



# GKN Aerospace Brand Identity Guidelines

September 2024

BRAND IDENTITY GUIDELINES: SEPT 2024



If you have any questions about branding  
or these guidelines please email  
[brand.expert@gknaerospace.com](mailto:brand.expert@gknaerospace.com)  
or  
[fiona.hooper@gknaerospace.com](mailto:fiona.hooper@gknaerospace.com)

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# 01: Our Brand

## Introduction

Every day, GKN Aerospace is shaping the future of flight.

We are the world's leading multi-technology tier 1 aerospace supplier, serving over 90% of the world's aircraft and engine manufacturers. Our technology is on over 100,000 flights every day.

GKN Aerospace is a global brand that has embraced change and evolved into a world leader. While we are proud of our unique place in aviation history, and celebrate the diverse and long heritage we grew from, today we are a modern, dynamic business, with an exciting future ahead as the most trusted and sustainable partner in the sky.

Our brand is an important part of our business. Although our company is made up of many different legal entities, we are all GKN Aerospace; one team with a single identity, ensuring instant recognition across our industry as a global aerospace leader.

Brand identity refers to the visible elements that together identify and distinguish our brand. Different elements are used to represent the GKN Aerospace brand and it is essential these are applied correctly and consistently to help support and strengthen our image and reputation externally, and underpin a single, unified GKN Aerospace mind-set internally.

This includes consistent use of the logos and GKN Aerospace corporate colours, the quality and style of imagery we use and the style of design of our communications.

This booklet sets out the visual elements and the principles of their use, as well as showcasing examples of the brand in action. Adhering to these guidelines will help to manage and safeguard our reputation and brand. It will ensure our brand is consistent and coherent and that it reflects GKN Aerospace appropriately at all times.

**If you have any questions about branding or these guidelines please email**

**[brand.expert@gknaerospace.com](mailto:brand.expert@gknaerospace.com)**

**or**

**[fiona.hooper@gknaerospace.com](mailto:fiona.hooper@gknaerospace.com)**





## Company Structure

### Melrose

Our parent company is Melrose, a global aerospace company listed in the UK



### GKN Aerospace

Our industry-leading global aerospace business



### Civil, Engines, Defence

Our three customer-focused business lines



*Please note: Melrose branding should only be used in specific circumstances. For guidance on Melrose and dual-branding please contact the communications team for more information.*

# 02: Brand Elements

## The GKN Aerospace Logo

The GKN Aerospace logo is the single default logo for all parts of the company. This provides a simple and clear brand for customers, employees and other stakeholders.

While our company is made up of many different legal entities, we are all GKN Aerospace and use of a single brand logo and identity supports our unified company approach.

The full logo with the 'GKN Aerospace' business descriptor should be used at all times - it should not be shortened to 'GKN' or 'GKN>'

## Colours

The primary logo colours are GKNA Silver Blue and GKNA Yellow Gold. Alternative colour combinations are shown opposite. The logo can be produced on a GKNA Silver Blue or Dark Blue background as white out with a GKNA Yellow chevron.

The logo may be used in black if reproduction is restricted to black and white printing.

In all instances, the GKN symbol and business descriptor must be in the same colour.

## Minimum size

When reproduced in physical print, the GKN> symbol must never be reproduced smaller than 6mm high. On screen it must never be used smaller than 21 pixels high.

## Stacked version

Where space is at a premium or where it would give the logo greater prominence, use of the stacked version of the logo is allowed. Examples include on work wear, site signage, promotional items etc.



## Acceptable variations

Standard



GKNA Silver Blue



GKNA Dark Blue



## The exclusion zone

The area indicated by the dotted grey line represents a minimum exclusion zone within which no other text or image is permitted.

This creates an area of clear space around the logotype, away from other elements for clarity and impact.

The minimum exclusion zone around the logo is equivalent to height of chevron within the logo



## Using our logo correctly

Our logo is the representation of our brand and any modification could diminish its impact. Precise logo artwork has been created that should meet all requirements and can be downloaded from Aeronet and Charlotte, our digital image asset bank.

The examples on this page show some of the common mistakes and modifications that should be avoided when using the logo. If you have any questions about the logo, then please contact the communications team for further guidance.

Please always use the full GKN>GKN Aerospace logo - do not shorten to just GKN or GKN>. This is to avoid confusion with other GKN companies.

When placing the logo over a background image please ensure the logo is fully visible and does not blend into any part of the image



### Correct logo



### Incorrect logo examples

Logo proportions must be maintained. Do not condense or expand



Do not create sub-brands



Do not add shadows or effects



Do not add site location within the logo



Do not change the typeface



## Our strapline

Supporting our company logo is our strapline 'Making Things Fly'.

