



# The Government of Alberta

## Corporate Identity Manual

September 21, 2009

Government  
of Alberta ■

Alberta ■

Freedom To Create. Spirit To Achieve.

The new Alberta brand marks the first time that we have created a brand for the province and its people. The Alberta brand is a way to share Alberta's story at home and with the world – that our province is a great place to live, work, visit and invest. It's far more than a logo or slogan. It's how we present ourselves to the world, as **Albertans**, in a way that sets us apart.

The Government of Alberta is one of many ambassadors embracing the new brand to help tell Alberta's story. The new provincial signature ("Alberta" with the period symbol at the end) is for all Albertans. Individuals and organizations are encouraged to become brand ambassadors and use the provincial signature with their own brand identities to show themselves as Albertans who are making this a place for people realizing possibilities. The brand is best demonstrated through actions.

As the lead ambassador of Alberta's brand, the Government of Alberta has adopted the elements of the brand, like typography, colour palettes and a common visual style. There is also a new Government of Alberta corporate identity that was designed to align with the brand. It is straightforward, clear and strong -- attributes that people think of when dealing with Albertans.

The manual details how to use the new corporate identity (GoA logo), the Alberta brand and provincial signature in your work. It will continue to evolve as more communications materials are added.

#### Usage basics

- All government communications must use the Government of Alberta logo. It is our corporate identity.
- The Government of Alberta logo and the provincial signature and brand elements will be used together or separately on all communications material such as stationery, signage, publications, communication materials, websites and recognition and identification materials (from ID cards to vehicles and aircraft).
- The government logo can be used alone on administrative-type documents such as forms and internal reports.
- The brand should be applied as new materials are developed. All existing internal and external materials should be used up before being replaced with new materials that reflect the new GoA logo and Alberta brand (provincial signature).
- The GoA will adapt and follow the Alberta Brand requirements as the main ambassador.
- The tag line "Freedom to Create. Spirit to Achieve." is a part of the Alberta signature and should be included unless space is at a premium or the tag line is not appropriate with the rest of the communications content.

#### Brand ambassadors

- Brand ambassadors are private and public sector individuals or organizations who have agreed to the brand charter and want to help promote Alberta to the world.
- Brand ambassadors have the flexibility to use the elements of the brand that best compliment their own communications.

**Government  
of Alberta** 

*Alberta* 

**Freedom To Create. Spirit To Achieve.**

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### The Government of Alberta Logo

The New Corporate Identity for  
the Government of Alberta.

To learn more about the Corporate Identity  
requirements see [1.0 Corporate Identity](#).

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### The Provincial Signature

The new Provincial Signature is a signature for the place – for our province.

Other organizations besides the Government of Alberta will  
join us as brand ambassadors, using the signature wherever possible  
to promote investment, travel, play, and work in Alberta.

To learn more about the requirements see [2.0 The Provincial Signature](#).



# 1.0

## Corporate Identity

September 21, 2009

Government  
of Alberta ■

The Government of Alberta logo has been given a fresh, bold look. It has been designed to complement the new Province of Alberta signature and help promote easy public recognition of everything the government does. It is an expression of our personality and strengths, and our commitment to the people of Alberta.

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# 1.1

**The Government of Alberta Logo**



# 1.1.0

## Introducing our Logo

The Government of Alberta logo was created as part of the Alberta Brand in 2008.

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

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 [www.corporateidentity.gov.ab.ca](http://www.corporateidentity.gov.ab.ca).



# 1.1.1

## Logo Formats

### Stacked and Horizontal Logos

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

### Stacked Logo with Canada Qualifier

This is the preferred format for **use outside of Canada**.

### Horizontal Logo with Canada Qualifier

This should be used when space prohibits the use of the stacked Government of Alberta Canada logo for **use outside Canada**.

Stacked Logo

**Government  
of Alberta** ■

Stacked Logo with Canada Qualifier

**Government  
of Alberta** ■  
Canada ■

Horizontal Logo

**Government of Alberta** ■

Horizontal Logo with Canada Qualifier

**Government of Alberta** ■  
Canada ■

# 1.1.2

## Logo Formats

### Stacked and Horizontal Logo

#### Protective Space

Always maintain the minimum protective space around the Government of Alberta logo to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the period symbol. This space is required around all sides of the logo. 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 logo may be reproduced to ensure its legibility. **Do not reproduce where the total width of the word "Government" is less than .5" in.**

Stacked Logo Protective Space



Stacked Logo Minimum Size



Horizontal Logo Protective Space



Horizontal Logo Minimum Size



# 1.1.3

## Logo Formats

## Stacked and Horizontal Logo with Canada Qualifier

### Protective Space

Always maintain the minimum protective space around the Government of Alberta logo with Canada Qualifier to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the period symbol. This space is required around all sides of the logo. 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 logo may be reproduced to ensure its legibility. **Do not reproduce where the total width of the word "Government" is less than .5" in.**

Stacked Logo with Canada Qualifier Protective Space



Stacked Logo with Canada Qualifier Minimum Size



Horizontal Logo with Canada Qualifier Protective Space



Horizontal Logo with Canada Qualifier Minimum Size



# 1.1.4

## Logo Formats

### Logos for Website Headings

#### Minimum Size

For website headings the logo should never appear at a size where the total width of the word "Government" is less than 97 pixels at 72 dpi.

Logos for Website Headings Minimum Size



# 1.1.5

## Logo Formats

### Two-colour

The Government of Alberta logo should appear in its two-colour version whenever possible. **The logo can only appear in Black and Blue (Pantone 312\*).** No other brand colour will be allowed for use with the logo.

Black	Black
Blue	Pantone 312*

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns, see 3.1 in *The Brand Elements*.

### 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. The text appears in 100% black and the period symbol is a screen of 40% black.

### One-colour Black Solid

In one-colour applications where halftone printing is not available, the one-colour black solid version should be used.

### Reversed

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

## Stacked Logo Colour Reproduction

Two-colour

Government  
of Alberta ■

One-colour Greyscale

Government  
of Alberta ■

One-colour Black Solid

Government  
of Alberta ■

Reversed Two-colour

Government  
of Alberta ■

Reversed One-colour Greyscale

Government  
of Alberta ■

Reversed One-colour White Solid

Government  
of Alberta ■

# 1.1.6

## Logo Formats

### Two-colour

The Government of Alberta logo should appear in its two-colour version whenever possible. **The logo can only appear in Black and Blue (Pantone 312\*)**. No other brand colour will be allowed for use with the logo.

Black      Black  
Blue      Pantone 312\*

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns, see 3.1 in **The Brand Elements**.

### 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. The text appears in 100% black and the period symbol is a screen of 40% black.

### One-colour Black Solid

In one-colour applications where halftone printing is not available, the one-colour black solid version should be used.

