigation Solutions Development Timeline

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

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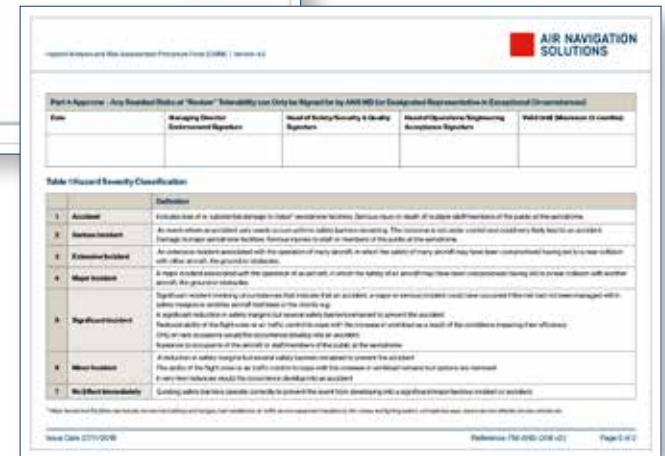
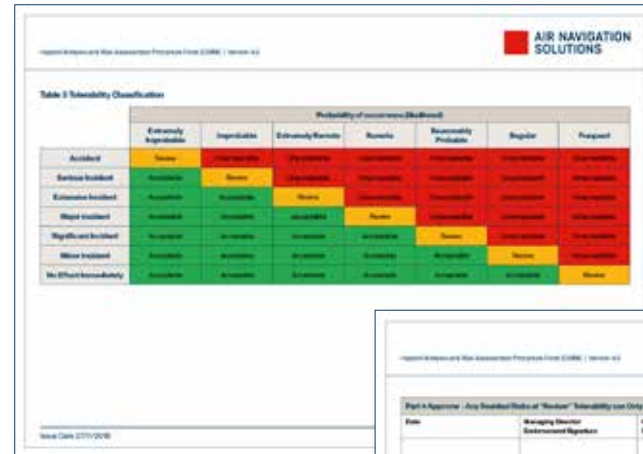
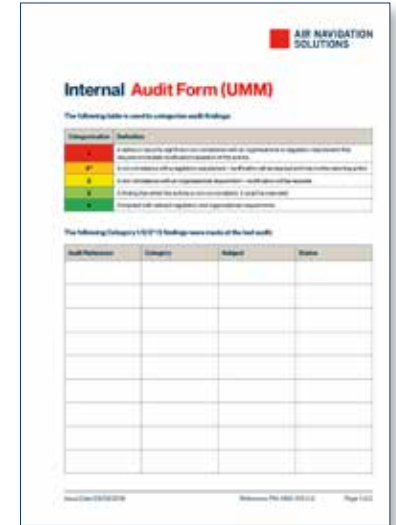
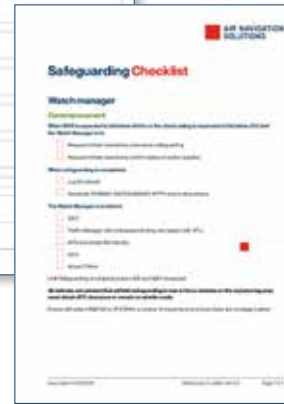
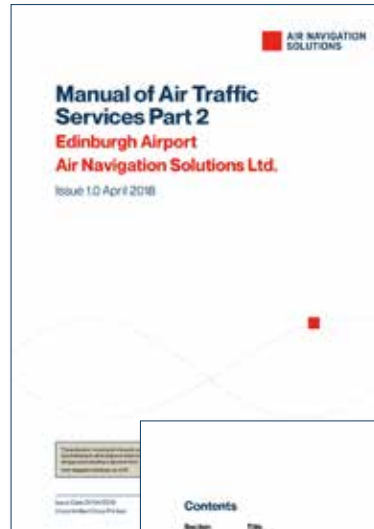


# TECHNICAL DOCUMENTS

## Word Templates

ANSL has an extensive range of documents that it creates - from tender proposals to operational documents.

We have worked with the organisation to create a wide range of templates to ensure the brand can be rolled out consistently and professionally.

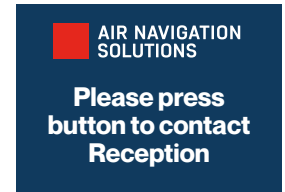


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# BRAND SIGNPOSTING

## Signage

For the brand rollout, we developed a consistent style for all signage. In addition, we designed graphics for use on internal meeting room walls.



