

Government of Alberta
**Visual Identity
Manual**

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Alberta 

Visual Identity Manual

0.1

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

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1.0

Visual identity elements

Visual identity elements

1.1

Introduction

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

Additional visual identity elements include the colour palette, typeface and icons.

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

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

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

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

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

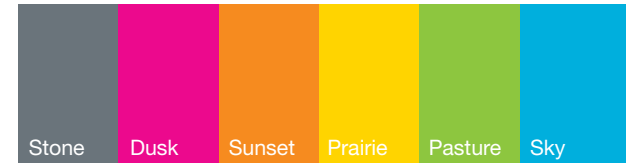
Permission to use the Alberta signature

Third-party use of the Alberta signature is prohibited under the Trade-marks Act of Canada and may not be used without the prior written permission of the Alberta Government.

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



Primary Alberta signature



Colour palette



Primary typeface: Helvetica Neue



Sample icons

Visual identity elements

1.4.1

Colour

Colour is an important communicative element of any identity system.

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



Visual identity elements

1.4.2.1

Brand colours: primary palette

Our primary colour palette is bold and vibrant, made up of the six colours used for 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 palette includes 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 projectors, monitors, and web applications.

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

Visual identity elements

1.4.2.2

Brand colours: secondary palette

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

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

Visual identity elements

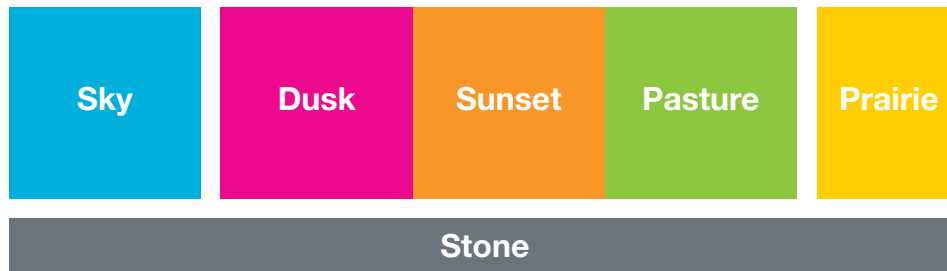
1.4.2.3

Colour: frequency of use

While Sky is the primary colour, communications materials may also be available in Dusk, Sunset, Pasture.

Prairie is used less frequently and primarily as an accent colour.

Stone is a shared colour used for body text and background design elements.



Visual identity elements

1.4.3.1

Advisory alert colours

The Government of Alberta sometimes needs to 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. A standard approach is required for these graphics to meet the following criteria:

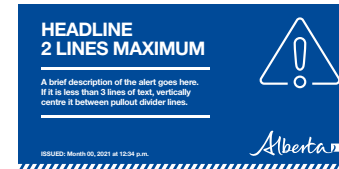
- Stands out from regular communication notifications and materials through various mediums such as social media posting, road signs, and web announcements
- Makes production of advisory and warning graphics more efficient and consistent
- Make a clear distinction between different states of seriousness
- Has some connection with the current GoA brand.

The Government of Alberta developed a set of templates that use a striped colour bar along the bottom to indicate a departure from regular content and different colours to indicate the level of seriousness. The colours intentionally deviate from the standard government palette.

They are based on colours recommended by ANSI (American National Standards Institute) for safety signage.

Blue - Standard information or advice

For information that is important, but not related to public safety. For example, a notification about Alberta.ca closing for maintenance.



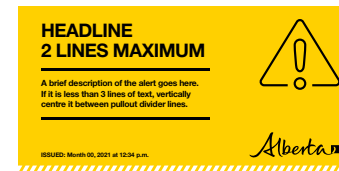
Green - Status has returned to normal or open

Indicates a de-escalation from one of the elevated status levels below. It will only be used to indicate a return to normal, never for a standard informational post.



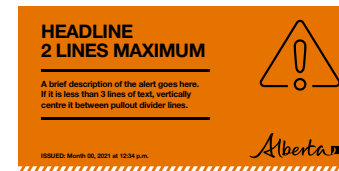
Yellow - A warning is in effect

Indicates an official warning, usually in a localized area. For example, this category would be used for bear, cougar and avalanche warnings posted by Alberta Parks.



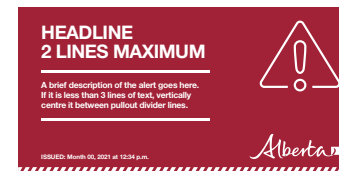
Orange - A restriction has been placed on certain activities

Indicates a restriction on a certain activity. For example, orange would be used to inform people about restrictions on driving off-highway vehicles during a time of elevated wildfire risk.



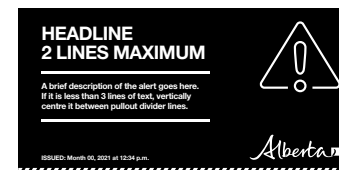
Red - A ban has been placed on certain activities

Indicates a complete ban. For examples, would be used to inform people where and when fire bans are in effect during wildfire season.



Black - Status is critical or an area is closed

For information that relates to an emergency that threatens public safety or to indicate that an area (such as a park) has been closed completely. For example, this template would be used for real-time updates about a natural disaster or to announce that a park is closed due to bear activity.



Visual identity elements

1.4.3.2

Advisory alert colour specifications



Alert Level #1

BLUE

Standard information or advice

ANSI	RGB	HEX
Safety Blue	0 / 74 / 143	#004A8F
PANTONE	CMYK	COLOUR CONTRAST
2945C	100 / 73 / 20 / 6	8.8 : 1



Alert Level #4

ORANGE

A restriction has been placed on certain activities

ANSI	RGB	HEX
Safety Orange	2216 / 117 / 42	#D8752A
PANTONE	CMYK	COLOUR CONTRAST
152C	5 / 66 / 100 / 0	6.4 : 1



Alert Level #2

GREEN

Status has returned to normal or open

ANSI	RGB	HEX
Safety Green	0 / 111 / 76	#006F4C
PANTONE	CMYK	COLOUR CONTRAST
3415C	100 / 27 / 89 / 16	6.2 : 1



Alert Level #5

RED

A ban has been placed on certain activities

ANSI	RGB	HEX
Safety Red	218 / 41 / 28	#DA291C
PANTONE	CMYK	COLOUR CONTRAST
485C	0 / 95 / 100 / 0	4.87



Alert Level #3

YELLOW

A warning or advisory is in effect

ANSI	RGB	HEX
Safety Yellow	249 / 206 / 45	#F9CE2D
PANTONE	CMYK	COLOUR CONTRAST
109C	1 / 16 / 100 / 0	13.9 : 1



Alert Level #6

BLACK

Status is critical or an area is closed

ANSI	RGB	HEX
Black	23 / 28 / 35	#171D2
Safety Red	218 / 41 / 28	#DA291C
PANTONE	CMYK	COLOUR CONTRAST
Black 6C	0 / 0 / 0 / 100	18.9 : 1
485C	0 / 95 / 100 / 0	4.31

Visual identity elements

1.4.9

Colour overview

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

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

Visual identity elements

1.5.1

Primary typeface: Helvetica Neue

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 to use Helvetica Neue and not regular Helvetica.

When purchasing this type suite, be sure to select the Helvetica Neue family.

Due to licensing restrictions, Communications and Public Engagement is unable to provide copies of this typeface.

Aa
aaaaaaa

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

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

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

Visual identity elements

1.5.2

Helvetica Neue examples

Helvetica Neue 35 Thin

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 36 Thin Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 46 Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 55 Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 56 Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 65 Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 66 Medium Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 76 Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 85 Heavy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 86 Heavy Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 95 Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 96 Black Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 57 Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 53 Extended

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 25 Ultra Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Helvetica Neue 26 Ultra Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Visual identity elements

1.5.3

Substitute typeface: Arial

When the primary typeface, Helvetica Neue, is unavailable, use Arial in its place.

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

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

Aa
aaaaaaaaaa

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#%&*()_+{|:”<>?

Arial Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#%&()_+{|:”<>?*

Arial Narrow

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#%&*()_+{|:”<>?

Arial Narrow Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#%&()_+{|:”<>?*

Arial Narrow Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#%&*()_+{|:”<>?

Arial Narrow Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#%&*()_+{|:”<>?

Arial Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#%&*()_+{|:”<>?

Arial Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#%&*()_+{|:”<>?

Arial Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#%&*()_+{|:”<>?

Visual identity elements

1.5.4

Substitute typeface: Garamond

Garamond may be used for body text only (usually large amounts of body text) when Helvetica Neue or Arial is not appropriate.

A a B b 1 2

Garamond Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Garamond Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890

Garamond Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Garamond Semibold Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890

Visual identity elements

1.5.9

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

DON'T: use vertical or horizontal scaling
DON'T: add a stroke or outline
DON'T: add drop shadows

Visual identity elements

1.6.1

Photography

Our photography reflects the diversity of the province and its people. Images should be thought-provoking and inspiring, with a distinct sense of place. Photos should be professionally shot and edited, with attention paid to colour, contrast, clarity, sharpness, and how they will resonate with the intended audience.

Photo credit

Permission to use photos owned by the Government of Alberta may be given to non-government organizations. While there is no fee to use a Government of Alberta photo, credit for use of the photo should be “**Photo courtesy of the Government of Alberta**”.

Should the government use photos from an outside source, the following rules apply:

- If the government purchases a photo from a stock photo library, credit for the photo is not given unless it is specified in the terms of use or contract
- If a photographer is hired to take specific shots for the government then no credit is given
- If the government is provided a photo from an outside source and no compensation is provided, photo credit may be indicated.



Visual identity elements

1.6.2

Stock photography and professional photographers

From time to time there will not be a photo in the Government photo library that will fit the needs of a project.

In those instances there are a few options available:

- Use an icon from the icon library or have a government designer create one specifically for the project
- Select an appropriate photo from a stock photo company
- Hire a photographer and arrange a custom photo shoot.

Stock photo

The use of stock photography is both a quick and cost effective option when a photo from the Government photo library is not appropriate or does not convey the correct message.

Care should be taken to present the photo as authentically Alberta.

There are a few simple rules when using stock photography:

- When using an outdoor photo, either ensure the photo was taken in Alberta or that there are no identifying elements. Watch for things like license plates, street or building signs, identifiable buildings, skylines, landmarks and unique or specific horizons
- If the photo is used to reference a specific location (e.g. a specific town, provincial park, geographic location, etc.) the photo must be from that location unless the stock photo is actually from there. Some stock photo providers allow the user to search by location
- Generic photos, (e.g. a plate of food, hands on a typewriter, a person receiving an injection, a child reading a book) do not require the same scrutiny as specific references. For example, if the article refers to a specific group of people (e.g. a certain committee) then a generic photo of a group of people is not acceptable
- Always ensure the elements in the photo are correct for Alberta. For example, different safety equipment is required for workers in different parts of the world. What may be acceptable in Europe may not be appropriate or available in Alberta. Ensure vegetation, plants and animals in the photo are native or exist in Alberta. A photo with the image of a palm tree on a beach would not be a good choice to represent a lake in Alberta.

Hire a photographer

While hiring a photographer is time consuming and expensive, it ensures the most appropriate photo for the project. The ministry directs the photographer to get the photos they require.

These photos are then owned by the Government of Alberta and can be used in a multitude of projects with no additional cost. The terms of the contract with the photographer will outline copyright and ownership of the images from the photo shoot.

Models used in a photo shoot will sign a contract/model release form granting the Government of Alberta permission to use their image with no further compensation. While this may be a standard format for the model release, other conditions may be included for different reasons. The contract should outline those terms.

The Government of Alberta does not need to credit the photographer nor the model when using these images.



Visual identity elements

1.6.3.1

Copyright law and photo usage

Copyright is the legal right automatically given to a creator of a creative work to use or reproduce that work. It applies to all photography and gives the owner exclusive legal rights to an image. These rights are automatically given to the photographer (or photo company) when the image is taken. The copyright holder can assign copyright ownership to whomever commissioned the photo. Details of who has the rights to an image should be outlined in a contract.

Just because a photo is found online, do not assume it's free to use.

Almost every image found online is copyright protected and using it makes you vulnerable to legal action.

Copyright infringement

Giving credit doesn't give you the rights.

It is not legally possible to assume the rights to use an image by simply giving a photo credit. You must obtain written permission from the copyright owner. There are situations where users may have fair dealing rights to use photography (i.e. for the purposes of news reporting or specific criticism of the photo) and you should consult legal counsel if think fair dealing might apply.

Never assume photos being used on a website are being used with permission.

Play it safe and assume the opposite is true. There's always a chance those photos were copied from a different website without permission.

By taking a photo from an unverified source, you may be infringing on a contract for use.

Images that are available from fee-free license stock photo websites may have free licenses that provide the public with permission to use the images on a royalty free basis although they may have other requirements for using their photos - see page 1.6.3.2 *Common licensing terms* for additional information.

Sometimes there are restrictions placed on usage, such as:

- The photo must be credited
- The image cannot be cropped or altered in any way
- The image can only be used once in a specific medium (website, brochure, billboard, poster, etc.)
- Cost for usage is determined by how many people will see it – i.e. circulation of a newspaper, a small community campaign vs. national, or international distribution.

Photos for Government projects should only be used from trustworthy and legitimate sources, such as the Government of Alberta Photo Library

(<https://corporateidentity.alberta.ca/goaaccess/photolibary/photosearch.cfm>) or stock photo companies.

Visual identity elements

1.6.3.2

Common licensing terms

Photographers may submit their images to one or more stock photo companies of their choice. In doing so, the photographer retains the copyright of the image, but that image is then made available based on the terms and conditions of that website. So choosing a photo from a stock photo company is not just a matter of selecting the perfect picture, it also means choosing the correct license agreement for the Government.

The terms used to describe the rules and permissions regarding a particular photo can be confusing and sometimes seem misleading.

For the most accurate description, as each company may have a slightly different interpretation of these terms, always read the Terms of Use that is usually available on all stock photo websites.

There are some common practices and rules across all stock photo companies that probably don't apply to images used by the Government, but for the sake of general interest, they are listed below. Some of the more common ones include:

- Don't sell or make the image available to other stock photo or library companies
- Don't use images with identifiable people in a bad light or a situation that is offensive
- Don't use images that contain identifiable brands to create a misleading relationship with that product or service
- Don't sell the image as a final product such as a poster or postcard
- Don't grant permission to use the image to another person, company or entity.

While it may not be apparent or obvious at first, some stock photo companies may charge a fee for use of their images. Be sure to read all terms and conditions information prior to downloading any images.

The following is by no means a comprehensive nor exhaustive description of licensing terms, but it does provide a basic overview description of some of the common terms used with stock photography/video, and photography in general.

Copyright Free License

A Copyright Free license is where the photographer gives away the copyright of the image for free. Anyone may use the image for any purpose at no cost. The photographer has relinquished all rights to the image.

Commercial Rights

Commercial Rights grant the buyer the rights to use the image on products (brochures, advertisements, etc.) designed to sell their products or services.

Non-Commercial Rights

Images used for personal use (websites, blogs) or by non-profit organizations may use images under the Non-Commercial Rights license.

Use of images by the Government would not be considered 'personal use' nor 'non-profit' so the Government would not use a Non-Commercial Rights license.

Royalty Free

Royalty Free title may be a little misleading as it gives the impression that there is no fee for using the image multiple times across different platforms e.g. online, brochure, billboard, advertising, etc. And while this may be true, there is still an initial fee that is required prior to using the image. This is basically a one-time fee license for unlimited use of the image.

Creative Commons

A Creative Commons license is defined by the photographer for use of their image. While the image may be offered by a stock photo company, it is the photographer who determines the rules around how the image may be used.

Rights Managed

A rights managed image is a one-time fee for use of the photo for one time. An image purchased for use on a brochure may not be used on a poster without purchasing the image again.

Exclusive Rights

A photographer or stock photo company may offer their images under an Exclusive Rights license. This would mean that the Government could purchase the image for their use exclusively. Once the license is purchased the image is pulled from the library and no one else may purchase the rights to use it.

However, those that may have previously purchased the image in a Non-Exclusive Rights situation still have the rights to use it.

Non-Exclusive Rights

Non-exclusive rights means that more than one person or company may use the same image at the same time. While the Government may purchase the rights to use an image for a particular project, Non-Exclusive Rights means someone else may use the same image and use it in a contradictory message.

One Time Use

An image may be purchased using a One Time Use license, which may be a cheaper alternative to other types of licenses. A One Time Use license allows the user to use the image for one time in a clearly outlined contract. The terms usually specify where it will be used, how many copies of the magazine/brochure/document will be produced, the size of the image and what the distribution will be. There may be other considerations in the contract but once the image is used as specified, it may not be used again. This may or may not be a cheaper alternative to a multiple use contract.

First Rights

While this license will probably never be offered by a stock photo company, it may come up when working directly with a photographer. The First Rights license grants the purchaser the right to use the image before the photographer offers it for sale to anyone else or to a photo library company.

Editorial Use Only

An image is considered editorial if:

- (a) the text and document accompanying the photo is commenting on the subject matter depicted in the photo, **and**
- (b) the photo is unaltered or only very minor changes (i.e. small amounts of resizing or cropping), **and**
- (c) no program, product or service is being promoted, **and**
- (d) all the editorial citation requirements are met.

Note that all four requirements must be met. And all the citation requirements regarding editorial use must be adhered to.

The government should NOT use "Editorial Use Only" images.

Visual identity elements

1.6.4.1

Photo library examples

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



Photo203.jpg



Photo1629.jpg



Photo1706.jpg



Photo664.jpg



Photo932.jpg



Photo1370.jpg



Photo1476.jpg



Photo1438.jpg



Photo794.jpg



Photo658.jpg



Photo217.jpg



Photo317.jpg



Photo1443.jpg



Photo598.jpg



Photo1570.jpg



Photo1231.jpg



Photo815.jpg



Photo749.jpg



Photo787.jpg



Photo1658.jpg



Photo1164.jpg



Photo1207.jpg



Photo1381.jpg



Photo1198.jpg



Photo1225.jpg

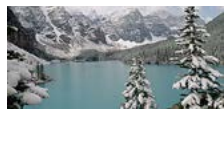


Photo1463.jpg



Photo1651.jpg



Photo1336.jpg



Photo1744.jpg



Photo1751.jpg



Photo1291.jpg



Photo795.jpg



Photo1606.jpg

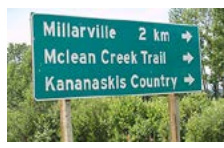


Photo1395.jpg



Photo1428.jpg



Photo1240.jpg



Photo1345.jpg



Photo1387.jpg



Photo1125.jpg



Photo782.jpg



Photo748.jpg



Photo1444.jpg



Photo660.jpg



Photo1708.jpg



Photo1516.jpg



Photo569.jpg



Photo1788.jpg



Photo1612.jpg

Visual identity elements

1.6.9

Photography overview

DO: use interesting crops
DO: use images that show unexpected viewpoints of Alberta
DO: ensure people in photos have signed a Model Release form
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
DON'T: use images without permission

Visual identity elements

1.7

Icons

The Government of Alberta uses line-based icons rooted in universal symbols. They have a distinctive style, but remain easy to recognize.

The Government has a searchable icon library that is accessible to staff at:

<https://corporateidentity.alberta.ca/goaccess/icongen/>

The over 5,600 icons in this library can be customized and then downloaded in .PNG format for use in office programs such as MS Word, Excel, Powerpoint and .EPS for use by designers in programs such as Adobe Illustrator, InDesign, PhotoShop and CorelDraw. The file format .SVG is also available as a download option.

Sample icons



2.0

The Alberta signature

The Alberta signature

2.1

Introduction

Alberta signature

This is the primary version of the signature. It is used by default on all communications and marketing materials. This version of the signature should be used wherever possible.

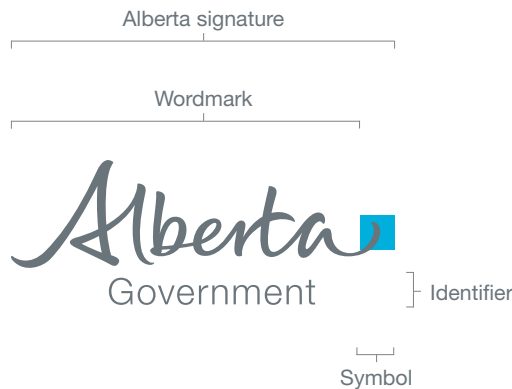
The Alberta signature must be used to identify the Government of Alberta on all communications including external, internal and third party communications as requested.

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

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



Primary Alberta signature



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

Permission to use the Alberta signature

Use of the Alberta signature without written permission from the Government of Alberta is prohibited under the Trade-marks Act of Canada.

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

The Alberta signature

2.2

Overview

Use of the Alberta signature

The Alberta signature must be used to identify the Government of Alberta 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 Alberta signature may be used by all Government of Alberta employees. To receive a digital file of the signature, employees can contact their Ministries' Communications office for assistance.

Commercial use

The Alberta signature may not be used for commercial use. Commercial use would be defined as using the Alberta signature for financial gain.

Nor can the Alberta signature be used by a third-party to misrepresent themselves as an official representative of the Alberta Government or to imply a partnership or relationship between themselves and the Alberta Government.

Third-party use of the Alberta signature may be used in the following situations:

- recognized as a funding provider or sponsor
- when in a partnership arrangement
- an endorsement situation
 - This scenario usually requires Ministerial approval and does not provide funding.

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

Permission to use the Alberta signature

Use of the Alberta signature without written permission from the Government of Alberta is prohibited under the Trade-marks Act of Canada.

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

2.2.1.1 Alberta signature, default version

Alberta

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 Justice and
Solicitor General
Correctional Services

Alberta
Justice and
Solicitor General
Correctional Services

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

2.2.8.1 Funding sponsor - Funded by: - Funded in part by:

Funded by: Alberta

Funded by:
Alberta

The Alberta signature

2.2.1.1

Alberta signature: default signature

The default version of the Alberta signature is the grey (stone) and blue (sky) colour combination or the all black version.

While other versions of the signature are available for specific applications, these are the two default signatures and should be used whenever possible.

The Alberta Government signature is to be used when primary exposure to the signature is outside Alberta or when further emphasis is required to identify the Government of Alberta.

The word "Alberta" is written in a cursive script. The letters are primarily grey, with a small square of sky blue at the end of the word.

- Sky (blue) is the default colour

The word "Alberta" is written in a cursive script, entirely in black.

- Black

The Alberta signature

2.2.1.2

Alberta signature: buffer zone, minimum size

Protective space

Always maintain the minimum protective space around the Alberta signature to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height or width of the period symbol. This space is required around all sides of the signature. 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 signature may be reproduced to ensure its legibility.



