



2024 BRAND GUIDELINES

ROYAL AVIATION MUSEUM OF WESTERN CANADA



GRP

INTRODUCTION

Our brand guidelines exist to ensure our brand's identity is consistently communicated and maintained across all platforms. Whether you're a team member, partner, or external associate, these guidelines will help you understand how to accurately represent the Royal Aviation Museum's voice, values, and visual identity.

Our brand isn't just about aviation—it's about telling stories, sparking curiosity, and inspiring the next generation. This guide serves as a reference for anyone involved in sharing our message, providing clear standards for tone, style, and design.





TABLE OF CONTENTS

MUSEUM
WESTERN CANADA

1

BRAND STRATEGY

- MISSION STATEMENT
- VISION STATEMENT

2

BRAND STORY

- CORE VALUES

3

BRAND PERSONALITY

- ARCHETYPE
- VOICE AND TONE

4

OUR BRAND

- COLOURS
- LOGO VARIATIONS



1.0

BRAND STRATEGY



1.1

OUR MISSION

At the Royal Aviation Museum of Western Canada (RAM), we prioritize preserving Canada's aviation heritage and history. We are committed to communicating historical western and northern aviation stories while educating, inspiring and entertaining Canadians.





1.2

OUR VISION

We want to inspire future generations to explore careers in aviation by celebrating the contributions of Indigenous peoples, minorities and women in aviation.



2.0

OUR BRAND STORY



2.1

CORE VALUES

01

EDUCATE

We are dedicated to providing valuable education and stories to Canadians of all ages. At RAM, we offer STEM-based programs for students from grades 1 to 12 all over the province to keep the next generation well-informed while having fun..

02

INSPIRE

We aim to inspire the next generation to consider careers in aviation by exploring Canada's rich aviation history. We will continue to highlight the remarkable stories of Indigenous communities, women and other minorities in aviation as our commitment to inclusivity in the industry.

03

ENTERTAIN

We believe in creating engaging and entertaining experiences to make aviation history accessible to all Canadians. We are focused on differentiating ourselves as a museum that blends education with fun.

3.0

OUR BRAND PERSONALITY



3.1

BRAND ARCHETYPE

THE EXPLORER

We promote the spirit of discovery and adventure, developing an informative and approachable environment. Our key messages—inspiring, exploring, and educating—guide our communication and engagement with visitors. Our brand behaviours combine hands-on, interactive learning experiences with a balance of playful and serious elements, ensuring that every encounter is both enjoyable and informative.



3.2

BRAND VOICE



01

FRIENDLY



02

PROFESSIONAL



03

INCLUSIVE



3.3

BRAND TONE

01

FUN

A fun tone helps us engage families for family-friendly events (Halloween with Hobbs, Snoopy and the Red Baron etc.).

02

INFORMATIVE

An informative tone helps us engage audiences interested in learning more about aviation history.

03

INSPIRING

An inspiring tone helps us communicate stories of possibilities and achievements of the past, present and future of aviation.

3.4

BRAND TONE

01

FUN

“Drop by the Royal Aviation Museum for a weekend of fun with Snoopy and the Red Baron ✈️☀️”

02

INFORMATIVE

“Dive into the fascinating world of aviation science at the Royal Aviation Museum. From the earliest designs to brand new technology, our interactive exhibits make learning about flight both exciting and easy to understand.”

