



The Government of Alberta

Corporate Identity Manual

November 2011

Government
of Alberta ■

Alberta ■

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

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

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

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

Usage basics

- All government communications must use the Government of Alberta logo. It is our corporate identity.
- The Government of Alberta logo and the provincial signature and brand elements will be used together or separately on all communications material such as stationery, signage, publications, communication materials, websites and recognition and identification materials (from ID cards to vehicles and aircraft).
- The government logo can be used alone on administrative-type documents such as forms and internal reports.
- The brand should be applied as new materials are developed. All existing internal and external materials should be used up before being replaced with new materials that reflect the new GoA logo and Alberta brand (provincial signature).
- The GoA will adapt and follow the Alberta Brand requirements as the main ambassador.

Brand ambassadors

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

**Government
of Alberta** 

Alberta 

The Government of Alberta Logo

The New Corporate Identity for
the Government of Alberta.

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

The Provincial Signature

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

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

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



1.0

Corporate Identity

Government
of Alberta 

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

Table of Contents

1.0 Corporate Identity

1.1 Government of Alberta Logo

- 1.1.0 Introduction
- 1.1.1 Stacked and Horizontal Logo Format
- 1.1.2 Logo Formats Buffer Zone and Minimum Size
- 1.1.3 Canada Qualifier Logo Buffer Zone and Minimum Size
- 1.1.4 Logo Colour Reproduction
- 1.1.5 Canada Qualifier Logo Colour Reproduction
- 1.1.6 Improper Use

1.2 Ministry Logos

- 1.2.1 Stacked and Horizontal Logo Format
- 1.2.2 Logo Formats Buffer Zone and Minimum Size
- 1.2.3 Website Headings
- 1.2.4 Horizontal Logos
- 1.2.5 Stacked Logos
- 1.2.6 Logo Colour Reproduction
- 1.2.7 Branches, Programs & Services
- 1.2.8 Branches, Programs & Services Buffer Zone and Minimum Size
- 1.2.9 Improper Use

1.3 Combined Brand Identity

- 1.3.0 Introducing the Combined Brand Identity
- 1.3.1 Combined Brand Identity Logo Formats
- 1.3.2 Logo Format Buffer Zone and Minimum Size
- 1.3.3 Canada Qualifier Logo Buffer Zone and Minimum Size
- 1.3.4 Improper Use

1.4 Emblems of Alberta

- 1.4 Emblems of Alberta
- 1.4.1 The Alberta Coat of Arms
- 1.4.2 Protocol for Displaying the Alberta Coat of Arms
- 1.4.3 Coat of Arms Protective Space
- 1.4.4 Coat of Arms Size Range
- 1.4.5 Coat of Arms Size Range with Typography
- 1.4.6 Coat of Arms Colour Reproduction
- 1.4.7 Using the Alberta Coat of Arms
- 1.4.8 The Alberta Flag
- 1.4.9 Flying Alberta's Flag
- 1.4.10 Provincial Colours
- 1.4.11 Other Official Emblems
- 1.4.12 The Alberta Seal Introduction
- 1.4.13 The Alberta Seal Specifications
- 1.4.14 Coat of Arms and Government of Alberta Seal

1.5 Stationery

Minister's Stationery

- 1.5.0 Introduction
- 1.5.1 Business Card Style Guide
- 1.5.2 Letterhead Style Guide
- 1.5.3 Envelope Style Guide
- 1.5.4 Compliments Card

Deputy Minister's Stationery

- 1.5.5 Introduction
- 1.5.6 General Stationery
- 1.5.6 Introduction
- 1.5.7 Business Card
- 1.5.8 Business Card Style Guide
- 1.5.9 Letterhead Style Guide
- 1.5.10 Envelope Style Guide
- 1.5.10 Office Stationery
- 1.5.11 Presentation Folders
- 1.5.12 Information Sheets Style Guide
- 1.5.13 Note Pads Style Guide
- 1.5.14 Note Pads Optional Sizes
- 1.5.15 Mailing Label style Guide
- 1.5.16 Forms Heading

1.6 Multimedia

Website Usage

- 1.6.1 Logo Usage for Websites
- 1.6.2 Ministry Logo Usage for Websites
- 1.6.3 Provincial Signature Usage for Websites

Social Media Standards

- 1.6.4 YouTube
- 1.6.6 Twitter
- 1.6.7 Facebook
- 1.6.8 Multimedia
- 1.6.8 Wallpapers / Screensavers
- 1.6.9 Email Footer
- 1.6.10 Powerpoint Presentations
- 1.6.11 Video Watermarking

1.7 General Communications

- 1.7.1 Vehicle Identification - Standard
- 1.7.2 Vehicle Identification – Additional Logo



1.1

The Government of Alberta Logo

1.1.0

Government of Alberta Logo Introduction

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

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

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



1.1.1

Government of Alberta Logo Stacked and Horizontal Logo Format

Stacked and Horizontal Logos

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

Stacked Logo with Canada Qualifier

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

Horizontal Logo with Canada Qualifier

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

Stacked Logo

**Government
of Alberta** ■

Stacked Logo with Canada Qualifier

**Government
of Alberta** ■
Canada ■

Horizontal Logo

Government of Alberta ■

Horizontal Logo with Canada Qualifier

Government of Alberta ■
Canada ■

1.1.2

Government of Alberta Logo Logo Formats Buffer Zone and Minimum Size

Protective Space

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

Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. **Do not reproduce where the total width of the word "Government" is less than .5" in.**

Stacked Logo Protective Space



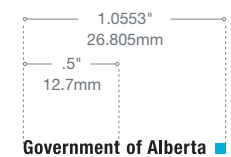
Stacked Logo Minimum Size



Horizontal Logo Protective Space



Horizontal Logo Minimum Size



1.1.3

Government of Alberta Logo Canada Qualifier Logo Buffer Zone and Minimum Size

Protective Space

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

Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. **Do not reproduce where the total width of the word "Government" is less than .5" in.**

Stacked Logo with Canada Qualifier Protective Space



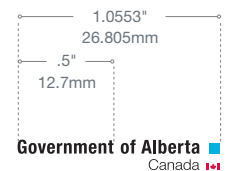
Stacked Logo with Canada Qualifier Minimum Size



Horizontal Logo with Canada Qualifier Protective Space



Horizontal Logo with Canada Qualifier Minimum Size



1.1.4

Government of Alberta Logo Logo Colour Reproduction

Two-colour

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

Black Black
Blue Pantone 312*

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

One-colour Greyscale

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

One-colour Black Solid

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

Reversed

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

Two-colour

Government
of Alberta ■

Government of Alberta ■

One-colour Greyscale

Government
of Alberta ■

Government of Alberta ■

One-colour Black Solid

Government
of Alberta ■

Government of Alberta ■

Reversed Two-colour

Government
of Alberta ■

Government of Alberta ■

Reversed One-colour Greyscale

Government
of Alberta ■

Government of Alberta ■

Reversed One-colour White Solid

Government
of Alberta ■

Government of Alberta ■

1.1.5

Government of Alberta Logo Canada Qualifier Logo Colour Reproduction

Three-colour

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

Black	Black
Blue	Pantone 312*
Red	Pantone 032**

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

** The Official Government of Canada Red is Pantone 032. CMYK equivalent 0C/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 text appears in 100% black and the period symbol is a screen of 40% black.

One-colour Black Solid

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

Reversed

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

Three-colour

**Government
of Alberta** ■
Canada 🇨🇦

One-colour Greyscale

**Government
of Alberta** ■
Canada 🇨🇦

One-colour Black Solid

**Government
of Alberta** ■
Canada 🇨🇦

Government of Alberta ■
Canada 🇨🇦

Government of Alberta ■
Canada 🇨🇦

Government of Alberta ■
Canada 🇨🇦

Reversed Three-colour

**Government
of Alberta** ■
Canada 🇨🇦

Reversed One-colour Greyscale

**Government
of Alberta** ■
Canada 🇨🇦

Reversed One-colour White Solid

**Government
of Alberta** ■
Canada 🇨🇦

Government of Alberta ■
Canada 🇨🇦

Government of Alberta ■
Canada 🇨🇦

Government of Alberta ■
Canada 🇨🇦

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

1.1.6

Government of Alberta Logo Improper Use

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

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

The following pages demonstrate examples of unacceptable use.

Government of Alberta ■

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

Government of Alberta ■

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

Government of Alberta ■

Drop Shadows
The logo should not appear with drop shadows.

Government of Alberta ■

Screens
The logo should not appear as a screen.

Government of Alberta ■

Tracking
The tracking of the wordmark should never be altered.

Government of Alberta ■

Keylines
Never create an outline around the logo.

Government of Alberta ■

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

Government of Alberta ■

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

Government of Alberta ■

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

Government of Alberta ■

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

Government of Alberta ■

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

1.1.6

Government of Alberta Logo Improper Use

Government of Alberta

Axis of the Symbol

The axis of the symbol should never be skewed.

Government of Alberta

Position of the Symbol

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

Government of Alberta

Position of the Symbol

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

Government of Alberta

Colour of the Symbol

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

Government of Alberta

Framing

Do not position the logo within rules or frames.

Government of *Alberta*

Combinations

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

Government of Alberta

Combinations

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

Government of Alberta

Protective Space

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

Government of Alberta

Contrast

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



Over Printing

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



Over Printing

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



1.2

Ministry Logos

1.2.1

Ministry Logos

Formats

Ministry Stacked and Horizontal Logos

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

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

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

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

Ministry Horizontal Logo

Government of Alberta ■
Advanced Education and Technology

Ministry Stacked Logo

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

1.2.2

Ministry Logos

Logo Formats Buffer Zone and Minimum Size

Protective Space

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

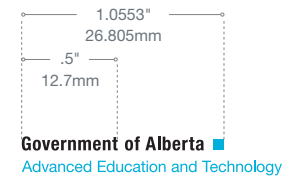
Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. **Do not reproduce where the total width of the word "Government" is less than .5" in.**

Ministry Horizontal Logo Protective Space



Ministry Horizontal Logo Minimum Size



Ministry Stacked Logo Protective Space



Ministry Stacked Logo Minimum Size



1.2.3

Ministry Logos

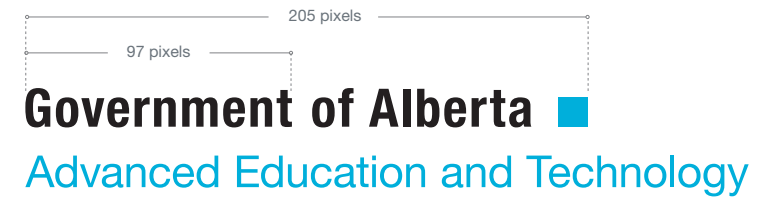
Website Headings

Minimum Size

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



Ministry Logos for Website Headings Minimum Size



1.2.4

Ministry Logos

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

Do not attempt to set type or recreate the logo.

Horizontal Logos

Government of Alberta ■
Advanced Education and Technology

Government of Alberta ■
Agriculture and Rural Development

Government of Alberta ■
Alberta Gaming and Liquor Commission

Government of Alberta ■
Corporate Human Resources

Government of Alberta ■
Culture and Community Services

Government of Alberta ■
Education

Government of Alberta ■
Energy

Government of Alberta ■
Environment and Water

Government of Alberta ■
Executive Council

Government of Alberta ■
Finance

Government of Alberta ■
Health and Wellness

Government of Alberta ■
Human Services

Government of Alberta ■
Infrastructure

Government of Alberta ■
Intergovernmental, International and Aboriginal Relations

Government of Alberta ■
Justice

Government of Alberta ■
Justice and Attorney General

Government of Alberta ■
Municipal Affairs

Government of Alberta ■
Public Affairs Bureau

Government of Alberta ■
Seniors

Government of Alberta ■
Service Alberta

Government of Alberta ■
Solicitor General and Public Security

Government of Alberta ■
Sustainable Resource Development

Government of Alberta ■
Tourism, Parks and Recreation

Government of Alberta ■
Transportation

Government of Alberta ■
Treasury Board and Enterprise

1.2.5

Ministry Logos

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

Do not attempt to set type or recreate the logo.

