



Department Of Graphic Design

B.A. (Graphic Design), End of Semester Examination, Second Year  
June 2020

## GRD 252- BRAND & IDENTITY DESIGN

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**Create a visual identity system for GoldBlack Airlines (GBA), the new national airlines of Ghana to be officially launched in 2022. The airline will provide services to destinations on the African continent, and to the Seychelles, Comoros, Madagascar and Mauritius.**

Ghana Airways was founded on 4 July 1958 by the government of Ghana with a start up capital 400,000 Euros; the government holding a 60 percent stake, with BOAC holding the remainder. When the company was founded, a seven year agreement between the airline and BOAC was signed, which was BOAC personnel being seconded to Accra and Ghanaian personnel being trained for them to take over management and operation of the airline...

The problems leading to the collapse of the company began in March 1999 after it had a cooperation agreement with South African Airways but was run down by debts and legal disputes. The defunct Ghana International Airlines (GIA) took over from Ghana Airways in 2004 as a national airline in a partnership between the government of Ghana and a group of private international investors. The GIA also collapsed by 2010 and finally ceased operations in December 2015. Since then, the Ghana government has been trying to get a national airline for the West African country.

Which is why GoldBlack Airlines is here, this is a new airline of Ghana to be officially launched in 2022. The airline will provide services to destinations on the African continent and to the Seychelles, Comoros, Madagascar and Mauritius.

Ghanaians travel a lot and that cannot be taken away from them. Moreover, one great source of revenue generation comes from tourism and Ghana is blessed with many beautiful reserves and resources, we can invite the world to our beloved country and the with if our airlines are given a tilt of attention which going to channel in more foreign investors, and a sure way to make our nation great and strong indeed.

