



# 3.0

## The Brand Elements

November 2011

Government  
of Alberta ■

Alberta ■



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- 3.7.1 Design Inspirations

As a result of what Alberta does and how Alberta does it, our province will be described as:

**Open. Aspirational. Strong. Dynamic. Genuine.**

These are the Attributes of Alberta. It is the way Alberta is described.

What Alberta uniquely offers is:

**The Freedom to Create. The Spirit to Achieve.**

That is the Promise of Alberta. Our strategic point of reference.

How Alberta delivers on its promise is through:

**People Realizing Possibilities.**

This is the Essence of Alberta. Our creative point of reference.

# People Realizing Possibilities

suggests...

- Community based
- Community driven
- Inclusive and diverse
- The real energy behind Alberta is its people
- Heart, intellect & hard work
- Mind, body & soul
- Personifies Alberta, making it approachable, genuine & relatable
- Alberta is to be Albertan (it's an attitude)

suggests...

- A double meaning
  - Recognizing & seizing
  - Fulfilling & living
- An element of insight & surprise
- Strength, will & determination
- Timeless (present tense)
- Action & moving forward
- The strength to transform aspiration into achievement

suggests...

- Opportunities & aspiration
- Diversity & openness
- Inspiring
- Dynamic
- Growth & progression
- Striving
- Innovation
- Optimism
- Ambition
- Thinking beyond, progressively

This is the Essence of Alberta. It drives Alberta's Brand personality. The golden thread that runs through all our creative output. What we say and how we say it should reflect this essence.

Alberta is to be Albertan. And Albertans are **People Realizing Possibilities**.  
The new Alberta brand is by Albertans and for Albertans. Our brand represents Alberta as a place where people are free to create, and reflects our personal spirit to achieve. Our new Signature truly puts this open brand into the hands of all Albertans to make our mark, and place our Signature on a place called **Alberta**. >



**3.1**  
Colour

# 3.1.1

## Colour

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

The Alberta Brand 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.



E-mail [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for more information or guidance.

# 3.1.2

## Primary Palette

The Alberta Primary Colour Palette is bold and vibrant, made up of the six colours used in the Provincial Signature. These colours reflect our diverse landscape. The consistent use of these core colours defines and reinforces our distinctive character and should be used on all communications and promotional materials.

We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognized colour matching system based on lithography printing inks. The colour palettes include specific spot colour references for both coated and uncoated paper stocks (**please note that these numbers may differ due to the way inks appear on different stocks**) and process match breakdowns (CMYK) for printing applications with limited budgets. Also included are RGB equivalents for use in word processing and presentation software as well as hexadecimal equivalents for emitted light and web applications.

<p><b>PANTONE COATED</b> pantone 431C</p> <p><b>PANTONE UNCOATED</b> pantone 431U</p> <p><b>CMYK</b> 11C/1M/0Y/64K</p> <p><b>RGB</b> 106R/115G/123B</p> <p><b>HEXADECIMAL</b> # 5f6a72</p> <p><b>STONE</b></p>	<p><b>PANTONE COATED</b> pantone 226C</p> <p><b>PANTONE UNCOATED</b> pantone 226U</p> <p><b>CMYK</b> 0C/99M/0Y/0K</p> <p><b>RGB</b> 212R/0G/114B</p> <p><b>HEXADECIMAL</b> # d40072</p> <p><b>DUSK</b></p>	<p><b>PANTONE COATED</b> pantone 151C</p> <p><b>PANTONE UNCOATED</b> pantone 151U</p> <p><b>CMYK</b> 0C/48M/95Y/0K</p> <p><b>RGB</b> 255R/121G/0B</p> <p><b>HEXADECIMAL</b> # ff7900</p> <p><b>SUNSET</b></p>	<p><b>PANTONE COATED</b> pantone 7406C</p> <p><b>PANTONE UNCOATED</b> pantone 7406U</p> <p><b>CMYK</b> 0C/18M/100Y/0K</p> <p><b>RGB</b> 237R/183G/10B</p> <p><b>HEXADECIMAL</b> # edb700</p> <p><b>PRAIRIE</b></p>	<p><b>PANTONE COATED</b> pantone 376C</p> <p><b>PANTONE UNCOATED</b> pantone 382U</p> <p><b>CMYK</b> 50C/0M/100Y/0K</p> <p><b>RGB</b> 119R/184G/0B</p> <p><b>HEXADECIMAL</b> # 77b800</p> <p><b>PASTURE</b></p>	<p><b>PANTONE COATED</b> pantone 312C</p> <p><b>PANTONE UNCOATED</b> pantone 312U</p> <p><b>CMYK</b> 96C/0M/11Y/0K</p> <p><b>RGB</b> 0R/170G/210B</p> <p><b>HEXADECIMAL</b> # 00aad2</p> <p><b>SKY</b></p>
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E-mail [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for more information or guidance.



