



Brand System

Strategy • Identity • Expression



The essential brand guideline

This Brand System gathers the essential foundations of our brand to help everyone understand, activate, and manage it consistently.

Within these pages are the strategic, visual, and expressive principles that guide how our brand comes to life at every point of contact. Rather than answering every single question, its goal is to give us a clear compass for making better choices and keeping our brand coherent over time.



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Every strong brand begins with a clear strategic definition. This chapter gathers the foundational decisions that guide the brand's development and serve as the benchmark for all its future expressions.

1.0 Brand Strategy

- 1.1 Brand Purpose
- 1.2 Brand Idea
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1.1

Purpose

Integrate the aviation ecosystem by **elevating** standards.

To integrate the global aviation ecosystem by closing the competency visibility gap, ensuring every flight carries the highest standard of safety, confidence, and character.

The brand operates as the integrator of the aviation ecosystem — bringing together training, assessment, and connectivity within a reliable and scalable framework.



1.2

Brand Idea

Raising aviation standards
through people, guidance,
and connection.

AMRIS functions as the operational backbone connecting early-stage cadets, flight academies (AMRIS Academy), quality assessment frameworks (Competency System), and airline operations (ARPP) into a single, transparent global standard. It turns every training event into actionable safety intelligence for airlines.



1.3

Brand Positioning

Training & Safety Intelligence Platform.

For:	Airline Training & Safety Leadership (EBT/CBTA, QA, compliance) and ATO Directors.
Who Need To:	Close the competency visibility gap and detect crew performance drift early before it impacts operations. AMRIS / AMRIS.ai Is: The trusted ecosystem partner and enterprise platform.
That Provides:	Continuous, structured competency intelligence that makes performance clear, consistent, and provable.
Unlike:	Fragmented manual evaluations, legacy LMS tools, or unverified AI hype.



1.4

Audience

The Buyer / Decision Maker:	Airline VPs of Flight Operations, Training Captains, EBT/CBTA Leads, and Procurement Officers. Seeking: Risk reduction, operational discipline, audit-ready compliance, and enterprise trust.
The Consumer / Beneficiary:	Cadets, Student Pilots, and Flight Instructors. Seeking: Clear career progression, structured mentorship, character development, and transparent evaluation.
The Ideal Target / Aspirational Audience:	Global Tier-1 Airlines, Civil Aviation Authorities (Regulators), and top-tier federated ATO networks seeking a universal accreditation benchmark ("The Amris Standard").
The Lost Opportunity:	Traditionalist flight schools or airline legacy departments that remain trapped in paper-based, sampled observations due to a fear of digital transformation.



1.5 Personality

Enterprise Calm.
Expert.
Focused.
Collaborative.
Approachable.
Sharp.

- Demonstrates deep operational expertise, data-driven rigor, and authority without arrogance or hype.
- Grounded in safety, mentorship, empathy, and an unyielding commitment to human well-being.



1.6
Values

The human Values

Committed:	We elevate global aviation standards without taking shortcuts or compromising on quality.
Trustworthy & Rigorous:	We deliver evidence-led, audit-ready outputs that bring certainty to airline operations.
Human & Supportive:	We believe human guidance and mentorship build the character and confidence necessary for cockpit excellence.
Transparent:	We make drift and hidden risks visible, providing clarity across every stage of pilot development.



The Visual System; Identity translates strategy into a recognizable visual language. This chapter defines the core elements that build consistency and enable the brand to be clearly identified across any touchpoint.

2.0

Brand Identity

- 2.1 Logotype

2.2 Logo versions

2.3 Prohibited uses

2.4 Color Palette

2.5 Typeface A

2.6 Typeface B
- Brand Language

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2.8 Textures (Backgrounds)

2.9 Patterns

2.10 Photography Style

2.11 Imagery



2.1 Primary Logo lockup





The AMRIS visual identity works as a tiered system. Each logotype version serves a specific operational purpose across print and digital touchpoints: the Icon for small-space applications, the Main Brand for primary communications, and the Full Brand lockup for formal corporate governance. Always apply the appropriate version based on layout scale and context.

