



# SPRINTBACH

AVIATION

## Campaign and Brand Guidelines Book

Sept. 2022

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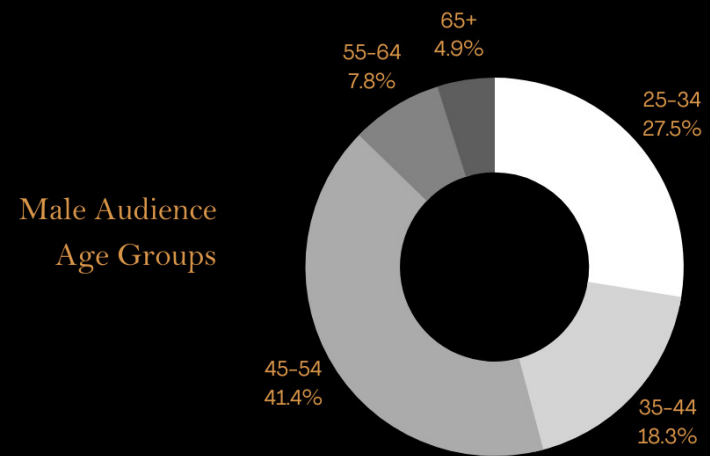
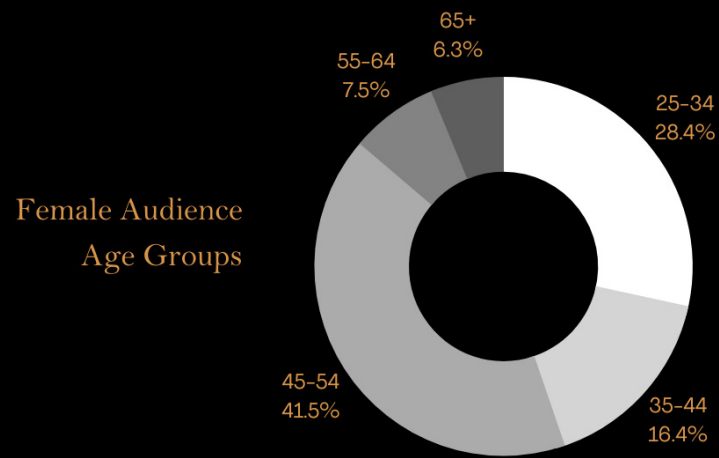
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# Research

We distributed ads across LinkedIn, Instagram, and Facebook, where we were able to track the information of those who interacted with our ad. These ads were live for a full 32 days, and data was recorded at the end of each week in addition to a final composition of data at the end of the month.

## Key Findings

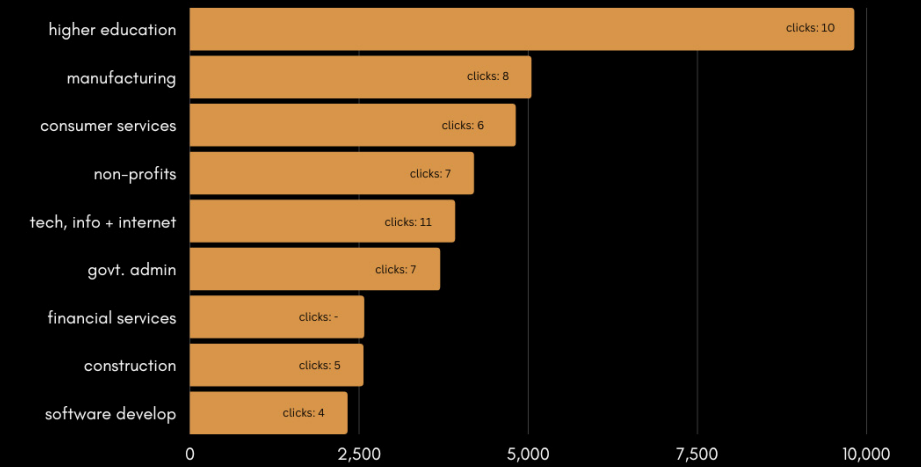


The main goal of this campaign is to increase brand awareness, and therefore bring in more clients. Our audience will include business men and women currently located in southern Idaho with the intent to travel for a work-related event. A secondary audience will include the non-business related sector of travel, including family vacations, honeymoons, etc.

