BOMBARDIER
BRAND IDENTITY GUIDELINES
AT A GLANCE
The Evolution of Mobility

BOMBARDIER
the evolution of mobility

YOUR PERSONAL PROMISE

Many people have worked together to create Bombardier's
promise and visual identity. Now we must ask you to make
a promise of your own before you go any further.

"I commit to reading this document in its entirety and to applying
the brand attributes it describes to the best of my abilities."

THE EVOLUTION

OF MOBILITY

IS OUR BRAND

PROMISE.

A PROMISE

TO EVERYONE.

....

THE PROMISE

....

The Evolution of Mobility is about creating
better ways to move the world.

Transforming how millions of people get around
every day, by train and by plane.

We take the lead, and we deliver.

We're mobilizing the future in more than
60 different countries.

Investing in communities around the globe
to break new ground.

After all, The Evolution of Mobility
is all about what's next.

WRITING
THE PROMISE

THE EVOLUTION

OF MOBILITY.

Writing the promise: The Evolution of Mobility

You will probably mention The Evolution of Mobility at some point in your writing. When you do, remember that The Evolution of Mobility is written:

- Without the trademark symbol (™)
- All in lowercase when it appears as the tagline of the logo (the only instance where it appears all in lowercase)
- In title case when it does not appear as the tagline under the logo
- In Roman type, not in italic (we do not recommend italicizing the promise because it makes the copy look heavy and, therefore, more difficult to read)

In the legal trademark footer, The Evolution of Mobility appears without the ™, in title case and in italics.

VISUAL IDENTITY
Overview

Bombardier's branding platform is made up of five key elements:

Bombardier EoM logo
**Colour**
Photography
Graphic devices
Typeface

It takes all of them, in the right combination and the right dosage, to create global brand consistency. Brand integrity aside, there are innumerable ways to be creative within this platform and have fun. Consult the Brand manifesto at theevolutionofmobility.com to see how the visual identity can be expressed, and get inspired.

Magazine ad sample

Brochure sample
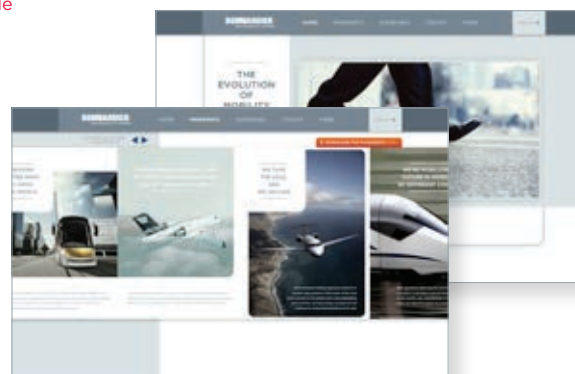
Website sample

LOGO
Preferred Version

The Bombardier EoM logo is the most fundamental part of our worldwide corporate identity. It is crucial to express our logo in a consistent manner across all channels of communication.

The logo comprises the Bombardier logo and its accompanying tagline, "the evolution of mobility".

It is the preferred version of the logo. Exceptions will be made for specific applications only.

Note:
The preferred version is a white logo on the Main colour (PMS 7544) background.

Unlike this example can lead to believe, never place the logo in a box.

The Bombardier EoM logo is available in other languages (see page 2.02.07).

PREFERRED VERSION – WHITE LOGO ON MAIN COLOUR (PMS 7544)

BOMBARDIER
the evolution of mobility

BOMBARDIER LOGO

BOMBARDIER

TAGLINE

the evolution of mobility

LOGO
Other Versions

If the use of the preferred version (white Bombardier EoM logo on Main colour background) is impossible, you may use the black logo or its reversed application.

OTHER VERSION – POSITIVE

BOMBARDIER
the evolution of mobility

OTHER VERSION – REVERSED (EXCEPTIONAL USE)

BOMBARDIER
the evolution of mobility

LOGO
Official Colours

The Bombardier EoM logo should be either black or white. Reproduce the logo in these colours only.

Here are the colour recipes for black as well as our Main colour (PMS 7544), which is used in the preferred version of the logo (see page 2.02.01).

