AERO GSE

DESIGN HANDBOOK

01 | LOGO

1.1 THE LOGO DESCRIPTION

AERO GSE

The Logo effectively demonstrates the key specifics of the company. Namely: ground support, on which the success and effectiveness of air flights depend entirely. This feature is transmitted with the help of an aircraft, which, coming off the ground, rushes into the sky. In this case, the letter "O" simultaneously symbolizes the full flight path. As a result, we have such an associative scheme: land-takeoff-land-takeoff. That is, takeoff is always preceded by land, which is embodied by the AERO-GSE Company.

On the other hand, part of the name—AERO—is painted in blue, symbolizing the air; the GSE part—in red, symbolizing the land. Thus, the association of the inseparable connection and interdependence of the two branches of aviation, as two elements, arises.

This is the reason for the brevity of the types and elements of the Logo, which in turn minimizes any incorrectness of the associative images.

1.2 CREATION OF THE LOGO

All letters in the AERO-GSE logo are made at an inclination of 80°,
except for the first letter "A" in which the left side has an incline of 62°

1.3 COLORS OF THE LOGO

PANTONE 7687 C
CMYK 94 / 79 / 0 / 0
RGB 44 / 66 / 149
HEX #2C4295

PANTONE 710 C
CMYK 0 / 88 / 51 / 0
RGB 231 / 56 / 87
HEX #E73857

In the original AERO-GSE logo, the main colors—blue and red—are used.

1.3 COLORS OF THE LOGO

AERO✈GSE

AERO✈GSE

The black-and-white version
of the Logo using one color.

The reversing (negative plate) of the
black-and-white Logo using one color.

PANTONE Process Black C
CMYK 0 / 0 / 0 / 0
RGB 0 / 0 / 0
HEX #000000
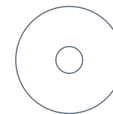
PANTONE Trans.White
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

1.3 COLORS OF THE LOGO

Acceptable usage of the Logo

The monochromatic Logo using a blue color (Pantone 7687 C) on a white background.

The monochromatic Logo using a red color (Pantone 710 C) on a white background.

The monochromatic Logo using a grey color (Pantone 7544 C) on a white background.

The reversing (negative plate) of the Logo using a white color on a color background (Pantone 7687 C).

The reversing (negative plate) of the Logo using a white color on a color background (Pantone 710 C).

The reversing (negative plate) of the Logo using a white color on a grey background (Pantone 7544 C).

1.3 COLORS OF THE LOGO

Inadmissible usage of the Logo

It is inadmissible to replace proportions of the Logo.

It is inadmissible to swap primary colors.

It is inadmissible to use any gradients in the Logo.

Any distortion of the Logo is inadmissible.

It is inadmissible to use an inking of the Logo.

It is inadmissible to use other types for reproducing the Logo.

1.3 COLORS OF THE LOGO

Inadmissible usage of the Logo

It is inadmissible to use a background on which the Logo is poorly read.

The Logo should be placed on a contrasting background.

It is inadmissible to use any graphic elements in the Logo.

1.4 ACCEPTABLE MINIMAL INDENTATIONS OF THE NEAREST OBJECTS FROM THE LOGO

In the AERO-GSE logo, the shape of the letter "A" is chosen as the basis for the X module.
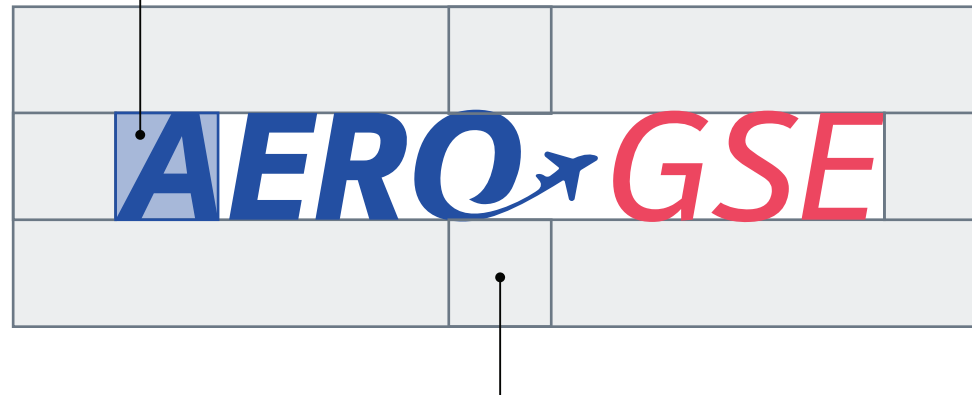
The area, in which the use of additional graphic elements is not allowed, except for departments names of the company, is indicated by the gray frame.

The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

1.5 ACCEPTABLE REDUCTION OF THE LOGO

AERO GSE

AERO GSE

20 mm

The minimum allowed width of the Logo,
with its proportional ratio, is 20 mm.

1.6 USE OF THE LOGO WITH DEPARTMENTS' NAMES OF THE COMPANY

Open Sans
(Italic)

AERO GSE
ADMINISTRATION

■ The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

■ 1/3 of one X module.

- 1/3 of one X module is used to indent between the Logo and the name of the company's departments.

- In departments' names of the company, 1/3 of one X module is used for a type size as well.

- Names of departments are aligned to the right, the bottom of the last letter of the AERO-GSE logo.

AERO GSE
LOGISTICS & PURCHASE

AERO GSE
SERVICE

AERO GSE
MARKETING

AERO GSE
SALE

1.7 USE OF THE LOGO WITH THE LOGOS OF THE PARTNER COMPANIES

- The logo of the partner company should not go beyond the gray frame of the AERO-GSE logo.

- The minimum distance between the AERO-GSE logo, taking into account the gray frame, and the logo of the partner company, should be one X module.

- The logo of the partner company should look organically with the AERO-GSE logo. For example, if you use the IVECO or SCANIA logos with the modules in mind, they visually look the same size with the AERO-GSE logo.

The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

1/3 of one X module.

1.8 TYPOGRAPHY (RECOMMENDED TYPES)

For text that is located under the AERO-GSE logo, it is recommended to use the Open Sans type.
As the main type for typing in different products, it is recommended to use the Bliss Pro type.

OPEN SANS ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

OPEN SANS SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BLISS PRO (REGULAR)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BLISS PRO (ITALIC)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BLISS PRO (MEDIUM)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BLISS PRO (BOLD)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1.9 DEVELOPMENT OF A GRAPHIC ELEMENT – A DIE

Half of the X module

- One of the elements of the AERO-GSE corporate style is the use of a die in the form of a thin red line, which symbolizes the runway skyward, bringing a dynamics in general composition.

- The die should not go beyond the scope of the gray frame of the AERO-GSE logo. The minimum indentation between the die, text box, and icons should be the half of the X module.