### Reversed

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

## Horizontal Logo Colour Reproduction

Two-colour

Government of Alberta ■

One-colour Greyscale

Government of Alberta ■

One-colour Black Solid

Government of Alberta ■

Reversed Two-colour

Government of Alberta ■

Reversed One-colour Greyscale

Government of Alberta ■

Reversed One-colour White Solid

Government of Alberta ■

# 1.1.7

## Logo Formats

## Stacked Logo with Canada Qualifier Colour Reproduction

### Three-colour

The Government of Alberta logo with Canada Qualifier should appear in its three-colour version whenever possible. **The logo can only appear in Black, Blue (Pantone 312\*) and Red (Pantone 032\*\*).** No other brand colour will be allowed for use with the logo.

Black	Black
Blue	Pantone 312*
Red	Pantone 032**

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns, see 3.1 in *The Brand Elements*.

\*\* The Official Government of Canada Red is Pantone 032. CMYK equivalent 0C/91M/87Y/0K. RGB equivalent 255R/0G/0B. Hexadecimal equivalent #FF0000

### 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. The text appears in 100% black and the period symbol is a screen of 40% black.

### One-colour Black Solid

In one-colour applications where halftone printing is not available, the one-colour black solid version should be used.

### Reversed

For applications where the background is a dark colour or solid black, the Government of Alberta logo with Canada Qualifier should appear in its reversed version to ensure legibility.

Three-colour

**Government  
of Alberta** ■  
Canada 🇨🇦

One-colour Greyscale

**Government  
of Alberta** ■  
Canada 🇨🇦

One-colour Black Solid

**Government  
of Alberta** ■  
Canada 🇨🇦

Reversed Three-colour

**Government  
of Alberta** ■  
Canada 🇨🇦

Reversed One-colour Greyscale

**Government  
of Alberta** ■  
Canada 🇨🇦

Reversed One-colour White Solid

**Government  
of Alberta** ■  
Canada 🇨🇦

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



# 1.1.8

## Logo Formats

## Horizontal Logo with Canada Qualifier Colour Reproduction

### Three-colour

The Government of Alberta logo with Canada Qualifier should appear in its three-colour version whenever possible. **The logo can only appear in Black, Blue (Pantone 312\*) and Red (Pantone 032\*\*).** No other brand colour will be allowed for use with the logo.

Black	Black
Blue	Pantone 312*
Red	Pantone 032**

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns, see 3.1 in The Brand Elements.

\*\* The Official Government of Canada Red is Pantone 032. CMYK equivalent 0C/91M/87Y/0K. RGB equivalent 255R/0G/0B. Hexadecimal equivalent #FF0000

### 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. The text appears in 100% black and the period symbol is a screen of 40% black.

### One-colour Black Solid

In one-colour applications where halftone printing is not available, the one-colour black solid version should be used.

### Reversed

For applications where the background is a dark colour or solid black, the Government of Alberta logo with Canada Qualifier should appear in its reversed version to ensure legibility.

Three-colour

**Government of Alberta** ■  
Canada 🇨🇦

One-colour Greyscale

**Government of Alberta** ■  
Canada 🇨🇦

One-colour Black Solid

**Government of Alberta** ■  
Canada 🇨🇦

Reversed Three-colour

**Government of Alberta** ■  
Canada 🇨🇦

Reversed One-colour Greyscale

**Government of Alberta** ■  
Canada 🇨🇦

Reversed One-colour White Solid

**Government of Alberta** ■  
Canada 🇨🇦

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

# 1.1.9

## Improper Use

To successfully reinforce the Corporate Identity, it is important that the Government of Alberta logo is presented accurately.

Under no circumstance should any component of the logo be redrawn, modified or altered in any way. Reproduction of the logo must always be completed using the approved electronic file provided.

The following pages demonstrate examples of unacceptable use.

**Government of Alberta** ■

**Colour**  
The colour of the logo should not be changed from what is outlined in 1.1.5 - 1.1.8 of this document.

**Government of Alberta** ■

**Colour**  
Do not use the logo in any one colour other than solid black.

**Government of Alberta** ■

**Drop Shadows**  
The logo should not appear with drop shadows.

**Government of Alberta** ■

**Screens**  
The logo should not appear as a screen.

**Government of Alberta** ■

**Tracking**  
The tracking of the wordmark should never be altered.

**Government of Alberta** ■

**Keylines**  
Never create an outline around the logo.

**Government of Alberta** ■

**Wordmark Typeface**  
Do not recreate the wordmark using any other typeface.

**Government of Alberta** ■

**Minimum size**  
The logo should never appear at a size where the total width of the word "Government" is less than .5" wide.

**Government of Alberta** ■

**Scaling**  
The horizontal and vertical scale should always change proportionately. Never stretch or condense the logo.

**Government of Alberta** ■

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

**Government of Alberta** ■

**Axis of the Logo**  
The axis of the logo should never be skewed other than a full 90 degrees.

# 1.1.9

## Improper Use

### ~~Government of Alberta~~ ◆

#### Axis of the Symbol

The axis of the symbol should never be skewed.

### ~~Government of Alberta~~ ■

#### Position of the Symbol

The position of the symbol should never be altered from what is outlined in 1.1.1 of this document.

### ~~Government of Alberta~~ ■

#### Position of the Symbol

The position of the symbol should never be altered from what is outlined in 1.1.1 of this document.

### ~~Government of Alberta~~ ■

#### Colour of the Symbol

The colour of the symbol should never be altered from what is outlined in 1.1.5 - 1.1.8 of this document.

### ~~Government of Alberta~~ ■

#### Framing

Do not position the logo within rules or frames.

### ~~Government of Alberta~~ ■ ■

#### Combinations

Do not mix elements from the Provincial Signature with the logo other than what is outlined in 1.3 of this document.

### ~~Government of Alberta~~ ■ ■

#### Combinations

Do not add elements to the logo to create new logo's.

### ~~Government of Alberta~~ ■

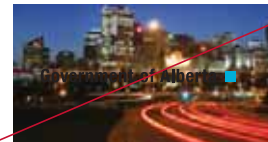
#### Protective Space

The logo should not appear without the minimum protective space around it as outlined in 1.1.2 and 1.1.3 of this document. This applies to background field edges, page trim or box edges.

### ~~Government of Alberta~~ ■

#### Contrast

Do not position the logo on backgrounds with insufficient contrast. Use a logo version that contrasts well with the background colour.



#### Over Printing

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



#### Over Printing

Do not position the logo within a white box overprint on dark or busy backgrounds. Always use a logo version that contrasts well with the background.



# 1.2

## Ministry Logos

# 1.2.1

## Ministry Logo Formats

### Ministry Stacked and Horizontal Logos

The Government of Alberta logos with ministry identifiers are used in communications when the identification of a specific ministry is essential. **They should only be used internally.**

For these guidelines we have shown one ministry as an example. Logos have been created for every Government of Alberta Ministry.

Various versions have been designed for each Ministry to allow flexibility for a wide range of applications.

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 [www.corporateidentity.gov.ab.ca](http://www.corporateidentity.gov.ab.ca).