Vertical signature - Buffer zone



Signature minimum size

The Alberta signature

2.2.2.1

Alberta Government signature

Vertical and horizontal signatures

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

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



Alberta  Government

Horizontal signature



Alberta 
Government

Vertical signature

The Alberta signature

2.2.2.2

Alberta Government signature: buffer zone, minimum size

Protective space

Always maintain the minimum protective space around the Alberta Government signature to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height or width of the period symbol. This space is required around all sides of the signature. 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 signature may be reproduced to ensure its legibility.



Horizontal signature - Buffer zone



Vertical signature - Buffer zone



Horizontal signature - Minimum Size



Vertical signature - Minimum Size

The Alberta signature

2.2.3.1

Alberta Canada signature

Vertical and horizontal signatures

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

Vertical layout with Canada qualifier

This is the preferred layout.

Horizontal layout with Canada qualifier

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



Vertical signature



Horizontal signature

The Alberta signature

2.2.3.2

Alberta Canada signature: buffer zone, minimum size

Protective space

Always maintain the minimum protective space around the Alberta Canada signature to maintain visual clarity and to provide maximum impact.

The minimum protective space is X, where X is equal to the height or width of the period symbol. This space is required around all sides of the signature. 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 signature may be reproduced to ensure its legibility.



Horizontal signature - Buffer zone



Vertical signature - Buffer zone



Horizontal signature - Minimum Size



Vertical signature - Minimum Size

The Alberta signature

2.2.4.1

Alberta ministry signature

Vertical and horizontal signatures

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

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



Alberta  Municipal Affairs

Horizontal signature



Alberta 
Municipal Affairs

Vertical signature

The Alberta signature

2.2.4.2

Alberta ministry signature: buffer zone, minimum size

Protective space

Always maintain the minimum protective space around the Alberta Ministry signature to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height or width of the period symbol. This space is required around all sides of the signature. 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 signature may be reproduced to ensure its legibility.

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



Horizontal signature - Buffer zone



Vertical signature - Buffer zone



Horizontal signature - Minimum Size



Vertical signature - Minimum Size

The Alberta signature

2.2.4.3

Alberta ministry signature: horizontal layout

Horizontal layout

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

Signatures 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.

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

Alberta ■ Advanced Education

Alberta ■ Agriculture, Forestry and Rural Economic Development

Alberta ■ Children's Services

Alberta ■ Communications and Public Engagement

Alberta ■ Community and Social Services

Alberta ■ Corporate Human Resources

Alberta ■ Culture and Status of Women

Alberta ■ Education

Alberta ■ Energy

Alberta ■ Environment and Parks

Alberta ■ Executive Council

Alberta ■ Health

Alberta ■ Indigenous Relations

Alberta ■ Infrastructure

Alberta ■ Jobs, Economy and Innovation

Alberta ■ Justice and Solicitor General

Alberta ■ Labour and Immigration

Alberta ■ Municipal Affairs

Alberta ■ Seniors and Housing

Alberta ■ Service Alberta

Alberta ■ Transportation

Alberta ■ Treasury Board and Finance

The Alberta signature

2.2.4.4

Alberta ministry signature: vertical layout

Vertical layout

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

Signatures 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.

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



The Alberta signature

2.2.5.1

Ministry branch, program or service

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

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



Horizontal signature



Vertical signature

The Alberta signature

2.2.5.2

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

Protective space

Always maintain the minimum protective space around the Alberta Ministry signature to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height or width of the period symbol. This space is required around all sides of the signature. 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 signature may be reproduced to ensure its legibility.

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



Horizontal signature - Buffer zone



Vertical signature - Buffer zone



Horizontal signature - Minimum size



Vertical signature - Minimum size

The Alberta signature

2.2.6.1

Government branch, program or service: multiple ministry

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

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



Horizontal signature



Vertical signature

The Alberta signature

2.2.6.2

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

Protective space

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

Minimum size

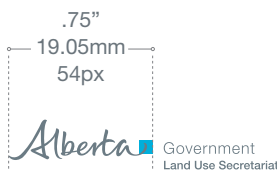
Minimum size refers to the smallest size at which the signature may be reproduced to ensure its legibility.



Horizontal signature - Buffer zone



Vertical signature - Buffer zone



Horizontal signature - Minimum Size



Vertical signature - Minimum Size

The Alberta signature

2.2.7.1

Agency, Board or Commission (ABC) signature

Registry agents are authorized to use this version of the Alberta Signature that must include the phrase “**Authorized Registry Agent**”.

Registry agents **must not** attempt to create the signature on their own.

Vertical and horizontal signatures

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

For assistance or further information regarding either of these signatures, visit the [Registry Agent Office](#) or, contact Service Alberta Communications at: SA.Communications@gov.ab.ca

 *Authorized
Registry Agent*

 *Authorized
Marriage Commissioner*

Horizontal signature examples

 *Authorized
Registry Agent*

 *Authorized Marriage
Commissioner*

Vertical signature examples

The Alberta signature

2.2.7.2

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

Protective space

Always maintain the minimum protective space around the Alberta ABC signature to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height or width of the period symbol. This space is required around all sides of the signature. 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 signature may be reproduced to ensure its legibility.



Horizontal signature - Buffer zone



Vertical signature - Buffer zone



Horizontal signature - Minimum size



Vertical signature - Minimum size

The Alberta signature

2.2.7.3.1

Agency, Board or Commission: relationship categories

There are many entities other than departments that are part of the Government of Alberta. These entities are referred to by various names including: agencies, boards, commissions, councils, advocates, 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
- may have some degree of autonomy from government.

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

ABCs wide range of responsibilities includes:

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

Working with the visual identity

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

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

The four relationship groups are:

- Very strong
- Moderately close
- Somewhat independent
- Independent

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

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

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

Finally, an ABC may be “independent” because of their purpose and mandate need to show that they operate independently from government. They need not acknowledge their relationship with government and may develop their own visual identity program.

The Alberta signature

2.2.7.3.2

Agency, Board or Commission: Very strong relationship

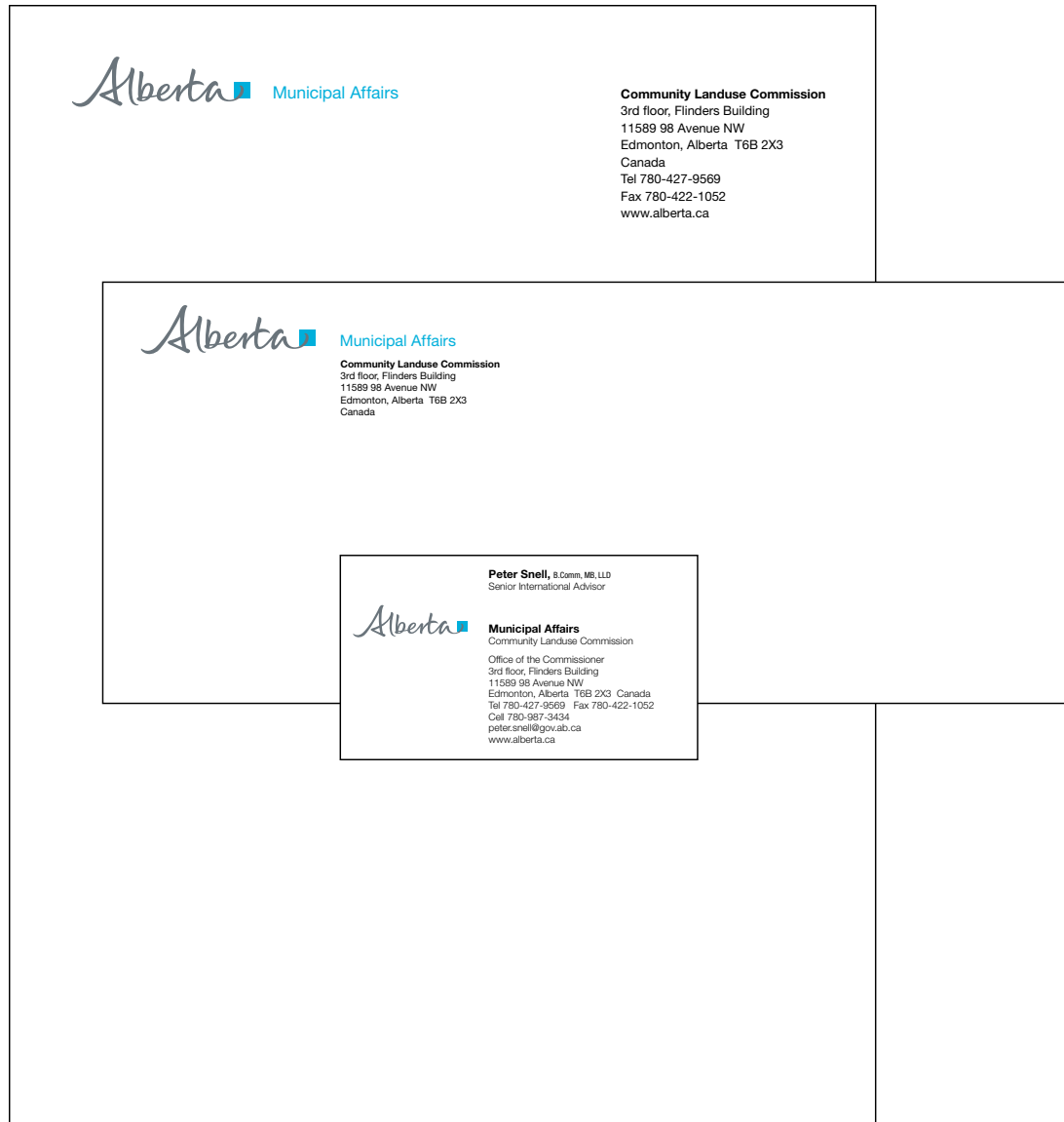
Very strong relationship

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

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

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

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



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

The Alberta signature

2.2.7.3.3

Agency, Board or Commission: Moderately close relationship

Moderately close relationship

A moderately close relationship would allow for some flexibility from the *Visual Identity Manual*. Some of these agencies would be public agencies.

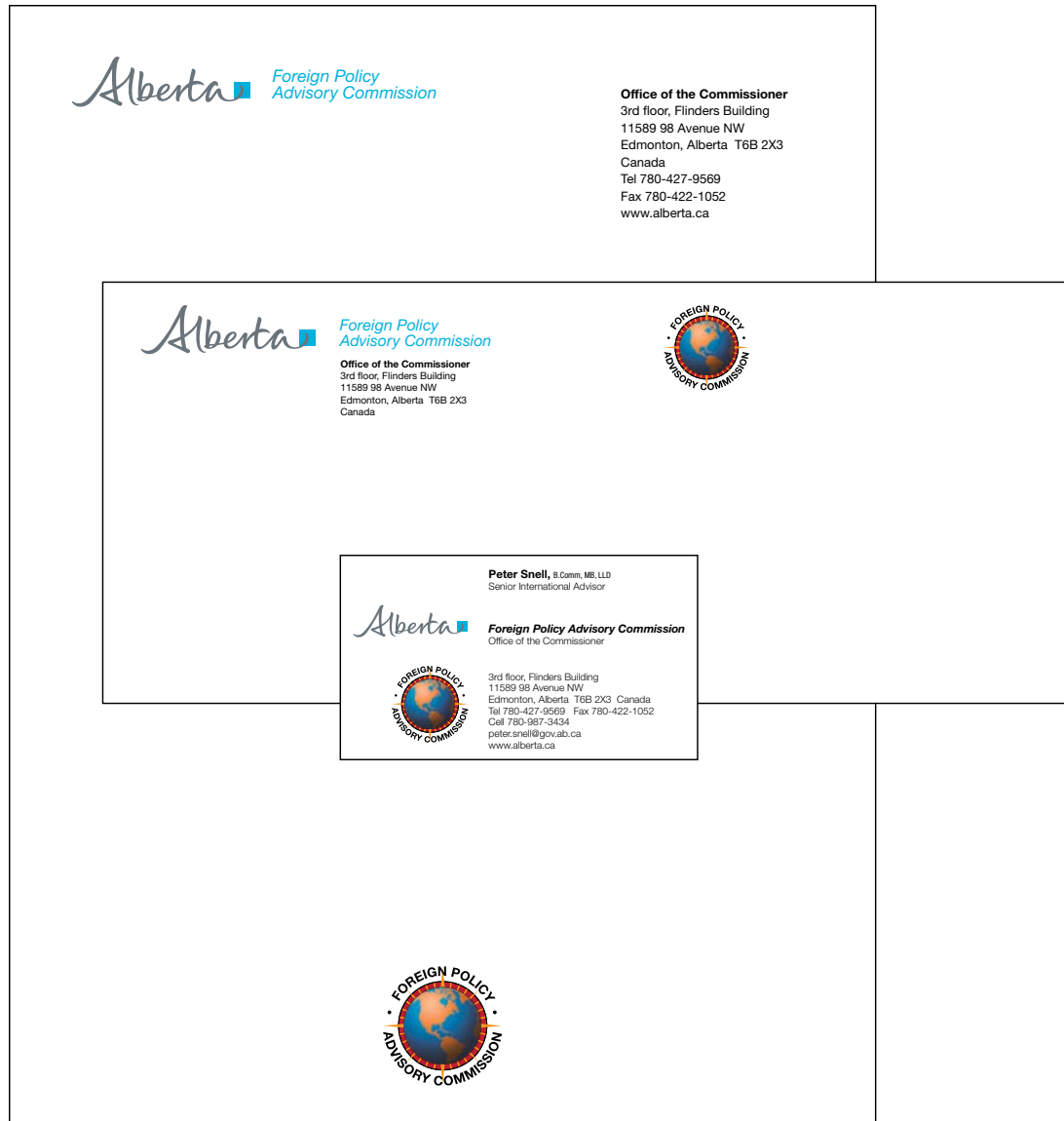
If approved, an ABC logo would figure prominently although the Alberta signature would still be visible.

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

The website would use the Government of Alberta templates and may include an approved ABC logo.

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

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



The Alberta signature

2.2.7.3.4

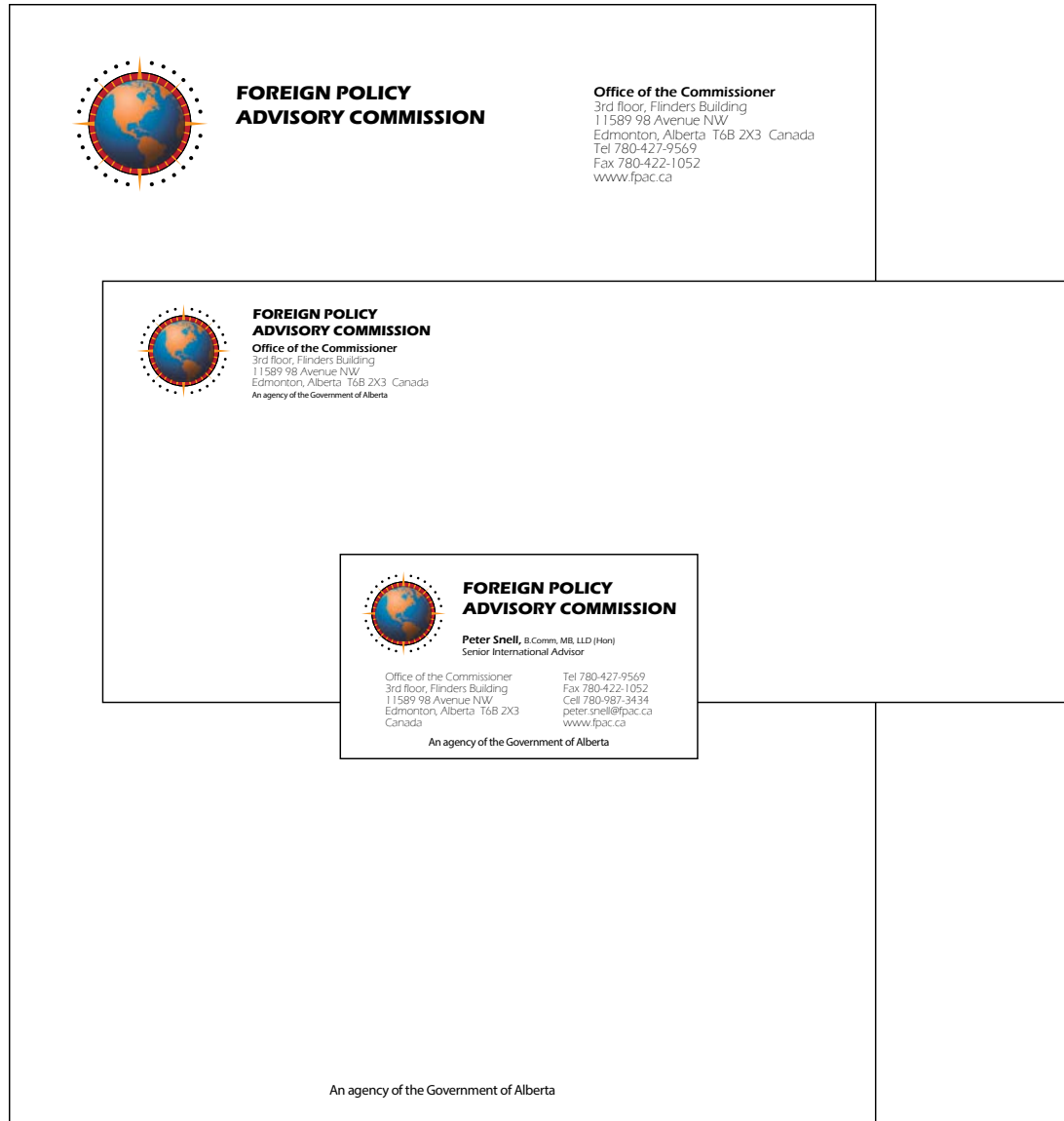
Agency, Board or Commission: Somewhat independent relationship

Somewhat independent relationship

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

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

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



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

The Alberta signature

2.2.7.3.5

Agency, Board or Commission: Independent relationship

Independent relationship

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

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

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

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

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



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

The Alberta signature

2.2.9.1

Third-party use

The Alberta signature is a registered trademark and cannot be used by non-Government of Alberta entities or organizations without written permission from the Government of Alberta.

Improper use of the Alberta signature may imply a relationship between the Government of Alberta and a third-party where none exists.

Terminology

Two terms that are sometimes used interchangeably and incorrectly are “sponsor” and “partner”.

- **Sponsor**
A “sponsor” is an organization (in this case the Government of Alberta) that provides funding in whole or in part for the operations of an organization who receives the funding.

For sponsor situations, see page [2.2.9.2 Third-party use: funding/sponsor](#)

Funding is not always in the form of direct financial assistance. It can also be material items, services or labor provided by the Government of Alberta with no apparent monetary value.

- **Partner**
A “partner” is an organization (again, in this case the Government of Alberta) that is involved in the operations or decisions of the organization and may receive support by way of financial funding and/or non-financial assistance.

For partnership situations, see page [2.2.9.3 Third-party use: partnership](#)

Scenario examples

The following are just some examples of where the Alberta signature may be requested by a third-party:

- Grant and funding recipients can use the signature to recognize the GoA funding contribution. The Alberta signature should be clearly displayed to indicate the Government is a sponsor, and not a partner that is running or involved in the organization.
- If a company wants to put the Alberta signature on a report/presentation they are presenting to the GoA then they cannot use it. They should use their logo only to identify the report.
- If a company is presenting material (such as a PowerPoint or printed document) to another organization or the public on behalf of, or in partnership with the GoA they can use the Alberta signature.
- When someone is acting as an official representative of the GoA but not a GoA employee, like a marriage commissioner, registry agent, etc., they can use the signature (page [2.2.7.1 Agency, Board or Commission \(ABC\) signature](#)).
- Businesses that are licensed to operate within the province cannot use or display the Alberta signature as an indicator they are licensed.
- The Alberta signature may not be used for commercial purposes such as being applied to items that are for sale.
- For situations where an outside person or company is retained to act on behalf of the Government of Alberta, such as an inspector or consultant, then special permission may be provided. Contact visual@gov.ab.ca for further information.

Requesting permission

While some organizations are permitted to use the Alberta signature they still need to formally request permission to use the Alberta signature unless as part of the funding agreement it is already stipulated they have to use the signature.

For those occasions where a third-party may use the Alberta signature, it cannot be assumed that a similar organization in a similar situation can use the Alberta signature. Each organization must obtain written permission before using the signature.

If permission is granted to use the Alberta signature, the third-party organization must follow the rules for using the signature, such as:

- Buffer zone ([page 2.2.1.1](#))
- Minimum size ([page 2.2.1.1](#))
- Avoid Improper use ([page 2.7.1](#))

Use of ministry specific Alberta signatures is not permitted at any time. Those signatures can only be used internally.

The Alberta signature

2.2.9.2

Third-party use: funding/sponsor

A “sponsor” is an entity (in this case the Government of Alberta) that provides funding in whole or in part for the operations of an organization who receives funding.

With written permission, a funding recipient can use the Government of Alberta signature to recognize financial assistance such as receiving a grant or financial aid.

Funding is not always in the form of direct financial assistance. It can also be services or labor provided by the Government of Alberta with no apparent monetary value.

While the Government of Alberta should always be recognized when involved as a funding sponsor, care must be taken to ensure the correct version of the signature is used appropriately.

The Alberta signature is not required when the funding recipient is acknowledging the sponsor(s) with text only. The proper term to use is: **Government of Alberta**

Use of ministry specific Alberta signatures is not permitted in a funding/sponsor scenario. Ministry signatures can only be used internally.

Requesting permission

See [page 2.2.9.1](#) for information regarding permission.

One of multiple sponsors

Used in situations when the Government of Alberta is one of multiple sponsors.



Alberta signature

When the Government of Alberta is not the only funding partner, the main Alberta signature is required. The Alberta signature is to be displayed with the other funding partner logos. The Alberta signature can be included in a “Sponsors” or “Funded by” section, or in an area with a similar title along with the other sponsor logos.

Some examples would be in the form of a dedicated page in a program, a page on a website or a specific location on a poster.

The Alberta signature cannot be displayed in such a way as to make it appear that the Government of Alberta is a partner and/or involved in the day-to-day operations.

An example of this would be positioning the Alberta signature in the lower right corner of a website or product without any indication the Government of Alberta is involved as a funding sponsor only.

When used, the Alberta signature should not be the most prominent logo.

Funding with the organization

Used if the organization is providing partial funding.

Funded in part by:



Funded in part by: Alberta

This version is used when only the Government of Alberta and the funding recipient provides funding.

