



Brand Values and Standards



The Future Of Regional Air Travel  
In British Columbia

# THE COMPETITION & OUR FUTURE CLIENTS



**Central Mountain Air**

Book online [flycma.com](http://flycma.com)



- Established in 1987 Central Mountain Air
- Privately owned and operated company
- Scheduled and charter flights to over 18 British Columbia and Alberta communities.
- Partner airline, Northern Thunderbird Air (NTAir)
- Provide service to a variety of customers, corporations, individuals, government agencies, oil & gas companies and contractors.
- Work in-conjunction with





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## Flight Search

☒ Round Trip ☐ One-Way

Leaving From  Going To

Departure Date  Return Date

Country of Origin  Adult  Child  Infant

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[Web Check-in](#) [Flight Status](#) [Where we Fly](#)

## News

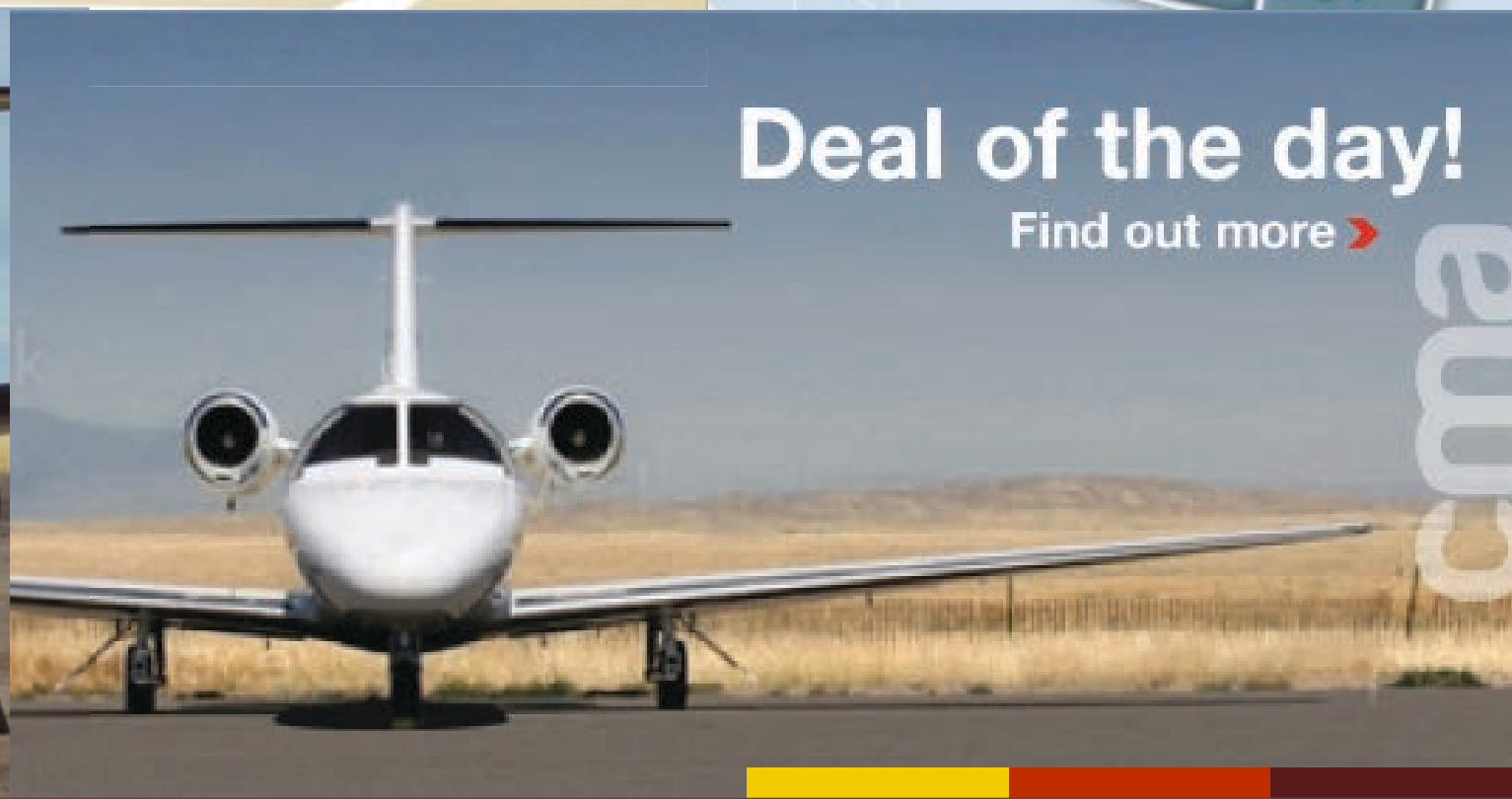
Welcome to our new website. If you wish to use your Member Login, please enter your travel requests in the booking form on the left and click on "Find Flights". On the subsequent page please click the My Login button located on the upper right-hand corner of the page. We appreciate your business and welcome your feedback.



