The Alberta Government

Corporate Identity Manual

AUGUST 2012

Alberta Government

Corporate Identity Manual

Table of Contents

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

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

1.0

Corporate Identity Elements

1.1

Corporate Identity Elements

The Alberta Signature

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

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

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1.2

Corporate Identity Elements

Introduction

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

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

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

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1.4.1

Corporate Identity Elements   Colour

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

The Alberta Corporate Colour Pallette is bold and dynamic and takes its inspiration from the richness and diversity of our landscape. The harmonious blend of colours provides great flexibility and will bring vibrance to all communication materials.

DUSK
PANTONE 226

SKY
PANTONE 312

SUNSET
PANTONE 151

STONE
PANTONE 431

PASTURE
PANTONE 376

PRAIRIE
PANTONE 7406

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1.4.2

Corporate Identity Elements

Corporate colours - Primary Palette

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

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

	STONE	DUSK	SUNSET	PRAIRIE	PASTURE	SKY
PANTONE COATED	pantone 431C	pantone 226C	pantone 151C	pantone 7406C	pantone 376C	pantone 312C
PANTONE UNCOATED	pantone 431U	pantone 226U	pantone 151U	pantone 7406U	pantone 382U	pantone 312U
CMYK	11C/1M/0Y/64K	0C/99M/0Y/0K	0C/48M/95Y/0K	0C/18M/100Y/0K	50C/0M/100Y/0K	96C/0M/11Y/0K
RGB	106R/115G/123B	212R/0G/114B	255R/121G/0B	237R/183G/10B	119R/184G/0B	0R/170G/210B
HEXADECIMAL	# 5f6a72	# d40072	# ff7900	# edb700	# 77b800	# 00aad2

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1.4.3

Corporate Identity Elements

Corporate colours - Secondary Palette

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

DARK

PANTONE COATED pantone 432C	PANTONE COATED pantone 229C	PANTONE COATED pantone 168C	PANTONE COATED pantone 7519C	PANTONE COATED pantone 378C	PANTONE COATED pantone 3025C
PANTONE UNCOATED pantone 433U	PANTONE UNCOATED pantone 229U	PANTONE UNCOATED pantone 181U	PANTONE UNCOATED pantone 7519U	PANTONE UNCOATED pantone 378U	PANTONE UNCOATED pantone 315U
CMYK 23C/2M/0Y/77K	CMYK 0C/100M/15Y/60K	CMYK 0C/57M/100Y/59K	CMYK 50C/60M/100Y/48K	CMYK 34C/0M/100Y/60K	CMYK 100C/17M/0Y/51K
RGB 54R/66G/74B	RGB 104R/33G/69B	RGB 110R/51G/25B	RGB 100R/82G/70B	RGB 84R/95G/29B	RGB 0R/80G/114B
HEXADECIMAL # 36424a	HEXADECIMAL # 682145	HEXADECIMAL # 703319	HEXADECIMAL # 645246	HEXADECIMAL # 545f1d	HEXADECIMAL # 005072

MIDTONES

PANTONE COATED pantone 429C	PANTONE COATED pantone 234C	PANTONE COATED pantone 167C	PANTONE COATED pantone 132C	PANTONE COATED pantone 377C	PANTONE COATED pantone 314C
PANTONE UNCOATED pantone 428U	PANTONE UNCOATED pantone 234U	PANTONE UNCOATED pantone 159U	PANTONE UNCOATED pantone 139U	PANTONE UNCOATED pantone 369U	PANTONE UNCOATED pantone 3135U
CMYK 3C/0M/0Y/32K	CMYK 6C/100M/0Y/26K	CMYK 0C/60M/100Y/17K	CMYK 0C/37M/100Y/23K	CMYK 45C/0M/100Y/24K	CMYK 100C/0M/9Y/30K
RGB 165R/172G/176B	RGB 165R/0G/105B	RGB 192R/80G/23B	RGB 164R/119G/0B	RGB 113R/149G/0B	RGB 0R/129G/171B
HEXADECIMAL # a5acb0	HEXADECIMAL # a50069	HEXADECIMAL # c05017	HEXADECIMAL # a47700	HEXADECIMAL # 719500	HEXADECIMAL # 0081ab

LIGHT

PANTONE COATED pantone 427C	PANTONE COATED pantone 224C	PANTONE COATED pantone 149C	PANTONE COATED pantone 7403C	PANTONE COATED pantone 382C	PANTONE COATED pantone 305C
PANTONE UNCOATED pantone 427U	PANTONE UNCOATED pantone 238U	PANTONE UNCOATED pantone 148U	PANTONE UNCOATED pantone 7403U	PANTONE UNCOATED pantone 381U	PANTONE UNCOATED pantone 310U
CMYK 0C/0M/0Y/11K	CMYK 1C/63M/0Y/0K	CMYK 0C/23M/47Y/0K	CMYK 0C/10M/50Y/0K	CMYK 29C/0M/100Y/0K	CMYK 51C/0M/9Y/0K
RGB 209R/212G/211B	RGB 239R/105G/185B	RGB 253R/202G/144B	RGB 235R/206G/123B	RGB 190R/214G/0B	RGB 95R/206G/234B
HEXADECIMAL # d1d4d3	HEXADECIMAL # ef69b9	HEXADECIMAL # fdc688	HEXADECIMAL # ebce7b	HEXADECIMAL # bed600	HEXADECIMAL # 5fceea

