

# 2019 BRAND STANDARDS GUIDE

Minimum Compliance Requirements  
Use of AJAC or CCOTY Logo and Award Titles



**AUTOMOBILE JOURNALISTS  
ASSOCIATION OF CANADA**  

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**ASSOCIATION DES JOURNALISTES  
AUTOMOBILE DU CANADA**

**CANADIAN CAR OF  
THE YEAR AWARDS**  

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**PRIX DES VOITURES  
CANADIENNES DE L'ANNÉE**



## 1. AD APPROVAL

- a. All Canadian Car of the Year Award advertisements in newspapers, magazines, internal newsletters, web promotions, broadcast TV and radio, need to be approved by the AJAC office prior to publication or broadcast. 48 hours-notice is greatly appreciated. It is not always possible to approve same day.
- b. In the event that pre-approval has not taken place, and an error or misrepresentation has occurred in the ad, AJAC has the right to ask for a replacement ad free of charge.
- c. If POS Material (including window cling, trophy artwork and car toppers) are needed, AJAC can provide a link to download upon request.

## 2. LOGO USE

- a. The new AJAC logo was created in 2018. The previous logo was created in 2010. It is posted to our web site. Here is a link to paste into your browser for a high resolution version.

<http://www.ajac.ca/web/resources/logos.asp>

- b. The AJAC trophy logo as well as the full name of the association in EITHER ENGLISH or FRENCH must appear in all advertising.
- c. The AJAC logo can be presented in the vertical orientation depicted below, ideally bilingually but either English or French is acceptable, and the Canadian Car of the Year text may be removed if it appears in related copy. A horizontally oriented version of the logo is available and is subject to similar guidelines as those presented below. Please contact office@ajac.ca for further details should this version be more suitable to your artwork.
- d. A reminder to qualify the name of our association with "Automobile" and not "Automotive".
- e. AJAC also asks that the logo be visible, i.e. not so small as to render it insignificant. The minimum permitted size for the logo is:



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**PRIX DES VOITURES  
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— 30mm/115px —

*30 mm wide in ads where the final size will be smaller than 8.5" x 11" (eg post cards, inserts, smaller window cling etc)*



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ASSOCIATION DES JOURNALISTES  
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**PRIX DES VOITURES  
CANADIENNES DE L'ANNÉE**

— 40mm/150px —

*40 mm wide in ads where the final size will be 8.5" x 11" and larger (eg banners, full newspaper ads, pole signage, car toppers etc)*

f. The AJAC new logo includes a modified font change that is illustrated below.



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**PRIX DES VOITURES  
CANADIENNES DE L'ANNÉE**

*Newly created 2018 logo*

*Font used: Futura*

*"Automobile Journalists Association of Canada"*

*"Association des Journalistes Automobile du Canada"*

*Font used: Futura Bold Condensed*

*"Canadian Car of the Year Awards"*

*"Prix des Voitures Canadiennes de L'année"*



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ASSOCIATION DES JOURNALISTES  
AUTOMOBILE DU CANADA

**PRIX DES VOITURES  
CANADIENNES DE L'ANNÉE**

*Previously created 2010 logo*

*Font used: Arial*

*"Automobile Journalists Association of Canada"*

*"Association des Journalistes Automobile du Canada"*

*Font used: Impact*

*"Canadian Car of the Year Awards"*

*"Prix des Voitures Canadiennes de L'année"*

- g. The logo may appear in reverse (white on black or other solid colour) The logo itself may not appear in any other colour than black or white. It should not be placed over images that interfere with the legibility of the overall logo. If using the black version on a colour, the colour should be light enough as to not impede legibility of the logo.

Acceptable variations:



AUTOMOBILE JOURNALISTS  
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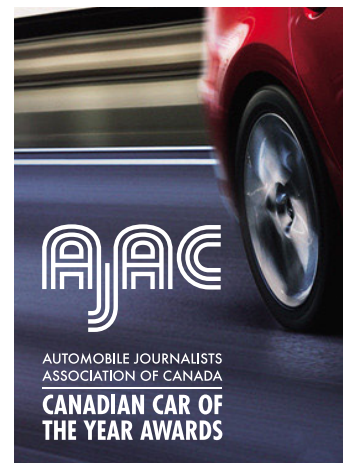
AUTOMOBILE JOURNALISTS  
ASSOCIATION OF CANADA  
**CANADIAN CAR OF  
THE YEAR AWARDS**



AUTOMOBILE JOURNALISTS  
ASSOCIATION OF CANADA  
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AUTOMOBILE JOURNALISTS  
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AUTOMOBILE JOURNALISTS  
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Variations that should be avoided:



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### 3. CORRECT AWARD TITLE

Is it a "CAR OF THE YEAR AWARD" or an "AJAC AWARD"?

