

Government of Alberta

Visual Identity Manual

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The Alberta Government Visual Identity Manual is constantly being updated as new products and elements are created and developed. Once new information is approved it will be added to this manual. There may be gaps in the numbering sequence to allow for the addition of new information into the correct location in the manual. Missing numbers just mean new information is coming and does not mean pages are incorrectly missing.

1.0

Visual identity elements

Visual identity elements

1.1

Introduction

The Government of Alberta's visual identity system gives all government communications, facilities, programs and services a unified and recognizable brand. The program includes the Alberta Signature and the emblems of Alberta, including the province's coat of arms and the flag.

For the visual identity system to reflect the government in an effective and positive way, it must be applied consistently.

The Alberta Signature may not be used in a manner that would disparage the Alberta Government or its products, services or programs.

This manual will help ensure consistency by providing standards and specifications for the use of Alberta's visual identity in a variety of situations. The manual should be followed for all printed and digital government communications, including stationery, forms, web sites, publications and signage.

Determining which version of the Alberta Signature to use will depend on where the intended audience is. As a general rule of thumb:

- "Alberta" only for an Alberta audience; exceptions can be made where "Government" is needed for clarity (e.g. acknowledging a funding contribution from the Alberta Government by placing our logo on a conference program);
- "Alberta Government" for audiences outside Alberta;
- "Alberta Canada" for audiences outside Canada.

Permission to use the Alberta Signature

Use of the Alberta Signature is prohibited under the Trade-marks Act of Canada and may not be used without the prior written permission of the Alberta Government.

The Alberta Government may seek damages resulting from the unauthorized reproduction or publication of the Alberta Signature.

Contact visual@gov.ab.ca for further information on use of the Alberta Signature.

The logo features the word "Alberta" in a grey, cursive script. To the right of the word is a blue square with a white stylized shape that resembles the letter 'A' or a similar graphic element.

Primary Alberta Signature

The logo features the word "Alberta" in a grey, cursive script. To the right of the word is a blue square with a white stylized shape. Below the word and square is the word "Government" in a grey, sans-serif font.

Government

The logo features the word "Alberta" in a grey, cursive script. To the right of the word is a blue square with a white stylized shape. Below the word and square is the word "Canada" in a grey, sans-serif font, followed by the Canadian flag.

Canada 

Visual identity elements

1.4.1

Colour

Colour is an important communicative element of any identity system.

The Alberta Government Colour Palette is bold and dynamic and takes its inspiration from the richness and diversity of our landscape. The harmonious blend of colours provides great flexibility and will bring vibrance to all communication materials.



Visual identity elements

1.4.2

Brand colours: Primary palette

Our primary colour palette is bold and vibrant, made up of the six colours used in the Alberta Signature. These colours reflect our diverse landscape. The consistent use of these core colours defines and reinforces our distinctive character and should be used on all communications and promotional materials.

We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognized colour matching system based on lithography printing inks. The colour palettes include specific spot colour references for both coated and uncoated paper stocks (**please note that these numbers may differ due to the way inks appear on different stocks**) and process match breakdowns (CMYK) for printing applications with limited budgets. Also included are RGB equivalents for use in word processing and presentation software as well as hexadecimal equivalents for emitted light and web applications.

PANTONE COATED pantone 431C	PANTONE COATED pantone 226C	PANTONE COATED pantone 151C	PANTONE COATED pantone 7406C	PANTONE COATED pantone 376C	PANTONE COATED pantone 312C
PANTONE UNCOATED pantone 431U	PANTONE UNCOATED pantone 226U	PANTONE UNCOATED pantone 151U	PANTONE UNCOATED pantone 7406U	PANTONE UNCOATED pantone 382U	PANTONE UNCOATED pantone 312U
CMYK 11C/1M/0Y/64K	CMYK 0C/99M/0Y/0K	CMYK 0C/48M/95Y/0K	CMYK 0C/18M/100Y/0K	CMYK 50C/0M/100Y/0K	CMYK 96C/0M/11Y/0K
RGB 106R/115G/123B	RGB 212R/0G/114B	RGB 255R/121G/0B	RGB 237R/183G/10B	RGB 119R/184G/0B	RGB 0R/170G/210B
HEXADECIMAL # 5f6a72	HEXADECIMAL # d40072	HEXADECIMAL # ff7900	HEXADECIMAL # edb700	HEXADECIMAL # 77b800	HEXADECIMAL # 00aad2
STONE	DUSK	SUNSET	PRAIRIE	PASTURE	SKY

Visual identity elements

1.4.3

Brand colours: Secondary palette

The Secondary Colour Palette is designed to support and complement the Primary Colour Palette. These colours enable flexibility and variety in design.

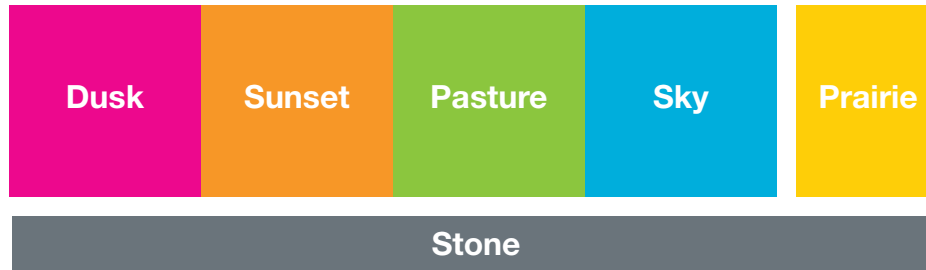
	DARK	MIDTONES	LIGHT			
	<p>PANTONE COATED pantone 432C</p> <p>PANTONE UNCOATED pantone 433U</p> <p>CMYK 23C/2M/0Y/77K</p> <p>RGB 54R/66G/74B</p> <p>HEXADECIMAL # 36424a</p>	<p>PANTONE COATED pantone 229C</p> <p>PANTONE UNCOATED pantone 229U</p> <p>CMYK 0C/100M/15Y/60K</p> <p>RGB 104R/33G/69B</p> <p>HEXADECIMAL # 682145</p>	<p>PANTONE COATED pantone 168C</p> <p>PANTONE UNCOATED pantone 181U</p> <p>CMYK 0C/57M/100Y/59K</p> <p>RGB 110R/51G/25B</p> <p>HEXADECIMAL # 703319</p>	<p>PANTONE COATED pantone 7519C</p> <p>PANTONE UNCOATED pantone 7519U</p> <p>CMYK 50C/60M/100Y/48K</p> <p>RGB 100R/82G/70B</p> <p>HEXADECIMAL # 645246</p>	<p>PANTONE COATED pantone 378C</p> <p>PANTONE UNCOATED pantone 378U</p> <p>CMYK 34C/0M/100Y/60K</p> <p>RGB 84R/95G/29B</p> <p>HEXADECIMAL # 545f1d</p>	<p>PANTONE COATED pantone 3025C</p> <p>PANTONE UNCOATED pantone 315U</p> <p>CMYK 100C/17M/0Y/51K</p> <p>RGB 0R/80G/114B</p> <p>HEXADECIMAL # 005072</p>
	<p>PANTONE COATED pantone 429C</p> <p>PANTONE UNCOATED pantone 428U</p> <p>CMYK 3C/0M/0Y/32K</p> <p>RGB 165R/172G/176B</p> <p>HEXADECIMAL # a5acb0</p>	<p>PANTONE COATED pantone 234C</p> <p>PANTONE UNCOATED pantone 234U</p> <p>CMYK 6C/100M/0Y/26K</p> <p>RGB 165R/0G/105B</p> <p>HEXADECIMAL # a50069</p>	<p>PANTONE COATED pantone 167C</p> <p>PANTONE UNCOATED pantone 159U</p> <p>CMYK 0C/60M/100Y/17K</p> <p>RGB 192R/80G/23B</p> <p>HEXADECIMAL # c05017</p>	<p>PANTONE COATED pantone 132C</p> <p>PANTONE UNCOATED pantone 139U</p> <p>CMYK 0C/37M/100Y/23K</p> <p>RGB 164R/119G/0B</p> <p>HEXADECIMAL # a47700</p>	<p>PANTONE COATED pantone 377C</p> <p>PANTONE UNCOATED pantone 369U</p> <p>CMYK 45C/0M/100Y/24K</p> <p>RGB 113R/149G/0B</p> <p>HEXADECIMAL # 719500</p>	<p>PANTONE COATED pantone 314C</p> <p>PANTONE UNCOATED pantone 3135U</p> <p>CMYK 100C/0M/9Y/30K</p> <p>RGB 0R/129G/171B</p> <p>HEXADECIMAL # 0081ab</p>
	<p>PANTONE COATED pantone 427C</p> <p>PANTONE UNCOATED pantone 427U</p> <p>CMYK 0C/0M/0Y/11K</p> <p>RGB 209R/212G/211B</p> <p>HEXADECIMAL # d1d4d3</p>	<p>PANTONE COATED pantone 224C</p> <p>PANTONE UNCOATED pantone 238U</p> <p>CMYK 1C/63M/0Y/0K</p> <p>RGB 239R/105G/185B</p> <p>HEXADECIMAL # ef69b9</p>	<p>PANTONE COATED pantone 149C</p> <p>PANTONE UNCOATED pantone 148U</p> <p>CMYK 0C/23M/47Y/0K</p> <p>RGB 253R/202G/144B</p> <p>HEXADECIMAL # fdc688</p>	<p>PANTONE COATED pantone 7403C</p> <p>PANTONE UNCOATED pantone 7403U</p> <p>CMYK 0C/10M/50Y/0K</p> <p>RGB 235R/206G/123B</p> <p>HEXADECIMAL # ebce7b</p>	<p>PANTONE COATED pantone 382C</p> <p>PANTONE UNCOATED pantone 381U</p> <p>CMYK 29C/0M/100Y/0K</p> <p>RGB 190R/214G/0B</p> <p>HEXADECIMAL # bed600</p>	<p>PANTONE COATED pantone 305C</p> <p>PANTONE UNCOATED pantone 310U</p> <p>CMYK 51C/0M/9Y/0K</p> <p>RGB 95R/206G/234B</p> <p>HEXADECIMAL # 5fceeaa</p>

Visual identity elements

1.4.4

Colour - Frequency of use

Templates for most communications materials come in Dusk, Sunset, Pasture and Sky. Prairie is used less frequently and primarily as an accent colour. Stone is a shared colour used for body text and background design elements.



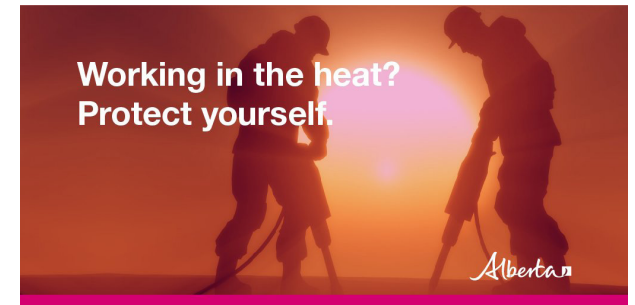
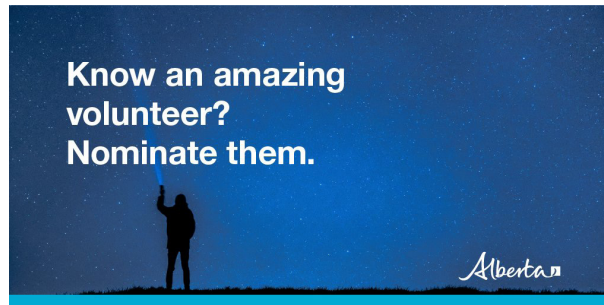
Visual identity elements

1.4.5

Colour with photography

When using colour with photography, the use of colour should always feel complementary to the image.

To achieve this, choose a colour from the full palette that is closest to the dominant colour in the selected photograph.



Visual identity elements

1.4.6

Colour overview

- DO: control use of colour
- DO: use colours that complement photographs or backgrounds
- DO: use colours for type that have adequate contrast to the background or photograph
- DO: e-mail visual@gov.ab.ca for guidance if you are not sure

- DON'T: use colours for type that do not have adequate contrast to the background or photograph
- DON'T: use screens of colours to provide contrast to backgrounds. Instead, darken the photo slightly, select a different photo or place the text elsewhere on the layout.

Visual identity elements

1.5.1

Primary typeface

Typography is a strong extension of our brand's personality and plays a major role in creating a consistent look for Alberta across all communications and promotional materials.

HELVETICA NEUE has been selected for its versatility and legibility for large amounts of body copy. It offers many weights and styles which provide a large amount of design flexibility for all graphic communications.

The integrity of the font should be maintained at all times. No vertical or horizontal scaling, no added stroke, etc.

To ensure consistency please, make sure you use **HELVETICA NEUE** and not regular Helvetica.

When purchasing this type suite, be sure to select the **HELVETICA NEUE** Family.

Due to licensing restrictions, we are unable to provide copies of this typeface.

Aa
aaaaaaaaa

27 Ultra Light Condensed
27 Ultra Light Condensed Oblique
37 Thin Condensed
37 Thin Condensed Oblique
47 Light Condensed
47 Light Condensed Oblique
57 Condensed
57 Condensed Oblique
67 Medium Condensed
67 Medium Condensed Oblique
77 Bold Condensed
77 Bold Condensed Oblique
87 Heavy Condensed
87 Heavy Condensed Oblique
97 Black Condensed
97 Black Condensed Oblique
107 Extra Black Condensed
107 Extra Black Condensed Oblique

25 Ultra Light
26 Ultra Light Italic
35 Thin
36 Thin Italic
45 Light
46 Light Italic
55 Roman
56 Italic
65 Medium
66 Medium Italic
75 Bold
76 Bold Italic
85 Heavy
86 Heavy Italic
95 Black
96 Black Italic

23 Ultra Light Extended
23 Ultra Light Extended Oblique
33 Thin Extended
34 Thin Extended Oblique
43 Light Extended
43 Light Extended Oblique
53 Extended
53 Extended Oblique
63 Medium Extended
63 Medium Extended Oblique
73 Bold Extended
73 Bold Extended Oblique
83 Heavy Extended
83 Heavy Extended Oblique
93 Black Extended
93 Black Extended Oblique

Visual identity elements

1.5.2

Helvetica Neue examples

Helvetica Neue 35 Thin

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 36 Thin Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 46 Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 55 Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 56 Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 65 Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 66 Medium Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 76 Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 85 Heavy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 86 Heavy Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 95 Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 96 Black Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 57 Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 53 Extended

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

Visual identity elements

1.5.3

Substitute typeface: Arial

When the primary typeface, **HELVETICA NEUE** is unavailable, use Arial in its place.

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence. Common usage includes: letters, labels, memos, PowerPoint, invoices, forms and binders.

Not all versions of Arial shown below may be available on all computers.

Aa

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()_+{|:”<>?

Arial Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()_+{|:”<>?**

Arial Narrow

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()_+{|:”<>?

Arial Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()_+{|:”<>?*

Arial Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()_+{|:”<>?***

Arial Black

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
1234567890 !@#\$%^&*()_+{|:”<>?**

Visual identity elements

1.5.4

Substitute typeface: Garamond

Adobe Garamond may be used for **BODY COPY ONLY** when Helvetica Neue is not appropriate.

Aa

Adobe Garamond Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Adobe Garamond Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Semibold Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Visual identity elements

1.5.5

Typography overview

DO: use the specified fonts

DO: make the size easily readable for your audience

DO: use size and weight to create contrast

DO: remember that less is more

DO: email visual@gov.ab.ca for guidance if you are not sure

DON'T: use vertical or horizontal scaling

DON'T: add a stroke or outline

DON'T: add drop shadows

DON'T: cram too much in. Less is more

Visual identity elements

1.6.1

Photography

Photography is another key element of the visual identity program. Our photography reflects the diversity of our province and its people. Images should be thought-provoking and inspiring, with a distinct sense of place. They should be professionally shot and edited, with attention paid to colour, contrast, clarity, sharpness, and how they will resonate with the intended audience.



Visual identity elements

1.6.2

Photo library examples



Alberta_0001.jpg



Alberta_0002.jpg



Alberta_0003.jpg



Alberta_0004.jpg



Alberta_0005.jpg



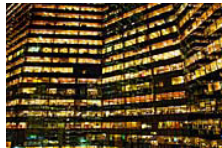
Alberta_0006.jpg



Alberta_0007.jpg



Alberta_0008.jpg



Alberta_0009.jpg



Alberta_0010.jpg



Alberta_0011.jpg



Alberta_0012.jpg



Alberta_0013.jpg



Alberta_0014.jpg



Alberta_0015.jpg



Alberta_0016.jpg



Alberta_0017.jpg



Alberta_0018.jpg



Alberta_0019.jpg



Alberta_0020.jpg



Alberta_0021.jpg



Alberta_0022.jpg



Alberta_0023.jpg



Alberta_0024.jpg



Alberta_0025.jpg



Alberta_0026.jpg



Alberta_0027.jpg



Alberta_0028.jpg



Alberta_0029.jpg



Alberta_0030.jpg



Alberta_0031.jpg



Alberta_0032.jpg



Alberta_0033.jpg



Alberta_0034.jpg



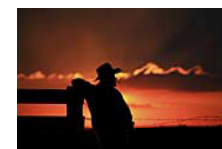
Alberta_0035.jpg



Alberta_0036.jpg



Alberta_0037.jpg



Alberta_0037.jpg



Alberta_0039.jpg



Alberta_0040.jpg

Additional photos are available to all government staff at: corporateidentity.alberta.ca/GOAccess/photolibrary/PhotoSearch.cfm. Photos must be requested through their Communications office.

Visual identity elements

1.6.6

Photography overview

DO: use interesting crops
DO: use images that show unexpected viewpoints of Alberta
DO: email visual@gov.ab.ca for guidance if you are not sure

DON'T: use images or models that look staged or posed
DON'T: use images that are not distinctly Albertan
DON'T: recolour images in an unnatural way

Visual identity elements

1.7

Icons

We use line-based icons rooted in universal symbols. They have a distinctive style, but remain easy to recognize.



Sample colour applications

Sample icons



2.0

The Alberta Signature

The Alberta Signature

2.1

Introduction

Alberta Signature logo

This is the primary version of our logo. We use it by default on all communications and marketing materials. This version of our logo should be used wherever possible.

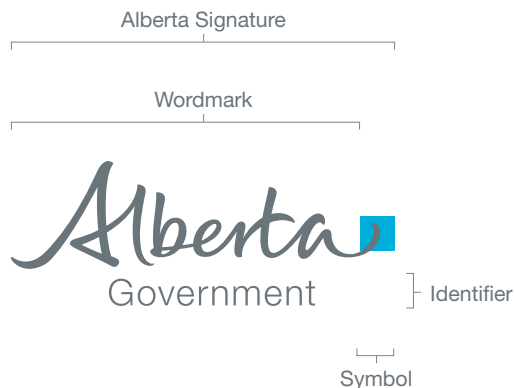
The Alberta Signature must be used to identify the Alberta Government on all communications including external, internal and third party communications as requested.

Determining which version of the Alberta Signature to use will depend on where the intended audience is. As a general rule of thumb:

- “Alberta” only for an Alberta audience; exceptions can be made where “Government” is needed for clarity (e.g. acknowledging a funding contribution from the Alberta Government by placing our logo on a conference program);
- “Alberta Government” for audiences outside Alberta;
- “Alberta Canada” for audiences outside Canada.



Primary Alberta Signature



The integrity of the logo must be respected at all times. Never recreate or modify in any way. Always use the approved electronic file which can be provided by contacting the appropriate Communications office.

The Alberta Signature

2.2

Overview

The Alberta Signature must be used to identify the Alberta Government on all communications including external, internal and third party communications as requested. The Alberta Signature is available in a variety of formats depending on the required use.

The integrity of the logo must be respected at all times. Never recreate or modify in any way. Always use the approved electronic file which can be provided by contacting the appropriate Communications office.

Page	Description	Primary Version	Government	Canada	Municipal Affairs	Justice and Solicitor General	Correctional Services
2.2.1.1	Alberta Signature, primary version						
2.2.2.1	Alberta Government Signature		Government				
2.2.3.1	Alberta Canada Signature			Canada			
2.2.4.1	Alberta Ministry Signature		Municipal Affairs				
2.2.5.1	Ministry Branch, Program or Service Signature		Justice and Solicitor General				Correctional Services
2.2.6.1	Government Branch, Program or Service Signature - Multiple Ministry		Government Land Use Secretariat				
2.2.7.1	Agency, Board or Commission (ABC) Signature		Authorized Registry Agent				Authorized Registry Agent

The Alberta Signature

2.2.1.1

Alberta Signature: Buffer zone, minimum size

Protective space

Always maintain the minimum protective space around the Alberta Signature logo to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the period symbol. This space is required around all sides of the logo. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.



Vertical logo - Buffer zone



Logo minimum size

The Alberta Signature

2.2.2.1

Alberta Government signature

Vertical and horizontal logos

Vertical and horizontal versions have been designed for each Alberta Government signature logo to allow flexibility for a range of applications.

The word “Government” is added when the audience is outside the province or when extra clarity is needed.



Horizontal logo



Vertical logo

The Alberta Signature

2.2.2.2

Alberta Government Signature: Buffer zone, minimum size

Protective space

Always maintain the minimum protective space around the Alberta Government Signature logo to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the period symbol. This space is required around all sides of the logo. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.



Horizontal signature - Buffer zone



Vertical signature - Buffer zone



Horizontal signature - Minimum Size



Vertical signature - Minimum Size

The Alberta Signature

2.2.3.1

Alberta Canada signature

Vertical and horizontal logos

Vertical and horizontal versions have been designed for each Alberta Canada logo to allow flexibility for a range of applications. This version of the signature should be used on products **where the intended audience is outside Canada.**

Vertical layout with Canada qualifier

This is the preferred format.

Horizontal layout with Canada qualifier

This should be used when space prohibits that use of the vertical Alberta Canada logo.

This version is only available in the Sky (blue) colour.



Vertical signature



Horizontal signature

The Alberta Signature

2.2.3.2

Alberta Canada Signature: Buffer zone, minimum size

Protective space

Always maintain the minimum protective space around the Alberta Canada Signature logo to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the period symbol. This space is required around all sides of the logo. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.



Horizontal signature - Buffer zone



Vertical signature - Buffer zone



Horizontal signature - Minimum Size



Vertical signature - Minimum Size

The Alberta Signature

2.2.4.1

Alberta ministry signature

Vertical and horizontal Logos

Vertical and horizontal versions have been designed for each Alberta Ministry signature logo to allow flexibility for a range of applications.

This version of the logo may only be used on internal material. See page 4.1.4 under 'Ministry logo use' for exemptions and additional information.



Horizontal logo



Vertical logo

The Alberta Signature

2.2.4.2

Alberta ministry signature: Buffer zone, minimum size

Protective space

Always maintain the minimum protective space around the Alberta Ministry signature logo to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the period symbol. This space is required around all sides of the logo. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.



Horizontal logo - Buffer zone



Vertical logo - Buffer zone



Horizontal logo - Minimum Size



Vertical logo - Minimum Size

The Alberta Signature

2.2.4.3

Alberta ministry signature: Horizontal layout

Horizontal layout

The Government of Alberta logos with ministry identifiers are used in communications when the identification of a specific ministry is essential.

They can only be used internally. See page 4.1.4 under 'Ministry logo use' for exemptions and additional information.

Logos have been created for every Government of Alberta Ministry in a horizontal layout to be used when vertical space is limited.

Various versions have been designed for each Ministry to allow flexibility for a wide range of applications.

Alberta ■ Advanced Education

Alberta ■ Agriculture and Forestry

Alberta ■ Children's Services

Alberta ■ Communications and Public Engagement

Alberta ■ Community and Social Services

Alberta ■ Corporate Human Resources

Alberta ■ Culture and Tourism

Alberta ■ Economic Development and Trade

Alberta ■ Education

Alberta ■ Energy

Alberta ■ Environment and Parks

Alberta ■ Executive Council

Alberta ■ Health

Alberta ■ Indigenous Relations

Alberta ■ Infrastructure

Alberta ■ Justice and Solicitor General

Alberta ■ Labour

Alberta ■ Municipal Affairs

Alberta ■ Seniors and Housing

Alberta ■ Service Alberta

Alberta ■ Status of Women

Alberta ■ Transportation

Alberta ■ Treasury Board and Finance

The Alberta Signature

2.2.4.4

Alberta ministry signature: Vertical layout

Vertical layout

The Government of Alberta logos with ministry identifiers are used in communications when the identification of a specific ministry is essential.

They can only be used internally. See page 4.1.4 under 'Ministry logo use' for exemptions and additional information.

Logos have been created for every Government of Alberta Ministry in a vertical format to be used when horizontal space is limited.

Various versions have been designed for each Ministry to allow flexibility for a wide range of applications.



The Alberta Signature

2.2.5.1

Ministry branch, program or service

Sometimes situations arise where there is a need for a Ministry logo to identify a particular branch, program or service. Special logos can be created for this situation and would follow the standard logo rules.

These logos can only be used internally. See page 4.1.4 under 'Ministry logo use' for exemptions and additional information.



Horizontal logo



Vertical logo

The Alberta Signature

2.2.5.2

Ministry branch, program or service: Buffer zone, minimum size

Protective Space

Always maintain the minimum protective space around the Alberta Ministry signature logo to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the period symbol. This space is required around all sides of the logo. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.



Horizontal logo - Buffer zone



Vertical logo - Buffer zone



Horizontal logo - Minimum size



Vertical logo - Minimum size

The Alberta Signature

2.2.6.1

Government branch, program or service: Multiple ministry

Sometimes situations arise where there is a need for a logo to identify a particular branch, program or service that may not belong to one particular ministry but may operate for multiple ministries.

In this situation no specific ministry is mentioned but 'Government' will be used as the main identifier.



Horizontal logo



Vertical logo

The Alberta Signature

2.2.6.2

Government branch, program or service: Buffer zone, minimum size

Protective space

Always maintain the minimum protective space around the Alberta Ministry signature logo to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the period symbol. This space is required around all sides of the logo. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum size

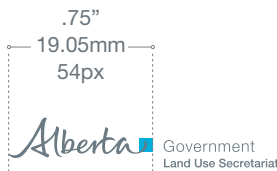
Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.



Horizontal logo - Buffer zone



Vertical logo - Buffer zone



Horizontal logo - Minimum Size



Vertical logo - Minimum Size

The Alberta Signature

2.2.7.1

Agency, Board or Commission (ABC) signature

Vertical and horizontal logos

Vertical and horizontal versions can be designed for Alberta ABC signature logos to allow flexibility for a range of applications.