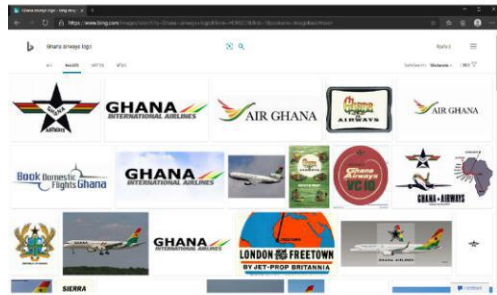
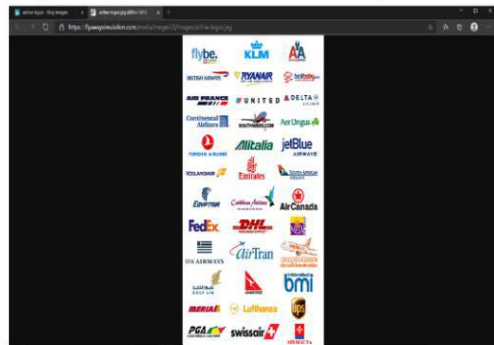
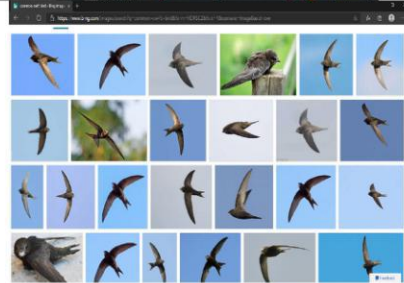
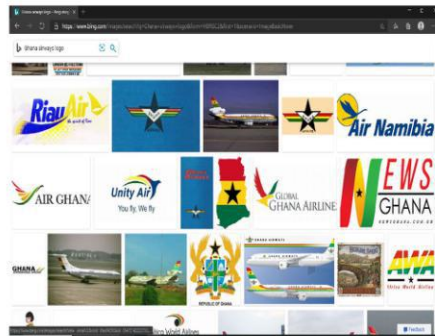
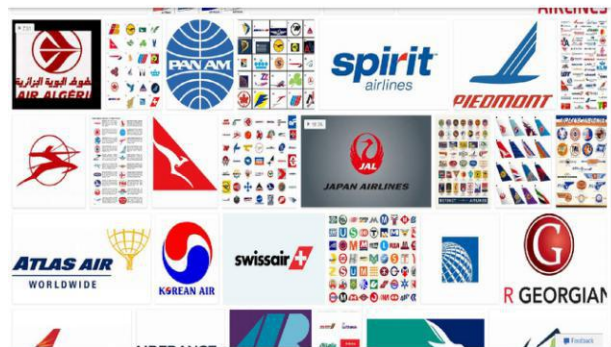