Note:
The preferred version is a white logo on the Main colour background. Never place the logo in a box.
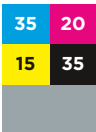
PREFERRED
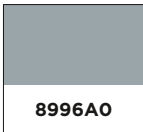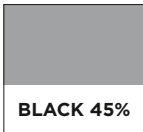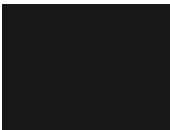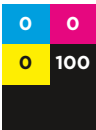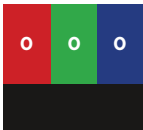
BOMBARDIER
the evolution of mobility

POSITIVE

BOMBARDIER
the evolution of mobility

REVERSED (EXCEPTIONAL USE ONLY)

BOMBARDIER
the evolution of mobility

	Spot colour		4-colour	RGB	HTML	Gray scale
	PANTONE 7544 Coated	PANTONE 7545 Uncoated	35 20 / 15 35	137 150 160	8996A0	BLACK 45%
	PANTONE BLACK		0 0 / 0 100	0 0 0	000000	

LOGO
Languages

Use the Bombardier EoM logo in the language appropriate to the material being deployed.

Available versions
• English
• French
• Spanish

Only use existing logo files; do not attempt to recreate the logo under any circumstance.

Download all versions from theevolutionofmobility.com or bombardier.com under Media Centre.

ENGLISH VERSION

BOMBARDIER
the evolution of mobility

FRENCH VERSION

BOMBARDIER
l'évolution de la mobilité

SPANISH VERSION

BOMBARDIER
la evolución de la movilidad

LOGO
Position of the Tagline

The distance between the Bombardier logo and the tagline's base line is one-third the height of *B*. The tagline begins at the *M* in BOMBARDIER.

POSITION OF THE TAGLINE
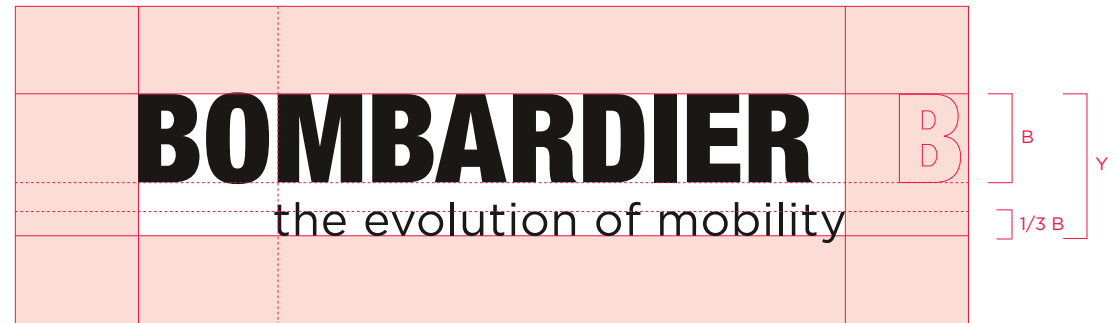
LOGO
Clear Space

The Bombardier EoM logo appears in a wide variety of communication materials and some of them are very busy visually.

The Bombardier EoM logo requires a minimum clear space around it so that it can be clearly recognized, no matter what the context.

No other visual element should encroach on the minimum clear space, including text, imagery, shapes or texture.

Use the height of the capital *B* to set the minimum clear space above and below the logo and use twice the width of the *B* for either side.

MINIMUM CLEAR SPACE

Note:
Center the logo from *B* to *y*, in applications where it is needed.

LOGO
Minimum Size

To retain visibility, the Bombardier EoM logo's minimum size, established by the width of the Bombardier logo, should be maintained.

The minimum width of the Bombardier EoM logo is 25.4 mm/1" for any version of the logo (preferred, positive or reversed).

Make sure to respect the minimum clear space rule, no matter what the size of the logo.

MINIMUM AUTHORIZED SIZE – PREFERRED VERSION

25.4 mm
1"