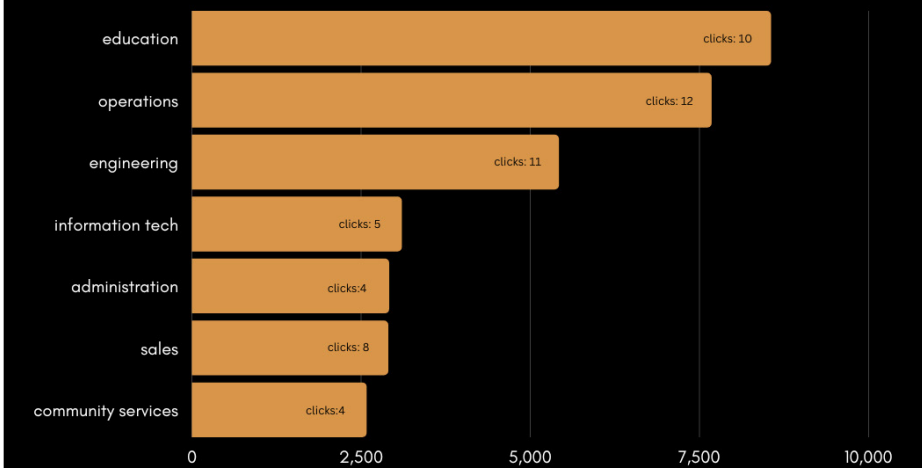
SprintBach Aviation should primarily target the business sector of southern Idaho due to the consistency of their travel. Those who have a successful business with multiple branches or conferences to attend will use SprintBach's services much more frequently than someone who is taking a single bachelorette trip. This audience also tends to have the ability to invest more in travel expenses than others, so they will be more likely to use our services over a traditional airline. Traditionally in this day and age, these business people are greatly focused on their network and displaying the bonuses of working alongside them, so there is a high chance that they will be sharing their flight experience with their network. This is something we should take advantage of and potentially create a referral program for.

Our secondary audience includes those who are looking for a "fun" trip. They are looking for more of an experience, and will be the group that is more likely to post about our company and their trip. In this sense, it is important that both of these audiences are treated in the same regard, as these people will equally give us word-of-mouth advertising. This group will not be as consistent in terms of the same customer repeatedly booking a "fun" trip with us, however, they will be sharing their photos/videos and will likely have friends who want to do the same. Social media's ability to give us free word-of-mouth advertising should not be discounted.

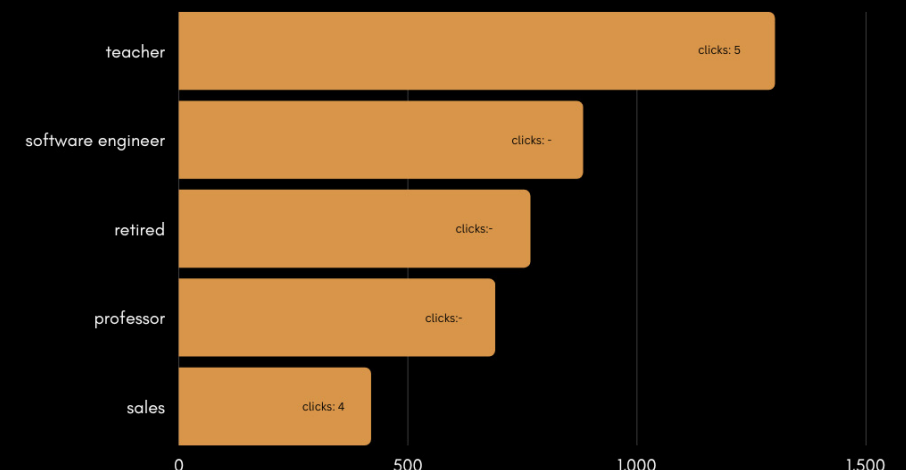
### Industry



### Job Function



### Job Title





# Research Report

## Situational Analysis

SprintBach Aviation is located in Caldwell, ID and primarily services the Treasure Valley area. They provide private charter flights and car rentals, with the hope that they will soon have a full-service FBO, Aircraft mechanic, and multiple aircraft. SprintBach currently has two hangars and one plane.

