





## 1.1 Corporate Logo

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The Strato International Airways corporate logo is made up of two visually striking elements – the brandmark and the logotype. Together, these convey the values of the airline. The brandmark, known as the “Flying Leaf”, consists of a Canada Goose in flight cleaved from a maple leaf. Beneath is the logotype. Here, the logo is presented as pure white on a red to burgundy gradient background with long shadow – an inversion of the colours presented on the previous page.

## 1.2 Corporate Seal

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The Strato International Corporate Seal consists of the “flying leaf” brandmark of Strato International on a Guardsman Red circle. The “flying leaf,” embodies the values of the airline, which are communicated in the Guardsman red and white seal, with long shadows for use on a white background.



#FF0000

Pure Red

#C30000

Guardsman Red

#FFFFFF

Pure White

#A6A6A6

Chalice Silver

#959595

Classic Dust Grey

#797979

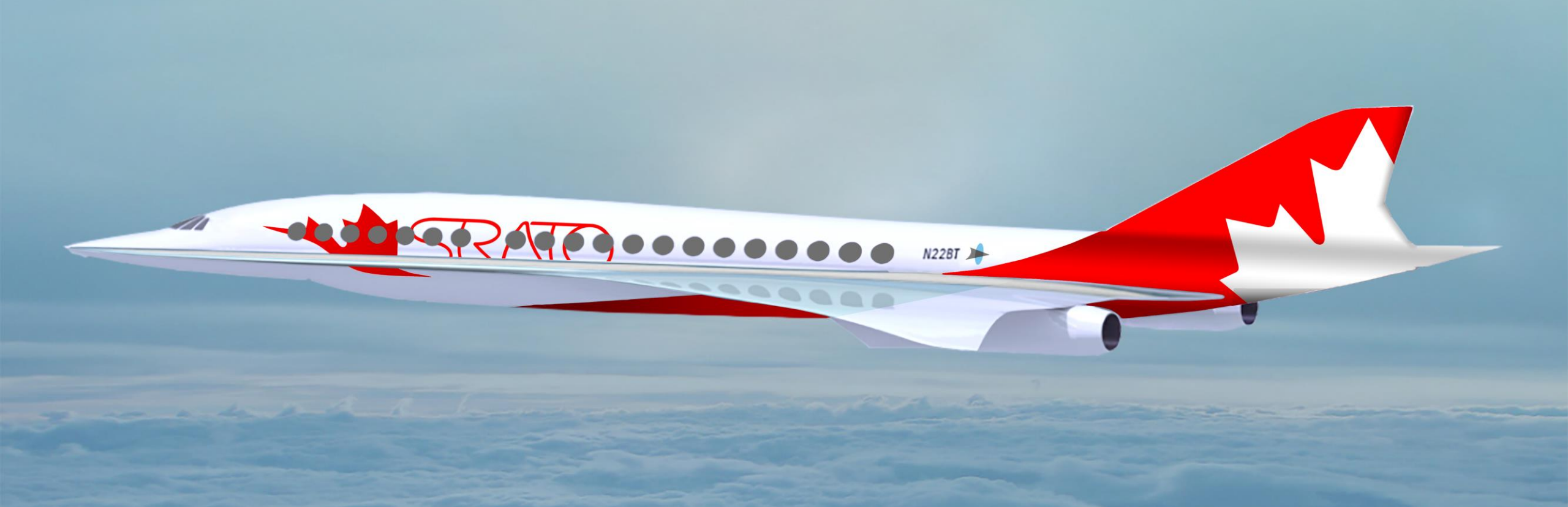
Boulder Grey

## 1.3 Design Elements

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Six main colours compose the Strato International brand, including two shades of red, a contrasting pure white, and three soft gray colours. An initial study of the logotype is presented below without the brandmark. Note the stylized red aircraft within the letter 'A', which was removed from the final logo.

STRATO  
international airways



Pictured above is a rendering of the Strato International Airways mainline livery on an early 3D render of the BOOM Supersonic Transport. The livery uses a stark contrast between a rich, deep matte red gradient and pure white to create a unique and very Canadian livery. At the front of the fuselage is the red Strato brandmark followed by the logotype.

