Brand Standards Guide

The Red Deer Regional Airport

The Red Deer Regional Airport (RDRA) brand identity is important to our brand and our story. It is a reflection of who we are as an entity and as a community.

Our identity is, for many people, the first point of contact with our organization, and therefore it has a big role to play. Because our brand identity affects how we are perceived, it is important that the rules governing the use of these logo elements - as outlined in this document - are adhered to.

We have designed these Brand Guidelines to ensure we portray a unified, consistent and clear brand message across a wide range of communications. These guidelines were created to ensure consistency with RDRA's brands when reproducing and using the identity, building the awareness and reputation of our brand over time.

The brand guidelines also provide specific directions for those who want to use RDRA's brands in their own marketing initiatives.

It is important that the brand identity and all components of the design system can be used correctly and consistently over time, so that our audiences will recognize our brands and associate it with the vision and accomplishments of the Red Deer Regional Airport and it's affiliate brands.

Contents

1.0 Our Logo
Red Deer Regional Airport

The Red Deer Regional Airports logo change was brought about by the desire to utilize the diversity of our region and our steps toward future growth. The new logo brings back the original RDRA name, and stresses our ability to service and serve the region around us. With growth into larger markets and land development on the horizon, a fresh new look incorporating style and flair from our existing branding will allow us to put our best foot forward as we attract new business and expand our services.

RDRA is the main umbrella for all events and collaborations. The logo is bright, friendly and forward moving, reflecting the ongoing growth within Central Alberta and it's communities.

The colour palette must follow consistently throughout all marketing and advertising endeavors.

2.0 Color Variations

To maintain consistency in brand communications, The RDRA primary Logo and submark has been developed with a specific colour palette and optimized for reproduction on white, dark and busy backgrounds.

The logo and/or submark may be used on any colour background as full colour, greyscale or single colour applications.

Note: The colour logo is available in CMYK (Cyan, Magenta, Yellow, Black) for use in print applications, and RGB (Red, Green, Blue) for use in digital spaces.

full colour submark

greyscale submark

single colour submark

full colour primary logo

greyscale primary logo

single colour primary logo

2.1 Background Variations

To maintain consistency in brand communications, The RDRA Logo has developed each logo to be set within a white outlined environment which will allow for any usage, including dark and busy backgrounds.

single color primary logo

single color submark

dark & busy backgrounds

3.0 Protecting the Logo

It's important that the area surrounding the logo (and submark) be kept free of other graphic elements. This is to ensure that the logo is prominent and visible, and maintains the identity and impact of the brand. The minimum required clear space is defined as the same distance as the width of the R in Red Deer on all sides.

The RDRA logo begins to lose its readability when reduced below a certain size. Do not use a size smaller than the specified minimum as doing so, will decrease legibility.

When changing the logo size, ensure the proportions remain the same. **Never stretch or distort the logo in any way.**

clear space

SUB MARK

minimum size

0.5"   72px

clear space

PRIMARY LOGO

minimum size

1"   72px
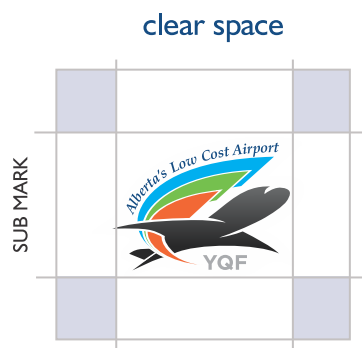
4.0 Improper Use

The Red Deer Regional Airport has been custom designed and should only be used according to brand guidelines. Artwork files are available in a variety of formats to accommodate every usage requirement. The primary logo, submark and all of its components should not be recreated or manipulated in any circumstances.

Do not alter or redraw the logo.

When resizing, ensure the proportions are not altered

Leave enough white space around the logo to give it room to breathe.

Use provided and approved artwork files only.

5.0 Brand Colours

The brand colour palette is made up of the four colours +black used in The RDRA logo and represent the core of our personality. The consistent use of these colours defines and reinforces our distinctive character and should be used, in some capacity, on all our brand materials.

Colour breakdowns are available in Pantone for universal colour matching, CMYK for print and RGB for digital use.

Color model variations

PMS: 654

C: 100 | M: 65 | Y: 0 | K: 35
R: 22 | G: 77 | B: 131

PMS: 376

C: 60 | M: 0 | Y: 100 | K: 0
R: 117 | G: 192 | B: 78

PMS: 2995

C: 100 | M: 0 | Y: 0| K: 0
R: 0 | G: 175 | B: 239

PMS: 179

C: 0 | M: 76 | Y: 100 | K: 0
R: 250 | G: 110 | B: 54

6.0 Typography

Typography is an extension of our brand's personality and plays a major role in creating a consistent look across all communications. Gotham was chosen because of its simplicity and contemporary type style that complements the direction of the RDRA logo and it's brand. This typeface is used extensively on all RDRA promotional materials for any main headings. For an any additional text font, please use either Humanist or Gill Sans. As a secondary font, please use Palatino Linotype, which is used in the slogan.

Primary header font | Gotham Reg

RED DEER | Red Deer

Secondary slogan font | Palatino Linotype

Alberta | ALBERTA

RED DEER
REGIONAL AIRPORT
Alberta's Low Cost Airport