For assistance or further information regarding either of these logos, contact Service Alberta Communications at: SA.Communications@gov.ab.ca



Horizontal logo examples



Vertical logo examples

The Alberta Signature

2.2.7.2

Agency, Board or Commission signature: Buffer zone, minimum size

Protective space

Always maintain the minimum protective space around the Alberta ABC signature logo to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the period symbol. This space is required around all sides of the logo. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.



Horizontal logo - Buffer zone



Vertical logo - Buffer zone



Horizontal logo - Minimum size



Vertical logo - Minimum size

The Alberta Signature

2.2.7.3.1

Agency, Board or Commission: relationship categories

There are many entities other than departments that are part of the Government of Alberta. These entities are referred to by various names including: agencies, boards, commissions, councils, tribunals and delegated administrative organizations (ABCs). Whatever title is used they all have the following characteristics in common; they are:

- established by government but not part of a government department;
- have been given responsibility to perform a public function;
- are accountable to government, and;
- have some degree of autonomy from government.

A subset of this large group of ABCs are defined by both the Public Agencies Governance Framework and the Alberta Public Agencies Governance Act (APAGA) as “public agencies.” What distinguishes them is that government holds the primary power of appointment, i.e. appoints a majority of members to these agencies.

ABCs wide range of responsibilities includes:

- delivering services;
- providing advice;
- adjudicating disputes;
- providing regulatory oversight;
- administering financial assets;
- selling goods and services through commercial enterprises.

Working with the visual identity

For public agencies, communications should be addressed in the Agency’s Mandate and Roles document. This should clarify to what extent the Government of Alberta will be visually represented in the agency’s communications. For all ABCs, the Department should provide some direction based on the agreement between the responsible Minister (or delegate) and the Chair (or delegate) of the ABC. This direction would be based on how the ABC is classified according to the list below and on the information from the four subsequent pages (2.2.7.3.2 to 2.2.7.3.5.)

For the purpose of working with the government’s visual identity system these guidelines divide ABCs into four groups based on their function and mandate, and the related need to either show a close relationship with government or to show that they operate with some independence from government.

The four relationship groups are:

- Very strong;
- Moderately close;
- Somewhat independent;
- Independent.

ABCs with a very strong relationship to government adopt the Government of Alberta logo and style as their own.

Moderately close relationship ABCs follow the format of the Government of Alberta stationery format but replace the ministry title with the ABC title. If approved, an ABC logo can be used.

ABCs with a somewhat independent relationship from government will use only their logo with a line of text to explain the relationship, potentially “An agency of the Government of Alberta.”

Finally, those ABCs that because of their purpose and mandate need to show that they operate independently from government need no acknowledgement to their relationship with government and may develop their own visual identity program.

The Alberta Signature

2.2.7.3.2

Agency, Board or Commission: Very strong relationship

Very strong relationship

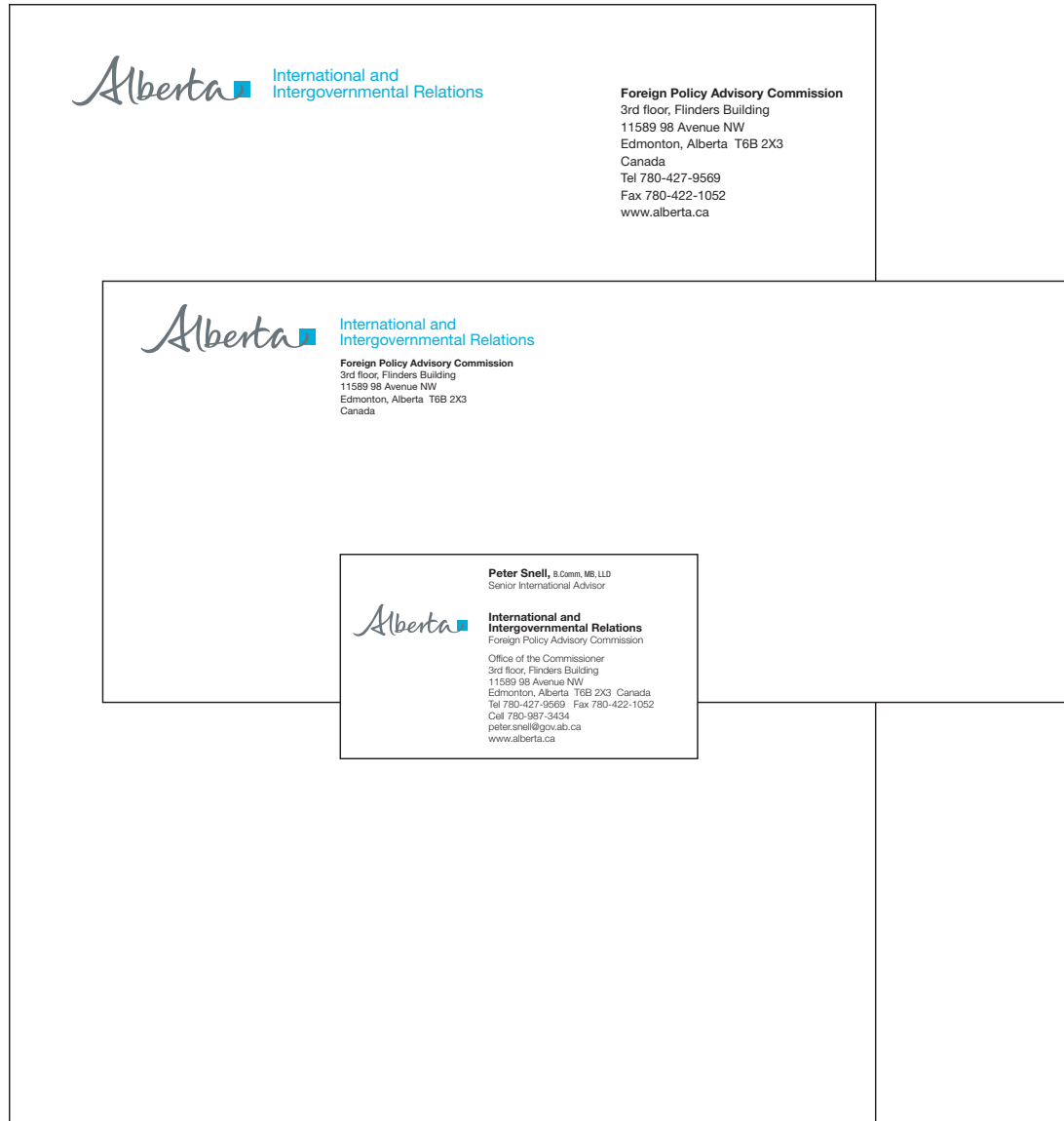
A very strong relationship would occur when the ABC is closely identified with the ministry and Government of Alberta. The Government of Alberta identity would be significant and the main focus of the identity. In this situation the Government of Alberta Signature and visual identity program would be the controlling identity and all documents, websites, stationery and branding would follow the Government of Alberta visual identity rules.

The ABC may or may not create a separate logo but this would be at the discretion of the minister.

All products developed for the ABC would use the provincial signature, corporate colors and typeface. Language, graphics and photos would be consistent with the visual identity manual and other government products.

- Use Alberta Signature with ministry name
- ABC is identified similarly to a branch or division
- Use Government of Alberta approved stationery
- May use approved ABC logo
- Products developed for the ABC follow the Government of Alberta visual identity manual for colours, typeface, graphics, etc.
- Follow Government of Alberta website look and feel

The examples on this page are not a real ABC. These are examples of possible layout and format only.



The Alberta Signature

2.2.7.3.3

Agency, Board or Commission: Moderately close relationship

Moderately close relationship

A moderately close relationship would allow for some flexibility to the visual identity manual. Some of these agencies would be public agencies.

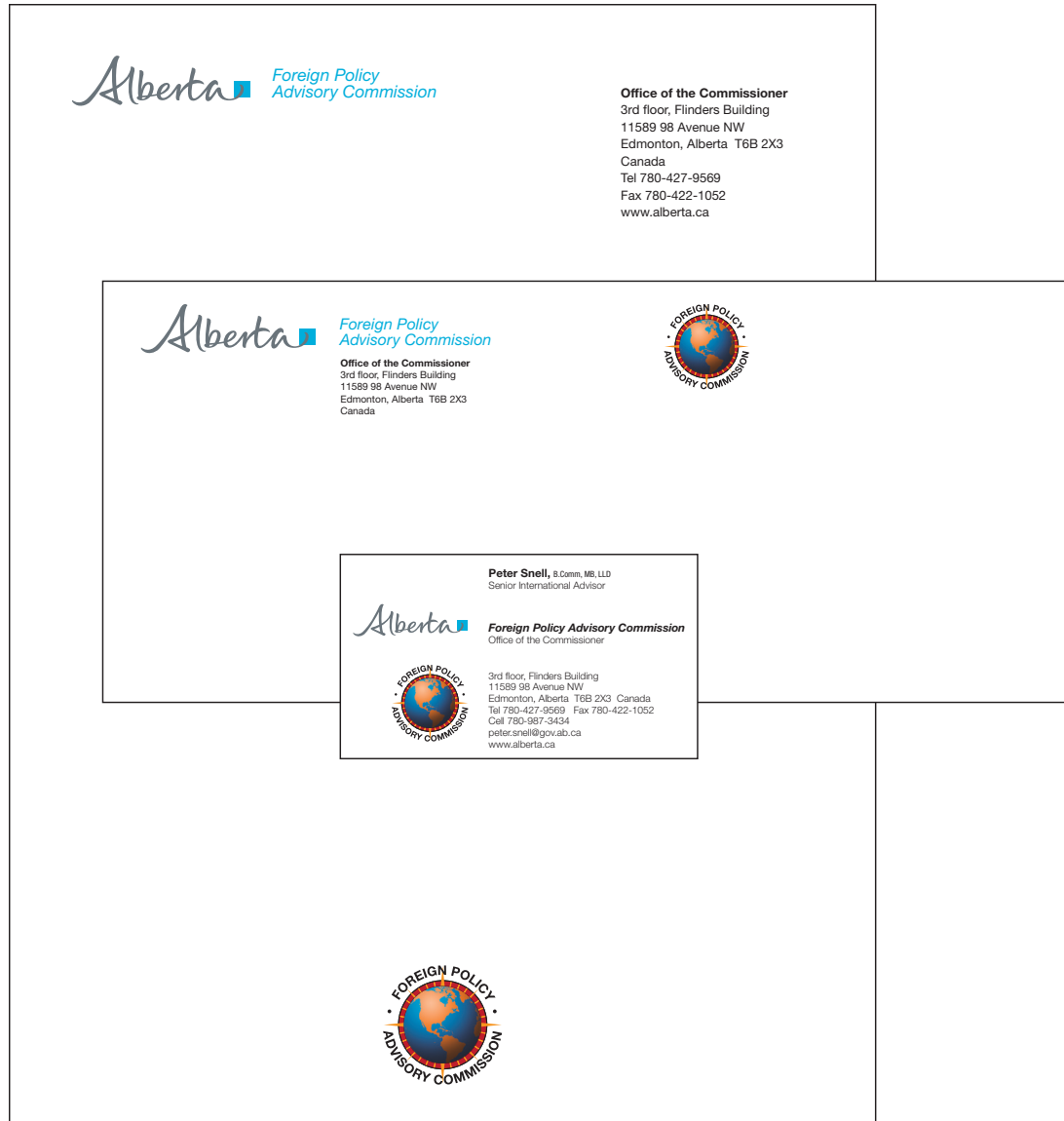
If approved, an ABC logo would figure prominently although the Alberta Signature would still be visible.

The ABC would still follow the main structure of the visual identity manual although the ministry title need not be included or mentioned. The name of the ABC would be used in place of the ministry title and would follow the guidelines in section 2.2.7.1 of this manual.

The website would use the Government of Alberta templates with the ABC logo positioned in the top banner.

- Use Alberta Signature with the ABC title
- Agency name is prominent and replaces the ministry title
- The Government of Alberta ministry title need not be included
- Use Government of Alberta approved stationery
- Products developed for the ABC follow the Government of Alberta visual identity manual for colours, typeface, graphics, etc.
- Follow Government of Alberta website look and feel with agency logo in banner graphic

The examples on this page are not a real ABC. These are examples of possible layout and format only.



The Alberta Signature

2.2.7.3.4

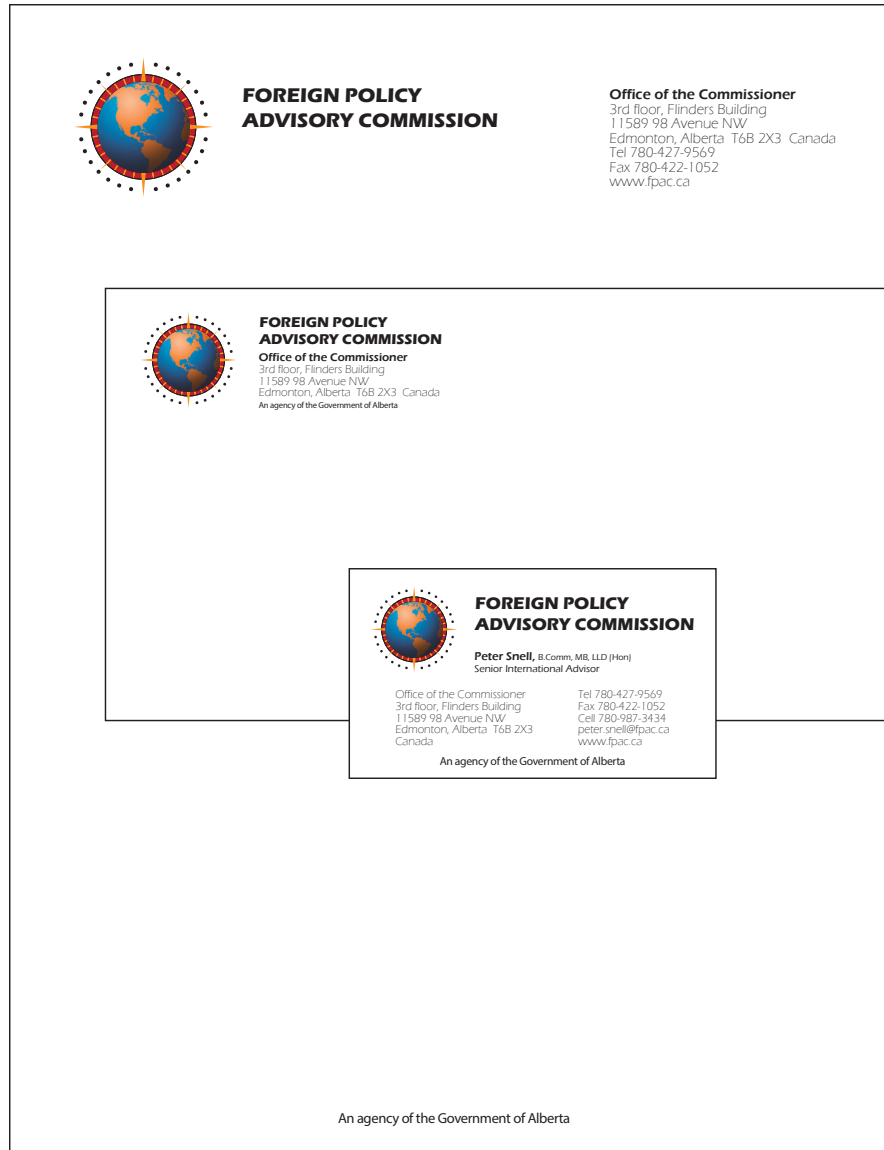
Agency, Board or Commission: Somewhat independent relationship

Somewhat independent relationship

The ABC would be able to create their own visual identity but must include the words “An agency of the Government of Alberta”.

Use of the Alberta Signature or ministry title is not required.

- Use agency stationery with words “An agency of the Government of Alberta”
- Government of Alberta needs to be identified on products as a Government of Alberta agency



The examples on this page are not a real ABC. These are examples of possible layout and format only.

The Alberta Signature

2.2.7.3.5

Agency, Board or Commission: Independent relationship

Independent relationship

To do their job effectively, sometimes an ABC needs to distance itself from the Government of Alberta. In these cases the ABC would develop their own branding and visual identity program.

The Government of Alberta Signature does not need to be used on any products.

The ABC can create their own visual identity program for all logos, products and websites.

- No Government of Alberta Signature
- ABC to create their own visual identity guidelines
- Use agency stationery
- Use agency branded website

These agencies would include Designated Administrative Organizations, professional associations and other ABCs that are not public agencies.



The examples on this page are not a real ABC. These are examples of possible layout and format only.

The Alberta Signature

2.3.1

Alberta Signature colour variations

Colour version

- The logo is available in five of the primary corporate colours; the exception being Stone
- Sky (blue) is the default colour. It is the only colour permitted on office stationery and should be used for serious or official Alberta Government documents.
- Available in EPS, JPG and PNG format. Other formats are available upon request
- Available as Spot colour for Coated and Uncoated paper
- Available in CMYK and RGB colours

Black only version

- Greyscale black and RGB black
- Available in EPS, JPG and PNG format. Other formats available upon request

Reverse Black version

- To be used on backgrounds where there is sufficient contrast for both the white areas and the black areas
- When used on a grey background the range is to be between 40% and 60% black
- Available in EPS and PNG format only

Reverse version

- Available in EPS and PNG format only

The word "Alberta" in a cursive script font, followed by a small square icon in the Dusk color.

- Dusk

The word "Alberta" in a cursive script font, followed by a small square icon in the Prairie color.

- Prairie

The word "Alberta" in a cursive script font, followed by a small square icon in the Sunset color.

- Sunset

The word "Alberta" in a cursive script font, followed by a small square icon in the Pasture color.

- Pasture

The word "Alberta" in a cursive script font, followed by a small square icon in the Sky (blue) color.

- Sky (blue) is the default colour

The word "Alberta" in a cursive script font, followed by a small square icon in the Greyscale color.

- Greyscale

The word "Alberta" in a cursive script font, followed by a small square icon in the Black color.

- Black

The word "Alberta" in a cursive script font, followed by a small square icon in the Reverse Black color, set against a grey background.

- Reverse Black

The word "Alberta" in a cursive script font, followed by a small square icon in the Reverse color, set against a black background.

- Reverse

The word "Alberta" in a cursive script font, followed by a small square icon in the Colour reverse color, set against a black background.

- Colour reverse

The Alberta Signature

2.3.2

Alberta Signature colours

Alberta Signature only

- This is the default version
- Black and reverse also available
- Available in five different colours



Alberta Canada

- For international use
- Use Sky (blue) only
- Black and reverse also available
- When used over a darker background there should be white in the background of the flag. The full reverse version does not have white in the background of the flag.



Alberta Ministries/Branches/ABCs

For internal use only.

- Other colors may be used
- Black and reverse also available



The Alberta Signature

2.5.2

Multiple logos: Size and placement

Size relationship

Multiple logos will rarely have the same physical dimensions and even those that do will rarely have the same visual 'weight', that is the thickness of the letters or graphics may make one logo look heavy or larger when positioned side-by-side - see the examples to the right. Unfortunately visually balancing two logos is subjective and there is no 'formula' or 'equation' that will produce perfect results.

Visual identity manual

While it is possible an additional logo may have a visual identity manual it may not be supplied with the logo.

Should one exist, care must be taken to follow the rules of use for their logo along with ours.

Every effort should be taken to obtain a copy of the manual to ensure all rules are respected.

Buffer zone

Third-party logos may have a buffer zone similar to the Alberta Signature buffer zone.

If at all possible their buffer zone should be respected, just as we expect the Alberta Signature buffer zone to be respected. Where two different zones are used the larger buffer zone of the two is to be used.

To allow sufficient space between logos, allow a distance of 2.5 times the width of the box in the Alberta Signature.

Identical width



Visually balanced



Identical height



Buffer zone



The Alberta Signature

2.5.3.1

Alberta Signature position: Single and dual logo use

Standard logo placement

The standard position for the Alberta Signature on Government documents is always in the lower right corner. While this is not possible on all products, whenever possible and practical this is the desired location.

Standard logo placement



Alberta signature in the lower right

Dual logo placement

When the Alberta Signature is used in conjunction with one additional logo that second logo is positioned along the same vertical axis.

This layout is used when only one other logo is involved. For situations where two or more additional logos are required, refer to sections 2.5.3.2 and 2.5.3.3, *Alberta Signature position: Multiple logo use*.

Both logos are sized to create a visual balance between the two. See section "2.5.2 *Multiple logos: Size and placement*" for additional information.

Dual logo placement



Canada logo with Alberta Signature in the lower right



Municipal or corporate partner with Alberta Signature



Approved government program logo with Alberta Signature

The Alberta Signature

2.5.3.2

Alberta Signature position: Multiple logo use

The standard position for the Alberta Signature on Government documents is always in the lower right corner.

Limited space in lower left corner

When situations arise where the second logo must be positioned in close proximity to the Alberta Signature instead of in the lower left corner, the additional logo is always positioned to the left of the Alberta Signature.

Dual logo placement with limited space



Canada logo with Alberta Signature in the lower right

Desired buffer zone. Minimum buffer zone is 1x

Municipal or corporate partner with Alberta Signature

Approved government program logo with Alberta signature

Three logos

For situations where two or more logos are used in conjunction with the Alberta Signature, the logos are then positioned to the lower right and not spread across the width of the product.

Approved logo order:

- The Alberta signature is always positioned to the far right
- The Government of Canada logo is always positioned to the left of all logos
- Should the Government of Canada logo not be used, then any municipal or corporate logo would be positioned on the left
- Government program or branch logos would always be located immediately to the left of the Alberta Signature

Three logos



The Government of Canada logo is always positioned to the left of all logos

Government program or branch logos would always be located immediately to the left of the Alberta Signature

Alberta Signature sign is always in the lower right

The Alberta Signature

2.5.3.3

Alberta Signature position: Multiple logo use

Four or more logos

The standard position for the Alberta Signature on Government documents is always in the lower right corner.

Additional logos

When the Alberta Signature is used in conjunction with logos from non-Alberta Government entities there is an order of precedence that needs to be followed.

When the logos are displayed in a left to right format, the order is as follows:

- Government of Canada
- Municipal
- Corporate (both public or privately owned companies)
- Government program or branch
- The Alberta Signature

When positioning logos of the same ranking, e.g. multiple municipal or corporate logos, the order of precedence is that the entity with the most investment (can be time or money, etc) would be positioned first.

In cases where investment is equal then the logos are positioned alphabetically.

Four logos



Canada, municipal, government program, Alberta Signature



Municipal, corporate, government program, Alberta Signature



Canada, municipal, corporate, Alberta Signature

Additional logos



Canada, municipal, corporate, government program, Alberta Signature

The Alberta Signature

2.7.1

Improper use

Avoid any instances which cause any of the Alberta Signature logos to become altered or modified in any way. The following are some examples of situations to avoid.

The Alberta Signature may not be used in a manner that would disparage the Alberta Government or its products, services or programs.

Approved electronic files can be provided by contacting the appropriate Communications office.



Colour
Do not use the Signature in any one colour other than solid black; unless on a solid background where it may appear as white.



Colour of the Symbol
The colour of the symbol should never be altered from what is outlined in 2.3.1 of this document.



Colour
Use only the approved colours outlined in 2.3.1 of this document.



Black and colour
When using a colour version of the symbol, the signature cannot be black; it must be the Stone colour, or white when appearing on a solid background.



Government or Ministry typeface
Do not alter the typeface of the government or ministry title.



Government or Ministry size
Do not alter the size of the government or ministry title.



Government or Ministry color
Do not alter the colour of the government or ministry title.



Government or Ministry position
Do not alter the position of the government or ministry title from the approved location.



Combinations
Do not add elements to the Signature to create logos.



Combinations
Do not mix elements from other logos with the Alberta Signature.



Combinations
The Alberta Signature cannot be used as an element in the creation of a logo.



Non-approved titles
Do not create or use non-approved titles with the Alberta Signature.

The Alberta Signature

2.7.2

Improper use

Avoid any instances which cause any of the Alberta Signature logos to become altered or modified in any way. The following are some examples of situations to avoid.

The Alberta Signature may not be used in a manner that would disparage the Alberta Government or its products, services or programs.

Approved electronic files can be provided by contacting the appropriate Communications office.



Framing
Do not position the Signature within rules or frames.



Over printing
To ensure clarity when printing on an image, the Signature should always be reversed out of a dark or busy image. If the background has a low contrast or is a light tone, the Signature should appear in all black.



Over printing
Do not position the logo within a white box overprint on dark or busy backgrounds. Always use a Signature version that contrasts well with the background.



Contrast
Do not position the Signature on backgrounds with insufficient contrast. Use a logo version that contrasts well with the background colour.



Drop shadows
The Signature should not appear with drop shadows.



Scaling
The horizontal and vertical scale should always change proportionately. Never stretch or condense the Signature.



Minimum size
The Signature should never appear at a total width less than 0.75" (90.05mm.)



Screens
The Signature should not appear as a screen.



Wordmark typeface
Do not recreate the wordmark using any other typeface.



Tracking
The tracking of the wordmark should never be altered.



Axis of the signature
The axis of the Signature should never be rotated other than a full 90 degrees.



Skew or Shear
Do not skew or shear the logo in any way.

The Alberta Signature

2.7.3

Improper use

Avoid any instances which causes any of the Alberta Signature logos to become altered or modified in any way. The following are some examples of situations to avoid.

The Alberta Signature may not be used in a manner that would disparage the Alberta Government or its products, services or programs.

Approved electronic files can be provided by contacting the appropriate Communications office.



Deletion of the Symbol
The symbol must always be included with the Alberta Signature.



Alignment of the Wordmark and Symbol
The alignment of the symbol should never be altered from what is outlined in 2.1 of this document.



Axis of the Symbol
The axis of the symbol should never be skewed or rotated.



Position of the Symbol
The position of the symbol should never be altered from what is outlined in 2.1 of this document.



Size Relationships
The size relationships between the Signature elements should remain constant. If any elements of the Signature should increase or decrease, all other elements should change proportionately.



The tail of the 'a' and the symbol
Do not use a solid symbol. Always ensure the tail of the 'a' is reversed out of the symbol on single color logos.



Coat of Arms and the Alberta Signature
Do not use the Coat of Arms with the Alberta Signature. Use the one that is most appropriate for the project.



Keylines
Never create an outline around the Signature.

3.0

Emblems of Alberta

Emblems of Alberta

3.1.1

Official emblems

The emblems of Alberta reflect the province's history, its natural and diverse landscapes, and its people.