- a. Effective May 2004, it is permitted to refer to the Canadian Car of the Year Award as an "AJAC AWARD", if so desired, for the category winners only.

For example, "AJAC Award for Best New Economy Car", etc. In such instances, use of the acronym "AJAC" must be supported by the full-name of the association in either ENGLISH or FRENCH within the same ad as well as a visual of the AJAC logo.

- b. However, the overall winners must be referred to solely as the "Canadian Car of the Year" or "Canadian Utility Vehicle of the Year".
- c. Radio ads: Referring to an award win only as an "AJAC award", without mentioning the category title, can be used ONLY on radio, for 30-second spots, in instances where the radio campaign is supported by print and TV advertising within the same time period that spell out the full name of the association beside the acronym.

### 4. AWARD CATEGORIES:

- a. Please use only the "official" CCOTY award category titles in ENGLISH and FRENCH. The titles are copied below.
- b. If the winning vehicle is a "crossover" instead of an "SUV", it is permitted to refer to the award category title as "Best New Crossover" without mentioning "SUV" and vice-versa.
- c. For consistency, please use either all capital letters "BEST SMALL CAR IN CANADA FOR 2019" – including what is in the brackets or use a mix of uppercase and lowercase "Best Small Car In Canada For 2019". Please see further examples below under Official Category Titles.
- d. Either \$35,000 or \$35K is appropriate to use in ENGLISH representation of the category titles.

### 5. PREVIOUS YEARS - WINNERS:

It is permitted to use a previous year's win in advertising provided that the model year is clearly indicated, e.g. 2019 Canadian Car of the Year. Or, "AJAC awarded the X "Best New Family Car" in 2019".

### 6. FACEBOOK

- a. Please link or share with AJAC – Automobile Journalists Association of Canada
- b. Full Category Title must be present, for eg 'BEST SMALL CAR IN CANADA FOR 2019'
- c. Model year must be present

### 7. TWITTER

- a. Please use AJAC's Twitter handle @AJACanada
- b. Please use the hashtag #CCOTY2019
- c. Model year must be present, however removing the first two digits to reduce character count is approved (eg '19 instead of 2019)

### 8. YOUTUBE

It is permitted to use a previous year's win in advertising provided that the model year is clearly indicated, e.g. 2019 Canadian Car of the Year. Or, "AJAC awarded the X "Best New Family Car" in 2019".

## 9. OFFICIAL 2019 CATEGORY TITLES – ENGLISH & FRENCH:

BEST SMALL CAR IN CANADA FOR 2019  
[MEILLEURE VOITURE COMPACTE 2019 AU CANADA](#)

BEST LARGE CAR IN CANADA FOR 2019  
[MEILLEURE VOITURE GRAND FORMAT 2019 AU CANADA](#)

BEST MID-SIZE PREMIUM CAR IN CANADA FOR 2019  
[MEILLEURE VOITURE INTERMÉDIAIRE DE LUXE 2019 AU CANADA](#)

BEST LARGE PREMIUM CAR IN CANADA FOR 2019  
[MEILLEURE VOITURE GRAND FORMAT DE LUXE 2019 AU CANADA](#)

BEST SPORTS-PERFORMANCE CAR IN CANADA FOR 2019  
[MEILLEURE VOITURE DE PERFORMANCE 2019 AU CANADA](#)

BEST SMALL UTILITY VEHICLE IN CANADA FOR 2019  
[MEILLEUR UTILITAIRE COMPACT 2019 AU CANADA](#)

BEST MID-SIZE UTILITY VEHICLE IN CANADA FOR 2019  
[MEILLEUR UTILITAIRE INTERMÉDIAIRE 2019 AU CANADA](#)

BEST LARGE UTILITY VEHICLE IN CANADA FOR 2019  
[MEILLEUR UTILITAIRE GRAND FORMAT 2019 AU CANADA](#)

BEST MID-SIZE PREMIUM UTILITY VEHICLE IN CANADA FOR 2019  
[MEILLEUR UTILITAIRE INTERMÉDIAIRE DE LUXE 2019 AU CANADA](#)

