



1.0

Primary Corporate Logo



1.1 Primary Strato International Corporate Logo



The primary Strato International Logo, gradient red with long shadow, is intended for use by the Strato International Group and the airway of the same name. The brandmark, the “flying leaf,” simultaneously denotes a Canada Goose and a maple leaf, prominent Canadian symbols. It is cleaved from a maple leaf as found on the Canadian flag. Thus, the logo lays claim to Strato International’s proud heritage as the flagship Canadian international carrier. The brandmark is cleaved from To be used on pure white (#FFFFFF) background only.

1.2 Strato Corporate Seal



The Strato Corporate Seal is used on official corporate documents and where applicable elsewhere. It consists of the “flying leaf” brandmark of Strato International on a Guardsman Red circle. Although intended as a secondary logo only, it can be used in the same use-cases as the primary corporate logo, at the discretion of the firm. The “flying leaf,” embodies the values of the airline. These are communicated in the Guardsman Red and White seal.

1.3 Secondary Logo Variant and Uses



Combining the official typeset and seal, this secondary-use logo variant can be used where a wide logo is required. Subtle gradients, long shadows, and an iconic typeset, along with the “flying maple” seal are used to create a more traditional, yet modern and minimalistic, logo. Due to the long shadows, this variant can only be used on a pure white (#FFFFFF) background.

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1.4 White on Red



1.5 White on Grey



1.4 Grayscale Logo Variants and Uses



The primary-use logo, secondary-use logo, and corporate seal have also been rendered in grayscale. The same shadow effects and gradients make these variants unusable on backgrounds which are not solid white. The grayscale variants are intended for use with StratoFinancial and Strato International Ground Services, as well as where the context requires the use of the grayscale logos for aesthetic reasons.

1.5 Flat White Logo Variants and Uses



Never to be used on official documents, the flat white logos, without shadow or overlap, can be used in marketing applications, as banners, or over pictures with a dark background, such as on the Black Pearl/Biscay Blue gradient shown here.





STRATO
international airways

The logo features the word "STRATO" in a bold, black, sans-serif font. The letter "A" is stylized with a red outline and a red fill. Below "STRATO" is the text "international airways" in a smaller, black, sans-serif font.

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1.6 Typeface and Corporate Logotype



STRATO

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1.7 Colour Reference

Logo		#FF0000	Pure Red		#FFFFFF	Pure White
		#C30000	Guardsman Red		#A6A6A6	Chalice Silver
Background		#19376E	Biscay Blue		#959595	Classic Dust Grey
		#030618	Pearl Black		#797979	Boulder Grey

2.0

Program and Subsidiary Logos



2.1 Strato Citi Express

As the regional partner and wholly-owned subsidiary of Strato International Airways, Strato Citi Express is just as much part of the Strato identity as flagship carrier aircraft. With its own livery and brand identity, however, passengers flying with Citi Express have a unique experience separate from that of the flagship carrier.



#EC2C30

Alizarin Crimson



2.2 StratoSphere First

StratoSphere™ is the trademarked luxury provider of Strato International. Strato International Airways VIP lounge, duty-free, restaurant, and first-class offerings are marketed under the Sphere brand. With a distinctly separate feeling from the flagship carrier, Sphere further distances itself from the airline with a serene Cerulean blue colour scheme, while still maintaining a connection to Strato International through the use of the iconic stylized geometric aircraft and its condensation trail.

#00B0F0

Cerulean Blue



3.0

Aircraft Livery



3.1 Vertical Stabilizer Design

The tail of Strato International aircraft are certain to stand out at a busy airport and proclaim the proud heritage of the airline. A vibrant gradient between pure red and Guardsman Red adorns the rear of the aircraft, stretching along the side of the aircraft until it disappears into the white of the fuselage.

A white maple leaf, in contrast, recalls the origin of the airline





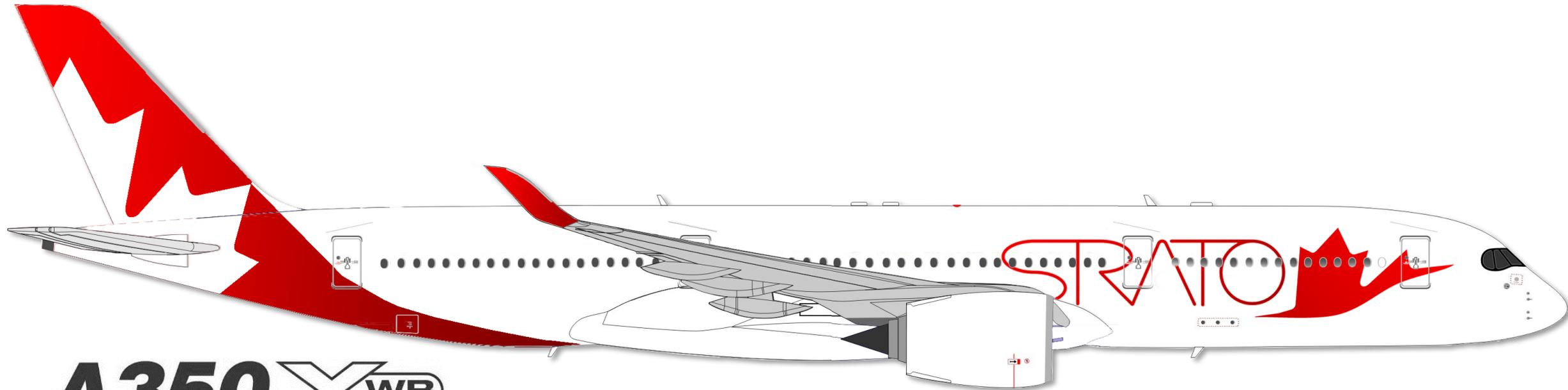
Evolution of the Vertical Stabilizer Livery





