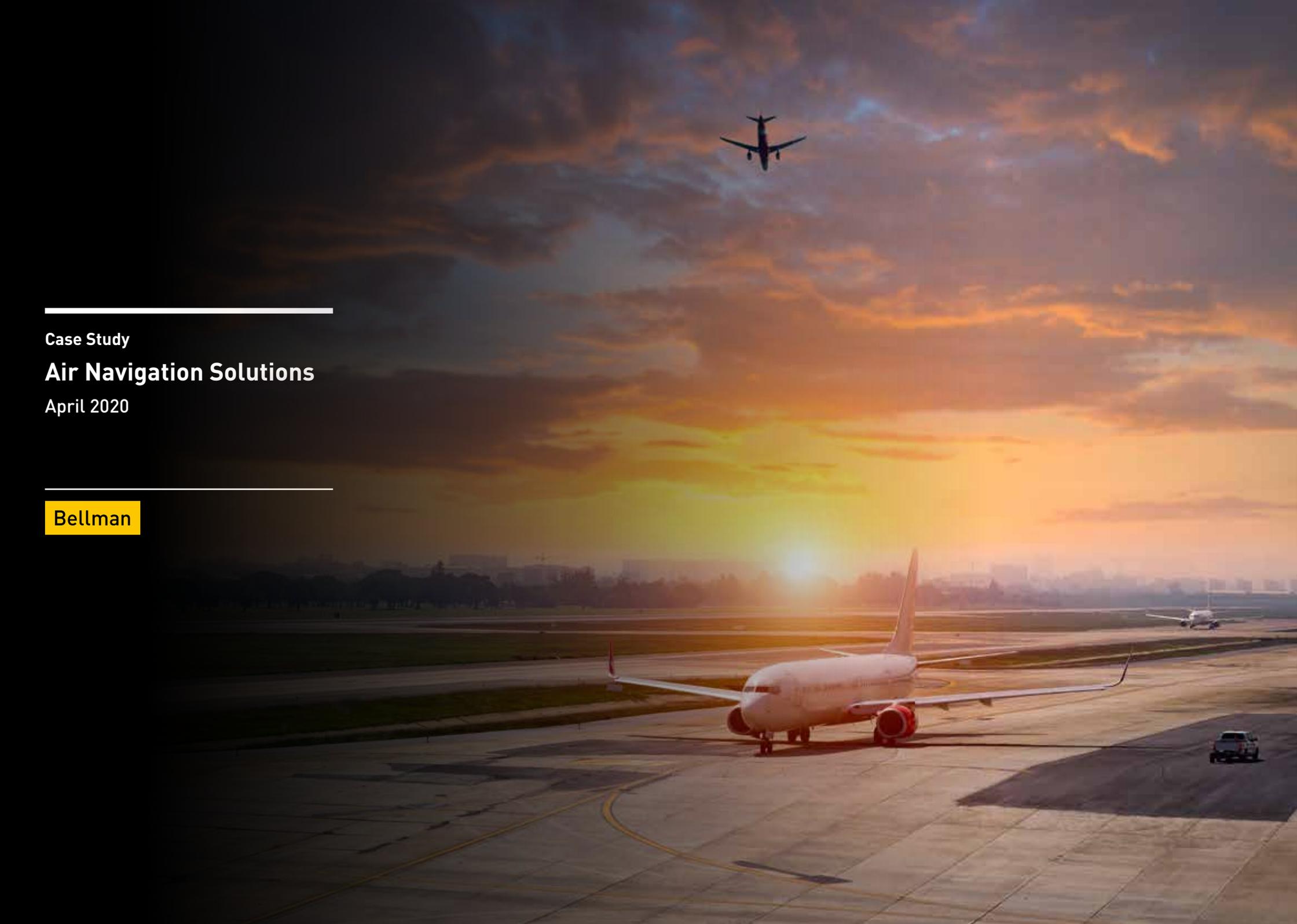

Case Study

Air Navigation Solutions

April 2020

Bellman



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

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.



1.6 | Colour palette

Working the AIR NAVIGATION SOLUTIONS brand is based on a consistent colour palette. The primary colours are defined by the brand's identity and are used consistently across all brand materials. The secondary colours are used to complement the primary colours and are used consistently across all brand materials.

