

BRANDING STANDARD, GUIDELINES AND IDENTITY POLICY

Air Cadet League of Canada



THE AIR CADET LEAGUE OF CANADA BRAND: BACKGROUND & PURPOSES

The Air Cadet League of Canada (ACL) is a well-known, widely-respected national organization, with a long-standing tradition of community engagement across Canada in support of the Royal Canadian Air Cadets. Our name, and our reputation of service to this premier youth program, is what we are known for.

The challenge of “branding” the ACL involves providing clear graphic identification standards that allow the many levels of the ACL to leverage the strength of its name and reputation in ways that support the mission of each individual air cadet squadron. Branding, in short, reflects who we are, and what we stand for.

A strong national identity that adds to each squadron’s public profile while reinforcing the collective value of the institution has several benefits. A clear set of identity design standards:

- Limits duplication of effort and resources across the ACL by minimizing the cost of trademark, design, legal and other branding expenses;
- Prevents dilution of our brand;
- Builds a sense of shared identity, community, and pride; and
- Builds the organization’s credibility in the public eye by displaying a uniform image throughout all levels of the organization.

GENERAL PURPOSE

The purpose of this policy and its related procedures is to enable ACL members to consistently use and apply ACL Brand Identity Elements in their official administrative or operational activities and duties by:

- Establishing the appropriate standard of use by members of the ACL's brand identity elements, and how such elements are applied to ACL branded material.

SCOPE

This policy applies to ACL members at all levels with respect to the appropriate standard and consistent use of ACL brand identity elements.

This policy does not apply to the following circumstances:

- An ACL member seeking to use any ACL brand identity elements in a non-ACL-related capacity. Any such use is treated as a third-party use and must be considered under the Trademark Policy; and
- Any third-party use of ACL trademarks must first be authorized in accordance with ACL copyright guidelines in this policy.

CONSISTENT USE OF ACL BRAND IDENTITY ELEMENTS

Each ACL member must, in the course of their official ACL administrative or operational activities and duties:

- Appropriately and consistently apply ACL brand identity elements to all ACL branded material; and
- Accurately identify themselves on all ACL branded material to ensure that they are properly reflecting their connection to the ACL.



DEFINITIONS

- ***“Brand Identity Elements”*** means, collectively, and includes but is not limited to: ACL logos, trademarks, official marks, designs, colour schemes, typefaces, graphics, website ‘look and feel’ and communication tool kit items.
- ***“Non-ACL-Related Capacity”*** means activities which are not being undertaken as part of the ACL member’s official ACL administrative or operational capacity and duties. (For example, a member undertaking their own consulting services.)
- ***“ACL Brand Style Guide”*** means the publication that establishes the appropriate form and manner of use of ACL brand identity elements.
- ***“ACL Branded Material”*** means, collectively, and includes but is not limited to, websites, digital and social media, business cards, letterhead and other stationery, merchandise, apparel, advertising or promotional materials, signage, brochures and other publications, and other similar materials prepared by or on behalf of a member for official ACL purposes.
- ***“ACL Marks”*** means ACL trademarks and official logos.
- ***“ACL Member”*** means any individual member at any level of the ACL as defined in the National, Provincial/Territorial or Squadron Sponsoring Committee bylaws.

RESPONSIBILITIES

General

The National President is responsible for establishing the ACL brand identity standards and resources to support the objectives of this policy, and has delegated these duties to the Chair of the national Communications Committee.

National Communications Committee

The National Communications Committee is responsible for establishing and supporting appropriate and consistent use of the ACL brand identity elements and related activities by:

- Creating, coordinating, publishing and maintaining the ACL Brand Style Guide;
- Providing other resources and materials, including computer file formats, on the ACL website to assist and enable ACL members to appropriately and consistently use and apply ACL brand identity elements in accordance with the ACL Brand Style Guide; and
- Acting as a central resource on all matters relating to ACL brand identity elements, including consulting with ACL members wishing to obtain assistance in preparing or reviewing ACL branded material for adherence to the ACL Brand Style Guide.