Ministry Horizontal Logo

**Government of Alberta** ■  
Advanced Education and Technology

Ministry Stacked Logo

**Government  
of Alberta** ■  
Advanced  
Education and  
Technology

# 1.2.2

## Ministry Logo Formats

## Ministry Stacked and Horizontal Logo

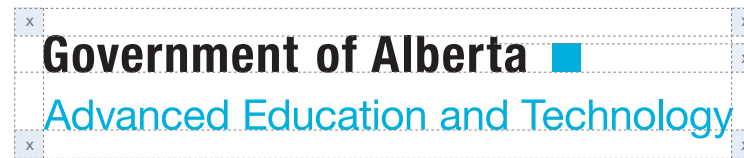
### Protective Space

Always maintain the minimum protective space around the Government of Alberta Ministry logo to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the period symbol. This space is required around all sides of the logo. 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 logo may be reproduced to ensure its legibility. **Do not reproduce where the total width of the word "Government" is less than .5" in.**

Ministry Horizontal Logo Protective Space



Ministry Horizontal Logo Minimum Size



Ministry Stacked Logo Protective Space



Ministry Stacked Logo Minimum Size



# 1.2.3

## Ministry Logo Formats

## Ministry Logos for Website Headings

### Minimum Size

For website headings the logo should never appear at a size where the total width of the word “Government” is less than 97 pixels at 72 dpi.

### Ministry Logos for Website Headings Minimum Size



# 1.2.4

## Ministry Logo Formats

A horizontal logo has been created for every Government of Alberta Ministry. To ensure uniform and consistent use of the logo, always use the provided electronic artwork.

Do not attempt to set type or recreate the logo.

## Ministry Horizontal Logos

### Government of Alberta ■

Aboriginal Relations

### Government of Alberta ■

Advanced Education and Technology

### Government of Alberta ■

Agriculture and Rural Development

### Government of Alberta ■

Alberta Gaming and Liquor Commission

### Government of Alberta ■

Children and Youth Services

### Government of Alberta ■

Corporate Human Resources

### Government of Alberta ■

Culture and Community Spirit

### Government of Alberta ■

Education

### Government of Alberta ■

Employment and Immigration

### Government of Alberta ■

Energy

### Government of Alberta ■

Environment

### Government of Alberta ■

Executive Council

### Government of Alberta ■

Finance and Enterprise

### Government of Alberta ■

Health and Wellness

### Government of Alberta ■

Housing and Urban Affairs

### Government of Alberta ■

Infrastructure

### Government of Alberta ■

International and Intergovernmental Relations

### Government of Alberta ■

Justice

### Government of Alberta ■

Justice and Attorney General

### Government of Alberta ■

Municipal Affairs

### Government of Alberta ■

Public Affairs Bureau

### Government of Alberta ■

Seniors and Community Supports

### Government of Alberta ■

Service Alberta

### Government of Alberta ■

Solicitor General and Public Security

### Government of Alberta ■

Sustainable Resource Development

### Government of Alberta ■

Tourism, Parks and Recreation

### Government of Alberta ■

Transportation

### Government of Alberta ■

Treasury Board



# 1.2.5

## Ministry Logo Formats

A stacked logo has been created for every Government of Alberta Ministry. This should be used when space prohibits the use of the horizontal logo. To ensure uniform and consistent use of the logo, always use the provided electronic artwork.

Do not attempt to set type or recreate the logo.

## Ministry Stacked Logos

**Government of Alberta** ■  
Aboriginal Relations

**Government of Alberta** ■  
Culture and Community Spirit

**Government of Alberta** ■  
Finance and Enterprise

**Government of Alberta** ■  
Justice and Attorney General

**Government of Alberta** ■  
Sustainable Resource Development

**Government of Alberta** ■  
Advanced Education and Technology

**Government of Alberta** ■  
Education

**Government of Alberta** ■  
Health and Wellness

**Government of Alberta** ■  
Municipal Affairs

**Government of Alberta** ■  
Tourism, Parks and Recreation

**Government of Alberta** ■  
Agriculture and Rural Development

**Government of Alberta** ■  
Employment and Immigration

**Government of Alberta** ■  
Housing and Urban Affairs

**Government of Alberta** ■  
Public Affairs Bureau

**Government of Alberta** ■  
Transportation

**Government of Alberta** ■  
Alberta Gaming and Liquor Commission

**Government of Alberta** ■  
Energy

**Government of Alberta** ■  
Infrastructure

**Government of Alberta** ■  
Seniors and Community Supports

**Government of Alberta** ■  
Treasury Board

**Government of Alberta** ■  
Children and Youth Services

**Government of Alberta** ■  
Environment

**Government of Alberta** ■  
International and Intergovernmental Relations

**Government of Alberta** ■  
Service Alberta

**Government of Alberta** ■  
Corporate Human Resources

**Government of Alberta** ■  
Executive Council

**Government of Alberta** ■  
Justice

**Government of Alberta** ■  
Solicitor General and Public Security

# 1.2.6

## Ministry Logo Formats

### Two-colour

The Government of Alberta Ministry Logo should appear in its two-colour version whenever possible. **The logo can only appear in Black and Blue (Pantone 312\*)**. No other brand colour will be allowed for use with the logo.

Black      Black  
Blue      Pantone 312\*

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns, see 3.1 in **The Brand Elements**.

### 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. The text appears in 100% black and the period symbol is a screen of 40% black.

### One-colour Black Solid

In one-colour applications where halftone printing is not available, the one-colour black solid version should be used.

### Reversed

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

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

## Ministry Horizontal Logo Colour Reproduction

Two-colour

**Government of Alberta** ■  
Advanced Education and Technology

One-colour Greyscale

**Government of Alberta** ■  
Advanced Education and Technology

One-colour Black Solid

**Government of Alberta** ■  
Advanced Education and Technology

Reversed Two-colour

**Government of Alberta** ■  
Advanced Education and Technology

Reversed One-colour Greyscale

**Government of Alberta** ■  
Advanced Education and Technology

Reversed One-colour White Solid

**Government of Alberta** ■  
Advanced Education and Technology

# 1.2.7

## Ministry Logo Formats

### Two-colour

The Government of Alberta Ministry Logo should appear in its two-colour version whenever possible. **The logo can only appear in Black and Blue (Pantone 312\*)**. No other brand colour will be allowed for use with the logo.

Black	Black
Blue	Pantone 312*

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns, see 3.1 in **The Brand Elements**.

### 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. The text appears in 100% black and the period symbol is a screen of 40% black.

### One-colour Black Solid

In one-colour applications where halftone printing is not available, the one-colour black solid version should be used.