Armorial Bearings of Alberta (Coat of Arms)

The original Coat of Arms was assigned by Royal Warrant in 1907. In 1980, it was augmented with a crest, supporters and a motto to create what is now known as the Alberta Coat of Arms. A minor revision was introduced in 2008 to replace the gentlemen's helmet with the royal helmet.

The crest has a royal crown on top of a beaver sitting on a helmet with a silver and red wreath. The supporters are a gold lion and a pronghorn antelope. The compartment, or the base of the Coat of Arms, is a grassy mount with wild roses. The provincial motto, *Fortis et Liber*, "strong and free", is under the base. The current Coat of Arms was adopted on July 30, 1980, by Royal Warrant.



Provincial Shield

The shield of the Coat of Arms was adopted as a separate official emblem known as the provincial shield in September 2013. Topped by a red St. George's Cross on a white background, the Provincial Shield features azure (blue) in back of a range of snow-capped mountains with green hills, prairie and a wheat field in front. The provincial shield remains as an element of two other emblems: the Coat of Arms and the flag of Alberta.

Beginning September 9, 2013, images of the provincial shield became available for Albertans to download. Members of the public may use the provincial shield without restriction or permission, as long as the image is not altered.



Flag of Alberta

Adopted on June 1, 1968, the flag shows the provincial shield of Alberta on a blue background. The flag is proportioned twice as long as it is high, with the provincial shield positioned in the center at 7/11 of the height of the flag.



Floral Emblem: Wild Rose, *Rosa Acicularis*

The wild rose was designated the floral emblem of Alberta in 1930. It grows almost everywhere in the province, brightening the countryside with flashes of pink.

Emblems of Alberta may be downloaded from: www.alberta.ca/alberta-emblems.aspx

Emblems of Alberta

3.1.2

Official emblems



Grass Emblem: Rough Fescue,
Festuca Scabrella

Alberta has the largest area of rough fescue grassland in the world and is the only place in North America that hosts the plains, foothills and northern kinds of rough fescue. Rough fescue provides excellent year-round forage for wildlife and livestock, and is a symbol of Alberta's prairie heritage and the need for the conservation of our rich biodiversity of native grasslands. It was designated the official grass of Alberta in 2003 due to the efforts of the Prairie Conservation Forum.



Alberta Tartan

The colours of the Alberta tartan represent the green of our forests, the gold of our wheat fields, the blue of our clear skies and sparkling lakes, the pink of our wild rose, and the black of our coal and petroleum. The tartan was designed by the Edmonton Rehabilitation Society for the Handicapped, now Goodwill Industries of Alberta, and was adopted as the official tartan of Alberta in 1961.



Alberta Dress Tartan

Adopted in 2000, the Alberta dress tartan complements the Alberta tartan and can be worn for dancing, special occasions and formal attire. It includes the same colours as the Alberta tartan and adds large sections of white, a symbol of Alberta's bright snowy days.



Bird of Alberta: Great Horned Owl,
Bubo Virginianus

On May 3, 1977, the great horned owl was adopted as Alberta's official bird after a province-wide children's vote. The bird is a year-round resident of the province.

Emblems of Alberta

3.1.3

Official emblems



Stone of Alberta: Petrified Wood

Commonly found in gravel pits throughout Alberta, petrified wood is the result of the deposit of microcrystalline quartz in the pores and cells of the fallen trees of the Cretaceous and Paleocene times, some 60 to 90 million years ago. Petrified wood was recognized as Alberta's official stone in 1977 due to the efforts of the Alberta Federation of Rock Clubs.



Tree of Alberta: Lodgepole Pine,
Pinus Contorta Variety Latifolia

In the early 1900s, lodgepole pine was primarily used to make railway ties. Today it plays a major role in Alberta's forest industry and is manufactured into poles, posts, pulp, plywood, mine timbers and other lumber products. It was adopted as the official tree of Alberta on May 30, 1984, due to the efforts of the Junior Forest Warden Association of Alberta.



Provincial Colours

Alberta blue and Alberta gold are the official colours of Alberta and were adopted in 1984. The blue represents the sky and the gold/deep yellow represents the prairies.

See page 3.4 for additional information.



Mammal of Alberta: Rocky Mountain Bighorn Sheep, *Ovis Canadensis*

On August 18, 1989, the Rocky Mountain bighorn sheep was designated the official mammal of Alberta. The bighorn is a native Alberta animal. Prehistoric remains have been found in most of the river valleys across Alberta, showing that at one time some of the largest herds of Rocky Mountain bighorn sheep roamed the province. Today the bighorn is primarily found in the Rocky Mountain region.

Emblems of Alberta

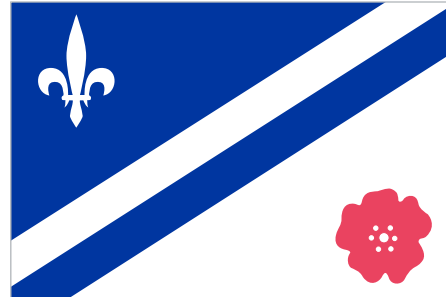
3.1.3

Official emblems



Fish of Alberta: Bull Trout,
Salvelinus Confluentus

Adopted as the official fish of Alberta on May 2, 1995, the bull trout is one of eight species of trout found in the province's glacial waters. In order to ensure Alberta's population of bull trout never becomes endangered, there is a catch and release policy governing all bull trout fishing in the province.



Franco-Alberta flag

The Franco-Albertan flag, created in 1982, is Pantone blue 648 UP, white and Pantone rose 1935 UP; with the fleur-de-lis symbolizing the Francophonie, the stylized wild rose and the blue representing Alberta, and the two oblique blue and white bands that traverse the flag representing the waterways and routes used by the explorers and early settlers.

Le drapeau franco-albertain

Créé en 1982, le drapeau franco-albertain est bleu Pantone 648 UP, blanc et rose Pantone 1935 UP; il est orné d'une fleur de lis qui rappelle la francophonie, d'une églantine stylisée et du bleu qui représente l'Alberta, et de deux bandes obliques bleue et blanche qui traversent le drapeau et représentent les routes et les cours d'eau qu'ont empruntés les explorateurs et les colons.

Emblems of Alberta may be downloaded from: www.alberta.ca/alberta-emblems.aspx

Emblems of Alberta

3.2.1

Armorial bearings of Alberta (Coat of Arms)

The Alberta Coat of Arms represents provincial sovereignty and the authority of the Lieutenant Governor, Premier, Ministers, the Legislative Assembly, members of the Legislative Assembly and their offices. The Coat of Arms is also used by the Court of Appeal, the Court of Queen's Bench, the Provincial Court and Provincial Judges.

The Coat of Arms is reserved for use, without permission, by the following individuals as listed under section 2(5) of the *Official Emblems (Ministerial) Regulation*:

- The Lieutenant Governor and the office of the Lieutenant Governor;
- The Premier and the office of the Premier;
- Executive Council and members of the Executive Council and their offices;
- The Legislative Assembly and members of the Legislative Assembly and their offices;
- The Court of Appeal;
- The Court of Queen's Bench;
- The Provincial Court and provincial judges



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Tourism under the *Emblems of Alberta Act*.

The Alberta Coat of Arms is a registered trademark and cannot be used without permission from Alberta Culture and Tourism. Unauthorized use is subject to penalty.

Emblems of Alberta

3.2.2

Protocol for displaying the Coat of Arms

The Alberta Coat of Arms is normally displayed on its own or alongside other provincial and federal coats of arms. The Alberta Coat of Arms is not normally displayed in conjunction with the Alberta Signature.

When the Coat of Arms is used in communications at the provincial level, it should appear either above or to the left of any other insignia. Titles used in combination with the Alberta Coat of Arms must appear only to the right of or below the Coat of Arms.

At the national level, the Alberta Coat of Arms would be placed to the right of or below the Canadian Coat of Arms.

A foreign government's insignia usually takes precedence over the Alberta Coat of Arms. The Coat of Arms of the Queen and her representatives always takes precedence. If more than one government is part of a visual communication, then they are usually arranged alphabetically using English spelling under the United Nations Convention.

If the Alberta Government is involved in a joint initiative with another provincial government or territory, then the coats of arms, flags or other provincial insignia appear in order of the date each jurisdiction entered Confederation.

When the Alberta Government works with a municipal government, and the Alberta Coat of Arms is used in communications, it is placed above or to the left of the municipal insignia.

Given that the Alberta Coat of Arms represents sovereignty and ownership by the province, it is more appropriate to use the Alberta Government logo rather than the Coat of Arms when the government is involved in partnerships with private sector organizations.

The use of the Alberta Coat of Arms is limited to the Premier of Alberta and their office, government ministers and their offices, the Legislative Assembly, and the Provincial Courts of Alberta.

The Alberta Coat of Arms may also be used as authorized in writing by the Minister of Culture and Tourism.



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Tourism under the *Emblems of Alberta Act*.

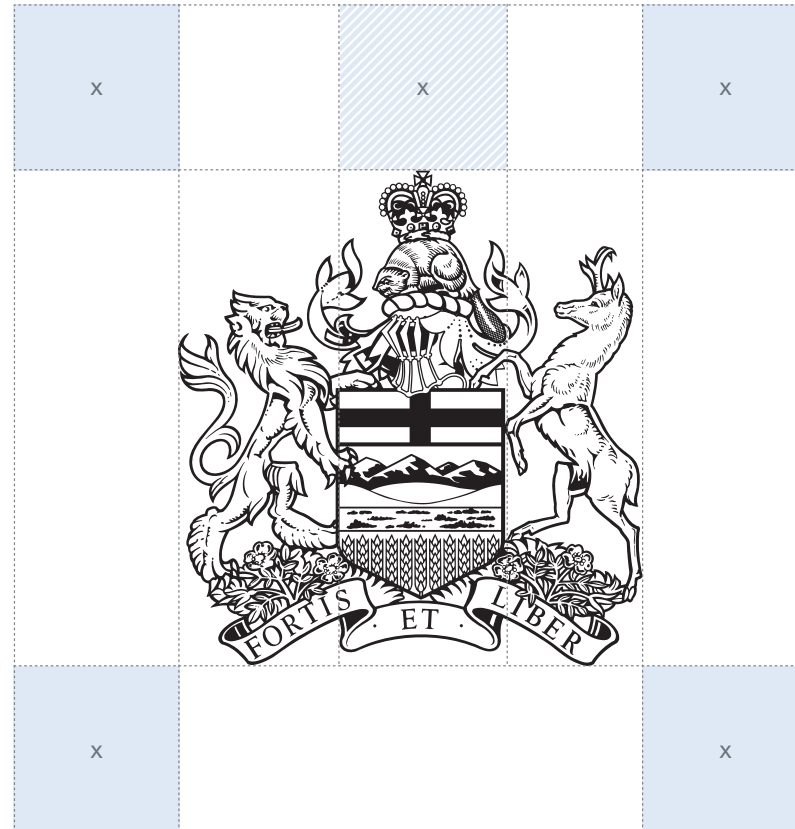
The Alberta Coat of Arms is a registered trademark and cannot be used without permission from Alberta Culture and Tourism. Unauthorized use is subject to penalty.

Emblems of Alberta

3.2.3

Coat of Arms protective space

Always maintain the minimum protective space around the Alberta Coat of Arms to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the width of the shield within the Coat of Arms. This space is required around all sides. This applies to both positioning around other printed elements, as well as from background field edges, trim and rules.



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Tourism under the *Emblems of Alberta Act*.

The Alberta Coat of Arms is a registered trademark and cannot be used without permission from Alberta Culture and Tourism. Unauthorized use is subject to penalty.

Emblems of Alberta

3.2.4

Coat of Arms size range

This page shows the Alberta Coat of Arms at several sizes. The 1.75" size is used for standard publications such as 8.5" x 11" documents and is the smallest size for electronic screen-based communications.

Minimum Size

Minimum size refers to the smallest size at which the Alberta Coat of Arms should be reproduced for print-based communications.

Do not reproduce smaller than .6" in height.



Standard Publication Size



Minimum Size



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Tourism under the *Emblems of Alberta Act*.

The Alberta Coat of Arms is a registered trademark and cannot be used without permission from Alberta Culture and Tourism. Unauthorized use is subject to penalty.

Emblems of Alberta

3.2.5

Coat of Arms size range with typography

This page shows the Alberta Coat of Arms combined with the word Alberta and with Alberta Canada. The typeface, shown centered under the Coat of Arms, is Adobe Garamond Regular.

Minimum Size

The Coat of Arms is shown in sizes used in typical application formats. The 1.45" high size is the smallest to be used for electronic screen-based communications.

The .9" high size used on ministerial letterhead, envelopes, compliments cards and smaller publications is the smallest size at which the Alberta Coat of Arms when combined with type, should be reproduced for print-based communications.

The .72" high size used on ministerial business cards is the smallest size at which the Alberta Coat of Arms, when combined with type, should be reproduced for print-based communications.

NOTE: Do not reset the text below the Coat of Arms. Always use an original digital file that has the text correctly sized and in position.



ALBERTA



ALBERTA
CANADA

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Tourism under the *Emblems of Alberta Act*.

The Alberta Coat of Arms is a registered trademark and cannot be used without permission from Alberta Culture and Tourism. Unauthorized use is subject to penalty.

Emblems of Alberta

3.2.6

Coat of Arms colour reproduction

Full colour

The Alberta Coat of Arms should appear in its full colour version whenever possible.

One-colour greyscale

When printing specifications or budget restrictions will not permit the use of colour printing, the one-colour (greyscale) version should be used.

One-colour black solid

In one-colour applications where halftone printing is not available, the one-colour black solid version should be used. This version would also be used for printing in gold ink, embossing, steel engraving or foil stamping.

Reversed

For applications where the background is a dark colour or solid black, the Alberta Coat of Arms should appear in its reversed version to ensure legibility.

The Coat of Arms is available as digital artwork in full colour, one-colour, black solid and reversed.

Full colour



One-colour greyscale



One-colour black solid



Reversed one-colour white solid



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Tourism under the *Emblems of Alberta Act*.

The Alberta Coat of Arms is a registered trademark and cannot be used without permission from Alberta Culture and Tourism. Unauthorized use is subject to penalty.

Emblems of Alberta

3.2.7

Using the Alberta Coat of Arms

The Coat of Arms is reserved for use, without permission, by the following individuals as listed under section 2(5) of the Official Emblems (Ministerial) Regulation:

- The Lieutenant Governor and the office of the Lieutenant Governor;
- The Premier and the office of the Premier;
- Executive Council and members of the Executive Council and their offices;
- The Legislative Assembly and members of the Legislative Assembly and their offices;
- The Court of Appeal;
- The Court of Queen's Bench;
- The Provincial Court and provincial judges.

The Alberta Coat of Arms may also be used:

1. As part of a description or history of the Alberta Government, or of the Coat of Arms;
2. In libraries, museums, or educational facilities as part of descriptions or exhibits relating to the Alberta Government, or to the Coat of Arms;
3. In film, video or digital multimedia communications that relate to the Alberta Government, or to the Coat of Arms;
4. For other uses as authorized in writing by the Minister of Culture and Tourism.

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Tourism under the *Emblems of Alberta Act*.

The Alberta Coat of Arms is a registered trademark and cannot be used without permission from Alberta Culture and Tourism. Unauthorized use is subject to penalty.

Certificate samples



Emblems of Alberta

3.3.1

The Alberta flag

Adopted on June 1, 1968, the flag shows the provincial shield of Alberta on a blue background. The flag is proportioned twice as long as it is high, with the provincial shield positioned in the center at 7/11 of the height of the flag.

Digital files for the Alberta flag may be downloaded from:
corporateidentity.alberta.ca/downloads/Alberta_Flag.zip



Emblems of Alberta

3.3.2

Flying Alberta's flag

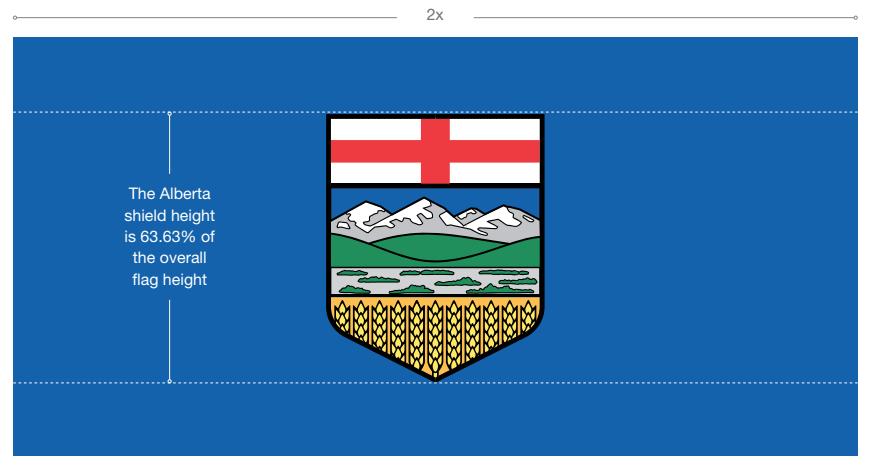
When the Alberta flag is flown with other provincial or territorial flags, they appear after the national flag of Canada in the order of the date each province or territory entered Confederation as below. In less formal circumstances, the provincial flags may be ordered alphabetically or geographically, west to east or east to west.

Order of provincial and territorial flag array by date:

1. National Flag of Canada
2. Ontario (1867)
3. Quebec (1867)
4. Nova Scotia (1867)
5. New Brunswick (1867)
6. Manitoba (1870)
7. British Columbia (1871)
8. Prince Edward Island (1873)
9. Saskatchewan (1905)
10. Alberta (1905)
11. Newfoundland (1949)
12. Northwest Territories (1870)
13. Yukon (1898)
14. Nunavut (1999)

Order of provincial and territorial flag array based on geography (east to west):

1. National flag of Canada
2. Newfoundland
3. Nova Scotia
4. Prince Edward Island
5. New Brunswick
6. Quebec
7. Ontario
8. Nunavut
9. Northwest Territories
10. Yukon Territories
11. Manitoba
12. Saskatchewan
13. Alberta
14. British Columbia



The Alberta Flag is twice as wide as it is deep. The Alberta Shield is positioned in the centre on a blue background. The height of the Alberta Shield is 63.63% of the overall height of the flag. The graphic on this page shows these format proportions and the size of the shield relative to the flag background.

Emblems of Alberta

3.3.3.1

Protocol for flag displays

When the provincial flag is flown in display with one or more other flags, the order of precedence is:

1. The Canadian Flag
2. Other national flag (e.g. visit of ambassador or high commissioner)
3. The flag of Alberta
4. other flags, in order of seniority

Two flags

When one stands facing the flags, the Senior flag on the left.



Canada



Alberta

Three flags

When one stands facing the flags, the senior flag in the centre; next senior on the left; third on the right.



Visiting country



Canada



Alberta



Alberta



Canada



Municipal

Four flags or more

When one stands facing the flags, senior flag on the left, then other flags in order of precedence, left to right.



Canada



Alberta



Union Jack



Municipal



Special flag



Canada



Visiting country



Alberta



Visiting province



Municipal

Source: Government of Alberta Flag etiquette
<https://www.alberta.ca/protocol-flag-etiquette.aspx>

Emblems of Alberta

3.3.3.2

Protocol for flag displays

Lieutenant Governor's Standard

For displays outside buildings where the Lieutenant Governor is fulfilling official duties, when one stands facing the flags, the Vice-Regal Standard in the centre; next senior on the left; third on the right.



Canada



Lieutenant Governor



Alberta

OR if four flags or more

When one stands facing the flags, the Vice-Regal Standard on the left; then the other flags in order of precedence, left to right.



Lieutenant Governor



Canada



Visiting country



Alberta

Canada, its Provinces and Territories

Here are the flags of Canada, its provinces and territories, in order of precedence.



Canada



Ontario



Quebec



Nova Scotia



New Brunswick



Manitoba



British Columbia



Prince Edward Island



Saskatchewan



Alberta



Newfoundland and Labrador



Northwest Territories



Yukon



Nunavut

If Alberta is the host province for an event or ceremony, its flag immediately follows that of Canada. The Union Jack, if used, may be placed immediately before Ontario's or after Nunavut, depending on local preference.



Canada



Alberta



Union Jack (optional)



Ontario



Quebec

Emblems of Alberta

3.4

Alberta shield and flag colours

The official colours of the Province of Alberta are:

- Alberta Blue (Pantone 286) and;
- Alberta Gold (Pantone 136).

Alberta blue and Alberta gold are the official colours of Alberta and were adopted in 1984. The blue represents the sky and the gold/deep yellow represents the prairies.

The Alberta Flag uses the standards of the Pantone Matching System (PMS), which is a universally recognized colour matching system based on lithography printing inks. The colour palettes include specific spot colour references for both coated and uncoated paper stocks and process match breakdowns (CMYK) for printing applications with limited budgets. Also included are RGB equivalents for use in word processing, and presentation software.



Flag background colour: Pantone 286

ALBERTA BLUE	ALBERTA GOLD				
PANTONE COATED Pantone 286C	PANTONE COATED Pantone 136C	PANTONE COATED Pantone 356C	PANTONE COATED Pantone 421C	PANTONE COATED Pantone 185C	PANTONE COATED Pantone 114C
PANTONE UNCOATED Pantone 286U	PANTONE UNCOATED Pantone 136U	PANTONE UNCOATED Pantone 356U	PANTONE UNCOATED Pantone 421U	PANTONE UNCOATED Pantone 185U	PANTONE UNCOATED Pantone 114U
CMYK 100C/66M/0Y/2K	CMYK 0C/27M/76Y/0K	CMYK 95C/0M/100Y/27K	CMYK 0C/0M/0Y/26K	CMYK 0C/91M/76Y/0K	CMYK 0C/8M/73Y/0K
RGB 13R/54G/146B	RGB 254R/186G/53B	RGB 13R/104G/38B	RGB 189R/189G/189B	RGB 252R/25G/33B	RGB 255R/235G/67B
AZURE SKY	WHEAT BACKGROUND	HILLS/WILD ROSE LEAVES	MOUNTAINS	ST. GEORGE'S CROSS	WHEAT
Provincial Colours					

4.0

Products

Products

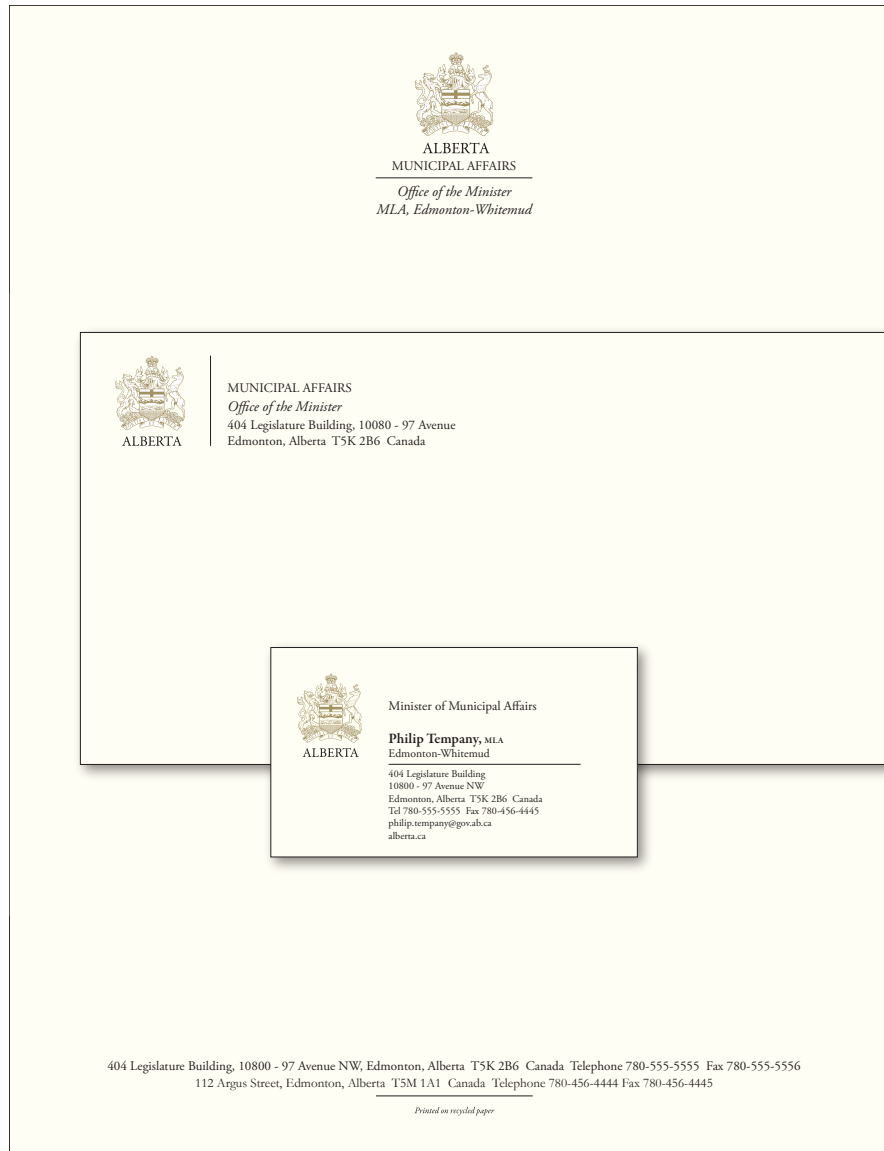
4.1.3

Minister stationery

Members of cabinet use the Alberta Coat of Arms in gold metallic ink as the identifying graphic element on stationery items. The use of the Coat of Arms reinforces the distinct status of the office. The Minister stationery has its own set of templates to guide its design.

Using the online ordering system

All ministry stationery items can be ordered by using the online ordering system. The following pages show examples of the business card, letterhead, #10 envelope and compliments card used in ministry communications.



Products

4.1.3.1.1

Minister business card style guide

This style guide describes the typographic and symbol features for Minister business cards. As a rule, abbreviations should be avoided. Personal names should only be used on business cards and compliment cards.

- 1. Ministry/Department:** “Minister of” followed by the department name is used here. Multiple departments are listed alphabetically, one above the other.
- 2. Alberta Coat of Arms:** The Coat of Arms is used by elected officials and its use is protected by the Emblems of Alberta Act. It should appear in the positions shown on the stationery templates. The Alberta Coat of Arms with the word “Alberta” incorporated is the version to be used on stationery. The Coat of Arms and the Alberta Signature should not appear together.

The Coat of Arms is printed in gold on business cards used by Ministers, Standing Policy Committee members and Ministerial level committees that are chaired by an MLA or a member of the judiciary. For guidance on the Coat of Arms usage, see page 3.2.1 The Alberta Coat of Arms.

