



meander

“Not all those who wander  
are lost...”

- J.R.R. Tolkien



## Mission Statement

Meander is a helicopter service company dedicated to bringing a new perspective to the San Francisco bay area to all locals and tourists who have a thirst for adventure. With our certified pilots, we'll continue to offer an exhilarating experience with charming views.

## Brand Personality

exhilarating, supreme, unabridged,  
adventurous, weightless,



## Brand Identity

Meander is a helicopter touring company offering exhilarating travel and entertainment fit for aerial photography or even the perfect date.

### Tour Packages:

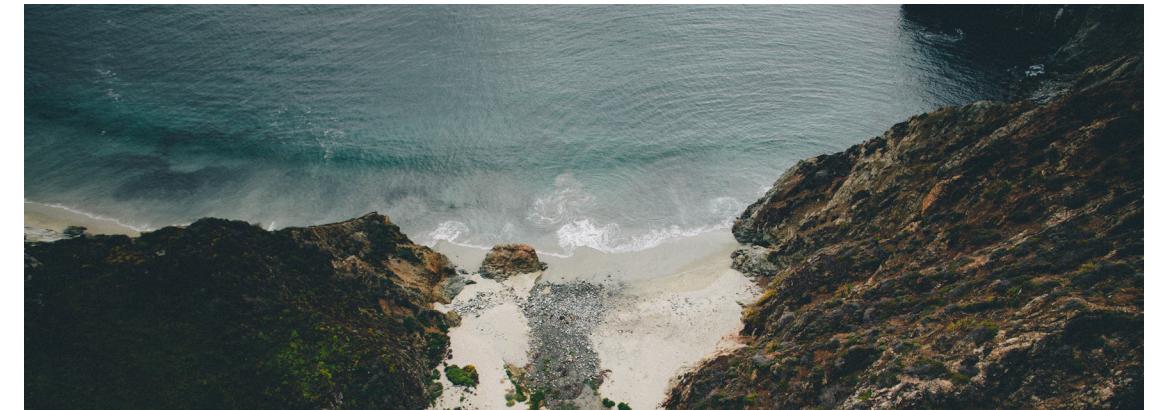
Executives-\$275

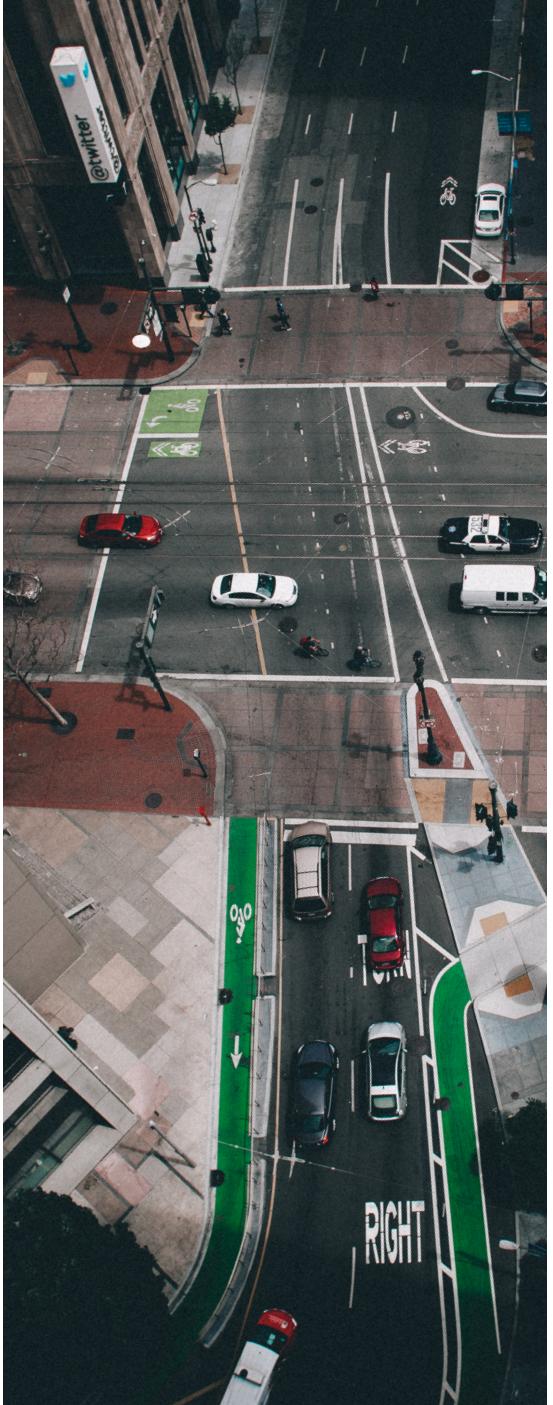
Romantics-\$385

Explorers-\$300

All tours will fly from and back to SFO.

### MARKETING OBJECTIVE





## Target Audience

Meander is for anyone who seeks adventure. In order to join us on a voyage, one must be of at least 18 years of age.