EXAMPLES

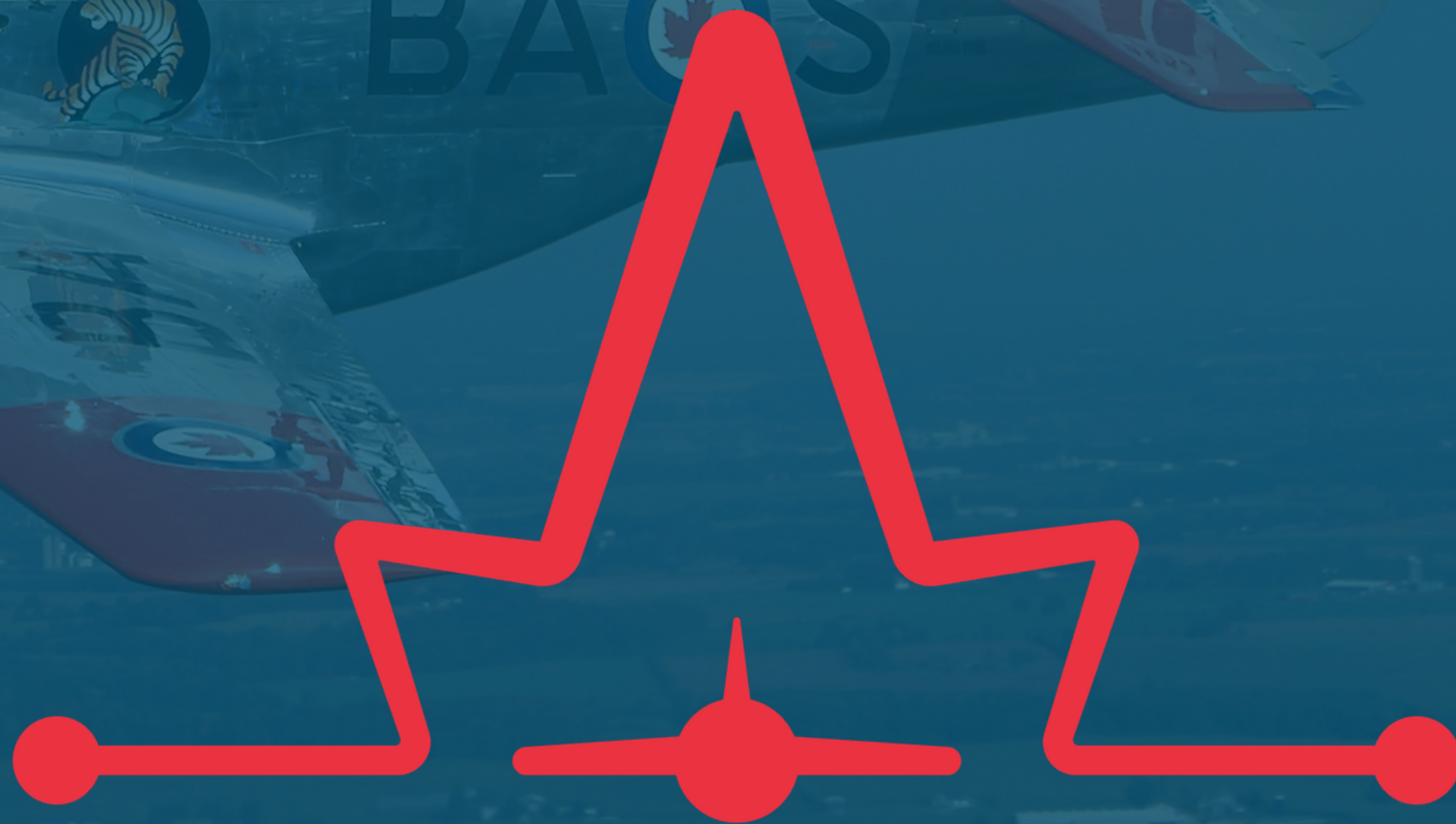
03

INSPIRING

“Aviation is more than flight—it’s about breaking barriers and defying the odds. At the Royal Aviation Museum, we celebrate those who dared to go further and invite you to explore how you can too.”