- 3. Individual name:** If “Honourable” is used, it should be spelled out in full. Only abbreviated titles that denote a qualification such as Dr. or Col. should be used.
- 4. Credentials:** For abbreviations that are all capitalized (for example: MLA, MD, MA) and for those that end in a capital (PhD) no periods are needed. Abbreviations that have only an initial capital require periods in order not to confuse with words (B.Comm., P.Eng.).

Post-secondary nominals or degrees should follow MLA. MLA then the most “senior” degree.

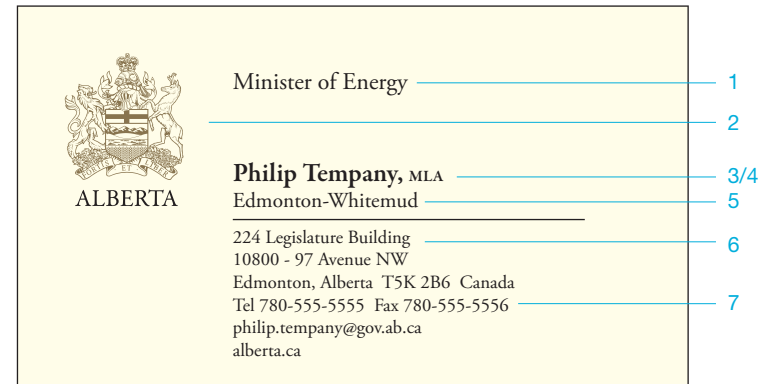
- 5. Responsibilities:** Electoral area is listed here and if space permits boards, commissions or other responsibilities may be listed

6. Address:

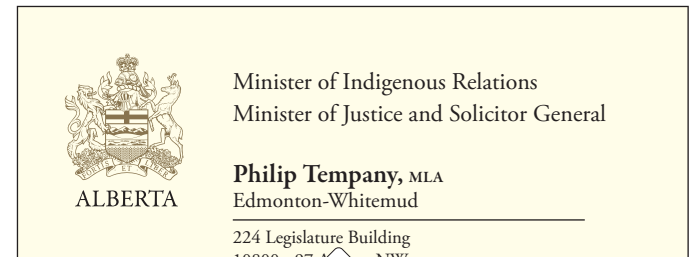
- The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address
- If a floor is indicated then the number should be followed by ‘st, nd, rd, or th floor’; floor should not be capitalized
- Use a small hyphen, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
- Commas separate city/town and province
- Correct order is street address, city, province, postal code, country
- No commas are to be used before the postal code
- Double spaces are used between Alberta and the postal code and between the postal code and Canada

7. Contact information:

- The business telephone number is preceded by “Tel”, followed by “Ext” (extension number), followed by “Fax” (facsimile number)
- The area code is listed before the telephone or fax number
- All phone numbers are written without brackets and with hyphens
- Office e-mail address and the government web site follow the telephone information, if space allows.
- Double spaces separate the telephone and fax information



One line ministry



Two line ministry



Three line ministry

Products

4.1.3.2.1

Minister letterhead style guide

The style guide describes the typographic and symbol features for the Ministers' letterhead. As a rule, abbreviations should be avoided. A person's name should only be used on business cards.

1. Alberta Coat of Arms: The Coat of Arms is used by elected officials and its use is protected by the Emblems of Alberta Act. It should appear in the positions shown on the stationery templates. The Alberta Coat of Arms with the word "Alberta" incorporated is the version to be used on stationery.

The Coat of Arms is printed in gold on business cards used by Ministers, Standing Policy Committee members and Ministerial level committees that are chaired by an MLA or a member of the judiciary.

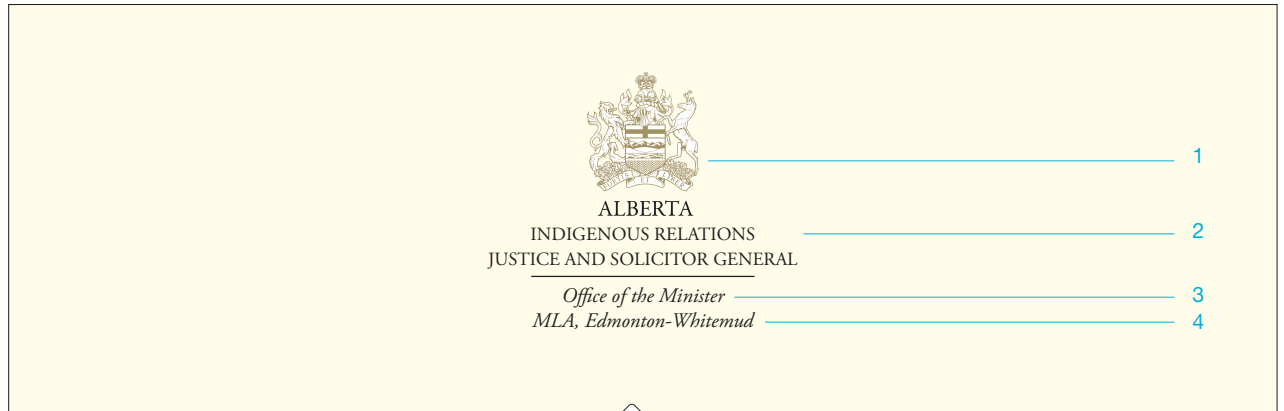
2. Department: Only the department name is used here. Multiple departments are listed alphabetically, one above the other unless specified by the ministry.

3. Office designation: Usually shown as "Office of the Minister"

4. Elected office and responsibilities: Boards, commissions and other responsibilities are given here, as well as elected office.

5. Address:

- The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address
- If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized. Floor should be spelled out in full if space is available
- Use a small hyphen, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
- Commas separate city/town and province
- Correct order is street address, city, province, postal code, country



224 Legislature Building, 10800 - 97 Avenue NW, Edmonton, Alberta T5K 2B6 Canada Telephone 780-555-5555 Fax 780-555-5556 — 5/6
112 Argus Street, Edmonton, Alberta T5M 1A1 Canada Telephone 780-456-4444 Fax 780-456-4445

Printed on recycled paper

- No commas are to be used before or after the postal code
- Double spaces are used between Alberta and the postal code, between the postal code and Canada, and between Canada and the phone number
- Additional lines may be used to list multiple ministry contact information
- If listing the constituency office address and contact information it would be the second line after the Legislature office information

6. Contact information:

- The business telephone number is preceded by "Telephone", followed by "Ext" (extension number), followed by "Fax" (facsimile number)
- The area code is listed before the telephone or fax number
- All phone numbers are written without brackets and with hyphens
- Office e-mail address and the government web site follow the telephone information, if space allows.
- Double spaces separate the telephone and fax information

Products

4.1.3.3.1

Minister envelope style guide

The style guide describes the typographic and symbol features for the Ministers' #10 envelope. As a rule, abbreviations should be avoided. A person's name should only be used on business cards.

Minister and Associate Minister #10 Envelope:
9.5 x 4.125 inches

1. Alberta Coat of Arms: The Coat of Arms is used by elected officials and its use is protected by the Emblems of Alberta Act. It should appear in the positions shown on the stationery templates. The Alberta Coat of Arms with the word "Alberta" incorporated is the version to be used on stationery. The Coat of Arms and the Alberta Signature should not appear together.

The Coat of Arms is printed in gold on business cards used by Ministers, Standing Policy Committee members and Ministerial level committees that are chaired by an MLA or a member of the judiciary.

2. Department: Only the department name is used here. Multiple departments are listed alphabetically, one above the other unless specified by the ministry.

3. Office designation: Usually shown as "Office of the Minister"

4. Address:

- The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address
- If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalize. Floor should be spelled out in full if space is available
- Use a small hyphen, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
- Commas separate city/town and province
- Correct order is street address, city, province, postal code, country
- No commas are to be used before the postal code
- Double spaces are used between Alberta and the postal code and between the postal code and Canada



MUNICIPAL AFFAIRS

Office of the Minister

404 Legislature Building, 10080 - 97 Avenue
Edmonton, Alberta T5K 2B6 Canada

1
2
3
4

Products

4.1.3.4.1

Minister compliments card

The style guide describes the typographic and symbol features for the Minister's compliments card. As a rule, abbreviations should be avoided.

1. Alberta Coat of Arms: The Coat of Arms is used by elected officials and its use is protected by the Emblems of Alberta Act. It should appear in the positions shown on the stationery templates. The Alberta Coat of Arms with the word "Alberta" incorporated is the version to be used on stationery. The Coat of Arms and the Alberta Signature should not appear together.

The Coat of Arms is printed in gold on business cards used by Ministers, Standing Policy Committee members and Ministerial level committees that are chaired by an MLA or a member of the judiciary. For guidance on the Coat of Arms usage, see page 3.2.1 for additional information.

2. Individual name: If "Honourable" is used, it should be spelled out in full. Only abbreviated titles that denote a qualification such as Dr. or Col. should be used.

3. Responsibilities: Ministries, boards, commissions and other responsibilities are positioned here, as well as electoral area.

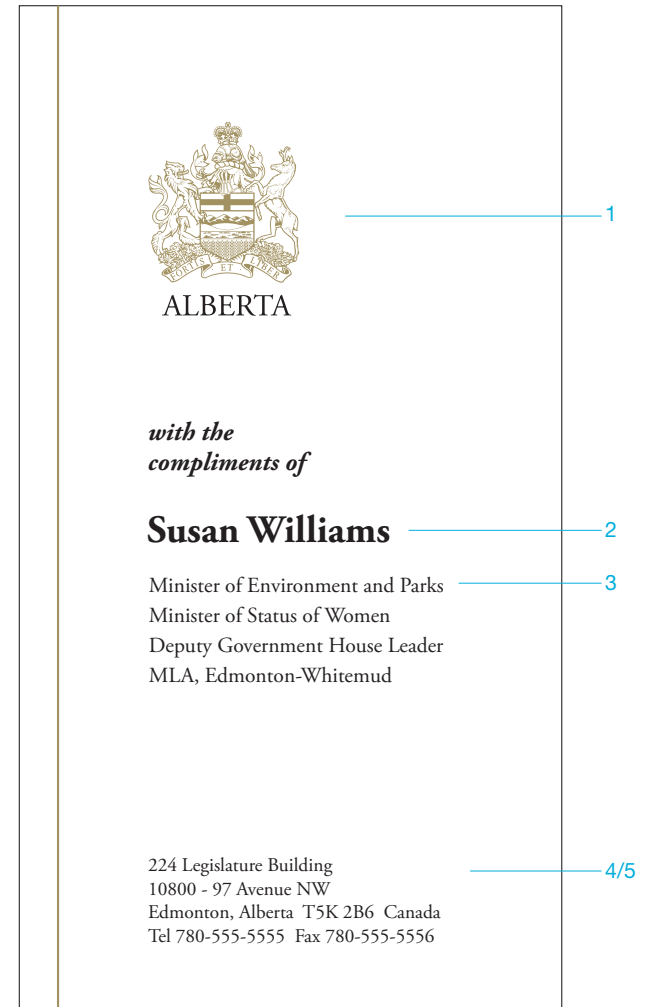
4. Address:

- The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address.
- If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized. Floor should be spelled out in full if space is available
- Use a small hyphen, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
- Commas separate city/town and province
- Correct order is street address, city, province, postal code, country
- No commas are to be used before or after the postal code
- Double spaces are used between Alberta and the postal code and between the postal code and Canada

5. Contact information:

- The business telephone number is preceded by "Telephone", followed by "Ext" (extension number), followed by "Fax" (facsimile number)
- The area code is listed before the telephone or fax number followed with a hyphen
- All phone numbers are written without brackets and with hyphens
- The telephone and fax numbers are on two separate lines.

Minister compliments card
3.5 x 6.5 inches



Products

4.1.4

General stationery

General stationery includes letterhead, envelopes and business cards.

General office stationery

- This is the approved layout for stationery items
- Grey and Sky (blue) is the only colour for the Alberta Signature logo permitted on stationery

Ministry logo use

It is previously stated in this manual that ministry logos are for internal use only. The only exception to this rule is for office stationery such as letterhead, business cards, envelopes, presentation folders, mailing labels and other select products.

Part of the reason for this is that while brochures, posters, or many other government documents are meant for the general public, office stationery is usually intended for direct communications between a representative of the government and one member of the public or an individual company or organization.

There is also a slightly different treatment of the logo in this situation as the name of the ministry is printed in blue on letterheads and envelopes and black on business cards.



Products

4.1.4.1.1

Business card

The general business card is shown on this page. The back of the business card should not be used to print additional information such as mission statements, ministry slogans, taglines or other visual identifiers. The back may be used to print emergency contact information or additional addresses.

The back of a business card may be used to translate that card into a second language. Typically, an individual's name and position are translated. The government department and "Canada" may be translated. The address is not usually translated, as the English mailing address is required for correspondence. The Alberta Signature is never translated into another language.

The space in the lower left portion of the business card is to be used for a maximum of one program or initiative identifier.

General Business Card
3.5 x 2 inches (21p0 x 12p0)



International Business Card - Front (maximum text)



Business Card - Front (minimal text)



Business Card with one program or initiative identifiers



Business Card - back

Products

4.1.4.1.2

Business card style guide

The style guide describes the typographic and symbolic features for the general business card. As a rule, abbreviations should be avoided. A person's name should only be used on business cards.

A business card is a means to provide contact information to another individual. It is not a product to promote the ministry or individual. Only relevant information should be included as space can sometimes become limited.

1. The Alberta Signature: The signature should be used only as outlined in this manual. There is an option to use the Alberta Canada (international) version of this logo. The Alberta Signature with the blue square is the only permitted version on business cards.

The Alberta Canada signature is optional and may be requested at the discretion of the owner of the card.

2. Individual name: Only abbreviated titles that denote a qualification such as Dr. or Col. should be used.

3. Credentials: For abbreviations that are all capitalized (for example: MLA, MD, MA) and for those that end in a capital (PhD) no periods are needed. Abbreviations that have only an initial capital require periods in order not to confuse with words (B.Comm., P.Eng.).

Post-secondary nominals or degrees should follow MLA. MLA then the most "senior" degree.

4. Position/title: Specific job title or position of individual up to a maximum of two lines.

5. Department: Only the department name is used here. Multiple departments would be listed alphabetically, one above the other unless specified by the ministry

6. Division: One line for a division title may be listed here. If a second line is required it would be positioned directly above the address below.

7. Address:

- The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address
- If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized. Floor should be spelled out in full if space is available
- Use a small hyphen, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
- Commas separate city/town and province
- Correct order is street address, city, province, postal code, country
- No commas are to be used before or after the postal code
- Double spaces are to be used before and after the postal code

8. Contact information:

- The business telephone number is preceded by "Telephone", followed by "Ext" (extension number), followed by "Fax" (facsimile number)
- The area code is listed before the telephone or fax number followed with a hyphen
- All phone numbers are written without brackets and with hyphens
- Double spaces separate the telephone and fax information
- Office e-mail address and the government web site follow the telephone information, if space allows.

9. Additional visuals: The grey-toned areas indicate the size and positioning for a maximum of one program or initiative identifier. Visuals will fit into the horizontal, vertical or circular space as indicated. All additional visuals must be approved by the appropriate Communications office.

General business card



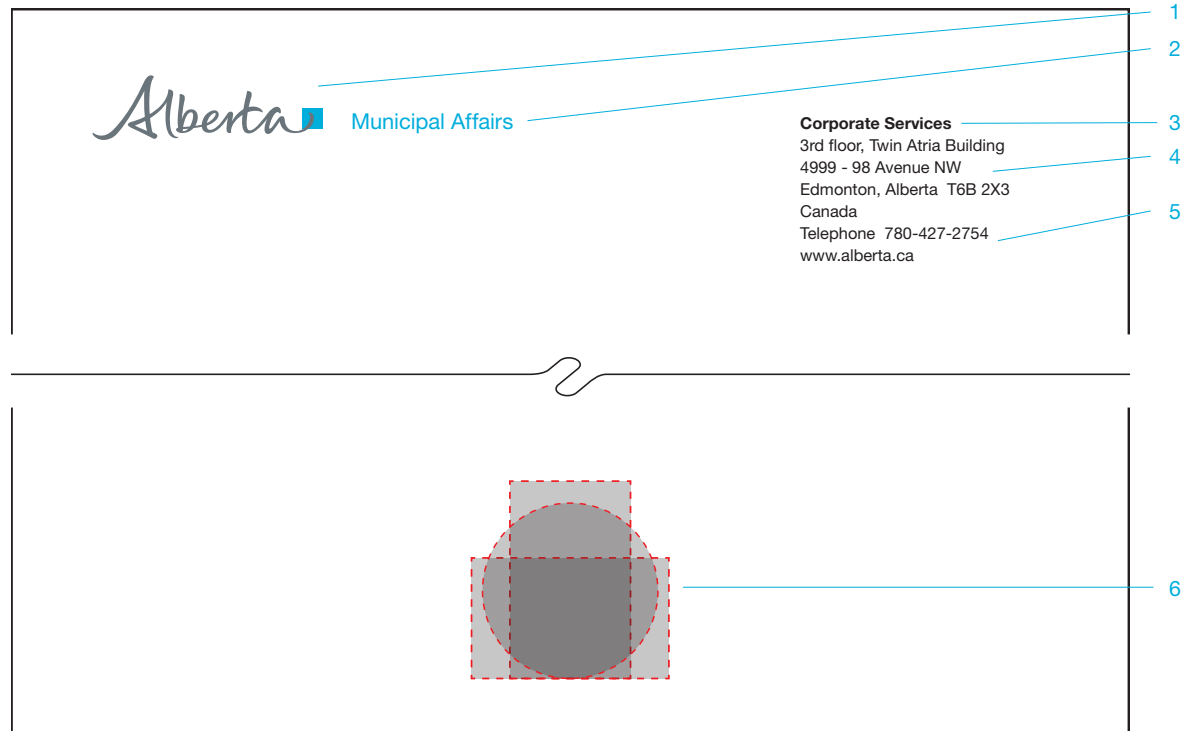
Products

4.1.4.2.1

Letterhead style guide

The style guide describes the typographic and symbol features for the general letterhead. As a rule, abbreviations should be avoided. A person's name should not be used on letterhead.

- 1. Alberta Signature:** The Alberta Signature should be used only as outlined in this manual.
- 2. Ministry Title:** The Ministry title is identified in this location.
- 3. Office designation / subdivision:** The particular division, branch or program is indicated here.
- 4. Address:**
 - The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address.
 - If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized. Floor should be spelled out in full if space is available
 - Use a small hyphen, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
 - Commas separate city/town and province
 - Correct order is street address, city, province, postal code, country
 - No commas are to be used before the postal code
 - Double spaces are used between the address, the city or town and the postal code
- 5. Contact information:**
 - The business telephone number is preceded by "Telephone", followed by "Ext" (extension number), followed by "Fax" (facsimile number)
 - The area code is listed before the telephone or fax number
 - All phone numbers are written without brackets and with hyphens
 - The web site follows the telephone information
 - Double spaces separate the telephone and fax information



- 6. Additional visuals:** The grey-toned areas indicate the size and positioning for a maximum of one program or initiative identifier.

Products

4.1.4.3.1

Envelope style guide

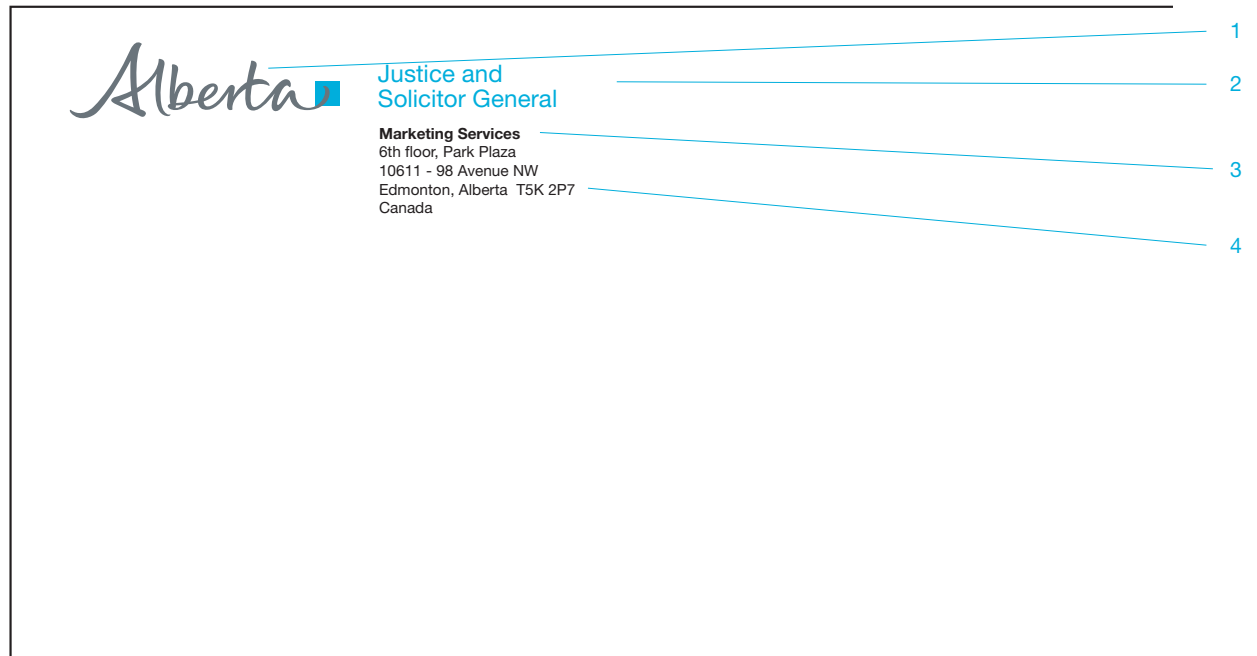
The style guide describes the typographic and symbol features for small envelopes. As a rule, abbreviations should be avoided. A person's name should not be used on envelopes.

- 1. The Alberta Signature:** The signature should be used only as outlined in this manual.
- 2. Ministry title:** The Ministry title is identified in this location.
- 3. Office designation / subdivision:** The particular division, branch or program is indicated here.
- 4. Address:**
 - The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address.
 - If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized. Floor should be spelled out in full if space is available
 - Use a small hyphen, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
 - Commas separate city/town and province
 - Correct order is street address, city, province, postal code, country
 - No commas are to be used before the postal code
 - Double spaces are used between the address, the city or town and the postal code

Common layout sizes:

EII Cheque Window	3.75" x 9"
#10 Envelope	4.125" x 9.5"
Catalogue	5.75" x 9.5", 7.5" x 10.5", 9" x 12"
Catalogue	9.5" x 14.75", 10" x 13", 12" x 16"
DayCare Envelope	5.875" x 9.5"

General #10 Envelope:
9.5 x 4.125 inches (57p0 x 24p9)



Products

4.1.4.3.2

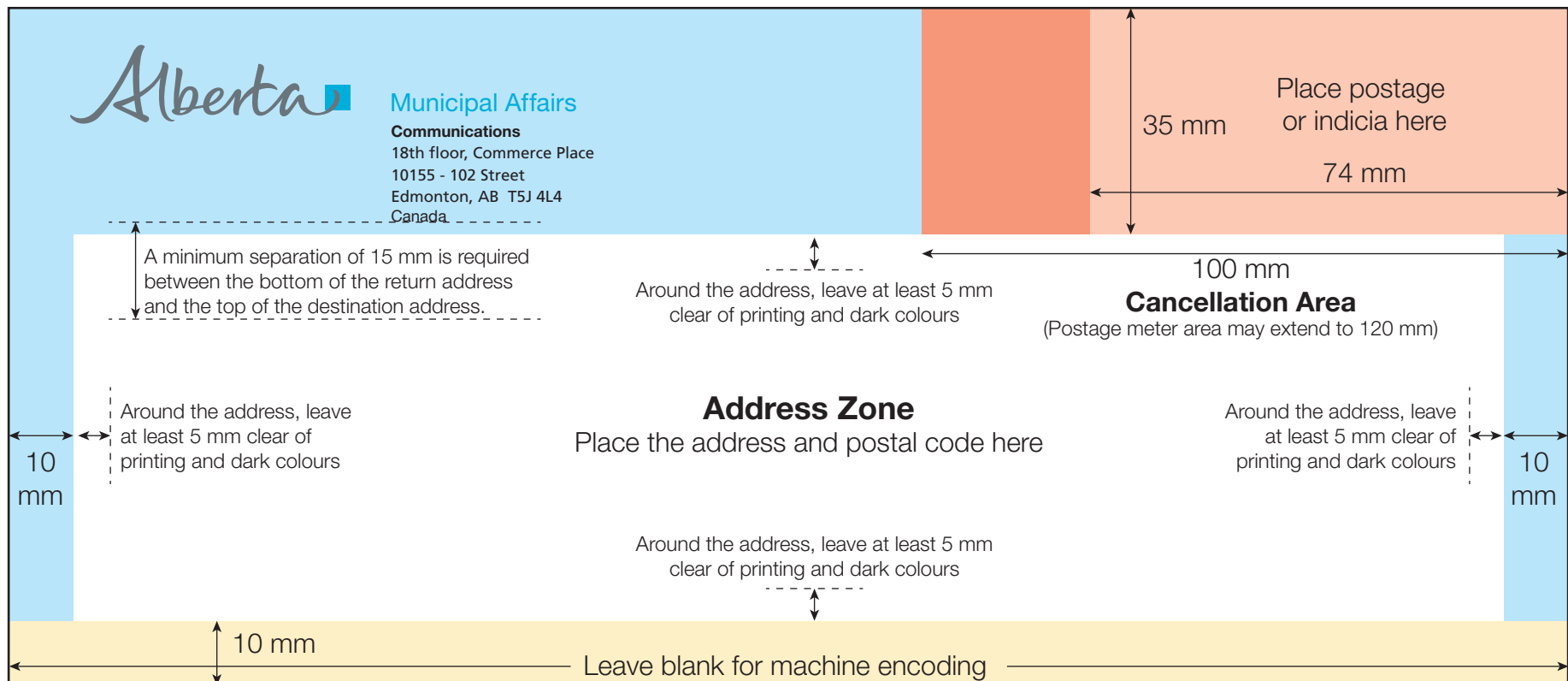
Envelope address specifications as per Canada Post

Care must be taken when addressing envelopes to conform with Canada Post specifications.

Envelopes that have the recipient address in an incorrect location can cause delay in the delivery of mail or it being returned.

Also, correctly addressing envelopes will ensure the lowest postal prices.

General #10 Envelope:
9.5 x 4.125 inches (57p0 x 24p9)



Source: www.canadapost.ca/tools/pg/3_Designing/PSmachineable-e.pdf

Products

4.2.1

Document/report

Documents: cover pages

Reports, guidebooks and other multi-page documents should follow this template, regardless of whether they're for an internal or external audience.