The strapline does not have to appear on all applications but can be used to enhance promotional material, posters, adverts, brochures, etc. It is not to be used on letter stationery or business cards.

The preferred application is on a white background with the wording produced in GKNA Silver Blue and GKNA Yellow Gold as shown below.

# MAKING THINGS FLY

Other colourways are permissible if the above application is not possible due to the background colour. In order of preference these are:-

Please note that the previous GKN Group strapline 'Engineering that moves the world' can no longer be used by GKN Aerospace.

<b>MAKING THINGS</b>	<b>FLY</b>
GKNA Yellow Gold	White
White	GKNA Yellow Gold
Black	GKNA Mid Grey

## Other Design Elements

### GKN Chevron

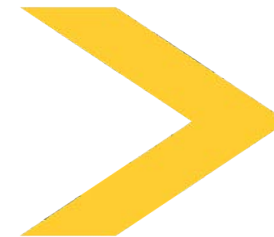
In marketing material and presentations the GKN Chevron may be used between two words or images to show progressions, to emphasise a point or to link the statement to a GKN Aerospace intent.

It cannot be used to create new straplines.

It may also be used as a graphic bullet point in text lists. The proportions of the chevron should not be altered.

### GKNA Ribbon

The GKNA ribbon is a graphic element that has been created to be used on GKNA promotional material. It can be applied to the top of an image or photograph or as a graphic device in its own right. You can scale the ribbon, retaining the original proportion and aspect ratio, but you cannot stretch it out of proportion.



## Campaigns and Messaging

### Our Mission

We have a clear mission:

**To be the most TRUSTED and SUSTAINABLE Partner in the Sky**

### Our strapline

**Making Things Fly**

### Messaging and Campaigns

Alongside the core mission and strapline we will use various campaign themes and messaging to support and underline our key themes. These can be used at different times, for different purposes, and will evolve as necessary to suit the requirement.

A few examples include:

- > ***Shaping the future of flight***  
Broad, future-focused message, applicable to all countries and audiences
- > ***Shaping a sustainable future of flight***  
Global, applicable to all countries (eg used at Farnborough International Air Show 2024)
- > ***Making aerospace fit for the natural world***  
Sustainability-themed recruitment campaign

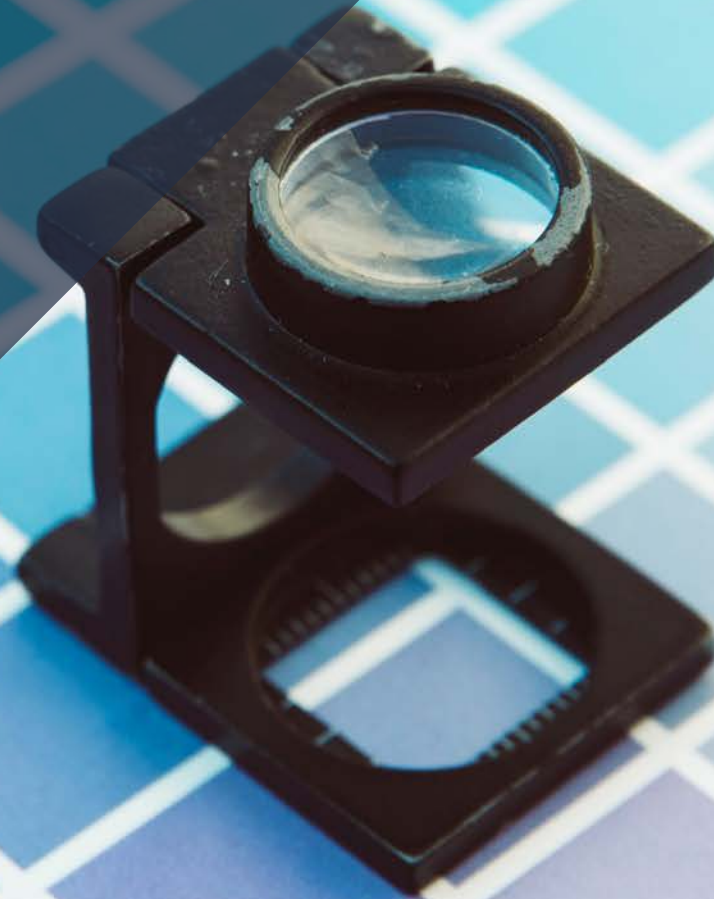
Please consult with the Communications team for advice on using different messaging.

Please note: *Design, Deliver, Improve* is a Melrose specific descriptor and should not be used as part of GKN Aerospace branding.



