



Air Canada rouge brand backgrounder

Air Canada rouge's name, livery and early brand positioning were announced in December 2012. The airline's brand has evolved considerably over the past six months into a look and personality designed to reflect and inspire a new way to vacation... just in time for the airline's first travellers to take to the skies on July 1.

name, livery and interior design

The name Air Canada rouge -- suggested through a public naming contest -- was developed into a distinctive color and font design, and was tested with other names extensively across Canada. The results for Air Canada rouge were highly positive across all markets with participants seeing the name as very Canadian, easy to remember in both official languages and resonating as an appropriate name for a stylishly affordable leisure brand for Air Canada.

The distinctive rouge font and style was also integrated into a new aircraft livery featuring a clean white fuselage with the names Air Canada (bright red) and 'rouge' (burgundy) at the front and the distinctive and highly recognizable Air Canada rondel on the tail – cropped and with a twist.

The Air Canada rouge primary color palette includes white, slate grey, bright red and burgundy, complimented by a secondary color palette of accent colors including sky blue, fuschia, golden yellow, light mauve and dark purple. These colors bring the aircraft interiors to life, as they are used across man customer touch points including uniforms, tray liners, menu designs and more. In both the A319 and the B767-300 ER, an oversized lettering pattern employed in both the burgundy galley curtain design and silver tone decorative laminates panels.

brand development and expression

With the initial brand positioning and look as a starting point, the Air Canada rouge brand then was taken much further to develop a unique look and personality. Building on the strength of the Air Canada and Air Canada Vacations brands, Air Canada rouge's brand essence now focuses on leading the leisure travel market and the universal desire to always have a vacation to look forward to. From this a new slogan was developed; vacation ahead.

To reflect the leisure category, the brand communication reflects a more casual tone of voice, simplifying industry jargon and establishing a more casual, friendly conversation with customers.

The secondary color palette and oversized letter design were used to design a variety of customer touch points including stationary, menu designs, inflight entertainment system designs, promotional items and more.

In order to stand out in a leisure travel brand market full of blue sky destination photos, a unique photography style using atypical images, cropping and colour washes was developed. Images always offer an interesting perspective and are deliberately imperfect – no sun/sand/perfect palm tree beaches, famous landmarks and retouched swim suits in Air Canada rouge's brand, but rather, photos that are similar to those travelers take themselves, with interesting faces and perspectives, crops and edits that draw the viewer into the photo or video. A clean and simple secondary font was chosen to complement the casual 'rouge' font and distinct imagery style.

Public relations, including special events and promotions were designed with a relaxed, friendly and vacation-like vibe to compliment the Air Canada rouge onboard experience.



warm, friendly customer service

Air Canada rouge has invested significantly in crew training for customer service excellence. The Air Canada rouge brand is about warm friendly service that ensures customers feel at home onboard and that their vacation begins and ends on their flight with the airline.

stylishly casual rouge crew look

Air Canada rouge's rouge crew uniforms, an important expression of its brand, were designed to create a unique, welcoming and fashion forward look with lasting appeal that would also be practical and comfortable. The uniform concept incorporated Air Canada rouge's signature colours with bright accent colors to create a fresh, simple and relaxed style in keeping with the vacation atmosphere onboard. Signature custom elements such as designer shoes and neckwear, practical, compact luggage and custom beauty and grooming make for a distinctly on-trend and fresh Air Canada rouge look.

where you will experience the brand

The Air Canada rouge brand can be experienced across many touch points. Booking travel easily to a host of popular leisure destinations at aircanada.com or through Air Vacations is the starting point. And at aircanada.com/rouge, new landing pages offer customers everything they need to know before flying with Air Canada rouge.

From there, whether through pre-travel helpful information, at the airport, onboard and after the flight, customers will enjoy the Air Canada, Air Canada Vacations and Air Canada rouge brands while travelling with Air Canada rouge.

Watch for the Air Canada rouge brand to be featured across Air Canada and Air Canada Vacations marketing communications channels.



our brand partners

A huge thank you to the valued partners who have partnered in bringing to life the Air Canada rouge brand:

paulwylde agency – name, livery, color palette, cabin interior design, initial brand concept

Bensimon Byrne – brand essence, strategy and personality development across customer touchpoints

Narrative PR – public relations, promotions and event planning, social media strategy

VF Imagewear, John Fluevog Shoes, Mari C Design, Redken, Maybelline New York, Bentley Luggage – rouge crew uniform concept and clothing, shoes, neckwear, grooming and beauty, luggage