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# CORPORATE BROCHURE

## Overview Print Collateral

Whilst most marketing communications are digital, there is still a place for printed collateral for use at events and to accompany tender proposals. We have been developing ideas based on a square format to reflect the ANSL logo 'square'



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# TIMELINE

## Tender Proposals

As part of proposals, ANSL delivers complex, detailed timelines. There was seen to be a need to create a top-level visual version to give an at-a-glance summary of the proposed timeline.



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# A4 NEWS BULLETIN

ANSL are keen to be able to manage as many of their communications themselves as possible. So our focus has been to deliver a wide range of templates that can be used by the wider team. This includes the regular news bulletin.

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**SSQ**

**AIR NAVIGATION SOLUTIONS**

**News Bulletin**  
December 2019

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**Many Thanks**

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## RECRUITMENT ADVERT

We designed a template for recruitment advertising which is intended to create standout and aid engagement.



**AIR NAVIGATION SOLUTIONS**

### Air Traffic Controllers - London Gatwick

Air Navigation Solutions Limited (ANSL) is at the forefront of Air Traffic Management.

ANSL currently provides air traffic control and air traffic engineering services in, what we believe to be some of the most challenging air traffic environments, London Gatwick, one of the world's busiest single runway airports and at Scotland's busiest and fastest growing airport, Edinburgh. We also believe that we employ some of the very best and most capable people in the industry and together we have ambitious plans to develop a Company that represents the future delivery of Air Navigation Services.

As a wholly owned subsidiary of the DFS Group, ANSL combines the reputation, capability and security of a long-standing world-renowned global air traffic service provider with the flexibility, agility and value of a young, dynamic business.

**ANSL are now recruiting valid ATCOs who have experience of high intensity air traffic operations to join our team at Gatwick. Successful candidates will:**

- be rewarded with an excellent salary / benefits package
- be joining a highly capable team of Controllers, Assistants and Engineers
- be working at an interesting, challenging and progressive airport
- be joining a dynamic Company with exciting plans for the future

Representatives from ANSL will also be arranging drop-in sessions at various locations including in Europe and the Middle East so you can discuss these opportunities in person.

Contact details to go here (TBA)

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## WOMEN IN AVIATION TWITTER BANNER

### International Women's Day 2020

ANSL has signed up for the 'Women in Aviation Charter' and actively supports women in the industry.

We designed creative assets which were designed to coincide with International Women's Day and used this year's theme '#EachforEqual' - the vapour trails reflecting the theme.



The banner features a dark blue background with a cloudy sky. In the top left, the hashtag **#EachforEqual** is written in white. In the top right, the **AIR NAVIGATION SOLUTIONS** logo is displayed, consisting of a red square followed by the text in white. The central graphic shows the number '50' in a large, white, outlined font, with a male symbol (♂) integrated into the top of the second '0' and a female symbol (♀) integrated into the bottom of the second '0'. To the right of this graphic, the text **Equal women and men** is written in white, followed by the sentence 'At ANSL everyone is valued for their unique brilliance and contribution.' Below this, a white airplane silhouette is shown flying from left to right, leaving two parallel white vapour trails. At the bottom, the text 'We support **International Women's Day** on 8<sup>th</sup> March. Signed up to the **Women in Aviation and Aerospace Charter**' is written in white.

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## CLIENT FEEDBACK

“

Working with the Bellman team on the brand initiative was a great experience. The feedback from all has been immensely positive and you captured our approach, our mindset and articulated what we stand for really well. As a consequence, our parent, DFS were so impressed with the branding, both the result and how quickly we had completed it, they want to use this as benchmark for their own re-branding.

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Paul Diestelkamp  
Head of Business Development & Solutions

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## THE AGENCY WHERE MINDS MEET

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**Bellman**

Bellman Strategic Marketing a full service, integrated, strategic marketing communications agency. We have a broad skill base and focus on high service levels and delivering solutions that work.

Our core strengths are strategic positioning, brand development, events and digital using the latest in leading-edge technology including responsive design, interactive kiosks and touch screens. We have invested heavily in our digital offering over the past 14 years and have a highly skilled and experienced team working on a wide range of digital projects from websites, presentations and online advertising to emarketing, mobile, 3D modelling and interactive infographics. We also offer SEO and social media consultancy and have in-house photographic and video capabilities, including retouching and image library management.

We have a broad client base across many industry sectors including Financial Services, Manufacturing, Charities, Travel, Pharmaceuticals and Retail many of these clients operating in a global or Pan-European market place.

For further information or to request further copies of this case study, please contact:

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