
Communications Look Book

A companion guide to
the Government of Alberta
Visual Identity Manual

Superseded

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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.

Superseded

Standards

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



TWO COLOUR LOGO
STONE + SKY



REVERSE LOGO
WHITE ON BACKGROUND COLOUR OR IMAGE



ALBERTA GOVERNMENT
OUT OF PROVINCE AUDIENCE



ALBERTA CANADA
OUT OF COUNTRY AUDIENCE

Standards

Typography

Helvetica Neue

Helvetica Neue as our primary typeface. 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 sparingly 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 the [government identity website](#).

Black 95

Heavy 85

Bold 75

Medium 65

Roman 55

Light 45

Thin 35

HELVETICA NEUE LT STD

Standards

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 [Visual Identity Manual](#) for Pantone, CMYK, RGB and hexadecimal values.

See [Design System](#) for web safe colors on Alberta.ca.



DEFAULT PALETTE



PRIMARY PALETTE



FULL PALETTE

Standards

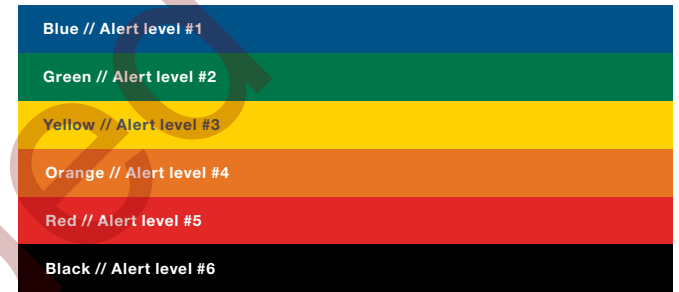
Colour

Advisory colours

The Government of Alberta sometimes needs to post social media content that advises 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.



ADVISORY PALETTE

Standards

Colour accent

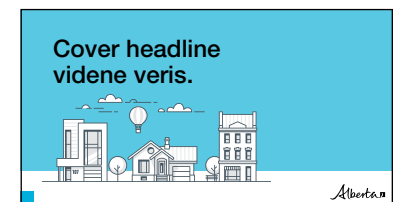
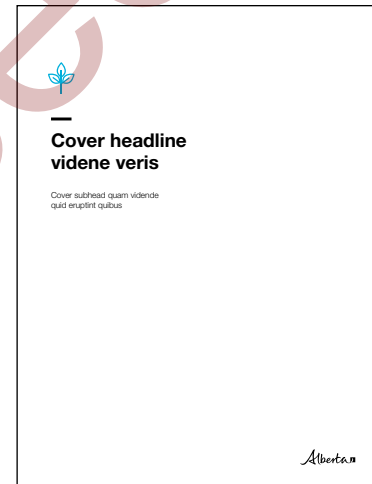
This simple visual cue creates consistency across our communications products. While we use it wherever possible, you will note some products exclude it for practical reasons. The use of the color accent can be showcased in a variety of ways such as the color bar or icon color within a document.



IDENTIFIER OPTION



COLOUR ACCENT

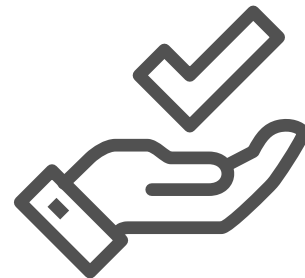


Standards

Iconography

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

Browse our [searchable library](#) (Only works in Google Chrome).

