



# Air Canada Identity Guidelines

The Air Canada identity is a testament to our commitment to the excellence of service to the people of Canada and the world.

Our logo mark is the symbol a symbol of Air Canada's continuous success and never ending improvement. It shows the company's strength and determination to provide excellent service and satisfaction to our customers.





# 01

## Logo mark

# 1.1

## Logo mark

### IDENTITIES



#### **Primary Identity**

The preferred usage for the logo mark is the primary identity. It should be in colour and on a white background.



#### **Secondary Identity**

This version of the logo should be used where the primary identity cannot be fit at its minimum size and whether its application is appropriate or not.

# 1.2

## Logo mark

### ACCEPTABLE VERSIONS



#### **White Primary in Tab**

The primary logo is white and angled along the tab's baseline. This version should be used when the background is dark on a photograph and the primary logo cannot be recognized anymore. It is also used only on their appropriate applications.



#### **Solid Black**

This solid black version should be used when the background is dark on a photocolor cannot be applied to the material.





The logo should never appear with a border or outline of any sort.



Never add the wordmark on the secondary logo.



The configuration of the logo and the wordmark should never be altered or moved.

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# 1.3

Logo mark

## UNACCEPLATBLE USAGE



The wordmark and the graphic should never be used by themselves only.



The logo's alignment must never be changed or adjusted in any way.



Never skew or scale the logo where it is distorted in any manner.







# 02

## Placement

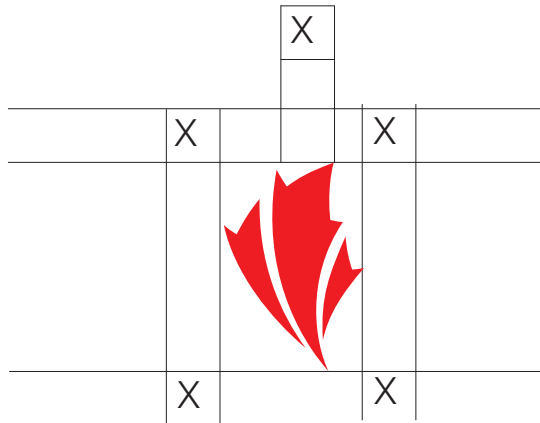
# 2.1 Placement

## CLEAR SPACE



### Primary Identity

The clear space around the logo should be the height or width of the "X" square. The "X" square having the height of the letter C.



### Secondary Identity

The clear space around the secondary logo should be the height or width of the "X" square. The "X" square having the width of the top two peaks of the middle leaf.

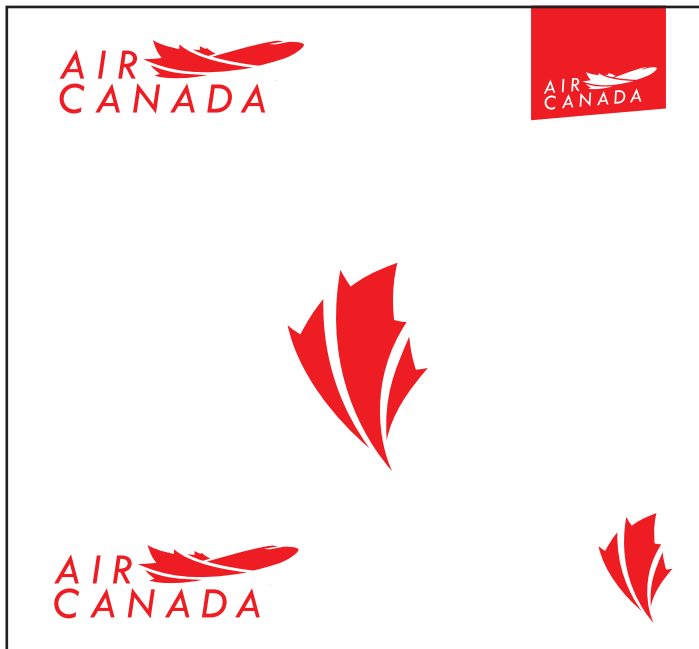


### White Primary in Tab

The clear space around this version should be the height or width of the "X" square. The "X" square having the height of the top point of the letter A and the bottom point of the letter B.

## 2.2 Placement

### POSITIONING



#### **White on Tab**

This version should always be on the upper-right spot of the area.

#### **Secondary Identity**

The secondary logo should be put in the middle of a blank area or at the lower-right of the page when needed.

#### **Primary Identity**

Always place the primary logo on the lower-left or upper-left of the area so that the airplane would look like it's taking off.





# 03

## Colour Pallete

AIR   
CANADA

# 3.1

Colour Palette

PANTONE 485 C



C M Y K



1 99 98 0

R G B



236 27 35

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# 04 Typography

# 4.1 Typography

Futura LT regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Logo Type

The font used on the logo is  
Futura LT regular

Helvetica Neue light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Typeface

The body typeface for  
Air Canada is Helvetica.

Helvetica Neue light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Always use Helvetica Neue  
Light for body text.

Futura LT Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

**Futura LT Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

# 4.2

## Typography

This is the size of a header for editorial purposes.

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Sub-heads should be the same size as header.

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### **Body Copy**

Body copy should be 3 point sizes less than the leading. Headlines should be 4 points larger than the body copy and sub heads should be the same size as the body copy but in bold. Body copy should be Frutiger light.





# 05

## Identity

# 5.1 Identity

## STATIONERY



### Letter

The font used on the logo is Futura LT regular



### Letter Envelope

The font used on the logo is Futura LT regular

# 5.2 Identity

## BUSINESS CARD



The font used on the logo is Futura LT regular



# 5.3

## Identity

### AIRPLANE DECALS

#### Nose

The primary logo should be put on the nose part of the plane



#### Tail

The secondary logo should cover up almost the whole tail fin.



