

Graphic Standards



VERSION 1.0 _____ DECEMBER 2024

Logo

02



Principal Versions

Our logo consists of a “Y” and a dot above it, representing a traveller, symbolizing openness and receptivity. This person is beaming with joy and positivity, embodying the warm spirit of our community. The blue of the dot evokes the sky and our northern environment, while recalling the nuances of ice and our vast stretches of water.

Our principal logo comes in two colours: blue for the dot above the “Y” and black for the typography. It also exists in a two-colour reversed version and a totally white version. It is crucial to choose the version that provides the best visual contrast for the background used, in order to ensure optimal legibility. There is also an all-black version of our logo, **reserved exclusively** for black-and-white print documents.

For communications in French, consult our French standards guide.

Other Versions

Various declensions of our logo enable optimal visibility and coherence for a given communication context. The logo is available in French, in English and in a bilingual version. Each version is further differentiated in landscape and portrait orientations, for each colour scheme. The landscape version must always be favoured, with the portrait version reserved for when horizontal space is limited and does not allow the proper safe space.

There is a simplified version of our logo with the code YQB and the dot. This lighter, dynamic variant is reserved strictly for specific uses: inside the airport terminal, on internal documents, as a graphic element in PowerPoint presentations and on promotional items.

Moreover, a version used for advertising replaces “Aéroport international Jean-Lesage de Québec” with the slogan “*Le plus petit des grands aéroports*” (The smallest of the great airports). This version may be used only when the public is already familiar with its association with Québec City Jean Lesage International Airport, in order to preserve its identity. For example, it can appear on signage inside the airport terminal or on the secondary pages of official documents, situations where passengers already recognize what it represents.



Bilingual version – landscape



Bilingual version – portrait



English version – portrait



Simplified version



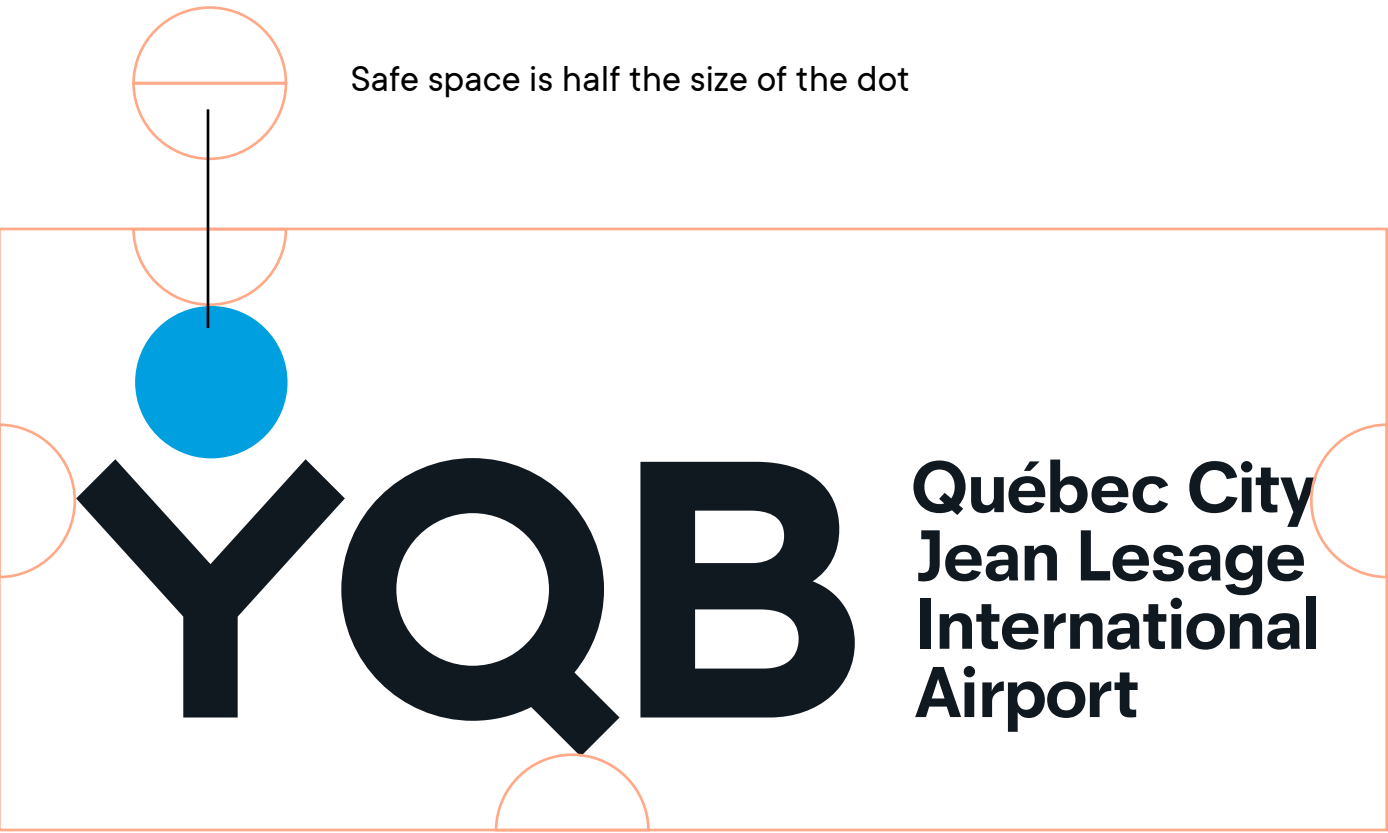
Slogan version

Safe Space

The safe space refers to an area around the logo that must remain free of any visual element or clutter in order to maintain our logo’s legibility. It is crucial that this space be respected at all times to ensure optimal visibility. The safe space corresponds to half the size of the dot, and is applicable to all versions. Its consistent use guarantees that our visual identity remains clear and impactful in all our communications.

Minimum Size

A minimum size guarantees our brand and logo are clear, easily distinguishable and legible across all communications.



Minimum size of logo with nomenclature



Minimum size for simplified logo



Incorrect Uses

It is critical that the logo preserve its integrity, so that our image remains coherent and professional. In no case shall the logo be modified, distorted or used in contexts likely to arouse negative brand perception. Any change, be it total or partial, of the airport's name is prohibited. Inappropriate usage could weaken the visual identity and compromise the logo's visibility and legibility. Here are some examples of incorrect uses.



PROHIBITED to change the colours of the logo and the dot.



PROHIBITED to change the size of the dot.



PROHIBITED to move the dot.



PROHIBITED to distort the logo.



PROHIBITED to change logo proportions.



PROHIBITED to apply effects to the logo.



PROHIBITED to reverse or replace any colours.



PROHIBITED to use the logo on a busy background.

Typography

03

TT Commons

The font TT Commons was chosen for its harmonious blend of modernity, legibility and versatility, indispensable attributes for reflecting YQB's visual identity. It fits in with our desire to achieve graphic coherence and clarity in our communications, while offering a flexibility of use across different supports. This typography is to be used for print supports and the Web alike, and comes in 18 styles, thus ensuring a wide array of options.

Alternative font

When use of TT Commons is not possible, it may be replaced with Arial.

