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MISSION STATEMENT

Mt. Air is a small push pilot airline based in Alaska. A professional, affordable company that specializes in trustworthy and easy transportation for anyone looking to get to or from remote lo cations of South West Alaska.

BRAND PERSONALITY

Trustworthy
Professional
Dependable
Affordable
Smooth
Safe

SERVICE PROVIDED

Mt. Air provides flights to remote and rigorous locations through out Alaska. People who live in these locations of Alaska understand that you must either know how to fly, or know someone who does. Through the service of Mt. Air, people can use our service to taxi to and from these locations of Alaska, easily and safely.

LOCATION

Mt. Air's flight will mostly consist of remote locations of Alaska. Because Mt. Air is bush pilot based, the planes will fly when and where our customers will need to go.

MARKETING OBJECTIVES

The point of the branding of Mt. Air is to help establish the brand's personality to potential clients. Increasing sales by building a website, to increase 150% in direct sales from the website within 12 months. Increase the retention rates of on-line and off-line customers by 35%.

CLIENTELE

Jack Lambert

Age: 29
Status: Married
Income: 70k
Occupation: Coffee shop owner
Location: Portland, Oregon

Personal Interest: Traveling, skiing, camping, photography, going to local art shows.

Jack Lambert is a ambitious individual, who loves to take trips explore the world around him. Jack owns his own coffee shop in the heart of Portland, Oregon, when Jack isn't working, He is either traveling the world or visiting his friends and family in remote locations of Alaska.

"Man, I wish there was an easier way to get to remote locations of Alaska without having to depend on my friend Sam, who owns and flies his bush plane."

COMPETITORS

American Airlines has one of the most recognized mainstream airline company in the world. Though American airlines is a large company, they do not have small bush planes that can reach such remote locations of Alaska.

Though Alaska Airlines is the main airline company of Alaska, they have reached out into larger destinations all over the world, Where Mt. Air will strictly have flights from remote locations to major airports. Colors include a royal blue and black.

Hawaiian Airlines is one of the most famous airline companies in the world, with it's world class air planes and excellent customer service to popular destinations all over the world. Hawaiian Airline's Branding has one of the more relaxed color schemes in the industry, due to it's relaxed personality and experience.

BRAND IDENTITY

The intention of my involvement in identifying the corporation of Mt. Air is to establish a professional reputation and help the Mt. Air brand flourish. My role is to structure a concrete logo for presentation on all of Mt. Air's collateral for the brand, from business cards to the website. I will conduct studies and research for the most effective way to identify this brand.

TYPEFACE CHOICES

The primary typeface, used in the logo and for titles and headers, is Mensch. The secondary typeface used for all copy text, is Lato.

Mensch is as tall and honest as Abe himself. Confident yet humble, Mensch provides a safe a easy feel for displaying the main logo name and headers. Lato is that rarest of designs, the new typeface that somehow feels familiar, yet intuitive. From the lettering that inspired it, Lato inherited an honest tone that's assertive but never imposing.

MENSCH REGULAR

11PT   ABCDEFGHIJKLMNOPQRSTUVWXYZ

13PT   ABCDEFGHIJKLMNOPQRSTUVWXYZ

15PT   ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato Light

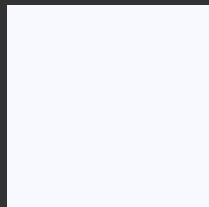11pt   abcdefghijklmnopqrstuvwxyz
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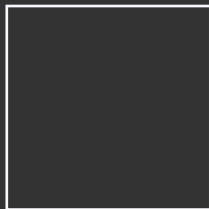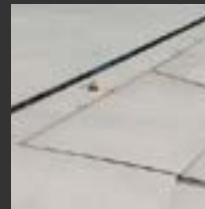
COLOR PALETTE

Ghost White

248 R	0.0275 C
248 G	0.0275 M
255 B	0.0000 Y
#F8F8FF	0.0000 K

Coal Grey

|	
51 R	0.0000 C
51 G	0.0000 M
51 B	0.0000 Y
#333333	0.8000 K

LOGO SKETCHES

THE LOGO

The Mt. Air logo stems it's roots from a contemporary abstraction with a hidden "M" & "A" along with a slight hint of a forward facing plane in the mix. While the plane was chosen for obvious reasons, inspiration for the logo was taken from the Boy Scouts of America patches for their vast heritage in Americas demographic.