# 3.1.3

## Secondary Palette

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

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

E-mail [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for more information or guidance.

# 3.1.4

## Tone on Tone

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



E-mail [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for more information or guidance.

# 3.1.5

## Colour with Photography

When using colour with photography, the use of colour should always feel complementary to the image.

To achieve this, choose a colour from the full palette that is closest to the dominant colour in the selected photograph.



E-mail [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for more information or guidance.

# 3.1.5

## Colour with Photography

	<p><b>People Realizing Possibilities.</b></p> <p>Ure cor sum del esse tem ventii volorem et ea aut la consequi tem diti forperato exerit liqui duppai ulum nullan sugati futat. Ut for itis adpsum dolore vel dolore dolorem nos ad magna adiam nuput all' ante aliquis nissit iri dion ea connectem dolendit verassequat luplatis nonsecte del itis ex el ullandre consequam dunt pratin volesto consensit vulputpat wismodiam quat itureet do dipsum zatureet esse dusa.</p>		<p><b>People Realizing Possibilities.</b></p> <p>Ure cor sum del esse tem ventii volorem et ea aut la consequi tem diti forperato exerit liqui duppai ulum nullan sugati futat. Ut for itis adpsum dolore vel dolore dolorem nos ad magna adiam nuput all' ante aliquis nissit iri dion ea connectem dolendit verassequat luplatis nonsecte del itis ex el ullandre consequam dunt pratin volesto consensit vulputpat wismodiam quat itureet do dipsum zatureet esse dusa.</p>
	<p><b>People Realizing Possibilities.</b></p> <p>Ure cor sum del esse tem ventii volorem et ea aut la consequi tem diti forperato exerit liqui duppai ulum nullan sugati futat. Ut for itis adpsum dolore vel dolore dolorem nos ad magna adiam nuput all' ante aliquis nissit iri dion ea connectem dolendit verassequat luplatis nonsecte del itis ex el ullandre consequam dunt pratin volesto consensit vulputpat wismodiam quat itureet do dipsum zatureet esse dusa.</p>		<p><b>People Realizing Possibilities.</b></p> <p>Ure cor sum del esse tem ventii volorem et ea aut la consequi tem diti forperato exerit liqui duppai ulum nullan sugati futat. Ut for itis adpsum dolore vel dolore dolorem nos ad magna adiam nuput all' ante aliquis nissit iri dion ea connectem dolendit verassequat luplatis nonsecte del itis ex el ullandre consequam dunt pratin volesto consensit vulputpat wismodiam quat itureet do dipsum zatureet esse dusa.</p>

E-mail [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for more information or guidance.

# 3.1.6

## Overlaid Colour

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



# 3.1

## Colour Overview

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- DO: control use of colour
- DO: use colours that complement photographs or backgrounds
- DO: use colours for type that have adequate contrast to the background or photograph
- DO: use screens of colours where needed to provide contrast to backgrounds
- DO: email [visual@gov.ab.ca](mailto: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



# 3.2

Typography

## 3.2.1

### Primary Typeface

---

Typography is a strong extension of our Brand's personality and plays a major role in creating a consistent look for Alberta across all communications and promotional materials.