TT Commons Thin
TT Commons Thin Italic
TT Commons ExtraLight
TT Commons ExtraLight Italic
TT Commons Light
TT Commons Light Italic
TT Commons Regular
TT Commons Italic
TT Commons Medium

TT Commons Medium Italic
TT Commons DemiBold
TT Commons DemiBold Italic
TT Commons Bold
TT Commons Bold Italic
TT Commons ExtraBold
TT Commons ExtraBold Italic
TT Commons Black
TT Commons Black Italic

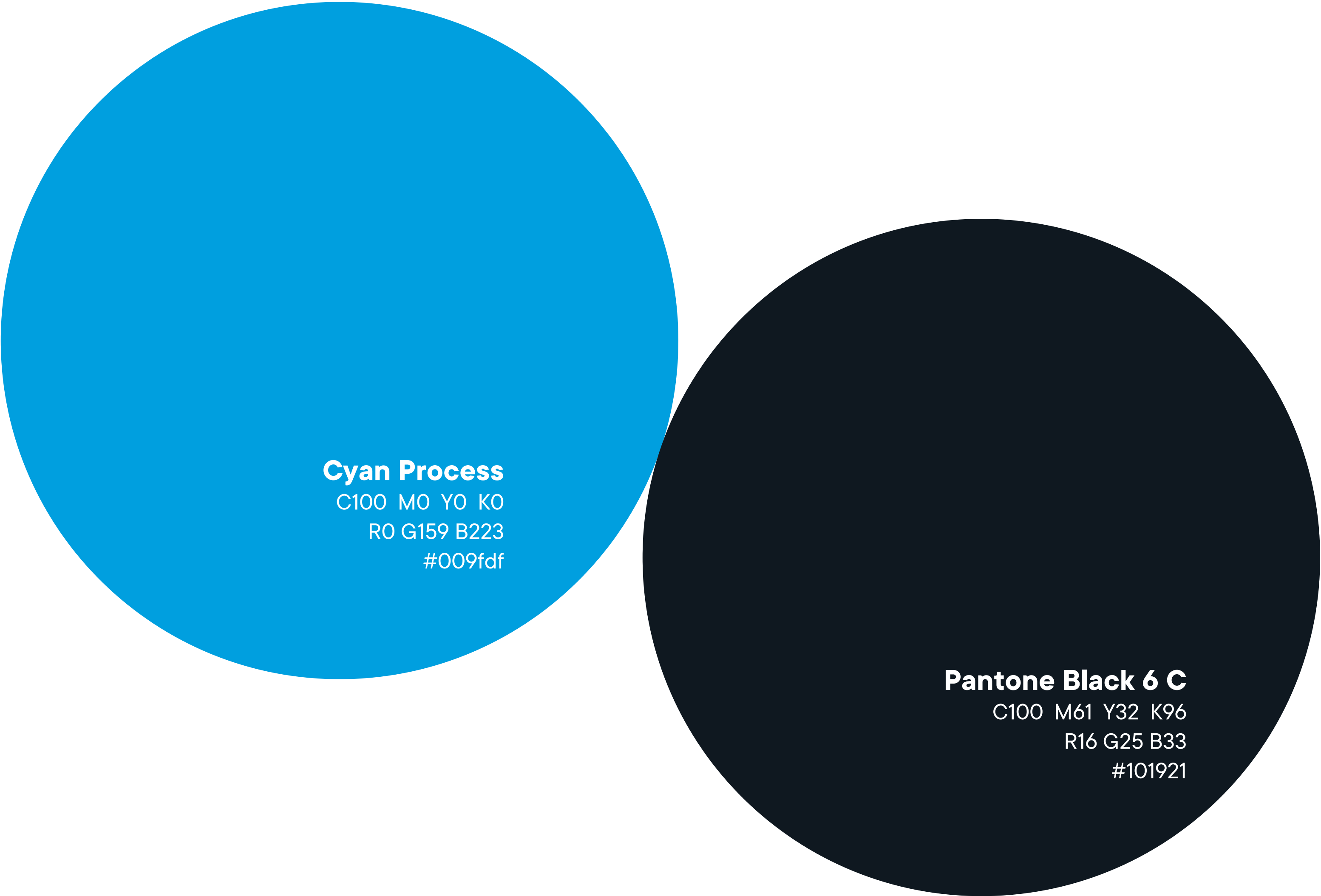
AaBbCc

Colours

04

Logo Colours

Our principal logo consists of two colours: blue and black. Blue, a symbol of trust and security, evokes tranquility, an essential value for reassuring and guiding all travellers throughout their journey. For its part, black adds a touch of sobriety and professionalism, underscoring the efficacy and meticulousness of our operations.

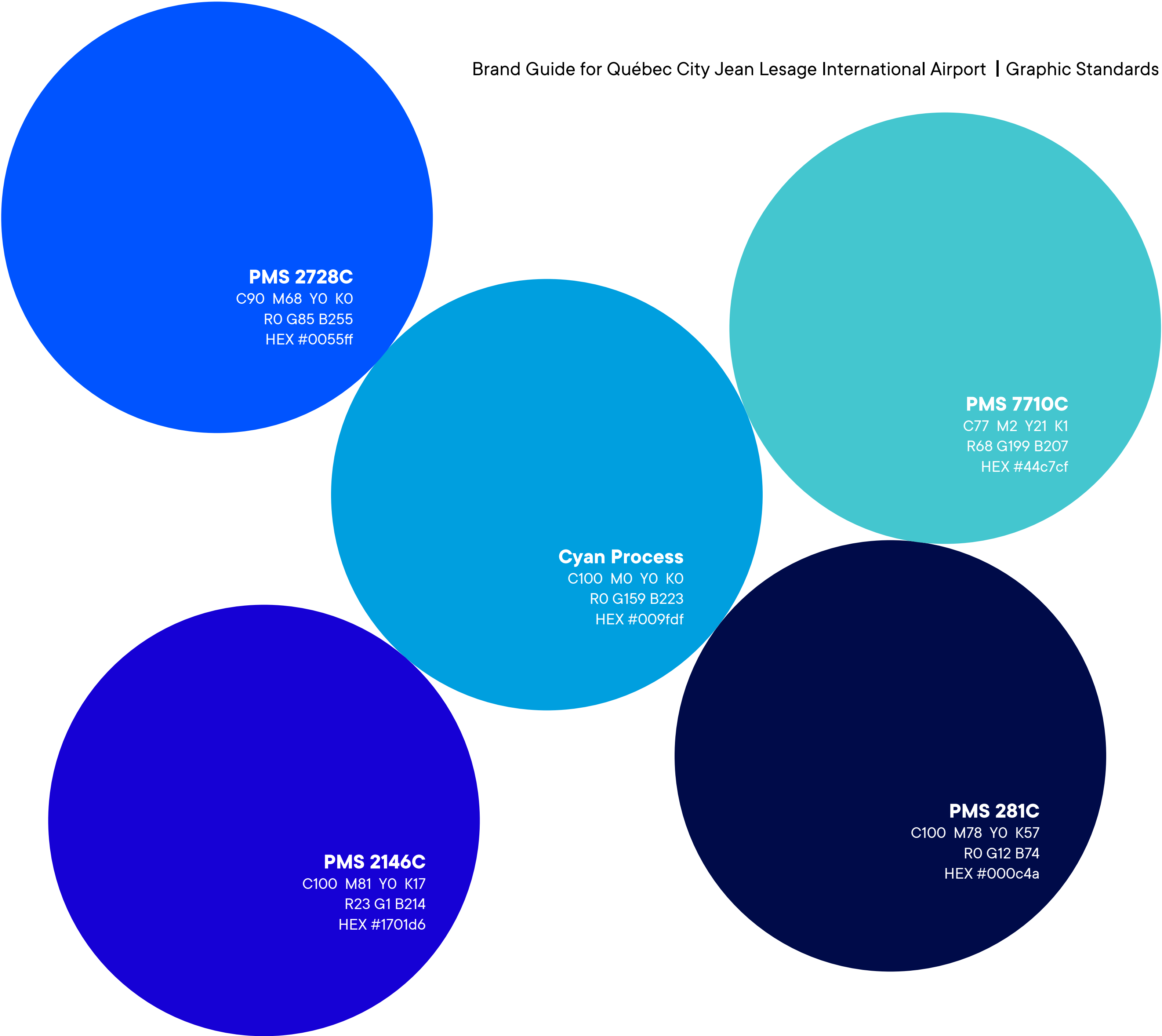


Primary Colours

Our brand identity revolves around primary colours that are intense, lively and dynamic and that complement those of our logo. They play a key role in our communications and bolster the visual impact and recognition of our brand.

