



# Bond

Brand book

# Context

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## Step 1: planning

We have a logical and strategic approach to creative problem-solving and brand building.

All our brand development projects follow a clear and effective plan of action, set out and agreed in advance of the creative process.

With every project undertaken we meet to clarify and formulate the creative brief, to help set clear objectives that effectively tie-in with our client's business and marketing requirements.

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## Creating a brand for a helicopter operator

Bond Aviation Group incorporates Bond Air Services and Bond Offshore Helicopters and is one of the largest operators of helicopters in the UK.

The Art Department have worked closely with the directors of Bond since 1994 and have been involved with many brand-building initiatives.

This book is a retrospective look at what has been achieved to date.

# The brief

## Step 2: immersion

You can't create a brand in a vacuum. So we immerse ourselves in the client's world, the market sector and the subject to gain a clear understanding of the client's business needs and positioning strategy.

### Positioning the Bond brand

Working closely with their brand manager, Brian Grainger and the CEO, Stephen Bond, we were tasked with taking the Bond brand to the next stage of development to reflect the growing market share the company had achieved and the plans for expansion that was central to the company's on-going strategy. It is also worth noting that this was during a period of economic instability in the global oil industry resulting in challenging times for all helicopter operators servicing the energy sector.



### **From early beginnings**

Founded in the 1960s by the late David Bond, an ex-RAF pilot, the company (which was then called Management Aviation) started with a solitary crop-spraying 'bubble' helicopter over the skies of East Anglia.

By the early seventies the family-run firm realised that the future lay not in the fields of East Anglia but in the oil fields of the North Sea.

By late 1972, Management Aviation had their first North Sea helicopter, a four-passenger Bolkow 105 and since then they have grown (under the name of Bond) to become one of the largest offshore operators in the North Sea and also the largest operator of air ambulance and police aviation units in the UK.





# Strategy

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## Step 3: strategic recommendations

Gaining a clear understanding of the business, market and brand, we breathe life into positioning and develop a clear, compelling and enduring brand idea as the springboard for all communications.

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### What was the plan?

With all our brand-building projects we start with mapping out all applications of the new identity as this greatly influences the final design. With the Bond identity we knew that visibility was very important, not only on the ground, but also up in the air.

We also discussed in detail, all aspects of the Bond brand such as printed material, advertising, events, interiors, merchandise, signage and clothing.

The Bond brand was to be quite literally woven into every aspect of the organisation with a focus on capturing the spirit and culture that this family-run company were, and still are, proud of.



 **Bond Offshore Helicopters**  
*too long - stacked version?*

#### Step 4: creative development

We believe in the power of ideas. Ideas are the engine of the creative powerhouse. They transform commercial strategy into impactful reality and are the first essential building blocks of successful brands.

*roundel symbol now too small*  
 **Bond Offshore Helicopters**

 **Bond**   
*off centre*

 **Bond**  
*centred lockup*

**Bond**   
 **Bond**

# Concept

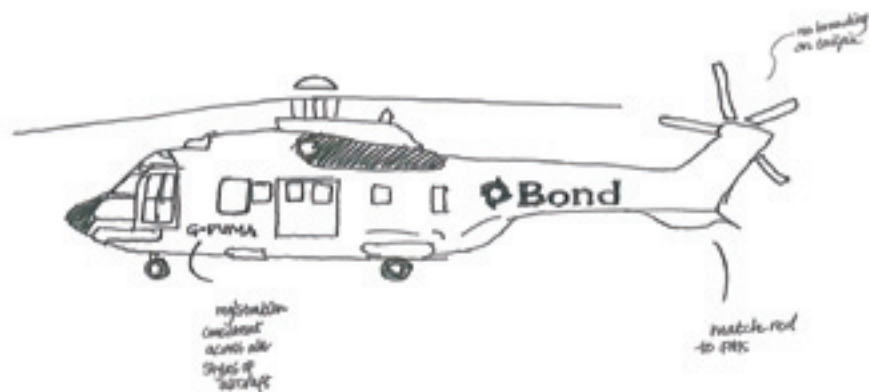
We wanted to look at ways in which more could be made of the name Bond. With such a strong name we felt that the present logo which had the name Bond Offshore Helicopters in equal type size would benefit from this being shortened to just the name Bond in a classic and timeless typeface.

