100

YOUR AIR FORCE

BRANDING GUIDE

CANADIAN
ARMED FORCES

FORCES ARMÉES
CANADIENNES

National
Defence

Défense
nationale

Canada

100

YOUR AIR FORCE

RCAF Vision: An Agile and Integrated air and space force with the Reach and Power (AIRPower) essential to CAF operations

YOUR AIR FORCE

RCAF CENTENNIAL 2024 BRANDING

The RCAF 2024 brand will focus on demonstrating AIRPower, showcasing people, displaying Air Force innovation and technology, and illustrating history and heritage. These core elements will form a narrative that emphasizes each aspect in a past, present, future tense, reflecting the underlying Centennial themes of honour, celebrate, inspire.

BRAND TERMINOLOGY

The RCAF Centennial is a once in a generation opportunity to honour, celebrate, and inspire Canadians to take ownership of their Air Force. 2024 presents an exception to the normal anniversary that is traditionally honoured on 1 April each year. To set apart this momentous milestone, the following terms will be used primarily to denote the Centennial: **RCAF Centennial, 100 Years, RCAF 2024, 1924-2024**.

BRAND STORY

The Royal Canadian Air Force was born 100 years ago to protect and preserve the freedoms of all Canadians, to contribute to global peace and security, and to help those in need in Canada and abroad.

BRAND PILLARS

- (A) **AIR AND SPACE POWER**
- (B) **PEOPLE**
- (C) **INNOVATION & TECHNOLOGY**
- (D) **HISTORY & HERITAGE**

BRAND ELEMENT SHAPE: THE CIRCLE

The circle symbolizes unity, community, family, inter-connectedness, and the evolution of aviation technology: the engines, propellers, and thrusters that visually demonstrate AIRPower.

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04 BRAND THEMES

DEMONSTRATE AIR AND SPACE POWER:

The Royal Canadian Air Force has evolved over the past 100 years to become an agile and capable force to meet the needs of today's complex security challenges and uphold Canadian values.

SHOWCASE PEOPLE:

People are the heart of the RCAF and always have been, and always will be. People are what makes Your Air Force agile and ready to respond.

DISPLAY TECHNOLOGY:

For 100 years the RCAF has harnessed technology to create and deliver a powerful national institution that is flexible and responsive.

PROMOTE INNOVATION:

The RCAF has embraced innovation since its humble beginnings 100 years ago. From the early stages of biplanes, to today's modern fighter jets, Your Air Force continues to embrace aviation innovation.

ILLUSTRATE HISTORY & HERITAGE:

The Royal Canadian Air Force has a rich history and heritage that spans 100 years.

TAGLINE: "YOUR AIR FORCE"

The Centennial tagline gives ownership to Canadians, involves them in the Centennial, connects them to their Air Force, and creates a sense of pride.
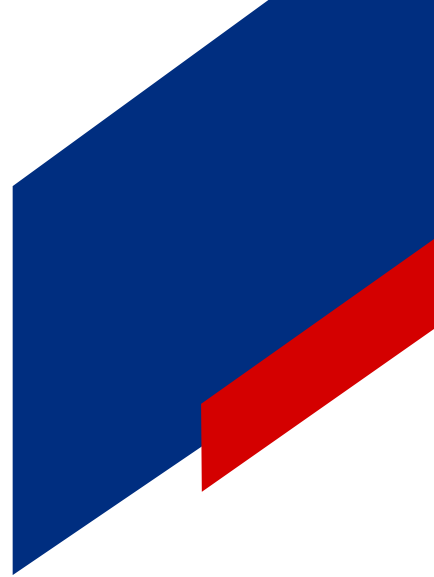
LOGO DESIGN

Two protruding lines through the RCAF roundel symbolize the RCAF flight path to the stars and visually represent the Latin motto **Sic Itur Ad Astra**, "such is the pathway to the stars", the long-standing traditional Air Force motto

The centre roundel is emphasized in the Centennial logo as the largest design element and focal point that supports RCAF recognition to raise the profile of the Air Force

