

CLIMB CONCEPT

The Canadian Maple Leaf has been stylized to represent the upward and outward development of Canadian aviation. Starting at its base with the Silver Dart, the first powered heavier-than-air aircraft to fly in Canada and soaring upwards to the stars, the logo celebrates the chronology of development, design, history and emotions as we move from the very primitive to the unlimited. At the highest point lies the North Star representing many things - space flight, excellence, the North, the future. The star represents both reaching for future goals and the Canadian space program, perhaps the greatest of our technological achievements. Using a range of colours, the logo demonstrates the complexity and diversity of our achievements in aviation as well as those Canadians that populate its history.