The Alberta Government

Corporate Identity Manual

FEBRUARY 2016 : EDITION 21

Alberta Government

Corporate Identity Manual

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The Alberta Government Corporate 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 means new information is coming and does not mean pages are incorrectly missing.

E-mail **visual@gov.ab.ca** for more information or guidance.

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1.0

Corporate Identity Elements

1.1

Corporate Identity Elements

The Alberta Signature

The Alberta Signature is the main element in the Alberta Corporate Identity and is used to represent the Alberta Government in all communciations.

The Alberta Signature is a registered trademark that is protected by the Trademarks Act of Canada.

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1.2

Corporate Identity Elements   **Introduction**

Alberta's corporate identity is a program that identifies the Government of Alberta's facilities, programs and services. The program includes the Alberta Signature and the emblems of Alberta, including the province's coat of arms and the flag.

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

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

Alberta Government

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1.4.1

Corporate Identity Elements Colour

Colour is a strong and communicative element to any corporate identity.

The Alberta Corporate Colour Pallette 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.

DUSK
PANTONE 226

SKY
PANTONE 312

STONE
PANTONE 431

SUNSET
PANTONE 151

PASTURE
PANTONE 376

PRAIRIE
PANTONE 7406

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1.4.2

Corporate Identity Elements

Corporate colours - Primary Palette

The Alberta Corporate 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**

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1.4.3

Corporate Identity Elements

Corporate 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

PANTONE COATED pantone 432C	**PANTONE COATED** pantone 229C	**PANTONE COATED** pantone 168C	**PANTONE COATED** pantone 7519C	**PANTONE COATED** pantone 378C	**PANTONE COATED** pantone 3025C
PANTONE UNCOATED pantone 433U	**PANTONE UNCOATED** pantone 229U	**PANTONE UNCOATED** pantone 181U	**PANTONE UNCOATED** pantone 7519U	**PANTONE UNCOATED** pantone 378U	**PANTONE UNCOATED** pantone 315U
CMYK 23C/2M/0Y/77K	**CMYK** 0C/100M/15Y/60K	**CMYK** 0C/57M/100Y/59K	**CMYK** 50C/60M/100Y/48K	**CMYK** 34C/0M/100Y/60K	**CMYK** 100C/17M/0Y/51K
RGB 54R/66G/74B	**RGB** 104R/33G/69B	**RGB** 110R/51G/25B	**RGB** 100R/82G/70B	**RGB** 84R/95G/29B	**RGB** 0R/80G/114B
HEXADECIMAL # 36424a	**HEXADECIMAL** # 682145	**HEXADECIMAL** # 703319	**HEXADECIMAL** # 645246	**HEXADECIMAL** # 545f1d	**HEXADECIMAL** # 005072

MIDTONES

PANTONE COATED pantone 429C	**PANTONE COATED** pantone 234C	**PANTONE COATED** pantone 167C	**PANTONE COATED** pantone 132C	**PANTONE COATED** pantone 377C	**PANTONE COATED** pantone 314C
PANTONE UNCOATED pantone 428U	**PANTONE UNCOATED** pantone 234U	**PANTONE UNCOATED** pantone 159U	**PANTONE UNCOATED** pantone 139U	**PANTONE UNCOATED** pantone 369U	**PANTONE UNCOATED** pantone 3135U
CMYK 3C/0M/0Y/32K	**CMYK** 6C/100M/0Y/26K	**CMYK** 0C/60M/100Y/17K	**CMYK** 0C/37M/100Y/23K	**CMYK** 45C/0M/100Y/24K	**CMYK** 100C/0M/9Y/30K
RGB 165R/172G/176B	**RGB** 165R/0G/105B	**RGB** 192R/80G/23B	**RGB** 164R/119G/0B	**RGB** 113R/149G/0B	**RGB** 0R/129G/171B
HEXADECIMAL # a5acb0	**HEXADECIMAL** # a50069	**HEXADECIMAL** # c05017	**HEXADECIMAL** # a47700	**HEXADECIMAL** # 719500	**HEXADECIMAL** # 0081ab

LIGHT

PANTONE COATED pantone 427C	**PANTONE COATED** pantone 224C	**PANTONE COATED** pantone 149C	**PANTONE COATED** pantone 7403C	**PANTONE COATED** pantone 382C	**PANTONE COATED** pantone 305C
PANTONE UNCOATED pantone 427U	**PANTONE UNCOATED** pantone 238U	**PANTONE UNCOATED** pantone 148U	**PANTONE UNCOATED** pantone 7403U	**PANTONE UNCOATED** pantone 381U	**PANTONE UNCOATED** pantone 310U
CMYK 0C/0M/0Y/11K	**CMYK** 1C/63M/0Y/0K	**CMYK** 0C/23M/47Y/0K	**CMYK** 0C/10M/50Y/0K	**CMYK** 29C/0M/100Y/0K	**CMYK** 51C/0M/9Y/0K
RGB 209R/212G/211B	**RGB** 239R/105G/185B	**RGB** 253R/202G/144B	**RGB** 235R/206G/123B	**RGB** 190R/214G/0B	**RGB** 95R/206G/234B
HEXADECIMAL # d1d4d3	**HEXADECIMAL** # ef69b9	**HEXADECIMAL** # fdc688	**HEXADECIMAL** # ebce7b	**HEXADECIMAL** # bed600	**HEXADECIMAL** # 5fceea

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1.4.4

Corporate Identity Elements

Colour - Tone on Tone

Colour is used as one of the key elements to define the look of our Corporate Identity. We use a tone-on-tone approach of compatible colour combinations. They are neighbours on the colour wheel and live harmoniously.

Reaching our full **Potential.**

Reaching our full **Potential.**

Reaching our full **Potential.**

Reaching our full **Potential.**

Reaching our full **Potential.**

Reaching our full **Potential.**

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1.4.5.1

Corporate Identity Elements

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.
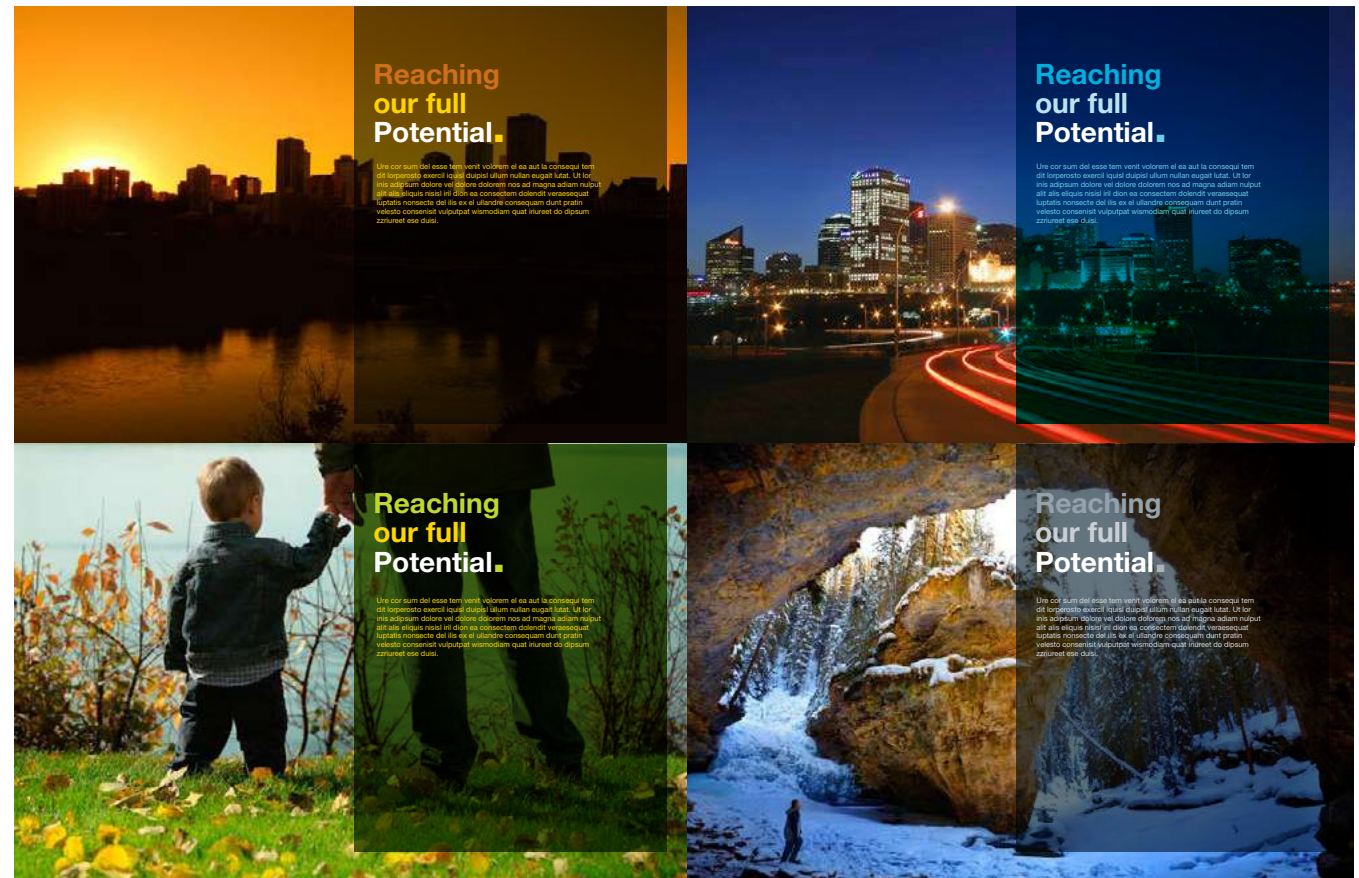
Reaching
our full
Potential.

Reaching
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Potential.

Reaching
our full
Potential.

Reaching
our full
Potential.

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1.4.5.2

Corporate Identity Elements   Colour with Photography

**Reaching
our full
Potential.**

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**Reaching
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**Reaching
our full
Potential.**

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**Reaching
our full
Potential.**

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1.4.6

Corporate Identity Elements   **Overlayed Colour**

Overlayed colour on photography is another way to bring the colour palette to life in applications. Use of colour should always feel complementary to the image. Choose colours from the full colour palette that are closest to the dominant colour in the selected photograph.

Reaching our full Potential.

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1.4.7

Corporate Identity Elements   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: use screens of colours where needed to
        provide contrast to backgrounds

DO: email 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

1.5.1

Corporate Identity Elements   **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
aaaaaaaa

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

1.5.2

Corporate Identity Elements   **Helvetica Neue - examples**

Helvetica Neue   25 Ultra Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   26 Ultra Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   35 Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   36 Thin Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   46 Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   56 Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   65 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   66 Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   75 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   76 Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   85 Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   86 Heavy Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   95 Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   96 Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   57 Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   53 Extended

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ
1234567890

1.5.3

Corporate Identity Elements   **Substitute Typeface - Arial**

When the primary typeface, **HELVETICA NEUE** is unavailable for use, 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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()_+{}|:"<>?

Arial   Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&()_+{}|:"<>?*

Arial   Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()_+{}|:"<>?

Arial   Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()_+{}|:"<>?

Arial   Narrow

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()_+{}|:"<>?

Arial   Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()_+{}|:"<>?

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1.5.4

Corporate Identity Elements

Substitute Typeface - Garamond

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

Aa

Adobe Garamond   Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond   Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond   Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond   Semibold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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1.5.5

Corporate Identity Elements **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 stokes or outline

DON'T: add drop shadows

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

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1.6.1

Corporate Identity Elements

Photography

Photography is another key element of the Corporate Identity. It should be used to show a unique, unexpected and surprising perspective of Alberta. Images should be thought-provoking and inspiring; warm with an element of vibrancy creating a sense of place. Photography should communicate one or more of the elements of our corporate identity.

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1.6.2

Corporate Identity Elements   Photo Library

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_024.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: https://corporateidentity.alberta.ca/GOAaccess/pg_Photos.cfm. These photos may be requested through their Communications office.

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1.6.6

Corporate Identity Elements   **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
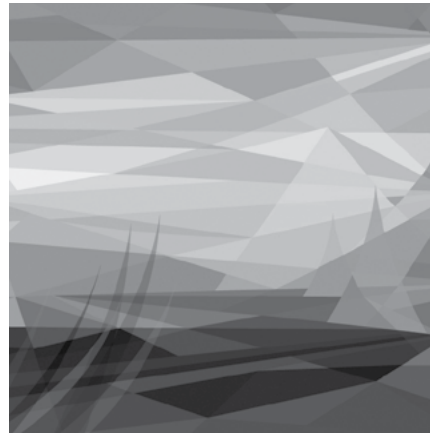
DON'T: recolour images in an unnatural way

1.7.1.1

Corporate Identity Elements

Background Textures

To build upon our corporate identity elements, a series of stylized abstract landscapes have been developed to provide background textures. The landscapes take the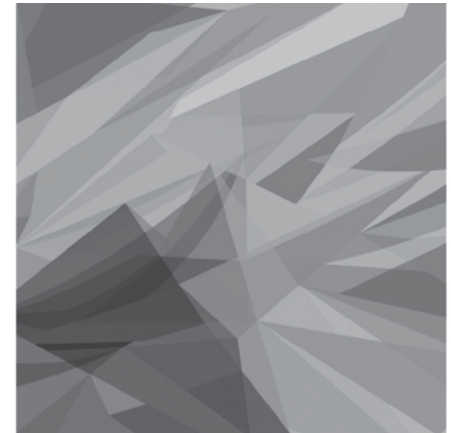ir inspiration from the diversity and richness of Alberta. From the blues of our lakes and skies, across our golden prairies, into the greens of our forests to the endless skies and the northern lights and to the streets of our cites.