Our Mission:  
To be the most  
**TRUSTED** and  
**SUSTAINABLE**  
partner in the sky

# 03: Colour Palette



## Primary Colours

Our primary colour palette is distinctive and clearly represents GKN Aerospace. The primary colour palette consists of GKNA Silver Blue, GKNA Yellow Gold, GKNA Dark Blue, GKNA Grey and Black. Use combinations of these colours across all communications to build strong recognition and consistent presence

With most printing now done digitally, the Pantone colours have been updated to better reflect the RGB colours. Colours may vary when printing on coated and uncoated stock. Always match as closely as possible to the Pantone colour specified.

70%, 40% and 10% tint strengths are permissible in diagrams, graphs and illustrations to provide differentiation and emphasis.

<b>GKNA Silver Blue</b> R:51 G:102 B:153 C:85 M:55 Y:0 K:10 HEX: #336699 Pantone: 653 C, 4151 U RAL: 5017	<b>GKNA Dark Blue</b> R:35 G:46 B:69 C:95 M:75 Y:0 K:70 HEX: #232E45 Pantone: 4145 C, 2767 U RAL: 5026	<b>GKNA Yellow Gold</b> R:255 G:204 B:51 C:0 M:24 Y:90 K:0 HEX: #FFCC33 Pantone: 123 C, 7548 U RAL: 1021	<b>GKNA Grey</b> R:164 G:164 B:168 C:38 M:30 Y:27 K:7 HEX: #A4A4A8 Pantone: 423	<b>Black</b> R:0 G:0 B:0 C:50 M:25 Y:25 K:100 HEX: #000000 Pantone: Process Black
70% tint R:112, G:148, B:183	70% tint R:101 G:108 B:124	70% tint R:254, G:217, B:106	70% tint R:191, G:191, B:194	70% tint R:76, G:76, B:76
40% tint R:173, G:194, B:214	40% tint R:167 G:171 B:182	40% tint R:254, G:230, B:161	40% tint R:219, G:219, B:220	40% tint R:153, G:153, B:153
10% tint R:234, G:239, B:245	10% tint R:233 G:234 B:236	10% tint R:253, G:244, B:215	10% tint R:229, G:229, B:229	10% tint R:246, G:246, B:246

## Secondary Colours

There are also secondary palettes of supporting colours. It is essential that the primary and supporting colours are applied consistently on all our communications.

The supporting colour palette is best applied to create emphasis, such as highlighting information within documents. Use the palette sparingly as supporting colours should not dominate the design. In all communications always maintain the dominance of the GKNA primary colours.

70%, 40% and 10% tint strengths are permissible in diagrams, graphs and illustrations to provide differentiation and emphasis.

<b>GKNA Red</b> PMS 194 R:153, G:0, B:51 Hex #990033	<b>GKNA Green</b> PMS 329 R:0, G:102, B:102 Hex #006666	<b>GKNA Purple</b> PMS 2695 R:51, G:0, B:102 Hex #330066
70% tint R:183, G:76, B:112	70% tint R:76, G:147, B:147	70% tint R:112, G:76, B:147
40% tint R:214, G:153, B:173	40% tint R:153, G:193, B:193	40% tint R:173, G:153, B:193
10% tint R:244, G:229, B:234	10% tint R:229, G:239, B:239	10% tint R:234, G:229, B:239

## Colour Usage

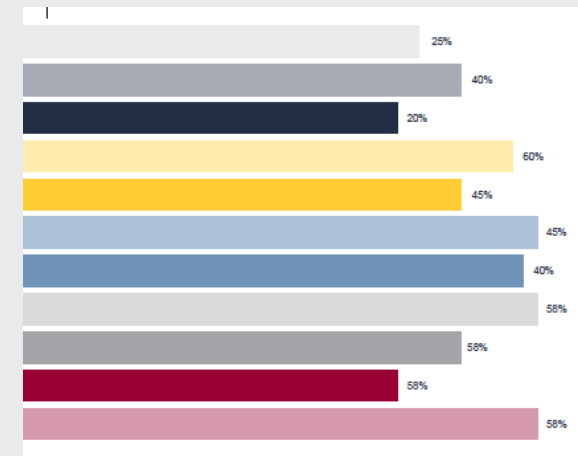
### Primary colours

Primary colours should be used for all branded communications



### Secondary colours

Secondary colours should only be used for extensive data purposes



# 04: Typefaces

## Typeface

### Arial

For general use, for example within Word and PowerPoint templates, and to overprint onto stationery, then the Arial font should be used. The italic font may also be used in moderation.

Arial is a standard system font.

### GKN Aerospace Logo and Strapline

The GKN Aerospace business descriptor within the logo is in the Univers 65 Bold font.

This font is embedded within the logo files, but if required a licence for Adobe Univers must be purchased and installed on your PC to use it. Please consult with IT before purchasing.

The 'Making Things Fly' strapline is available to download as a graphic element, and as with the logo, the font is embedded within the file.