2.2

Logo versions



ICON

REGULAR BRAND

MAIN BRAND

COMPACT

Small spaces

Principal use

for Corporate Documents

Variable use

Protected Area



Minimum size



Full Logo

Print: 20mm
Digital: 150px



Logotype

Print: 15mm
Digital: 100px



Logomark

Print: 10mm
Digital: 80px



2.3

Prohibited uses



Do not rearrange components



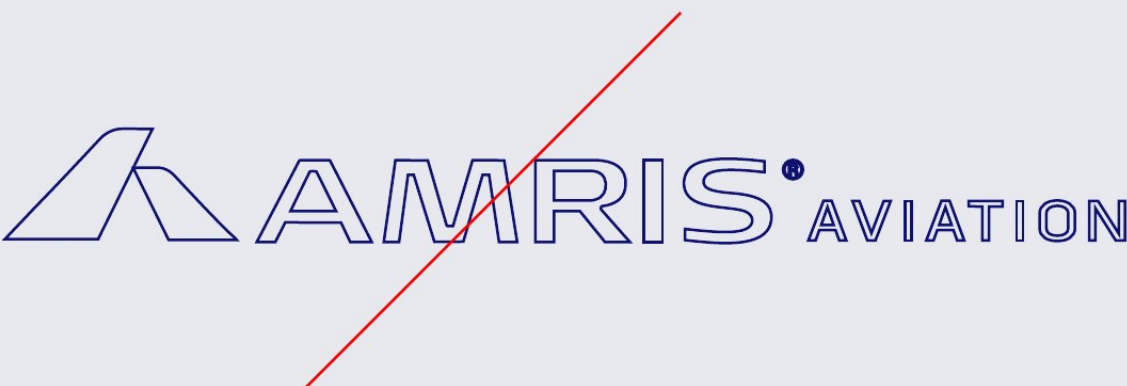
Do not use the logo in an incomplete form



Incorrect color scheme



Do not distort



Do not apply an outline to the logo



Do not apply effects



Our color palette balances analytical precision with visual contrast. The Aviation Blue system drives primary brand recognition, supported by clean neutral surfaces and a high-legibility type foundation. Tint variations from 10% to 100% may be used to build hierarchy in complex data environments.

2.4 Color

Hero colors

Neutral Colors

Color Ambience	Deep Contrast	Energy Blue	Sky Blue	Steel Grey	Mist	Graphite					
	100%	100%	100%	100%	100%						
	90%	90%	90%	90%	90%						
	80%	80%	80%	80%	80%						
	70%	70%	70%	70%	70%						
	60%	60%	60%	60%	60%						
	50%	50%	50%	50%	50%						
	40%	40%	40%	40%	40%						
	30%	30%	30%	30%	30%						
	20%	20%	20%	20%	20%						
10%	10%	10%	10%	10%							
Deep Contrast Aviation Deep · Authority #0f1270 RGB 15 · 18 · 112 CMYK 100-95-50-60		Energy Blue Aviation Blue · Signal #0044FF RGB 0 · 68 · 255 CMYK 90-75-0-0 PMS 2728 C		Sky Blue Aviation Blue Light #6B8AFF RGB 107-138-255 CMYK 65-45-0-0		Steel Grey Steel Grey · Support #616A75 RGB 97-106-117 CMYK 50-38-30-0		Mist Off-white · Surface #D5D9DF RGB 213-217-223 CMYK 18-12-10-0		Graphite Type · Foundation #0A0E1A RGB 25-25-25 CMYK 90-85-65-90	



2.5 Main Typeface

Font:
{{familyt}}

Inter Font Family, 18 weights alt.

Header:
{{headerfont}}

Geometric clarity, *data-driven* precision.

Sub-Header:
{{subheaderfont}}

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Body Text:
{{bodyfont}}

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

Annotations:
{{bodyfont}}

Visit the website to learn more

Button:
{{bodyfont}}

Learn more



2.6

Complement Typeface

Font:
{{familyt}}

Fabrikat Font Family, 14 weights alt.

Header:
{{headerfont}}

CLEAN & MODERN DESIGN **FOR** TECHNICAL ***DATA***

Sub-Header:
{{subheaderfont}}

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh.

Body Text:
{{bodyfont}}

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis
nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

Annotations:
{{bodyfont}}

Visit the website to learn more

Button:
{{bodyfont}}

Learn more



The Key Visual defines the core brand expression across high-impact touchpoints. It integrates real-world mentorship photography, the network graph overlay, and the angled Aviation Blue graphic device. Always maintain the hierarchical relationship between the hero statement ('Become your best.') and the supporting service pillars to ensure visual consistency.

