Usage Guideline – Air Canada Foundation

Please follow the guidelines below, in order to ensure proper trademark representation.

Questions/concerns:
Brand-marque@aircanada.ca

PREFERRED UNILINGUAL 2-LINE TEXT	🍁 AIR CANADA FOUNDATION	🍁 FONDATION AIR CANADA

PREFERRED BILINGUAL 3-LINE TEXT	🍁 FONDATION AIR CANADA FOUNDATION

SECONDARY UNILINGUAL 1-LINE TEXT

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🍁 FONDATION AIR CANADA

SAFE AREA
The safe area around the logo lock-up is equivalent to the width of the rondelle on all sides

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WITHIN TEXT
Always use the full trademark name Air Canada Foundation within copy text. Do not use the logo within copy text.

MINIMUM SIZES
These measurements are set to maintain the legibility of the tagline in conventional offset print applications and on-screen applications. Certain processes might require a larger size to ensure effective reproduction, such as embroidery, foiling, embossing or screen printing.

Minimum size for **print**

2.3 mm 🍁 AIR CANADA FOUNDATION

3.5 mm 🍁 AIR CANADA FOUNDATION

5.3 mm 🍁 FONDATION AIR CANADA FOUNDATION

Minimum size for **screen**

7 px 🍁 AIR CANADA FOUNDATION

10 px 🍁 AIR CANADA FOUNDATION

15 px 🍁 FONDATION AIR CANADA FOUNDATION

PREFERRED LOGO COLOURS

AC RED
AC BLACK

AC Red	
PMS	1795 C
PMS	2035 U
CMYK	0.96.93.2
RGB	240.20.40
HEX	#F01428

AC Black	
PMS	Process Black C
PMS	Process Black U
CMYK	0.0.0.100
RGB	0.0.0
HEX	#000000

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RESTRICTED LOGO COLOUR

AC BLACK 100%

INCORRECT LOGO USAGE