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# Central Mountain Air

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Safety, Integrity, Experience



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### Recent News

\*\*\*NEW\*\*\* King Air 350 available  
for charter!  
May 27

## Welcome

[Search](#) • [Sitemap](#) • [Staff Login](#)

CELEBRATING 40 YEARS AS YUKON AND BRITISH COLUMBIA'S REMOTE  
AIRSTRIIP PROFESSIONALS.

Northern Thunderbird Air has been serving the people and companies of BC  
and Yukon since 1971. We specialize in the "hard to get to" places but don't  
mind serving the "easy" ones too. Regardless of destination you can count on  
NT Air for high standards of safety, integrity and experience.



### Charter Services

Safe and efficient travel no matter where your destination!  
[info@ntair.ca](mailto:info@ntair.ca) • 1-800-963-9611

Prince George Head Office  
#100 - 4245 Hanger Rd.  
Prince George, BC V2N 4M6  
Toll Free: (800) 963-9611  
Phone: (250) 963-9611  
Fax: (250) 963-8422

Vancouver Base  
5360 Airport Road South  
Richmond, BC V7B 1B4  
Toll Free: (866) 232-9211  
Phone: (604) 232-9211  
Fax: (604) 232-9240

Smithers Base  
Smithers Airport  
6421 Airport Road  
Smithers, BC V0J 2N0  
Toll Free: (800) 663-3905  
Phone: (250) 847-4400  
Fax: (250) 847-4910

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### Charter Services

Safe and efficient travel no matter where your destination!  
[info@ntair.ca](mailto:info@ntair.ca) • 1-800-963-9611

## STRENGTHS

- Long standing company (since 1987-CMA) (since 1971-North Thunderbird)
- Work with large airline (Air Canada)
- Provide more destinations than most regional lines

## WEAKNESSES

- 3 crashes in last 12 years
- Brand identity is dated

## OPPORTUNITIES

- Use their experience as a selling point
- Re-brand to freshen up look and get better handle on regional flight customers

## THREATS

- Other flight companies may move in and cater to oil & gas/mines
- Past crashes may haunt company



- Started operations in 1982
- Initially started as charter services for the forestry industry in BC
- World's Largest All-seaplane Airline
- Also operate Westcoast Air and Whistler Air



**FREE  
PARKING**

IN NANAIMO &  
SOUTH  
VANCOUVER  
(YVR)

**2013  
BEST  
MANAGED  
COMPANIES**



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▼ Search Flight(s) & Fares

Departing

Vancouver Harbour

07/03/2013

Round Trip | One Way

Arriving

Victoria Harbour

Returning

# Passengers **1**

[Search Now](#)

► My Reservations

► Realtime Flight Status

**Seats on sale all summer!**



Find seats on sale on all routes! Web bookings only.

