

# One Alberta. One Logo. Alberta's Identity at a Glance

The Alberta identity is more than a logo. It is a style comprised of a number of elements that together create a unique look and feel that define Alberta.

## Promoting Alberta

When we promote Alberta, we're showing people across Canada and around the world why we're the best place to live, work, invest and play.

## Alberta Signature

This is the overarching visual identity for the province and identifies any and all messages that come from the Government of Alberta. It is intended to inform and educate audiences, and should be used on all official documents and publications, as well as ads announcing new policies, laws, rules, regulations, public consultations, town hall meetings, etc. This signature paired with the word "Government" should also be used on arts and culture messages, and event sponsorships. Social marketing campaigns, employment postings, fatality inquiries and legal/tender notices would also use this version.

### Protective space



 = safe distance from the logo

### Minimum size



## Variations

Although the One Logo paired with the word "Government" is our overarching visual identity, we recognize there are situations that will require a slight variation.

In some circumstances, such as sponsorship signage, unique applications (such as embedding the logo in hockey ice) and promotional messaging, design aesthetics or space limitations may preclude the use of the word

"Government." Exceptions requiring the stand-alone signature will be assessed on an individual basis.

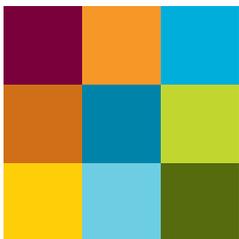
This international version represents Alberta in a Canadian context. It will be used to integrate our identity into international marketing and reputation management communications.



Logos are available in various formats, colours and orientations. Visit [corporateidentity.alberta.ca](http://corporateidentity.alberta.ca) to receive more information.

Alberta's identity is a visual style made up of several elements:

## Colour

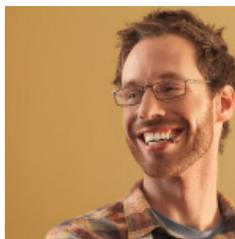


## Tone of voice



Our warmth, openness and strength should be demonstrated in the words we use.

## Photography



## Typography

Aa

HELVETICA NEUE roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

## Graphic application



For the complete requirements and to download logos, visit [corporateidentity.alberta.ca](http://corporateidentity.alberta.ca)

Email [visual@gov.ab.ca](mailto:visual@gov.ab.ca) for more information.

## Colour

The Alberta identity can be executed through its bright colour palette that represents the diversity of our province.

### Primary colour palette

STONE Pantone 431	DUSK Pantone 226	SUNSET Pantone 151	PRAIRIE Pantone 7406	PASTURE Pantone 376 C Pantone 382 U	SKY Pantone 312
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### Secondary colour palette

dark					
midtone					
light					

### Background textures



Screened croppings of the provincial signature are used on solid colours, as strong, bold backgrounds, where photography is impractical.



The colour of the box in the signature can also vary using the primary palette, although the base blue is to be used on primary material. Downloads are available at [corporateidentity.alberta.ca](http://corporateidentity.alberta.ca)

## Tone of voice

Promoting Alberta is about telling people around the world about the factors that are unique to us, such as our culture, our people, exports, investment and governance. These are the things that make Alberta unlike any other place in the world and together tell the Alberta story – who we are, what we believe and what we offer.

### Our attributes

Who we are as a people and a province is defined by these attributes:

open  
aspirational  
strong  
dynamic  
genuine

### Our tone

Our writing should create a tone that shows the world we are:

friendly  
enthusiastic  
confident  
active  
sincere

## Photography

Photography is a key part of Alberta's identity. We want to show a unique, unexpected and surprising perspective of Alberta. Images should be thought-provoking, inspiring and warm with an element of vibrancy to create a sense of place.

## Typography

Typography is a strong extension of Alberta's identity and plays a major role in creating a consistent look. Helvetica Neue has been selected for its clarity, legibility and versatility while ensuring a clean, modern feel. A number of weights are available, allowing for a full range of creative expression. Arial can be substituted when Helvetica Neue is unavailable. Adobe Garamond may be used for **BODY COPY ONLY** when Helvetica Neue is not appropriate.

### Primary typeface Helvetica Neue

Aa

HELVETICA NEUE roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

26 ultra light  
35 thin  
45 light  
55 roman  
65 medium  
75 bold  
85 heavy  
95 black

26 ultra light italic  
36 thin italic  
46 light italic  
56 roman italic  
66 medium italic  
76 bold italic  
86 heavy italic  
96 black italic

## Graphic application

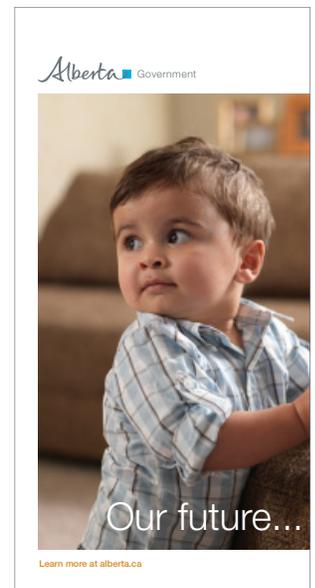
Albertans are the focus of all communication materials, with headlines, copy and design elements kept clean and minimal. In these photography-driven executions, Albertans are the stars and our messaging emphasizes the importance of their stories.



Display



Display



Brochure

Alberta Government

\$107 million reinstated in education means

More A+ papers posted on our refrigerators.

Let's prepare our kids for anything. Like Ian, whose braininess is rivalled by one thing only – silliness.  
Ur rest, et rerum adidignatus amqui dicit volor umquo vo te natur sametum ullumqui dic te n.

Learn more at [alberta.ca](http://alberta.ca)

Magazine ad