Primary colour palette

- Red: #E61E20
- Dark Blue: #003366

Secondary colour palette

- Light Blue: #ADD8E6
- Light Green: #90EE90
- Light Yellow: #FFFF00
- Light Grey: #D3D3D3
- Dark Grey: #696969
- Black: #000000

White

- White: #FFFFFF

2.2 | Flight path supergraphic

The Flightpath supergraphic is a unique visual element that can be used to link all brand materials. It is a white line that starts at the top left, curves down and then up, and ends at the top right. It is used to link all brand materials and is a key element of the brand's identity.

Our vision

66 We are focused on providing innovative flight management solutions that improve the efficiency and safety of the global aviation industry. 99

3.0 | Iconography do's and don'ts

Icons are a key element of the brand's identity and are used consistently across all brand materials. The icons are designed to be simple and clear, and are used to represent various concepts and actions.

Do's

- Use icons to represent concepts and actions.
- Use icons to represent different types of data and information.
- Use icons to represent different types of users and roles.

Don'ts

- Do not use icons that are not part of the brand's identity.
- Do not use icons that are too complex or difficult to understand.
- Do not use icons that are not clearly defined or consistent in style.

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1.7 | Corporate typfaces

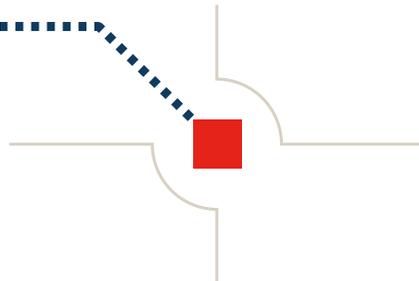
The brand's identity is defined by a consistent set of typographic choices. The primary typface is used for all brand materials and is a key element of the brand's identity. The secondary typfaces are used to complement the primary typface and are used consistently across all brand materials.

Primary typface

Aa: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 123456789

Secondary typface

Aa: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 123456789



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

AIR NAVIGATION SOLUTIONS

December 2019

Next generation Air Traffic Management

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

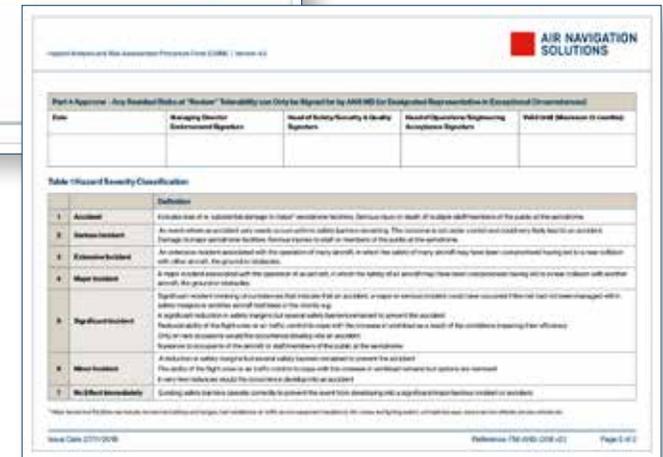
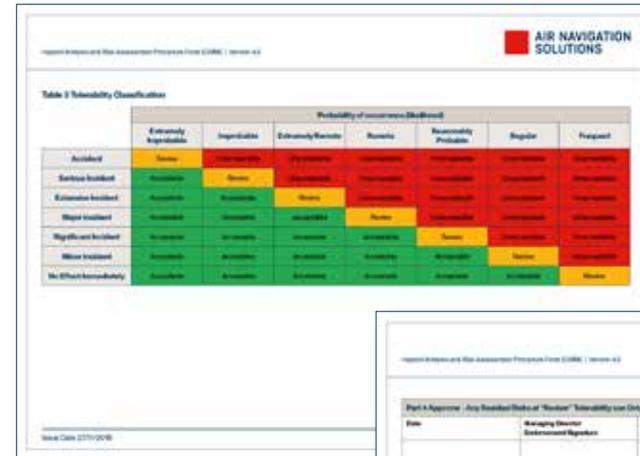
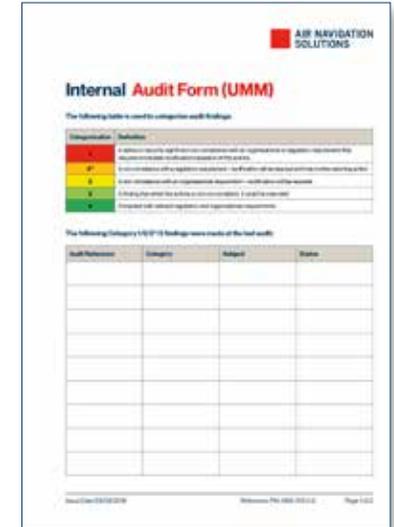
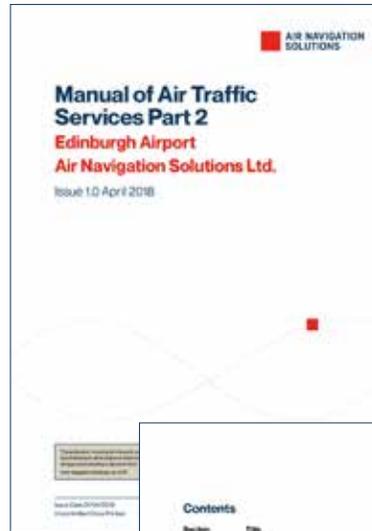
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TECHNICAL DOCUMENTS