The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

1.10 DEVELOPMENT OF THEMATIC ICONS
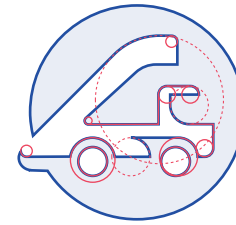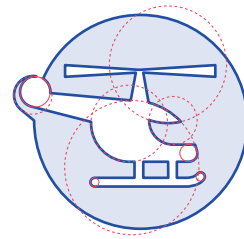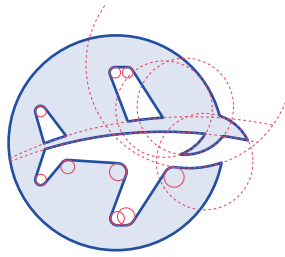
02 | CORPORATE STYLE

2.1 PERSONAL BUSINESS CARD

Half of the X module

Bliss Pro
(Medium) 12pt

Bliss Pro
(Italic) 8pt

Bliss Pro
(Regular) 9pt

Bliss Pro
(Regular) 8pt

Bliss Pro
(Regular) 8pt

Bliss Pro
(Regular) 8pt

Iryna Khomiak
Contract Manager

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AERO✈GSE

50 mm

90 mm

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100 Balicka str., Krakow, Poland 30-149.
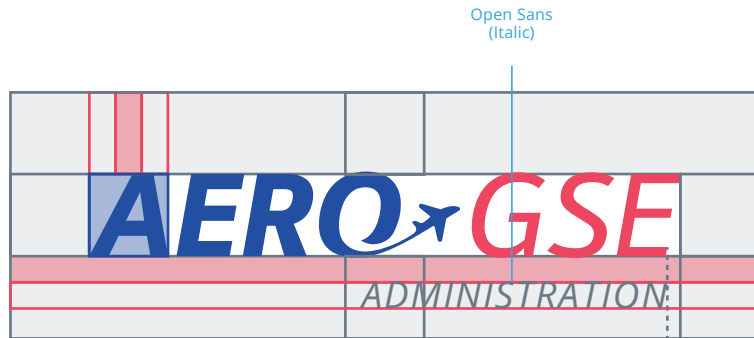VAT ID: PL9542737813
www.aero-gse.com

AERO✈GSE

The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

2.2 CORPORATE BUSINESS CARD

Half of the X module

Bliss Pro
(Bold) 8pt

Bliss Pro
(Regular) 7pt

Bliss Pro
(Regular) 6pt

AERO·GSE

ADMINISTRATION:
+48 726 726 701 | admin@aero-gse.com

SERVICE:
+48 726 726 699 | service2@aero-gse.com

GISTICS & PURCHASE:
+48 726 726 704 | supply@aero-gse.com

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SALE:

+48 726 726 737
sale1@aero-gse.com

+48 726 726 704
sale@aero-gse.com

+48 726 130 600
sale3@aero-gse.com

AERO-GSE Sp. z o.o.
Ground Support Equipment

50 mm

90 mm

Bliss Pro
(Regular) 9pt

AERO·GSE

ADMINISTRATION:
+48 726 726 701 | admin@aero-gse.com

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GISTICS & PURCHASE:
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SALE:

+48 726 726 737
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sale@aero-gse.com

+48 726 130 600
sale3@aero-gse.com

AERO-GSE Sp. z o.o.
Ground Support Equipment

The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

2.3 LETTER-HEAD

Half of the
X module

Bliss Pro
(Medium) 17pt

Bliss Pro
(Italic) 11pt

Bliss Pro
(Regular) 9pt

Bliss Pro
(Regular) 9pt

AERO✈GSE

Lavatory & Potable Water connectors

Replacement Auto-Sensing 3-Pole 28V DC Female Aircraft Connector Plug with power sensing lead for aircraft ground power units (GPUs).

Lavatory Wye Drain Couplings are designed for a leak-proof connection on all standard 4 inch drain nipples and they also feature a stainless steel cam ring as well as a stainless steel retaining washer, snap ring and control shaft for extra corrosion resistance and superior durability.

Lavatory Rinse/Fill Couplings are made of lightweight and rugged anodized aluminum and these couplings are designed for a wide temperature range. Other top quality features include knurled body for improved handling, a high operating pressure rating with low pressure drop and a robust hose bib that accepts a standard 1inch ground servicing hose/clamp connection.

Designed for a wide temperature range, Potable Water Fill Couplings are also engineered for durability – featuring rugged yet lightweight anodized aluminum construction. Other top quality features include knurled body for improved handling, a high operating pressure rating with low pressure drop, robust hose bib that accepts a standard 3/4 inch ground servicing hose/clamp connection, and FDA approved o-ring material.

PCA adaptors resist corrosion and they feature a patented non-metallic design with high-impact polyethylene and amorphous nylon construction for unmatched overall durability. Due to their extremely lightweight design, PCA adaptors are very easy to maneuver on an airport ramp – increasing the productivity of ground support personnel. Furthermore, installation is simple and instant. Looking for yet another benefit? PCA adaptors are also maintenance free, helping to reduce costs.

Lavatory Wye Drain Couplings are designed for a leak-proof connection on all standard 4 inch drain nipples and they also feature a stainless steel cam ring as well as a stainless steel retaining washer, snap ring and control shaft for extra corrosion resistance and superior durability.

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VAT payer № PL9542737813

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EUR: PL 83 1050 1214 1000 0023 6269 6581
PLN: 30 1050 1214 1000 0090 9399 0613
SWIFT: INGBPLPW

297 mm

210 mm

AERO✈GSE

Lavatory & Potable Water connectors

Replacement Auto-Sensing 3-Pole 28V DC Female Aircraft Connector Plug with power sensing lead for aircraft ground power units (GPUs).

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VAT payer № PL9542737813

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EUR: PL 83 1050 1214 1000 0023 6269 6581
PLN: 30 1050 1214 1000 0090 9399 0613
SWIFT: INGBPLPW