Our shades of blue capture the immensity of the sky and also evoke our identity as Quebecers.

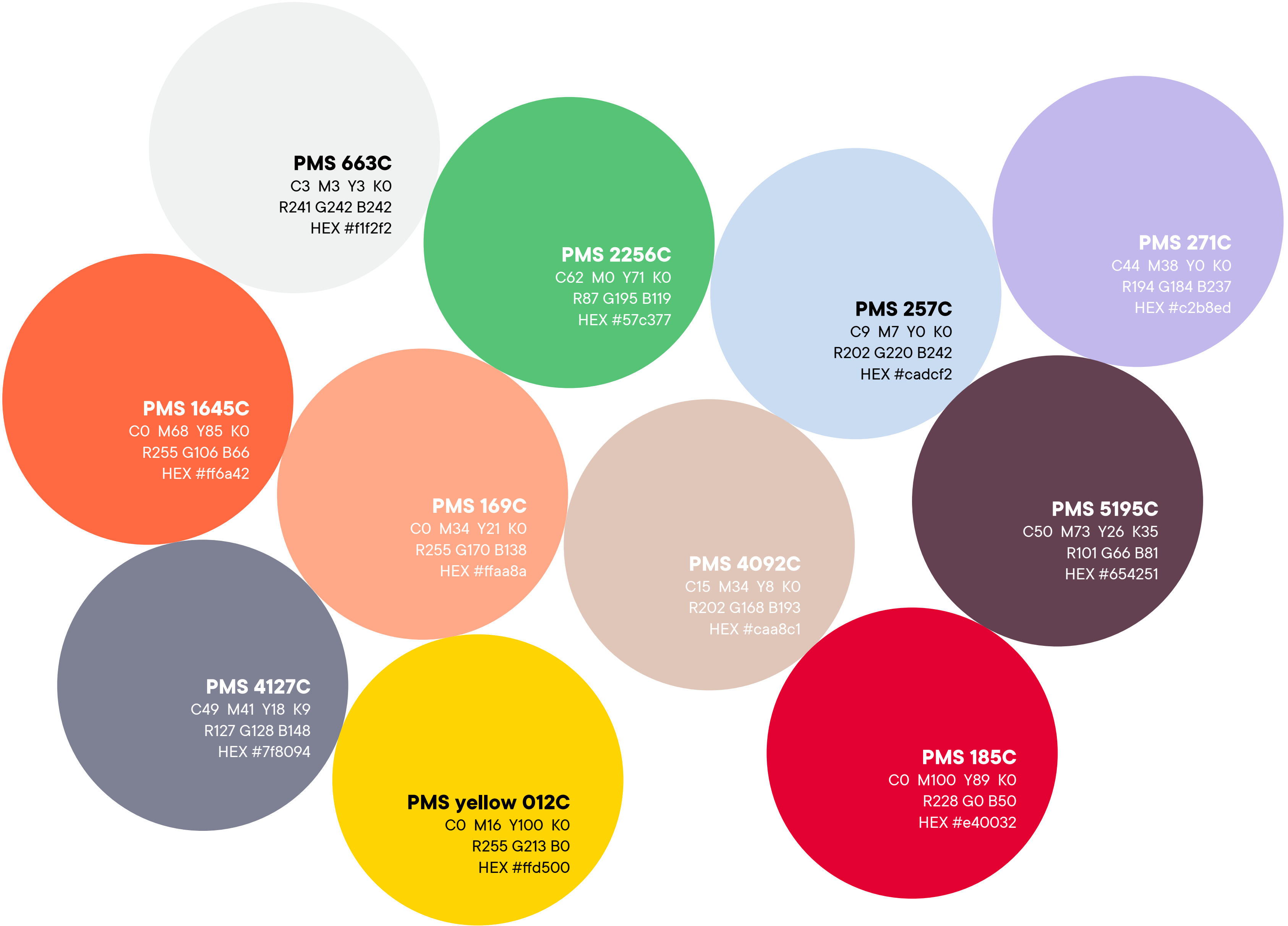
It is important to apply these colours in preponderant proportions on all of YQB’s communication tools in order to ensure visual coherence and to strengthen our brand identity.



Secondary Colours

Our visual identity relies chiefly on our palette of primary colours, which embodies the essence of our brand. To meet specific communication and design needs, we complete this graphic charter with secondary colours. These complementary hues are chosen to enrich our visual communications.

It is crucial to understand that these secondary colours play a support role. They must never be used on their own, but always as accompaniment to our primary colours. When they are incorporated, these secondary colours must be applied with restraint, as subtle accents that enhance our message without eclipsing our principal palette.



Colours of Emergency Vehicles and Signage

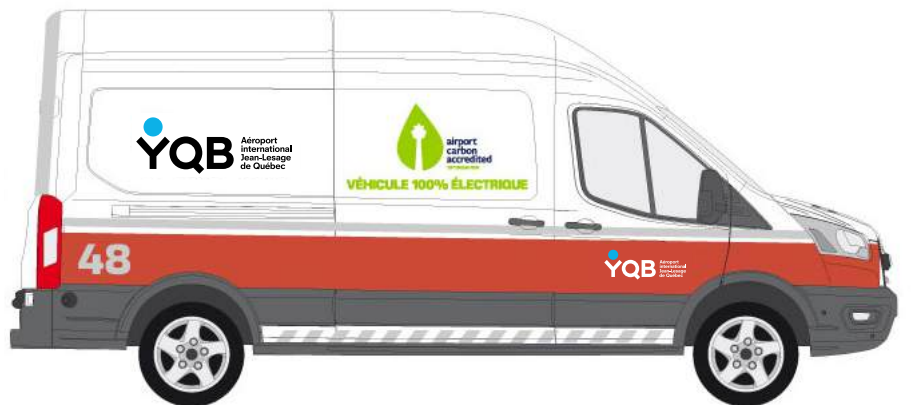
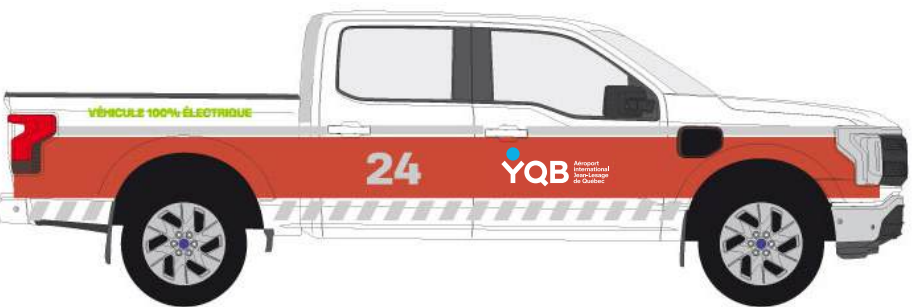
Within the framework of our airport operations, we have developed a palette of specific colours for our signage and our emergency vehicles. These shades have been selected for their high visibility, thereby satisfying the criteria crucial for security and for operational efficacy.