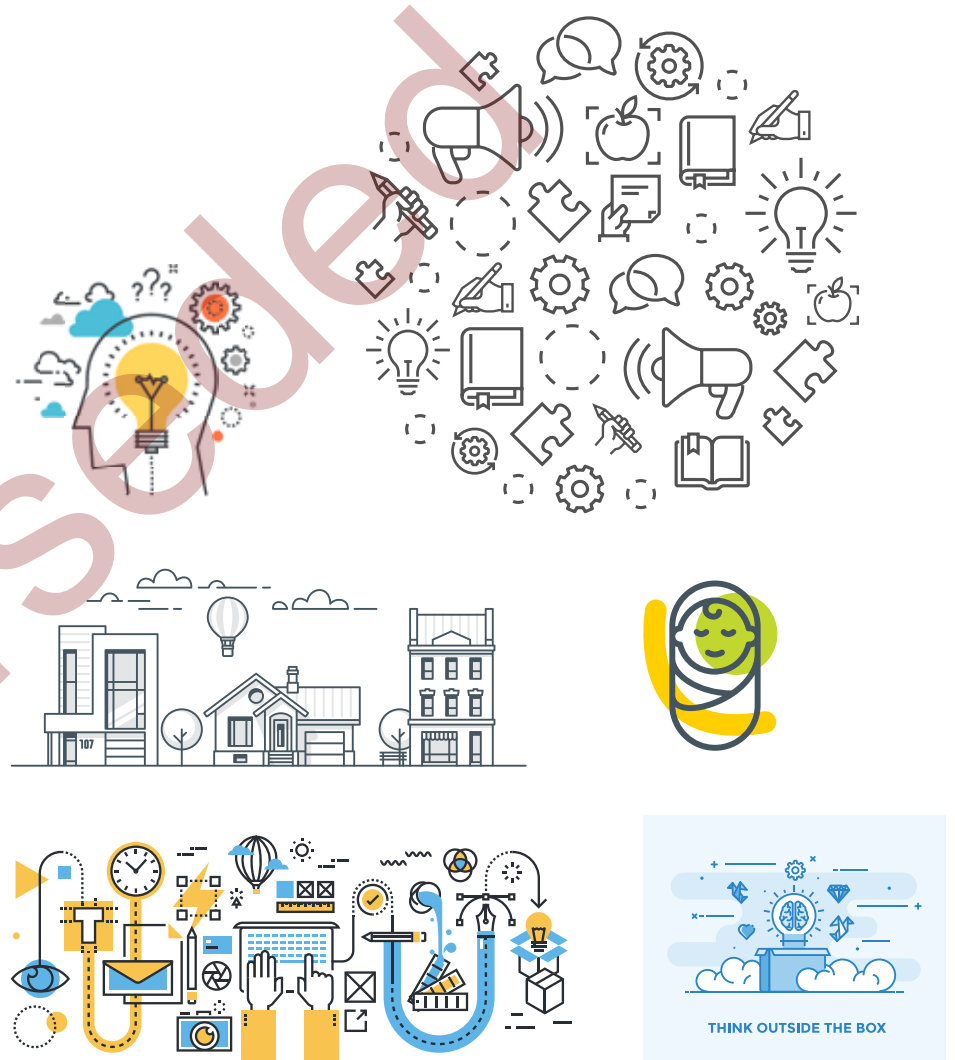


EXAMPLES

Standards

Illustration

Our illustration style is based on our line icon style. 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.



EXAMPLES

Standards

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.



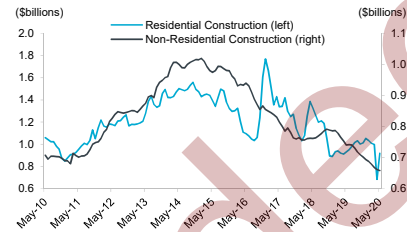
EXAMPLES

Standards

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 its 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.



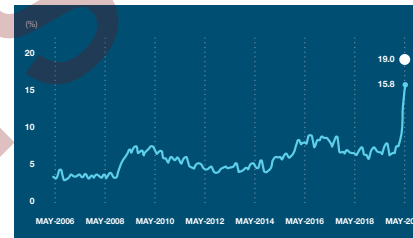
EXCEL

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



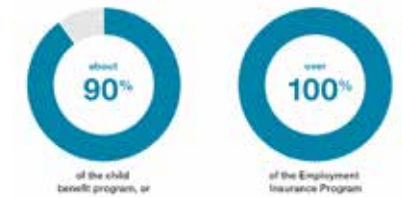
SIMPLIFIED SOCIAL

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

EXAMPLES

Standards

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 THUMBNAI

Touchpoints

Collateral

InDesign templates

User: Design professionals

Documents

The InDesign version of the document template is intended for professional graphic designers to use. It includes a broader range of layout options than the Word templates. Combined with the document grid, there is much more flexibility to design within a simple and organized framework.

Fact sheets

We have phased out theme-based fact sheet templates in favour of a cleaner, more contemporary design. These templates can be used to create single-sided or double-sided documents. The InDesign template is primarily for the use of our internal design teams.



EXAMPLES

Touchpoints

Collateral

InDesign templates

Brochures

You can use a brochure 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

Brochures should be laid out by a graphic designer and printed professionally.