**HELVETICA NEUE** has been selected for its versatility and legibility for large amounts of body copy. It offers many weights and styles which provide a large amount of design flexibility for all graphic communications.

The integrity of the font should be maintained at all times. No vertical or horizontal scaling, no added stroke, etc.

To ensure consistency please, make sure you use **HELVETICA NEUE** and not regular Helvetica or Helvetica Neue.

When purchasing this type suite, be sure to select the **HELVETICA NEUE** Family.

Due to licensing restrictions, we are unable to provide copies of the font.

Aa  
aaaaaa



# 3.2.2

## Helvetica Neue

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 95 Black

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Helvetica Neue 96 Black Italic

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

## 3.2.3

### Substitute Typeface

When the primary typeface, **HELVETICA NEUE** is unavailable for use, use Arial in its place.

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

Aa

Arial Regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

Arial Italic

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

Arial Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Arial Bold Italic

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

Arial Black

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

# 3.2.4

## Substitute Typeface

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

Aa

Adobe Garamond Regular

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

Adobe Garamond Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

Adobe Garamond Semibold

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

Adobe Garamond Semibold Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

# 3.2

## Typography Overview

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**DO:** use the specified fonts

**DO:** make the size easily readable for your audience

**DO:** use size and weight to create contrast

**DO:** remember that less is more

**DO:** email [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for guidance if you are not sure

**DON'T:** use vertical or horizontal scaling

**DON'T:** add strokes or outlines

**DON'T:** add drop shadows

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



3.3

Photography

# 3.3.1

## Photography

Photography is another key element of the Alberta Brand. It should be used to show a unique, unexpected and surprising perspective of Alberta. Images should be thought-provoking and inspiring; warm with an element of vibrancy creating a sense of place. Photography should communicate one or more of the elements of our brand essence, **“People Realizing Possibilities.”**

## People Realizing Possibilities

- Community
- Diversity
- Approachable
- Genuine & relatable



# 3.3.2

## Photography

### People Realizing Possibilities

- Recognizing & seizing
- Fulfilling & living
- An element of insight & surprise
- Strength, will & determination
- Timeless (present tense)
- Action & moving forward
- The strength to transform
- Aspiration into achievement



# 3.3.3

## Photography

### People Realizing Possibilities

- Opportunities & aspiration
- Diversity & openness
- Inspiration
- Dynamic
- Growth & progression
- Striving
- Innovation
- Optimism
- Ambitions
- Thinking beyond