2.7 Key Visual





2.8 Textures and Gradients

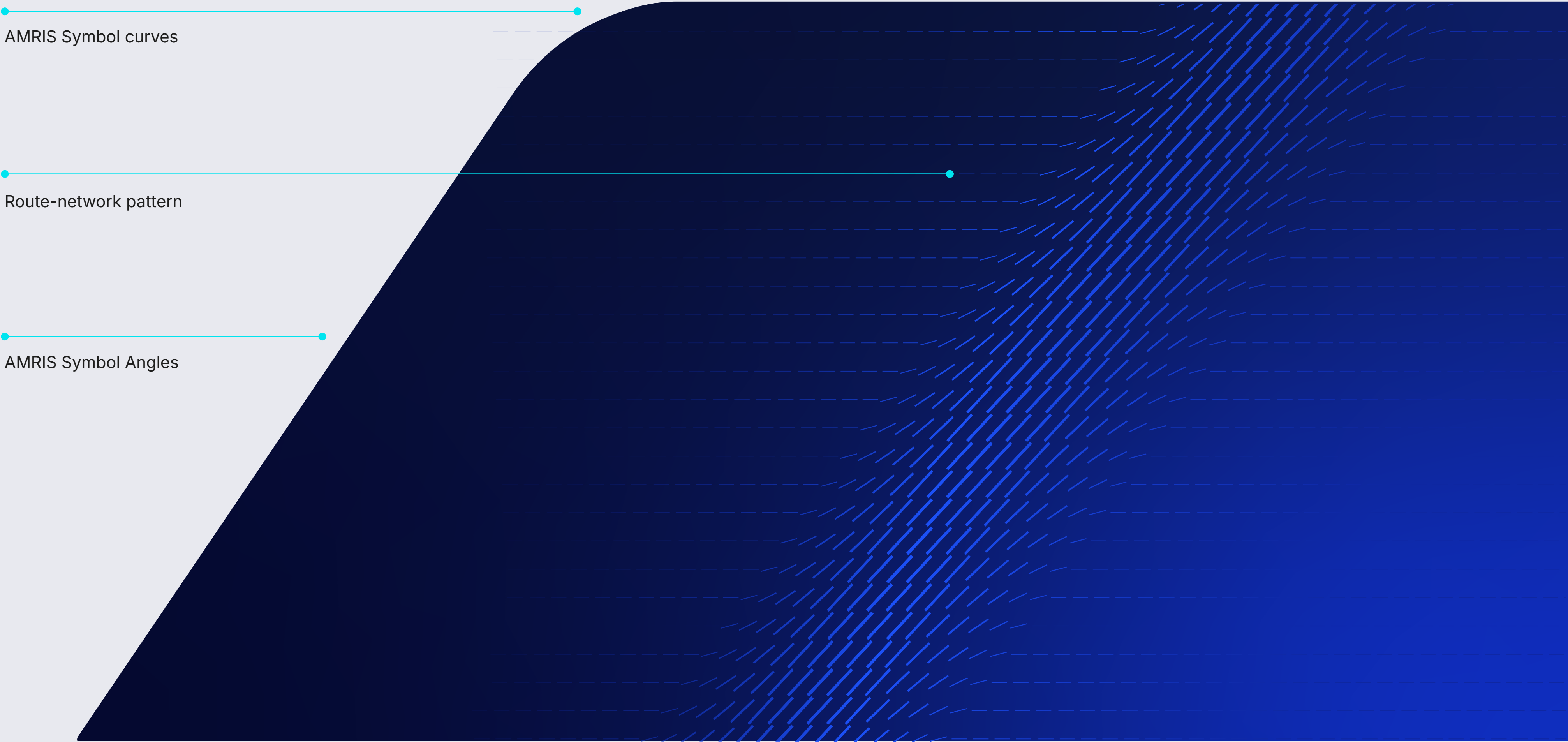




The AMRIS graphic pattern is derived from the core emblem and route-network geometry. Constructed using precise line-vector arrays and angled container shapes, these graphic devices visualize operational data, signal pathways, and structural balance across both print and digital touchpoints.

2.9

Patterns and shapes





Sharp, natural, real, the human layer.
Aviation environments. Natural light. Real interaction. The image is the proof of the brand's human layer — never staged stock.

2.10 Photography Style



TREATMENT

Sharp focus. Natural light. Cool, restrained colour

FOCUS

Interaction first — mentorship, briefings, hands-on detail.

AVOID / STAGED

No posed stock. No warm filters. No clichéd "team" shots.

AVOID / EMPTY

No empty cockpits. People prove the human layer.



2.11 Imagery



AMRIS[®] AVIATION

Become
your best.