The Prairies (Prairie)

The Forests (Pasture)

The Lakes (Sky)

Northern Lights (Dusk)

City Scape (Sunset)

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1.7.1.2.1

Corporate Identity Elements

Background Textures - Theme

A themed set of abstract background textures are available.

Prairie 1

Prairie 2

Mountains 1

Mountains 2

E-mail **visual@gov.ab.ca** for more information or guidance.

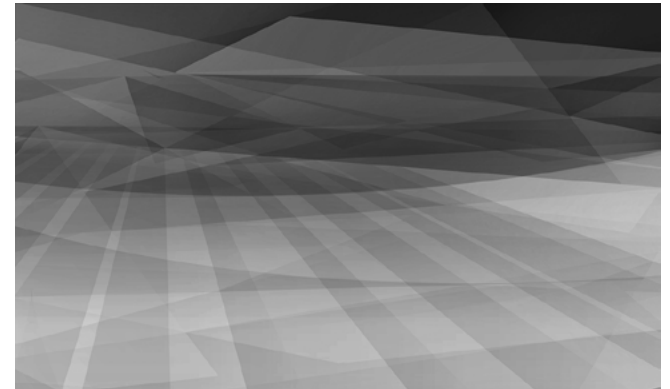THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

1.7.1.2.2

Corporate Identity Elements   **Background Textures - Theme**

A themed set of abstract background textures are available.

Aqueous 1

Aqueous 2

Aqueous 3

E-mail **visual@gov.ab.ca** for more information or guidance.

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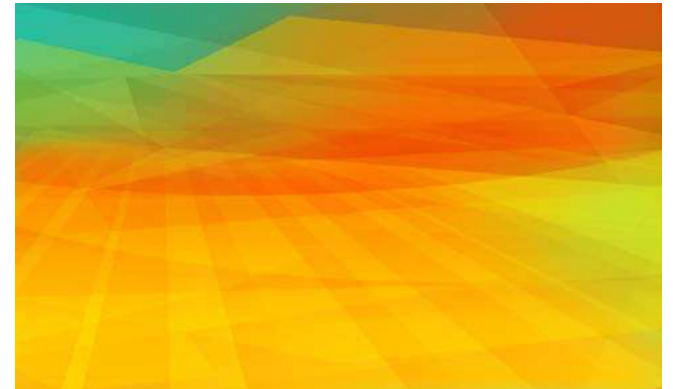
1.7.1.3.1

Corporate Identity Elements

Background Textures - Ministry 1

Another set of background patterns has been developed to help reflect ministry specific elements.

Technology

Infrastructure

The Rose

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1.7.1.3.2

Corporate Identity Elements

Background Textures - Ministry 2

Another set of background patterns has been developed to help reflect ministry specific elements.

Agriculture

Culture

Education

Employment

Energy

Environment

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1.7.1.3.3

Corporate Identity Elements

Background Textures - Ministry 3

Another set of background patterns has been developed to help reflect ministry specific elements.

Health

Justice

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

1.7.2.1

Corporate Identity Elements

Background Textures - Greyscale

To build upon our corporate identity elements, a series of stylized abstract landscapes have been developed to provide background textures. The landscapes take their inspiration from the diversity and richness of Alberta.

When producing materials designed for print, it may be more economical to reduce the number of colours used. A one-colour version of the fact sheet templates have been developed. These versions reproduce well when printed in black and white

The Prairies

The Forests

The Lakes

Northern Lights

City Scape

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

1.7.2.2.1

Corporate Identity Elements

Background Textures - Theme - Greyscale

A themed set of abstract greyscale background textures are available.

Prairie 1

Prairie 2

Mountains 1

Mountains 2

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

1.7.2.2.2

Corporate Identity Elements

Background Textures - Theme - Greyscale

A themed set of abstract greyscale background textures are available.

Aqueous 1

Aqueous 2

Aqueous 3

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016
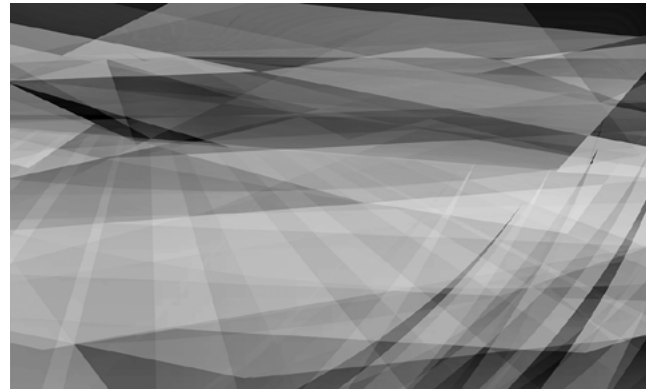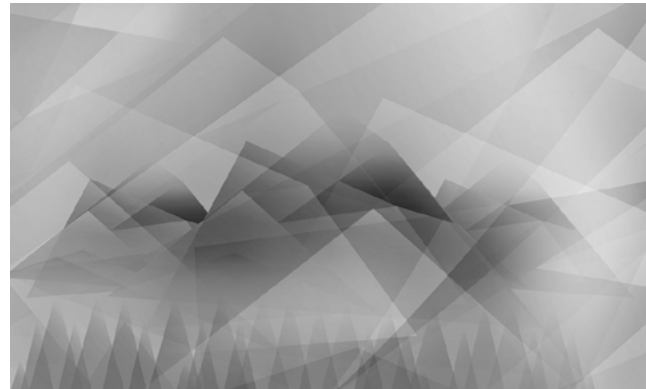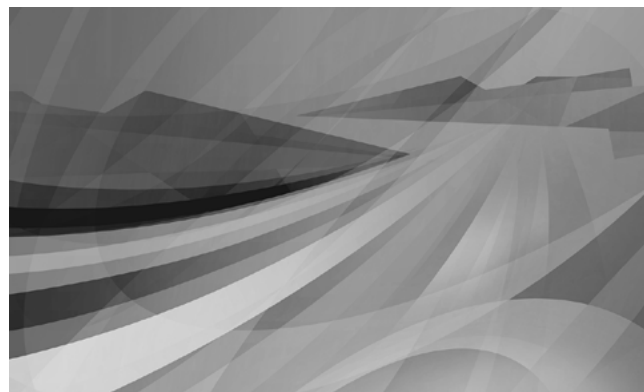
1.7.2.3.1

Corporate Identity Elements

Background Textures - Ministry 1 - Greyscale

Another set of greyscale background patterns has been developed to help reflect ministry specific elements.

Technology

Infrastructure

The Rose

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016
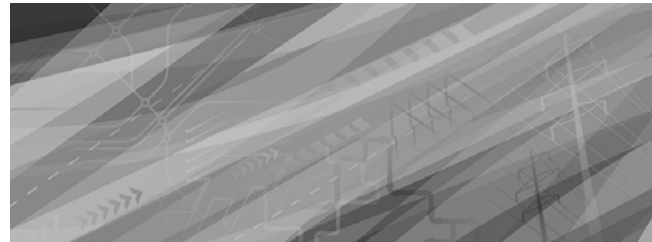
1.7.2.3.2

Corporate Identity Elements

Background Textures - Ministry 2 - Greyscale

Another set of greyscale background patterns has been developed to help reflect ministry specific elements.

Agriculture

Culture

Education

Employment

Energy

Environment

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

1.7.2.3.3

Corporate Identity Elements

Background Textures - Ministry 3 - Greyscale

Another set of greyscale background patterns has been developed to help reflect ministry specific elements.

Health

Justice

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.0

The Alberta Signature

2.1

The Alberta Signature

Introduction

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

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.

Alberta signature

Wordmark

Alberta
Government

Identifier

Symbol

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2

The Alberta Signature

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.

2.2.1.1	Alberta Signature		
2.2.2.1	Alberta Government Signature	*Alberta* Government	*Alberta* Government
2.2.3.1	Alberta Canada Signature	*Alberta* Canada 🍁	*Alberta* Canada 🍁
2.2.4.1	Alberta Ministry Signature	*Alberta* Municipal Affairs	*Alberta* Municipal Affairs
2.2.5.1	Ministry Branch, Program or Service Signature	*Alberta* Public Affairs Bureau **Corporate Communications**	*Alberta* Public Affairs Bureau **Corporate Communications**
2.2.6.1	Government Branch, Program or Service Signature - Multiple Ministry	*Alberta* Government **Land Use Secretariat**	*Alberta* Government **Land Use Secretariat**
2.2.7.1	Agency, Board or Commission (ABC) Signature	*Alberta* *Authorized Registry Agent*	*Alberta* *Authorized Registry Agent*

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.1.1

The Alberta Signature

Alberta signature

Alberta signature logo
The Alberta signature logo is a simplified version of the Alberta Government signature and can be used when the communication piece is less formal or when it will be used at a greatly reduce size where the 'Government' word will be too small to be properly reproduced.

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.1.2

The Alberta Signature

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

.75"
19.05mm

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.2.1

The Alberta Signature

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 Alberta Government signature should be used wherever possible.

Horizontal logo

Vertical logo

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.2.2

The Alberta Signature

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.
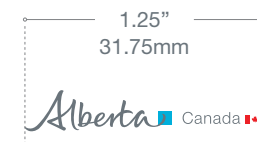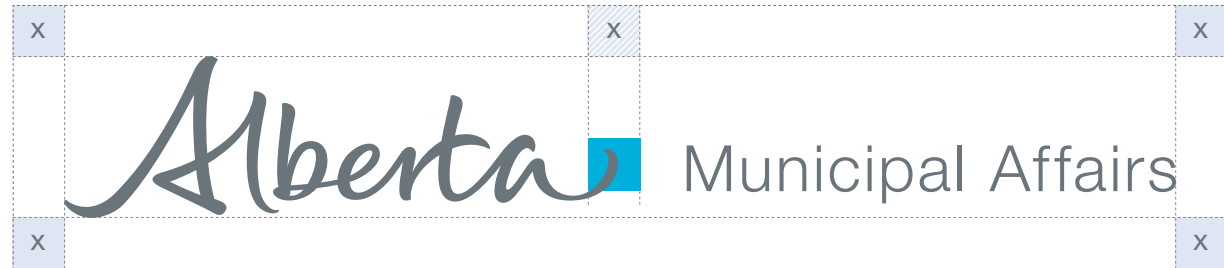
Horizontal logo - Buffer zone

Vertical logo - Buffer zone

Horizontal Logo Minimum Size

1.25"
31.75mm

Vertical Logo Minimum Size

.75"
19.05mm

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.3.1

The Alberta Signature

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 prefered 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

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.3.2

The Alberta Signature

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 logo - Buffer zone

Vertical logo - Buffer zone

Horizontal Logo Minimum Size

1.25"
31.75mm

Vertical Logo Minimum Size

.75"
19.05mm

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.4.1

The Alberta Signature

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.

Alberta Municipal Affairs

Horizontal logo

Alberta
Municipal Affairs

Vertical logo

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.4.2

The Alberta Signature

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

.75"
19.05mm

Vertical Logo Minimum Size

.75"
19.05mm

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.4.3

The Alberta Signature

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 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 Human Services

Alberta Indigenous Relations

Alberta Infrastructure

Alberta Justice and Solicitor General

Alberta Labour

Alberta Municipal Affairs

Alberta Public Affairs Bureau

Alberta Seniors and Housing

Alberta Service Alberta

Alberta Status of Women

Alberta Transportation

Alberta Treasury Board and Finance

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.4.4

The Alberta Signature

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.

Advanced Education

Agriculture and Forestry

Corporate Human Resources

Culture and Tourism

Economic Development and Trade

Education

Energy

Environment and Parks

Executive Council

Health

Human Services

Indigenous Relations

Infrastructure

Justice and Solicitor General

Labour

Municipal Affairs

Public Affairs Bureau

Seniors and Housing

Service Alberta

Status of Women

Transportation

Treasury Board and Finance

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.5.1

The Alberta Signature

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.

Alberta Public Affairs Bureau
Corporate Communications

Horizontal logo

Alberta
Public Affairs Bureau
Corporate Communications

Vertical logo

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.5.2

The Alberta Signature

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

.75"
19.05mm

Vertical Logo Minimum Size

.75"
19.05mm

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.6.1

The Alberta Signature

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.