It is imperative that these colours be rigorously respected in all executions related to signage and to emergency vehicles. Their consistent use ensures immediate recognition and a swift response in critical situations.

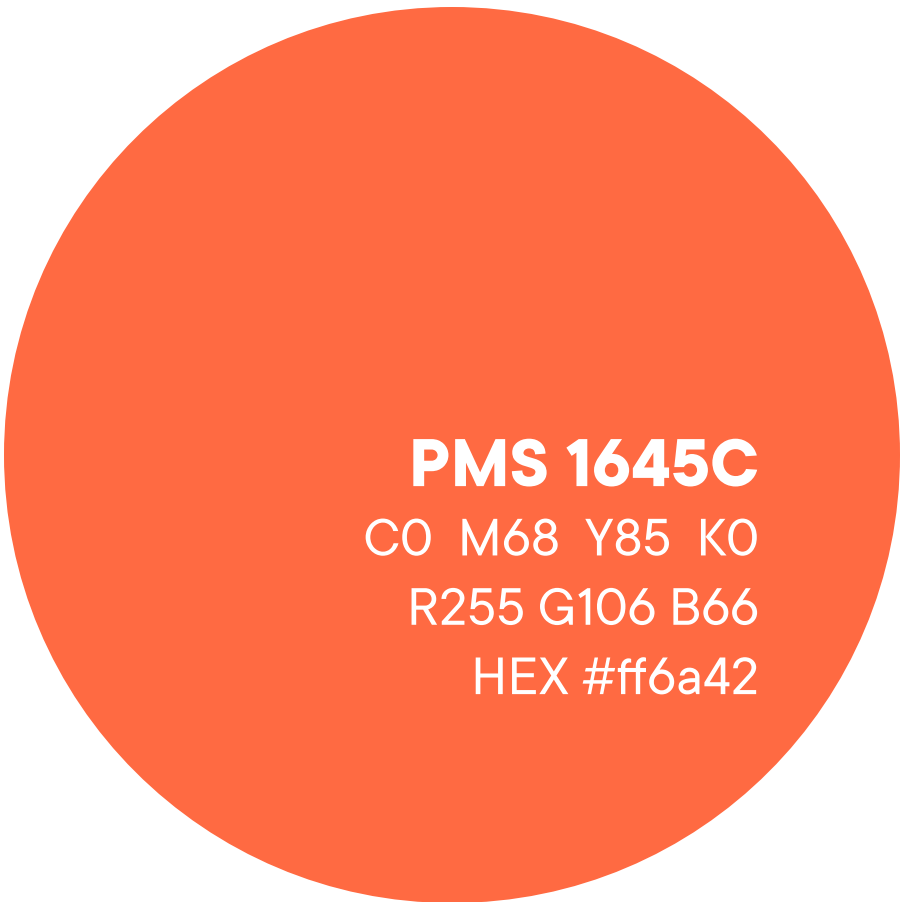
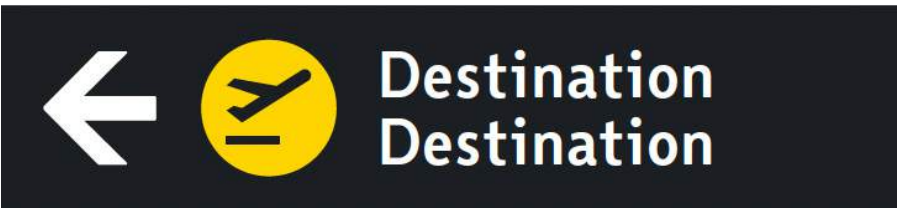
Indeed, if our communications concern emergency or alert situations, the use of these specific colours is permitted. This guarantees visual coherence across our safety and security messages and our equipment and facilities in the field.

To ensure their correct application, we have developed a complete guide to signage standards as well as a guide for the airport's vehicles. We encourage you to consult them for all necessary specifications.

Vehicle colours:



Signage colours:



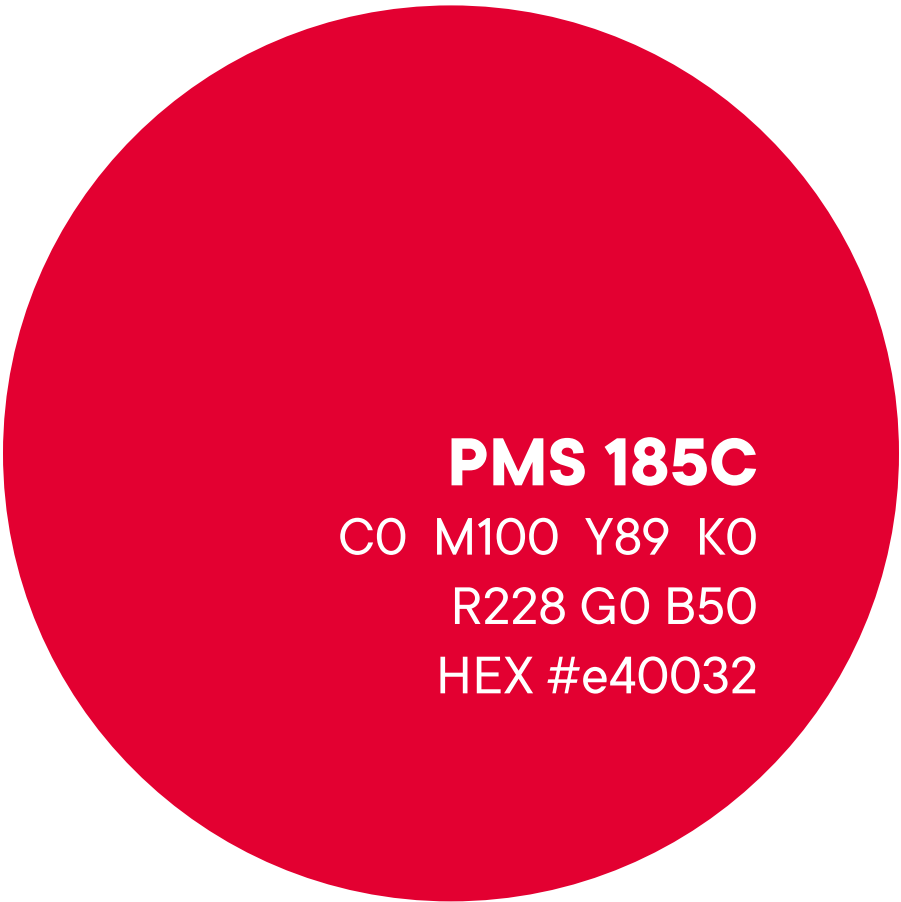
PMS 1645C

C0 M68 Y85 K0
R255 G106 B66
HEX #ff6a42



PMS yellow 012C

C0 M16 Y100 K0
R255 G213 B0
HEX #ffd500



PMS 185C

C0 M100 Y89 K0
R228 G0 B50
HEX #e40032

Sub-Brands and Cohabitation

05

Internal Committees

We recognize the pivotal role our internal committees play in promoting our values and our culture. To ensure a robust, coherent image, these committees must adhere to the visual principles of the YQB brand and to the guidelines that preserve the integrity of our graphic identity.

We encourage each committee to express its singular identity through secondary graphic elements while ensuring visual coherence in our communications. Committees are authorized to change the colour of the dot in the YQB logo as well as that of the descriptive text, while preserving the logo’s integrity. This approach builds recognition of the YQB brand while offering creative flexibility. The official typography for a committee name is Neuzeuit S Book Heavy.