# 3.3.4

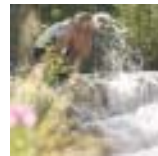
## Photography



File: Alberta\_0001.jpg  
Pixels: 5250 x 3500



File: Alberta\_0002.jpg  
Pixels: 5328 x 2912



File: Alberta\_0003.jpg  
Pixels: 4096 x 4096



File: Alberta\_0013.jpg  
Pixels: 5220 x 3480



File: Alberta\_0014.jpg  
Pixels: 5220 x 4710



File: Alberta\_0015.jpg  
Pixels: 5220 x 3480



File: Alberta\_0025.jpg  
Pixels: 4288 x 2848



File: Alberta\_0026.jpg  
Pixels: 5130 x 3407



File: Alberta\_0004.jpg  
Pixels: 3008 x 2400



File: Alberta\_0005.jpg  
Pixels: 2592 x 1944



File: Alberta\_0006.jpg  
Pixels: 3504 x 2336



File: Alberta\_0016.jpg  
Pixels: 5220 x 3480



File: Alberta\_0017.jpg  
Pixels: 5240 x 3480



File: Alberta\_0018.jpg  
Pixels: 5220 x 3480



File: Alberta\_0028.jpg  
Pixels: 5100 x 3482



File: Alberta\_0029.jpg  
Pixels: 5020 x 3346



File: Alberta\_0007.jpg  
Pixels: 5100 x 4320



File: Alberta\_0008.jpg  
Pixels: 5100 x 3400



File: Alberta\_0009.jpg  
Pixels: 3872 x 2592



File: Alberta\_0019.jpg  
Pixels: 5220 x 3480



File: Alberta\_0020.jpg  
Pixels: 5175 x 3450



File: Alberta\_0021.jpg  
Pixels: 5646 x 3729



File: Alberta\_0033.jpg  
Pixels: 5100 x 3750



File: Alberta\_0034.jpg  
Pixels: 5420 x 3600



File: Alberta\_0010.jpg  
Pixels: 4368 x 2912



File: Alberta\_0011.jpg  
Pixels: 4640 x 3000



File: Alberta\_0012.jpg  
Pixels: 5143 x 3429



File: Alberta\_0022.jpg  
Pixels: 4200 x 2737



File: Alberta\_0023.jpg  
Pixels: 5115 x 3411



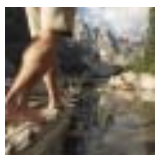
File: Alberta\_0024.jpg  
Pixels: 5124 x 3407



File: Alberta\_0035.jpg  
Pixels: 4039 x 2693



File: Alberta\_0036.jpg  
Pixels: 5000 x 3327



File: Alberta\_0027.jpg  
Pixels: 4096 x 4096



File: Alberta\_0037.jpg  
Pixels: 5000 x 3291



File: Alberta\_0038.jpg  
Pixels: 4368 x 2912



File: Alberta\_0039.jpg  
Pixels: 5120 x 3419



File: Alberta\_0030.jpg  
Pixels: 4094 x 4098



File: Alberta\_0040.jpg  
Pixels: 3264 x 2448



File: Alberta\_0031.jpg  
Pixels: 5000 x 3347



File: Alberta\_0032.jpg  
Pixels: 5175 x 3750

Another source of Alberta photos is [www.alberta-canada.net](http://www.alberta-canada.net)

E-mail [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for more information or guidance.

# 3.3

## Photography Overview

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**DO:** use interesting crops  
**DO:** use images that show unexpected viewpoints of Alberta  
**DO:** email [visual@gov.ab.ca](mailto: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



# 3.4

















Graphic Devices

# 3.4.1

## Punctuation

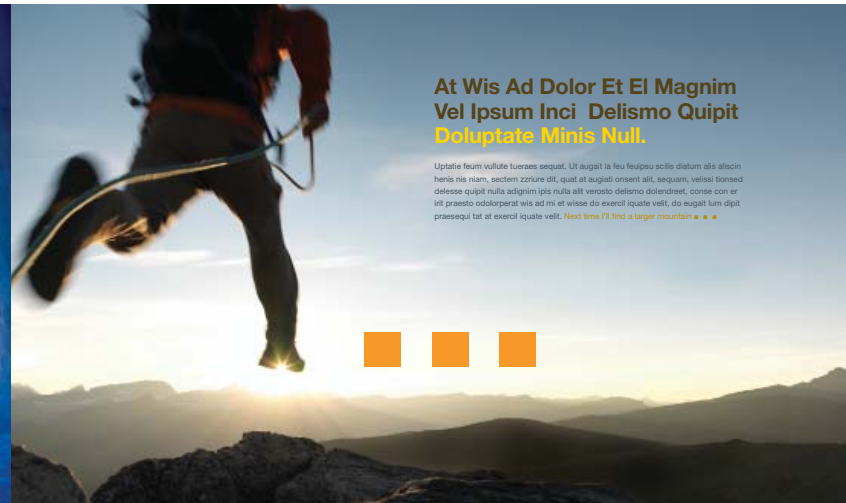
The use of punctuation reinforces this as a personal brand, helping us to tell the whole story of Alberta

Punctuation can be translated graphically to reflect something that is stated and to add emphasis to the image shown. This is not always possible and at times can be used simply as an accent graphic element.