**LATEST NEWS**

► Maximum Luggage Limit ...

► Video Directions to our Vancouver terminal. ...

► Nanaimo Parking Advisory Update ...

► Spring Seat Sale! ...

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**\$53**





## STRENGTHS

- Over 30 years old and more than 50 planes
- Better Business Bureau Awards
- Award for Best Corporate Culture
- Professional look and feel
- Stay current on reviews and social media

## OPPORTUNITIES

- A more human feeling site
- Promote scenic flights users take

## WEAKNESSES

- Professional, not personal

## THREATS

- Price point may cause customer to look elsewhere.



- Started operations in 1994 as an air freight service
- In 2000 it started air passenger services, initially between Vancouver and Terrace.
- In October 2005 it was forced to file for protection under the Company Creditors' Arrangement Act
- Bought by parent company of Central Mountain Air



# Hawkair

FLY LOCAL



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- GETAWAYS & PARTNERS
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- ABOUT HAWKAIR

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From:

To:

Departure Date:

± 0 days

Return Date:

± 0 days

Passengers:

Promo Code:

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Hawkair honours your AVION and Save-On-More Reward points.



**Spring SEAT SALE!\***

BOOK BETWEEN MARCH 18 - APRIL 1  
FOR TRAVEL BETWEEN APRIL 2 - JUNE 30

\*Three bookings only, some restrictions apply. Not valid with other offers.

**Hawkair**  
How do you fly?

Call 1-800-487-1216 or contact your Travel Agent • hawkair.ca

**Hawkair winterSUN**

**CONNECTOR DISCOUNT**

**\$50 OFF**

Hawkair's popular \$50 WestJet connector discount is now applicable to ALL airline connectors in YVR, including winter sun vacation packages.

Simply provide Hawkair with the passenger locator number for the connecting airline and receive \$50 off per one-way Hawkair flight.\*

Going to visit friends or family? We've got you covered too!

\*Discount applies to regular Hawkair fares only. Side fares and Special fares are not eligible for \$50 discount.

**PRICE MATCH GUARANTEE**

To book, call 1-800-487-1216 or your local travel agent.



## STRENGTHS

- Very professional looking site
- Uses social media to promote
- Consistent branding throughout
- Aligned with WestJet

## WEAKNESSES

- Went bankrupt previously

## OPPORTUNITIES

- Use their experience as a selling point
- Get customer reviews. Make champions of the brand and promote through social media.
- Leverage off of the WestJet brand in more ways than just the look of ads

## THREATS

- Past bankruptcy may haunt company



- airline based in Vancouver offering scheduled and charter service
- has daily flights between Vancouver, Tofino, and Gillies Bay with ground service to Port Alberni



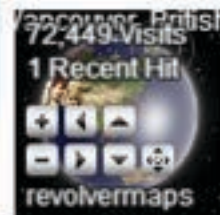
#### Welcome to KD Air

KD Air is located in the South Terminal at Vancouver International Airport (YVR). We fly daily scheduled flights to Tofino, Qualicum Beach, and Texada Island and provide daily service from Vancouver to Port Alberni as well. We have an impeccable safety record with over 64,000 flights logged so far. We look forward to seeing you on one of our flights soon!

Our charter flights can take you to some of the most rugged and beautiful locations on the West Coast of Vancouver Island and the Sunshine Coast.

Some of the most popular destinations:

- Courtenay
- Alert Bay
- Gibsons
- Nanaimo
- Sechart
- Tofino
- Chikla Lake
- Bella Coola
- Powell River...



Due to popular demand, our flights to Tofino have been extended to December 31, 2013



Operating daily scheduled flights to and from Vancouver.



