

The Alberta Government
Corporate Identity Manual

NOVEMBER 2013

Alberta  Government

Corporate Identity Manual

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



1.0

Corporate Identity Elements

1.1

Corporate Identity Elements **The Alberta Signature**

The Alberta Signature is the main element in the Alberta Corporate Identity and is used to represent the Alberta Government in all communications.

The Alberta Signature is a registered trademark that is protected by the Trademarks Act of Canada.



1.2

Corporate Identity Elements Introduction

Alberta's corporate identity is a program that identifies the Government of Alberta's facilities, programs and services. The program includes the Alberta Signature and the emblems of Alberta, including the province's coat of arms and the flag.

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

This manual will help ensure consistency by providing standards and specifications for the use of Alberta's corporate identity in a variety of situations. The manual should be followed for all printed and multi-media government communications, including stationery, forms, web sites, publications and signage. In advertising, the manual shows how the corporate identity is applied to mass media applications such as internet applications, newspapers and television.



1.4.1

Corporate Identity Elements Colour

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

The Alberta Corporate 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.



1.4.2

Corporate Identity Elements Corporate colours - Primary Palette

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

We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognized colour matching system based on lithography printing inks. The colour 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.

PANTONE COATED pantone 431C	PANTONE COATED pantone 226C	PANTONE COATED pantone 151C	PANTONE COATED pantone 7406C	PANTONE COATED pantone 376C	PANTONE COATED pantone 312C
PANTONE UNCOATED pantone 431U	PANTONE UNCOATED pantone 226U	PANTONE UNCOATED pantone 151U	PANTONE UNCOATED pantone 7406U	PANTONE UNCOATED pantone 382U	PANTONE UNCOATED pantone 312U
CMYK 11C/1M/0Y/64K	CMYK 0C/99M/0Y/0K	CMYK 0C/48M/95Y/0K	CMYK 0C/18M/100Y/0K	CMYK 50C/0M/100Y/0K	CMYK 96C/0M/11Y/0K
RGB 106R/115G/123B	RGB 212R/0G/114B	RGB 255R/121G/0B	RGB 237R/183G/10B	RGB 119R/184G/0B	RGB 0R/170G/210B
HEXADECIMAL # 5f6a72	HEXADECIMAL # d40072	HEXADECIMAL # ff7900	HEXADECIMAL # ecb700	HEXADECIMAL # 77b800	HEXADECIMAL # 00aad2
STONE	DUSK	SUNSET	PRAIRIE	PASTURE	SKY

1.4.3

Corporate Identity Elements

Corporate colours - Secondary Palette

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

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

1.4.4

Corporate Identity Elements Colour - Tone on Tone

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

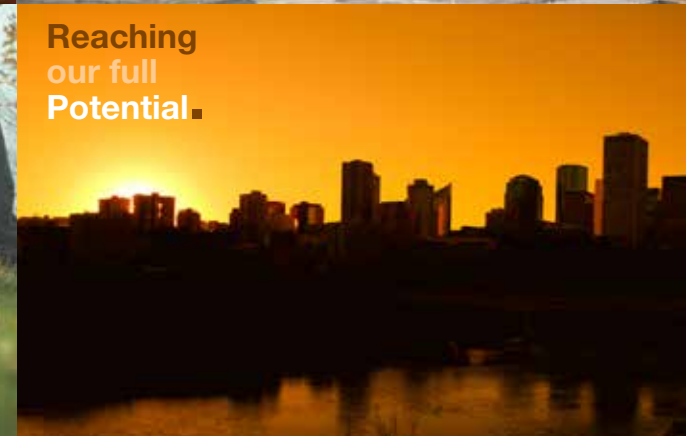
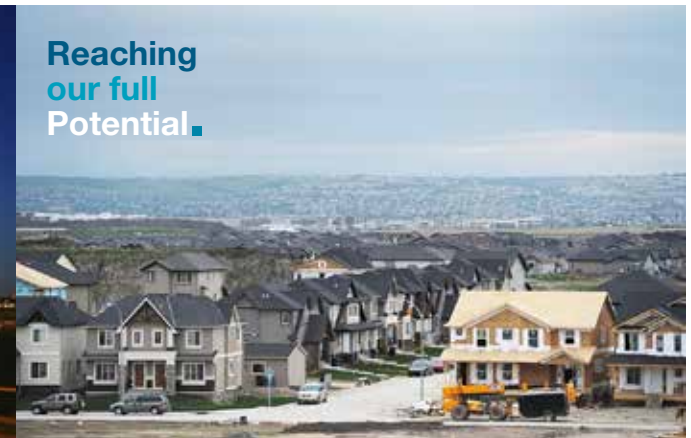


1.4.5.1

Corporate Identity Elements 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.



1.4.5.2

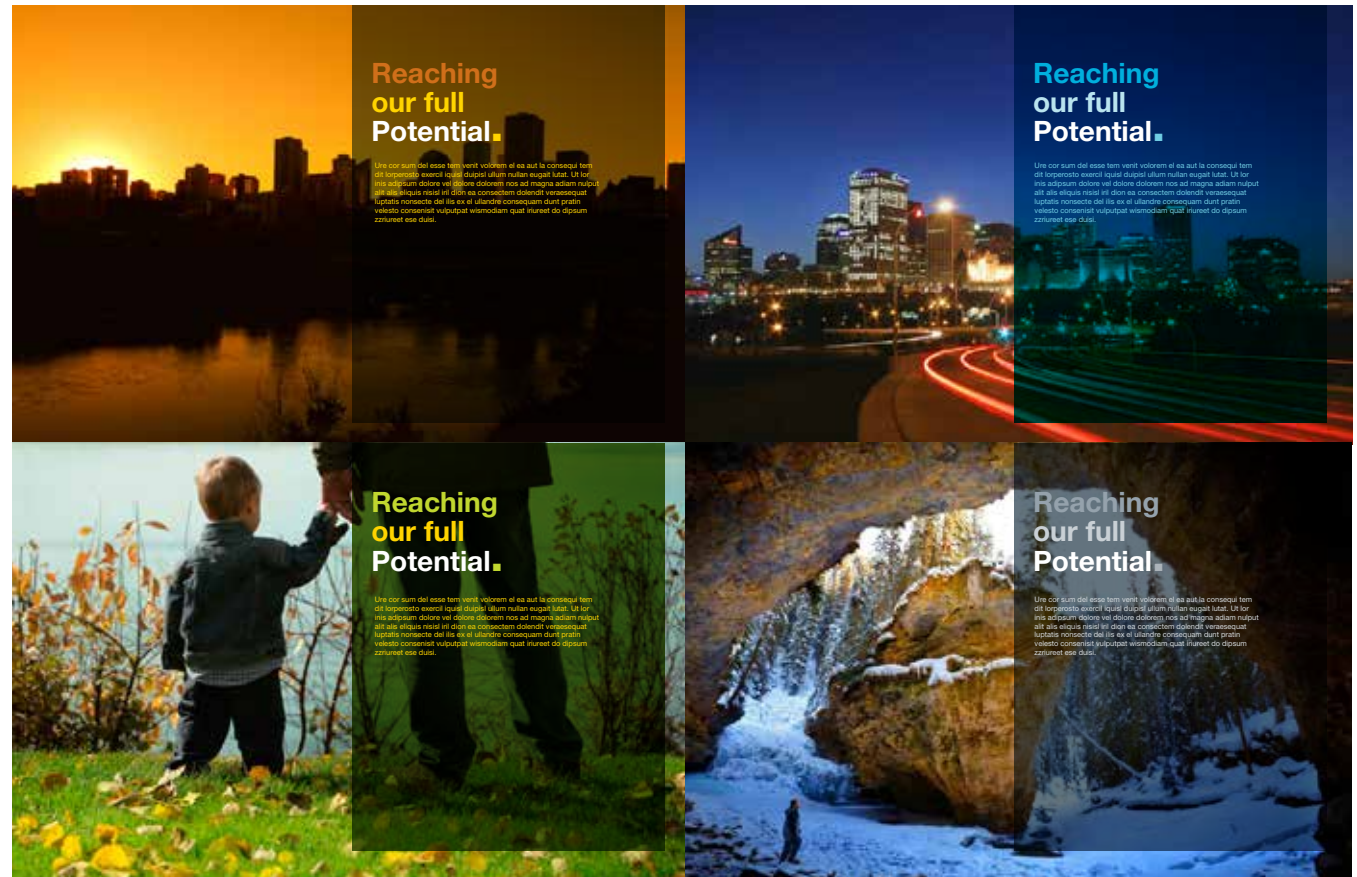
Corporate Identity Elements Colour with Photography



1.4.6

Corporate Identity Elements **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.



1.4.7

Corporate Identity Elements **Colour Overview**

- DO: control use of colour
- DO: use colours that complement photographs or backgrounds
- DO: use colours for type that have adequate contrast to the background or photograph
- DO: use screens of colours where needed to provide contrast to backgrounds
- DO: email 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

1.5.1

Corporate Identity Elements **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.

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

Due to licensing restrictions, we are unable to provide copies of this typeface.

Aa

aaaaaaaaaa

27 Ultra Light Condensed
27 Ultra Light Condensed Oblique
37 Thin Condensed
37 Thin Condensed Oblique
47 Light Condensed
47 Light Condensed Oblique
57 Condensed
57 Condensed Oblique
67 Medium Condensed
67 Medium Condensed Oblique
77 Bold Condensed
77 Bold Condensed Oblique
87 Heavy Condensed

87 Heavy Condensed Oblique
97 Black Condensed
97 Black Condensed Oblique
107 Extra Black Condensed
107 Extra Black Condensed Oblique
25 Ultra Light
26 Ultra Light Italic
35 Thin
36 Thin Italic
45 Light
46 Light Italic
55 Roman
56 Italic

65 Medium
66 Medium Italic
75 Bold
76 Bold Italic
85 Heavy
86 Heavy Italic
95 Black
96 Black Italic
23 Ultra Light Extended
23 Ultra Light Extended Oblique
33 Thin Extended
34 Thin Extended Oblique
43 Light Extended

43 Light Extended Oblique
53 Extended
53 Extended Oblique
63 Medium Extended
63 Medium Extended Oblique
73 Bold Extended
73 Bold Extended Oblique
83 Heavy Extended
83 Heavy Extended Oblique
93 Black Extended
93 Black Extended Oblique

1.5.2

Corporate Identity Elements

Helvetica Neue - examples

Helvetica Neue 25 Ultra Light

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Helvetica Neue 26 Ultra Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 35 Thin

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Helvetica Neue 36 Thin Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Helvetica Neue 46 Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 55 Roman

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Helvetica Neue 56 Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 65 Medium

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Helvetica Neue 66 Medium Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 76 Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 85 Heavy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 86 Heavy Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 95 Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 96 Black Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 57 Condensed

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Helvetica Neue 53 Extended

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ
 1234567890

1.5.3

Corporate Identity Elements

Substitute Typeface - Arial

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.



Arial Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Arial Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

1.5.4

Corporate Identity Elements

Substitute Typeface - Garamond

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

1.5.5

Corporate Identity Elements **Typography Overview**

DO: use the specified fonts

DO: make the size easily readable for your audience

DO: use size and weight to create contrast

DO: remember that less is more

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

DON'T: use vertical or horizontal scaling

DON'T: add a stroke or outline

DON'T: add drop shadows

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

1.6.1

Corporate Identity Elements

Photography

Photography is another key element of the Corporate Identity. 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 corporate identity.



1.6.2

Corporate Identity Elements Photo Library



Alberta_0001.jpg



Alberta_0002.jpg



Alberta_0003.jpg



Alberta_0004.jpg



Alberta_0005.jpg



Alberta_0006.jpg



Alberta_0007.jpg



Alberta_0008.jpg



Alberta_0009.jpg



Alberta_0010.jpg



Alberta_0011.jpg



Alberta_0012.jpg



Alberta_0013.jpg



Alberta_0014.jpg



Alberta_0015.jpg



Alberta_0016.jpg



Alberta_0017.jpg



Alberta_0018.jpg



Alberta_0019.jpg



Alberta_0020.jpg



Alberta_0021.jpg



Alberta_0022.jpg



Alberta_0023.jpg



Alberta_0024.jpg



Alberta_0025.jpg



Alberta_0026.jpg



Alberta_0027.jpg



Alberta_0028.jpg



Alberta_0029.jpg



Alberta_0030.jpg



Alberta_0031.jpg



Alberta_0032.jpg



Alberta_0033.jpg



Alberta_0034.jpg



Alberta_0035.jpg



Alberta_0036.jpg



Alberta_0037.jpg



Alberta_0037.jpg



Alberta_0039.jpg



Alberta_0040.jpg

Another source of Alberta photos is the Alberta Tourism Digital Assets Library located at www.tpr.alberta.ca/photo/default.aspx

1.6.6

Corporate Identity Elements **Photography Overview**

DO: use interesting crops
DO: use images that show unexpected viewpoints of Alberta
DO: email visual@gov.ab.ca for guidance if you are not sure

DON'T: use images or models that look staged or posed
DON'T: use images that are not distinctly Albertan
DON'T: recolour images in an unnatural way

1.7.1.1

Corporate Identity Elements **Background Textures**

To build upon our corporate identity 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

1.7.1.2.1

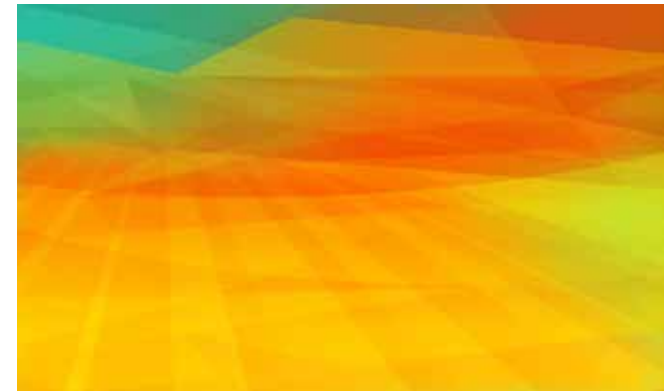
Corporate Identity Elements

Background Textures - Theme

A themed set of abstract background textures are available.



Prairie 1



Prairie 2



Mountains 1



Mountains 2

1.7.1.2.2

Corporate Identity Elements

Background Textures - Theme

A themed set of abstract background textures are available.



Aqueous 1



Aqueous 2



Aqueous 3

1.7.1.3

Corporate Identity Elements

Background Textures - Ministry 1

Another set of background patterns has been developed to help reflect ministry specific elements.



Technology



Infrastructure



The Rose

1.7.1.4.1

Corporate Identity Elements Background Textures - Ministry 2

Another set of background patterns has been developed to help reflect ministry specific elements.



Agriculture



Culture



Education



Employment



Energy



Environment

1.7.1.4.2

Corporate Identity Elements

Background Textures - Ministry 3

Another set of background patterns has been developed to help reflect ministry specific elements.



Health



Justice



2.0

The Alberta Signature

2.1

The Alberta Signature

Introduction

The Alberta signature must be used to identify the Alberta Government 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 which can be provided by contacting the appropriate Communications office.



2.2

The Alberta Signature

Overview

The Alberta signature must be used to identify the Alberta Government on all communications including external, internal and third party communications as requested. The Alberta signature is available in a variety of formats depending on the required use.