The file contains the words “**Funded in part by:**” with the Alberta signature. The text and signature cannot be altered in any way.

Funding the entire organization

Used when the Government of Alberta is providing all of the funds necessary for the organization to operate.

Funded by:



Funded by: Alberta

When the Government of Alberta is the only funding sponsor and provides all of the funds necessary for the organization to operate, this variation of the Alberta signature is used.

When the Alberta signature is displayed without being acknowledged as a sponsor, use this version of the Alberta signature.

The file contains the words “**Funded by:**” with the Alberta signature. The text and signature cannot be altered in any way.



When the intended audience is primarily outside Alberta, the Alberta Government signature should be used.

The Alberta signature

2.2.9.3

Third-party use: partnership

A “partner” is an entity (in this case the Government of Alberta) that is involved in the day-to-day operations or decisions of the organization.

Situations can arise where the Government of Alberta operates in a partnership capacity with one or more organizations.

Partnerships are when the Government of Alberta is an active participant and contributes labour, facilities, funding or any combination of these and/or other services in a joint project with one or more corporate organizations.

Partnership scenarios do not always have to involve financial funding from the Government of Alberta.

When participating as a *sponsor*, the Government of Alberta provides only funding. As a *partner*, the Government is usually actively involved and participates in the direction and decisions of the project.

In a partnership scenario, the Alberta signature may be used to indicate the partnership between the Government of Alberta and the other organization(s).

While the rules around how the Alberta signature is used should be adhered to at all times, certain deviations from those rules in a partnership situation may be considered after consulting with Creative and Government Identity at visual@gov.ab.ca.

Single partner scenario

If the Government of Alberta is the only partner with an organization, both the Alberta signature and the partner logo may be used.

In some situations it may be advantageous to create a third logo unique to the partnership, such as the Canadian Agricultural Partnership. The decision for a new logo will be decided after discussions between the Government of Alberta and the partner.

Multiple partners

When two or more organizations are partnered with the Government of Alberta, it may be desirable to create a unique logo to prevent a “logo soup” situation where multiple logos are constantly positioned to identify the partners. In these situations the partners may be identified by text somewhere on the product or in correspondence.

When the Alberta signature is used in a partnership situation, other factors must be considered, such as the visual identity guidelines of the Alberta signature and of the other partner logos, and the identity or brand the partnership wishes to establish.

Requesting permission

See [page 2.2.9.1](#) for information regarding permission.

The Alberta signature

2.2.9.3.2

Third-party use: Canada/Alberta partnership

There are many instances where the Government of Alberta will partner with the Government of Canada on a project or initiative.

In those instances it is acceptable to use both logos in a locked-up scenario. That is, there is one file that has both logos sized correctly and spaced appropriately. The user should not make any alterations to the digital file.

A joint Canada/Alberta can be requested by contacting your ministries Communications office.

Use of ministry specific Alberta signatures is not permitted in a partnership scenario. Ministry signatures can only be used internally.



The Alberta signature

2.3.1

Alberta signature colour variations

Colour version

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

Reverse version

- Available in EPS and PNG format only
- Transparent background.



- Sky (blue) is the default colour



- Black



- Dusk



- Prairie



- Sunset



- Pasture



- Reverse

The Alberta signature

2.3.2

Alberta signature colours

Alberta signature only

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



Alberta Canada

- For international use
- Use Sky (blue) only
- Black and reverse also available



- When used over a darker background there should be white in the background of the flag. The full reverse version does not have white in the background of the flag.



Alberta Ministries

For internal use only.

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



The Alberta signature

2.4

Additional visual identities

Additional visual identities, such as logos, visual elements or custom typefaces, interfere with the public's ability to recognize that communications materials come from the Government of Alberta. Individual staff, departments, programs and services may not use unapproved visual identities, either on their own or in combination with the Government of Alberta's visual identity. This applies to both internal and public-facing communications.

- [Government Identity Policy](#), January 2019

The Alberta signature is the primary logo for the Alberta Government and with little exception should appear on all government products (both internal and external) but especially those viewed by the public.

A new logo presents situations that most offices fail to realize upon creation, such as messaging, logo management and control.

From time to time there may be a need to create and use an additional logo to fulfill the need for a short-term project such as a campaign or specific event. Others logos may have long-term use with no specific end date.

While the creation of additional government logos, especially internal logos, is strongly discouraged, all logos must be approved by Communications and Public Engagement, Creative Services and Government Identity.

For those situation where an additional visual identity is deemed necessary, a business case may be submitted for review. Contact visual@gov.ab.ca for further information or the business case template.

An alternative to a custom logo would be to contact the [CPE Design Team](#) and to inquire about possible options.

The first step should always be to contact the appropriate Communications office for assistance and guidance.

The Alberta signature

2.5.1

Multiple logos: order of precedence

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

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

- International (countries other than Canada)
When multiple international logos or corporate logos are displayed the elements are listed alphabetically.
- Federal (Government of Canada)
- Municipal (cities, towns, villages, municipalities, etc)
Multiple names are to be listed alphabetically by last name.
- Corporate (both public or privately owned companies)
- Public (members of the general public regardless of location be it within Alberta, within Canada or international)
Members of the public don't usually have logos but when these entities are listed as text only the order would be the same.
- Provincial (Government of Alberta)
When multiple provincial logos are displayed they are listed in order of confederation or from east to west. See the correct order on page [3.3.2 Emblems of Alberta - Flying Alberta's Flag](#).

Canada

Alberta



Alberta

Canada



Alberta

The Alberta signature

2.5.2

Multiple logos: size and placement

Size relationship

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

Visual identity manual

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

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

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

Buffer zone

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

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

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

Identical width - not desirable



Visually balanced



Identical height - not desirable



Buffer zone



The Alberta signature

2.5.3.1

Alberta signature position: single and dual logo use

Standard signature placement

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

An exemption to this rule would be on office stationery and forms where the Alberta signature is usually positioned at the top.

Dual logo placement

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

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

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

Standard signature placement



Alberta signature in the lower right

Dual logo placement



Canada logo with Alberta signature in the lower right



Municipal or corporate partner with Alberta signature



Approved government program logo with Alberta signature

The Alberta signature

2.5.3.2

Alberta signature position: multiple logo use

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

Limited space in lower left corner

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

Dual logo placement with limited space



Canada logo with Alberta signature in the lower right

Desired buffer zone. Minimum buffer zone is 1x

Municipal or corporate partner with Alberta signature

Approved government program logo with Alberta signature

Three logos

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

Approved logo order:

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

Three logos



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

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

Alberta signature sign is always in the lower right

The Alberta signature

2.5.3.3

Alberta signature position: multiple logo use

Four or more logos

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

Additional logos

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

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

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

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

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

Four logos



Canada, municipal, government program, Alberta signature



Municipal, corporate, government program, Alberta signature



Canada, municipal, corporate, Alberta signature

Additional logos



Canada, municipal, corporate, government program, Alberta signature

The Alberta signature

2.7.1

Improper use

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

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

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



Colour
Do not use the signature in any one colour other than solid black; unless on a solid background where the reverse version should be used.



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



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



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



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



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



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



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



Combinations
Do not add elements to the signature to create additional logos.



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



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



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

The Alberta signature

2.7.2

Improper use

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

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

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



Framing

Do not position the signature within rules or frames.



Over printing

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



Boxing

Do not position the signature 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 signature version that contrasts well with the background colour.



Drop shadows

The signature should not appear with drop shadows.



Scaling

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



Minimum size

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



Screens

The signature should not appear as a screen.



Wordmark typeface

Do not recreate the wordmark using any other typeface.



Tracking

The tracking of the wordmark should never be altered.



Axis of the signature

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



Skew or Shear

Do not skew or shear the signature in any way.

The Alberta signature

2.7.3

Improper use

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

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

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



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



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



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



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



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



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



Outlines
Never create an outline of the signature.



Outlines
Never create an outline around the signature.



Keyline/release around signature
Do not surround the Alberta signature with a keyline or release when on a dark background or image.



Buffer zone
The signature should not appear without the minimum protective space around it as outlined on page 2.2.1.2 of this document.



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

3.0

Emblems of Alberta

Emblems of Alberta

3.1.1

Official emblems

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



Armorial Bearings of Alberta (Coat of Arms)

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

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



Provincial Shield

The Provincial Shield was assigned as the Royal Warrant between 1907 and 1980. Between 1980 and 2013, the Provincial Shield's use was limited to the Government of Alberta. In September 2013, the Provincial Shield became a publicly available element.

Topped by a red St. George's Cross on a white background, the Provincial Shield features blue skies over a range of snow-capped mountains with green hills, prairie land 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.

Members of the public can use the provincial shield without restriction or permission, as long as the image is not altered.



Flag of Alberta

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



Floral Emblem: Wild Rose, *Rosa Acicularis*

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

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

Emblems of Alberta

3.1.2

Official emblems



Grass Emblem: Rough Fescue,
Festuca Scabrella

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



Alberta Tartan

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



Alberta Dress Tartan

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



Bird of Alberta: Great Horned Owl,
Bubo Virginianus

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

Emblems of Alberta

3.1.3

Official emblems



Stone of Alberta: Petrified Wood

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



Tree of Alberta: Lodgepole Pine, *Pinus Contorta Variety Latifolia*

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



Provincial Colours

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

See page 3.4 for additional information.



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

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

Emblems of Alberta

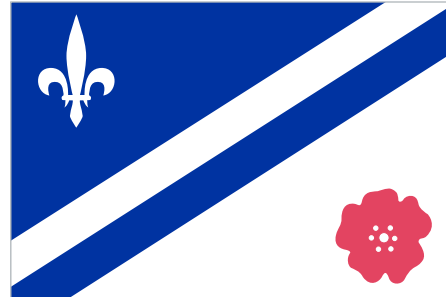
3.1.4

Official emblems



Fish of Alberta: Bull Trout,
Salvelinus Confluentus

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



Franco-Alberta flag

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

Le drapeau franco-albertain

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

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

Emblems of Alberta

3.2.1

Armorial bearings of Alberta (Coat of Arms)

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

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

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



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Status of Women 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 Status of Women. Unauthorized use is subject to penalty.

Emblems of Alberta

3.2.1.1

Using the Royal Crown

The Government of Alberta was granted permission to use the Royal Crown, as shown above the beaver on the Alberta Coat of Arms, when the Coat of Arms was created in 1980.

While the Government of Alberta has permission to use the Royal Crown specifically on the Coat of Arms, all other uses of the Royal Crown must receive separate permission from Her Majesty The Queen.

For further information refer to the text at right.

What are the criteria to receive permission to use the Royal Crown?

Agencies of the federal, provincial/territorial government, and law enforcement bodies at the federal, provincial/territorial and municipal levels may seek permission for the use of the Royal Crown in their emblems.

It is rare for a private organization (such as an association, a learned society, an educational institution, etc.) to be eligible to use the Royal Crown. However, organizations with Royal designation or those that can demonstrate a close and direct connection with the Sovereign over a period of time may be considered for permission to use the Royal Crown.

For detailed questions about eligibility, please contact the chief herald of Canada at:

Chief Herald of Canada
Canadian Heraldic Authority
1 Sussex Drive
Ottawa ON K1A 0A1
royal@gg.ca

Who is entitled to use the Royal Crown as an emblem?

Each new use of the Royal Crown, whether on its own or as part of another emblem, requires the permission of Her Majesty The Queen. The granting of such permission is thus a very special honour that indicates a close association with the Sovereign.

The Canadian Armed Forces use the Royal Crown in certain rank insignia. Viceregal offices historically use it on certain objects.

Public law enforcement agencies, departments and agencies of the federal and provincial governments, and Canadian organizations (such as associations, societies, educational bodies, etc.) that have a close, direct and verifiable association with the Sovereign may seek permission to use the Royal Crown as part of their granted heraldic emblems.

The Royal Crown is also used for commemoration purposes. With the permission of Her Majesty, it can be placed on various objects such as commemorative plaques, stamps, portraits and stained glass windows.

Who determines if a Royal Crown may be used?

Her Majesty The Queen personally approves each new use of the Royal Crown. Recommendations for approval are sent to The Queen by the governor general, on the advice of the chief herald of Canada and the Canadian secretary to The Queen.

Her Majesty also approves the inclusion of the Royal Crown as part of heraldic emblems granted by the chief herald of Canada (coats of arms, flags, and badges). The requests related to heraldic emblems are sent to Her Majesty by the governor general on the advice of the chief herald and are accompanied by the proposed design of the emblem. For more information on the granting of heraldic emblems, see the Procedure Guide of the Canadian Heraldic Authority.

How do I submit a request for permission to use the Royal Crown, or for further information?

In Canada, requests for authorization to include the Royal Crown are to be sent to the chief herald of Canada. The request must include a description and the history of the petitioner, the purpose of the proposed emblem and how it will be used, the reasons for the inclusion of the Royal Crown, and a draft design, if possible. Submissions must be addressed to:

Chief Herald of Canada
Canadian Heraldic Authority
1 Sussex Drive
Ottawa ON K1A 0A1
royal@gg.ca

Source:

<https://www.gg.ca/en/heraldry/viceregal-emblems/royal-crown>

Emblems of Alberta

3.2.2

Protocol for displaying the Coat of Arms

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

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

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

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

If the Alberta Government is involved in a joint initiative with another provincial government or territory, then the coats of arms, flags or other provincial insignia appear in order of the date each jurisdiction entered Confederation - see page 3.3.2.

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.



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Status of Women 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 Status of Women. Unauthorized use is subject to penalty.

Emblems of Alberta

3.2.3

Coat of Arms protective space

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



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Status of Women 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 Status of Women. Unauthorized use is subject to penalty.

Emblems of Alberta

3.2.4

Coat of Arms size range

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

Minimum Size

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

Do not reproduce smaller than .6" in height.



Standard Publication Size



Minimum Size



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Status of Women 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 Status of Women. Unauthorized use is subject to penalty.

Emblems of Alberta

3.2.5

Coat of Arms size range with typography

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

Minimum Size

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

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

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

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



ALBERTA



ALBERTA
CANADA

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Status of Women 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 Status of Women. Unauthorized use is subject to penalty.

Emblems of Alberta

3.2.6

Coat of Arms colour reproduction

Full colour

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

One-colour greyscale

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

One-colour black solid

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

Reversed

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

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

Embossing (not shown)

For applications that require the Coat of Arms to be embossed, there is a digital file that can be provided upon request.

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Status of Women 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 Status of Women. Unauthorized use is subject to penalty.

Full colour



One-colour greyscale



One-colour black solid



Reversed one-colour white solid



Emblems of Alberta

3.2.7

Using the Coat of Arms

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

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

The Alberta Coat of Arms may also be used:

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

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Status of Women 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 Status of Women. Unauthorized use is subject to penalty.

Certificate samples



Emblems of Alberta

3.3.1

The Alberta flag

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

Digital files for the Alberta flag may be downloaded from:
<https://www.alberta.ca/alberta-emblems.aspx>



Emblems of Alberta

3.3.2

Flying Alberta's flag

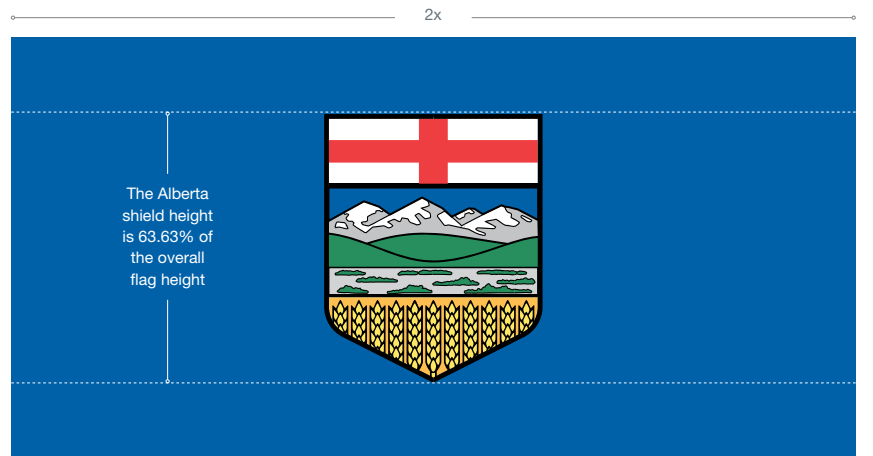
When the Alberta flag is flown with other provincial or territorial flags, they appear after the national flag of Canada in the order of the date each province or territory entered Confederation as below. In less formal circumstances, the provincial flags may be ordered alphabetically or geographically,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

Order of provincial and territorial flag array by date:

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

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

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



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

Emblems of Alberta

3.3.3.1

Protocol for flag displays

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

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

Two flags

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



Canada



Alberta

Three flags

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



Visiting country



Canada



Alberta



Alberta



Canada



Municipal

Four flags or more

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



Canada



Alberta



Union Jack



Municipal



Special flag



Canada



Visiting country



Alberta



Visiting province



Municipal

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

Emblems of Alberta

3.3.3.2

Protocol for flag displays

Lieutenant Governor's Standard

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



Canada



Lieutenant Governor



Alberta

OR if four flags or more

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



Lieutenant Governor



Canada



Visiting country



Alberta

Canada, its Provinces and Territories

Here are the flags of Canada, its provinces and territories, in order of precedence by date of entry into Confederation.



Canada



Ontario



Quebec



Nova Scotia



New Brunswick



Manitoba



British Columbia



Prince Edward Island



Saskatchewan



Alberta



Newfoundland and Labrador



Northwest Territories



Yukon



Nunavut

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



Canada



Alberta



Union Jack (optional)



Ontario



Quebec

Emblems of Alberta

3.4

Alberta shield and flag colours

The official colours of the Province of Alberta are:

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

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

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



Flag background colour: Pantone 286

ALBERTA BLUE	ALBERTA GOLD	HILLS/WILD ROSE LEAVES	MOUNTAINS	ST. GEORGE'S CROSS	WHEAT
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				
Provincial Colours					

4.0

Products

Products

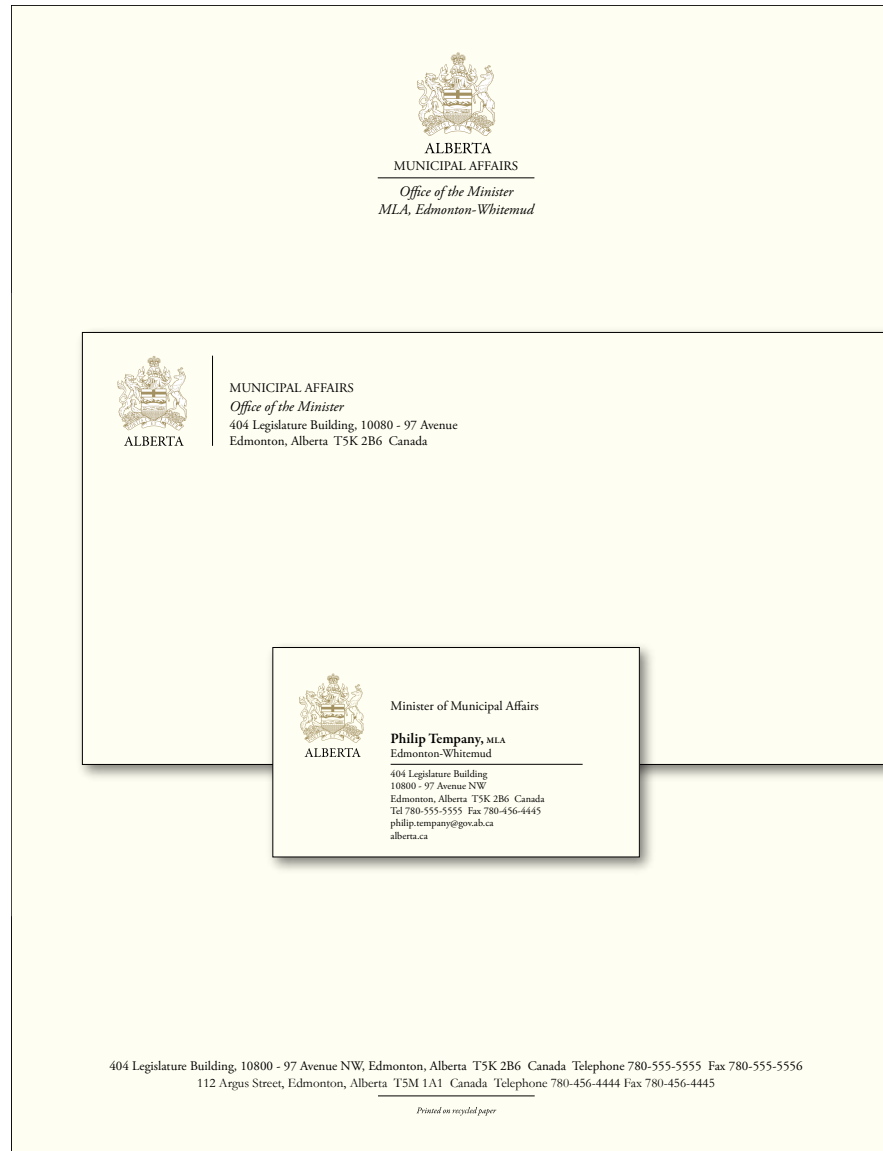
4.1.3

Minister stationery

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

Using the online ordering system

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



Products

4.1.3.1.1

Minister business card style guide

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

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

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

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

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

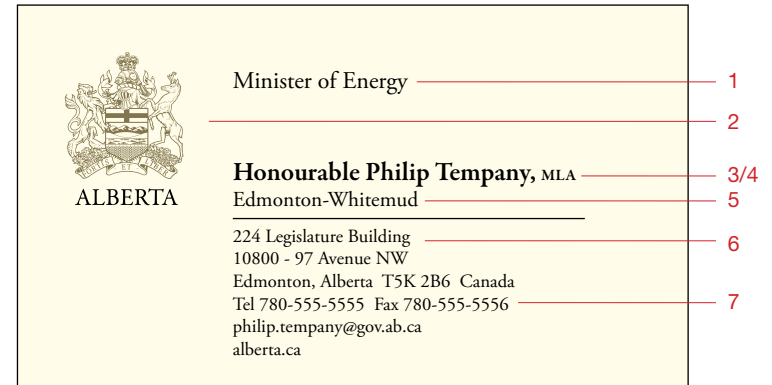
- 5. Responsibilities:** Electoral area is listed here and if space permits boards, commissions or other responsibilities may be listed.

