



BRAND GUIDELINE

Brand Identity and Guideline 2020



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Company Statement

Gossamer Crossing operates across the African continent. Specializing in aviation freight/charter services, air navigation systems, medical evacuations and airfield modernization. We are a proven solution in the development of civil works, port development and communication infrastructure. We provide end to end consulting to enhance regional growth of infrastructural needs across Africa.

Our Philosophy

Amicus Humani Generis "A Friend to All"

Our Vision

Our vision is to build lasting relationships and trust within governments and business partners as we develop and expand our services across the Continent.

Our Mission

Our mission is to improve quality of life through delivering innovative, viable and affordable solutions to our stakeholders and empower the communities we to

Our Values

Our workplace culture holds strong values which have been vital to the excellence and execution of our business as per our company mission states.

- Communication: Achieve operational excellence through maintaining strong positive internal and external collaborative and open communication.
- Attention to Detail: Maintain high standards for reporting, auditing, safety, cost control and successful implementation of projects.
- Execution: Prompt project completion with performance exceeding set standards.



Communication Principles

Our review process as part of the brand repositioning exercise showed us that our communication materials need to be formal in tone and consistent in style. We were sending mixed messages and too often focused on what we wanted to say, rather than meeting the needs of our audiences. To support future improvements, here are a set of Communication Principles. Using these will increase the impact, coherence and success of all communications – internally and externally.

1. Clarity
2. Consistency
3. Confidence
4. Collaboration

Our Message

Our philosophy is part of our effort to strengthen the positioning of Gossamer Crossing and better explain to external audiences our drive. Our philosophy “**Amicus Humani Generis**,” is an all-encompassing explanation of our work. It is, however, a useful framework to explain our approach.

Our Approach

Our approach is to build durable independent capacity. Gossamer Crossing believes successful local development is built upon individual leadership working with innovative ideas.

By applying our logo, we can help to demonstrate that we are indeed one organization offering a consistent level of quality and best practices.



Logo

The Gossamer Crossing logo is the combination, a bird in one fixed-size relationship with the hexagon shape and the letters “Gossamer Crossing.” The Gossamer Crossing Logo is the keystone element of the identity programme and should be used to represent the entire organization. In practical terms, the birds and solid Hexagon shape make the logo strong and distinctive. It is designed for easy application to the variety of print and digital materials that represent Gossamer Crossing.

Full Logo Variations





Icon Logo Variations





Typeface

The typeface family “Aero Matics” has been selected for the lettering of the logo. Poppins & Montserrat are the primary typeface for all design of stationery and for headlines and titles on printed materials such as covers and posters. They are available in a range of weights and work well in text and display sizes. Extensive use of this typeface enhances and strengthens our identity and is an integral part of the corporate visual system. Helvitca Nueu can be used in office applications such as Word and Powerpoint as a Paragraph font

Montserrat

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Poppins

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz



Color Palette

Please refer to the chart for the color specifications for Orange and grey when reproducing the logo. Final printed colors can vary considerably depending upon paper stock, the amount of ink applied, and the printing process used. While the formulas on this page serve as an important guide, whenever possible the printer should be given a color sample to match. JPEG and PNG files are typically specified RGB and are recommended for use in presentations including PowerPoint

Color Palette



#2A2A2B



#767676



#FF8110



#FFBD59

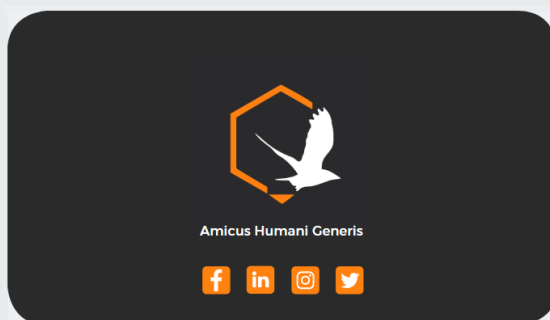


Corporate Applications

The stationery items shown were carefully developed using the brand format. the colors, typeface are integral to the overall design and when followed, it complements and completes the design of the stationery items.

