



**GA**  
**TELESIS<sup>®</sup>**

**BRAND STYLE GUIDE**

## DEFINITION OF BRAND

A brand is a name, term, design, symbol or any other feature that identifies one seller's goods or services as distinct from those of other sellers.

ISO brand standards add that a brand "is an intangible asset" that is intended to create "distinctive images and associations in the minds of stakeholders, thereby generating economic benefit/values."



**GA**  
TELESIS®

GA Telesis, LLC  
1850 NW 49th Street  
Fort Lauderdale, FL 33309 USA

Phone: +1 954 676 3111  
Email: [marketing@gatelesis.com](mailto:marketing@gatelesis.com)

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# ABOUT GA TELESIS



GA Telesis was founded on April 10, 2002, by Abdol Moabery and aviation pioneer George E. Batchelor to develop a business focused on inefficient areas of the commercial aviation market. When asked why he would invest in operating companies in this late stage of his life, he replied, I am not investing in a business. I am investing in Abdol. When George suddenly passed in July of 2002, partnering with Andrew Toult, Abdol orchestrated the acquisition of George's shareholding. In 2007 Merrill Lynch & Co., now Bank of America Merrill Lynch, made a strategic investment acquiring 49% of the Company's shares. In 2012, Century Tokyo Leasing, now Tokyo Century Corporation, a \$50 billion in assets, Japanese financial institution made its first strategic entree into the commercial aviation market by acquiring 20% of the Company from the existing shareholders. In 2018, Tokyo Century Corporation, partnering with All Nippon Airways Trading Company increased its stake in GA Telesis buying an additional 29% and 10% respectively of the Bank America Merrill Lynch shares.

The Company logo emulates a spinning turbine rotating in a counter-clockwise manner. Abdol planned to take the industry into a new direction and redefine the status quo while working towards "Intelligently Defining Aviation™" his way. The acronym "**GA**" represents the initials of the first names of George and Abdol. Abdol selected the name "**Telesis**" because it represented his mindset as it related to running the business. Telesis is a Greek/Latin derivative defined as "**progress that is intelligently planned and directed through the application of human effort.**"

Abdol's strategy was to bring a data-driven approach, coupled with Fintech, to the commercial aviation aftermarket. Thus, it culminated into a level of sophistication not previously experienced in the commercial aviation aftermarket and led the path towards several industry innovations, including what the Company ultimately coined as Green-Time Leasing™. The Company continued to Intelligently Define Aviation™ by developing the concept of integrated solutions. It was able to create the GA Telesis Ecosystem® to serve the airline industry better. The GA Telesis Ecosystem® was a unique concept where GA Telesis included its customers and vendors in the value-chain of its integrated solutions platform. With 34 locations in 21 countries, the Company now serves thousands of airlines, OEMs, and MROs on six continents. It is considered the global leader in the sector.

From their humble beginnings to today, the GA Telesis team has grown to include hundreds of dedicated professionals. They are **INTELLIGENTLY DEFINING AVIATION™**, twenty-four hours per day, seven days per week, and 365 days per year.

## 2 LOGO DESIGN / USAGE



**Primary Logo** - Telesis Blue on White  
(or light colored background)



**Secondary Logo** - White logo on Telesis Blue  
(or dark colored background)



10% Opacity



25% Opacity



35% Opacity



45% Opacity



60% Opacity



75% Opacity



90% Opacity



100% Opacity

The logo should always be printed in "Telesis Blue." If the background behind the logo is greater than 50% opacity, it is acceptable to print the GA Telesis logo in white. The GA Telesis Logo is not to be printed in any of the accent colors.

# Acceptable



**GA**  
**TRELESIS**®

Promo Items  
Special Permission Only



# NOT Acceptable



### 3 LOGO SPACING / PLACEMENT



- Printed Logo should never be smaller than 1 inch if possible
- Digitally, the logo should not be used any smaller than 75 pixels wide
- Keep equal space on all sides of the Logo of at least 1/2 inch.
- NO objects or stray patterns inside , overlapping or touching the logo
- Surrounding design should not compete with the Logo



**EARTH NORMAL** is the font that is used to create the text part of our logo. It is occasionally used in promo items and must be approved before use.

**OPEN SANS** is the primary font that complements our logo. This font is used with our trademarks and other text surrounding the GA Telesis logo.

Open Sans (Light)

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ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

---

abcdefghijklmn  
opqrstuvwxyz

---

1234567890!