## 2.0 Mainline Livery

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## 2.1 Vertical Stabilizer

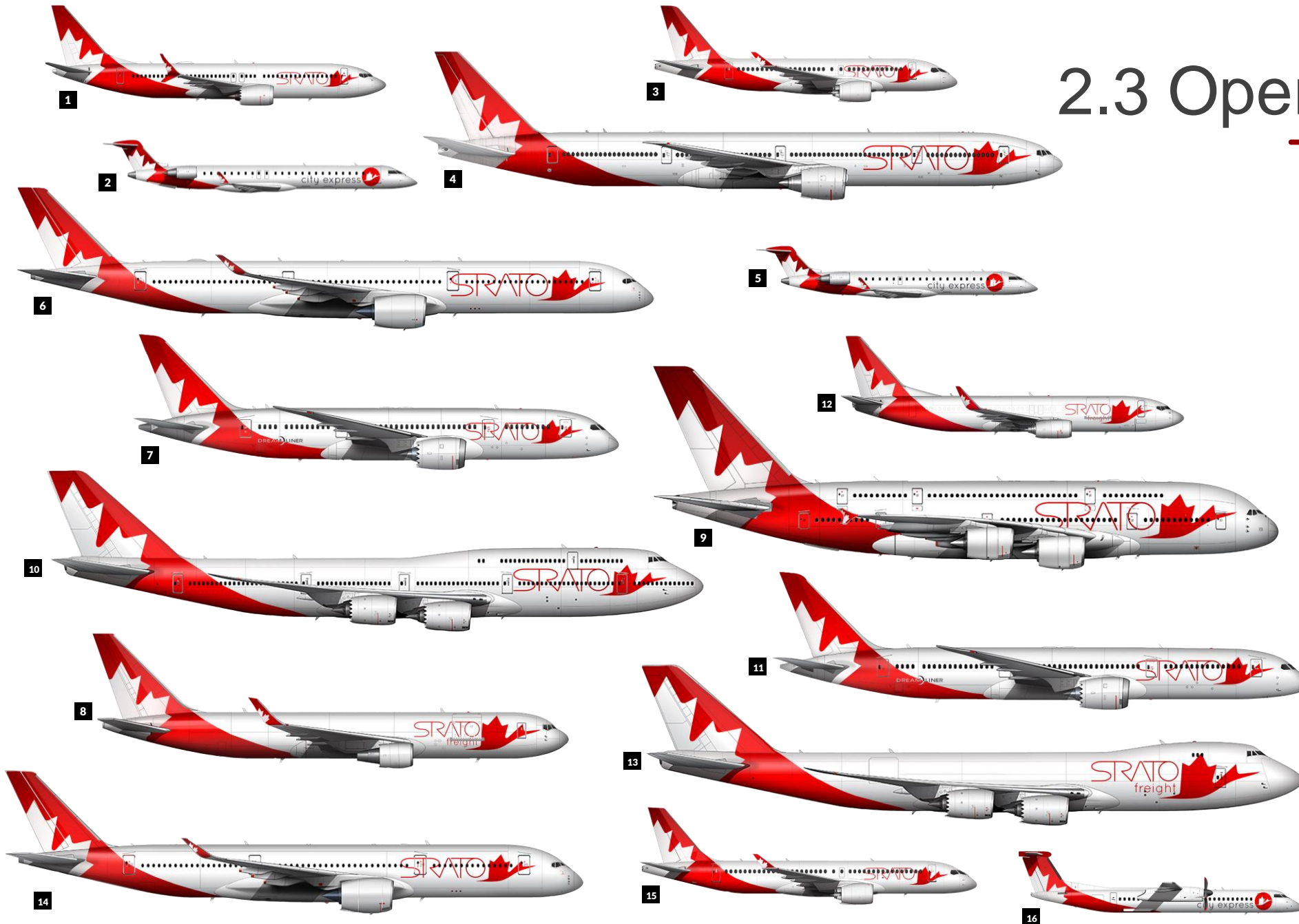
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The tail of Strato International aircraft are certain to stand out at a busy airport and proclaim the proud heritage of the airline. A vibrant gradient between pure red and Guardsman Red adorns the rear of the aircraft, stretching along the side of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





## 2.3 Operational Fleet



- 1 **Boeing 737 MAX 7**
- 2 **Bombardier CRJ 900 NextGen**
- 3 **Bombardier CS100**
- 4 **Boeing 777-300ER**
- 5 **Bombardier CRJ 700 NextGen**
- 6 **Airbus A350-1000 XWB**
- 7 **Boeing 787-8 Dreamliner**
- 8 **Boeing 767-300F**
- 9 **Airbus A380-800 Plus**
- 10 **Boeing 747-8i Intercontinental**
- 11 **Boeing 787-9 Dreamliner**
- 12 **Boeing 737-800 BCF**
- 13 **Boeing 747-8F**
- 14 **Airbus A350-900 XWB**
- 15 **Bombardier CS300**
- 16 **Bombardier Q400 NextGen**



## 3.1 Experience, A to Z

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Strato International branding follows a passenger from the start of their journey to the very end, forming a singular experience that is at the heart of the Strato International brand.







## 3.3 Boarding Pass



## 3.4 Corporate Letterhead

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These collateral materials highlight the cohesive nature of the Strato International brand. From a corporate letterhead and envelope, to a customized Mont Blanc rollerball pen, to vibrant business cards, each item unmistakably exemplifies the traits of the Strato International brand.