

# AERO BRAVO



[www.aerobravo.ae](http://www.aerobravo.ae)



*Where Excellence Takes Flight*

AERO  
BRAVO



AERO BRAVO  
Full Brand Strategy and Visual Identity  
by Onix Aviation

Brand Strategist and Designer - Kat Delos Santos

## WELCOME

We are thrilled to collaborate with Aero Bravo to create a brand that embodies excellence, trust and reliability in the aviation industry.

The Brand Book will serve as a comprehensive guide to Aero Bravo's visual and verbal identity to maintaining brand consistency and integrity. It outlines the brand's purpose, values, visual elements, and messaging guidelines, ensuring a unified brand experience across all touchpoints.



## NOT JUST A LOGO

Aero Bravo's fresh branding isn't just about design or a logo—it's an investment in our company's future. Meticulously crafted and strategically supported, our brand aims to forge enduring customer connections rooted in trust, reliability, and quality. Consistency across our branding fosters loyalty and propels continuous business growth.



PART I

# BRAND STRATEGY



---

# BRAND STRATEGY

Brand Overview

Brand Audit and Positioning

Unique Selling Propositions

Mission Vision & Core Values

Target Audience

Target Audience Analysis

Messaging Guidelines

Key Messaging

# VISUAL IDENTITY





# BRAND OVERVIEW

Welcome to Aero Bravo, the vanguard of innovation and reliability in the aviation leasing industry. Established on November 21, 2022, through a strategic alliance between the renowned Lootah Group and ECT Aviation Support, Aero Bravo emerges as a dynamic new leader in the field. Our operations are strategically headquartered at Sharjah Airport, granting us pivotal access to key markets across Europe, Asia, and Africa.

Aero Bravo is more than just an aviation leasing company. We are a symbol of excellence, quality, integrity, and innovation. Our brand is built upon a foundation of extensive industry experience, cutting-edge solutions, and an unwavering commitment to our clients. Our tagline, "Where Excellence Takes Flight," encapsulates our dedication to delivering superior leasing options and unparalleled service.

# BRAND STRATEGY

## Brand Audit and Positioning

### BRAND STRENGTHS

#### Experienced Leadership Team

Capt. Mohammed, Mr. Ibrahim Mehran, and Mr. Lootah bring extensive expertise and networks to Aero Bravo.

#### Strategic Partnerships

Strong collaborations with ECT and Lootah Group enhance Aero Bravo's capabilities and market reach.

#### Strong Brand Backing

Being part of Lootah Group adds credibility and support to Aero Bravo's brand identity.

### OPPORTUNITIES

#### Market Expansion

Potential to expand services to untapped markets and regions.

#### Technological Advancements

Leverage emerging technologies to enhance service offerings and operational efficiency.

#### Strategic Alliances

Opportunities to form new alliances and partnerships to strengthen market position.

#### Customer Diversification

Expanding client base to include more diverse sectors and industries.

### BRAND WEAKNESSES

#### Limited Brand Recognition

As a new company Aero Bravo needs to establish and promote its brand identity to build trust and attract clients.

#### Market Competition

The aviation leasing market is competitive, requiring strategic positioning and differentiation for Aero Bravo.

### THREATS

#### Intense Competition

The aviation leasing market is highly competitive with established players.

#### Economic Fluctuations

Global economic instability could impact client budgets and demand.

#### Regulatory Changes

Changes in aviation regulations and standards could affect operations.

#### Market Volatility

Fluctuations in fuel prices and other market conditions could impact profitability.

## BRAND POSITIONING STATEMENT

Aero Bravo positions itself as a leading aviation leasing company for cargo and passenger services, emphasizing its industry expertise, strategic partnerships, and commitment to excellence.

“Where excellence takes flight”





GROUP OF COMPANIES



Aero Bravo's unique selling proposition lies in our strategic partnership between Lootah Group and ECT Aviation Support. Aero Bravo stands out in the aviation leasing industry through a unique combination of industry expertise, strategic partnerships, and a commitment to excellence, backed by Lootah Group and ECT Engineering and MRO. Our customized leasing solutions come with a global reach, ensuring reliability and unmatched customer satisfaction





### VISION

To be the global leader in aviation leasing, renowned for our commitment to excellence, quality, integrity, and innovation.

### MISSION

To redefine excellence in aviation leasing by providing reliable and bespoke solutions that surpass industry standards.

### BRAND VALUES

#### EXCELLENCE

We set the standard for excellence in aviation leasing, aiming to surpass expectations at every turn and redefine industry benchmarks.

#### COLLABORATION

Dedicated to innovation and customer satisfaction, we strive to transform expectations into extraordinary experiences, fostering lasting partnerships.

#### RELIABILITY

At the core of Aero Bravo is our unwavering reliability, providing consistent, trustworthy quality services that ensure peace of mind in every venture.

#### INNOVATION

Innovation is at the heart of AeroBravo, providing cutting-edge solutions that enhance efficiency and foster improvements in our services







## Our Services

At Aero Bravo, we offer a comprehensive range of leasing solutions tailored to meet the diverse needs of our global clientele. Whether it's wet leasing or custom charters, our services are designed to provide flexibility, reliability, and efficiency. Our modern Boeing 200-777 ER fleet is maintained to the highest standards, ensuring safety and performance in every operation.

## Our Team

Our team is the cornerstone of our success. Comprised of seasoned professionals with deep expertise in aviation, our team is dedicated to exceeding client expectations. We pride ourselves on our responsiveness, adaptability, and the strong, transparent relationships we build with our clients. Led by Managing Director Captain Mohammad Abdul Razzaq, our leadership is committed to steering Aero Bravo toward becoming the global leader in aviation leasing.

## Strategic Partnerships

Our unique partnership between Lootah Group and ECT Aviation Support provides us with a robust foundation and a competitive edge. Lootah Group brings unparalleled infrastructural strength and a legacy of excellence, while ECT Aviation Support contributes advanced technical capabilities and a focus on innovation. This synergy enables Aero Bravo to offer bespoke solutions that surpass industry standards.





# TARGET AUDIENCE

## OPERATORS

Operators such as airlines, cargo carriers, and government agencies that require leasing services for their ongoing operations that may need additional aircraft to expand their fleets, replace aging aircraft, or meet seasonal demand fluctuations

**Commercial Operators**  
**Cargo Operators**

## CHARTER COMPANIES

Charter companies, including those offering cargo charters and passenger charters

Charter companies require leased aircraft for ad hoc charters, special events, or to enhance their fleet capabilities during peak travel seasons or for specific customer requests.

Charter companies and operators that provide air charter services to individuals, corporations, governments, and other organizations.



