Communications Look Book

A companion guide to the Government of Alberta Visual Identity Manual



Communications Look Book | Communications and Public Engagement ©2024 Government of Alberta | Published: June 11, 2024 3:30 PM

Contents

Our brand	. 3
Vision	3
Principles	3
Standards	4
Signature	4
Typography	5
Colour	6
Colour accent	8
Iconography	9
Illustration	10
Photography	.11
Charts and graphs	12
Print grid system	13

Touchpoints	14
Collateral	14
InDesign templates	14
Microsoft Word templates	16
Covers for document Word template	17
Promotional material	19
Signage	20
Capital projects	21
Wayfinding	22
Advertising design	23
Print ads	23
Digital display ads	24
Screen design	25
Social media	25
Powerpoint	
Websites and web applications	27
Resources	28

Our brand

Vision

The Government of Alberta is committed to making it easy for the public to understand, recognize and use government information in all forms and formats.

Principles

Citizen-centred

Government should be accessible and easy to understand. We make that a priority in both our written and visual communications.

Consistent

Design decisions should always be grounded in existing brand standards. Regardless of the medium, government communications should be immediately recognizable.

Clear

Design elements that distract from the information being conveyed will be avoided.

Signature

The Alberta signature identifies any and all messages that come from the Government of Alberta including external, internal and, as requested, third-party communications.

The top row of examples is the primary version of our logo. We use it by default on all communications and marketing materials. We add the word "Government" when our audience is outside the province or when extra clarity is needed. We add the word "Canada" when our audience is outside the country.



ONE COLOUR LOGO BLACK

Alberta

TWO COLOUR LOGO STONE + SKY

Albertan

REVERSE LOGO WHITE ON BACKGROUND COLOUR OR IMAGE

bertan Government

ALBERTA GOVERNMENT OUT OF PROVINCE AUDIENCE Abertan Canada 1.1

ALBERTA CANADA OUT OF COUNTRY AUDIENCE

Typography

Helvetica Neue

Helvetica Neue, our primary typeface, was chosen for its clarity, legibility and versatility. A variety of weights are available, but we mainly keep to the type treatments you'll see in this Look Book.

We mainly use the variations of Helvetica Neue shown to the right. Italics may be applied as required. Condensed, extended, or outlined variations are used sparily and with justification.

Arial

Arial is the fallback typeface when Helvetica Neue is not available and is the default for the Word and PowerPoint templates you can download from <u>alberta.ca/identity</u>

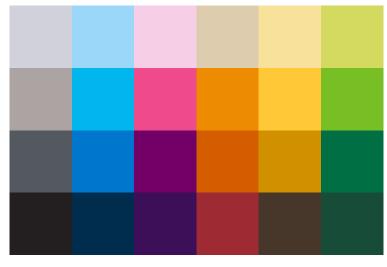
Black 95 Heavy 85 Bold 75 Medium 65 Roman 55 Light 45 Thin 35

Colour

Our brand palette includes six colours, supported by their darker and lighter variations. The default palette is our sky blue and black.

See the <u>Visual Identity Manual</u> for Pantone, CMYK, RGB and hexadecimal values to be used cohesively on all platforms.





FULL PALETTE

Colour

Advisory colours

The Government of Alberta sometimes needs to show content online or on printed signs that advise the public about situations that require an elevated level of attention. Examples range from notifications about Alberta.ca being down for maintenance, to warnings about bear or cougar activity in a provincial park, to updates about life-threatening natural disasters.

We use a colour-coded advisory scale to indicate the level of seriousness. The colours intentionally deviate from the standard government palette. They are based on colours recommended by American National Standards Institute for safety signage and messaging, with adjustments made to ensure that the contrast ratio meets accessibility standards.

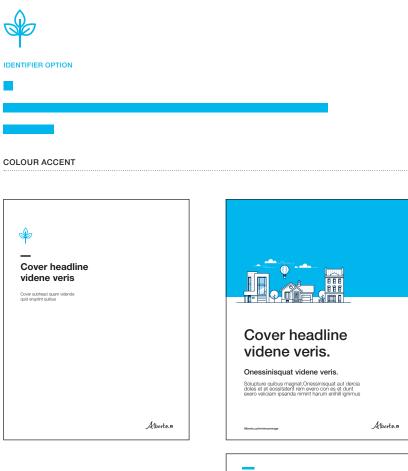
Please refer to the GoA Advisory Colours document for more information.