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

2.2.1.1 Alberta Signature

Alberta 

2.2.2.1 Alberta Government Signature

Alberta  Government

Alberta 
Government

2.2.3.1 Alberta Canada Signature

Alberta  Canada 

Alberta 
Canada 

2.2.4.1 Alberta Ministry Signature

Alberta  Municipal Affairs

Alberta 
Municipal Affairs

2.2.5.1 Ministry Branch, Program or Service Signature

Alberta  Public Affairs Bureau
Corporate Communications

Alberta 
Public Affairs Bureau
Corporate Communications

2.2.6.1 Government Branch, Program or Service Signature - Multiple Ministry

Alberta  Government
Land Use Secretariat

Alberta 
Government
Land Use Secretariat

2.2.7.1 Agency, Board or Commission (ABC) Signature

Alberta  *Authorized
Registry Agent*

Alberta 
*Authorized
Registry Agent*

2.2.1.1

The Alberta Signature

Alberta signature

Alberta signature logo

The Alberta signature logo is a simplified version of the Alberta Government signature and can be used when the communication piece is less formal or when it will be used at a greatly reduce size where the 'Government' word will be too small to be properly reproduced.



2.2.1.2

The Alberta Signature

Alberta signature - Buffer Zone, Minimum Size

Protective Space

Always maintain the minimum protective space around the Alberta signature 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.



Vertical logo - Buffer zone

Logo Minimum Size



2.2.2.1

The Alberta Signature

Alberta Government signature

Vertical and Horizontal logos

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

The Alberta Government signature should be used wherever possible.



Horizontal logo



Vertical logo

2.2.2.2

The Alberta Signature

Alberta Government signature - Buffer Zone, Minimum Size

Protective Space

Always maintain the minimum protective space around the Alberta Government signature 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.

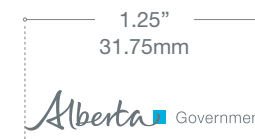


Horizontal logo - Buffer zone



Vertical logo - Buffer zone

Horizontal Logo Minimum Size



Vertical Logo Minimum Size



2.2.3.1

The Alberta Signature

Alberta Canada signature

Vertical and Horizontal logos

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

Vertical layout with Canada Qualifier

This is the preferred format.

Horizontal layout with Canada Qualifier

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

The vertical signature logo features the word "Alberta" in a grey, cursive script font. To the right of the final letter "a" is a blue square with a white stylized shape inside. Below this, the word "Canada" is written in a grey, sans-serif font, followed by the Canadian flag.

Vertical signature

The horizontal signature logo features the word "Alberta" in a grey, cursive script font. To the right of the final letter "a" is a blue square with a white stylized shape inside. To the right of this square, the word "Canada" is written in a grey, sans-serif font, followed by the Canadian flag.

Horizontal signature

2.2.3.2

The Alberta Signature

Protective Space

Always maintain the minimum protective space around the Alberta Canada signature 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.

Alberta Canada signature - Buffer Zone, Minimum Size

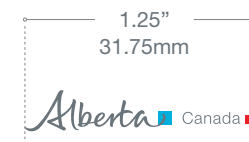


Horizontal logo - Buffer zone



Vertical logo - Buffer zone

Horizontal Logo Minimum Size



Vertical Logo Minimum Size



2.2.4.1

The Alberta Signature

Alberta Ministry signature

Vertical and Horizontal Logos

Vertical and horizontal versions have been designed for each Alberta Ministry signature logo to allow flexibility for a range of applications. **This version of the logo may only be used on internal material. See page 4.1.4 under 'Ministry logo use' for exemptions and additional information.**



Horizontal logo



Vertical logo

2.2.4.2

The Alberta Signature

Protective Space

Always maintain the minimum protective space around the Alberta Ministry signature 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.

Alberta Ministry signature - Buffer Zone, Minimum Size



Horizontal logo - Buffer zone

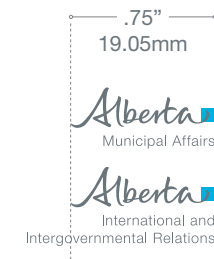


Vertical logo - Buffer zone

Horizontal Logo Minimum Size



Vertical Logo Minimum Size



2.2.4.3

The Alberta Signature

Horizontal layout

The Government of Alberta logos with ministry identifiers are used in communications when the identification of a specific ministry is essential. **They can only be used internally. See page 4.1.4 under 'Ministry logo use' for exemptions and additional information.**

Logos have been created for every Government of Alberta Ministry in a horizontal layout to be used when vertical space is limited.

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

Alberta Ministry signature - Horizontal layout

Alberta ■ Aboriginal Relations

Alberta ■ Agriculture and Rural Development

Alberta ■ Corporate Human Resources

Alberta ■ Culture

Alberta ■ Education

Alberta ■ Energy

Alberta ■ Enterprise and Advanced Education

Alberta ■ Environment and Sustainable Resource Development

Alberta ■ Executive Council

Alberta ■ Health

Alberta ■ Human Services

Alberta ■ Infrastructure

Alberta ■ International and Intergovernmental Relations

Alberta ■ Justice and Solicitor General

Alberta ■ Municipal Affairs

Alberta ■ Public Affairs Bureau

Alberta ■ Service Alberta

Alberta ■ Transportation

Alberta ■ Treasury Board and Finance

Alberta ■ Tourism, Parks and Recreation

2.2.4.4

The Alberta Signature

Alberta Ministry signature - Vertical layout

Vertical layout

The Government of Alberta logos with ministry identifiers are used in communications when the identification of a specific ministry is essential. **They can only be used internally. See page 4.1.4 under 'Ministry logo use' for exemptions and additional information.**

Logos have been created for every Government of Alberta Ministry in a vertical format to be used when horizontal space is limited.

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



2.2.5.1

The Alberta Signature

Ministry Branch, Program or Service

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

These logos can only be used internally. See page 4.1.4 under 'Ministry logo use' for exemptions and additional information.



Horizontal logo



Vertical logo

2.2.5.2

The Alberta Signature

Protective Space

Always maintain the minimum protective space around the Alberta Ministry signature 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.

Ministry Branch, Program or Service - Buffer Zone, Minimum Size



Horizontal logo - Buffer zone



Vertical logo - Buffer zone

Horizontal Logo Minimum Size



Vertical Logo Minimum Size



2.2.6.1

The Alberta Signature

Government Branch, Program or Service - Multiple Ministry

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

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



Horizontal logo



Vertical logo

2.2.6.2

The Alberta Signature

Protective Space

Always maintain the minimum protective space around the Alberta Ministry signature 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.

Government Branch, Program or Service - Buffer Zone, Minimum Size

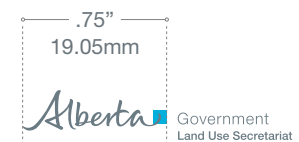


Horizontal logo - Buffer zone



Vertical logo - Buffer zone

Horizontal Logo Minimum Size



Vertical Logo Minimum Size



2.2.7.1

The Alberta Signature

Agency, Board or Commission (ABC) signature

Vertical and Horizontal logos

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

For assistance or further information regarding Authorized Registry Agent logos, contact Agent Support:
Phone: 1-866-301-6209
Email: Agent.Advisor@gov.ab.ca

For assistance or further information regarding Authorized Marriage Commissioner logos, contact Service Alberta Communications:
Phone: 1-780-427-4088
Email: SA.Communications@gov.ab.ca

Alberta  *Authorized
Registry Agent*

Alberta  *Authorized
Marriage Commissioner*

Horizontal logo examples

Alberta  *Authorized
Registry Agent* *Alberta*  *Authorized Marriage
Commissioner*

Vertical logo examples

2.2.7.2

The Alberta Signature

Protective Space

Always maintain the minimum protective space around the Alberta ABC signature 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.

Agency, Board or Commission signature - Buffer Zone, Minimum Size



Horizontal logo - Buffer zone



Vertical logo - Buffer zone

Horizontal Logo Minimum Size



Vertical Logo Minimum Size



2.2.7.3.1

The Alberta Signature

There are many entities other than departments that are part of the Government of Alberta. These entities are referred to by various names including: agencies, boards, commissions, councils, tribunals and delegated administrative organizations (ABCs). Whatever title is used they all have the following characteristics in common; they are:

- established by government but not part of a government department;
- have been given responsibility to perform a public function;
- are accountable to government, and;
- have some degree of autonomy from government.

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

ABCs wide range of responsibilities:

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

Agency, Board or Commission Relationship Introduction

Working with the corporate identity

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

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

The four relationship groups are:

- Very strong;
- Moderately close;
- Somewhat independent;
- Independent.

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

Those with a moderately close relationship can have their own logo and use the Government of Alberta logo for added support.

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

Finally, those ABCs that because of their purpose and mandate need to show that they operate independent from government need no acknowledgement to their relationship with government and may develop their own visual identity program.

2.2.7.3.2

The Alberta Signature

Agency, Board or Commission - Very Strong Relationship

Very Strong Relationship

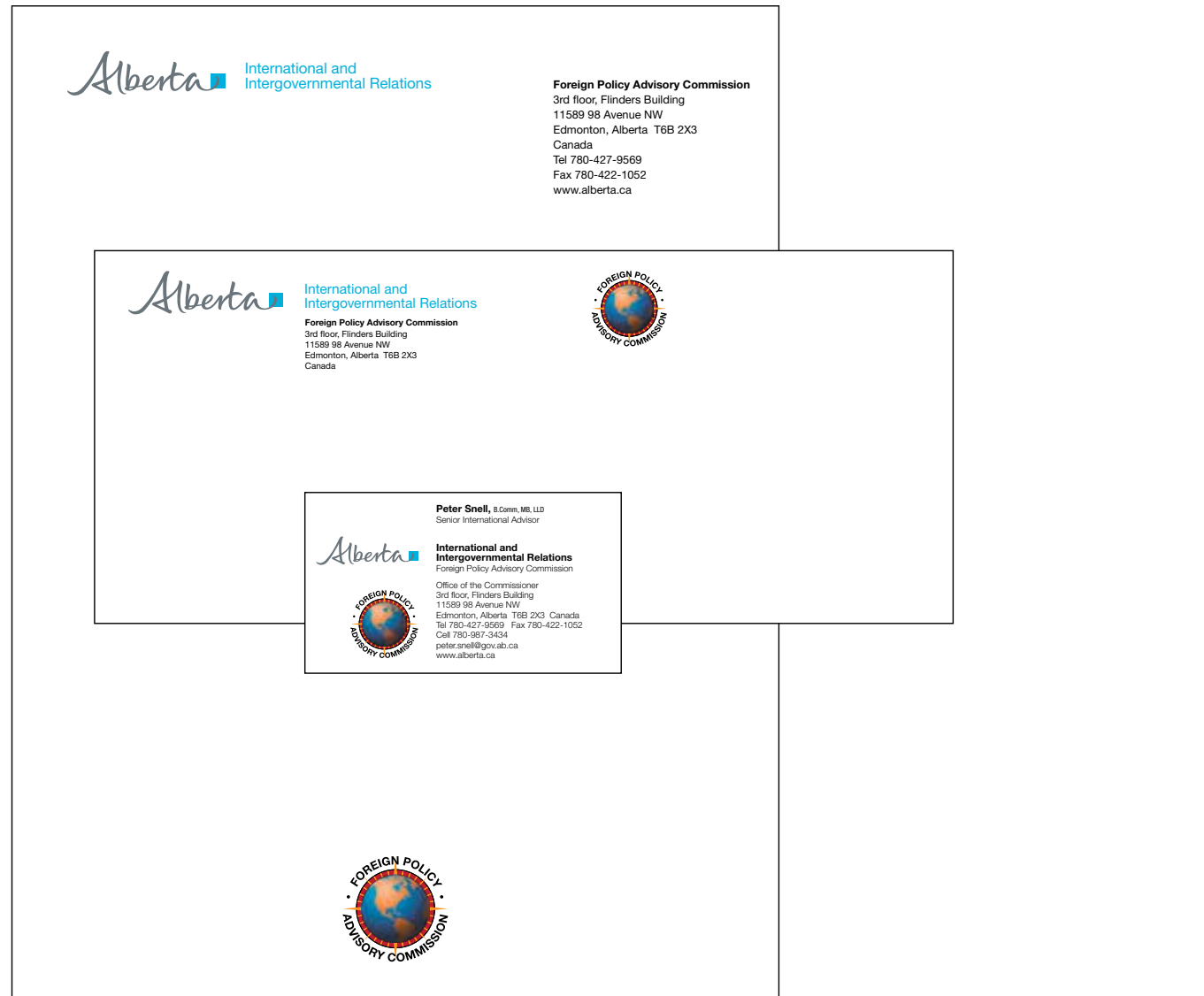
A very strong relationship would occur when the ABC is closely identified with the ministry and Government of Alberta. The Government of Alberta identity would be significant and the main focus of the identity. In this situation the Government of Alberta signature and corporate identity program would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

The ABC may or may not create a separate logo but this would be at the discretion of the minister. If a logo is developed it would be positioned according to the existing corporate identity manual.

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

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

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



2.2.7.3.3

The Alberta Signature

Agency, Board or Commission - Moderately Close Relationship

Moderately Close Relationship

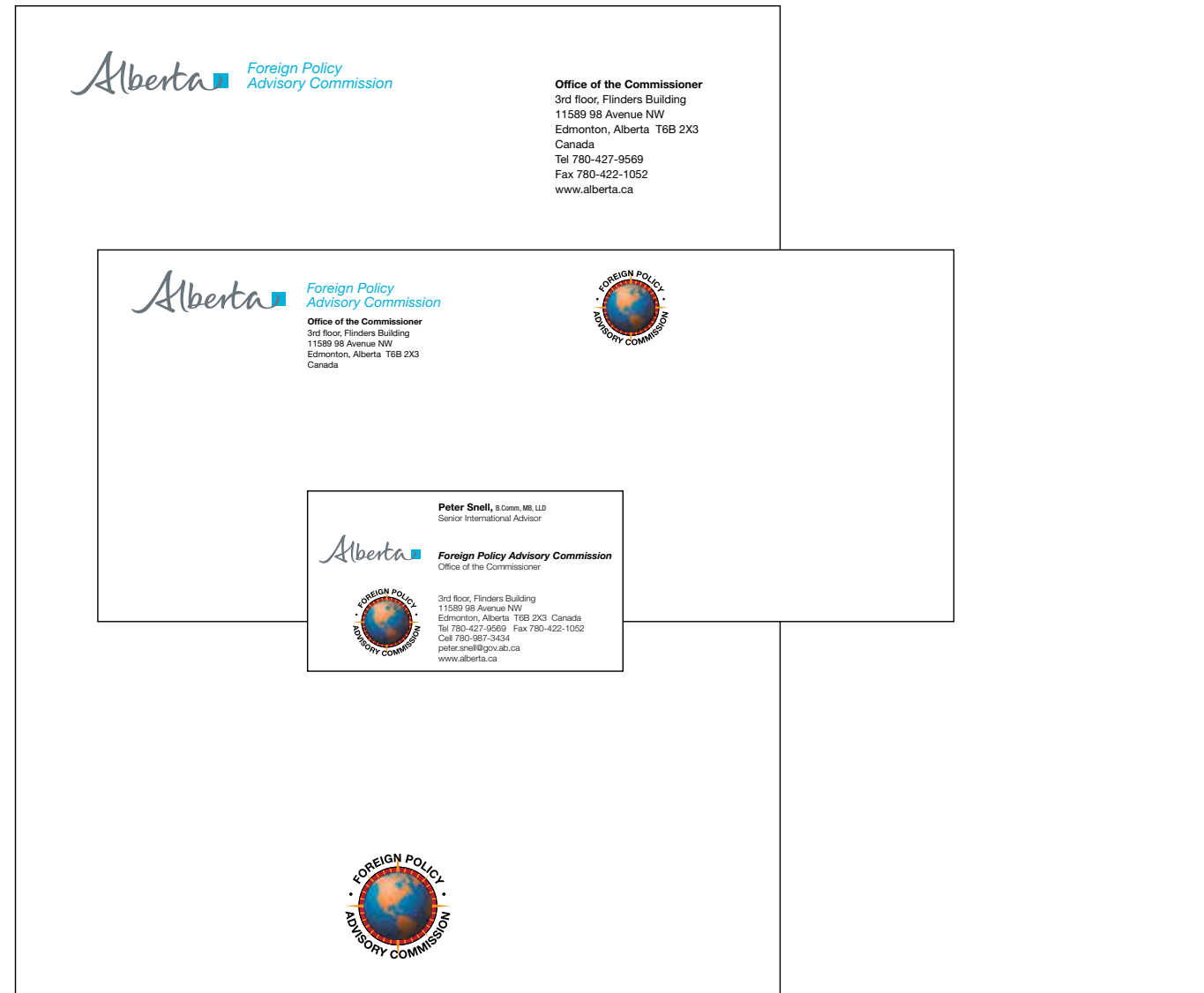
A moderately close relationship would allow for some flexibility to the corporate identity manual. Some of these agencies would be public agencies.