### Other Fonts

Printed corporate literature, our website and certain recruitment materials are produced centrally and may at times use different licenced fonts as part of the design. For example, Aeronet uses the Ubuntu font, and Univia Pro is used for our corporate brochures.

Please check with central communications prior to using any licenced fonts in any other context. Licenced fonts are strictly controlled and must be correctly authorised before use.

**For the purpose of clarity, the default font is Arial.**

## Example Text Layout

Heading  
Arial Bold  
Sentence case

# Aerospace Expertise

Standfirst  
Arial Bold  
Sentence case

## A global multi-technology leader in the aerospace industry

Body copy  
Arial regular  
Sentence case

With over 30 manufacturing locations in 12 countries, we serve over 90% of the world's aircraft and engine manufacturers, specialising in the development and delivery of cutting-edge aerostructures and engine systems.

Sub-heading  
Arial Bold  
Sentence case

### GKN Aerospace global capabilities

Our unrivalled products, systems, and services are integral to the vast majority of today's commercial and defence aircraft ranging from helicopters, business jets, passenger planes and advanced air mobility vehicles to state-of-the-art fighter aircraft.

# 05: Brand Application

Stationery, templates,  
signage, etc



## Stationery

In today's digital world most letters and templates are self-printed on demand, or sent as an electronic copy, rather than sites and offices holding stocks of pre-printed stationery.

Microsoft Word templates are available via Aeronet for standard letterheads.

Printing of letters etc should be done on a suitable quality stock, especially for external use. We recommend using paperstocks as follows:-

- Letterhead, continuation paper and compliment slip 120gsm (100gsm is also acceptable if your printers are unable to cope with 120gsm).
- Business cards are printed on 320gsm

When writing a letter please use Arial, Size 10 on 1.4 line spacing

If you wish to have any of the stationery items printed by a third party please use the Adobe InDesign templates available on Aeronet.

## Legal requirements

Company law in many of the jurisdictions in which GKN Aerospace operates requires companies to include certain information on forms of business correspondence including letters, compliment slips, news releases, facsimile cover sheets, invoices, order notes, delivery notes and business e-mails. The information required to be disclosed on business correspondence differs depending on the country in which the company is incorporated.

The templates available to download should be tailored to comply with local requirements. This includes ensuring you have the correct site address in the header and the correct legal entity in the footer.

Please seek advice from your local legal team to ensure that all stationery contains the information necessary to comply with any additional local regulatory requirements.



# Letterhead

**Size:** A4 (297mm x 210mm) or US Quarto

## 01 GKN Aerospace logo

The GKN Aerospace logo sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold.

## 02 Site / Office name

8/10pt Arial bold, sits top right, range left and prints in Silver Blue.

## 03 Site / Office Address

8/10pt Arial, sits top right, range left and prints in Silver Blue.

## 04 Template

Add letter text here.

## 05 Relevant legal information

6/7pt Arial, sits bottom centre and prints in Silver Blue

01

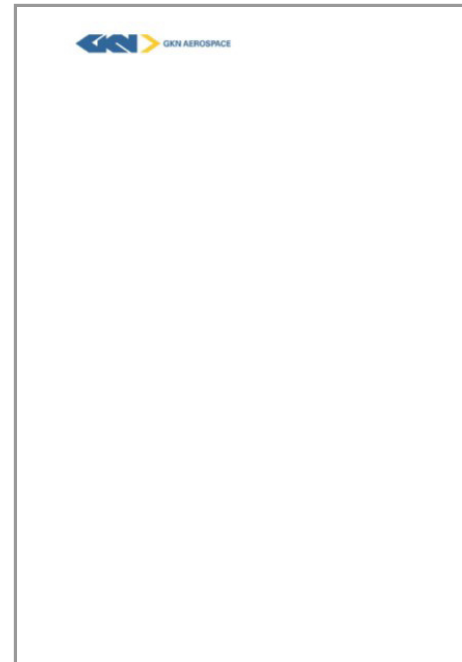


02  
03

04

05

Continuation  
page



# Internal Notice Template

**Size:** A4 or US Quarto

## 01 GKN Aerospace dark blue header strip

## 02 GKN Aerospace logo

The GKN Aerospace logo sits top left with the GKN symbol and business descriptor in white and the GKN arrow in Yellow Gold.

## 03 Reference Number

9pt Arial, range left and prints in black.

For global notices reference numbers are generated by the central comms team. For local notices use your own reference number as appropriate.

## 04 Date

11pt Arial bold, range left and prints in black.

## 05 Content

Title - 12pt Arial bold, centre text and prints in black.

Main Text - 10 / 11pt Arial range left and prints in black.

## 06 Name / Title

11pt Arial bold

## 07 Footer

Footer text 12pt Arial bold.