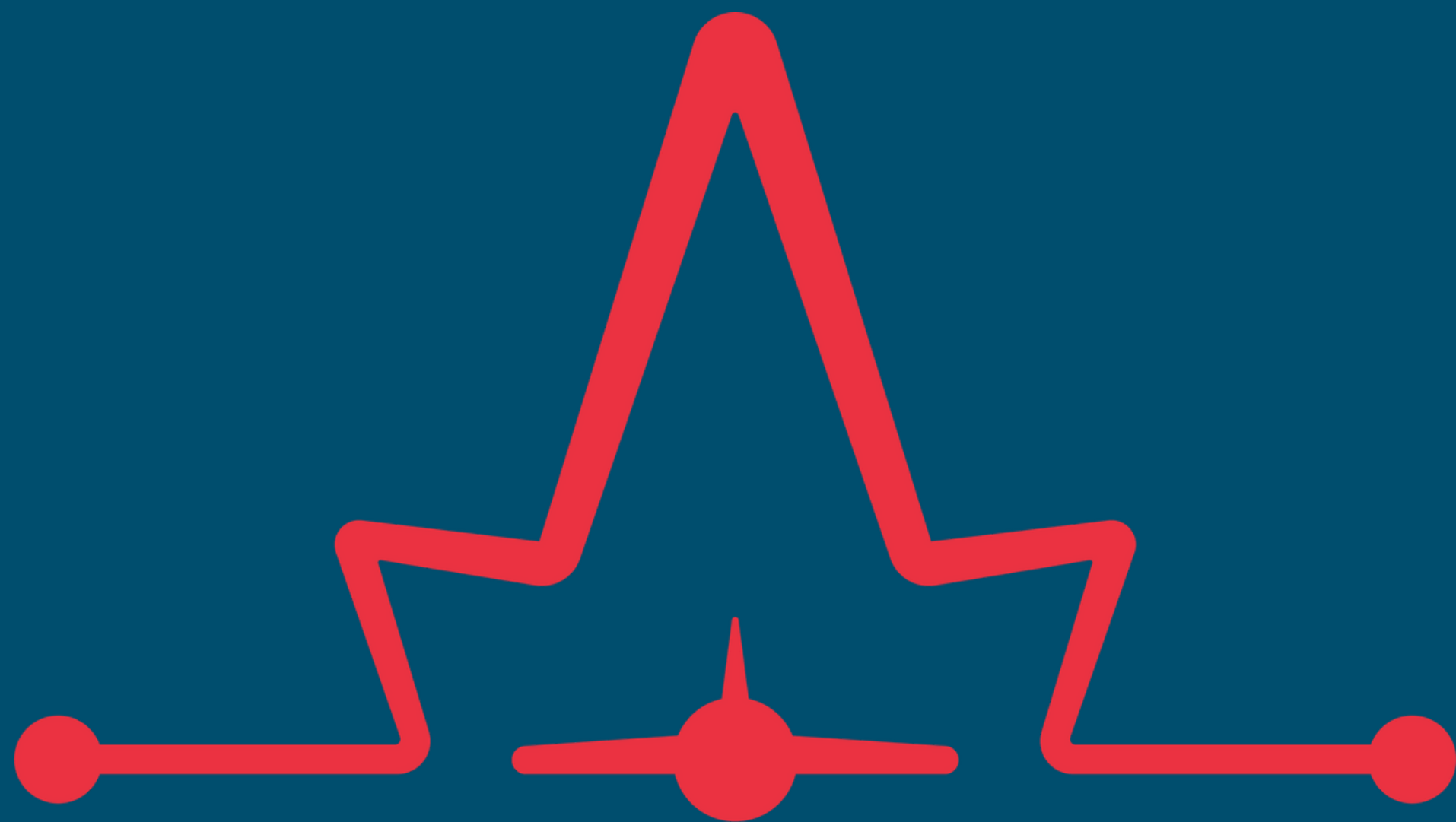
4.0

OUR BRAND



4.1

COLOURS



#004F71

#FC4C02

#F2D13F

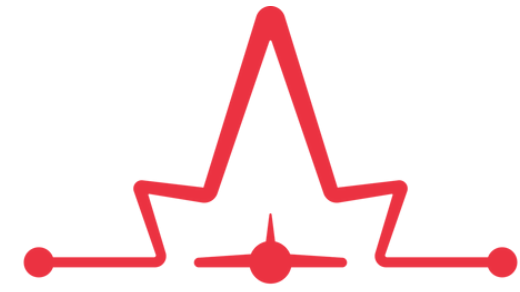
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