Blue // Alert level #1

- Green // Alert level #2
- Yellow // Alert level #3
- Orange // Alert level #4
- Red // Alert level #5
- Black // Alert level #6
- ADVISORY PALETTE

Colour block

This simple visual cue creates consistency across our communications products. While we use it wherever possible, you will note some products exclude it for practical reasons. The use of the color block can be showcased in a variety of ways such as the color bar or icon color within a document.





Iconography

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

Browse our searchable library (Chrome browser only).





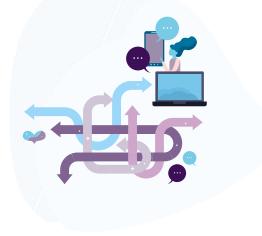
Illustration

Our illustration style is based on line and/or flat illustration. Icons can be grouped to form a more complex illustration as well as coloured using any colours from our palette. These can range from simple and small illustrations to large and more complex depending on the subject and medium.



THINK OUTSIDE THE BOX





Photography

Our photography reflects the diversity of our province and its people.

Images should be thought-provoking and inspiring, with a distinct sense of place. They should be professionally shot and edited, with attention paid to colour, contrast, clarity, sharpness, and how they will resonate with the intended audience.

Where possible, photos should be of Albertans, shot in Alberta. If a photo depicts a recognizable location, it must be shot in Alberta.













Charts and graphs

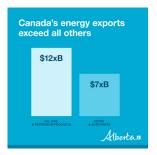
Charts should adhere to GoA brand styles. While GoA brand styles can be mimicked inside Excel and PowerPoint, a designer has more options and control over styles within Illustrator, including the use of Helvetica Neue and it's various weights, not to mention kerning and leading, strokes, opacity, alignment and placement, and additional graphics such as call-outs. It is more efficient to use Illustrator when placing a series of charts inside an InDesign document (pasting directly from Excel to InDesign is possible, but not recommended).

Place Excel charts directly into PowerPoint happens as last minute edits can be made to the chart data directly in PowerPoint without affecting the chart styles.



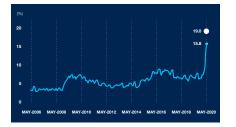
EXCEL

Audience: requires access to full set of complex data Purpose: communicate full and accurate source data



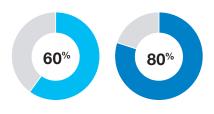
SIMPLIFIED SOCIAL

Audience: social media, brief data Purpose: to support concise messaging



INTERPRETIVE

Audience: those who require visual stimulus to digest information Purpose: engage audience in complex data



SIMPLIFIED INFOGRAPHIC

Audience: document readers, require information overview Purpose: visualize comparative data to support messaging

Print grid system

Flexibility within a framework

An intuitive hierarchy and layout makes it easy to navigate visual communication. And since we're in the business of communicating, a solid brand system is key. Proper order of content including headers, subheads, body copy, images, blurbs, etc. needs to be developed. This doesn't have to mean a stale or strict layout, but more of a framework to design within.

Although a grid system may seem strict, conversely, it allows for a great deal of variety. The flexibility within this grid allows the designer to have options when it comes to layout while still maintaining a consistent design language throughout all Government of Alberta products. Our universal grid system helps maintain our consistent design standards while providing designers with a variety of layout styles.



DESIGN SYSTEM THUMBNAILS

Collateral

InDesign templates

User: Design professionals.

Documents / factsheets

The InDesign templates include a broader range of layout options than the Word templates. Combined with the document grid, there is much more flexiblity to design within a simple and organized framework.

However, we adhere to specific rules to maintain our visual look. Consistent placement of our logo bottom right. Placement of title on the cover page. Apply brand standards (colour, typeface, imagery) as noted in this document. Document copyright and other colophon information. Each document should look like it comes from the Government of Alberta.

Our template have set styles with our typeface and ready for accessibility. Veering from the set styles should follow with a solid rational.

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Collateral

InDesign templates

Brochures

An example of a brochure is shown on the right.

Template tips

Brochures should be laid out by a graphic designer and printed professionally. They should be used as print only documents. If you intend to provide this information online consider a factsheet or work with your communications advisor for other options.



Collateral

Microsoft Word templates

User: GoA employees who create internal and external publications.

Documents/ Fact sheets

The Word version of our document template includes text and layout styles to help you align your publications with our visual identity, provide accessiblity standards and adhere to Open Government guidelines. Please use the styles as they are.

Template tips

Download this template and "how to use this template" document from alberta. ca/identity or access the template within Word by choosing a new template.

The template is available in MS Word so that you can produce your own government-branded documents. CPE designers do not use these templates and cannot provide MS Word assistance or guidance.

Word template or designer?