Strapline Ident in GKNA Yellow and white text on GKNA Dark Blue

01  
02

03

05

06

07



04

## Business Card

**Size:** 55mm x 85mm

### 01 GKN Aerospace logo

The GKN Aerospace logo sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold.

### 02 Name and job title

Name: Ubuntu medium 14pt font in GKNA Silver Blue

Job title: Ubuntu light 10pt font in black

### 03 Contact details

e-mail, phone number and GKN Aerospace website address in Ubuntu light 7pt font in black

### 04 QR code

Option to add a QR code in GKNA Silver Blue - either a generic QR code that directs to [www.gknaerospace.com](http://www.gknaerospace.com) or a personalised contact card QR code

### 05 Reverse

GKNA Dark Blue with GKN Aerospace logo in white and GKN chevron in GKNA Yellow Gold

01



02

Firstname Lastname  
Job Title

03

firstname.lastname@gknaerospace.com  
+44 (0)7654 321 321  
www.gknaerospace.com



04

05



## Compliments Slip

**Size:** 99mm x 210mm

### 01 GKN Aerospace logo

The GKN Aerospace logo sits top left with the GKN symbol and business descriptor in GKNA Silver Blue and the GKN arrow in GKNA Yellow Gold.

### 02 Site / Office name

8/10pt Arial bold, sits top right, range left and prints in GKNA Silver Blue.

### 03 Site / Office Address

8/10pt Arial, sits top right, range left and prints in GKNA Silver Blue.

### 04 With Compliments

8/10pt Arial print in GKNA Silver Blue

### 05 Relevant legal information

6/7pt Arial, sits bottom centre and prints in GKNA Silver Blue



## Email Signature

Your digital signature is your representation as a GKN Aerospace colleague to everyone you send e-mails to, both internally and externally. To ensure a consistent and professional appearance, email signatures should follow the standard layout. A simple signature block as shown below is the recommended standard.

**A N Other | Job Title | GKN Aerospace**

Address line 1 | Address line 2 | Address line 4 | Address line 5

Phone: +44 0207 000 0000 | Mobile: +44 0000 000 000

[firstname.lastname@gknaerospace.com](mailto:firstname.lastname@gknaerospace.com) | [www.gknaerospace.com](http://www.gknaerospace.com)

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GKN Aerospace Services Limited

This e-mail and any attachments transmitted with it contain information which is confidential, intended solely for the addressee(s) and which may also be privileged or exempt from disclosure under applicable law. If you are not the addressee(s), or have received this e-mail in error, please notify the sender immediately, delete it from your system and do not copy, print, disclose or use any part of it or its attachments. Internet communications are not guaranteed to be secure or free of any virus. GKN Aerospace does not accept liability for any loss or damage arising in any way from changes to this e-mail or its attachments which may occur in transmission due to network, machine or software failure or manufacturer or operator error, or from unauthorised access or interference with internet communications by any third party or from the transmission of any viruses. Any opinion or other information in this e-mail or its attachments that does not relate to the business of GKN Aerospace or any part of it is personal to the sender and is not given or in any way endorsed by GKN Aerospace or any part of it.

GKN Aerospace Limited is registered in England No. 355922

Registered office: 2nd Floor, One Central Boulevard Blythe Valley Park, Shirley, Solihull, England, B90 8BG

Email addresses should confirm to the standard [firstname.lastname@gknaerospace.com](mailto:firstname.lastname@gknaerospace.com), or the relevant country specific format as appropriate (e.g. [@fokker.com](mailto:@fokker.com), [@usa.gknaerospace.com](mailto:@usa.gknaerospace.com) etc).

Your signature should:

- > Use a white background.
- > Use Arial Regular 10 pt as the default typeface with Black and GKNA Grey as the default colours.
- > Use informative and simple signatures including full name, area of operation, department name, geographic location, postal address, country, phone numbers, email and web address.
- > If you would like to add your preferred pronouns these should be included as part of your name. e.g. Joe Smith (He / him).
- > If required, then approved design elements may be added to the bottom of your signature block. These can include items such as the email signature banners available from our brand portal Charlotte, ERG logo for ERG members, or your StrengthFinder top 5 strengths. These should be used sparingly, retain the professional look-and-feel and not dominate the business information.
- > The addition of graphic design elements should be kept to a minimum to avoid signatures appearing untidy and overcrowded – it is recommended that only one graphic element is added and that it is proportionally sized to fit the signature block. Do not include animated pictures, gifs or video. The GKN Aerospace, or GKN Aerospace Fokker logos should not be included as part of your signature except as one of the approved signature templates.
- > Please note: the legal disclaimer below the grey rule should be added automatically by your IT Department, and will vary from location to location.

## Presentations

A presentation template is available in Microsoft PowerPoint format on Aeronet.