					
To be continued More to Come Endless Stay Posted	Excitement Emphasis Fun Emotion	Question Query Possibilities Potential	Choice Grouped All Encompassing	And Together With In Addition As Well As	And More In Addition Also
					
Noted Attention Highlight	List Supporting a Previous Point Explanation	Pauses Break Independent	Greater than / Less than Inner Dialogue More Than Achievement	Directional Addition Add To point of insertion	Forward Future
					
Quoted Statement Point of View Thought	Quoted Statement Point of View Thought	Separation Plural	Stop To End Discontinue Emphasis		

# 3.4.2

## Suggested Application



E-mail [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for more information or guidance.



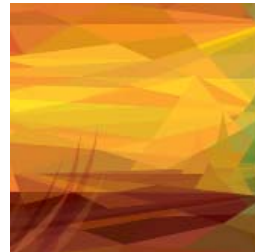
3.5

Background Texture

# 3.5.1

## Background Textures

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



The Prairies



The Forests



The Lakes



Northern Lights



City Scape

The following vector files are available by contacting [visual@gov.ab.ca](mailto:visual@gov.ab.ca)



Technology



Infrastructure

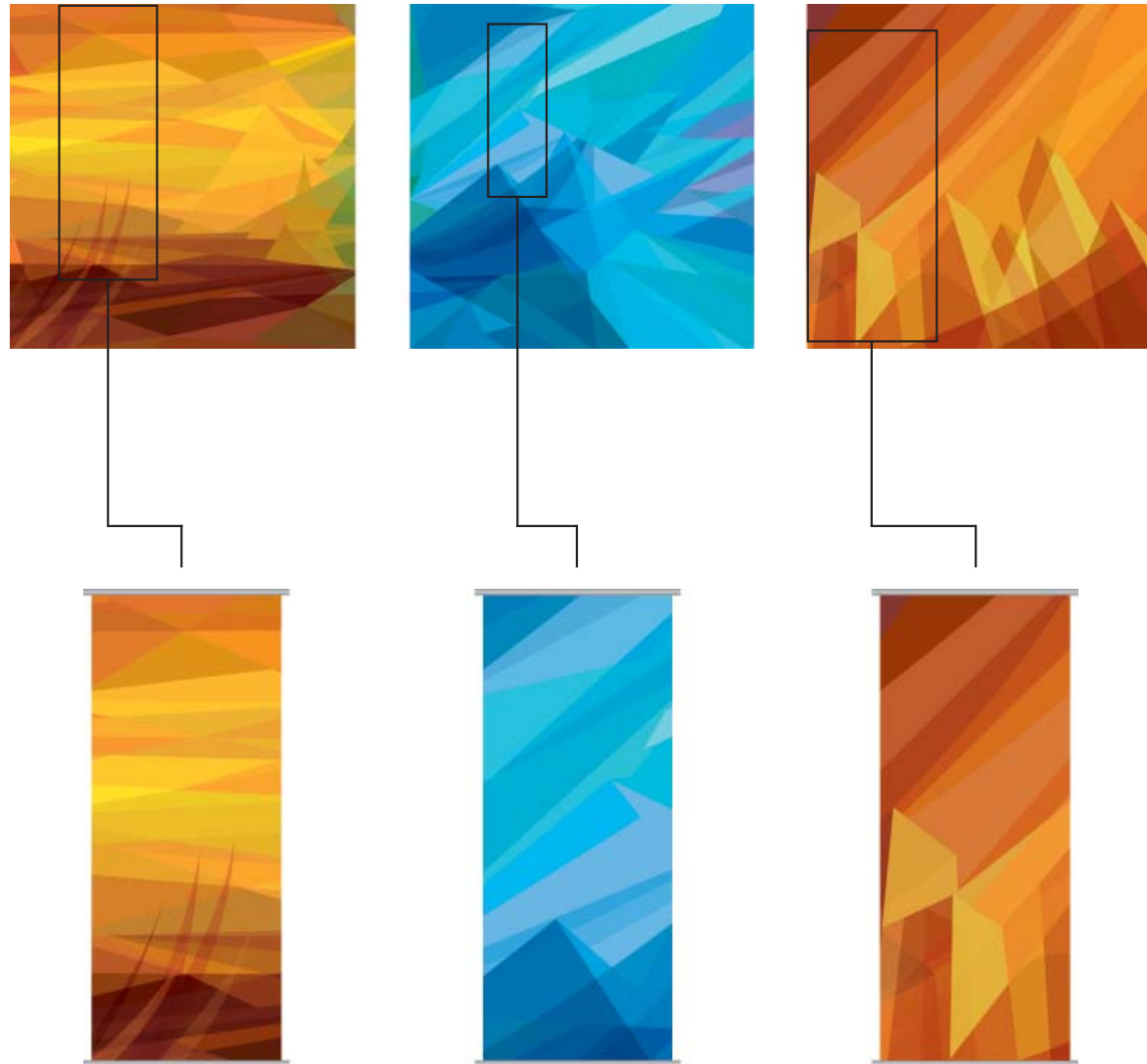


The Rose

# 3.5.1

## Background Textures

The landscapes should be used by close cropping into small sections of the landscapes.



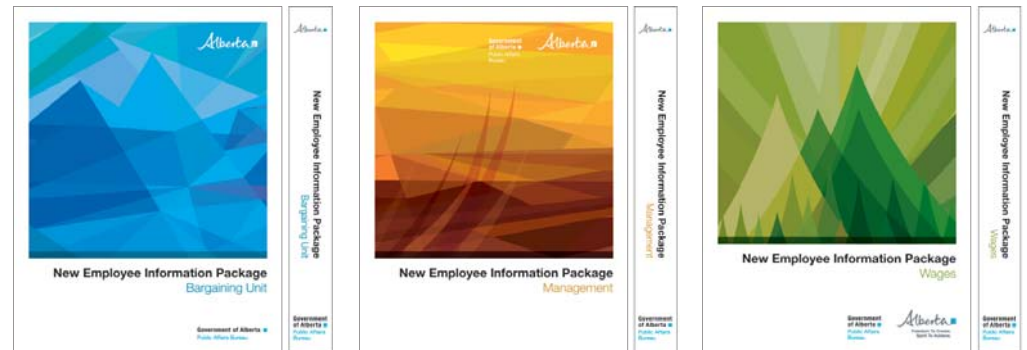
E-mail [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for more information or guidance.