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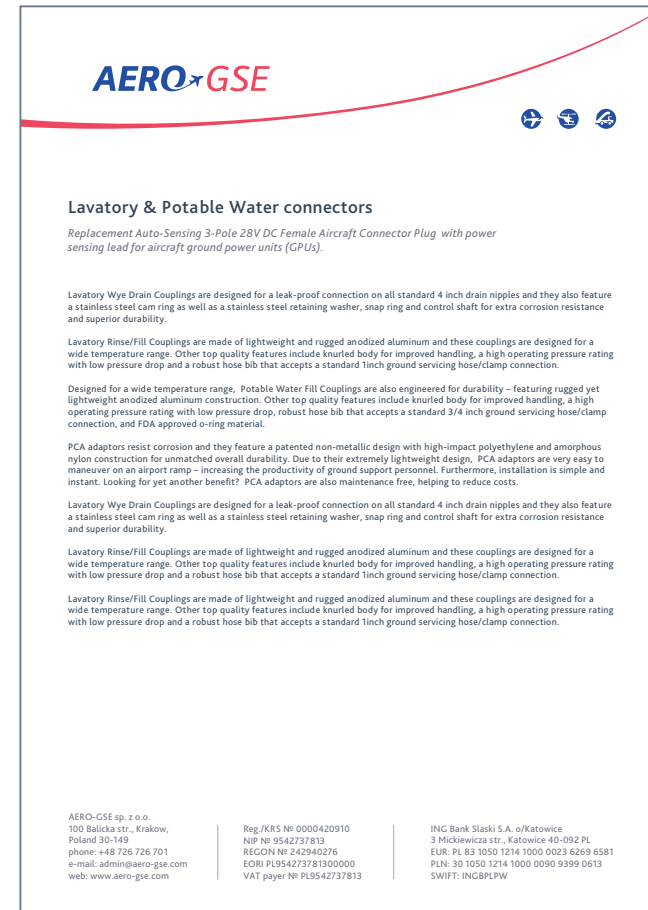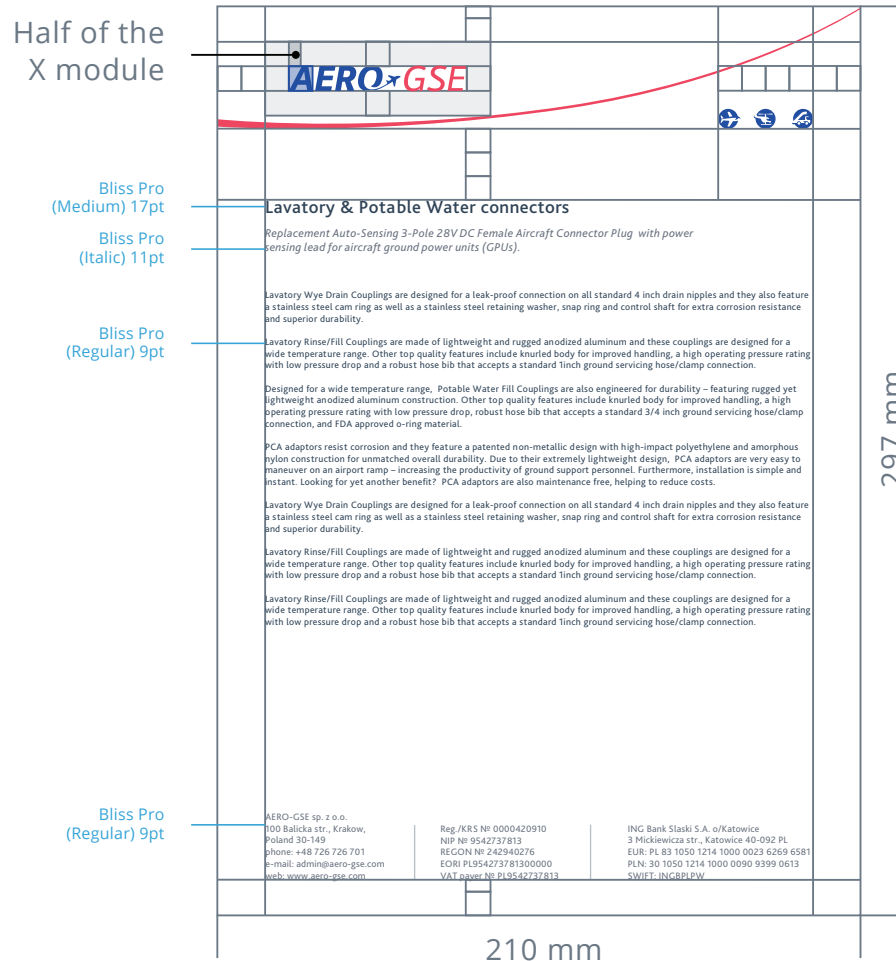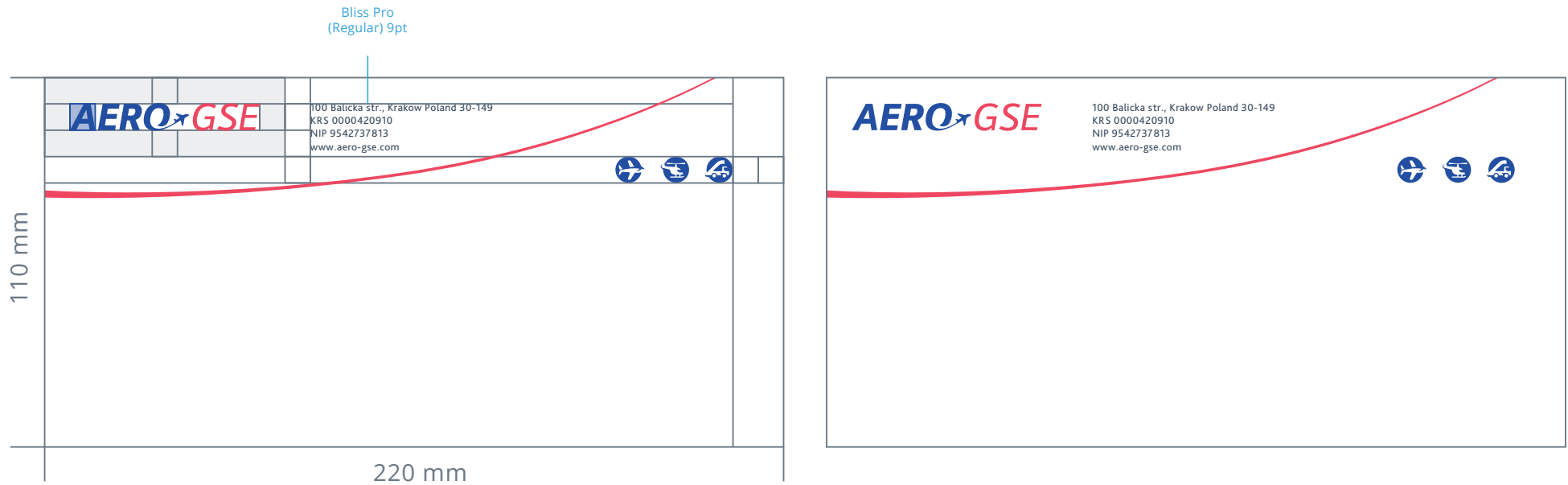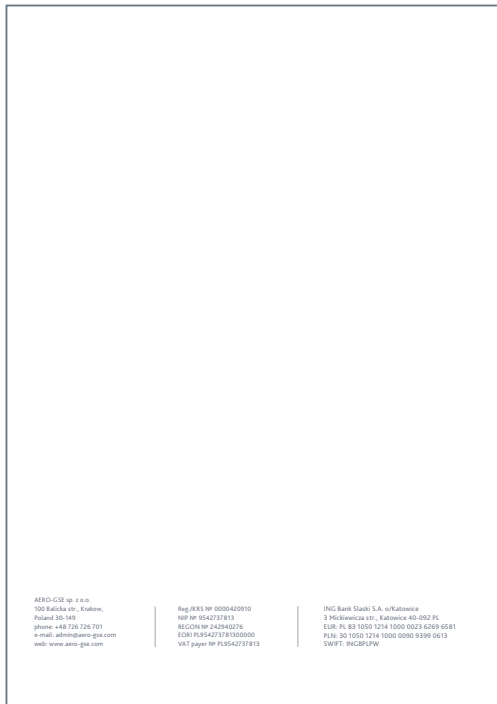
2.4 BRANDED ENVELOPE

