



**BC's Newest  
Regional Airline**

# New Airline Catering To The BC South Coast

## ***Daily Flights To:***

*Vancouver  
Richmond  
Victoria  
Whistler  
Nanaimo  
Comox*



# ***Target Audience***

*Weekend visitors*

*Business commuters*

*Connections to Air Canada & Westjet*

*Good value*

*Fun*

*Clean*

*Safe*

*No Hassle*

*No Hidden Costs*

*Rewards*

*Personal Attention (Customer Experience)*

## Regional Competition



## Successful Regional Airlines



## ***Why Use Us?***

*use “green” fuel*



*environmentally friendly*

*rewards for member  
when purchasing flights,  
and also referral points*



*not only rewards for using our  
service, but also for “putting in a  
good word for us” referrals*

*rapid response  
to inquiries and  
compliments*



*2x faster for anything  
resembling a negative  
experience*

## ***Why Use Us?***

*Unlike Westjet “Owners”, we let our customer base take ownership of the brand, not just employees.*

*Town Hall Meetings  
Management meetings  
are broadcast online ~or  
customers to view and  
interact*



*Gives the company  
transparency and  
customers ownership  
and understanding of  
day-to-day operations*

*Exceptional Customer*

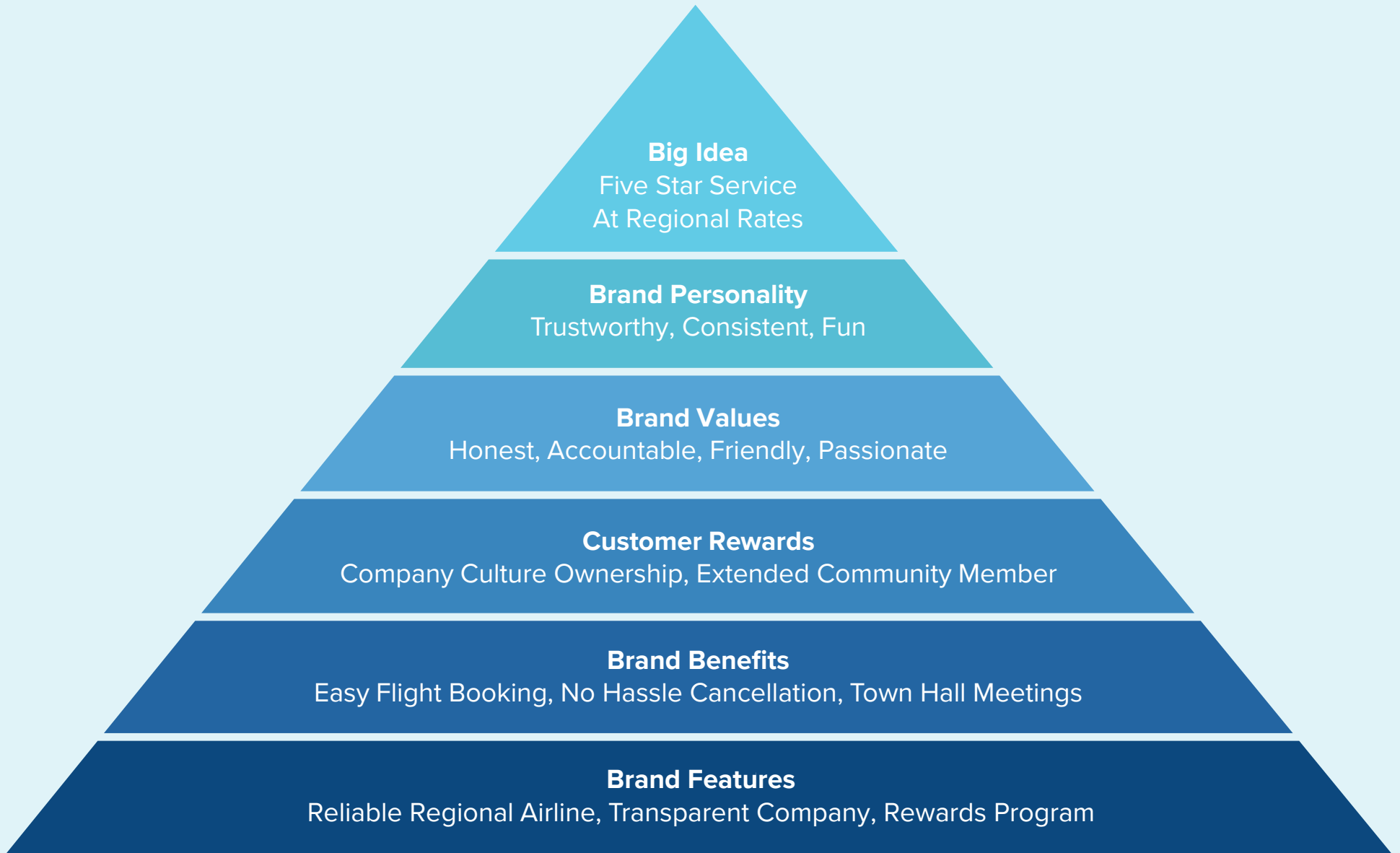
*Service ...we have fun*

## ***Values We Live By***

*By operating a simple, professional, and transparent business, customers will immerse themselves in and become champions of our brand.*

## ***The Big Idea***

*Five Star Service...Regional Rates*







***EZ Airlines  
AirFair  
Hopper  
Bounce  
Spakwus  
Eagle  
Squamish  
CommutAir***








**SPAKWUSAIR**



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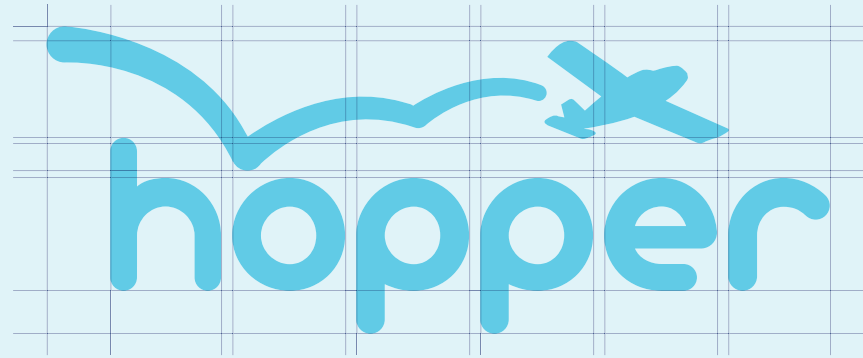
	f2cb05 C:6 M:16 Y:100 K:0
	bf300f C:17 M:94 Y:100 K:8
	591b1b C:37 M:89 Y:81 K:57



## **hop**

- 1. To move with light bounding skips or leaps.*
- 2. To jump on one foot.*
- 3. To make a quick trip, especially in an airplane.*
- 4. To travel or move often from place to place.*





## ***Color Palette***



r:19 g:71 b:125 c:100 m:80 y:25 k:9



r:100 g:203 b:229 c:54 m:0 y:8 k:0

## ***Typeface***

**uomZom**

abcdefghijklmnopqrstuvwxyz

**Arial Rounded MT Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## ***Colors***

*Sky*

*Trust*

*Loyalty*

*Confidence*

*Cleanliness*

## ***Look***

*Hopping Plane Clouds*

*Round Lettering*

*-Not Too Corporate*