SprintBach Aviation is new to the community. Even though this has been in works for some time now, they had to get certifications before opening doors to the general public, but they will soon be able to book flights across the continent.

As a way to help mitigate unhappy customers, Jackson Jet Center, a local competitor for SprintBach Aviation, has agreed to refer their clients when they are over-booked and unavailable. This means that SprintBach Aviation will have guaranteed business once they are ready, however it may not be steady as Jackson Jet's clientele may waiver.

The biggest issue that SprintBach Aviation is facing is a lack of brand awareness. Since they are new to the scene that has been around for so long, they have to have a prominent brand awareness in order to compete with the other local companies or even the standard airlines. Although Jackson Jet Center will be sending their clients over, SprintBach is hoping to achieve brand awareness so successfully that they will no longer need that assistance to book out the plane.

## Market Landscape

The benefit of being located in Caldwell rather than Boise means that the direct local competitors are still located on the other side of the Treasure Valley, which helps SprintBach Aviation stand out. SprintBach Aviation is also the only local charter service that also provides car rentals.

There are 2 direct local competitors- Jackson Jet Center, and Western Aircraft. In addition to this, there are other charters that can fly into the area to pick up clients.

Jackson Jet Center is located next to the Boise Airport but has another branch over in Arizona. They have multiple aircraft in addition to their FBO and providing aircraft maintenance. Their rates are slightly higher than SprintBach Aviation, but they were founded in 1998, which makes them a safe and reliable choice for those who may be new to flight chartering. This also means they have had the time to build a large, loyal following of repeat customers. They have been very successful in their brand awareness, as many know they are the go-to charter service in the Treasure Valley area.

Jackson Jet Center markets themselves as easy to use, affordable, and professional. Their biggest push in their marketing is that they are the best choice for everything- aircraft maintenance, FBO, charters, management and service. They post regularly on LinkedIn, but hardly on their other social platforms, so one could assume that they market primarily to B2B.

Western Aircraft is also located in the Boise Airport, and like Jackson Jet, they have another branch, however theirs is in Hawaii. They have a full-service FBO, aircraft maintenance,

management, sales, and parts. They were founded in 1957, and have fantastic brand awareness. They have a very high interaction rate across their social platforms, and post regularly across LinkedIn, Instagram, and Facebook. Although they seem to have more engagement on their social media, they do not have a clear marketing message or tone compared to Jackson Jet Center. There is no clear pitch of efficiency or money saving, however, they have a focus of being authentic and genuine. There are many posts highlighting their management or their events they are sponsoring.

### SprintBach Aviation's two main competitors are:

- Western Aircraft
- Jackson Jet Center

# Communication Evaluation

The current struggle with SprintBach is brand awareness, which in part could be credited to the lack of consistency in messaging. In some ways they market towards a more relaxed crowd who may utilize their services for a fun vacation or family trip, while other times marketing to a more professional crowd going on business trips.

The primary goal of the current communication is to build brand awareness through social media. This has allowed SprintBach Aviation to convey the services they provide and engage with the community through giveaways and interactive posts.

The website is currently laid out simply with the basic info, but with no additional pages or information other than the home page, it may deter some of those who visit the site.

The biggest issue that SprintBach Aviation is facing is a lack of brand awareness. Since they are new to the scene that has been around for so long, they have to have a prominent brand awareness in order to compete with the other local companies or even the standard airlines. Although Jackson Jet Center will be sending their clients over, SprintBach is hoping to achieve brand awareness so successfully that they will no longer need that assistance to book out the plane.

## Strengths

- SprintBach provides car rental services
- Located in an ideal spot outside of Boise
- Convenient
- Availability in booking compared to competitors
- Versatile services for different types of clients

## Weaknesses

- New to the market while local competitors have been around for years
- Inconsistency across platforms
- Lack of brand awareness
- Lack of information and understanding

## Opportunities

- Collaboration with Jackson Jet Center
- There is a large market of interest
- The wider the awareness of SprintBach, the more people will turn to their services
- Can collaborate with other charter companies, brokerages, and hotels/travel

## Threats

- If information and content is inconsistent between platforms, those who want to utilize SprintBach's services may become disinterested and confused
- Jackson Jet and Western Aircraft are more well known and therefore convenient for their repeat customers
- The majority of the identified competitors have a greater engagement rate





# Brand Platform

## Brand Promise

SprintBach Aviation will offer reliable, streamlined services such as private charter flights and luxury car rentals.