Bliss Pro
(Regular) 9pt

AERO-GSE

100 Balicka str., Krakow Poland 30-149
KRS 0000420910
NIP 9542737813
www.aero-gse.com

110 mm

220 mm

AERO-GSE

100 Balicka str., Krakow Poland 30-149
KRS 0000420910
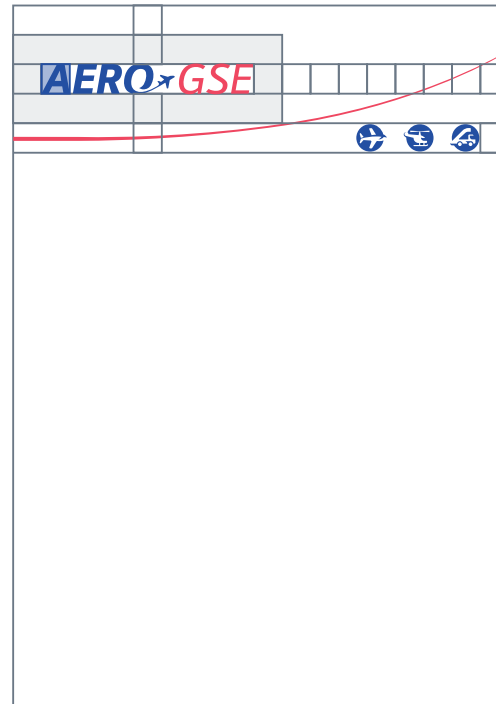NIP 9542737813
www.aero-gse.com

The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

2.5 BRANDED FOLDER, A4 FORMAT

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PLN: 30 1050 1214 1000 0090 9399 0613
SWIFT: INGBPLPW

The back side of the folder

Folded folder side

Folded side of the folder

The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.
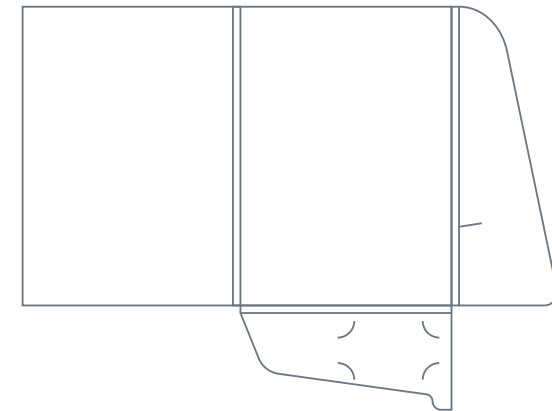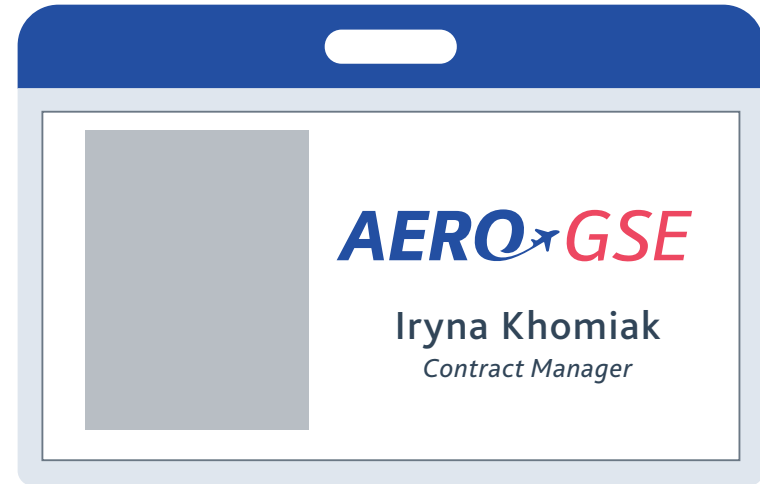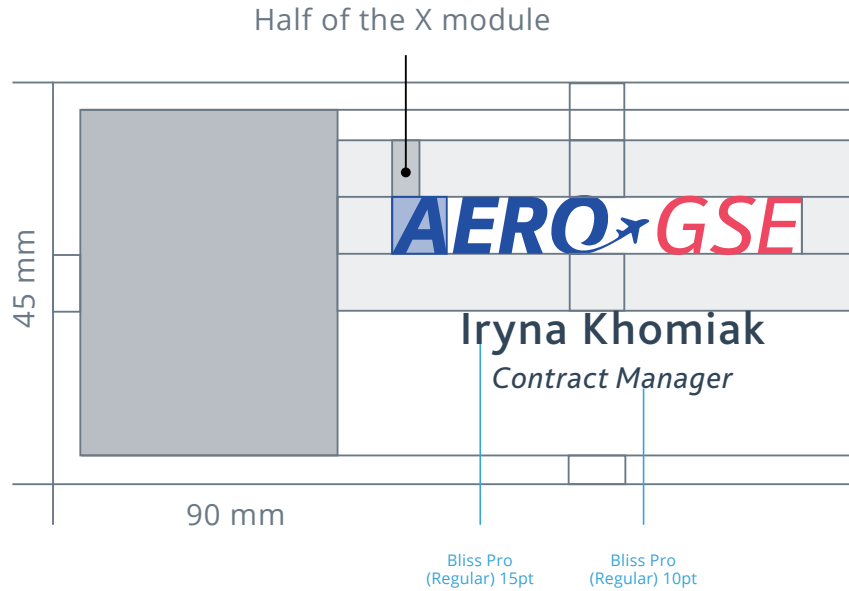
2.6 PERSONNEL BADGE