6. Address:

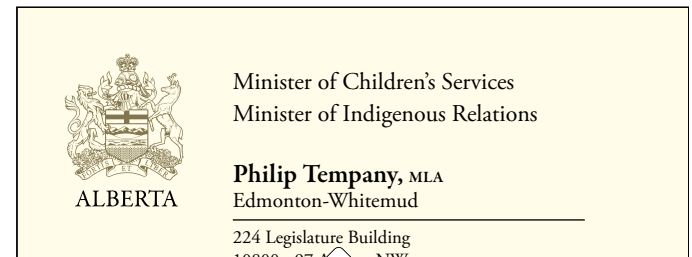
- The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address
- If a floor is indicated then the number should be followed by ‘st, nd, rd, or th floor’; floor should not be capitalized
- Use a small hyphen, with a space on either side, to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

7. Contact information:

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



One line ministry



Two line ministry

Products

4.1.3.2.1

Minister letterhead style guide

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

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

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

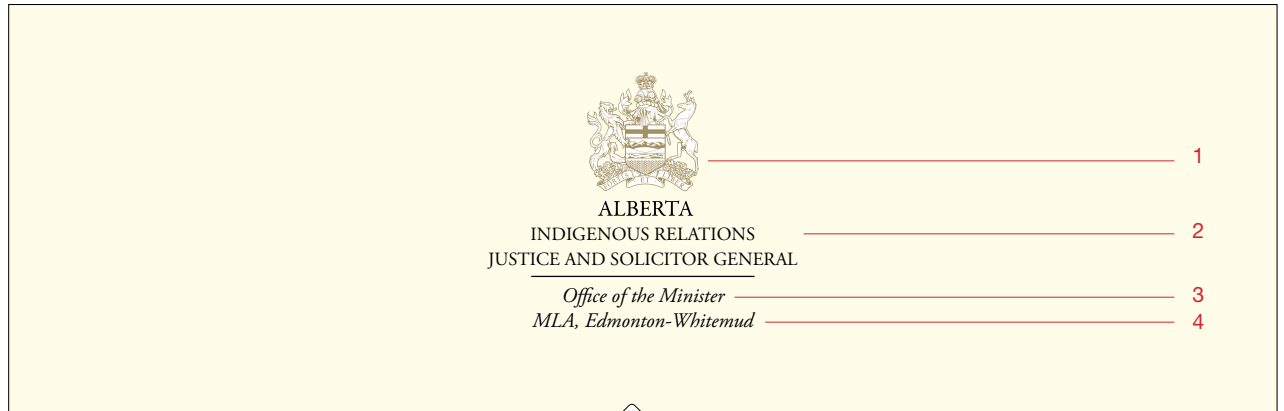
2. Department: Only the department name is used here. Multiple departments are listed alphabetically, one above the other unless specified by the ministry.

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

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

5. Address:

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



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

6. Contact information:

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

Products

4.1.3.3.1

Minister envelope style guide

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

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

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

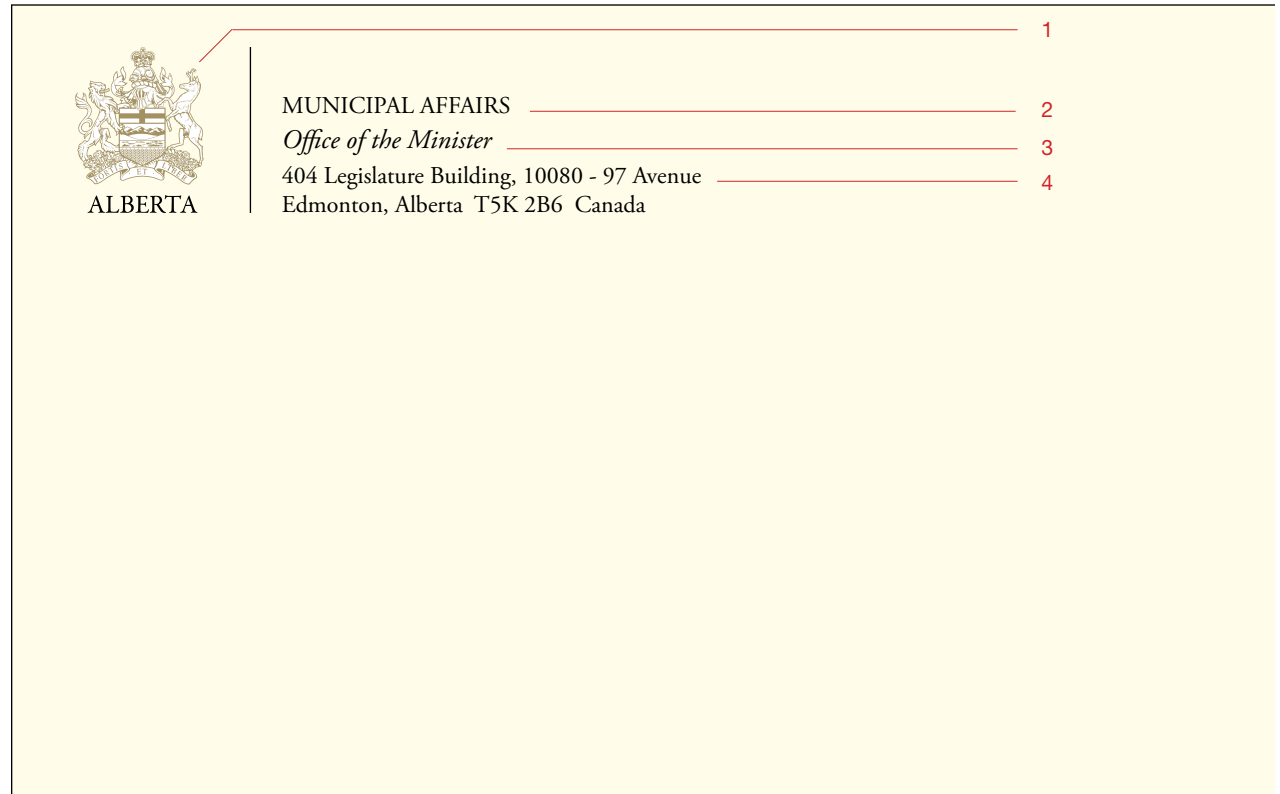
2. Department: Only the department name is used here. Multiple departments are listed alphabetically, one above the other unless specified by the ministry.

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

4. Address:

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

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



Products

4.1.3.4.1

Minister compliments card

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

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

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

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

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

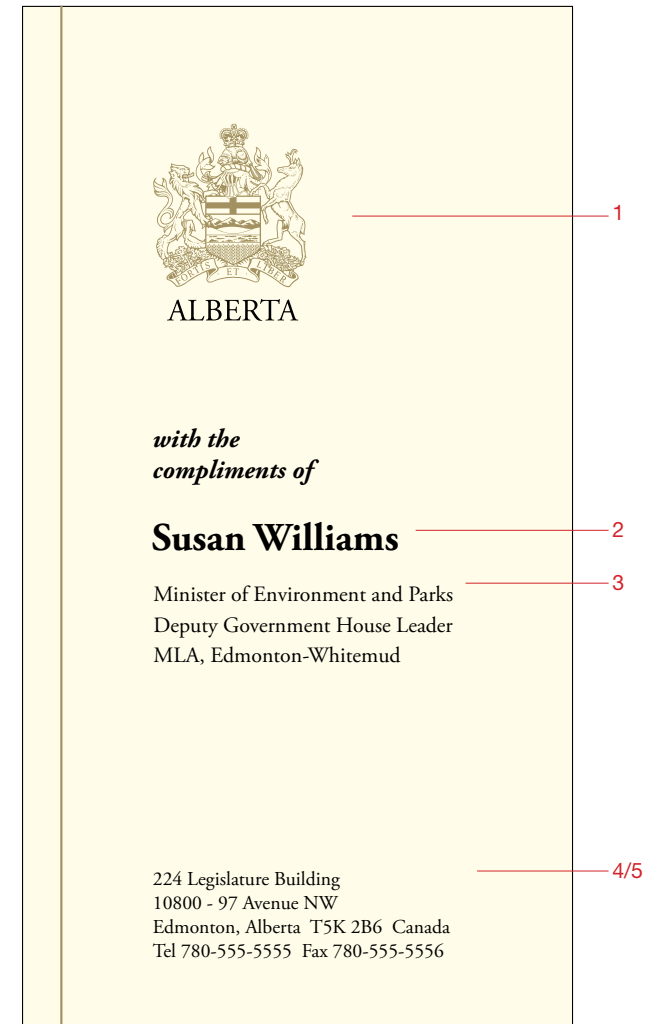
4. Address:

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

5. Contact information:

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

Minister compliments card
3.5 x 6.5 inches



Products

4.1.4

General stationery

General stationery includes letterhead, envelopes and business cards.

General office stationery

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

Ministry signature use

It is previously stated in this manual that ministry signatures 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 signature in this situation as the name of the ministry is printed in blue on letterheads and envelopes, and black on business cards.



Products

4.1.4.1.1

Business card

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

The back of a business card may be used to translate that card into a second language. Typically, an individual's name and position are translated. The government department and "Canada" may be translated. The address is not 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



Standard business card - front (maximum text)



Business card - front (minimal text)



International business card with one program or initiative identifiers



Business card - back

Products

4.1.4.1.2

Business card style guide

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

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

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

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

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

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

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

4. Personal pronouns: Personal pronouns are included after credentials.

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

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

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

General business card



8. Address:

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

9. Contact information:

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

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

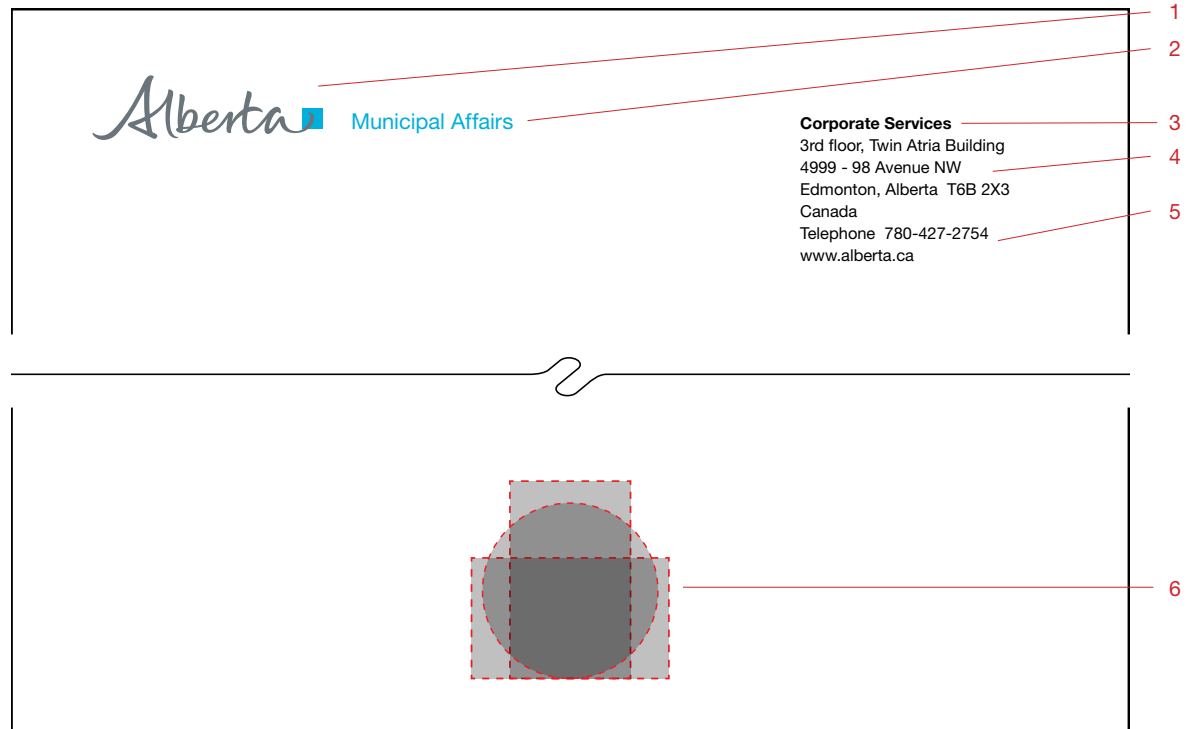
Products

4.1.4.2.1

Letterhead style guide

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

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



Products

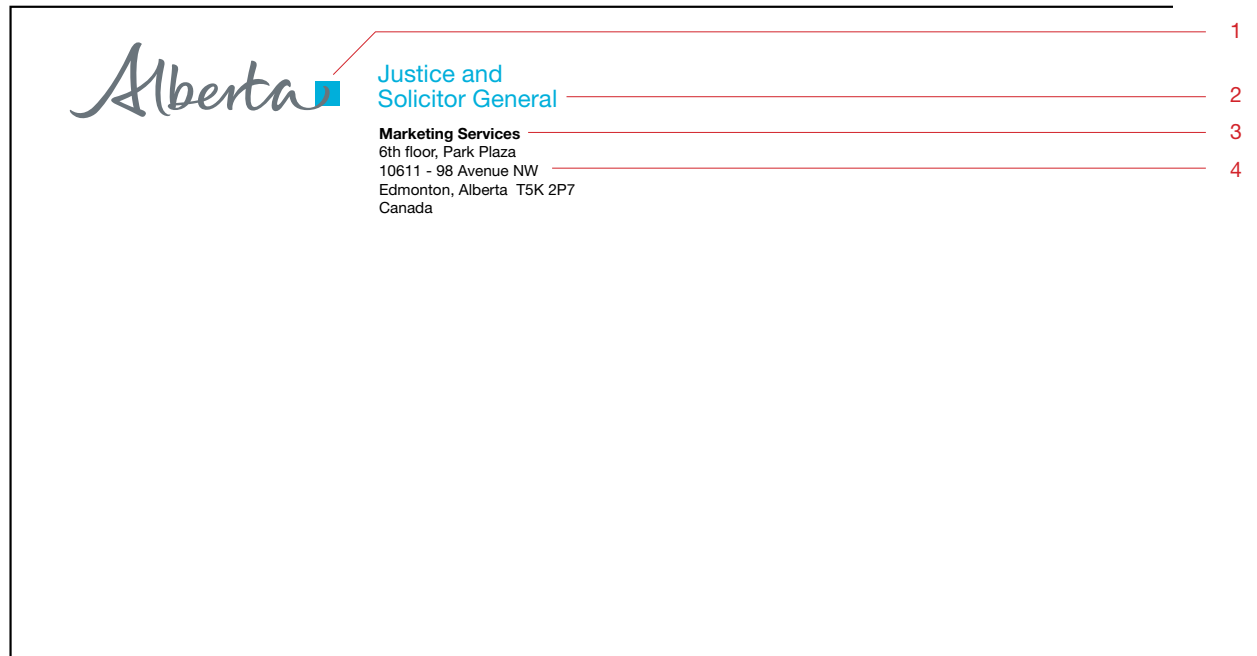
4.1.4.3.1

Envelope style guide

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

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

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



Common layout sizes:

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

Products

4.1.4.3.2

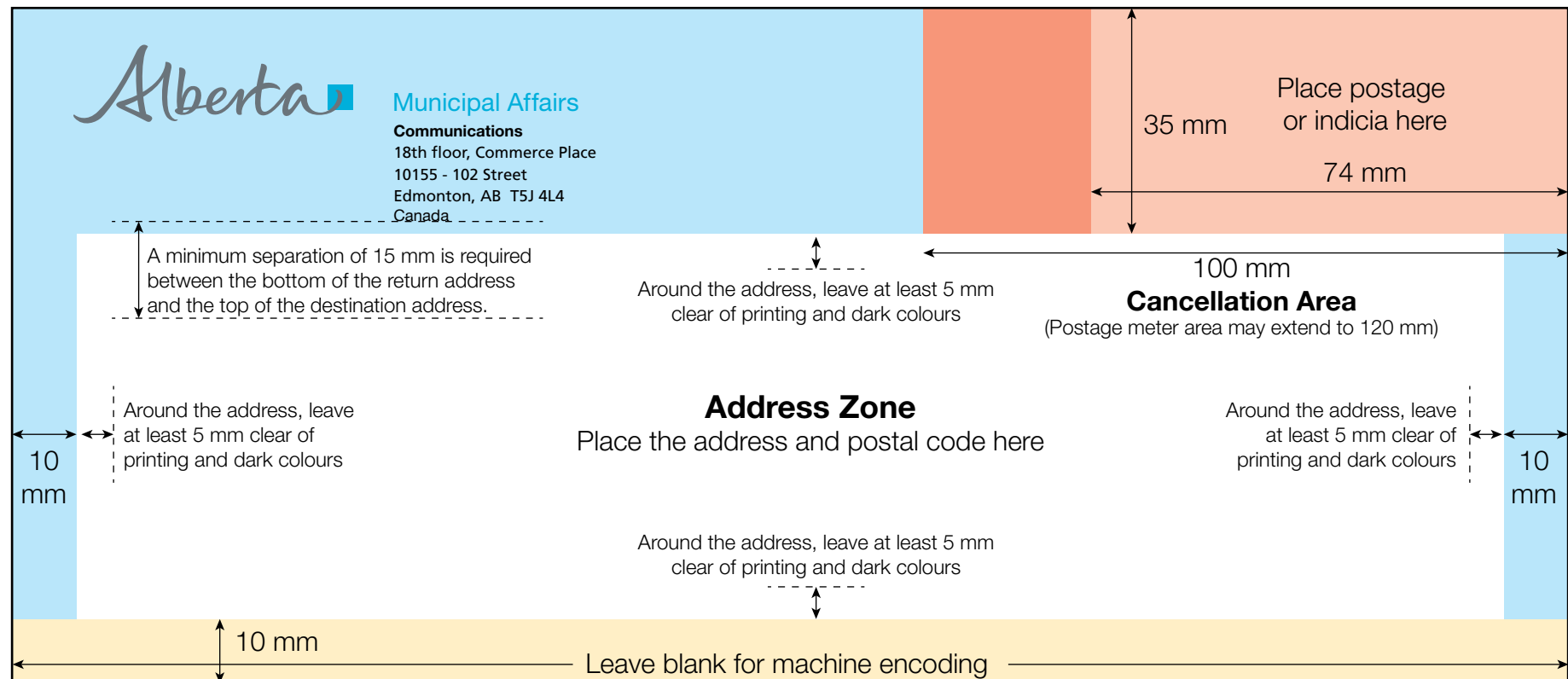
Envelope address specifications as per Canada Post

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

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

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

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



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

Products

4.2.0

Document/report classification

Determining the security classification for data and information is a collaborative process that involves multiple stakeholders. While the selection of a security classification is ultimately the responsibility of the information controller, determining the appropriate security classification should involve consultation with relevant stakeholders to assess the potential risks for individuals, governments and/or private sector institution in the event the integrity, availability, sensitivity or value of the data or information is compromised.

Security classification supports decision making regarding how data and information should be managed (e.g., storage, access permissions, etc.). In accordance with the [Data and Information Security Classification Standard](#) and the [Metadata – Core Content Standard](#), data and information security classification is mandatory and must be applied to all data and information in the custody and/or under the control of the Government of Alberta.

Security classification is determined by examining both the content of the data and information and the context in which the data and information exists.

The four classifications are as follows:

Classification: Public

Applies to data and information that, if compromised, **will not result in injury** to individuals, governments or to private sector institutions.

Classification: Protected A

Applies to data and information that, if compromised, could **cause injury** to an individual, organization or government.

Classification: Protected B

Applies to data and information that, if compromised, could **cause serious injury** to an individual, organization or government.

Classification: Protected C

Applies to data and information that, if compromised, could **cause extremely grave injury** to an individual, organization or government.

The preceding information contains excerpts from the [Data and Information Security Classification Standard Guide](#). For a full description and additional information, refer to the Guide.

Pre-formatted classifications are automatically added to GoA documents in programs such as MS Word, Excel and PowerPoint.

Some important points to remember regarding classifications:

- Data and information security classification is mandatory and must be applied to all data and information in the custody and/or under the control of the GoA.
- All documents published on Open Government must contain the classification information.
- If a document does not have a security classification on some or all of its pages (e.g., some types of documents with a “Public” security classification), the security classification must be captured in the electronic metadata.
- Letters, public facing posters and certificates do not require classification identification on the final product itself, but must be in the file's metadata.
- Additional information regarding metadata can be found at [Document properties metadata](#).
- For questions about applying security classification in specific instances (e.g., whether a document should be classified as Public or Protected B), please contact the appropriate [Senior Records Officer](#).

Products

4.2.1

Document/report templates

A selection of MS Word templates have been made available for Government of Alberta staff to download. These templates have been properly branded to follow the Government of Alberta visual identity.

Documents: cover pages

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

The template is available in MS Word so that Ministry staff can produce government-branded publications.

CPE designers do not use these templates and cannot provide Microsoft Word assistance or guidance.

Template tips

- Download this template at Publications templates
- It's easiest to use the template from the beginning instead of copy / pasting into it later. To copy text from a different Word document, it may be advisable to paste into Notepad first, then into the template. That way, existing and possible conflicting formatting won't carry over from the source document.
- One of the CPE designers can create a cover page graphic once the cover text has been finalized. To request a cover, visit [design request page](#) and use the standard Government of Alberta username and password to log in.
- The design team does not have the capacity to reformat documents created in MS Word. If the publication requires a professional graphic design approach (i.e. a lot of the content is not straightforward text and tables), please submit a design request so that one of the CPE designers can lay it out in InDesign.

Documents: inner pages

The Word version of the document template includes text and layout styles to help align the publications with the visual identity. You can customize the layout to suit your needs.

Sample template with optional page layouts and examples

The image displays six sample document templates arranged in a 2x3 grid. Each template shows a different layout and content structure:

- Top-left:** A cover page template with a large headline "Cover headline dent eos aliquo videne veris" and a sub-headline "Cover subhead quam videne quid enuptit quibus". It includes the Alberta logo and a classification of "Protected A".
- Top-middle:** A page with a "Required if applicable" section containing text about responsibility and a "Required" section with a table of contents.
- Top-right:** A page with a "Contents" section listing "Section heading level one", "Section heading level two", and "Heading level one" with corresponding page numbers.
- Bottom-left:** A page with a "Section heading level one" and "Section heading level two" section, followed by a "Heading level one (Style: Heading 1)" section and a table.
- Bottom-middle:** A page with a "Section heading level one" and "Section heading level two" section, followed by a "Heading level one (Style: Heading 1)" section and a table.
- Bottom-right:** A page with a "Section heading level one" and "Section heading level two" section, followed by a "Heading level one (Style: Heading 1)" section and a table.

