



Graphic Standards Manual

Version 1.1

2017

Welcome

Welcome to the Ottawa International Airport Authority Graphic Standards Manual. This manual will serve as a guide on how to use our logo and assets in a cohesive and consistent way. If you work for or with the Ottawa International Airport Authority, it's likely that at some point you'll need to apply our logo to something. To help ensure our look remains consistent, we've put together some specific guidelines for its use. Before you apply the logo to anything - whether electronic, print or otherwise - please refer to this guide.

To whom does this guide apply?

This guide applies to Ottawa International Airport Authority employees or suppliers using the Airport Authority logo. This includes marketing and communications professionals designing internal and external communications. It also includes any employee creating electronic, printed or visual materials that will be used to represent the Ottawa International Airport Authority or will be sent on the behalf of the organization.

When should graphic standards be adhered to?

In short, one should adhere to the graphic standards any time the Airport Authority logo appears. This includes printed and electronic communication, advertising, web pages, visual presentations, internal and external signage, wearables, vehicles, etc.

I have a question about the logo, where can I get answers?

The Ottawa International Airport Authority Communications team is happy to answer your questions. If you can't find the answers in this manual, contact us for assistance.

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Logo rationale

The Airport Authority logo

To be used for corporate communications such as corporate ads, stationery and other communication that represents the organization as a whole.

The dark purple symbol that acts as the focus of the Airport Authority logo is, at first glance, the silhouette of a paper airplane taking off, also referred to as “*the dart*”. Hidden in the negative white space is the silhouette of the Peace Tower, Ottawa’s most recognizable and quintessential symbol.



Preferred logo

This is the preferred logo of the Ottawa International Airport Authority and should be considered first for use in all applications.



YOW Purple



Black



Reverse/White

Icon logo

The “stand-alone icon is appropriate for use in certain scenarios at the discretion of the designer/stakeholder, where the full name of the Ottawa International Airport Authority is already known. Examples include airfield operational equipment, online parking ads, promotional materials and certain web assets such as avatars or responsive sites.



YOW Purple



Black



Reverse/White

Stacked logo

This is the secondary horizontal logo only used when space does not permit the preferred format.



YOW Purple



Black

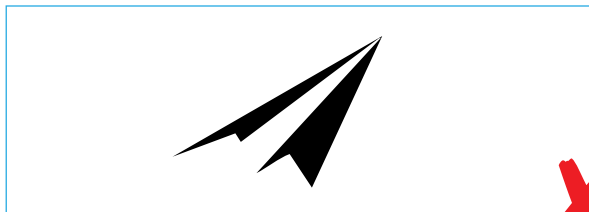


Reverse/White

Incorrect logo treatment

The Airport Authority logo has specific and unique proportions and colour standards that should always be consistent. The following are examples where the logo has been used **incorrectly**.

Note: These examples apply for all logo variations.



Don't use the graphic by itself



Ensure logo is legible



Don't distort the logo



Don't change the font



Don't re-arrange logo elements



Don't use off-brand colours or filters



Don't use a single language



Don't alter the size of logo elements



Logo use on different backgrounds

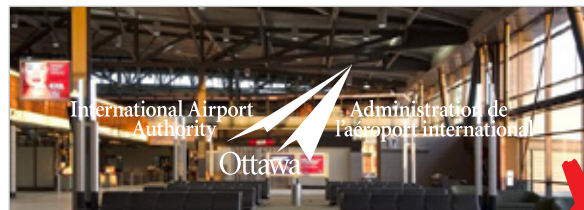
The Airport Authority logo may be applied on top of imagery, however there are certain restrictions to ensure the logo is legible and contrasted with its background, as follows.



Use black on light backgrounds



Use white on dark backgrounds

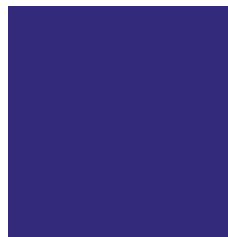


Ensure legibility

Primary colour standards

The YOW Purple and Black are our primary colours, to be used consistently as the sole colours for the logo and are intended for use in marketing assets wherever possible. To give designers and production artists an expanded palette to work with, these colours may be tinted to 60% for use in advertising, printed materials, etc.

Please note: *The Airport Authority logo should never be presented in tinted variations of these colours.*



YOW Purple

Pantone
268 CVC

CMYK

C 91
M 94
Y 0
K 23

RGB

R 52
G 42
B 123

YOW Black

Pantone
Black C

CMYK

C 0
M 0
Y 0
K 100

RGB

R 35
G 31
B 32

Secondary colour standards

The YOW Orange, YOW Navy and YOW Sky Blue are our secondary colours, to be used as supplementary design colours in marketing assets. To give designers and production artists an expanded palette to work with, these colours may be tinted to 60%.

Please note: *The Airport Authority logo should never be presented in these colours.*



YOW Orange

Pantone
1385C

CMYK
C 13
M 51
Y 100
K 2

RGB
R 217
G 121
B 0

YOW Navy

Pantone
2965C

CMYK
C 96
M 86
Y 42
K 42

RGB
R 0
G 37
B 51

YOW Sky blue

Pantone
2190C

CMYK
C 69
M 25
Y 0
K 0

RGB
R 43
G 172
B 227

Minimum logo size

For best legibility and protection, the Airport Authority logos have minimum sizes at which to be used.

Print



The minimum width for the **preferred** Airport Authority logo for print is 1.5”.



The minimum width for the **stacked** Airport Authority logo is 1.2”.



The minimum width for the **icon-only** Airport Authority logo is 0.5”.

Web



The minimum width for the **preferred** Airport Authority logo for web is 172px.



The minimum width for the **stacked** Airport Authority logo is 153px.



The minimum width for the **icon-only** Airport Authority logo is 57px.

Exclusion Zone

To protect the integrity of the Airport Authority logo, it should always have a minimum exclusion zone that is relative to its size, both for other elements on the page, and its position on the page.

The protective padding around the logo should always be the height of the 'O' of "Ottawa".



Font

Arial is our corporate font and should be used for all media, presentations, documents, signage, advertisements, web, and print. Arial is an open source font and is available for use on both Mac and PC.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

YOW.ca

When necessary the YOW.ca url can accompany the logo. These lock-ups illustrate the correct ratio between the Airport Authority logo and YOW.ca.



Thank you

At the Ottawa International Airport Authority, we take great pride in what we do. Thank you for taking the time to review this manual and getting to know our graphic standards of use and being part of our efforts for success in our brand consistency.

All logo variations in a variety of formats are available for download from the Communications & Public Affairs section of the Airport Authority website.

The Communications team is happy to answer your questions. If you can't find the answers in this manual, contact us for assistance.

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