Your Air Force tagline: a memorable and simple tagline is designed to connect Canadians with their Air Force and to create stronger association of the RCAF and roundel as the primary visual identifier for the institution
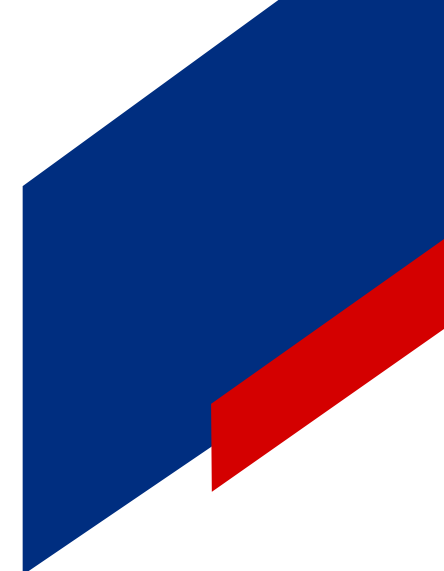
The roundel was historically used to distinguish aircraft from the enemy

The Royal Flying Corps borrowed the idea from the French, who used a roundel consisting of three concentric circles based on the tri-colour flag of France. During the Second World War, the RCAF replaced the inner red circle with a maple leaf on their ensign; after the war in 1946 they began marking their aircraft using the roundel with the maple leaf center. The Centennial logo honours the historical roots of the RCAF by emphasizing the current roundel as its main visual identifier, while emphasizing the circular shape in the graphic elements that make up the full brand story. Using circles of three is a nod to the past by recognizing the initial roundel design made of three concentric circles.

The Royal Air Force roundel was adopted when the RCAF was officially formed in 1924

The traditional stylized maple leaf and roundel used from 1946-1965

06 LOGO & VARIATIONS

RCAF CENTENNIAL LOGO

The primary Centennial visual identifier is the logo that can be used standalone or paired with the tagline **Your Air Force**.

FULL COLOUR

WITH TAGLINE, UNILINGUAL

YOUR AIR FORCE

VOTRE FORCE AÉRIENNE

WITH TAGLINE, BILINGUAL

YOUR AIR FORCE
VOTRE FORCE AÉRIENNE

VOTRE FORCE AÉRIENNE
YOUR AIR FORCE

MONOCHROME BLACK

WITH TAGLINE, UNILINGUAL

YOUR AIR FORCE

VOTRE FORCE AÉRIENNE

WITH TAGLINE, BILINGUAL

YOUR AIR FORCE
VOTRE FORCE AÉRIENNE

VOTRE FORCE AÉRIENNE
YOUR AIR FORCE

MONOCHROME WHITE

WITH TAGLINE, UNILINGUAL

YOUR AIR FORCE

VOTRE FORCE AÉRIENNE

WITH TAGLINE, BILINGUAL

YOUR AIR FORCE
VOTRE FORCE AÉRIENNE

VOTRE FORCE AÉRIENNE
YOUR AIR FORCE

All approved RCAF Centennial logo versions are outlined on this page and pages 7 and 8.
They include the following colours: full colour, full colour with white outlines, monochrome black, and monochrome white.

LOGO VARIATION
WITH YEARS

A variation of the RCAF Centennial logo was developed with a line indicating the years that mark the Centennial: 1924-2024. This version can be used on products created in the years leading up to the Centennial and can be used standalone or paired with the tagline **Your Air Force**, as outlined below.

FULL COLOUR

1924-2024

WITH TAGLINE, UNILINGUAL

YOUR AIR FORCE
1924-2024

VOTRE FORCE AÉRIENNE
1924-2024

WITH TAGLINE, BILINGUAL

YOUR AIR FORCE
VOTRE FORCE AÉRIENNE
1924-2024

VOTRE FORCE AÉRIENNE
YOUR AIR FORCE
1924-2024

MONOCHROME BLACK

1924-2024

WITH TAGLINE, UNILINGUAL

YOUR AIR FORCE
1924-2024

VOTRE FORCE AÉRIENNE
1924-2024

WITH TAGLINE, BILINGUAL

YOUR AIR FORCE
VOTRE FORCE AÉRIENNE
1924-2024

VOTRE FORCE AÉRIENNE
YOUR AIR FORCE
1924-2024

MONOCHROME WHITE

1924-2024

WITH TAGLINE, UNILINGUAL

YOUR AIR FORCE
1924-2024

VOTRE FORCE AÉRIENNE
1924-2024

WITH TAGLINE, BILINGUAL

YOUR AIR FORCE
VOTRE FORCE AÉRIENNE
1924-2024

VOTRE FORCE AÉRIENNE
YOUR AIR FORCE
1924-2024

All approved RCAF Centennial logo versions are outlined on this page and pages 6 and 8.
They include the following colours: full colour, full colour with white outlines, monochrome black, and monochrome white.