MENTORING
CAREER GUIDANCE
AIRLINE PREPARATION

amrisaviation.com



AMRIS[®] AVIATION

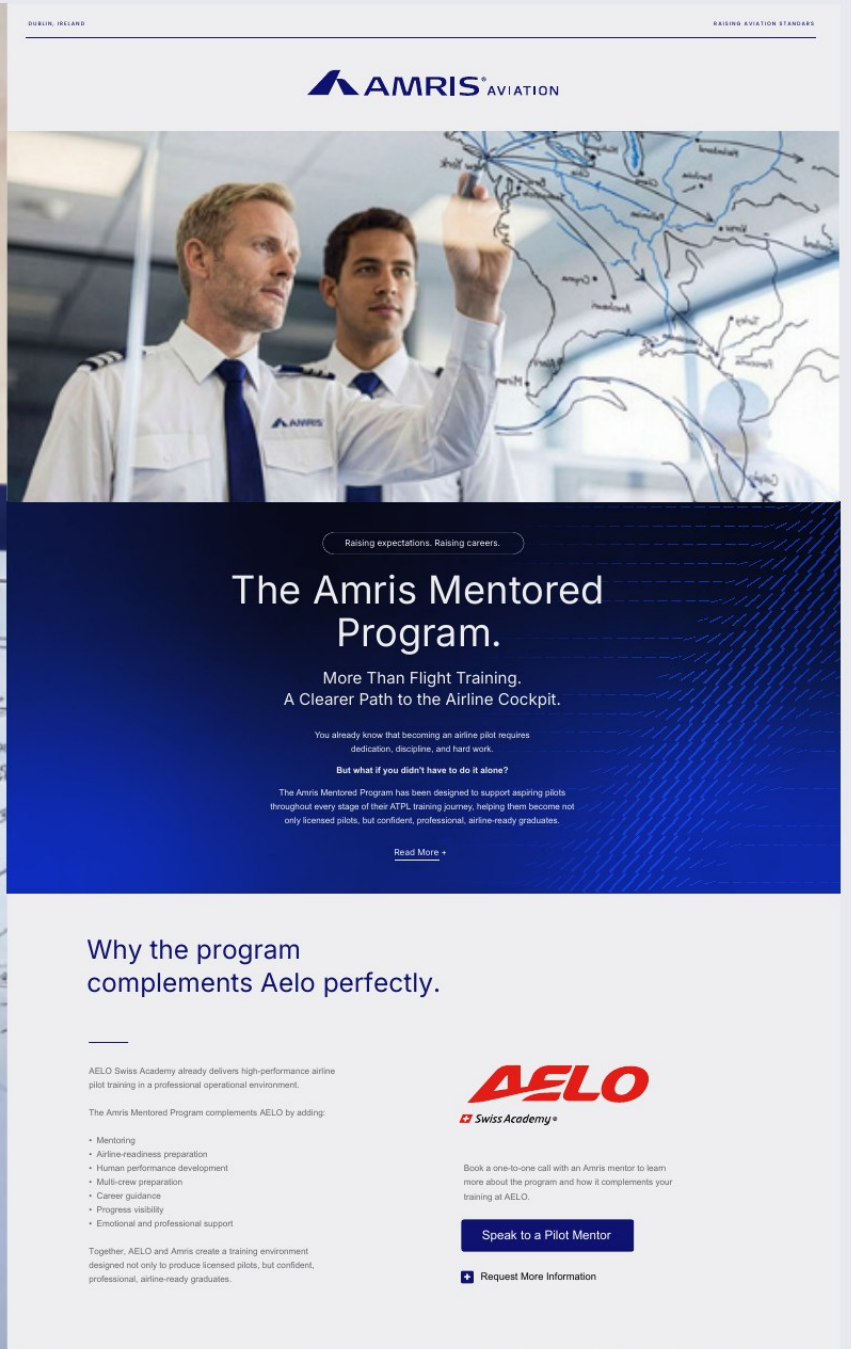
Your Global
Aviation Partner



AMRIS[®] AVIATION



AMRIS[®] AVIATION



AMRIS[®] AVIATION

Raising expectations. Raising careers.

The Amris Mentored
Program.

More Than Flight Training.
A Clearer Path to the Airline Cockpit.

You already know that becoming an airline pilot requires
dedication, discipline, and hard work.
But what if you didn't have to do it alone?

The Amris Mentored Program has been designed to support aspiring pilots
throughout every stage of their ATP, training journey, helping them overcome not
only technical challenges, but confidence, performance, airline-ready graduates.