With deep roots in vintage American culture, the logo gives a feel of a more natural and simpler time. While modern and clean, the logo is visually smarter and tighter, reflecting the brand's simplistic feel.

5x

1½ x

2⅜ x

7¼ x

¾ x

x

x

1¾ x

3¾ x
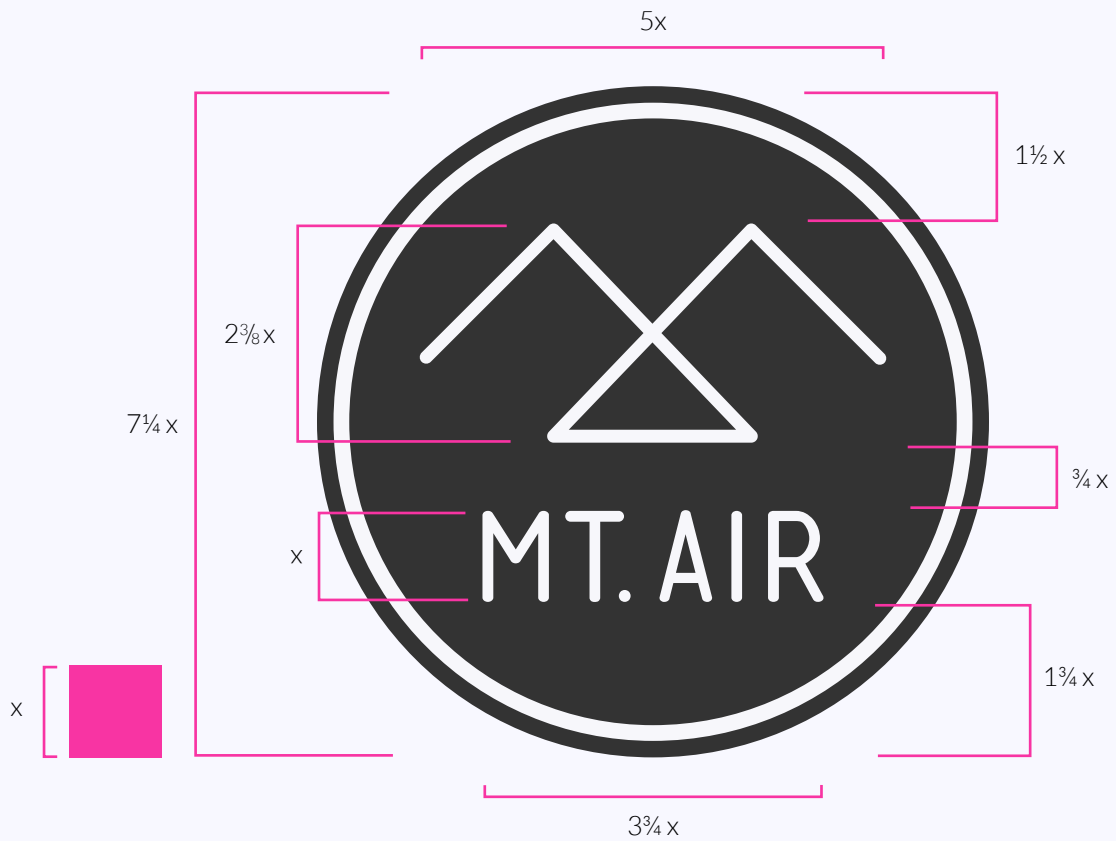
MT. AIR

LOGO STUDIES

The primary logo is the go-to logo when implementing and branding Mt. Air at it's most simple and broad point. The logo conveys both primary colors of the brand, reflects it's national heritage, and gives the feeling of flight.

The logo consists of two elements: the symbol and logotype. These elements are linked togeather in a unified arrangment. Because the signature is a registered trademark, the relationship between these elements may never be altered.

