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# introduction

Our employees serve as our biggest opportunity to create brand ambassadors. Understanding the **Air North** brand and the inherent promise it makes is the first, critical step in positioning it in our communications to them.

The following pages provide us with the brand concepts and language that we can use in our communications.

# brand management

Our brand is a reflection of our promise to deliver credible and compelling value to our key audience. As with all promises, it is trusted only as far as it is kept. Brand management is about creating, sharing and keeping our brand promise.

**Creating the promise** – a profound analysis, understanding and articulation of **Air North's** differentiating values

**Sharing the promise** – marketing activities to position our brand in the minds of our audience

**Keeping the promise** – aligning our people, processes, product standards and place of business around our promise

This document summarizes the first step, creating the promise, and provides a framework for the second step, sharing the promise.

But the most considerable aspect of brand management, keeping the promise, is for all of us to manage internally as we align our people and our practices to reflect our brand values. This takes time—several years is not unusual—but the rewards are profound, ranging from simplified decision making to streamlined internal procedures and processes to increased earnings.

## AIR NORTH STRATEGIC DIRECTIONS

### **Vision**

To build a Yukon community airline that brings value to "Yukoners" inside and outside the territory by simply doing things the way they should be done.

### **Mission**

We are dedicated to an inclusive concept of Yukon where people are treated as human beings by a skilled and engaged staff that act and react to their circumstances and needs as if they are their own.

We operate with a business model that is rooted in profitability while consistently giving back to the Yukon that makes it profitable.

We conduct our day-to-day business by "being Yukon" with a deep-seated frontier mentality that embraces like-minded others, solves problems, makes smart choices, and gets the job done with purpose and enthusiasm.

### **Values**

Yukon Spirit, Yukon Roots

Being Unpretentious

Inclusive Community

Walking the Talk

Absolute Value

## BASIS FOR VISION AND MISSION

### **1. What would Air North like to become or develop into over the next three to five years?**

The role models in our industry for "human touch" customer service that's taken to the next level.

### **2. What makes Air North unique or distinctive?**

We're Yukon's community airline, making decisions weighted to benefit Yukoners: both as a passenger and cargo transportation lifeline, to connect Yukon with the rest of the country, keep Yukon's money in Yukon, and give back in meaningful ways.

**Air North** affords a "best of both worlds" life in the Yukon — wilderness at your doorstep, major cities just two hours away.

### **3. What excellence or special expertise does Air North offer?**

Knowing how to fly safely in harsh northern conditions, reacting quickly to adverse conditions with our "get 'er done" skills and staying connected with our customers in personable ways.