This allowed us to design signage and livery applications with far fewer letters involved, resulting in the logo being larger, clearer and delivering more visual impact.

We also introduced a restricted colour palette of light and dark grey so that more could be made of the corporate red that remains the most distinctive feature of the Bond identity.



*Shortened with  
roundel*



**Bond**

*no roundel*

*offshore helicopters  
air services  
logistic services*

**Bond**

*justified type  
under logotype*

**Bond**  
Offshore Helicopters

**Bond**  
OFFSHORE HELICOPTERS

**Bond**  
AIR SERVICES

**Bond**

*Stand alone  
without roundel  
device*

# Identity

## Our service areas

For this brand-building project, we developed three areas of corporate communications:

- > **Identity**
- > Print
- > Environment

## The logotype

Our first development of the logo included the abstract rotor blade icon and this was used extensively for approximately eight years. Due to a restructuring of the organisation we then introduced a new version to mark the change and this resulted in the rotor blade symbol being dropped in favour of a simple typographic solution.

The following pages show in chronological order both phases of this identity development.



PMS 1795



PMS 431









^ With all branding projects it's the attention to detail that can make all the difference. With the Bond project the new identity was applied to a wide range of items for maximum visibility.



# Bond

# Bond



## LIGHTWEIGHT COMPOSITE SEAT

Following the EASA requirement for the Club 4 seating configuration for the Super Puma, Bond has worked with a leading crane seat manufacturer to develop an entirely new passenger seat design.

Using advanced design techniques the seat has been structurally optimised, achieving a weight saving of 2.5kg per seat by comparison to alternatives.

The all single seat arrangement results in a versatile cabin layout, achievable by means of quick release seat track attachments. The open lattice headrests provide handholds to assist movement and contribute to improved spatial perception.

The shape of the seat is designed to complement the body's natural posture and includes an integral lumbar support. The base is covered with an energy attenuating foam which moulds to the body shape within minutes and thereby equalises pressure points. Each seat is fitted with a four-point upper torso restraint to enhance passenger safety.



CLUB 4 SEATING CONFIGURATION (SUPER PUMA).



Finite Element Analysis allows structural optimisation.



Body contoured seat equipped with 4-point upper torso restraint.



### The fleet

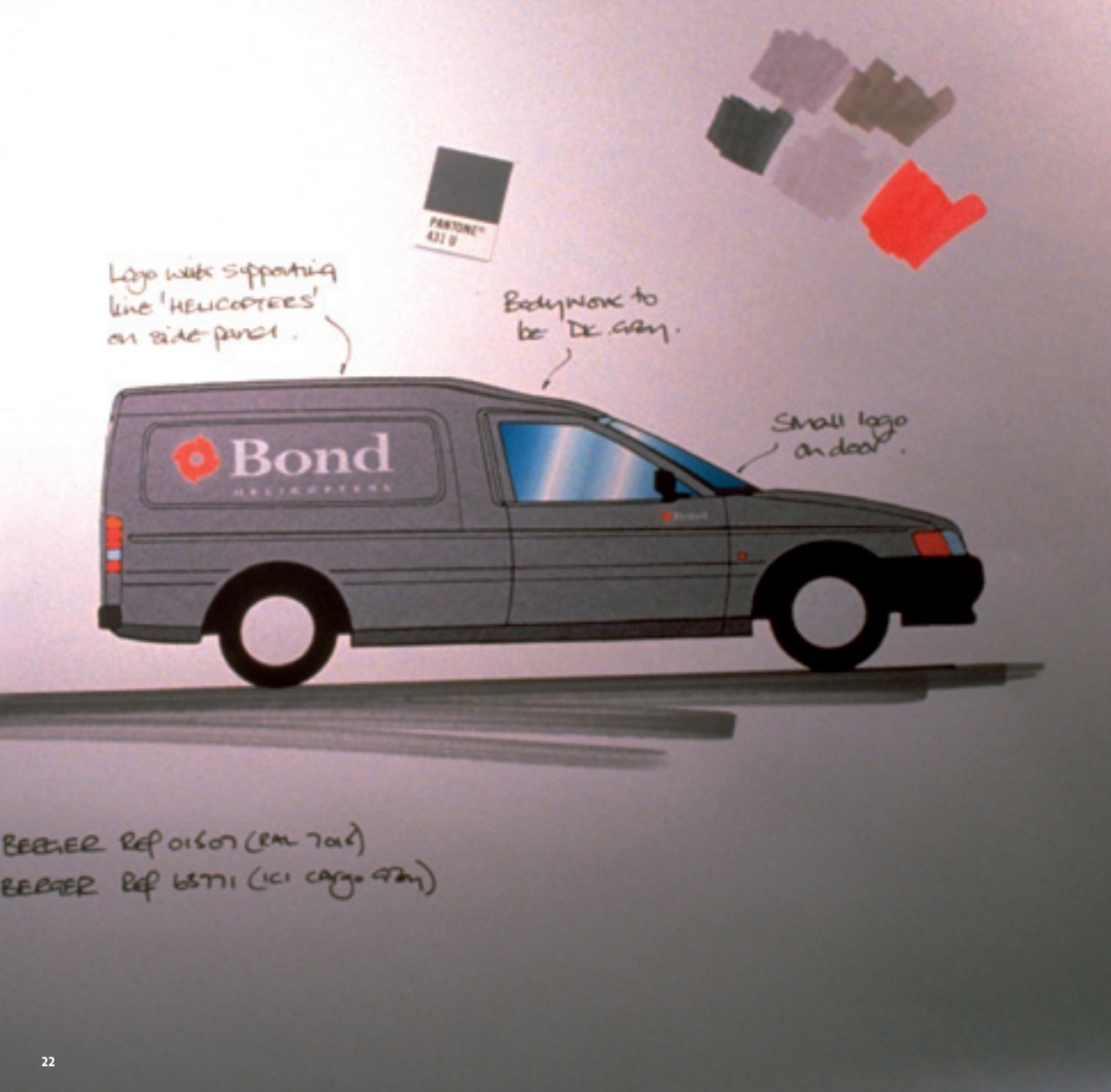
With the wide range of services Bond carry out, the type of helicopters in the fleet vary. From the agility of the Bolkow used for many onshore operations to the Super Puma, the workhorse of their offshore operations, Bond have always seen continuous investment in their fleet as one of their best selling points.