**Name:** Carl Evans - Cargo Solutions Company

**Role:** CEO/Operations Manager

**Demographics:** Male, 35-50 years old, with a background in logistics and transportation.

**Goal:** Acquire reliable and efficient cargo aircraft for transportation needs.

**Challenge:** Facing shortages in available aircraft, hindering operational capacity and growth.

**Behaviors and Preferences:**

Actively seeks leasing solutions to overcome aircraft shortages and meet increasing demand.

Prioritizes reliability, fuel efficiency, and cargo capacity in aircraft selection.

**Pain Points:**

Limited operational capacity due to aircraft shortages.

Inability to meet growing demand for cargo transportation services.

**How Aero Bravo Can Help:**

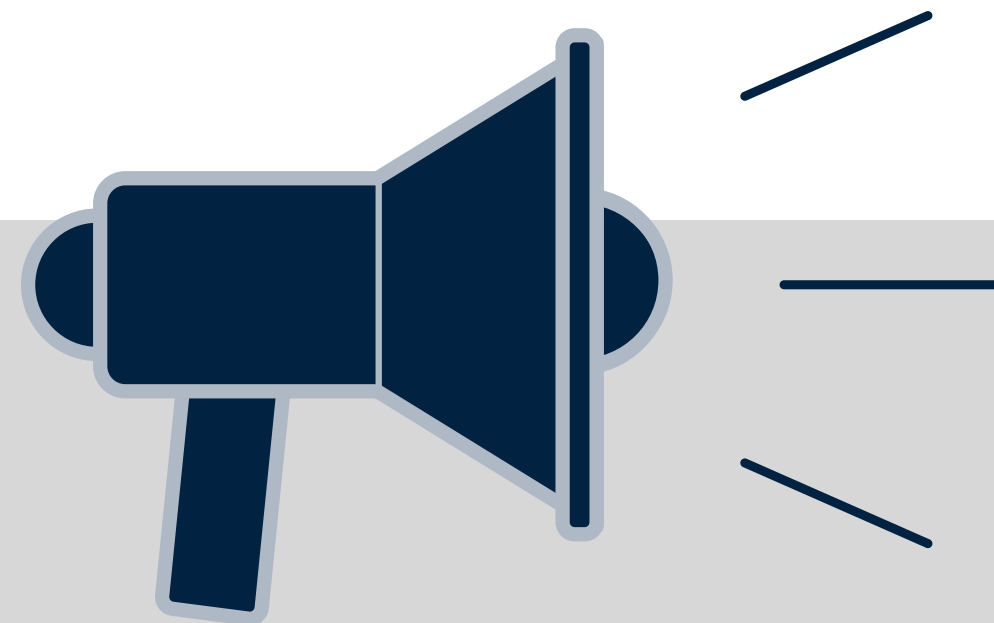
- Provide customized leasing solutions tailored to cargo operator needs.
- Offer a diverse fleet of reliable and fuel-efficient cargo aircraft to expand operational capacity.
- Ensure timely delivery, maintenance support, and cost-effective leasing options to optimize business performance.





### VISUAL IDENTITY

Our visual brand reflects professionalism through clean lines, minimalist design, and a modern aesthetic. The color palette is sleek and sophisticated, with a focus on simplicity and clarity. Typography is chosen for readability and elegance, enhancing the overall visual appeal of Aero Bravo.



### BRAND MESSAGING

We deliver clear and concise messages that are easy to understand, avoiding unnecessary complexity. **Excellence** is at the heart of our voice, highlighting our commitment to forward-thinking solutions in the aviation industry. Our customer-centric approach ensures empathy, understanding, and tailored solutions for our clients.



### BRAND EXPERIENCE:

At Aero Bravo, we aim to create a seamless brand experience that embodies professionalism, innovation, and reliability. Our visual brand elements, tone, and voice work harmoniously to establish a strong and memorable presence in the market, fostering trust and lasting relationships with our stakeholders.



# KEY MESSAGING

Experience excellence in aviation leasing with Aero Bravo. Our industry expertise and commitment to customer-centricity ensure unmatched service quality for both cargo and passenger transportation. Trust Aero Bravo for reliable, innovative, and tailored leasing solutions designed with you in mind.



PART II

# VISUAL IDENTITY



---

## BRAND STRATEGY

## VISUAL IDENTITY

Visual Brand Key Words

Logo Meaning

The Logo

Color Palette

Typography

Logo Guidelines

Logo Placements

Imagery

Iconography

Brand Application



## AERO BRAVO VISUAL BRAND KEY WORDS.

Professional

Sleek

Modern  
Clean/Minimalist

A sense of modernity and sophistication, aligned with Aero Bravo's focus on excellence, professionalism, and simplicity, creates a sleek brand identity. This identity suggests a clean and streamlined visual presentation that resonates with the target audience, conveying a message of reliability, efficiency, and accessibility.