## Competitive Positioning

SprintBach Aviation can emphasize the ways they will make private flights easier and ideal for business-related trips.

## Audience Insight

The Treasure Valley's population has a variety of socio-economic classes. Many people in the middle-higher economic classes often have a greater amount of money to spend on trips. In addition to that audience, there are many business owners and executives that have business-related travel needs.

## Brand Position

SprintBach Aviation sets itself apart from its competition by providing luxury car rental services along with selling efficient,, luxurious, and easy to book charter flights.



RAPTOR

# Goals, Objectives, + Strategies

Efficiency  
Professionalism  
Luxury  
Accessible

## Values

## Main Goals

1. Grow brand awareness within the community
2. Book out the current plane
3. Build FBO and purchase more aircraft

Straight-forward service and easy to book  
Luxury car rentals and service  
Affordable for many executives and local businesses

## Proof Points

## Objectives

1. Solidify a consistent brand image and messaging for SprintBach Aviation
2. Create content such as videos, photos, audio, and copy to use across all materials and platforms that fits the new “professional” market
3. Build a consistent social media presence across all platforms
4. Further develop an engaging social media presence and advertisements
5. Increase the number of people requesting quotes and booking flights or car rentals

## Strategies

Strategy 1: Pick a set color palette, logo guidelines, and typography to use on all social media accounts and the website

Strategy 2: Shoot content to utilize for all social accounts and website.

Strategy 3: Create a social media/event calendar, and create simple captions and copy

Strategy 4: Create and use ads across LinkedIn to reach business professionals

Strategy 5: Reach out to local news stations to tell SprintBach’s story

Simple, clean imagery  
Gold accent color  
Natural

## Visual Elements



# Tactics

## In-Person Strategies

- Meet with local businesses to create partnerships
- Go to events and/or sponsor within the community

## Digital Strategies

- Post consistently across different platforms using set tone/voice
- Create new content to use on all platforms
- Push for reviews on our Facebook/google reviews
- Create a referral program
- Local news run

## Print Strategies

- Create a physical mailing list
- Make materials to inform the public and build a strong brand identity
- Find publication that fits our brand identity/ reach out to local news

# Proposed Solutions

## Social Media Content Schedule

Content calendar will be made once we have created content. SprintBach Aviation can use a combination of organic and curated images and compile a list of captions to utilize across our platforms (LinkedIn, Instagram, Facebook, TikTok). This will include scheduling months in advance and consistently creating new content.

## Advertising Across Social Media

Make ads that are targeted towards our audience. Have them run for a week or two, then change the content of it as needed to get higher engagement. The purpose of this is to reach our audience but not to sell to them. Since the ads will consistently pop up on their pages, we will be at the fore-front of their mind when heading on their next trip.

## Make Merchandise and Virtual Storefront

Create merchandise to sell on our website and local events. Create a simple design and print it on merchandise from a nice, well known brand. Create merchandise with the intent to use for business trips to keep everything consistent including merchandise (nice pens, folders, notebooks, etc...).

## Print Publications + News Outlets

Finding a print publication that reaches our target audience of business professionals will be a nice reminder for them and help to build a potential OOH marketing campaign. There is also a potential to reach out to local news outlets that might want to cover the story of a local, family owned, business that has a passion for aviation.



# Visual Brand

## Logo Marks



SPRINTBACH  
AVIATION



SPRINTBACH  
AVIATION



SPRINTBACH  
AVIATION



SPRINTBACH  
AVIATION

# Logo Guidelines

## Logo Architecture

The logo variations that include text were carefully constructed and should not be altered or modified in any way. The Lion's size should remain to scale with the text of the logo, and the weight of the text in the logo should remain the same.