Read More »

Why the program
complements Aelo perfectly.

AELO Swiss Academy already delivers high performance airline
pilot training in a professional operational environment.

The Amris Mentored Program complements AELO by adding:

- Mentoring
- Airline readiness preparation
- Airline performance development
- Multi-view preparation
- Career guidance
- Progress visibility
- Emotional and professional support

Together, AELO and Amris create a training environment
designed not only to produce talented pilots, but confident,
professional, airline-ready graduates.

AELO
Swiss Academy

Book a one-to-one call with an Amris mentor to learn
more about the program and how it complements your
training at AELO.

Speak to a Pilot Mentor

Request More Information

Talent, training, and operations
under a shared standard.

BOEING
787 DREAMLINER



AELO | AMRIS[®] AVIATION

Professional Airline Pilot Training with Structured
Mentoring and Airline-Readiness Development.

Transforming aviation training through AI-powered
competency management and intelligence.

Amris Aviation Limited
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info@amrisaviation.com
Dublin, Ireland
Company Registered Number: 659435
VAT Number: 36918420H

DUBLIN, IRELAND





AMRIS[®] AVIATION

AMRIS Aviation is a global aviation partner that
sets and upholds standards in pilot performance
and competency development. By connecting
people, training organizations, and airlines under
a unified system, it ensures that pilot readiness is
clear, consistent, and trusted across the industry.





3.0 Brand Expression

- 3.1 Tone of Voice
- 3.2 Messaging
- 3.3 Website
- 3.4 Presentation
- 3.5 Editorial
- 3.6 Stationery
- 3.7 Events
- 3.8 Ads



3.1

Tone of Voice

Evidence-Led, Human-Centered.

Guiding Principles:

Clarity: We make the complex clear. Every statement must be direct, logical, and easy to understand.

Rigor: We speak through facts, trends, and provable signals—never through hype or unverified claims.

Elevation: We communicate to inspire trust, continuous improvement, and professional growth in every cadet, instructor, and airline leader.

DO:

- Use clear, active, and precise language ("Turn training events into continuous intelligence").
- Frame performance through objective terms (signals, indicators, trends, traceability, defensible outputs).
- Maintain an understated confidence (calm, disciplined, and audit-ready)

DON'T:

- No AI Hype: Avoid generic tech buzzwords ("predicts incidents," "magic AI," "guaranteed safety").
- No Replacement Claims: Never imply that technology replaces flight instructors or mentors.
- No Anthropomorphic Persona: Keep internal codenames (e.g., Amelia) strictly invisible to external audiences and RFPs.



3.2
Messaging

AMRIS is about **elevation**. Raising standards. Raising expectations. Raising careers.

MASTER MESSAGE

Become Your Best.

OPERATIONAL MESSAGE

Through expert guidance within a technology-enabled environment.

CONNECTION MESSAGE

Talent, training, and operations under a shared standard.