• Safe • Reliable • Air Service

**FOR 20 YEARS**

Daily Scheduled Flights Servicing

- Qualicum Beach
- Texada Island
- Port Alberni

**www.kdair.com**

**1-800-665-4244**





## STRENGTHS

- Basic flights for three destinations

## WEAKNESSES

- Site is full of banners
- Too much clutter, not sure where to click

## OPPORTUNITIES

- Clean up the site and keep it simple
- Find balance between specials and bookings

## THREATS

- Companies like Coast Mountain Air and Harbour Air have very professional looking sites. May lose traffic on site.

# BEST REGIONAL AIRLINES



- Is a low-cost regional airline based in England
- Operates over 180 routes to 65 European airports and is Europe's largest regional airline.
- Launched in 1979 under the name Jersey European Airways, the airline was later renamed British European, and then Flybe.



change language

**flybe.**

technical difficulties

car hire flybe flybe card book seats book bags

credit card offer login/register check in manage my booking latest travel information

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all fares include tax **see more offers** [Click to read more](#)

**flybe.** In celebration of 10 years' partnership **AVIS**

**10 things you'll love about us...**

**latest news.**

- Flybe appoints new Chief Executive Officer
- Flybe announces 'Just pay taxes and charges' seat sale on 41 key routes
- Flybe Flex now offers travellers unlimited changeable ticket options
- Flybe's New Manchester To Waterford Service Takes Off

**Click to find out more and for your chance to win!**

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**PARKING**

**SAVE 60%**

**Car hire** Win one of 10 Dr Dre Solo HD White

**Flybe hotels** Special offers on hotels

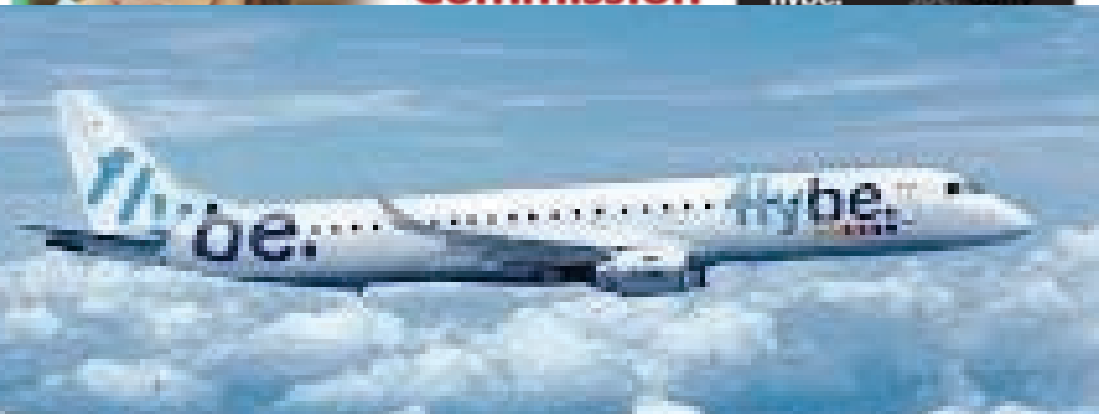
**Airport Parking** Pre-book and save up to 60%

**Antler offer** Save 60% on cabin approved baggage

**Holiday Rentals** At prices perfect for you!

**La Manga Club** Special offers at Spain's leading

**Commission** **flybe.** **spread5tv**



**flybe.**

**Book your seat for Summer.**

**fly from £29.99**

**flybe.com**

Keeping London on the move



**Smile.**

UK's No.1 domestic airline is flying again

**7 million seats on SALE!**

**flybe.com**

Getting British back on the books



- **Virgin Australia Regional Airlines Pty Ltd (formerly Skywest Pty Ltd) is a company based in Perth, Australia**
- **The airline has recently been acquired by Virgin as its new regional offshoot. Skywest was merged into the Virgin Australia brand and renamed "Virgin Australia Regional Airlines"**





Phone Bookings 1300 66 00 88

Destinations Flight Information Passenger Information Holidays Special Offers Corporate Travel Freight