### Reversed

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

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

## Ministry Stacked Logo Colour Reproduction

Two-colour

**Government  
of Alberta** ■  
Advanced  
Education and  
Technology

One-colour Greyscale

**Government  
of Alberta** ■  
Advanced  
Education and  
Technology

One-colour Black Solid

**Government  
of Alberta** ■  
Advanced  
Education and  
Technology

Reversed Two-colour

**Government  
of Alberta** ■  
Advanced  
Education and  
Technology

Reversed One-colour Greyscale

**Government  
of Alberta** ■  
Advanced  
Education and  
Technology

Reversed One-colour White Solid

**Government  
of Alberta** ■  
Advanced  
Education and  
Technology

# 1.2.8

## Ministry Logo Formats

## Branches, Programs & Services

### Stacked and Horizontal Branches, Programs & Services Logos

The Government of Alberta logos with Ministry Branches, Programs & Services identifiers are used in communications when the identification of a specific branch, program or service is essential.

**They should only be used internally.**

For these guidelines, we have shown one Branch, Program & Services Logo as an example. Logos are available in horizontal or stacked configurations to allow flexibility for a range of applications.

The integrity of the logo must be respected at all times. Never recreate or modify in any way. Always use the approved electronic file. Email [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for logo requests.

Horizontal Logo

**Government of Alberta** ■  
 Finance and Enterprise  
 Statistics

Stacked Logo

**Government  
 of Alberta** ■  
 Finance and  
 Enterprise  
 Statistics

# 1.2.9

## Ministry Logo Formats

## Branches, Programs & Services Stacked and Horizontal Logo

### Protective Space

Always maintain the minimum protective space around the Government of Alberta Ministry Branches, Programs & Services Logo to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the period symbol. This space is required around all sides of the logo. 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 logo may be reproduced to ensure its legibility. **Do not reproduce where the total width of the word “Government” is less than .5” in.**

### Colours

The Government of Alberta Ministry Branches, Programs & Services Logo should appear in its two-colour version whenever possible. **The logo can only appear in Black and Blue (Pantone 312\*).** No other brand colour will be allowed for use with the logo.

Black	Black
Blue	Pantone 312*

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns, see 3.1 in **The Brand Elements**.

When using the Ministry Branches, Programs & Services Logo in greyscale, one-colour black solid, and reversed the same rules apply as previously illustrated in 1.2.6 and 1.2.7 of this document.

Email [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for logo requests.

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

Horizontal Logo Protective Space



Horizontal Logo Minimum Size



Stacked Logo Protective Space



Stacked Logo Minimum Size



# 1.2.10

## Ministry Logo Formats

## Branches, Programs & Services Logos for Website Headings

### Minimum Size

For website headings the logo should never appear at a size where the total width of the word “Government” is less than 97 pixels at 72 dpi.

Logos for Website Headings Minimum Size



# 1.2.11

## Improper Use

To successfully reinforce the Corporate Identity, it is important that all Government of Alberta Ministry and Branch, Programs and Services logos are presented accurately.

Under no circumstance should any component of the logo be redrawn, modified or altered in any way. Reproduction of the logo must always be completed using the approved electronic file art provided.

The following pages demonstrate examples of unacceptable usage.

**Government of Alberta** ■  
Advanced Education and Technology

**Colour**  
The colour of the logo should not be changed from what is outlined in 1.2.6 and 1.2.7 of this document.

**Government of Alberta** ■  
Advanced Education and Technology

**Colour**  
Do not use the logo in any one colour other than solid black.

**Government of Alberta** ■  
Advanced Education and Technology

**Drop Shadows**  
The logo should not appear with drop shadows.

**Government of Alberta** ■  
Advanced Education and Technology

**Screens**  
The logo should not appear as a screen.

**Government of Alberta** ■  
Advanced Education and Technology

**Tracking**  
The tracking of the wordmark or ministry identifier should never be altered.

**Government of Alberta** ■  
Advanced Education and Technology

**Keylines**  
Never create an outline around the signature.

**Government of Alberta** ■  
Advanced Education and Technology

**Wordmark Typeface**  
Do not recreate the wordmark using any other typeface.

**Government of Alberta** ■  
Advanced Education and Technology

**Ministry Typeface**  
Do not recreate the ministry identifier using any other typeface.

**Government of Alberta** ■  
Advanced Education and Technology

**Minimum Size**  
The logo should never appear at a size where the total width of the word "Government" is less than .5" wide.

**Government of Alberta** ■  
Advanced Education and Technology

**Scaling**  
The horizontal and vertical scale should always change proportionately. Never stretch or condense the logo.

**Government of Alberta** ■  
Advanced Education and Technology

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

**Government of Alberta** ■  
Advanced Education and Technology

**Alignment of the Wordmark and Symbol**  
The alignment of the symbol should never be altered from what is outlined in 1.2.4 and 1.2.5 of this document.

# 1.2.11

## Improper Use

**Government of Alberta** ■  
Advanced Education and Technology

### Axis of the Logo

The axis of the logo should never be skewed other than a full 90 degrees.

**Government of Alberta** ◆  
Advanced Education and Technology

### Axis of the Symbol

The axis of the symbol should never be skewed.

■ **Government of Alberta**  
Advanced Education and Technology

### Position of the Symbol

The position of the symbol should never be altered from what is outlined in 1.2.4 and 1.2.5 of this document.

**Government of Alberta** ■  
Advanced Education and Technology

### Colour of the Symbol

The colour of the symbol should never be altered from what is outlined in 1.2.6 and 1.2.7 of this document.

**Government of Alberta** ■  
Advanced Education and Technology

### Framing

Do not position the logo within rules or frames.

Advanced Education and Technology  
**Government of Alberta** ■

### Position of the Ministry

The position of the ministry identifier should not be changed from what is outlined in 1.2.4 and 1.2.5 of this document.

*Alberta* ■ ■  
**Government of Alberta**  
Advanced Education and Technology

### Combinations

Do not mix elements from the Provincial signature with the logo other than what is outlined in 1.3 of this document.

Entrepreneur  
Alliance of  
**Government of Alberta** ■  
Advanced Education and Technology

### Combinations

Do not add elements to the logo to create new logo's.

**Government of Alberta** ■  
Advanced Education and Technology

### Protective Space

The logo should not appear without the minimum protective space around it as outlined in 1.2.2 and 1.2.9 of this document. This applies to background field edges, page trim or box edges.

**Government of Alberta** ■  
Advanced Education and Technology

### Contrast

Do not position the logo on backgrounds with insufficient contrast. Use a logo version that contrasts well with the background colour.



### Over Printing

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



### Over Printing

Do not position the logo within a white box overprint on dark or busy backgrounds. Always use a logo version that contrasts well with the background.





# 1.3

**Combined Brand Identity**

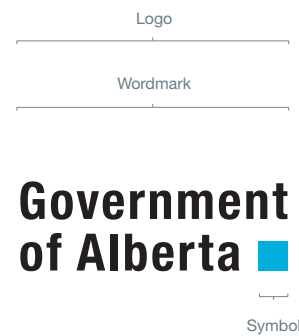
# 1.3.0

## Introducing the Combined Brand Identity

The Government of Alberta Combined Brand Identity was created as part of the Alberta Brand in 2008.

To ensure uniform and consistent use of the The Government of Alberta Combined Brand Identity, always use the provided electronic artwork, and follow the protective space, minimum size and colour guidelines outlined on the following pages.