Half of the X module

45 mm

90 mm

Bliss Pro
(Regular) 15pt

Bliss Pro
(Regular) 10pt

AERO✈GSE

Iryna Khomiak
Contract Manager

AERO✈GSE

Iryna Khomiak
Contract Manager

The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

2.7 PERSONNEL UNIFORM

2.7 PERSONNEL UNIFORM

2.8 E-MAIL SIGNATURE

Bliss Pro
(Regular) 12pt

Bliss Pro
(Bold) 12pt

Bliss Pro
(Regular) 12pt

Bliss Pro
(Bold) 12pt

Bliss Pro
(Regular) 12pt

Best regards,
Iryna Khomiak
Contract Manager

Tel.: +48 726 726 701
Skype: cm_agse

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AERO×GSE

Best regards,
Iryna Khomiak
Contract Manager

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Skype: cm_agse

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AERO×GSE

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2.9 LABEL-STICKER
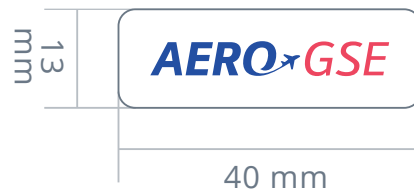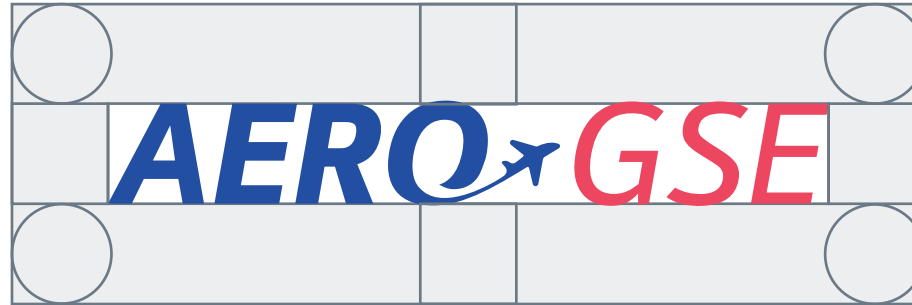
2.10 PACKAGE (CARDBOARD)
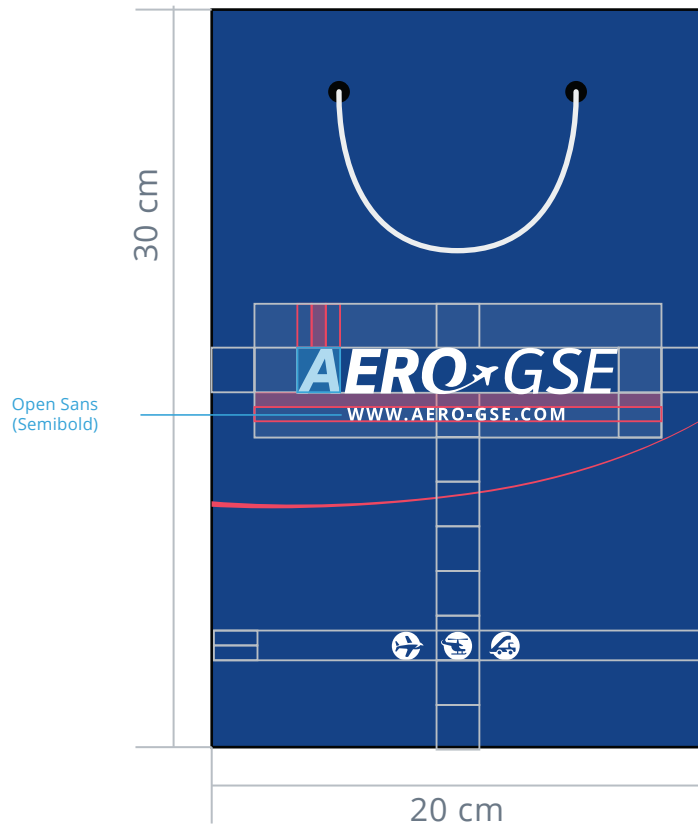
30 cm

Open Sans
(Semibold)

AERO⭢GSE
WWW.AERO-GSE.COM

20 cm

25 mm

The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

1/3 of one X module.

As an additional graphic element in the package design, it is possible to use branded icons that can be fixed with a thread tied to the handle of the package.

03 | ADVERTISING MATERIALS AND SOUVENIRS

3.1 INFORMATIONAL LEAFLET, A4

297 мм

210 mm

AERO-GSE represent a number of world leading G.S.E manufacturers from Europe, and have an excellent and proven track record in the delivery.

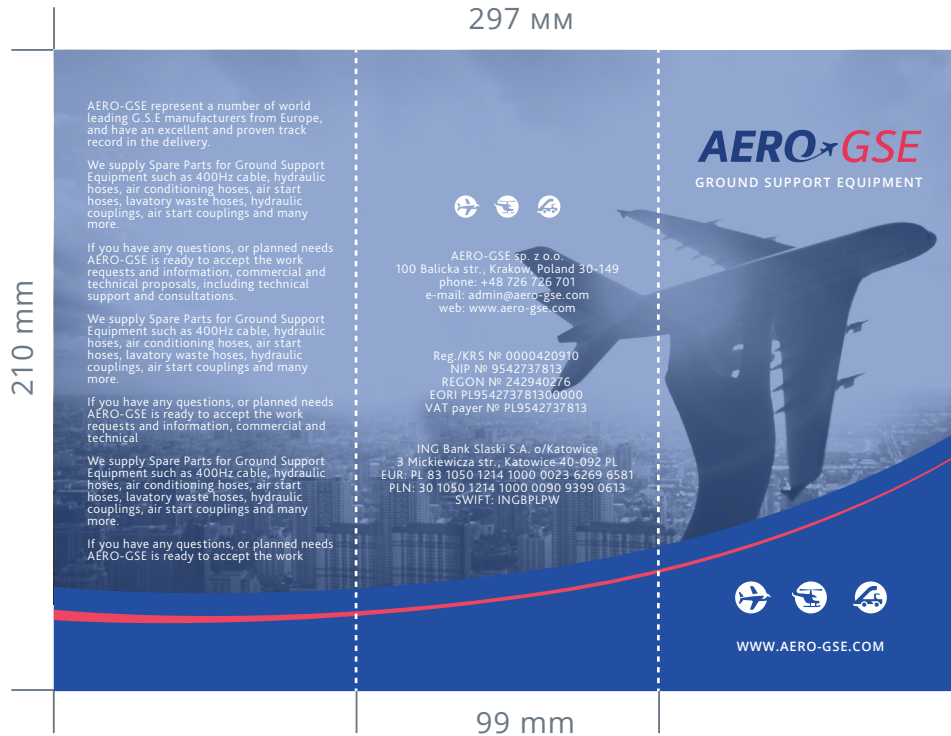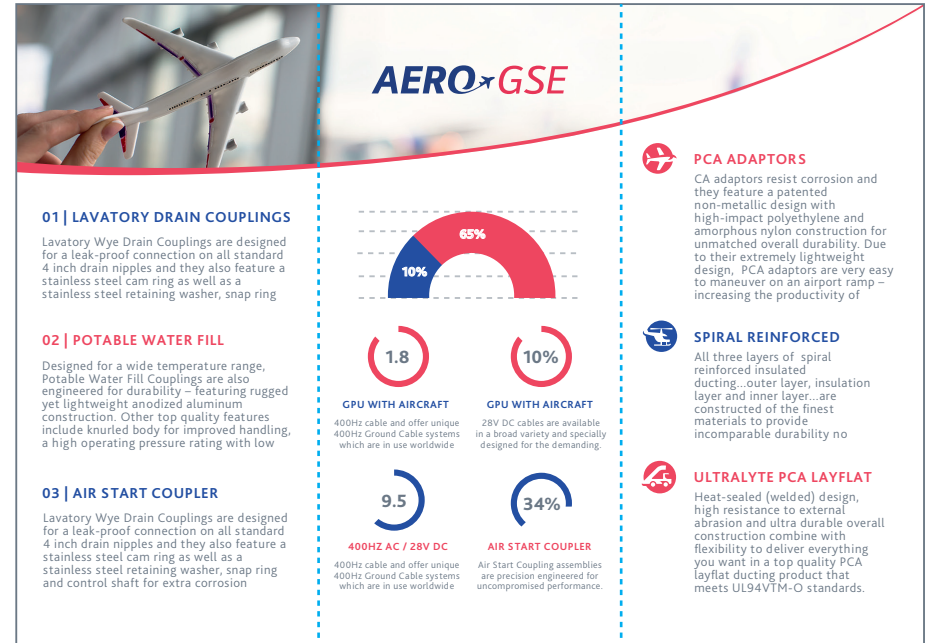We supply Spare Parts for Ground Support Equipment such as 400Hz cable, hydraulic hoses, air conditioning hoses, air start hoses, lavatory waste hoses, hydraulic couplings, air start couplings and many more.