## Logo Structure

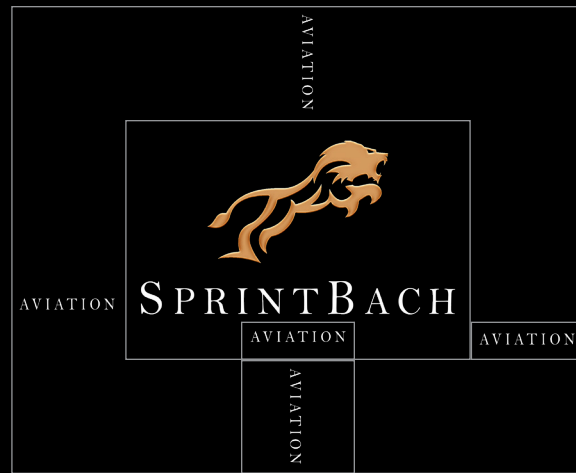
Our logo is the face of SprintBach Aviation, so it must be consistent across all platforms- digital and print. There are three main versions of the logo- the horizontal, stacked, and single lion logo.



**When creating content for print or digital media, use the stacked logo when centering text + use the horizontal logo for lines when using left and right justified text.**

## Clear Space

Always separate the SprintBach Aviation Logo from other accompanying text and graphic elements by a minimum distance of specified distance of clear space. The distance of clear space is defined by the length of the “Aviation” element of the logo.



## Lion Usage

The Lion symbol can be used alone without the wordmark only in materials where the full logo wordmark is used elsewhere, with the exception of merchandise. The lion can be used on it's own in the metallic version, but in cases where it must be a single color, the full logo or just the lion should be all Cloud White or Late Night Flight black.

The lion should be used to it;s exact design specifications and not modified in any way. The following exceptions may be made with approval:

- The cut-off lion: A supplementary graphic used in specific designwork. It can not be used as the only brand identifying mark. A piece with the cut-off lion graphic should also include a full SprintBach Aviation wordmark logo elsewhere.



# Logo Usage Guidelines

Altering the logo can and will cause customer confusion and will work against the brand awareness campaign. Altering or obscuring the logo in the following ways is not permitted.



