

One Alberta. One Logo. Alberta's Identity at a Glance

The Alberta identity is more than a logo. It is a style comprised of a number of elements that together create a unique look and feel that define Alberta.

Promoting Alberta

When we promote Alberta, we're showing people across Canada and around the world why we're the best place to live, work, invest and play.

Alberta Signature

This is the overarching visual identity for the province and identifies any and all messages that come from the Government of Alberta. It is intended to inform and educate audiences, and should be used on all official documents and publications, as well as ads announcing new policies, laws, rules, regulations, public consultations, town hall meetings, etc. This signature paired with the word "Government" should also be used on arts and culture messages, and event sponsorships. Social marketing campaigns, employment postings, fatality inquiries and legal/tender notices would also use this version.

Protective space



 = safe distance from the logo

Minimum size



Variations

Although the One Logo paired with the word "Government" is our overarching visual identity, we recognize there are situations that will require a slight variation.

In some circumstances, such as sponsorship signage, unique applications (such as embedding the logo in hockey ice) and promotional messaging, design aesthetics or space limitations may preclude the use of the word

"Government." Exceptions requiring the stand-alone signature will be assessed on an individual basis.

This international version represents Alberta in a Canadian context. It will be used to integrate our identity into international marketing and reputation management communications.



Logos are available in various formats, colours and orientations. Visit corporateidentity.alberta.ca to receive more information.

Alberta's identity is a visual style made up of several elements:

Colour

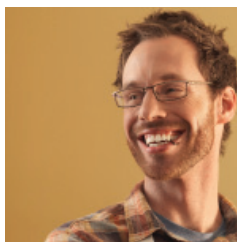


Tone of voice



Our warmth, openness and strength should be demonstrated in the words we use.

Photography



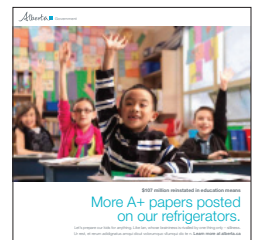
Typography

Aa

HELVETICA NEUE roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Graphic application



For the complete requirements and to download logos, visit corporateidentity.alberta.ca

Email visual@gov.ab.ca for more information.

Colour

The Alberta identity can be executed through its bright colour palette that represents the diversity of our province.

Primary colour palette

| | | | | | |
|----------------------|---------------------|-----------------------|-------------------------|-------------------------------------------|--------------------|
| STONE Pantone 431 | DUSK Pantone 226 | SUNSET Pantone 151 | PRAIRIE Pantone 7406 | PASTURE Pantone 376 C Pantone 382 U | SKY Pantone 312 |
|----------------------|---------------------|-----------------------|-------------------------|-------------------------------------------|--------------------|

Secondary colour palette

| | | | | | |
|---------|--|--|--|--|--|
| dark | | | | | |
| midtone | | | | | |
| light | | | | | |

Background textures



Screened croppings of the provincial signature are used on solid colours, as strong, bold backgrounds, where photography is impractical.



The colour of the box in the signature can also vary using the primary palette, although the base blue is to be used on primary material. Downloads are available at corporateidentity.alberta.ca

Tone of voice

Promoting Alberta is about telling people around the world about the factors that are unique to us, such as our culture, our people, exports, investment and governance. These are the things that make Alberta unlike any other place in the world and together tell the Alberta story – who we are, what we believe and what we offer.

Our attributes

Who we are as a people and a province is defined by these attributes:

open
aspirational
strong
dynamic
genuine

Our tone

Our writing should create a tone that shows the world we are:

friendly
enthusiastic
confident
active
sincere

Photography

Photography is a key part of Alberta's identity. We want to show a unique, unexpected and surprising perspective of Alberta. Images should be thought-provoking, inspiring and warm with an element of vibrancy to create a sense of place.

Typography

Typography is a strong extension of Alberta's identity and plays a major role in creating a consistent look. Helvetica Neue has been selected for its clarity, legibility and versatility while ensuring a clean, modern feel. A number of weights are available, allowing for a full range of creative expression. Arial can be substituted when Helvetica Neue is unavailable. Adobe Garamond may be used for **BODY COPY ONLY** when Helvetica Neue is not appropriate.

Primary typeface Helvetica Neue

Aa

HELVETICA NEUE roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

26 ultra light
35 thin
45 light
55 roman
65 medium
75 bold
85 heavy
95 black

26 ultra light italic
36 thin italic
46 light italic
56 roman italic
66 medium italic
76 bold italic
86 heavy italic
96 black italic

Graphic application

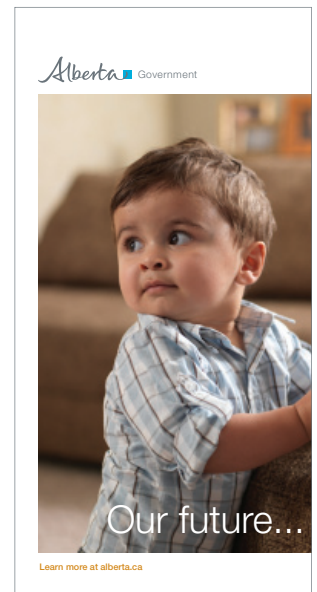
Albertans are the focus of all communication materials, with headlines, copy and design elements kept clean and minimal. In these photography-driven executions, Albertans are the stars and our messaging emphasizes the importance of their stories.



Display



Display



Brochure

Alberta Government

\$107 million reinstated in education means

More A+ papers posted on our refrigerators.

Let's prepare our kids for anything. Like Ian, whose braininess is rivalled by one thing only – silliness.

Ur rest, et rerum adidignatus amqui dicit volor umquo vo te natur sametum ullumqui dic te n.

Learn more at alberta.ca

Magazine ad