BOMBARDIER
the evolution of mobility
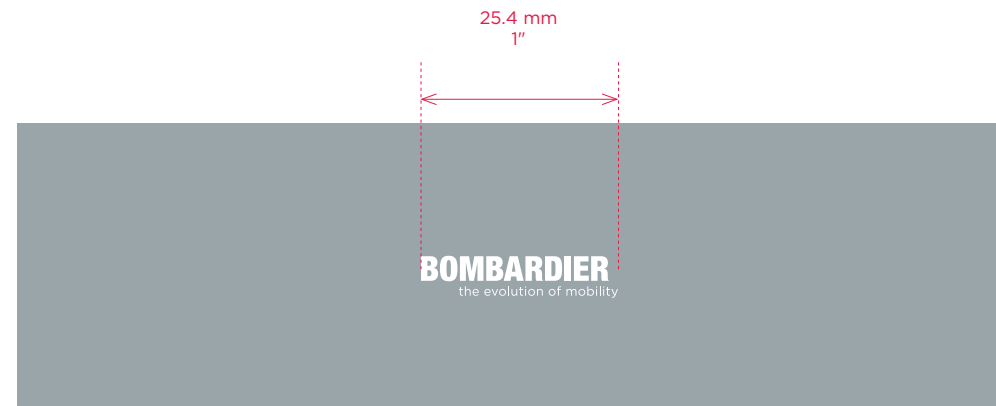
MINIMUM AUTHORIZED SIZE – POSITIVE VERSION

25.4 mm
1"

BOMBARDIER
the evolution of mobility

LOGO
Dos and Don'ts

Dos

The white version of the Bombardier EoM logo should be used on the Main colour (PMS 7544), unless it is positioned directly on photography (see page 2.02.12).

Don'ts

Do not modify the logo under any circumstances, no matter how small the change. Below are examples of manipulations that compromise our logo's integrity.

YOU MAY NEVER:

1. Change the typeface.
2. Modify the logo colours.
3. Use the logo without the tagline (unless otherwise specified).
4. Place the logo on background colours other than those specified in these guidelines.
5. Encroach on the minimum clear space.
6. Stretch or skew the logo.
7. Change the layout of the elements.
8. Place the logo inside a geometric shape.
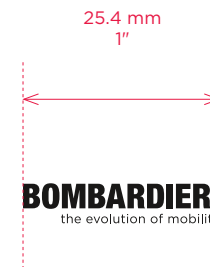9. Create a box around the logo.
10. Use two language versions of the logo side by side.
11. Use black logo on white background on picture.
12. Outline the letters in the logo.

DOs

Use the white version of the logo on PMS 7544.

DON'TS

1. Change the typeface.
2. Modify the logo colours.
3. Use the logo without the tagline (unless otherwise specified)
4. Place the logo on background colours other than those specified in these guidelines.
5. Encroach on the minimum clear space.
6. Stretch or skew the logo.
7. Change the layout of the elements.
8. Place the logo inside a geometric shape.
9. Create a box around the logo.
10. Use two language versions of the logo side by side.
11. Use a black logo in a white box on picture.
12. Outline the letters in the logo.

LOGO
Sponsorship
Applications

The only time the Bombardier EoM logo may appear on a background colour other than the Main colour (PMS 7544), white or black (see pages 2.02.01 and 2.02.02) is in the context of sponsorship materials.

In this instance, choose the logo colour (white or black) that works best with the background.

Never place the logo in a box, and respect the two *B* minimum clear space rule when placing the logo.

Note:
In situations where space for design is limited, you can use a minimum clear space of one *B* but it is best to avoid this situation.

OPTIMAL PLACEMENT

⭕Logotype ⚫LOGOTYPE ⬛**Typelogo** ▲**TYPELOGO**
▲**TYPELOGO** ⬛**Typelogo** ⭕Logotype **BOMBARDIER**
the evolution of mobility

ALTERNATIVE PLACEMENT

⭕Logotype ⚫LOGOTYPE ⬛**Typelogo** ▲**TYPELOGO**
▲**TYPELOGO** ⬛**Typelogo** ⭕Logotype **BOMBARDIER**
the evolution of mobility

COLOURS
Overview

The primary colour palette represents Bombardier's evolved and innovative products and services, while the secondary colour palette represents the human element of mobility.

Primary palette
MAIN COLOUR (PMS 7544)
This is the dominant colour for all communications. Adjust the colour composition of all photos to strongly feature the Main colour and give the product a sleek, sophisticated look.

The other colours of
the primary palette are:
• PMS 7547
• PMS 7541

Secondary palette
• PMS 534
• PMS 199
• PMS 145
• PMS 377
• PMS 7536

Use these colours to accent people (clothes, accessories, footwear, etc).