### Sarah Alex

**Age 20, Student/Sales Associate  
Annual Income: \$30,000**

Interests: hiking, snowboarding, music

Sarah is a second year from UC Davis and is currently majoring in Biology. When she isn't studying, Sarah likes to retreat to Lake Tahoe with her friends, and when it snows, she shreds down the slopes. She likes to visit her parents when school isn't in session. Sarah's parents live in San Ramon, CA.



## Tyler Johnson

**Age 23, Student/Barista  
Annual Income: \$24,000**

**Interests:** leading, latte art, traveling, photography

Tyler goes to DeAnza Community College and works at a local Starbucks when he doesn't have class. On the days he is completely free Tyler enjoys heading up to Mt. Tamalpais early morning to get the perfect sunrise shot.





## Competitor Analysis

Golden Gate Helicopters and San Francisco Helicopter are two of my main competitors because they both provide a helicopter touring service based in San Francisco.

Both companies nearly have identical services, but what sets Golden Gate Helicopters from San Francisco Helicopters is that the client can setup a custom tour.

GOLDEN GATE HELICOPTERS



# meander

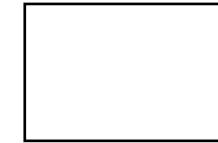
## Typefaces

**Logo**  
Futura—medium

**Subhead**  
14 pt Univers LT Std—67 bold condensed

**Body**  
10 pt Source Code Pro—regular

## Color Palette



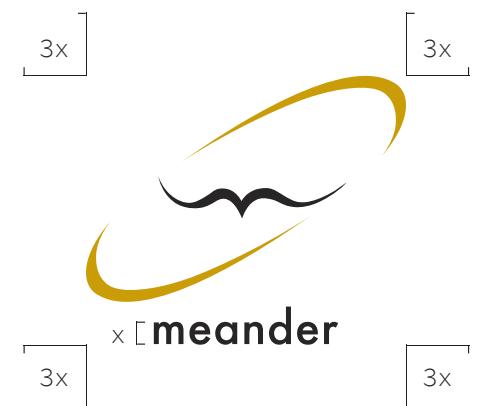
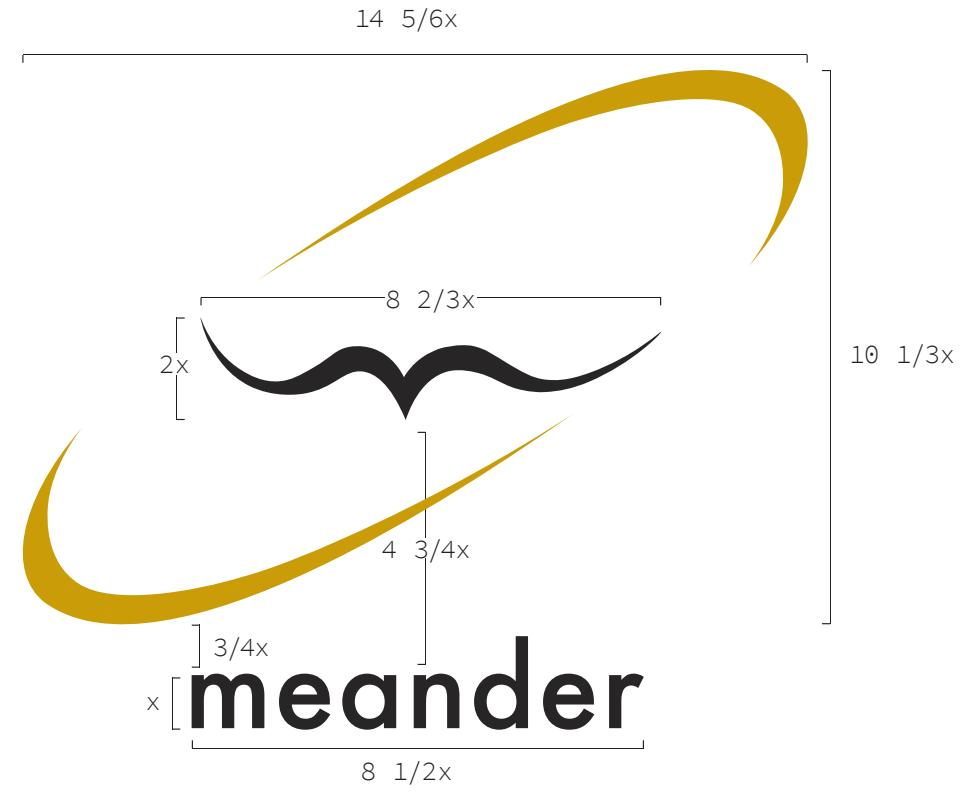
C 0 R 255  
M 0 G 255  
Y 0 B 255  
K 0 #ffffff