All Combined Brand Identity formats are available for download at [www.corporateidentity.gov.ab.ca](http://www.corporateidentity.gov.ab.ca)



# 1.3.1

## Combined Brand Identity

### Combined Brand Identity with Tagline

This is the Combined Brand Identity with Tagline on one line and should be used whenever possible.

### Combined Brand Identity with Two-line Tagline

This is the Combined Brand Identity with Two-line Tagline and should be used on applications where the Combined Brand Identity is smaller than 3" or to increase readability.

### Combined Brand Identity without Tagline

The Combined Brand Identity can be used with or without the tagline. It is at the discretion of the user to determine whether the tagline is suited to the content of the communication materials to which it is being attached.

### Canada Qualifier Combined Brand Identity with Tagline

This is the preferred format for **use outside of Canada**.

### Canada Qualifier Combined Brand Identity with Two-line Tagline

This is the preferred format for **use outside of Canada**.

### Canada Qualifier Combined Brand Identity without Tagline

This is the preferred format for **use outside of Canada**.

### Combined Brand Identity with Tagline

**Government  
of Alberta** ■

Alberta ■  
Freedom To Create. Spirit To Achieve.

### Canada Qualifier Combined Brand Identity with Tagline

**Government  
of Alberta** ■  
Canada ■

Alberta ■  
Freedom To Create. Spirit To Achieve.

### Combined Brand Identity with Two-line Tagline

**Government  
of Alberta** ■

Alberta ■  
Freedom To Create.  
Spirit To Achieve.

### Canada Qualifier Combined Brand Identity with Two-line Tagline

**Government  
of Alberta** ■  
Canada ■

Alberta ■  
Freedom To Create.  
Spirit To Achieve.

### Combined Brand Identity without Tagline

**Government  
of Alberta** ■

Alberta ■

### Canada Qualifier Combined Brand Identity without Tagline

**Government  
of Alberta** ■  
Canada ■

Alberta ■

# 1.3.2

## Combined Brand Identity

### Protective Space

Always maintain the minimum protective space around the Combined Brand Identity with Tagline to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the Alberta Signature period symbol. This space is required around all sides. 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 Combined Brand Identity with Tagline may be reproduced to ensure its legibility. **Do not reproduce small than 3" in width.**

### Colours

The Combined Brand Identity should appear in its three-colour version whenever possible. **It can only appear in Black, Blue (Pantone 312\*) and Grey (Pantone 431\*).** No other brand colour will be allowed for use with the Grouping.

Black	Black
Blue	Pantone 312*
Grey	Pantone 431*

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns see 3.1 in **The Brand Elements**.

When using the Combined Brand Identity in greyscale, one-colour black solid, and reversed the same rules apply as illustrated in 1.1.5 of this document and 2.1.9 in **The Provincial Signature**.

## Combined Brand Identity with Tagline

Protective Space



Minimum Size



# 1.3.3

## Combined Brand Identity

### Protective Space

Always maintain the minimum protective space around the Combined Brand Identity with Two-line Tagline to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the Alberta Signature period symbol. This space is required around all sides. 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 Combined Brand Identity with Two-line Tagline may be reproduced to ensure its legibility. **Do not reproduce small than 1.85" in width.**

### Colours

The Combined Brand Identity should appear in its three-colour version whenever possible. **It can only appear in Black, Blue (Pantone 312\*) and Grey (Pantone 431\*).** No other brand colour will be allowed for use with the Grouping.

Black	Black
Blue	Pantone 312*
Grey	Pantone 431*

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns see 3.1 in **The Brand Elements**.

When using the Combined Brand Identity in greyscale, one-colour black solid, and reversed the same rules apply as illustrated in 1.1.5 of this document and 2.1.11 in **The Provincial Signature**.

## Combined Brand Identity with Two-line Tagline

Protective Space



Minimum Size



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

# 1.3.4

## Combined Brand Identity

### Protective Space

Always maintain the minimum protective space around the Combined Brand Identity without Tagline to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the Alberta Signature period symbol. This space is required around all sides. 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 Combined Brand Identity without Tagline may be reproduced to ensure its legibility. **Do not reproduce small than 1.37" in width.**

### Colours

The Combined Brand Identity should appear in its three-colour version whenever possible. **It can only appear in Black, Blue (Pantone 312\*) and Grey (Pantone 431\*).** No other brand colour will be allowed for use with the Grouping.

Black	Black
Blue	Pantone 312*
Grey	Pantone 431*

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns see 3.1 in **The Brand Elements**.

When using the Combined Brand Identity in greyscale, one-colour black solid, and reversed the same rules apply as illustrated in 1.1.5 of this document and 2.1.13 in **The Provincial Signature**.

## Combined Brand Identity without Tagline

Protective Space



Minimum Size



# 1.3.5

## Combined Brand Identity

### Protective Space

Always maintain the minimum protective space around the Canada Qualifier Combined Brand Identity with Tagline to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the Alberta Signature period symbol. This space is required around all sides. 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 Canada Qualifier Combined Brand Identity with Tagline may be reproduced to ensure its legibility. **Do not reproduce small than 3" in width.**

### Colours

The Canada Qualifier Combined Brand Identity should appear in its four-colour version whenever possible. **It can only appear in Black, Blue (Pantone 312\*), Grey (Pantone 431\*) and Red (Pantone 032\*\*).** No other brand colour will be allowed for use with the Grouping.

Black	Black
Blue	Pantone 312*
Grey	Pantone 431*
Red	Pantone 032**

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns see 3.1 in **The Brand Elements**.

\*\* The Official Government of Canada Red is Pantone 032. CMYK equivalent 0C/91M/87Y/0K. RGB equivalent 255R/0G/0B. Hexadecimal equivalent #FF0000

When using the Combined Brand Identity in greyscale, one-colour black solid, and reversed the same rules apply as illustrated in 1.1.7 of this document and 2.1.9 in **The Provincial Signature**.

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

## Canada Qualifier Combined Brand Identity with Tagline

Protective Space



Minimum Size



# 1.3.6

## Combined Brand Identity

## Canada Qualifier Combined Brand Identity with Two-line Tagline

### Protective Space

Always maintain the minimum protective space around the Canada Qualifier Combined Brand Identity with Two-line Tagline to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the Alberta Signature period symbol. This space is required around all sides. 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 Canada Qualifier Combined Brand Identity with Two-line Tagline may be reproduced to ensure its legibility. **Do not reproduce small than 1.85" in width.**

### Colours

The Canada Qualifier Combined Brand Identity should appear in its four-colour version whenever possible. **It can only appear in Black, Blue (Pantone 312\*), Grey (Pantone 431\*) and Red (Pantone 032\*\*).** No other brand colour will be allowed for use with the Grouping.

Black	Black
Blue	Pantone 312*
Grey	Pantone 431*
Red	Pantone 032**

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns see 3.1 in **The Brand Elements**.

