

We Are

# Winnipeg



2025 Branding Guidelines

# 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, with members from across the country. The current FIR Chief is Kathryn Dudeck, who has been in the position since January 2025.

# the Winnipeg FIR

## A brand built for the prairies.

With the flashy, yet sleek and simple "Jet W" design, the FIR pays homage to central Canada's Air Force history. The F-18 shape also mimicks the logo of the Winnipeg Jets hockey team, the FIR's only major National Hockey League franchise.



## PRIMARY LOGO VARIATIONS

### MAIN WORDMARK



### LETTERHEAD LOGO



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## ICON "W" VARIATIONS



# the Winnipeg FIR

## BRANDING USAGE

### APPROVED BRANDING MODIFICATIONS

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



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**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.



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**DO** use the established exclusion zones, equal to the width of the letter “i” at all times.



# the Winnipeg FIR

## PROHIBITED BRANDING MODIFICATIONS

**DO NOT** fill in any portions of the logo.



**DO NOT** stretch the logo that is disproportionately.



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



**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** remove any part of the logo.



**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 Winnipeg FIR

## THE COLOURS



### Deep Sky Blue

Hex #0122b44 | Pantone Type 560 C | C20% M10% Y0% K73%



### Classic 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 - **Gilroy**

(Can be found [here](#).)

Winnipeg FIR Communications & Documentation - **Cabin**

(Can be found [here](#).)

Winnipeg FIR Website - **Arimo**

(Can be found [here](#).)

# the Winnipeg FIR

## Winter Branding

During winter months\* the alternative “Winterpeg” branding can be used as a fun way to spice up marketing.



### Allowed Use Cases

- Social Media Posts
- Event Posters - Must include one of the following in addition to the “Winterpeg” branding:
  - Letterhead Logo
  - Main Wordmark
- Discord Server Banner
- Anything else approved by the FIR Chief or Deputy FIR Chief

### Prohibited Use Cases

- Discord Server Icon
- Any and all official non-event related documents or policies created by or for the Virtual Winnipeg FIR
- Anything else as directed by the FIR Chief or Deputy FIR Chief

\*Winter months are considered November through March or as otherwise directed by the FIR Chief or Deputy FIR Chief.

# the Winnipeg FIR

## 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 or Deputy FIR Chief of the Virtual Winnipeg FIR:

Kathryn Dudeck | FIR Chief  
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