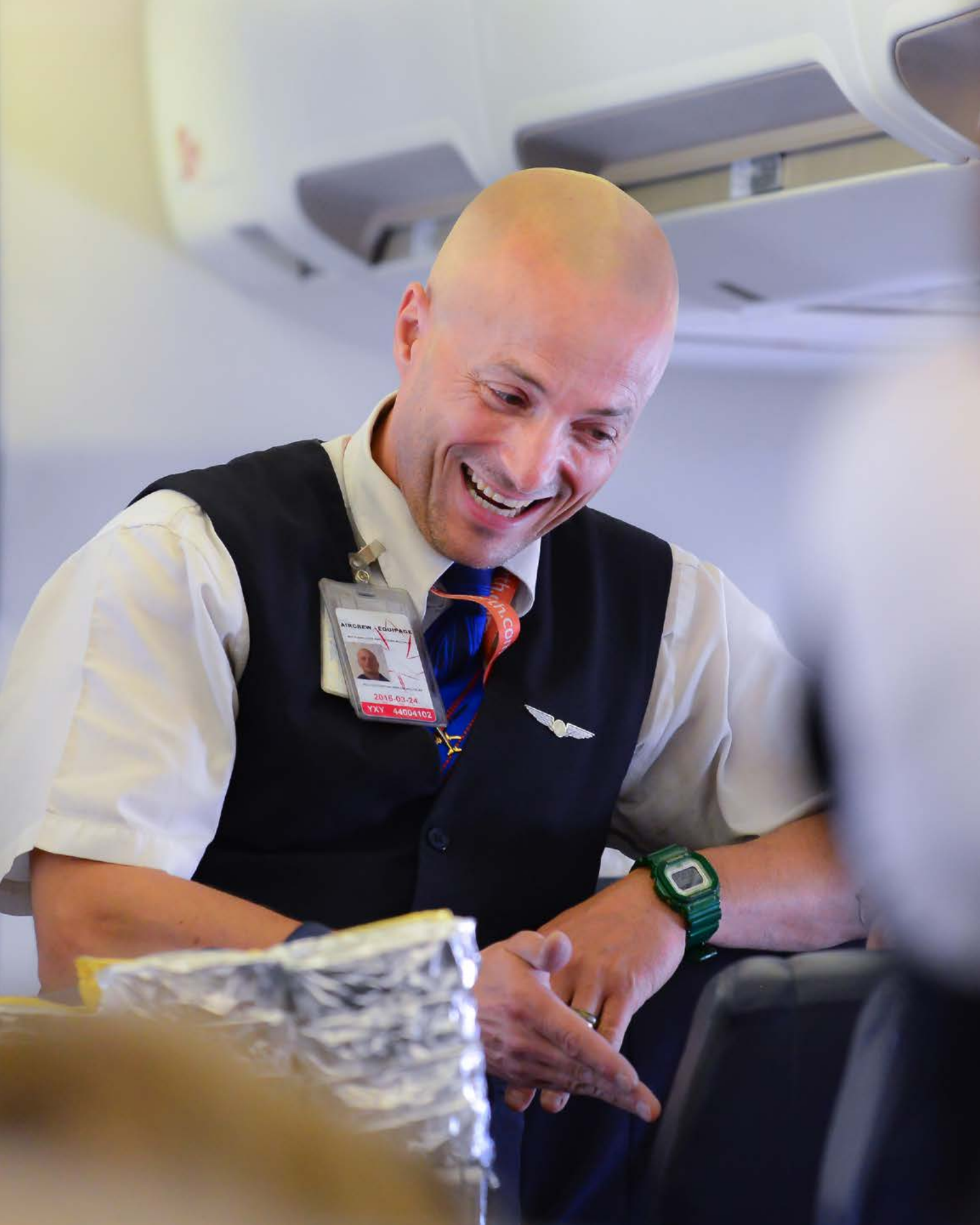
### **4. Looking towards the future, what is the measure of success for Air North?**

A profitable company with full planes and proud, enthusiastic employees.





# our brand



# brand positioning

Our Brand Foundation is a profound analysis, understanding and articulation of the **Air North** brand, and provides a guiding framework for our future communications.

# brand foundation

## BRAND FEATURES

*These are our attributes, qualities and corporate characteristics.*

### Attributes

Attentive service

Competitive pricing without sacrifice to in-flight service, baggage allowance, etc.

Variety of services offered: flights, cargo, fuel, ground crew support

Connecting Yukon communities

Fresh, free food

Present leadership

Reactive to issues

### Culture

Pioneering Spirit – “get 'er done” problem-solving attitude

### Personality

Hard-working

Personable

Reliable

Optimistic

Inclusive

Neighbourly

### Ideal Customer

Expects value and personal service from a do-good company as a part of the ticket price

## AUDIENCE BENEFITS

*These are the features translated into benefits that our audience cares about.*

### Functional Benefits

*Functional benefits come from those attributes that provide functional utility to the user.*

- i. **Value** – no matter what you pay for your seat, you're treated with the same level of service
- ii. **Relationship** – on **Air North**, you're flying with neighbours, you know the cabin staff (or think you do), Joe's flying the plane
- iii. **Hospitality** – food, drink, personable service, accommodating approach
- iv. **Reliability** – on time, can deal with prevailing conditions including weather or customer or cargo needs

### Emotional Benefits

*Emotional benefits are what the audience feels (happy, confident, empowered) when experiencing our brand.*

- i. **Peace of Mind** – safety in spite of weather extremes, connectedness, “get 'er done” attitude
- ii. **Kinship** – you feel like you're travelling with people who care about and for you
- iii. **Sense of Appreciation** – being treated like people rather than economic commodities
- iv. **Pride** – this is one of ours, it's a Yukon thing. The pride you feel when you step off an **Air North** plane at a city airport. The pride you feel knowing others see “Yukon” on the tail and wish they were going there...