The template is available in MS Word so that Ministry staff can produce government-branded publications. It is also available in InDesign, primarily for the use of our internal design teams.

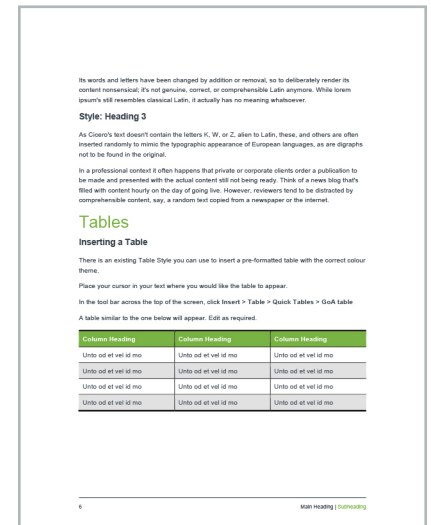
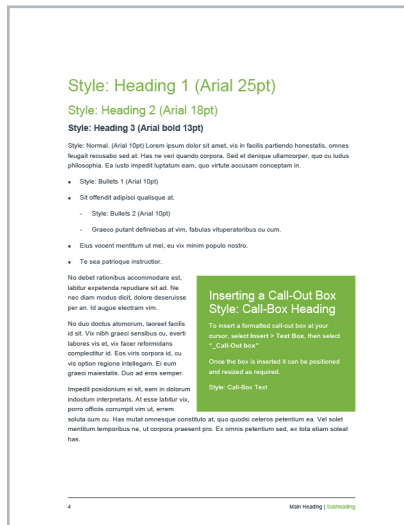
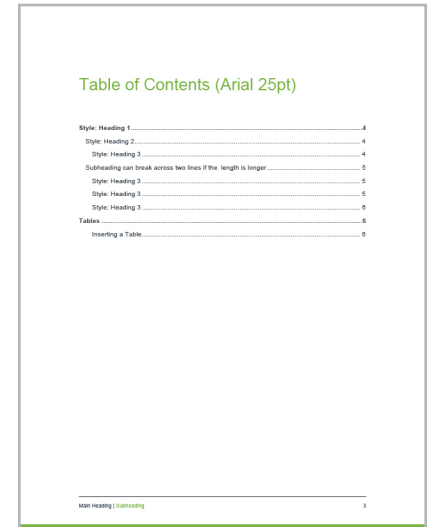
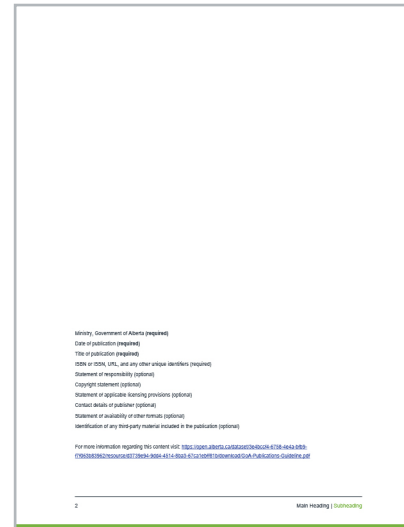
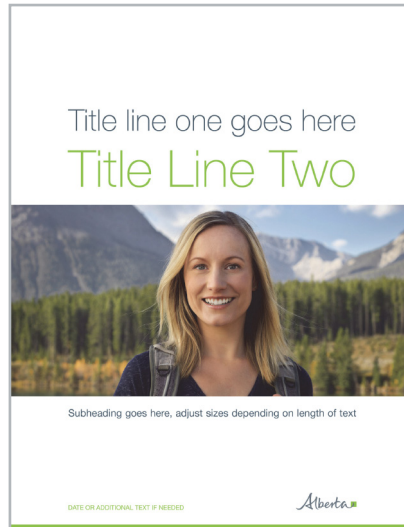
Template tips

- Download this template at alberta.ca/identity
- It's easiest to use the template from the beginning instead of copy / pasting into it later. If you are copying text from a different Word document, paste into Notepad first, then into our template. That way, you won't carry over any unexpected formatting from the source.
- One of our designers will handcraft a cover page for your publication once you have finalized the cover text. To request a cover, visit our [design request page](#) and use your Government of Alberta username and password to log in.
- Our design team does not have the capacity to reformat documents created in MS Word. If your publication requires a professional graphic design approach (i.e. a lot of the content is not straightforward text and tables), please submit a design request so that one of our designers can lay it out in InDesign.

Documents: inner pages

The Word version of our document template includes text and layout styles to help you align your publications with our visual identity. You can customize the layout to suit your needs. The InDesign version, created for professional graphic designers to use, includes a broader range of layout options.

Pasture template with optional page layouts and examples



Products

4.2.2

Document/report covers

Documents: cover pages

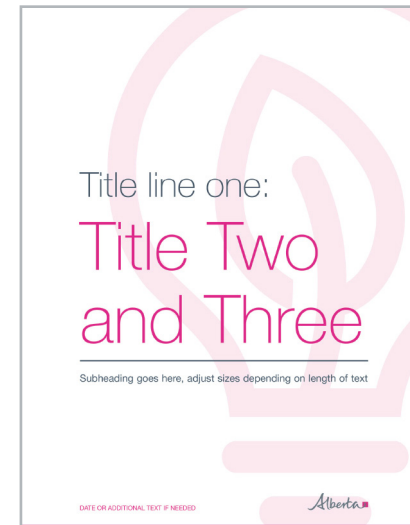
Covers can be text-only or feature an image, depending on subject matter and preference.

Template tips

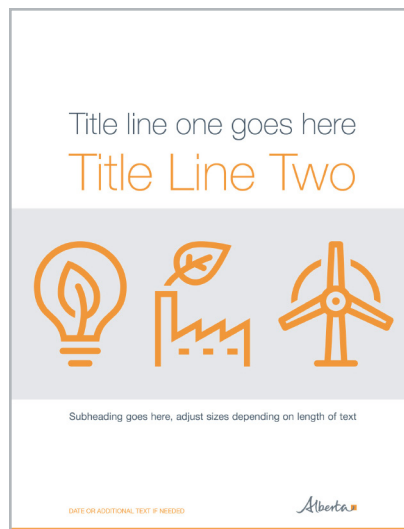
- One of our designers will handcraft a cover page for your publication once you have finalized the cover text. To request a cover, visit our [design request page](#) and use your Government of Alberta username and password to log in.



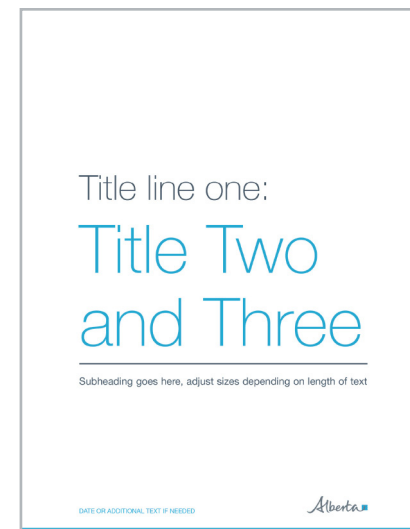
Pasture



Dusk



Sunset



Sky

Products

4.3

Fact sheets

A series of fact sheet templates are available for download by government staff from the Visual Identity website.

These templates can be used as a single page, a double-sided sheet or even a multi-page document. The templates are fully customizable with MS Word.

Fact sheet template files in MS Word are available for government staff to download at: alberta.ca/identity

Main heading line one

Heading line two

Subheading goes in this space if required


Subheading in primary colour
Fact sheet body content is set in the Normal style. Maecenas non auctor ligula. Cum socios natoque penatibus et magnis dis parturient montes, nascetur ridicula mus. Nam vulputate laeas nec odio elementum eget varius elit tristique. Nulla facilisis pretium urna a lobortis. Suspendisse at augue vitae purus tempor varius.

Subheading
Phasellus a urna arcu. Nunc eu nibh ac nisi malesuada bibendum. Nullam vulputate pellentesque rutrum. Ut quis ligula ac egestas blandit et eget diam. Mauris sed nunc vel vestibulum eget trincidunt sed, ullamcorper semper orci. Nullam vestibulum aliquet mattis.

Primary Subheading
Fact sheet body content is set in the Normal style. Maecenas non auctor ligula. Cum socios natoque penatibus et magnis dis parturient montes, nascetur pretium urna a lobortis. Suspendisse at augue vitae purus tempor varius.

Inserting a Call-Out Box
To insert a formatted call-out box at your cursor, select Insert > Text Box, then select "Call-Out box".
Mauris sed nunc vel egestas blandit a nisi. Donec arcu odio, vestibulum eget trincidunt sed, ullamcorper mattis.

Call to action, corresponding url goes in this space
©2018 Government of Alberta | Published March 2018 | 1039-00000-001-0001-0001-0001



Pasture - second page

Vestibulum consequat feugiat rhoncus. Nunc sollicitudin duis at amet ipsum cursus sit amet trincidunt sapien varius. Duis pellentesque purus ac nunc porttitor eget semper arcu purus.

Illustration or photo, use "In Line with Text"

Subheading
Ethan trincidunt placerat erat, vel consequat est tempus sed. Morbi at augue odio, ultricies elementum eros. Integer nec elit tellus.

Primary Subheading
Ethan aliquet porttitor tellus, sit amet aliquam velit hendrerit et. Donec ante velit, scelerisque et tempus eget. Placerat utat laeas. Thraenent blandit aliquet laeas eget ullamcorper. Duis placerat elementum eros, non ultrices mauris phasellus vel. Morde quis tellus ac teler elementum aliquet quis sit amet ante. Ut laboris conderunt neque iustode accumsan. In hac habitasse platea dictumst. In vitae justo et justo conseretor vulputate. Nullam mollis trincidunt risus, et amet faucibus mauris convallis vel. Donec ultricies vulputate sagittis.

Inserting a Call-Out Box
To insert a formatted call-out box at your cursor, select Insert > Text Box, then select "Call-Out box".
Mauris sed nunc vel egestas blandit a nisi. Donec arcu odio, vestibulum eget trincidunt sed, ullamcorper mattis.

Call to action, corresponding url goes in this space
©2018 Government of Alberta | Published March 2018 | 1039-00000-001-0001-0001-0001



Pasture - second page

Main heading line one

Heading line two

Subheading goes in this space if required


Subheading in primary colour
Fact sheet body content is set in the Normal style. Maecenas non auctor ligula. Cum socios natoque penatibus et magnis dis parturient montes, nascetur ridicula mus. Nam vulputate laeas nec odio elementum eget varius elit tristique. Nulla facilisis pretium urna a lobortis. Suspendisse at augue vitae purus tempor varius.

Subheading
Phasellus a urna arcu. Nunc eu nibh ac nisi malesuada bibendum. Nullam vulputate pellentesque rutrum. Ut quis ligula ac egestas blandit et eget diam. Mauris sed nunc vel vestibulum eget trincidunt sed, ullamcorper semper orci. Nullam vestibulum aliquet mattis.

Primary Subheading
Fact sheet body content is set in the Normal style. Maecenas non auctor ligula. Cum socios natoque penatibus et magnis dis parturient montes, nascetur pretium urna a lobortis. Suspendisse at augue vitae purus tempor varius.

Inserting a Call-Out Box
To insert a formatted call-out box at your cursor, select Insert > Text Box, then select "Call-Out box".
Mauris sed nunc vel egestas blandit a nisi. Donec arcu odio, vestibulum eget trincidunt sed, ullamcorper mattis.

Call to action, corresponding url goes in this space
©2018 Government of Alberta | Published March 2018 | 1039-00000-001-0001-0001-0001



Sunset

Main heading line one

Heading line two

Subheading goes in this space if required


Subheading in primary colour
Fact sheet body content is set in the Normal style. Maecenas non auctor ligula. Cum socios natoque penatibus et magnis dis parturient montes, nascetur ridicula mus. Nam vulputate laeas nec odio elementum eget varius elit tristique. Nulla facilisis pretium urna a lobortis. Suspendisse at augue vitae purus tempor varius.

Subheading
Phasellus a urna arcu. Nunc eu nibh ac nisi malesuada bibendum. Nullam vulputate pellentesque rutrum. Ut quis ligula ac egestas blandit et eget diam. Mauris sed nunc vel vestibulum eget trincidunt sed, ullamcorper semper orci. Nullam vestibulum aliquet mattis.

Primary Subheading
Fact sheet body content is set in the Normal style. Maecenas non auctor ligula. Cum socios natoque penatibus et magnis dis parturient montes, nascetur pretium urna a lobortis. Suspendisse at augue vitae purus tempor varius.

Inserting a Call-Out Box
To insert a formatted call-out box at your cursor, select Insert > Text Box, then select "Call-Out box".
Mauris sed nunc vel egestas blandit a nisi. Donec arcu odio, vestibulum eget trincidunt sed, ullamcorper mattis.

Call to action, corresponding url goes in this space
©2018 Government of Alberta | Published March 2018 | 1039-00000-001-0001-0001-0001



Sky

Main heading line one

Heading line two

Subheading goes in this space if required


Subheading in primary colour
Fact sheet body content is set in the Normal style. Maecenas non auctor ligula. Cum socios natoque penatibus et magnis dis parturient montes, nascetur ridicula mus. Nam vulputate laeas nec odio elementum eget varius elit tristique. Nulla facilisis pretium urna a lobortis. Suspendisse at augue vitae purus tempor varius.

Subheading
Phasellus a urna arcu. Nunc eu nibh ac nisi malesuada bibendum. Nullam vulputate pellentesque rutrum. Ut quis ligula ac egestas blandit et eget diam. Mauris sed nunc vel vestibulum eget trincidunt sed, ullamcorper semper orci. Nullam vestibulum aliquet mattis.

Primary Subheading
Fact sheet body content is set in the Normal style. Maecenas non auctor ligula. Cum socios natoque penatibus et magnis dis parturient montes, nascetur pretium urna a lobortis. Suspendisse at augue vitae purus tempor varius.

Inserting a Call-Out Box
To insert a formatted call-out box at your cursor, select Insert > Text Box, then select "Call-Out box".
Mauris sed nunc vel egestas blandit a nisi. Donec arcu odio, vestibulum eget trincidunt sed, ullamcorper mattis.

Call to action, corresponding url goes in this space
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Sunset

Products

4.4

FAQ sheet

FAQ sheets

New in 2018, the FAQ sheet is designed for situations when a straightforward Q&A will work better than a fact sheet.

The template is available in MS Word so that you can produce your own government-branded fact sheets. It is also available in InDesign, primarily for the use of our internal design teams.

Template tips

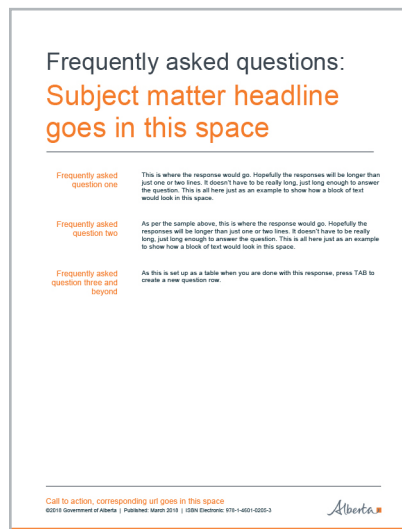
- Download this template at alberta.ca/identity
- It's easiest to use the template from the beginning instead of copy / pasting into it later. If you are copying text from a different Word document, paste into Notepad first, then into our template. That way, you won't carry over any unexpected formatting from the source.
- Our design team does not have the capacity to reformat fact sheets created in MS Word. If your publication requires a professional graphic design approach (i.e. a lot of the content is not straightforward text and tables), please submit a design request so that one of our designers can lay it out in InDesign.



Pasture



Dusk



Sunset



Sky

Products

4.6.1

PowerPoint presentations

The Government of Alberta has developed a series of PowerPoint templates to assist you in creating presentations. The template, available in each of our four main colour schemes, contains several options for title slides, section dividers and a variety of content slides, as well as text colour schemes to match.

Use of these templates is a quick and simple way to apply Government of Alberta brand standards to your next presentation. These templates are meant to be a starting point for your presentation and can be adjusted as necessary. The layouts are designed to be flexible and to fit a variety of content.

The sample layouts to the right are an example of how these templates should be used. Here are some helpful hints for designing a clean, engaging PowerPoint presentation:

- Display key points, not your entire text.
- Use your speaking notes to expand on these key facts rather than reading off your slides.
- Use graphics when necessary, but keep your presentation clean and easy to read.
- Use high-quality images and try to avoid clip art.
- Avoid overly detailed charts and graphs.
- Divider slides are a great way to indicate a change in topic. Use them to keep information separate and refocus your audience before switching topics.
- Limit text and bullets so your audience focuses on you, not on reading each slide.
- Stick to one idea per slide.

PowerPoint template files are available for government staff to download at: alberta.ca/identity

Pasture template options and examples

The following table represents the data shown in the 'Sample table' slide:

	Energy	Environment	Education	Government
January	58.2	62.5	85.1	62.0
February	48.0	45.9	52.2	66.3
March	45.6	62.5	58.8	72.8
April	52.3	48.2	82.4	38.5
May	48.5	25.8	27.8	19.9
June	52.2	57.6	48.2	62.5

Products

4.6.2

PowerPoint presentations: Template colours

The templates are available in four of the Primary colours from the Government colour palette.

There is no preference as to which templates you use; all of these follow the visual identity guidelines.

PowerPoint template files are available for government staff to download at: alberta.ca/identity



Products

4.7

Signage: Overview

When the Alberta Signature is used in various signage applications, it is placed in environments where it will be seen by many people over a sustained period of time. Along with the correct use of the Alberta Signature, care has been taken to establish a signage system based on solid principles of typography and readability.

It is important to design these types of signs keeping the communications needs of both visitors and employees in mind.

**Building Coyote Lane
Affordable Housing Project**

Budget: **\$24 million**
Completed: **Summer 2018**
Supporting: **175 jobs**

Working to make life better *Alberta*

Capital project signs - starting on page 4.7.2

Alberta

Agriculture and Rural Development

Exterior building signs - starting on page 4.7.3

J.G. O'Donoghue Building *Alberta*

7000 - 113 Street

Agriculture and Rural Development
Information Technology

Treasury Board and Finance
Statistical Review Office

Alberta

Infrastructure
Service Delivery & Operations → 308

Municipal Affairs
Investment & Trade Division → 310
Policy Secretariat ↑ 300

Interior building and wayfinding signs - starting on page 4.7.4

Conference Room A → 235

Reception ↑

Main Boardroom ← 17B

Products

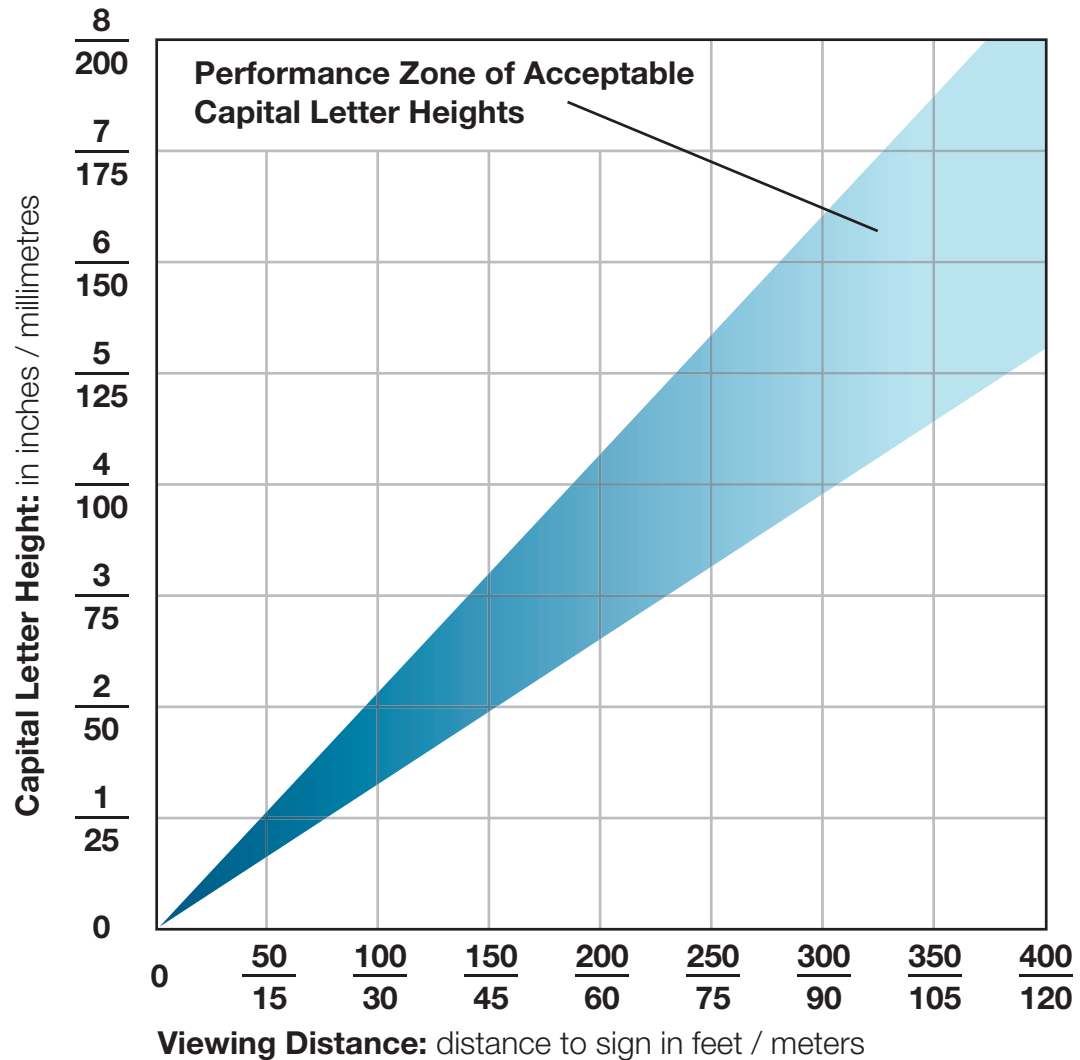
4.7.1

Building signage: Acceptable letter heights

The chart shown here indicates the relationship between the distance to a sign, and the size of the capital letter of words in order to create signs with optimal readability. Signs should be produced using uppercase for the initial letters of words and lowercase letters for the rest of the words. Words using a combination of upper and lowercase letters is easier to read than words that use only uppercase letters.

Helvetica Neue, the typeface used in the signage samples that follow, is extremely legible and a good typeface to match with this chart.

The information on this chart is consistent with information from various sources including the Government of Canada.



Products

4.7.2

Capital project signage: Overview

Overview

On-site signage informs Albertans about government-funded capital projects currently underway in our province. Signage will provide key details about a project, including the type of work being done, the total investment, when the project will be complete and the estimated number of jobs supported.

General principles

Design

Clarity and consistency are essential to effective communication with Albertans. For this reason, all new signage will be based on the template shown here.

Content

Language must be plain and understandable. Avoid technical terms and jargon. Each sign includes the following:

- The Alberta Signature logo and, if applicable, a logo for each funding partner
- A sign headline, beginning with a verb (e.g. Upgrading, Modernizing, Building)
- A project budget estimate, based on the value of the construction contract (not including costs for land acquisition, design engineering, etc.)
- The estimated completion date of the project (Month / Year or Season / Year)
- The estimated number of jobs supported by the project*
- The phrase “Working to make life better”

* This number should be based on estimates from contractors and / or an economic formula approved by Alberta Treasury Board and Finance and in keeping with guidelines from Statistics Canada. Statistics Canada guidelines are based on comprehensive surveys of economic activity and modified for a provincial context. For example, a standard guideline for highway projects in Alberta estimates that \$1 million investment supports approximately 3.5 direct jobs.

Reconstructing Hwy 64 Culvert

Budget: \$4.6 million
Completed: Fall 2018
Supporting: 15 jobs

Working to make life better



Highway sign - 120" x 72" (3048mm x 1829mm)

Building Coyote Lane Affordable Housing Project

Budget: \$24 million
Completed: Summer 2018
Supporting: 175 jobs

Working to make life better



Project sign - 96" x 48" (2438mm x 1219mm)

Products

4.7.2.1

Signage: Manufacturing, installation and cost

When should signage be installed and removed?

- Refer to the Determining Signage Requirements section (page 4.7.2.3.1), to see what type of signage, if any, your project requires.
- Signs must be included on any project sites that meet the budget criteria listed in the Determining Signage Requirements section and where construction will last longer than 6 months. Signs should be installed at least 30 days before construction begins and remain at least 30 days after completion of the project.
- Any existing signs should stay in place for the remaining duration of the project, but if damaged signs are being replaced, the new template is to be used.

Who is responsible for the coordination and cost of installing signage?

- Responsibility for fulfilling signage requirements lies with the party that manages the project contractor, whether that is the province, a municipality that has received provincial funding, or another funding recipient.
- The responsible party, as defined above, is expected to fund signage from the project budget.
- The cost of signage must be appropriate for the size and budget of its associated project, so project managers should customize the fabrication material and number of signs accordingly.

Where should signage be installed?

- The location of signage must maximize visibility to the public, but must not obstruct traffic or cause safety concerns.
- Most Transportation projects will require two signs to maximize visibility.
- All provincial and municipal laws are to be followed regarding the installation of any sign. The proper authorities need to be consulted to avoid any potential safety issues.

Is signage always required?

- Signage is not required if the project is solely funded by the Government of Alberta and the estimated construction budget is less than \$5 million.
- A physical sign may not be required if the project is located in a remote or isolated location.
- A sign may not be required if the capital investment involves something that cannot easily be marked, like the purchasing of land or existing buildings, software, or rolling stock such as buses.

Maintenance and updates

Project managers are responsible for ensuring that:

- Signs are kept clean, unobstructed, and in good condition for the duration of use.
- Damaged signs are replaced promptly with a new sign in accordance with these guidelines.
- In case of significant delays or other changes to the project, a label is affixed to the sign to reflect the new information.

Products

4.7.2.2

Capital project signage

Maintenance and updates

Project managers are responsible for ensuring that:

- Signs are kept clean, unobstructed, and in good condition for the duration of use.
- Damaged signs are replaced promptly with a new sign in accordance with these guidelines.
- In case of significant delays or other changes to the project, a label is affixed to the sign to reflect the new information.