Basic Optical
Includes: only prescription eyeglasses, including lenses and frames, dispensed by a recognized optical provider.
The program will pay up to and including the maximum amount, which is based on your eligibility at the time of purchase.

Basic Dental
Includes: checkups, cleanings, fillings, extractions, root canals and basic dentures
It is important to understand the Dental Assistance for Seniors plan pays dental expenses according to the plan's fee schedule. To maximize your dental benefits, you may wish to compare the fees of two or more dental providers.

For questions about your dental claim:
ALBERTA DENTAL SERVICE CORPORATION
Alberta Dental Service Corporation
17010 103 Avenue NW
200 Quikcard Centre
Edmonton, AB T5S 1K7
Toll-free: 1-800-225-1987
Edmonton: 780-426-7555
www.albertadental-servicecorp.com

For questions about your optical claim:
ALBERTA BLUE CROSS
Mail: Alberta Blue Cross
Box 26000 Station Main
Edmonton, AB T5J 2P4
Toll-free: 1-800-661-6925
Edmonton: 780-456-8000
Calgary: 403-234-6666
www.ab.bluecross.ca

For questions about your eligibility:
ALBERTA SUPPORTS CONTACT CENTRE
Toll-free: 1-877-644-9992
Edmonton: 780-644-9992

DEAF OR HARD OF HEARING WITH TDD/TTY UNITS:
Toll-free: 1-800-232-7215
Edmonton: 780-427-9999
www.health.alberta.ca

Dental and Optical Assistance for Seniors Programs
Information about who qualifies and how to apply

To qualify
To be eligible you must:
• be 65 years of age or older,
• reside in Alberta for at least three months before applying,
• be a Canadian citizen or admitted to Canada for permanent residence (landed immigrant), and
• have an income level within the limits allowed by the program.

Amount of benefit
The Dental Assistance for Seniors program provides basic dental coverage up to a maximum of \$5,000 every five years.
The Optical Assistance for Seniors program provides financial assistance for the purchase of prescription eyeglasses every three years.

To apply
If you have already applied for the Seniors Financial Assistance programs, you are automatically enrolled in the Dental and Optical Assistance for Seniors programs and do not need to apply again.
If you have not applied for the Seniors Financial Assistance programs, please visit www.seniorshousing.alberta.ca to obtain a Seniors Financial Assistance application form or call 1-877-644-9992 or 780-644-9992 in the Edmonton area.

Processing Your Dental and Optical Claims
Alberta Health has contracted the Alberta Dental Service Corporation and Alberta Blue Cross to process optical claims. Alberta Dental Service Corporation and Alberta Blue Cross issue payments to the service provider (dental provider or optical provider) or directly to you, depending on how the claim is submitted.

How it works
Your claim will be paid in one of two ways:
If your service provider bills Alberta Dental Service Corporation or Alberta Blue Cross directly:
The program will pay the service provider for the amount that you are eligible for under the program. If there is a difference between the amount you are eligible for and your bill, you need to pay the difference. For example, if your bill is \$250 and the program covers \$230, you pay \$20 (\$250 - \$230).
If your service provider does not bill directly:
You pay the full bill. Then, you can submit a Claim Form (available from your service provider or online at www.albertadental-servicecorp.com for dental claims or www.ab.bluecross.ca for optical claims) to get reimbursed for the eligible amount.

THE AMOUNT OF COVERAGE IS BASED ON YOUR ANNUAL INCOME:

Income	Dental Coverage	Optical Coverage
Single senior		
\$0 to \$27,600	Maximum Coverage	Up to \$230
\$27,601 to \$31,675	Partial Coverage	Up to \$115
Over \$31,675	Not Eligible	Not Eligible
Senior couple		
\$0 to \$63,350	Maximum Coverage	Up to \$230
\$63,351 to \$63,350	Partial Coverage	Up to \$115
Over \$63,350	Not Eligible	Not Eligible