08 COLOUR LOGO VARIATION WITH WHITE OUTLINE

A full-colour RCAF Centennial logo variation with a white outline around the "100" will allow full-colour logo use on various backgrounds.

WITHOUT TAGLINE*

WITH TAGLINE, UNILINGUAL

YOUR AIR FORCE

VOTRE FORCE AÉRIENNE

WITH TAGLINE, BILINGUAL

YOUR AIR FORCE
VOTRE FORCE AÉRIENNE

VOTRE FORCE AÉRIENNE
YOUR AIR FORCE

WITH YEARS

1924-2024

WITH TAGLINE & YEARS, UNILINGUAL

YOUR AIR FORCE
1924-2024

VOTRE FORCE AÉRIENNE
1924-2024

WITH TAGLINE & YEARS, BILINGUAL

YOUR AIR FORCE
VOTRE FORCE AÉRIENNE
1924-2024

VOTRE FORCE AÉRIENNE
YOUR AIR FORCE
1924-2024

Royal Blue background

Graphic or textured background

Red background

*As illustrated above, the logo variation can be on any background without considering contrast or legibility requirements.

All approved RCAF Centennial logo versions are outlined on this page and pages 6 and 7.
They include the following colours: full colour, full colour with white outlines, monochrome black, and monochrome white.

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LOGO APPLICATION

COLOUR & CONTRAST

Contrast between the logo and its background should be prioritized at all times.

When using the colour logo version, the space behind the red maple leaf must be white.

Black and white monochromatic versions of all logos are available for a variety of applications.

COMMON APPLICATIONS

The white monochrome logo is often applied over the branded RCAF Centennial background, as seen throughout this guide.

Problem:
This version of the logo can only be used on a white background.

Problem:
This is not an approved logo (incorrect colours).

Potential solutions include:

(1) changing the colour of the background to white, or

(2) adding a white banner with appropriate padding behind the logo, or

(3) changing the logo version used and ensuring there is enough contrast between the image and the logo, or

(4) using the logo version with a white outline and ensuring there is enough contrast between the image and the text in the logo, or

(5) using the logo version with a white outline but no text. This version is for use on any background type.

SAFE AREA

Please ensure a minimum clear space equal to half the height of the maple leaf is around the logo at all times.

MINIMUM SIZE

The minimum acceptable horizontal dimension for reproducing the English logo is 25.4mm.

The minimum acceptable horizontal dimension for reproducing the French logo is 31.75mm.

25.4mm

31.75mm

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PRIMARY COLOURS

PRIMARY COLOURS

These are the colours used in the Centennial logo. They are the primary colours and are to be prioritized across all products, but primarily for applications of digital content.

ROYAL BLUE

PANTONE
287C
CMYK
C 100, M 81, Y 0, K 23
RGB
R 0, G 48, B 135
HEX
#003080

The British RAF roundel in blue, white and red was adopted by Canada to identify aircraft in service to the King or Queen prior to 1924. These colours make up the main RCAF visual identifier today.

RED

PANTONE
485C
CMYK
C 0, M 95, Y 100, K 0
RGB
R 218, G 41, B 28
HEX
#D2291C

The red maple leaf is one of the most recognized symbols for Canada's identity since the 19th century. The maple leaf used within the RCAF roundel was introduced in 1965 and continues to be a symbol of national pride.

COSMIC BLACK

PANTONE
282C
CMYK
C 94, M 81, Y 52, K 67
RGB
R 0, G 19, B 42
HEX
#00132A

Cosmic Black represents the RCAF's entry into space and the pathway to the stars.