Stacked Logos

Government of Alberta ■
Advanced
Education and
Technology

Government of Alberta ■
Education

Government of Alberta ■
Health and
Wellness

Government of Alberta ■
Justice and
Attorney General

Government of Alberta ■
Solicitor General
and Public
Security

Government of Alberta ■
Agriculture
and Rural
Development

Government of Alberta ■
Energy

Government of Alberta ■
Human Services

Government of Alberta ■
Municipal Affairs

Government of Alberta ■
Sustainable
Resource
Development

Government of Alberta ■
Alberta Gaming
and Liquor
Commission

Government of Alberta ■
Environment
and Water

Government of Alberta ■
Infrastructure

Government of Alberta ■
Public Affairs
Bureau

Government of Alberta ■
Tourism, Parks
and Recreation

Government of Alberta ■
Corporate
Human
Resources

Government of Alberta ■
Executive
Council

Government of Alberta ■
Intergovernmental,
International and
Aboriginal Relations

Government of Alberta ■
Seniors

Government of Alberta ■
Transportation

Government of Alberta ■
Culture and
Community Services

Government of Alberta ■
Finance

Government of Alberta ■
Justice

Government of Alberta ■
Service Alberta

Government of Alberta ■
Treasury Board
and Enterprise

1.2.6

Ministry Logos

Two-colour

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

Black Black
Blue Pantone 312*

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

One-colour Greyscale

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

One-colour Black Solid

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

Reversed

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

Logo Colour Reproduction

Two-colour

Government of Alberta ■
Advanced Education and Technology

Government of Alberta ■
Advanced Education and Technology

One-colour Greyscale

Government of Alberta ■
Advanced Education and Technology

Government of Alberta ■
Advanced Education and Technology

One-colour Black Solid

Government of Alberta ■
Advanced Education and Technology

Government of Alberta ■
Advanced Education and Technology

Reversed Two-colour

Government of Alberta ■
Advanced Education and Technology

Government of Alberta ■
Advanced Education and Technology

Reversed One-colour Greyscale

Government of Alberta ■
Advanced Education and Technology

Government of Alberta ■
Advanced Education and Technology

Reversed One-colour White Solid

Government of Alberta ■
Advanced Education and Technology

Government of Alberta ■
Advanced Education and Technology

1.2.7

Ministry Logos

Branches, Programs & Services

Stacked and Horizontal Branches, Programs & Services Logos

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

They can only be used internally.

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

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

Horizontal Logo

Government of Alberta ■
 Finance
 Statistics

Stacked Logo

**Government
 of Alberta** ■
 Finance
 Statistics

1.2.8

Ministry Logos

Branches, Programs & Services Buffer Zone and Minimum Size

Protective Space

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

Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. **Do not reproduce where the total width of the word “Government” is less than .5” in.**

Colours

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

Black	Black
Blue	Pantone 312*

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

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

Email visual@gov.ab.ca for logo requests.

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

Horizontal Logo Protective Space



Horizontal Logo Minimum Size



Stacked Logo Protective Space



Stacked Logo Minimum Size



1.2.9

Ministry Logos

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

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

The following pages demonstrate examples of unacceptable usage.

Improper Use

Government of Alberta ■
Advanced Education and Technology

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

Government of Alberta ■
Advanced Education and Technology

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

Government of Alberta ■
Advanced Education and Technology

Drop Shadows
The logo should not appear with drop shadows.

Government of Alberta ■
Advanced Education and Technology

Screens
The logo should not appear as a screen.

Government of Alberta ■
Advanced Education and Technology

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

Government of Alberta ■
Advanced Education and Technology

Keylines
Never create an outline around the signature.

Government of Alberta ■
Advanced Education and Technology

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

Government of Alberta ■
Advanced Education and Technology

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

Government of Alberta ■
Advanced Education and Technology

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

Government of Alberta ■
Advanced Education and Technology

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

Government of Alberta ■
Advanced Education and Technology

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

Government of Alberta ■
Advanced Education and Technology

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

1.2.9

Ministry Logos

Improper Use

Government of Alberta ■
Advanced Education and Technology

Axis of the Logo

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

Government of Alberta ◆
Advanced Education and Technology

Axis of the Symbol

The axis of the symbol should never be skewed.

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

Position of the Symbol

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

Government of Alberta ■
Advanced Education and Technology

Colour of the Symbol

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

Government of Alberta ■
Advanced Education and Technology

Framing

Do not position the logo within rules or frames.

Advanced Education and Technology
Government of Alberta ■

Position of the Ministry

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

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

Combinations

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

Entrepreneur
Alliance of
Government of Alberta ■
Advanced Education and Technology

Combinations

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

Government of Alberta ■
Advanced Education and Technology

Protective Space

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

Government of Alberta ■
Advanced Education and Technology

Contrast

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

Government of Alberta ■
Customer Services

Program/branch/division names

Do not use program, branch, division or any other titles with the logo.



Over Printing

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



Over Printing

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



1.3

Combined Brand Identity

1.3.0

Combined Brand Identity

Introduction

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

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

All Combined Brand Identity formats are available for download at www.corporateidentity.gov.ab.ca



1.3.1

Combined Brand Identity

Stacked and Horizontal Logo Format

Combined Brand Identity

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

Canada Qualifier Combined Brand Identity

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

A vertical version has been created of the Combined Brand Identity. This should be used when space prohibits the use of the horizontal version.

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

All Combined Brand Identity formats are available for download at www.corporateidentity.gov.ab.ca

Combined Brand Identity - Horizontal

**Government
of Alberta** ■

Alberta ■

**Government
of Alberta** ■
Canada ■

Alberta ■

Canada Qualifier Combined Brand Identity

Combined Brand Identity - Stacked

**Government
of Alberta** ■

Alberta ■

1.3.2

Combined Brand Identity

Logo Format Buffer Zone and Minimum Size

Protective Space

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

Minimum Size

Minimum size refers to the smallest size at which the Combined Brand Identity without Tagline may be reproduced to ensure its legibility. **Do not reproduce small than 1.37" in width.**

Colours

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

Black	Black
Blue	Pantone 312*
Grey	Pantone 431*

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

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

Protective Space



Minimum Size



1.3.3

Combined Brand Identity

Canada Qualifier Logo Buffer Zone and Minimum Size

Protective Space

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

Minimum Size

Minimum size refers to the smallest size at which the Canada Qualifier Combined Brand Identity may be reproduced to ensure its legibility. **Do not reproduce small than 1.37" in width.**

Colours

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

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

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

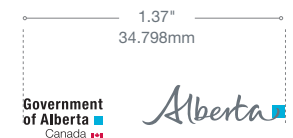
** The Official Government of Canada Red is Pantone 032. CMYK equivalent 0C/100M/100Y/0K. RGB equivalent 255R/0G/0B. Hexadecimal equivalent #FF0000

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

Protective Space



Minimum Size



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

1.3.4

Combined Brand Identity

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

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

All Improper Usages for the Government of Alberta logo (1.1.6 of this document) and the Provincial Signature (2.1.18 in *The Provincial Signature*) also apply to the Combined Brand Identity.

Improper Use

Government of Alberta ■

Alberta ■

Colour

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

Government of Alberta ■

Alberta ■

Colour

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

Government of Alberta ■

Alberta ■

Drop Shadows

The Combined Brand Identity should not appear with drop shadows.

Government of Alberta ■

Alberta ■

Screens

The Combined Brand Identity should not appear as a screen.

Government of Alberta ■

Alberta ■

Keylines

Never create an outline around the Combined Brand Identity.

Government of Alberta ■

Alberta ■

Scaling

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

Government of Alberta ■

Alberta ■

Minimum Size

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

Government of Alberta ■

Alberta ■

Size Relationships

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



1.4

Emblems of Alberta

1.4.1

Emblems of Alberta

The Alberta Coat of Arms

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

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

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

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. Email requests to visual@gov.ab.ca.



1.4.2

Emblems of Alberta



Protocol for Displaying the Alberta Coat of Arms

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

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

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

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

If the Government of Alberta is involved in a joint initiative with another provincial government or territory, then the coats of arms, flags or other provincial insignia appear in order of the date each jurisdiction entered Confederation. (See 1.4.9 of this document)

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

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

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

The Alberta Coat of Arms may also be used:

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

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. Email requests to visual@gov.ab.ca.

1.4.3

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.

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. Email requests to visual@gov.ab.ca.

Protective Space



1.4.4

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.

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. Email requests to visual@gov.ab.ca.



Standard Publication Size



Minimum Size



1.4.5

Emblems of Alberta

Coat of Arms Size Range with Typography

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

Minimum Size

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

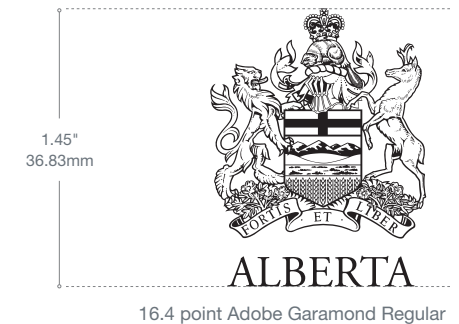
The .9" high size used on ministerial letterhead, envelopes, compliments cards and smaller publications is the smallest size at which the Alberta Coat of Arms when combined with type, should be reproduced for print-based communications.

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

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. Email requests to visual@gov.ab.ca.



Standard Publication (8.5"x11") Minimum Size



Letterhead, envelopes, compliments cards and smaller publications Minimum Size



Business Card Minimum Size



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

1.4.6

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

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. Email requests to visual@gov.ab.ca.

Full Colour



One-colour Greyscale



One-colour Black Solid



Reversed One-colour White Solid



Full Colour



ALBERTA

One-colour Greyscale



ALBERTA

One-colour Black Solid



ALBERTA

Reversed One-colour White Solid



ALBERTA

1.4.7

Emblems of Alberta

Using the Alberta Coat of Arms

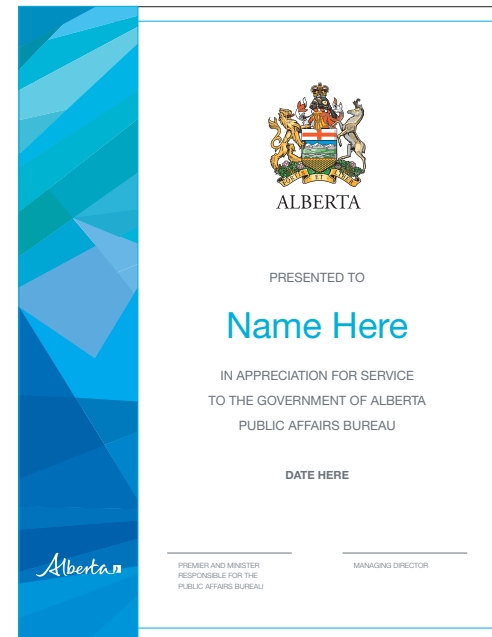
The use of the Alberta Coat of Arms is limited to the Premier of Alberta and his office, government ministers and their offices, the Legislative Assembly, communications developed for programs and projects that have legislative authority, and the Provincial Courts of Alberta.

The Alberta Coat of Arms may also be used:

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

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. Email requests to visual@gov.ab.ca.

Certificate



1.4.8

Emblems of Alberta

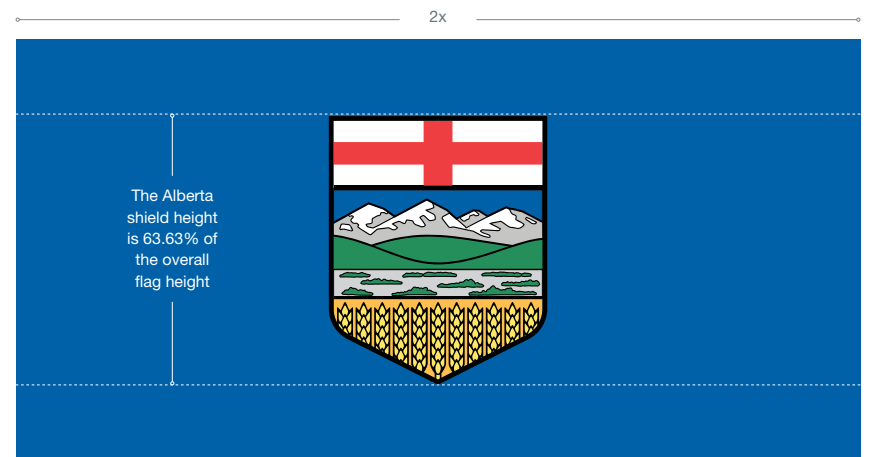
The Alberta Flag

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

Alberta Blue	Pantone 286*
Alberta Gold	Pantone 136*

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

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



1.4.9

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



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

1.4.10

Emblems of Alberta

Alberta has two official colours:

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

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

Provincial Colours



Flag background colour: Pantone 286

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

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

1.4.11

Emblems of Alberta



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



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



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

Other Official Emblems



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



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



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



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



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



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

1.4.12

Emblems of Alberta

The Alberta Seal Introduction

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

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

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

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. Email requests to visual@gov.ab.ca.



1.4.13

Emblems of Alberta

The Alberta Seal Specifications

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

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

Embossed Artwork

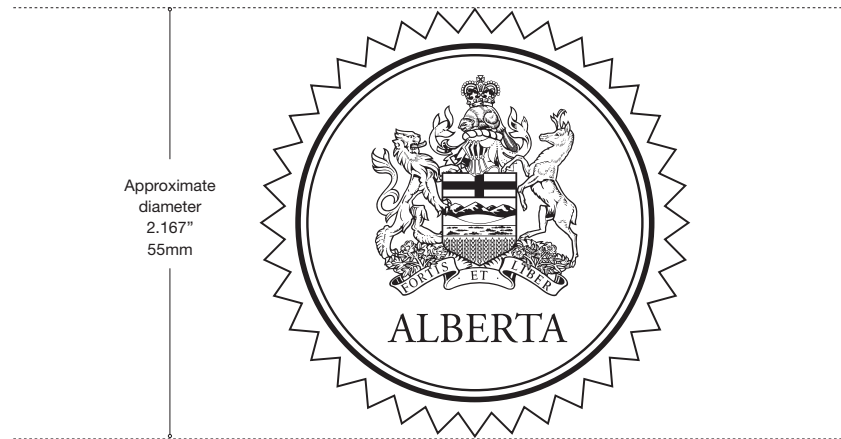
There is special artwork available for embossing purposes only and should not be used for any other production method. The seal should only be embossed (raised surface) and never debossed (sunken surface) as it compromises the design of the Coat of Arms.