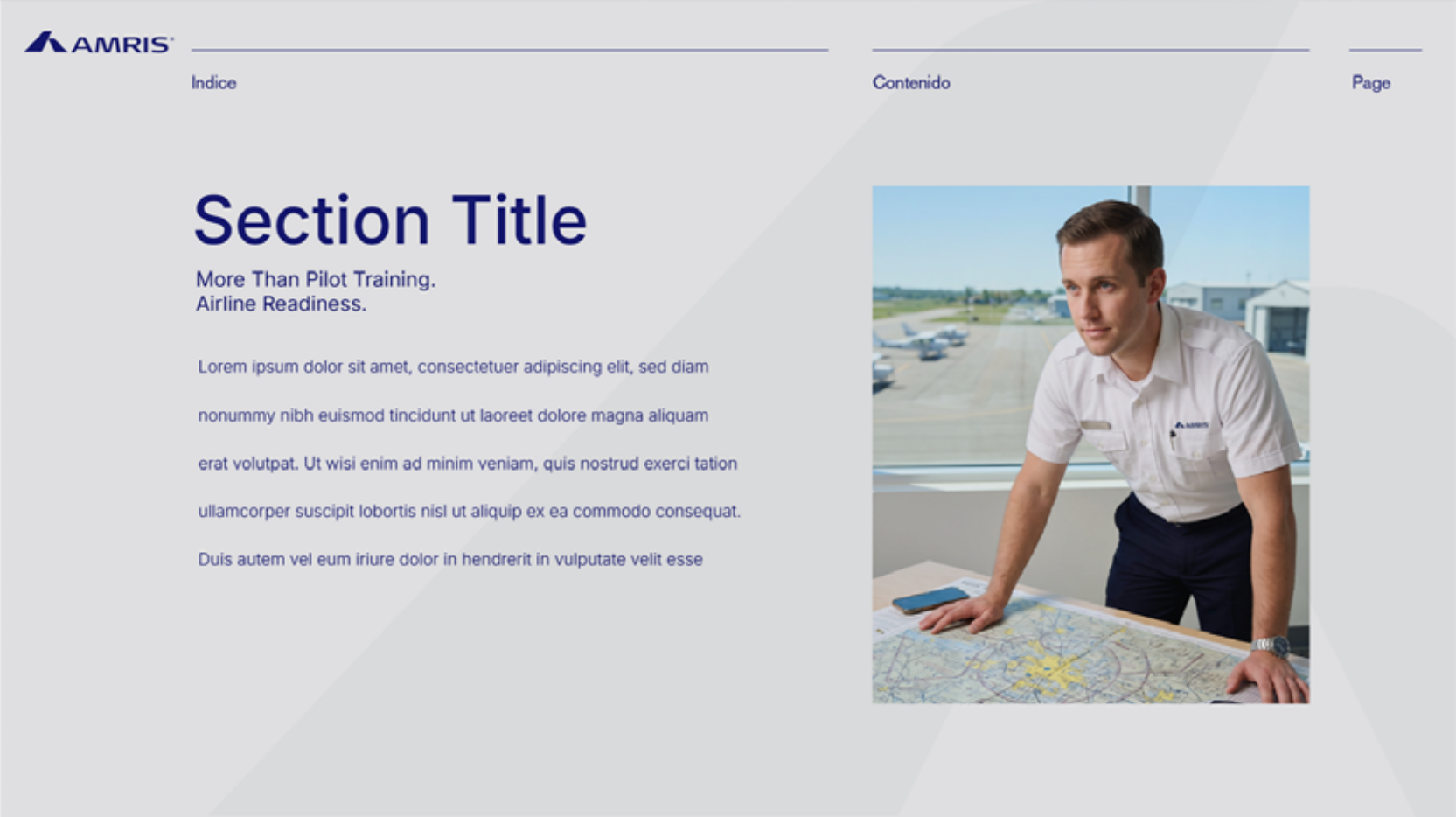
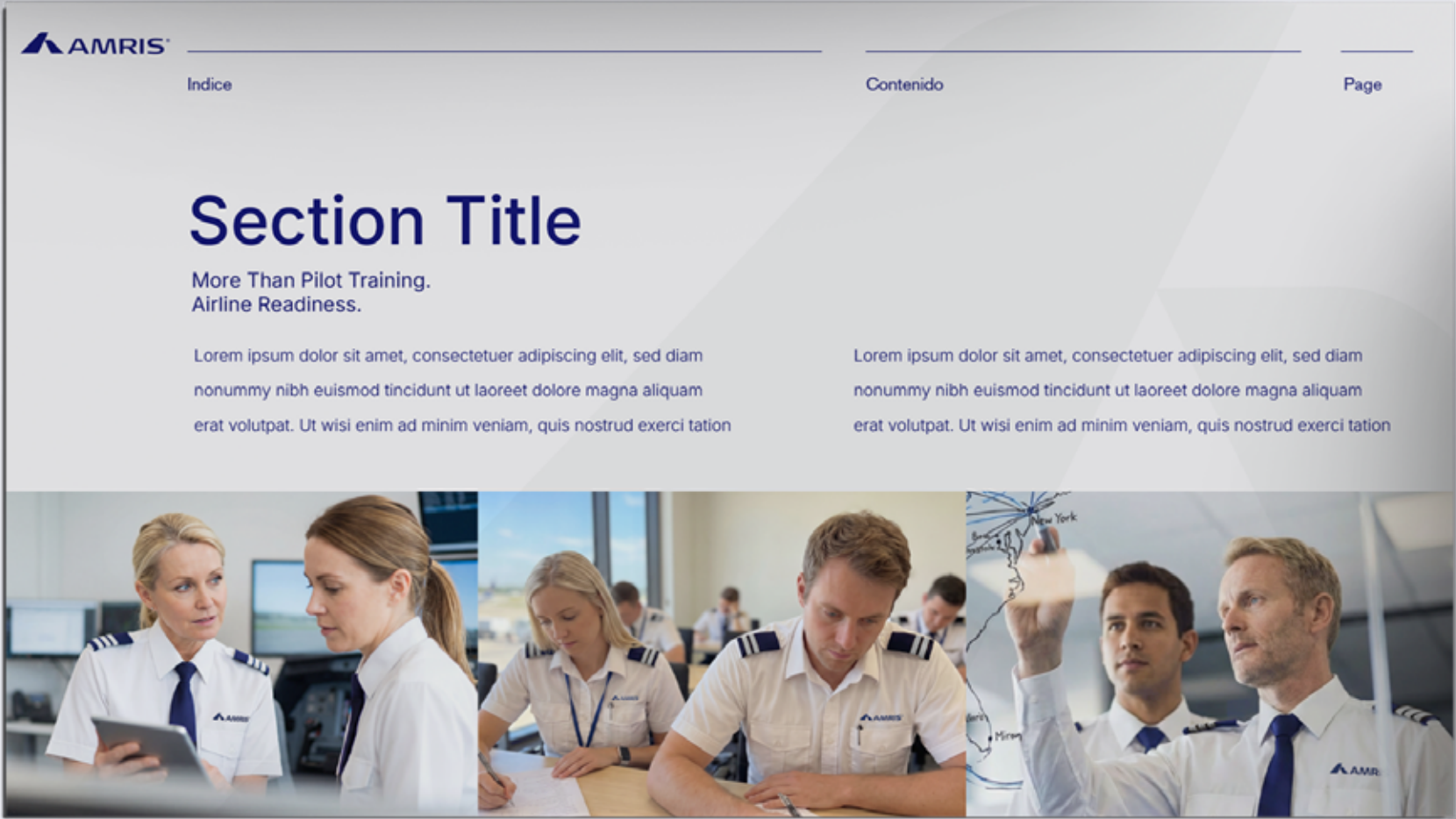
