

Brand Guidelines

January 2022



 **Alberta
Municipalities**
Strength
In Members

LOGO ELEMENTS

The Alberta Municipalities logo is comprised of three elements.

LAND ICON

The land icon is inspired by the aerial view of land and represents rural land plots and block & streets that make up small and large cities. This icon, composed of different shapes and colours, embodies different communities and people coming together to form the patchwork of Alberta.

NAME

Strong and clear, Alberta Municipalities, tells everyone exactly who we are and who we represent.

Positioning our organization as true representatives of all municipalities and communities.

POSITIONING

Strength in Members embodies all facets of Alberta Municipalities.

- Amplification
- Resiliency & Momentum
- The power of community
- Economies of scale
- Opportunities through collaboration
- Collective expertise
- Increased access
- Alignment
- Both emotional and rational



TYPOGRAPHY

The Alberta Municipalities brand font is FRANKLIN GOTHIC. It is a clean professional sans-serif typeface with a wide range of weights, that is widely available on all platforms (Mac, PC) and applies easily across web and print.

Franklin Gothic

Franklin Gothic Heavy

Franklin Gothic Demi

Franklin Medium Gothic

Franklin Gothic Book

Franklin Gothic Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890**

Franklin Gothic Condensed

Franklin Gothic Cond Demi

Franklin Gothic Cond Medium

Franklin Gothic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890**

This is a headline

This is a subhead

Body copy looks like this lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy tolor dosumit col a nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

COLOURS

The Alberta Municipalities primary brand colours are inspired by the Alberta flag and are the only colours that should be used to build brand materials.

Secondary colours should only be used sparingly and only in conjunction with primary colours, never on their own. Secondary colours should be reserved for longer form execution to break up primary colours, ie: brochures, website, annual reports, etc.

Primary Colours



pms 638C
c90 m15 y20 k0
r0 g158 b191
#009ebf



pms 2010C
c0 m30 y100 k0
r253 g184 b19
#fdb813



pms 7705C
c80 m0 y0 k40
r0 g126 b164
#007ea4



Process Black C 90%
c0 m0 y0 k90
r65 g65 b65
#414142

Secondary Colours



pms 368C
c60 m0 y96 k0
r113 g191 b73
#71bf49



Process Black C 50%
c0 m0 y0 k50
r147 g149 b152
#939598



c0 m0 y0 k0
r255 g255 b255
#ffffff

PRIMARY LOGO

The primary logo (consisting of the three logo elements) should be used as often as possible and never altered in any way.

There are variations of the primary logo that can be used with different backgrounds.

The full colour logo is preferred over reversed or black and white logo.



Full Colour Logo



Reversed Logo



Black and White Logo

WEB USE ONLY LOGO

Although the primary logo is always preferred, there is a horizontal logo option. The horizontal logo should only be reserved for when the primary logo requires too much vertical space.

There are variations of the horizontal logo that can be used with different backgrounds.

The full colour horizontal logo is preferred over reversed or black and white logo.



EXTREME HORIZONTAL APPLICATION

In extenuating circumstances, the logo and tagline can be separated and placed side by side. This use of the logo is not recommended and should only be reserved for extreme scenarios when the primary logo will not fit (ie: lanyards strap and other super horizontal applications).

The logo should never be used without the tagline and tagline should never be used on its own, they should always be presented together.



ICON

Although the primary logo is always preferred, the land icon can be used on its own for small applications such as lapel pins, digital icons, etc but always in support of the primary logo.

There are variations of the icon that can be used with different backgrounds.

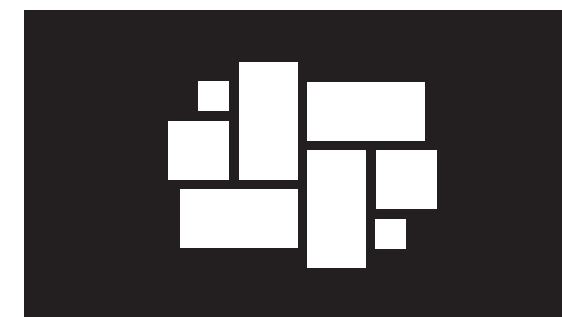
The full colour icon is preferred over reversed or black and white logo.