# 3.5.1

## Background Textures

Please note, all examples shown are concept only. They have been developed to demonstrate how the Province of Alberta brand is brought to life visually across different formats and applications.



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# 3.6

## Layout Principles

# 3.6.1

## Grids and Margins

Our approach to layout is closely aligned to our brand personality attributes. The overall visual style is confident, bold, structured, uncluttered and simple, resulting in layouts that are dynamic, distinctive and fresh.

### Grids

The use of the layout grid system allows for flexibility and creativity while maintaining a sense of organization that unites material. By dividing the page into equal columns, you can quickly lay out pages and give structure to your piece. The more columns you add, the greater flexibility in your layout.

### Margins

Margins act as a frame around a piece and should be used in a consistent way throughout. Margins also offer a contrast to the activity on the page. Margins should be ample when possible and never less than .25 inches. Small margins create cramped, text heavy layouts that deter people from reading.

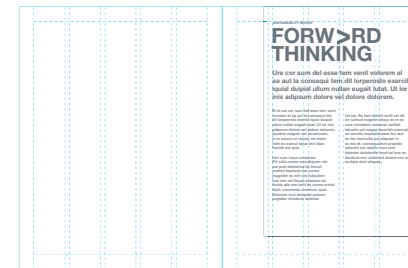
- .25" border\* on all documents and products.
  - Environmentally friendly.
  - Fiscally responsible.
- Leaving a .25" border around your design reduces trim waste and the use of extra ink. Please use environmentally friendly design whenever possible.