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

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

The website would use the Government of Alberta templates with the ABC logo positioned in the top banner.

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



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

E-mail visual@gov.ab.ca for more information or guidance.

2.2.7.3.4

The Alberta Signature

Agency, Board or Commission - Somewhat Independent Relationship

Somewhat Independent Relationship

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

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

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



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

E-mail visual@gov.ab.ca for more information or guidance.

2.2.7.3.5

The Alberta Signature

Agency, Board or Commission - Independent Relationship

Independent Relationship

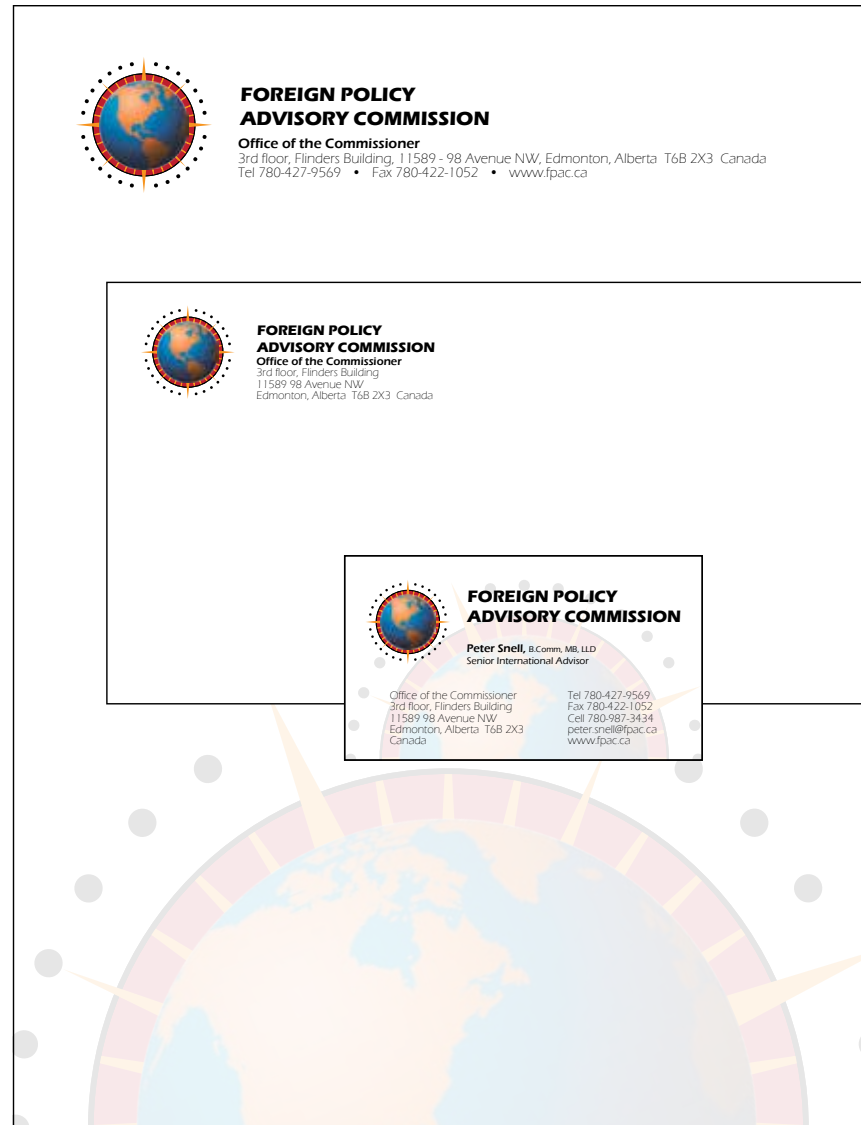
To do their job effectively, sometimes an ABC needs to distance themselves from the Government of Alberta. In these cases the ABC would develop their own branding and corporate identity program.

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

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

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

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



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

E-mail visual@gov.ab.ca for more information or guidance.

2.3.1

The Alberta Signature

Alberta Government Signature Colours

Colour version

- This is the standard layout for identifying Alberta Government
- The logo is available in all five of the primary corporate colours
- Sky (blue) is the default colour. It is the only colour permitted on office stationery and should be used for serious or official Alberta Government documents.
- Available in EPS, JPG and PNG format. Other formats available upon request
- Available as Spot colour for Coated and Uncoated paper
- Available in CMYK and RGB colours

Black only version

- Greyscale black and RGB black
- Available in EPS, JPG and PNG format. Other formats available upon request

Reverse version

- Available in EPS and PNG format only

Alberta  Government

Alberta  Government

Alberta  Government

Alberta  Government

Alberta  Government

Alberta  Government

Alberta  Government

Alberta  Government

Alberta 
Government

Alberta 
Government

Alberta 
Government

Alberta 
Government

Alberta 
Government

Alberta 
Government

Alberta 
Government

Alberta 
Government

- Sky (blue) is the default colour

2.3.2

The Alberta Signature

Alberta and Alberta Ministry Signature Colours

Alberta Signature only

- To be used when space is extremely limited
- Black and reverse also available
- Available in five different colours

Alberta 



Alberta 



Alberta Canada

- For international use
- Use Sky (blue) only
- Black and reverse also available
- When used over a darker background there should be white in the background of the flag. The full reverse version does not have white in the background of the flag.

Alberta  Canada 

Alberta 
Canada 

Alberta  Canada 

Alberta 
Canada 

Alberta  Canada 

Alberta 
Canada 

Alberta  Canada 

Alberta 
Canada 

Alberta Ministries/Branches/ABCs

For internal use only.

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

Alberta  Municipal Affairs

Alberta 
Municipal Affairs

2.4.1

The Alberta Signature

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

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

Improper use



Colour

Do not use the Signature in any one colour other than solid black.



Colour of the Symbol

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



Colour

Use only the approved colours outlined in 2.3.1 of this document.



Screens

The Signature should not appear as a screen.



Government or Ministry typeface

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



Government or Ministry size

Do not add alter the size of the government or ministry title.



Government or Ministry color

Do not add alter the colour of the government or ministry title.



Government or Ministry position

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



Combinations

Do not add elements to the Signature to create logos.



Combinations

Do not mix elements from other logos with the Alberta Signature.

2.4.2

The Alberta Signature

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

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

Improper use



Framing

Do not position the Signature within rules or frames.



Over printing

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



Over printing

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



Contrast

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



Drop shadows

The Signature should not appear with drop shadows.



Scaling

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



Minimum size

The Signature should never appear at a total width less than 0.75".



Keylines

Never create an outline around the Signature.



Wordmark typeface

Do not recreate the wordmark using any other typeface.



Tracking

The tracking of the wordmark should never be altered.



Axis of the signature

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

2.4.3

The Alberta Signature

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

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

Improper use



Size Relationships

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



Alignment of the Wordmark and Symbol

The alignment of the symbol should never be altered from what is outlined in 2.1 of this document.



Axis of the Symbol

The axis of the symbol should never be skewed.



Position of the Symbol

The position of the symbol should never be altered from what is outlined in 2.1 of this document.



The tail of the 'a' and the symbol

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



3.0

Emblems of Alberta

3.1.1

Emblems of Alberta

Official Emblems

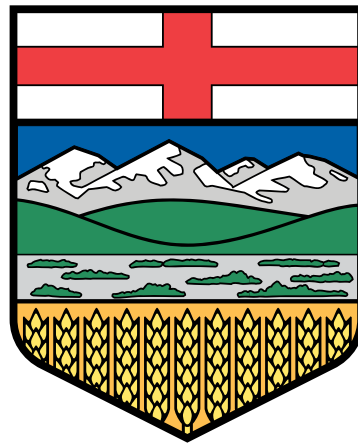
The emblems of Alberta reflect the province's history, its natural and diverse landscapes, and its people.



Armorial Bearings of Alberta (Coat of Arms)

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

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



Provincial Shield

The shield of the Coat of Arms was adopted as a separate official emblem known as the provincial shield in September 2013. Topped by a red St. George's Cross on a white background, the Provincial Shield features azure (blue) in back of a range of snow-capped mountains with green hills, prairie and a wheat field in front. The provincial shield remains as an element of two other emblems: the Coat of Arms and the flag of Alberta.



Flag of Alberta

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



Floral Emblem: Wild Rose, *Rosa Acicularis*

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

3.1.2

Emblems of Alberta

Official Emblems



Grass Emblem: Rough Fescue, *Festuca Scabrella*

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



Alberta Tartan

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



Alberta Dress Tartan

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



Bird of Alberta: Great Horned Owl, *Bubo Virginianus*

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

3.1.3

Emblems of Alberta

Official Emblems



Stone of Alberta: Petrified Wood

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



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

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



Provincial Colours

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

See page 3.4 for additional information.



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

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

3.1.3

Emblems of Alberta

Official Emblems



Fish of Alberta: Bull Trout, *Salvelinus Confluentus*

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

3.2.1

Emblems of Alberta

Armorial Bearings of Alberta (Coat of Arms)

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



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture under the Emblems of Alberta Act.

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

3.2.2

Emblems of Alberta



Protocol for Displaying the Coat of Arms

The Alberta Coat of Arms is normally displayed on its own or alongside other provincial and federal coats of arms. The Alberta Coat of Arms is not normally displayed in conjunction with the 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 Alberta Government is involved in a joint initiative with another provincial government or territory, then the coats of arms, flags or other provincial insignia appear in order of the date each jurisdiction entered Confederation.

When the Alberta Government works with a municipal government, and the Alberta Coat of Arms is used in communications, it is placed above or to the left of the municipal insignia.

Given that the Alberta Coat of Arms represents sovereignty and ownership by the province, it is more appropriate to use the Alberta Government logo rather than the Coat of Arms when the government is involved in partnerships with private sector organizations.

The use of the Alberta Coat of Arms is limited to the Premier of Alberta and her office, government ministers and their offices, the Legislative Assembly, and the Provincial Courts of Alberta.

The Alberta Coat of Arms may also be used as authorized in writing by the Minister of Culture.

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture under the Emblems of Alberta Act.

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

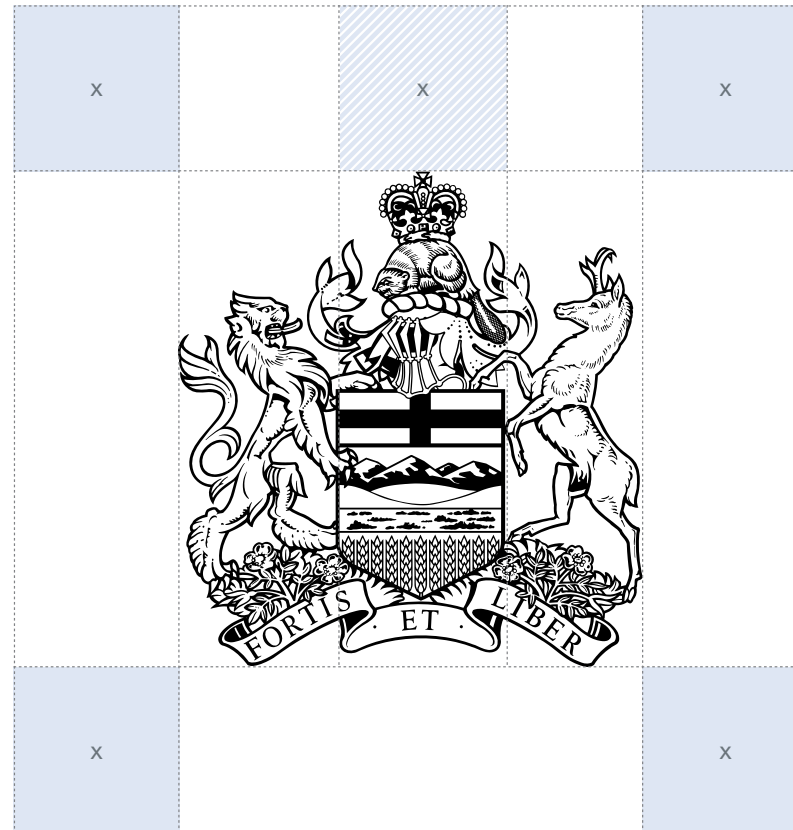
3.2.3

Emblems of 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.



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture under the Emblems of Alberta Act.

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

3.2.4

Emblems of 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.



Standard Publication Size



Minimum Size



Use of the Alberta Coat of Arms must be authorized by the Minister of Culture under the Emblems of Alberta Act.

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

3.2.6

Emblems of Alberta

Coat of Arms Colour Reproduction

Full Colour

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

One-colour Greyscale

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

One-colour Black Solid

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

Reversed

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

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

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture under the Emblems of Alberta Act.

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

Full Colour



One-colour Greyscale



One-colour Black Solid



Reversed One-colour White Solid



3.2.7

Emblems of Alberta

Using the Alberta Coat of Arms

The use of the Alberta Coat of Arms is limited to the Premier of Alberta and her 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 Alberta Government, or of the Coat of Arms;
2. In libraries, museums, or educational facilities as part of descriptions or exhibits relating to the Alberta Government, or to the Coat of Arms;
3. In film, video or digital multimedia communications that relate to the Alberta Government, or to the Coat of Arms;
4. For other uses as authorized in writing by the Minister of Culture.

Use of the Alberta Coat of Arms must be authorized by the Minister of Culture under the Emblems of Alberta Act.