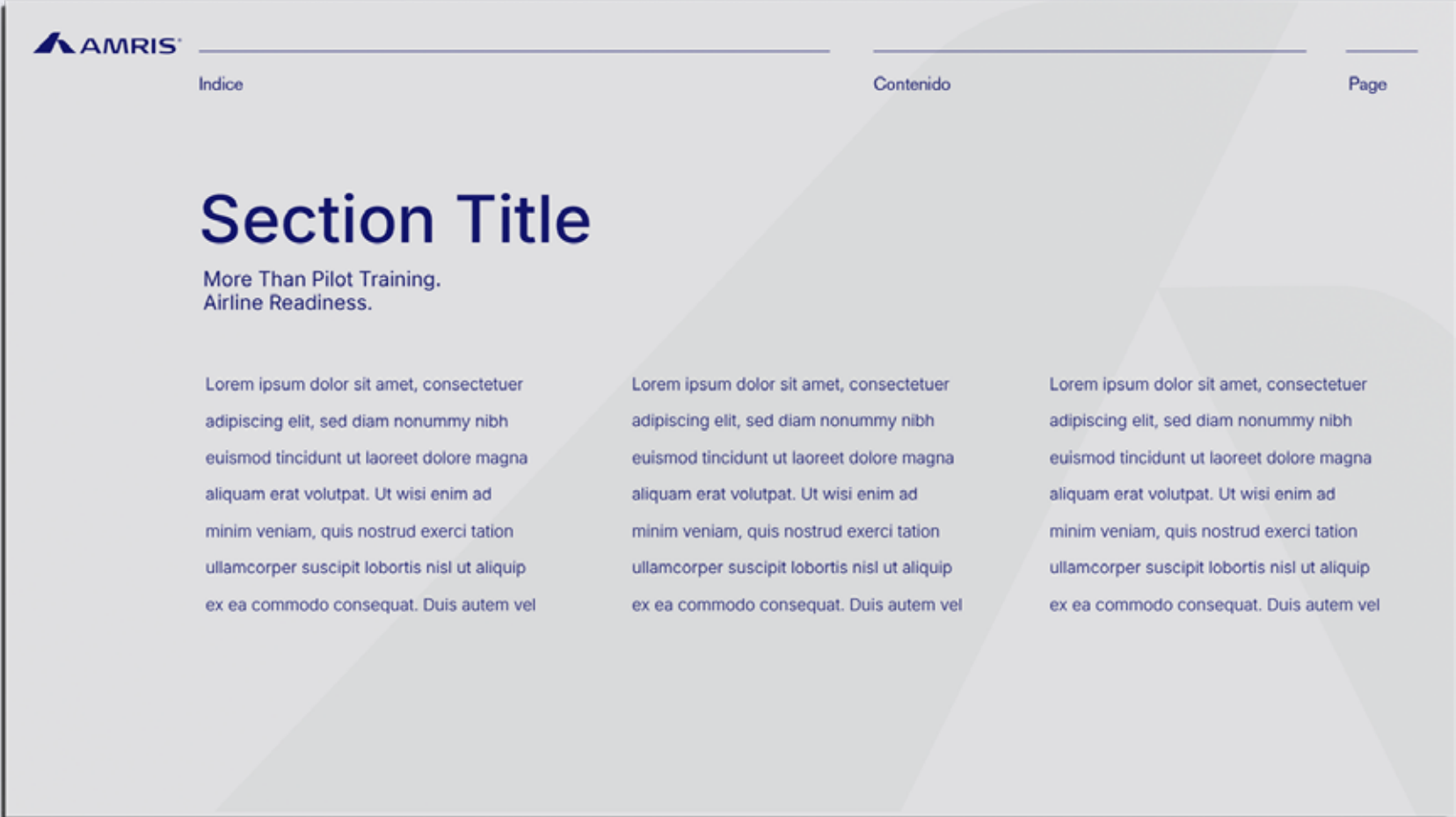