Production process

1. Identify projects that require signage. Use the Determining Signage Requirements guidelines to identify which of your ministry's projects require signage and what type is required.
2. Write your signage text. Use the [Project Signage Text](#) spreadsheet to write text for each of your project signs. Send spreadsheet to necessary approvers within your ministry for signoff.
3. Email approved text to visual@gov.ab.ca. If applicable, please include logo files for all funding partners. Logos should be the white / reverse or single-colour versions and files should be in vector format with no background.
4. For each sign, the Government Identity team will send a PDF that can be scaled to necessary dimensions by the sign fabricator.
5. Coordinate with project contractor to have signs fabricated and installed. The best practice is to include in the project agreement a clause requiring contractors to install appropriate signage. In some cases, it may be more appropriate to work with an external vendor or project partner to fabricate and install signage.
6. Email visual@gov.ab.ca to confirm successful installation. This allows us to keep track of where signage has been installed. Please include a photo or two if possible.



Products

4.7.2.3.1

Capital project signage: Determining signage requirements

The following guidelines should be used when determining what forms of signage to include on a project site.

1. Capital projects solely funded by the Government of Alberta

- a. If the estimated budget is **\$5 million or above** the project must include a sign.
 - Use the 8' x 4' (96" x 48") template below for most projects. See Fig. 1
 - Use the 10' x 6' (120" x 72") template if the project is located on a highway. See Fig. 2
- b. Signage is not required if the project is solely funded by the Government of Alberta and the estimated budget is **less than \$5 million**. At their discretion, the project manager may still choose one of the following signage options, placing priority on visually communicating the government's investment in a context-appropriate manner:
 - A standard 8' x 4' (96" x 48") exterior sign
 - An interior sign or decal, based on the standard template. Since it will be scaled down, this may include fewer details than on a standard sign. See Fig. 3

Email visual@gov.ab.ca to request a small sign or decal design.



Fig. 1: Project sign - 96" x 48" (2438mm x 1219mm)



Fig. 2: Highway sign - 120" x 72" (3048mm x 1829mm)



Fig. 3: Decal sign - 24" x 12" (610mm x 305mm) Not to scale

Products

4.7.2.3.2

Capital project signage: Determining signage requirements

The following guidelines should be used when determining what forms of signage to include on a project site.

2. Capital projects partially funded by the Government of Alberta

a. If the provincial government investment is the largest contribution to the project and the total budget is **over \$5 million** the project must include a sign in keeping with these guidelines.

- Funding partner logos should be included, in white on the colour background, below the “Funding Partner(s)” heading. Please provide logos for all funding partners, along with approved sign text, to visual@gov.ab.ca. Logos should be the white / reverse or single-colour versions and files should be in vector format with no background.
- If multiple provincial government ministries have contributed to the project funding, they are not considered separate entities for the purposes of the sign.
- If all funding partners are represented on the sign, then the total project budget should be listed, not just the provincial investment. See Fig.1

b. If the provincial government investment is not the largest contribution to the project, the signage is at the discretion of the project manager. However, it should still include the Alberta Signature, like in the federal government signage sample shown to the right. See Fig. 2

If the principal funding partner cannot accommodate the Alberta Signature on their sign, a separate provincial sign should be produced at the same dimensions and included alongside it. The provincial sign can be adapted to match the required size. In these cases, “Provincial Investment” should be listed instead of “Budget.” See Fig 3



Fig. 1: Project sign with funding partners

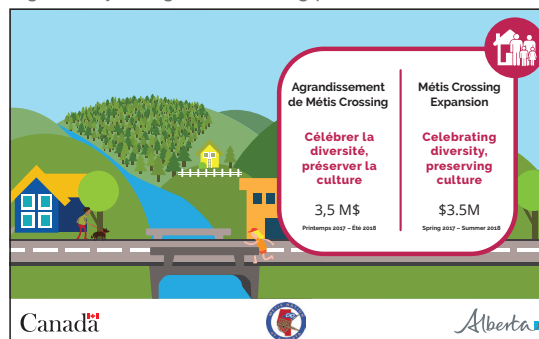


Fig. 2: Federal signage with Alberta Signature

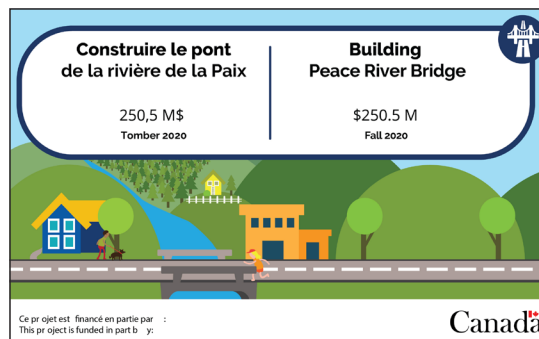


Fig. 3: Federal signage and Alberta sign



Products

4.7.2.4.1

Capital project signage: Sign and text specifications

Dusk, from the government colour palette (see page 1.4.2 *Brand colours - Primary palette*) is the base colour option for all signage.

Sizes:

- Project sign: 96" x 48" 2438mm x 1219mm
- Highway sign: 120" x 72" 3048mm x 1829mm
- Decal / interior 24" x 12" 610mm x 305mm
- Federal project: 77" x 48" 1956mm x 1219mm
- Federal highway: 144" x 90" 3657mm x 2286mm

Colours:

- Dusk mid-tone: Pantone 234C 6C/100Y/0M/26K
- Stone dark: Pantone 433U 23C/2Y/0M/77K
- Black: 100K

Typeface: Helvetica Neue

- | Weight | Colour |
|-----------------------|---------------|
| • Title: 85 Heavy | Dusk mid-tone |
| • Body: 65 Medium | Stone dark |
| • Body bold: 95 Black | Black |
| • Tagline: 55 Roman | Stone dark |

Materials: To be determined based on requirements

Available verbs: (Subject to change)

- Building
- Constructing
- Developing
- Expanding
- Improving
- Modernizing
- Opening
- Paving
- Realigning
- Reconstructing
- Rehabilitating
- Renovating
- Replacing
- Restoring
- Stabilizing
- Twinning
- Upgrading
- Widening

Completion... (Subject to change)

- Completed:
- Occupancy:
- Open:
- Open to traffic:
- Open to the public:

Word Message Standard Abbreviation

Avenue	Ave.
Boulevard	Blvd.
Drive	Dr.
Freeway	Fwy.
Highway	Hwy.
Junction	Jct.
kilometre(s)	km
metre(s)	m
Northeast	NE
Northwest	NW
Range Road	RGE RD
Road	Rd.
Southeast	SE
Southwest	SW
Street	St.
Township Road	TWP RD
Trail	Tr.

Wherever possible eliminate 'the'.

Abbreviations as per Alberta Transportation
*A4-16 GUIDE SIGN DESIGN AND GENERAL PLACEMENT
HIGHWAY GUIDE AND
INFORMATION SIGN MANUAL*
Date of Issue: October 2006
Table 3.6 – Standard Abbreviations

Products

4.7.3

Exterior signage: Overview

Overview

The Government of Alberta is constantly building various types of infrastructure projects. A consistent and coordinated cross-government approach is needed to increase the visibility of, and provide more information about, the government's work on these projects. The goal is to convey more visibly and clearly the provincial government's involvement.

A few examples of signs on pages:

- 4.7.3.2.1 Alberta Signature only in header
- 4.7.3.2.2 Alberta Signature with address
- 4.7.3.2.3 Building name, Alberta Signature with address
- 4.7.3.2.4 Building name with Alberta Signature
- 4.7.3.2.5 Ministry title with Alberta Signature

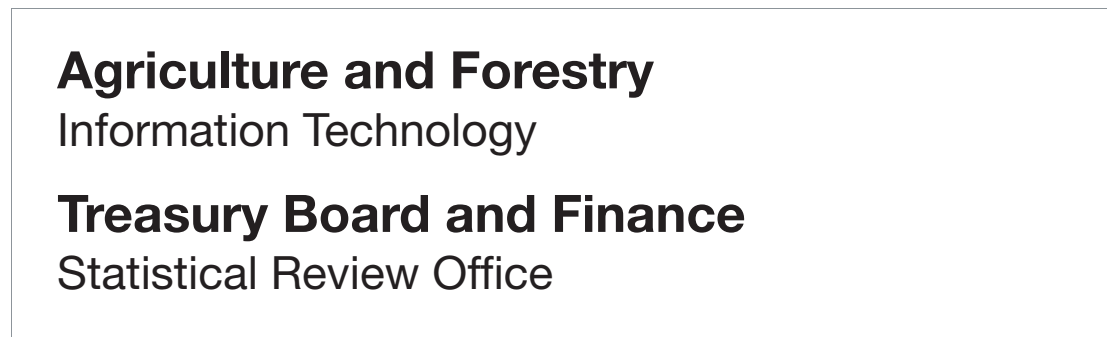
Optimum viewing distance = 250 feet (75m) or less



Exterior sign header



Exterior street address designation



Sign body content

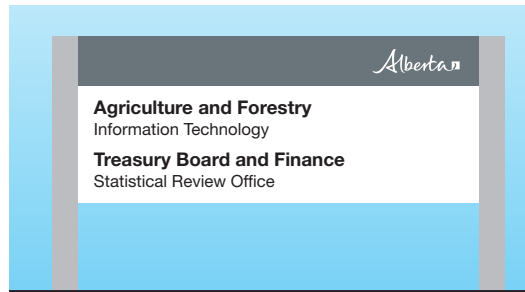
Products

4.7.3.1.1

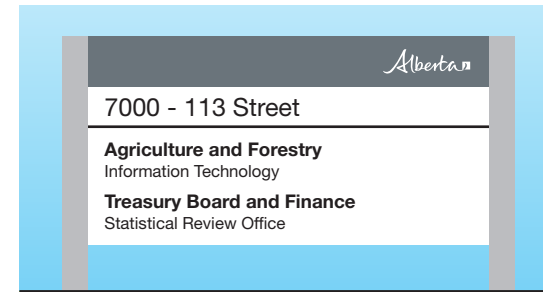
Signage: Exterior

Overview

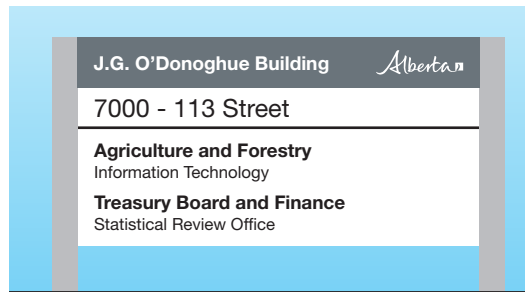
Where there is an existing process in place for formatting signage when identifying occupants of the building, that format takes precedence over the signage outlined in this manual.



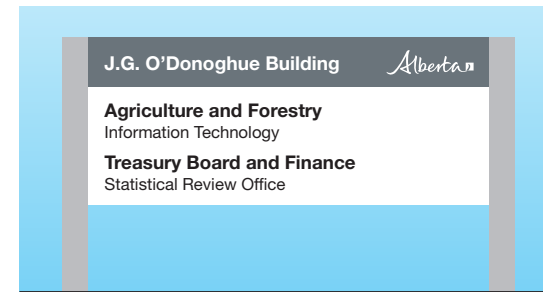
4.7.3.2.1 Alberta Signature



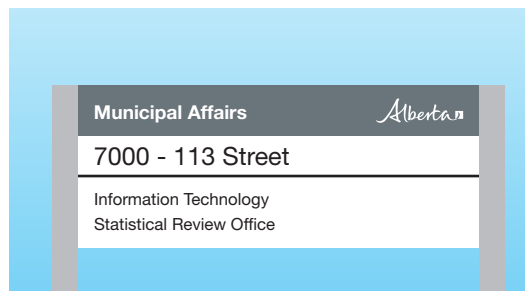
4.7.3.2.2 Alberta Signature with address



4.7.3.2.3 Building name with Alberta Signature and address



4.7.3.2.4 Building name with Alberta Signature



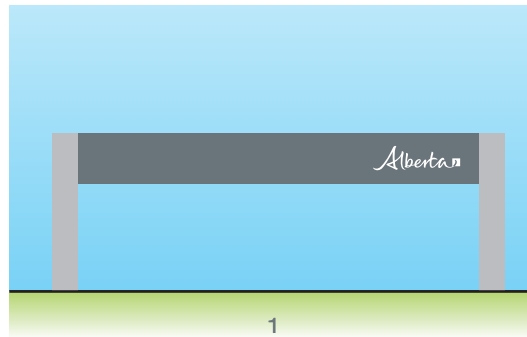
4.7.3.2.5 Ministry title with Alberta Signature

Products

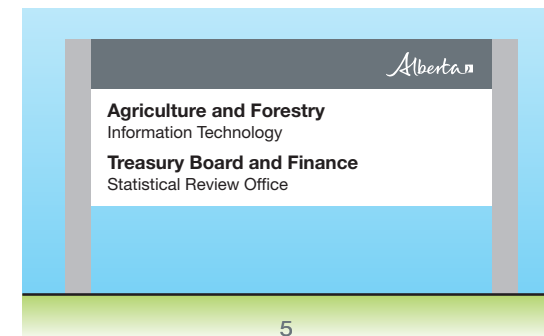
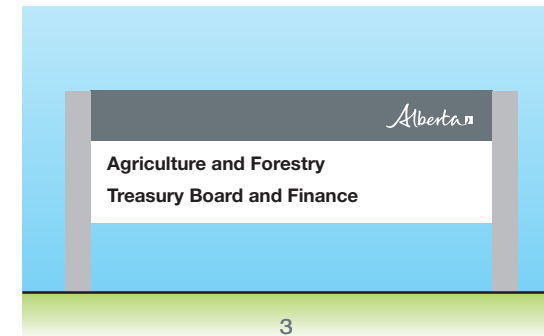
4.7.3.2.1

Exterior signage: Alberta Signature only in header

Optimum viewing distance = 250 feet (75m) or less



1. Alberta Signature sign; no text in the header, horizontal layout for the signature
2. Individual ministry title
3. Multiple ministry titles
4. Individual ministry title with branch(s)
5. Multiple ministry titles with branch(s)



Products

4.7.3.2.2

Exterior signage: Alberta Signature with address

Optimum viewing distance = 250 feet (75m) or less



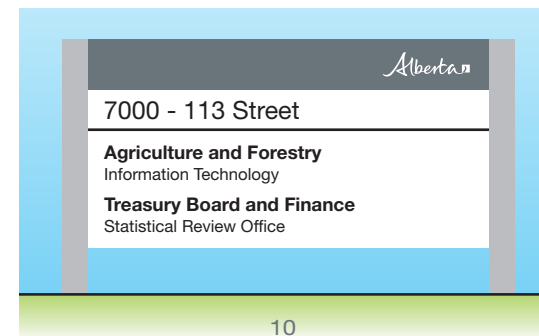
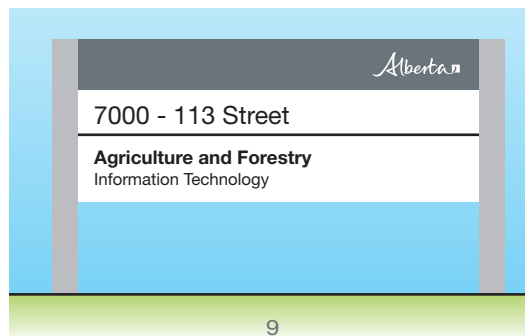
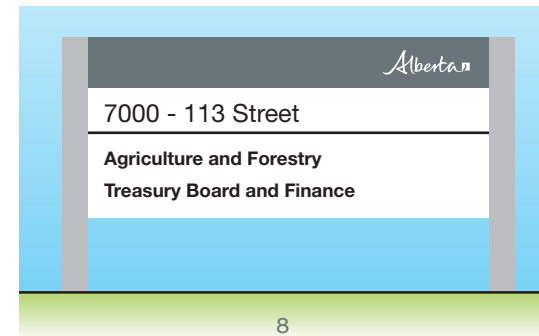
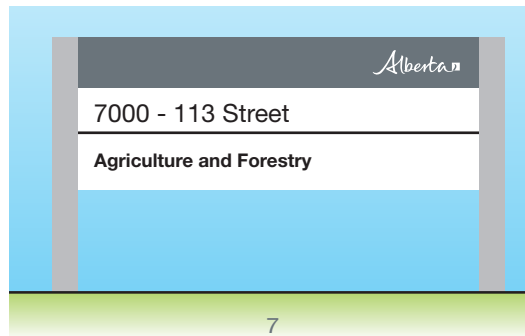
6. Alberta Signature with address sign; no text in the header, horizontal layout for the signature

7. Individual ministry title

8. Multiple ministry titles

9. Individual ministry title with branch(s)

10. Multiple ministry titles with branch(s)

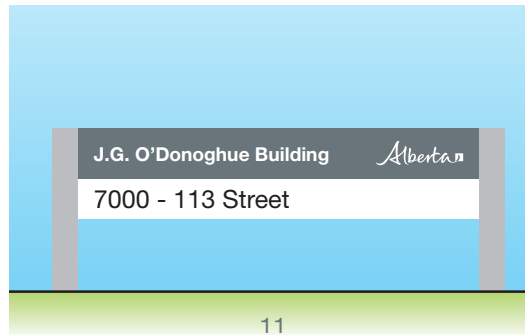


Products

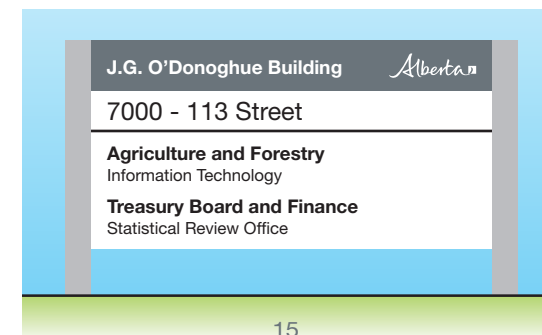
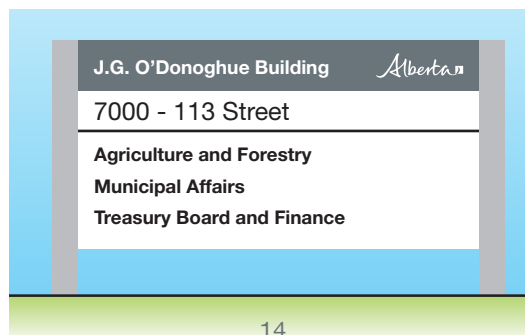
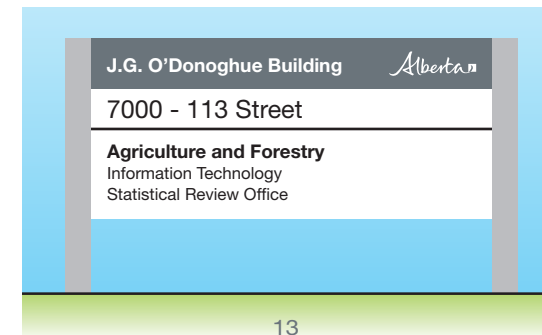
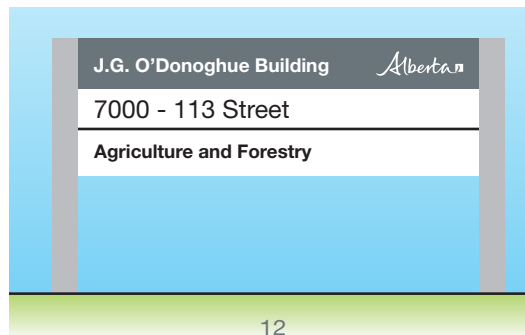
4.7.3.2.3

Exterior signage: Building name, Alberta Signature with address

Optimum viewing distance = 250 feet (75m) or less



11. Building name with Alberta Signature with address sign; vertical layout for the signature
12. Individual ministry title
13. Multiple ministry titles
14. Individual ministry title with branch(s)
15. Multiple ministry titles with branch(s)

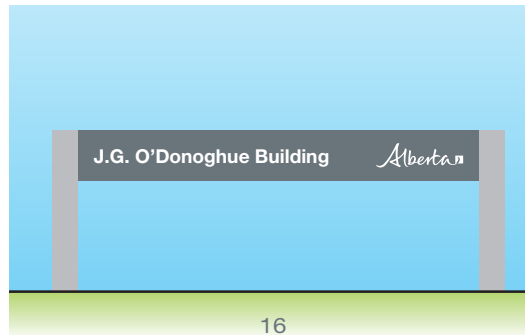


Products

4.7.3.2.4

Extgerior signage: Building name with Alberta Signature

Optimum viewing distance = 250 feet (75m) or less



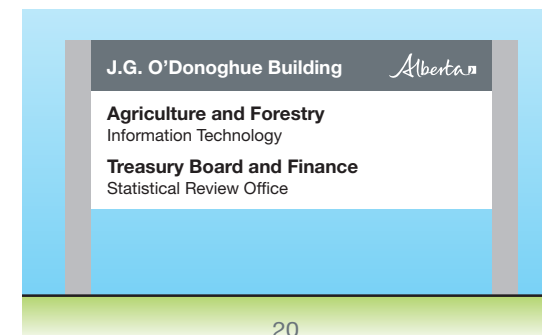
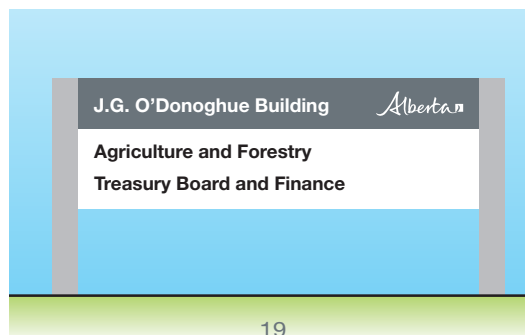
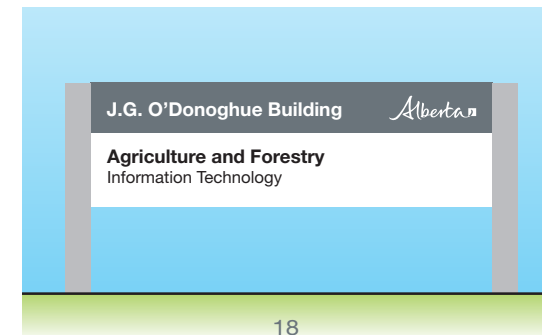
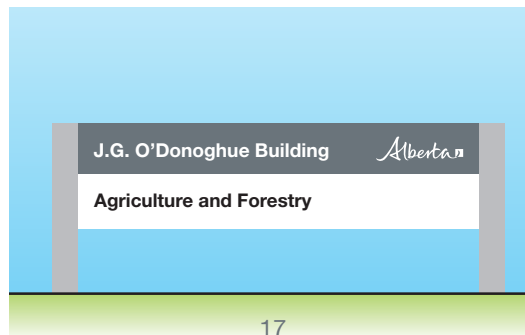
16. Building name with Alberta Signature sign, no address; vertical layout for the signature

17. Individual ministry title

18. Multiple ministry titles

19. Individual ministry title with branch(s)

20. Multiple ministry titles with branch(s)

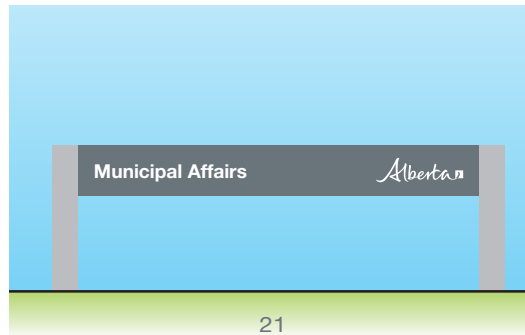


Products

4.7.3.2.5

Extgerior signage: Ministry title with Alberta Signature

Optimum viewing distance = 250 feet (75m) or less



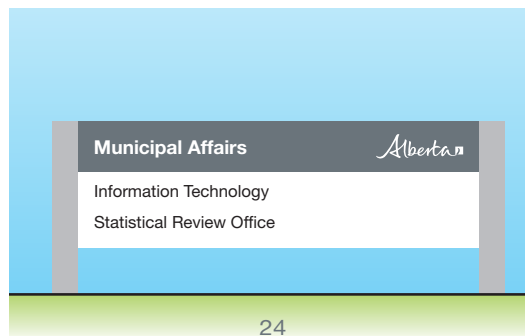
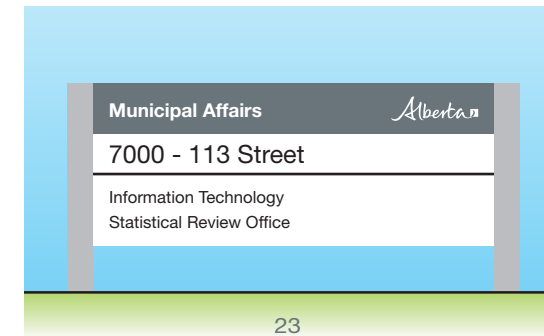
21. Ministry title with Alberta Signature sign, no address; vertical layout for the signature

- Two ministry titles never appear in the top grey bar
- Two lines are used only when the ministry title is too long

22. With address

23. Individual or multiple branches

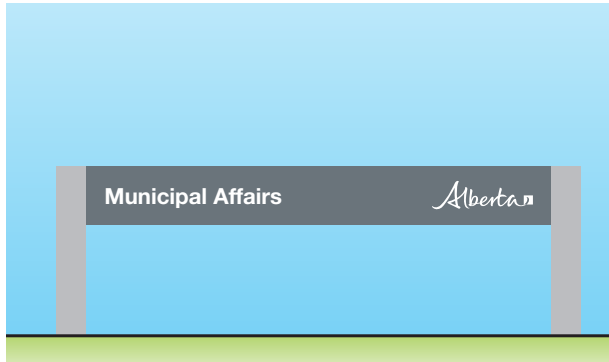
24. Individual or multiple branch(s); no address