WHITE

PANTONE
-
CMYK
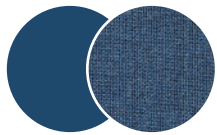C 0, M 0, Y 0, K 0
RGB
R 255, G 255, B 255
HEX
#FFFFFF

Red and white became Canada's official colours as a result of the proclamation of the Canada Coat of Arms by King George V in 1921. Like the national flag, the RCAF maintains a white background behind the maple leaf.

11 SECONDARY COLOURS

SECONDARY COLOURS

Secondary colours are meant to complement primary colours to develop print, promotional products and merchandise by offering a wider range of colours for brand application. Secondary colours are not to be used on their own—they must be accompanied by at least one primary colour.

TRUE BLUE	MARITIME BLUE	PEARL GREY	AIRCRAFT GREY 1	AIRCRAFT GREY 2	METALLIC SILVER
PANTONE 108-15C	**PANTONE** 7463 C	**PANTONE** 179-3C	**PANTONE** 179-13C	**PANTONE** 179-15C	Note: A silver metallic finish is to be prioritized over a light grey finish if the option is available (graphics, products, merchandise,...)
CMYK C 99, M 73, Y 33, K 17	**CMYK** C 99, M 81, Y 47, K 52	**CMYK** C 14, M 9, Y 9, K 0	**CMYK** C 64, M 57, Y 56, K 33	**CMYK** C 69, M 63, Y 62, K 57	
RGB R 31, G 72, B 109	**RGB** R 14, G 37, B 61	**RGB** R 217, G 219, B 221	**RGB** R 82, G 82, B 82	**RGB** R 53, G 53, B 53	
HEX #1F486D	**HEX** #0E253D	**HEX** #D9DBDD	**HEX** #525252	**HEX** #353535	

RCAF service dress reflects this mid-range blue that has been a traditional Air Force colour since the RCAF was first formed in 1924.

This deep blue/grey tone represents the maritime community in the RCAF and pairs well with the logo to make it pop.

This colour represents the embroidered silver wire or thread used in RCAF uniforms and aircrew flying badges.

Two tones of grey have been chosen for versatility in application that represent the colour of RCAF aircraft.

Two tones of grey have been chosen for versatility in application that represent the colour of RCAF aircraft.

Symbolic of the full wing metal flying badges awarded to RCAF aircrew upon graduation.

12 TYPEFACE

The typeface family for all communication materials is Calibri.

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!"§$%&/()=? @€©®™„"•——«»×÷†|

1234567890

ùûüÿàâæçéèêëïîôoe

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!"§$%&/()=? @€©®™„"•——«»×÷†|

1234567890

ùûüÿàâæçéèêëïîôoe

The quick brown fox jumps over a lazy dog.

Calibri Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ut neque eu orci varius euismod. Suspendisse lobortis feugiat nisl. Cras arcu eros, auctor nec venenatis eget, posuere non neque. Aliquam erat volutpat. Vestibulum condimentum blandit lectus cursus vulputate. Mauris eu pretium ipsum.

Calibri Regular

## **The quick brown fox jumps over a lazy dog.**

Calibri Bold

THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.