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1.4.4

Corporate Identity Elements

Colour - Tone on Tone

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

Reaching our full **Potential.**

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1.4.5.1

Corporate Identity Elements   **Colour with Photography**

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

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

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1.4.5.2

Corporate Identity Elements   **Colour with Photography**

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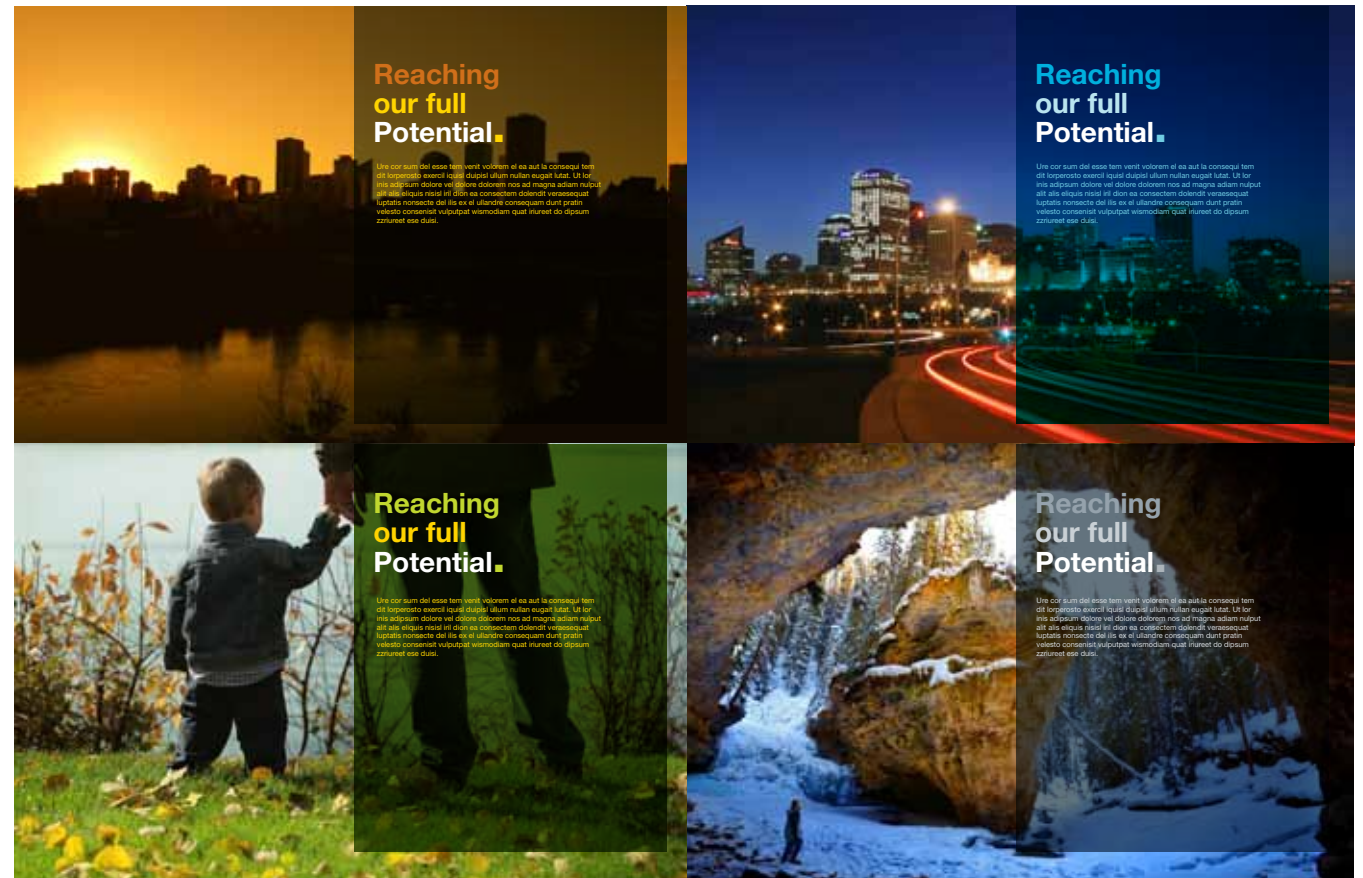Potential.**

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1.4.6

Corporate Identity Elements   **Overlayed Colour**

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

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1.4.7

Corporate Identity Elements   **Colour Overview**

DO: control use of colour

DO: use colours that complement photographs or backgrounds

DO: use colours for type that have adequate contrast to the background or photograph

DO: use screens of colours where needed to provide contrast to backgrounds

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

DON'T: use colours for type that do not have adequate contrast to the background or photograph

1.5.1

Corporate Identity Elements ## Primary Typeface

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

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

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

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

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

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

Aa
aaaaaaaa

27 Ultra Light Condensed	87 Heavy Condensed Oblique	65 Medium	43 Light Extended Oblique
27 Ultra Light Condensed Oblique	97 Black Condensed	66 Medium Italic	53 Extended
37 Thin Condensed	97 Black Condensed Oblique	75 Bold	53 Extended Oblique
37 Thin Condensed Oblique	107 Extra Black Condensed	76 Bold Italic	63 Medium Extended
47 Light Condensed	107 Extra Black Condensed Oblique	85 Heavy	63 Medium Extended Oblique
47 Light Condensed Oblique	25 Ultra Light	86 Heavy Italic	73 Bold Extended
57 Condensed	26 Ultra Light Italic	95 Black	73 Bold Extended Oblique
57 Condensed Oblique	35 Thin	96 Black Italic	83 Heavy Extended
67 Medium Condensed	36 Thin Italic	23 Ultra Light Extended	83 Heavy Extended Oblique
67 Medium Condensed Oblique	45 Light	23 Ultra Light Extended Oblique	93 Black Extended
77 Bold Condensed	46 LIght Italic	33 Thin Extended	93 Black Extended Oblique
77 Bold Condensed Oblique	55 Roman	34 Thin Extended Oblique	
87 Heavy Condensed	56 Italic	43 Light Extended	

1.5.2

Corporate Identity Elements   **Helvetica Neue - examples**

Helvetica Neue   25 Ultra Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   26 Ultra Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   35 Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   36 Thin Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   45 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   46 Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   55 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   56 Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   65 Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   66 Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   75 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   76 Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   85 Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   86 Heavy Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   95 Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   96 Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   57 Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue   53 Extended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ
1234567890

1.5.3

Corporate Identity Elements   **Substitute Typeface - Arial**

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

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

Aa

Arial   Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial   Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial   Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial   Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial   Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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1.5.4

Corporate Identity Elements   **Substitute Typeface - Garamond**

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

Aa

Adobe Garamond   Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond   Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond   Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond   Semibold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

1.5.5

Corporate Identity Elements **Typography Overview**

DO:	use the specified fonts
DO:	make the size easily readable for your audience
DO:	use size and weight to create contrast
DO:	remember that less is more
DO:	email visual@gov.ab.ca for guidance if you are not sure

DON'T:	use vertical or horizontal scaling
DON'T:	add stokes or outlines
DON'T:	add drop shadows
DON'T:	cram too much in. Less is more

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

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1.6.1

Corporate Identity Elements   Photography

Photography is another key element of the Corporate Identity. It should be used to show a unique, unexpected and surprising perspective of Alberta. Images should be thought-provoking and inspiring; warm with an element of vibrancy creating a sense of place. Photography should communicate one or more of the elements of our corporate identity.

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1.6.2

Corporate Identity Elements   **Photo Library**

Alberta_0001.jpg	Alberta_0002.jpg	Alberta_0003.jpg	Alberta_0004.jpg
Alberta_0005.jpg	Alberta_0006.jpg	Alberta_0007.jpg	Alberta_0008.jpg
Alberta_0009.jpg	Alberta_0010.jpg	Alberta_0011.jpg	Alberta_0012.jpg
Alberta_0013.jpg	Alberta_0014.jpg	Alberta_0015.jpg	Alberta_0016.jpg
Alberta_0017.jpg	Alberta_0018.jpg	Alberta_0019.jpg	Alberta_0020.jpg
Alberta_0021.jpg	Alberta_0022.jpg	Alberta_0023.jpg	Alberta_024.jpg
Alberta_0025.jpg	Alberta_0026.jpg	Alberta_0027.jpg	Alberta_0028.jpg
Alberta_0029.jpg	Alberta_0030.jpg	Alberta_0031.jpg	Alberta_0032.jpg
Alberta_0033.jpg	Alberta_0034.jpg	Alberta_0035.jpg	Alberta_0036.jpg
Alberta_0037.jpg	Alberta_0037.jpg	Alberta_0039.jpg	Alberta_0040.jpg

Another source of Alberta photos is **www.alberta-canada.net**

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

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1.6.6

Corporate Identity Elements   **Photography Overview**

DO:	use interesting crops	DON'T:	use images or models that look staged or posed
DO:	use images that show unexpected viewpoints of Alberta	DON'T:	use images that are not distinctly Albertan
DO:	email visual@gov.ab.ca for guidance if you are not sure	DON'T:	recolour images in an unnatural way

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

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1.7.1.1

Corporate Identity Elements

Background Textures

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

The following vector files are available by contacting **visual@gov.ab.ca**

The Prairies

The Forests

The Lakes

Northern Lights

City Scape

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

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1.7.1.2

Corporate Identity Elements

Background Textures - Theme

A themed set of abstract background textures are available.

