



AUCKLAND HELICOPTERS

BUSINESS DEVELOPMENT

BRANDING PERSONALITY



AUCKLAND HELICOPTERS
WHERE FUN TAKES OFF.



SLOGAN

WHERE FUN TAKES OFF



GOAL

MAKING IT EASY AND SAFE FOR
YOU TO HAVE FUN ADVENTURES
WITH HELICOPTERS



“Finger on the pulse”



COMPANY VALUES

WELCOMING



INITIATIVE - WELL PREPARED



CONSCIENTIOUS



INTUITIVE & FRIENDLY



ENTHUSIASTIC - OUTGOING



FUN & PROFESSIONAL



ATTRIBUTES & PERSONALITY

RELIABLE / CONSISTANT



TOTALLY ON TO IT



OUTGOING



PASSIONATE



INTUITIVE



LIKE TO LEARN/EXPLORE &
NATURALLY CURIOUS

COLOUR SCHEME



PRIMARY COLOUR SYSTEM


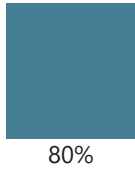
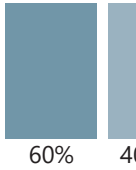
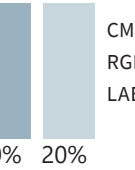
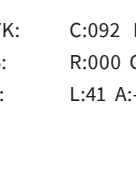

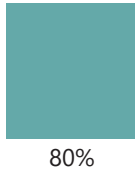
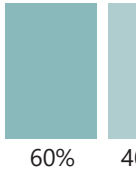
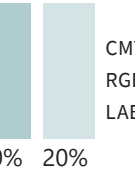


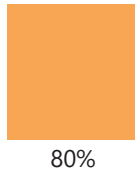
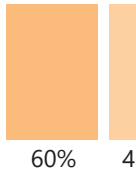
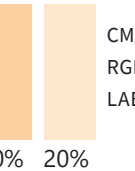
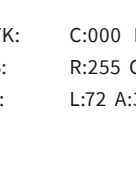


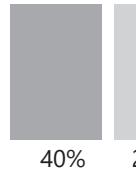
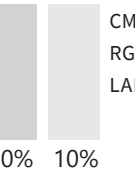
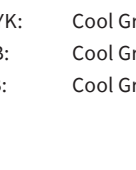
Explanation:

Auckland Helicopters has four official colours: Dark Blue, Light Orange, Teal and White/Grey. These colours have become a recognizable identifier for the company.

Usage:

Use them as the dominant colour palette for all internal and external visual presentations of the company.

COLOUR CODES

					CMYK: C:092 M:051 Y:036 K:012 RGB: R:000 G:098 B:127 LAB: L:41 A:-20 B:-21
	80%	60%	40%	20%	
					CMYK: C:077 M:021 Y:042 K:001 RGB: R:048 G:153 B:153 LAB: L:58 A:-31 B:-9
	80%	60%	40%	20%	
					CMYK: C:000 M:050.9 Y:095.12 K:000 RGB: R:255 G:147 B:032 LAB: L:72 A:36 B:71
	80%	60%	40%	20%	
					CMYK: Cool Grey RGB: Cool Grey LAB: Cool Grey
	60%	40%	20%	10%	

SECONDARY COLOUR SYSTEM

Explanation:

The Secondary colours act as a complementary base to our official primary colours, but these are not recognizable identifiers for Auckland Helicopters. Secondary colours should be used sparingly and only to enhance primary scheme.

Usage:

Use them to accent, enhance and support the primary colour palette. Can be used to differentiate objects, highlight images or display variation within a document. Not to overuse!

DARK VARIATIONS



LIGHT VARIATIONS



TYPOGRAPHY DEVELOPMENT

PRIMARY FONT

MAIN HEADINGS
BEBUS NEUE

B E B A S N E U E

Light A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M

Bold **A B C D E F G H I J K L M**
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M

SECONDARY FONT

SUB HEADINGS
SEGOE UI

S E G O E U I

Light A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m

Bold **A B C D E F G H I J K L M**
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m

