CANADIAN NORTH
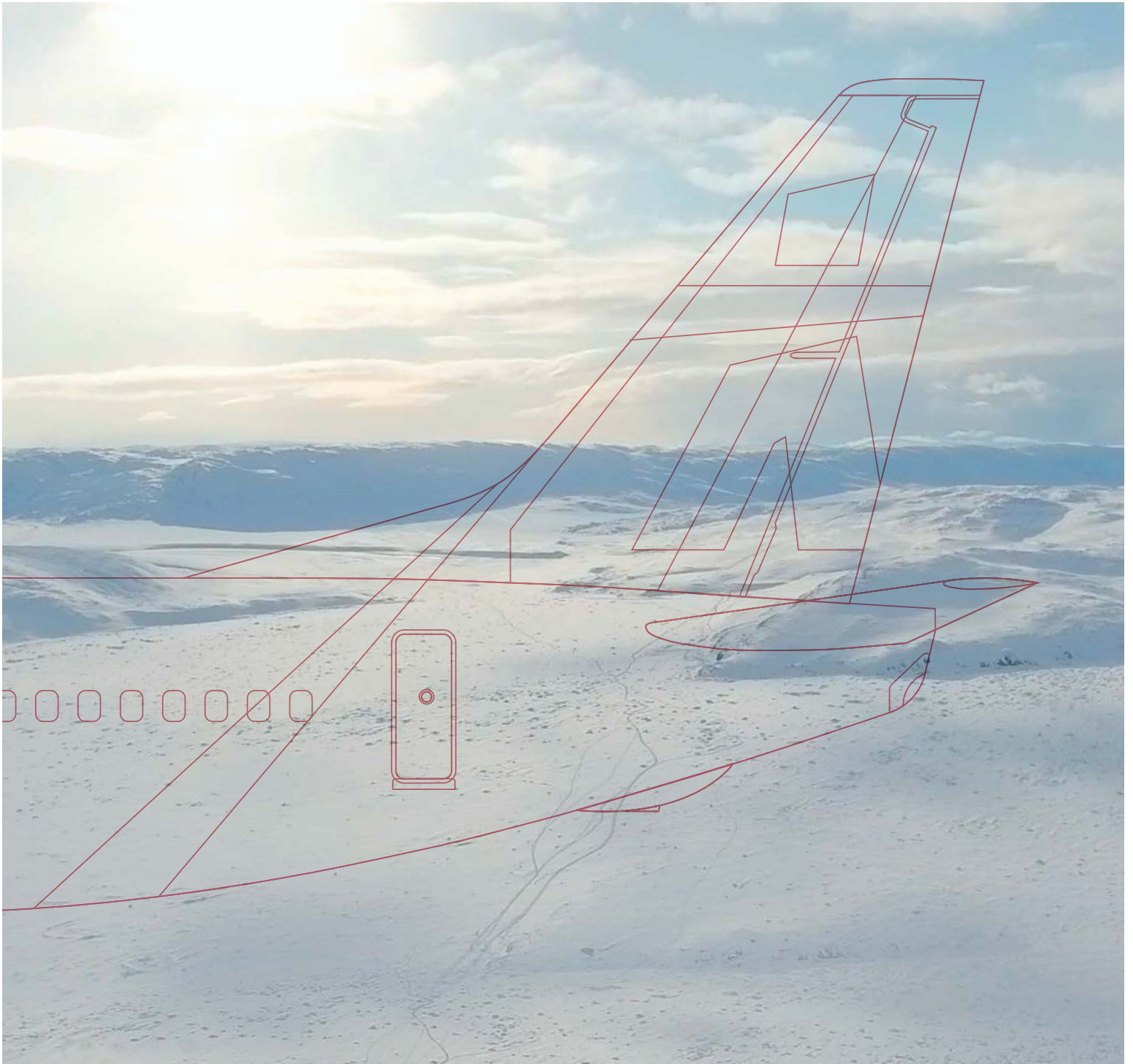
Here is Canadian North's new visual identity.
This manual defines its official usage rules. It is essential to follow these principles at all times to:

> maintain the brand's visual and tone consistency

> ensure that the brand stands out among the competition

> maximize the brand's notoriety in northern communities and wherever our wings take us.

All uses of Canadian North name and logo must comply with the standards established in this guide and must be authorized by the Marketing department. Electronic files available upon request.