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

Certificate



3.3.1

Emblems of Alberta

The Alberta Flag

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



3.3.2

Emblems of Alberta

Flying Alberta's Flag

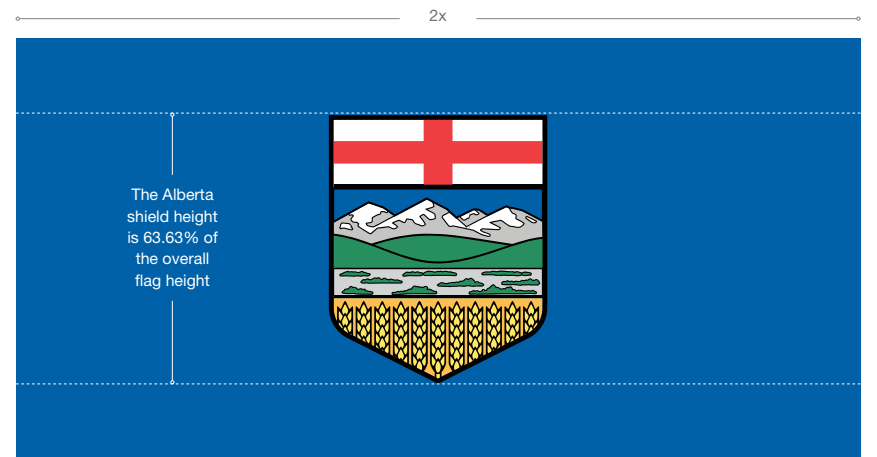
When the Alberta flag is flown with other provincial or territorial flags, they appear after the national flag of Canada in the order of the date each province or territory entered Confederation as below. In less formal circumstances, the provincial flags may be ordered alphabetically or geographically,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

Order of provincial and territorial flag array by date:

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

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

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



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

3.4

Emblems of Alberta

Alberta Shield and Flag Colours

The official colours of the Province of Alberta are:

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

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

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

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



4.0

Products

4.1.3

Products

Minister and Associate Minister Stationery

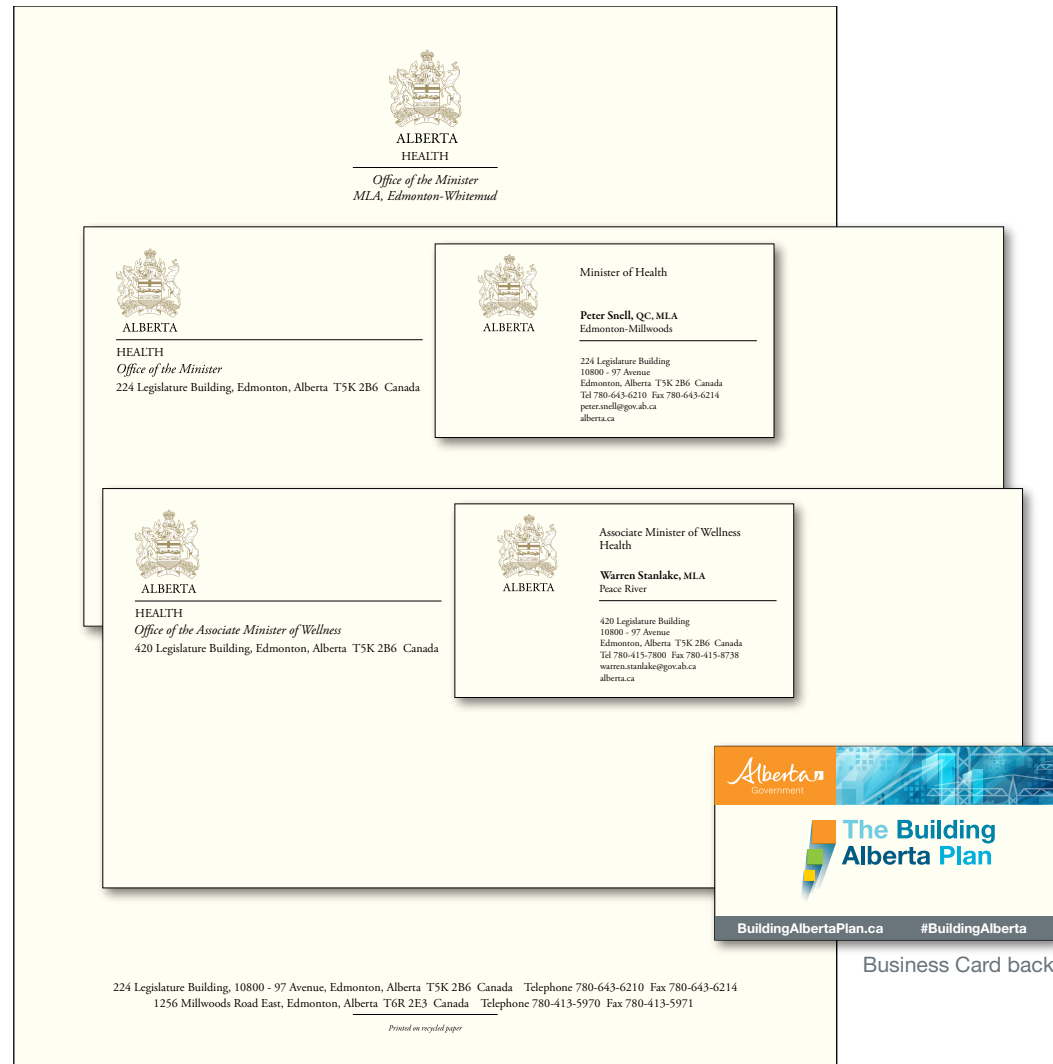
Members of cabinet use the Alberta Coat of Arms in gold metallic ink as the identifying graphic element on stationery items. The use of the Coat of Arms reinforces the distinct status of the office. The Minister and Associate Minister stationery has its own set of templates to guide its design.

Using the On-Line Ordering System

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

Minister and Associate Minister stationery

- This is the approved layout for Minister and Associate Minister stationery items
- Other items are available through the on-line system and have been updated or are being updated to reflect the new logo



4.1.3.1.1

Products

Minister and Associate Minister Business Card Style Guide

The style guide describes the typographic and symbol features for Minister and Associate Minister 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. The Coat of Arms and the Alberta signature should not appear together.

The Coat of Arms is printed in gold on business cards used by Ministers, Associate Ministers, Standing Policy Committee members and Ministerial level committees that are chaired by an MLA or a member of the judiciary. For guidance on the Coat of Arms usage, see page 3.1.1 The Alberta Coat of Arms.
- 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:** 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.).
- 5. **Responsibilities:** Boards, commissions and other responsibilities are given here, as well as the electoral area.

- 6. **Address:**
 - The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address
 - If a floor is indicated then the number should be followed by ‘st, nd, rd, or th floor’; floor should not be capitalized
 - Use a small dash, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
 - Commas separate city/town and province
 - Correct order is address, city, province, postal code, country
 - No commas are to be used before the postal code
 - Double spaces are used between the address, the city or town and the postal code
- 7. **Contact Information:**
 - The business telephone number is preceded by “Tel”, followed by “Ext” (extension number), followed by “Fax” (facsimile number)
 - The area code is listed before the telephone or fax number
 - Office e-mail address and the government web site follow the telephone information, if space allows.
 - Double spaces separate the telephone and fax information

Minister and Associate Minister Business Card
3.5 x 2 inches



Minister Business Card



Associate Minister Business Card

4.1.3.2.1

Products

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

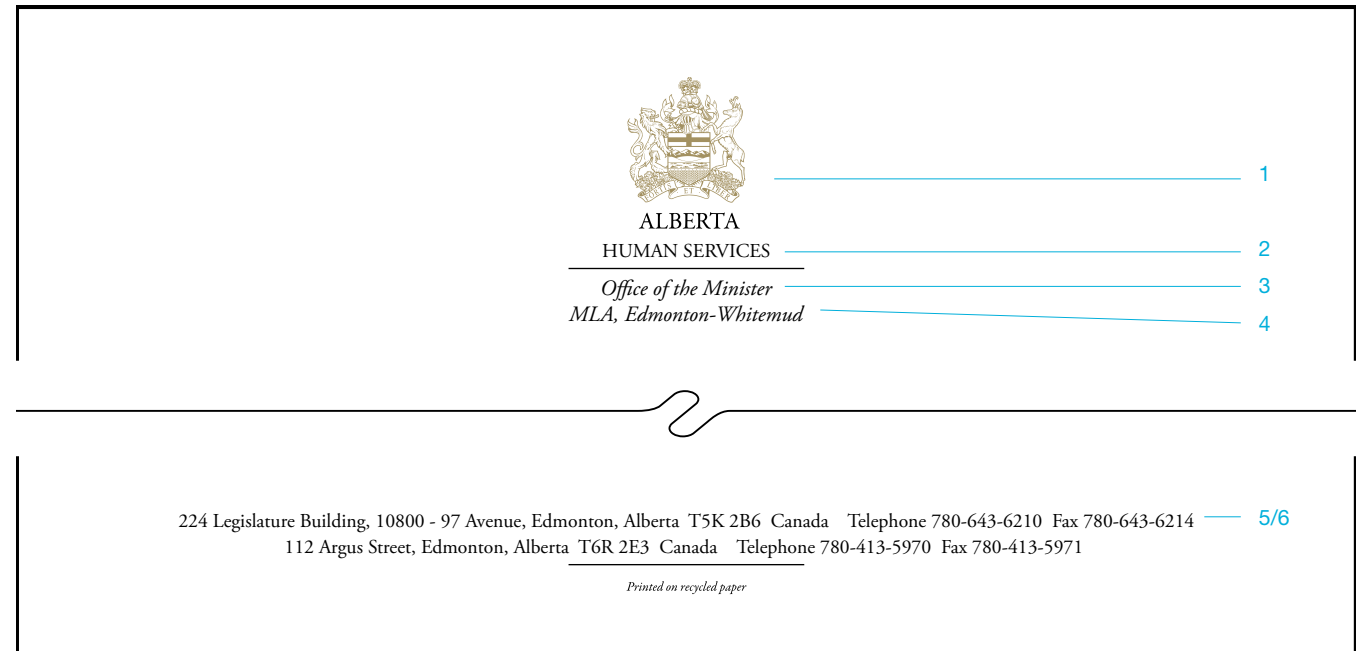
1. **Alberta Coat of Arms:** The Coat of Arms is used by elected officials and its use is protected by the Emblems of Alberta Act. It should appear in the positions shown on the stationery templates. The Alberta Coat of Arms with the word "Alberta" incorporated is the version to be used on stationery.

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

2. **Department:** Only the department name is used here. Multiple departments would be listed alphabetically, one above the other.
3. **Office Designation:** Usually shown as "Office of the Minister" or "Office of the Associate Minister of..."
4. **Responsibilities:** Boards, commissions and other responsibilities are given here, as well as elected office.
5. **Address:**
 - The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address
 - If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized. Floor should be spelled out in full if space is available
 - Use a small dash, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
 - Commas separate city/town and province
 - Correct order is address, city, province, postal code, country
 - No commas are to be used before the postal code

Minister and Associate Minister Letterhead Style Guide

Minister and Associate Minister Letterhead
8.5 x11 inches



The diagram illustrates the layout of the Minister and Associate Minister Letterhead. It features the Alberta Coat of Arms at the top center, followed by the text "ALBERTA HUMAN SERVICES" in a bold, sans-serif font. Below this, the office designation "Office of the Minister" and the MLA's name "MLA, Edmonton-Whitemud" are displayed in a smaller, italicized font. The address and contact information are listed at the bottom, including the Legislature Building and Argus Street addresses, along with telephone and fax numbers. A decorative flourish separates the address from the contact information. The diagram includes numbered callouts (1-6) pointing to specific elements: 1 points to the Coat of Arms, 2 points to "ALBERTA", 3 points to "HUMAN SERVICES", 4 points to the office designation, 5 points to the address, and 6 points to the contact information.

- Double spaces are used between the address, the city or town and the postal code
6. **Contact Information:**
 - The business telephone number is preceded by "Telephone", followed by "Ext" (extension number), followed by "Fax" (facsimile number)
 - The area code is listed before the telephone or fax number
 - Office e-mail address and the government web site follow the telephone information, if space allows.
 - Double spaces separate the telephone and fax information

4.1.3.3.1

Products

Minister and Associate Minister Envelope Style Guide

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

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

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

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

- 2. Department:** Only the department name is used here. Multiple departments would be listed alphabetically, one above the other.
- 3. Office Designation:** Usually shown as "Office of the Minister" or "Office of the Associate Minister of..."
- 4. Address:**
 - The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address
 - If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalize. Floor should be spelled out in full if space is available
 - Use a small dash, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
 - Commas separate city/town and province
 - Correct order is address, city, province, postal code, country
 - No commas are to be used before the postal code
 - Double spaces are used between the address, the city or town and the postal code



ALBERTA

HUMAN SERVICES

Office of the Minister

224 Legislature Building, Edmonton, Alberta T5K 2B6 Canada

1

2

3

4



ALBERTA

HEALTH

Office of the Associate Minister of Wellness

420 Legislature Building, Edmonton, Alberta T5K 2B6 Canada

4.1.3.4.1

Products

Minister and Associate Minister Compliments Card

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

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

The Coat of Arms is printed in gold on business cards used by Ministers, Standing Policy Committee members and Ministerial level committees that are chaired by an MLA or a member of the judiciary. For guidance on the Coat of Arms usage, see page 3.1.1 for additional information.

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

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

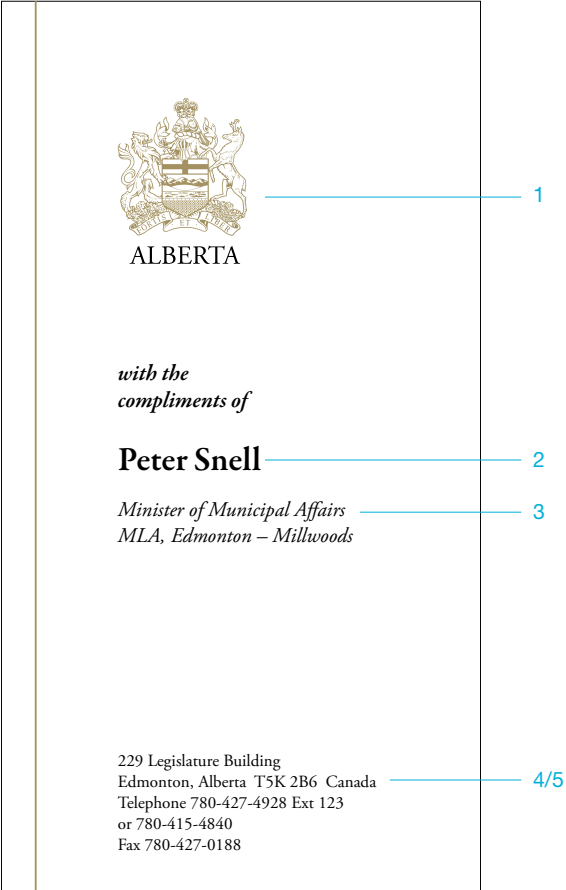
4. **Address:**

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

5. **Contact Information:**

- The business telephone number is preceded by “Telephone”, followed by “Ext” (extension number), followed by “Fax” (facsimile number)
- The area code is listed before the telephone or fax number
- Double spaces separate the telephone and fax information

Minister Compliments Card
3.5 x 6.5 inches



4.1.4

Products

General stationery

General stationery includes letterhead, envelopes and business cards.