Open Sans (Semi-bold)

---

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

---

abcdefghijklmn  
opqrstuvwxyz

---

1234567890!

Open Sans (Bold)

---

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

---

abcdefghijklmn  
opqrstuvwxyz

---

1234567890!



# 5 GA TELESIS BRAND COLORS

## TELESIS BLUE

Pantone **648 C**

## ACCENT YELLOW

Pantone **803 C**

## ACCENT ORANGE

Pantone **1794 C**

## ACCENT RED

Pantone **185 C**

Process **C100 M87 Y36 K29**  
Screen **R0 G46 B93**  
Web **#002E5D**

**C3 M3 Y98 K0**  
**R255 G233 B0**  
**#FFE900**

**C0 M84 Y100 K0**  
**R255 G78 B0**  
**#FF4E00**

**C0 M100 Y89 K0**  
**R228 G0 B43**  
**#E4002B**

# 6 DIVISION LOGOS



# 6 DIVISION LOGOS



**MRO**  
SERVICES



Engine  
Services



**LIFT**

Leasing, Investments,  
Finance and Trading



Engine Services

USA SPAH — A JOINT VENTURE WITH



Leveraged  
Finance  
GROUP

**HALO**



**ROTORCRAFT**

# 7 BUSINESS CARD DESIGNS



## Sr. Vice President (and above)

- Upgraded Velvet Touch Card Stock
- Silver Foil Logo and Accent
- GA Telesis Blue Text and Swoop
- Name, Position and Division Text - White



## GA Telesis

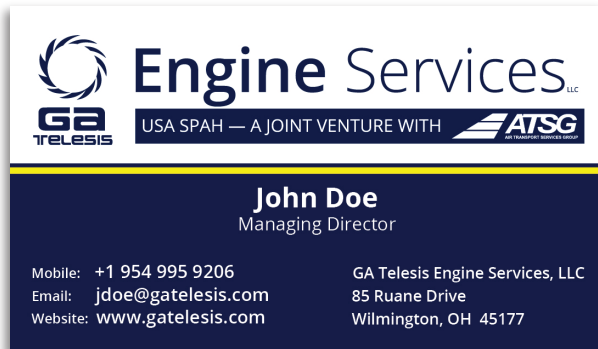
- 14 pt Card Stock, Varnished
- GA Telesis Accent Yellow
- GA Telesis Blue Text and Swoop
- Logo, Name, Position and Division Text - White



## MRO Services

- 14 pt Card Stock, Varnished
- GA Telesis Accent Red
- GA Telesis Blue Text and Swoop
- Logo, Name, Position and Division Text - White

# 7 BUSINESS CARD DESIGNS



## Engine Services SPAH - Ohio

- 14 pt Card Stock, Varnished
- GA Telesis Accent Yellow
- GA Telesis Blue, Logo and Block
- Name, Position, Text, etc. - White



## GAT Logistics

- 14 pt Card Stock, Varnished
- Two-sided design



## HALO AIRFINANCE

- Two-sided design
- Upgraded Velvet Touch Card Stock
- Spot Varnish Logo and Accent
- Name, Position and Division Text - White



## EMAIL SIGNATURE EXAMPLE

JANE DOE

TITLE

GA TELESIS, LLC

1850 NW 49TH STREET | FORT LAUDERDALE FL 33309 | USA

t: 999-999-999 ext 2209 | m: 999-999-9999

e: JDOE@GATELESIS.COM

w: WWW.GATELESIS.COM

INTELLIGENTLY DEFINING AVIATION®

**24/7/365 GLOBAL LIVE AOG SUPPORT**

AOG: +1-954-348-3535 | e: AOG@GATELESIS.COM



## OUT OF OFFICE MESSAGE

THANK YOU FOR YOUR MESSAGE. I AM CURRENTLY OUT OF THE OFFICE AND WILL RETURN [DAY & DATE].