Book Flight Check In Hotel

Round Trip One Way Multi-City

Origin

Destination

Depart Date:  3

JUL 20

Return Date:  3

JUL 20

Adults  Children  Infants

Webbit Fares

Make your flight plan Flexible

Perth

...to find Skywest's cheapest fares\*

\*Subject to availability. Conditions apply. For full WERBIT conditions [Click](#)

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Check in Online

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Online Changes

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Package Deals

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Short or extended stays

Car Hire Specials  
Thrifty, Hertz & Europcar

Personal

Check-In Online

View our Schedules

See Where We Fly

Do You

Regular & Usual Property

Holidays

All Flight & Hotel

Recommendation Deals

Corporate

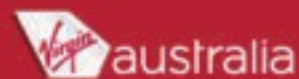
Charter Services

Corporate Sales

Velocity Rewards

Skywest Freight

Advertise with Skywest



Skywest has joined the Virgin Australia family.

Information on the Skywest acquisition

Where will you check in for flights?

Frequently Asked Questions

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Subscribe now to receive Skywest NEWS via email. Be the first to receive the latest updates and exclusive offers direct to your inbox!

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Leisure

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Velocity Rewards

Book a Hotel

Car Hire Specials



**TARGET AUDIENCE**

# WHO ARE WE TARGETING?

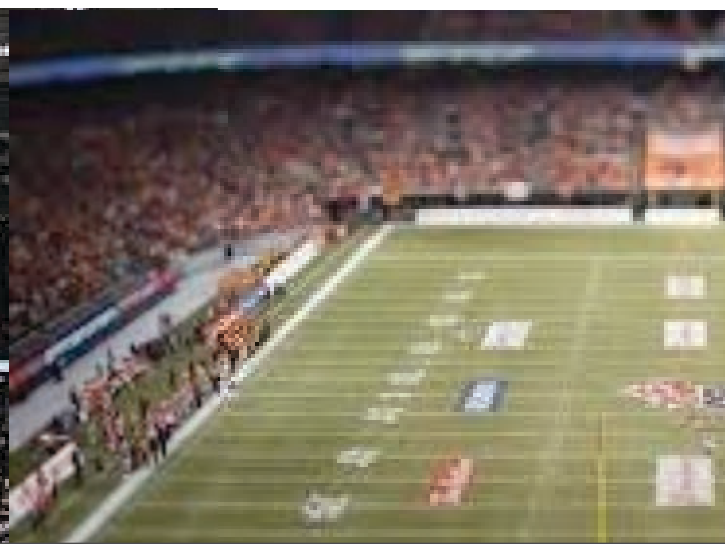
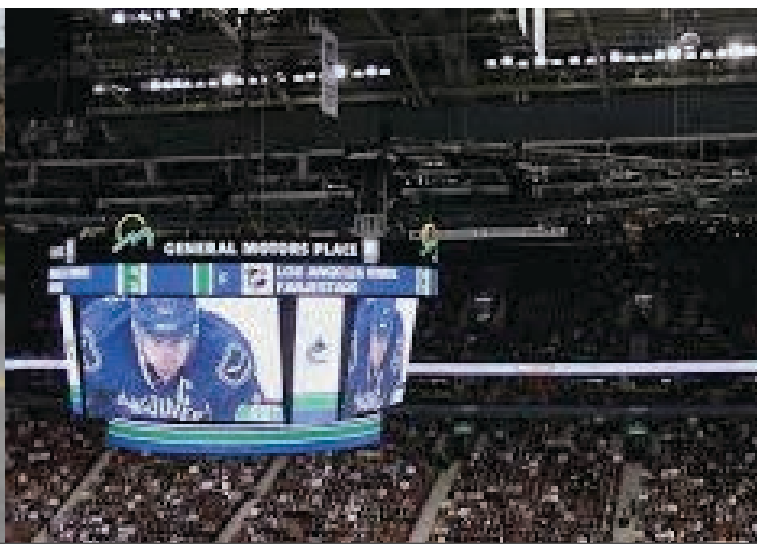
- **Weekend visitors**
- **Business commuters**
- **Connections to Air Canada & Westjet**