3.2 Nose and Forward Cabin Brandmark and Logotype

3.3 Strato International Airways Full Livery

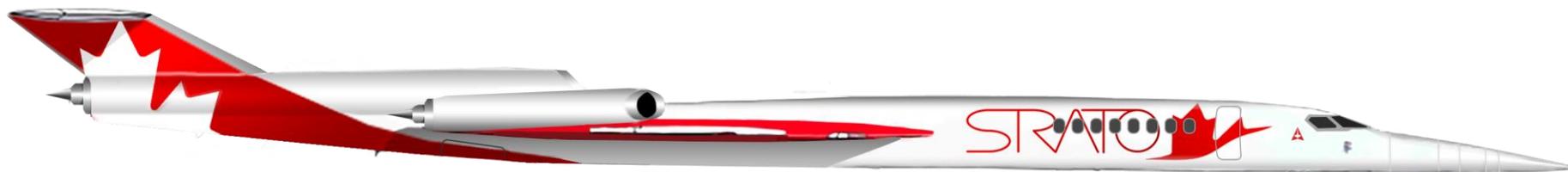


A350 XWB

Third Generation Strato International Airways
Livery on an Airbus A350 XWB

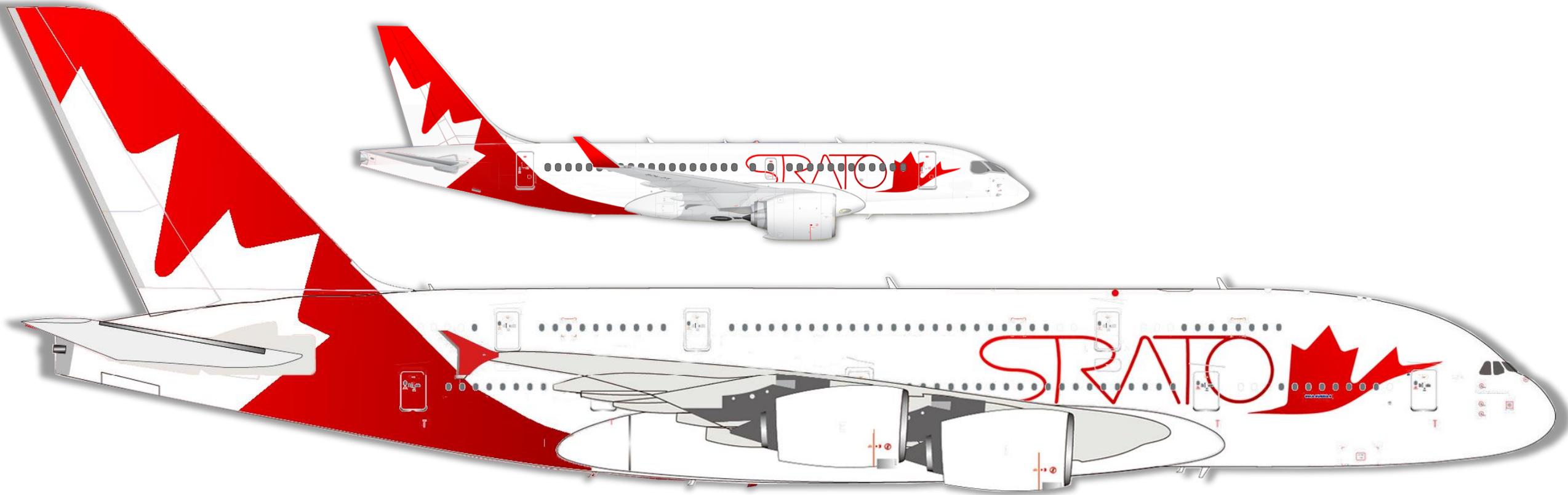
STRATO





STRATO





STRATO



3.1 Strato International

A Strato International Airways **Boeing 787-8 Dreamliner** over the coast of **Nunavut, Canada**

STRATO



3.2 Flat white logo on Deep Blue Gradient



3.3 Club StratoSphere

StratoSphere™ membership cards are a prime example of the deep blue gradient in use on a corporate product. Although the card is blue, the company colours, red and white, are prominently displayed and draw the client's attention. The stylized geometric aircraft and their crossing condensation trails contribute to the original, yet simple, design of the cards.



3.4 Strato International Airways Boarding Pass



3.5 Strato International Letterhead and Envelope



For official corporate communication, handwritten messages can be written on company stationary, customized for each employee. As a hiring gift, all employees get a custom engraved Mont Blanc pen, in vibrant company colours.



Corporate Headquarters
7 Anjou Pvt, Ottawa
K1K 4S7
ON, Canada



3.5 Strato International Business Cards



3.6 Design Philosophy