## UNDERLYING VALUES

*These are the essential values that cultivate those features and benefits.*

**Yukon Spirit, Yukon Roots**

**Being Unpretentious**

**Inclusive Community**

**Walking the Talk**

**Absolute Value**

*(Please see next page for full value statements)*

## BRAND POSITIONING

*This is how we position **Air North** features, benefits and values to motivate our audience.*

For those who expect personable, reliable and affordable service in air travel and cargo, **Air North** provides a superior product through a Yukon "get 'er done" spirit that accommodates people's needs, embraces and solves problems as they occur, gives back to those who support them, connects and provides safe transportation lifelines to communities, and treats its customers as human beings simply because that's how it should be.

## BRAND PROMISE

*This is the promise of value we make to our customers, expressed in its simplest form.*

You will experience air travel in a way that leaves you thinking

**"that's how it should be"**

# we value

*These are the values that our brand stands for, in greater detail.*

## **Yukon Spirit, Yukon Roots**

The Yukon spirit is a pioneering spirit, one that is unafraid to go where others think they can't. A pioneer is an optimist, a seeker, one who doesn't quit and who encourages and supports all those who come along. There's a real DIY, "get 'er done", problem-solving attitude that Yukoners inhabit. **Air North's** history is Yukon's history: braving the elements, persevering, helping others along and ultimately thriving.

## **Being Unpretentious**

We're not trying to impress anyone by seeming more important than we are. We're Yukoners: natural, straightforward, and we don't put on airs. We've seen a period of tremendous growth and if we read our own press, it would be easy to let some of the small things that make us who we are fall by the wayside. Maintaining that small company atmosphere while being a big company (Yukon-wise) is all about paying attention to those small things that got us where we are in the first place. That's the essence of who we are.

## **Inclusive Community**

Our community is made of Yukoners—and honorary Yukoners, supporters and aspirants. In short, anyone who delights in air passenger and cargo services that are personable and accommodating, relational, affordable and enjoyable and serves to support connections to Yukon and its communities. As much as we value our Yukon community, we value the Yukon spirit in our away-from-base customers and staff, those who desire and appreciate the same things Yukoners do, who are seeking relational, personable, helpful and affordable service. Those are the kinds of relationships that energize us and give our work focus and purpose.

### **Walking the Talk**

No matter how our industry ranks or rates us, or by what measure, we will always be true to our resourceful, warm-hearted, self-reliant, community-oriented self because as Yukon's airline, walking the talk is just how we think it should be. And if that makes us role models, so be it.

### **Absolute Value**

Absolute means: not qualified in any way; existing independently. Value usually means saving money. For **Air North**, absolute value means that you will get value in the price you pay, value in the warm, hospitable and personal service extended to you, value in safe and reliable transportation in spite of the weather or other circumstances, value in accommodation to your needs and value in what's returned to Yukon. All our customers receive all these values all the time regardless of who they are or what they've paid. With **Air North**, absolute value is an inclusive value because we include our customers in any kind of value equation.

# brand positioning model explained

## BRAND ATTRIBUTES

### Attributes

A brand is made up of (or brings to mind) certain attributes. Mercedes, for example, suggests expensive, well-built, well-engineered, durable, high-prestige automobiles.

### Culture

The brand generally represents a certain culture. Mercedes represents strong aspects of German culture: organized, efficient, high quality.

### Personality

The brand can project certain "human" personality traits. Mercedes may suggest a no-nonsense person, for example.

### User

(Primary audience): The brand suggests the kind of consumer who buys or uses the product. We would expect to see a 55-year-old CEO behind the wheel of a Mercedes, not a 20-year-old clerk.

## BRAND BENEFITS

Attributes must be translated into functional and emotional benefits in order to mean anything to your audience. The attribute "durable" could translate into the functional benefit *I won't have to buy another car for several years*. "Expensive" translates into the emotional benefit *The car makes me feel important and admired*.

## BRAND VALUES

The brand also says something about the organization's values. This is the code by which the brand lives, acting as a benchmark to measure behaviour and performance, and to make decisions. Mercedes, for instance, values high performance, safety and prestige.



## **BRAND POSITIONING STATEMENT**

The brand positioning statement, or strategy, is a succinct description of the brand's core target audience, and a compelling picture of how the organization wants them to view the brand. It brings focus and clarity to marketing strategy and tactics, because it enables us to judge every decision by how well it supports the positioning statement (PS).