The examples shown here illustrate the relative proportions of the committee’s descriptive text and the logo. You can adjust the size of the logo according to your needs, while respecting the rules for the safe space and minimum size applicable to the official logo, as long as the proportions indicated in these examples are respected.



Example of proportion: for a logo 70 mm wide, the size of the committee logo is 24 pts/24 pts. The colours are shown for inspirational purposes.

Cohabitation

Our logo is often used alongside other logos in applications such as email signatures and ads. Certain rules ensure a harmonious presentation.

When our logo cohabitates with a sub-brand logo, the latter's height must be equivalent to that of two lines of the YQB logo's nomenclature.

When the YQB logo is used in a partner ad, the rules governing the partner's brand have precedence, but it is essential to adhere to the rules for safe space and minimum size of our logo in order to preserve its visibility and impact, while ensuring harmonious cohabitation with other visual identities.

Example of an email signature:

Frédéric Savoie
Directeur, marketing et transports terrestres
Director, Marketing & Ground Transportation

418 640-2700 poste 2830
aeroportdequebec.com



Sub-brand logo's height equivalent to the height of two lines of our logo's nomenclature

Example of ads:



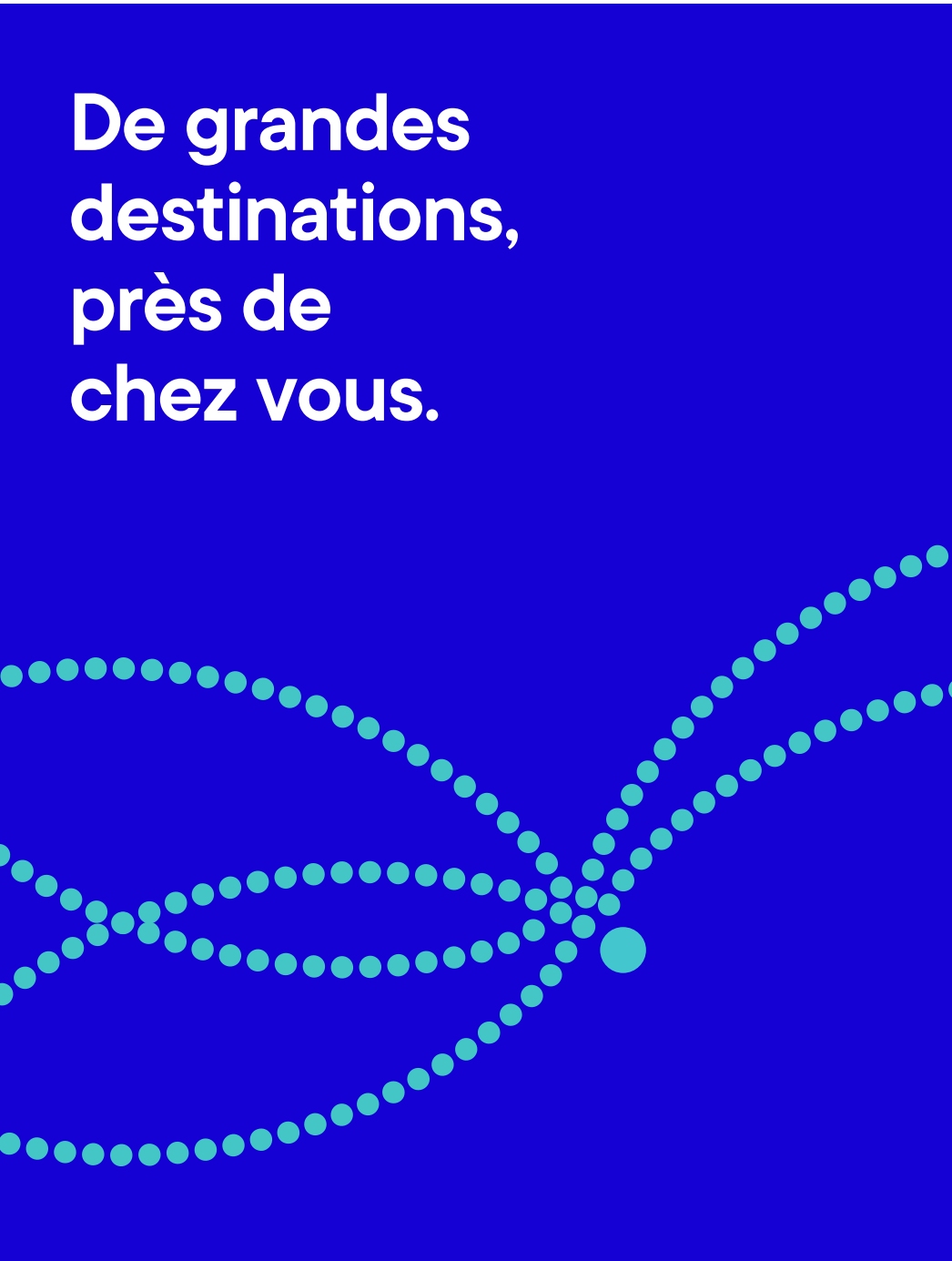
Graphic Platform

06

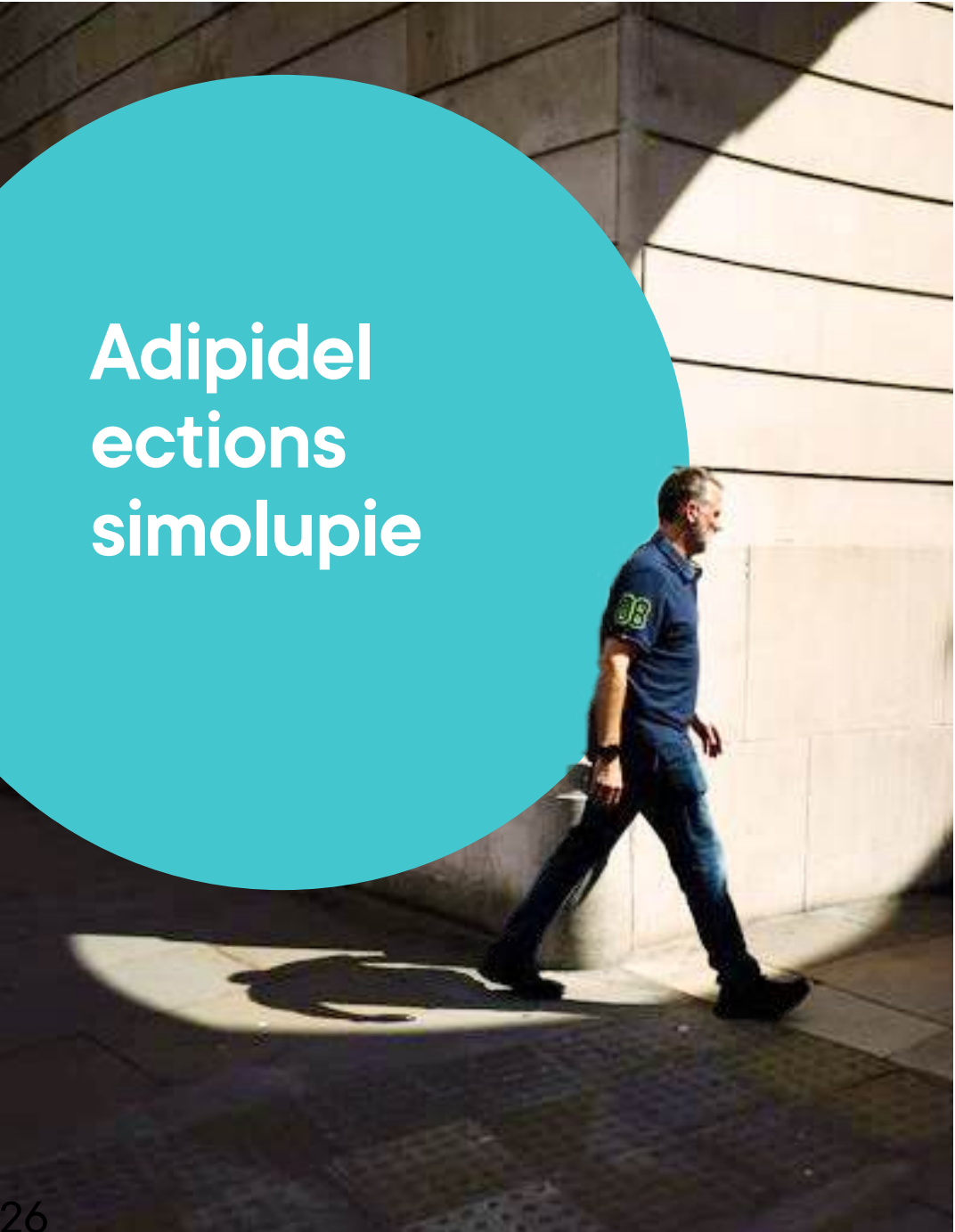
The Dot as Graphic Element

