BOMBARDIER
BRAND IDENTITY GUIDELINES
AT A GLANCE
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 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.
THE EVOLUTION OF MOBILITY.

WRITING THE PROMISE

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.
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).
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

OTHER VERSION - REVERSED (EXCEPTIONAL USE)
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.

### Official Colours

<table>
<thead>
<tr>
<th>PREFERRED</th>
<th>POSITIVE</th>
<th>REVERSED (EXCEPTIONAL USE ONLY)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="Logo" /></td>
<td><img src="image2.jpg" alt="Logo" /></td>
<td><img src="image3.jpg" alt="Logo" /></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Spot colour</th>
<th>4-colour</th>
<th>RGB</th>
<th>HTML</th>
<th>Gray scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 7544 Coated</td>
<td>PANTONE 7545 Uncolored</td>
<td>137 150 160</td>
<td>8996A0</td>
<td>BLACK 45%</td>
</tr>
<tr>
<td>Pantone 7544 Coated</td>
<td>Pantone 7545 Uncolored</td>
<td>0 0 0</td>
<td>8996A0</td>
<td>BLACK 45%</td>
</tr>
<tr>
<td>Pantone Black</td>
<td>Pantone Black</td>
<td>0 0 0</td>
<td>000000</td>
<td>000000</td>
</tr>
</tbody>
</table>
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.
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.
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.

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

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### COLOUR PALETTE

<table>
<thead>
<tr>
<th>PMS 7544</th>
<th>PMS 7547</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 7541</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>PMS 534</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 199</th>
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<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 145</th>
</tr>
</thead>
<tbody>
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<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 377</th>
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</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 7536</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>
Three colours compose the primary palette: the Main colour (PMS 7544), a lighter version (PMS 7541) and a darker version (PMS 7547).

<table>
<thead>
<tr>
<th>Spot colour</th>
<th>4-colour</th>
<th>RGB</th>
<th>HTML</th>
<th>Gray scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 7544 Coated</td>
<td>35</td>
<td>15</td>
<td>137</td>
<td>8996A0</td>
</tr>
<tr>
<td>PANTONE 7545 Uncased</td>
<td>20</td>
<td>35</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>PANTONE 7547</td>
<td>100</td>
<td>75</td>
<td>160</td>
<td></td>
</tr>
<tr>
<td>PANTONE 7541</td>
<td>30</td>
<td>85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PANTONE 7541</td>
<td>9</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.

**Table: COLOURS - Secondary Palette**

<table>
<thead>
<tr>
<th>Recipe</th>
<th>Spot colour</th>
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<th>RGB</th>
<th>HTML</th>
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<td>25 54 93</td>
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<td>4</td>
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</tr>
<tr>
<td>5</td>
<td>PANTONE 7536</td>
<td>11 13 30 13</td>
<td>166 159 136</td>
<td>A69F88</td>
</tr>
</tbody>
</table>
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.
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.
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

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: 3 pt.
   Colour: White

3. The window frame focuses attention on the child’s face.
   Radius: 13 mm/0.5"
   Thickness: 20 pt.
   Colour: PMS 7541
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.
**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.

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**CORRECT USE FOR A TITLE**

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

Minimum size: 2 pt.
Colour
The dotted line can be in the Main colour (PMS 7544) or in white.

EXAMPLE

One step forward

SED QUIA NON NUMQUAM EIUS MODI TEMPORA INCIDENT.

Achieving results

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

For key copy points, the dotted line is 20% shorter than the longest line of text.
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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 dolor
Gotham Book. Lorem ipsum dolor
Gotham Medium. Lorem ipsum
gotham Bold. Lorem ipsum dolor
gotham Black. Lorem ipsum dolor
gotham Ultra. Lorem ipsum dolor

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
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
```
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.

**CONTACT**

**Brand Guardians**

Bombardier INC.

Lorraine Ste-Marie  
Senior Coordinator, Publications  
Public Affairs  
lorraine.stemarie@bombardier.com  
Tel.: +1 514 861 9481, ext. 13256

Bombardier COMMERCIAL AIRCRAFT

Elisa Sur  
Senior Advisor  
Marketing Communications and Branding  
elisa.sur@aero.bombardier.com  
Tel.: +1 416 373 7931

Bombardier BUSINESS AIRCRAFT

Rita Semaan  
Senior Advisor  
Marketing Communications and Branding  
rita.semaan@aero.bombardier.com  
Tel.: +1 514 855 7237

Bombardier AEROSTRUCTURES AND ENGINEERING SERVICES

Lisa Neufeld  
Senior Advisor, Communications  
lisa.neufeld@aero.bombardier.com  
Tel.: +1 514 855 7639

PRODUCT DEVELOPMENT ENGINEERING, AEROSPACE

Kathrine O’Neill  
Communications Advisor  
kathrine.o’neill@aero.bombardier.com  
Tel.: +1 514 855 5001, ext. 62219

Bombardier TRANSPORTATION

Karin Luke  
Group communications  
karin.luke@de.transport.bombardier.com  
Tel.: +49 30 98 607 1138  
Fax: +49 30 98 607 2013