

How to use Frontier's logos

.. Geoff Bannoff, June 21/05

Frontier is not a well known company like Coke, Ford, or Air Canada. At this point in our growth we are trying to build our brand identity beyond our existing customer base. One way to do is to use our logos in a consistent, professional manner.

Consistent:

- use the complete logo
- use the correct colours
- exact proportions and spacing
- exact fonts

Complete logo:

Recently I've seen several uses of just the "Frontier" portion of the logo, with no "Power Products". "Frontier" means something specific to you, but not so much to the outside world. The Vancouver phone book lists Frontier Airlines, Frontier Background Performers, Frontier Building Supplies, Frontier Cloth House, Frontier Computer, Frontier ConferTech, Frontier Excavating, Frontier Geosciences, Frontier Pacific Mining, Frontier Pacific Trading, Frontier Printing, Frontier Technologies, Frontier Video, Frontier Christian Ministries... etc.

How can we stand out if we don't let people know who we are?

Correct colours:

We use a combination of Pantone 485 red, black, and white space. There are several hundred reds out there that we could use look closely at a MacDonaldis sign, or Air Canada, or Roger's Video. Each red has a different "tone", and conveys a different message.

Together our three colours of Pantone 485 red, black and white give an impression of power and reliability. A red "Frontier" half-logo, without the black lettering lacks "punch".

On a black and white printer, we can use the all-black version. But it is not as effective.

Exact proportions and spacing:

In order to stand out, leave appropriate "white space" around the logo.

Notice that top left edge of "Power Products" lines up exactly with the sloping "F" in "Frontier". The lower right corner should also line up exactly. Precision is important in conveying our message.

Exact fonts:

There are thousands of fonts in use in the world today. Each font "speaks" with a particular "tone of voice". Different fonts speak with a particular tone of voice. Different fonts speak with a particular tone of voice. Different fonts speak with a particular tone of voice.

The fonts we use have been selected with the help of professional designers to convey our corporate image when used in conjunction with our logo. We use Humanist 777 type 1 fonts. Accept no substitutes!

Professional:

We store our logos in CorelDraw format, and can translate it into Adobe Illustrator or almost any other graphics program in use. Scanned-in photos or hand re-draws of our logo simply do not look as professional..

The artwork should be perfect. No sloppy edges or mis-aligned letters.

We have the technology to make it perfect 100% of the time, and so do most of our vendors. Let's use it!

Web Logo:

We developed a 3-D logo for use on the web, and that is its only use. On websites most companies do not use their print logo, but have modified it to fit well on the limited space of a web page. Our web logo is just that: a logo for use on our website. For other uses -- signs, buildings, advertising, vehicles, decals, etc.--use the logos here.

We have changed our logos over the years, and will probably continue to do so as times and the company evolve. But these changes should happen with the same consistency and professionalism.

The logos that appear on the following pages are not original logos that you can send to a printer! They are only images of our logos, in a low-resolution form. Find out what format the printer needs: CorelDraw (which version?)? Adobe Illustrator (for the Mac or PC? Which version)? Do they have our fonts installed or do they want fonts included? Do they want text as curves? Which colour system do they use? With this info, we send over several files, including the exact Type 1 font files we need.

If none of these logos fits exactly, Geoff can tailor the logo for the specific measurements or purpose.