The following vector files are available by contacting **visual@gov.ab.ca**

Aqueous 1

Mountains 1

Aqueous 2

Mountains 2

Auqeous 3

Prairie 1

Prairie 2

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

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1.7.1.3

Corporate Identity Elements

Background Textures - Ministry 1

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

The following vector files are available by contacting **visual@gov.ab.ca**

Technology

Infrastructure

The Rose

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

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1.7.1.4

Corporate Identity Elements

Background Textures - Ministry 2

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

The following vector files are available by contacting **visual@gov.ab.ca**

Agriculture

Employment

Environment

Culture

Energy

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

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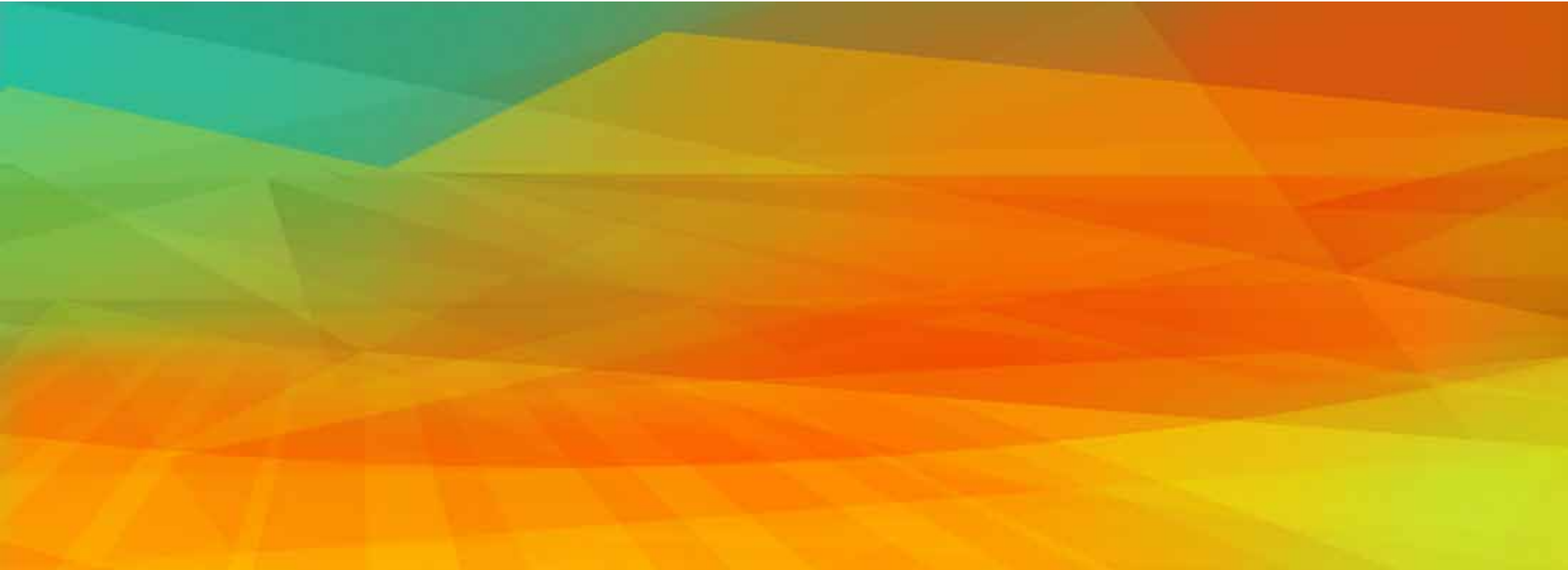
2.0
The Alberta Signature

2.1

The Alberta Signature

Introduction

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

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

Alberta signature

Wordmark

Identifier

Symbol

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

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2.2.1.1

The Alberta Signature

Alberta signature

Alberta signature logo

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

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

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2.2.1.2

The Alberta Signature

Alberta signature - Buffer Zone, Minimum Size

Protective Space

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

Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

Vertical logo - Buffer zone

Logo Minimum Size

.75"
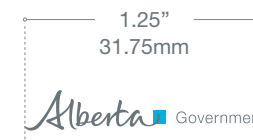19.05mm

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

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2.2.2.1

The Alberta Signature

Alberta Government signature

Vertical and Horizontal logos

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

The Alberta Government signature should be used wherever possible.

Alberta Government

Horizontal logo

Alberta Government

Vertical logo

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.2.2.2

The Alberta Signature

Alberta Government signature - Buffer Zone, Minimum Size

Protective Space

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

Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.
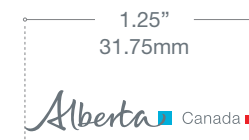
Horizontal logo - Buffer zone

Vertical logo - Buffer zone

Horizontal Logo Minimum Size

1.25"
31.75mm

Vertical Logo Minimum Size

.75"
19.05mm

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.2.3.1

The Alberta Signature

Alberta Canada signature

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

Vertical 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 vertical Alberta Canada logo for **use outside Canada**.

Horizontal logo

Vertical logo

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.2.3.2

The Alberta Signature

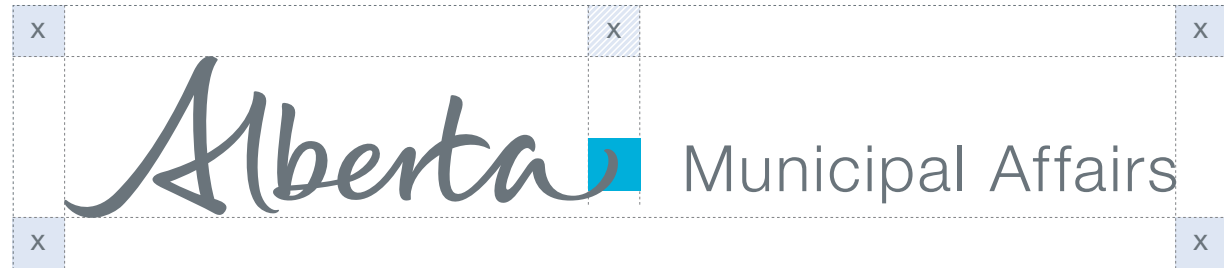## Alberta Canada signature - Buffer Zone, Minimum Size

Protective Space

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

Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

Horizontal logo - Buffer zone

Vertical logo - Buffer zone

Horizontal Logo Minimum Size

1.25"
31.75mm

Vertical Logo Minimum Size

.75"
19.05mm

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.2.4.1

The Alberta Signature

Alberta Ministry signature

Vertical and Horizontal Logos
Vertical and horizontal versions have been designed for each Alberta Ministry signature logo to allow flexibility for a range of applications. **This version of the logo may only be used on internal material.**

