skyxe

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DESTINATION: BRAND

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Inflight Guide

Purpose

Who are we? What do we stand for?
The Purpose is defined as the "why" of our brand. It's the underlying motivation behind why we do what we do, beyond the products and services we offer.

Our Purpose:

To share Northern Saskatchewan with the world.

Whether it's bringing people from all over the world to Northern Saskatchewan, or sharing the great people of Northern Saskatchewan with the world, we do what we do because we have great pride in our community and we want the world to experience it.

Saskatchewanians...
Saskatchewanites... Saskies... people from Saskatchewan are the best people in the world.

Brand Vision

This is the "what". It defines exactly what we are working together to create. The Brand Vision paints the picture of what success looks like for skyxe.

Our Brand Vision:

To be recognized for delivering an uplifting experience to all who come through our doors.

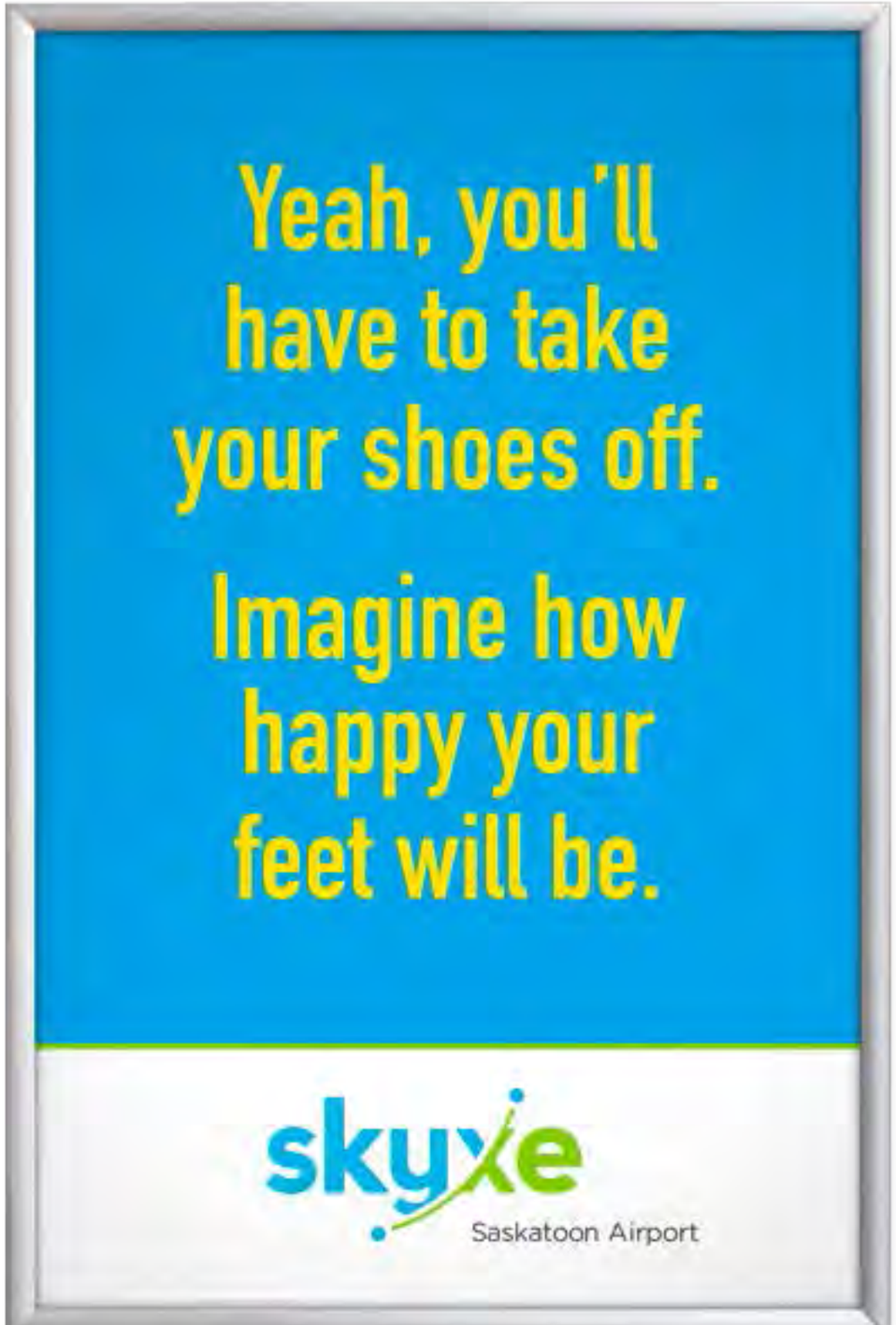
Recognition can come in the form of a smile, comment, online review, article or award. It's having someone acknowledge your efforts to deliver an uplifting experience for guests and employees. Even the smallest gesture can go a long way!

Oh, hey, is our personality showing?

We sure hope so. At skyxe, we are friendly, down-to-earth, genuine people – we're from Saskatchewan, how can we not be? We're always ready with a smile and a kind hello. We say sorry when it's needed (and probably when it's not), and we go out of our way for people. It's just what we do.

This is what we will be known for. This is our personality and it shows in our tone of voice that you've seen throughout this booklet.

No corporate speak here! Who wants to hear that anyway?


Yeah, you'll
have to take
your shoes off.
Imagine how
happy your
feet will be.
skyxe
Saskatoon Airport

ALL GATES / TOUTES PORTES
Yeah, you'll have to take your shoes off.
Imagine how happy your feet will be.
skyxe
Saskatoon Airport
pepsi
Don't think of it as a pat down.
Think of it as a quick massage.
skyxe

Don't think of it as a pat down.
Think of it as a quick massage.
skyxe
Saskatoon Airport

skyxe
skyxe
skyxe
100% COTTON

skyxe
Saskatoon Airport
skyxe
100% COTTON

skyleidoscope
skyxe
Saskatoon Airport

Take home a little
Saskatoon Sunshine.
skyxe