

A nighttime photograph of a cityscape, likely Winnipeg, featuring illuminated buildings, streetlights, and a snow-covered ground. The scene is viewed from an elevated position, showing a mix of modern and older architecture. A prominent building in the foreground has a sign that reads "Citytv".

THE MAGIC IS IN THE LOOKS.

2021 FIR BRANDING GUIDELINES

the **W**innipeg FIR

the Winnipeg FIR

WE ARE WINNIPEG

Comprising the provinces of Saskatchewan, Manitoba and parts of western Ontario, the Winnipeg FIR covers the heart of Canada. The FIR is under the leadership of VATCAN, the Canadian division of the Virtual Air Traffic Simulation Network (VATSIM).

The Virtual Winnipeg FIR is not affiliated with NAV Canada, Transport Canada or any other governing bodies, excluding VATCAN and VATSIM.

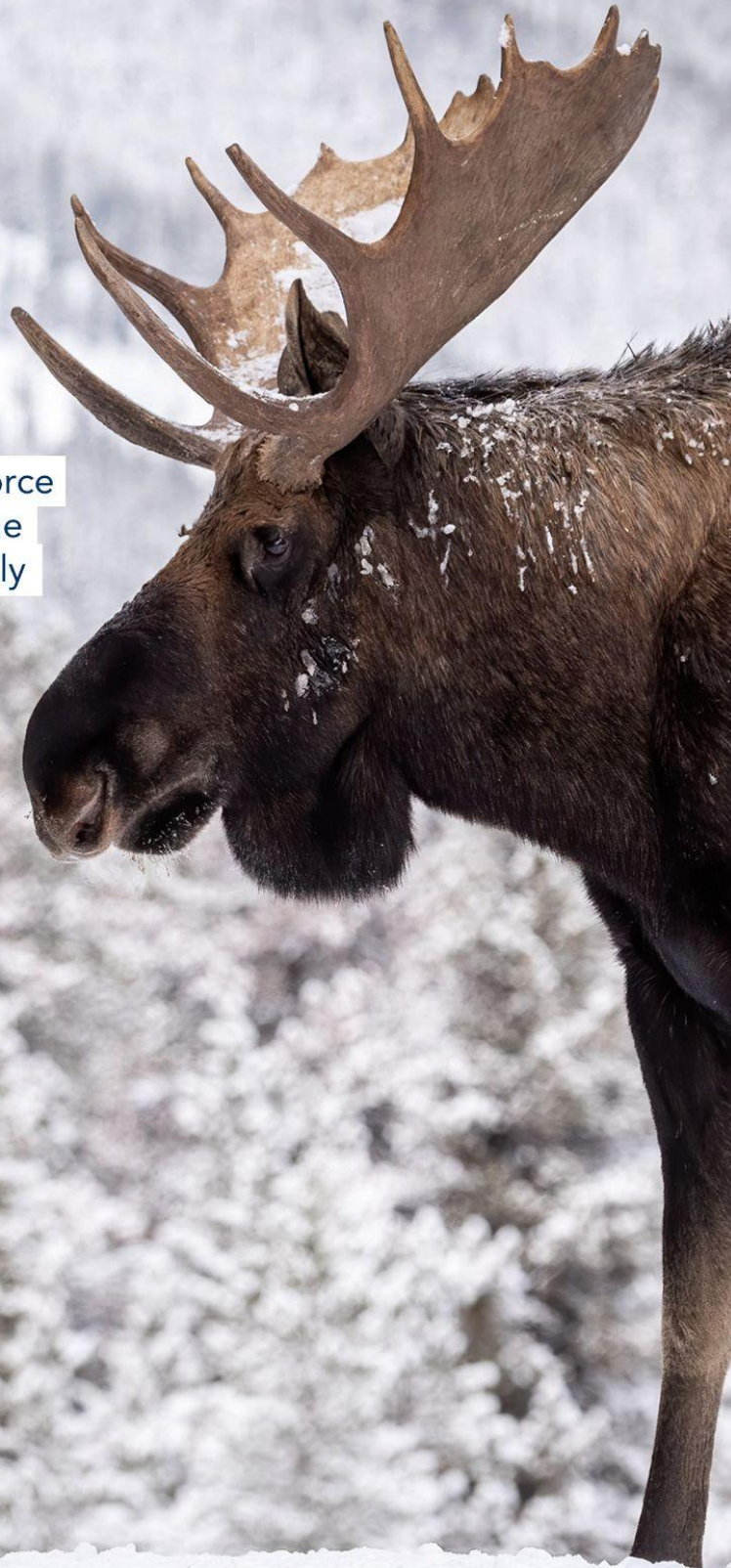
THE TEAM

The FIR staff of the Virtual Winnipeg FIR is built from all walks of life, and made up of members from as far away as Canada's Atlantic Coast. The current FIR Chief is Nate Power, who has been in the position since May 2019.

the Winnipeg FIR

**A logo that represents
the prairies.**

With the flashy, yet sleek and simple "Jet W" design, the FIR pays homage to the FIR's Royal Canadian Air Force history. The F-18 jet outline used is also the same used by the Winnipeg Jets hockey team, the only National Hockey League team in the FIR.



PRIMARY LOGO VARIATIONS

MAIN WORDMARK



LETTERHEAD LOGO



TRAINING LETTERHEAD



MERCHANDISE WORDMARK



ICON "W" VARIATIONS



BRANDING USAGE

APPROVED BRANDING MODIFICATIONS

DO use the primary logo on white backgrounds, or the white primary logo on appropriate non-white/transparents backgrounds.



DO use the blue icon "W" logo when a square or circle-style shape is required, or the white icon on appropriate non-white/transparents backgrounds.



DO use the established exclusion zones, equal to the first "leg" of the "W" at all times.



PROHIBITED BRANDING MODIFICATIONS

DO NOT fill in any portions of the logo.



DO NOT use the branding on a background with a similar colour, or that contain similar colours to the specific logo in use.



DO NOT stretch the logo that is disproportionately.



DO NOT remove any part of the logo.



DO NOT use colours that are not part of the Winnipeg FIR colour scheme, or are not part of the logo already.



DO NOT rotate or flip any part of or all of the logo.



OTHER PROHIBITED CHANGES:

DO NOT use the logo on material such as merchandise, or any non-approved marketing materials.

DO NOT use the icon "W" logo when a standard wordmark or letterhead logo will work more effectively.

DO NOT abandon the logo's exclusion zone for any reason whatsoever.

THE COLOURS



Winnipeg Blue

Hex #013162 | Pantone Type 648 C | C38% M19% Y0% K62%



Ice White

Hex #ffffff | Pantone Type 115-1 U | C0% M0% Y0% K0%



Prairie Gold

Hex #f2d600 | Pantone Type 3695 C | C0% M12% Y100% K5%

TYPOGRAPHY

Winnipeg FIR Logo and Main Branding - **Avenir**

Winnipeg FIR Communications & Documentation - **Cabin**

Winnipeg FIR Website - **Arimo**

REFERENCES

Winnipeg FIR Branding Resources

<https://winnipegfir.ca/branding>

Winnipeg FIR Branding Guidelines

<https://winnipegfir.ca/policies>

QUESTIONS? CONTACT US.

For any questions, comments or requests regarding branding, please contact the FIR Chief of the Virtual Winnipeg FIR:

Nate Power

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