3.3 Website





3.4 Presentation





3.5 Editorial

Become your best.

Book a Call With a Pilot Mentor
Speak directly with one of our mentors to learn more about the Amris Mentored Program and how it complements your ATPL or MPL training.

Book a Call

Learn More

www.amrisaviation.com
info@amrisaviation.com
[@amrisaviation](#)
in Amris Aviation

The Amris Mentored Program.

Mentoring • Airline Preparation • Career Guidance

Elevating Pilot Performance

AELO

GLOBAL AVIATION

DUBLIN, IRELAND

Mentoring • Airline Preparation • Career Guidance

Your Journey to the Airline Cockpit Starts Here

Becoming an airline pilot is one of the most exciting and rewarding journeys you can undertake, but also one of the most demanding.

The reality is that pilot training can be intense, stressful, and highly competitive. Many students begin training motivated and ambitious, but later struggle with confidence, workload, uncertainty, or simply not knowing where they stand.

The Amris Mentored Program was created to change that.

Delivered alongside selected high-performance ATPL Integrated programs, the Amris Mentored Program adds an additional layer of mentoring, airline preparation, and professional development around your training.

**You do not simply train to pass exams.
You train to become airline-ready.**

About Amris Aviation

Formerly known as The Airline Pilot Club (APC), Amris Aviation is an Ireland-based aviation consulting and pilot development company that works with airlines, flight schools, and aspiring pilots worldwide.

The company supports airlines in areas such as pilot recruitment, training standardisation, safety management systems (SMS), competency development, and the implementation of AI-driven training solutions.

Amris works exclusively with a carefully selected group of flight training academies that have demonstrated the highest standards of training quality, professionalism, and commitment to student success.

Amris works directly with aspiring pilots throughout their training journey, helping them develop the skills, confidence, and professional behaviours airlines value most.

Amris Mentored Program

What Is In Amris Mentored Program?

- ☒ **Personal Mentoring Throughout Training**
Receive guidance and support from experienced aviation mentors who help you navigate the demanding phases of your training journey.
Student Benefit
You never go through training alone. Our mentors help you stay focused, motivated, and confident throughout the most demanding phases of your training.
- ☒ **Airline-Style Scenario Competency Development**
Learn the communication, decision-making, teamwork, and workload-management skills you will expect from modern First Officers.
Student Benefit
Develop the professional habits and airline-style thinking that will help you stand out during airline assessments and interviews.
- ☒ **Airline Interview & Assessment Guidance**
Receive support and preparation for airline interviews, assessments, and career progression.
Student Benefit
Transition more confidently from flight school into airline recruitment.

Your Flight School Trains You. Amris Helps You Become an Airline Pilot.



3.6 Stationery





3.7
Event / Fair

300 x 250 cm,





3.8
Ads



Brand System

AMRIS is built to transform pilot competency into structured, defensible intelligence. By bridging the gap between training and operational safety, our unified ecosystem ensures enterprise-grade trust across every airline, academy, and cadet connection.

These brand guidelines provide the definitive compass to maintain clarity, consistency, and analytical rigor in every touchpoint—ensuring our voice remains clear, provable, and audit-ready worldwide.



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