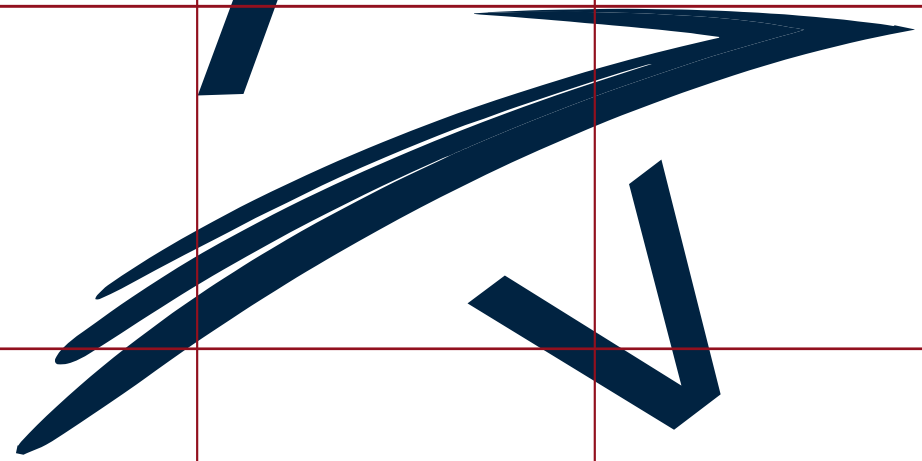


AERO  
BRAVO





NERO



BRAVO

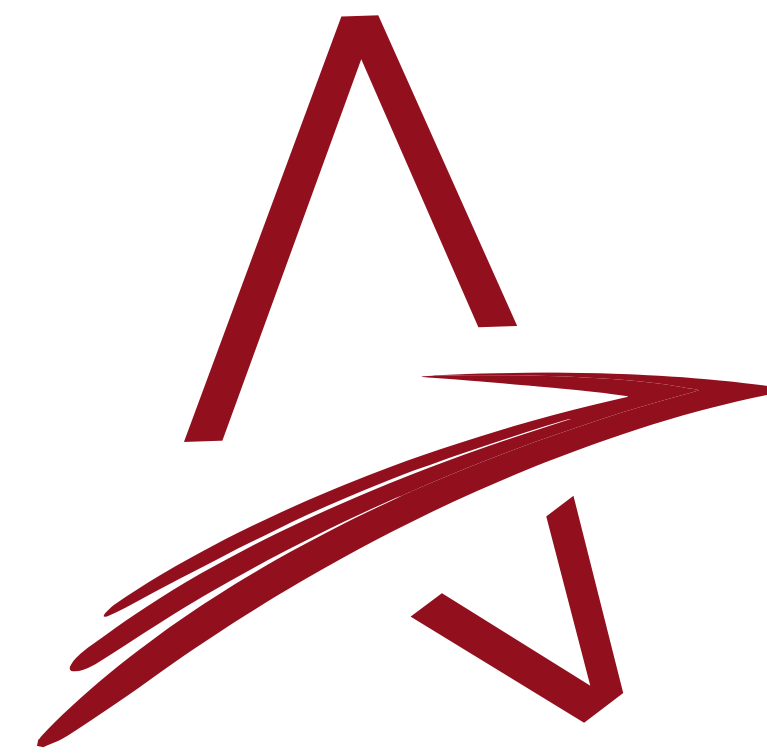




"A" - for Aero  
"AERO"



Falcon symbol or imagery  
that represents flying and  
aviation



Star as a symbol of excellence  
"BRAVO" a representation of  
excellence as Aero Bravo's main  
value and promise





AERO  
BRAVO



# AERO BRAVO

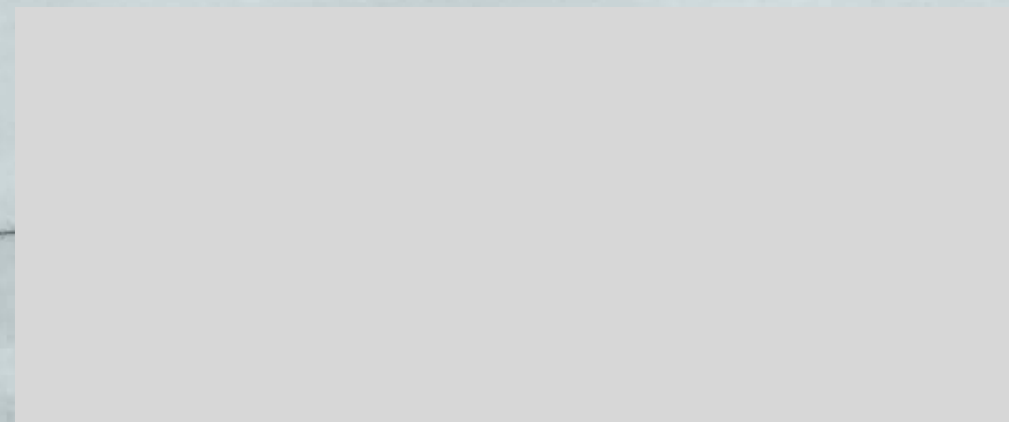
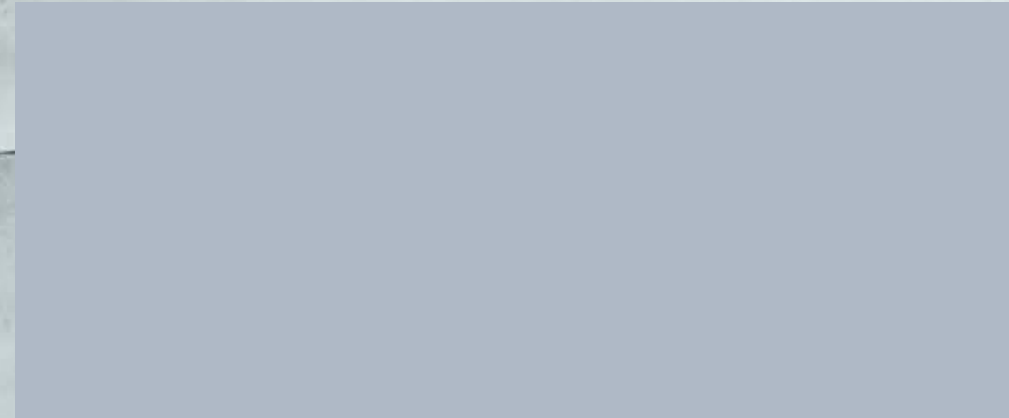
Our goal is to develop a **unique**, cohesive and impactful brand identity for Aero Bravo

As the visual representation of our **brand name** \*AERO BRAVO, It's the birthplace of our identity.

Unlike generic logos that can be used by any aviation company, our Aero Bravo logo came from our own name and promise which is to provide excellent service.









# OXFORD BLUE

R 1                    C 100  
G 35                  M 83  
B 65                  Y 45  
                          K 51

#012341

50%

## PRIMARY COLOR

Use for main backgrounds and dominant elements.

Emphasize important information or headlines.

Maintain consistency across digital and print materials.

# STERLING SILVER GREY

R 215                  C 15  
G 215                  M 11  
B 215                  Y 11  
                          K 0

#D7D7D7

25%

## PRIMARY COLOR

Ideal for text and supporting content.

Use for secondary elements or backgrounds that complement the blue.

# RUBY RED

#92101E

15%

R 146                  C 27  
G 16                    M 100  
B 30                    Y 97  
                          K 27

## SECONDARY COLOR

Utilize for buttons, call-to-action elements, or highlights.

Adds vibrancy and visual interest to designs.

LIGHT BLUE GREY      5%  
#AFB9C6

Use for borders, dividers, or subtle contrasts within designs.

WHITE                      5%  
#ffffff

Use as the background color for clean and minimalist layouts or as negative space to enhance readability.



Normal  
*Italic*  
SemiBold  
Bold  
***Bold Italic***  
Heavy  
***Heavy Italic***  
***SemiBold Italic***

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890

Brooklyn

# Primary Typeface

Brooklyn

Use Brooklyn for all graphics (posters, banners, social media, print and all other collaterals and deliverables).

Brooklyn reflects our modern and stylish brand image.

## Documents and Corporate Papers

Prioritize the use of Brooklyn in documents and corporate materials for a cohesive brand presentation. If Brooklyn is unavailable, opt for Calibri as an alternative Sans Serif font that is usually pre-installed in programs and emails



# BARQUES

## LOGO TYPEFACE

### **Customized Barques**

Reserve the customized Barques font solely for our logo to uphold brand consistency and identity. Avoid employing this font elsewhere unless it serves a specific and essential branding purpose.