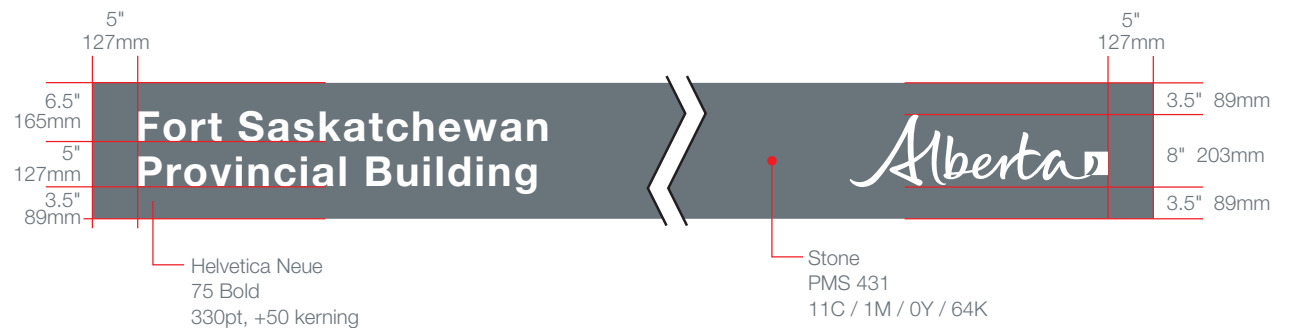
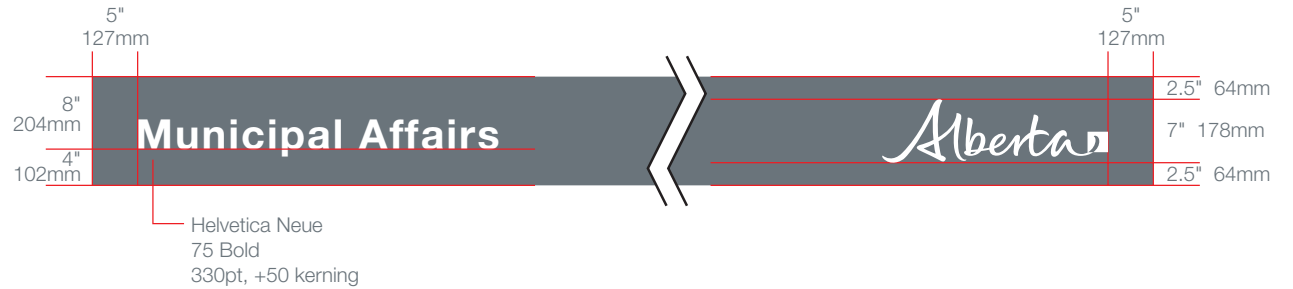
Products

4.7.3.2.6

Extgerior signage: Header specifications



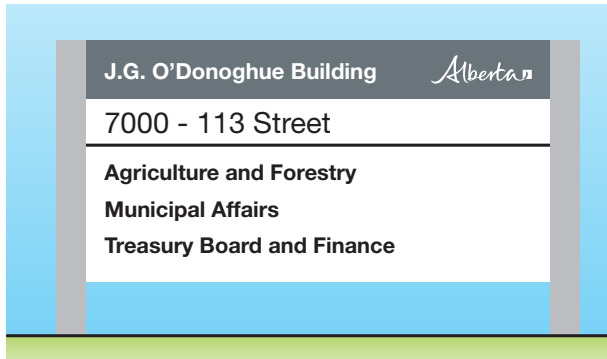
Optimum viewing distance = 250 feet (75m) or less



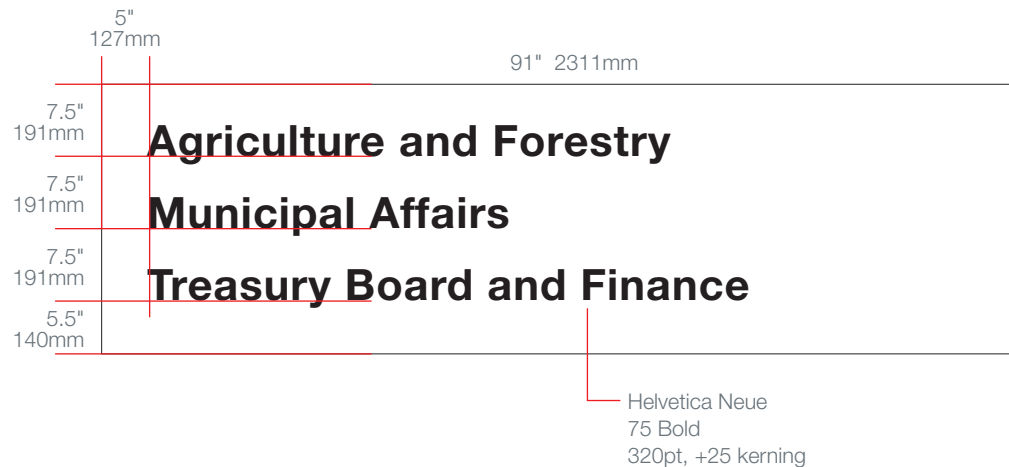
Products

4.7.3.2.7

Extgerior signage: Address and ministries specifications



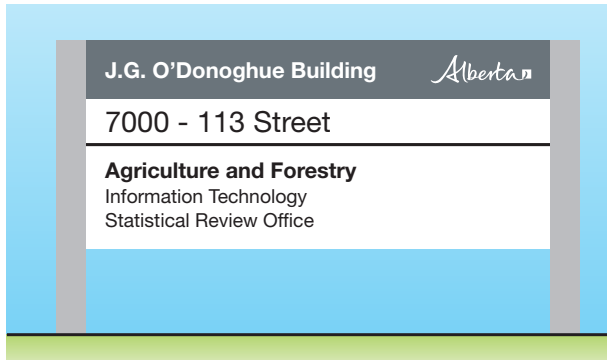
Optimum viewing distance = 250 feet (75m) or less



Products

4.7.3.2.8

Extgerior signage: Branches and ministry with branches specifications



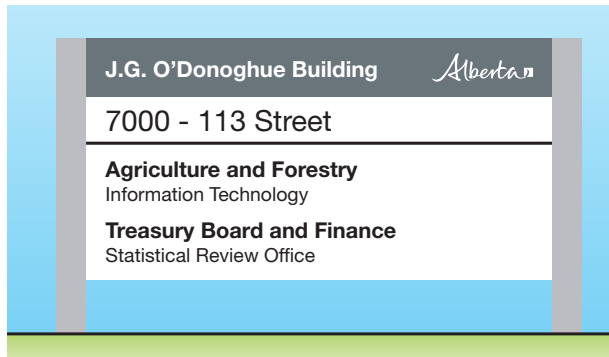
Optimum viewing distance = 250 feet (75m) or less



Products

4.7.3.2.9

Extgerior signage: Multiple ministries with branches specifications



Optimum viewing distance = 250 feet (75m) or less



Products

4.7.4

Interior signage

Overview

Lobby signs, reception signs, floor signs, and wayfinding signs all fall under the heading of interior signage.

These signs help assist the public, and staff, to find their desired location once inside the building.

Adopting the following graphic standards for internal signs helps maintain the consistent look of the government.

The specific dimensions on the following pages are to help produce signs that are standard across government. Each situation will need to be examined on a case-by-case basis as available space for the sign and a convenient location may be different in each location.

Where there is an existing process in place for formatting signage when identifying occupants of the building, that format takes precedence over the signage outlined in this manual.

Alberta	
Municipal Affairs	
Investment & Trade Division	➔ 308
Policy Secretariat	➔ 310
Infrastructure	
Service Delivery & Operations	⬆ 300

Multiple ministries

Municipal Affairs		Alberta
Investment & Trade Division	➔	308
Policy Secretariat	➔	310
Service Delivery & Operations	⬆	300

Individual ministry

Products

4.7.4.1

Interior signage: Lobby specifications

Interior directory panel:
Optimum viewing distance = 15 – 30 feet (5 – 10 m) or less

Room identification panels:
Optimum viewing distance 3 – 15 feet (1 – 5 m) or less

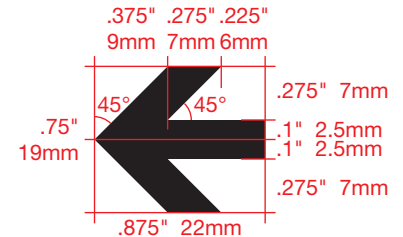
Width: 24-36" 610-915mm

<i>Alberta</i>		3-1/2" 90mm
Municipal Affairs		2" 51mm
Investment & Trade Division	➔ 308	1-1/2" 38mm
Policy Secretariat	➔ 310	
Infrastructure		
Service Delivery & Operations	⬆ 300	

Helvetica Neue 55 Roman
60 point

Helvetica Neue 75 Bold
72 point

Helvetica Neue 55 Roman
60 point



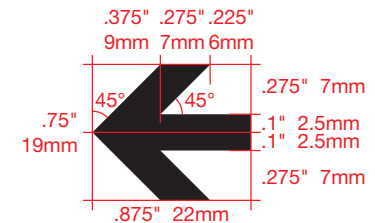
Products

4.7.4.2

Interior signage: Wayfinding/room designation

Interior directory panel:
Optimum viewing distance = 15 – 30 feet (5 - 10 m) or less

Room identification panels:
Optimum viewing distance 3 – 15 feet (1 – 5 m) or less



Products

4.9.1

Mailing labels

This style guide describes the typographic and symbol features for mailing labels. As a rule, abbreviations should be avoided.

Individual names should not be used on mailing labels.

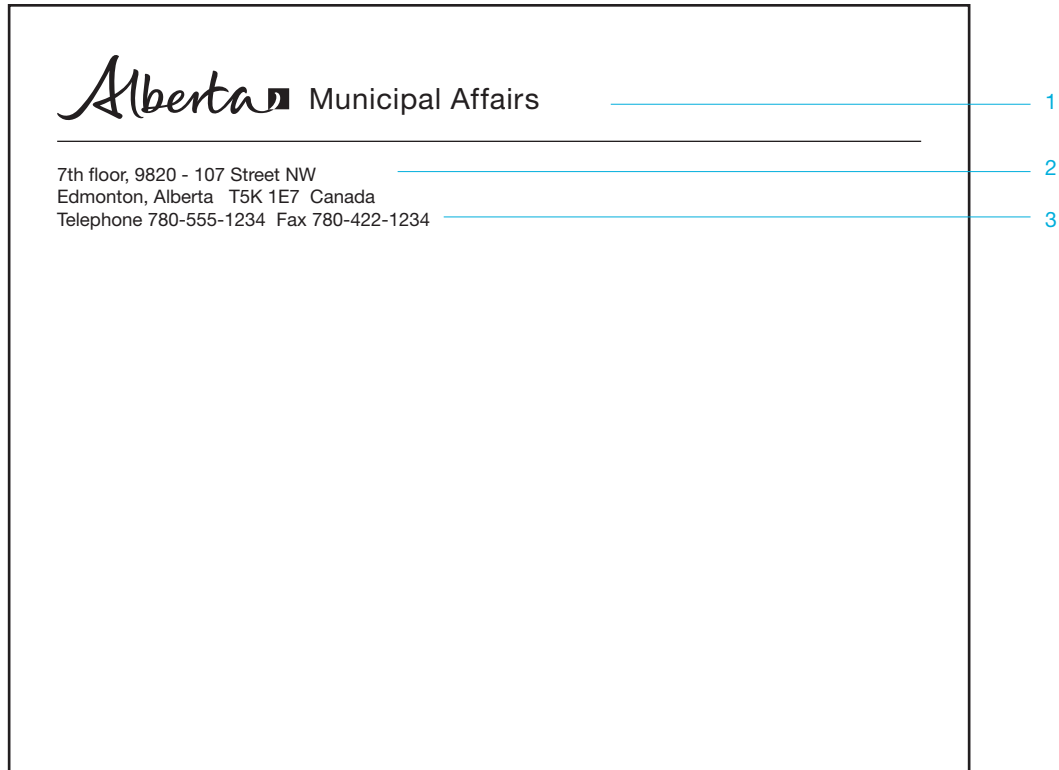
1. The Alberta Signature with ministry identifiers: The signature should be used with the Ministry title only as outlined in this manual.

2. Address:

- The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address.
- If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized. Floor should be spelled out in full if space is available
- Use a small hyphen, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
- Commas separate city/town, province and country
- No commas are to be used before the postal code
- Double spaces are used between the address, the city or town and the postal code

3. Contact information:

- The business telephone number is preceded by "Telephone", followed by "Ext" (extension number), followed by "Fax" (facsimile number)
- The area code is listed before the telephone or fax number
- All phone numbers are written without brackets and with hyphens
- Office e-mail address and the government web site follow the telephone information, if space allows.
- Double spaces separate the telephone and fax information



Mailing Label: 5 x 4

Products

4.9.2

Mailing label specifications

The style guide describes the typographic and symbol features for mailing labels. As a rule, abbreviations should be avoided.

Individual names should not be used on mailing labels.

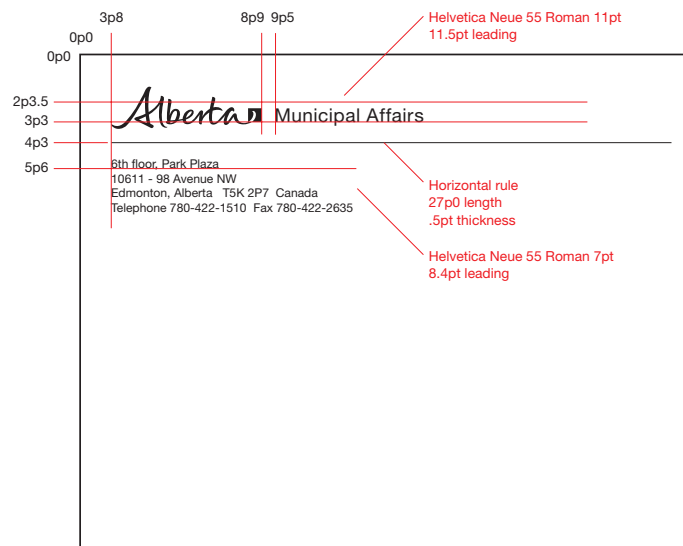
1. The Alberta Signature with ministry identifiers: The signature should be used with the Ministry title only as outlined in this manual.

2. Address:

- The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address.
- If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized. Floor should be spelled out in full if space is available
- Use a small hyphen, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
- Commas separate city/town, province and country
- No commas are to be used before the postal code
- Double spaces are used between the address, the city or town and the postal code

3. Contact information:

- The business telephone number is preceded by "Telephone", followed by "Ext" (extension number), followed by "Fax" (facsimile number)
- The area code is listed before the telephone or fax number
- All phone numbers are written without brackets and with hyphens
- Office e-mail address and the government web site follow the telephone information, if space allows.
- Double spaces separate the telephone and fax information



Products

4.10

Forms heading: Printed and online forms

A forms heading system has been developed to standardize the look of government forms. This system promotes the use of the Alberta Signature. Ministry titles may only be used on internal forms.

Printed forms


Printed forms are either pre-printed and completed, or downloaded electronically, printed, and then completed. The heading system should be applied to either version of a printed form.

Online forms

Online forms originate electronically and stay in electronic form when they are completed. In the case of forms, the heading system must take into account the fact that the form will be viewed on a monitor.

For assistance or further information regarding government forms, contact Forms and Application Management, Service Alberta at: sa.forms@gov.ab.ca

Sample form



Notification of Business Address Change

Alberta Health Care Insurance Plan

The information on this form is being collected and used by Alberta Health pursuant to sections 20, 21(1) and 27 of the *Health Information Act* and section 33(c) of the *Freedom of Information and Protection of Privacy Act* for the purpose of enrolling you for programs or benefits funded by Alberta Health. The confidentiality of this information and your privacy are protected by the provisions of the *Health Information Act* and the *Alberta Health Care Insurance Act*. If you have any questions regarding the collection or use of this information, please contact an Alberta Health representative toll-free within Alberta at 310-000 then 780-422-1522 or by mail at Alberta Health, Claims Management Unit, P.O. Box 1360 Stn. Main, Edmonton, AB T5J 2N3

Important: Alberta Health must be notified when you move

Business Address Change

I am updating/creating the mailing address associated with my:

Practitioner Information

Practitioner Identifier: OR PC/Clinic ULI: PC/Clinic Name:

Practitioner Name: Business Phone: Business Fax: Email Address:

New Business Mailing Address

Effective Date: Street Number, Street Name:

P.O. Box: RR: City or Town: Province/Territory: Postal Code:

Business Phone: Business Fax:

Comments:

Declaration

I certify that I have the authority to make the changes listed on this form. I certify that the information provided in this form is correct to the best of my knowledge.

Note: The practitioner or the clinic manager must sign this form for it to be considered valid.

Authorized Signature:

Date (yyyy-mm-dd) Printed Name Signature

Fax completed forms to the Professional and Facility Management Unit at 780-422-3552, or send them by email to Health.PracForms@gov.ab.ca. If you need assistance completing this form, call 780-422-1522 in the Edmonton area, or toll-free from the rest of Alberta by dialing 310-0000, then 780-422-1522 at the prompt.

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Products

4.12.1

Alberta seals

The Alberta seals were created in March 2007 and updated with the current Alberta Signature in 2012 for use on official Alberta Government documents and certificates of merit, such as diplomas, awards, scrolls, certificates, etc.

The seals were designed to be produced as a separate label/sticker that could be affixed to the appropriate document, or reproduced directly onto the document.

The Coat of Arms seal

Seals with the Coat of Arms may be used only when the document is to be signed by the Premier, a Minister or by those outlined on page 3.2.1 Armorial Bearings of Alberta (Coat of Arms).

The Alberta government and signature seal

For all applications not involving the Premier or a Minister the Government of Alberta seal must be used. For more official documents the Alberta Government seal should be used but for documents such as long service awards or recognition certificates either Alberta seal can be used.

Seals should not be used in any publications, marketing documents or web/internet applications.



Coat of Arms province seal



Alberta Signature seal



Alberta Government seal

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Tourism under the *Emblems of Alberta Act*.

The Alberta Coat of Arms is a registered trademark and cannot be used without permission from Alberta Culture and Tourism. Unauthorized use is subject to penalty.

Please note all seal images are graphical representations and not photos of actual seals. The final quality of reproduced seals will depend on reproduction methods and suppliers.

Products

4.12.2

Alberta seal reproduction options: Custom printing and embossing

Reproduction options

The Alberta coat of arms and signature seals may be reproduced in a variety of ways.

Custom printing

Seals produced through custom printing offer the largest variety of options. The size can be specified to meet particular needs and budgets.

- Seals may be printed by any commercial printer and then die-cut to create the pointed star shape pattern. The number of points and seal size may vary depending on available existing dies from the supplier. Custom dies to meet specific requirements can be created for an additional cost.
- The example show to the top-right would be an example of a seal printed in Sky Dark colour on label paper and then die-cut to shape. When custom printing seals us Sky Dark to ensure sufficient contrast.
- Seals can be created to any size required.

Embossed seals

Embossing involves a process where the image is pressed into the paper to achieve a raised 3D image.

- There is a loss of detail in this reproduction method.
- No ink is involved in this process.
- Seals can be created at any size required although custom embossing dies will be required for each size.

Custom printing examples



Embossed examples



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Tourism under the *Emblems of Alberta Act*.

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Please note all seal images are graphical representations and not photos of actual seals. The final quality of reproduced seals will depend on reproduction methods and suppliers.

Products

4.12.3

Alberta seal reproduction options: Printing on existing seals

Reproduction options

The Alberta government and signature seals may be reproduced in a variety of ways.

Printing on existing seals

Seals may be purchased from an office supply store in gold or silver foil and sometimes other colours such as burgundy/red or blue.

- Seals may be printed either by a commercial printer or by using a standard laser printer. The color printed is usually black to ensure good contrast.
- The size of the seal will be determined by available stock.
- Sizes and colours available are very limited.

Printing black ink on examples of gold and silver foil



Printing examples on burgundy/red seals



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Please note all seal images are graphical representations and not photos of actual seals. The final quality of reproduced seals will depend on reproduction methods and suppliers.

Products

4.12.4

Alberta seal reproduction options: Direct printing and/or embossing

Reproduction options

The Alberta government and signature seals may be reproduced in a variety of ways.

Direct printing and/or embossing

Seals may be printed directly onto a certificate or document as a cost cutting procedure. By printing or embossing directly onto the document there is no need for the process of adding the seal at a later stage.

Printing

Seals may be printed directly onto the document in a variety of colour combinations such as a blue seal with black image.

- There is no die cutting of the seal involved.
- Once on the page the position cannot be moved.
- The shape of the seal can be printed and then embossed or printed the image can be printed in black (or another colour with good contrast) onto the seal shape.
- The base seal shape can be produced with metallic foil although not a cost effective process.

Blind embossing

Blind embossing is a process where the image is pressed into the paper to achieve a raised 3D image without any ink.

- There is a loss of detail in this reproduction method.
- No ink is involved in this process.
- Seals can be created at any size required although custom embossing dies will be required for each size.
- Embossing is usually the last step in the production process and it is not advisable to pre-emboss paper.

Printing and embossing



Blind embossing



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Tourism under the *Emblems of Alberta Act*.

The Alberta Coat of Arms is a registered trademark and cannot be used without permission from Alberta Culture and Tourism. Unauthorized use is subject to penalty.

Please note all seal images are graphical representations and not photos of actual seals. The final quality of reproduced seals will depend on reproduction methods and suppliers.

Products

4.12.5

Alberta seal artwork files

All of the seals must be considered as an inseparable unit. The elements of the seals (as shown to the right) may not be altered, rearranged or used separately. The seal design may not be altered to include department names.

Embossed artwork

There is special artwork available for embossing purposes only and should not be used for any other production method. The seal should only be embossed (raised surface) and never debossed (sunken surface) as it compromises the design of the Coat of Arms.

Artwork may be resized for a pre-existing seal.

Custom printing artwork



Custom printing artwork consists of a single colour file that can be used to reproduce seals in a variety of different colours. The star pattern around the outside does not usually print but represents a shape for the final seal.

Imprinting artwork



Imprint artwork will allow existing seals to be printed with another colour; usually black. The star pattern around the outside does not usually print but represents a shape for the final seal.

Embossing artwork



Embossing artwork will allow the areas that are currently black to be raised above the surface of the seal to produce a 3D effect. Notice the difference in the structure of the coat of arms. The star pattern around the outside is not embossed but represents a shape for the final seal. Due to the nature of the embossing process fine details will become lost. This is expected and acceptable.

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Tourism under the *Emblems of Alberta Act*.

The Alberta Coat of Arms is a registered trademark and cannot be used without permission from Alberta Culture and Tourism. Unauthorized use is subject to penalty.

Please note all seal images are graphical representations and not photos of actual seals. The final quality of reproduced seals will depend on reproduction methods and suppliers.

Products

4.13







E-mail footers: Alberta Signature

An e-mail footer plays an important role in government correspondence. It identifies the sender as a government employee and provides contact information that the recipient may need. Although an e-mail footer may be used to promote a ministry program or service, it should not be embellished with decorative typefaces, non-approved colours, personal slogans or phrases. Along those same lines background colours or images should be avoided at all times.

An e-mail footer has been created to include the Alberta Signature which contains an active hyperlink that links to the main government web site.

A variety of designs have been created to fit almost every situation. These can be modified to fit your particular needs.

The e-mail footers with instructions on how to apply them are available for government staff to download at: alberta.ca/identity

<p>Warren Stanlake Family Health Consultant, Alberta Health Social Programs and Assistance Branch Government of Alberta</p> 	<p>Warren Stanlake Family Health Consultant, Alberta Health Social Programs and Assistance Branch Government of Alberta</p> <p>4th floor, Commerce Place 10505 Jasper Avenue NW Edmonton, AB T5K 8R9</p> <p>Tel 780-427-4545 Cell 780-454-5454 Fax 780-422-4545 Warren.Stanlake@gov.ab.ca</p> 
<p>Dr. Warren Stanlake, PhD Family Health Consultant, Alberta Health Social Programs and Assistance Branch Government of Alberta</p> <p>Tel 780-427-4545 Cell 780-454-5454 Fax 780-422-4545 Warren.Stanlake@gov.ab.ca</p> 	<p>Dr. Warren Stanlake, PhD Family Health Consultant, Alberta Health Social Programs and Assistance Branch Government of Alberta</p> <p>4th floor, Commerce Place 10505 Jasper Avenue NW Edmonton, AB T5K 8R9</p> <p>Tel 780-427-4545 Cell 780-454-5454 Fax 780-422-4545 Warren.Stanlake@gov.ab.ca</p> 
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Products

4.16.1

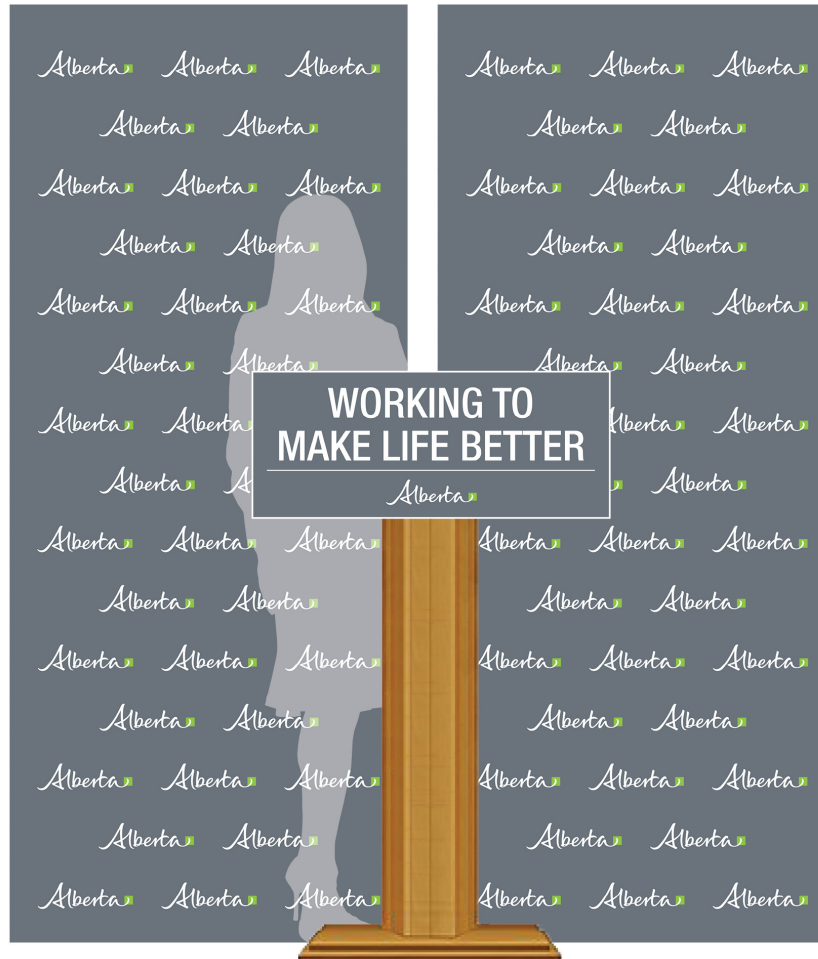
Pop-up banners and lectern signs

Pop-up banners and lectern signs create visual consistency across various announcements and events. The communications team that serves each ministry has been equipped with at least two lectern signs and two pop-up banners. Each team is responsible for the proper care and handling of these materials and for keeping track of their whereabouts.

