

Alberta 2005 Centennial

Visual identity guidelines



Alberta Centennial

Signature use

The Alberta 2005 Centennial signature is designed to communicate the spirit and significance of Alberta's Centennial in 2005. It is the most prominent expression of the Centennial and as such, it is the responsibility of employees, designers, agencies and suppliers to follow the guidelines presented here and reproduce the identity only as described and illustrated.

The signature

The Alberta 2005 Centennial signature is composed of the 2005 symbol and the "Alberta Centennial" logotype.

The symbol and logotype are locked together in the format shown. The symbol may not be used on its own without the logotype.

Enlarge or reduce the signature proportionately using hard copy or electronic reproduction art provided. It is important not to change the signature in any way. Do not screen back the signature or reproduce the signature on an angle.

Clear space

Leave a minimum clear space around the Alberta 2005 Centennial signature to ensure that other graphic elements do not crowd the signature or weaken its impact.

Minimum size

The minimum width of the signature is 19 mm. For web applications, the minimum size is 100 pixels. Reproducing the signature in smaller sizes requires prior approval from the appropriate program areas.

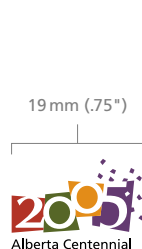
For use relating to a Centennial Celebrations project, please contact the Celebrations Program Office at (780) 415-2005. For use relating to a Centennial Legacies project, please contact the Legacies Program Office at (780) 431-2310.

Always

- Use hard copy or electronic reproduction art to reproduce the signature.
- Keep all elements together.
- Enlarge or reduce the signature proportionately.
- Position the logo within a clear area free from other text and graphics.



Clear space



Minimum size



Minimum size for web

Colours

Colour palette

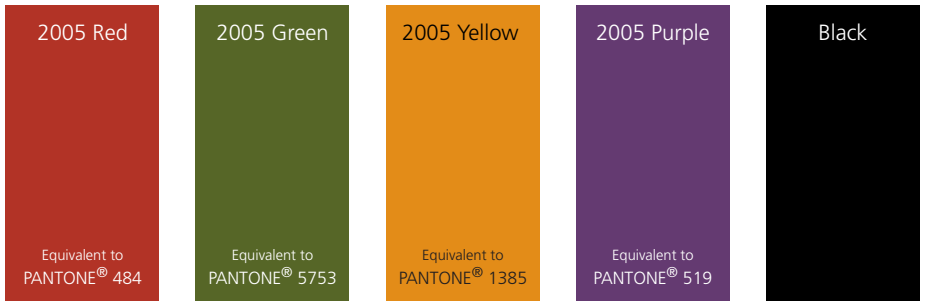
A set of five colours make up the official Alberta 2005 Centennial colour palette. Using these colours for all applications will help express the Alberta 2005 Centennial look and tone and will enhance recognition of the visual identity.

The colours are 2005 Red, 2005 Green, 2005 Yellow, 2005 Purple and black. These colours make up the official colour version of the Alberta 2005 Centennial signature. They can also be used for backgrounds, accents, illustrations and text.

Signature colours

The full colour signature may be used on a white or off-white background. The signature may also be reproduced in any single colour of the official colour palette on a white or off-white background.

On any light coloured background, the signature must be black. On any dark coloured background, the signature must be white.



C 0 R 153
M 87 G 0
Y 83 B 0
K 30

C 27 R 51
M 0 G 102
Y 79 B 0
K 65

C 0 R 204
M 47 G 153
Y 100 B 0
K 9

C 76 R 102
M 94 G 0
Y 38 B 102
K 0

Process	Web
C Cyan	R Red
M Magenta	G Green
Y Yellow	B Blue
K Black	



Always

- Reproduce the signature only in the colours illustrated and specified.
- Use the Pantone colours indicated for accurate colour matching.
- Select colour photographs to complement the colours of the palette.
- Use colours from the palette to create illustrations.

In lieu of the colors shown you may use the specified PANTONE® equivalent, the standard for which can be found in the current edition of the PANTONE Color Formula Guide.

The colours shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards Guide.

PANTONE® is a registered trademark of Pantone, Inc.

Signature misuse and typography

Signature misuse

The examples shown demonstrate some of the possible incorrect uses of the Alberta 2005 Centennial signature. If you aren't sure that you are using the signature correctly, please contact the Centennial Celebrations Program at (780) 415-2005 or the Centennial Legacies Program at (780) 431-2310.