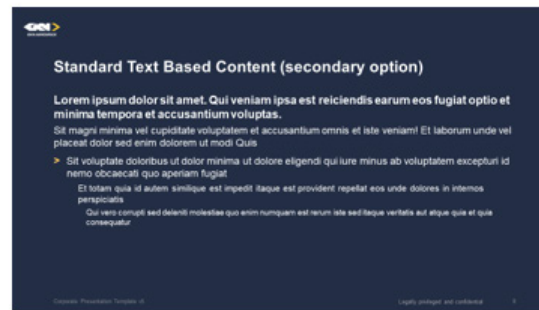
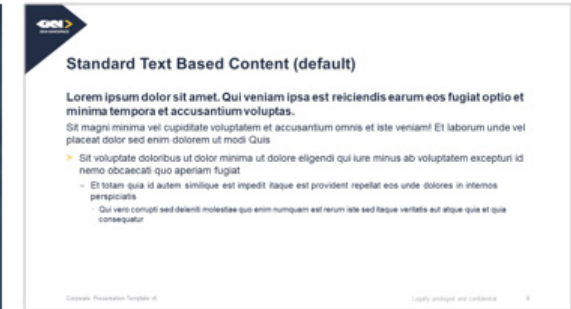
The template includes examples of text, table, chart and graph styles, and is provided in 16:9 screen format.

All presentations should originate from this template.

A GKN Aerospace Overview presentation is also available on Aeronet. This is a generic overview presentation giving a standardised introduction to GKN Aerospace. It gives key facts and figures about our company, as well as a top level overview of our business priorities.

The presentation can be used as a complete introductory package, or you can select specific slides to support your own communications as required.

You can also adjust the pictures in pack to use different images as appropriate for your audience; for instance if you need to focus on a particular customer or business line.



## Site Signage

Our external site signage creates a highly visual impact, and representing our brand consistently in all of our locations is essential.

Professional signage at GKN Aerospace locations worldwide helps to identify our facilities, and the proper placement, lighting and maintenance of signs communicate our brand and leave a lasting impression on employees, customers and other visitors, as well as the communities where GKN Aerospace facilities are located.

### Company signs

Each site should display a large GKN Aerospace logo on the main entrance building.

If possible, an illuminated pylon should also be placed at the main entrance to maximise visual impact. These should be GKNA Silver Blue with a GKNA Yellow Gold plinth underneath. The GKN Aerospace logo appears in White and Yellow Gold on the Silver Blue background. This can either be a simple site name sign or a wayfinder sign.

### Flags

Each location should display a GKN Aerospace flag where a flagpole is available. The flag can be either white with the GKN Aerospace logo in blue / yellow, or GKNA Silver Blue with the logo in white / yellow.

There are many factors that influence the requirements for each situation, such as specific building locations, architecture, landscaping and local building or landlord restrictions.

Please contact the Communications team for assistance in assessing signage at your location



## Exhibitions and Events

Our presence at exhibitions and events should enhance our brand, and project our market leadership and capabilities in a consistent and professional manner.

All exhibition stands should be authorised and coordinated through the Global Communications Events and Exhibitions team.

The images shown are examples of the standard required. Please contact the Communications Team for further guidance.

At times some major events such as Farnborough International and Paris Air Shows will be dual branded as GKN Aerospace and Melrose. Dual branding should not be used without specific approval from the Communications team.



## Literature and Promotional Material

Our marketing collateral serves different purposes for different audience segments, but it collectively helps to support all our marketing, sales and recruitment efforts.

It is not the purpose of this document to give definitive guidelines on the design and layout of literature. Brochures, posters, leaflets and digital media all play an important role in establishing our message and identity to our audiences. Different media serve different purposes and it depends what part of the marketing path you are on as to what is appropriate - from established customers to those just starting to explore different options. It is vital you address each group with material appropriate to the marketing journey.

Standard materials including our current corporate brochure and corporate videos are available to download from our website [www.gknaerospace.com](http://www.gknaerospace.com) > newsroom > downloadable materials.

If you have a specific request for support with bespoke marketing materials, advertising, etc, please consult with the Communications Team in the first instance.

For recruitment advertising and campaigns, please consult your local talent acquisition team member who will be able to advise you.

## Branded Merchandise

A wide variety of promotional merchandise is available through our on-line portal available through the link on the front page of Aeronet.



## Photography and Video

Our images enhance the impact and effectiveness of our brand communications by showcasing our products, technology and people, or by evoking associations and emotions linked to our mission of being the most trusted and sustainable partner in the sky.

