

STANDARDS GUIDE

About This Guide

This document has been developed to help ensure that all communications materials produced by the AIA Canada are consistent in look and feel, and support the overall brand. It specifies graphic elements and design grids that will help internal and external designers create a strong family look for AIA Canada yet still allow room for individual creativity and special circumstances. While this guide provides general guidelines, it can't anticipate every graphic application of our brand. If you have a project that requires unspecified graphic treatments or exceptions, please contact the Communications Department to discuss your needs.

Brand Promise

We are the VOICE and the RESOURCE for the automotive aftermarket industry in Canada.

Brand Positioning

For Industry

AIA Canada is the national trade association that brings together the entire automotive aftermarket supply and service chain. AIA's mandate is to promote, educate and represent members in areas that impact the growth and prosperity of the industry.

For the Public

AIA Canada manages Be Car Care Aware, a program that promotes the benefits of regular vehicle maintenance and repairs by providing information, tools and resources to both the public and the automotive service and repair industry. AIA Canada also provides career resources, programming for students and operates a job board.

For Government

AIA Canada advocates on behalf of its members and the automotive aftermarket as a whole at all levels of government. AIA proactively educates and sensitizes decision-makers to aftermarket industry issues and identifies, researches, and addresses government policies at the federal, provincial, and municipal levels that have or may have an impact on its members.

Logo

AIA Canada's logo is a text-based logo with a maple leaf embellishment.



Logo Standards

There are **three official versions** of the AIA logo, each of which can be used depending on the medium, and the communications requirements.



There are three secondary logos of the AIA logo, one for members, sponsors and divisions.



Whenever a logo is used, the following rules apply:

- Always use the electronic files supplied.
- Never alter the colours of the logo. If it appears on a solid colour background, it must be key-lined or dropped out in white.
- The logo is not to be scaled non-proportionally, distorted, deconstructed, angled, or altered in any way.

Tagline & Company Name Standards

The tagline is a descriptive line that appears on many corporate communications, but is not required to be used on all items. The tagline does not need to appear with the logo but we have provided preferred options on how they should be positioned when together. When the tagline is not positioned with the logo its size can vary according to the needs of the design. Whenever the tagline is used, the following rules apply:

- Always use the electronic files supplied.
- Never alter the colours of the tagline. The colour tagline can only appear on a white or light background. If it appears on a solid colour background, it must be dropped out in white.
- The tagline is not to be scaled non-proportionally, distorted, deconstructed, angled, or altered in any way.

Please review the “Improper Use” examples on the last page.



Typography

The main corporate font is the Panton font family. Scala Sans versions are to be applied to primary headlines and other top-level messaging. The secondary corporate font is the Futura font family. Chosen to complement Panton, it is to be used for support text, as well as secondary headings and design elements.

Panton

Font versions most predominantly used are Panton Light Caps, Panton Black Caps, and Panton Extra Bold.

ABCDE FGHIJKLMNOPQRSTU VWXYZ ABCDEFGHIJKLMNOPQRSTUWXYZ (Panton Black Caps)

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy z (Panton Extra Bold)

ABCDEFGHIJKLMN OPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTU VWXYZ (Panton Light Caps)

Futura Family

Font versions most predominantly used are Futura PT Book, Futura PT Medium, and Futura Bold Condensed BT Heavy.

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy z (Futura PT Book)

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy z (Futura PT Medium)

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy z (Futura Bold Condensed BT Heavy)

The Colour Palette

What you need to know about colour in a digital world

CMYK is used in colour printing. If you are providing a file for printing with a print house, please ensure that the file you are sending has CMYK colours.

RGB is used in web development and digital documents.

PMS (or Pantone) is a propriety colour matching system.

Primary Brand Colours: Professional and confident



CMYK: 100 70 40 20

RGB: 0 74 105

HEX: #004A69



CMYK: 10 93 71 33

RGB: 158 36 50

HEX: #9E2432

These secondary colours would be used along with, or in place of the **RED** colour. The **BLUE** should remain constant.