4 Column Grid Single Page



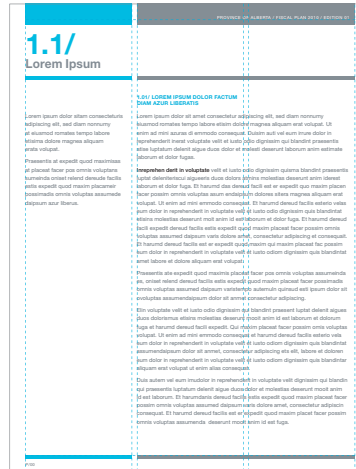
5 Column Grid Double Page Spread



# 3.6.2

## White Space

White space creates open and well-spaced pages that allow the reader to better focus on the message. Long passages of text written edge to edge can actually tire the eyes. White space can be as effective as an image and gives the reader room to “breathe.” White space does not always have to be white. Any area free of text and graphics can make up white space.



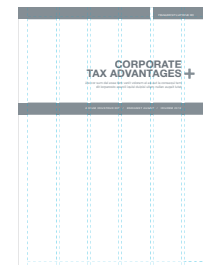
3 Column Grid Single Page



3 Column Grid Single Page



6 Column Grid Single Page Cover



6 Column Grid Single Page

# 3.6.3

## Typography

The confident use of bold oversized typographic expressions lies at the very heart of the Alberta Brand. Employ a controlled use of type; less is often more and keeping things simple is a good approach to composition.

Type can be styled to convey emotion; the use of size, weight and style helps create contrast and enhance key messages, guiding the reader through your print communication. When a variety of type sizes and weights are used, the differences between them must be clearly recognizable. Avoid mixing too many type styles and sizes together as this will simply create visual clutter and make the message less effective.

The leading (the space between the lines of a text) allows the characters to ‘breathe’, so that information is easy to read. For the Alberta Brand, all main titles and headings are set with tight, negative leading that presents a more dynamic impact.

**Body copy (text), is set 4pts greater than the point size of the typeface, eg. 10pt type with 14pt leading. This makes text more readable.**



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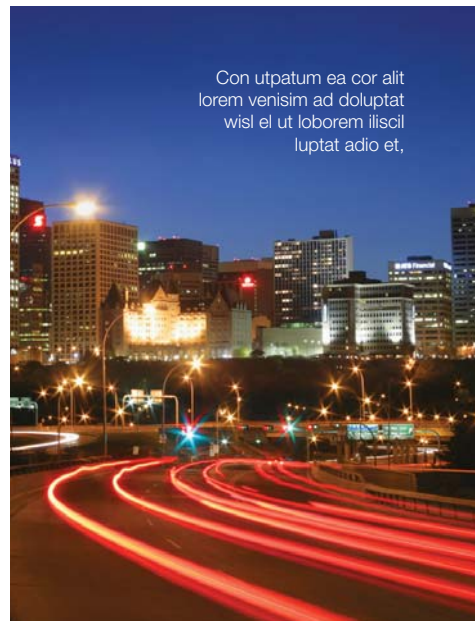
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REPORT ON INFRASTRUCTURE