USE OF ACL BRAND IDENTITY ELEMENTS

Where an ACL member's branded material is not consistent with the ACL Brand Style Guide:

- The member should use their best efforts to update their ACL branded material as soon as practicable; and
- Any transition to new, consistent materials will be managed in an orderly and cost-effective manner. (For example, through the retirement and depletion of existing stockpiles of consumable items.)

Where an ACL member wishes to deviate from the ACL Brand Style Guide:

- They must consult with the national Executive Director to ensure that the integral ACL brand identity elements are maintained in any such deviation;
- If the ACL brand identity rules do not address the reasonable requirements of the ACL member's strategy, then the Chair of the National Communications Committee may allow a deviation, or will update the ACL Brand Style Guide as appropriate; and
- If a disagreement arises and cannot be resolved informally between the Chair of the National Communications Committee and the organization or individual requesting the deviation, either party may then refer the disagreement to the National President, who shall decide the matter.

GUIDELINES FOR USING THE AIR CADET LEAGUE BADGE

The Air Cadet League badge is the registered logo that visually identifies the League to the public, and it must be used as originally designed and proportioned. It should not be modified under any circumstances, other than to scale the image while maintaining its aspect ratio.

With the exception of business cards, there are a few other rules to be followed:



- On the front or back cover, position the ACL badge a minimum of $\frac{1}{2}$ inch from the edges;
- The badge should never be rendered smaller than $\frac{1}{4}$ inch in height;
- The ACL badge should appear on the front or back cover of all print publications;
- The logo must always be used in its entirety and respect the following rules:

- a. Minimum size of the logo is 0.6" / 15mm. The logo must be accompanied by a protection zone, as represented by the "X" defined. No other graphic element must appear within this space;



- b. No part of the logo may be used separately for decorative or other purposes;
- c. The position of the elements of the logo in relation to each other must be respected; The words "AIR CADET LEAGUE OF CANADA" and "LIGUE DES CADETS DE L'AIR DU CANADA" are an integral part of the logo;
- d. The typographical characters must always appear in Gloucester font;
- e. When the logo is reproduced in colour, the colours must be respected (see official Pantone numbers at the end of this document). If colour is not available, the logo must be reproduced in black;
- f. When producing audio-visual materials, the logo may also be completely transparent;
- g. The logo must never be redrawn. It must not be distorted or incorporate other elements or graphic effects;
- h. The logo must always be parallel to the text of the document in which it appears; and
- i. The logo can be reduced or enlarged, but it must always keep its current proportions (i.e. do not stretch the logo either in width or height).

AUTHORIZED USE OF THE BADGE / LOGO AND ORGANIZATION NAME

An organization such as the ACL represents thousands of members across Canada. It is therefore important that all members collectively respect the integrity and the conditions of use set out for the logo / visual identity.

The use of the Air Cadet League of Canada logo in the PPM, whether by ACL members, partners or sponsors, is encouraged. Its use can be authorized by contacting, in advance, the Communications Committee of the national headquarters of the ACL. (Note: The reproduction must be made from an approved original version of the logo.)

The use of the Air Cadet League logo and the words "Air Cadet League of Canada" on the Internet in a manner not authorized in the ACL By-Laws or by action of the Board of Governors is prohibited. All Provincial/Territorial Committees, Squadron Sponsoring Committees and members of the League shall conform to this policy.

When used on the Internet by a Provincial/Territorial Committee or a Squadron Sponsoring Committee, the words "Air Cadet League" must be qualified with the identity of the province/territory or squadron concerned.

CURRENT EXAMPLES OF LOGO USES BY P/TCs

As illustrated below, the ACL basic logo is used by Provincial / Territorial Committees in a variety of illustrations:



Alberta
Provincial
Committee

Supporting Air Cadets in Alberta



ONTARIO



OFFICIAL COLOURS AND FONT

Font name: Gloucester



-  Pantone 1365c
-  Pantone 200c
-  Pantone 288c
-  Pantone 299c
-  Pantone 348c



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