Alberta Government
Land Use Secretariat

Horizontal logo

Alberta
Government
Land Use Secretariat

Vertical logo

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.6.2

The Alberta Signature

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

.75"
19.05mm

Vertical Logo Minimum Size

.75"
19.05mm

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.7.1

The Alberta Signature

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 Authorized Registy Agent logos, contact Agent Support:
Phone: 1-866-301-6209
Email: Agent.Advisor@gov.ab.ca

For assistance or further information regarding Authorized Marriage Commisioner logos, contact Service Alberta Communications:
Phone: 1-780-415-6051
Email: SA.Communications@gov.ab.ca

Alberta Authorized Registry Agent

Alberta Authorized Marriage Commissioner

Horizontal logo examples

Alberta Authorized Registry Agent

Alberta Authorized Marriage Commissioner

Vertical logo examples

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.7.2

The Alberta Signature

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

.75"
19.05mm

Vertical Logo Minimum Size

.75"
19.05mm

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.7.3.1

The Alberta Signature

Agency, Board or Commission Relationship Introduction

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

Working with the corporate identity

For public agencies, communications should be addressed in the Agency's Mandate and Roles document. This should clarify to what extend 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 corporate identity 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.

Those with a moderately close relationship can have their own logo and use the Government of Alberta logo for added support.

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 independent from government need no acknowledgement to their relationship with government and may develop their own visual identity program.

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.7.3.2

The Alberta Signature

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 corporate identity program would be the controlling identity and all documents, websites, stationery and branding would follow the Government of Alberta corporate identity rules.

The ABC may or may not create a separate logo but this would be at the discretion of the minister. If a logo is developed it would be positioned according to the existing corporate identity manual.

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

- Use Government of Alberta logo 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 corporate 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 layout and format only.

Alberta International and Intergovernmental Relations

Foreign Policy Advisory Commission
3rd floor, Flinders Building
11589 98 Avenue NW
Edmonton, Alberta T6B 2X3
Canada
Tel 780-427-9569
Fax 780-422-1052
www.alberta.ca

Alberta International and Intergovernmental Relations

Foreign Policy Advisory Commission
3rd floor, Flinders Building
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Peter Snell, B.Comm, MB, LLD
Senior International Advisor

Alberta International and Intergovernmental Relations
Foreign Policy Advisory Commission

Office of the Commissioner
3rd floor, Flinders Building
11589 98 Avenue NW
Edmonton, Alberta T6B 2X3 Canada
Tel 780-427-9569   Fax 780-422-1052
Cell 780-987-3434
peter.snell@gov.ab.ca
www.alberta.ca

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.7.3.3

The Alberta Signature

Agency, Board or Commission - Moderately Close Relationship

Moderately Close Relationship

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

If developed, an ABC logo would figure prominently although the Government of Alberta signature would still be visible.

The ABC would still follow the main structure of the corporate 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 Government of 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 corporate 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 layout and format only.

Alberta **Foreign Policy Advisory Commission**

Office of the Commissioner
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Alberta **Foreign Policy Advisory Commission**

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Canada

Peter Snell, B.Comm, MB, LLD
Senior International Advisor

Alberta **Foreign Policy Advisory Commission**
Office of the Commissioner

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Cell 780-987-3434
peter.snell@gov.ab.ca
www.alberta.ca

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.7.3.4

The Alberta Signature

Agency, Board or Commission - Somewhat Independent Relationship

Somewhat Independent Relationship

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

Use of the Government of 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

**FOREIGN POLICY
ADVISORY COMMISSION**

Office of the Commissioner
3rd floor, Flinders Building
11589 98 Avenue NW
Edmonton, Alberta T6B 2X3 Canada
Tel 780-427-9569
Fax 780-422-1052
www.fpac.ca

**FOREIGN POLICY
ADVISORY COMMISSION**
Office of the Commissioner
3rd floor, Flinders Building
11589 98 Avenue NW
Edmonton, Alberta T6B 2X3 Canada
An agency of the Government of Alberta

**FOREIGN POLICY
ADVISORY COMMISSION**

Peter Snell, B.Comm, MB, LLD (Hon)
Senior International Advisor

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11589 98 Avenue NW
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Canada

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Fax 780-422-1052
Cell 780-987-3434
peter.snell@fpac.ca
www.fpac.ca

An agency of the Government of Alberta

An agency of the Government of Alberta

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

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.2.7.3.5

The Alberta Signature

Agency, Board or Commission - Independent Relationship

Independent Relationship

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

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

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

• No Government of Alberta signature
• ABC to create their own corporate 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.

FOREIGN POLICY ADVISORY COMMISSION
Office of the Commissioner
3rd floor, Flinders Building, 11589 - 98 Avenue NW, Edmonton, Alberta T6B 2X3 Canada
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FOREIGN POLICY ADVISORY COMMISSION
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FOREIGN POLICY ADVISORY COMMISSION

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Canada

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Cell 780-987-3434
peter.snell@fpac.ca
www.fpac.ca

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

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

2.3.1

The Alberta Signature

Alberta Government Signature Colours

Colour version

- This is the standard layout for identifying Alberta Government

- The logo is available in five of the primary corporate colours; the exception beng 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 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 theblack areas

- When used on a grey backgroudn 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

- Dusk
- Prairie
- Sunset
- Pasture
- Sky (blue) is the default colour
- Greyscale
- Black
- Reverse Black
- Reverse
- Colour reverse

2.3.2

The Alberta Signature

Alberta and Alberta Ministry Signature Colours

Alberta Signature only

- To be used when space is extremely limited

- 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/Branchs/ABCs

For internal use only.

- Other colors may be used

- Black and reverse also available

E-mail **visual@gov.ab.ca** for more information or guidance.

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2.3.3

The Alberta Signature

Alberta Signature - Reverse with Black

This version of the Alberta signature is particularly effect when used in combination with the primary colours.

Special care should be taken when using this version of the Alberta signature to ensure there is sufficient contrast for both the white and black areas of the signature and the background.

Although this colour scheme is not included in the standard set of electronic files, they can be created upon request.

* NOTE: Although this version **on Stone** may look acceptable on computer monitors and TV screens, it should be avoided on print documents as the contrast is insufficient to produce a correct Alberta signature.

If the intention of the main product is for digital viewing (eg; Powerpoint) it is understood that the product may also be printed. As it would not be feasable to create two documents (one digital and one for print) it is acceptable to create a single document only.

For black and white print this should only be on a black background in the range of 40% to 60%.

Acceptable range for printed documents with a grey background

| 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |

E-mail **visual@gov.ab.ca** for more information or guidance.

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2.4.1
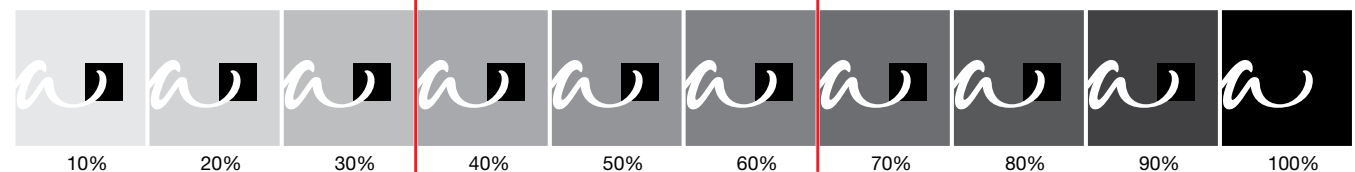
The Alberta Signature

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.

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

Improper use

Colour
Do not use the Signature in any one colour other than solid black; unless on a solid background where is 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 add alter the size of the government or ministry title.

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

Government or Ministry position
Do not add 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.

Screens
The Signature should not appear as a screen.

E-mail **visual@gov.ab.ca** for more information or guidance.

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2.4.2

The Alberta Signature

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.

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".

Keylines
Never create an outline around the Signature.

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 skewed other than a full 90 degrees.

E-mail **visual@gov.ab.ca** for more information or guidance.

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2.4.3

The Alberta Signature

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.

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

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.

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.

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

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.

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

3.0

Emblems of Alberta

3.1.1

Emblems of Alberta

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.

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.

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016

3.1.2

Emblems of Alberta

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.

E-mail **visual@gov.ab.ca** for more information or guidance.

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3.1.3

Emblems of Alberta

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.

E-mail **visual@gov.ab.ca** for more information or guidance.

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3.1.3

Emblems of Alberta

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.

E-mail **visual@gov.ab.ca** for more information or guidance.

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3.2.1

Emblems of Alberta

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.

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.

E-mail **visual@gov.ab.ca** for more information or guidance.

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3.2.2

Emblems of Alberta

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.

E-mail **visual@gov.ab.ca** for more information or guidance.

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3.2.3

Emblems of Alberta

Coat of Arms Protective Space

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.

E-mail **visual@gov.ab.ca** for more information or guidance.

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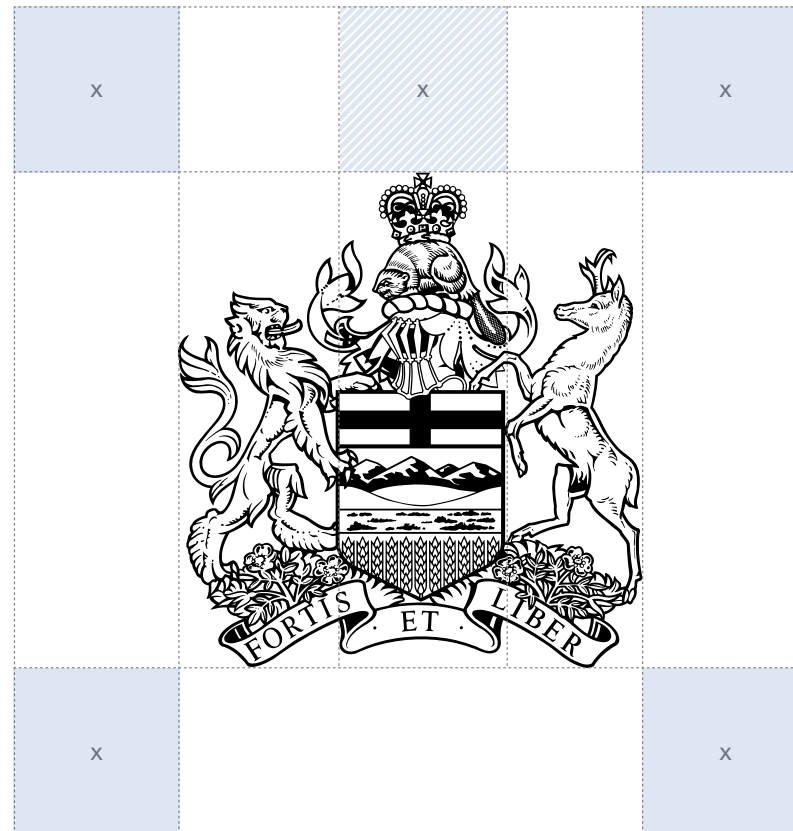
3.2.4

Emblems of Alberta

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.

3"
76.2mm

Standard Publication Size

1.75"
44.45mm

Minimum Size

.6"
15.24mm

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.

E-mail **visual@gov.ab.ca** for more information or guidance.

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3.2.6

Emblems of Alberta

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.

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.

Full Colour

One-colour Greyscale

One-colour Black Solid

Reversed One-colour White Solid

E-mail **visual@gov.ab.ca** for more information or guidance.

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3.3.1

Emblems of Alberta

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.

E-mail **visual@gov.ab.ca** for more information or guidance.

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3.3.2

Emblems of Alberta

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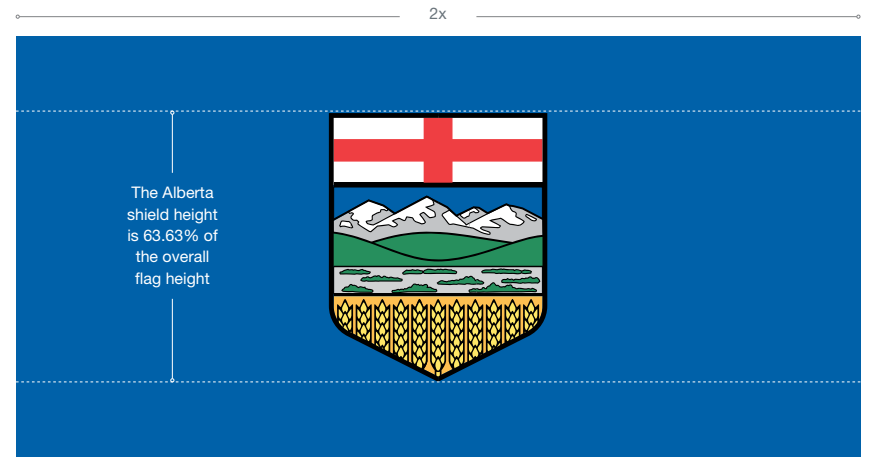
The Alberta Flag is twice as wide as it is deep. The Alberta Shield is positioned in the centre on a blue background. The height of the Alberta Shield is 63.63% of the overall height of the flag. The graphic on this page shows these format proportions and the size of the shield relative to the flag background.

E-mail **visual@gov.ab.ca** for more information or guidance.

3.4

Emblems of Alberta

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.

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 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

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.0
Products

4.1.3

Products

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 On-Line Ordering System

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

ALBERTA
MUNICIPAL AFFAIRS

Office of the Minister
MLA, Edmonton-Whitemud

MUNICIPAL AFFAIRS
Office of the Minister
404 Legislature Building, 10080 - 97 Avenue
Edmonton, Alberta T5K 2B6 Canada

ALBERTA

Minister of Municipal Affairs

Philip Tempany, MLA
Edmonton-Whitemud

404 Legislature Building
10800 - 97 Avenue NW
Edmonton, Alberta T5K 2B6 Canada
Tel 780-555-5555 Fax 780-456-4445
philip.tempany@gov.ab.ca
alberta.ca

ALBERTA

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

Printed on recycled paper

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.1.3.1.1

Products

Minister Business Card Style Guide

The 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.).

