

YEG Logo Essentials

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Please contact Creative Services team for logo approval or any questions on the EIA brand.

GRAPHICS@FLYEIA.COM

SYMBOL

CORPORATE LOGO

CHEVRON

Represents brand core values of boldness, aspiration, creating opportunity and moving ahead to do things differently to do them better.

SIGNIFIER

ACRONYM

IATA (International Air Transport Association) code for Edmonton.



The YEG logo is the primary element of the YEG brand and it should always feature prominently as the main identifier of the YEG brand. It must never be used decoratively or within text as part of a sentence. Any exceptional use of the YEG brand logo must be pre-approved by the Creative Services team.

COLOUR USAGE

LOGO USAGE

FULL COLOUR VERSION

-  38% CYAN
-  100C 60M 0Y 6K
-  PANTONE 286



SECONDARY COLOURS PERMITTED:



-  PANTONE 286
100C 60M 0Y 6K
#0038A8
0R 56G 168B



-  BLACK
0C 0M 0Y 100K
#000000
0R 0G 0B



-  REVERSE WHITE
0C 0M 0Y 0K
#FFFFFF
255R 255G 255B

LOGO APPLICATION AMONG OTHER SPONSOR LOGOS

Use the horizontal version only. Ensure correct spacing around the logo in between other logos to maximize legibility. Minimum size of YEG logo: 0.875"



COLOUR USAGE

CORRECT LOGO APPLICATION



ON WHITE
Full colour logo on white.



DIGITAL APPLICATIONS
Solid blue logo on screens (or reverse white on appropriate background)



ON BLACK
Logo must be reversed white when on black.



ON COLOUR PHOTOGRAPHY
Logo can be reversed white on photography. Ensure all elements are legible. Dark tones behind the logo are preferred.



ON SOLID COLOUR
Logo must be reversed white when on full colour of appropriate contrast.

INCORRECT LOGO APPLICATION



ON WHITE
No part of the logo may be altered.



ON BLACK
Never use coloured logo on black background.



ON SOLID COLOUR
Coloured logo must never be put on solid colour background.



ON PHOTOGRAPHY
Full colour logo must never be put on distracting photography.



ON PHOTOGRAPHY
Reverse logo should never be put on light coloured photography. Always ensure that the logo is fully legible and contrast is strong.

APPLICATION

INCORRECT LOGO APPLICATION (CONTINUED)



Never apply halftone screens or tints to the logo.



Do not stretch logo.



Do not skew logo.



Do not squish logo.



Do not alter the scale of the logo's elements.



Do not rearrange the logo's typographic elements.



Do not alter the logo's fonts.



Do not re-draw any part of the logo.

APPLICATION

MINIMUM REQUIRED PADDING

The "G" from "YEG" defines the minimum protective space around the logo.



LOGO MINIMUM SIZE

Minimum size can vary based on logo type.

FULL COLOUR - CMYK



SOLID OR SPOT COLOUR



REVERSE