# Open Roads

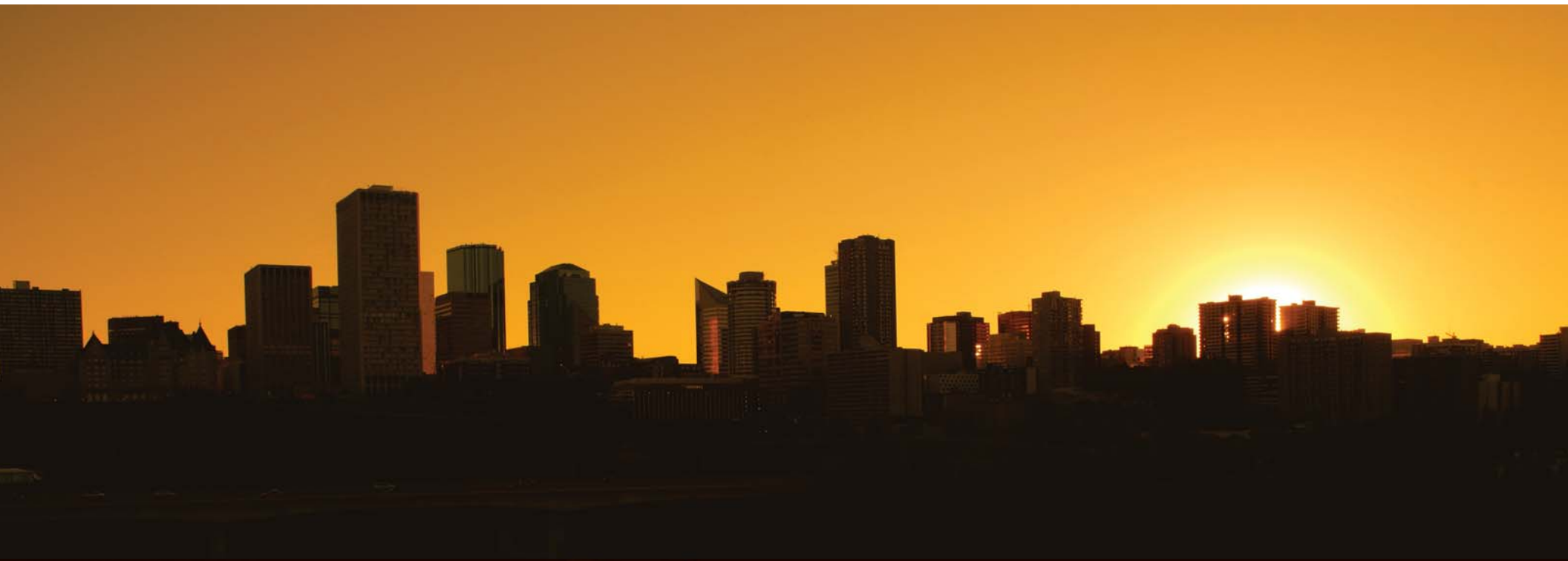
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# 3.7

**Design Inspirations**

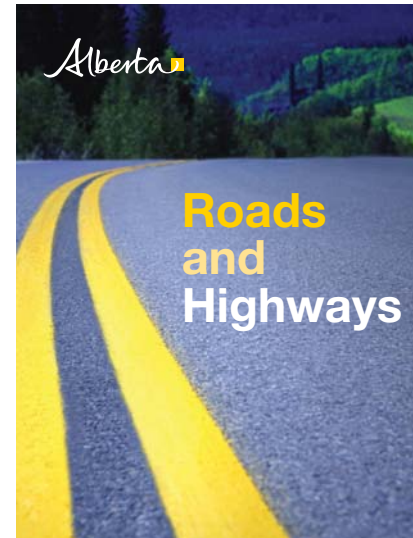
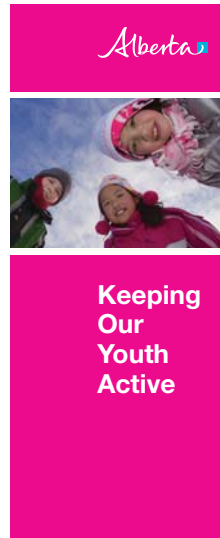
# 3.7.1

## Design Inspirations

It is important that any application of the Alberta Signature reflects the government in an effective and positive way.

The Alberta Signature should never be used on a flooring product or any other surface upon which one walks.

Do not apply the Alberta Signature to any surface that will under normal use cause it to become obscured or distorted.



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# 3.7.1

## Design Inspirations



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# 3.7.1

## Design Inspirations



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# 3.7.1

## Design Inspirations



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# 3.7.1

## Design Inspirations



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