Two-column layout

Products

4.2.2

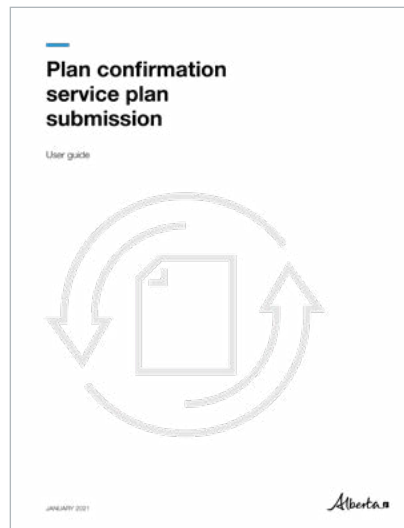
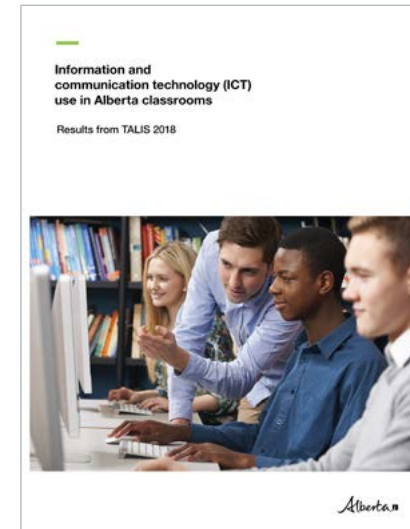
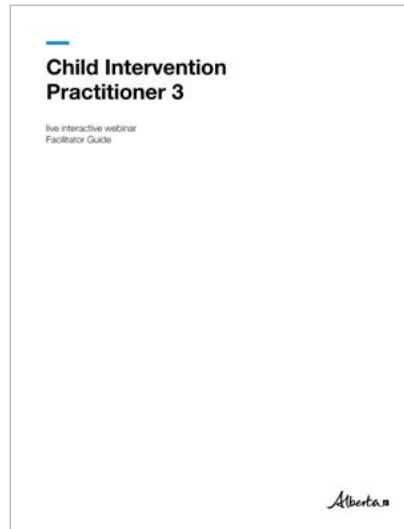
Document/report covers

Documents: cover pages

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

Template tips

- One of the CPE designers can create a cover page publications once the cover text has been finalized. To request a cover, visit [design request page](#) and use the standard Government of Alberta username and password to log in.



Products

4.3.1

Fact sheet

The fact sheet templates is available for download by government staff from the [Visual Identity website](#).

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

Fact sheet template files in MS Word are available for government staff to download from the [Publications templates website](#).

Section heading level one
Section heading level two

Heading level one (Style: Heading 1)
(Style: Normal) Hic sunt olores... (Text)

Heading level two (Style: Heading 2)
(Style: Normal) Tu efflu commutatum... (Text)

Heading level three (Style: Heading 3)
(Style: Normal) Hic sunt olores... (Text)

TABLE HEADING (STYLE: TABLE 1)
TABLE HEADING (STYLE: TABLE 1)
TABLE HEADING (STYLE: TABLE 1)

Item or performance	2016-17	2017-18	2018-19	2019-20
Conservation investment	123	206	673	454
Rx of Habitat	231	276	113	444
Disturbed and Invasive	361	232	763	144
Other non-core marine investment	801	452	801	214
Expenditure total	1511	1222	2313	1457

Call to action, corresponding url goes in this space (Style: Call to action)
Classification: Protected A



One column - first page


Heading level three (Style: Heading 3)
(Style: Normal) Hic sunt olores... (Text)

TABLE HEADING (STYLE: TABLE 1)
TABLE HEADING (STYLE: TABLE 1)
TABLE HEADING (STYLE: TABLE 1)


Item or performance	2016-17	2017-18	2018-19	2019-20
Conservation investment	123	206	673	454
Rx of Habitat	231	276	113	444
Disturbed and Invasive	361	232	763	144
Other non-core marine investment	801	452	801	214
Expenditure total	1511	1222	2313	1457

Heading level two (Style: Heading 2)
(Style: Normal) Tu efflu commutatum... (Text)

Heading level three (Style: Heading 3)
(Style: Normal) Hic sunt olores... (Text)



Call to action, corresponding url goes in this space (Style: Call to action)
Classification: Protected A



One column - second page

Section heading level one
Section heading level two

Heading level one (Style: Heading 1)
(Style: Normal) Hic sunt olores... (Text)

Heading level two (Style: Heading 2)
(Style: Normal) Tu efflu commutatum... (Text)

Heading level three (Style: Heading 3)
(Style: Normal) Hic sunt olores... (Text)

TABLE HEADING (STYLE: TABLE 1)
TABLE HEADING (STYLE: TABLE 1)
TABLE HEADING (STYLE: TABLE 1)

Item or performance	2016-17	2017-18	2018-19	2019-20
Conservation investment	123	206	673	454
Rx of Habitat	231	276	113	444
Disturbed and Invasive	361	232	763	144
Other non-core marine investment	801	452	801	214
Expenditure total	1511	1222	2313	1457

Heading level three (Style: Heading 3)
(Style: Normal) Hic sunt olores... (Text)

TABLE HEADING (STYLE: TABLE 1)
TABLE HEADING (STYLE: TABLE 1)
TABLE HEADING (STYLE: TABLE 1)

Item or performance	2016-17	2017-18	2018-19	2019-20
Conservation investment	123	206	673	454
Rx of Habitat	231	276	113	444
Disturbed and Invasive	361	232	763	144
Other non-core marine investment	801	452	801	214
Expenditure total	1511	1222	2313	1457

Call to action, corresponding url goes in this space (Style: Call to action)
Classification: Protected A



Two column - first page


Heading level three (Style: Heading 3)
(Style: Normal) Hic sunt olores... (Text)

TABLE HEADING (STYLE: TABLE 1)
TABLE HEADING (STYLE: TABLE 1)
TABLE HEADING (STYLE: TABLE 1)


Item or performance	2016-17	2017-18	2018-19	2019-20
Conservation investment	123	206	673	454
Rx of Habitat	231	276	113	444
Disturbed and Invasive	361	232	763	144
Other non-core marine investment	801	452	801	214
Expenditure total	1511	1222	2313	1457

Heading level two (Style: Heading 2)
(Style: Normal) Tu efflu commutatum... (Text)

Heading level three (Style: Heading 3)
(Style: Normal) Hic sunt olores... (Text)



Call to action, corresponding url goes in this space (Style: Call to action)
Classification: Protected A



Two column - second page

Products

4.4.1

FAQ sheet

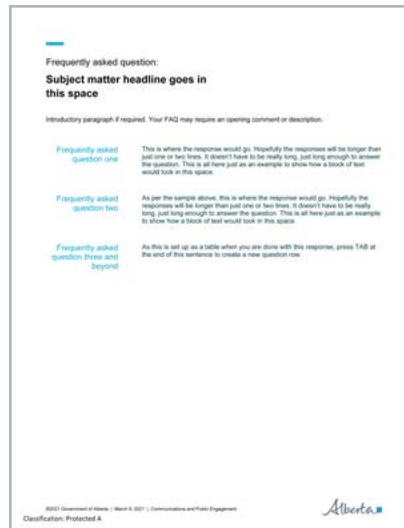
FAQ sheets

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

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

Template tips

- Download this template from the [Publications templates](#) website
- It's easiest to use the template from the beginning instead of copy / pasting into it later. To copy text from a different Word document, it may be advisable to paste into Notepad first, then into the template. That way, existing and possible conflicting formatting won't carry over from the source document
- The CPE design team does not have the capacity to reformat documents created in MS Word. If the publication requires a professional graphic design approach (i.e. a lot of the content is not straightforward text and tables), please submit a design request so that one of the CPE designers can lay it out in InDesign.



Products

4.6.1

PowerPoint presentation

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

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

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

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

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

Pasture template options and examples

The following table is an example of a 'Sample table' slide from the presentation:

	Energy	Environment	Education	Government
January	68.2	62.5	86.1	62.0
February	48.8	43.9	62.2	66.3
March	45.6	62.5	68.8	72.6
April	62.3	45.2	62.4	36.5
May	48.5	25.9	27.6	19.9
June	62.2	57.6	48.2	62.0

Products

4.7

Signage: overview

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

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

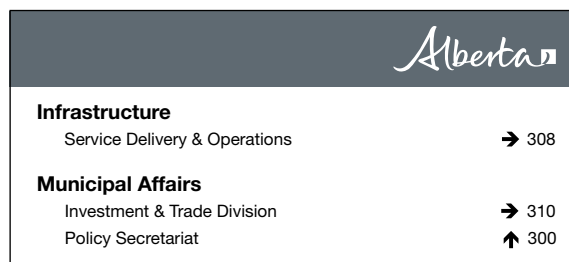
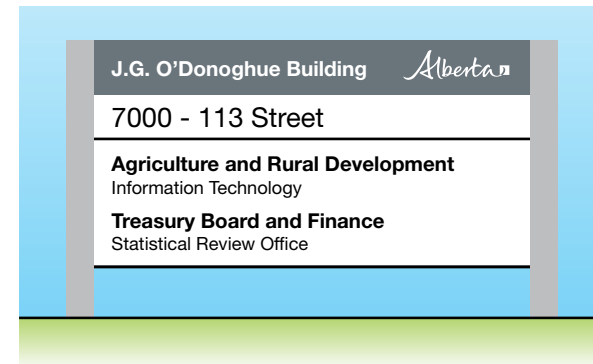
Artwork for signage can be requested by submitting a design request to: [CPE Service Desk](#)



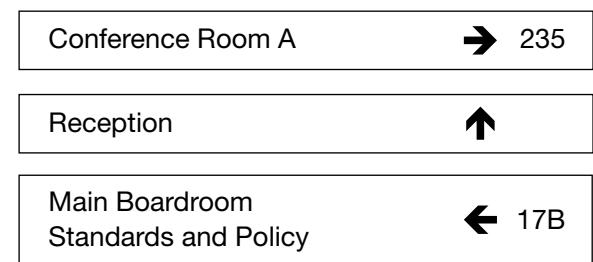
Capital Project highway/construction sign and decal - starting on page 4.7.2



Exterior building signs - starting on page 4.7.3



Interior building and wayfinding signs - starting on page 4.7.4



Products

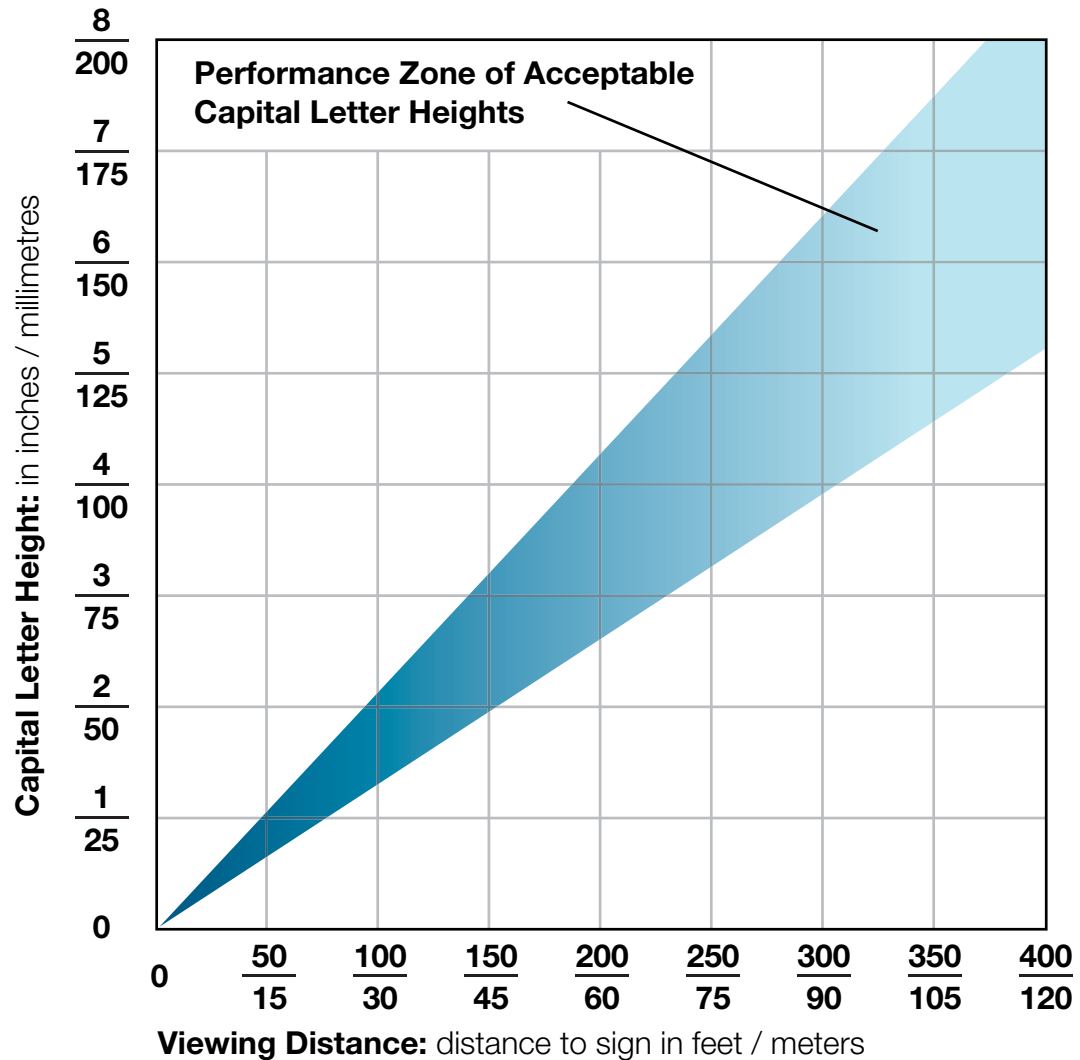
4.7.1

Building signage: acceptable letter heights

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

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

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



Products

4.7.2

Capital project signage

Overview

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

Capital project signs are not meant to replace standard transportation and construction signage such as speed limits, detour information, or other warning or notification signs.

Design

The current standard for capital project signage reflects Alberta's Recovery Plan initiative.

Clarity and consistency are essential to effective communication with Albertans. For this reason, all new signage will be based on the templates contained in this guide. Government of Alberta staff may submit a sign request for final artwork.

For projects where the construction project contractor is responsible for the creation of the artwork, an Adobe Illustrator file is available to sign companies by contacting visual@gov.ab.ca

For more detailed information, consult the [Capital project identification signage](#) document.



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



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

Products

4.7.3

Exterior signage

Overview

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

A few examples of signs on pages:

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

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

J.G. O'Donoghue Building



Exterior sign header

7000 - 113 Street

Exterior street address designation

Agriculture and Forestry
Information Technology

Treasury Board and Finance
Statistical Review Office

Sign body content

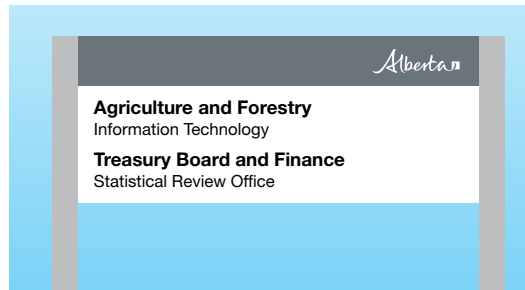
Products

4.7.3.1.1

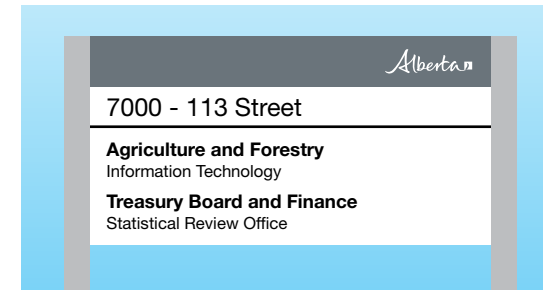
Exterior signage

Overview

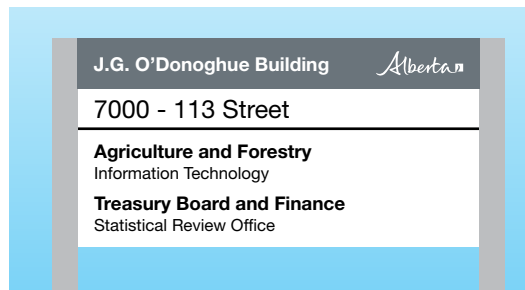
Where there is an existing process in place for formatting signage when identifying occupants of the building, that format takes precedence over the signage outlined in this manual.



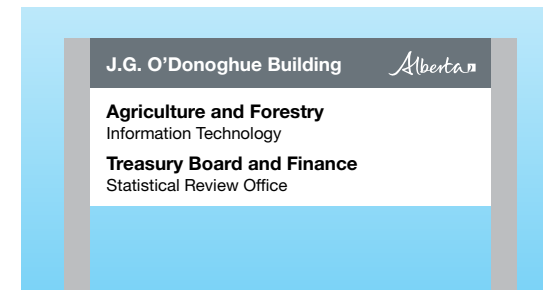
4.7.3.2.1 Alberta signature



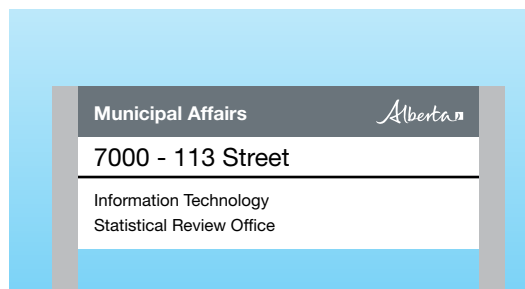
4.7.3.2.2 Alberta signature with address



4.7.3.2.3 Building name with Alberta signature and address



4.7.3.2.4 Building name with Alberta signature



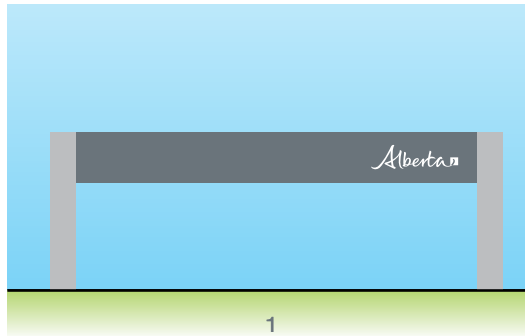
4.7.3.2.5 Ministry title with Alberta signature

Products

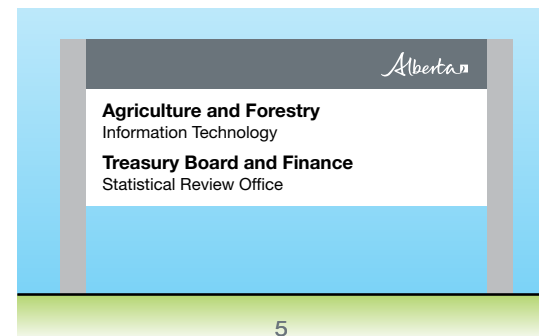
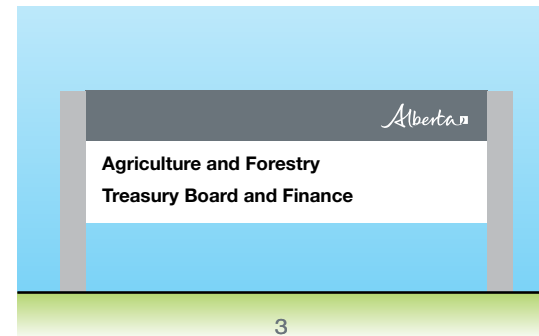
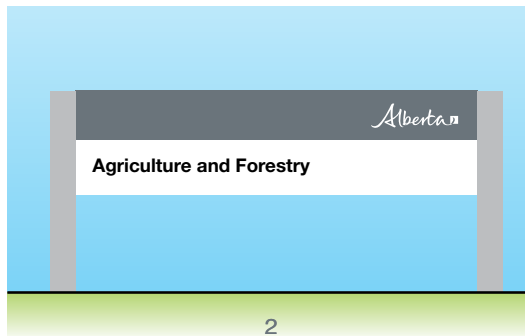
4.7.3.2.1

Exterior signage: Alberta signature only in header

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



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

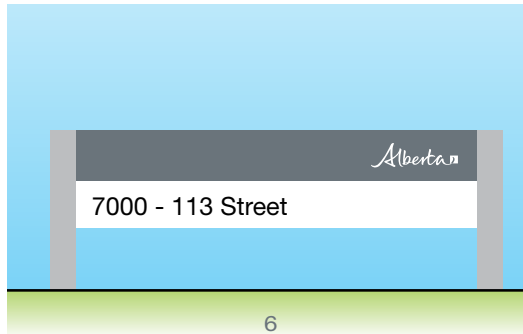


Products

4.7.3.2.2

Exterior signage: Alberta signature with address

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



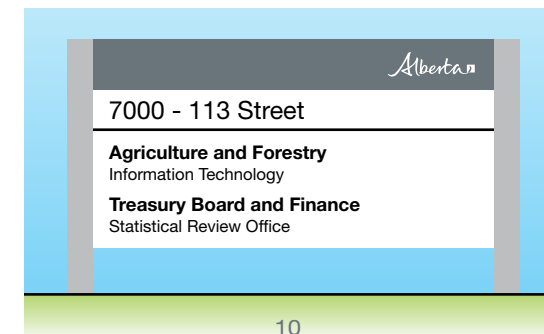
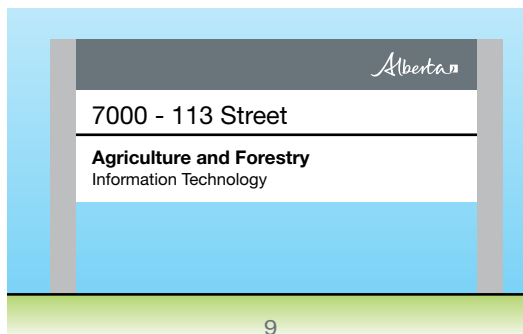
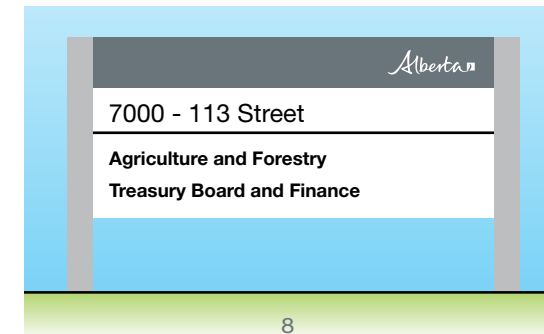
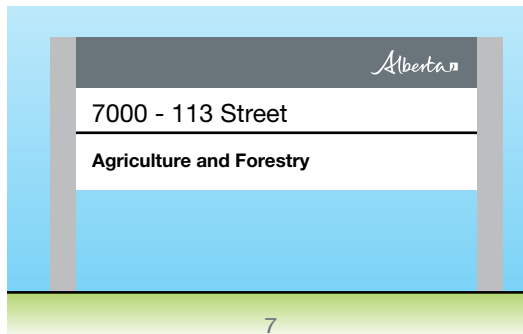
6. Alberta signature with address sign; no text in the header, horizontal layout for the signature

