

## **Skyguide sharpens its brand identity**

**Geneva, 22 November 2011.** Skyguide has modified its brand identity, in response to the sizeable changes that both it and the air navigation services sector have undergone in the past few years – not least through the intensified collaborations among Europe’s ANS providers. A clear and consistent focus on customers’ and partners’ needs is at the heart of the revised brand alignment.

### **An updated visual identity**

The modifications made include slight revisions to the skyguide logo and further corporate design elements – the first the company has made in its ten-year history. The previous orange of the skyguide logo has been replaced by a clear blue, which not only makes a stronger connection with the sky, but also gives the logo a fresher and more contemporary overall look and feel.

### **For customers and partners**

The company has also adopted a new claim – “**with you all the way**” – which expresses its aspiration to put an even stronger and clearer focus on addressing its customers’ and partners’ specific wishes and needs. The new claim also underlines skyguide’s closeness to its customers. The sharpened brand identity will now be gradually adopted for all corporate publications and communications channels over the next two years.

### **A clearer and more user-friendly website**

The skyguide.ch website has been given a full makeover, too, and now sports a clearer and more contemporary look. The individualised “my skyguide” menu navigation makes it easier for all visitors to find their way around; and the site’s logical structure and neat and contemporary design further enhance its overall user-friendliness and appeal.

The modified skyguide logo can be viewed here:

<http://bit.ly/sLdKoQ>

skyguide  
swiss air navigation services ltd  
media relations  
CH-1215 Geneva 15

#### Contact:

phone: +41 22 417 4008

email: [presse@skyguide.ch](mailto:presse@skyguide.ch)

internet: [www.skyguide.ch](http://www.skyguide.ch)

---

Skyguide is responsible for providing air navigation services within Swiss airspace and in the airspace of certain adjoining regions in neighbouring countries. The company guides the civil and military aircraft entrusted to its care – around 3 170 flights a day or 1.16 million a year – through the busiest and most complex airspace in Europe.

Skyguide is a non-profit limited company which has its head office in Geneva. The majority of its shares are held by the Swiss Confederation. The company generated total operating revenue of over CHF 365 million last year, and employs some 1,400 people at 14 locations in Switzerland. Skyguide is also a member, together with its partner organisations in Belgium, France, Germany, Luxembourg and the Netherlands, of the FABEC initiative to create a common functional airspace block that will bring greater efficiency to Central Europe's air traffic management services and activities.

---