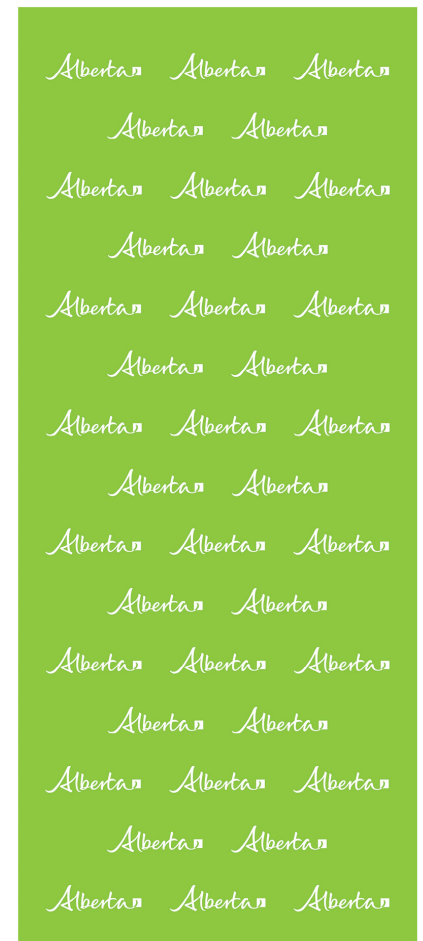
Care and handling

You are responsible for ensuring that your banners and lectern signs are not damaged. Here are some general guidelines to help you do that:

- Keep lectern signs in their protective folders as they are easily bent and scratched
- Avoid shipping banners as checked luggage or by courier as the hardware, base, and the banner material can be easily damaged in transit.
- Do not use these banners outside. Wind can cause a tear and debris can get into the hardware and scratch the material.
- Unroll and retract the banner slowly, taking care to avoid pinching on either side as this can cause a tear
- If one of your banners or podium signs is lost or badly damaged, please contact visual@gov.ab.ca to request a replacement.



Primary design



Secondary design

Products

4.18.1

Vehicle identification

The Alberta government leases and owns a large fleet of vehicles. The following pages will help to guide the sizing and placement of the Alberta Signature and serial numbering for vehicle identification.

Colour

On light-toned vehicles, the two-colour version of the Alberta Signature should be used whenever possible and the vehicle identification numerals rendered in Stone (grey) to match. For dark vehicles the one-colour white solid version should be used with the numerals in white, see the next few pages for examples.

It is important to evaluate the visual contrast of a vehicles colour to determine whether the two-colour or one-colour white solid version should be used.

The vehicles shown in this section are for example only of typical vehicles and not meant as an accurate representation of the vehicles used by the Alberta government.

The proposed use of any special graphic treatments on the surface of government vehicles must be reviewed by Communications and Public Engagement. E-mail proposals to visual@gov.ab.ca.

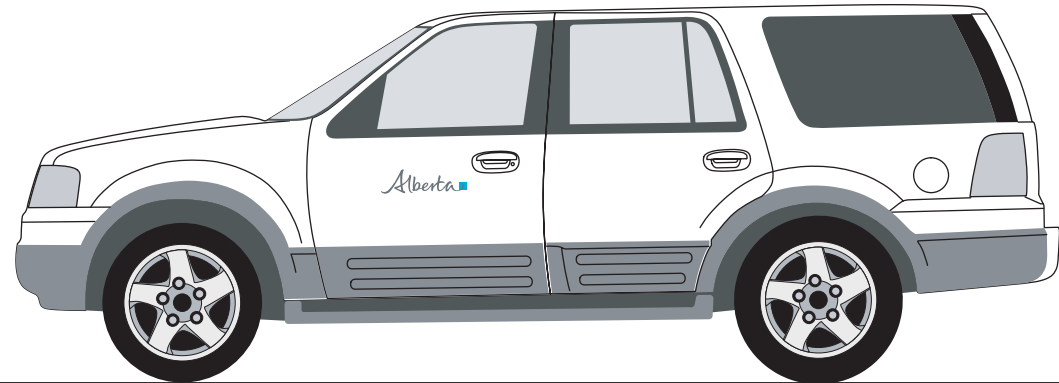
Size

Decal sizes will vary depending on the vehicle they are being applied to. While it is impossible to list all available vehicles, select an appropriate size set of decals to use. If necessary, decal sizes may be the same for the side and rear panels.

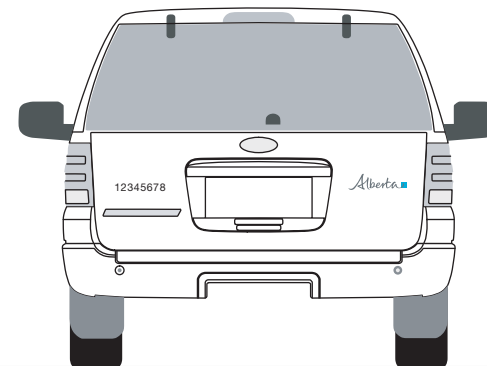
As a general guideline:

Large vehicles: 15" wide (side panels) and 11" wide (rear panel)
Small vehicles: 14" wide (side panels) and 8.5" wide (rear panel)

The integrity of the logo must be respected at all times. Never recreate or modify in any way. Always use the approved electronic file available for download at alberta.ca/identity



Side

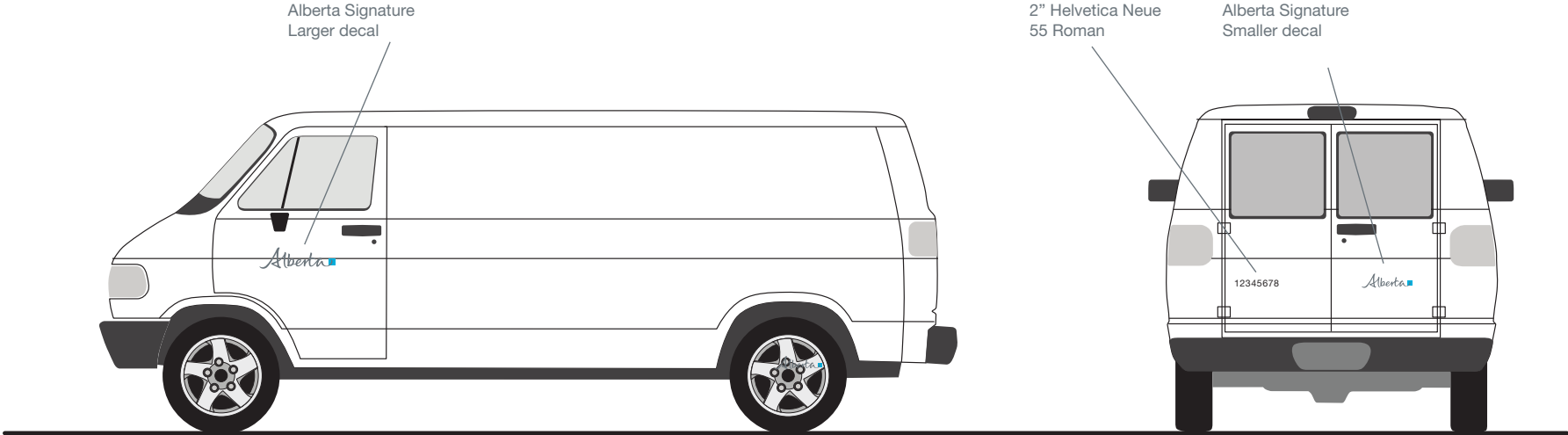


Back

Products

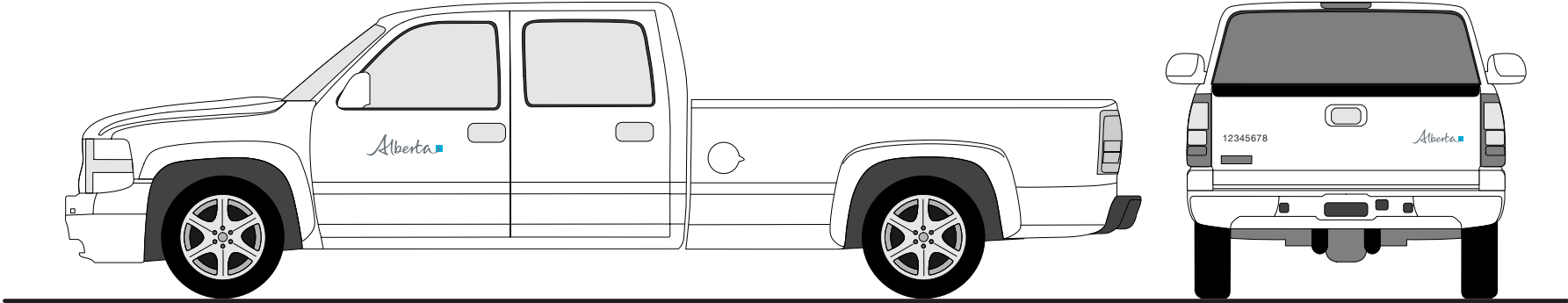
4.18.2

Vehicles: Standard



Side

Back



Side

Back

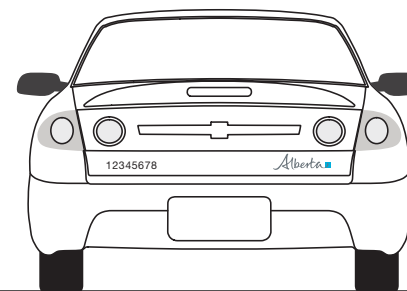
Products

4.18.3

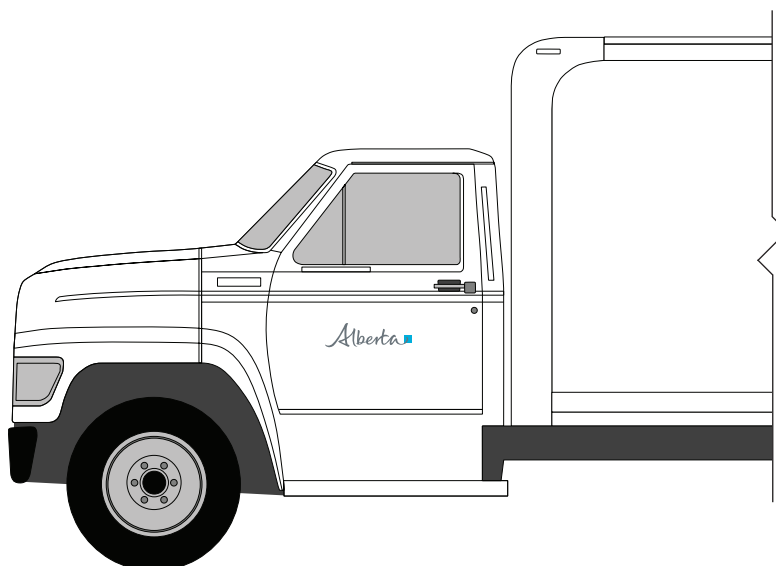
Vehicles: Standard



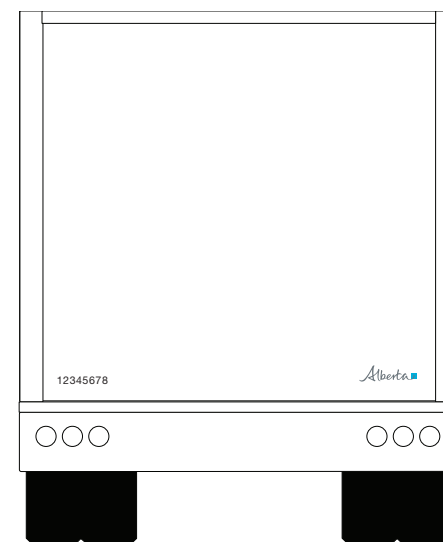
Side



Back



Side



Back

Products

4.18.4

Vehicles: Standard - Dark



Side



Back



Side



Back

Products

4.18.5

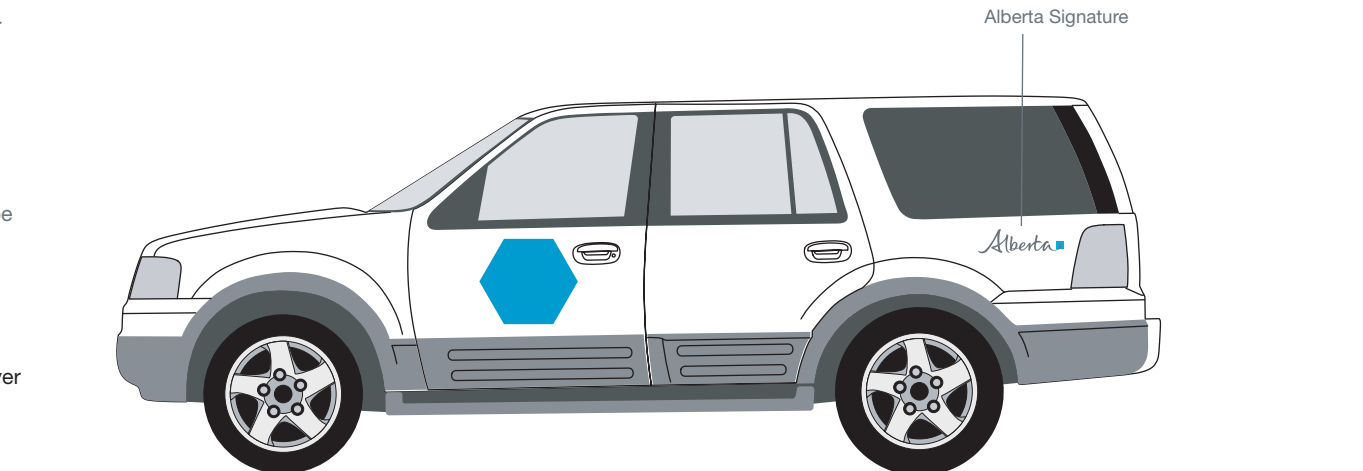
Vehicles: Specialized or additional logo on light vehicles

Some vehicles may be required to have specialized identification such as emergency or program vehicles. In those instances there may be an additional logo or identifier that would be required to be prominent on the vehicle. After consultation with Communications and Public Engagement it may be permitted to alter the placement of the Alberta Signature.

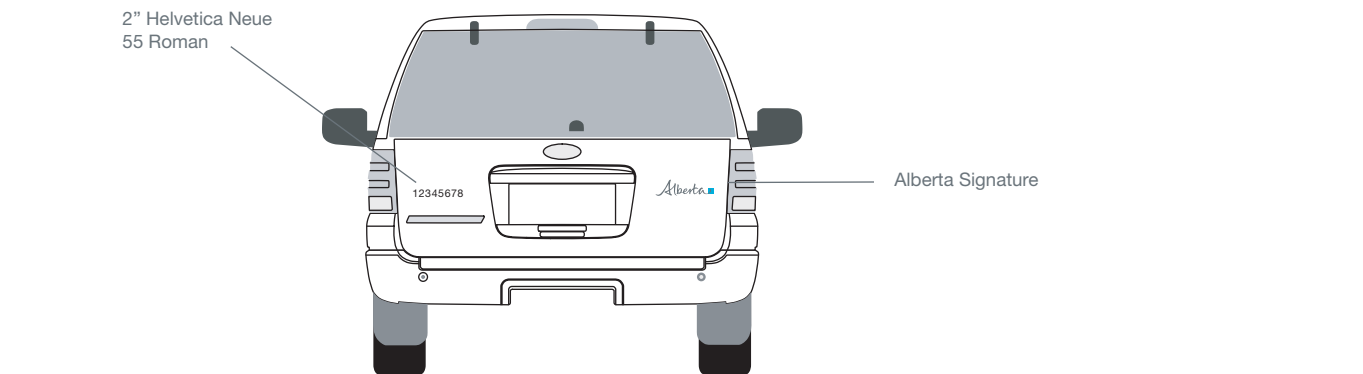
The proposed use of any special graphic treatments on the surface of government vehicles must be reviewed by the Communications and Public Engagement. Proposals may be submitted to visual@gov.ab.ca.

The following examples could be one possible solution in that situation.

The integrity of the logo must be respected at all times. Never recreate or modify in any way. Always use the approved electronic file available for download at alberta.ca/identity



Side

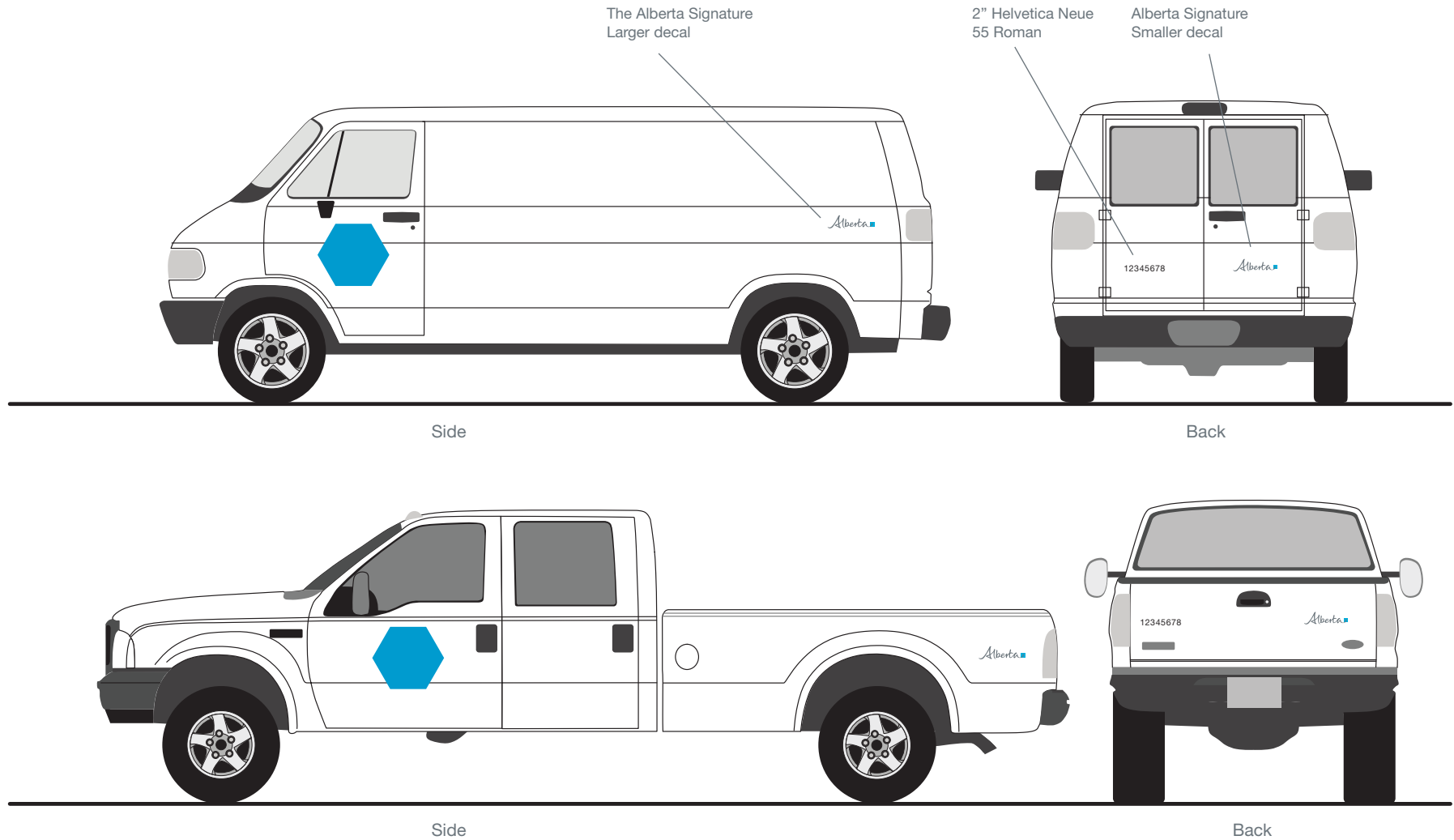


Back

Products

4.18.6

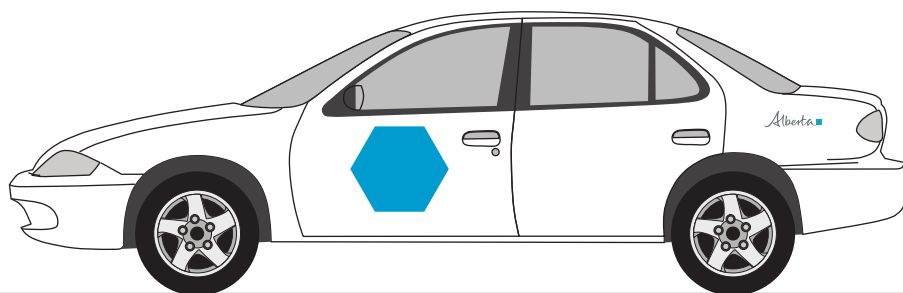
Vehicles: Additional logo on light vehicles



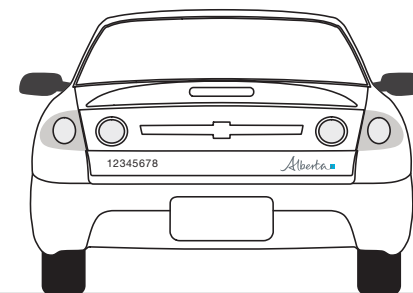
Products

4.18.7

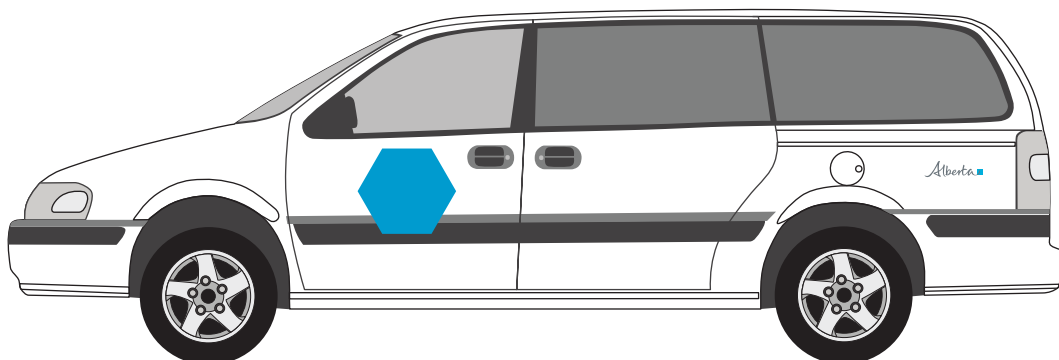
Vehicles: Additional logo on light vehicles



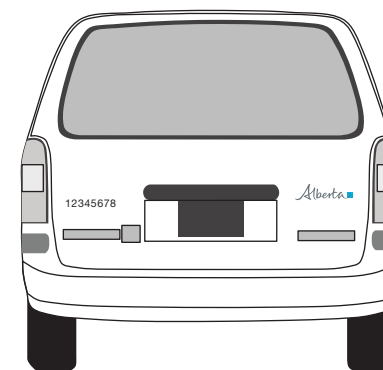
Side



Back



Side

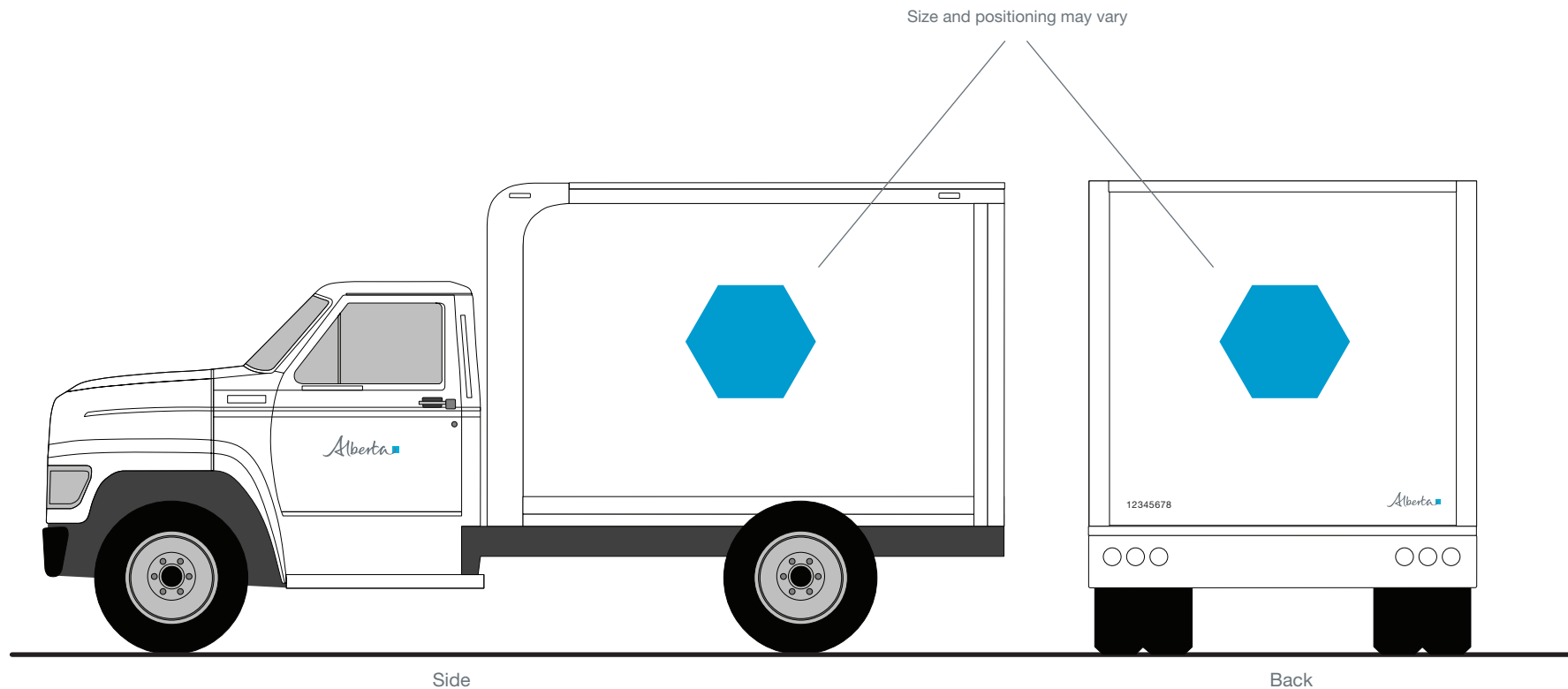


Back

Products

4.18.8

Vehicles: Additional logo on light vehicles



Products

4.18.9

Vehicles: Additional logo on dark vehicles