\*\*The Official Government of Canada Red is Pantone 032.  
CMYK equivalent 0C/91M/87Y/0K. RGB equivalent 255R/0G/0B.  
Hexadecimal equivalent #FF0000

When using the Combined Brand Identity in greyscale, one-colour black solid, and reversed the same rules apply as illustrated in 1.1.7 of this document and 2.1.11 in **The Provincial Signature**.

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

Protective Space



Minimum Size





# 1.3.7

## Combined Brand Identity

## Canada Qualifier Combined Brand Identity without Tagline

### Protective Space

Always maintain the minimum protective space around the Canada Qualifier Combined Brand Identity without Tagline to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the Alberta Signature period symbol. This space is required around all sides. 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 Canada Qualifier Combined Brand Identity without Tagline may be reproduced to ensure its legibility. **Do not reproduce small than 1.37" in width.**

### Colours

The Canada Qualifier Combined Brand Identity should appear in its four-colour version whenever possible. **It can only appear in Black, Blue (Pantone 312\*), Grey (Pantone 431\*) and Red (Pantone 032\*\*).** No other brand colour will be allowed for use with the Grouping.

Black	Black
Blue	Pantone 312*
Grey	Pantone 431*
Red	Pantone 032**

\* Pantone colour or equivalent. For guidance on the Government of Alberta Primary Colour Palette as well as Pantone Coated, Pantone Uncoated, CMYK, RGB and Hexadecimal breakdowns see 3.1 in [The Brand Elements](#).

\*\*The Official Government of Canada Red is Pantone 032.  
CMYK equivalent 0C/91M/87Y/0K. RGB equivalent 255R/0G/0B.  
Hexadecimal equivalent #FF0000

When using the Combined Brand Identity in greyscale, one-colour black solid, and reversed the same rules apply as illustrated in 1.1.7 of this document and 2.1.13 in [The Provincial Signature](#).

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

Protective Space



Minimum Size



# 1.3.8

## Signature Formats

## Combined Brand Identity Logos for Website Headings

### Minimum Size

For website headings the Combined Brand Identity should never appear at a size where the total width of the "Alberta Signature" is less than 97 pixels at 72 dpi.

Logos for Website Headings Minimum Size

**Government  
of Alberta** ■



**Government  
of Alberta** ■  
Canada ■■



**Government  
of Alberta** ■



**Government  
of Alberta** ■  
Canada ■■



**Government  
of Alberta** ■



**Government  
of Alberta** ■  
Canada ■■



# 1.3.9

## Improper Use

To successfully reinforce the Corporate Identity, it is important that the Combined Brand Identity is presented accurately.

Under no circumstance should any component of the Government of Alberta logo or the Provincial Signature be redrawn, modified or altered in any way. Reproduction must always be completed using the approved electronic file art provided.

All Improper Usages for the Government of Alberta logo (1.1.9 of this document) and the Provincial Signature (2.1.18 in The Provincial Signature) also apply to the Combined Brand Identity.



**Colour**  
The colour of the Combined Brand Identity should not be changed from what is outlined in Sections 1.3.2 - 1.3.7 of this document.



**Colour**  
Do not use the Combined Brand Identity in any one colour other than solid black.



**Drop Shadows**  
The Combined Brand Identity should not appear with drop shadows.



**Screens**  
The Combined Brand Identity should not appear as a screen.



**Keylines**  
Never create an outline around the Combined Brand Identity.



**Scaling**  
The horizontal and vertical scale should always change equally. Never stretch or condense the Combined Brand Identity.



**Minimum Size**  
The Combined Brand Identity should never appear at a size other than what is outlined in 1.3.2 - 1.3.7 if this document.



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



# 1.4

Emblems of Alberta

# 1.4.1

## Emblems of Alberta

The Alberta Coat of Arms is Alberta's armorial bearings and represents provincial sovereignty and the authority of the Premier, Ministers, and the Legislative Assembly. The Coat of Arms is also used by the Provincial Courts of Alberta, as well as services, products, programs and property with legislative authority.

The Alberta Shield that is used on the Alberta Flag was the original armorial bearings assigned by Royal Warrant in 1907. In 1980, the original armorial bearings were 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.

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture and Community Spirit under the Emblems of Alberta Act

**Due to the restricted nature of the Alberta Coat of Arms it is not available for download. Email requests to [visual@gov.ab.ca](mailto:visual@gov.ab.ca).**

Approved Armorial 2008  
Royal Helmet



Original Armorial 1907



Approved Armorial 1980  
Gentlemen's Helmet



# 1.4.2

## The Alberta Coat of Arms



## Protocol for Displaying the Alberta 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 logo.

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 Government of Alberta 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 1.4.9 of this document)

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 Government of Alberta 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 his office, government ministers and their offices, the Legislative Assembly, communications developed for programs and projects that have legislative authority, and the Provincial Courts of Alberta.

The Alberta Coat of Arms may also be used:

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

**Due to the restricted nature of the Alberta Coat of Arms it is not available for download. Email requests to [visual@gov.ab.ca](mailto:visual@gov.ab.ca).**

# 1.4.3

## The Alberta Coat of Arms

## Protective Space

### 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.

**Due to the restricted nature of the Alberta Coat of Arms it is not available for download. Email requests to [visual@gov.ab.ca](mailto:visual@gov.ab.ca).**

### Protective Space



# 1.4.4

## The Alberta 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.**

**Due to the restricted nature of the Alberta Coat of Arms it is not available for download. Email requests to [visual@gov.ab.ca](mailto:visual@gov.ab.ca).**



Standard Publication Size



Minimum Size



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



# 1.4.5

## The Alberta Coat of Arms

## Size Range with Typography

These pages show the Alberta Coat of Arms combined with the word Alberta. The typeface, shown centered under the Coat of Arms, is 41 point 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.

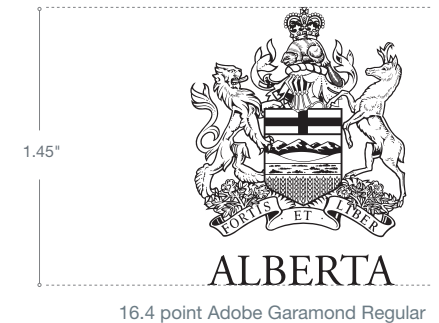
The .9" high size used on ministerial letterhead, envelopes, compliments cards and smaller publications is the smallest size at which the Alberta Coat of Arms when combined with type, should be reproduced for print-based communications.

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

**Due to the restricted nature of the Alberta Coat of Arms it is not available for download. Email requests to [visual@gov.ab.ca](mailto:visual@gov.ab.ca).**



Standard Publication (8.5"x11") Minimum Size



Letterhead, envelopes, compliments cards and smaller publications  
Minimum Size



Business Card Minimum Size



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

# 1.4.6

## The Alberta Coat of Arms

## Colour Reproduction

### Full Colour

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

### 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

**Due to the restricted nature of the Alberta Coat of Arms it is not available for download. Email requests to [visual@gov.ab.ca](mailto:visual@gov.ab.ca).**

Full Colour



One-colour Black Solid



Reversed One-colour White Solid



Full Colour



One-colour Black Solid



Reversed One-colour White Solid



# 1.4.7

## The Alberta Coat of Arms

## Using the Alberta Coat of Arms

The use of the Alberta Coat of Arms is limited to the Premier of Alberta and his office, government ministers and their offices, the Legislative Assembly, communications developed for programs and projects that have legislative authority, and the Provincial Courts of Alberta.