The four components of a PS are: (1) the target audience, those people who represent your most fervent users; (2) the frame of reference, the context that gives your brand relevance to its audience; (3) the most compelling and motivating benefit that the brand can own in the hearts and minds of its audience; and (4) the reasons to believe that the brand will deliver what it promises.

## **BRAND PROMISE**

Every brand makes an inherent promise to its audience that it will provide something of value to them. A brand is a reflection of that promise to deliver value—something that is credible and compelling—to its key audience.

## **BRAND SIGNATURE**

The brand signature is the simplest and most compelling way we can articulate the brand promise to its audience. It is a distillate of the various elements of the brand positioning. As such, it embodies the brand in an inspired way, clothing it with insight and a touch of intrigue. Simply put, the brand signature is the promise the brand makes to its audience.

# brand dialogue

## **1. Who do you work for?**

**Air North** – Yukon's Airline.

## **2. What does your company do?**

We're building a Yukon community airline that brings value to "Yukoners" inside and outside the territory by simply doing things the way they should be done.

## **3. What makes you different from your competitors?**

We are dedicated to an inclusive concept of Yukon where people are treated as human beings by a skilled and engaged staff that act and react to their circumstances and needs as if they are their own.

## **4. How do you do that?**

We conduct our day-to-day business by "being Yukon" with a deep-seated frontier mentality that embraces like-minded others, solves problems, makes smart choices, and gets the job done with purpose and enthusiasm.

## **5. Why should I care about all that?**

Because we think you deserve absolute value. Absolute means: not qualified in any way; existing independently. Value usually means saving money. For **Air North**, absolute value means that you will get value in the price you pay, value in the warm, hospitable and personal service extended to you, value in safe and reliable transportation in spite of the weather or other circumstances, value in accommodation to your needs and value in what's returned to Yukon.

All our customers receive all these values all the time regardless of who they are or what they've paid. With **Air North**, absolute value is an inclusive value because we include our customers in our value equations.



# core messaging

This is the way to talk about **Air North** (based on our positioning, values, benefits and attributes) in order to authentically and vigorously illuminate our inherent promise of value.

## CORE MESSAGE 1

The Air North experience is a personable experience

**Sample copy:**

### More Joe

Have you ever been to a restaurant and the owner comes to the table, introduces himself to your friends, asks how you're enjoying the meal? Makes you feel pretty welcome, like you're worth something, right? That's what it feels like when Joe – the founder and owner of the company – announces he's the captain on your flight. That's how it feels when your neighbour welcomes you aboard and serves your food, and when the flight attendant is the same woman on the cover of the in-flight magazine. Travel with **Air North** and you'll feel like you're travelling with friends and family. And if you talk to Joe, tell him your name – he'll remember it for next time.

**Air North, Yukon's airline**  
*that's how it should be*

**Inspirational messages:**

Sorta like a family

Let's keep it personal

## CORE MESSAGE 2

Retaining the appealing attributes of a small company

**Sample copy:**

### Making something big by being small

We fly a lot of places, connect a lot of people, shift a lot of cargo. We've got a file cabinet full of testimonials, thank you notes, rave reviews. Our industry has consistently ranked us as one of the top airlines in North America. We've grown too, with new routes and more staff members. So, in a way we've made something a bit on the big side, by Yukon standards. But we did it by remembering all the small things we learned along the way, like treating people as if they matter to us, like steadily supporting and connecting with Yukon and Yukoners, like accommodating individual needs, like providing consistent, reliable, affordable air transportation, no matter the weather. Oh, and serving warm cookies on our flights...

**Air North, Yukon's airline**  
*that's how it should be*

**Inspirational messages:**

The bigger we get, the smaller we stay

Small is beautiful

Go for big but stay small

Small, consequential

Close versus small

## CORE MESSAGE 3

Air North is thoroughly Yukon

**Sample copy:**

## We haven't forgotten where we come from

**Air North's** history is Yukon's history: braving the elements, persevering, helping others along and ultimately thriving. That's the pioneering Yukon spirit at work. It's unafraid to go where others think they can't. It's optimistic, a seeker, doesn't quit and encourages and supports all those who come alongside. The pioneering Yukon spirit is part of our corporate DNA. We can't help it, we were just born that way. Which means we can't help staying that way. Come along for the ride, you're going to love it.

