

# Canadian Collision Industry Forum (CCIF)

## About the Brand

The Canadian Collision Industry Forum provides a national venue for all collision industry stakeholders- collision repairers, suppliers, insurers, associations, OEs, and educators – to network, share information, and collaborate to develop solutions to common industry issues and challenges.

## Brand Positioning

The forum facilitates debate on the issues and provide an opportunity for all industry stakeholders from across the country to become involved, i.e.. collision repairers, insurers, suppliers, trainers, service providers, trade associations.

- CCIF operates as a volunteer body with no members, only participants. However, there are administrative and meeting venue costs to be covered and these are funded through sponsorship.
- CCIF is managed by a chairman, an administrator and an advisory committee, comprising representatives from each industry stakeholder segment, from each region and from the CCIF committees.
- CCIF is not an association and has no direct lobbying status. However, it provides inspiration, influence and direction to those that do.

## Logo

The CCIF logo is text based with a red maple leaf. The logo is available in English, French and as a bilingual logo.



There are secondary logo that includes the CCIF Skills Program.



## The Colour Palette



CMYK: 0 100 100 0  
RGB: 237 28 36  
HEX: #ED1C24



CMYK: 0 0 0 100  
RGB: 35 31 32  
HEX: #000000

**Stock Images** - If you are using images of a technical nature please ensure that whatever activity that is taking place (welding, painting, general body work, parts replacement) is accurate and meets all safety procedures.