A central element of our graphic platform, the dot strengthens our visual identity and serves as a link with our logo. Though it plays a significant role, its use is not mandatory. When used, the dot may represent travellers, personnel, partners, guide persons, destinations, points on a map, vehicles or any other individual or element related to the act of travel and to our mission.

The dot must be incorporated sparingly and with relevance. It must support the text and illustrate concrete concepts, without being perceived as simply a decorative touch.



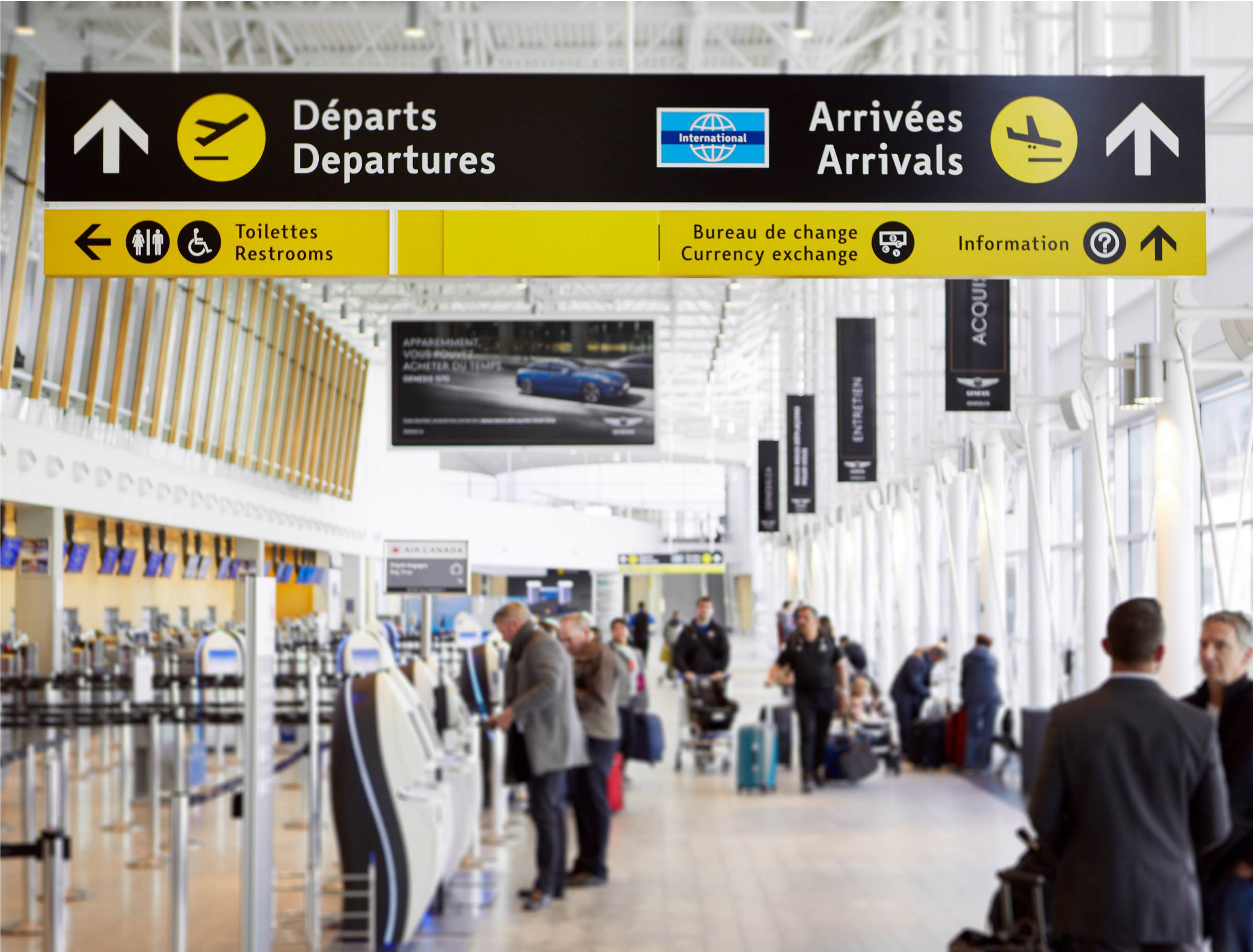
The use of dots as a background may subtly enhance a visual composition while remaining sparing and pertinent. These elements can create an illusion of depth, emphasize a person or object, or draw the viewer’s attention. It is essential that these dots support the main message without becoming mere decorations. Their implementation must be thought out with care and serve to enhance the visual content without distracting from the central element. In this way, the dots become an effective visual tool that improves the image being conveyed while remaining in harmony with the overall message. The use of the head of our logo’s “Y”, accompanied by its dot, is also authorized as a graphic element, provided it is recognizable; it can be cropped. It is crucial to respect the colours defined in this guide and to ensure consistency with our brand identity, while having high-quality visuals.



Pictograms in Signage

We use an established system of pictograms to represent our processes, services and transportation options. This graphic style is characterized by its simplicity, clarity and universality and features simple geometric shapes and clean lines.

Contact the Project Management Office for any inquiries about pictograms and signage throughout the airport site, including the terminal.