The Alberta Coat of Arms may also be used:

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

Due to the restricted nature of the Alberta Coat of Arms it is not available for download. Email requests to [visual@gov.ab.ca](mailto:visual@gov.ab.ca).

Certificate



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

# 1.4.8

## The Alberta Flag

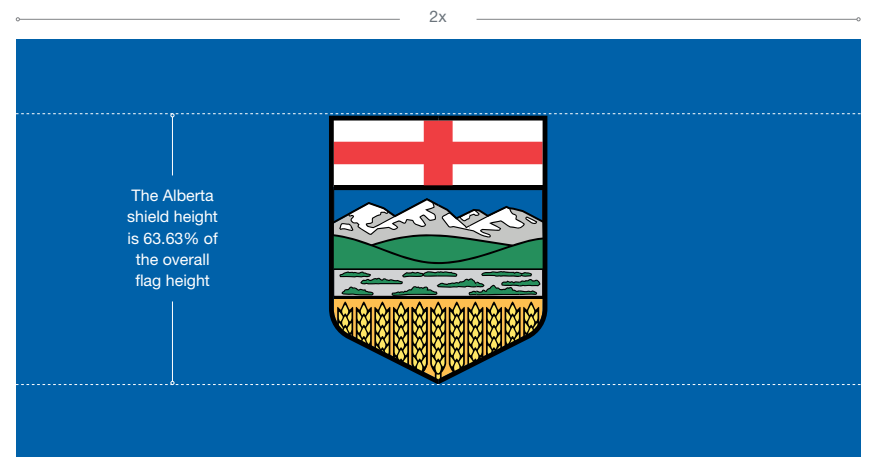
### Introduction

The flag of Alberta was adopted on June 1, 1968. The provincial colours of blue and golden yellow were adopted in 1984. These colours are referred to as “Alberta Blue” (Pantone 286\*) and “Alberta Gold” (Pantone 136\*), and they have been incorporated into the flag design.

Alberta Blue	Pantone 286*
Alberta Gold	Pantone 136*

\* Pantone colour or equivalent. For guidance on the Provincial Colours as well as Pantone Coated, Pantone Uncoated, CMYK and RGB breakdowns see 1.4.10 of this document.

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.



# 1.4.9

## The Alberta Flag

## 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



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

# 1.4.10

## Provincial Colours

### Alberta has two official colours:

The official colours of the Province of Alberta are **Alberta Blue (Pantone 286)** and **Alberta Gold (Pantone 136)**.

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 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

Provincial Colours					
<b>ALBERTA BLUE</b>	<b>ALBERTA GOLD</b>				
<b>PANTONE COATED</b> pantone 286C	<b>PANTONE COATED</b> pantone 136C	<b>PANTONE COATED</b> pantone 356C	<b>PANTONE COATED</b> pantone 421C	<b>PANTONE COATED</b> pantone 185C	<b>PANTONE COATED</b> pantone 114C
<b>PANTONE UNCOATED</b> pantone 286U	<b>PANTONE UNCOATED</b> pantone 136U	<b>PANTONE UNCOATED</b> pantone 356U	<b>PANTONE UNCOATED</b> pantone 421U	<b>PANTONE UNCOATED</b> pantone 185U	<b>PANTONE UNCOATED</b> pantone 114U
<b>CMYK</b> 100C/66M/0Y/2K	<b>CMYK</b> 0C/27M/76Y/0K	<b>CMYK</b> 95C/0M/100Y/27K	<b>CMYK</b> 0C/0M/0Y/26K	<b>CMYK</b> 0C/91M/76Y/0K	<b>CMYK</b> 0C/8M/73Y/0K
<b>RGB</b> 13R/54G/146B	<b>RGB</b> 254R/186G/53B	<b>RGB</b> 13R/104G/38B	<b>RGB</b> 189R/189G/189B	<b>RGB</b> 252R/25G/33B	<b>RGB</b> 255R/235G/67B
<b>AZURE SKY</b>	<b>WHEAT BACKGROUND</b>	<b>HILLS/WILD ROSE LEAVES</b>	<b>MOUNTAINS</b>	<b>ST. GEORGE'S CROSS</b>	<b>WHEAT</b>

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

# 1.4.11

## Other Official Emblems



The **Alberta Tartan** (left) and the **Alberta Dress Tartan** (right) are the official tartans of Alberta.



The **Bull Trout**, *Salvelinus confluentus*, is the official fish of Alberta.



The **Lodgepole Pine**, *Pinus contorta*, is the official tree of Alberta.



The **Rocky Mountain Big Horn Sheep**, *Ovis Canadensis*, is the official mammal of Alberta.



The **Wild Rose**, *Rosa acicularis*, is the official flower of Alberta.



**Petrified Wood**, also known as *silicified wood*, is the official rock of Alberta.



The **Great Horned Owl**, *Bubo virginianus*, is the official bird of Alberta.



**Rough Fescue**, *Fetuca scabrella*, is the official grass of Alberta.



As of September 2004, Alberta has an official song entitled "Alberta".

# 1.4.12

## The Alberta Seal

The Alberta Seal was created in March 2007 for use on official Government of Alberta documents and certificates of merit, such as diplomas, awards, scrolls, certificates, etc.

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

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





# 1.4.13

## The Alberta Seal

## Specifications

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.

It can be produced directly onto the document in several methods, ie. foil stamping, embossing or printing. It may be reproduced in a variety of methods. The seal may be printed on label stock and die cut; imprinted onto existing blank seals; embossed onto existing blank seals or reproduced directly onto the required document.

### 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.

Note: The number of points on the star shape does not have to be 36 as per the example, it may vary depending on available stock and existing dies from supplier.



One-colour White Solid

Embossed Artwork



# 1.4.14

## The Alberta Seal

## Coat of Arms and Government of Alberta Seal

### The Coat of Arms Seal

The Coat of Arms seal is to be used only when the document is to be signed by a Minister. Either Coat of Arms seal may be used at the discretion of the Minister or department.

### The Government of Alberta Seal

For all applications not involving the Minister, the Government of Alberta seal should be used.