EXAMPLES

Touchpoints

Collateral

Covers for document Word template

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

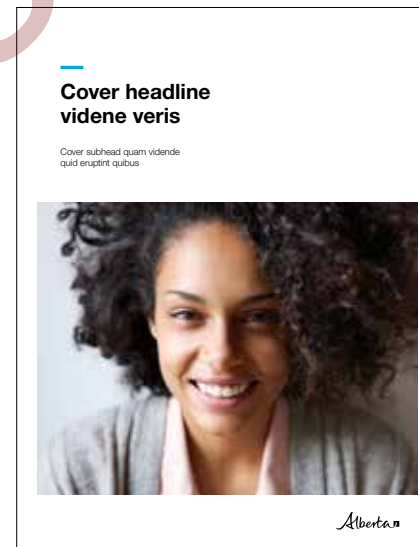
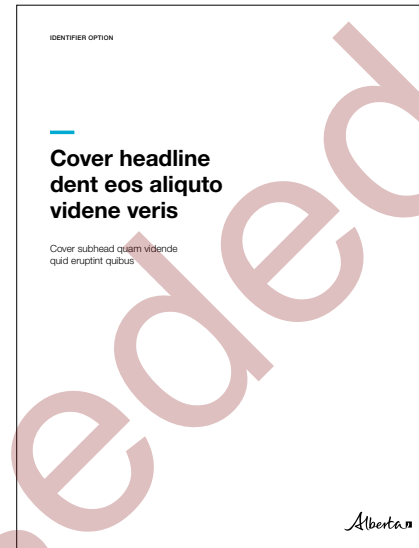
All covers are designed by a graphic designer as they are professionally trained to work with typography, layout and the brand.

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 [Alberta.ca/goadesign](https://alberta.ca/goadesign) 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.



EXAMPLES

Touchpoints

Collateral

Promotional material

Postcards

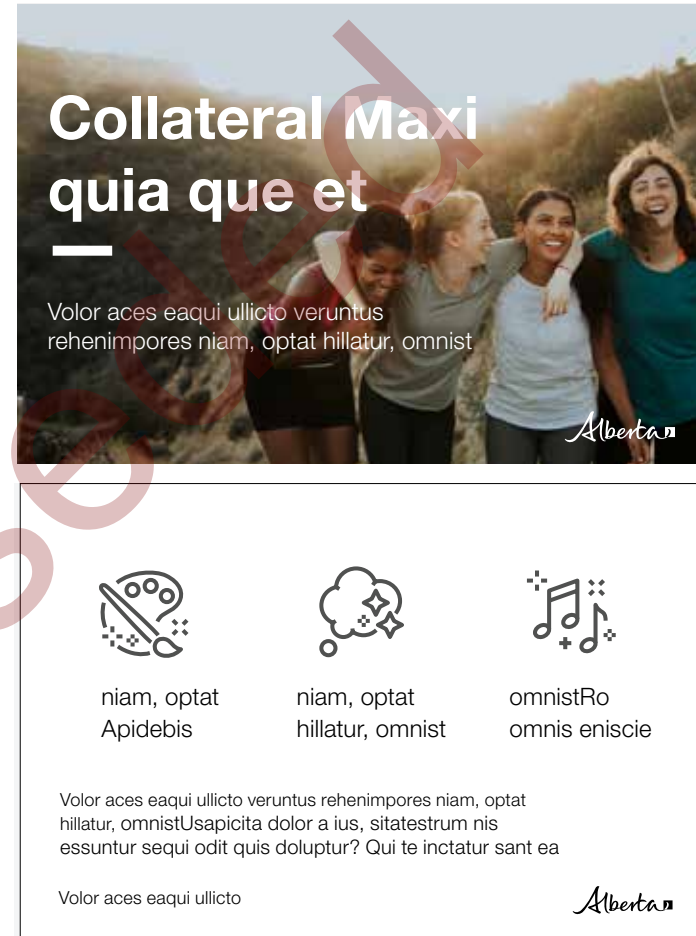
You can use a postcard to highlight key information about a program or initiative and promote the website where people can go to learn more. Use the examples on this page to get a sense of your word limit before you start writing.

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



EXAMPLES

Touchpoints

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.