General office stationery

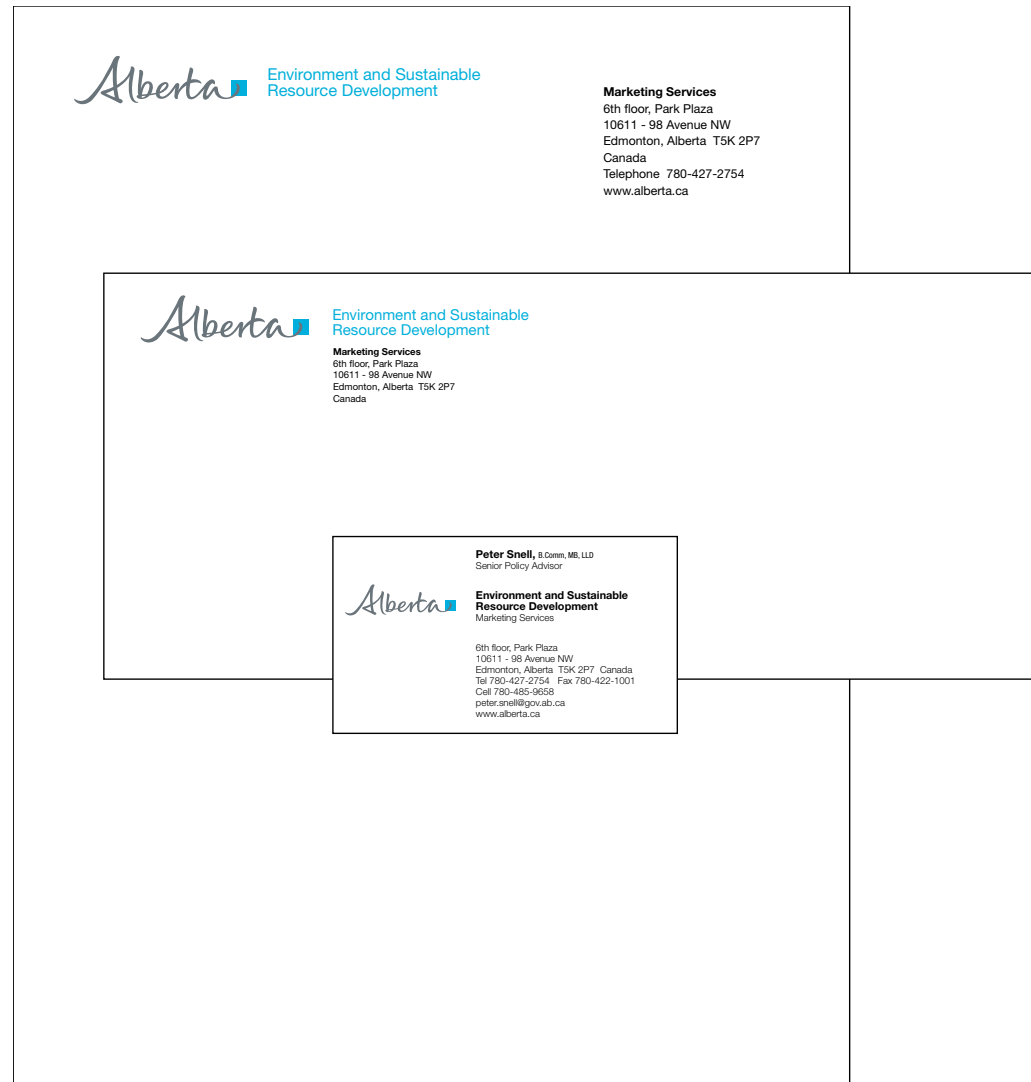
- This is the approved layout for stationery items
- Grey and Sky (blue) is the only colour for the Alberta signature logo permitted on stationery

Ministry logo use

It is previously stated in this manual that ministry logos are for internal use only. The only exception to this rule is for office stationery such as letterhead, business cards, envelopes, presentation folders, mailing labels and other select products.

Part of the reason for this is that while brochures, posters, or many other government documents are meant for the general public, office stationery is usually intended for direct communications between a representative of the government and one member of the public or an individual company or organization.

There is also a slightly different treatment of the logo in this situation as the name of the ministry is printed in blue on letterheads and envelopes and black on business cards.



4.1.4.1.1

Products

Business Card

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

The back of a business card may be used to translate that card into a second language. Typically, an individual's name and position are translated. The government department and "Canada" may be translated. The address is not usually translated, as the English mailing address is required for correspondence. The Alberta Signature is never translated into another language.

The space in the lower left portion of the business card is to be used for a maximum of one program or initiative identifier.

General Business Card
3.5 x 2 inches (21p0 x 12p0)



Business Card - Front (maximum text)



International Business Card - Front (minimal text)



Business Card with one program or initiative identifiers



Business Card back

4.1.4.1.2

Products

Business Card Style Guide

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

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

- 1. The Alberta Signature:** The Signature should be used only as outlined in this manual. There is an option to use the Alberta Canada (international) version of this logo. The Alberta signature with the blue square is the only permitted version on business cards.
- 2. Individual Name:** Only abbreviated titles that denote a qualification such as Dr. or Col. should be used.
- 3. Credentials:** For abbreviations that are all capitalized (for example: MLA, MD, MA) and for those that end in a capital (PhD) no periods are needed. Abbreviations that have only an initial capital require periods in order not to confuse with words (B.Comm., P.Eng.).
- 4. Position/title:** Specific job title or position of individual up to a maximum of two lines.
- 5. Department:** Only the department name is used here. Multiple departments would be listed alphabetically, one above the other.
- 6. Division:** One line for a division title may be listed here. If a second line is required it would be positioned directly above the address below.

7. Address:

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

8. Contact Information:

- The business telephone number is preceded by "Tel", followed by "Ext" (extension number), "Fax" (facsimile number) and "Cell" (mobile phone number)
- The area code is listed before the telephone or fax number
- Brackets are not be used around the area code
- Office e-mail address and the government web site follow the telephone information, if space allows
- Double spaces separate the telephone and fax information

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

General Business Card



4.1.4.2.1

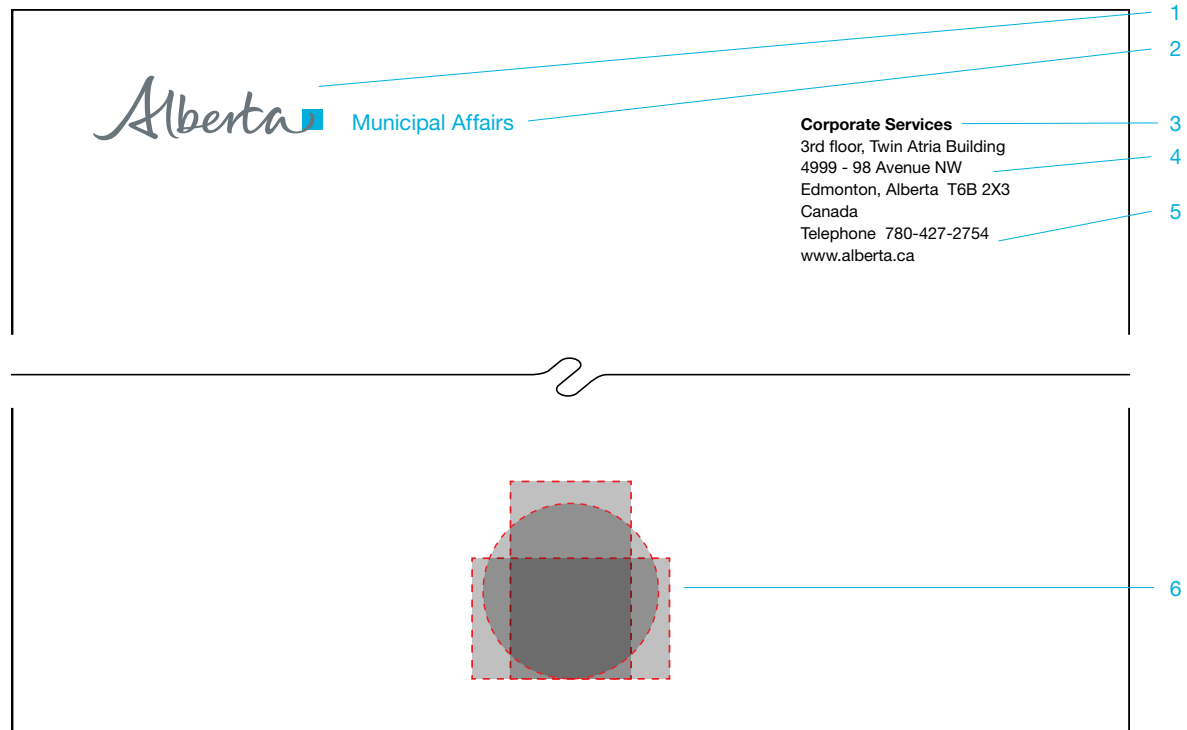
Products

Letterhead Style Guide

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

- 1. Alberta Signature:** The Alberta signature should be used only as outlined in this manual.
- 2. Ministry Title:** The Ministry title is identified in this location.
- 3. Office Designation/Subdivision:** The particular division, branch or program is indicated here.
- 4. Address:**
 - The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address.
 - If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized. Floor should be spelled out in full if space is available
 - Use a small dash, with a space on either side, to separate the two parts of a street address. No periods are required for SW, NE, etc.
 - Commas separate city/town and province
 - Correct order is address, city, province, postal code, country
 - No commas are to be used before the postal code
 - Double spaces are used between the address, the city or town and the postal code
- 5. Contact Information:**
 - The business telephone number is preceded by "Telephone", followed by "Ext" (extension number), followed by "Fax" (facsimile number)
 - The area code is listed before the telephone or fax number
 - The web site follows the telephone information
 - Double spaces separate the telephone and fax information

General Letterhead
8.5 x11 inches (51 picas x 66 picas)



- 6. Additional Visuals:** The grey-toned areas indicate the size and positioning for a maximum of one program or initiative identifier.

4.1.4.3.1

Products

Envelope Style Guide

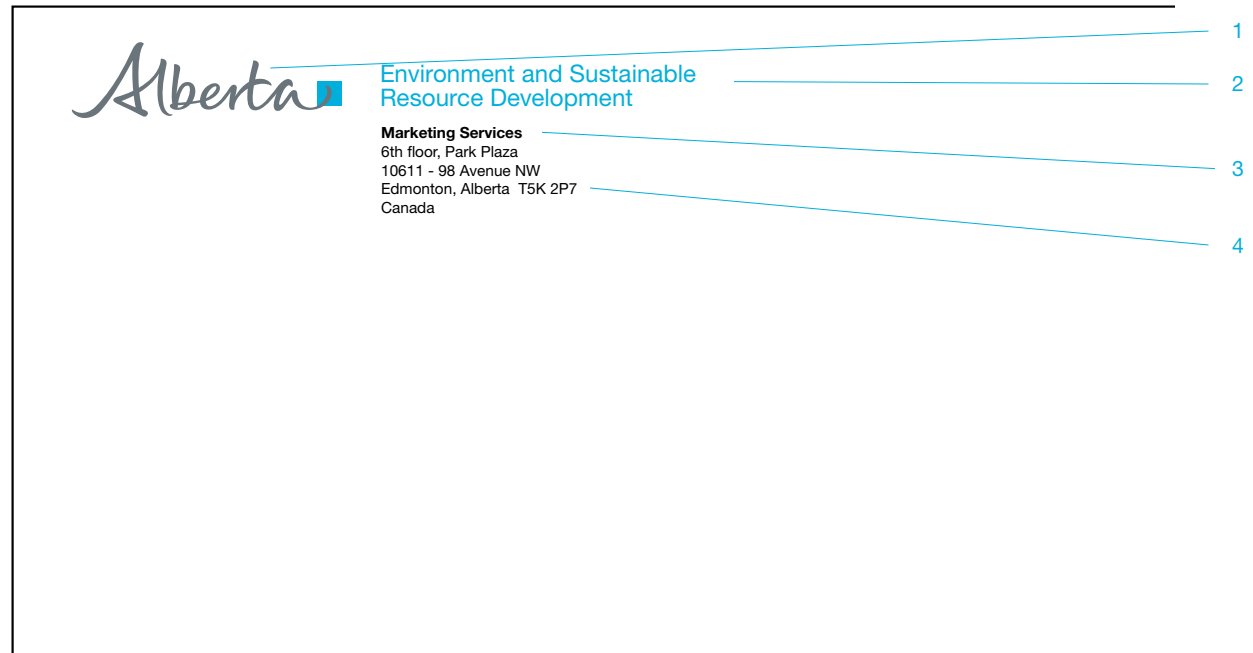
The style guide describes the typographic and symbol features for small envelopes. As a rule, abbreviations should be avoided. A person's name should not be used on envelopes.

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

Common layout sizes:

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

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



4.2.1.1

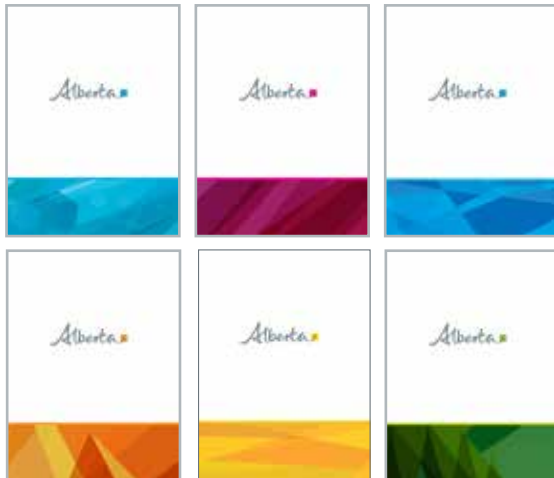
Products

Presentation Folders - Generic

Two-pocket Presentaion folders available for general use by all Ministries.

On-Line Ordering System

All folders can be ordered by using the on-line ordering system. The following pages show examples of all folders available.



Generic Folder

4.2.1.2

Products

Presentation Folders - Themed



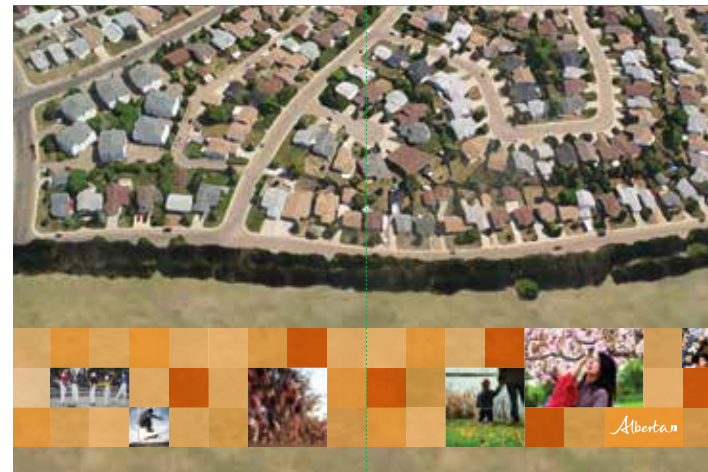
Environmental Folder



Urban Folder



Science Folder



Community Folder

4.2.4

Products

Mailing Label Style Guide

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

Individual names should not be used on mailing labels.

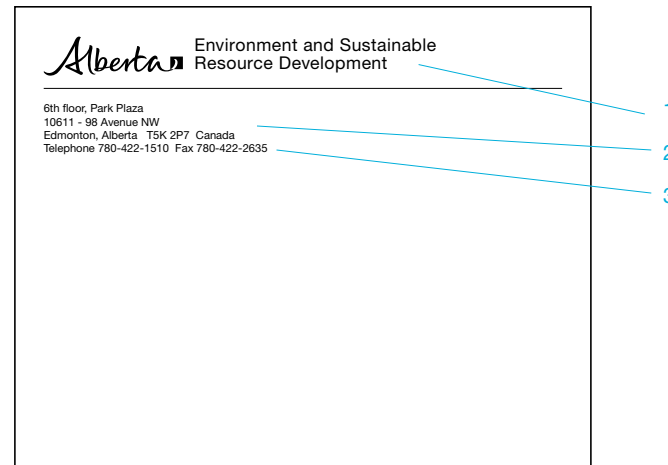
1. **The Alberta Signature with Ministry identifiers:** The Signature should be used with the Ministry title only as outlined in this manual.

2. **Address:**

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

3. **Contact Information:**

- The business telephone number is preceded by "Telephone", followed by "Ext" (extension number), followed by "Fax" (facsimile number)
- The area code is listed before the telephone or fax number
- Office e-mail address and the government web site follow the telephone information, if space allows.
- Double spaces separate the telephone and fax information



Mailing Label: 5 x 4

4.2.5

Products

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

Printed Forms


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

On-Line Forms

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

Forms Heading


External form header

	AISH Application
	Assured Income for the Severely Handicapped


External form header with additional logo

		AISH Application
		Assured Income for the Severely Handicapped

Internal form header

	Shining Star Nomination
	Human Resource Services

Internal form header with ministry title

	Bright Idea Award Nomination
	Human Resources

Internal form header with ministry title and additional logo

		Bright Idea Award Application
		Human Resources

4.3.1

Products

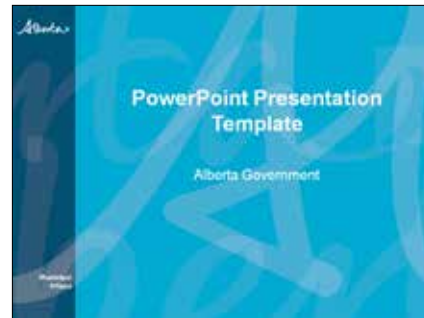
PowerPoint presentations - templates

The Government of Alberta has created a series of PowerPoint templates to assist you in creating presentations. These templates use the brand colours to fit a variety of moods and topics. Each template contains a template for a title slide, a section divider and a content slide, as well as text colour schemes to match.