Horizontal logo

Vertical logo

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.2.4.2

The Alberta Signature

Alberta Ministry signature - Buffer Zone, Minimum Size

Protective Space

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

Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

Horizontal logo - Buffer zone

Vertical logo - Buffer zone

Horizontal Logo Minimum Size

.75"
19.05mm

Vertical Logo Minimum Size

.75"
19.05mm

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.2.4.3

The Alberta Signature

Alberta Ministry signature - Horizontal layout

Horizontal layout

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

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

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

Alberta Aboriginal Relations

Alberta Agriculture and Rural Development

Alberta Corporate Human Resources

Alberta Culture

Alberta Education

Alberta Energy

Alberta Enterprise and Advanced Education

Alberta Environment and Sustainable Resource Development

Alberta Executive Council

Alberta Health

Alberta Human Services

Alberta Infrastructure

Alberta International and Intergovernmental Relations

Alberta Justice and Solicitor General

Alberta Municipal Affairs

Alberta Public Affairs Bureau

Alberta Service Alberta

Alberta Transportation

Alberta Treasury Board and Finance

Alberta Tourism, Parks and Recreation

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.2.4.4

The Alberta Signature

Alberta Ministry signature - Vertical layout

Vertical layout

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

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

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

Alberta
Aboriginal Relations

Alberta
Environment and Sustainable
Resource Development

Alberta
Municipal Affairs

Alberta
Agriculture and
Rural Development

Alberta
Executive Council

Alberta
Public Affairs Bureau

Alberta
Corporate
Human Resources

Alberta
Health

Alberta
Service Alberta

Alberta
Culture

Alberta
Human Services

Alberta
Transportation

Alberta
Education

Alberta
Infrastructure

Alberta
Treasury Board
and Finance

Alberta
Energy

Alberta
International and
Intergovernmental Relations

Alberta
Tourism, Parks
and Recreation

Alberta
Enterprise and
Advanced Education

Alberta
Justice and
Solicitor General

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.2.5.1

The Alberta Signature

Ministry Branch, Program or Service

Somtimes situations arise where these is a need for a Ministry logo to identify a particular branch, program or service.

Special logos can be created for this situation although as per the rules regarding the base Minsitry logo. **They can only be used internally**.

Alberta Public Affairs Bureau
Corporate Communications

Horizontal logo

Alberta
Public Affairs Bureau
Corporate Communications

Vertical logo

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.2.5.2

The Alberta Signature

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

Protective Space

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

Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

Horizontal logo - Buffer zone

Vertical logo - Buffer zone

Horizontal Logo Minimum Size

.75"
19.05mm

Vertical Logo Minimum Size

.75"
19.05mm

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.2.6.1

The Alberta Signature

Government Branch, Program or Service - Multiple Ministry

Somtimes situations arise where these is a need for a logo to identify a particular branch, program or service that may not belong to one particular ministry but many operate for multiple ministires.

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

Alberta Government
Land Use Secretariat

Horizontal logo

Alberta
Government
Land Use Secretariat

Vertical logo

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.2.6.2

The Alberta Signature

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

Protective Space

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

Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

Horizontal logo - Buffer zone

Vertical logo - Buffer zone

Horizontal Logo Minimum Size

.75"
19.05mm

Vertical Logo Minimum Size

.75"
19.05mm

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

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2.2.7.1

The Alberta Signature

Agency, Board, Commision (ABC) signature

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

Alberta Authorized Registry Agent

Horizontal logo

Alberta

Authorized Registry Agent

Vertical logo

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.2.7.2

The Alberta Signature

Agency, Board, Commision signature - Buffer Zone, Minimum Size

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

Minimum Size
Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

Horizontal logo - Buffer zone

Vertical logo - Buffer zone

Horizontal Logo Minimum Size

.75"
19.05mm

Vertical Logo Minimum Size

.75"
19.05mm

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.3.1

The Alberta Signature

Alberta Government Signature Colours

Colour version

- This is the standard layout for identifying Alberta Government

- The logo is available in all five of the primary corporate colours

- Sky (blue) is the default colour. It is the only colour permitted on office stationery and should be used for serious or official Alberta Government documents.

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

- Available as Spot colour for Coated and Uncoated paper

- Available in CMYK and RGB colours

Black only version

- Greyscale black and RGB black

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

Reverse version

- Available in EPS and PNG format only

- Sky (blue) is the default colour

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

2.3.2

The Alberta Signature

Alberta and Alberta Ministry Signature Colours

Alberta Signature only

- To be used when space is extremely limited

- Black and reverse also available

- Available in five different colours

Alberta Canada

- For international use

- Use Sky (blue) only

- Black and reverse also available

- When used over a darker background there should be white in the background of the flag. The full reverse version does not have white in the background of the flag.

Alberta Ministries/Branchs/ABCs

For internal use only

- Other colors may be used

- Black and reverse also available

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

3.0

Emblems of Alberta

3.1.1

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 under the Emblems of Alberta Act.

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

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

3.1.2

Emblems of Alberta

Protocol for Displaying the Coat of Arms

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

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

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

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

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

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

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

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

The Alberta Coat of Arms may also be used:

1. As part of a description or history of the Alberta Government, or of the Coat of Arms;

2. In libraries, museums, or educational facilities as part of descriptions or exhibits relating to the Alberta Government, or to the Coat of Arms;

3. In film, video or digital multimediacommunications that relate to the Alberta Government, or to the Coat of Arms;

4. For other uses as authorized in writing by the Minister of Culture.

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

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

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

3.1.3

Emblems of Alberta

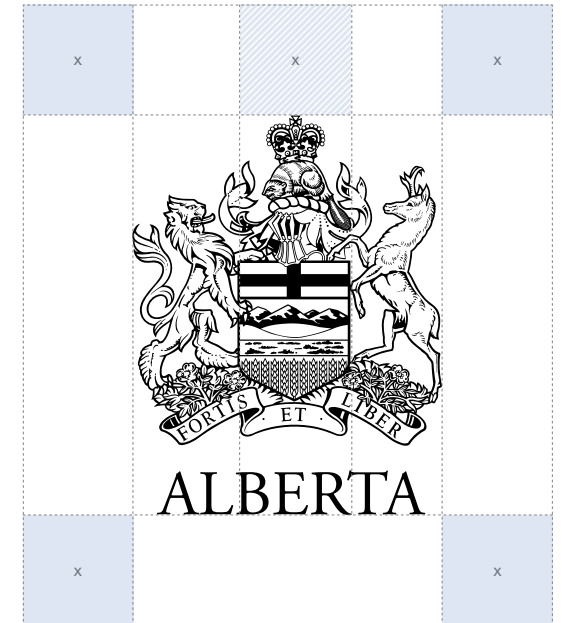## Coat of Arms Protective Space

Protective Space

Always maintain the minimum protective space around the Alberta Coat of Arms to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the width of the shield within the Coat of Arms. This space is required around all sides. This applies to both positioning around other printed elements, as well as from background field edges, trim and rules.

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

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

Protective Space

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

3.1.4

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.