AERO  
BRAVO



# LOGO GUIDELINES



AERO  
BRAVO







### Primary Logo

The primary logo consists of the complete brand icon integrated with the brand name or typography.

Use the primary logo in situations where maximum brand recognition and visibility are required, such as on marketing materials, websites, and official documents.



### Icon / Primary Mark

The icon mark is a standalone representation of the brand's visual identity without the accompanying typography.

Use the icon mark in instances where space is limited, such as social media profiles, app icons, or promotional merchandise.

Ensure that the icon mark remains recognizable and legible even when scaled down to smaller sizes.



### Typography Logo

The typography mark features the brand name or initials stylized in a unique and distinctive font or typeface.

Use the typography mark when emphasizing the brand name or creating a minimalist brand representation.

Maintain clear legibility by choosing a font that is easy to read and complements the overall brand aesthetic.



# LOGO PROPORTION

The primary logo consists of the complete brand icon integrated with the brand name or typography.

Use the primary logo in situations where maximum brand recognition and visibility are required, such as on marketing materials, websites, and official documents.





# LOGO EXCLUSION ZONE

- The exclusion zone refers to the area around a logo specifying the amount of designed clear space.

- Elements that will infringe this space will be breaking the brand guidelines.

- The exclusion zone is 2x on each side of our logo.



# LOGO UNACCEPTABLE USE

Do not flip the icon.

Don't change the kerning and tracking of the logo type.

Don't wrap.

Don't change width.

Don't change height.

Don't use strokes.

Don't use drop shadow.





AERO  
BRAVO

AERO  
BRAVO

AERO  
BRAVO

AERO  
BRAVO





IMAGERY

# IMAGERY AND PHOTOGRAPHY GUIDELINES

Imagery and photography are vital for conveying Aero Bravo's brand identity. Our visuals should reflect our professionalism, modernity, sleekness, and sophistication.





# IMAGERY STYLE

## **Professional Quality**

Use high-resolution, professionally shot images.

## **Clean and Minimalist**

Focus on essential elements without distractions.

## **Modern and Sophisticated**

Showcase cutting-edge aviation elements and settings.

## **Natural Lighting**

Prefer natural lighting for authenticity.

# TYPES OF IMAGERY

## **Aircraft**

Highlight the Boeing 777-200 ER, focusing on its clean lines and modern features.

## **Operations**

Depict professional maintenance and crew interactions involving the Boeing 777-200 ER.

## **Client Interaction**

Show positive, professional client engagements.

## **Aerial Shots**

Provide expansive views of the Boeing 777-200 ER in flight and operational settings.