BEST PICK-UP TRUCK IN CANADA FOR 2019  
[MEILLEURE CAMIONNETTE 2019 AU CANADA](#)

BEST EV IN CANADA FOR 2019  
[MEILLEUR VÉHICULE ÉLECTRIQUE 2019 AU CANADA](#)

BEST PREMIUM EV IN CANADA FOR 2019  
[MEILLEUR VÉHICULE ÉLECTRIQUE DE LUXE 2019 AU CANADA](#)

## PREVIOUS CATEGORY TITLES 2018

BEST CITY CAR IN CANADA FOR 2018  
[MEILLEURE CITADINE 2018 AU CANADA](#)

BEST SMALL CAR IN CANADA FOR 2018  
[MEILLEURE PETITE VOITURE 2018 AU CANADA](#)

BEST LARGE CAR IN CANADA FOR 2018  
[MEILLEURE GRANDE VOITURE 2018 AU CANADA](#)

BEST SMALL PREMIUM CAR IN CANADA FOR 2018  
[MEILLEURE PETITE VOITURE DE LUXE 2018 AU CANADA](#)

BEST LARGE PREMIUM CAR IN CANADA FOR 2018  
[MEILLEURE GRANDE VOITURE DE LUXE 2018 AU CANADA](#)

BEST SPORTS – PERFORMANCE CAR IN CANADA FOR 2018  
[MEILLEURE VOITURE SPORT / DE PERFORMANCE AU CANADA POUR 2018](#)

BEST SPORTS - PERFORMANCE CAR IN CANADA FOR 2018  
[MEILLEURE VOITURE SPORT / DE PERFORMANCE 2018 AU CANADA](#)

BEST CONVERTIBLE IN CANADA FOR 2018  
[MEILLEURE DÉCAPOTABLE 2018 AU CANADA](#)

BEST SMALL UTILITY VEHICLE IN CANADA FOR 2018  
[MEILLEUR PETIT VÉHICULE UTILITAIRE 2018 AU CANADA](#)

BEST LARGE UTILITY VEHICLE IN CANADA FOR 2018  
[MEILLEUR GRAND VÉHICULE UTILITAIRE 2018 AU CANADA](#)

BEST SMALL PREMIUM UTILITY VEHICLE IN CANADA FOR 2018  
[MEILLEUR PETIT VÉHICULE UTILITAIRE DE LUXE 2018 AU CANADA](#)

BEST LARGE PREMIUM UTILITY VEHICLE IN CANADA FOR 2018  
[MEILLEUR GRAND VÉHICULE UTILITAIRE DE LUXE 2018 AU CANADA](#)

BEST MINIVAN IN CANADA FOR 2018  
[MEILLEURE FOURGONNETTE 2018 AU CANADA](#)

BEST PICK-UP TRUCK IN CANADA FOR 2018  
[MEILLEURE CAMIONNETTE 2018 AU CANADA](#)

## PREVIOUS CATEGORY TITLES 2017

BEST NEW SMALL CAR or Best New Small Car  
MEILLEURE PETITE VOITURE

BEST NEW SMALL PREMIUM CAR or Best New Small Premium Car  
MEILLEURE PETITE VOITURE PREMIUM

BEST NEW LARGE CAR or Best New Large Car  
MEILLEURE GRANDE VOITURE

BEST NEW LARGE PREMIUM CAR or Best New Large Premium Car  
MEILLEURE GRANDE VOITURE PREMIUM

BEST NEW SPORTS / PERFORMANCE CAR or Best New Sports/Performance Car  
MEILLEURE VOITURE DE SPORT / DE PERFORMANCE

BEST NEW PREMIUM SPORTS / PERFORMANCE CAR or Best New Premium Sports/Performance Car  
MEILLEURE VOITURE DE SPORT / DE PERFORMANCE PREMIUM

BEST NEW SMALL UTILITY VEHICLE or Best New Small Utility Vehicle  
MEILLEUR VÉHICULE UTILITAIRE COMPACT

BEST NEW LARGE UTILITY VEHICLE or Best New Large Utility Vehicle  
MEILLEUR GRAND VÉHICULE UTILITAIRE

BEST NEW SMALL PREMIUM UTILITY VEHICLE or Best New Small Premium Utility Vehicle  
MEILLEUR VÉHICULE UTILITAIRE COMPACT PREMIUM