Do not use the 2005 symbol alone without the logotype.



Do not use a different typeface for the logotype.



Do not distort or change the signature in any way.



Do not enclose the signature within a tight box.

Typography

Celeste and Frutiger have been selected as the official corporate typefaces for all Alberta 2005 Centennial applications. These typefaces must be used in all instances, including print and electronic publications, advertising, merchandising and signage.

Celeste Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Celeste Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Celeste Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Celeste Bold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Frutiger Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Frutiger Roman	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Frutiger Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Frutiger Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Frutiger Light Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Frutiger Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Frutiger Bold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Frutiger Black Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>

Always

- Use the Alberta 2005 Centennial typefaces to strengthen the Alberta 2005 Centennial look and tone and to enhance recognition of the identity.

Alberta signature

The signature

The Alberta signature is used by the Government of Alberta to publicly sign its name. It is used along with the centennial signature on signage and materials that promote centennial projects supported by the Government of Alberta.

Signature size

A 38 mm Alberta signature is recommended for use on print applications from 100 x 150 mm to 220 x 280 mm (4" x 6" to 8.5" x 11"). The type below the signature is 7.5/10.5 pt Univers 55 Medium upper case.

Where necessary, a 25 mm signature can be used with 6/8 pt Univers 55 Medium upper case type.

Type specifications

The Alberta signature should always have accompanying text. This is typically a department name, or an agency, board or commission, but it can also be "GOVERNMENT OF ALBERTA" for general applications. Accompanying text is always upper case.

Colour specifications

The Alberta signature should appear in Alberta Blue, black, or reversed white on a dark background. All accompanying text is printed black or white.

Combined signatures

Used together, the centennial and Alberta signatures must appear the same size.

For horizontal applications, align the baseline of the two signatures. Leave a space between the signatures equal to "X".

For vertical applications, stack the signatures and centre as shown. Leave a space between the signatures equal to "X".



C 100	R 0
M 66	G 51
Y 0	B 153
K 2	



Horizontal combined signature



Vertical combined signature

Quality control

The Alberta 2005 Centennial and Alberta signatures are registered marks of the Government of Alberta. Prior approval for their use is required in all instances. To obtain approval, submit a detailed proposal outlining the intended use of the signatures and a visual proof of the application. Mail, email or fax your proposal and proof to the appropriate program at the addresses listed below. Permission to use the signature will be granted in writing.

Centennial Celebrations Program

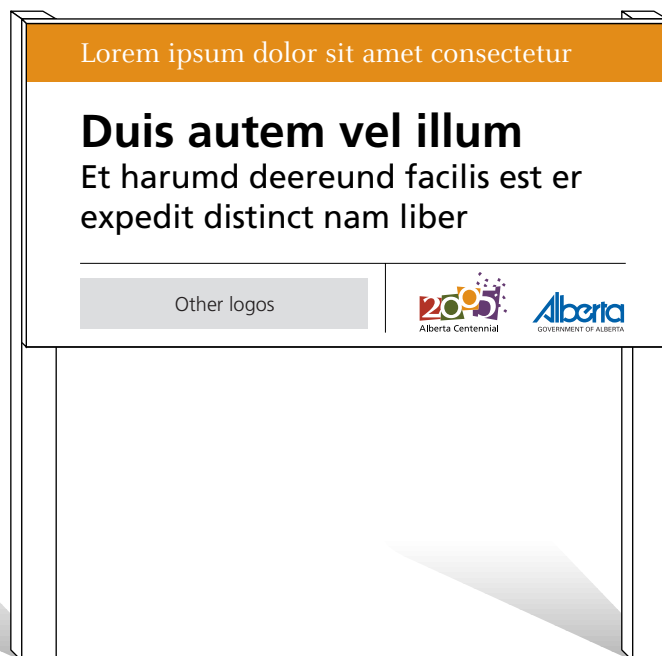
340 Standard Life Centre
10405 Jasper Avenue
Edmonton, AB T5J 4R7

Tel: (780) 415-2005
Toll free: 1-888-257-2005
Fax: (780) 422-7533

alberta2005@gov.ab.ca
www.gov.ab.ca/alberta2005



Both the centennial and government signatures must appear on centennial project signage. This sign is an example to demonstrate the use of the signatures. It is not an official sign design.



Centennial Legacies Program

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Edmonton, AB T6G 2P8

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