LOGO MISUSE

1. Do not rotate the logo.
2. Do not add or subtract any element.
3. Do not add a gradient.
4. Do not warp or skew the logo.
5. Do not use non-designated colors.
6. Do not scale the mark.
7. Do not remove any circles.
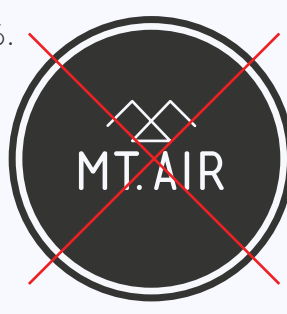8. Do not stretch any elements of the logo.

MT.AIR

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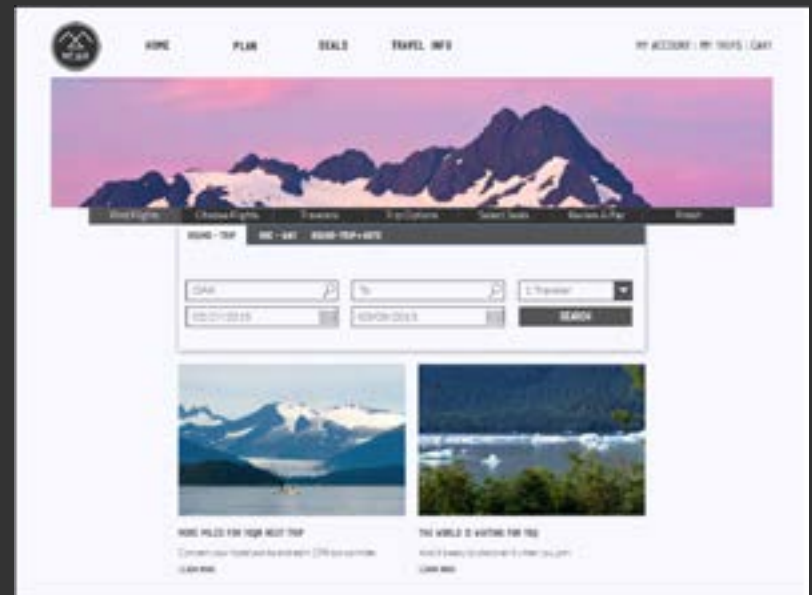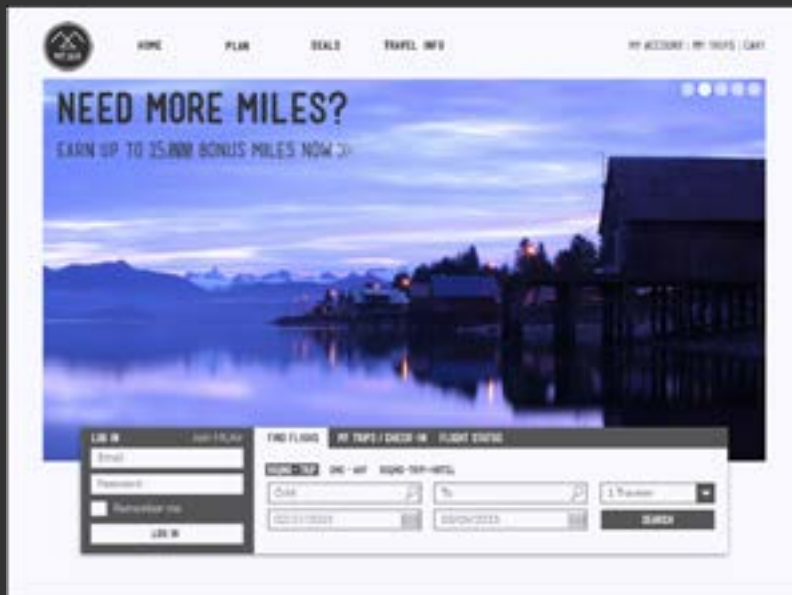San Francisco, CA 94104

Joesph Galliato
Chief Pilot

STATIONARY

WEBSITE

After reviewing my competitor analysis, researching everywhere from logos to websites, I felt that this pages below would brand Mt. Air just as effectively as the logo itself. Fully completed with a consistent navigation and easy-to-use flight finder, this website gives the user the full experience of what they might expect when traveling with Mt. Air

COLLATERAL