AUCKLAND HELICOPTERS

WHERE FUN TAKES OFF

LOGO DEVELOPMENT

LIGHT BACKGROUND



AUCKLAND HELICOPTERS
WHERE FUN TAKES OFF

DARK BACKGROUND



AUCKLAND HELICOPTERS
WHERE FUN TAKES OFF

OTHER VARIATIONS

Whenever the logo is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

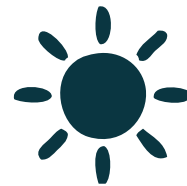


AUCKLAND HELICOPTERS

OFFICIAL LOGO



ICON DEVELOPMENT

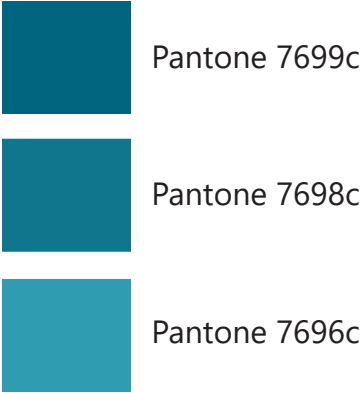


BRANDED APPAREL

THE LOOK

Auckland Helicopters aims to differentiate themselves from other scenic flight companies but also Advanced Flight who operates from the same heliport. Using a casual white polo we achieve the desired appearance.

- White Chad Polo Shirts
 - Navy Davie Six Panel Caps
 - Dark or Tan Longs
- Supplied by AS Colour



WEBSITE DEVELOPMENT

THE ONLINE EXPERIENCE

Auckland Helicopters prides itself on quality given customer experiences and it carries through into all aspects of design. The Auckland Helicopters website is aimed at providing users with an easy to navigate, eye catching and user friendly experience that encapsulates customers through elegant but effective, simple design. When users log on we hope to catch their attention through fresh eye catching designs which are updated regularly. Colourful, fun images and photos are used to give the impression that the user is in the moment, making our flights that much more attractive.

Wix site gives many opportunities to portray your own ideas whilst keeping within a very broad set of guidelines. Keeping the site free flowing and as simple as possible is a must, and makes the experience that much easier. Constant updates are key, as images can date but also our News and Reviews section is always in need of new content. Keeping to the color and typography scheme is essential in keeping a clean web page.

www.aucklandhelicopters.nz



SAFETY BRIEFING CARD CABRI G2

Guimbal Cabri G2



HELICOPTER SAFETY INFORMATION

AUCKLAND HELICOPTERS

How to Approach and Depart the Helicopter

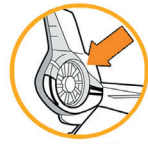
Welcome aboard the Cabri G2!
Here are some brief safety tips about travelling on this aircraft. Please take a moment to read it. Enjoy your journey.



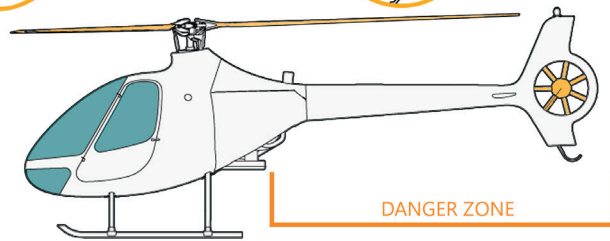
No Smoking in or near Helicopter!



DO NOT walk under the rotor blades during start-up or shut-down.



DO NOT walk behind the helicopter at any time.



DANGER ZONE

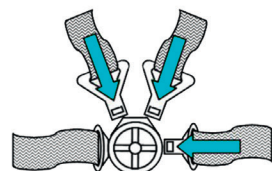


APPROACH the helicopter in a crouched position securing any loose items.

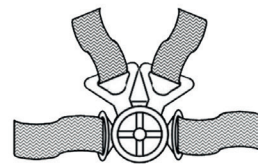


ALWAYS exit the helicopter on the down-slope side if landed on uneven ground.

Seat Belts Must be Worn at all Times!



Clip Buckles Into Slots to Fasten



Correctly Buckled Up



Rotate Buckle to Release

Guimbal Cabri G2

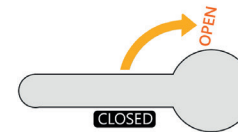


HELICOPTER SAFETY INFORMATION

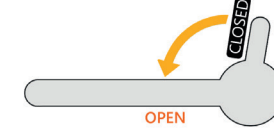
AUCKLAND HELICOPTERS

Door Latch and Life Jacket Information

Exterior Latch



Interior Latch



We recommend Life Jackets be worn at all times on over water flights!



1). Put your left arm through the left sleeve and back strap.



2). Put your right arm through the right sleeve and back strap.



3). To lengthen the belt, adjust the slide located on your right side.