**Air North, Yukon's airline**  
*that's how it should be*

**Inspirational messages:**

If it's Yukon, it's ours

Being true to place

The glue in Yukon transportation

## CORE MESSAGE 4

Non-Yukoners will experience what it's like to be a Yukoner

**Sample copy:**

### Ich bin ein Yukoner

Anybody who steps on an **Air North** flight may as well be a Yukoner. You'll get treated like one anyway, by hospitable, down-to-earth and gen-u-wine Yukoners who will welcome you into a uniquely Yukon space we call "inside." You'll get the good stuff other airlines only wish they could (still) deliver like affordable flights, extra baggage allowance and counter staff that will go to great lengths to accommodate your needs. In-flight, you'll be served Yukon food and drink, read about Yukon, visit with Yukoners and generally experience a little bit of what makes Yukon so special. Maybe you're from outside, and will only ever be a Yukoner in spirit. With **Air North**, you'll feel like you've come inside.

**Air North, Yukon's airline**  
*that's how it should be*

**Inspirational messages:**

Not every Yukoner lives in Yukon

You may already be a Yukoner

We'll make a Yukoner out of you

How Yukon are you?

Yukon enough for you?



## CORE MESSAGE 5

Giving back to Yukon

**Sample copy:**

### **Our customers are our neighbours. Shareholders too.**

Well, that's one way to really focus your efforts, right? You don't want to mess up Saturday's barbecue by pissing off Duane from down the street. And Jackie up the road loves those dividends regular and timely. And both Duane and Jackie are smart, opinionated, and connected. Big-time connected. We want to make sure they, as with all our customers, have good things to say about us. So we work at being good neighbours: friendly, welcoming, helping out wherever we can, providing food and drink, being caring and sympathetic when it's called for and helping support their causes and their kids' activities. You know, just your typical good neighbour stuff. After all, our neighbours took a chance on us at the start, and we won't forget that.

**Air North, Yukon's airline**  
*that's how it should be*

**Inspirational messages:**

On being Yukon

Keeping up with the neighbours

We haven't forgotten how we got here

## CORE MESSAGE 6

Providing real value

**Sample copy:**

### **Money: a good starting point for value**

For some people, it's all about the money. We understand that, it's fundamental to any value consideration. In fact, we got into this business as a way to cut travel costs between Yukon and Canada's western gateway cities in half. Which we did and then some... But we've stayed in this business by providing absolute value: value in the price you pay, value in the warm, hospitable and personal service extended to you, value in safe and reliable transportation in spite of the weather or other circumstances, value in accommodation to your needs and value in what's returned to Yukon. All our customers receive all these values all the time regardless of who they are or what they've paid. With **Air North**, absolute value is an inclusive value because we include you in any kind of value equation.

**Air North, Yukon's airline**  
*that's how it should be*

**Inspirational messages:**

**Absolute value, absolutely**

**It's just the way things should be**

**Let's take it up a notch**

## CORE MESSAGE 7

Adapting to circumstances, safely

**Sample copy:**

### Minus 40? Whatever...

The first time you experience -40, it's scary. Second time too. Same with landing on a gravel strip, hauling big cargo to tiny places, icing up, flying visuals when there aren't many to speak of. When it comes to flying in Northern Canada, there can be a lot of scary firsts, seconds, thirds... But when you grow up with this stuff, guess what? That's just your normal and you build up a unique skill set from operating in it. You develop checklists, procedures, and safety routines. You learn how to work as an interdependent team that is committed to safety and doing the right thing. But mostly, you develop experience. And as our experience accumulated, we developed an **Air North** way of doing things that lead to our #1 ranking for on-time delivery in North America. So, turns out, it works pretty good other places too...

**Air North, Yukon's airline**  
*that's how it should be*

**Inspirational messages:**

Been there, done that

Other people's extremes, our normal



# brand identity

# logo

The **Air North** logo is the outward expression of our brand. It fosters audience recognition, echoes our brand promise and embodies our brand's differentiation from similar or competitive organizations.

our logo



# logo options

## USE THIS WHENEVER YOU CAN

The full colour is the preferred version and should be used wherever possible.



English – Full Colour with Tagline – Light Background

↳ 4N - Logo - 2C



## USE THESE IF YOU CAN'T GO WITH COLOUR

Use the monochrome (black and white), or black and orange version when the number of colours is limited, if there are issues with colour contrast or if requested.