Artwork may be resized for a pre-existing seal.

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

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. Email requests to visual@gov.ab.ca.

One-colour Black Solid



One-colour White Solid



Embossed Artwork



1.4.14

Emblems of Alberta

Coat of Arms and Government of Alberta Seal

The Coat of Arms Seal

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

The Government of Alberta Seal

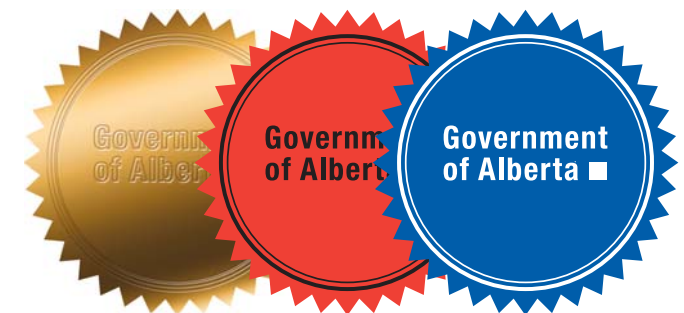
For all applications not involving the Minister, the Government of Alberta seal should be used.

The 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. Email requests to visual@gov.ab.ca.

The Coat of Arms Seal



The Government of Alberta logo Seal



Embossed Seal

Printed Seal -
Image printed onto
existing seals

Reversed Seal -
Printed onto label
stock then die cut

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



1.5

Stationery

1.5.0

Minister's Stationery

Introduction

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

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.



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

1.5.1

Minister's Stationery

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

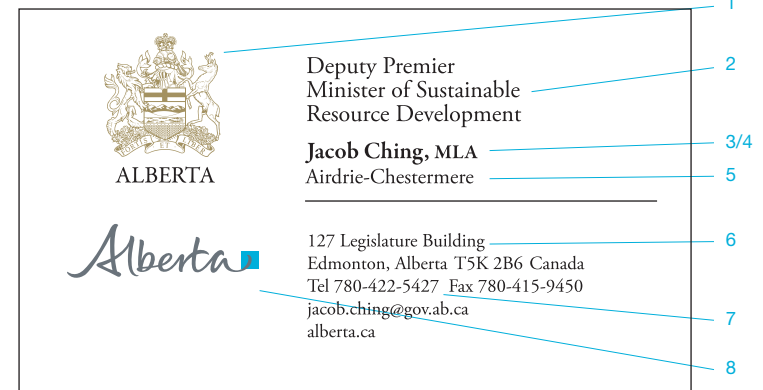
- 1. Alberta Coat of Arms:** The Coat of Arms is used by elected officials and its use is protected by the Emblems of Alberta Act. It should appear in the positions shown on the stationery templates. The Alberta Coat of Arms with the word "Alberta" incorporated is the version to be used on stationery.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

The Coat of Arms is printed in gold on business cards used by Ministers, Standing Policy Committee members and Ministerial level committees that are chaired by an MLA or a member of the judiciary. For guidance on the Coat of Arms usage, see 1.4 in **Corporate Identity**.
- 2. Ministry/Department:** "Minister of" followed by the department name is used here. Multiple departments would be listed alphabetically, one above the other.
- 3. Individual Name:** 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.

Minister's Business Card Style Guide

- 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
- 8. The Provincial Signature:** The Signature should be used only as outlined in this manual, see 2.1 in **The Provincial Signature**.

Minister and Parliamentary Assistant Business Card
3.5 x 2 inches (21p0 x 12p0)



Minister's Business Card



Parliamentary Assistant Business Card

1.5.2

Minister's Stationery

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

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

The Coat of Arms is printed in gold on business cards used by Ministers, Standing Policy Committee members and Ministerial level committees that are chaired by an MLA or a member of the judiciary. For guidance on the Coat of Arms usage, see 1.4 in **Corporate Identity**.

2. **Department:** Only the department name is used here. Multiple departments would be listed alphabetically, one above the other.

3. **Office Designation:** Usually shown as "Office of the Minister."

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

5. **The Provincial Signature:** The Signature should be used only as outlined in this manual, see 2.1 in **The Provincial Signature**.

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

Minister's Letterhead Style Guide

Minister and Parliamentary Assistant Letterhead
8.5 x11 inches (51 picas x 66 picas)



7. **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

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

1.5.3

Minister's Stationery

Minister's Envelope Style Guide

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

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

The Coat of Arms is printed in gold on business cards used by Ministers, Standing Policy Committee members and Ministerial level committees that are chaired by an MLA or a member of the judiciary. For guidance on the Coat of Arms usage, see 1.4 in **Corporate Identity**.
- 2. The Provincial Signature:** The Signature should be used only as outlined in this manual, see 2.1 in **The Provincial Signature**.
- 3. Department:** Only the department name is used here. Multiple departments would be listed alphabetically, one above the other.
- 4. Office Designation:** Usually shown as "Office of the Minister."
- 5. Address:**
 - The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address.
 - If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized
 - Use a small 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

Minister and Parliamentary Assistant #10 Envelope:
9.5 x 4.125 inches (57p0 x 24p9)



1.5.4

Minister's Stationery

Minister's Compliments Card

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

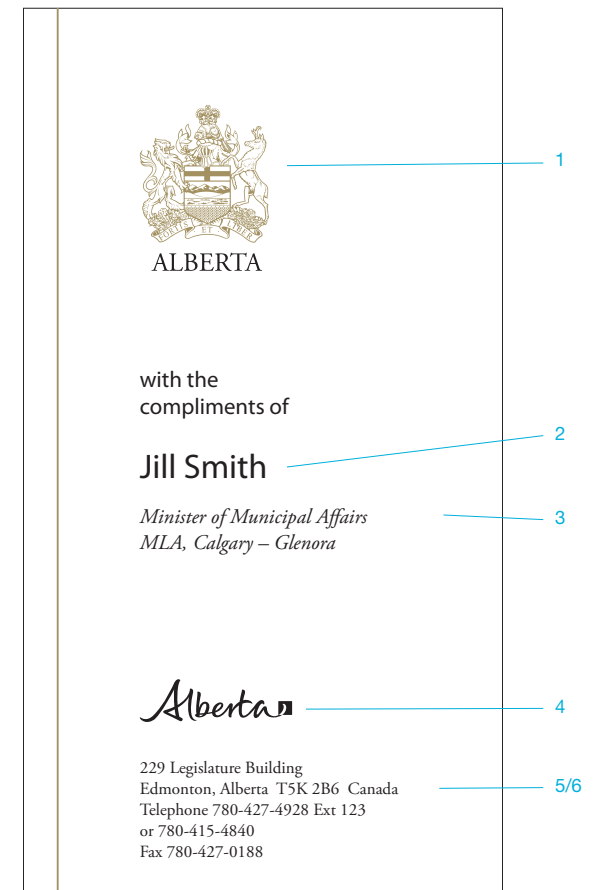
- 1. Alberta Coat of Arms:** The Coat of Arms is used by elected officials and its use is protected by the Emblems of Alberta Act. It should appear in the positions shown on the stationery templates. The Alberta Coat of Arms with the word "Alberta" incorporated is the version to be used on stationery.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

The Coat of Arms is printed in gold on business cards used by Ministers, Standing Policy Committee members and Ministerial level committees that are chaired by an MLA or a member of the judiciary. For guidance on the Coat of Arms usage, see 1.4 in **Corporate Identity**.

- 2. 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:** Boards, commissions and other responsibilities are given here, as well as electoral area.
- 4. The Provincial Signature:** The Signature should be used only as outlined in this manual, see 2.1 in **The Provincial Signature**.

- 5. Address:**
 - The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address.
 - If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized
 - Use a small 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
- 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
 - Double spaces separate the telephone and fax information

Minister Compliments Card
3.5 x 6.5 inches



1.5.5

Deputy Minister's Stationery Introduction

This page shows examples of the letterhead, envelope, business card and international business card used in Deputy Minister communications. A Deputy Minister's stationery follows the **General Stationery layout** outlined in 1.5.6 of this document.

On-Line Ordering System

All Deputy Ministry stationery items can be ordered by using the on-line ordering system.



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

1.5.6

General Stationery

Introduction

General stationery includes letterhead, envelopes, business cards, news releases, fax transmission cover sheets, mailing labels and office note paper.

On-Line Ordering System

All General stationery items can be ordered by using the on-line ordering system. The following pages contain general layout for the production of general stationery items.



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

1.5.7

General Stationery

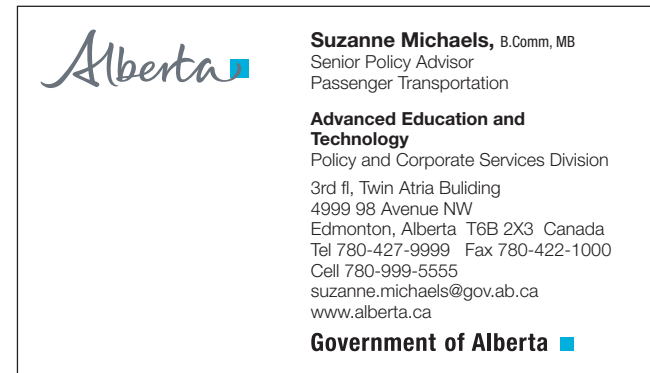
The general business card is shown on this page. The back of the business card should not be used to print additional information such as mission statements, addresses or other visual identifiers.

The back 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 Provincial Signature and the Government of Alberta logo should never be translated into another language.

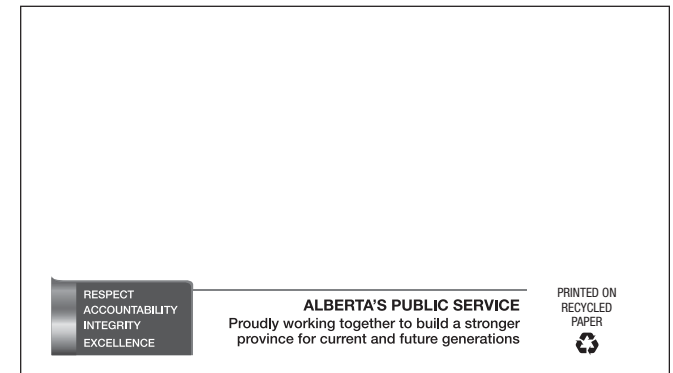
The space in the lower left portion of the business card is to be used for a maximum of one program or initiative identifier.

Business Card

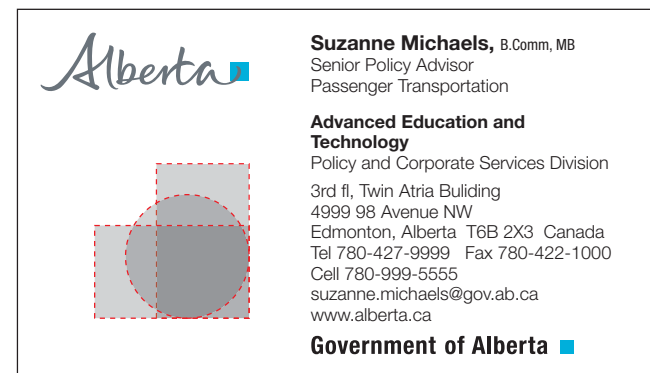
General Business Card
3.5 x 2 inches (21p0 x 12p0)



Business Card - Front



Business Card - Back



Business Card with one program identifiers or initiative



International Business Card - Front

1.5.8

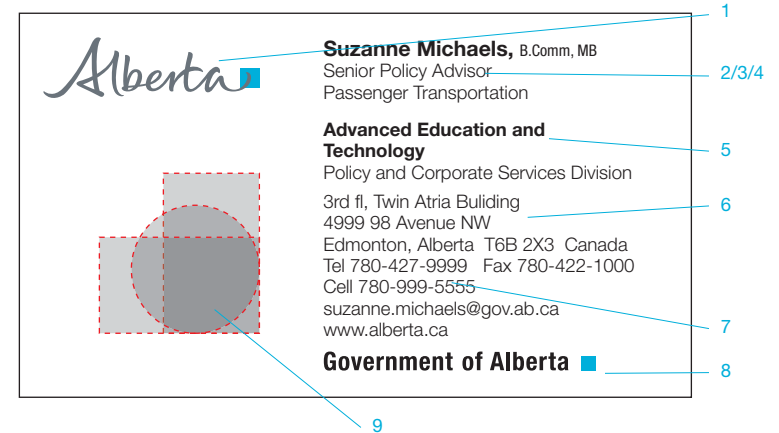
General Stationery

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.

- 1. The Provincial Signature:** The Signature should be used only as outlined in this manual, see 2.1 in **The Provincial Signature**.
- 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. 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.
- 3. Department:** Only the department name is used here. Multiple departments would be listed alphabetically, one above the other.
- 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), "Fax" (facsimile number) and "cell" (mobile phone 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
- 8. Government of Alberta Logo:** The logo should be used only as outlined in this manual, see 1.1 in **Corporate Identity**.
- 9. Additional Visuals:** The grey-toned areas indicate the size and positioning for a maximum of one program or initiative identifier.