7. Individual ministry title

8. Multiple ministry titles

9. Individual ministry title with branch(s)

10. Multiple ministry titles with branch(s)

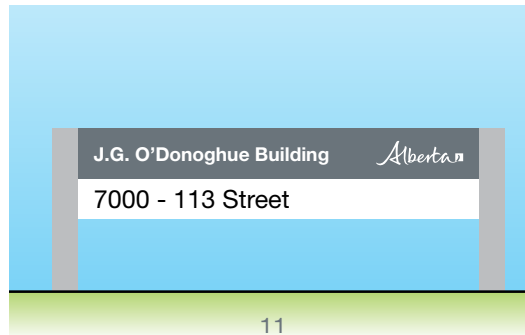


Products

4.7.3.2.3

Exterior signage: building name, Alberta signature with address

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



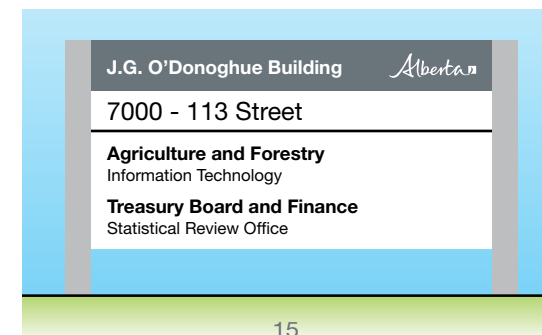
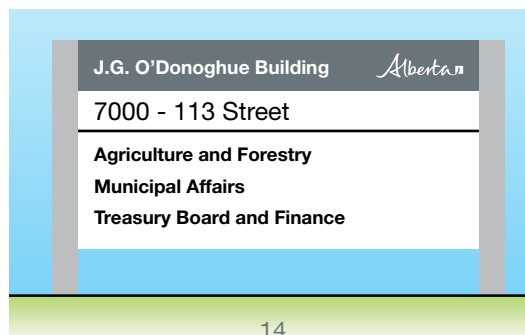
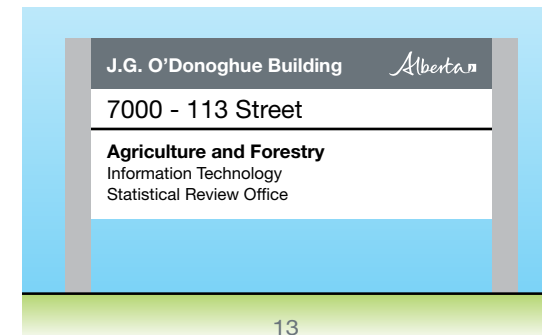
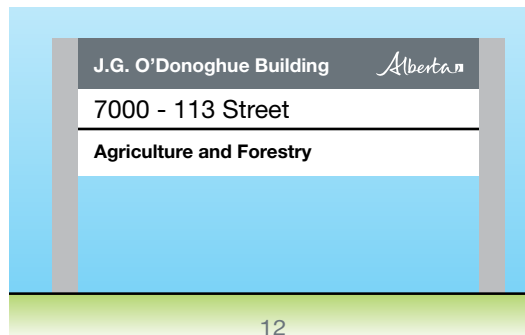
11. Building name with Alberta signature with address sign; vertical layout for the signature

12. Individual ministry title

13. Multiple ministry titles

14. Individual ministry title with branch(s)

15. Multiple ministry titles with branch(s)

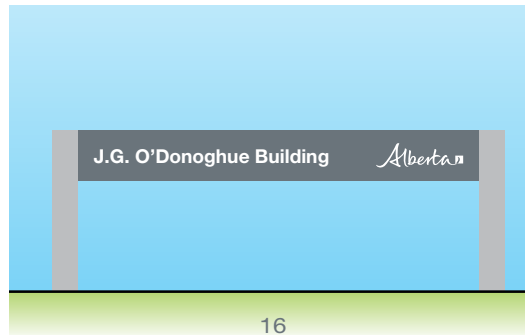


Products

4.7.3.2.4

Exterior signage: building name with Alberta signature

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



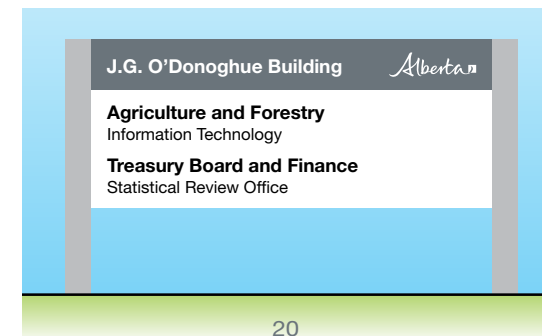
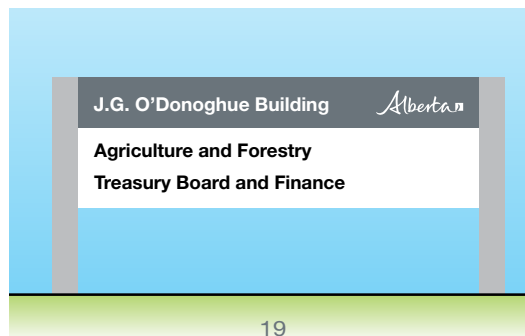
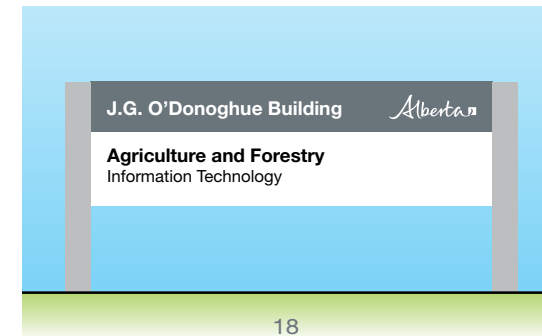
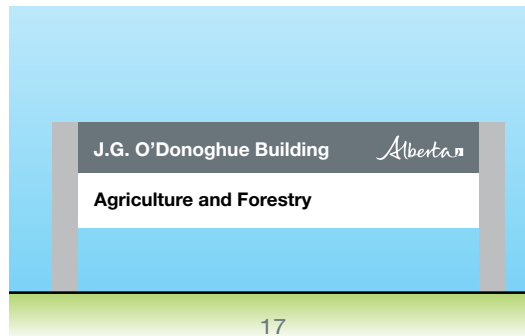
16. Building name with Alberta signature sign, no address; vertical layout for the signature

17. Individual ministry title

18. Multiple ministry titles

19. Individual ministry title with branch(s)

20. Multiple ministry titles with branch(s)

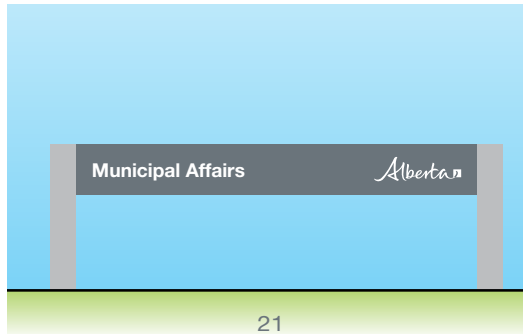


Products

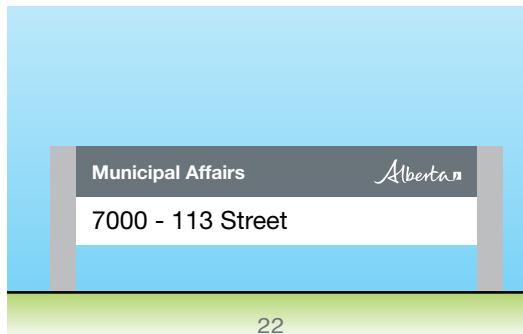
4.7.3.2.5

Exterior signage: ministry title with Alberta signature

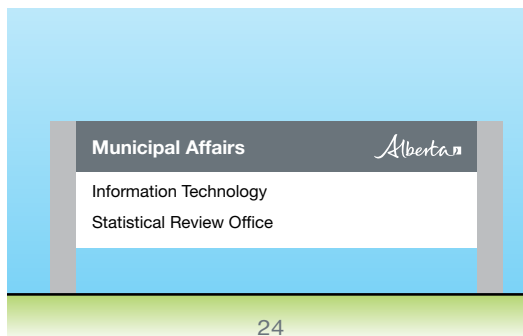
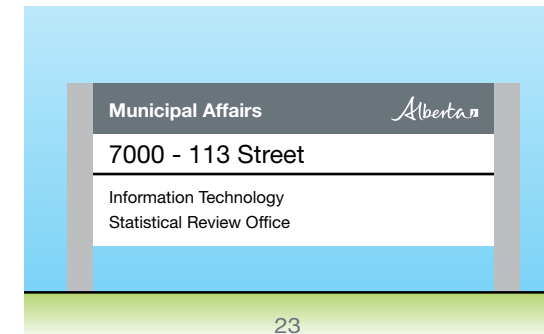
Optimum viewing distance = 250 feet (75m) or less



21. Ministry title with Alberta signature sign, no address; vertical layout for the signature
 - Two ministry titles never appear in the top grey bar
 - Two lines are used only when the ministry title is too long



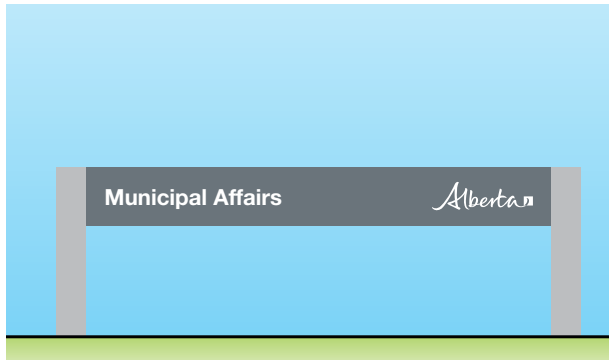
22. With address
23. Individual or multiple branches
24. Individual or multiple branch(s); no address



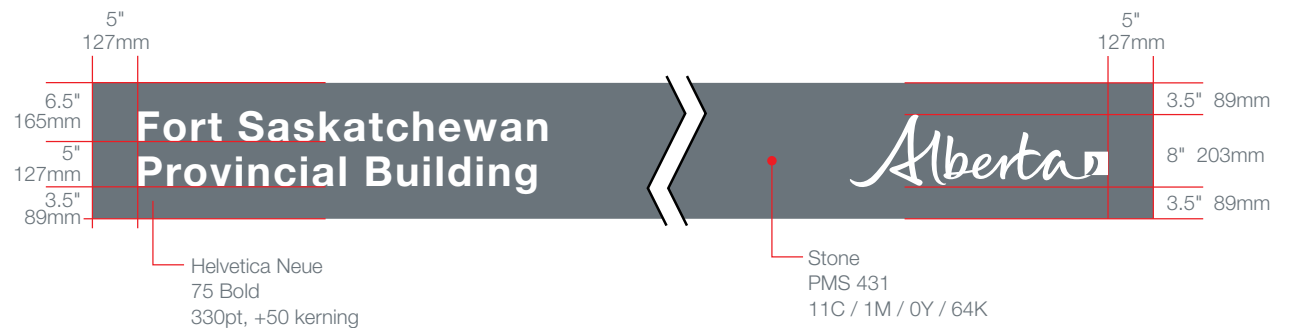
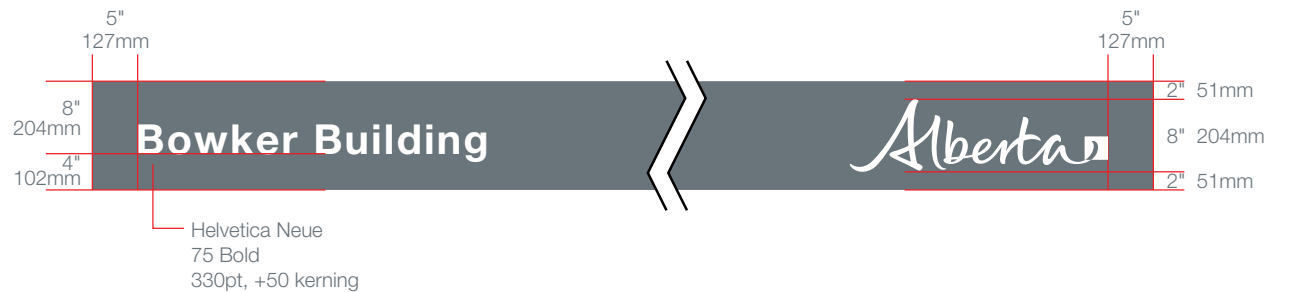
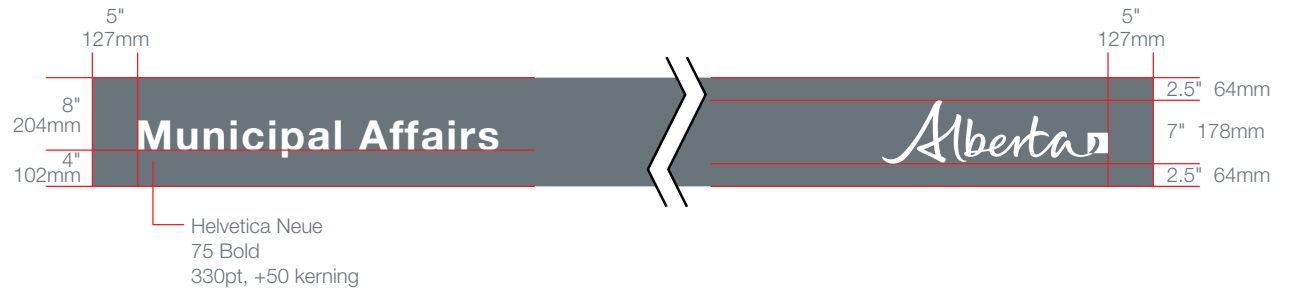
Products

4.7.3.2.6

Exterior signage: header specifications



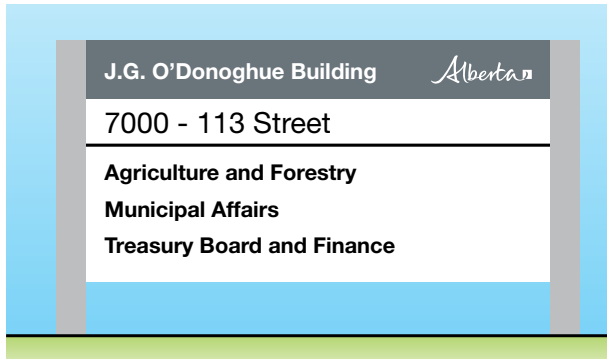
Optimum viewing distance = 250 feet (75m) or less



Products

4.7.3.2.7

Exterior signage: address and ministries specifications



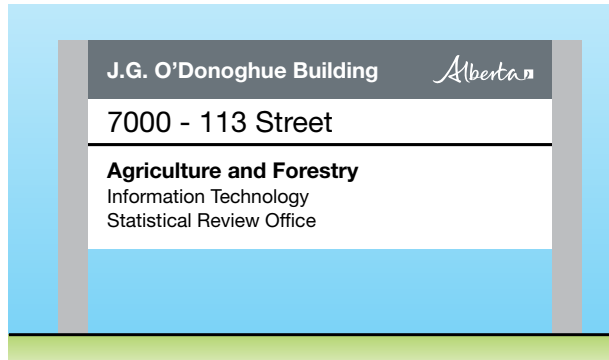
Optimum viewing distance = 250 feet (75m) or less



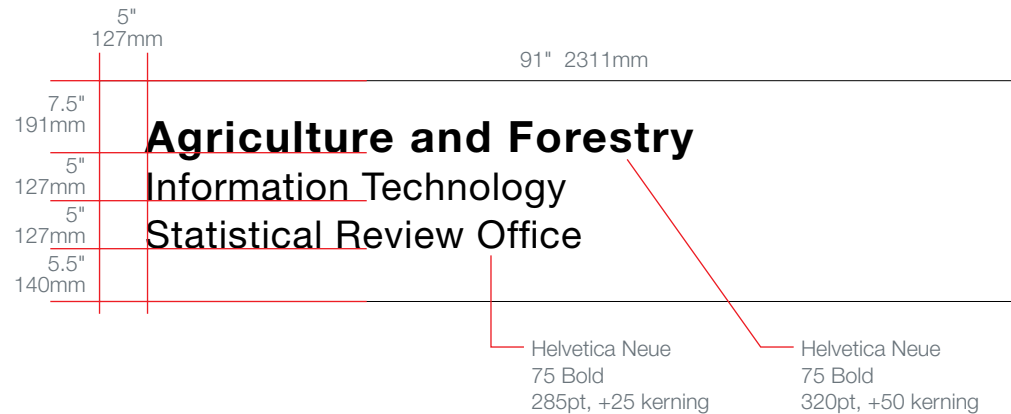
Products

4.7.3.2.8

Exterior signage: branches and ministry with branches specifications



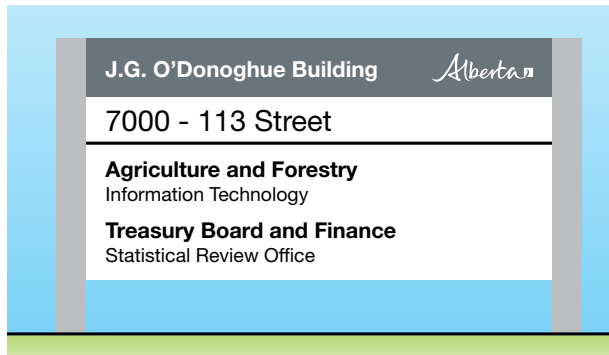
Optimum viewing distance = 250 feet (75m) or less



Products

4.7.3.2.9

Exterior signage: multiple ministries with branches specifications



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



Products

4.7.4

Interior signage

Overview

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

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

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

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

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

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

Multiple ministries

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

Individual ministry

Products

4.7.4.1

Interior signage: lobby specifications

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

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

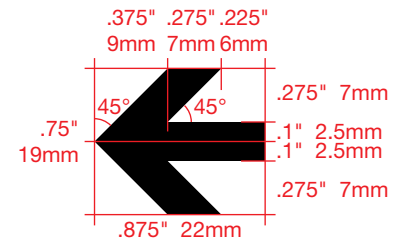
Width: 24-36" 610-915mm

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

Helvetica Neue 55 Roman
60 point

Helvetica Neue 75 Bold
72 point

Helvetica Neue 55 Roman
60 point



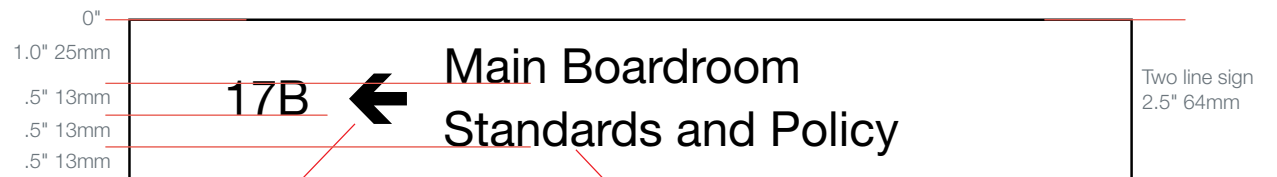
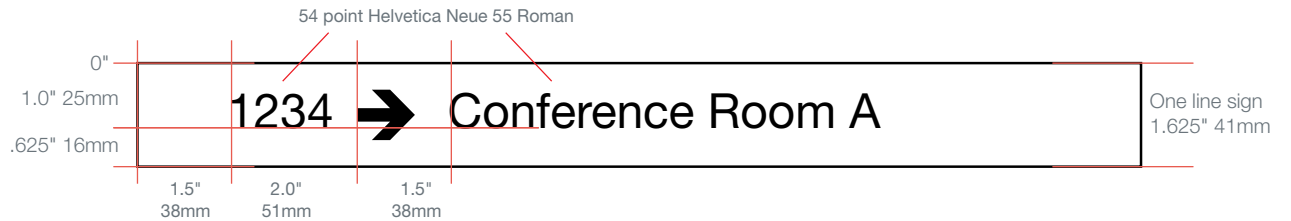
Products

4.7.4.2

Interior signage: wayfinding/room designation

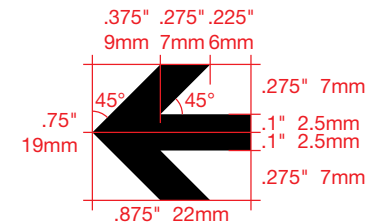
Interior directory panel:
Optimum viewing distance = 15 – 30 feet (5 – 10 m) or less

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



Directional arrows and other symbols are centred vertically on panels

54 point Helvetica Neue 55 Roman



Products

4.8.1

Note pads

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

1. Individual name:

- Only abbreviated titles that denote a qualification such as Dr. or Col. should be used.

2. Position/title:

- Specific job title or position of individual.

3. Department:

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

4. Division:

- Position of branch, program or division title.

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
- 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

6. Contact information:

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

The image shows two examples of 'Quick memo' forms. The left form is from 'Alberta Culture and Tourism' and the right form is from 'Alberta Municipal Affairs'. Red lines with numbers 1 through 6 point to various elements of the forms that correspond to the style guide rules listed on the left.

Form 1 (Left):

- 1. Points to the 'From:' field containing 'Warren Stanlake'.
- 2. Points to the 'Subject:' field.
- 3. Points to the 'Quick memo' title.
- 4. Points to the department name 'Customer Relations Internal Division'.
- 5. Points to the contact information at the bottom: '12563 Argus Street Edmonton, Alberta T5R 5E3 Canada Tel 780-427-8541 Fax 780-422-8541 Cell 780-555-8563'.

Form 2 (Right):

- 1. Points to the 'From the Desk of' field containing 'Peter Snell'.
- 2. Points to the position 'Senior Buyer Acquisition Services'.
- 3. Points to the 'Quick memo' title.
- 4. Points to the department name 'Municipal Affairs'.
- 5. Points to the contact information at the bottom: '12345 - 125 Street NW Edmonton, Alberta T5R 6T7 Canada Tel 780-555-9658 Fax 780-422-9633 AB Toll Free 310-0000'.

