I-CAR Canada

About the Brand

I-CAR® and the I-CAR logo are registered trademarks of the Inter-Industry Conference on Auto Collision Repair, 5125 Trillium Boulevard, Hoffman Estates, Illinois 60192.

Brand Positioning

I-CAR Canada is a training and recognition program, run by the Automotive Industries Association of Canada, aimed at skills updating for the collision repair industry. I-CAR training has been available in Canada since 1978 and has been operated by AIA Canada since 2010.

Training is available in both official languages and in live class and distance learning formats. Individuals can achieve Platinum recognition by completing a series of role-specific courses. Collision repair facilities can achieve Gold recognition by maintaining qualified staff with annual skills updating.

Logo

The I-CAR logo is text based with a line drawing of a maple leaf which identifies it as the Canadian program.

The logo is available as a bilingual logo.

Typography

The main corporate font is the Helvetica Neue font family. Secondary corporate fonts include Arial and Source Sans Pro.

ABCDEFGHIJLKMNOPQRSTUVWXYZ abcdefghijlkmnopqrstuvwxyz (Helvetica Neue)

ABCDEFGHIJLKMNOPQRSTUVWXYZ abcdefghijlkmnopqrstuvwxyz (Arial)

ABCDEFGHIJLKMNOPQRSTUVWXYZ abcdefghijlkmnopqrstuvwxyz (Source Sans)

The Colour Palette

The I-CAR color palette consists of six primary colors, 12 secondary colors and 75%, 50% and 25% shades of each. This section lists the color values in CMYK, RGB, HEX and PMS (when applicable) and gives a short description behind the usage of each color. Steps for creating linear gradients are also listed here.

I-CAR may also use or allow other colors not featured on this pallet in specific or special circumstances that may include, but not limited to, conference themes, partner programs, matching a color from an image, logos, digital advertising and more.
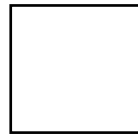
CMYK: 85 46 0 0
RGB: 11 122 192
HEX: #0B7AC0

CMYK: 20 100 100 12
RGB: 180 32 37
HEX: #B42025

CMYK: 70 67 64 74
RGB: 35 31 32
HEX: #221F20

CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

Stock Images include automotive technicians of varying ages and varying ethnic and cultural backgrounds. Images should be clean, professional in tone and feel, group shots in a garage are acceptable. Images of vehicles should be nondescript and avoid displaying logos unless required for context, and clarity in the repair training materials. If you are using images of a technical nature please ensure that whatever activity that is taking place (welding, painting, general body work, parts replacement) is accurate and meets all safety procedures.