If you have any questions, or planned needs AERO-GSE is ready to accept the work requests and information, commercial and technical proposals, including technical support and consultations.

We supply Spare Parts for Ground Support Equipment such as 400Hz cable, hydraulic hoses, air conditioning hoses, air start hoses, lavatory waste hoses, hydraulic couplings, air start couplings and many more.

If you have any questions, or planned needs AERO-GSE is ready to accept the work requests and information, commercial and technical

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If you have any questions, or planned needs AERO-GSE is ready to accept the work

AERO GSE
GROUND SUPPORT EQUIPMENT

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e-mail: admin@aero-gse.com
web: www.aero-gse.com

Reg./KRS № 0000420910
NIP № 9542737813
REGON № 242940276
EORI PL954273781300000
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ING Bank Slaski S.A. o/Katowice
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EUR: PL 83 1050 1214 1000 0023 6269 6581
PLN: 30 1050 1214 1000 0090 9399 0613
SWIFT: INGBPLPW

WWW.AERO-GSE.COM

99 mm

Outer side of the leaflet

AERO GSE

01 | LAVATORY DRAIN COUPLINGS

Lavatory Wye Drain Couplings are designed for a leak-proof connection on all standard 4 inch drain nipples and they also feature a stainless steel cam ring as well as a stainless steel retaining washer, snap ring

02 | POTABLE WATER FILL

Designed for a wide temperature range, Potable Water Fill Couplings are also engineered for durability – featuring rugged yet lightweight anodized aluminum construction. Other top quality features include knurled body for improved handling, a high operating pressure rating with low

03 | AIR START COUPLER

Lavatory Wye Drain Couplings are designed for a leak-proof connection on all standard 4 inch drain nipples and they also feature a stainless steel cam ring as well as a stainless steel retaining washer, snap ring and control shaft for extra corrosion

65%
10%

1.8
GPU WITH AIRCRAFT
400Hz cable and offer unique 400Hz Ground Cable systems which are in use worldwide

10%
GPU WITH AIRCRAFT
28V DC cables are available in a broad variety and specially designed for the demanding.

9.5
400HZ AC / 28V DC
400Hz cable and offer unique 400Hz Ground Cable systems which are in use worldwide

34%
AIR START COUPLER
Air Start Coupling assemblies are precision engineered for uncompromised performance.

PCA ADAPTORS
CA adaptors resist corrosion and they feature a patented non-metallic design with high-impact polyethylene and amorphous nylon construction for unmatched overall durability. Due to their extremely lightweight design, PCA adaptors are very easy to maneuver on an airport ramp – increasing the productivity of

SPIRAL REINFORCED
All three layers of spiral reinforced insulated ducting...outer layer, insulation layer and inner layer...are constructed of the finest materials to provide incomparable durability no

ULTRALYTE PCA LAYFLAT
Heat-sealed (welded) design, high resistance to external abrasion and ultra durable overall construction combine with flexibility to deliver everything you want in a top quality PCA layflat ducting product that meets UL94VTM-O standards.

Leaflet inside

3.2 BOOKLET, EUROFORMAT

AERO★GSE

PCA ADAPTORS AND SPIRAL REINFORCED INSULATED DUCTING

AERO★GSE

PCA adaptors resist corrosion and they feature a patented non-metallic design with high-impact polyethylene and amorphous nylon construction for unmatched overall durability. Due to their extremely lightweight design, PCA adaptors are very easy to maneuver on an airport ramp – increasing the productivity of ground support personnel. Furthermore, installation is simple and instant. Looking for yet another benefit? PCA adaptors are also maintenance free, helping to reduce costs

AERO-GSE 01

"PCA adaptors resist corrosion and they feature a patented non-metallic design with high-impact polyethylene and amorphous nylon construction for unmatched overall durability. Due to their extremely lightweight design, PCA adaptors are very easy to maneuver on an airport ramp – increasing the productivity of ground support personnel. Furthermore, installation is simple and instant. Looking for yet another benefit? PCA adaptors are also maintenance free, helping to reduce costs

02 AERO-GSE

PCA ADAPTORS AND SPIRAL REINFORCED INSULATED DUCTING

AERO★GSE

PCA adaptors resist corrosion and they feature a patented non-metallic design with high-impact polyethylene and amorphous nylon construction for unmatched overall durability.

Due to their extremely lightweight design, PCA adaptors are very easy to maneuver on an airport ramp – increasing the productivity of ground support personnel. Furthermore, installation is simple and instant. Looking for yet another benefit? PCA adaptors are also maintenance free, helping to reduce costs

Product ID	Dimensions
MS-PCA-24-01	20.32 cm x 20.32 cm x 24.13 cm
MS-PCA-24-01	20.32 cm x 20.32 cm x 24.13 cm
MS-PCA-24-01	20.32 cm x 20.32 cm x 24.13 cm
MS-PCA-24-01	20.32 cm x 20.32 cm x 24.13 cm

PCA adaptors resist corrosion and they feature a patented non-metallic design with high-impact polyethylene and

AERO-GSE 03

Booklet, A4

AERO★GSE

File folder

3.3 ADVERTISING INSERT (SEEN IN A MAGAZINE OR A BANNER)

Open Sans
(Semibold) 14pt

297 mm

Open Sans
(Bold) 25pt

Bliss Pro
(Light) 12pt

AERO GSE
WWW.AERO-GSE.COM

GROUND SUPPORT EQUIPMENT

AERO-GSE sp. z o.o.
100 Balicka str., Krakow,
Poland 30-149
phone: +48 726 726 701
e-mail: admin@aero-gse.com