# WHAT ARE THEY LOOKING FOR?

- **Good value**
- **Fun**
- **Clean**
- **Safe**
- **No Hassle**
- **No Hidden Costs**
- **Rewards**
- **Personal Attention (Customer Experience)**



# WHAT'S IN THEIR WORLD?



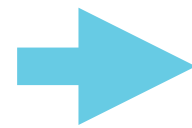


# WHAT IS HOPPER?



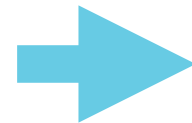
# Brand Features And Benefits

use “green” fuel



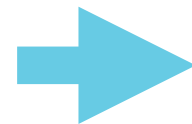
environmentally friendly

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



# Brand Features And Benefits

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

Town Hall Meetings  
Management meetings  
are broadcast online for  
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

# Customer Rewards

**Customers feel a more friend-like  
relationship with our people**

**We are honest and transparent...  
a company people can trust**

**We will reward you for being  
a champion of our brand**

# Our Values

# Core Brand Values

1. Fun

2. Honest

3. Passionate

4. Friendly

5. Professional

6. Understanding

7. Accommodating

8. Accountable

9. Energetic

10. Loyal



# Values We Live By

1. Honest
2. Accountable
3. Friendly
4. Passionate

# Our Message

# Values We Live By

**We want to make a regional airline experience feel like a five star experience.**

**We can facilitate this by operating a simple, professional, and transparent business that customers will immerse themselves in and become champions of our brand.**

# Client Perception

**We are just another start-up airline that will eventually be picked up by the larger airlines.**

**Who is this airline that seems to have more fun?**

**Anybody that flies with us refers us to everyone that needs a short commuter flight.**



# Perception vs Reality

**Another regional airline  
that under-delivers**

**They have to charge way  
more since they offer  
additional touches**

**We are committed to  
making sure that we  
deliver fantastic customer  
service and create brand  
champions**

**We need to offer  
consistent high quality  
at low-cost standards**

# Big Idea

Five Star Service At Regional Rates

# Yes

**Is your message as simple and clear  
as you can make it?**

**Does it differentiate you in the marketplace?**

**Is it true?**

**Is it relevant?**

**Is it consistent with your company's core  
values?**



# The Core Target

The tourist industry is vital to our existence. They would be our primary customers, followed by local people that travel back and forth from the mainland to the surrounding islands.

# What makes this message relevant

The overall look and feel of various companies seems dated. We will have a lean and professional site with friendly staff on hand to assist.

# Key Support Points That Validate Our Message

**SWOT Analysis - our competition seems dated and/or unprofessional**

**“Town Halls” give customers a sense of ownership**

**An international experience in a regional airline**

# Our Message In The Marketplace vs Competitor

People want honesty. Our company is transparent.

We are social media savvy, unlike our competitors.

Ordering with us is a simple task whether it's online, by phone, or in person.

# Audience Perception Of Core Brand

**It's about time somebody decided to  
take on the regional airlines.**



# Brand Personality

# Answer the Following...

1. Is your brand ☐ male? ☐ female? ☒ neither?
2. Is your brand ☐ young? ☒ middle-aged? ☐ old? ☐ for all ages?
3. Is your brand ☐ sophisticated? ☐ mainstream? ☒ down-home?
4. Is your brand ☐ local? ☒ regional? ☐ national? ☐ global?

# Personality Traits

1. High energy

5. Passionate

2. Trustworthy

6. Neighborly

3. Reliable

7. Vocal

4. Consistent

8 Fun

# Personality Traits

**Trustworthy** - We discussed being totally open and transparent. By holding “Town Hall” meetings we facilitate dialogue and understanding between us and the customer.