COLOUR PALETTE

PMS 7544	PMS 7547
	PMS 7541
	PMS 534
	PMS 199
	PMS 145
	PMS 377
	PMS 7536
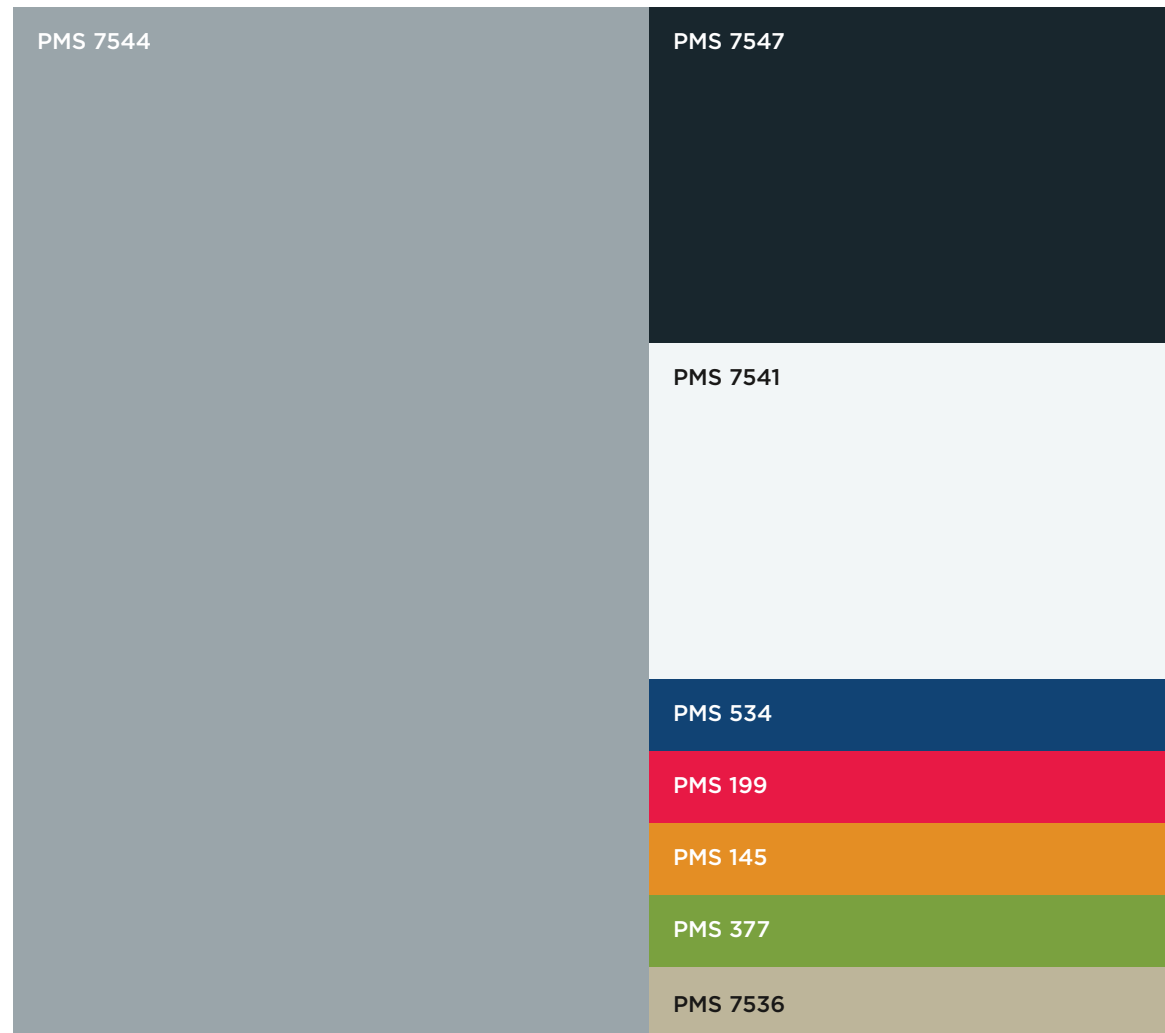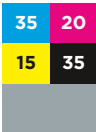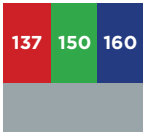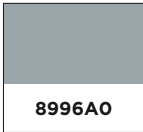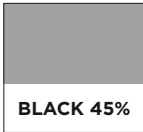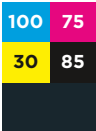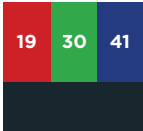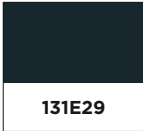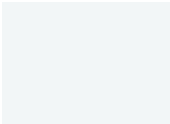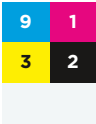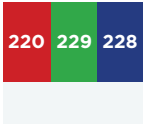
COLOURS
Primary Palette

Three colours compose the primary palette: the Main colour (PMS 7544), a lighter version (PMS 7541) and a darker version (PMS 7547).