IF YOU NEED IMMEDIATE ASSISTANCE, PLEASE CONTACT THE FOLLOWING [DEPARTMENT] TEAM MEMBER(S):

- NAME :
- TITLE :
- PHONE #:
- EMAIL :

FOR AOG QUESTIONS, CALL +1-954-348-3535 OR EMAIL  
AOG@GATELEESIS.COM

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# LETTERHEAD



## GA Telesis Letterhead

- WORD Document
- Letter Size 8.5"x11"



## Envelopes

- Business: 24# White Wove Regular #10 White
- Print Color: GA Telesis Blue





**GA Telesis, LLC**  
1850 NW 49<sup>th</sup> Street  
Fort Lauderdale FL 33309  
Tel: +1-954-676-3111  
Fax: +1-954-676-9998  
Email: [info@gatelesis.com](mailto:info@gatelesis.com)  
Web: [www.gatelesis.com](http://www.gatelesis.com)

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## Component Solutions HQ Letterhead

- WORD Document
- Letter Size 8.5"x11"

# Component Solutions UK Letterhead

- WORD Document
- A4 Size 210mm x 297mm



# Component Solutions Istanbul Letterhead

- WORD Document
- A4 Size 210mm x 297mm



**MRO Services - Composite**  
3420 NW 53<sup>rd</sup> Street  
Fort Lauderdale, FL 33309  
Tel: 1-954-486-8797  
Fax: 1-954-486-7244  
Email: [info@gatelesis.com](mailto:info@gatelesis.com)  
Web: [www.gatelesis.com](http://www.gatelesis.com)

**MRO Services - Component**  
3950 NW 28 Street  
Miami, FL 33142  
Tel: 1-305-871-3383  
Fax: 1-305-871-3397  
Email: [info@gatelesis.com](mailto:info@gatelesis.com)  
Web: [www.gatelesis.com](http://www.gatelesis.com)

## MRO Services Combined Letterhead

- WORD Document
- Letter Size 8.5"x11"

# MRO Services Composite Letterhead

- WORD Document
- Letter Size 8.5" x 11"



# MRO Services Component Letterhead

- WORD Document
- Letter Size 8.5" x 11"



**LIFT**

Leasing, Investments,  
Finance and Trading

GA Telesis LLC  
1850 NW 49<sup>th</sup> Street  
Fort Lauderdale FL 33309  
Tel: +1-954-676-3111  
Fax: +1-954-676-9998  
Email: [info@gatelesis.com](mailto:info@gatelesis.com)  
Web: [www.gatelesis.com](http://www.gatelesis.com)

## Leasing, Investments, Finance and Trading (LIFT) Letterhead

- WORD Document
- Letter Size 8.5" x 11"

# LIFT - Denver Letterhead

- WORD Document
- Letter Size 8.5" x 11"



# Leveraged Finance Group (LFG) Letterhead

- WORD Document
- Letter Size 8.5" x 11"



Engine  
Services

GA Telesis Engine Services Oy, (GATES)  
Turbiinikuja 6 | Vantaa 1530 | Finland  
Tel: +1-954-676-3111  
Fax: +1-954-676-9998  
Email: [info@gatelesis.com](mailto:info@gatelesis.com)  
Web: [www.gatelesis.com](http://www.gatelesis.com)

## Engine Services (GATES) Letterhead

- WORD Document
- A4 Size 210mm x 297mm



**Engine Services**<sup>LLC</sup>

USA SPAH — A JOINT VENTURE WITH



GA Telesis Engine Services, LLC  
85 Ruane Drive  
Wilmington, OH 45177

Tel: +358 40 515 3110  
Email: [info@gatelesis.com](mailto:info@gatelesis.com)  
Web: [www.gatelesis.com](http://www.gatelesis.com)

## Engine Services - USA SPAH Joint Venture with ATSG Letterhead

- WORD Document
- Letter Size 8.5" x 11"



The GA Telesis logo, acronyms, keywords and phrases have trademarks, service marks and registration marks that should be used accordingly.



INTELLIGENTLY DEFINING AVIATION®

YOUR JOB IS IN THE SKY. OUR JOB IS TO KEEP YOU THERE.®

ENGINEOUS®

ENGINEUITY® (Registered in the EU and Canada only)

GREEN-TIME LEASING®

IGEAR®

SNAP®

ACCESS®

TURBO TEAM®

GA TELESIS DIGITAL TECHNOLOGIES®

GO TEAM® (Registered in EU only)

AERO INVENTORY MANAGEMENT™

SKY SUPPLIES™ (Allowed in US, Registered in EU)

SKY SUPPLY™ (Allowed in US, Registered in EU)

SPAH™

HALO™ (Allowed in US & Japan, Registered in EU and GB)

GATEWAY ENGINE LEASING™ (Allowed in US, Registered in EU)

BLOCKIT™ (Allowed in US, Registered in EU)

