

## Our logo

Our logo demonstrates both the historic strength of our organization and our bold future. It is clean, simple and balanced, showing our confidence and stature. The openness of the A gives a sense of a widening aperture. The wing symbol embedded in the design speaks to our roots as an aviation company, but also reflects our evolving direction as a high-technology company.

The logo consists of the letters 'CAE' in a bold, blue, sans-serif font. The letter 'A' is stylized with a wide, open top and a sharp, downward-pointing arrowhead at its base, which serves as a wing symbol. The 'C' is a simple, rounded shape, and the 'E' is a blocky, three-bar design.

# Primary logo and clear space

Our logo helps our audiences identify us. We never alter, modify, or recreate it, because doing so would dilute the value of our brand.

Our logo should always be taken from the electronic files provided as .ai, .png and .svg formats, and it should always be used in its entirety.

## Logo clear space

Our logo must be easily seen and recognized. Do not crowd it with other images or type.

The clear space around the logo should be, at a minimum, the width of the 'E' letterform.

## Our full colour logo



## Clear space



# Logo colour variations

The simplicity of our logo allows us to use it flexibly. Our logo can appear in Dark Blue, Bright Blue and white, (or in black for use when necessary due to printing limitations).

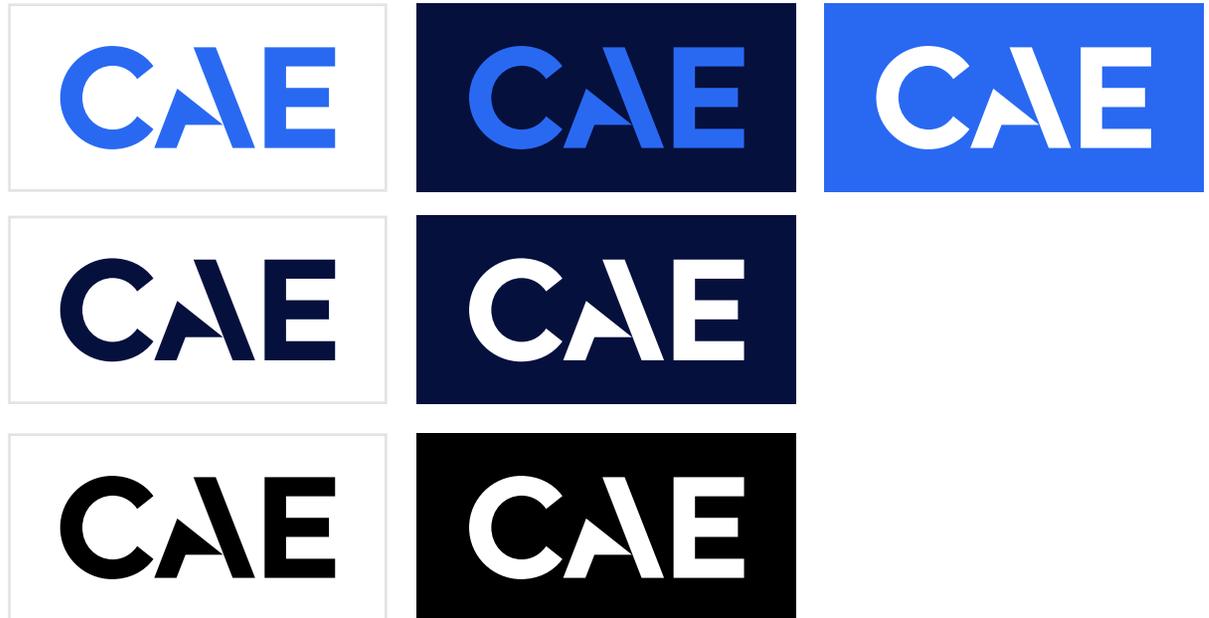
## Colour variations

- When on a white background, the logo can be used in Dark Blue or Bright Blue.
- When on a Dark Blue background, the logo can be used in Bright Blue or white.
- When on a Bright Blue background, the logo should only be used in white (not Dark Blue).
- Black logo on white should only be used when necessary.

## Logo on photography

When using our logo on photography, be sure to try to follow WCAG compliance as closely as possible to ensure proper colour contrast. Don't use our logo on photography that is overly busy.

## Colour variations



## Logo on photography



# Inappropriate use of our logo



Use only our selected colour options for the logo, including Dark Blue, Bright Blue, white or black and do not use multiple colours in the logo.



Ensure sufficient contrast. In digital contexts, ensure that the colour contrast passes WCAG compliance.



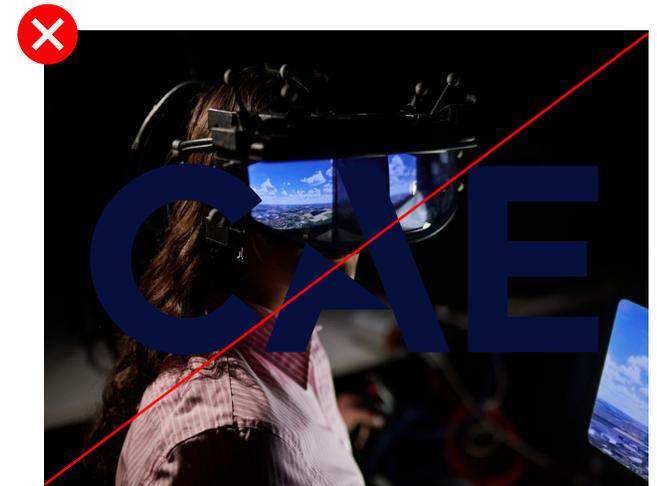
Do not use our logo on incorrect background colours.



Do not reposition or change our logo, and do not flip the 'A' in our logo.



Do not add visual effects, such as drop shadows, to our logo.



Do not use our logo over faces or on busy backgrounds.

# Our typography

Our typography enables a distinctive and recognizable visual voice for CAE. Our primary typeface is Red Hat Display. With its precise, engineered letterforms, it positions CAE as a high-tech and modern company. Red Hat Display is clean, confident and highly legible and works flexibly across our communications needs.

## Red Hat Display

### Light

AaBbCcDdEeFfGgHhIiJkKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz  
01234567890!@#\$%^

### Regular

AaBbCcDdEeFfGgHhIiJkKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz  
01234567890!@#\$%^

### Bold

AaBbCcDdEeFfGgHhIiJkKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz  
01234567890!@#\$%^

## Arial

### Regular

AaBbCcDdEeFfGgHhIiJkKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz  
01234567890!@#\$%

### Bold

AaBbCcDdEeFfGgHhIiJkKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz  
01234567890!@#\$%