RECIPES

	Spot colour		4-colour	RGB	HTML	Gray scale
	C PANTONE 7544 Coated	U PANTONE 7545 Uncoated	35 20 / 15 35	137 150 160	8996A0	BLACK 45%
	PANTONE 7547		100 75 / 30 85	19 30 41	131E29	
	PANTONE 7541		9 1 / 3 2	220 229 228	DCE5E4	
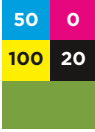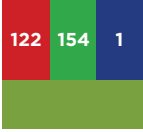
COLOURS
Secondary Palette

The secondary colour palette is designed to complement the primary palette and bring attention to the subject being highlighted.

For example, the secondary palette can be used to put more focus on body copy, make layouts more dynamic and accentuate people in photography.

RECIPES

	Spot colour	4-colour		RGB		HTML
	PANTONE 534	100 85 / 30 20		25 54 93		19365D
	PANTONE 199	0 100 / 72 0		213 0 50		D50032
	PANTONE 145	0 50 / 100 8		202 119 0		CA7700
	PANTONE 377	50 0 / 100 20		122 154 1		7A9A01
	PANTONE 7536	11 13 / 30 32		166 159 136		A69F88

GRAPHIC DEVICES
Overview

The window
Bombardier is a window on the world – a world that connects people and places through inspired engineering. Shared by both planes and trains and symbolizing the human benefits of the product, the window shape is our main graphic device.

The window is used in three different ways:
• Photo window
• Window frame
• Idea window

The dotted line
The dotted line demonstrates movement and is used with titles and other key messaging elements.

Photo window
Photos with rounded edges.

Window frame
Stroked outline with no image inset.

Idea window
Title text insets knock out in white or PMS 7544.
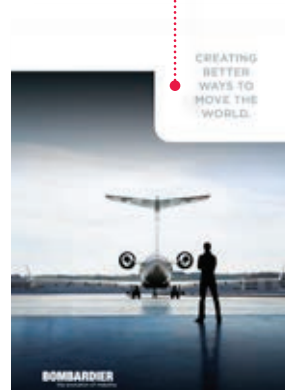
Dotted line
Sandwiches important copy or headlines.

GRAPHIC DEVICES
Photo Window

One application of the photo window is to frame photos.

The photo window plays a dominant role in the brand's visual identity and an important part in primary communication pieces (e.g., brochure covers).

The photo window is a box with rounded corners that is no smaller than 13 mm/0.5" in radius. Make sure the photo fills the box completely.

PHOTO WINDOW

Bleeds off right edge (as desired)

Radius: 13 mm/0.5"

THE FASTEST WAY TO SAVE THE PLANET

ZEFIRO

Operating in more than 60 countries around the world – with manufacturing bases in 29 of those – we are leading innovation in aerospace and rail transportation. As the world's only manufacturer of both planes and trains, our dual focus gives us a unique advantage. And we are using it to change the future of mobility.

www.innotrans.bombardier.com

BOMBARDIER
the evolution of mobility

GRAPHIC DEVICES
Window Frame

The window frame is a graphic shape that frames and focuses attention on key visual elements of your communications. The window frame can also be used as a decorative element.

Window corner radius
Window frames should never have a corner radius smaller than 13 mm/0.5″.

Line thickness
In a photo-heavy setting (see fig. 1) use a thick line. The rule is 20 pt. for the A4 and letter format.
In a text-heavy setting (see fig. 4) use a thin line (never less than 3 pt.).
For larger out of home (OOH) applications, increase the line thickness proportionally.

Frame colour
You can only use one of the colours from the primary palette (PMS 7544, 7541 or 7547) or white (reversed application). No other colours are permitted.

You can move the photo window in and out of the page frame. It can bleed off one, two, three or all edges depending on the content and desired composition.

CORRECT USE OF THE WINDOW FRAME

The window frame brings attention to the title within it.