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



1.5.9

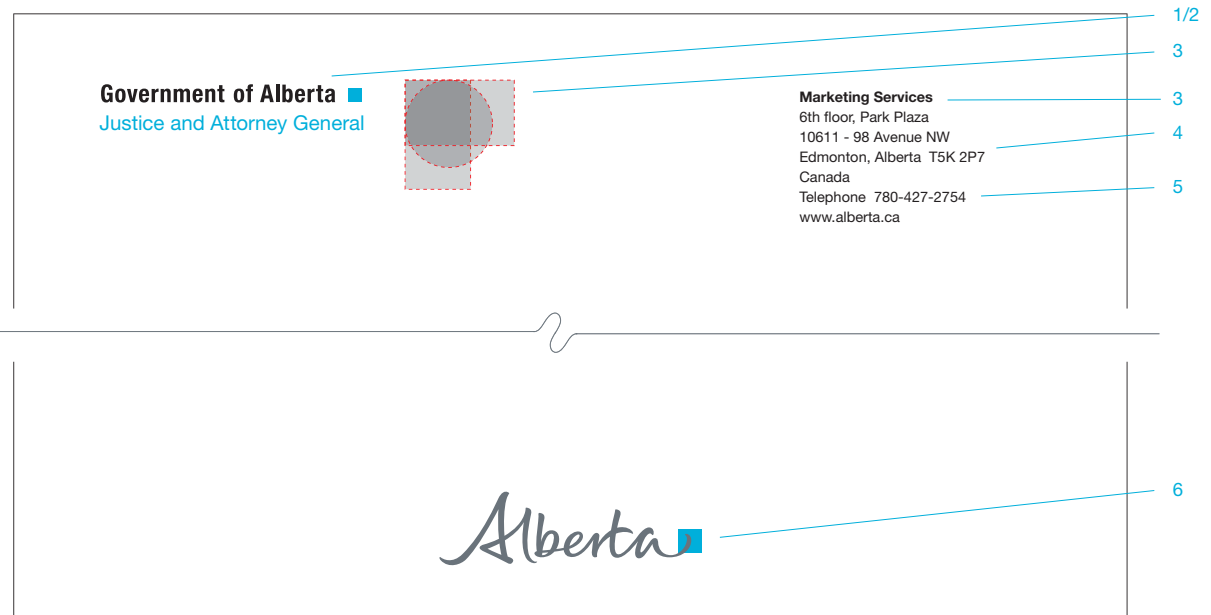
General Stationery

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 only be used on business cards.

- Government of Alberta Logo:** The logo should be used only as outlined in this manual, see 1.1 in **Corporate Identity**.
- Government of Alberta Logo with Ministry identifiers:** The logo with Ministry identifiers should be used only as outlined in this manual, see 1.2 in **Corporate Identity**.
- Additional Visuals:** The grey-toned areas indicate the size and positioning for a maximum of one program or initiative identifier.
- Office Designation/Subdivision:** The particular division, branch or program is indicated here. Office Designation is usually shown as "Office of the Deputy Minister."
- 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
- 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
- The Provincial Signature:** The Signature should be used only as outlined in this manual, see 2.1 in **The Provincial Signature**.

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



1.5.10

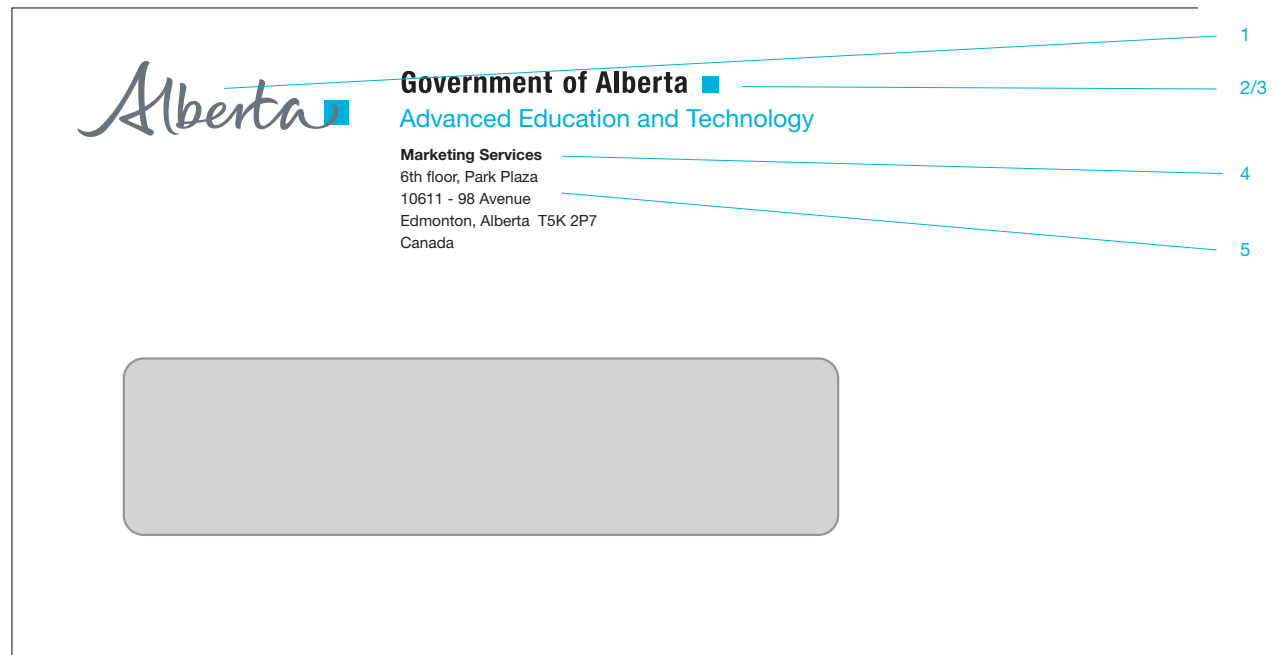
General Stationery

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 only be used on business cards.

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

- The Provincial Signature:** The Signature should be used only as outlined in this manual, see 2.1 in **The Provincial Signature**.
- Government of Alberta Logo:** The logo should be used only as outlined in this manual, see 1.1 in **Corporate Identity**.
- Government of Alberta Logo with Ministry identifiers:** The logo with Ministry Identifier should be used only as outlined in this manual, see 1.2 in **Corporate Identity**. Contact Canada Post when using the 'Do not forward' logo for additional information.
- Office Designation/Subdivision:** The particular division, branch or program is indicated here. Office Designation is usually shown as "Office of the Deputy Minister."
- 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



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"

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

1.5.11

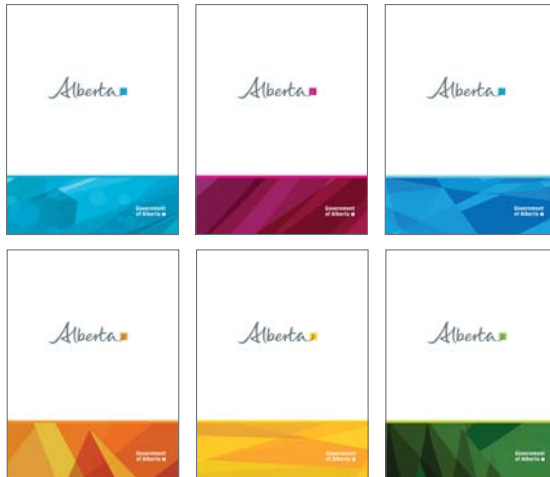
Office Stationery

Presentation Folders

Two-pocket Presentation 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

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

1.5.11

Office Stationery

Presentation Folders



Environmental Folder



Urban Folder



Science Folder



Community Folder

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

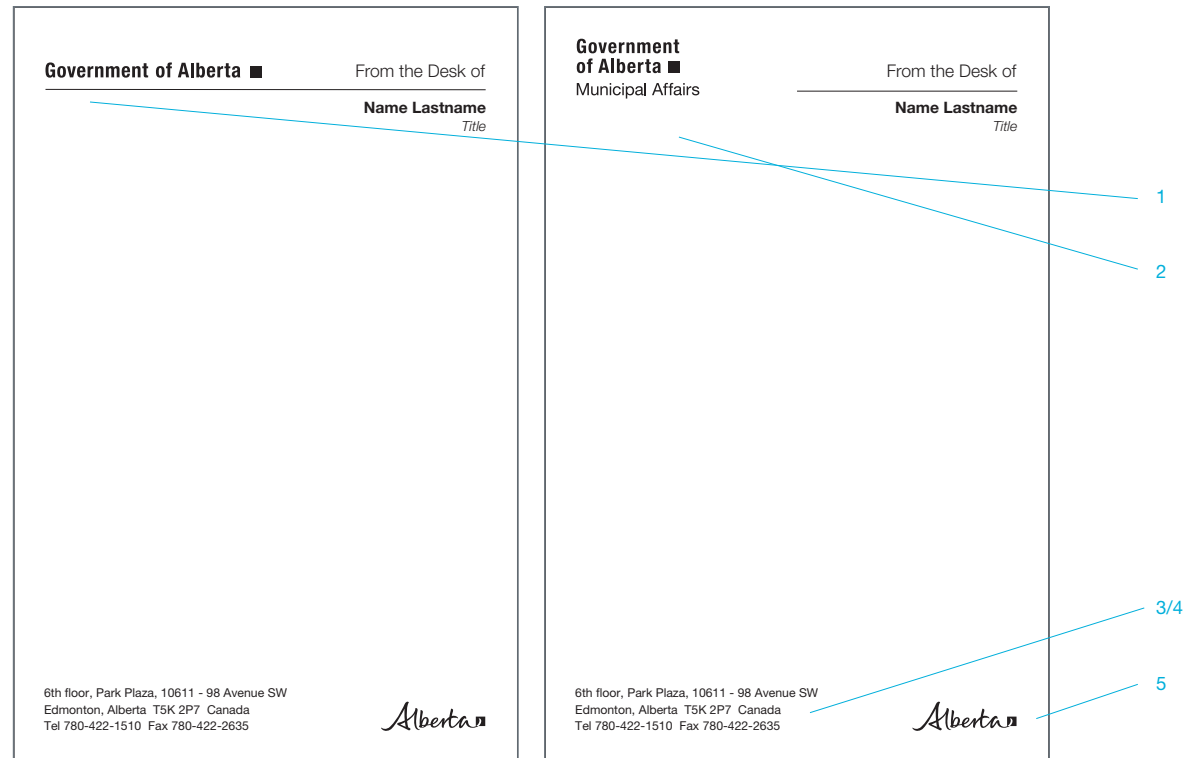
1.5.13

Office Stationery

Note Pads Style Guide

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

- Government of Alberta Logo:** The logo should be used only as outlined in this manual, see 1.1 in **Corporate Identity**.
- Government of Alberta Logo with Ministry identifiers:** The logo with Ministry Identifiers should be used only as outlined in this manual, see 1.2 in **Corporate Identity**.
- 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, 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
- 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
- The Provincial Signature:** The Signature should be used only as outlined in this manual, see 2.1 in **The Provincial Signature**.



From the Desk of NotePad : 4 x 6 inches

1.5.14

Office Stationery

Note Pads Optional Sizes

<p>Government of Alberta ■ From the Desk of Name Lastname Title</p> <p>6th floor, Park Plaza, 10611 - 98 Avenue SW Edmonton, Alberta T5K 2P7 Canada Tel 780-422-1510 Fax 780-422-2635</p> <p style="text-align: right;"><i>Alberta</i></p>	<p>Government of Alberta ■ From the Desk of Municipal Affairs Name Lastname Title</p> <p>6th floor, Park Plaza, 10611 - 98 Avenue SW Edmonton, Alberta T5K 2P7 Canada Tel 780-422-1510 Fax 780-422-2635</p> <p style="text-align: right;"><i>Alberta</i></p>
--	--