CMYK: 0 0 0 100

RGB: 35 31 32

HEX: #221F20



CMYK: 0 0 0 0

RGB: 255 255 255

HEX: #FFFFFF



CMYK: 40 25 100 0

RGB: 167 168 56

HEX: #A7A838



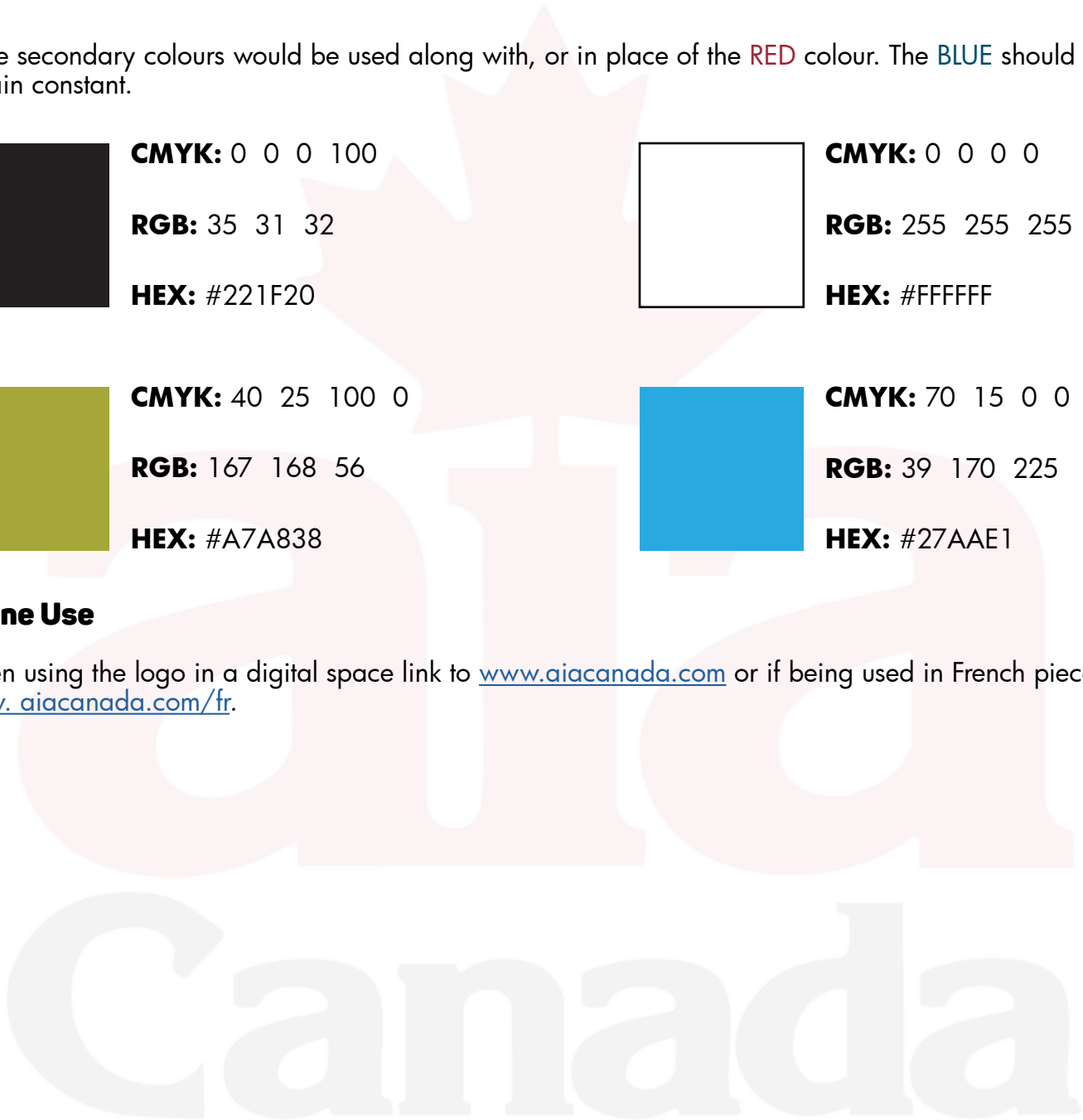
CMYK: 70 15 0 0

RGB: 39 170 225

HEX: #27AAE1

Online Use

When using the logo in a digital space link to www.aiacanada.com or if being used in French pieces, www.aiacanada.com/fr.



Improper Use

Maintain Proportions. Ensure that the logo is resized proportionately by hold the “Shift”key in most software programs to maintain the proportions while scaling up or down.



Don't overcrowd the logo. Ensure that there is enough “white space” around the logo to allow clear identification of our brand, this goes for text, images and other company logos.



Don't alter the colour of the logo. Do not at any time alter the colour of any of the elements in the logo. A small stroke line is permitted around the logo to help isolate the design.



Do not alter/remove elements of the logo. The AIA with maple leaf and word “Canada” must always remain together to maintain the brand’s integrity. Do not substitute fonts - use source files only.