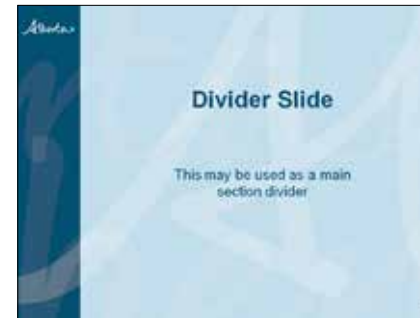
Use of these templates is not mandatory, but they exist as a quick and simple way to apply corporate identity standards to your next presentation. These templates are meant to be a starting point for your presentation and can be adjusted as necessary. The layouts are designed to be flexible and to fit a variety of content.

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

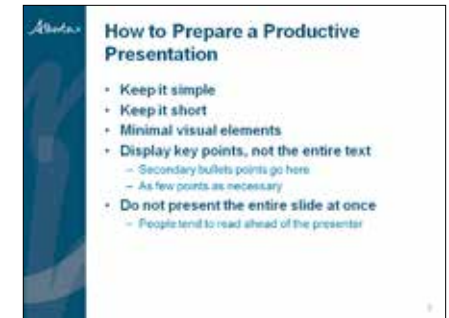
- Use bullets and short messages to highlight key facts.
- Use your speaking notes to expand on these key facts rather than reading off your slides.
- Use graphics when necessary, but keep your presentation clean and easy to read.
- Divider slides are a great way to indicate a change in topic. Use them to keep information separate and refocus your audience before switching topics.



Sky template - title slide



Sky template - divider slide



Sky template - content slide



Pasture template



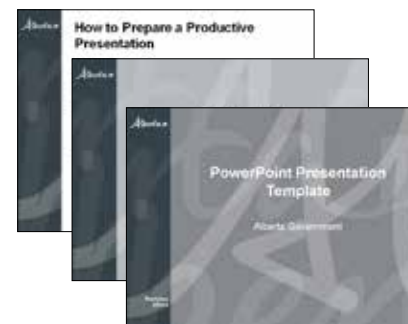
Sunset template



Dusk template



Prairie template



Stone template

4.3.2

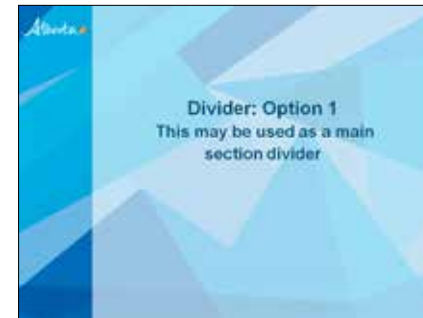
Products

Powerpoint presentations - templates

The original PowerPoint templates developed in 2011 are still available for use as well. These templates use different textures, but still follow the same colour schemes as the new templates. There is no preference as to which templates you use; all of these follow the corporate identity guidelines.



Sky title slide



Sky vertical divider slide



Sky horizontal divider slide



Sky generic divider slide



Sky vertical content slide



Sky horizontal content slide



Prairie title slide



Pasture title slide



Dusk title slide



Sunset title slide

4.4.1

Products

The Alberta seals introduction

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

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

The Coat of Arms seal

Seals with the Coat of Arms may be used only when the document is to be signed by the Premier or a Minister.

The Alberta government and signature seal

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

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



Coat of Arms province seal



Alberta Government seal



Alberta signature seal

The Alberta Coat of Arms is a registered trademark and cannot be used without permission. Unauthorized use is subject to penalty. Due to the restricted nature the Alberta Coat of Arms is not available for download.

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

4.4.2

Products

Alberta seal reproduction options - custom printing and embossing

Reproduction options

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

Custom printing

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

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

Embossed seals

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

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

Custom printing examples



Embossed examples



The Alberta Coat of Arms is a registered trademark and cannot be used without permission. Unauthorized use is subject to penalty. Due to the restricted nature the Alberta Coat of Arms is not available for download.

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

4.4.3

Products

Alberta seal reproduction options - printing on existing seals

Reproduction options

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

Printing on existing seals

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

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

Printing black ink on examples of gold and silver foil



Printing examples on burgundy/red seals



The Alberta Coat of Arms is a registered trademark and cannot be used without permission. Unauthorized use is subject to penalty. Due to the restricted nature the Alberta Coat of Arms is not available for download.

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

4.4.4

Products

Alberta seal reproduction options - direct printing and/or embossing

Reproduction options

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

Direct printing and/or embossing

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

Printing

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

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

Blind embossing

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

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

Printing and embossing



Blind embossing



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

4.4.5

Products

Alberta seal artwork files

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

Embossed artwork

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

Artwork may be resized for a pre-existing seal.

Custom printing artwork



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

Imprinting artwork



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

Embossing artwork



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

The Alberta Coat of Arms is a registered trademark and cannot be used without permission. Unauthorized use is subject to penalty. Due to the restricted nature the Alberta Coat of Arms is not available for download.

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

4.6.1

Products

An e-mail footer plays an important role in government correspondence. It identifies the sender as a government employee and provides contact information that the recipient may need. Although an e-mail footer may be used to promote a ministry program or service, it should not be embellished with decorative typefaces, non-approved colours, personal slogans or phrases. Along those same lines background colours or images should be avoided at all times.

An e-mail footer has been created to include the Alberta signature which contains and active hypelinks that link to the main government web site.

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

The e-mail footers with instructions on how to apply them are available for government staff to download at:

corporateidentity.alberta.ca/GOAaccess/

E-mail footers - Alberta signature

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4.6.2

Products

An e-mail footer has been created to include both the Alberta signature and the Building Alberta Plan icon. Both graphics are active hypelinks that link to their respective web sites.

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

While not all government staff may have a position where the Building Alberta Plan icon would be appropriate, it is recommended that all staff use one of the approved e-mail footers to help maintain a consistent and professional look for all government e-mail.

The e-mail footers with instructions on how to apply them are available for government staff to download at:

corporateidentity.alberta.ca/GOAaccess/

E-mail footers - Alberta signature with The Building Alberta Plan icon

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4.7.1

Products

Signage – Overview

Overview

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

This section provides guidelines and standards for temporary signage installed on project sites. Given the varying size, scope and nature of capital projects the standard templates and approaches contained in this manual provides guidance in the selection and application of the signage. Individual ministries are encouraged to develop more specific guidelines that accommodate the needs of their ministry, within the guidelines and principles outlined in this document.

Principles

1. Capital projects must include some form of site identification that clearly communicates the Alberta government's involvement in the project.
2. The Alberta government should speak with "one voice" so there must be consistency in all capital project identification, recognizing that some flexibility is required for specific ministry needs.
3. The guidelines and templates in this manual must be strictly adhered to.
4. Given that each capital project is unique, decisions should be made on a case-by-case basis about how best to identify the provincial government's role in the project, within the broader corporate guidelines outlined in this document.
5. Ministries are expected to fund project signs from project budgets.

Note: Highway signage has rigid and defined design specifications. It does not have the same flexibility of design and content as project signs.



4.7.2

Products

Signs

All capital projects must include signage identifying the Alberta government's involvement in the project.

Project Signs

A project sign has two components: standard template sections with logos and graphics identifying the provincial government's involvement in the project, and a section that's flexible for ministries to use for custom content about the project.

The basic information ministries must include on a project sign is:

- A descriptor of the project
- The name of the project
- The name and title of the Premier
- Prominent use of 'The Building Alberta Plan' wordmark.

Suggested project descriptors include:

- Rebuilding, Developing, Creating, Building, Modernizing, Expanding, Renovating, Constructing, Rehabilitating, etc.

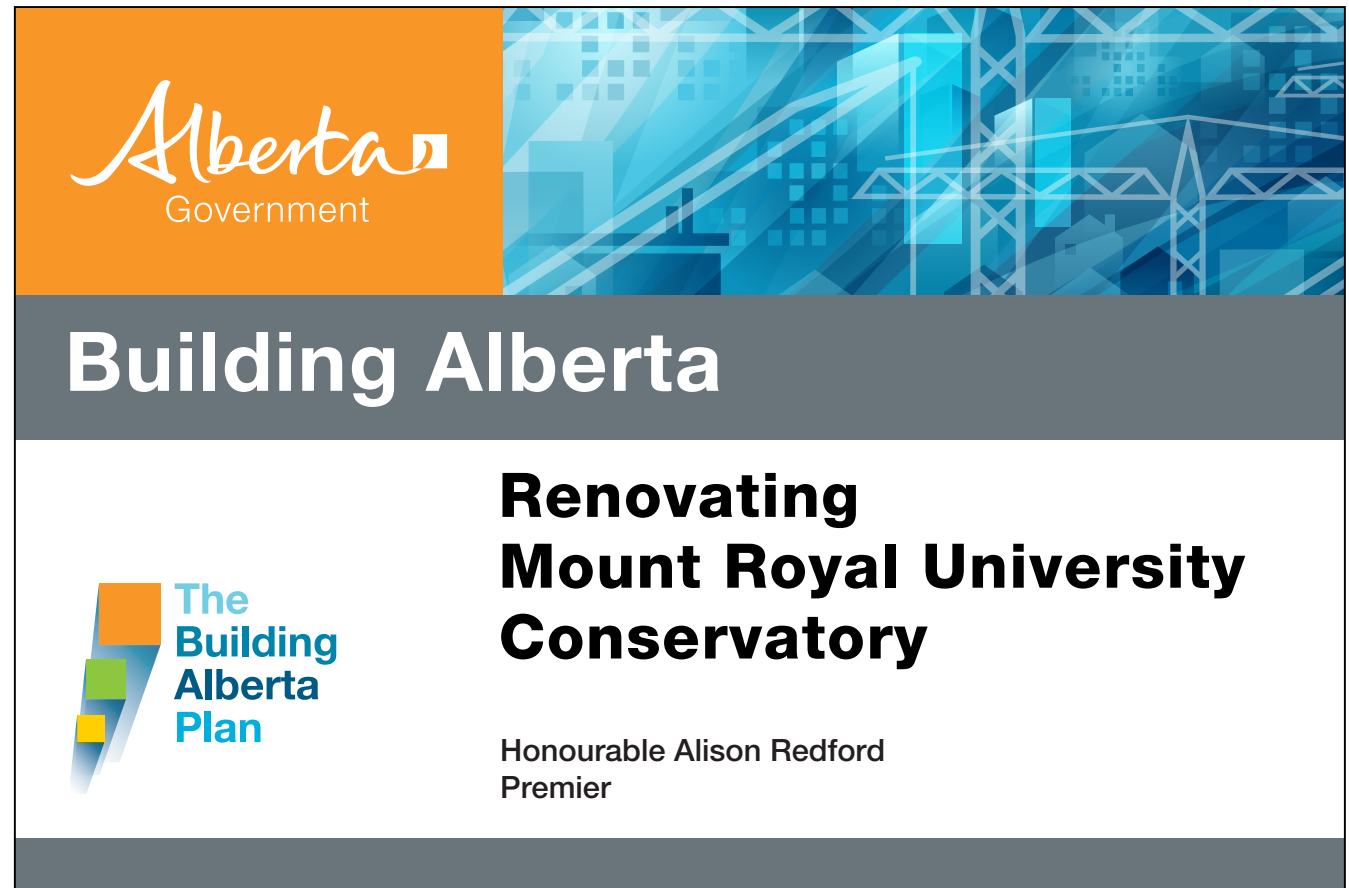
The information may also include:

- Logos of others organizations helping to fund the project
- Photos or illustrations of the proposed project or who it benefits.

Notes:

- The names or logos of contractors or companies constructing the project must **not** be included on the signage. Contractors or supplier companies can construct their own sign if desired.
- Taglines or slogans from third party organizations are not to be included on the sign.
- Any additional photos or imagery added to the sign should be relevant to the project (e.g. photo of health professionals for hospital projects, or senior citizens for a continuing care center).

Signage – Project signs



Standard sign - 144" x 120" (preferred size)

- Highway signage has rigid and defined design specifications. It does not have the same flexibility of size and content as project signs.

4.7.3

Products

Project Size and Scope

Signs should be included on any project sites where construction will last longer than 2 months. A sign may not be required if the project is located in a remote or isolated location.

The following guidelines should be followed when determining what forms of signage to include on a project site:

1. Major Projects (over \$1 million)

Projects with more than \$1 million of Alberta government investment must include a project sign, along with decals and fence scrim if appropriate. The use of a project sign alone is generally not sufficient to adequately identify the Alberta government's role in the project. Supplemental awareness signage should also be used. 144" x 120" is the preferred size for major projects.

Note: This does not include highway signage as it has its own cost thresholds and application requirements.

2. Medium Projects (\$100,000 to \$1 million)

Projects ranging from \$100,000 to \$1 million may include a project sign but ministries can use their discretion in also including decals or fence scrim if appropriate. The priority is to ensure the Alberta government's role in the project is visibly communicated.

3. Smaller Projects (less than \$100,000)

Projects up to \$100,000 must include some form of signage acknowledging the Alberta government's investment. This may be in the form of generic signs or decals.

Signs are not shown to scale.

Signage – Project size and scope



Project sign - 144" x 120" (preferred size)



Generic sign / decal - common sizes 24" x 12" or 12" x 6"



Fence scrim - common sizes 72" to 96" high



Project sign - 96" x 96"



Project sign - 120" x 80"

4.7.4

Products

Production and Installation

Ministries should hire an appropriate vendor(s) to produce and install the relevant signage for their project.

Content for project signs should be reviewed and approved by the relevant Minister(s)' offices.

Each ministry should select a location for the sign best suited for maximizing visibility to the general public.

Safety issues

Signs should not obstruct or cause safety concerns. All provincial and municipal laws are to be followed regarding the installation of any sign. The proper authorities need to be consulted to avoid any potential safety issues.

Note:

- It is recommended signs be installed 30 days before construction begins and remain 30 days after completion of the project
- Existing signs with the previous design should not be replaced but if damaged or there is a need to replace the sign the new design is to be used

Signage – Production and installation



4.7.5

Products

Signage – Generic signs or decals

Generic signs or decals

Smaller size signs or decals are available for smaller projects. They are for use on projects where larger signs would not be appropriate or where project funding is limited to pay for additional signage.



4.7.6

Products

Fence Scrim

For larger capital projects fence scrim with logos and graphics can be used to cover construction site fences.

Contact Marketing Services for design consultation.

Signage – Fence scrim



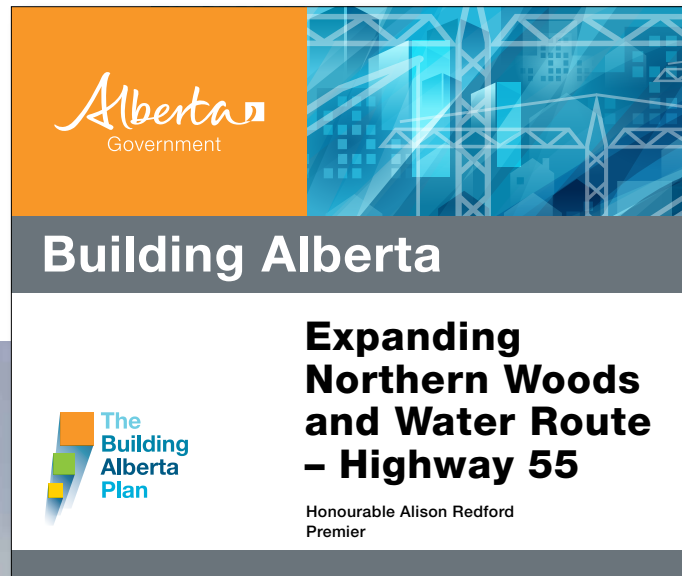
4.7.7

Products

Highway signs

Highway signage has rigid and defined design specifications. It does not have the same flexibility of size and content as project signs.