# 11 GA Telesis Owned URLs



- [www.gatelesis.com](http://www.gatelesis.com)
- [www.aircraftmro.com](http://www.aircraftmro.com)
- [www.aviationparts.com](http://www.aviationparts.com)
- [www.gate1es1s.com](http://www.gate1es1s.com)
- [www.gate1esis.com](http://www.gate1esis.com)
- [www.gateles1s.com](http://www.gateles1s.com)
- [www.gatelesis.co.uk](http://www.gatelesis.co.uk)
- [www.gatelesis.net](http://www.gatelesis.net)
- [www.gatelesis.org](http://www.gatelesis.org)
- [www.gatellesis.com](http://www.gatellesis.com)
- [www.gatlsq.com](http://www.gatlsq.com)
- [www.tarmacolutionsgroup.com](http://www.tarmacolutionsgroup.com)
- [www.teddytelesis.com](http://www.teddytelesis.com)
- [www.haloairfinance.com](http://www.haloairfinance.com)
- [www.centricaero.com](http://www.centricaero.com)

# 12 PROMOTIONAL ITEMS



ALL PROMOTIONAL ITEMS AND THEIR DESIGNS MUST BE APPROVED BY GA TELESIS MARKETING DEPARTMENT

# 13 ADVERTS / SOCIAL MEDIA

**GA Telesis**

**AOG SIMPLIFIED**

LIVE GLOBAL 24/7/365 +1 954-348-3535  
aog@gatelesis.com  
gatelesis.com/apps

ONE NUMBER • ONE EMAIL • ONE APP • ONE CHOICE

**STRONG PARTNERSHIP**

GA Telesis has the capabilities to provide liquidity through innovative financial structures.

**GA Telesis LIFT**  
Leasing, Investments, Finance and Trading

www.gatelesis.com

**GA Telesis MRO**

**TESTABILITY**

MULTIPLE STATE-OF-THE-ART TESTING LABS Contact: mrosales@gatelesis.com

**GA Telesis**

• Jason Reed • Marc Cho • Jukka Laurila • Pastor Lopez  
CSG LIFT GATES MRO Services

**HAPPY President's Day**  
FROM THE GA TELESIS TEAM

**GA Telesis**

**POWER UP**  
APUs For SALE, LEASE & EXCHANGE

Honeywell GTCP131-9A  
Honeywell GTCP131-9B  
Honeywell GTCP331-200ER  
Honeywell GTCP331-350  
Honeywell GTCP331-500  
Pratt & Whitney APS3200

contact: apu@gatelesis.com

Specialized Procedures Aeroengine Hospital

SEND YOUR ENGINE TO THE **SPAH**

Contact: gates@gatelesis.com

**GA Telesis** Engine Services

**Happy Father's Day**

**GA Telesis**

**INVENTORY LEASING SOLUTION**

WE BUY IT YOU FLY IT

**GA Telesis COMPONENT SOLUTIONS**

Have Millions Tied Up On Your Shelves?

Let GA Telesis Help!

- Conserve Operating Capital
- Preserve Credit Availability
- Improve Cash Flow
- Eliminate Residual Risk

Contact: inventorylease@gatelesis.com

# 13 ADVERTS / SOCIAL MEDIA

## FULL PAGE ADVERTS



# ENGINEOUS™

When selecting an engine maintenance provider for your CF6-80C2, CFM56-5B or your CFM56-7B, it is important to choose a partner that has a solutions-based focus.

At GATES we have over 50 years of experience repairing and overhauling jet engines. It is our **ENGINEOUS** solutions that have made us a world renowned engine MRO.



**GA**  
Telesis®  
www.gatelesis.com



# INVENTORY LEASING SOLUTION



**COMPONENT SOLUTIONS**

Have Millions Tied Up On Your Shelves?

Let GA Telesis Help!

- Conserve Operating Capital
- Preserve Credit Availability
- Improve Cash Flow
- Eliminate Residual Risk

Contact: [inventorylease@gatelesis.com](mailto:inventorylease@gatelesis.com)

# CAPABILITY



GA Telesis MRO Services now has the ABILITY to support E190 aircraft. We understand the importance of quality and take the time to ensure that we operate using the highest industry standards and best practices, every day.

It's no wonder the largest airlines in the world trust us to support their **Engine Nacelle Systems**, **Flight Control** and **Radome** requirements.

Our attention to detail is second to none. Visit us at [www.gatelesis.com](http://www.gatelesis.com)

# FLOW OF FUNDS



GA Telesis' Leveraged Finance Group ("LFG") is here to keep your funds flowing by providing comprehensive end-to-end aircraft financing solutions via access to the global GA Telesis platform. LFG fills the funding gap unaddressed by commercial and investment banks due to their preferred aircraft age, aircraft type and minimum transaction size.

