

10.22.2024

Visual Identity Guidelines

Automobile Industries
Association of Canada

Association des industries
de l'automobile du Canada

Driving our brand forward

As we evolve to meet the changing needs of our customers, our brand has also evolved. By following these new guidelines, you are helping us reinforce our reputation as a leader.

Who we are

We represent, support and lead innovation in Canada's \$43.9 billion auto care sector. With thousands of members from coast to coast, our vision, research, training programs and advocacy supports Canada's collision and mechanical sectors. Our best practices for the auto care industry help our members keep Canada's fleet of almost 26.6 million vehicles on the road.

Whether you have been in a collision or require maintenance, our members help vehicles last longer, pollute less and keep drivers safer by offering Canadians any product or service a vehicle may need after it rolls off the dealership's lot.

Brand promise

We are the voice and the resource that leads innovation in Canada's auto care industry.

Our mission is to promote, educate and represent members in all areas that impact the growth and prosperity of the industry.

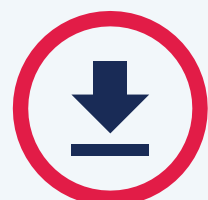
For more information, visit:

aiacanada.com

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



Do not distort horizontally



Do not distort vertically



Do not use alternate colour



Do not move the maple leaf



Do not resize the maple leaf



Do not 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

Dark Blue

RGB: 226/28/71
WEB: E21C47
CMYK: 5/100/70/0
PANTONE: 192 C

Red

RGB: 132/200/227
WEB: 84C8E3
CMYK: 45/5/6/0
PANTONE: 2905 C

Light Blue

RGB: 242/247/250
WEB: F2F7FA
CMYK: 4/1/0/0

Blue Tint

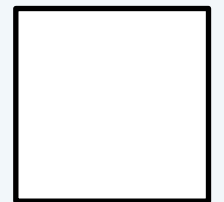
Primary colours

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.

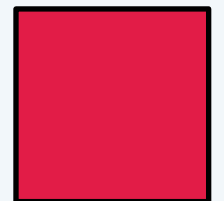
Recommended colour usage



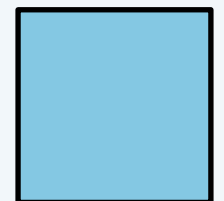
On **white background** dark blue or red can be used for written text (body text, headings, subheadings, CTA's, etc.). Light blue may be used for non-readable design elements but not written text.



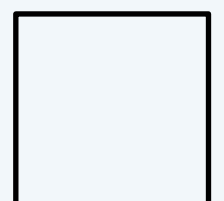
On **dark blue background** white and light blue can be used for written text (body text, headings, subheadings, CTA's, etc.). Red may be used for non-readable design elements but not written text.



On **red background** white may be used for written text (body text, headings, subheadings, CTA's, etc.). Dark blue and light blue may be used for non-readable design elements but not written text.



On **light blue background** dark blue can be used for written text (body text, headings, subheadings, CTA's, etc.). White and red may be used for non-readable design elements but not written text.



On **blue tint background** dark blue can be used for written text (body text, headings, subheadings, CTA's, etc.). Red can be used for large text (headings, CTA's, etc.). Light blue may be used for non-readable design elements but not written text.

Typography

For all designed materials and the website we will use: Sofia Pro

Sofia Pro is a sophisticated and versatile typeface that embodies our brand personality. Its rigid construction has optimised legibility across different platforms and contains 32 styles—all free with an Adobe Cloud subscription.

For accessibility purposes all Powerpoints can use Arial font.

If an AIA Canada staff member feels that they need Sofia Pro installed on their system please contact the Communications team.

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Automotive Industries Association of Canada

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AUTOMOTIVE INDUSTRIES ASSOCIATION OF CANADA



Adobe Font

How we use typography



1 Regular
8.5pt/10pt

We use **Sofia Pro** for all text: headlines, subheads, body, captions, etc.

2 Bold
36pt/36pt

3 Regular
24pt/24pt

4 Regular
11pt/23pt
Space after:0.1 in



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