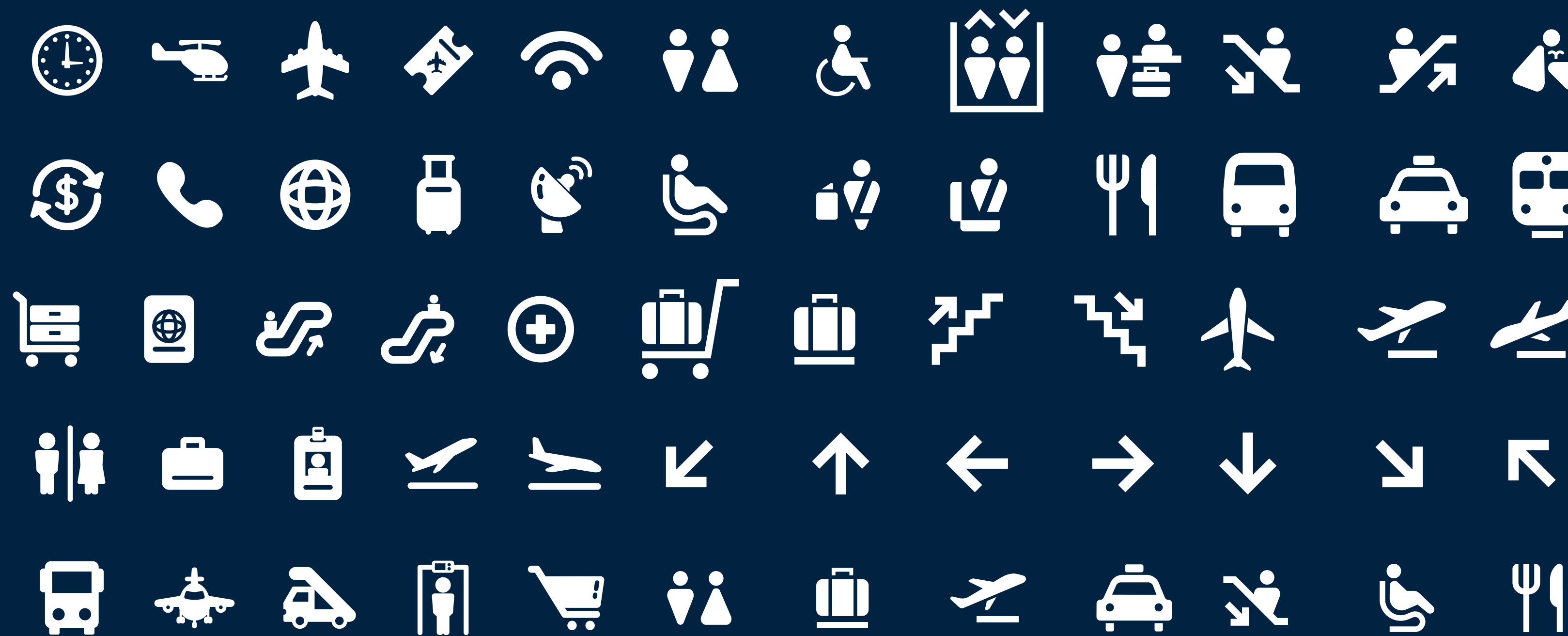
ICONOGRAPHY



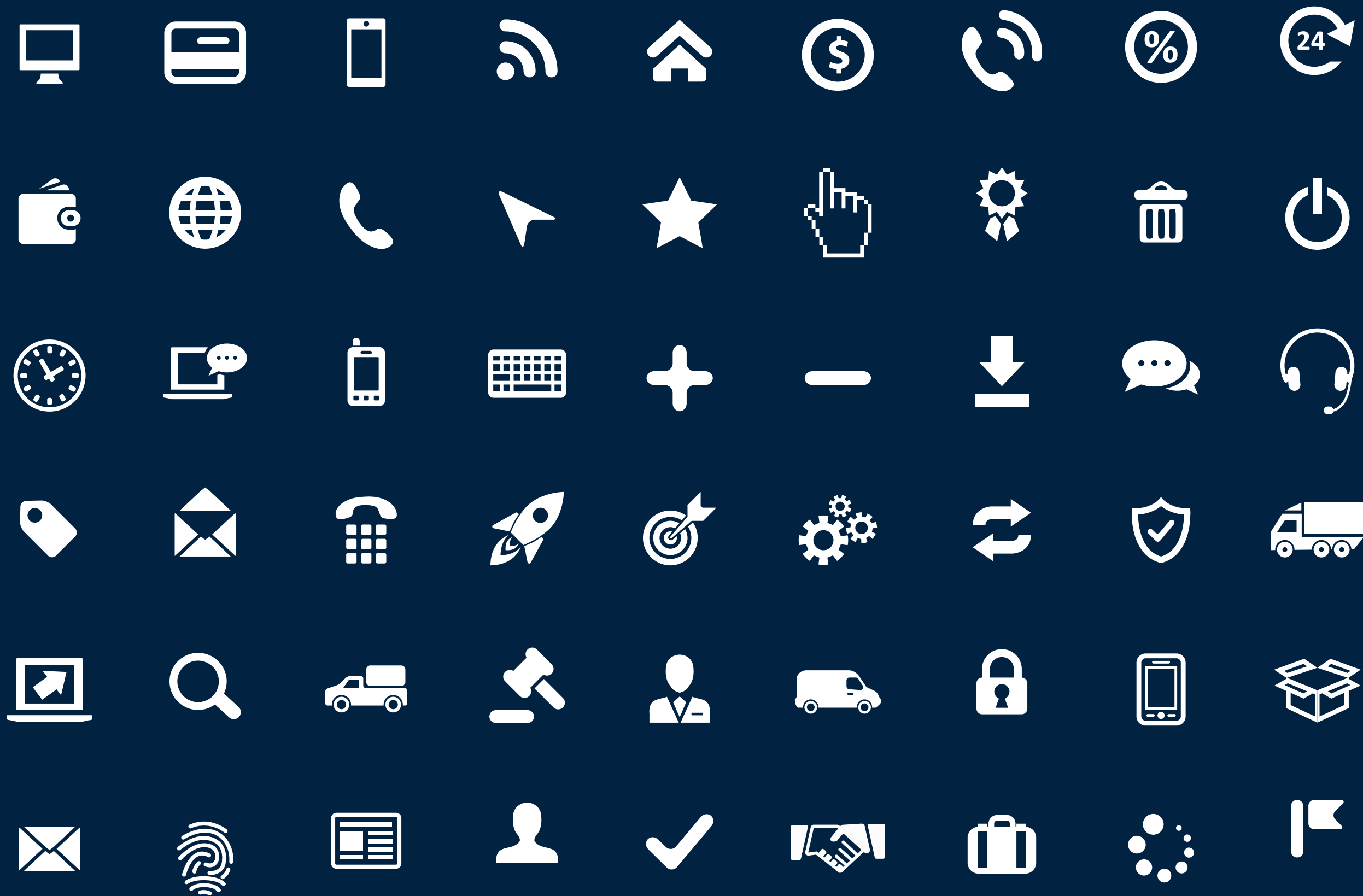
# FLEET INFORMATION ICONS



# OTHER TRAVEL ICONS



# WEBSITE ICONS



NAME

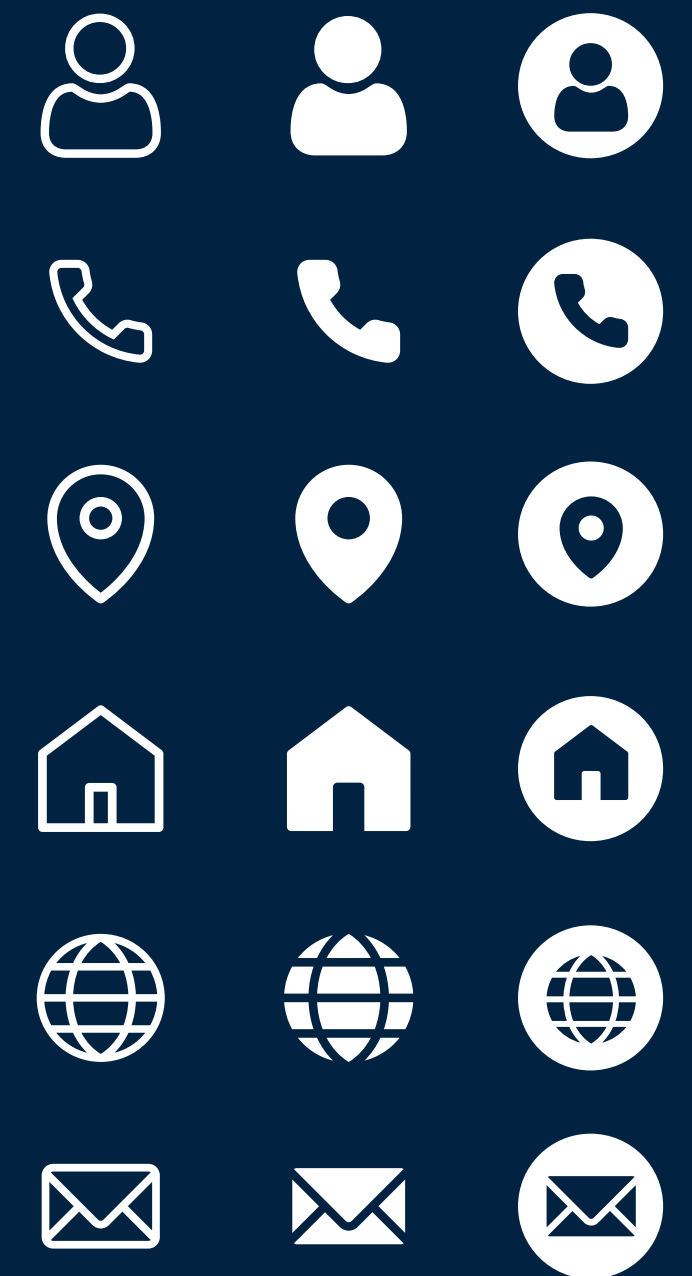
PHONE

LOCATION

ADDRESS

WEBSITE

MAIL





# BRAND APPLICATION



The image shows a close-up of a modern building's glass facade. The facade is composed of a grid of rectangular glass panels. The Aerobravo logo is mounted on the glass. It features a stylized 'A' on the left, which is a triangle with a horizontal bar at the top and a vertical bar on the right, with a diagonal line extending from the top-left corner towards the center. To the right of the 'A' is the word 'AEROBRAVO' in a bold, sans-serif font. The letters are three-dimensional and appear to be made of a metallic material. The background is a clear blue sky with some light clouds.