With such an investment it was vital that the livery branding was meticulously planned and managed so that the fleet became one of the company's most powerful adverts.

- › Examples of helicopter and fixed-wing livery designed, produced and managed by the Art Department.







^ Red helicopters look great and are unique to Bond, but with the company vehicles the grey palette provided a more distinctive and corporate look.



# Print

## Our service areas

For this brand-building project, we developed three areas of corporate communications:

- > Identity
- > **Print**
- > Environment

### Stationery set

All items of stationery were reviewed and re-designed to include the new identity. The layout is clean and uncluttered and the new identity is a more simplified version of what went before.

Coupled with a high-quality paper stock and pin-sharp printing the overall impressions of all communications from the Bond stable of companies is one of quality.



^ **Stationery set**  
Letterhead, compliments slip and business card showing the most recent development of the Bond brand following the re-structure in 2002.

## Meeting the Challenge

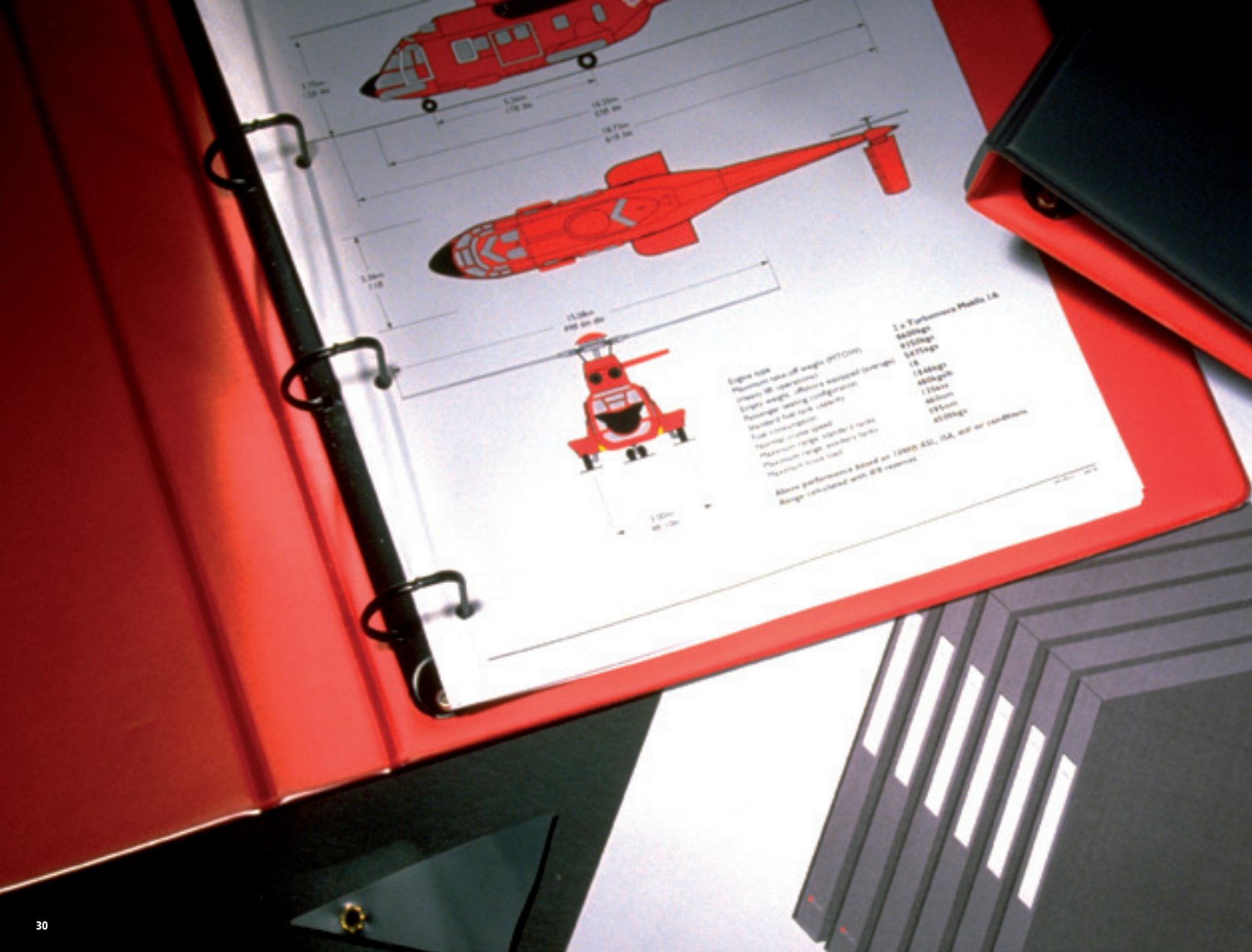


^ Every aspect of company communications was looked at including a simple but visually effective corporate folder to hold divisional literature.

- ✓ High quality briefing literature was produced for each type of helicopter.







◀ Tender documentation was upgraded with templates delivered for Bond staff to manage in-house.





- ✓ A series of divisional brochures was developed across all operating areas. These featured stunning images commissioned and directed by the Art Department.



#### THE BOND APPROACH

For over twenty years Bond Helicopters has built an enviable reputation for its high level of service, primarily in the demanding environment of the North Sea.

The high quality of Bond's response to customer requirements has been achieved consistently through flexibility and anticipation of the ever changing needs of the marketplace. Bond is the operator with the widest range of helicopter types, thereby providing the capability to apply the right aircraft to the task.

Bond is also the company with the broadest possible experience encompassing two decades of both offshore and onshore experience.

This experience includes Search and Rescue operations, undercharging load lifting, increasing support services for the military, as well as the extensive offshore capability for which Bond is renowned.

Through its Bond Air Services division, the company also carries out coastal work for the UK Lighthouse Authorities, and has led the way in the provision of air ambulance services in the UK. This division is also responsible for air support of the police forces and fire services.

Bond continues to increase its status as a global operator through its own international strengths and those of its sister companies, Elved Helicopters of Australia and Norway's Helikopter Services.

#### Meeting the Challenge



 **Bond**  
HELICOPTERS



The power of effective branding can be seen from this stunning air-to-air image.



The spreads below and opposite are from the most recent brochure we produced for Bond Air services.







^ High-quality photography has featured throughout all the literature we have produced for Bond over the years.