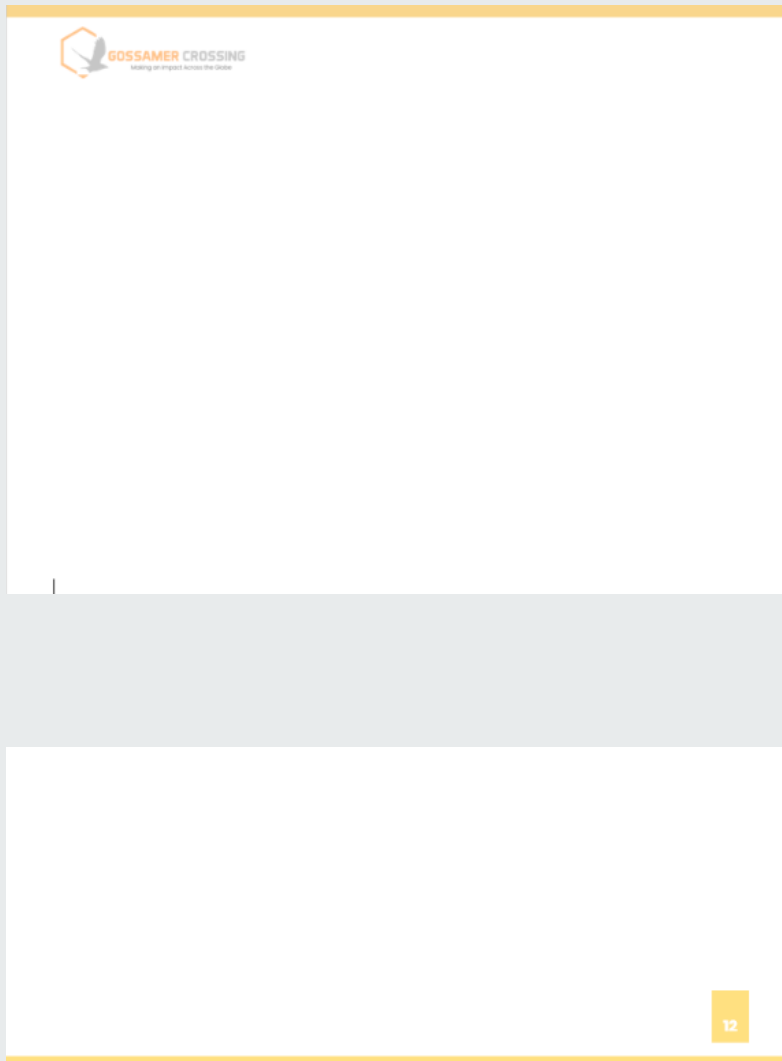
Templates for all stationery items are available in the zip folder attached

Business Cards





Letter Head

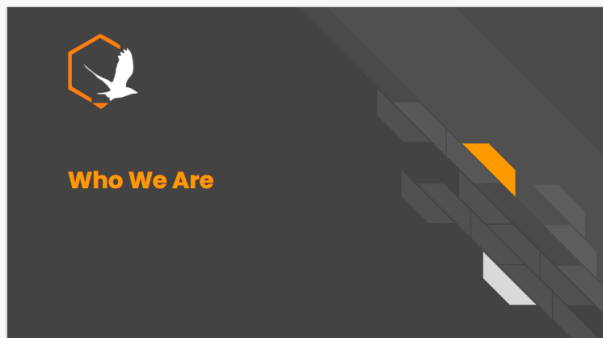




PowerPoint Presentation



Opening Slide



Topic Introduction



Image Slide



PowerPoint Presentation



Content Slide



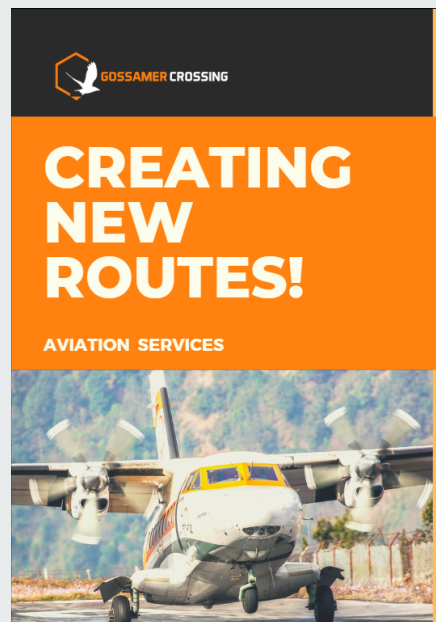
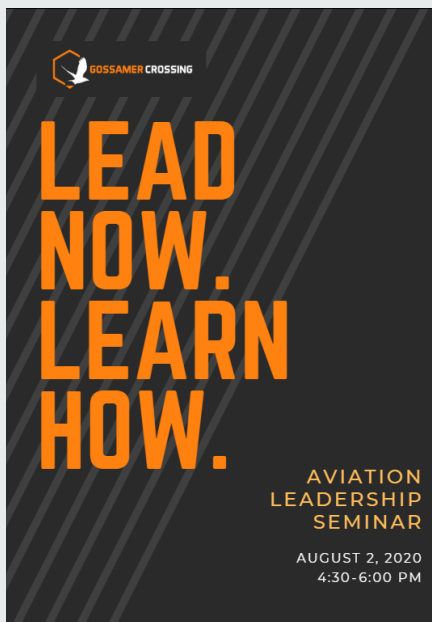
Closing Slide