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

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

3"
76.2mm

Standard Publication Size

1.75"
44.45mm

Minimum Size

.6"
15.24mm

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

3.1.6

Emblems of Alberta

Coat of Arms Colour Reproduction

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

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

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

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

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

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

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

Full Colour

One-colour Greyscale

One-colour Black Solid

Reversed One-colour White Solid

Full Colour

One-colour Greyscale

One-colour Black Solid

Reversed One-colour White Solid

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

3.1.7

Emblems of Alberta

Using the Alberta Coat of Arms

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

The Alberta Coat of Arms may also be used:

1. As part of a description or history of the Alberta Government, or of the Coat of Arms;

2. In libraries, museums, or educational facilities as part of descriptions or exhibits relating to the Alberta Government, or to the Coat of Arms;

3. In film, video or digital multimedia communications that relate to the Alberta Government, or to the Coat of Arms;

4. For other uses as authorized in writing by the Minister of Culture.

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

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

Certificate

PRESENTED TO

Name Here

IN APPRECIATION FOR SERVICE
TO THE ALBERTA GOVERNMENT
PUBLIC AFFAIRS BUREAU

DATE HERE

Alberta

PREMIER AND MINISTER
RESPONSIBLE FOR THE
PUBLIC AFFAIRS BUREAU

MANAGING DIRECTOR

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

3.2.1

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 are 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 *3.3.3
 Provincial Colours* of this document.

The Alberta Shield, as seen on the Albert flag, can only be used as a separate element on the Alberta flag and in the Alberta Coat of Arms.

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

3.2.2

Emblems of Alberta

Flying Alberta's Flag

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

Order of provincial and territorial flag array by date:

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

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

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

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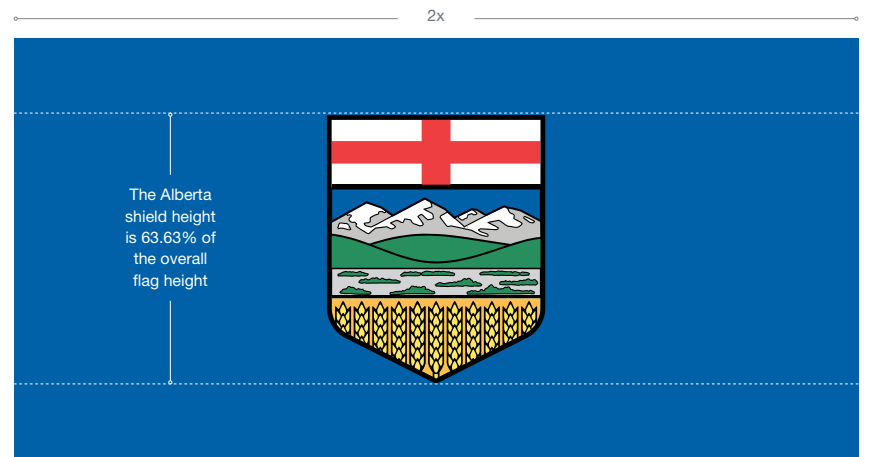
The Alberta Flag is twice as wide as it is deep. The Alberta Shield is positioned in the centre on a blue background. The height of the Alberta Shield is 63.63% of the overall height of the flag. The graphic on this page shows these format proportions and the size of the shield relative to the flag background.

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

3.3

Emblems of Alberta

Provincial Colours

Alberta has two official colours:

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

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

Flag background colour: Pantone 286

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**

Provincial Colours

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

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3.4.1

Emblems of Alberta   **Official Emblems**

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

The wild rose (Rosa Acicularis) was designated the Floral Emblem of Alberta in 1930. The wild rose grows almost everywhere in the province, brightening the countryside with flashes of pink.

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

On August 18, 1989, the "Rocky Mountain Bighorn Sheep" was designated the official mammal of Alberta. The Bighorn is a unique, native Alberta animal. Prehistoric remains have been found in most of the river valleys across Alberta, showing that at one time some of the largest herds of Bighorn Sheep roamed the province. Today the Bighorn is primarily found in the Rocky Mountain region. The Bighorn is a proud, independent and majestic animal and admired by people all over the world.

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

In 1977, Alberta children chose, by a province-wide vote, the great horned owl (Bubo virginianus) as the official birds of Alberta. Their selection was approved by the Legislative Assembly on May 3, 1977. The bird is a year-round resident of the province, and represents the concern of Albertans for our wildlife.

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

Introduced on May 2, 1995, the Bull Trout is one of eight species of trout found in the glacial water of Alberta. The Bull Trout is a protected species in Alberta.

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

3.4.2

Emblems of Alberta

Official Emblems

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

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

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

Alberta Tartan

The colours of the Alberta Tartan represent the green of our forests, the gold of our wheat fields, the blue of our clear skies and sparkling lakes, the pink of our wild rose, and the black of our coal and petroleum. The tartan was designed by the Edmonton Rehabilitation Society for the handicapped and was officially recognized by an Act of Legislature in 1961.

The Emblems of Alberta Act Chapter E-8, 5(1) gives more specific details about the thread pattern for the tartan.

Alberta Dress Tartan

The Alberta Dress Tartan complements the Alberta Tartan and can be worn for dancing, special occasions and formal attire. It includes the same colours as the Alberta Tartan and adds large sections of white, a symbol of Alberta's clean bright snowy days.

Due to the efforts of the Alberta Federation of Rock Clubs, the Alberta Legislative Assembly officially recognized "petrified wood" as the official stone of Alberta in 1977. Commonly found in gravel pits all around Alberta, petrified wood is the result of the deposit of microcrystalline quartz in the pores and cells of the fallen trees of the Cretaceous and Paleocene times, some 60 to 90 millions years ago.

The addition of this emblem was coordinated by the Prairie Conservation Forum. The Forum consulted a range of Alberta scientists and resource managers to identify five candidate grasses for Albertans to vote on through a mail-in or online ballot. Rough fescue (Festuca scabrella) was the winner selected by Albertans, with the other choices being: blue grama grass, green needle grass, june grass, and western wheat grass.

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

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3.4.3

Emblems of Alberta   **Official Emblems**

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

In October 1980, the Junior Forest Warden Association of Alberta began efforts to have the lodgepole pine recognized as the official tree of the province, and on May 30, 1984, the Legislative Assembly officially adopted the lodgepole pine (Pinus contorta variety latifolia). In the early 1900's the lodgepole pine was primarily used to make railway ties. Today it plays a mojor role in Alberta's forest industry and is manufactured into poles, posts, pulp, plywood, mine timbers and other lumber products.

"**Alberta**" is the official song of Alberta.

As of September 2004, Alberta has an official song. It was composed by Mary Kieftenbeld for the 2005 Centennial celebration.

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

4.0

Products

4.1.3

Products

Minister and Associate Minister Stationery

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

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

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

ALBERTA
HUMAN SERVICES

Office of the Minister
MLA, Edmonton-Whitemud

ALBERTA

HUMAN SERVICES
Office of the Minister
224 Legislature Building, Edmonton, Alberta T5K 2B6 Canada

Minister of Human Services

Dave Hancock, QC, MLA
Edmonton-Whitemud

224 Legislature Building
10800 - 97 Avenue
Edmonton, Alberta T5K 2B6 Canada
Tel 780-643-6210 Fax 780-643-6214
dave.hancock@gov.ab.ca
alberta.ca

ALBERTA

HEALTH
Office of the Associate Minister of Wellness
420 Legislature Building, Edmonton, Alberta T5K 2B6 Canada

Associate Minister of Services
for Persons with Disabilities
Human Resources
Frank Oberle, MLA
Peace River

420 Legislature Building
10800 - 97 Avenue
Edmonton, Alberta T5K 2B6 Canada
Tel 780-415-7800 Fax 780-415-8738
frank.oberle@gov.ab.ca
alberta.ca

224 Legislature Building, 10800 - 97 Avenue, Edmonton, Alberta T5K 2B6 Canada   Telephone 780-643-6210 Fax 780-643-6214
203, 596 Riverbend Square, Edmonton, Alberta T6R 2E3 Canada   Telephone 780-413-5970 Fax 780-413-5971

Printed on recycled paper

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

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4.1.3.1.1

Products

Minister and Associate Minister Business Card Style Guide

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

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

   The Coat of Arms is printed in gold on business cards used by Ministers, Associate Minsiters, 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.