From the Desk of Note Pad : 4 x 6 inches

<p>Government of Alberta ■ Quick memo</p> <p>Premier's Council For Economic Strategy</p> <p>From: Sue Bohachuk Assistant Deputy Minister 11th floor, Legislature Annex Building 9718 - 107 Street Edmonton, Alberta T5K 1E4 Tel: 780-643-1006 Cell: 780-902-5556 Fax: 780-427-6498 Email: sue.bohachuk@gov.ab.ca</p> <p>To: _____ Date: _____</p> <p>Subject: _____</p> <p><input type="checkbox"/> For your information/attention <input type="checkbox"/> For approval/signature <input type="checkbox"/> Please reply on my behalf <input type="checkbox"/> Please draft reply to: <input type="checkbox"/> Your comments/recommendations <input type="checkbox"/> Please investigate and report <input type="checkbox"/> Please take any action necessary <input type="checkbox"/> Please reply directly <input type="checkbox"/> Note and forward to: _____ <input type="checkbox"/> Returned as requested <input type="checkbox"/> Please discuss with me <input type="checkbox"/> Please file</p> <p>Comments: _____ _____ _____ _____</p> <p style="text-align: right;"><i>Alberta</i></p>	<p>Government of Alberta ■ Quick memo</p> <p>Municipal Affairs</p> <p>From: Name Lastname _____ Date: _____</p> <p>To: _____ Date: _____</p> <p>Subject: _____</p> <p><input type="checkbox"/> For your information/attention <input type="checkbox"/> For approval/signature <input type="checkbox"/> Please reply on my behalf <input type="checkbox"/> Please draft reply to: <input type="checkbox"/> Your comments/recommendations <input type="checkbox"/> Please investigate and report <input type="checkbox"/> Please take any action necessary <input type="checkbox"/> Please reply directly <input type="checkbox"/> Note and forward to: _____ <input type="checkbox"/> Returned as requested <input type="checkbox"/> Please discuss with me <input type="checkbox"/> Please file</p> <p>Comments: _____</p> <p style="text-align: right;"><i>Alberta</i></p>	<p>Government of Alberta ■ Quick memo</p> <p>From: Name Lastname _____ Date: _____</p> <p>To: _____ Date: _____</p> <p>Subject: _____</p> <p><input type="checkbox"/> For your information/attention <input type="checkbox"/> For approval/signature <input type="checkbox"/> Please reply on my behalf <input type="checkbox"/> Please draft reply to: <input type="checkbox"/> Your comments/recommendations <input type="checkbox"/> Please investigate and report <input type="checkbox"/> Please take any action necessary <input type="checkbox"/> Please reply directly <input type="checkbox"/> Note and forward to: _____ <input type="checkbox"/> Returned as requested <input type="checkbox"/> Please discuss with me <input type="checkbox"/> Please file</p> <p>Comments: _____</p> <p style="text-align: right;"><i>Alberta</i></p>
--	--	---

Quick Memo Note Pad: 4 x 6 inches

<p>Government of Alberta ■ From the Desk of Name Lastname Title</p> <p>6th floor, Park Plaza, 10611 - 98 Avenue SW Edmonton, Alberta T5K 2P7 Canada Tel 780-422-1510 Fax 780-422-2635</p> <p style="text-align: right;"><i>Alberta</i></p>	<p>Government of Alberta ■ From the Desk of Municipal Affairs Name Lastname Title</p> <p>6th floor, Park Plaza, 10611 - 98 Avenue SW Edmonton, Alberta T5K 2P7 Canada Tel 780-422-1510 Fax 780-422-2635</p> <p style="text-align: right;"><i>Alberta</i></p>
--	--

From the Desk of Note Pad : 5.5 x 8.5 inches

<p>Government of Alberta ■ Quick memo</p> <p>From: Name Lastname _____ Date: _____</p> <p>To: _____ Date: _____</p> <p>Subject: _____</p> <p><input type="checkbox"/> For your information/attention <input type="checkbox"/> For approval/signature <input type="checkbox"/> Please reply on my behalf <input type="checkbox"/> Please draft reply to: <input type="checkbox"/> Your comments/recommendations <input type="checkbox"/> Please investigate and report <input type="checkbox"/> Please take any action necessary <input type="checkbox"/> Please reply directly <input type="checkbox"/> Note and forward to: _____ <input type="checkbox"/> Returned as requested <input type="checkbox"/> Please discuss with me <input type="checkbox"/> Please file</p> <p>Comments: _____</p> <p style="text-align: right;"><i>Alberta</i></p>	<p>Government of Alberta ■ Quick memo</p> <p>Municipal Affairs</p> <p>From: Name Lastname _____ Date: _____</p> <p>To: _____ Date: _____</p> <p>Subject: _____</p> <p><input type="checkbox"/> For your information/attention <input type="checkbox"/> For approval/signature <input type="checkbox"/> Please reply on my behalf <input type="checkbox"/> Please draft reply to: <input type="checkbox"/> Your comments/recommendations <input type="checkbox"/> Please investigate and report <input type="checkbox"/> Please take any action necessary <input type="checkbox"/> Please reply directly <input type="checkbox"/> Note and forward to: _____ <input type="checkbox"/> Returned as requested <input type="checkbox"/> Please discuss with me <input type="checkbox"/> Please file</p> <p>Comments: _____</p> <p style="text-align: right;"><i>Alberta</i></p>	<p>Government of Alberta ■ Quick memo</p> <p>From: Name Lastname _____ Date: _____</p> <p>To: _____ Date: _____</p> <p>Subject: _____</p> <p><input type="checkbox"/> For your information/attention <input type="checkbox"/> For approval/signature <input type="checkbox"/> Please reply on my behalf <input type="checkbox"/> Please draft reply to: <input type="checkbox"/> Your comments/recommendations <input type="checkbox"/> Please investigate and report <input type="checkbox"/> Please take any action necessary <input type="checkbox"/> Please reply directly <input type="checkbox"/> Note and forward to: _____ <input type="checkbox"/> Returned as requested <input type="checkbox"/> Please discuss with me <input type="checkbox"/> Please file</p> <p>Comments: _____</p> <p style="text-align: right;"><i>Alberta</i></p>
---	--	---

Quick Memo Note Pad: 5.5 x 8.5 inches

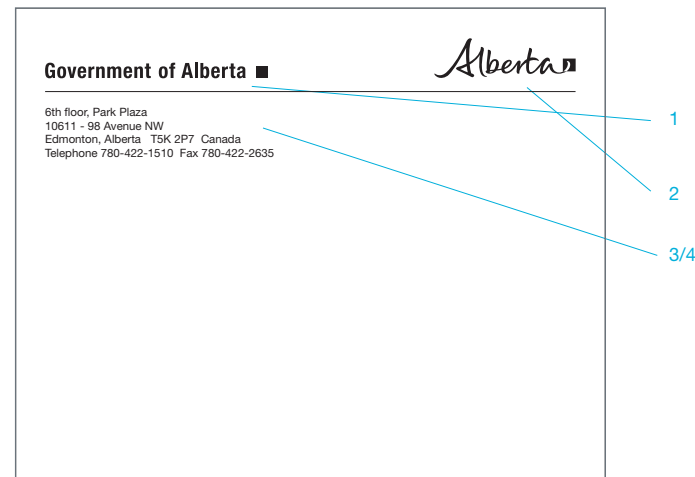
1.5.15

Office Stationery

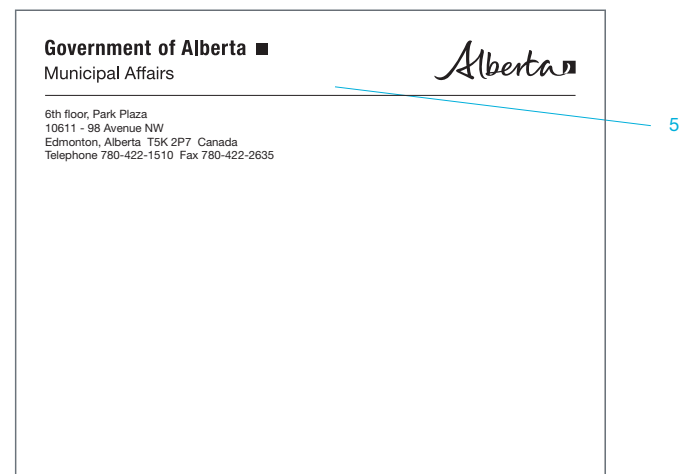
Mailing Label Style Guide

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

- Government of Alberta Logo:** The logo should be used only as outlined in this manual, see 1.1 in **Corporate Identity**.
- The Provincial Signature:** The Signature should be used only as outlined in this manual, see 2.1 in **The Provincial Signature**.
- 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, 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
- 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
- Government of Alberta Logo with Ministry identifiers:** The logo with Ministry Identifiers should be used only as outlined in this manual, see 1.2 in **Corporate Identity**.



Mailing Label: 5 x 4



Ministry Mailing Label: 5 x 4

1.5.16

Office Stationery

Forms Heading

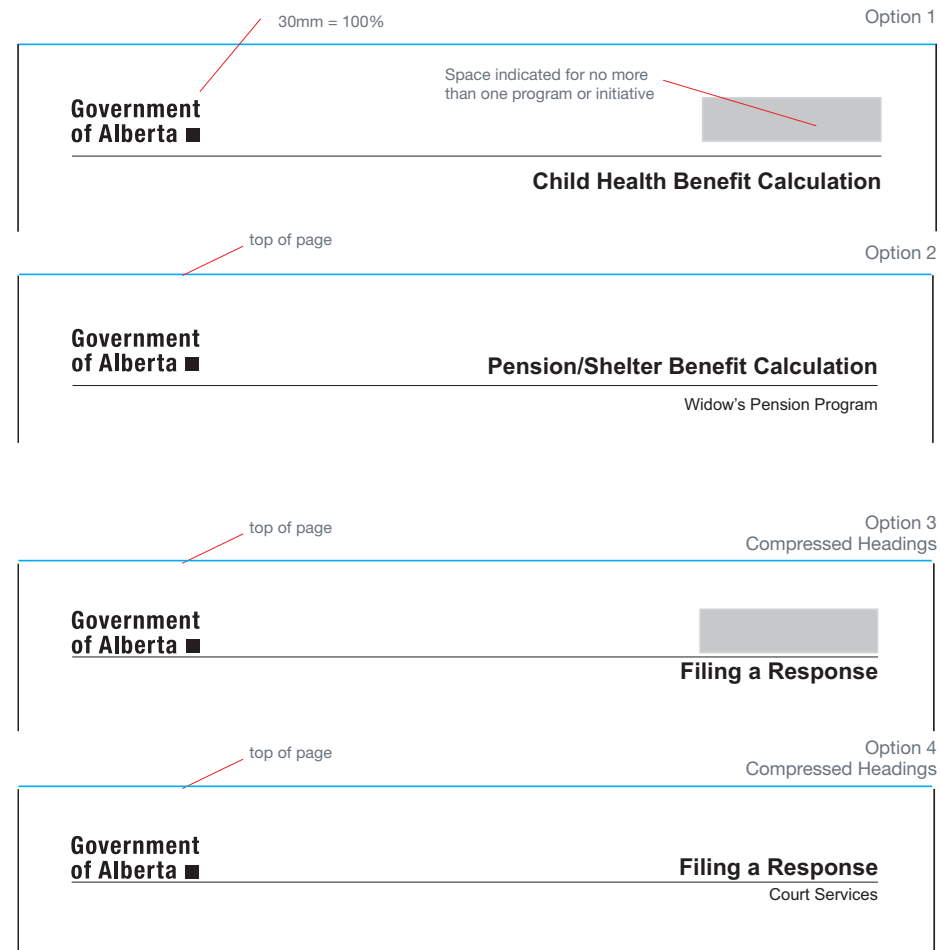
A forms heading system has been developed to standardize the look of government forms. This system promotes the use of the Alberta logo on its own without the addition of department names, whenever possible.

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.





1.6

1.6
Multimedia

1.6.1

Website Usage

Government of Alberta Header

On Government of Alberta websites, use the horizontal logo in white on a transparent background. Other than the approved elements, no additional graphics or links should appear in or above the header.

Consult the web standards for more information.

Non-Government Website Usage

The stacked or horizontal version of the Government of Alberta logo can appear on any other website in any other place, with a link to www.alberta.ca.

It is important to evaluate the visual contrast of the websites background to determine which colour* configuration of the logo to use.

* For guidance on colour reproduction of the Government of Alberta logo, see 1.1.4 in *Corporate Identity*.

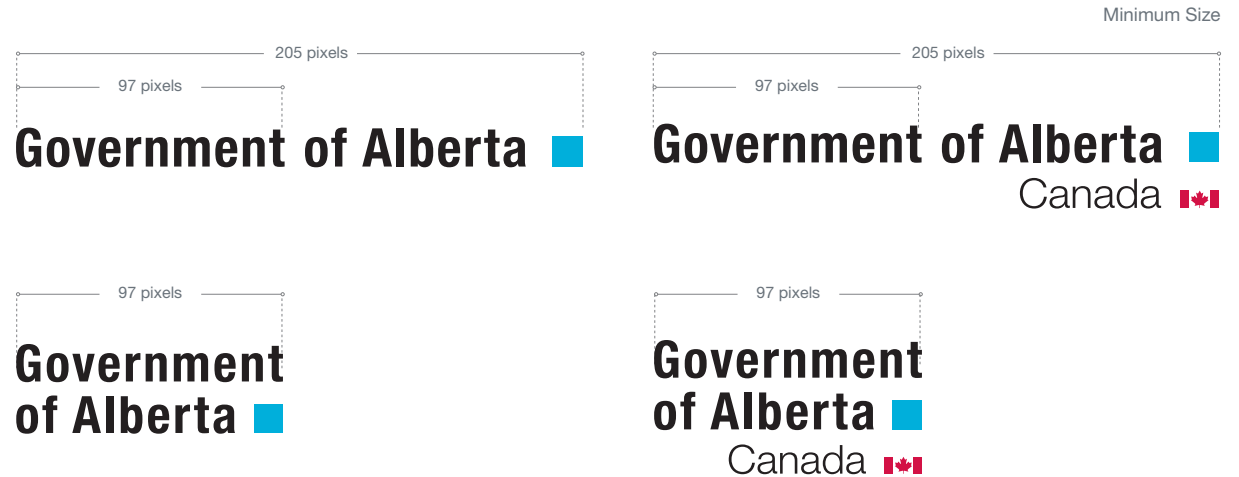
Minimum Size

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

E-mail visual@gov.ab.ca for more information or guidance on logo usage for Government of Alberta or external sites.