Products

4.8.2

Note pads optional sizes

Alberta Infrastructure Quick memo

**International Housing
Tourist Facilities**
From: **Warren Startlake**
Customer Relations
Internal Division

To: _____ Date: _____

Subject: _____

For your information/attention For approval/signature
 Please reply on my behalf Please draft reply to: _____
 Your comments/recommendations _____
 Please take any action necessary Please investigate and report
 Note and forward to: _____ Please reply directly
 Please discuss with me _____ Returned as requested
 Please file _____

Comments:

12563 Angus Street
Edmonton, Alberta T5R 6E3 Canada
Tel 780-427-8541 Fax 780-422-8541 Cell 780-555-8563

Message Pad : 5.5" x 8.5"

Alberta Municipal Affairs From the Desk of

Peter Snell
Senior Buyer
Acquisition Services

12546 - 135 Street NW
Edmonton, Alberta T5A 6T7 Canada
Tel 780-555-9608 Fax 780-422-9633 AB Toll Free 310-0000

Quick Memo Tick Box Pad : 5.5" x 8.5"

Alberta

Alberta Scratch Pad : 5.5" x 8.5"

Alberta Corporate Human Resources Quick memo

**Recognition and Awards
Red Deer Office**
From: **Doreen Chesters**
Senior Manager
Field Office

To: _____ Date: _____

Subject: _____

For your information/attention For approval/signature
 Please reply on my behalf Please draft reply to: _____
 Your comments/recommendations _____
 Please take any action necessary Please investigate and report
 Note and forward to: _____ Please reply directly
 Please discuss with me _____ Returned as requested
 Please file _____

Comments:

194 Morrison Street
Red Deer, Alberta T5Y 7C7 Canada
Tel 780-427-5586 Fax 780-422-9831 Toll Free 310-0000

Message Pad : 4" x 6"

Alberta Jobs, Economy and Innovation From the Desk of

Peter Snell
Office Manager
Acquisitions Branch

12548 - 114 Avenue NW
Edmonton, Alberta T5E 4R5 Canada
Tel 780-427-8521 Fax 780-420-8521 alberta.ca

Quick Memo Tick Box Pad : 4" x 6"

Alberta

Alberta Scratch Pad : 4" x 6"

Products

4.9.1

Mailing labels

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

Individual names should not be used on mailing labels.

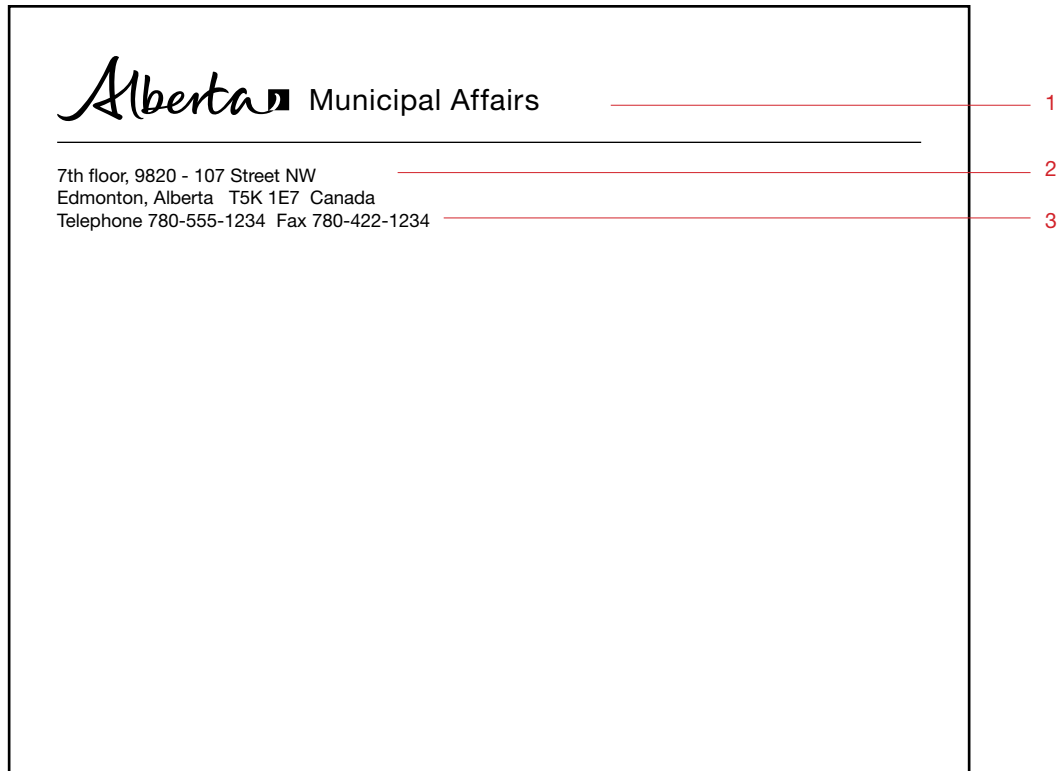
1. The Alberta signature with ministry identifiers: The signature should be used with the Ministry title only as outlined in this manual.

2. Address:

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

3. Contact information:

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



Mailing Label: 5" x 4"

Products

4.9.2

Mailing label specifications

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

Individual names should not be used on mailing labels.

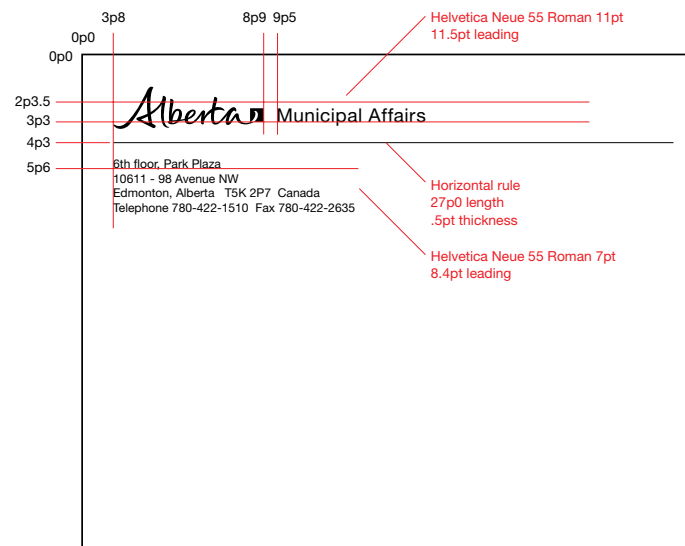
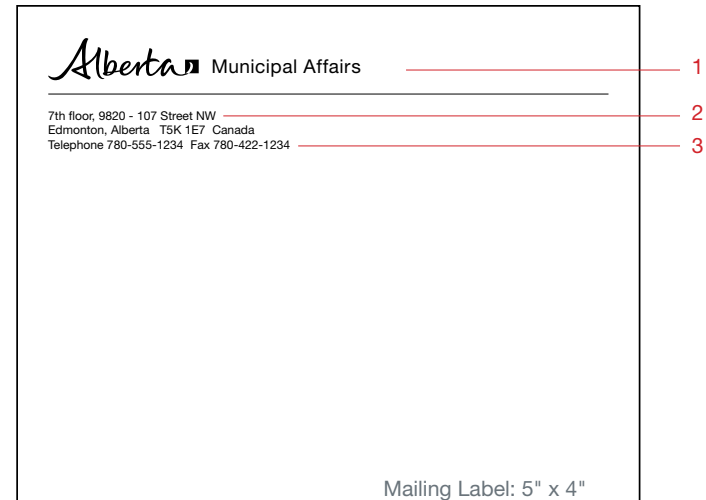
1. The Alberta signature with ministry identifiers: The signature should be used with the Ministry title only as outlined in this manual.

2. Address:

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

3. Contact information:

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



Products

4.10

Forms heading: printed and online forms

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

Printed forms


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

Online forms

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

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

Sample form



Notification of Business Address Change

Alberta Health Care Insurance Plan

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

Important: Alberta Health must be notified when you move

Business Address Change

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

Practitioner Information

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

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

New Business Mailing Address

Effective Date: Street Number, Street Name:

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

Business Phone: Business Fax:

Comments:

Declaration

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

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

Authorized Signature:

Date (yyyy-mm-dd) Printed Name Signature

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

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Products

4.11.1

Certificates with Alberta signature

A variety of certificates templates have been developed in MS Word for various department needs.

The MS Word certificate templates can be requested by submitting a [design request](#).

Certificate notes

- Certificates signed by the Premier or Ministry may use the coat of arms as shown on the following page. All other levels must use this version with the Alberta signature
- All certificate templates are available in MS Word format. The title, signature (or coat of arms) and bar along the bottom are locked in place
- The content of the certificate may be edited as required
- All certificates are available in one of the four primary colours: sky, pasture, dusk and sunset
- Standard certificates are Recognition and Appreciation
- Custom certificates can be created upon request by submitting a [design request](#).

Premier Scrolls

In addition, at the request of Executive Council, a process was developed for ministries to obtain letters signed by the Premier in recognition of Alberta public service employees that have attained 25 years or more service OR for 20 years or more service when retiring.

A scroll from the Premier acknowledging a birthday, anniversary or retirement may be request from the [Premier's website](#).



Custom certificate example

Products

4.11.2

Certificates with Coat of Arms

A variety of certificates templates have been developed in MS Word for various department needs.

The MS Word certificate templates can be requested by submitting a [design request](#).

Certificate notes

- Certificates signed by the Premier or Ministry may use the coat of arms as shown on this page. All other levels must use the versions with the Alberta signature as shown on the previous page
- All certificate templates are available in MS Word format. The title, signature (or coat of arms) and bar along the bottom are locked in place
- The content of the certificate may be edited as required
- All certificates are available in one of the four primary colours: sky, pasture, dusk and sunset
- Standard certificates are Recognition and Appreciation
- Custom certificates can be created upon request by submitting a [design request](#).

Premier Scrolls

In addition, at the request of Executive Council, a process was developed for ministries to obtain letters signed by the Premier in recognition of Alberta public service employees that have attained 25 years or more service OR for 20 years or more service when retiring.

A scroll from the Premier acknowledging a birthday, anniversary or retirement may be request from the [Premier's website](#).



Products

4.12.1

Alberta seals

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

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

The Coat of Arms seal

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



Coat of Arms province seal

The Alberta government and signature seal

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

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



Alberta signature seal



Alberta Government seal

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture, Multiculturalism and Status of Women under the *Emblems of Alberta Act*.

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

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

Products

4.12.2

Alberta seal reproduction options: custom printing and embossing

Reproduction options

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

Custom printing

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

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

Embossed seals

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

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

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture, Multiculturalism and Status of Women 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.

Custom printing examples



Embossed examples



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

Products

4.12.3

Alberta seal reproduction options: printing on existing seals

Reproduction options

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

Printing on existing seals

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

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

Printing black ink on examples of gold and silver foil



Printing examples on burgundy/red seals



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

Products

4.12.4

Alberta seal reproduction options: direct printing and/or embossing

Reproduction options

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

Direct printing and/or embossing

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

Printing

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

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

Blind embossing

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

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

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture, Multiculturalism and Status of Women 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.

Printing and embossing



Blind embossing



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

Products

4.12.5

Alberta seal artwork files

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

Embossed artwork

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

Artwork may be resized for a pre-existing seal.

Custom printing artwork



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

Imprinting artwork



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

Embossing artwork



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

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture, Multiculturalism and Status of Women under the *Emblems of Alberta Act*.

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

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

Products

4.13

Email footers: Alberta signature

An email 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 email 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 email footer has been created to include the Alberta signature which contains an active hyperlink that links to the main government web site.

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

The email footers with instructions on how to apply them are available for government staff to download at: alberta.ca/standards-and-reference-documents

Ministry specific signatures cannot be used in email footers as they are for internal use only.

Warren Stanlake (him/he)
Family Health Consultant, Alberta Health
Social Programs and Assistance Branch
Government of Alberta



Warren Stanlake
Family Health Consultant, Alberta Health
Social Programs and Assistance Branch
Government of Alberta

4th floor, Commerce Place
10505 Jasper Avenue NW
Edmonton, AB T5K 8R9

Tel 780-427-4545
Cell 780-454-5454
Fax 780-422-4545
Warren.Stanlake@gov.ab.ca



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Government of Alberta

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Cell 780-454-5454
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Government of Alberta

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La santé familiale Consultant, Santé Alberta
Programmes sociaux et Service d'assistance
Gouvernement de l'Alberta

Products

4.16.1

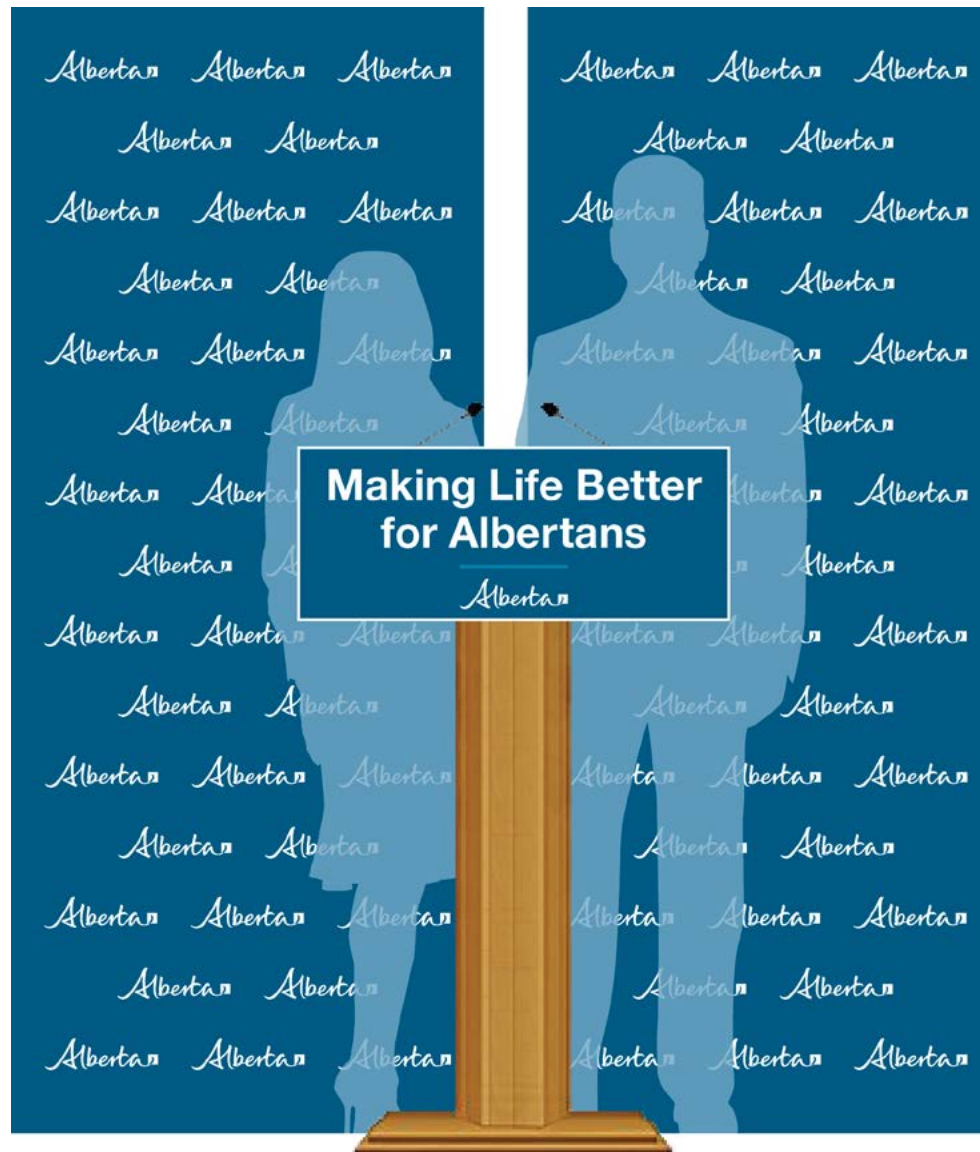
Pop-up banners

Pop-up banners and lectern signs create visual consistency across various announcements and events. Many ministries Communications offices have been provided banners and signs and offices without signs may borrow from locations in Edmonton and Calgary. Each team is responsible for the proper care and handling of these materials and for keeping track of their whereabouts.

Care and handling

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

- Keep lectern signs in their protective folders as they are easily chipped 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. Plus, the banner stand is not designed to withstand strong breezes
- 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 lectern signs is lost or badly damaged, please contact visual@gov.ab.ca to request a replacement.



Products

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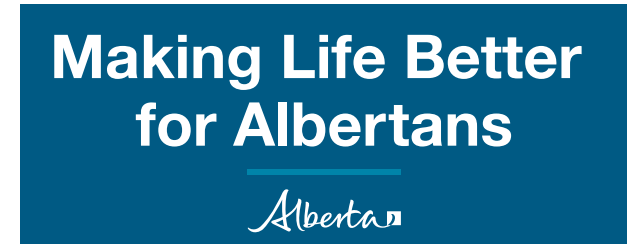
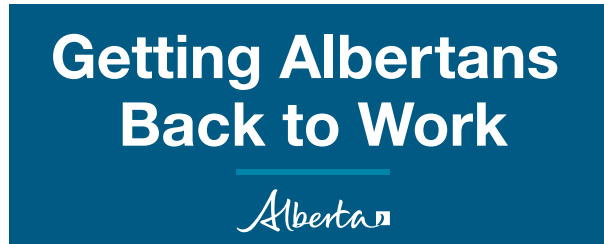
Lectern signs

A variety of standard Government approved lectern signs are available for media events:

- Alberta signature
- Getting Albertans Back to Work
- Making Life Better for Albertans
- Open for Business
- Standing up for Alberta

For ministries that do not have these signs, arrangements for borrowing these signs can be done through your ministries Communications office.

There are times when custom or program specific signs may be required. For those signs a [design request](#) may be submitted AFTER the sign has been approved for use by the Planning and Events team.



Products

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Vehicle identification

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

Colour

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

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

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

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

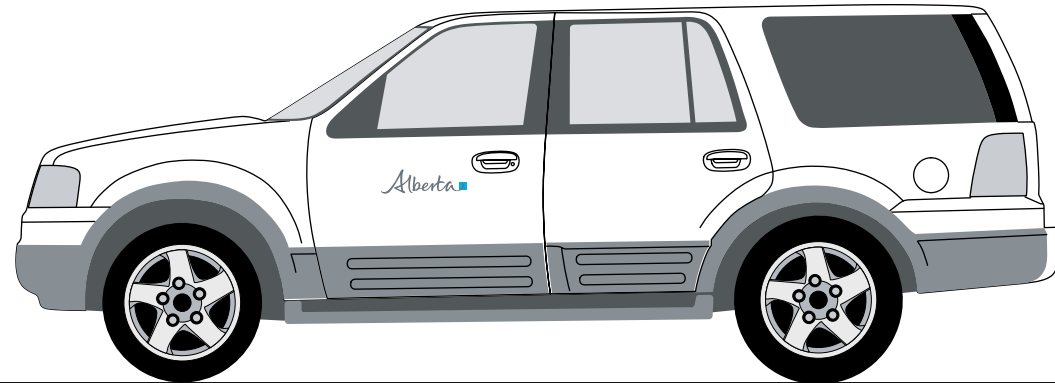
Size

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

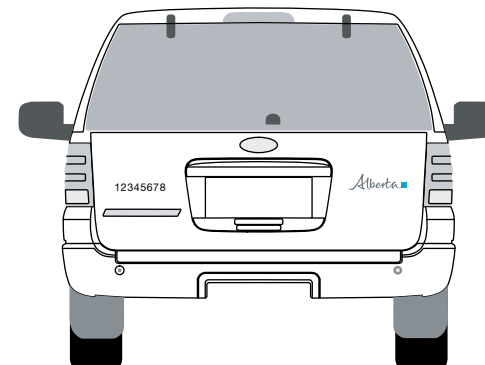
As a general guideline:

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

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



Side

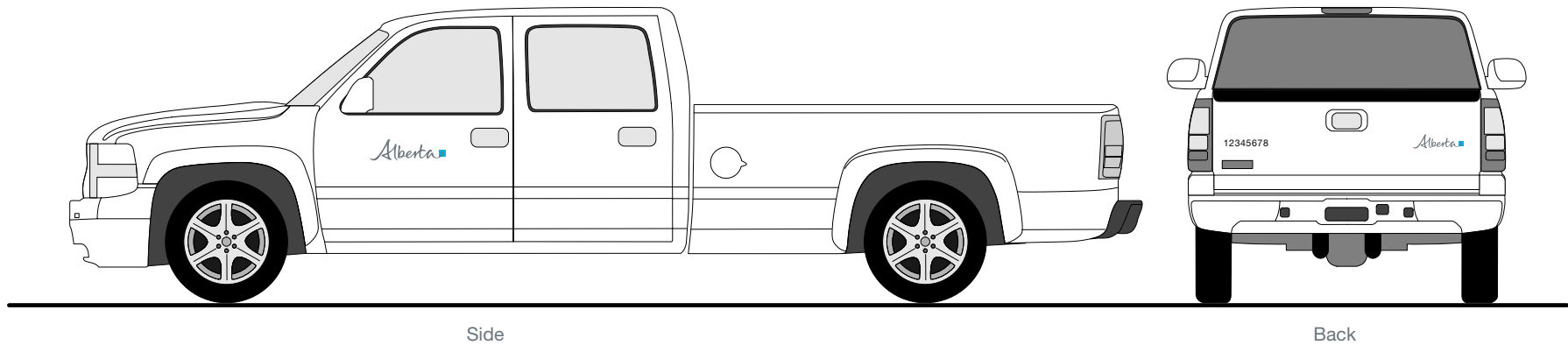
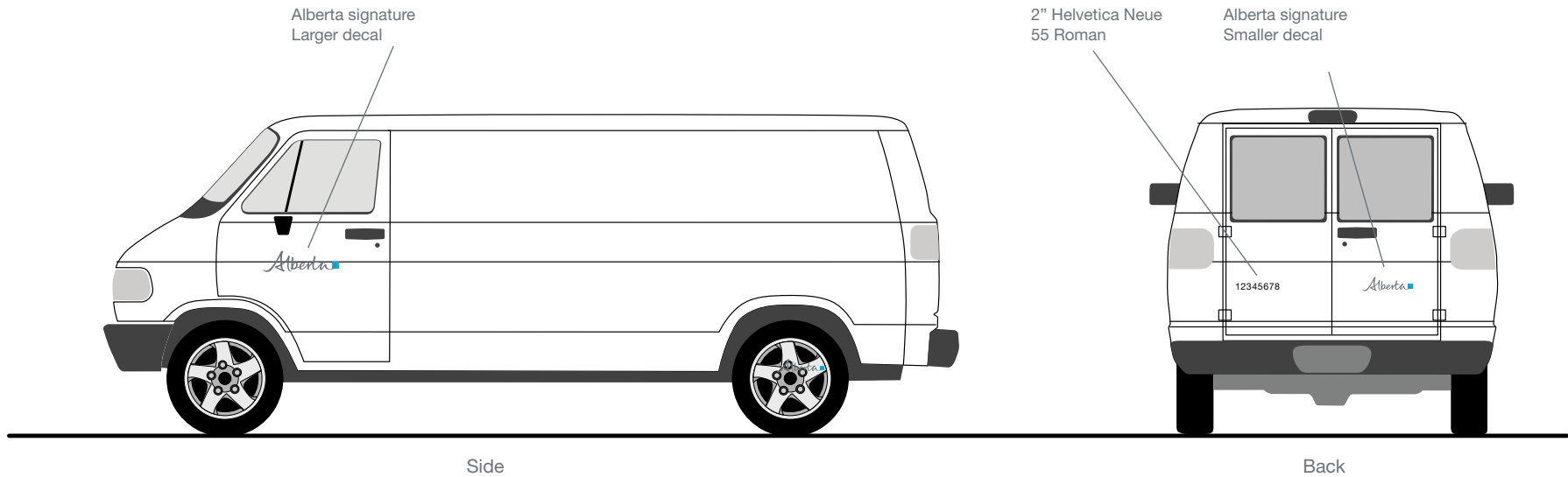


