



CAE

one  
image



EG0134-0408



one step ahead

# Branding guidelines

# Usage rules

## Introduction

A few simple rules ensure that our identity is correctly and consistently displayed.

Giving our signature proper clear space and a background that provides sufficient contrast is crucial to preserving our brand identity.

# Colour variations

To provide the greatest degree of flexibility, we have created a suite of signatures to satisfy a variety of needs.

For each signature, there are multiple colour variations. A description of each and their specific uses are shown below.

## 2-colour signatures

The 2-colour signature is made up of specific coloured inks. The signature must not be reproduced in any colours other than the CAE blue and black. The tagline must be reproduced in CAE black in the 2-colour version of that logo configuration.



## 1-colour signatures

The 1-colour positive signature is available for use when 2-colour reproduction is not an option. The preferred colour for reproduction is black.



A reverse version, the 1-colour reverse signature, is available for reproduction out of a darker background.



# Clear space

A minimum of surrounding clear space is necessary for effective communication. Clear space is the area around the signature that should be free of all other logos, symbols, text or other graphic elements.

Using up to four times the minimum amount of protected space around the signature is preferred. In the signature, the minimum protected space is the area defined by the height of the wordmark capital “E” on all four sides of the signature.

The relationship of the CAE signature to the tagline is defined as shown in the diagram below and must never be altered.

The minimum size for print reproduction of the signature is 1/4” (6mm) from the top of the symbol to the baseline of the wordmark.

The minimum size for print reproduction of the CAE signature with the tagline below the signature is 1/2” (12mm) from the top of the symbol to the baseline of the tagline.

The minimum size for print reproduction of the CAE signature with tagline to the right of the signature is 3/8” (9.5mm) from the top of the symbol to the baseline of the wordmark.

The use of the CAE logo must be approved by Global Communications anytime it is placed on a new document or product, whether for an internal or external audience.

## Corporate signature – minimum clear space



## Corporate signature and tagline – minimum clear space



# Background use

Preferably, the 2-colour signature should be reproduced on a white background. White is a preferred background colour whenever possible because it creates a tonality that implies clarity and precision. The signature may also be reversed to white from CAE blue, CAE silver, CAE grey or black as shown.

Whenever a signature is placed on a photograph, there must be a strong contrast between the signature and the background that will ensure clear, legible reproduction. In all other dark coloured backgrounds, the signature must be reversed to white.

White background



CAE blue background



Photographic background



CAE grey background



Photographic background



Black background



# Unacceptable use

The CAE signature must be used correctly to ensure that its visual impact and integrity are not diluted or compromised. Always reproduce the signature from authorized electronic artwork only.

The examples below illustrate a wide range of incorrect uses of the CAE signature but are not intended to be a complete list.

1. Never distort, skew or italicize the signature
2. Never reproduce the signature with a special tint, gradation or texture
3. Never change the size relationship between wordmark and symbol
4. Never substitute any of the type elements of the signature with another font
5. Never alter the configuration of the wordmark and symbol
6. Never reproduce the signature in a different colour
7. Never place the signature on a complex texture or background
8. Never place the signature on a photographic background with insufficient contrast
9. Never use the CAE corporate wordmark on its own
10. Never use the CAE corporate symbol on its own
11. Never use second generation copies or laser printouts as reproduction materials
12. Never enclose the logo or elements of the logo within a shape or keyline