**Consistent** - We cannot deviate from standards and procedures no matter the positive or negative outcomes. Our credibility is too important.

**Passionate** - We need to come to work with fire and excitement to start the day. We need to translate and transfer that fire to our customers.

**Fun** - When you're having fun, the people around you typically are as well. Flying with us must be a positive experience. Unless it is dealing with customer issues, we don't take ourselves too seriously.



# Brand Pyramid



# Brand Pyramid

# Moodboards











# Branding Final Art Concept



**SPAKWUS**AIR



	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



Color palette  
 r:19 g:203 b:100 m:0 y:8 k:0  
 r:100 g:203 b:229 c:54 m:0 y:8 k:0

Substitute Typeface for Wordmark

**uomzom**  
 Arial Rounded MT Bold  
**AIRPLANE**

Solid Color Variations



Ideas and Revisions

   
hopper

   
hopper



   
hopper

   
hopper



   
hopper

   
hopper



  
  
hopper



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

REVISIONS

Gradient: Set at bottom and top of wordmark. There is no middle shading.

Substitute Typeface for Wordmark

uomzom

Arial Rounded MT Bold

FIX LETTER E

Solid Color Variations



SPACING  
AIRPLANE



## Final Logo



## Key Attributes

- Blue = Sky
- Names for a short flight - "Hopper", "Bouncer"
- Top part of logo combines bounce and a cloud
- Corporate, Professional, Bouncy, Fun

## Logo w/ Taglines





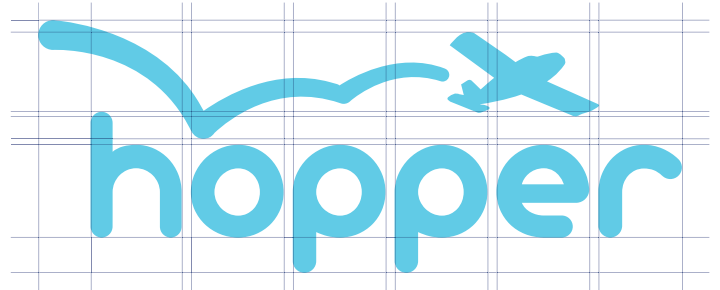
# Brand Guide

1st Edition August 2013

## What is Hopper?

We want to make a regional airline experience feel like a five star experience. We can facilitate this by operating a simple, professional, and transparent business that customers will immerse themselves in and become champions of our brand. Like our company, our logo is fun, but at the same time, professional. Included is the usage guidelines, with simple and easy to follow logo standards. For any additional questions, please contact us via our toll free number at 1-888-4HOPPER.

## Main Company Logo



## 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

## Substitute Typeface for Wordmark

UomZom

abcdefghijklmnopqrstuvwxyz

Arial Rounded MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Tagline Variations



Solid Color Tagline Variations



## Wordmark

hopper

*solid color*

hopper

*solid color*

## Black/White/Greyscale Tagline Variations







*Color blends in with the back image*



*Color blends in with the back image*



*Logo Color Selection - Logo must contrast enough to be seen when included with images.*



## Logo Restrictions



*No underline on any logo*



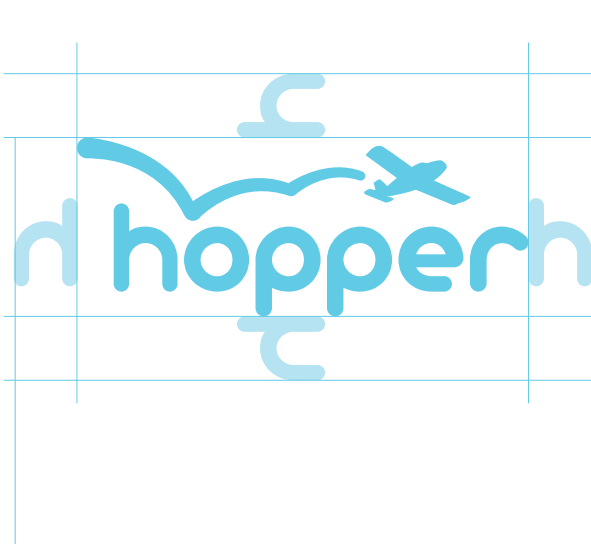
*Tag line is not the same color and plane is missing.*