Radius: 13 mm/0.5″
Thickness: 20 pt.
Colour: White

1

The window frame brings attention to the text within it, which is an excerpt from the body copy.

Radius: 13 mm/0.5″
Thickness: 8 pt.
Colour: PMS 7547
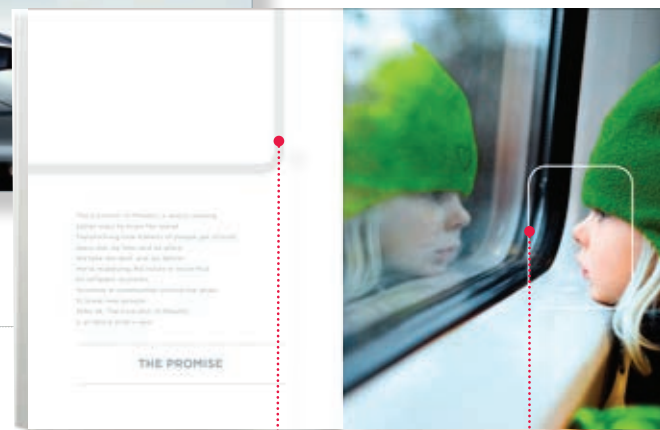
2

The window frame breaks up the white space above the text without adding visual complexity.

Radius: 13 mm/0.5″
Thickness: 20 pt.
Colour: PMS 7541

3

The window frame focuses attention on the child's face.

Radius: 13 mm/0.5″
Thickness: 3 pt.
Colour: White

4

GRAPHIC DEVICES
Idea Window

The idea window borrows from both the photo window and the window frame. However, its specific purpose is to highlight ideas and quotes from the text.

Use only one of the colours from the primary palette (PMS 7544, 7541 or 7547) or white.

Use the idea window sparingly. Overuse will lessen the impact of the important messages being communicated.

Avoid using the idea window twice in the same two-page layout. It should be properly balanced with the other elements.

CORRECT USE OF THE IDEA WINDOW

CREATING BETTER WAYS TO MOVE THE WORLD.

The background is white.

CREATING BETTER WAYS TO MOVE THE WORLD.

The background is PMS 7544.

GRAPHIC DEVICES
Dotted Line

Use the dotted line to add emphasis to titles and key copy points. The dotted line has strict rules for its application to ensure a proper balance of page elements.

Length of the dotted line
For titles: the dotted line should ideally be 20% shorter than the longest line of text. Example: if the longest line is 60 mm /2″ long, the length of the dotted line will be 48 mm/1.6″ (60 mm x 0.8)/(2″ x 0.8).

For key copy points: The dotted line is equal to the column or the paragraph copy.

Size of the dots
Divide the font size by 10 to calculate the dot size. Example: if the text is set in 20 pt., the dotted line is 2.0 pt. Text smaller than 18 pt. should not use the dotted line.

Distance between the dotted line and the text
This distance is equal to the character height. Example: if the font is 18 pt., the character height will be 18 pt. x 0.7 = 12.6 pt. The dotted line should therefore be 13 pt (rounded to the nearest integer). Also, never use a single dotted line, always use them in pairs.

CORRECT USE FOR A TITLE

Y
(X x 0.8 = Y)

INNOVATIVE SOLUTIONS IN THE TRANSPORTATION INDUSTRY

X

The size of the dots are calculated as follows:
(Size of typeface) ÷ 10 = (size of dots)
Minimum size: 2 pt.

GRAPHIC DEVICES
Dotted Line (cont.)

Colour
The dotted line can be in the Main colour (PMS 7544) or in white.

EXAMPLE

**INNOVATIVE SOLUTIONS
IN THE TRANSPORTATION INDUSTRY**

For titles, the dotted line is 20% shorter than the longest line of text

One step forward

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas.

Achieving results

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum

For key copy points, the dotted line is equal to the column or the paragraph copy.

SED QUIA NON NUMQUAM EIUS MODI TEMPORA INCIDUNT.