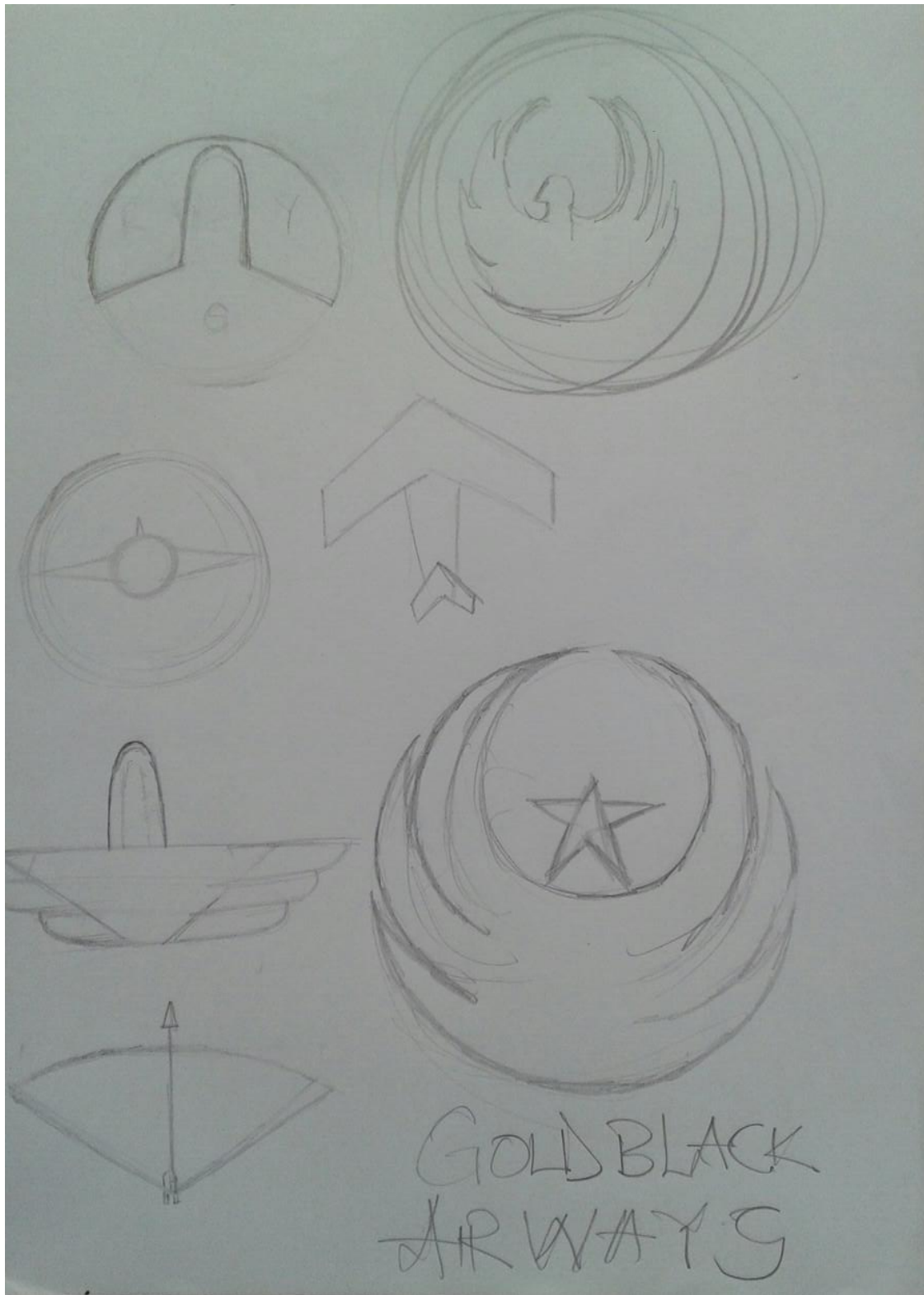
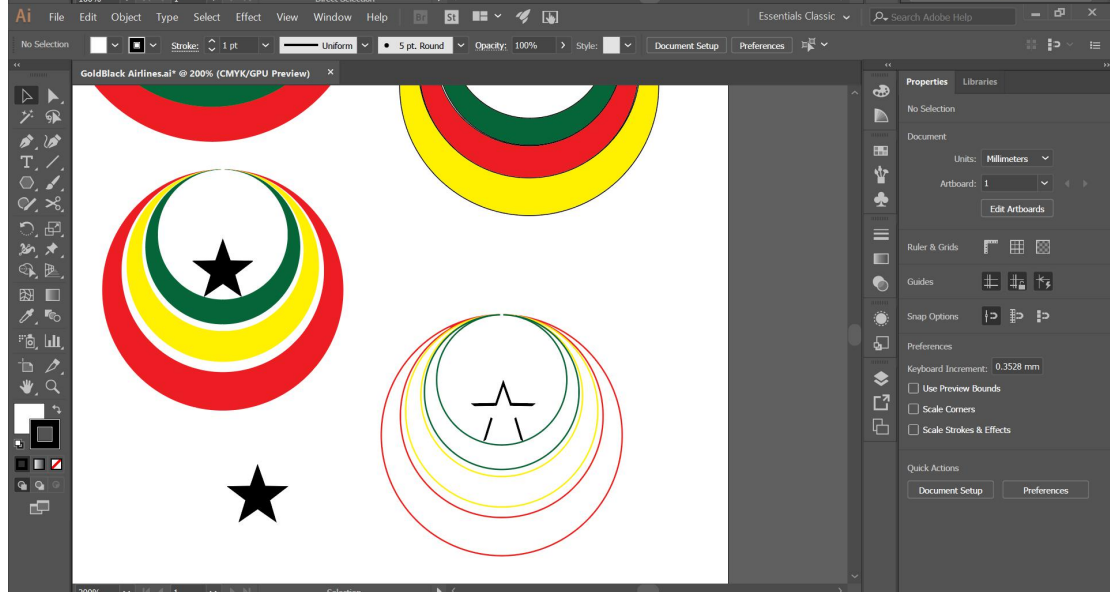
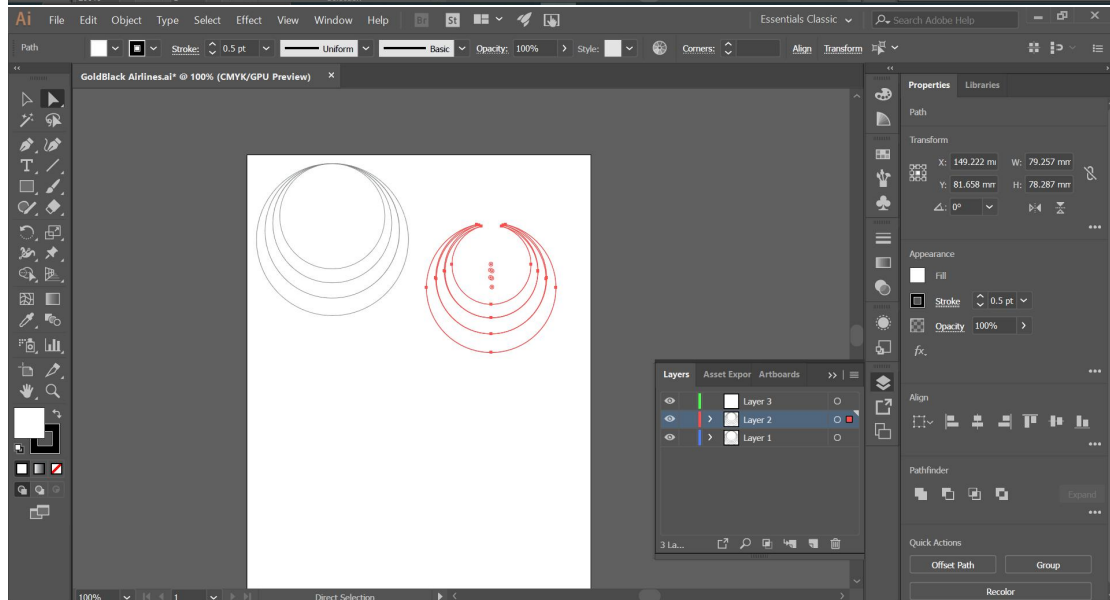
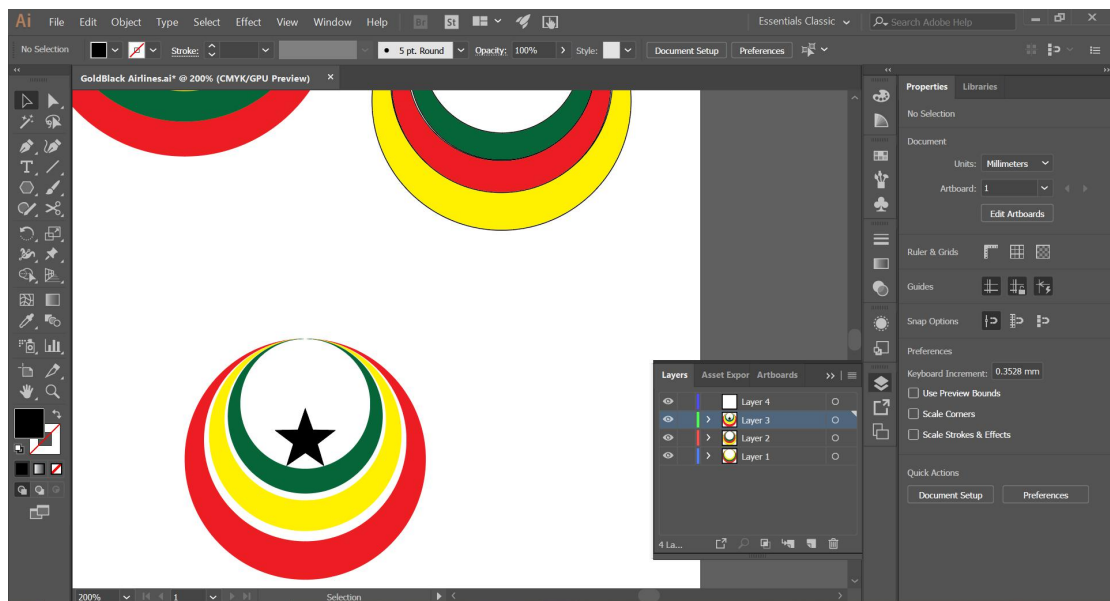