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.



AIR NAVIGATION SOLUTIONS

Safety Notice

For access please contact the Duty ANS Engineer
01234 567891 - Mobile 01234 556677

Only Air Navigation Solutions Engineers are permitted to access this room

AIR NAVIGATION SOLUTIONS

Access & Deliveries

If no response from buzzer, please call 01234 567891

AIR NAVIGATION SOLUTIONS

Please press button to contact Reception

AIR NAVIGATION SOLUTIONS

Reception 

Large deliveries 

AIR NAVIGATION SOLUTIONS

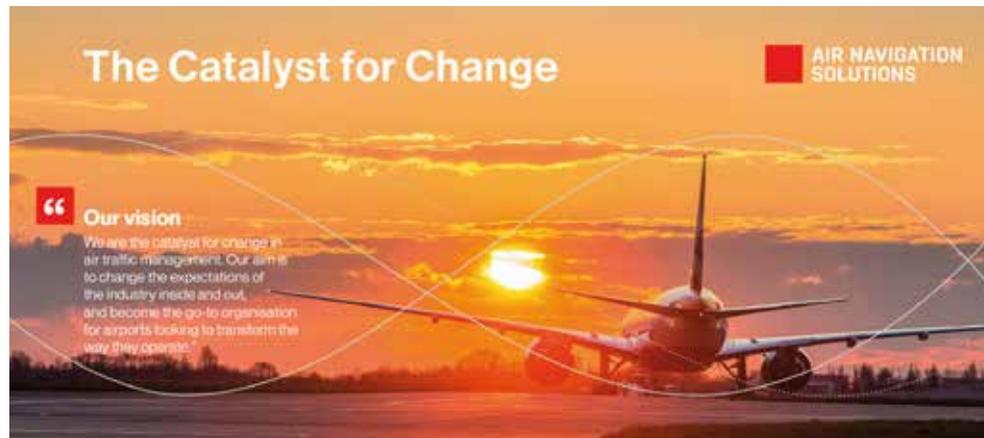
WARNING!

LANDING SYSTEM CRITICAL AREA

DO NOT ENTER WITHOUT APPROVAL FROM AIR TRAFFIC CONTROL

Tel: 01234 567891 or via R/T

Bellman



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.

Bellman

SSQ

AIR NAVIGATION SOLUTIONS

News Bulletin
December 2019

Review of work:

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Many Thanks

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 the '50', 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 8th 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.

”

Paul Diestelkamp
Head of Business Development & Solutions

Bellman

THE AGENCY WHERE MINDS MEET

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:

Ruth Stevens

01444 470903

07711 881603

r.stevens@bellman.co.uk