5. **Responsibilities:** Electorial 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 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 seperate the telephone and fax information

Minister of Energy — 1

— 2

Philip Tempany, MLA — 3/4
Edmonton-Whitemud — 5

224 Legislature Building — 6
10800 - 97 Avenue NW
Edmonton, Alberta T5K 2B6 Canada
Tel 780-555-5555 Fax 780-555-5556 — 7
philip.tempany@gov.ab.ca
alberta.ca

ALBERTA

One line ministry

Minister of Indigenous Relations
Minister of Justice and Solicitor General

Philip Tempany, MLA
Edmonton-Whitemud

224 Legislature Building
10800 - 97 Avenue NW

ALBERTA

Two line ministry

Minister of Innovation and Advanced
Education
Minister of Jobs, Skills, Training and Labour

Philip Tempany, MLA
Edmonton-Whitemud

224 Legislature Building
10800 - 97 Avenue NW

ALBERTA

Three line ministry

E-mail **visual@gov.ab.ca** for more information or guidance.

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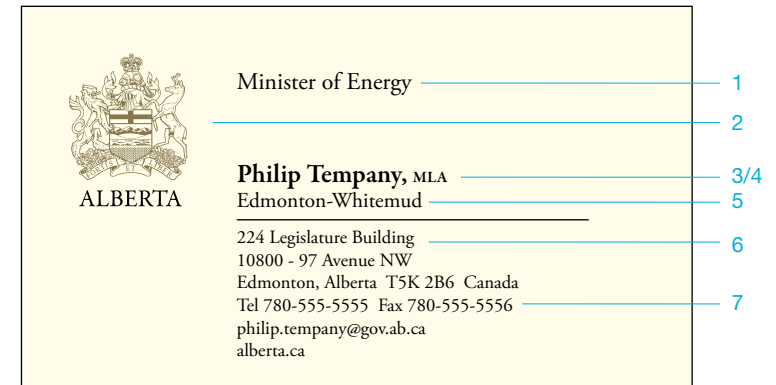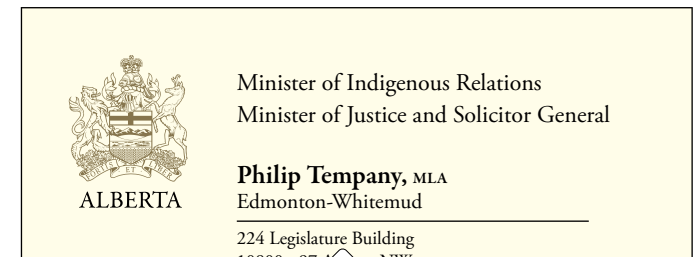
4.1.3.2.1
Products

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.
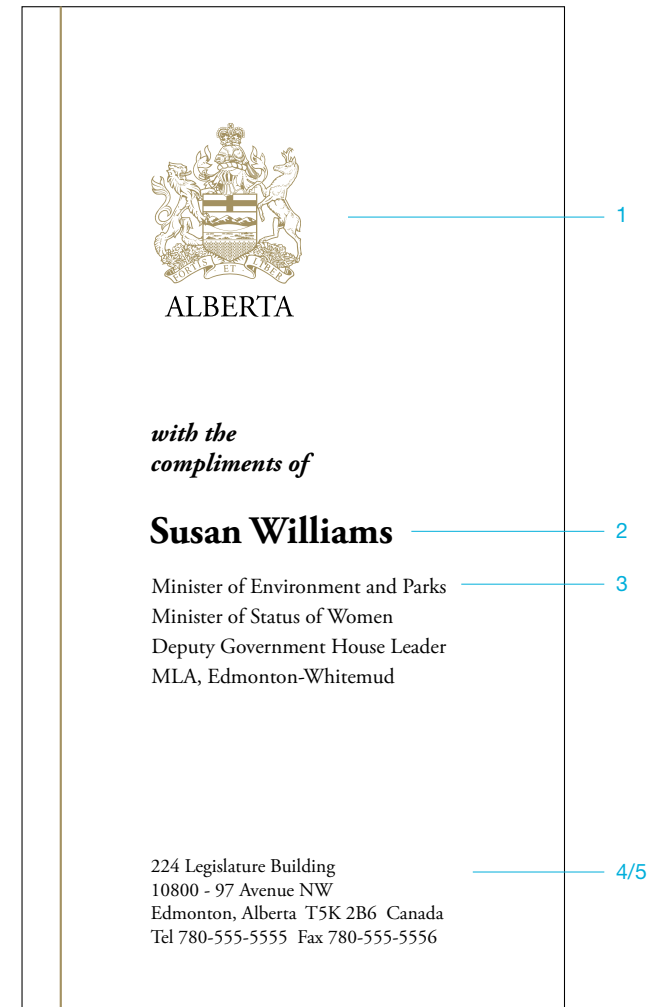
5. Address:
   - The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address
   - If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized. Floor should be spelled out in full 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 address, city, province, postal code, country

ALBERTA
INDIGENOUS RELATIONS
JUSTICE AND SOLICITOR GENERAL

Office of the Minister ——— 3
MLA, Edmonton-Whitemud ——— 4

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

1
2

- 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 seperate the telephone and fax information

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.1.3.3.1

Products

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.

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 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

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

MUNICIPAL AFFAIRS ———————— 2

Office of the Minister ———————— 3

404 Legislature Building, 10080 - 97 Avenue ———— 4
Edmonton, Alberta T5K 2B6 Canada

ALBERTA

———————————————————— 1

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.1.3.4.1
Products

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 givpositioned 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 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

ALBERTA

with the compliments of

Susan Williams — 2

Minister of Environment and Parks — 3
Minister of Status of Women
Deputy Government House Leader
MLA, Edmonton-Whitemud

1

224 Legislature Building — 4/5
10800 - 97 Avenue NW
Edmonton, Alberta T5K 2B6 Canada
Tel 780-555-5555 Fax 780-555-5556

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.1.4

Products

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.

Alberta Municipal Affairs

Marketing Services
6th floor, Park Plaza
10611 - 98 Avenue NW
Edmonton, Alberta T5K 2P7
Canada
Telephone 780-427-2754
www.alberta.ca

Peter Snell, B.Comm, MB, LLD
Senior Policy Advisor

Alberta

Municipal Affairs
Marketing Services

6th floor, Park Plaza
10611 - 98 Avenue NW
Edmonton, Alberta T5K 2P7 Canada
Tel 780-427-2754 Fax 780-422-1001
Cell 780-485-9658
peter.snell@gov.ab.ca
www.alberta.ca

RESPECT ACCOUNTABILITY INTEGRITY EXCELLENCE
Proudly working together to build a stronger province for current and future generations

PRINTED ON RECYCLED PAPER

Business card back

Alberta Municipal Affairs

Marketing Services
6th floor, Park Plaza
10611 - 98 Avenue NW
Edmonton, Alberta T5K 2P7
Canada

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4.1.4.1.1

Products

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)

Kathy Williams, B.Comm, MB, LLD (Hon)
Senior Policy Advisor
Passenger Transportation

**Economic Development
and Trade**
Policy and Corporate Services Division

Office of the Commissioner
3rd floor, Twin Atria Building
4999 98 Avenue NW
Edmonton, Alberta T6B 2X3 Canada
Tel 780-427-9999   Fax 780-422-1000
Cell 780-999-5555 or 780-999-9999
kathy.williams@gov.ab.ca
www.alberta.ca

Business Card - Front (maximum text)

Kathy WIlliams
Policy Advisor

Energy
Corporate Services

4999 98 Avenue NW
Edmonton, Alberta T6B 2X3 Canada
Tel 780-427-9999   Fax 780-422-1000
kathy.williams@gov.ab.ca
alberta.ca

International Business Card - Front (minimal text)

Kathy WIlliams, B.Comm, MB, LLD (Hon)
Senior Policy Advisor
Passenger Transportation

**Economic Development
and Trade**
Policy and Corporate Services Division

Office of the Commissioner
3rd floor, Twin Atria Building
4999 98 Avenue NW
Edmonton, Alberta T6B 2X3 Canada
Tel 780-427-9999   Fax 780-422-1000
Cell 780-999-5555 or 780-999-9999
kathy.williams@gov.ab.ca
www.alberta.ca

Business Card with one program or initiative identifiers

RESPECT   ACCOUNTABILITY   INTEGRITY   EXCELLENCE

PRINTED ON
RECYCLED
PAPER

Proudly working together to build a stronger province
for current and future generations

Business Card back

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.1.4.1.2

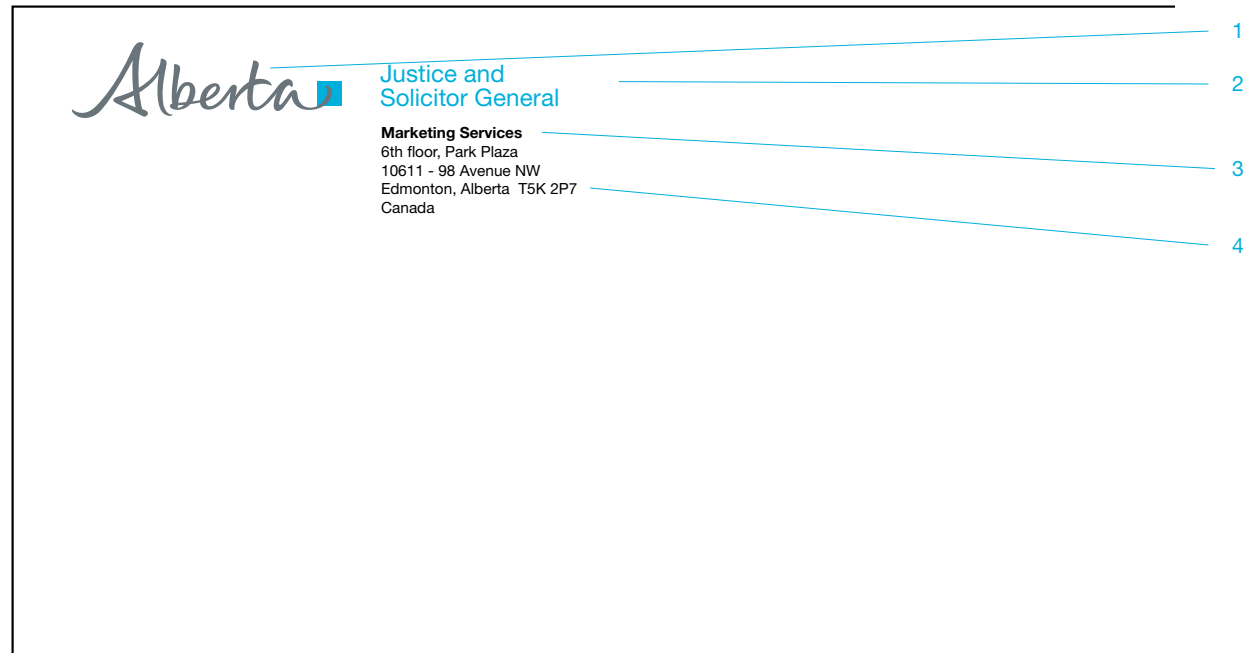## Products

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 descretion 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.).

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 diivision title may be listed here. If a second line is required it would be positioned direclty 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 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 seperate 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 Communciations office.