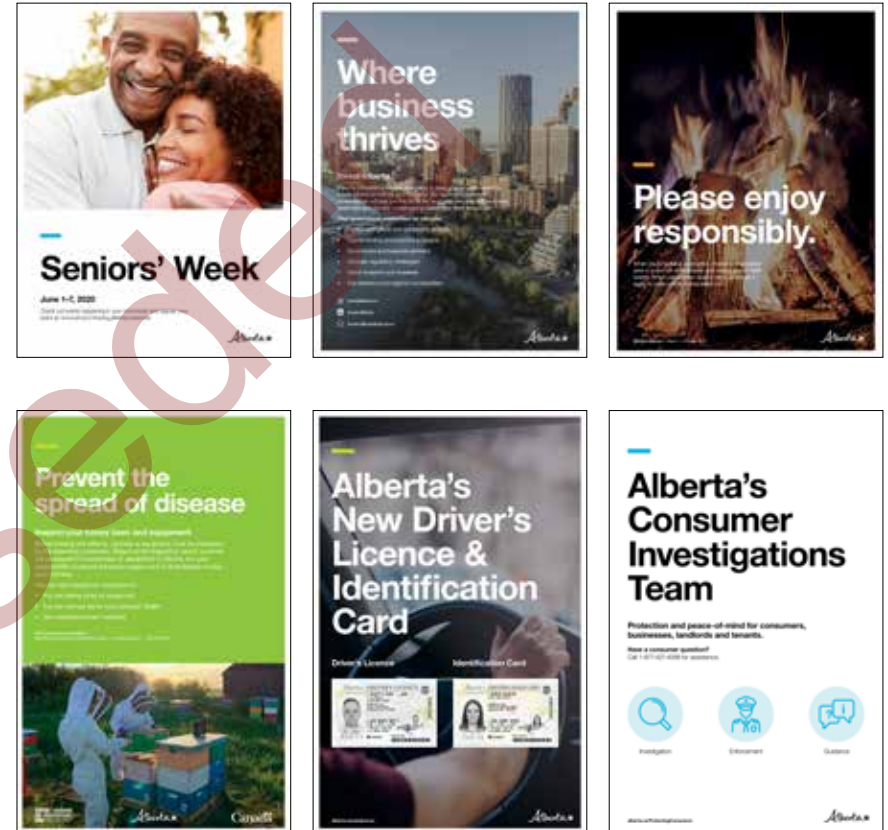
If you have a good photo to work with, that's great. If you don't, we have a nice, icon-based option too.

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



EXAMPLES

Touchpoints

Signage

Banners + lectern signs

These signs create visual consistency across various announcements and events. The communications team that serves each ministry has been equipped with at least two lectern signs and two pop-up banners.

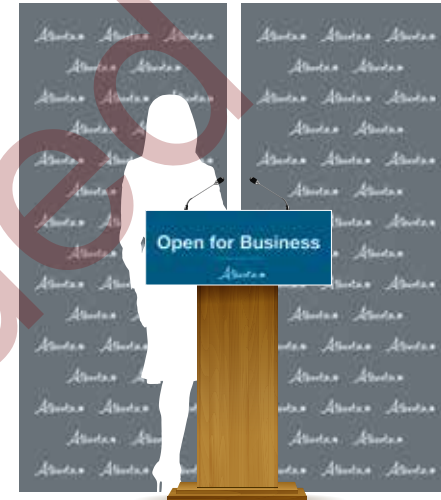
Care and handling

You are responsible for ensuring that your banners and lectern signs are not damaged.

Here are some general guidelines to help you do that:

- Keep lectern signs in their protective folders as they are easily bent and scratched.
- Avoid shipping banners as checked luggage or by courier as the hardware, base, and the banner material can be easily damaged in transit.
- Do not use these banners outside. Wind can cause a tear and debris can get into the hardware and scratch the material.
- Unroll and retract the banner slowly, taking care to avoid pinching on either side as this can cause a tear.

If one of your banners or podium signs is lost or badly damaged, please contact visual@gov.ab.ca to request a replacement.



EXAMPLES

Touchpoints

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 alberta.ca/identity 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.

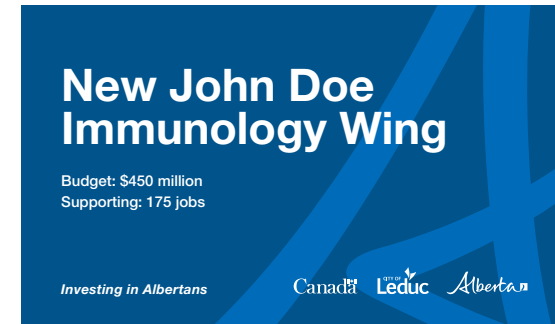
96X48-STANDARD



77X48-FEDERAL



120X72-HIGHWAY



EXAMPLES

Touchpoints

Signage

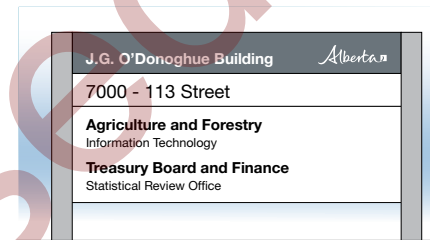
Wayfinding

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 visual@gov.ab.ca with your details and we'll take care of the design.