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 seperate the telephone and fax information

Minister and Associate Minister Business Card
3.5 x 2 inches

Minister of Human Services — 2

Dave Hancock, QC, MLA — 3/4
Edmonton-Whitemud — 5

224 Legislature Building — 6
10800 - 97 Avenue
Edmonton, Alberta T5K 2B6 Canada
Tel 780-643-6210 Fax 780-643-6214 — 7
dave.hancock@gov.ab.ca
alberta.ca

Minister Business Card

Associate Minister of Services
for Persons with Disabilities
Human Services
Frank Oberle, MLA
Peace River

420 Legislature Building
10800 - 97 Avenue
Edmonton, Alberta T5K 2B6 Canada
Tel 780-415-7800 Fax 780-415-8738
frank.oberle@gov.ab.ca
alberta.ca

Associate Minister Business Card

4.1.3.2.1

Products

Minister and Associate Minister Letterhead Style Guide

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

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

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

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

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

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

5. **Address:**
   - The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address
   - If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be capitalized
   - 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 Associate Minister Letterhead
8.5 x11 inches

ALBERTA
HUMAN SERVICES
Office of the Minister
MLA, Edmonton-Whitemud

1
2
3
4

224 Legislature Building, 10800 - 97 Avenue, Edmonton, Alberta T5K 2B6 Canada   Telephone 780-643-6210 Fax 780-643-6214 — 5/6
203, 596 Riverbend Square, Edmonton, Alberta T6R 2E3 Canada   Telephone 780-413-5970 Fax 780-413-5971

Printed on recycled paper

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

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

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4.1.3.3.1

Products

Minister and Associate Minister Envelope Style Guide

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

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 Alberta 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.

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

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

4. **Address:**
   - The suite number is given as a simple number followed by the building name (if applicable), or a comma before the address
   - If a floor is indicated then the number should be followed by 'st, nd, rd, or th floor'; floor should not be 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 Associate Minister #10 Envelope:
9.5 x 4.125 inches

ALBERTA

HUMAN SERVICES —————————— 2

Office of the Minister —————————— 3

224 Legislature Building, Edmonton, Alberta T5K 2B6 Canada ——— 4

—— 1

ALBERTA

HEALTH

Office of the Associate Minister of Wellness

420 Legislature Building, Edmonton, Alberta T5K 2B6 Canada

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

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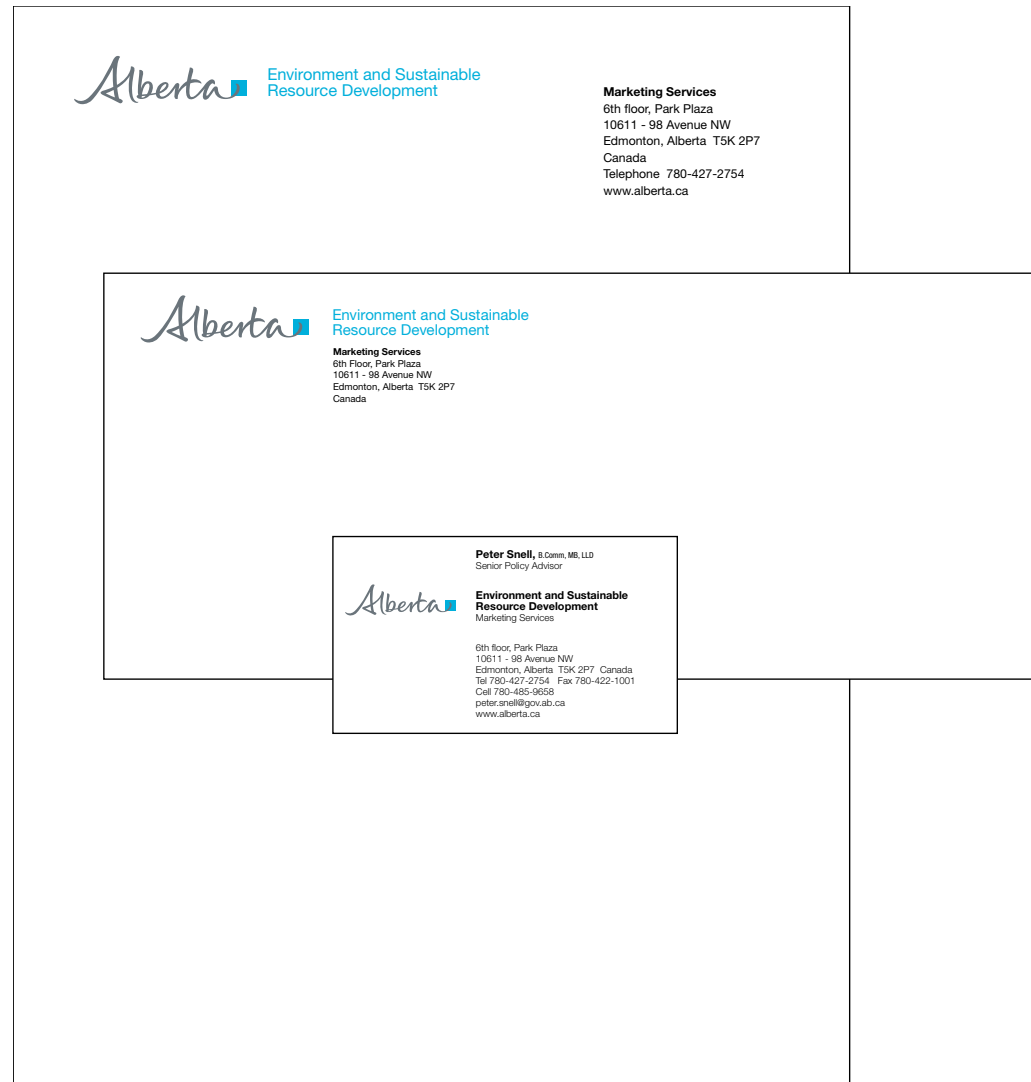
4.1.4

Products

General stationery

General stationery includes letterhead, envelopes and business cards.