Photography should sit within one of these categories:-

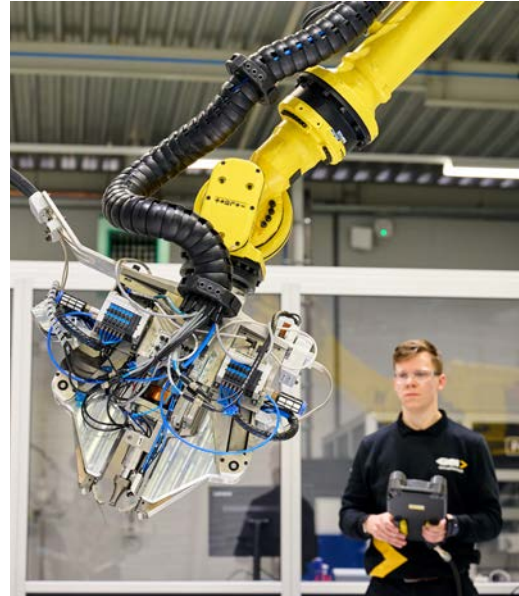
- > World class facilities
- > Product / manufacturing details
- > People / expertise
- > The future of aviation / sustainability
- > Technology
- > Platforms / products in use
- > Concept / abstract

Choose images that create the strongest possible connection with the content or message you are trying to convey. When photographing people they must have the correct PPE in place, and GKN Aerospace branded work wear if possible.

Charlotte, our digital image library, is available for you to download photographs and videos for use in marketing materials, presentations and other media. A link is available on the front page of Aeronet.

For other images, ensure you have appropriate permissions to use any external media; pictures taken from the internet often have copyright protection and should not be used without the correct licence or permissions.

Please also ensure you comply with all Export Control regulations when using images, and are mindful of GKN Aerospace / Customer IP protection. Check with your local Export Control team and / or appropriate Programme Director if unsure.



# 06: Recruitment and EVP

Employee Value Proposition

# People

Our people make things fly  
Rise to the challenge

# Planet

Creating a new era of sustainable aviation

# Progress

Go further than you ever imagined

## Recruitment and Employee Value Proposition

### What is an EVP?

An Employee Value Proposition (EVP) is the articulation of why GKN Aerospace is an employer of choice answering the questions:

“Why should I work for your company?”

“Why should I stay at this company?”

It’s what employees get and what we expect of employees in return.

### Why is a good employer brand important?

GKN Aerospace is facing fierce competition as an employer – up against well-known brands such as Airbus, Boeing, GE, Rolls-Royce, Space X and many others.

An employer brand is how GKN Aerospace is seen by potential recruits, current employees, leavers, and alumni.

To support this we have developed an EVP framework based on three key pillars:- People, Planet, Progress.

For more information on the EVP and our recruitment campaigns, please refer to the Employer Branding section on Charlotte or speak to a member of the Talent Acquisition team.

## Recruitment Advert Examples

Please consult with your local Talent Acquisition team member who will be able to advise on creating recruitment adverts.

Stijn's work impacts **company, industry and planet.**

**GKN AEROSPACE**

**TOGETHER WE RISE**

**MANUFACTURING ENGINEER**

**Manufacturing Engineering Manager – Machining**

Papendrecht, NL

**GKN AEROSPACE**

**TOGETHER WE RISE**

SCAN TO VIEW AND SEARCH VACANCIES  
Or visit [careers.gknaerospace.com](https://careers.gknaerospace.com)

Check out what we build today.  
**Imagine what you might be doing tomorrow.**

**GKN AEROSPACE**

**TOGETHER WE RISE**

**Making Aerospace fit for the natural world.**

The natural world gave us the notion of flight. It shows us the way forward with streamlining. It provides heat, light, food, shelter, air and water. It does everything for us; we have to keep our side of the bargain. Protecting our one and only planet is our primary responsibility. It's not a nice-to-have or an add-on. It's not an option. Together, we rise.

**GKN AEROSPACE**

Visit [careers.gknaerospace.com](https://careers.gknaerospace.com)

**TOGETHER WE RISE**

# 07: Dual Branding

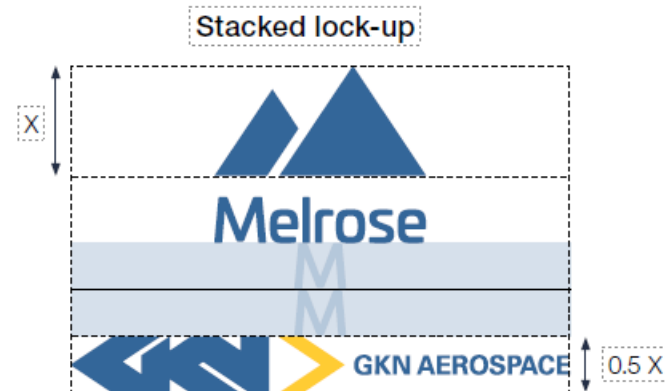
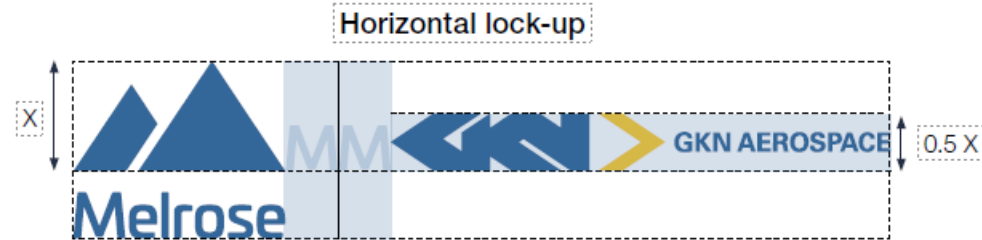