While the examples on this page show the ideal dimensions, each situation will need to be examined on a case-by-case basis as available space for the sign and a convenient location will be different at each site.



EXTERIOR WAYFINDING

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

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

INTERIOR WAYFINDING

EXAMPLES

Touchpoints

Advertising design

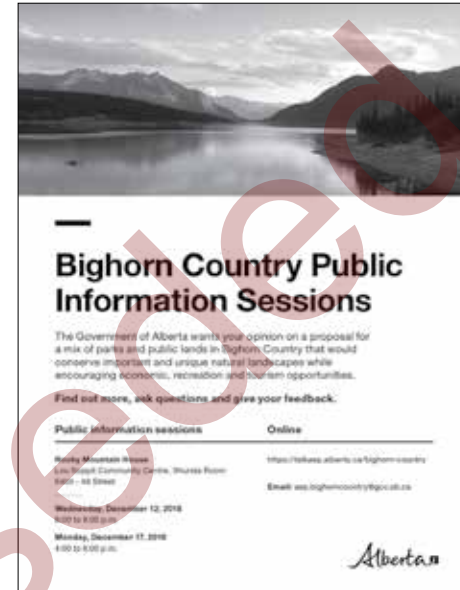
Print ads

Use the templates on this page as a reference point for your print advertising projects. We use a heavier text weight than in our other print products to ensure legibility on varied paper types such as newsprint. The horizontal separator that appears underneath the headline in these examples is a useful design element but, unlike the colour accent and logo, it isn't a mandatory feature of all ads.

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.



EXAMPLES

Touchpoints

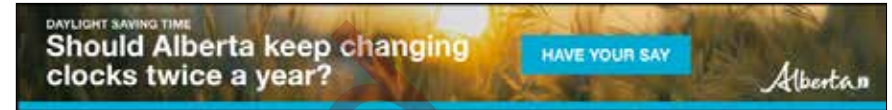
Advertising design

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.



LEADERBOARD



SKYSCRAPER



BIG BOX

EXAMPLES

Touchpoints

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. For the purposes of this guide, we've shown examples for multiplatform, Facebook/LinkedIn and Twitter, but the templates also include Instagram as well as a hero banner.

Template tips

Social graphics should be created by a graphic designer. Visit our design request page 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



FACEBOOK / LINKEDIN



TWITTER



EXAMPLES

Touchpoints

Screen design

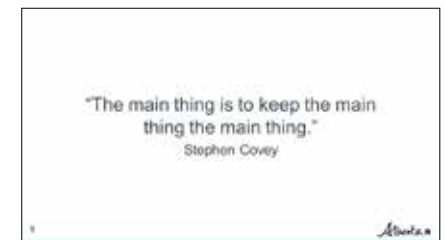
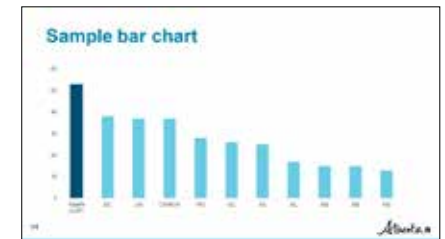
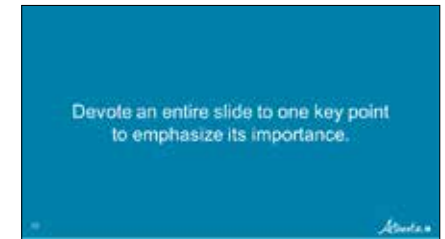
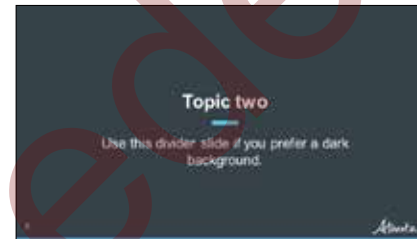
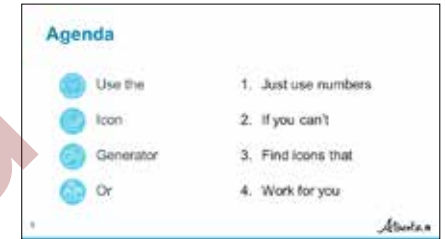
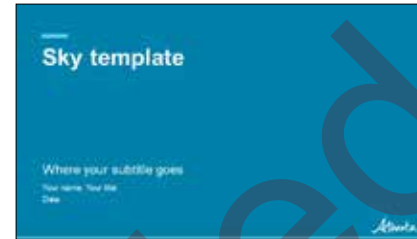
Powerpoint

