



Say hello to  
our new brand

## A note from Andreas

We're a company with an upward trajectory. Over the past few years, we have grown quickly because we have been dedicated to the conception and development of our product. Through engineering ingenuity, outstanding engagement, brilliant people and hard work, we will soon bring it to the market.

To support this decisive step – and to place us as a leader in our field from the start – we want to be clear about who we are. That means investing in our brand and telling the world our story. The name Kopter represents where we are heading as a company. It's a marker in the ground to let people know we have arrived – and that we're here to stay.

A brand allows people to make a choice. Products can be comparable in the eyes of a customer, so a strong brand can tip the balance in our favour. Our brand is the promise of solidity, dependability and a reliable partnership. This guide is a brief look at what makes our brand unique – both visually and verbally. Delivering on the Kopter brand will allow us to build a distinctive, durable reputation with customers, suppliers and partners.

Please take some time to read through.

**Andreas Löwenstein**  
CEO

Let's embark on a journey together.

From rooftops to mountain tops, Kopter makes people's lives simpler. Our mission is your mission: to take people and cargo where others can't.

So that wherever you are, wherever you're going, we're with you every step of the way.

Our  
brand

## Why Kopter?

The engineering, operational and support work we do is often complex and difficult to understand to the outside world. Yet the image we want to project is one of confident control. We want to go beyond what's expected to stand side by side with our customers so we can always help them fulfil missions and reach new destinations.

To that end, our new name – Kopter – provides us with immediate recognition. It allows us to own a word that is synonymous with helicopter travel. As we are an unmistakably Swiss company, the use of a 'k' – instead of a 'c' – gives the word a strong, Swiss-Germanic feel. It expresses solidity and dependability – two elements that are essential to build trust among all who are associated with our helicopters.

Kopter is also a modern name. In design and branding, confidence is delivered through simplicity of thought. The name should be bold, instantly recognisable, and it should inform people of what we do – and what we stand for. That is the power of the right name.

**Say hello to Kopter.**

## Our brand values

Our brand is our culture, distilled. It's what we represent in the minds of our customers. It allows us to build a distinctive personality and become a trusted voice and a thought-leader in our marketplace. A strong brand will allow us to build solid, ongoing relationships with operators, pilots and partners.

Our brand values are the key traits that make up our brand – they are the elements we aspire to, in whatever we do.

### **We make & do**

We understand our customers' needs and expectations. From inception to implementation, we work hard to make their missions successful.

### **We collaborate & commit**

Our job doesn't finish when we deliver the aircraft. We work together and support our customers and partners every step of the way throughout the life of an aircraft.

### **We inspire & achieve**

Our work makes people excited, and we are passionate about what we do – and what we will do next.

If we regularly achieve these values, we'll build a truly memorable brand that authentically captures who we are as a company.

## Our strapline

We want to make a promise to our customers that tells them about who we are in only a few words. Our strapline expresses what we want to deliver.

At Kopter, we promise that whatever your missions, whatever the times, wherever the places, Kopter will get you where you're going – safely, quickly and consistently.

Success in our marketplace depends on trust and reliability, so our strapline is:

**Kopter:**  
For missions  
accomplished

## Our tone of voice

The way we use words is just as important to our brand as our logo or colour palette, so we think about every word. Above all, we want to communicate in an inspiring way with clarity, and we want to show people that we are experts in what we do.

We don't want to use confusing jargon and unexplained, complex ideas. To show our audience that we are confident and a leader in our market, we simplify complex ideas and make our words accessible to all.

### Inspire your reader

Helicopter travel is still an awe-inspiring human achievement. We are taking helicopter flight to new levels, so we always create a sense of wonder by using positive energy in our writing.

### Be clear and precise

We are engineers and designers at heart and precision is everything, so we use accurate terms and focus on only the essential.

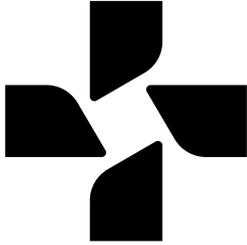
### Show our passion and our expertise

In our business, details matter. We love what we do and we care passionately, so we want to get that across to our readers.

Craft  
**Precision**  
Innovation  
**Confidence**  
Care  
**Simplicity**  
Engineering  
**Switzerland**  
Dependability

Our visual  
identity

## Our symbol



The Kopter symbol has a geometric symmetry derived from the Swiss cross. It is a reference to the simplicity and precision of Swiss design. Resembling rotor blades, it suggests rotation and the engineering expertise that is associated with Kopter.

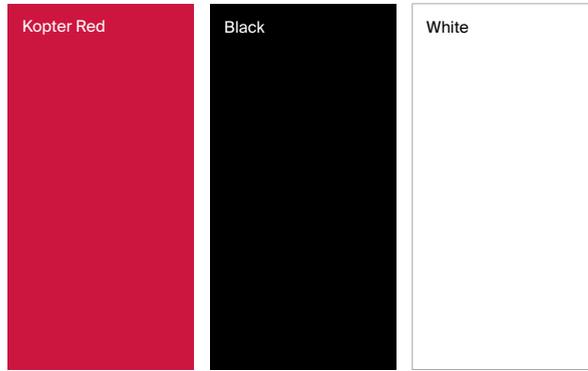
## Our lockup



Our logo lockup is the Kopter symbol and logotype when they are seen together. Drawn from a Swiss-designed typeface, the logotype is precise and dynamic – and speaks to our national heritage of craftsmanship. The lockup is used on all Kopter communications.

## Colour palette

Primary colour palette



Secondary colour palette



Influenced by Swiss colours, our colour palette is simple with strong accents of black and white. The grey secondary palette is inspired by different shades of metal.

## Typography

Primary typeface – Suisse International

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
0123456789

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNPNOPQRSTUVWXYZ**  
**0123456789**

Secondary typeface – Simplon

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
0123456789

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNPNOPQRSTUVWXYZ**  
**0123456789**

Our primary typeface is Suisse International, and we use two different weights: Regular for everyday communications and Semi Bold for emphasis, such as titles or subheadings. The secondary typeface is Simplon in Regular and Bold weights. This compact typeface is used for technical information and for livery markings on our rotorcraft.

## SH09 livery



## Contact

If you have any questions regarding using the new Kopter brand please contact the brand guardian team.

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