210 mm

3.4 NAME PLATE

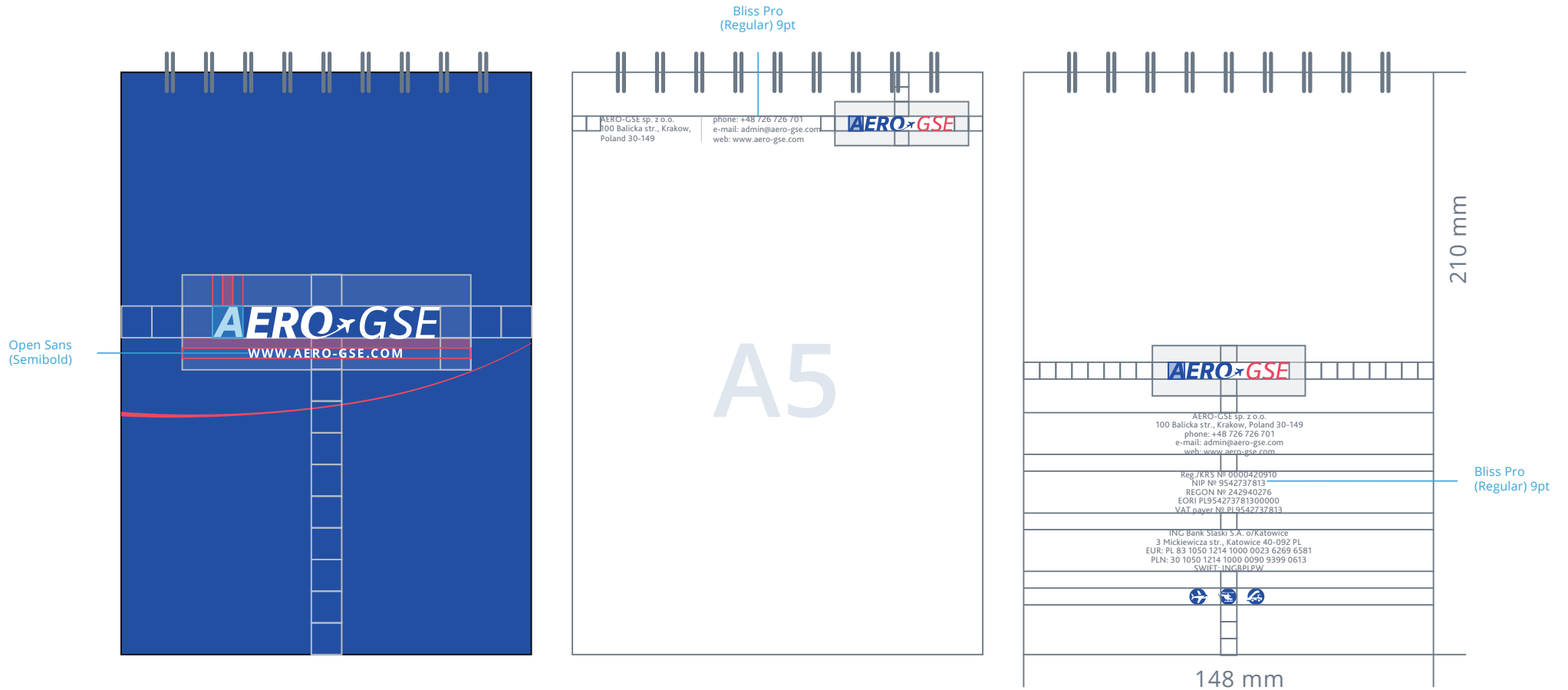Bliss Pro (Medium) 10pt

Bliss Pro (Medium) 46pt

AERO✈GSE

AERO-GSE sp. z o.o.

CE

30-149 Krakow, 100 Balicka str.		Poland	
www.aero-gse.com	sale@aero-gse.com	service2@aero-gse.com	
+48 726 726	+48 726 726	+48 726 726	

Bliss Pro (Medium) 46pt

TYPE	SELF PROPELLED AIRCRAFT WATER SERVICE UNIT				
Model	WSU 206535L0004				
Year of manufacturing	2015			Serial Number	WSU 206535L0004
GWV (kg)	6 690			kW	107 E5
Chassis	IVECO	70C15	ZCFC635A2F500305	Payload	2 000 L + 650 L + 350 L

Bliss Pro (Bold) 14pt

Bliss Pro (Bold) 14pt

84 mm

161 mm

3.5 PENCIL AND PEN

AERO⊁GSE

www.aero-gse.com

Bliss Pro
(Medium)

AERO⊁GSE

www.aero-gse.com

Bliss Pro
(Medium)

3.6 SCRATCHPAD

Bliss Pro
(Regular) 9pt

AERO-GSE sp. z o.o.
100 Balicka str., Krakow,
Poland 30-149

phone: +48 726 726 701
e-mail: admin@aero-gse.com
web: www.aero-gse.com

AERO GSE

Open Sans
(Semibold)

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A5

AERO GSE

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100 Balicka str., Krakow, Poland 30-149
phone: +48 726 726 701
e-mail: admin@aero-gse.com
web: www.aero-gse.com

Reg./KRS № 0000420910
NIP № 9542737813
REGON № 242940276
EORI PL95427378130000
VAT payer № PL9542737813

ING Bank Slaski S.A. o/Katowice
3 Mickiewicza str., Katowice 40-092 PL
EUR: PL 83 1050 1214 1000 0023 6269 6581
PLN: 30 1050 1214 1000 0090 9399 0613
SWIFT: INGBPLPW

Bliss Pro
(Regular) 9pt

210 mm

148 mm
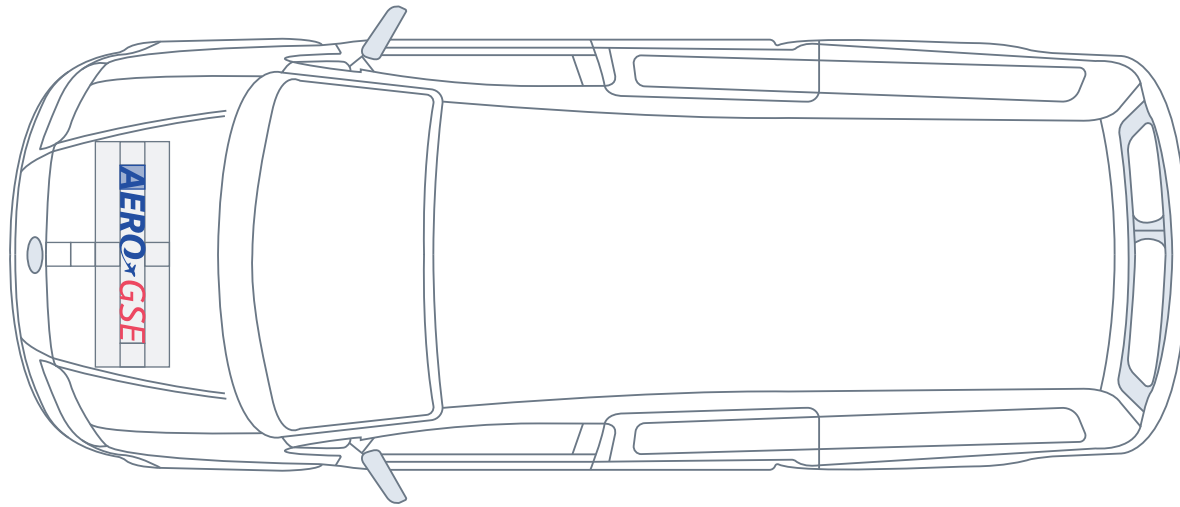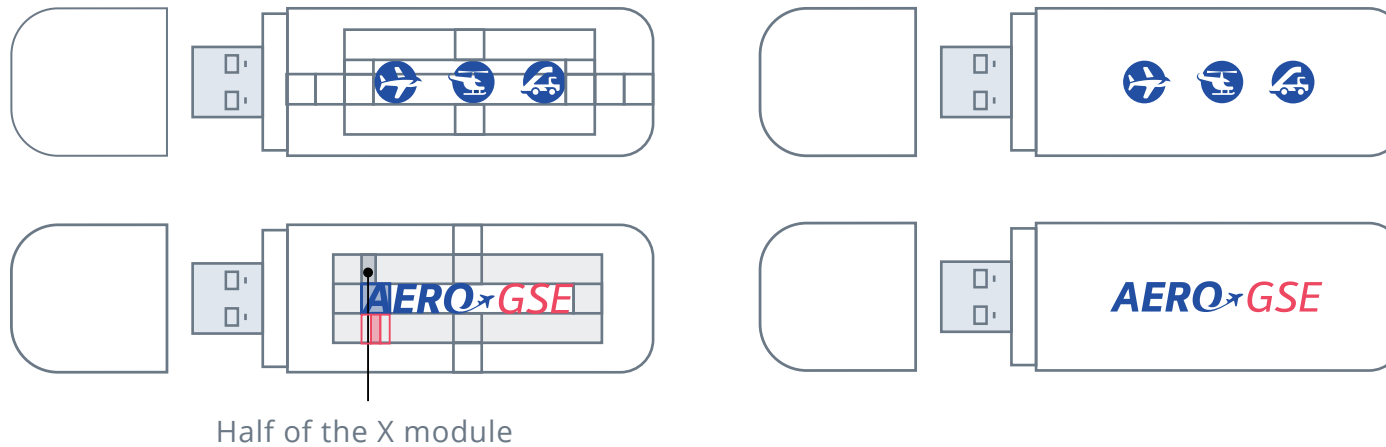
The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

1/3 of one X module.