CALIBRI BOLD

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GRAPHICS:
ROTOR DESIGNS

PRIMARY GRAPHIC ELEMENTS
FOR BACKGROUNDS

These rotor styled graphics symbolise the
mechanics behind aircrafts and add visual
dynamism to the new RCAF Centennial logo.
The graphics can be incorporated in various
formats and compositions.
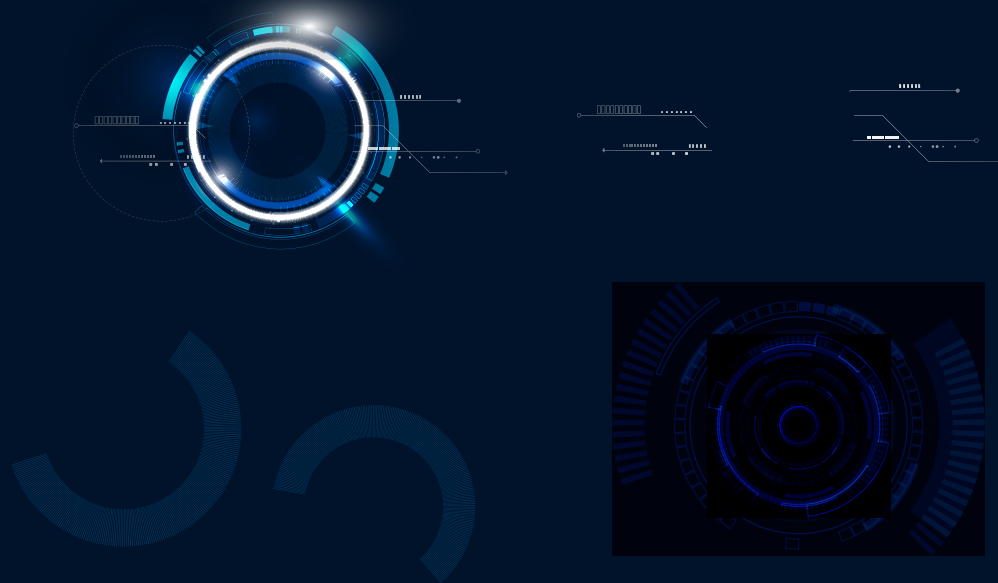
The primary compositions
as seen on the right are used as a
background element for formats
such as the PPT templates, posters
and social media graphics.

SECONDARY VISUAL ELEMENTS

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Note: Secondary elements should never interfere with or take attention away from the logo or other primary graphic elements. Rather, secondary graphic elements should only be used in situations where they complement primary graphic elements.

Adapted monochromatic Lines & Rotor Designs
If desired, the logo may be enhanced by integrating the rotor circle designs for use in print and promotional applications such as merchandise and give-aways.
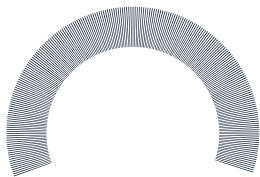
Lines
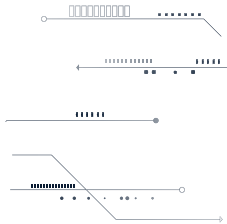
GRAPHIC TREATMENT
Transparency: 25-35% opacity*

Rotor Design

GRAPHIC TREATMENT
Transparency: 15-25% opacity**

The rotor design should never sit symmetrically (as pictured on the left). It should always be placed at an angle (examples are pictured on the right).

*To be determined by the designer according to the background, accompanying graphics, and print capabilities.

**If using both lines and rotor designs together, rotor designs are to be about 10% lower opacity than the lines.

GRAPHIC TREATMENT
Both elements are to be used only in a low-opacity white on a background that is dark enough to allow contrast between both.

15 SECONDARY VISUAL ELEMENTS

Earth in Space image has been licensed by D Air PA for use in digital products and can be incorporated into products by request.

Image Treatment:
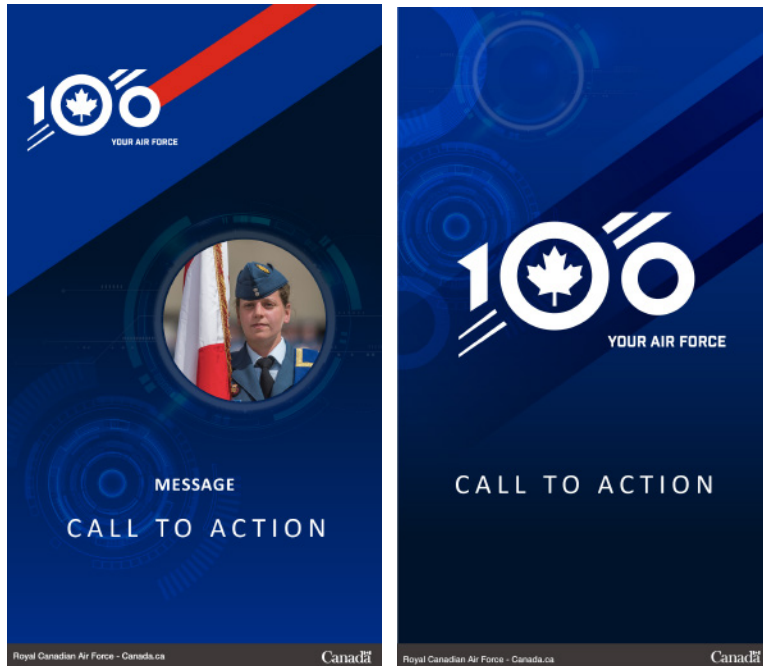Transparency: Lighten at 45% opacity

Incorporate angular shapes to add dynamism in the layout or to separate the logo from the imagery. As a rule of thumb, make sure the angle is the same as the angular shapes in the logo.