Signage – Highway signs



4.7.8

Products

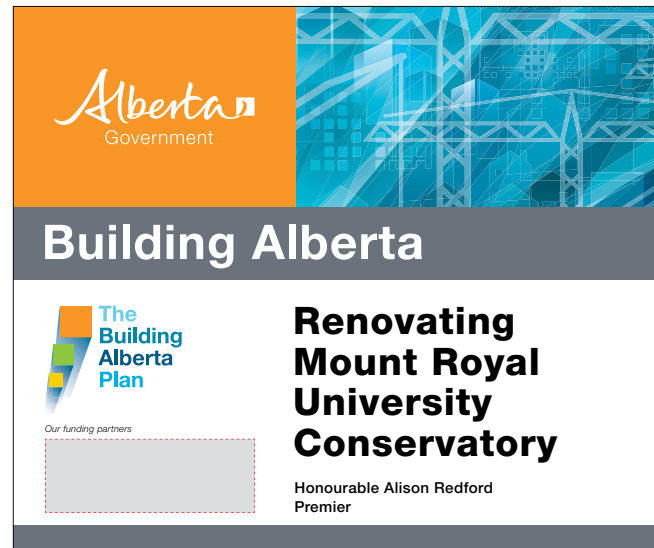
Signage – Partner logo placement guidelines

The information may also include:

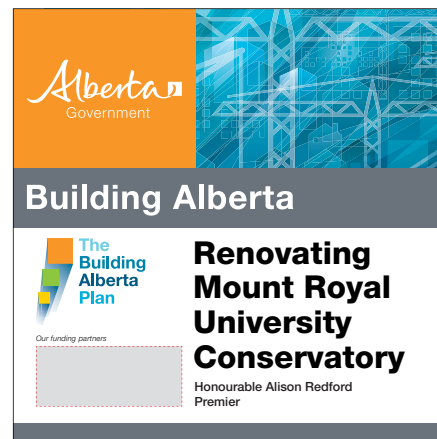
- Logos of others organizations helping to fund the project.
- Photos or illustrations of the proposed project or who it benefits.

Notes:

- The Building Alberta Plan wordmark should always be prominently placed in all signage executions.
- The names or logos of contractors or companies constructing the project must **not** be included on the signage. Contractors or supplier companies can construct their own sign if desired.
- Taglines or slogans from third party organizations are not to be included on the sign.
- Any additional photos or imagery added to the sign should be relevant to the project (e.g. photo of health professionals for hospital projects, or senior citizens for a continuing care center).
- Highway signage has rigid and defined design specifications. It does not have the same flexibility of size and content as project signs.



144" x 120"



96" x 96"

4.7.9

Products

Signage – Federal specifications

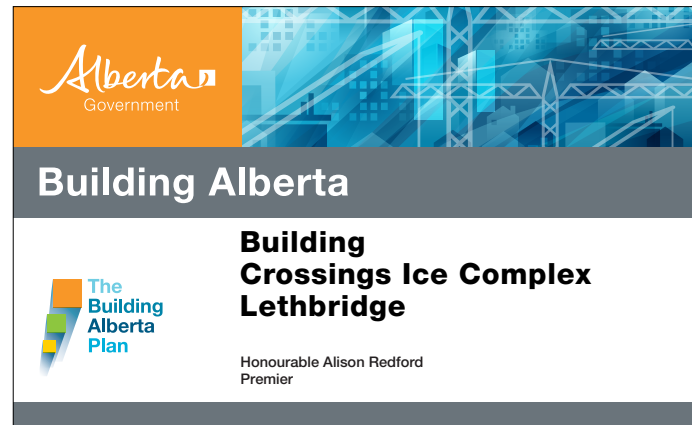
Federal specifications

When Government of Alberta signs are used in conjunction with federal signs, there are specific requirements that must be followed.

Federal regulations require all signs be the same size of 79" x 48".

Notes:

- If the federal size needs to have different dimensions, our sign must be resized to match their size. Contact visual@gov.ab.ca for assistance.



Federal size sign - 79" x 48" (approved standard size)

4.7.10

Products

Signage – Responding to the 2013 floods

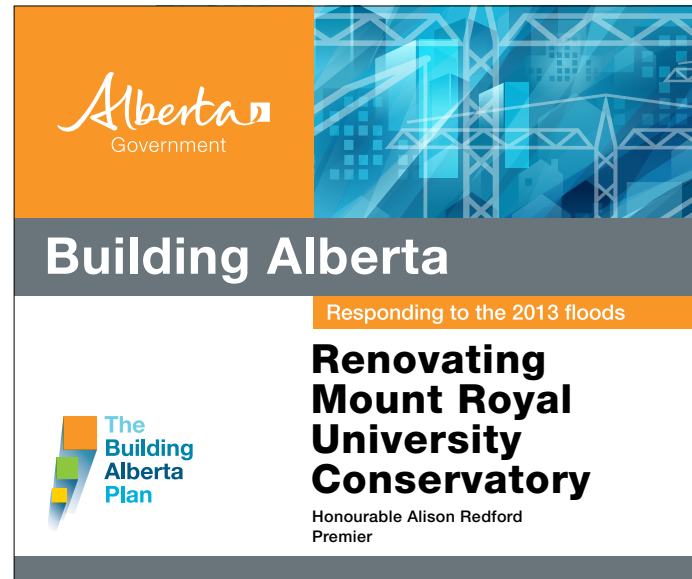
Responding to the 2013 flood signs

Specific and unique signs have been created for dealing with reconstruction due to the 2013 southern Alberta floods.

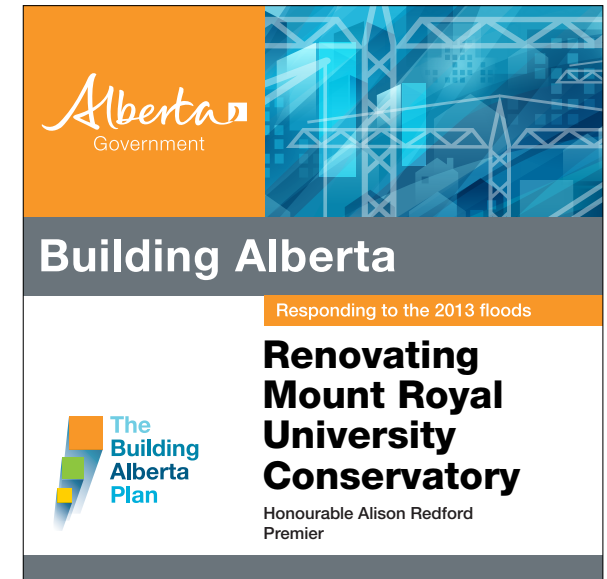
When applying signage at flood related projects it is strongly encouraged to use a 144" x 120" sign.

Notes:

- The orange box containing 'Responding to the 2013 floods' is standard copy and cannot be changed or deleted.



Flood response sign - 144" x 120" (preferred size)



Flood response sign - 96" x 96"

Signs are not shown to scale.

4.9.1

Products

Vehicles - Introduction

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

Colour

The Alberta signature and numerals should appear in its two-colour version whenever possible, on light toned vehicles. For dark vehicles the one-colour white solid version should be used with the numerals in white, see the next few pages for examples.

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

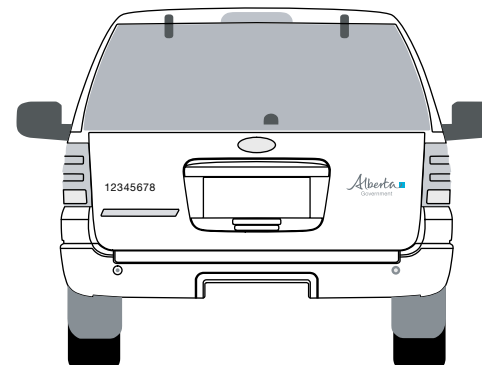
The vehicles shown in this section are for example only of typical vehicles and not meant as an accurate representation of the vehicles utilized by the Alberta government.

The proposed use of any special graphic treatments on the surface of government vehicles must be reviewed by the Public Affairs Bureau email proposals to visual@gov.ab.ca.

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.



Side



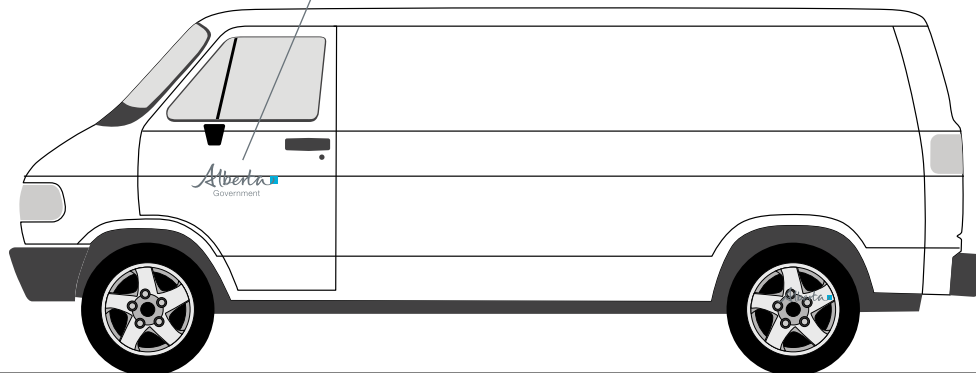
Back

4.9.2

Products

Vehicles - Standard

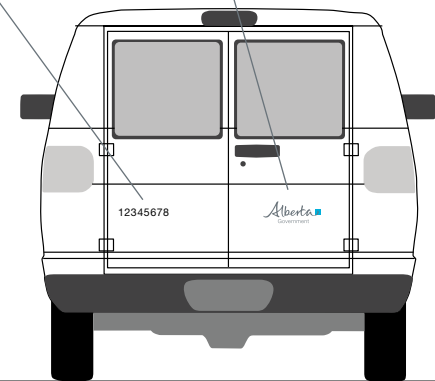
Alberta Government signature
18" wide



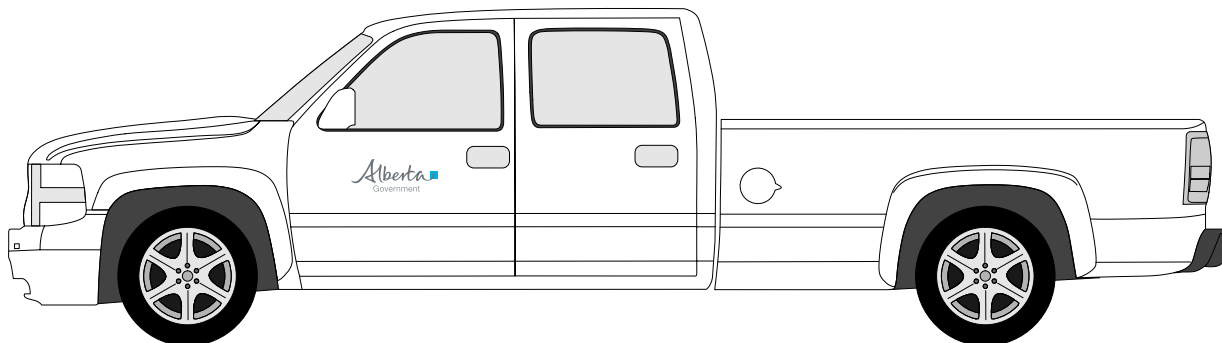
Side

2" Helvetica Neue
55 Roman

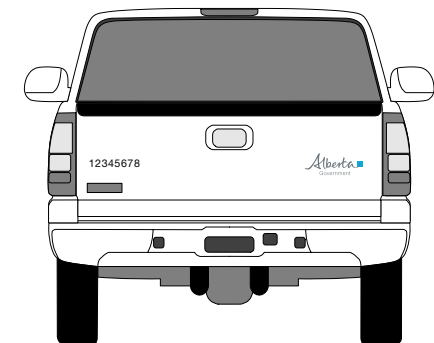
Space permitting use the Alberta Government signature
For limited height use the Alberta signature
12" wide



Back



Side



Back

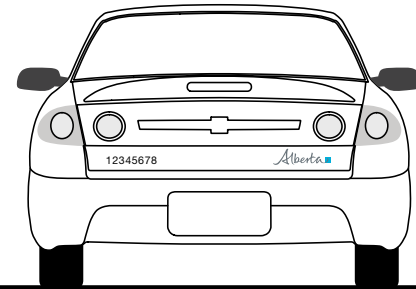
4.9.3

Products

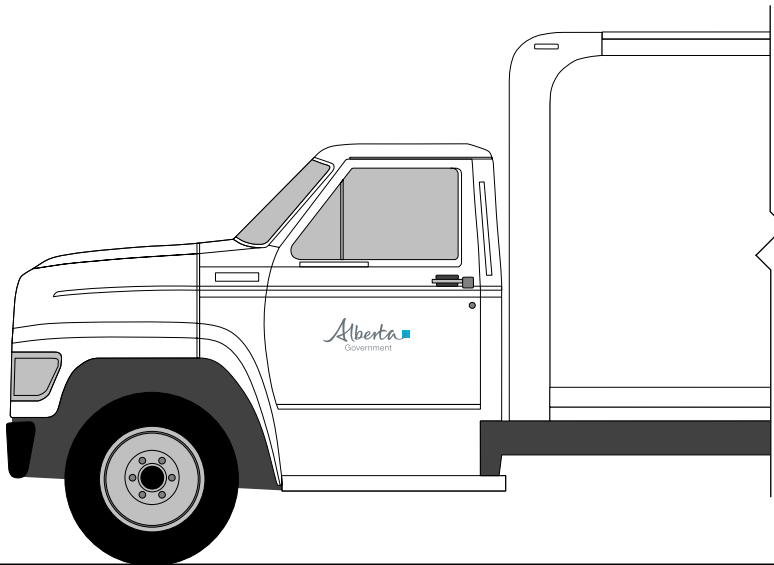
Vehicles - Standard



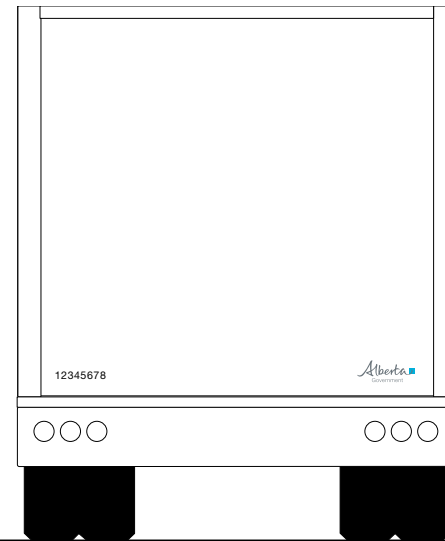
Side



Back



Side



Back

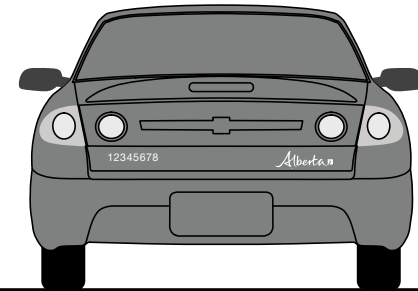
4.9.4

Products

Vehicles - Standard - Dark



Side



Back



Side



Back

4.9.5

Products

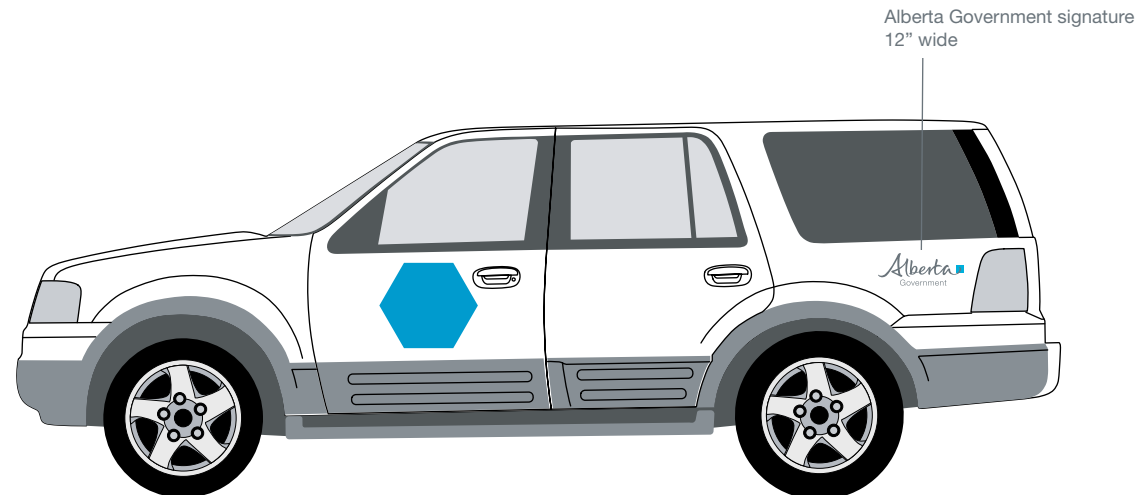
Vehicles - Specialized or Additional Logo