General Business Card

Kathy WIlliams, B.Comm, MB, LLD (Hon) — 3
Senior Policy Advisor — 4
Passenger Transportation

Economic Development and Trade — 5
Policy and Corporate Services Division — 6

Office of the Commissioner — 7
3rd floor, Twin Atria Building
4999 98 Avenue NW
Edmonton, Alberta T6B 2X3 Canada
Tel 780-427-9999   Fax 780-422-1000 — 8
Cell 780-999-5555 or 780-999-9999
kathy.williams@gov.ab.ca
www.alberta.ca

1
2
9

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.1.4.2.1

Products

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 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
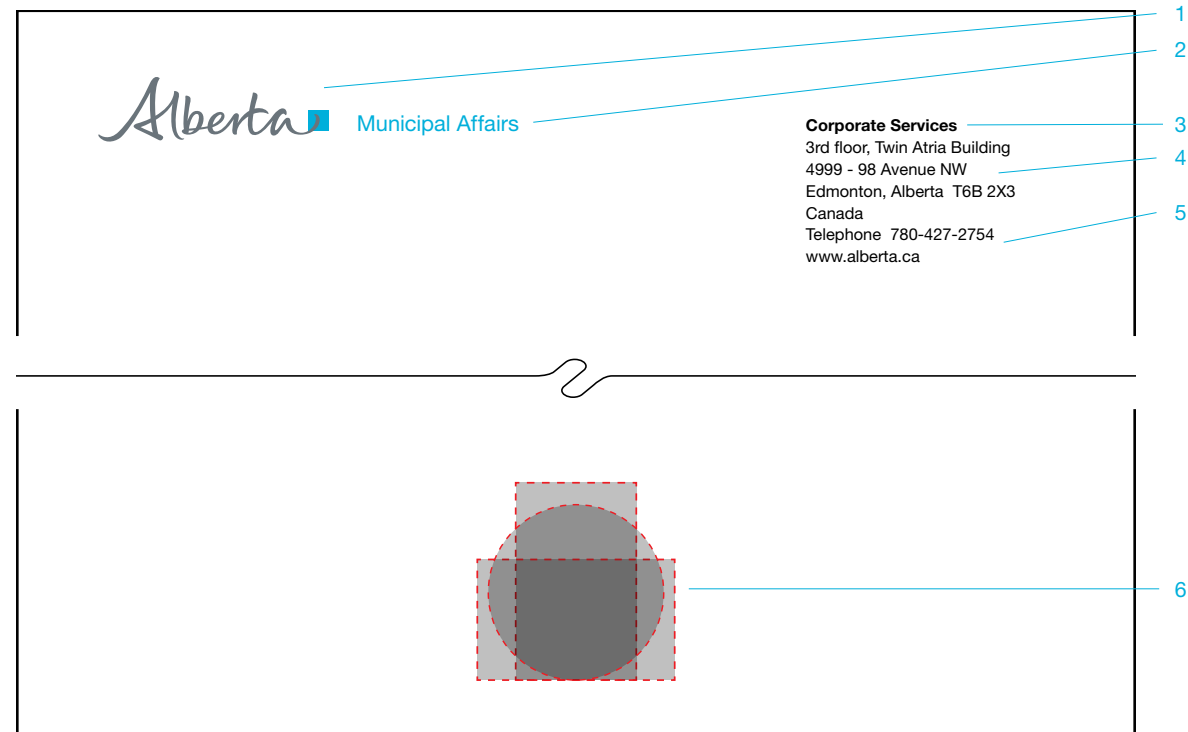
   - The web site follows the telephone information
   - Double spaces seperate the telephone and fax information

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

Alberta Municipal Affairs

1
2

Corporate Services — 3
3rd floor, Twin Atria Building
4999 - 98 Avenue NW — 4
Edmonton, Alberta T6B 2X3
Canada
Telephone 780-427-2754 — 5
www.alberta.ca

6

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.1.4.3.1

Products

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 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)

Alberta

Justice and
Solicitor General

1

2

Marketing Services
6th floor, Park Plaza
10611 - 98 Avenue NW
Edmonton, Alberta T5K 2P7
Canada

3

4

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.2.1.1

Products

Presentation Folders - Generic

Two-pocket Presentaion folders available for general use by all Ministries.

On-Line Ordering System
All folders can be ordered by using the on-line ordering system. The following pages show examples of all folders available.

Generic Folder

E-mail **visual@gov.ab.ca** for more information or guidance.

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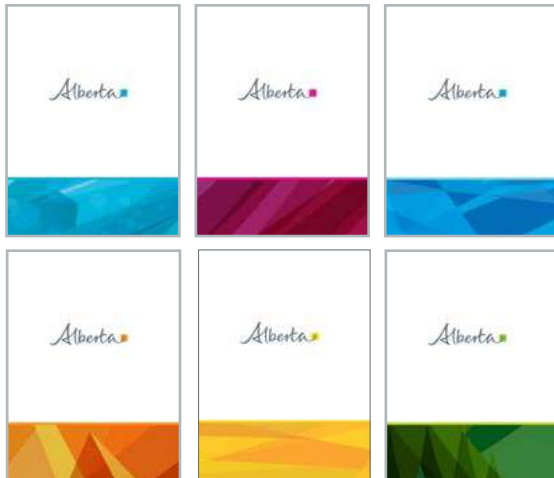
4.2.1.2

Products   **Presentation Folders - Themed**

Environmental Folder

Urban Folder

Science Folder

Community Folder

E-mail **visual@gov.ab.ca** for more information or guidance.

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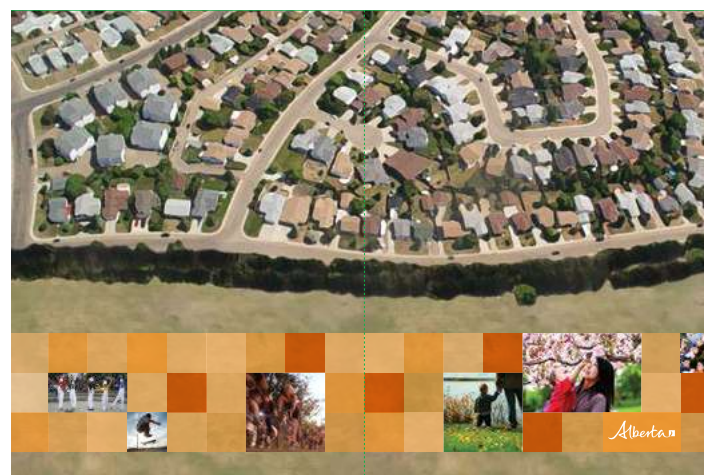
4.2.4

Products

Mailing Label Style Guide

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

Alberta Municipal Affairs ———— 1

7th floor, 9820 - 107 Street NW ———— 2
Edmonton, Alberta   T5K 1E7 Canada
Telephone 780-555-1234 Fax 780-422-1234 ———— 3

Mailing Label: 5 x 4

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.2.5

Products

Forms Heading

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.

On-Line Forms

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

External form header

Alberta Government **AISH Application**

Assured Income for the Severely Handicapped

External form header with additional logo

Alberta Government PPOP JUSTICE AND SOLICITOR GENERAL **Information Request**

Priority Prolific Offender Program

External/internal ministry form header

Alberta Government **Land Use Application**

Municipal Affairs

External/internal form header

Alberta **Shining Star Nomination**

Human Resource Services

Internal form header with ministry title

Alberta Public Affairs Bureau **Bright Idea Award Nomination**

Human Resources

Internal form header with ministry title and additional logo

Alberta Public Affairs Bureau **Bright Idea Award Application**

Human Resources

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.3.1

Products

PowerPoint presentations - templates

The Government of Alberta has created a series of PowerPoint templates to assist you in creating presentations. These templates use the brand colours to fit a variety of moods and topics. Each template contains a template for a title slide, a section divider and a content slide, as well as text colour schemes to match.

Use of these templates is not mandatory, but they exist as a quick and simple way to apply corporate identity 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:

- Use bullets and short messages to highlight key facts.
- 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.
- 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.
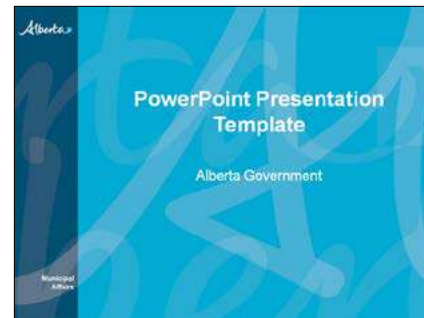
Sky template - title slide
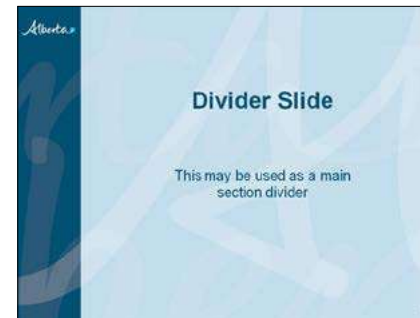
Sky template - divider slide
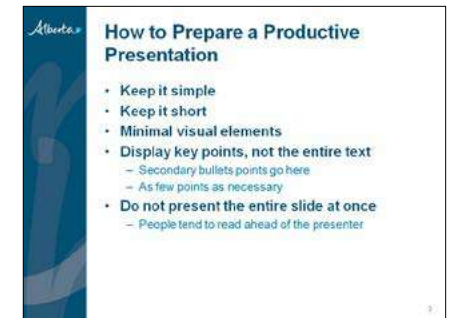
Sky template - content slide

Pasture template
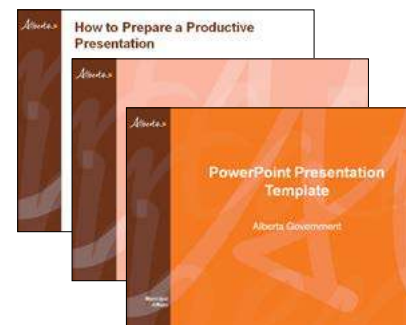
Sunset template
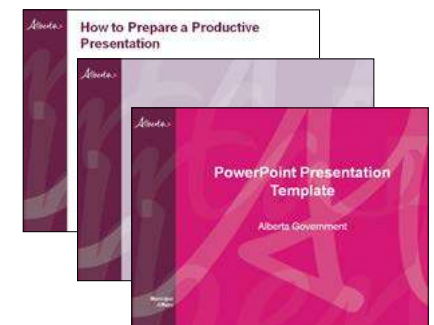
Dusk template

Prairie template

Stone template

E-mail **visual@gov.ab.ca** for more information or guidance.

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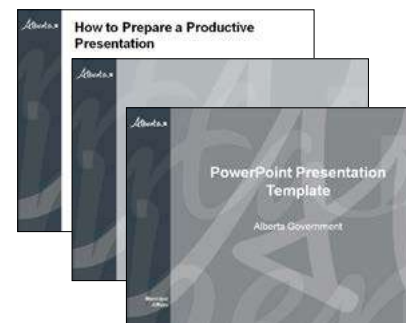
4.3.2

Products

Powerpoint presentations - templates

The original PowerPoint templates developed in 2011 are still available for use as well. These templates use different textures, but still follow the same colour schemes as the new templates. There is no preference as to which templates you use; all of these follow the corporate identity guidelines.

Sky title slide
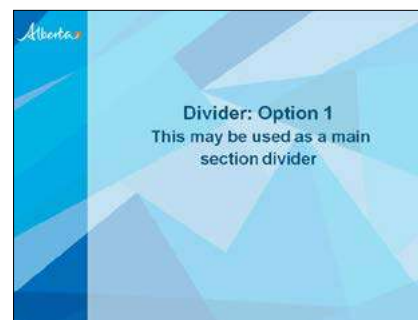
Sky vertical divider slide
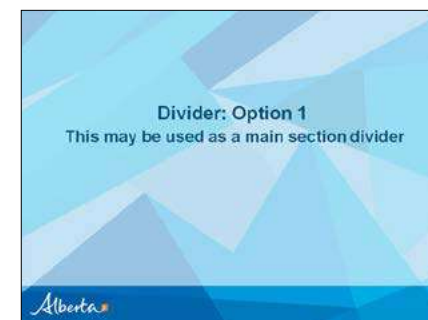
Sky horizontal divider slide

Sky generic divider slide
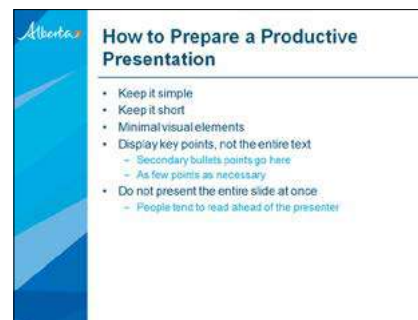
Sky vertical content slide
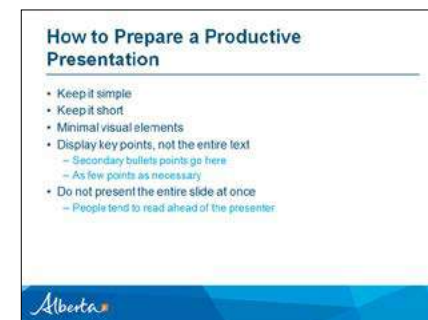
Sky horizontal content slide

Prairie title slide

Pasture title slide

Dusk title slide

Sunset title slide

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016
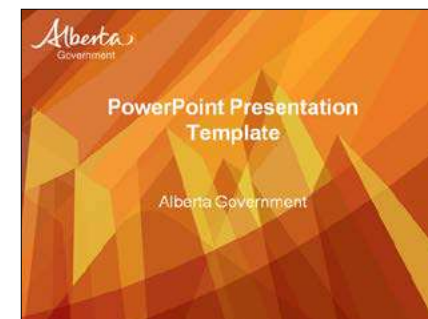
4.3.3.1