For airlines, aircraft lessors and financial investors, we seek to provide needed leverage for direct purchases and sale/leaseback transactions. Unconstrained by banking regulation, we can provide financing in diverse jurisdictions and at higher LTVs.

EMAIL: [lfg@gatelesis.com](mailto:lfg@gatelesis.com)

# BANNER ADVERTS

SEND YOUR ENGINES TO THE  
**SPA**  
Contact  
gates@gatelesis.com



Specialized  
Procedures  
Aeroengine  
Hospital



**GEARS LAND HERE**

Request Your Quote for Repair and Overhaul  
landinggear@gatelesis.com

**POWER UP**  
APUs For SALE, LEASE & EXCHANGE

Honeywell GTCP131-9A  
Honeywell GTCP131-9B  
Honeywell GTCP331-200ER  
Honeywell GTCP331-350  
Honeywell GTCP331-500  
Pratt & Whitney APS3200  
contact: apu@gatelesis.com

**GLOBAL EXCHANGE POOL**

Don't wait to repair, we will share.  
Join the GA Telesis Global Exchange Pool to meet your critical inventory requirements.  
Key components available NOW.

COMPONENT SOLUTIONS  
GA TELESIS  
contact: sales@gatelesis.com

**WE ARE PARTICULAR**

Our attention to detail is second to none.  
Visit us at www.gatelesis.com

**FUNDAMENTAL STRENGTHS**

GA Telesis has the resources to offer financial structures to provide liquidity.

**COMPONENT SOLUTIONS**  
GA TELESIS

# CONSIGNMENT = LIQUIDITY

- Conserve operating capital
- Preserve credit availability
- Improve cash flow
- Eliminate residual risk

EMAIL: consignment@gatelesis.com

**WHAT SETS US APART**

CURRENT AIRCRAFT ENGINE IN DISASSEMBLY:  
**V2527-A5**

contact: sales@gatelesis.com

COMPONENT SOLUTIONS  
GA TELESIS

**FLYING IN iGEAR<sup>SM</sup>**

Intelligent Global Engine and Airframe Replenishment

GA TELESIS  
www.gatelesis.com

# SOCILA MEDIA

**PLEASED TO MEET YOU**

GA Telesis is world renowned for its flexible lease structures. Contact us at [ATG@gatelesis.com](mailto:ATG@gatelesis.com) to learn more.

**GA TELESIS**

**AOG SIMPLIFIED**

LIVE GLOBAL 24/7/365 | +1 954-348-3535  
[aog@gatelesis.com](mailto:aog@gatelesis.com)  
[gatelesis.com/apps](http://gatelesis.com/apps)

ONE NUMBER • ONE EMAIL • ONE APP • ONE CHOICE

**GA TELESIS MRO SERVICES**

**ACCESS SOLUTIONS**

Aircraft Control Exchange Support Solutions - Worldwide ACCESS<sup>SM</sup>

**CONSIGNMENT = LIQUIDITY**

**COMPONENT SOLUTIONS**

Contact: [consignment@gatelesis.com](mailto:consignment@gatelesis.com)

**GEARS LAND HERE**

**GA TELESIS MRO**

WE SUPPORT

- B737NG
- B737 Classic
- ERJ135
- ERJ145
- CRJ200
- CRJ700
- CRJ900

Request a Quote: [landinggear@gatelesis.com](mailto:landinggear@gatelesis.com)

**ENGINEOUS**

**GA Telesis Engine Services**

**COMPONENT SOLUTIONS**

**FAN BLADES**

CFM56-7B  
 CFM56-5B  
 V2500A5  
 CF6-80C2  
 PW4000 - 94" 100" 112"

**FOR SALE & EXCHANGE**

[aog@gatelesis.com](mailto:aog@gatelesis.com)  
[sales@gatelesis.com](mailto:sales@gatelesis.com)

**GA TELESIS LIFT**

Leasing, Investments, Finance and Trading

**STRONG PARTNERSHIP**

**FLIGHT HOUR PROGRAMS**

GA Telesis provides comprehensive Flight Hour Programs with flex-features to meet the individual needs of our airline customers.

When you need a solution to support your fleet, come to the PRO

**GA TELESIS**  
 email: [sales@gatelesis.com](mailto:sales@gatelesis.com)