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

Logo Usage for Websites



Government of Alberta Website Heading Example



1.6.2

Website Usage

Government of Alberta Ministry Header

On Government of Alberta Ministry websites, use the horizontal logo in white on a transparent background. Other than the approved elements, no additional graphics or links should appear in or above the header.

Consult the web standards for more information.

Minimum Size

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

E-mail visual@gov.ab.ca for more information or guidance on logo usage for Government of Alberta or external sites.

Ministry Logo Usage for Websites



Government of Alberta Ministry Website Heading Example



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

1.6.3

Website Usage

Provincial Signature Usage for Websites

Provincial Signature Footer

The Signature is used for Government of Alberta websites in white on a transparent background. No additional text is required. However, additional information may be included as necessary.

Consult the web standards for more information.

Non-Government Website Usage

The Provincial Signature can appear on any other website in any other place, with a link to alberta.ca.

It is important to evaluate the visual contrast of the website to determine which colour configuration of the logo to use.

* For guidance on reproduction of the Provincial Signature, see 2.1 in [The Provincial Signature](#).

Minimum Size

The Provincial Signature should never appear at a size where the total width is less than 97 pixels.

Minimum Size



E-mail visual@gov.ab.ca for more information or guidance on logo usage for [Government of Alberta](#) or external sites.

Provincial Signature Website Footer Example



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

1.6.4

Social Media Standards

YouTube

Profile / Account Setup

All Government of Alberta channel names must follow the following format: www.youtube.com/AlbertaProgramName

Prior to creating a channel have an email address set up for that channel (i.e. AlbertaProgramNameYouTube@gov.ab.ca). All notifications regarding comments, etc. will be sent to this email.

The username must be the same as the channel name (i.e. username: [AlbertaMinistryName](http://www.youtube.com/AlbertaMinistryName) and www.youtube.com/AlbertaMinistryName)

Avatars

YouTube requires an 88 pixel x 88 pixel graphic/image to accompany each profile. Text should be avoided unless the words are short. Brand backgrounds are not required.

Design

YouTube allows users to customize their profile page. Backgrounds based on the Alberta Brand are available on the CGIC SharePoint site.

Themes and Colours

Go to 'show advanced options' and enter in the HEX colours to be used for each of the YourAlberta themes as shown on the next page.

Avatar as it appears on the Profile page



Alberta Brand background textures



Examples of Avatars



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

1.6.5

Social Media Standards

YouTube

Themes and Colours



Your Alberta Sky

General

Font	Arial
Background color	#3D85C6
Wrapper color	#FFFFFF
Wrapper text color	#000000
Wrapper link color	#073763

Color Palettes

Background color	#CFE2F3
Title text color	#000000
Link color	#073763
Body text color	#333333



Your Alberta Sunset

General

Font	Arial
Background color	#E69138
Wrapper color	#FFFFFF
Wrapper text color	#000000
Wrapper link color	#B45F06

Color Palettes

Background color	#FCE5CD
Title text color	#000000
Link color	#B45F06
Body text color	#333333



Your Alberta Prairie

General

Font	Arial
Background color	#F1C232
Wrapper color	#FFFFFF
Wrapper text color	#000000
Wrapper link color	#7F6000

Color Palettes

Background color	#FFF2CC
Title text color	#000000
Link color	#7F6000
Body text color	#333333



Your Alberta Dusk

General

Font	Arial
Background color	#C27BA0
Wrapper color	#FFFFFF
Wrapper text color	#000000
Wrapper link color	#4C1130

Color Palettes

Background color	#EAD1DC
Title text color	#000000
Link color	#4C1130
Body text color	#333333



Your Alberta Pasture

General

Font	Arial
Background color	#6AA84F
Wrapper color	#FFFFFF
Wrapper text color	#000000
Wrapper link color	#274E13

Color Palettes

Background color	#D9EAD3
Title text color	#000000
Link color	#274E13
Body text color	#333333

1.6.6

Social Media Standards

Twitter

Design

There are currently eight background images available for use. They use the Alberta Brand textures and feature the Government of Alberta logo and Provincial Signature in the top left corner. Select the most appropriate one for your account.

Picture

Twitter requires an 80 pixel x 80 pixel graphic/image to identify each profile. For program/service accounts, you may choose one of the generic Government of Alberta avatar pictures to match the backgrounds. You may also choose to use a head shot of the spokesperson or design your own avatar. Keep in mind that Twitter resizes the image to as small as 20 pixel x 20 pixel, making text and detail extremely difficult to read.



80 pixel x 80 pixel
Avatar as it appears
on the Profile page

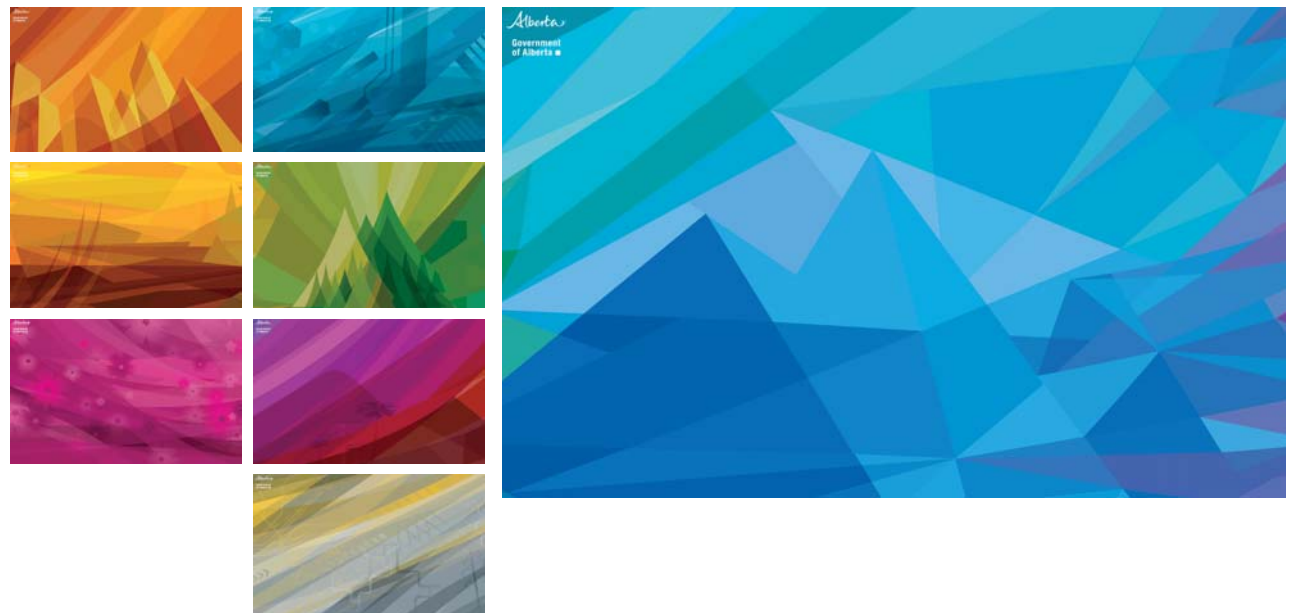


32 pixel x 32 pixel
Avatar as it appears in the
public timeline beside tweets



20 pixel x 20 pixel
Avatar as it appears in
"Following" aggregated collages

Alberta Brand background textures



1.6.7

Social Media Standards

Facebook

Avatars

Facebook requires a 200px (fixed) x 600px (max) graphic/image to accompany each profile. You may choose one of the generic Government of Alberta avatars.

You may also choose to use any graphic/image, as long as the Government of Alberta logo and Provincial Signature are included. Text should be avoided unless the words are short.

Avatar as it appears on the Profile page



1.6.8

Multimedia

Wallpapers / Screensavers

Screensavers / wallpapers have been developed and are available for download at www.albertabrand.com

Wallpapers and Screensavers



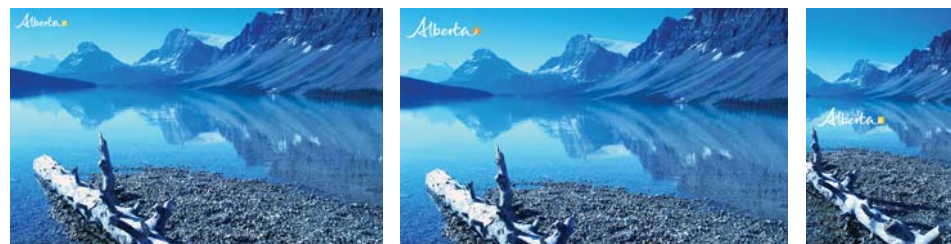
Size options available



1024 x 768

1280 x 1024

1440 x 900



1680 x 1050

1440 x 900

iphone 320 x 480

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

1.6.9

Multimedia

Email Footer

Email footers have been developed and are available for download at www.corporateidentity.gov.ab.ca. You may choose any one of the generic versions to accompany emails.

Email Footer



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

1.6.10

Multimedia

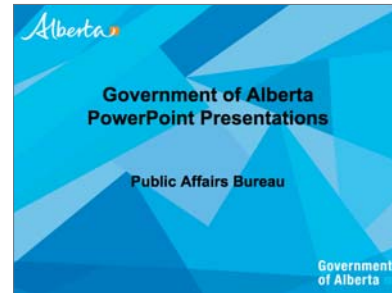
Powerpoint Presentations

The sample layouts to the right show how to apply the visual standards on PowerPoint slides.

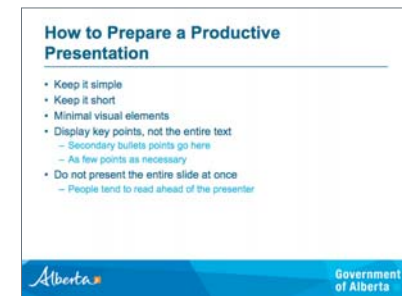
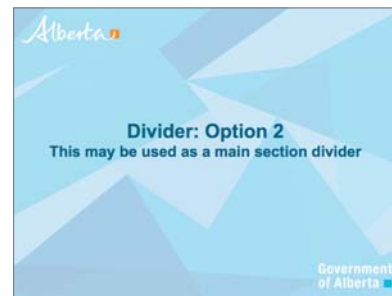
The title slide should use 36 point bold type for the heading and 28 point bold for the department name.

The subsequent slides should use 28 point bold type for the headings and 20 point regular weight type for the body copy and bullets.

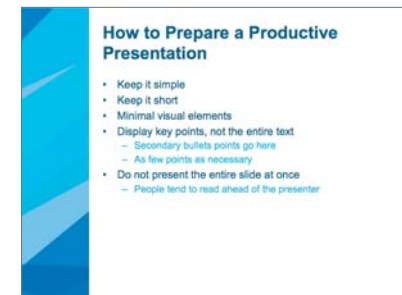
Remember to use Arial typeface for PowerPoint.



Powerpoint Title Page/Cover



Horizontal Powerpoint



Vertical Powerpoint

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

1.6.11

Multimedia

Video Watermarking

The Government of Alberta logo and Provincial Signature should be included on videos produced for use on websites, Youtube, etc.

The Government of Alberta logo (stacked) is placed in the top right and the Provincial Signature (without tagline) in the top left. Both should be watermarked at 50% of their full value. It is not necessary to include the Government of Alberta logo for arms-length organizations.

The signature and logo should be no more than 1/5 the width of the video width. Both should be given the same amount of protective space* to maintain visual clarity.

* For guidance on protective space for the Government of Alberta logo, see 1.1.2 in *Corporate Identity*. For the Provincial Signature, see 2.1.4 in *The Provincial Signature*.



1.7

General Communications

1.7.1

Vehicle Identification

Standard

The Alberta Government leases and owns a large fleet of vehicles. The following pages will help to guide the sizing and placement of the Government of Alberta logo, the Provincial Signature and serial numbering for vehicle identification.

Colour

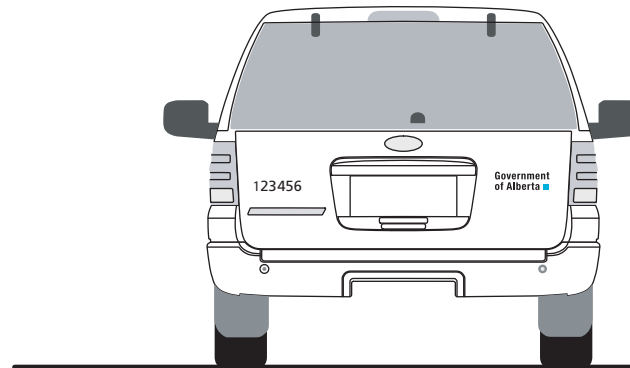
The Government of Alberta logo, Provincial Signature and numerals should appear in its two-colour version whenever possible, on light toned vehicles. For dark vehicles the one-colour white solid version should be used with the numerals in white, see 1.1.5 in the *Corporate Identity Manual*.

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.