English – Monochrome – Light Background

↓ 4N - Logo - K



English – Monochrome – Dark Background

↓ 4N - Logo - Rev



English – White and Orange – Dark Background

↓ 4N - Logo - Rev orange

## USE THESE FOR SMALLER SPACES

Use the no-compass version if the space does not allow for the main logo to be used.



English – Full Colour with Tagline – Light Background

↓ 4N - Logo - 2C - No compass



English – Full Colour with Tagline – Light Background

↓ 4N - Logo - K - No compass



English – Monochrome – Dark Background

↓ 4N - Logo - Rev - No compass



English – White and Orange – Dark Background

↓ 4N - Logo - Rev orange - No compass

## TAIL LOGO OPTION

Use this URL identity in all sales-related communications.



English – Full Colour with Tagline – Vertical – Light Background

↓ 4N – Tail – URL grey



English – Full Colour with Tagline – Vertical – Light Background

↓ 4N – Tail – URL white

# logo guidelines

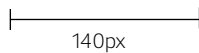
## MINIMUM SURROUNDING SPACE

Ensure the logotype has a minimum clear space and a certain minimum size.

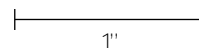


## MINIMUM SIZE

Digital



Print





**MINIMUM SIZE**

**Digital**



**Print**



## FILE EXTENSIONS

### **.pdf**

This is a vector file you would give to a designer or a printer who is working with our logo. It is used for offset and digital printing, large format (banners, signs), newspapers and any outside suppliers.

### **.png**

This is a raster image usually used online or placed into Word documents. It's not scalable to large sizes. It is used for in-house laser and digital printing, faxes, photocopies, websites and email. Do not use .png files for offset printing—the resolution may be too low and the colours will be inaccurate.

## COLOUR FORMATS

### **blk**

solid black, use for faxing, photocopying or black and white newspaper ads

### **wht**

solid white, it's only visible after it's placed on a darker background

### **cmym**

use for four-colour printing

### **rgb**

colour version used for online and desktop printing

# logo usage tips

The integrity of the **Air North** brand identity must be maintained. It should be treated as an official mark and should never be altered or adapted. To reflect the professionalism of our organization, please use the following guidelines:

## **Do:**

- ensure that the logo appears on all electronic and print communication pieces referring in whole or in part to **Air North**
- use the logo in the official colours on corporate documents and signage (e.g. stationery, business documents, and website home page)
- follow the guidelines in this blueprint for the brand identity when developing all communication products

## **Do not:**

- photocopy the coloured version; it creates shades of grey which do not appear in the black and white version and weaken the image
- alter the logo proportions—do not re-scale to other than the official format
- change or manipulate the letters
- tilt or rotate the logo or any part of the logo
- alter the spacing ratio of the elements (type and graphic)
- place on a poorly contrasting background colour, or textured background
- surround the logo with a keyline or box or drop shadow
- place the logo inside another graphic
- create special effects such as shadows, outlines, patterns and background impressions using the logo





# visual elements

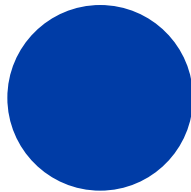
Additional graphic elements such as colour palette, fonts and typefaces help shape the **Air North** brand. It is critical that we ensure consistency in their use.

# colours

**Air North** corporate colours provide the foundation for brand recognition.

White is integral to the **Air North** colour palette. Use of white space gives an openness and lightness to all communications and provides a backdrop upon which to tell our story.

## PRIMARY COLOURS



**blue**  
**antone 293C**

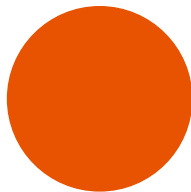


### colour conversion

**C** 100 **M** 69 **Y** 0 **K** 4

**R** 0 **G** 61 **B** 165

**HTML** 003DA5



**orange/red**  
**antone 166 C**



### colour conversion

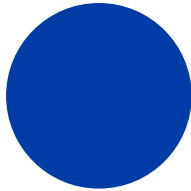
**C** 0 **M** 76 **Y** 100 **K** 0

**R** 227 **G** 82 **B** 5

**HTML** E35205

**Note:** CMYK is commonly referred to as "4-colour process" and comprises of Cyan, Magenta, Yellow and Black ink. RGB is colour made of light and used for all screen technology. It's comprised of Red, Green and Blue light.