SPRINTBACH  
AVIATION

**DO NOT** use the word mark without the  
Lion symbol



SPRINTBACH  
AVIATION

**DO NOT** show the logo in colors other  
than the official logo colors specified



SPRINTBACH AVIATION

**DO NOT** move or remove elements  
of the logo



SPRINTBACH  
AVIATION

**DO NOT** distort the logo



*SprintBach*  
Aviation

**DO NOT** use a different font in the  
word mark



SPRINTBACH  
AVIATION

**DO NOT** use a drop shadow or other  
effect on the logo



SPRINTBACH  
AVIATION

**DO NOT** position the logo at ANY angle



SPRINTBACH  
AVIATION

**DO NOT** alter the Lion symbol



SPRINTBACH  
AVIATION

**DO NOT** place the logo on a distracting  
background



SPRINTBACH  
AVIATION

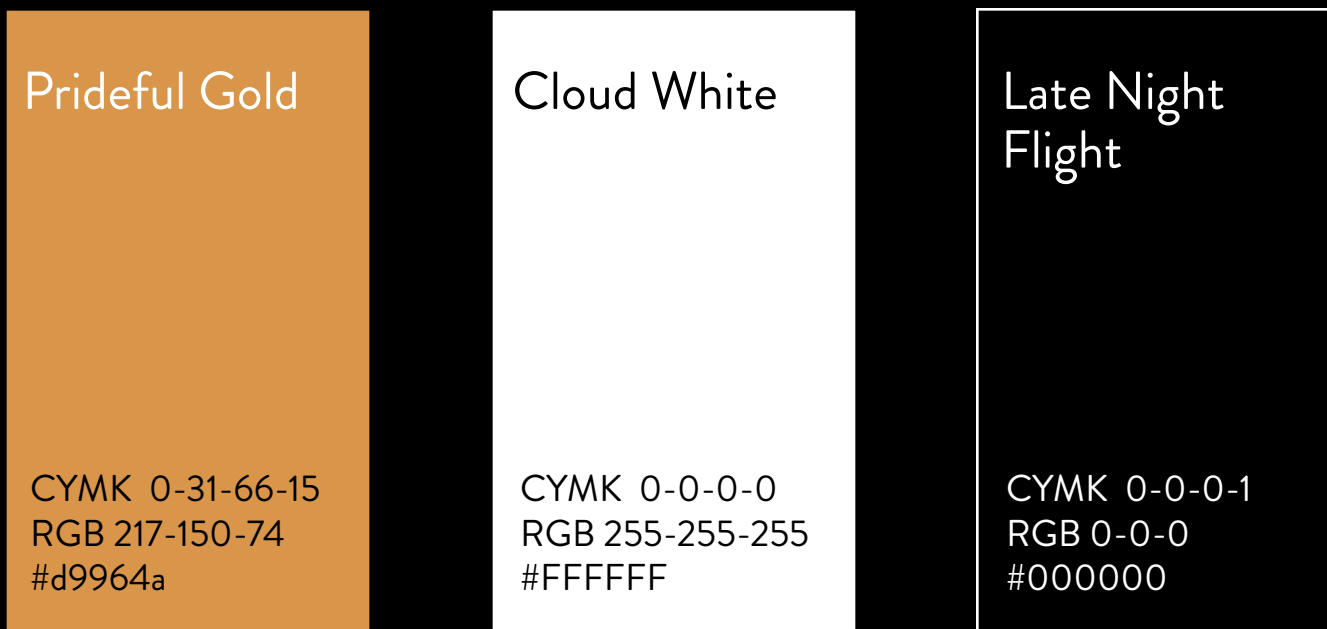
**DO NOT** use graphics or text that  
trespasses the clear space guidelines  
previously detailed



# Color Palette Guidelines

## Primary Color Palette

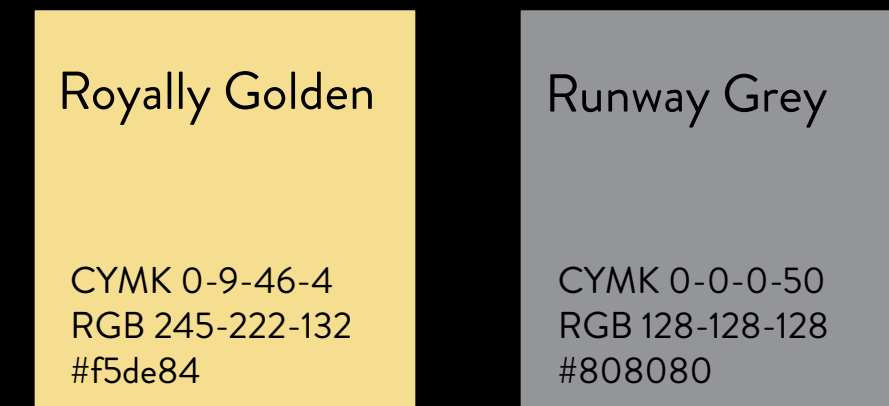
A consistent color identity across all things related to SprintBach Aviation will create brand awareness. These are the colors that should be used in at least 70% of all graphics, and should be used across all marketing materials.



Only Late Night Flight and Cloud White should be used as a primary background colors, and Prideful Gold should be used as an accent color, but should be included in all materials.

## Secondary Color Palette

These colors are to be used in instances where highlights, call outs, or small details need to be added. If being used, they should take up less than 30% of any graphic.



# Typography Guidelines

## Typeface Palette

### Primary text- Titles Only

Bell MT- Regular

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  
0 1 2 3 4 5 6 7 8 9

## Title Text Guidelines

- When using Bell MT for a title, try to use it in the Prideful Gold color
- Use it in a size slightly larger than the primary text, but do not make it more than 4x larger than the primary text
- Do not fully capitalize titles, capitalize each word in the title
- Always use the “Regular” variation

### Secondary text- Primary text

Brandon Grotesque- Regular

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  
0 1 2 3 4 5 6 7 8 9

## Secondary Text Guidelines

- When using Brandon Grotesque in secondary text, only use the “Regular” variation
- If emphasizing text or using a call-out, using the “thin” or “bold” variation is acceptable
- When using large lines of text, line spacing should be 8 pts. larger than the text size
- Do NOT use the italicized version unless necessary
- When writing “and”, you can shorten it to “+” but not “&”

