

A BRAND NEW LOOK FOR YQR

At the beginning of 2014, Regina International Airport (YQR) began a marketing brand refresh. We wanted to ensure that Regina and southern Saskatchewan recognized our brand and visual identity as we continue to highlight Regina International Airport as a gateway of choice to our community and stakeholders.

At first glance, most notable will be the change to our logo. However, as we move into 2015 many changes in the form of advertising, signs, newsletters, etc. will communicate this new look and feel. We believe with our renewed brand our passengers and community will feel the excitement and continue to have confidence in their airport. We will continue to improve on our communications, enhance our services and ensure we maintain a safe, secure and efficient facility while always providing a welcoming experience for our guests.

“Our traffic at YQR has continued to increase in 2014. With sun destination travel right around the corner and many passengers visiting our website to ensure correct luggage requirements (check-in and carry on) and long term parking options, it is a perfect time to share our refreshed logo,” said Jim Hunter, President and CEO, Regina Airport Authority. “We believe our refreshed brand and identity will reflect the enhancements and improvements we have made while our logo will continue to incorporate a main element from our previous logo that connects us to the past success of our airport brand.”

The use of Regina’s airport code identifier - YQR - used in passenger reservations, ticketing and baggage handling systems – within our refreshed logo not only ensures Regina International Airport’s logo is unique to our passengers and community, but also to our air carrier partners and sets us apart from other airports worldwide.



The new logo for Regina International Airport

YQR.CA | IT'S YOUR AIRPORT

Website and tagline continue to support the YQR brand

Additional elements of YQR’s brand and visual identity will be implemented in 2015.

- 30 -

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