306°

16

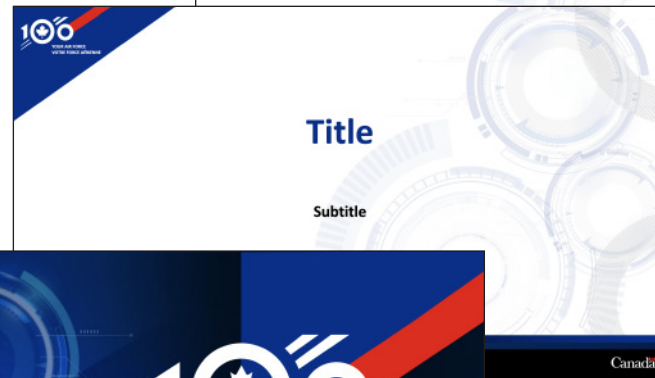# DIGITAL APPLICATION EXAMPLES

Instagram Stories
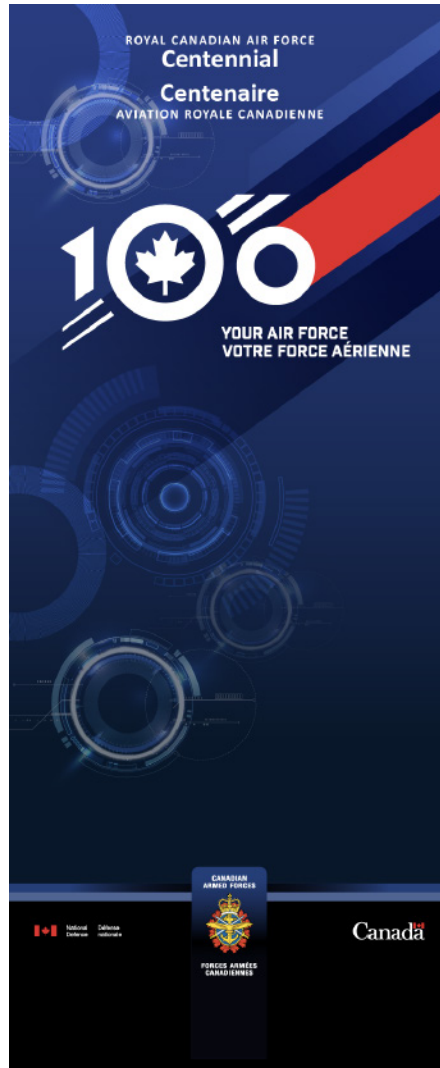

Phone Wallpaper

Profile Picture

Web Banners

POWERPOINT TEMPLATE APPLICATION

POSTER TEMPLATE APPLICATION

ROYAL CANADIAN AIR FORCE
Centennial 1924-2024

100
YOUR AIR FORCE

100
YOUR AIR FORCE
VOTRE FORCE AÉRIENNE

ENGLISH TAGLINE
ENGLISH TITLE

SLOGAN FRANÇAIS
TITRE FRANÇAIS

ROLL-UP & BACKDROP APPLICATION

Note: the colours of printed products such as these may appear differently in this guide due to different colour mode settings between print and digital products.

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EVENT
DISPLAY
APPLICATIONS

**FEATHER
BANNER**

**TENT
CANOPY**

TABLECLOTH

MULTIMEDIA PRODUCTIONS

A NOTE ON VIDEO PRODUCTIONS

All video productions must apply the standard animated graphics developed for the Centennial. A template is available for download and must be used to create a consistent visual identity for RCAF 2024.

RCAF Centennial Trailer

CONTACT INFORMATION

For questions related to this guide, support, or templates email us at:

RCAF2024-2024ARC@forces.gc.ca