Table with 10 columns: Custom name, Image, Species, Family, Average horizontal speed, Maximum horizontal speed, Maximum altitude, Range, and Notes. The table lists various bird species and their characteristics.

Custom name	Image	Species	Family	Average horizontal speed	Maximum horizontal speed	Maximum altitude	Range	Notes
Peregrine falcon		Peregrine falcon	Falconidae	95-100 km/h	150 km/h	3,000 m	1,000 km	Highly skilled hunter
Osprey		Osprey	Accipitridae	45-60 km/h	100 km/h	1,000 m	1,000 km	Specialized for catching fish
Great horned owl		Bubo virginianus	Strigidae	30-40 km/h	100 km/h	1,000 m	1,000 km	Excellent night hunter
Golden Eagle		Aquila chrysaetos	Falconidae	100-120 km/h	150 km/h	3,000 m	1,000 km	Powerful predator
White-tailed eagle		Haliaeetus albicollis	Falconidae	100-120 km/h	150 km/h	3,000 m	1,000 km	Large bird of prey
Common buzzard		Bubo agrotis	Strigidae	30-40 km/h	100 km/h	1,000 m	1,000 km	Common owl
Common kestrel		Falco tinnunculus	Falconidae	100-120 km/h	150 km/h	3,000 m	1,000 km	Small bird of prey











GOLDBLACK  
A I R L I N E S

Colour Code:

Red\_ C= 0 M= 100 Y= 100 K= 0

Yellow\_ C= 0 M= 100 Y= 100 K=0

Green\_ C= 0 M= 100 Y= 100 K= 0

Typeface:

Marcellus SC (GoldBlack Airline)

Element:

The concept behind my design is this:

So I made research on the top airline logos across and I noticed the portrayal of various kinds of flying birds and mine also on the other hand is an abstract bird with its wings almost touching above its head and the head being a gestalt theory on closure was employed signifying the black star in the flag of Ghana and as the saying goes "less is more" or "simplicity is timeless", I worked instead with the outline in colors that define Ghana.



GOLDBLACK  
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