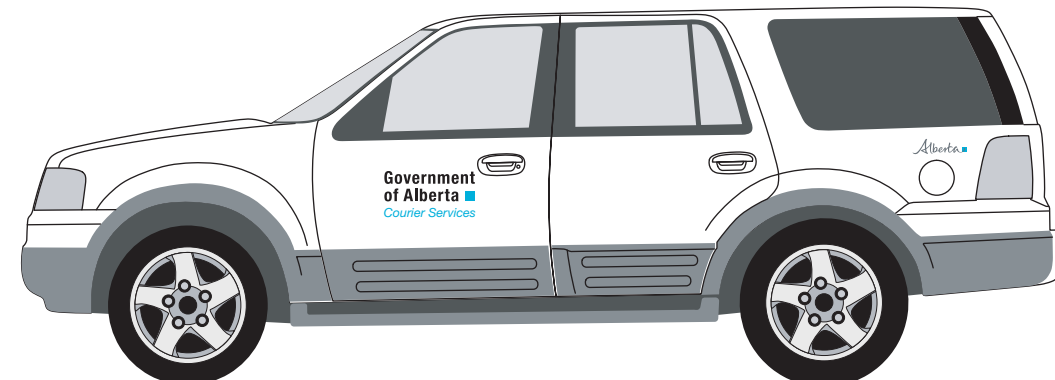
* For guidance on colour reproduction of the Government of Alberta logo, see 1.1.4 in *Corporate Identity*. For guidance on colour reproduction of the Provincial Signature, see 2.1.9 in *The Provincial Signature*.

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.



Back



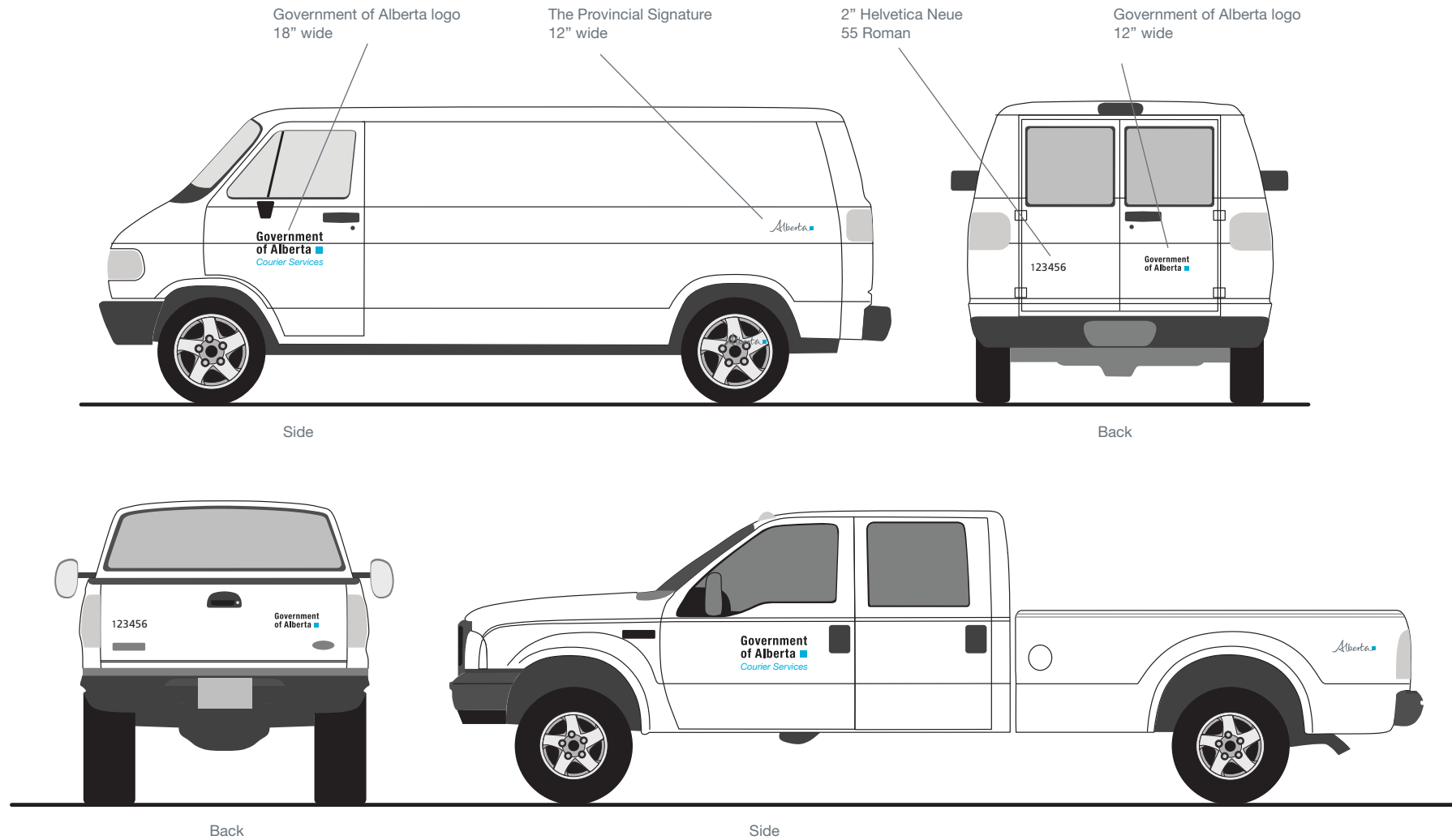
Side

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

1.7.1

Vehicle Identification

Standard

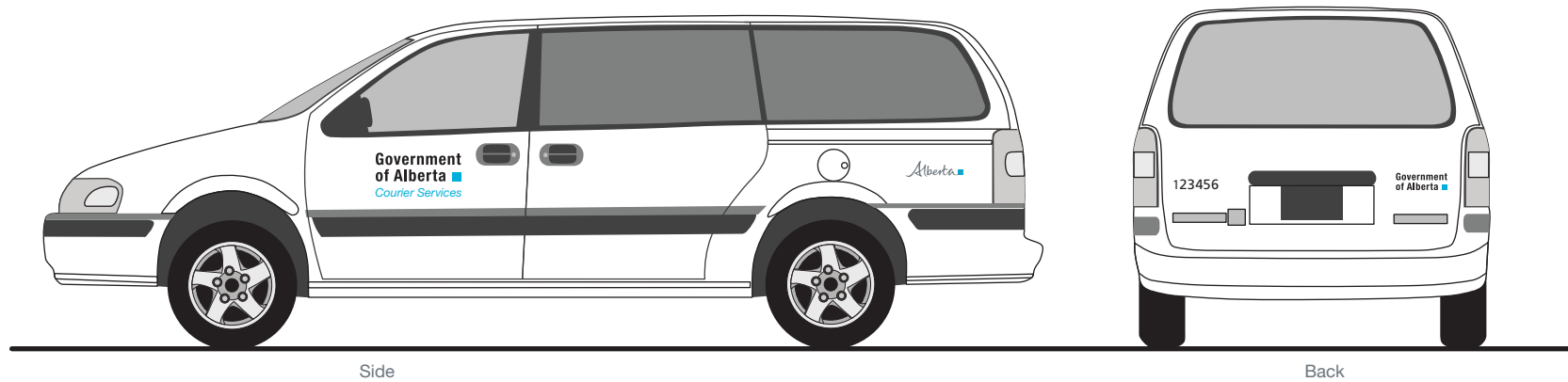
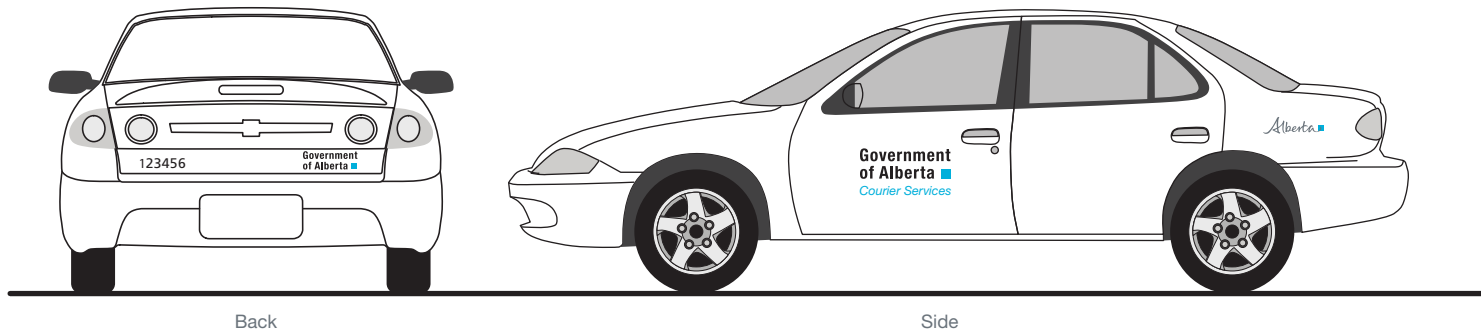


E-mail visual@gov.ab.ca for more information or guidance.