Do not hesitate to contact us, we'll be glad to answer your questions and comments:

CANADIAN NORTH
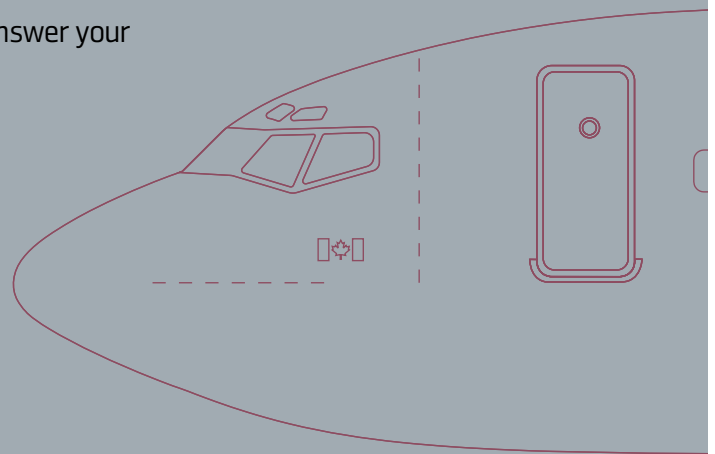**Marketing Department**

20 Cope Drive
Kanata, Ontario K2M 2V8
TEL 613-254-6200
        1-800-267-1247
FAX 613-254-6398
ATS 1-877-873-3718
        mediarelations@canadiannorth.com

Our Logo

	Horizontal (main)	Horizontal (one line)	Vertical (stacked)
Colours — no tagline	CANADIAN NORTH	CANADIAN NORTH	CANADIAN NORTH
Colours — with tagline	CANADIAN NORTH *Fly the Arctic*	CANADIAN NORTH *Fly the Arctic*	CANADIAN NORTH *Fly the Arctic*
Black — no tagline	CANADIAN NORTH	CANADIAN NORTH	CANADIAN NORTH
Black — with tagline	CANADIAN NORTH *Fly the Arctic*	CANADIAN NORTH *Fly the Arctic*	CANADIAN NORTH *Fly the Arctic*
White (reversed) — no tagline	CANADIAN NORTH	CANADIAN NORTH	CANADIAN NORTH
White (reversed) — with tagline	CANADIAN NORTH *Fly the Arctic*	CANADIAN NORTH *Fly the Arctic*	CANADIAN NORTH *Fly the Arctic*

IMPORTANT: If full colour or black / white printing is not possible, **red must be used** or, as a last resort, the darkest colour available.

Our Official Colours

Complementary colours
(can be used for secondary elements, text and applications)

	Light Grey	Red	Dark Red	Medium Grey	Black
Pantone Coated	429 C	200 C	202 C (closest match)	430 C	Process Black C
CMYK	21-11-9-23	3-100-70-12	8-100-70-38	33-18-13-40	0-0-0-100
RGB	162-170-173	186-12-47	145-0-47	124-135-142	0-0-0
HEX	A2AAAD	BA0C2F	91002F	7C878E	000000

CANADIAN NORTH

NOTE: When printing on uncoated paper (like newsprint stock), the adapted formulas below are recommended.

	Light Grey	Red	Dark Red	Medium Grey	Black
Pantone Uncoated	428 U	199 U	201 U	430 U	Process Black U
CMYK	28-14-17-3	0-96-80-0	8-89-59-22	47-31-29-4	0-0-0-100

Safe space

Minimal "breathing" space around the logo must be kept at all times. It is determined by using the inuksuk head shape as a spacing unit, as shown in blue above. This represents the *minimal* requirement, so leaving more space is advisable to maximize the logo's visual impact.

Note: This method applies to all versions of the logo. The correct safe space is included in the electronic files (available upon request): for screen-optimized logos (JPG and PNG forma), it is the outer size of the image and for vector / commercial printing logos (EPS format), it is the size of the artboard.

5 mm
(3/16")

6 mm
(1/4")

Minimal size

As a general rule, the inuksuk in the logo should not be printed smaller than 5 mm (3/16") high when the tagline is absent, and 6 mm (1/4") high when the tagline is present.

Incorrect Usage

General rules and common mistakes
The logo must never be:

a) distorted

b) inverted (mirrored)

c) rotated

d) cut (by an element or
   the edge of the page)

e) split*, reorganised
   or realigned
   *see exceptions on page 7

f) placed on a background
   that reduces its legibility

g) placed under other
   elements or text or
   used as a watermark

h) coloured using a
   different palette

i) altered by effects like drop
   shadows or simulated 3D

j) combined with a Web
   address or text other than
   the official tagline

k) outlined

l) contoured

a) Full colour logo (no tagline) on a light photographic background that provides good legibility.

b) White logo (with tagline) on a dark / saturated photographic background that provides good legibility.

c) On some special marketing and promotional items, the inuksuk symbol can be used by itself. For example, it appears alone on the aircraft' tail. The aforementioned spacing and colour rules still apply.

d) Full colour logo accompanied by promotional copy that respect the official colour palette and safe space rules.

e) In these examples, only one colour was available (or the marketing department decided a one-colour logo would be more appropriate).

