

2022-23

WestAir Brand Review

↗ WORDS FROM LEADERSHIP

Hi there,

I appreciate that your time is precious, so I'll keep this short. Over the last 90 days, WestAir has begun authoring its latest chapter and wants you – our valued customer – to know what that will look like, what values fueled the decision, and most importantly, how it will benefit your business.

Yes, WestAir will look different, but one thing remains unwavering: **Customer service is our main priority.**

What began in 1970 with my grandfather, Andrew Castiglione Sr. – simply borrowing a truck and setting off to make deliveries throughout San Diego County – has grown into a family of its own with staff dedicating hard-working years (decades, in many cases) to our family-owned and operated legacy.

And the best part? All of this is for you. This is what you can expect from our efforts:

↗ Telling a better story means we're going to **highlight the great things you're doing**. We're **rebuilding our website** and ecommerce to make life easier for your team. 24/7 customer service chat tied to an **FAQ section chalked full of helpful articles**. **And there's a lot more** to be rolled out in 2023. Please stay tuned for updates.

Thank you for visiting westairgases.com/rally to learn more about the story behind the changes, and providing feedback on your experience with WestAir; because your participation will continue to shape our narrative and drive the unparalleled customer experiences we wish to provide you.

Very respectfully,

Andy Castiglione
President, WestAir
andyc@westairgases.com



ICON*

Four (4) generations of Castigliones; decades of service from employees

Shows "rally around"

The four (4) main atmospheric gas groups

A Spark: Employing Illusion
The Hermann Grid Effect*
(Est. 1870)



WORDMARK*

70° Rounded edges

Diamond "tittle"

'A' nod to liquid gases



LOGO*

size matters: The family-owned independent gas distributor who better serves their customers & is unfazed by the global brands that dominate the industry.