



**Sales Collateral for an Airline Services Firm**

AAR provides aircraft maintenance and rehab for major carriers. Through a review of their current print collateral we proposed creating some higher end communications for high revenue services. BDi updated the AAR colored arc providing a visual tool that could be applied to a wide variety of promotions. The idea was to let photography of their services and their current clients, in clean layout with minimal copy, speak for the value and quality of AAR.