## Melrose / GKN Aerospace Branding

Melrose branding should only be used in limited and specific circumstances. Please consult with the Communications team before using any Melrose or dual branding.

Where dual branding is used the Melrose logo must always precede the GKN Aerospace logo.

The diagram right shows how the brands should be used together.



## Use of the Fokker logo as Secondary Branding

Alongside GKN Aerospace, the Fokker brand has strong recognition in specific marketplaces – especially within the Dutch ecosystem and municipalities where our facilities are located.

For that reason, the Fokker signature may, by exception, be used externally as a secondary brand alongside the primary GKN Aerospace logo in specific circumstances, and only where it adds significant value.

Examples of acceptable uses include:

- > On stationery or contracts relating directly to Fokker legal entities
- > On business cards for specific personnel who deal directly with the Dutch Government or Ministry of Defence contracts (and always in conjunction with the GKN Aerospace logo)
- > As secondary site signage outside Dutch sites (entrance signage only, not main building signs)

Secondary branding and the Fokker signature should not generally be used internally including on any internal documents, forms, general signage, email signatures or presentations.

When referring to the company name all forms, documents, presentations, etc should refer to the company as GKN Aerospace, except where specific reference to a legal entity is required. In exceptional cases, when communicating in the Dutch eco-system within Dutch Defence or for employer branding purposes, where it is absolutely necessary to show or establish the connection between the Fokker brand and the GKN Aerospace brand, referring to the Dutch companies as 'GKN Fokker' is allowed

For any queries on appropriate secondary brand usage, contact Global Internal Communications Director Fiona Hooper via [fiona.hooper@gknaerospace.com](mailto:fiona.hooper@gknaerospace.com)

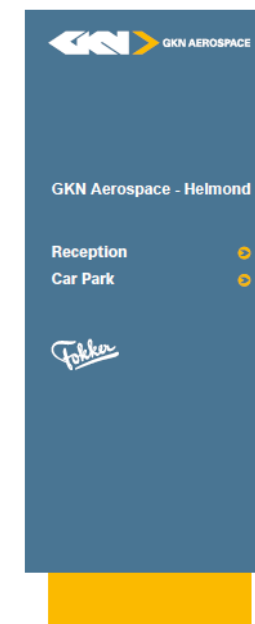
## Secondary Branding - size & style

Where usage is permitted, the Fokker logo should only be used in conjunction with the GKN Aerospace logo, and should not dominate it. The Fokker logo should be no more than one-third the width of the master GKN Aerospace logo as per the examples shown. The secondary Fokker logo may be used in black, white or the Fokker blue, which is Pantone Process Blue or R:0 G:132 B:203.

**The previous stacked GKN Aerospace / Fokker logo should no longer be used, and the Fokker signature must not be used on its own without the GKN Aerospace logo.**



Example of headed paper and entrance monument with secondary Fokker branding



## Internal Brands

### Culture Principles and Great Place to Work

Our 5 Culture Principles were introduced in 2019 and underpin one of our key priorities - to make GKN Aerospace A Great Place to Work.

The five principles – safe, innovative, open & honest, respect & care, and ownership - are supported and communicated through recognised global branding.



### Other Internal Brands

Other examples of approved internal brands include those related to the Golden Safety Rules, the Quality Global Standards and the Security Essentials. These have established visual identities and should not be altered other than for local language translation. Logos and artwork are available to download from Charlotte.

In all cases, permission to set up a new internal brand must be sought from the Communications team.





## Questions and Further Guidance

This document sets out the key elements of the GKN Aerospace brand and how they should be used, however it is not possible for us to cover every different potential scenario where GKN Aerospace branding may be required.

If you have any questions about our brand identity and usage then please contact

**[brand.expert@gknaerospace.com](mailto:brand.expert@gknaerospace.com)**

or

**[fiona.hooper@gknaerospace.com](mailto:fiona.hooper@gknaerospace.com)**



BRAND IDENTITY GUIDELINES: SEPT 2024