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Who We Are

About Proflight Zambia

Proflight Zambia was established in 1991 and is Zambia’s leading scheduled airline. From its base in Lusaka its domestic routes include, Livingstone, Mfuwe, Lower Zambezi, Ndola, Solwezi, Chipata, Mansa and Kasama, and one regional route, Lilongwe in Malawi.

The airline prides itself in providing a safe, reliable, efficient and friendly service, and offering good value to business and leisure travellers locally and internationally.

The airline operates three 29-seater Jetstream 41 aircraft; four 18-seater Jetstream 32; and two 12-seater Cessna Caravan C208 aircraft.

More information is available at www.flyzambia.com
Mission and Vision Statement

The proflight mission statement
Our mission is to provide our customers with safe, reliable and friendly air services.

The proflight strategy
We will build on our brand values: (1) safety, (2) reliability, (3) efficiency, (4) friendly service
We will protect our brand from internal and external threats and manage appropriately the business and other risks inherent in venturing. We will develop our people and ensure their reward is aligned to realised shareholder returns

The proflight vision
Proflight will bring the highest world class aviation services to Zambia
The Signature

The logo is at the heart of all Proflight communication aimed at the consumer.

It shows in its centre a Fish Eagle - the national bird of Zambia - swooping low over water with it’s talons extended. It is mandated by the Brand rules to maintain the layout and consitancy of this logo. It helps consumers: it shows this is an authentic legitimate Proflight business or representative.
The Signature

Primary Usage

PROFLIGHT ZAMBIA

Primary usage without tag line. Used on all signage when the Brand needs to be most important.

PROFLIGHT ZAMBIA

just plane smart

Secondary usage with tag line. Used on all artwork where the Brand needs to be reinforced.
Typeface

Futura Hv BT Heavy, Heavy

Myriad Pro, Condensed

FuturaStd, Book

Myriad Pro, Condensed Italic
**Colour Palette**

**Primary Signature Colours**

- **Blue**
  - CMYK: C-99, M-79, Y-30, K-14
  - RGB: R-20, G-69, B-115
  - #144573

- **Yellow**
  - CMYK: C-0, M-20, Y-99, K-0
  - RGB: R-255, G-203, B-12
  - #FFCB0C

**Colours**

Blue is one of our greatest distinguishing features. It is an essential part of our brand identity and heritage.

Combined with yellow, a distinct style is created which is both simple to use and powerful through its simplicity.
Stationery Package

LETTERHEAD

To be printed onto bond paper or any author similar paper (Please always bear in mind the environment).

Once printed by your desired printer place into local printers to produce office stationery.
BUSINESS CARDS - DOUBLE SIDED

Care must be taken when setting up business cards for printing. There are 2 options for business cards being SINGLE SIDED and DOUBLE SIDED.

Only the approved fonts are to be used and at the stated sized.

NB - Dimensions of Business Cards - 50x90mm. Also note the proportions of text and vectors on the cards. Always leave sufficient space around the main body so as to avoid printing issues when the cards are being trimmed to their size.

To enforce the brand, the Primary colour of the brand is to be utilised on the front with all the text sitting in white.
Image Usage
Image Usage

Bubbles on white background

Bubbles on blue background
Branding

PROFLIGHT ZAMBIA
CHIPATA
JEKI
KASAMA
LIVINGSTONE
LUSAKA
LILONGWE
ROYAL
MANSAB
MFUWE
NDOLA
SOLWEZI

www.flyzambia.com