BEST NEW LARGE PREMIUM UTILITY VEHICLE or Best New Large Premium Utility Vehicle  
MEILLEUR GRAND VÉHICULE UTILITAIRE PREMIUM

BEST NEW PREMIUM UTILITY VEHICLE or Best New Premium Utility Vehicle  
MEILLEUR VÉHICULE UTILITAIRE PREMIUM



## OVERALL AWARD WINNERS

CANADIAN CAR OF THE YEAR AWARD  
PRIX DE LA VOITURE CANADIENNE DE L'ANNÉE

CANADIAN UTILITY VEHICLE OF THE YEAR AWARD  
PRIX DU VÉHICULE UTILITAIRE CANADIEN DE L'ANNÉE

CANADIAN TRUCK OF THE YEAR AWARD  
PRIX DU CAMION CANADIEN DE L'ANNÉE

CANADIAN GREEN UTILITY VEHICLE OF THE YEAR AWARD  
PRIX DU VÉHICULE UTILITAIRE CANADIEN ÉCOLOGIQUE DE L'ANNÉE

CANADIAN GREEN TRUCK OF THE YEAR AWARD  
PRIX DU CAMION CANADIEN ÉCOLOGIQUE DE L'ANNÉE

CANADIAN GREEN CAR OF THE YEAR AWARD  
PRIX DE LA VOITURE CANADIENNE ÉCOLOGIQUE DE L'ANNÉE

BEST NEW DESIGN AWARD  
PRIX DU DESIGN DE L'ANNÉE

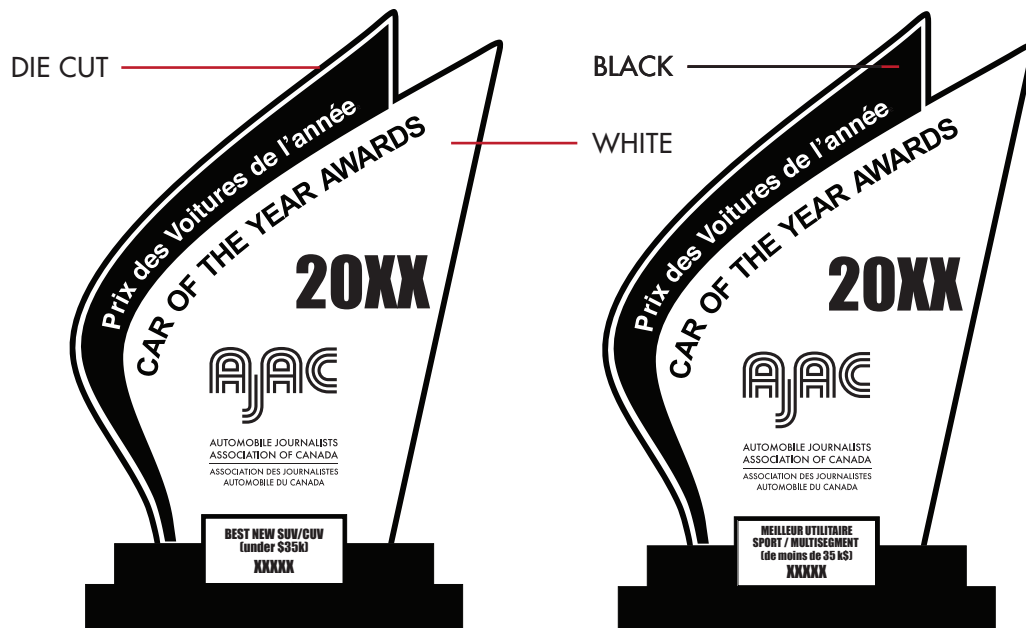
2019 BEST NEW SAFETY TECHNOLOGY  
MEILLEURE TECHNOLOGIE DE SÉCURITÉ 2019

2019 BEST NEW INNOVATION TECHNOLOGY  
MEILLEURE TECHNOLOGIE D'INNOVATION 2019

2019 BEST GREEN INNOVATION  
MEILLEURE INNOVATION VERTE 2019

## AJAC TROPHY

The AJAC trophy, is officially trademarked. Meaning, the dimensions of the award, the placement of FRENCH and ENGLISH words, the letters AJAC and the colour scheme cannot be manipulated in/or on the trophy in any way, with the exception of the small Name Plate (the rectangular section directly on the base of the award) where one would put the award winners/recipients information.



## CONTACTS

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## CREATIVE AGENCY

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