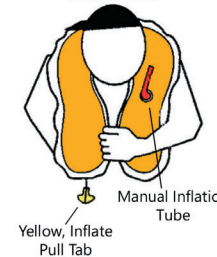


4). Snap plastic buckle together at front of life jacket.



5). Tighten the belt by pulling on the loose end of the webbing with your right hand.

Inflated View



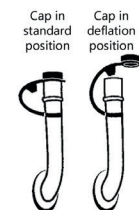
Inflate after Vacating Aircraft!

Grasp the yellow pull-tab and pull sharply downward.

To inflate manually, open the top portion of the left cover to access the inflation tube. Remove the dust cap and blow.

To deflate, insert the deflation mechanism inside the tube.

Manual Inflation Tube



SAFETY BRIEFING CARD EC130

EC130 B4



HELICOPTER SAFETY INFORMATION How to Approach and Depart the Helicopter

Welcome aboard the EC130 B4!
Here are some brief safety tips about travelling
on this aircraft. Please take a moment to read it.
Enjoy your journey.



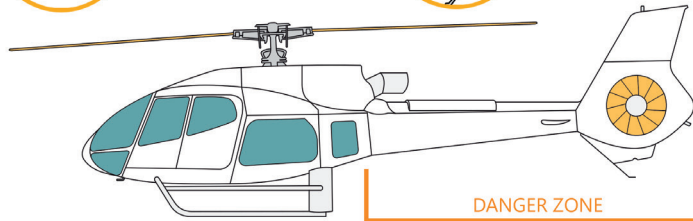
No Smoking in or
near Helicopter!



DO NOT walk under the
rotor blades during
start-up or shut-down.



DO NOT walk behind the
helicopter at any time.



DANGER ZONE



APPROACH the helicopter
in a crouched position
securing any loose items.

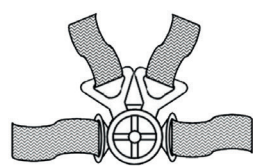


ALWAYS exit the helicopter
on the down-slope side if
landed on uneven ground.

Seat Belts Must be Worn at all Times!



Clip Buckles Into
Slots to Fasten



Correctly Buckled Up



Rotate Buckle to
Release

Auckland Helicopters Safety Card

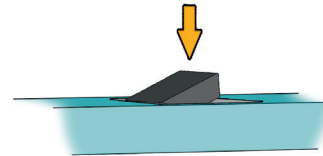
EC130 B4

EC130 B4



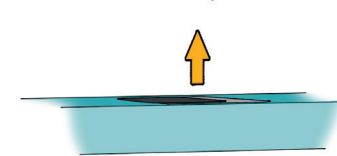
HELICOPTER SAFETY INFORMATION Door Latch and Life Jacket Information

To Close



Pull door closed before
pushing latch down to lock.

To Open



Pull latch up before proceeding
to open the door.

We recommend Life Jackets be worn at all times
on over water flights!



1). Put your left
arm through the
left sleeve and
back strap.



2). Put your right
arm through the
right sleeve and
back strap.



3). To lengthen
the belt, adjust
the slide located
on your right
side.

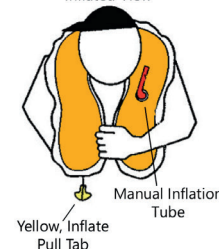


4). Snap plastic
buckle together
at front of life
jacket.



5). Tighten the
belt by pulling on
the loose end of
the webbing with
your right hand.

Inflated View



Inflate after Vacating Aircraft!

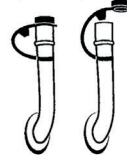
Grasp the yellow pull-tab and pull sharply
downward.

To inflate manually, open the top portion of
the left cover to access the inflation tube.
Remove the dust cap and blow.

To deflate, insert the deflation mechanism
inside the tube.

Manual Inflation
Tube

Cap in
standard
position



Auckland Helicopters Safety Card

EC130 B4

SAFETY BRIEFING CARD R44

Robinson R44

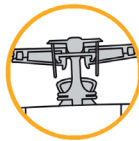
A HELICOPTER SAFETY INFORMATION AUCKLAND HELICOPTERS How to Approach and Depart the Helicopter

Welcome aboard the Robinson R44!
Here are some brief safety tips about travelling on this aircraft. Please take a moment to read it. Enjoy your journey.



No Smoking in or near Helicopter!