Photography Direction

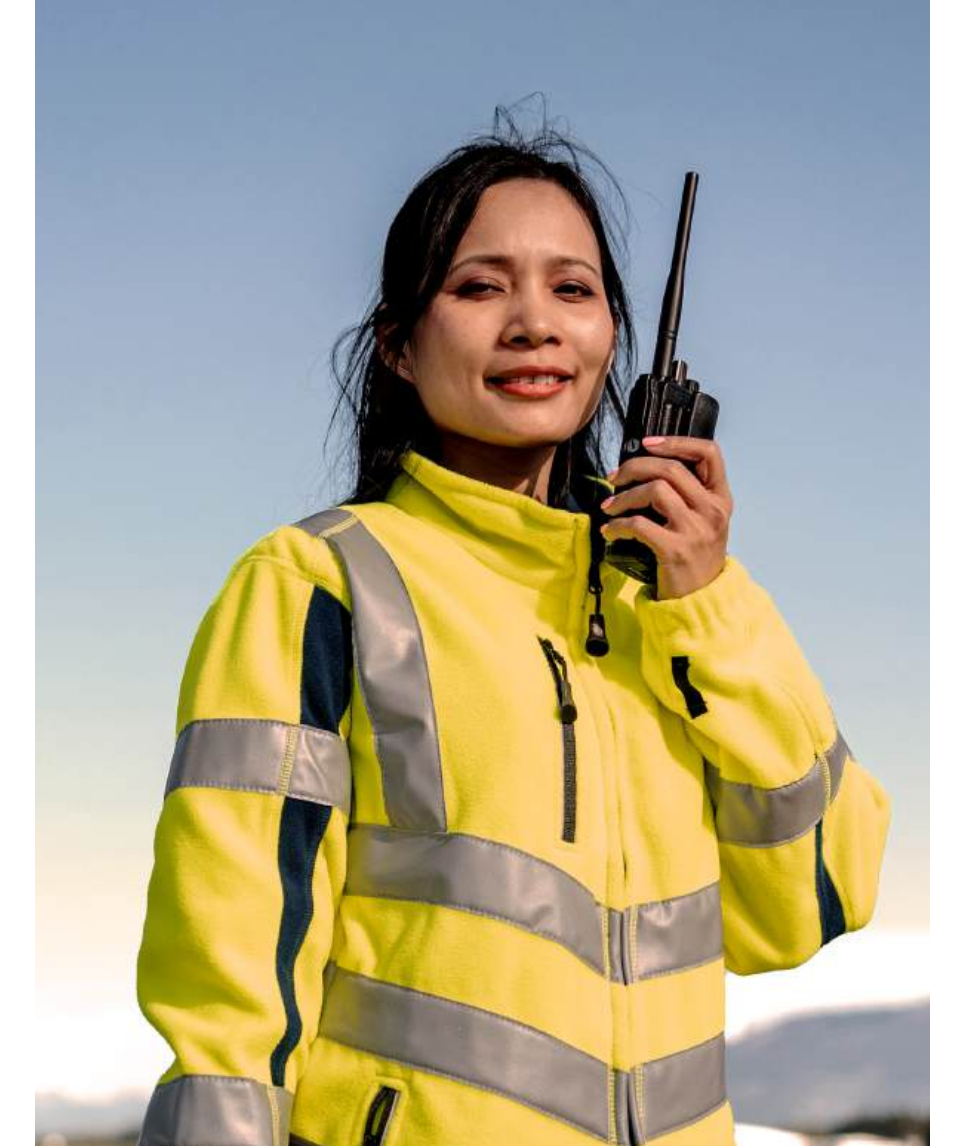
07

Photos with a Human Presence

We value the human presence in our images, reflecting authentic experiences through the eyes of the people passing through YQB, be they moments lived by travellers or by members of our airport community.

- **Photoreport style:** Adopt an authentic and realistic approach.
- **Human presence:** Can be subtle or more marked.
- **Unposed:** Favour real moments, captured on the spot, without superfluous artifice.
- **Interior luminosity:** Use the natural light inside the terminal to enhance the setting. The principal subject or element must be bathed in light.
- **Exterior luminosity:** Shadows and light can be played with to enhance an element. Avoid grey skies and opt for photos taken when the weather is favourable.
- **Framing:** Illustrate the spaciousness of the premises while creating a sense of liberty and comfort, with an air of familiarity.
- **Simple composition:** Keep images simple and modern, while incorporating recognizable YQB features (e.g., part of the building). Avoid visual clutter.

We prefer photo shoots to faithfully represent our facilities and our personnel, rather than stock photography. If stock photos must be used, it is essential that the usual criteria be respected. The images shown here are not the property of YQB and may be used only for reference purposes.



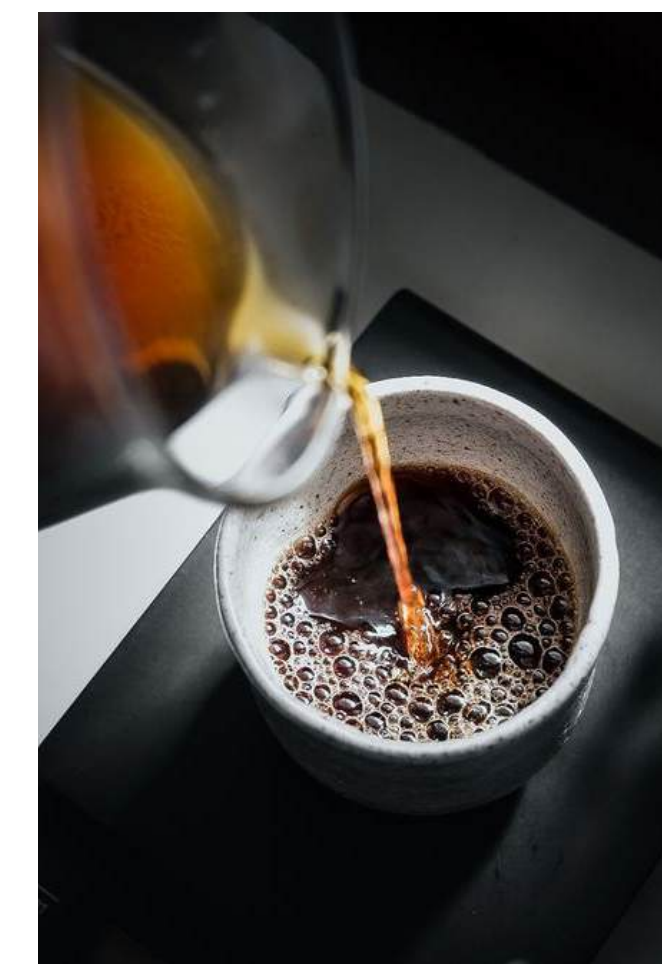
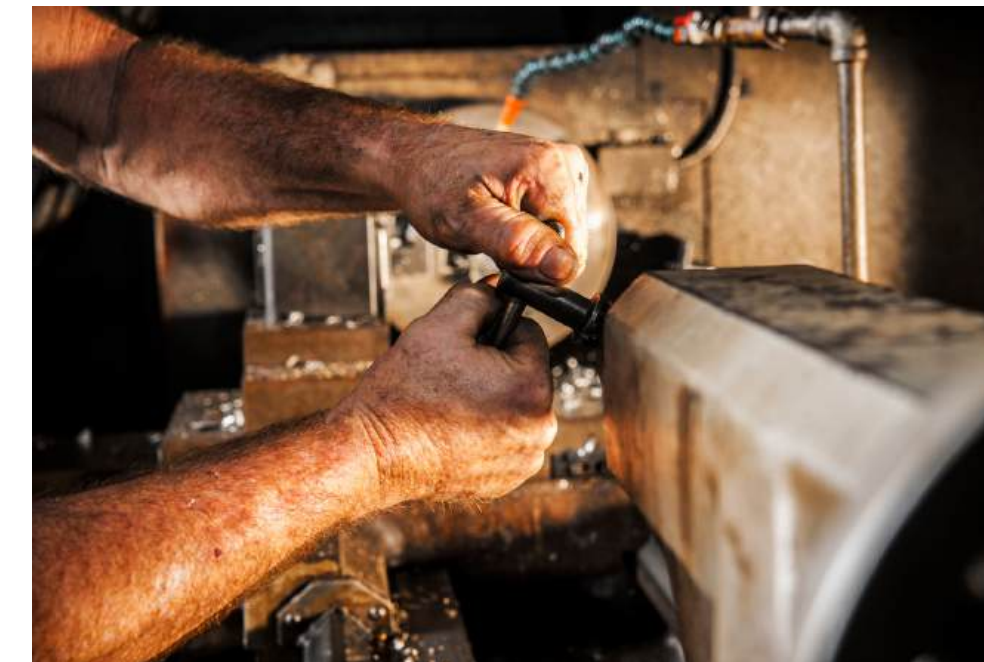
Note: A photo shoot at sunrise or sunset, depending on the season, will facilitate the interplay of shadow and light. Discuss this with the photographer ahead of time if the photographer wishes to simulate this particular lighting effect.