As with the Fact sheets, we have phased out the PowerPoint templates featuring the textures and patterns that were introduced in 2008. Instead, we now offer a single template, containing 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.

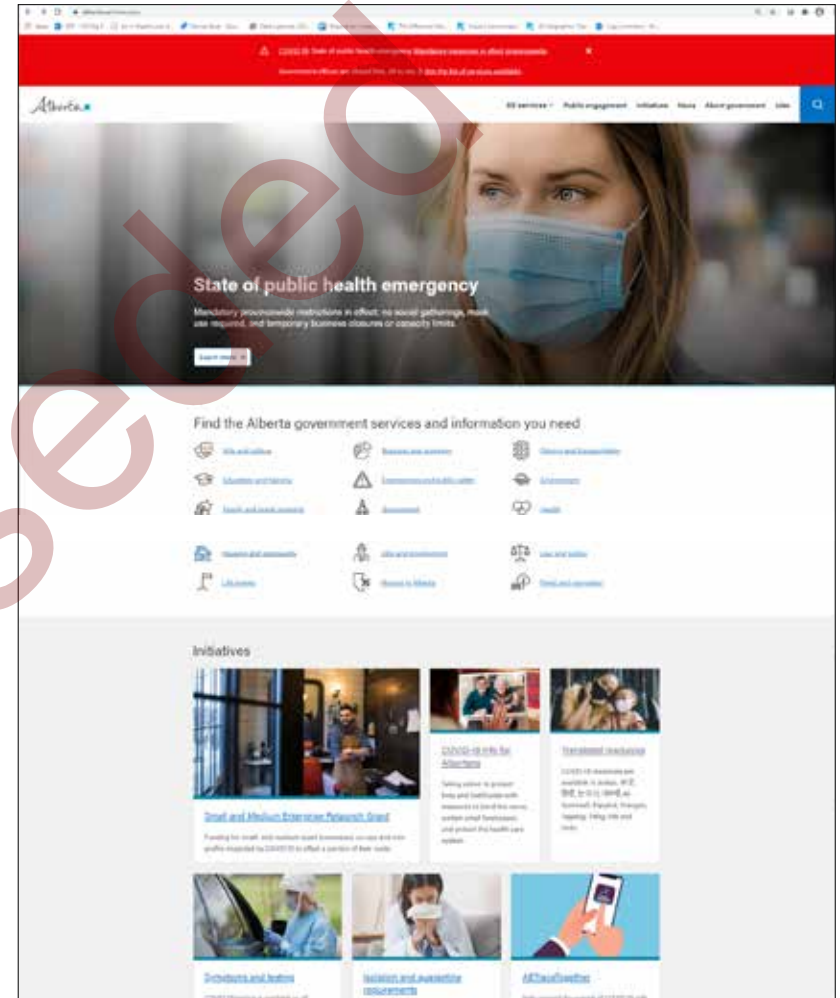


EXAMPLES

Touchpoints

Websites and web applications

The GoA [Design System](#) 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.



EXAMPLES

Resources

[Alberta.ca/identity](https://alberta.ca/identity)

- Downloadable templates
- The complete Alberta Government Visual Identity Manual
- Quick reference documents like a one-pager on our brand colour palette
- 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 [CPE Service Desk](#).

Templates and covers

All templates can be downloaded from [Alberta.ca/identity](https://alberta.ca/identity). Instructions on placing cover images in your document are provided with the template. Go to [Alberta.ca/goadesign](https://alberta.ca/goadesign) to request a cover if you are not with CPE.

Contact us

visual@gov.ab.ca

If you have a quick question about using the logo or applying other elements of our visual identity.

Superseded

Superseded