

01.06.2022

Visual Identity Guidelines

Automobile Industries
Association of Canada

Association des industries
de l'automobile du Canada

Logotype

The examples shown here illustrate the correct use of our logo in positive and reverse formats.

Never recreate the logo by typing it out. Only the versions available in the download package should be used at all times.



Click here to download
the full logo package

Incorrect usage

The logo and its maple leaf may not be altered, disconnected, or repositioned in any way.

If you have any doubts or questions, contact our Communications department at communications@aiacanada.com



Protected area

To protect the strength and integrity of our logo, a clear area, free of competing visual elements, must be maintained around the logo at all times.

The protected space is measured by using the maple leaf.



Colour palette

<p>RGB: 25/43/86 WEB: 192B56 CMYK: 100/90/37/32 PANTONE: 534 C</p> <p>Dark Blue</p>	<p>RGB: 226/28/71 WEB: E21C47 CMYK: 5/100/70/0 PANTONE: 192 C</p> <p>Red</p>	<p>RGB: 132/200/227 WEB: 84C8E3 CMYK: 45/5/6/0 PANTONE: 2905 C</p> <p>Light Blue</p>	<p>RGB: 242/247/250 WEB: F2F7FA CMYK: 4/1/0/0</p> <p>Blue Tint</p>
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Primary colours

Secondary colours

Our secondary colours were designed to add energy and broaden the palette of our brand.

These colours should be used in conjunction with the primary ones.



For more information, please contact: communications@aiacanada.com