Products

Powerpoint presentations - Themed templates

Themed template files have been developed to reflect areas of government involvent or interest. These templates are developed to work in conjunction with background textures as seen on pages 1.7.1.3.2 and 1.7.1.3.3.
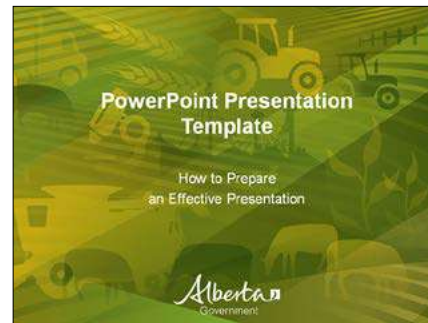
Agriculture
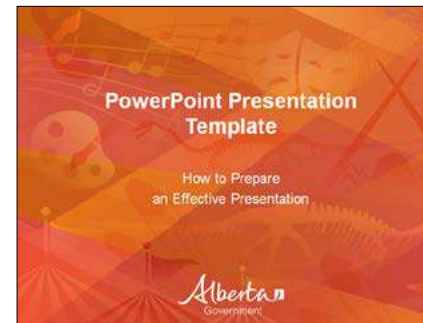
Culture
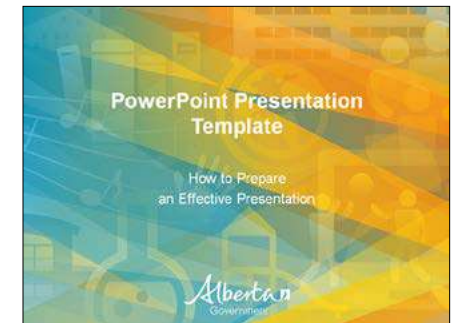
Education
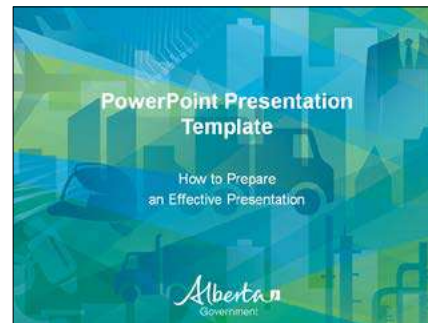
Employment
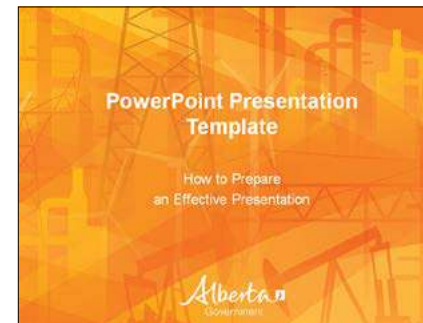
Energy
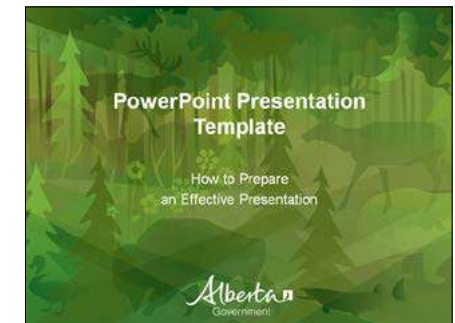
Environment
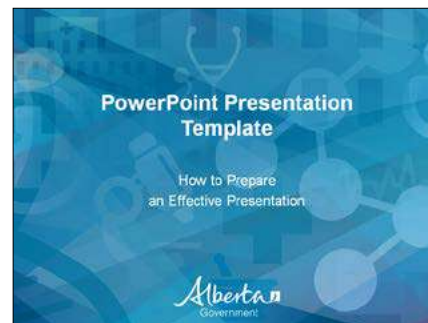
Health

Infrastructure

Justice

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.3.3.2

Products
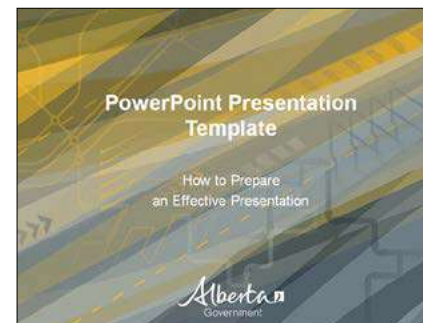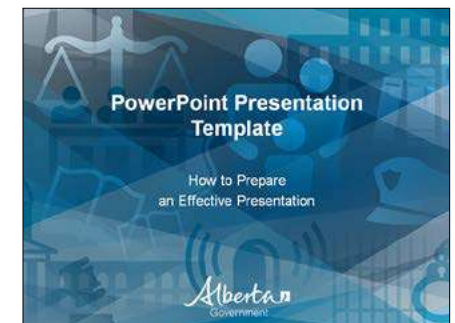
Powerpoint presentations - Themed template slides

Each themed template file includes a title slide along with divider and content slides to accomodate either horizontal or vertical orientated pages.

Pages may be altered as required to fit a specific need or format.
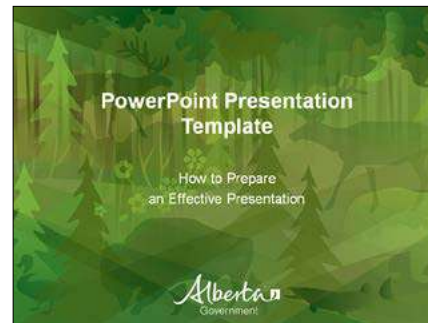
Environment title slide
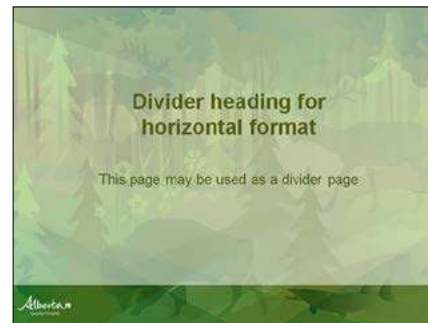
Environment horizontal divider slide

Environment vertical content slide

Environment horizontal content slide

Environment vertical content slide

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.4.1

Products

The Alberta seals introduction

The Alberta seals were created in March 2007 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 or a Minister.

The Alberta government and signature seal
For all applications not involving the Premler 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 Government seal

Alberta signature seal

The Alberta Coat of Arms is a registered trademark and cannot be used without permission. Unauthorized use is subject to penalty. Due to the restricted nature the Alberta Coat of Arms is not available for download.

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

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.4.2
Products

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 commerical 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

The Alberta Coat of Arms is a registered trademark and cannot be used without permission. Unauthorized use is subject to penalty. Due to the restricted nature the Alberta Coat of Arms is not available for download.

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

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.4.3

Products

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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The final quality of rerpoduced seals will depend on reproduction methods and supplier.

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4.4.4

Products

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 certificiate or doucment 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 docuemnt 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

The Alberta Coat of Arms is a registered trademark and cannot be used without permission. Unauthorized use is subject to penalty. Due to the restricted nature the Alberta Coat of Arms is not available for download.

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

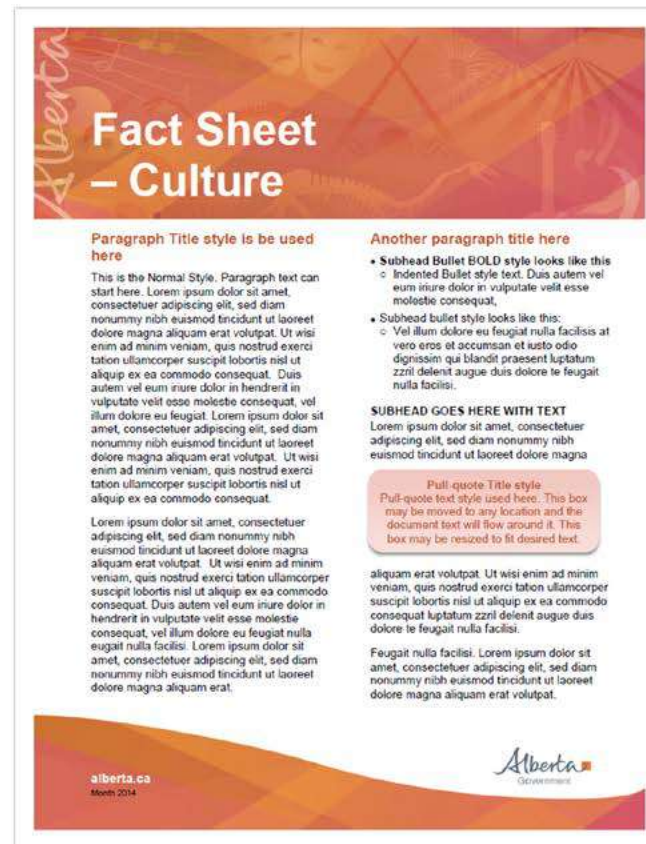E-mail **visual@gov.ab.ca** for more information or guidance.

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4.4.5

Products

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 use 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

Imprinting artwork

Embossing 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 patter around the outside does not usually print but represents a shape for the final seal.

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

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 patter around the outside is not embossed but represents a shape for the final seal. due to the naturel of the embossing process fine details will become lost. This is expected and acceptable.

The Alberta Coat of Arms is a registered trademark and cannot be used without permission. Unauthorized use is subject to penalty. Due to the restricted nature the Alberta Coat of Arms is not available for download.

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

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4.5.1.1

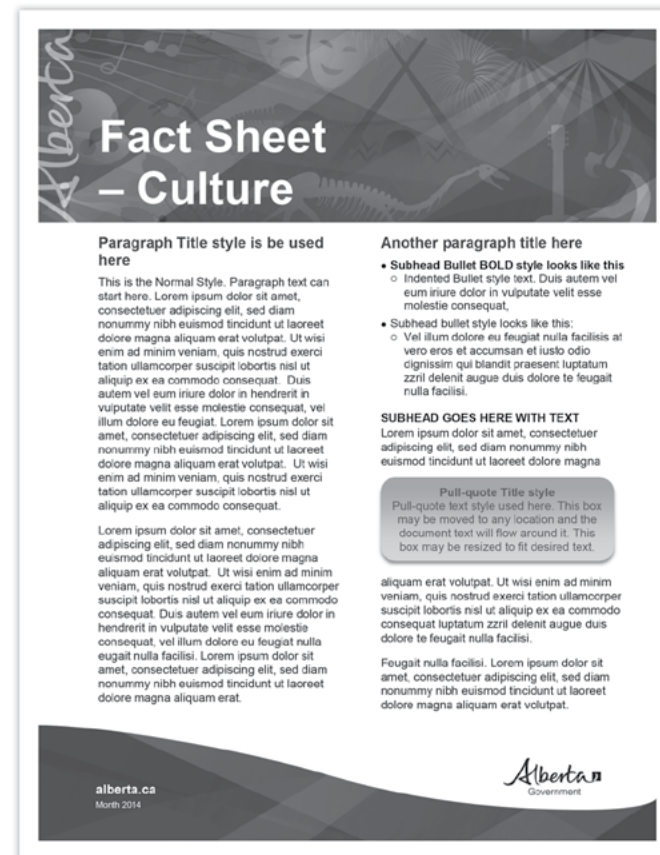## Products

Fact Sheets Templates

A series of fact sheet templates have been created that are available for download by government staff from the Corporate Identity website.

The design is based on the existing background textures and more templates will be created as additional textures are developed.

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.
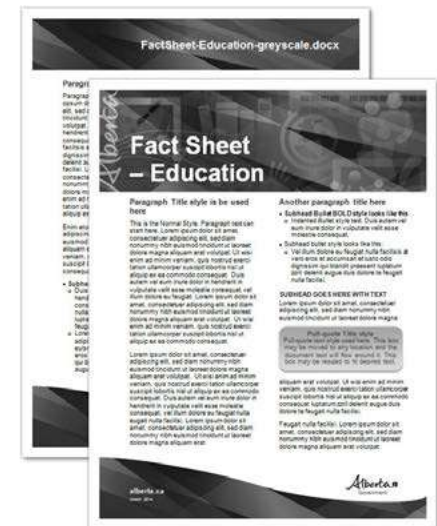

Front page

Second page

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4.5.2.1

Products

Fact sheets - Themed backgrounds

A multitue of fact sheets templates have been developed based on the background textures. The templates are based on topics rather than ministries to provide a versatile set of documents that could be applied to projects within multiple ministries.

When used in conjunction with the actual background textures (found in section 1.7.1 Background Textures) for collateral materials it can create a cohesive identity for your project and products.

Second page

Fact Sheet - Agriculture.docx

Fact Sheet - Culture.docx

Fact Sheet - Education.docx

Fact Sheet - Employment.docx

Fact Sheet - Energy.docx

Fact Sheet - Environment.docx

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.5.2.2

Products

Fact sheets - Themed backgrounds

A multitue of fact sheets templates have been developed based on the background textures. The templates are based on topics rather than ministries to provide a versatile set of documents that could be applied to projects within multiple ministries.

When used in conjunction with the background textures (found in section 1.7.1 Background Textures) for collateral materials it can create a cohesive identity for your project and products.

Second page

Fact Sheet - Health.docx

Fact Sheet - Infrastructure.docx

Fact Sheet - Justice.docx

Fact Sheet - Technology.docx

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.5.2.4

Products

Fact sheets - Generic backgrounds

Where a more generic or less themed look is desired, there is a selection of templates to fit this requirement.

When used in conjunction with the background textures (found in section 1.7.1 Background Textures) for collateral materials it can create a cohesive identity for your project and products.
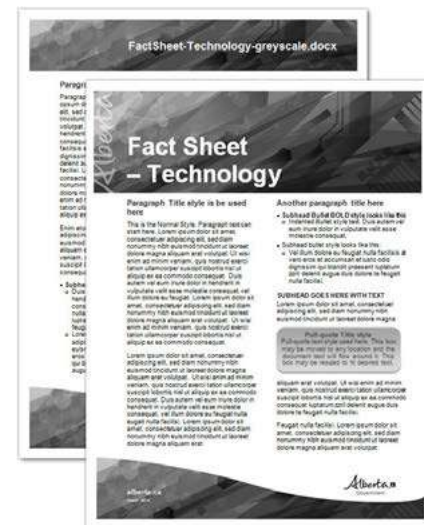
Second page

Fact Sheet - Aqueous.docx

Fact Sheet - Prairie.docx
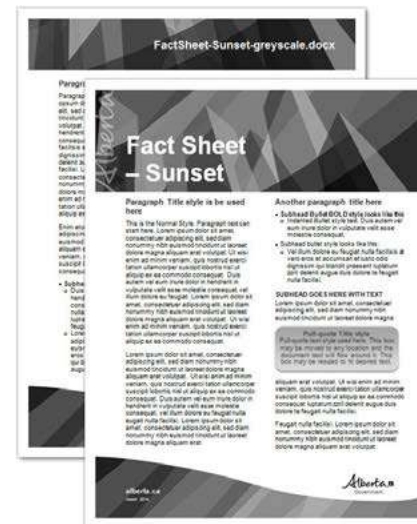
Fact Sheet - Mountains.docx

Fact Sheet - Dusk.docx

Fact Sheet - Sky.docx

Fact Sheet - Sunset.docx

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.5.3.1
Products

Fact Sheets Templates - Greyscale

A series of fact sheet templates have been created that are available for download by government staff from the Corporate Identity website.

