

INSAT reveals its new visual identity through an innovative student challenge

Initiative for Sustainable Aviation Technology™ (**INSAT**) recently took a major step towards a green and sustainable future with the successful launch of a student competition to create its visual identity.

Through this initiative, **INSAT** gave students the opportunity to showcase their creativity, and assign an identity to an organization working to develop sustainable aviation technologies in Canada.

Among numerous suggestions, the exceptional logo by **Mathilde Picard**, a graphic design student at Université Laval, was chosen as INTAD's official brand, perfectly embodying its values and vision.

"Through this logo, I wanted to illustrate the energy transition of Canada's aerospace sector. The leaves, a strong symbol representing the environment, are attached to a stem that wraps around the first letter and turns into propulsion for the aircraft. This reflects the link that unites ecology and aerospace in Canada, while expressing the necessity of their union for the future" - Mathilde Picard