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

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

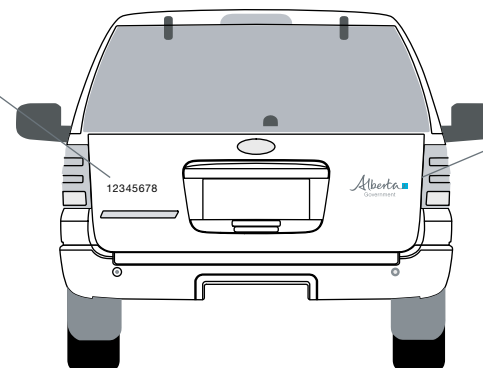
The following examples could be one possible solution in that situation.

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



Side

2" Helvetica Neue
55 Roman



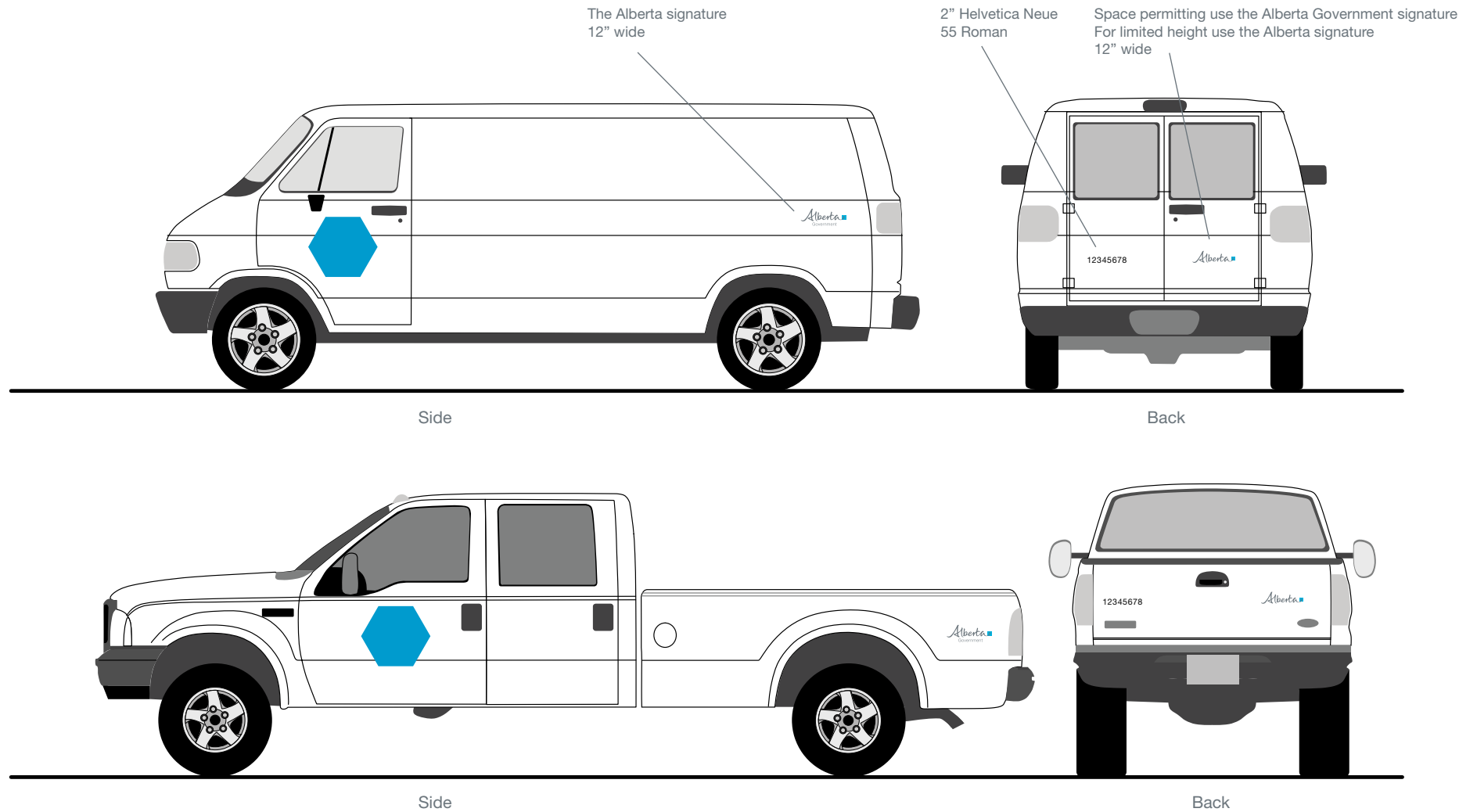
Space permitting use the Alberta Government signature
For limited height use the Alberta signature
12" wide

Back

4.9.6

Products

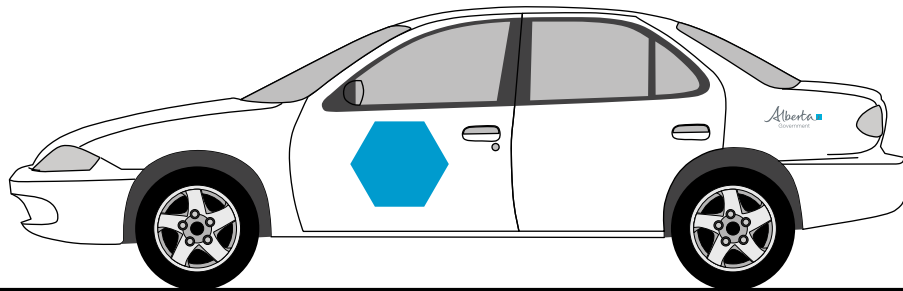
Vehicles - Additional Logo



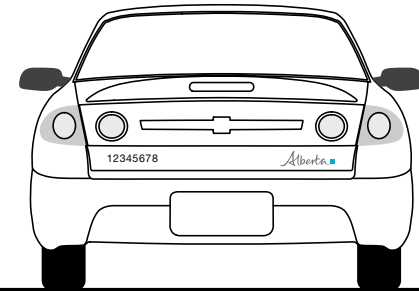
4.9.7

Products

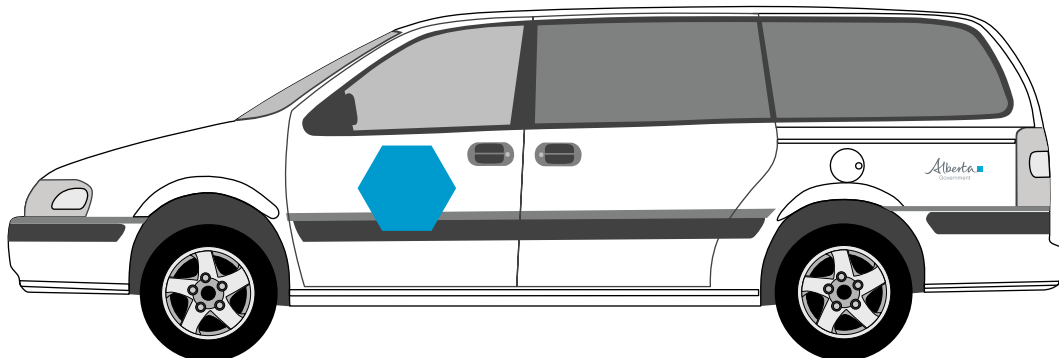
Vehicles - Additional Logo



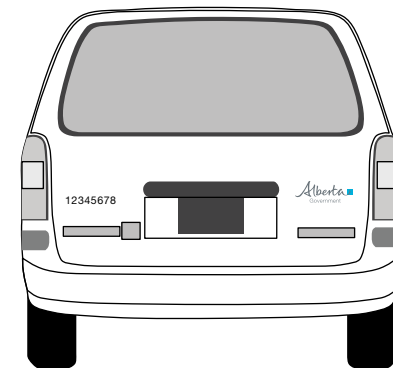
Side



Back



Side

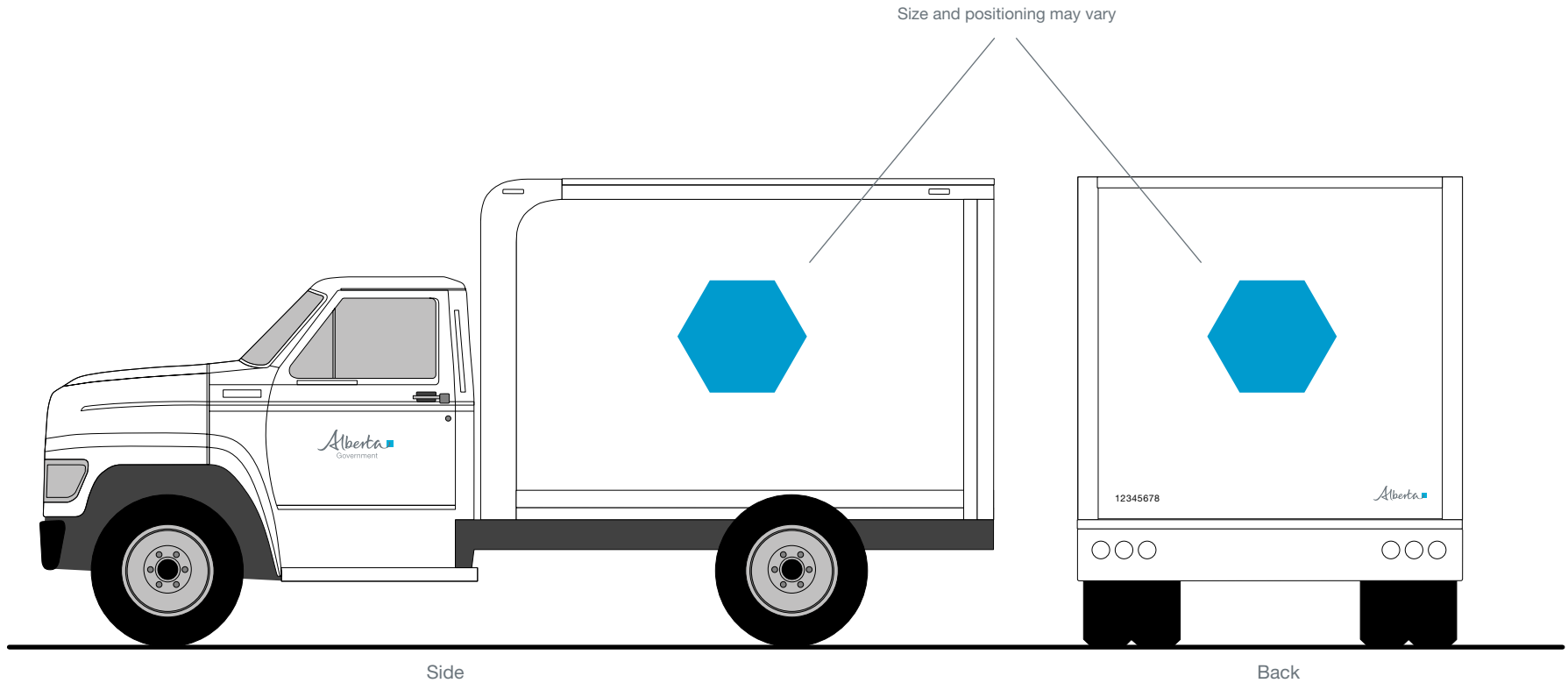


Back

4.9.8

Products

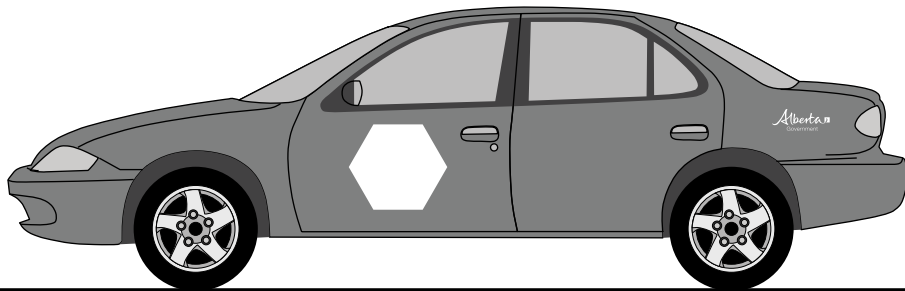
Vehicles - Additional Logo



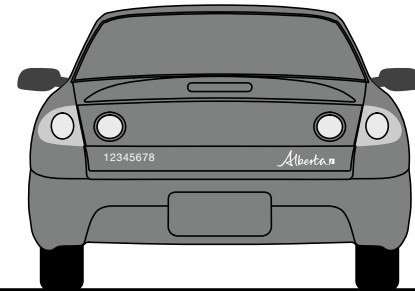
4.9.9

Products

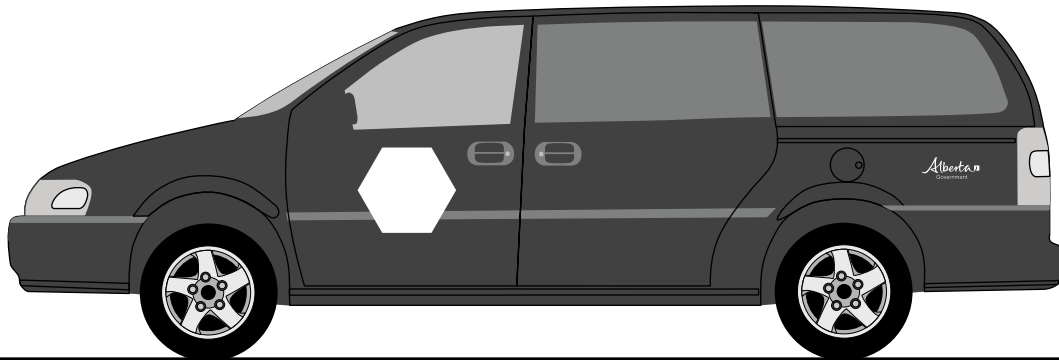
Vehicles - Additional Logo - Dark



Side



Back



Side



Back