# Environment

## Our service areas

For this brand-building project, we developed three areas of corporate communications:

- › Identity
- › Print
- › **Environment**

## Interior signage

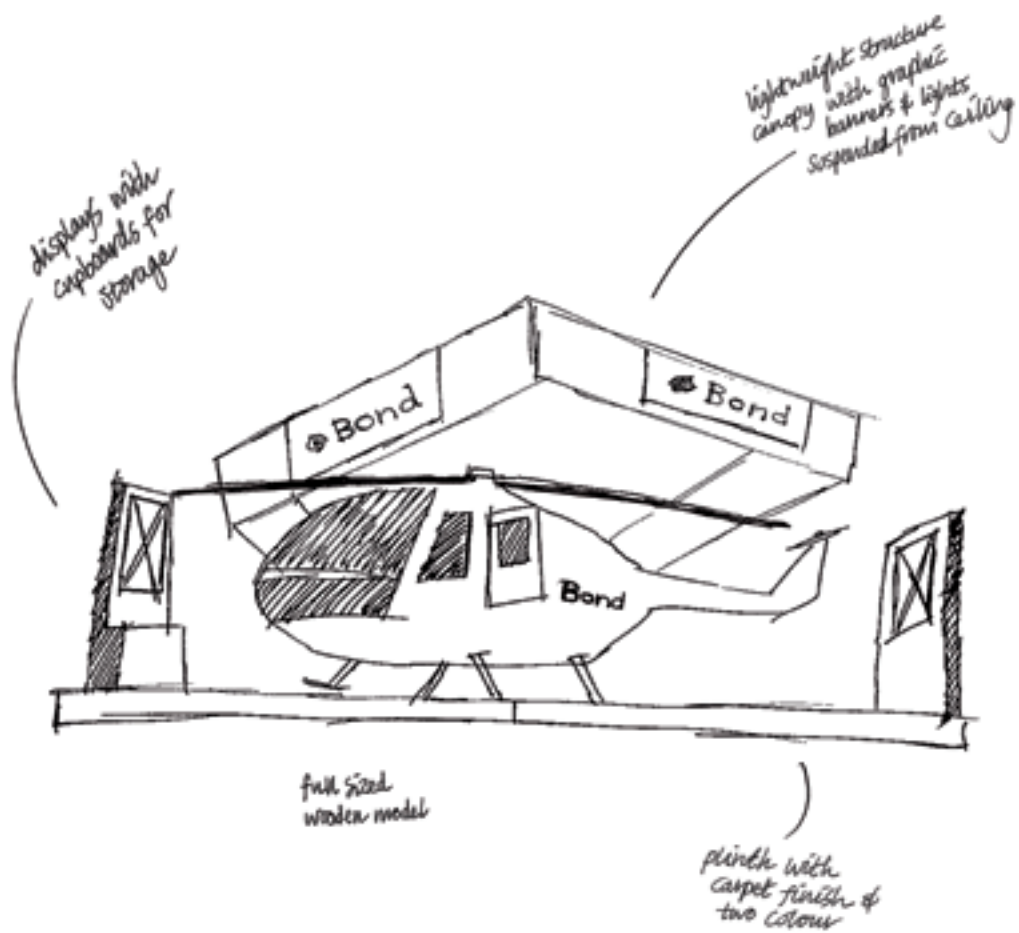
As part of our creative brief, we put forward a range of ideas for internal and external identity application to reinforce the Bond brand.

We also developed designs and managed all logistics for a range of corporate communications at high-level industry exhibitions and events.

- › Feature wall and signage design for Bond Offshore Helicopters' Aberdeen headquarters.







◀ Stand visuals and final build for an award-winning stand at national event Ambex.






Visuals showing concept for turning a hanger at Bond Offshore's Aberdeen base into an innovative exhibition space for a high-level, one-day industry event.





 Bond

^ Images from the industry event and visitor's pack which held a range of literature and press briefings.



# Bond

## **A joined-up approach**

As the previous pages have demonstrated, design can play a powerful role in shaping a company's brand. From the initial work produced back in 1994 through to present day, the Art Department have worked closely with the directors of Bond to ensure brand consistency in all aspects of the group's communications.

A strong brand is rarely achieved as a result of one thing within a business. In design terms this is also true. It is the sum of the parts that builds recognition.

department

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in brand building**

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**About us**

This book has been lovingly crafted by our design team at the Art Department to shed light on our creative process.

We hope you share our passion and enthusiasm for design, and appreciate the quality of work that goes into our projects.

We recognise the value of ideas and the power of design, and the difference it can make to your business and your bottom line.

If you would like to discuss creating a brand, or further developing your existing brand, please contact Gerry Kelly at:  
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