The design is based on the existing background textures and more templates will be created as additional textures are developed.

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.

Front page

Second page

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.5.4.1

Products

Fact sheets - Themed backgrounds - Greyscale

A multitue of fact sheets templates have been developed based on the background textures. The templates are based on topics rather than ministries to provide a versatile set of documents that could be applied to projects within multiple ministries.

When used in conjunction with the actual greyscale background textures (found in section 1.7.2 Background Textures) for collateral materials it can create a cohesive identity for your project and products.

When producing materials designed for print, it may be more economical to reduce the number of colours used. A one-colour version of the fact sheet templates have been developed. These versions reproduce well when printed in black and white.

Second page

FactSheet-Agriculture-greyscale.docx

FactSheet-C ulture-greyscale.docx

FactSheet-Education-greyscale.docx

FactSheet-Employment-greyscale.docx

FactSheet-Energy-greyscale.docx

FactSheet-Environment-greyscale.docx

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.5.4.2

Products

Fact sheets - Themed backgrounds - Greyscale

A multitue of fact sheets templates have been developed based on the background textures. The templates are based on topics rather than ministries to provide a versatile set of documents that could be applied to projects within multiple ministries.

When used in conjunction with the background textures (found in section 1.7 Background Textures) for collateral materials it can create a cohesive identity for your project and products.

Second page

FactSheet-Health-greyscale.docx

FactSheet-Infrastructure-greyscale.docx

FactSheet-Justice-greyscale.docx

FactSheet-Technology-greyscale.docx

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.5.4.4

Products

Fact sheets - Generic backgrounds - Greyscale

Where a more generic or less themed look is desired, there is a selection of templates to fit this requirement.

When used in conjunction with the background textures (found in section 1.7 Background Textures) for collateral materials it can create a cohesive identity for your project and products.

Second page

FactSheet-Aqueous-greyscale.docx

FactSheet-Prairie-greyscale.docx

FactSheet-Dusk-greyscale.docx

FactSheet-Sky-greyscale.docx

FactSheet-Sunset-greyscale.docx

E-mail **visual@gov.ab.ca** for more information or guidance.

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4.6.1

Products

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 and active hypelinks that link 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: corporateidentity.alberta.ca/GOAaccess/

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Get the latest Family Health Updates

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4.9.1

Products

Vehicles - Introduction

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

The Alberta signature and numerals should appear in its two-colour version whenever possible, on light toned vehicles. 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 utilized by the Alberta government.

The proposed use of any special graphic treatments on the surface of government vehicles must be reviewed by the Public Affairs Bureau email proposals to visual@gov.ab.ca.

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 **www.corporateidentity.gov.ab.ca**.

Side

Back

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016
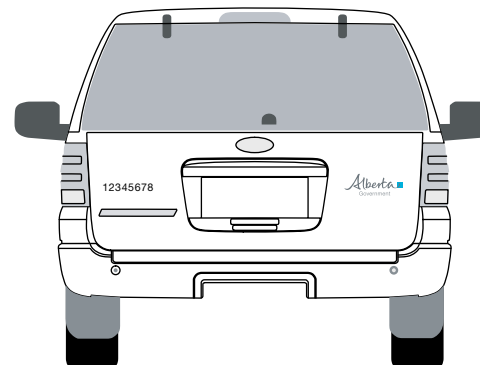
4.9.2

Products

Vehicles - Standard

Alberta Government signature 18" wide
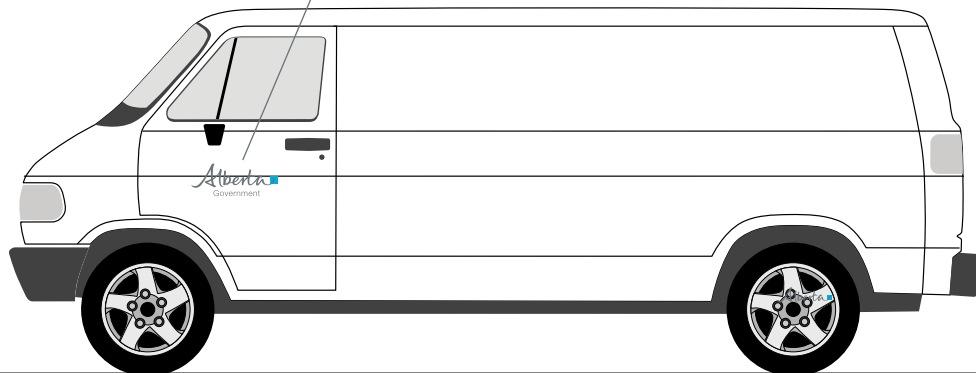
2" Helvetica Neue 55 Roman

Space permitting use the Alberta Government signature. For limited height use the Alberta signature 12" wide
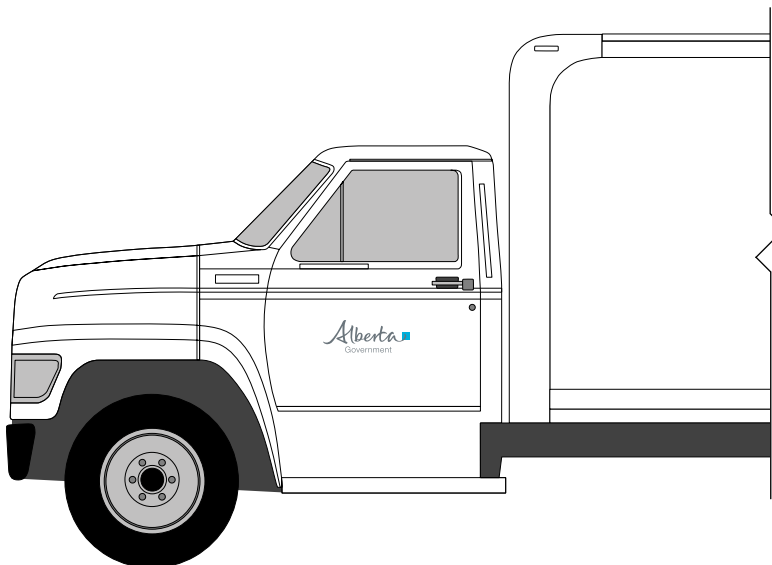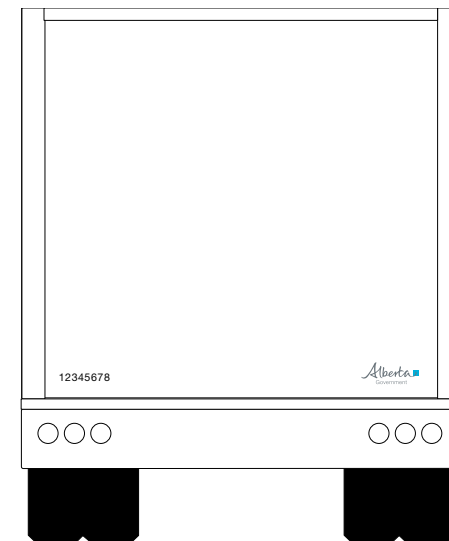
Side

Back

Side

Back

12345678
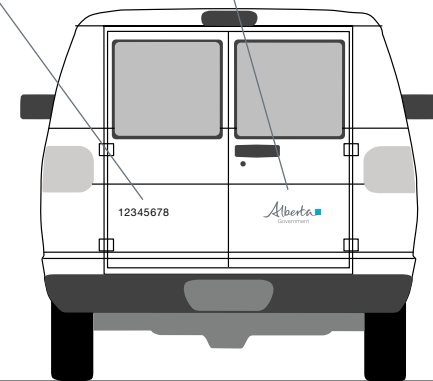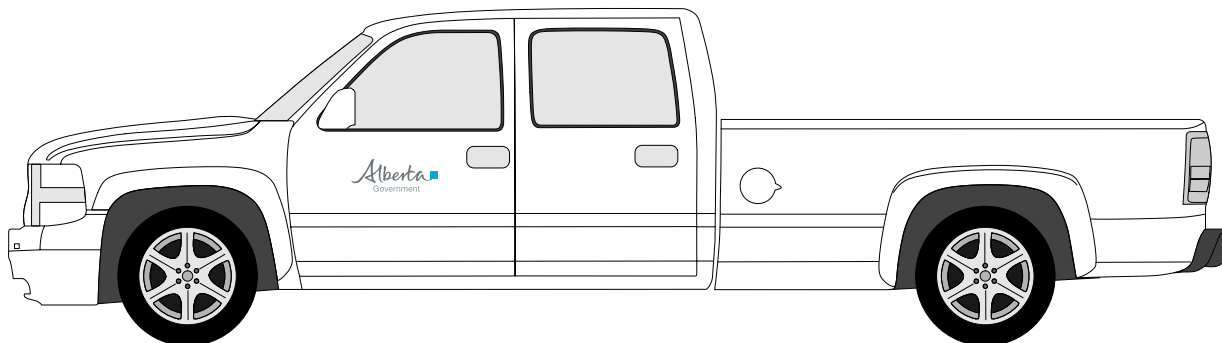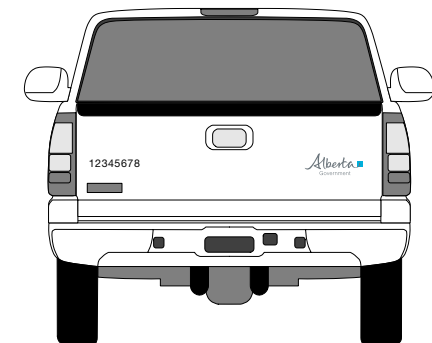
4.9.3

Products　　　　**Vehicles - Standard**

Side
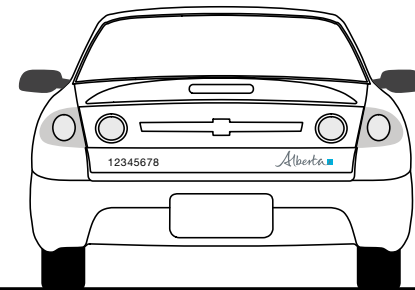
Back

Side

Back

4.9.4

Products

Vehicles - Standard - Dark

Side

Back

Side

Back

E-mail **visual@gov.ab.ca** for more information or guidance.

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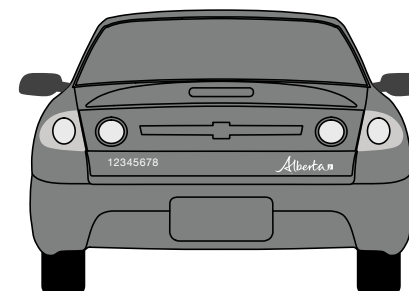
4.9.5

Products

Vehicles - Specialized or Additional Logo

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 identifyier that would be required to be promonent on the vehicle. After consultation with Public Affairs Bureau 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 Public Affairs Bureau. 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 **www.corporateidentity.gov.ab.ca**.