AEROBRAVO



A digital display in an airport terminal shows an advertisement for Aero Bravo. The ad features a blue gradient background with a white airplane wing and tail section on the right. The text 'AERO BRAVO' is displayed in white, with a red swoosh underlining 'AERO'. To the right of the logo, the tagline 'Redefining Aviation Leasing' is written in white. The display is set against a large window with a view of an airport tarmac and a bright sun flare on the right.

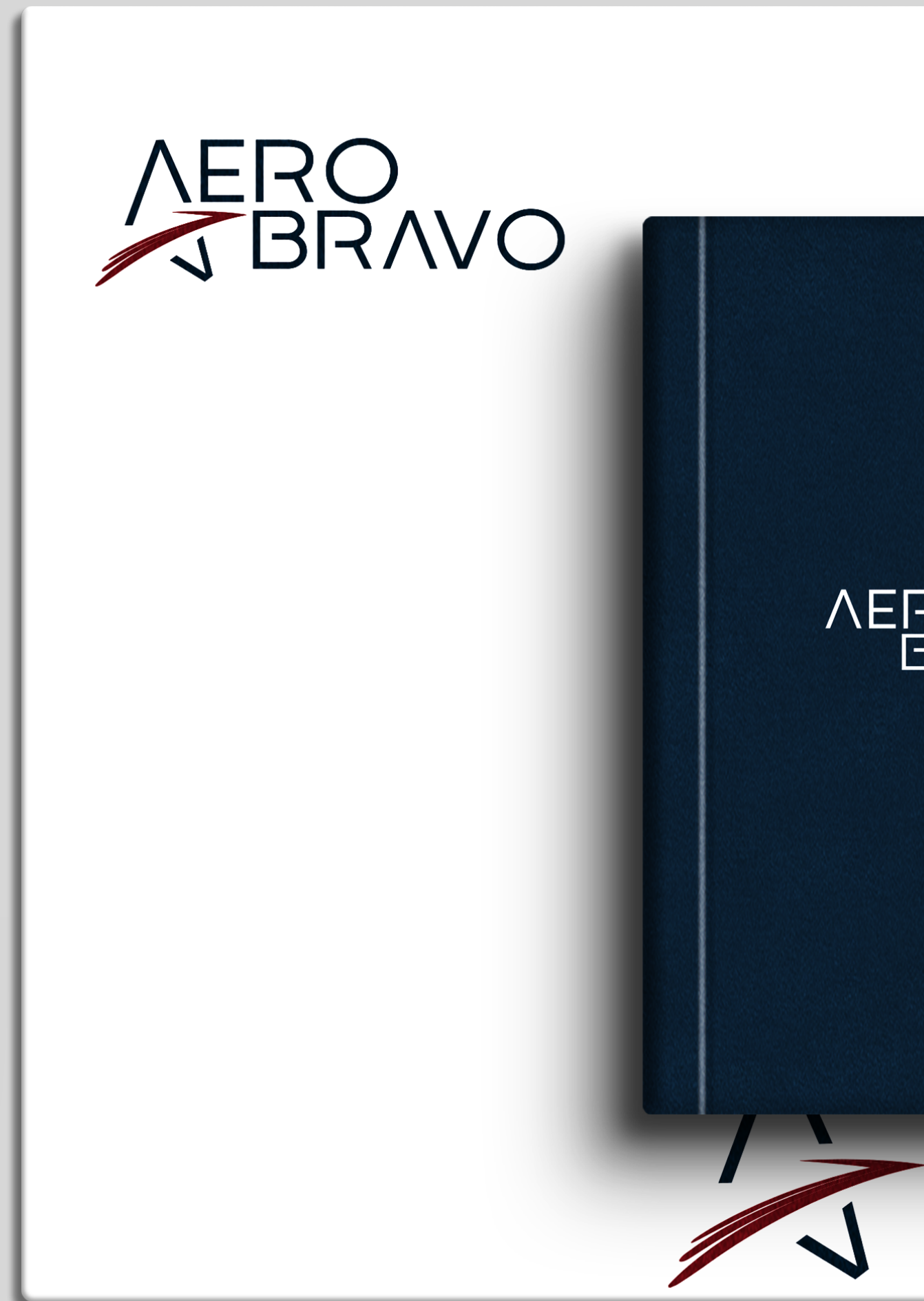
AERO BRAVO

Redefining Aviation Leasing

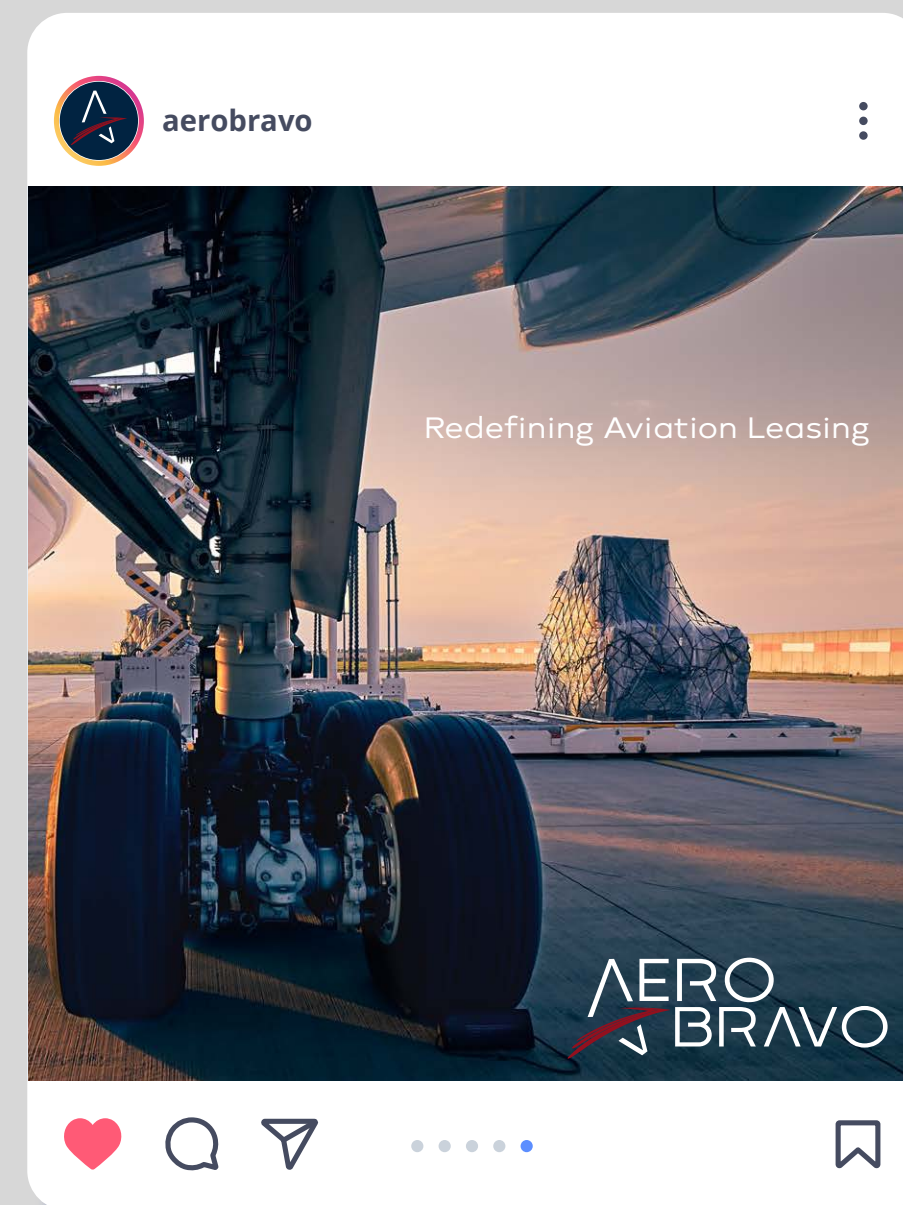
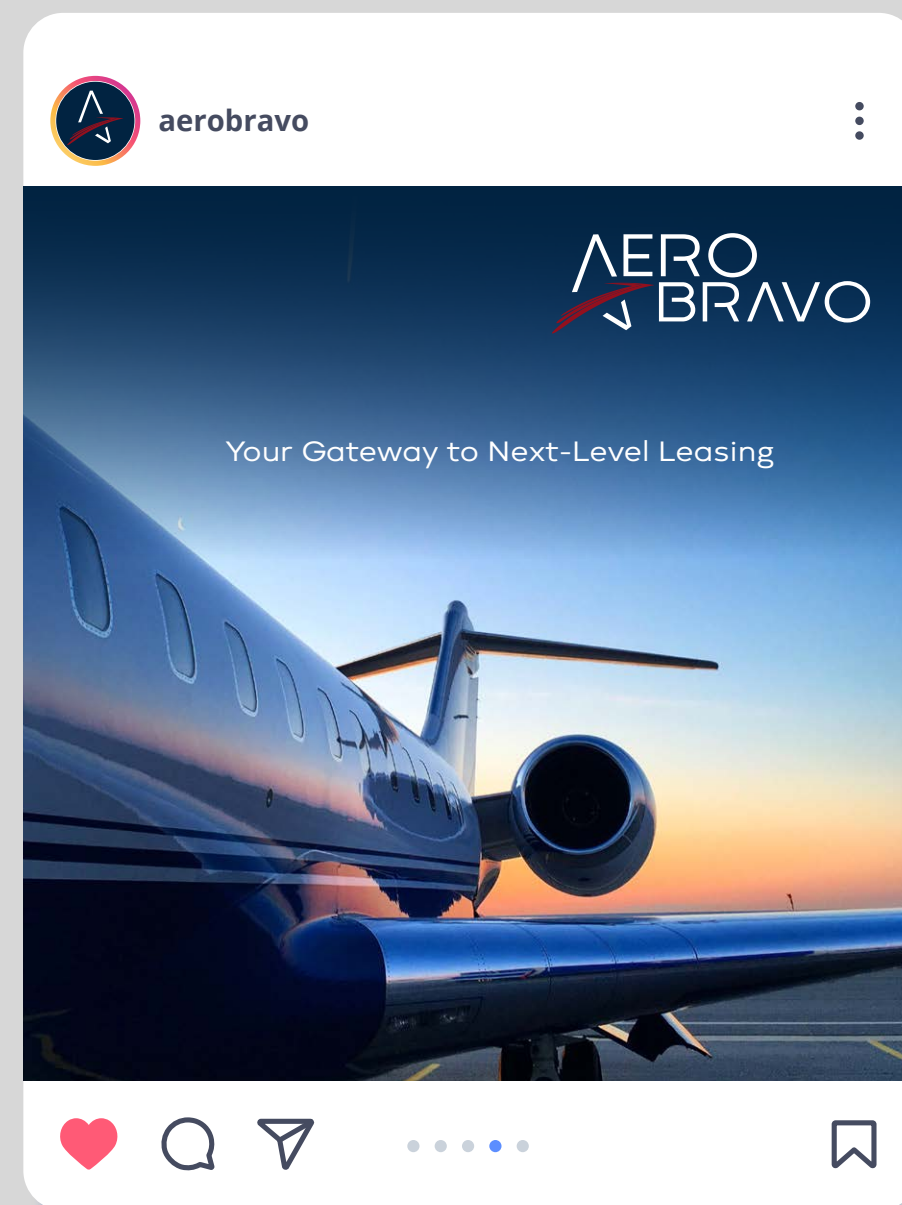
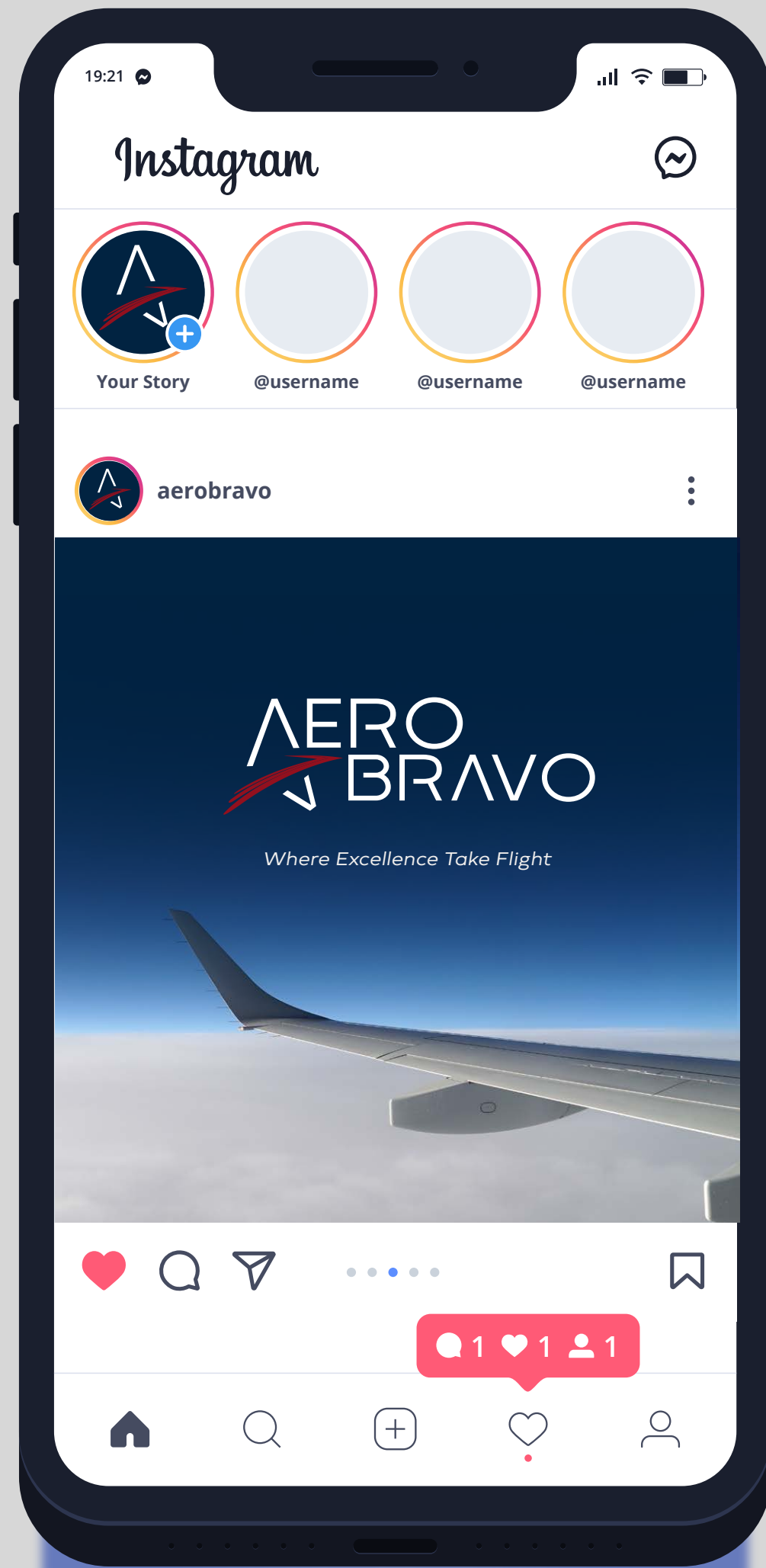
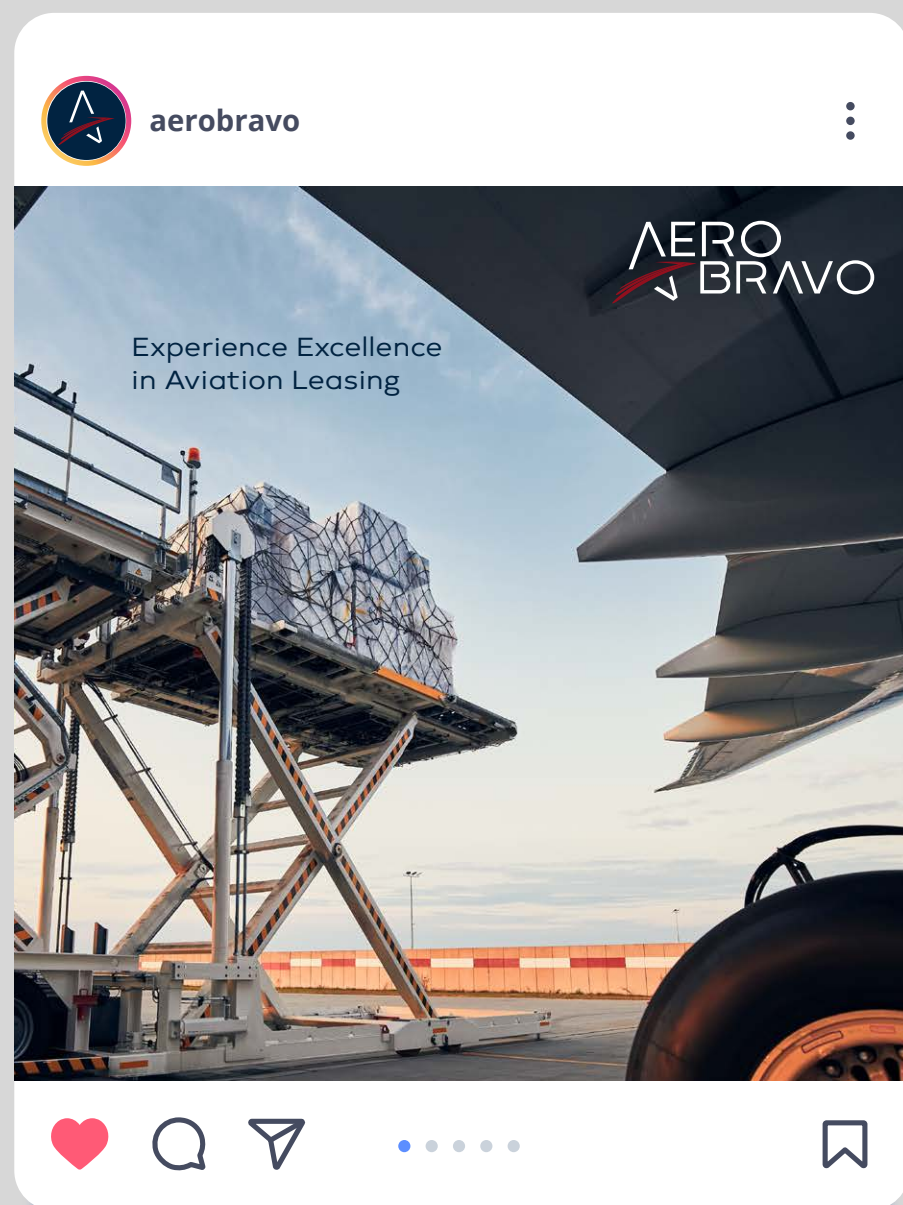














AERO  
BRAVO

FLYING SOON

Get ready to soar with us!





# AERO BRAVO

*Where Excellence Take Flight*



Redefining Aviation Leasing



# AERO BRAVO









AERO  
BRAVO





AERO  
BRAVO





Thank you for taking the time to explore the Aero Bravo brand book. We hope this guide has provided a clear and inspiring vision of the brand. We are excited to move forward and bring this vision to life together.

For any further inquiries or feedback, please feel free to contact us:

Kat Delos Santos  
Creative Director - Brand Strategist  
Onix Aviation  
[mary.ds@onixagency.com](mailto:mary.ds@onixagency.com)

Oways Saleh  
Managing Director & Founder  
Onix Aviation  
[oways.saleh@onixagency.com](mailto:oways.saleh@onixagency.com)



THANK  
YOU!