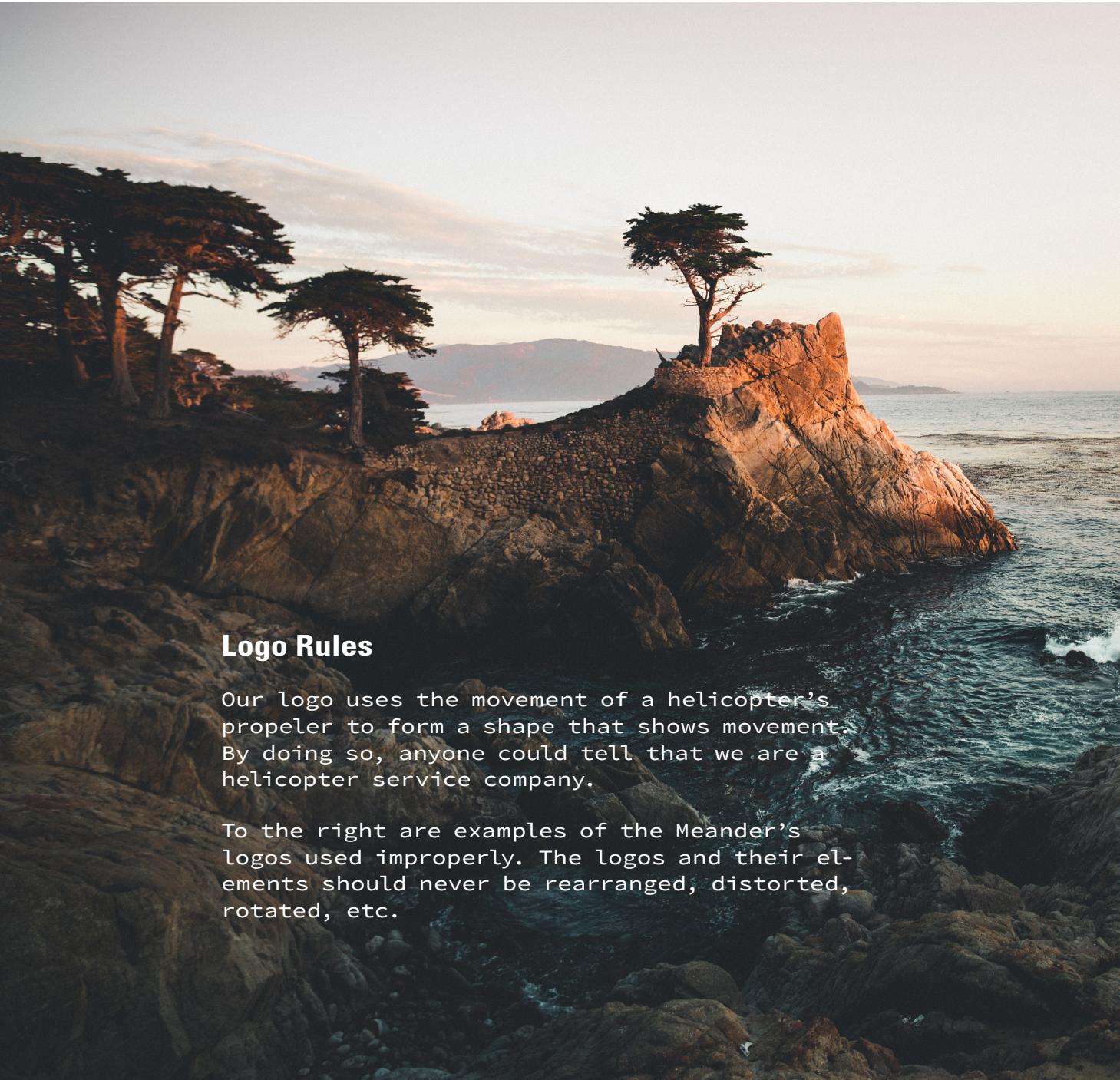


C 80 R 51  
M 80 G 51  
Y 80 B 51  
K 80 #ffffff



C 0 R 255  
M 19.2 G 255  
Y 80 B 255  
K 18.4 #ffffff

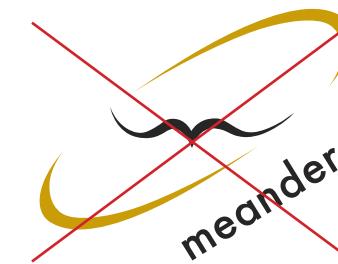




## Logo Rules

Our logo uses the movement of a helicopter's propeler to form a shape that shows movement. By doing so, anyone could tell that we are a helicopter service company.

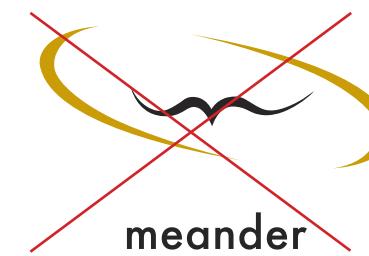
To the right are examples of the Meander's logos used improperly. The logos and their elements should never be rearranged, distorted, rotated, etc.



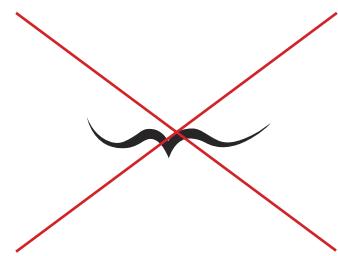
Do Not move  
any element of  
the logo.



Do Not alter  
the original  
colors.



Do Not move  
flip any part  
of the logo.



Do Not remove  
any element of  
the logo.





## Website Look and Feel