3.6 SCRATCHPAD

AERO✈GSE
WWW.AERO-GSE.COM

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Poland 30-149

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ING Bank Slaski S.A. o/Katowice
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EUR: PL 83 1050 1214 1000 0023 6269 6581
PLN: 30 1050 1214 1000 0090 9399 0613
SWIFT: INGBPLPW

3.7 CUP

Open Sans
(Semibold)

The minimum distance between the AERO-GSE logo, taking
into account the gray frame and the end of the cup, should be five X modules.

The entire design of the main products and additional
materials of AERO-GSE is developed taking into account
the use of the X module.

1/3 of one X module.

3.8 CAP AND T-SHIRT (POLO)

The minimum distance between the AERO-GSE logo, taking into account the gray frame and the peak of the cap, should be three X modules.

The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

3.8 CAP AND T-SHIRT (POLO)

3.9 BRANDING OF CARS
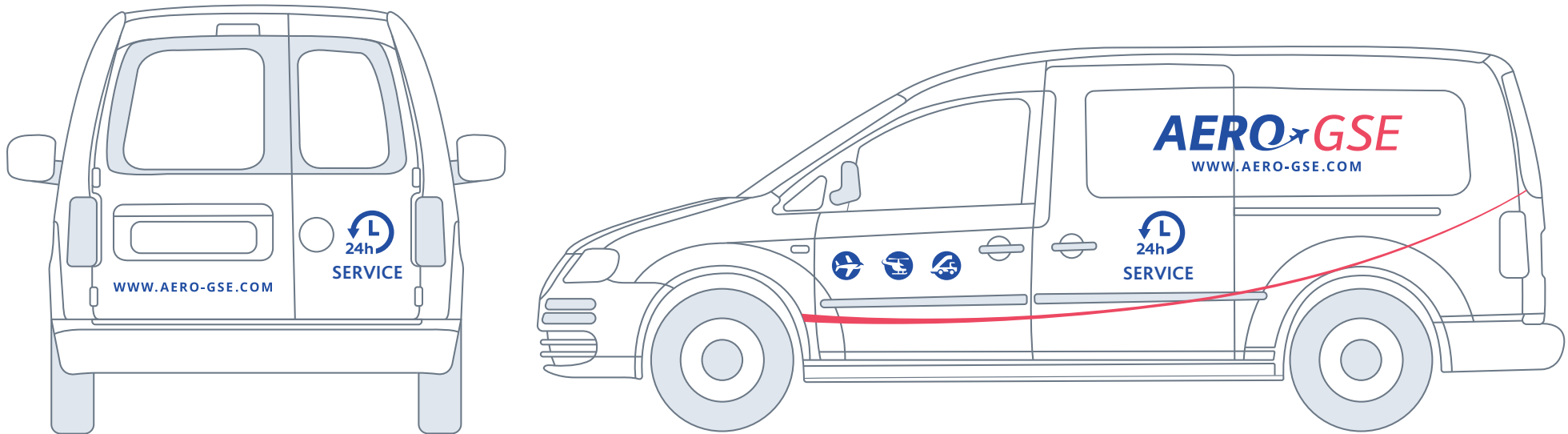
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WWW.AERO-GSE.COM

24h
SERVICE

WWW.AERO-GSE.COM

24h
SERVICE

The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

1/3 of one X module.

3.9 BRANDING OF CARS

The entire design of the main products and additional materials of AERO-GSE is developed taking into account the use of the X module.

3.10 USB DRIVE

Half of the X module

The minimum distance from the top and bottom of the
AERO-GSE logo, taking into account the gray frame, should be two X modules.

The entire design of the main products and additional
materials of AERO-GSE is developed taking into account
the use of the X module.

1/3 of one X module.

3.11 SCOTCH
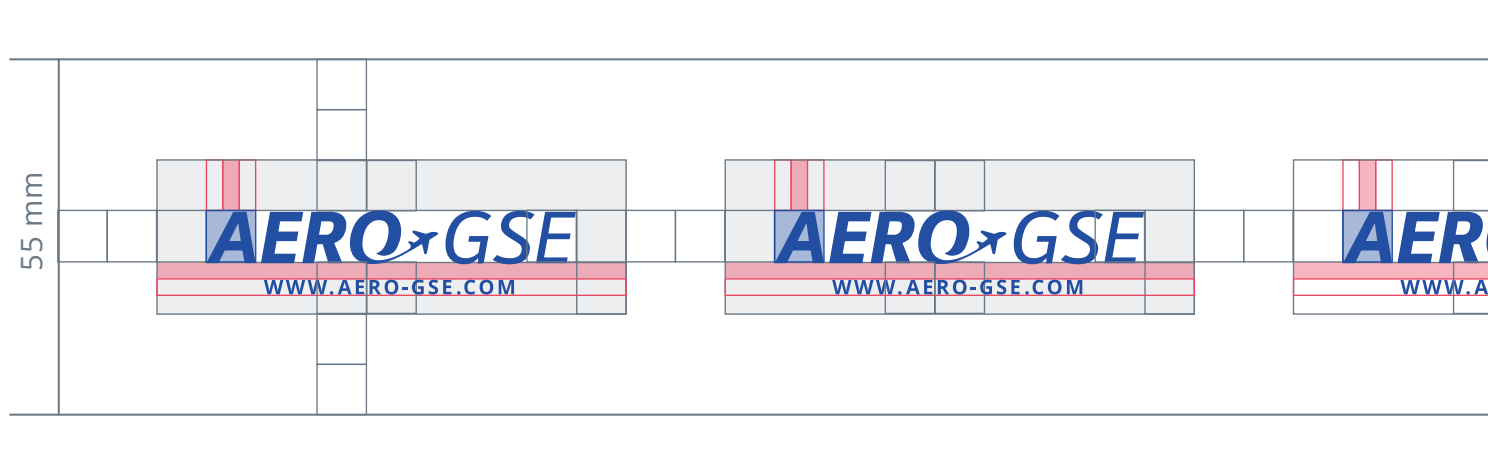
The minimum distance from above, from below,
and between the AERO-GSE logos should be two X modules.

The entire design of the main products and additional
materials of AERO-GSE is developed taking into account
the use of the X module.

1/3 of one X module.

Design Handbook