



2.0

The Provincial Signature

November 2011

Alberta 



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2.1

The Signature

2.1.0

Introducing the Signature

The Signature is a visual expression and the most visible element of the Alberta Brand. When used properly and consistently, it will build recognition and reinforce the brand. Its handwritten style conveys what we learned during our research phase: **Alberta is an attitude.**

The Provincial Signature has been developed to speak to the brand promise: **The Freedom to Create. The Spirit to Achieve.**

Such a promise calls for a different approach; a Signature that measures up to the Albertan attitude: open, aspirational, strong, dynamic and genuine. The essence of **People Realizing Possibilities** inspires a Signature with personality:

- The line weight is strong.
- The flow and movement in the writing style is dynamic.
- The openness of the letters is inviting and the treatment alludes to our mountains and our prairies.
- The handwriting implies that Albertans are creating and endorsing this brand, this province.

The Provincial Signature is concluded by a period. This symbol adds strength and confidence to the open and aspirational tone of the handwritten wordmark. The 5 colour variations are not only dynamic, but by giving the user the choice, they add to the notion of “**Freedom to Create**” while the conclusiveness of the period reinforces the “**Spirit to Achieve**”. The inspiration for these colours is explained in 3.1 in **The Brand Elements**.

The integrity of the Signature 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.



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

2.1.1

Signature Formats

Signature

The Signature should be used whenever possible.

Canada Qualifier Signature

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

Signature



Canada Qualifier Signature



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

2.1.2

Signature Formats

Signature Protective Space and Minimum Size

Protective Space

Always maintain the minimum protective space around the Signature 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. This applies to both positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum Size

Minimum size refers to the smallest size at which the Signature may be reproduced to ensure its legibility. **Do not reproduce smaller than .75" in width.**

Signature Protective Space



Signature Minimum Size



2.1.3

Signature Formats

Canada Qualifier Signature Protective Space and Minimum Size

Protective Space

Always maintain the minimum protective space around the Signature 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. This applies to both positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum Size

Minimum size refers to the smallest size at which the Canada Qualifier Signature may be reproduced to ensure its legibility. **Do not reproduce smaller than 1" in width.**

Canada Qualifier Signature Protective Space



Canada Qualifier Signature Minimum Size



2.1.4

Signature Formats

Signatures for Website Headings

Web Minimum Size

For website headings the Signature should never appear at a size where the total width is less than 97 pixels at 72 dpi.

Signatures for Website Headings Minimum Size



2.1.5

Signature Formats

Two-colour

The Signature should appear in its two-colour version whenever possible. **The Signature is available in one of 5 colours***. Please select the most appropriate colour for your communication. When in doubt, default to the blue Provincial Signature.

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

One-colour Greyscale

When printing specifications or budget restrictions will not permit the use of colour printing, the one-colour (greyscale) version should be used. The wordmark appears in 100% black and the period symbol is a screen of 40% black.

One-colour Black Solid

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

Reversed

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

Signature Colour Reproduction

Two-colour



One-colour Greyscale



One-colour Black Solid



Reversed Two-colour



Reversed One-colour Greyscale



Reversed One-colour White Solid



2.1.6

Signature Formats

Signature without Tagline Colours

Colours

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



2.1.7

Signature Formats

Canada Qualifier Signature Colour Reproduction

Three-colour

The Canada Qualifier Signature should appear in its three-colour version whenever possible when communicating to an international audience. **The Signature can only appear in Blue (Pantone 312*), Grey (Pantone 431*) and Red (Pantone 032**).** No other brand colour will be allowed for use with the signature.

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

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

**The Official Government of Canada Red is Pantone 032. CMYK equivalent 0C/100M/100Y/0K. RGB equivalent 255R/0G/0B. Hexadecimal equivalent #FF0000

One-colour Greyscale

When printing specifications or budget restrictions will not permit the use of colour printing, the one-colour (greyscale) version should be used. The wordmark appears in 100% black and the period symbol is a screen of 40% black.

One-colour Black Solid

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

Reversed

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

Three-colour



One-colour Greyscale



One-colour Black Solid



Reversed Two-colour



Reversed One-colour Greyscale



Reversed One-colour White Solid



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

2.1.8

Proud Ambassador Identifier

When approved Brand Ambassadors want to highlight their commitment to the province, they can use either the Proud Ambassador Identifier or the Provincial Signature along with their corporate identifier. The ambassador can choose which version works best for the occasion.

The integrity of the Signature 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.

Proud ambassador of

Alberta 

Proud ambassador of

Alberta 

2.1.9

Improper Use

To successfully reinforce a consistent brand, it is important that the Provincial Signature is presented accurately.

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

The following pages demonstrate examples of unacceptable use.



Colour
Use only the approved colours outlined in section 3.1 in *The Brand Elements*.



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



Drop Shadows
The Signature should not appear with drop shadows.



Screens
The Signature should not appear as a screen.



Tracking
The tracking of the wordmark should never be altered.



Keylines
Never create an outline around the Signature.



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



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.



Minimum Size
The Signature should never appear at a total width less than 1.625".



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



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.

2.1.9

Improper Use



Axis of the Signature

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



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.



Colour of the Symbol

The colour of the symbol should never be altered from what is outlined in 2.1.9 - 2.1.17 of this document.



framing

Do not position the Signature within rules or frames



Combinations

Do not mix elements from another logo with the Provincial Signature.



Combinations

Do not add elements to the Signature to create logos.



Protective Space

The Signature should not appear without the minimum protective space around it as outlined in 2.1 of this document. This applies to background field edges, page trim or box edges.



Contrast

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



Over Printing

To ensure clarity when printing on an image, the 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.