If your publication requires a professional graphic design approach (i.e. a lot of the content is not straightforward text and tables), please submit a design request through your communications advisor so that one of our designers can lay it out in InDesign.

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Alberta

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1365 Word quide



EXAMPLES

responding url goes in this space (Style: Call to action) Abeta | May 15, 2024 | Ministry name

DOCUMENTS

Collateral

Covers for document Word template

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

All covers are designed by a graphic designer as they are professionally trained to work with typography, layout and the brand.

Request a cover

One of our designers will create a cover page for your publication once you have finalized the cover text. To request a cover, visit <u>Alberta.ca/goadesign</u> and use your Government of Alberta username and password to log in.

Timeline

Once a cover is requested turn around is within a few hours depending on work load.



Collateral

Promotional material

Postcards

Use a postcard to highlight key information about a program or initiative and promote the website where people can go to learn more. Use the examples on this page to get a sense of your word limit before you start writing.

Template tips

Postcards should be laid out by a graphic designer and printed professionally. Visit our design request page to get help creating one.

Postcards should be concise and to-the-point. Use these character limits to make sure your postcard looks as good as these templates:

- Heading: up to 30 characters
- Subtitle: up to 30 characters
- Body: up to 300 characters
- Call to action: up to 40 characters



Collateral

Promotional material

Posters

Use the templates on this page as a reference if your communications plan includes distributing posters. 8.5" x 11" as well as 11" x 17" examples are shown.

If you have a good photo to work with, that's great. If you don't, we have a nice, icon-based or illustration option too.

Template tips

Posters should be laid out by a graphic designer and printed professionally. Visit our design request page to get our help creating one.

You should be able to get all the information you need from a poster at a quick glance. Use these character limits as a guide:

- Heading: up to 30 characters
- Body: up to 120 characters
- Call to action: up to 45 characters



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*Albertan





Signage

Pop-up banners

Our pop-up banners have consistent branding in the placement of the logo, headline, subhead and imagery.

These banners are created for tradeshows or events only. Media avails no longer use banners unless for photo opportuities.



Signage

Capital projects

On-site signage informs Albertans about government-funded capital projects currently underway in our province.

Template tips

Check out the Capital Project Signage Guidelines available at <u>Alberta.ca/identity</u> for detailed information on determining signage requirements based on the value, location, and type of project.

Once you've identified the projects for which you need signage, the Government Identity team will take care of the design for you. The process you should follow is detailed in the Capital Project Signage Guidelines.



Investing in Albertans

Canada Leduc Albertan

Signage

Wayfinding

Signs that identify Government of Alberta buildings, and the various offices within them, should follow this set of templates. The design is intentionally simple to make wayfinding as easy as possible. This template applies to both exterior and interior wayfinding signage.

Template tips

If you need wayfinding signage email <u>visual@gov.ab.ca</u> with your details and we'll take care of the design.

	Albertan	
Agriculture and Forestry Information Technology		
Treasury Board and Finance Statistical Review Office		

Albertan
→ 308
→ 310
↑ 300

J.G. O'Donoghue Building Albertan
7000 - 113 Street
Agriculture and Forestry Information Technology
Treasury Board and Finance Statistical Review Office

Municipal Affairs	Albertan
Investment & Trade Division	→ 308
Policy Secretariat	→ 310
Service Delivery & Operations	↑ 300

INTERIOR WAYFINDING

Fort Saskatchewan Provincial Building	Albertan
Agriculture and Forestry Information Technology	
Treasury Board and Finance Statistical Review Office)

EXTERIOR WAYFINDING

Advertising design

Print ads

We use a heavier text weight than in our other print products to ensure legibility on varied paper types such as newsprint.

Template tips

Any paid advertising should be grounded in a well-developed marketing plan and created by a professional graphic designer. If you're working on a project that involves advertising, please contact Communications and Public Engagement's Marketing Services team.

These templates are designed to work for the majority of advertising undertaken by the Alberta Government. We understand that, in special cases, there may be good reasons to deviate from the brand standards illustrated here. Examples of a project where deviations might be necessary include marketing campaigns aimed at promoting public safety or spurring behavioural change around a societal issue. If this applies to a project you're working on, please contact Communications and Public Engagement's Marketing Services team for support.





Disaster recovery funding available

If you live in Mackenzie County, and your home, business or property was dama.god by overland flooding in April and May of 2020, you may be eligible for the Disaster Recovery Program. This provincial program provides funding for uninsurable property damage, loss and other expenses inoured as the result of a natural disaster.

Go online to alberta.ca/DRP to download and submit your application form, and to find the most up-to-date program guidelines.