TYPEFACE
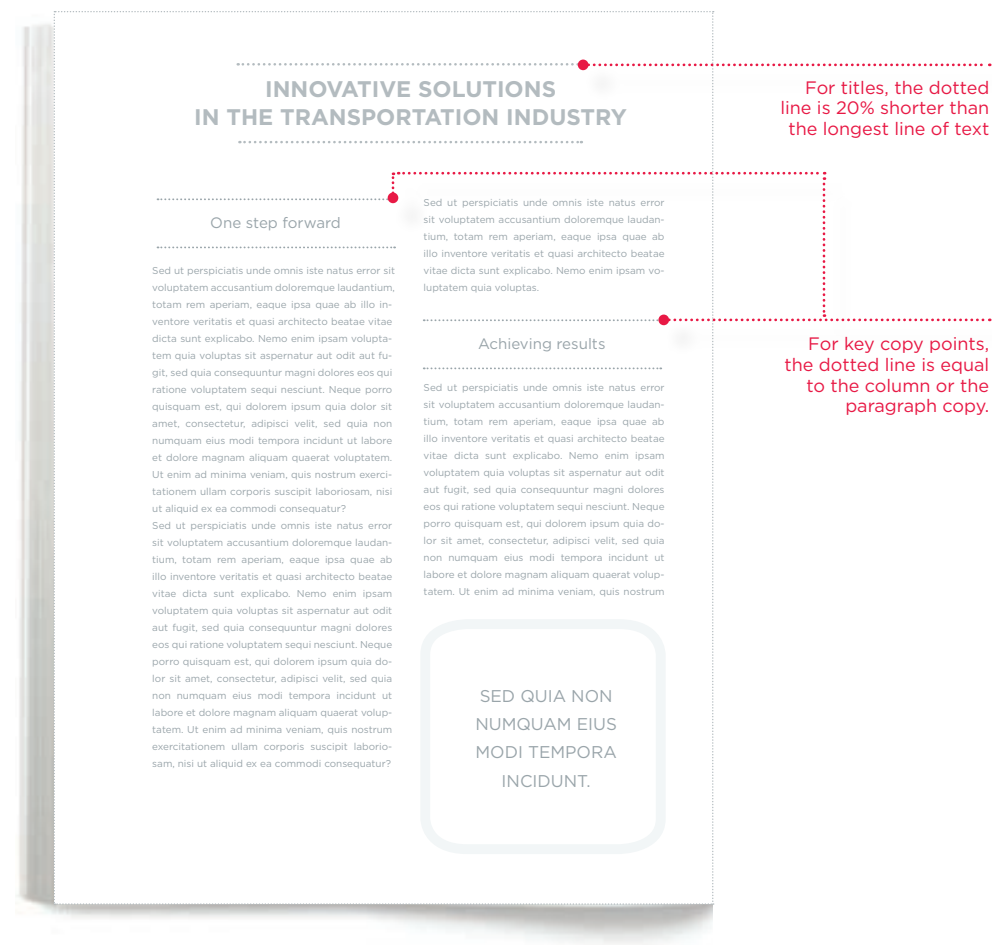## Overview

Typography plays a huge role in bringing a sense of continuity and consistency to our communications.

The Gotham font is used for all marketing communication purposes. We chose the Gotham typeface family for its straightforward yet assertive feel. Modern, clean-chiselled and efficient, Gotham embodies The Evolution of Mobility. Its streamlined simplicity reflects the elegant designs that we produce every day.

Note that the Gotham font is not installed with MS Office and will not be deployed internally. For all internal and web-based communications, use the Arial font. For more information on the Arial font, refer to the Substitute typeface section.

GOTHAM

Gotham Thin. Lorem ipsum dolor
Gotham Extra Light. Lorem ipsum
Gotham Light. Lorem ipsum dolo
Gotham Book. Lorem psum dolo

Gotham Medium. Lorem ipsum
Gotham Bold. Lorem ipsum do
Gotham Black. Lorem ipsum do
Gotham Ultra. Lorem ipsum do

Note: the Gotham font is not installed with MS Office and will not be deployed internally. Use the Arial font for all internal communications. For more information, refer to the Substitute typeface section.

ARIAL REGULAR

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARIAL BOLD

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TYPEFACE
Substitute Typeface

The Gotham font is used for marketing purposes and is not installed with MS Office.

The Arial font is therefore used for internal and external documents created internally by employees.

ARIAL REGULAR

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARIAL BOLD

**abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

CONTACT
Brand Guardians

Bombardier evolves and so does its visual identity. Although these guidelines cover most applications, you might encounter a situation that is not addressed. You might also come across a problem that seems impossible to solve without breaking the rules, or you may require some help applying them.

In any case, contact our brand guardians to help you find a solution to any application challenge.

BOMBARDIER INC.

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