



Innovation in Automotive Training Promotional kit usage guidelines

The Innovation in Automotive Training promotional kit has been created to provide you with the tools and messaging to promote the [Innovation in Automotive Training](#) program to your networks. As active AIA Canada members, you are all representatives of our initiatives. Your participation and support in getting the word out is crucial to reaching as many industry professionals as possible.

For any inquiries or feedback regarding the promotional kit, please contact communications@aiacanada.com.

Social media assets

Help us spread the word about the Innovation in Automotive Training program through the help of your personal and professional social media channels.

The social media assets provided can be used on LinkedIn, Facebook and X (formerly Twitter). From profile banners or in individual posts imagery that can be used on both personal and professional channels, and social media caption templates, you are well equipped to promote this program to your network.

Guidelines to keep in mind:

- Asset names for the profile banners identify the channel they can be used on. Should you try to use a LinkedIn banner on X or Facebook, you may look at overly pixelated imagery as a result of different image size specifications required per social media platform.
- Feel free to put your own spin on the social media caption templates to reflect your brand voice, just ensure the messaging remains correct and consistent.
- **Tracked destination links in the social media caption templates are made specifically for their own individual channels.** For instance, if you use a LinkedIn tracked destination link for Facebook, it will skew the data collection for our promotional traffic analysis. Please ensure you use tracked destination links on the correct channel for best data representation.
- We recommend tagging the Conestoga College, Fanshawe College, St. Lawrence College, Plug N' Drive and AIA Canada in your social media posts promoting the Innovation in Automotive Training program. Here is a list to their social media business profiles:



Company	LinkedIn	X (formerly Twitter)	Facebook
AIA Canada	https://www.linkedin.com/company/aia-canada/	@AIAofCanada	AIAofCanada
Conestoga College	https://www.linkedin.com/school/conestoga-college/	@ConestogaC	ConestogaCollege
Fanshawe College	https://www.linkedin.com/school/fanshawe-college/	@fanshawecollege	FanshaweCollege
St. Lawrence College	https://www.linkedin.com/school/st-lawrence-college/	@whatsinsideslc	stlawrencecollege.ca
Plug N' Drive	https://www.linkedin.com/company/plug-n-drive/	@plugn_drive	PlugNDrive

Email assets

Help us spread the word about the Innovation in Automotive Training program with email newsletters.

With these email templates, you can choose between corporate or one-to-one personalized style formats.

The corporate style email templates can be used in a newsletter format for a general audience subscribed to receive e-communications from your business.

The one-to-one style email templates are written in a personalized manner.

Guidelines to keep in mind:

- Copy and paste these templates—whichever one you choose—when sending out the emails. If necessary, you can put your own spin on these emails to reflect your brand voice as long as the messaging remains correct.
- Please note, mentions of the Government of Canada and the Government of Ontario are mandatory and must remain included in all email communications.

Print assets

Help us spread the word about the Innovation in Automotive Training program with posters.

These posters include QR codes for people to scan and easily access all the necessary information about the Innovation in Automotive Training program.

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

T 613 728.5821 | 1 (800) 808-2920 | info@aiaCanada.com

**Key guidelines to keep in mind:**

- Posters are to be printed on letter size paper and printed in colour. Two variations of have been created, one of which requires less coloured ink.
- Should you choose to go to a professional printer, AIA Canada will not be responsible for any fees incurred.
- Posters are not to be shared digitally as attachments or imagery in digital channels for promotional purposes.
- The QR codes on the posters are used for print assets only. If you would like to include an asset in a presentation, please let us know and we will provide you with the appropriate one.

Questions?

For access to the Automotive Industries Association of Canada brand guidelines and logo files, please consult our [media kit](#). For any inquiries or feedback regarding the promotional kit, please contact communications@aiacanada.com.

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