Alberta Government signature
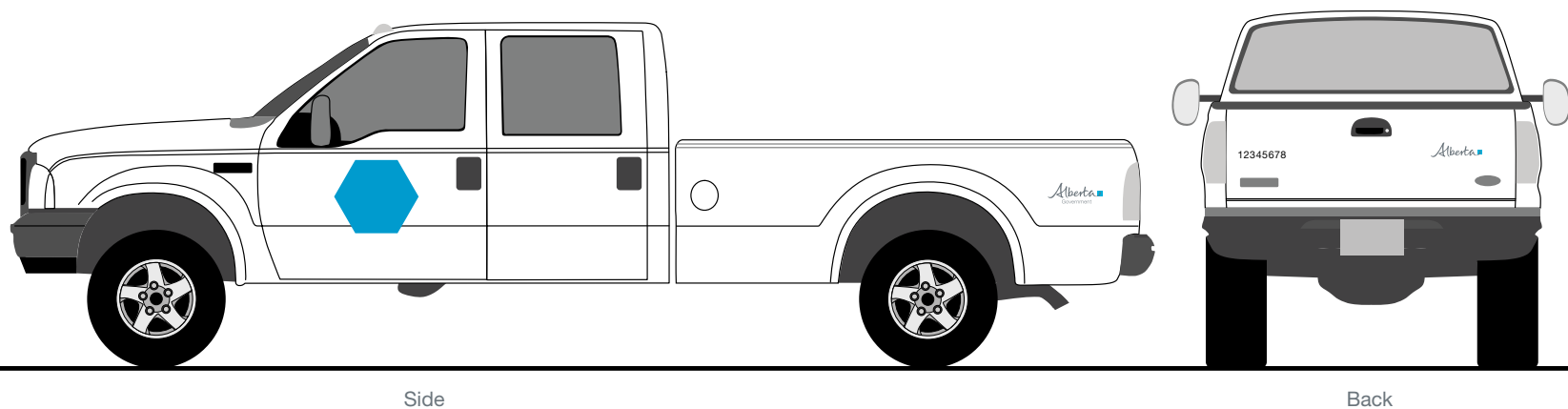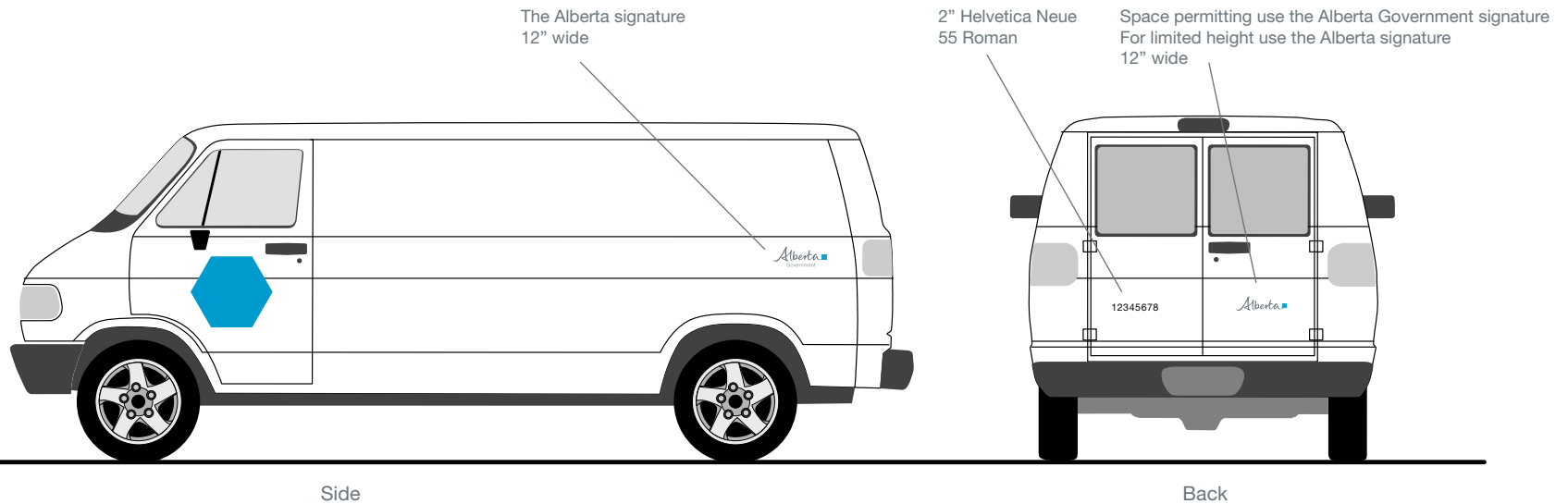12" wide

Side

2" Helvetica Neue
55 Roman

Space permitting use the Alberta Government signature
For limited height use the Alberta signature
12" wide

12345678

Back

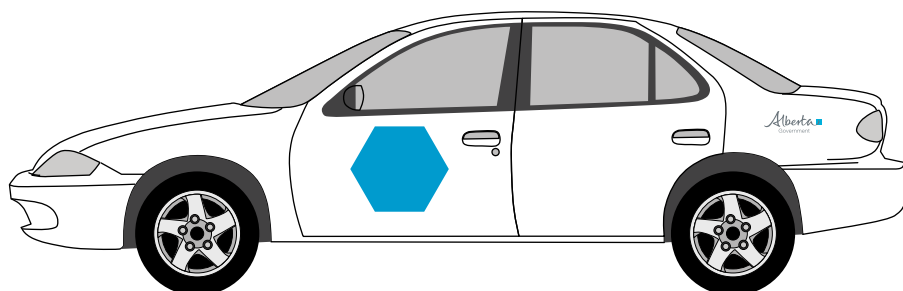E-mail **visual@gov.ab.ca** for more information or guidance.

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4.9.6

Products

Vehicles - Additional Logo

The Alberta signature
12" wide

2" Helvetica Neue
55 Roman

Space permitting use the Alberta Government signature
For limited height use the Alberta signature
12" wide

Side

Back

12345678

Side

Back

12345678

E-mail **visual@gov.ab.ca** for more information or guidance.

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION 21 | 02.2016
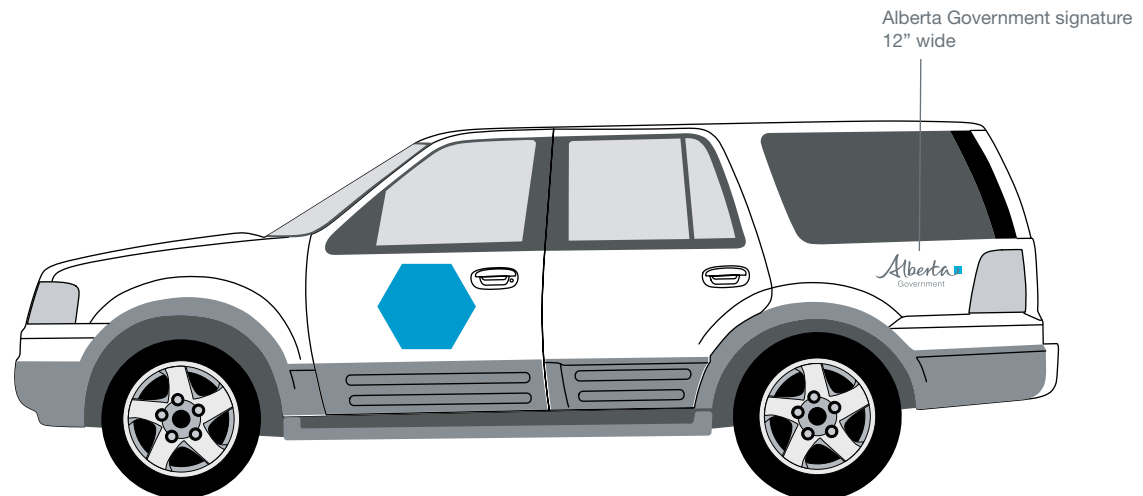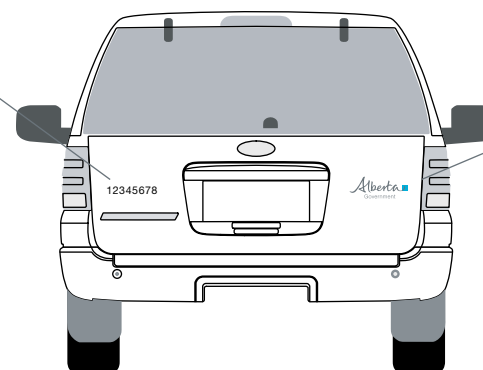
4.9.7

Products

Vehicles - Additional Logo

Side

Back

Side

Back

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4.9.8

Products

Vehicles - Additional Logo

Size and positioning may vary

Alberta
Government

12345678   Alberta

Side   Back

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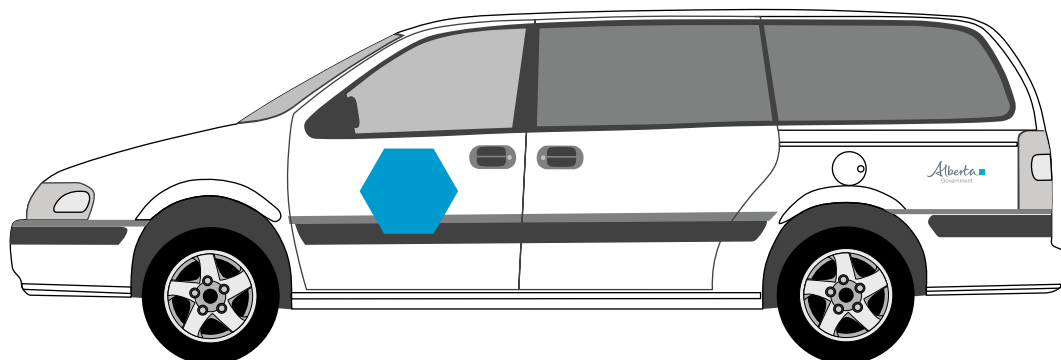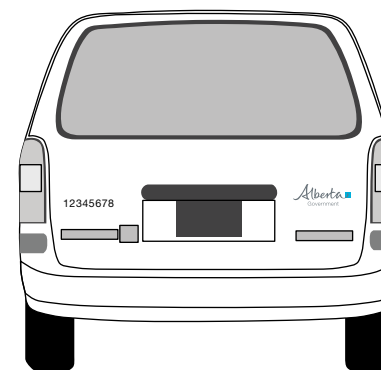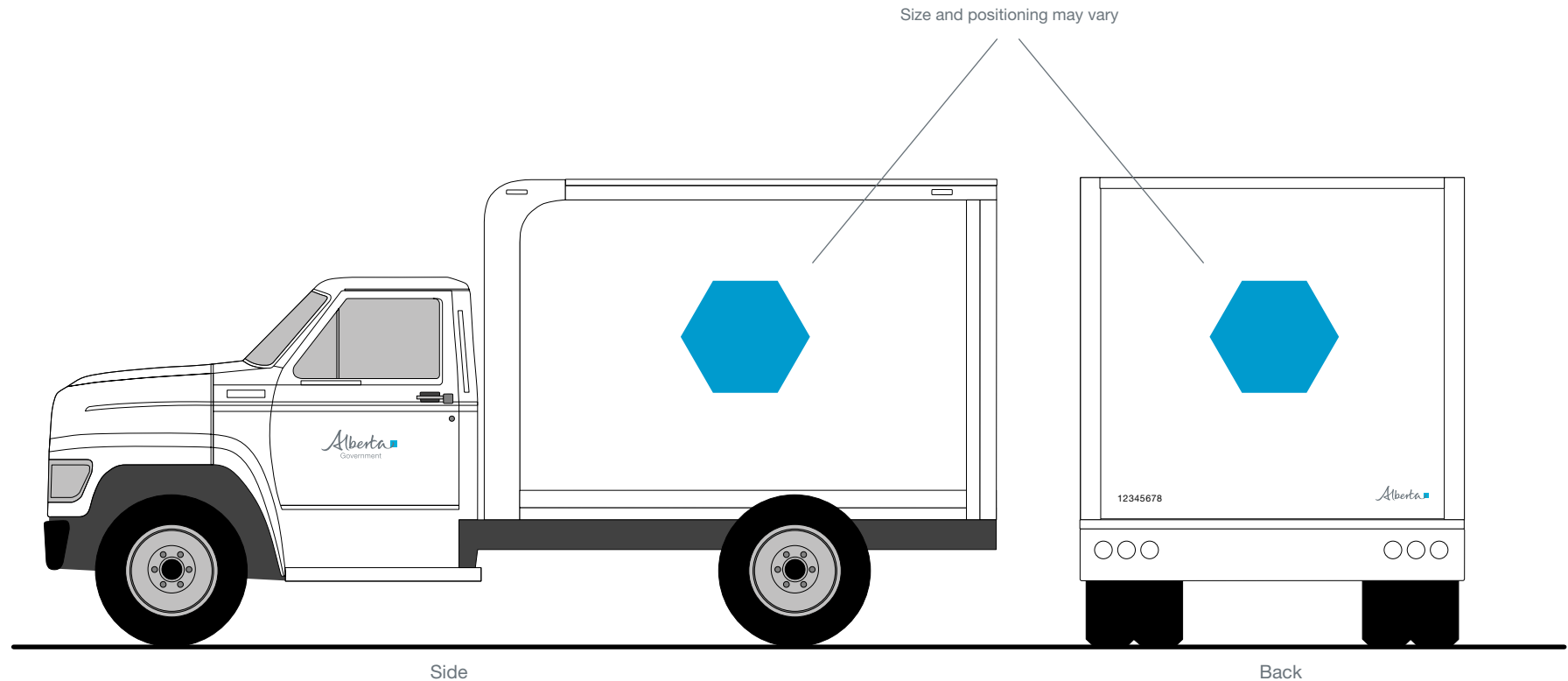
4.9.9

Products

Vehicles - Additional Logo - Dark

Side

Back

Side

Back

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4.15.1

Products

iPhone Wallpapers

A variety of social media background wallpapers have been developed based on the standard background patterns. THis will help to continue the Alberta corporate identity program across electronic devices for the iPhone.

These elements are available for download from the corporate identity website. Instructions are included to aid in the installation of the wallpapers.

There are two wallpapers required: the Lock Screen and the Home Screen. The Lock Screen wallpaper is displayed when asked to 'Slide to unlock' and the Home Screen wallpapers is displayed during normal phone use.

The Lock Screen wallpaper is shown on these papers while the Home Screen is identitcal to the Lock Screen without the Alberta signare. The wallpapers may be mixed as desired.

Lock Screen wallpaper

Home Screen wallpaper

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4.15.2

Products

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4.15.3

Products

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