



CANYON AEROCONNECT VISUAL IDENTITY GUIDE

The purpose of this document is to provide guidance on the use of the Canyon AeroConnect logo and its applications. The visual identity guide addresses identity relationships, logo usage, color palette, typography and design applications.

SECTION 1: Logo Usage Guide
SECTION 2: Color & Typography
SECTION 3: Design Applications

SECTION 1

LOGO - COLOR & ORIENTATION

Preferred:

Horizontal and vertical are both acceptable and should be chosen based on given space



Acceptable:

- Black and white
- All Black
- All Blue
- All Orange
- Color - solid
- White against dark back-ground
- Color against dark back-ground with white text



SECTION 1

LOGO - STANDARDS & MISUSE

Clear Space

Use the height and width of the 'N' in Canyon as a guide for the space to keep clear around the logo.



Minimum Size

Whether vertical or horizontal, the height of the name should be no less than a quarter inch tall



Misuse

Whether using the preferred or acceptable logos, do not stretch, angle, recolor or place on a busy background as shown here:



Do not stretch



Do not apply other colors



Do not place on an angle



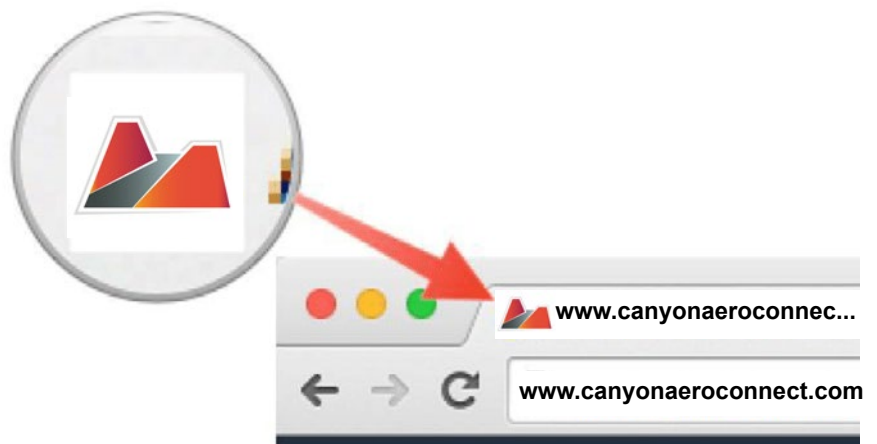
Do not place on a busy background

SECTION 1

LOGO - ICONOGRAPHY

Canyon Icon

The Canyon icon is a useful graphic element that can be used as a website favicon, social media avatar or as a background washout. It can be used as a whole or sections of it bleeding off the edge of a document. The full color version can be used or all black or all white.



SECTION 2

VISUAL IDENTITY - TYPOGRAPHY

Main typeface

The official typeface for Canyon documents is 11pt Calibri Regular. We've chosen a font that is widely available and has several weights. If it is not available, choose another sans serif font with a similar appearance.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Design typefaces

Additional fonts can be useful to designers. Good Times is the exact logo font. It is distinct, and as such, is not as widely available. This font only comes in all caps; it should be used in moderation; and it should never compete with the text in the logo itself (i.e. the font size should never be similar). Avenir can be used interchangeably with Calibri as it has a wide variety of weights for various applications.