## CLOTHING COLOURS



**blue**  
**antone 293C**

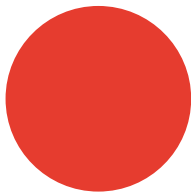


**colour conversion**

**C 100 M 69 Y 0 K 4**

**R 0 G 61 B 165**

**HTML 003DA5**



**orange/red**  
**antone 179 C**



**colour conversion**

**C 0 M 87 Y 85 K 0**

**R 224 G 60 B 49**

**HTML E03C31**

**Note:** CMYK is commonly referred to as "4-colour process" and comprises of Cyan, Magenta, Yellow and Black ink. RGB is colour made of light and used for all screen technology. It's comprised of Red, Green and Blue light.

# typefaces

The typography is a subtle reflection of our approachable, reliable Yukon nature.

## PRELO BLACK

**AaBbCcDdEe123456**

## PRELO BOLD

**AaBbCcDdEe123456**

## PRELO MEDIUM

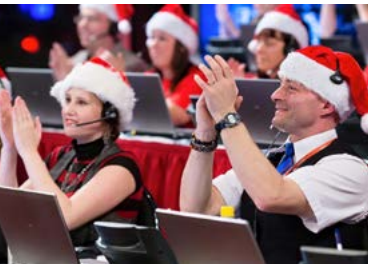
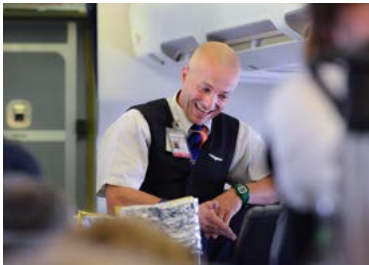
AaBbCcDdEe123456

## PRELO LIGHT

AaBbCcDdEe123456

# imagery

Whenever possible, **Air North** images should support our brand positioning and core values, highlighting a Yukon spirit, a personable and inclusive experience, a community feel and absolute value. Images featuring people, Yukon and services are preferred. The tone should be friendly and genuine.

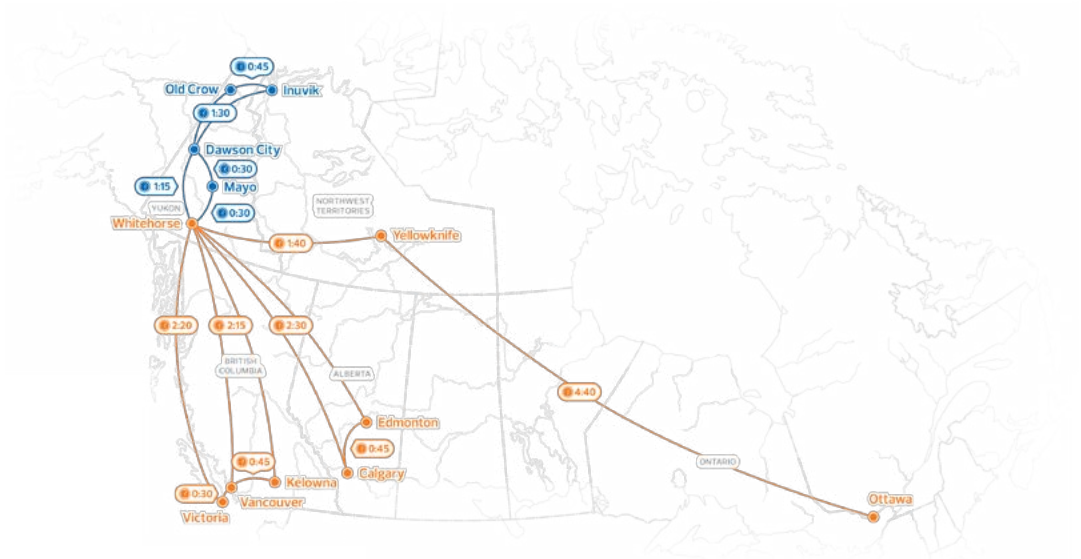


# maps



Full Colour – Light Background

↓ 4N – Compressed Vector Map with Times and Codes (201809)



Full Colour – Light Background

↓ 4N – Full Route Map – 201808