General office stationery

- This is the approved layout for stationery items
- Sky (blue) is the only colour permitted on stationery
- Other items are available through the online system and have been updated or are being updated to reflect the new logo

Alberta Environment and Sustainable
Resource Development

Marketing Services
6th floor, Park Plaza
10611 - 98 Avenue NW
Edmonton, Alberta T5K 2P7
Canada
Telephone 780-427-2754
www.alberta.ca

Alberta Environment and Sustainable
Resource Development

Marketing Services
6th Floor, Park Plaza
10611 - 98 Avenue NW
Edmonton, Alberta T5K 2P7
Canada

Peter Snell, B.Comm, MB, LLD
Senior Policy Advisor

Alberta **Environment and Sustainable
Resource Development**
Marketing Services

6th floor, Park Plaza
10611 - 98 Avenue NW
Edmonton, Alberta T5K 2P7 Canada
Tel 780-427-2754   Fax 780-422-1001
Cell 780-485-9658
peter.snell@gov.ab.ca
www.alberta.ca

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

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4.1.4.1.1

Products

Business Card

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

The back of a business card may be used to translate that card into a second language.Typically, an individual's name and position are translated. The government department and "Canada" may be translated. The address is not usually translated, as the English mailing address is required for correspondence. The Alberta Signature is never 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.
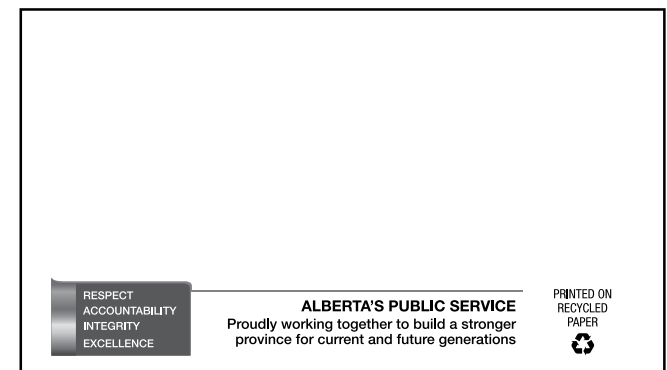
General Business Card
3.5 x 2 inches (21p0 x 12p0)

Suzanne Michaels, B.Comm, MB, LLD (Hon)
Senior Policy Advisor
Passenger Transportation

**International and
Intergovernmental Relations**
Policy and Corporate Services Division

Office of the Commissioner
3rd floor, Twin Atria Building
4999 98 Avenue NW
Edmonton, Alberta T6B 2X3 Canada
Tel 780-427-9999   Fax 780-422-1000
Cell 780-999-5555 or 780-999-9999
suzanne.michaels@gov.ab.ca
www.technology.alberta.ca

Business Card - Front (maximum text)

Suzanne Michaels
Policy Advisor

Energy
Corporate Services

3rd floor, Twin Atria Building
4999 98 Avenue NW
Edmonton, Alberta T6B 2X3 Canada
Tel 780-427-9999   Fax 780-422-1000
suzanne.michaels@gov.ab.ca
www.alberta.ca

International Business Card - Front (minimal text)

Suzanne Michaels, B.Comm, MB, LLD (Hon)
Senior Policy Advisor
Passenger Transportation

**International and
Intergovernmental Relations**
Policy and Corporate Services Division

Office of the Commissioner
3rd floor, Twin Atria Building
4999 98 Avenue NW
Edmonton, Alberta T6B 2X3 Canada
Tel 780-427-9999   Fax 780-422-1000
Cell 780-999-5555 or 780-999-9999
suzanne.michaels@gov.ab.ca
www.technology.alberta.ca

Business Card with one program or initiative identifiers

RESPECT
ACCOUNTABILITY
INTEGRITY
EXCELLENCE

ALBERTA'S PUBLIC SERVICE
Proudly working together to build a stronger
province for current and future generations

PRINTED ON
RECYCLED
PAPER

Business Card back

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

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4.1.4.1.2

Products

Business Card Style Guide

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

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

1. **The Alberta Signature:** The Signature should be used only as outlined in this manual. There is an option to use the Alberta Canada (international) version of this logo.

2. **Individual Name:** Only abbreviated titles that denote a qualification such as Dr. or Col. should be used.

3. **Credentials:** For abbreviations that are all capitalized (for example: MLA, MD, MA) and for those that end in a capital (PhD) no periods are needed. Abbreviations that have only an initial capital require periods in order not to confuse with words (B.Comm., P.Eng.).

4. **Position/title:** Specific job title or position of individual.

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 seperate the telephone and fax information

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

General Business Card

Suzanne Michaels, B.Comm, MB, LLD (Hon)
Senior Policy Advisor
Passenger Transportation

International and Intergovernmental Relations
Policy and Corporate Services Division

Office of the Commissioner
3rd floor, Twin Atria Building
4999 98 Avenue NW
Edmonton, Alberta T6B 2X3 Canada
Tel 780-427-9999   Fax 780-422-1000
Cell 780-999-5555 or 780-999-9999
suzanne.michaels@gov.ab.ca
www.technology.alberta.ca

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2/3/4
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E-mail **visual@gov.ab.ca** for more information or guidance.

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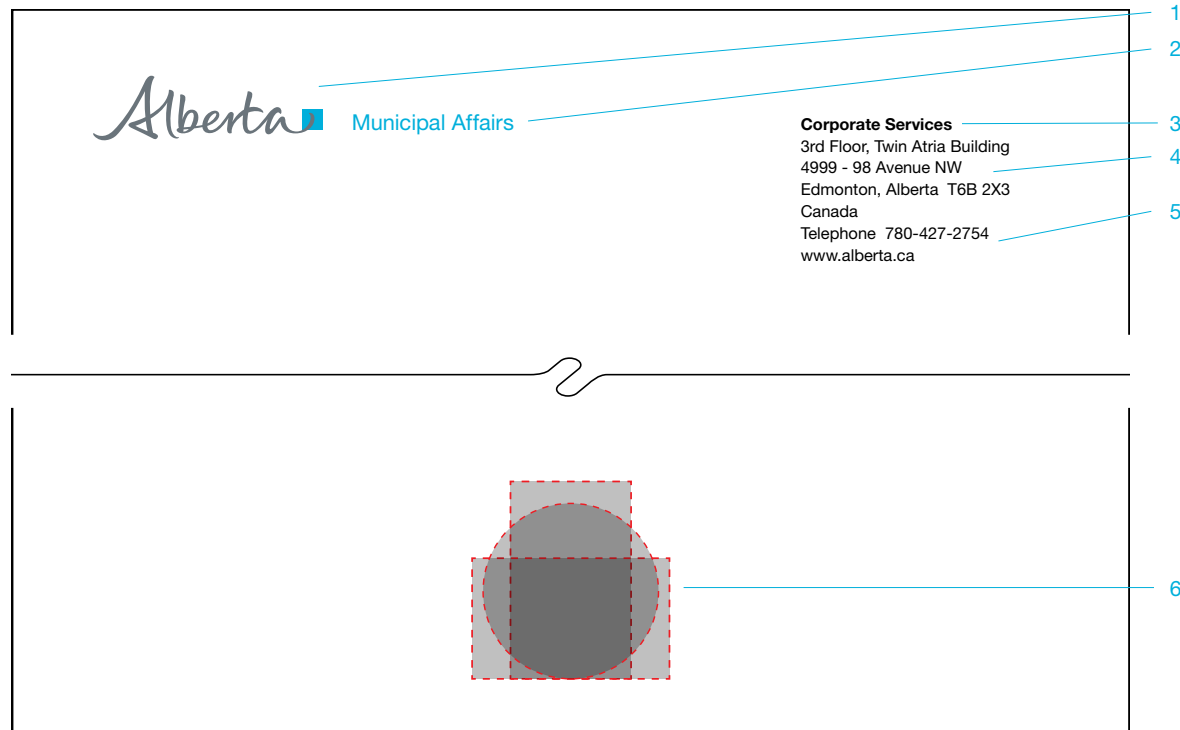
4.1.4.2.1

Products

Letterhead Style Guide

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

1. **Alberta Signature:** The logo should be used only as outlined in this manual.