The Coat of Arms Seal



The Government of Alberta logo Seal



Embossed Seal

Printed Seal -  
Image printed onto  
existing seals

Reversed Seal -  
Printed onto label  
stock then die cut

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



# 1.5

Stationery

# 1.5.0

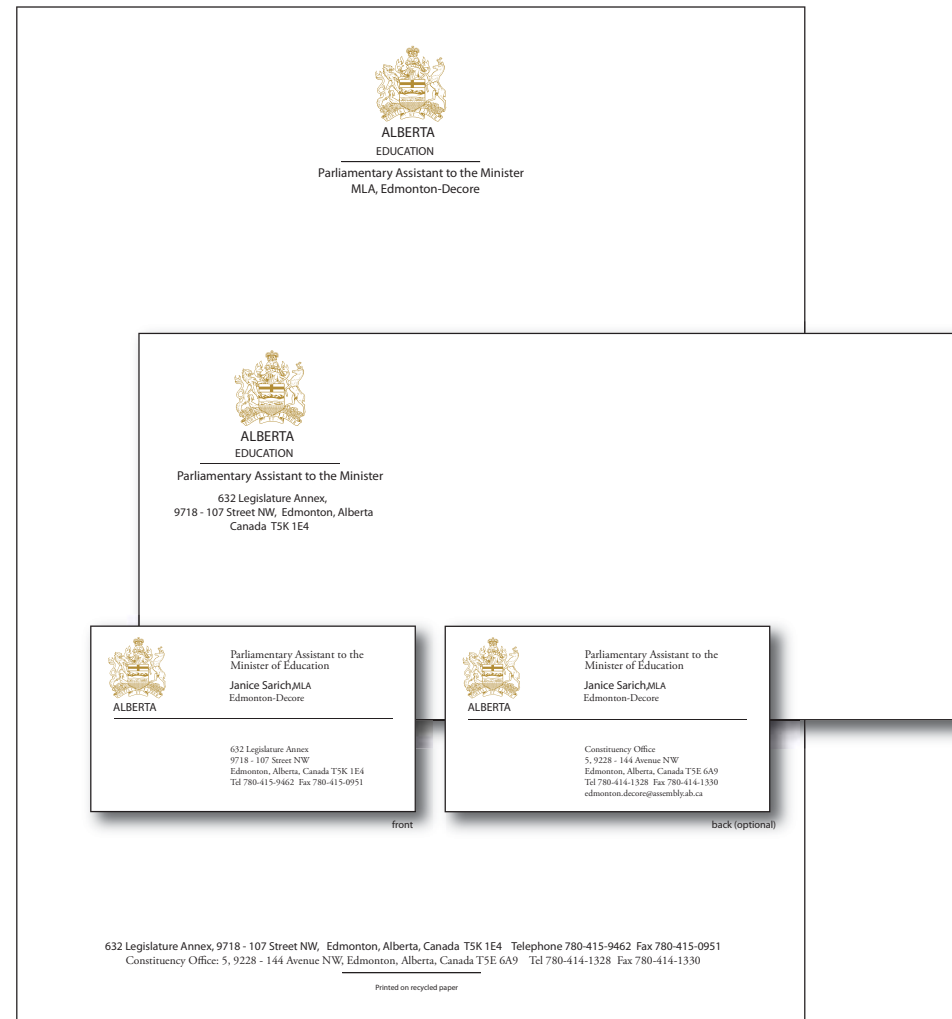
## Minister's Stationery

## Introduction

Members of cabinet use the Alberta Coat of Arms in gold metallic ink (Pantone 871) as the identifying graphic element on stationery items. The use of the Coat of Arms reinforces the distinct status of the office. A Minister's stationery has its own set of templates to guide its design. This stationery may be ordered by using the on-line ordering system.

### Using the On-Line Ordering System

The On-Line Ordering System is used to order Ministry stationery items. The following pages show examples of the business card, letterhead, compliments card and #10 envelope used in ministry communications.



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

# 1.5.1

## Minister's Stationery

The style guide describes the typographic and symbol features for Ministers' business cards. As a rule, abbreviations should be avoided. Personal names 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. As a matter of protocol, the Coat of Arms should appear to the left or above any other logo or insignia.

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 1.4 in **Corporate Identity**

- 2. Ministry/Department:** "Minister of" followed by the department name is used here. Multiple departments would be listed alphabetically, one above the other.
- 3. Individual Name:** Give usual 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.).

## Minister's Business Card Style Guide

- 5. Responsibilities:** Boards, commissions and other responsibilities are given here, as well as the electoral area.
- 6. Address:** The suite number is given as simple number followed by the building name if applicable, or a comma before the street address.

If a floor is indicated then the number should be shown, followed by 'st, nd, rd, or th floor'; floor should not be capitalized as it is not a proper name.

Use a small dash, with a word space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.

Within each line of an address, commas separate city/town, province, country. No commas are to be used before the postal code. Double spaces are used between the building designation, the city/town designation, the postal code and the telephone and fax information.

- 7. Telephone numbers:** The business telephone number is preceded by "Tel", followed by "Ext" for the extension number, followed by "Fax" for the facsimile number, and finally an office e-mail address and the government web site address, if space allows. The area code is listed before each number and is separated from the telephone or fax number with a dash.

Minister and Parliamentary Assistant Business Card  
3 1/2 x 2 inches (21p0 x 12p0)



Minister Business Card



Parliamentary Assistant Business Card

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

# 1.5.2

## Minister's Stationery

## Minister's 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. As a matter of protocol, the Coat of Arms should appear to the left or above any other logo or insignia.

The Coat of Arms is printed in gold on letterhead 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 1.4 in **Corporate Identity**

- 2. Department:** Only the department name is used here. Multiple departments would be listed alphabetically, one above the other.
- 3. Office Designation:** Usually shown as "Office of the Minister."
- 4. Responsibilities:** Boards, commissions and other responsibilities are given here, as well as elected office.
- 5. Address:** The suite number is given as simple number followed by the building name if applicable, or a comma before the street address.

If a floor is indicated then the number should be shown, followed by 'st, nd, rd, or th floor'; floor should not be capitalized as it is not a proper name.

Use a small dash, with a word space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.

Within each line of an address, commas separate city / town, province, country. No commas are to be used before the postal code. Double spaces are used between the building designation, the city / town designation, the postal code and the telephone and fax information.

- 6. Telephone numbers:** The business telephone number is preceded by the word "Telephone", followed by "Ext" for the extension number, followed by "Fax" for the facsimile number, and finally an office e-mail address and the government web site address, if space allows. The area code is listed before each number and is separated from the telephone or fax number with a dash.

Minister and Parliamentary Assistant Letterhead  
8 -1/2 x11 inches (51 picas x 66 picas)



Deputy Government House Leader and MLA, Edmonton Mill Creek



Printed on recycled paper

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

# 1.5.3

## Minister's Stationery

## Minister's 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. As a matter of protocol, the Coat of Arms should appear to the left or above any other logo or insignia.

The Coat of Arms is printed in gold on envelopes 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 1.4 in **Corporate Identity**

- 2. Department:** Only the department name is used here. Multiple departments would be listed alphabetically, one above the other.
- 3. Office Designation:** Usually shown as "Office of the Minister."
- 4. Address:** The suite number is given as simple number followed by the building name if applicable, or a comma before the street address.

Minister and Parliamentary Assistant #10 Envelope:  
9 - 1/2 x 4 - 1/8 inches (57p0 x 24p9)