Official font for print, Web and video

For all official public communications and tools, wheter printed or presented on a screen, Ranelte must be used for titles, subtitles and body text. It exists in 8 weights and 3 variants (Normal, Condensed and Extended), all with matching italics. A license can be purchased at myfonts.com/fonts/insigne/ranelte

Ranelte

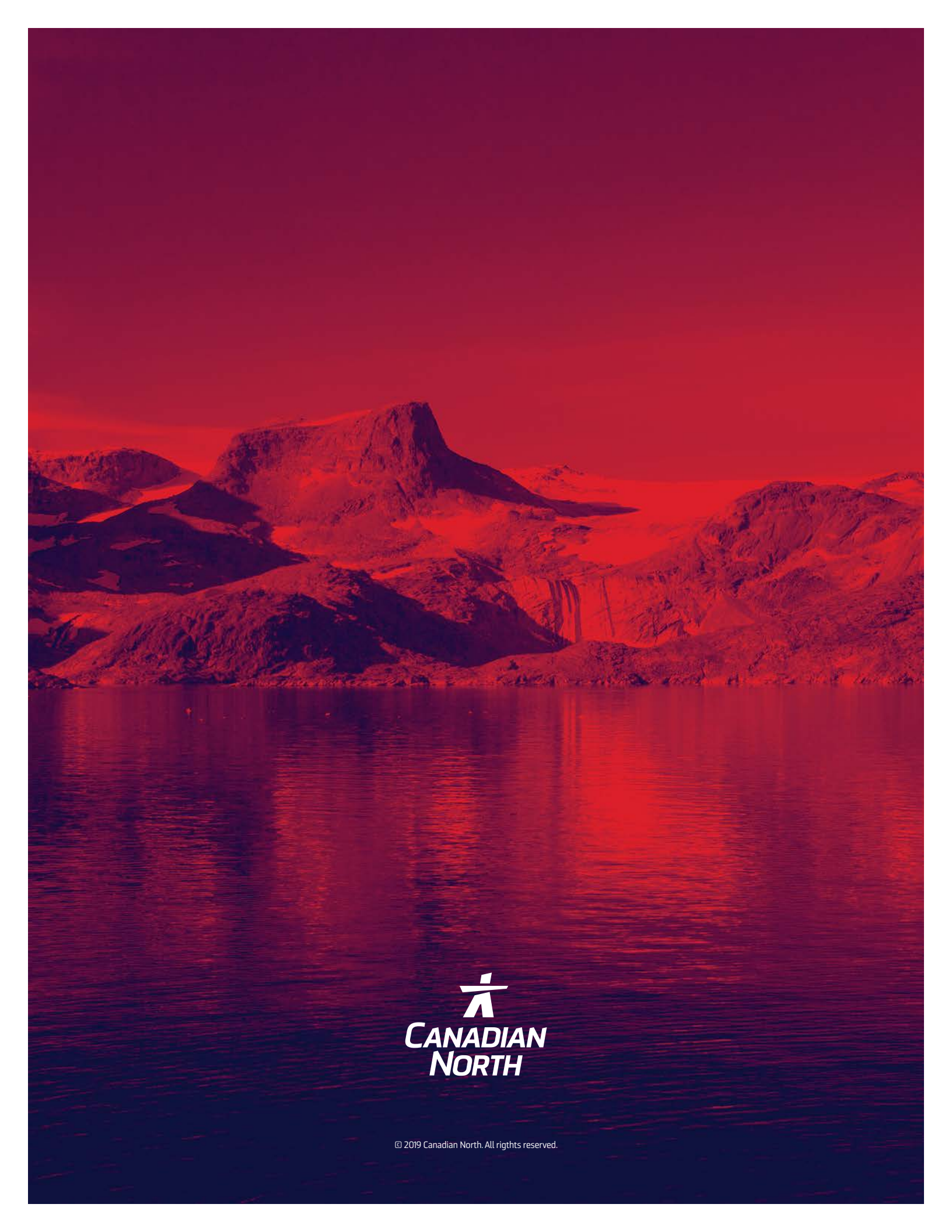(official font for all public communications)

Cond Thin	Normal Thin	Ext Thin
Cond Light	Normal Light	Ext Light
Cond Book	Normal Book	Ext Book
Cond Regular	Normal Regular	Ext Regular
Cond Medium	Normal Medium	Ext Medium
Cond Demi	**Normal Demi**	**Ext Demi**
Cond Bold	**Normal Bold**	**Ext Bold**
Cond ExBold	**Normal ExBold**	**Ext ExBold**

For internal communications and documents, Arial should be used for compatibility reasons. It is included with most operating systems and no additional license needs to be purchased.

Arial

(fallback/compatibility font for internal communications)

Narrow	Regular
Narrow Bold	**Bold**
	Black