

## **Brand Write-up on new Civil Aviation Authority of Singapore and Changi Airport Group**

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1 July 2009 saw the dawn of a new era in Singapore's civil aviation history, with the launch of the Changi Airport Group to manage and operate Changi and Seletar Airports and the reorganisation of the Civil Aviation Authority of Singapore (CAAS) to focus on promoting and developing the civil aviation sector.

Both organisations also launched their brand identities, which will guide the way for their success in the years to come. Earlier this year DIA, an international branding consultancy based in Singapore, was appointed to help each of them develop a distinctive brand positioning and identity. This was an in-depth process for both groups, involving senior management and taking into account a wide spectrum of views from within and outside both organisations. The result is two strong brands that focus on the strengths of each group.

## Civil Aviation Authority of Singapore

As an enabler of the civil aviation sector, CAAS will promote and develop the aviation industry in Singapore and expand Singapore's links to the rest of the world.

CAAS' new mission is, "**To grow a safe, vibrant air hub and civil aviation system, making a key contribution to Singapore's success**". Yap Ong Heng, Director-General of CAAS emphasises that the organisation's focus will be on enabling opportunities through aviation.

The new vision for CAAS is "**A leader in civil aviation; a city connecting the world**". Aviation has been at the heart of Singapore's economic development through the years. As a diverse economy closely linked with global markets, our ability to maintain connections has been a cornerstone of our success. Today Singapore is at the crossroads of Asia. Enabling a network of business relationships, cultural links and personal friendships that span the globe, Singapore is truly a city connecting the world.

CAAS has contributed to this by helping develop an aviation system that is unmatched anywhere else in the world. The world's most awarded airport, an enviable air safety record, a reputation as a respected centre for aviation training and a vibrant aviation industry are all the result of the commitment to developing Singapore as a global centre of aviation excellence now and for the future.

The values that will guide us in our decisions and actions are: 1. **Safety** is our priority, 2. **People** are our inspiration, 3. **Integrity** guides our actions, 4. **Customers** are our focus, 5. **Excellence** is our goal.

### CAAS Logo



CAAS' new logo is an expression of our essence, vision, mission and personality. The solid, italic font represents our modern approach, while communicating our stability as an organisation. The 'swoosh' bridging the two As represents CAAS' role in enabling the aviation sector. Its shape and upward trajectory communicate our aspiration for Singapore. The 'swoosh' leading towards the 'S' represents Singapore as a city connecting the world.

A hidden star in the first 'A' reflects our leadership aspirations for CAAS as best in class and experts in aviation. The red 'S' reflects our focus on Singapore and represents our role in enabling the country's success.

## Changi Airport Group

The role of Changi Airport Group will be to manage Singapore Changi Airport and develop the airport as a global air-hub. At the same time it will be growing its business as a provider of development and management capabilities to airport owners and operators worldwide.

Changi Airport Group has a new mission “**To be the world’s leading airport company, growing a vibrant air hub in Singapore and enhancing the communities we serve worldwide**”. Changi Airport Group’s CEO, Lee Seow Hiang says this is a bold statement of intent that builds on Changi’s current status as the world’s most awarded airport.

Changi’s new vision is “**Exceptional People, Connecting Lives**”.

This means “we aspire to build a company where ordinary people achieve extraordinary results. Working together as a team, we bring great ideas to life and achieve exceptional results beyond our individual capabilities. Customers are our inspiration. From the youngest child to the largest corporation, we understand that what we provide connects people in ways that will enhance their lives”.

We have adopted 5 core values that will guide us in everything we do. These are: 1. We value our **People**. 2. We are committed to our **Customers**, 3. We succeed with our **Partners**, 4. We are passionate about being best in our **Business**, 5. **Integrity** is at the heart of everything we do.

### Changi Airport Group Logo



Changi Airport Group’s new logo helps bring our brand story to life. The lines that link to the Changi ‘I’ represent the value of each individual and how we work together to serve each customers, caring for them at every step of their journey with us.

The coloured lines circling the globe show how Changi Airport Group adds vibrancy to the world by connecting lives across continents and cultures. They also form an “S”, representing Changi’s role in growing a vibrant air hub in Singapore and developing our global connections.