

01.06.2022

Visual Identity Guidelines

Automobile Industries Association of Canada Association des industries de l'automobile du Canada



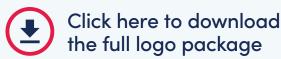
Logotype

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.









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 <u>communications@aiacanada.com</u>



Don't distort horizontally



Don't use alternate colour

Canada





Canada

Don't distort vertically

Don't move the maple leaf



Don't resize the maple leaf

Don't disconnect the elements



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

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



For more information, please contact: <u>communications@aiacanada.com</u>