CANYON = GOOD TIMES
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

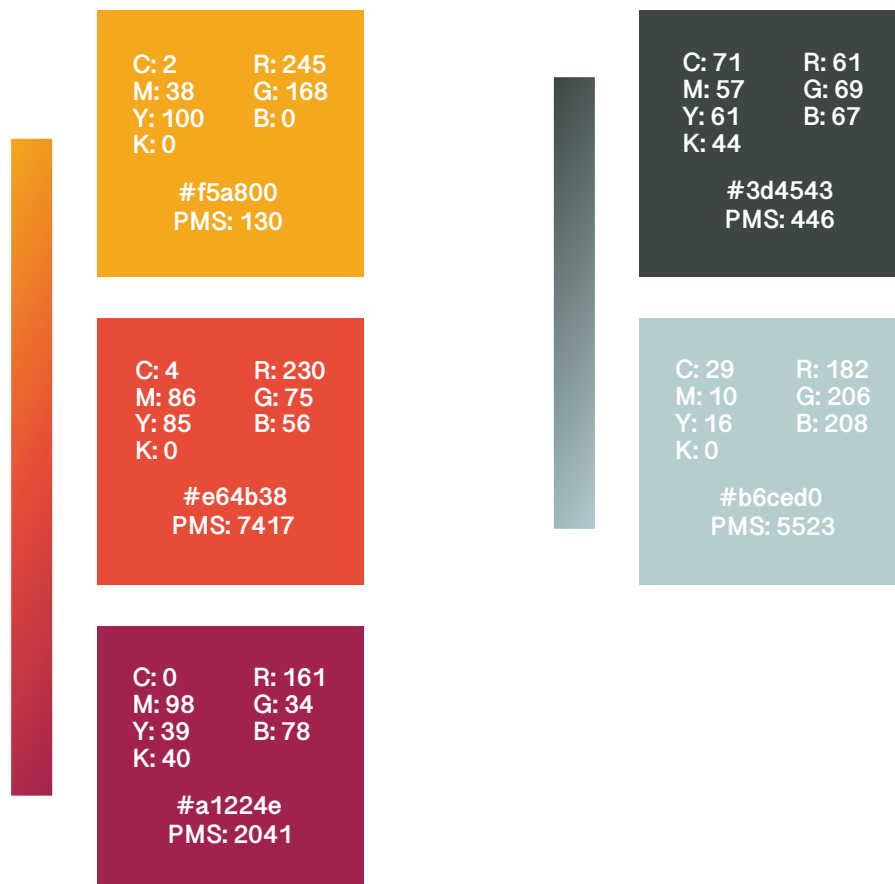
Avenir
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

SECTION 2

VISUAL IDENTITY - COLOR

Primary & Secondary Colors

Canyon AeroConnect has a palette of bright and bold colors at its disposal. The application of those colors is important. Color and layout are the “curb appeal” of print and digital media. The right application of color can set the stage for what a reader is to expect and guides them through content-heavy pieces. When in doubt, opt for a white or solid background and add color as visual cues. The dark blue/grey can also be used as a neutral base, with the addition of the orange, yellow and red for emphasis or headlines. All other copy should be black, gray or the blue/grey in the color palette.



SECTION 3

LAYOUT & DESIGN - STATIONARY



SECTION 3

LAYOUT & DESIGN - COLLATERAL

Collateral

Canyon AeroConnect's marketing collateral uses big bold blocks of color to grab attention. From flyers to print advertisements, each piece can be modified to promote brand or sell a product.



SECTION 3

LAYOUT & DESIGN - DIGITAL

Presentation Templates

Canyon AeroConnect's presentation template offers several layout options for presenters, including a cover slide, main text layout, layout for highlighting a product/image and a transition slide for in between sections. The design ratio of 16:9 shows best on laptops, TV monitors and modern projectors.



for slides with graphics or maps



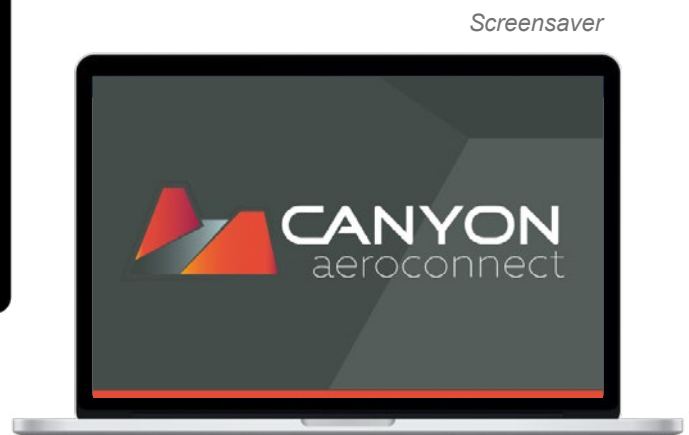
transition slides

Other Digital Documents

From presentations to screensavers to Zoom backgrounds, Canyon AeroConnect has a suite of visual materials that communicate brand.



Zoom



Screensaver