1.7.1

Vehicle Identification

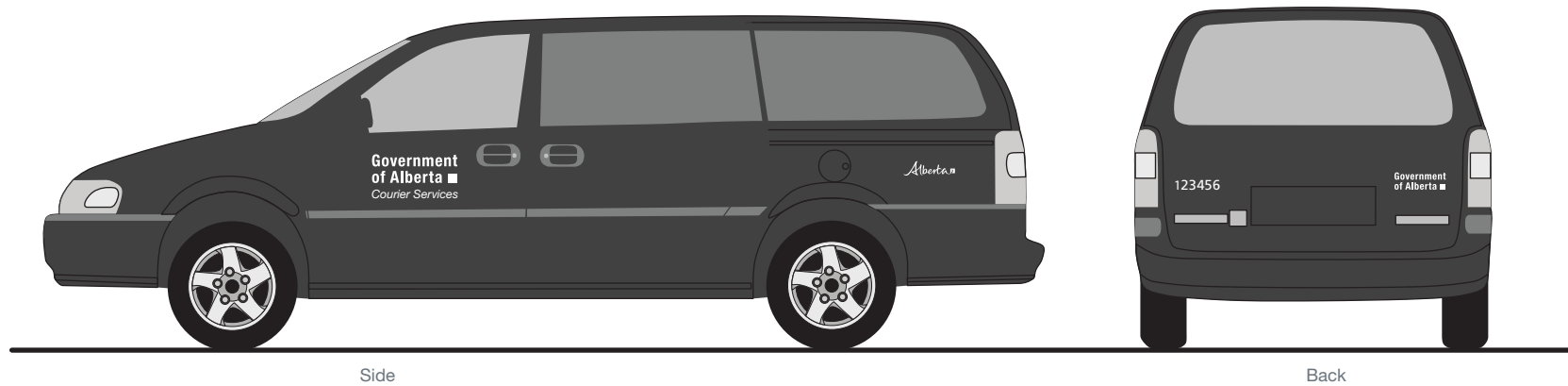
Standard



1.7.1

Vehicle Identification

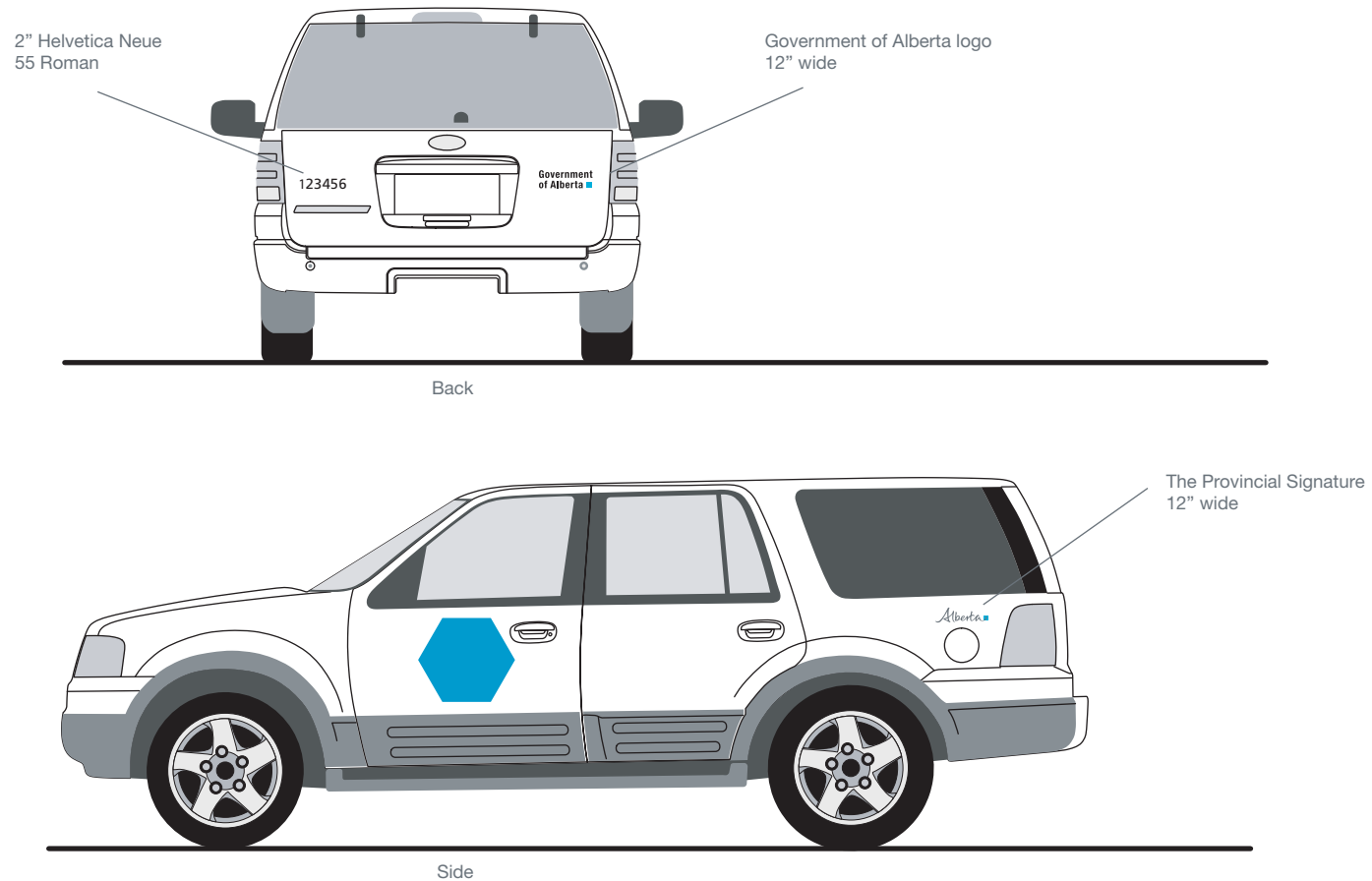
Standard - Dark vehicle



1.7.2

Vehicle Identification

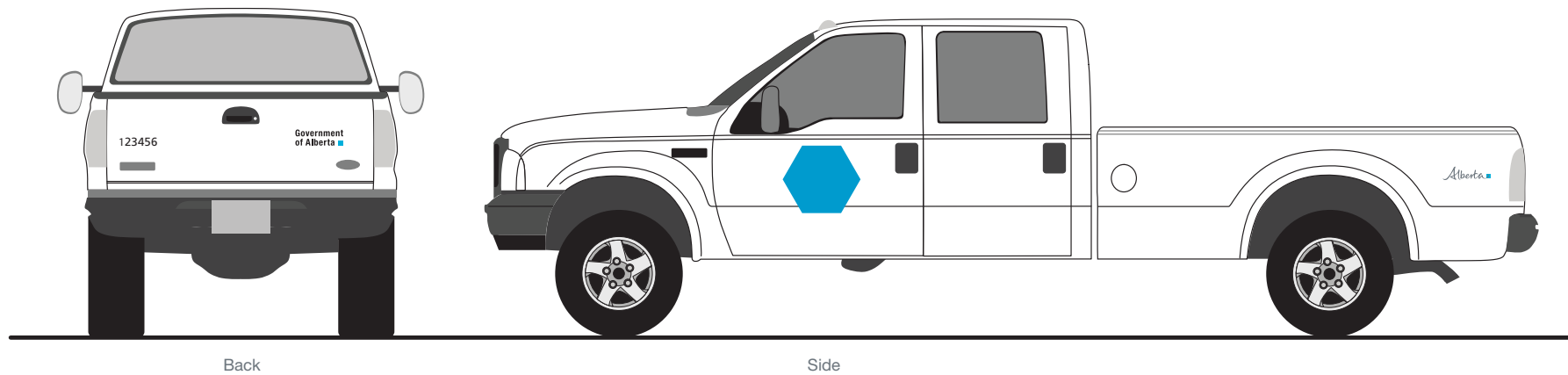
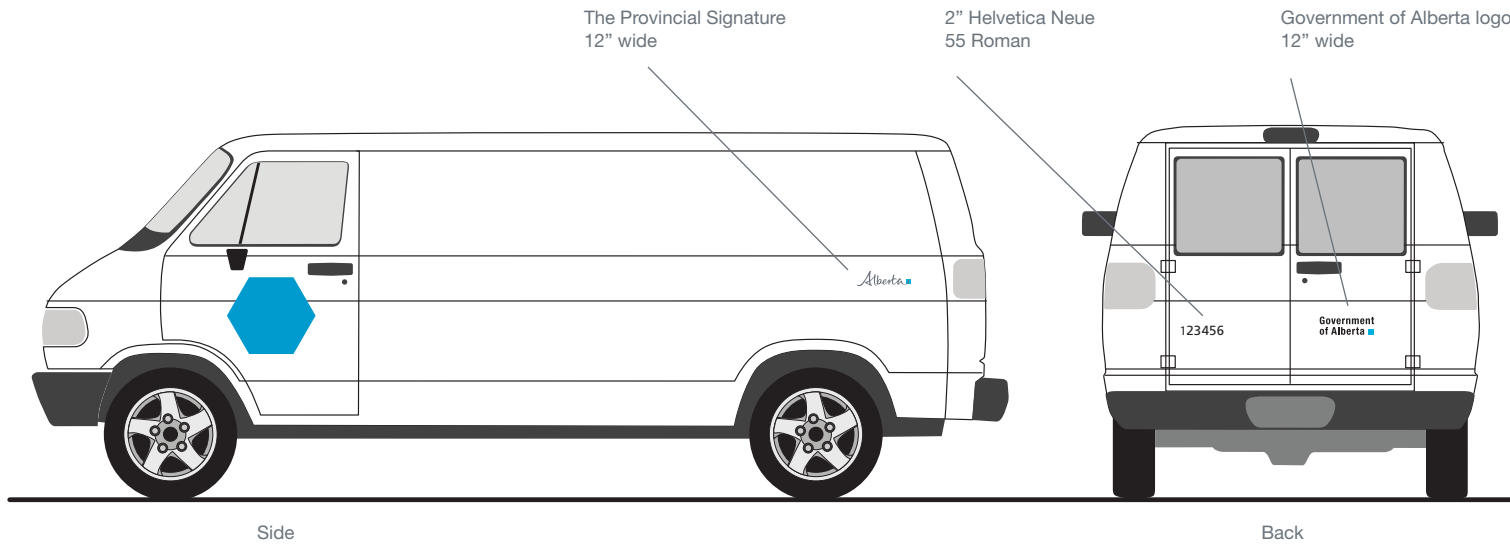
Additional Logo



1.7.2

Vehicle Identification

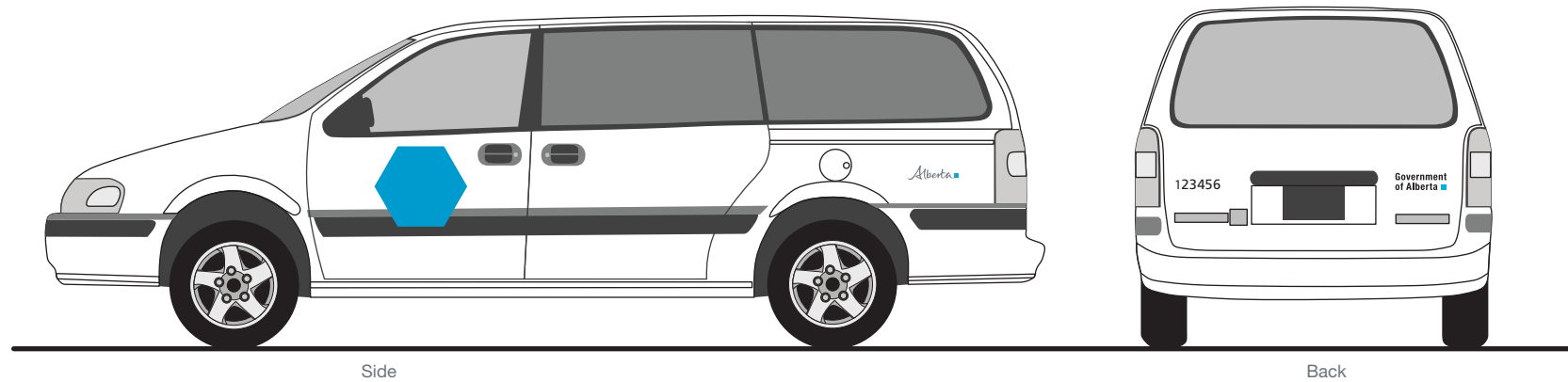
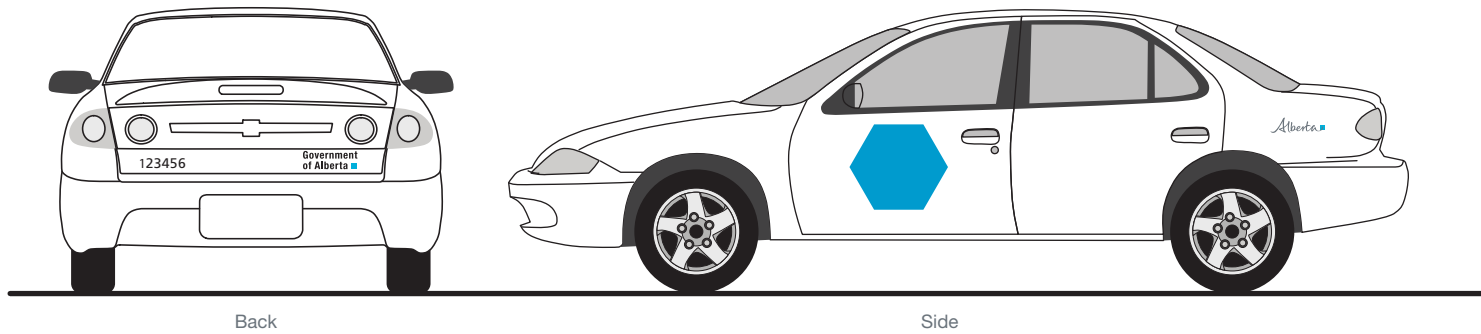
Additional Logo



1.7.2

Vehicle Identification

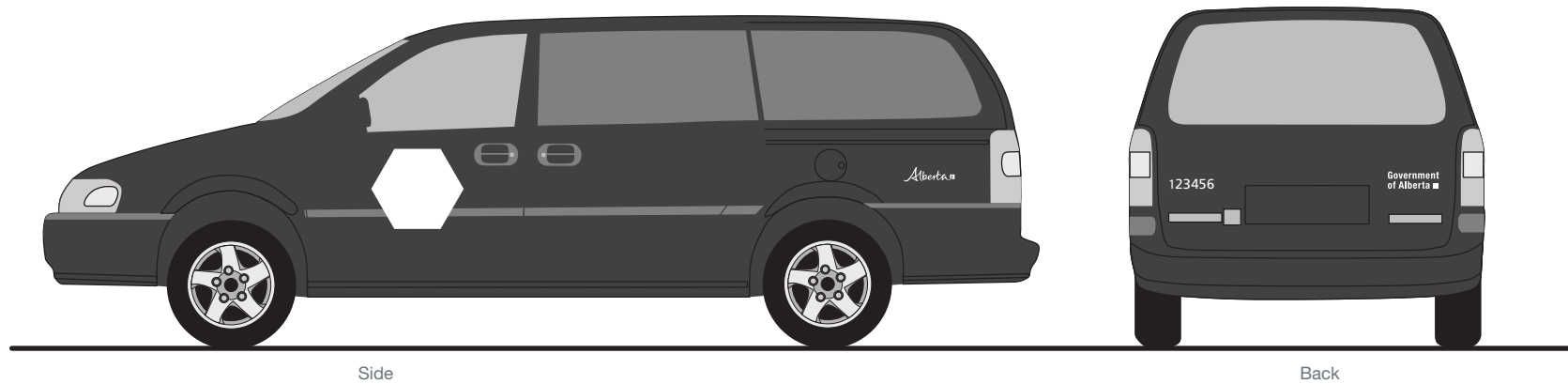
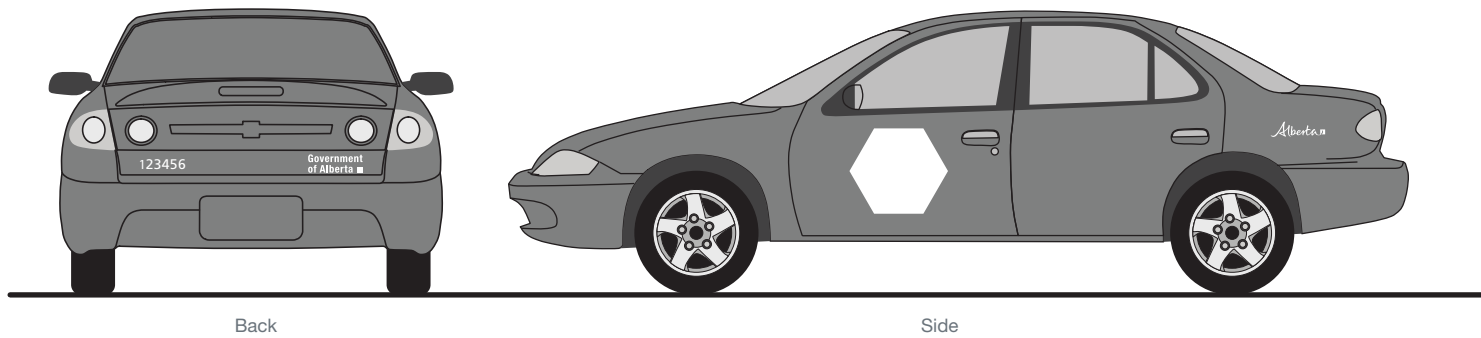
Additional Logo



1.7.2

Vehicle Identification

Additional Logo - Dark vehicle



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