*No tag without full logo. Remember...no plane, no tag line.*



*Stick to the appropriate color*

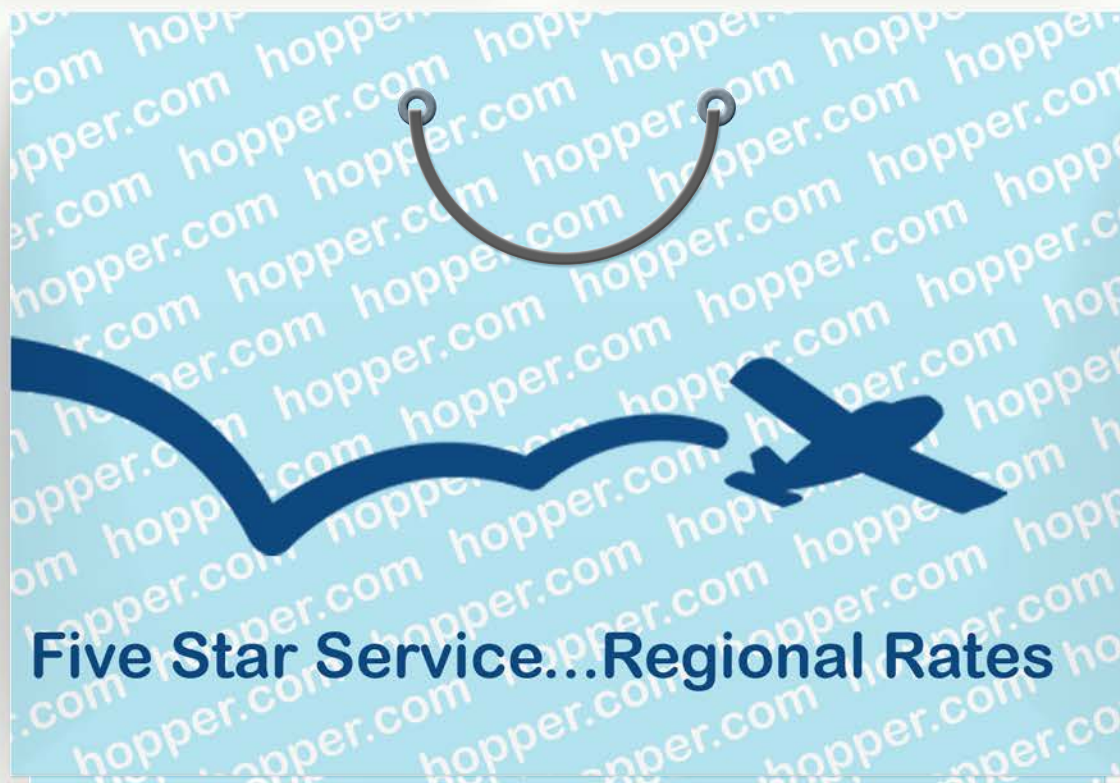
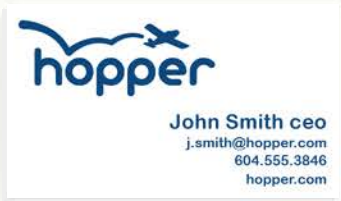


*We get antsy in crowds. Please allow on letter width around the entirety of the logo when it comes to page borders or multiple logo spacing.*



**Airline Branding  
Applications**











  
hopper

Five Star Service...Regional Rates

[hopper.com](http://hopper.com)