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Vehicles: standard



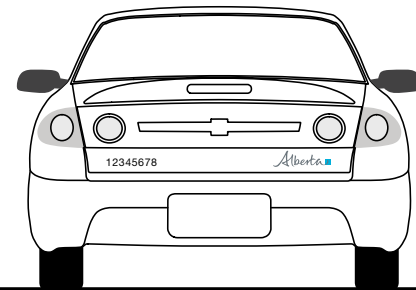
Products

4.18.3

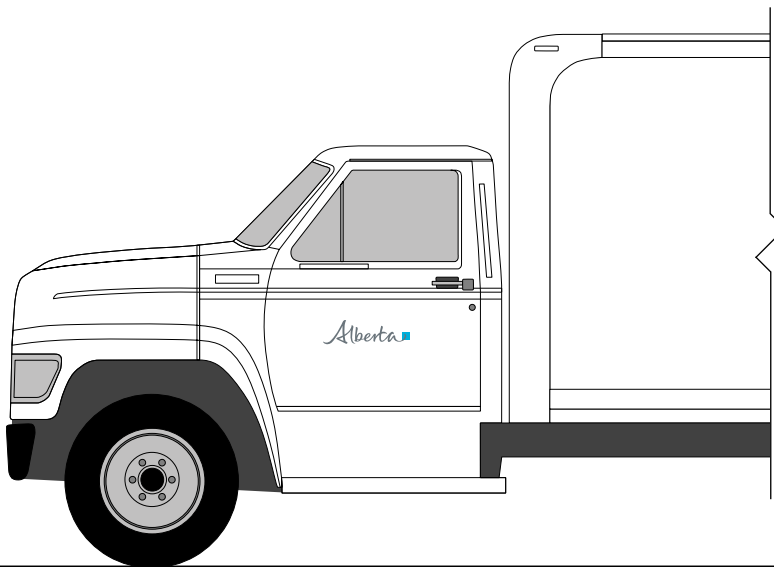
Vehicles: standard



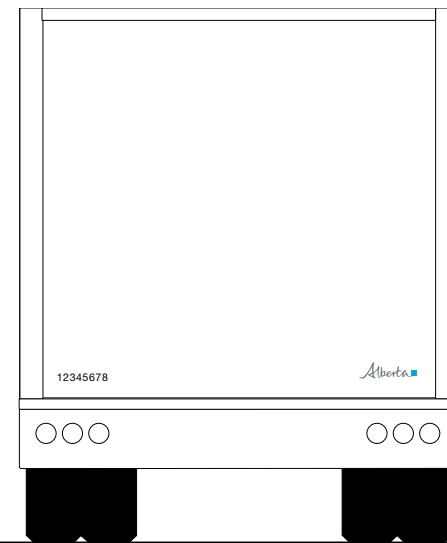
Side



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Side



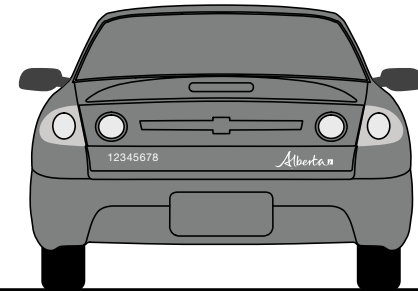
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Vehicles: standard - dark



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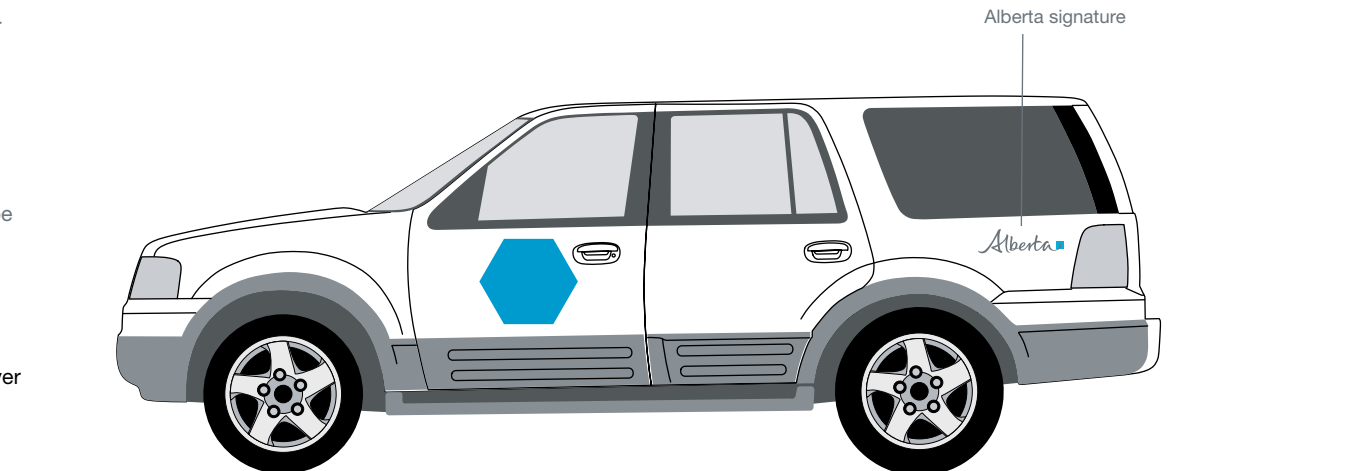
Vehicles: specialized or additional logo on light vehicles

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

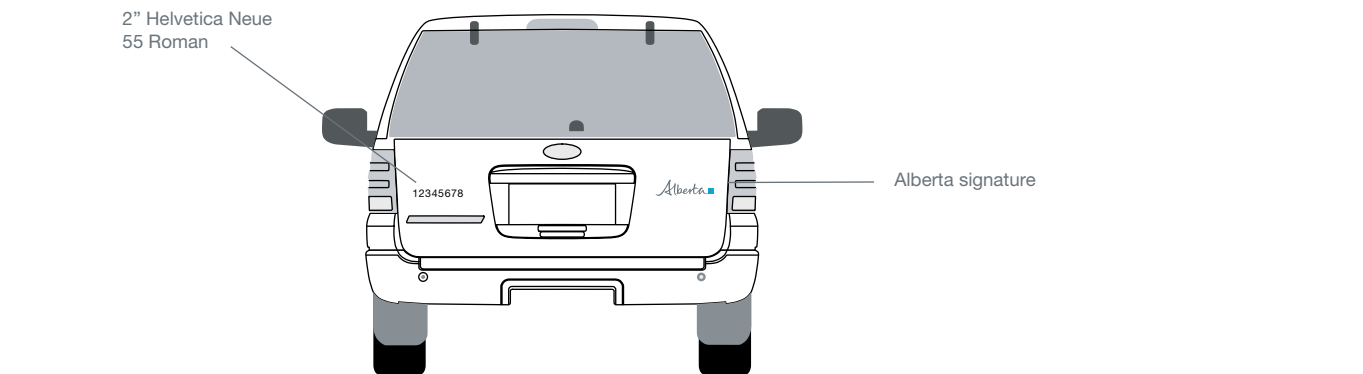
The proposed use of any special graphic treatments on the surface of government vehicles must be reviewed by the Communications and Public Engagement. Proposals may be submitted to visual@gov.ab.ca.

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

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



Side

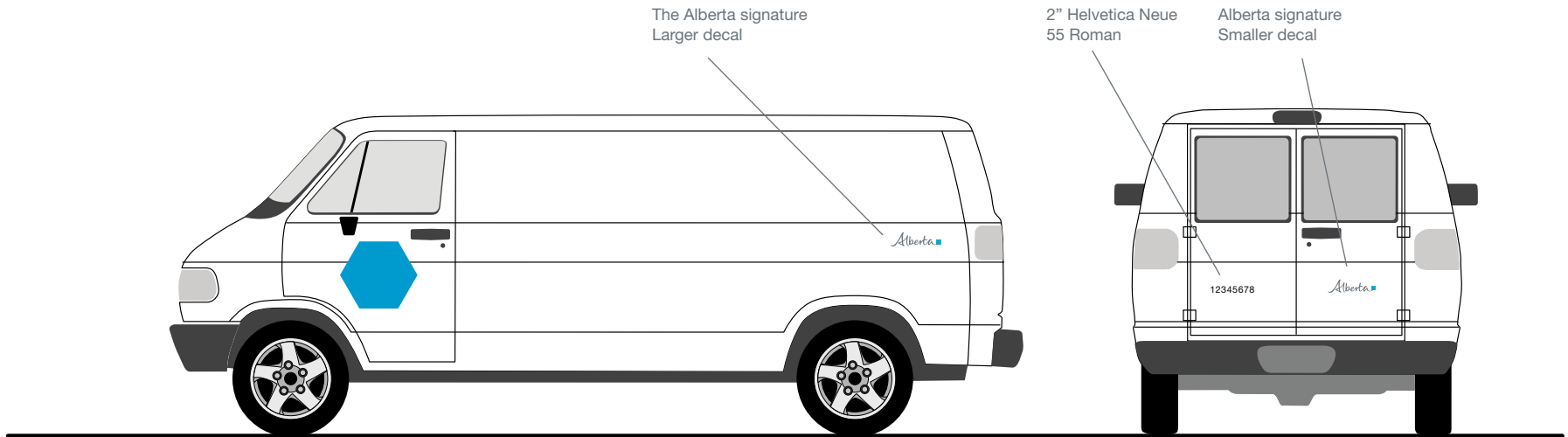


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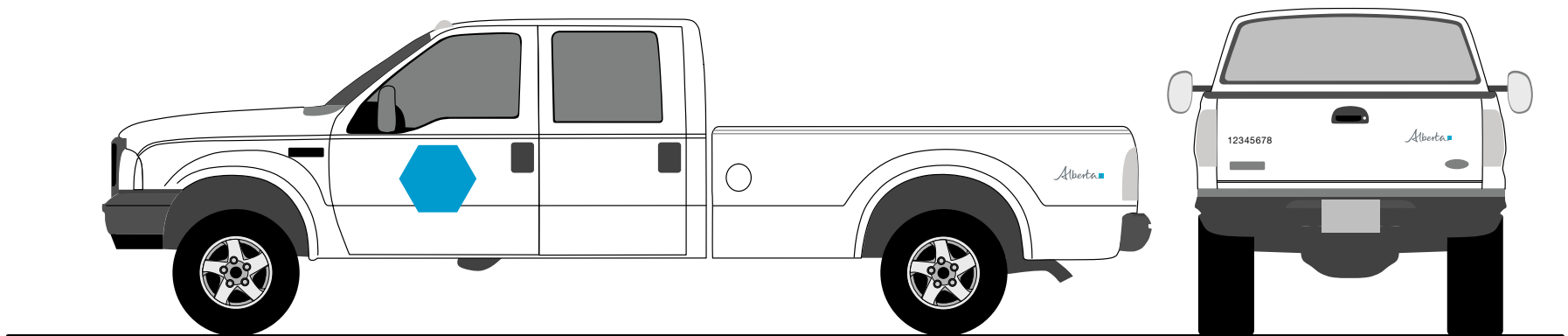
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Vehicles: additional logo on light vehicles



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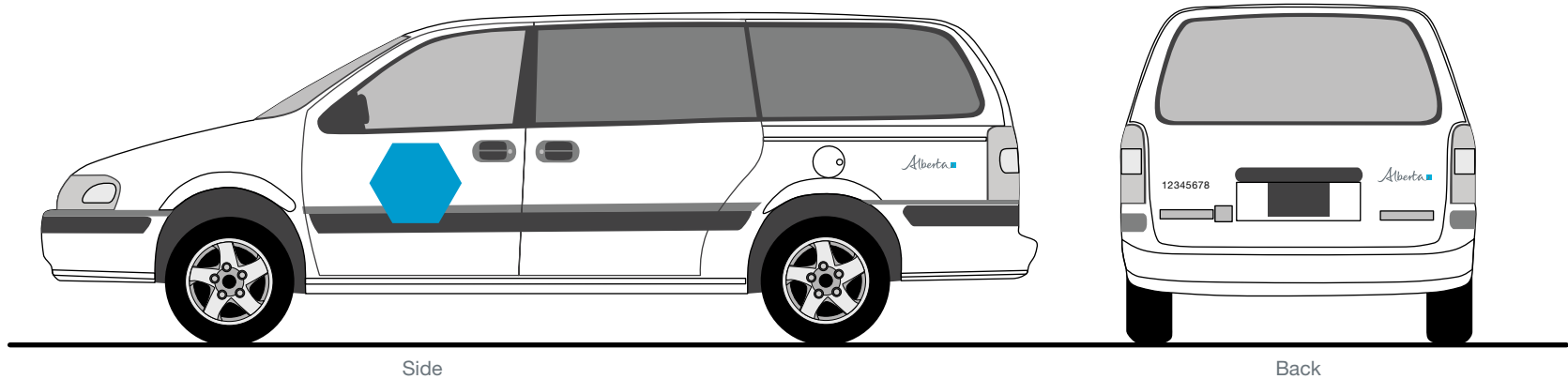
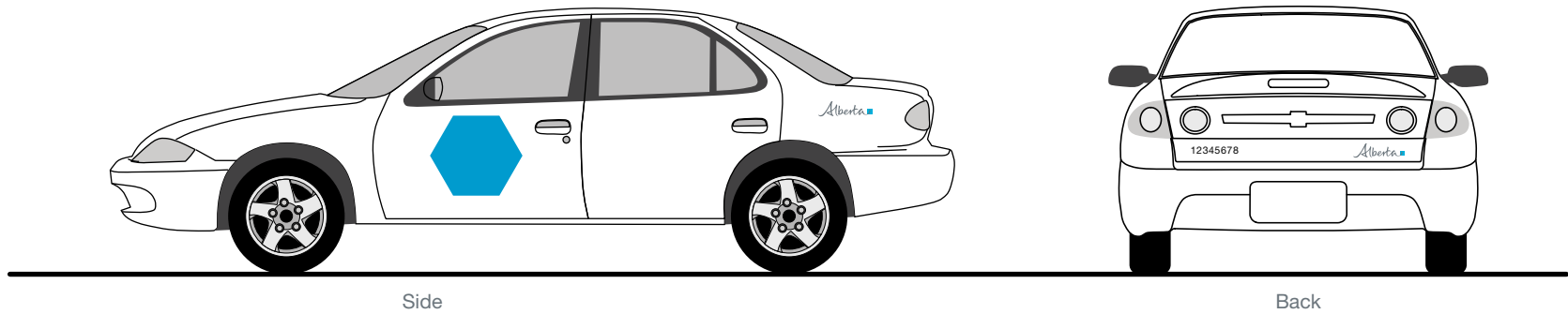
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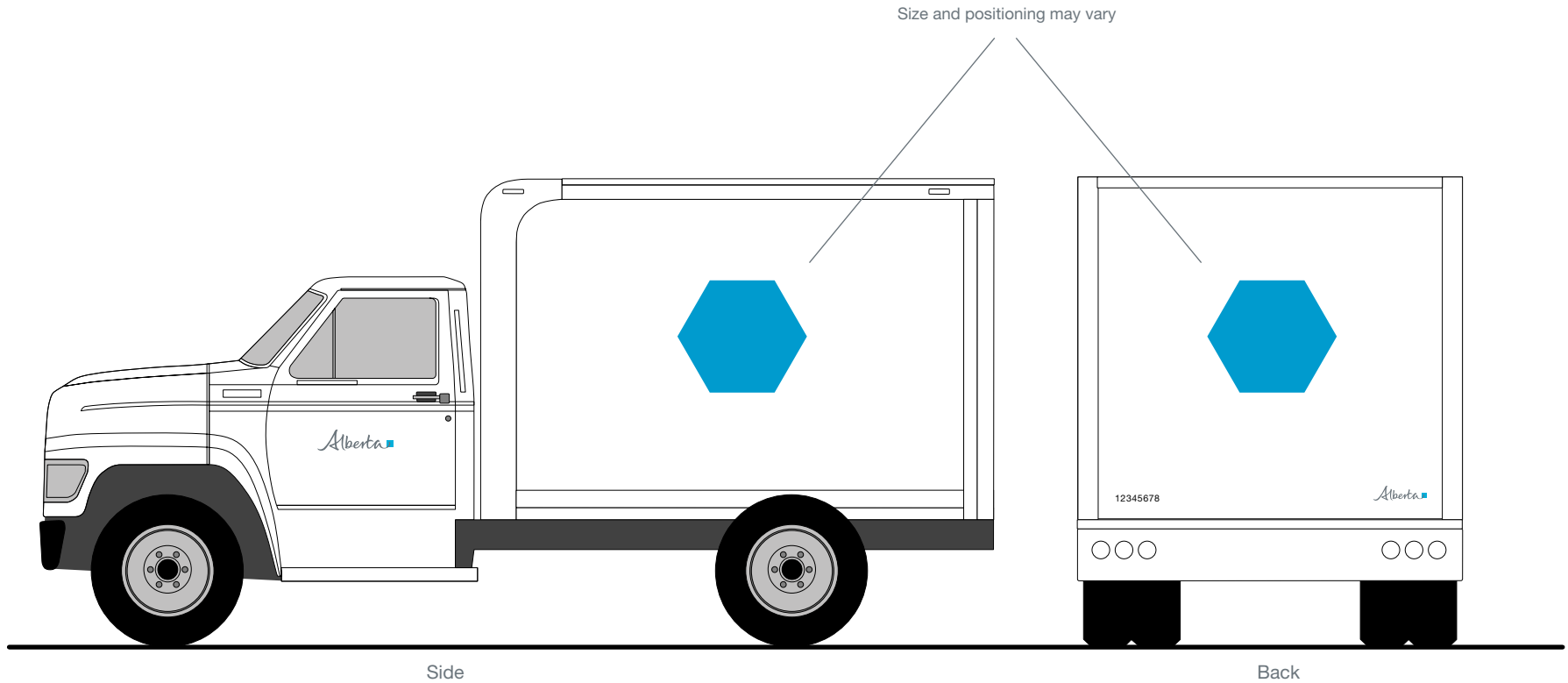
Vehicles: additional logo on light vehicles



Products

4.18.8

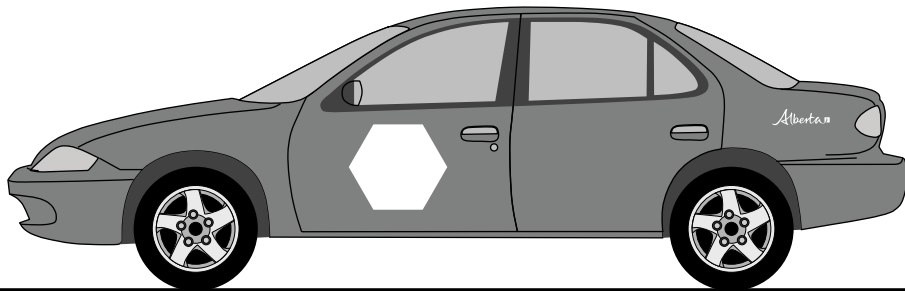
Vehicles: additional logo on light vehicles



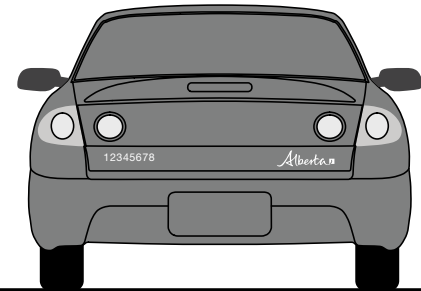
Products

4.18.9

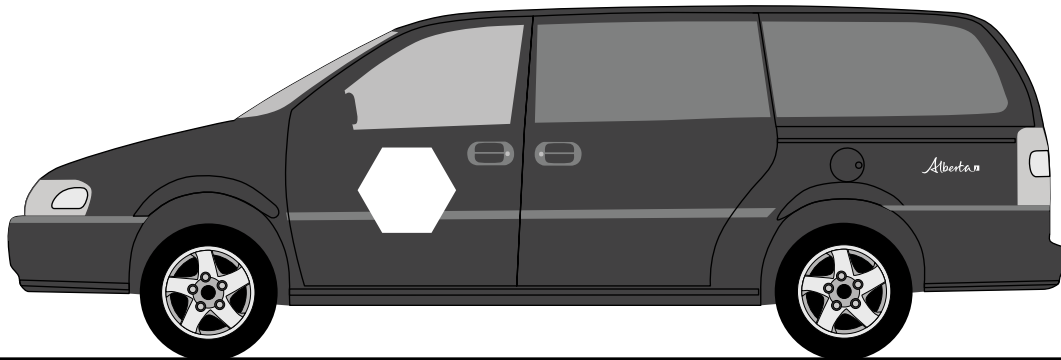
Vehicles: additional logo on dark vehicles



Side



Back



Side



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