Deadline to apply is August 5, 2020.

FOR MORE INFORMATION



Advertising design

Digital display ads

Display ads use the same approach to type and colour as social media graphics. They come in a variety of dimensions, so it's difficult to create a template for every circumstance, but they will follow the general pattern shown on this page.

Template tips

If you're planning to use paid advertising as part of a project, please engage with CPE's Marketing Services first. We'll help you come up with a marketing plan and creative approach.

Hitting the brakes on rising insurance rates



LEADERBOARD

Hitting the brakes on rising insurance rates



Hitting the brakes on rising insurance rates LEARN MORE

BIG BOX

SKYSCRAPER

Screen design

Social media

Our social media graphics share key elements in common with our print products, but with a bolder text treatment and approach to colour. The goal is to grab the viewer's attention and maximize readability on mobile devices.

Template tips

Social graphics should be created by a graphic designer. Visit our service desk to get help from one of our designers.

Social graphics should be very concise. Your headline should be no more than 35 characters. Remember, you can include the rest of what you want to say in the post itself.

If you're just sharing a photo, with no overlaid text or icons, you don't need to apply the logo or colour bar. On some of our channels, like the @YourAlberta Instagram account, we almost exclusively post photos.



MULTIPLATFORM





LINKEDIN

Screen design

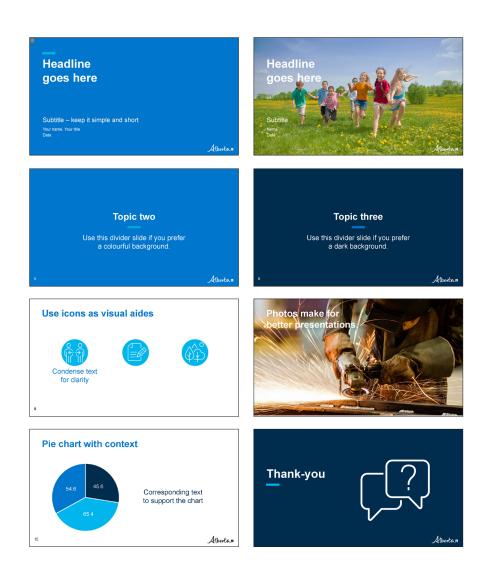
Powerpoint

This template contains a variety of slide layouts, available in our default colour palette.

Template tips

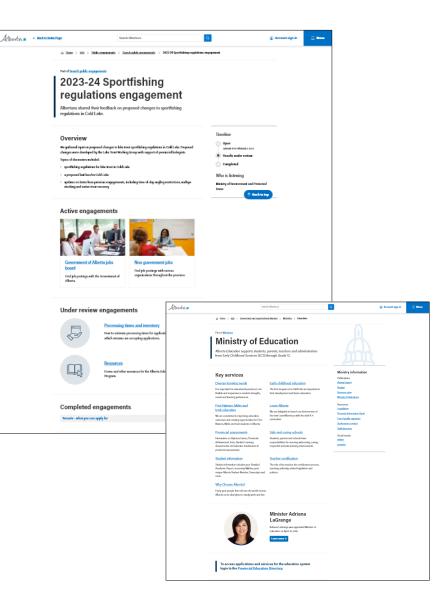
Download this template at alberta.ca/identity

- Limit text and bullets so your audience focuses on you, not on reading each slide.
- Stick to one idea per slide.
- Use high-quality images and try to avoid clip art.
- Avoid flashy transitions and animations.
- Avoid overly detailed charts and graphs.
- Display key points, not your entire text.



Websites and web applications

The GoA <u>Design System</u> is the official specification of how the GoA Visual Identity Policy should be applied to all public facing websites and applications unless otherwise indicated by legislation, regulation, or formal agreement.



Resources

Alberta.ca/identity

- Downloadable Microsoft templates
- The complete Alberta Government Visual Identity Manual
- The Government Identity Policy
- Quick reference documents
- Additional Government Identity information like our Capital Project Signage Guidelines

Request design support

CPE Service Request

We provide professional graphic design services to clients across the Alberta Government. If you would like to work with us on a project, please contact the communications team in your ministry and they will submit a request through the <u>CPE Service Desk</u>.

Templates and covers

All templates can be downloaded from <u>Alberta.ca/identity</u>. Instructions on placing cover images in your document are provided with the template. Go to <u>Alberta.ca/goadesign</u> to request a cover if you are not with CPE.

Contact us

If you have a quick question about using the logo or applying other elements of our visual identity. <u>visual@gov.ab.ca</u>

Albertan