Close-Ups

Our images may also include close-ups in order to capture details, whether that be the work of our employees, an action taken by travellers or an architectural feature. Close-ups add a dynamic effect and a richness to our images.

- **Photoreport style:** Adopt an authentic and realistic approach.
- **Human presence:** Can be subtle or more marked.
- **Unposed:** Favour real moments, captured on the spot, without superfluous artifice.
- **Interior luminosity:** Use the natural light inside the terminal to enhance the setting. The principal subject or element must be bathed in light.
- **Exterior luminosity:** Shadows and light can be played with to enhance an element. Avoid grey skies and opt for photos taken when the weather is favourable.
- **Framing:** Illustrate the spaciousness of the premises while creating a sense of liberty and comfort, with an air of familiarity.
- **Simple composition:** Keep images simple and modern, while avoiding visual clutter.

We prefer photo shoots to faithfully represent our facilities and our personnel, rather than stock photography. If stock photos must be used, it is essential that the usual criteria be respected. The images shown here are not the property of YQB and may be used only for reference purposes.



Note: A photo shoot at sunrise or sunset, depending on the season, will facilitate the interplay of shadow and light. Discuss this with the photographer ahead of time if the photographer wishes to simulate this particular lighting effect.

Photos for a Corporate Document

We value the human presence in our images, reflecting authentic experiences through the eyes of the people passing through YQB, be they moments lived by travellers or by members of our airport community.

- **Photoreport style:** Adopt an authentic and realistic approach.
- **Favour authentic moments, captured on the spot, while also having the possibility of using posed shots to show the subject in their work environment.**
- **Interior luminosity:** Use the natural light inside the terminal to enhance the setting. The principal subject or element must be bathed in light.
- **Framing:** Favour head-on shots, tightly cropped and with an air of proximity.
- **Simple composition:** Keep images simple and modern, while incorporating recognizable YQB features (e.g., part of the building). Avoid visual clutter.

We prefer photo shoots to faithfully represent our facilities and our personnel, rather than stock photography. If stock photos must be used, it is essential that the usual criteria be respected. The images shown here are not the property of YQB and may be used only for reference purposes.



Architectural Photos

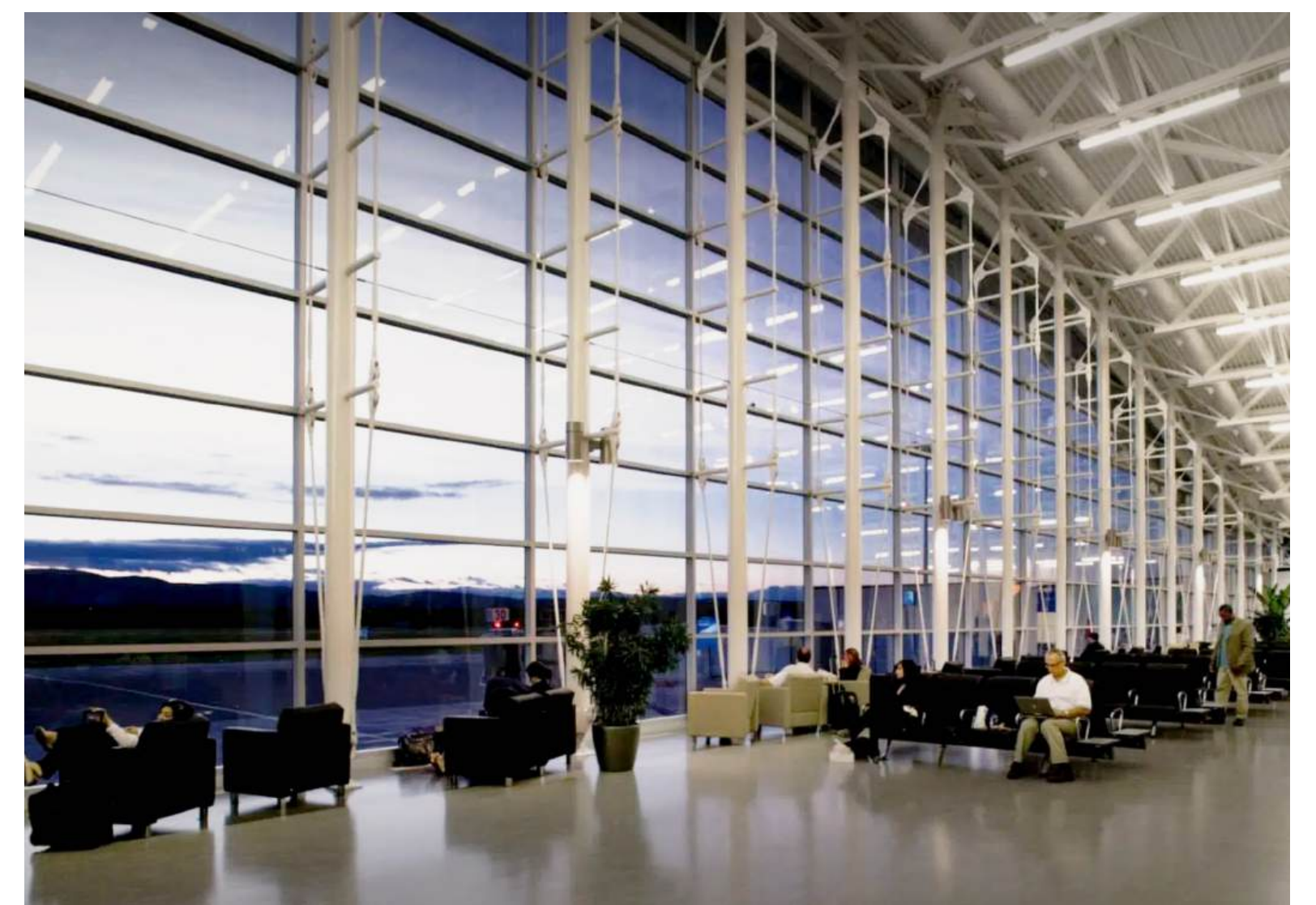
To show our facilities at their best, we adopt an approach that emphasizes their spaciousness and elegance.

- **Architectural photo style:** Use uncluttered aerial shots to showcase the shapes and volumes of structures.
- **Human presence:** While not indispensable, a human presence may be integrated discreetly.
- **Interplay of natural light and shadows:** For outdoor shots, photos with more shade or slightly sombre shots may be used, with an interplay of shadow and light. However, any photo taken inside the terminal must be very luminous in order to reflect the natural light present.
- **Framing:** Illustrate the spaciousness of the premises and the architectural details, creating a sense of liberty and comfort.
- **Simple composition:** Keep images simple and modern, while avoiding visual clutter.

It is crucial that images of our own facilities be used. The images shown here are not the property of YQB and may be used only for reference purposes.



Note: A photo shoot at sunrise or sunset, depending on the season, will facilitate the interplay of shadow and light. Discuss this with the photographer ahead of time if the photographer wishes to simulate this particular lighting effect.



For any questions or for additional information
on these standards, contact our marketing
department at marketing@yqb.ca.