Promotional Material

All Promotional Items as shown were carefully developed using the brand format. the colors, typeface are integral to the overall design and when followed, it complements and completes the design of the stationery items. Templates for all items are available in the zip folder attached

Posters & Covers





Brochure

Front

Who We Are

Gossamer Crossing operates across the African continent. Specializing in aviation freight/charter services, air navigation systems, medical evacuations and airfield modernization. We are a proven solution in the development of civil works, port development and communication infrastructure. We provide end to end consulting to enhance regional growth of infrastructural needs across Africa.



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Amicus Humani
Generis

Back

LET 410 Aircraft

The L 410 is an all-metal, high-wing turboprop aircraft that is exceptionally reliable and safe to operate even in extreme climatic conditions.

It is a multi-purpose aircraft, produced in many modifications. The L 410 constitutes an ideal combination of high performance and economical operation for the transport of civilians and cargo for short and medium range routes.

OPERATIONAL PERFORMANCE

- Designed for short take-off and landing capability
- Low operating and maintenance costs
- Excellent performance in hot temperatures and high altitude conditions
- Operates in extreme weather conditions (-50 °C to +50 °C)
- Varieties of equipment, options to have special interchangeable configurations
- Large cargo hold
- Safe operation
- Spacious passenger cabin



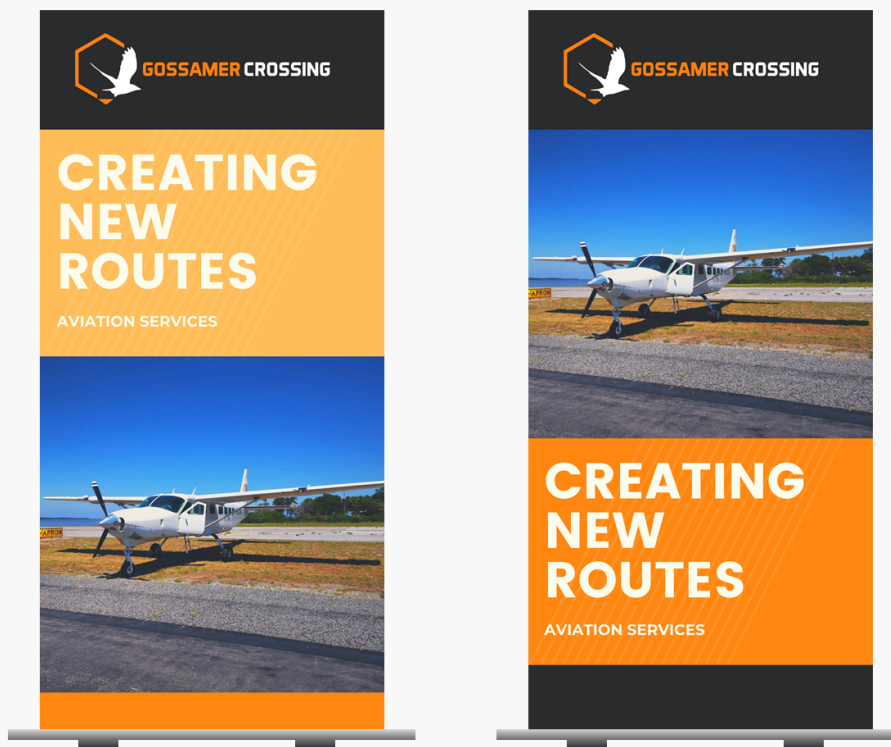
FLIGHT ROUTES

BCF-BRIA BCF	1H4SMN
BCF-BOSSANGO BCF	1H4BMN
BCF-BAMBARI BCF	1H00MN
BCF-BIRAO BCF	3H02MN
BCF-NDELE BCF	2H18MN
BCF-BANGASSOU BCF	1H06MN
BCF-BTI BCF	1H00MN
BCF-BOUAR BCF	1H30MN
BCF-MOBAYE BCF	0H50MN





Banners





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