2. **Ministry Title:** The Ministry title is identified in this location.

3. **Office Designation/Subdivision:** The particular division, branch or program is indicated here.

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

5. **Contact Information:**
   - The business telephone number is preceded by "Telephone", followed by "Ext" (extension number), followed by "Fax" (facsimile number)
   - The area code is listed before the telephone or fax number
   - The web site follows the telephone information
   - Double spaces seperate the telephone and fax information

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

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

Alberta Municipal Affairs

Corporate Services
3rd Floor, Twin Atria Building
4999 - 98 Avenue NW
Edmonton, Alberta T6B 2X3
Canada
Telephone 780-427-2754
www.alberta.ca

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

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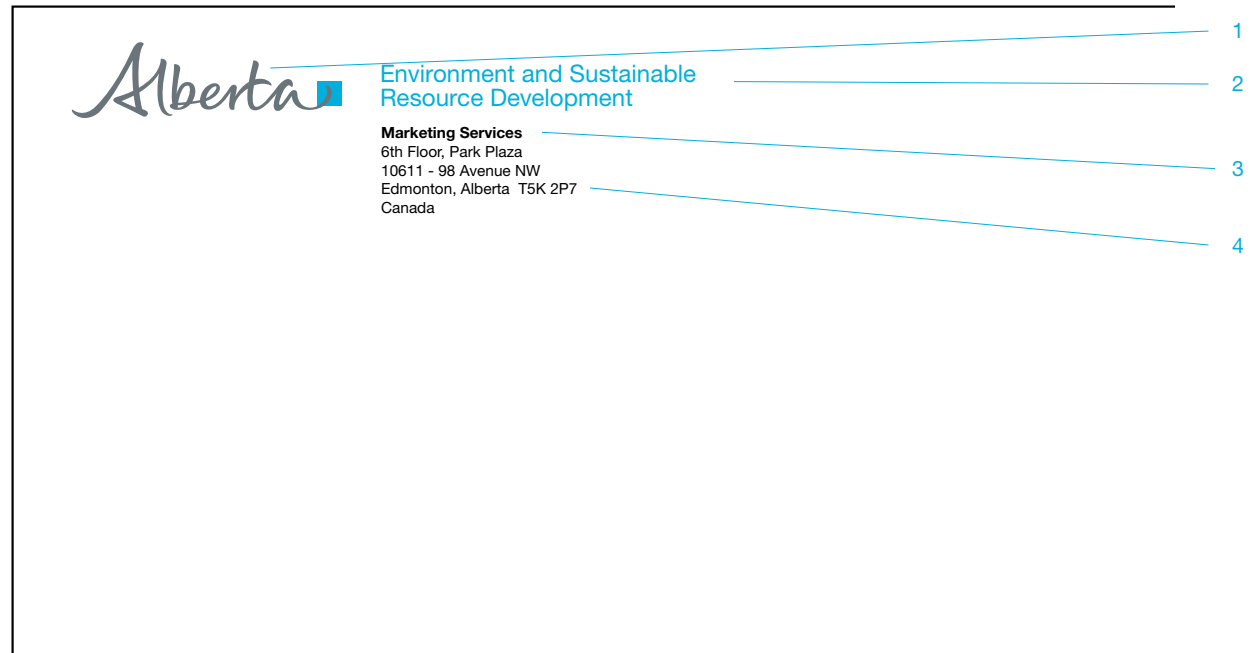
4.1.4.3.1

Products

Envelope Style Guide

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

1. **The Alberta Signature:** The Signature should be used only as outlined in this manual.

2. **Ministry Title:** The Ministry title is identified in this location.

3. **Office Designation/Subdivision:** The particular division, branch or program is indicated here.

4. **Address:**

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

Common layout sizes:

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

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

Alberta

Environment and Sustainable
Resource Development

Marketing Services
6th Floor, Park Plaza
10611 - 98 Avenue NW
Edmonton, Alberta T5K 2P7
Canada

1

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

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4.2.1.1

Products

Presentation Folders - Generic

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

On-Line Ordering System
All folders can be ordered by using the on-line ordering system. The following pages show examples of all folders available.
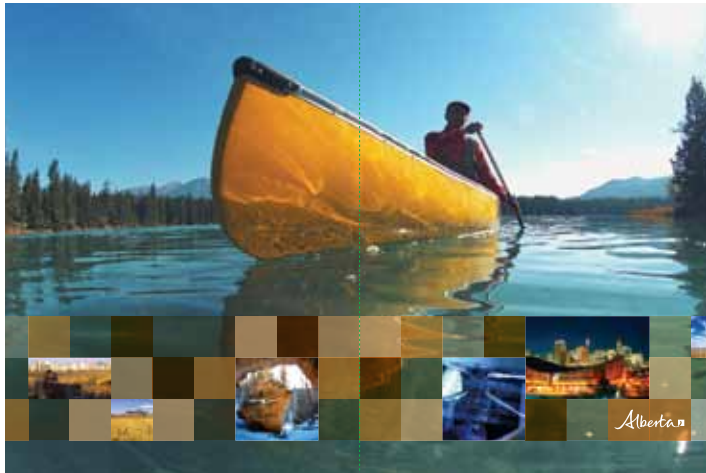
Generic Folder

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

THE GOVERNMENT OF ALBERTA | CORPORATE IDENTITY MANUAL | EDITION:05 | 08.2012

4.2.1.2

Products

Presentation Folders - Themed

Environmental Folder

Urban Folder

Science Folder

Community Folder

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

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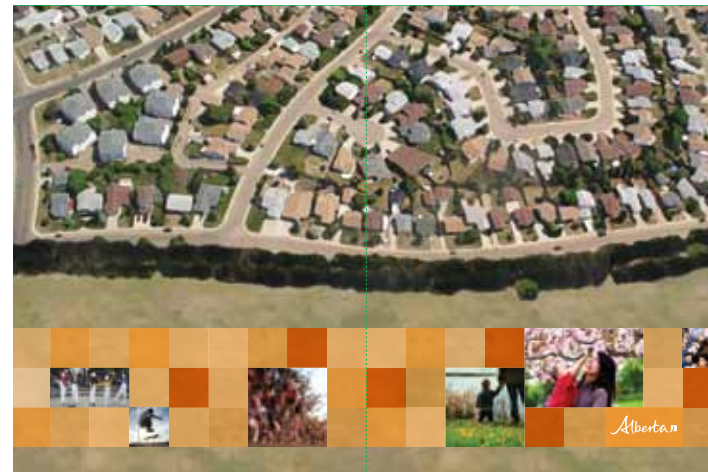
4.2.5

Products

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. Ministry titles may only be used on internal forms.

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

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

External form header

Alberta Government **AISH Application**

Assured Income for the Severely Handicapped

External form header with additional logo

Alberta Government AiSH **AISH Application**

Assured Income for the Severely Handicapped

Internal form header

Alberta **Shining Star Nomination**

Human Resource Services

Internal form header with ministry title

Alberta Public Affairs Bureau **Bright Idea Award Nomination**

Human Resources

Internal form header with ministry title and additional logo

Alberta Public Affairs Bureau **Bright Idea Award Application**

Human Resources

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

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