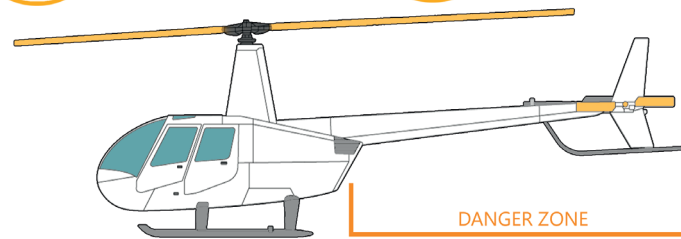
- Before approaching make sure pilot sees you by establishing eye



DO NOT walk under the rotor blades during start-up or shut-down.



DO NOT walk behind the helicopter at any time.



DANGER ZONE

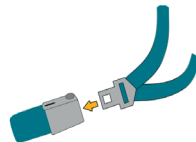


APPROACH the helicopter in a crouched position securing any loose items.

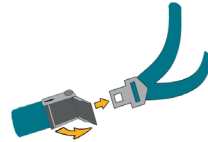


ALWAYS exit the helicopter on the down-slope side if landed on uneven ground.

Seat Belts Must be Worn at all Times!



To Fasten



To Unfasten

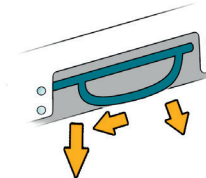
Auckland Helicopters Safety Card

Robinson R44

Robinson R44

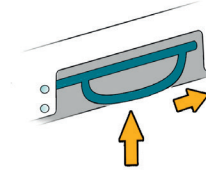
A HELICOPTER SAFETY INFORMATION AUCKLAND HELICOPTERS Door Latch and Life Jacket Information

To Latch



Pull door closed while sliding back and down.

To Unlatch

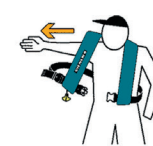


Lift handle and slide forward.

We recommend Life Jackets be worn at all times on over water flights!



1). Put your left arm through the left sleeve and back strap.



2). Put your right arm through the right sleeve and back strap.



3). To lengthen the belt, adjust the slide located on your right side.

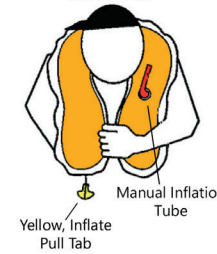


4). Snap plastic buckle together at front of life jacket.



5). Tighten the belt by pulling on the loose end of the webbing with your right hand.

Inflated View



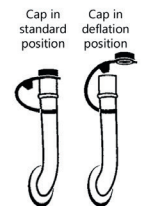
Inflate after Vacating Aircraft!

Grasp the yellow pull-tab and pull sharply downward.

To inflate manually, open the top portion of the left cover to access the inflation tube. Remove the dust cap and blow.

To deflate, insert the deflation mechanism inside the tube.

Manual Inflation Tube



Auckland Helicopters Safety Card

Robinson R44

KIA ORA MAGAZINE ADVERTISING



Enjoy the stunning vistas of Auckland and beyond with Auckland Helicopters.

Book online or phone now to avoid disappointment.

10% Discount!

Coming to the World Masters Games?

Mention "**masters**" when you book your scenic flight with Auckland Helicopters and get 10% off!

Offer valid till 31 May 2017

AUCKLAND HELICOPTERS
SERIOUSLY FUN ADVENTURES

+64 9 320 3217
www.aucklandhelicopters.nz
fly@aucklandhelicopters.co.nz



AUCKLAND HELICOPTERS
WHERE FUN TAKES OFF

Enjoy the stunning vistas of Auckland and beyond.

Coming to the World Masters Games?

Mention "**masters**" when you book your scenic flight with Auckland Helicopters and get **10% Discount!**

Offer valid till 31 May 2017

Book online or phone now!



+64 9 320 3217
www.aucklandhelicopters.nz
fly@aucklandhelicopters.nz



AUCKLAND HELICOPTERS
WHERE FUN TAKES OFF

Enjoy the stunning vistas of Auckland and beyond.

Coming to the World Masters Games?

Mention "**MASTERS**" when you book your scenic flight with Auckland Helicopters and get **10% Discount!**

Offer valid till 31 May 2017

Book online or phone now!

+64 9 320 3217
www.aucklandhelicopters.nz
fly@aucklandhelicopters.nz



SOCIAL MEDIA ADVERTISING