Full Colour Logo



Reversed Logo



Black and White Logo

LOGO MINIMUM SIZE & CLEARSPACE

The minimum size of all logo variations is hinged on the size of the land icon. The land icon must never be used smaller than 0.5" wide in all versions.

Clearspace should be given to all variations to maintain legibility of the logo. For primary and horizontal versions of the logo the vertical height of the land icon should be used all around the logo as clearspace. For the land icon half the width of the icon should be used as clearspace.

Icon



0.5"x0.4"



Primary Logo

0.5"x0.4"



2.25"x0.85"



Horizontal Logo

0.5"x0.4"



2.25"x0.65"



LAND GRAPHIC ELEMENT

To create land graphic elements use the square building system outlined here.

The grid is based on a single square unit that is repeated to create squares, rectangles and the space in between them.

A small square is composed of 9 square units. The small square can be repeated to create a larger square or rectangles of various proportions.

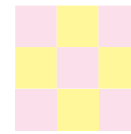
When combining the different sized squares and rectangles the single square unit should be used as the space in between.

For simplicity it is best to use the three shapes outlined here (small square, large square and rectangle).

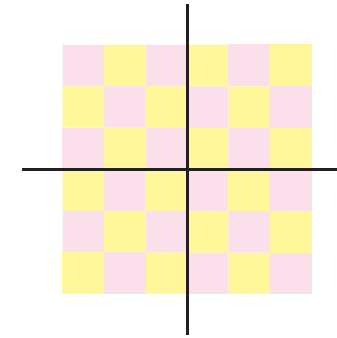
Square unit



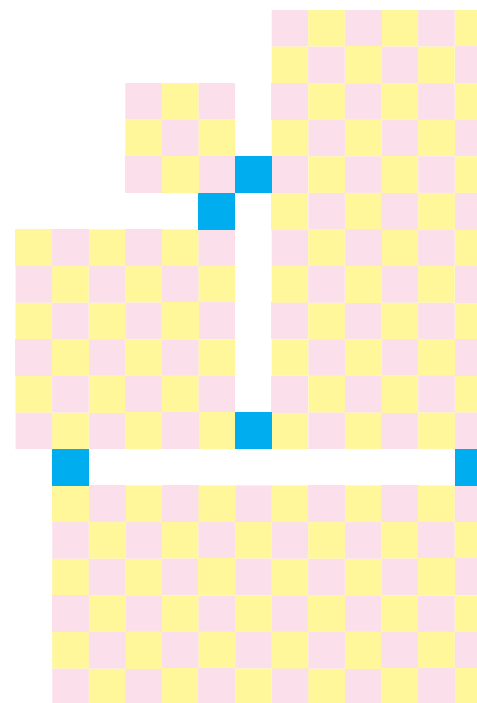
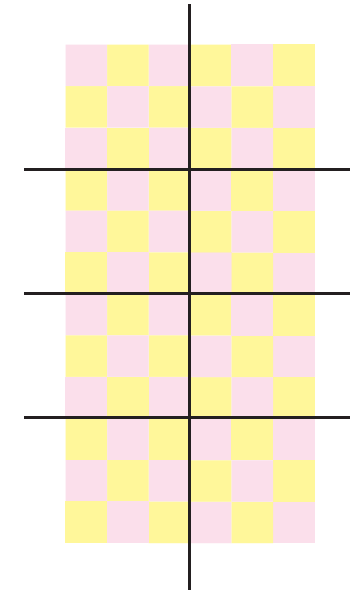
Small Square



Large Square



Rectangle



PHOTOGRAPHY

PEOPLE

Alberta Municipalities is ultimately about people, creating growth and prosperity for all Albertans and their municipalities and demonstrates that there is Strength in Members when we speak as one.

Photography should reflect this by being people focused and highlighting the benefits of being an Alberta Municipalities member.

A diverse mix of people should always be used to represent the full spectrum of people of Alberta and promote an inclusive tone and language. This could include a mix of urban and rural people/communities, people of varying ethnic backgrounds, genders and ages.

Albertan City or townscapes can be used when speaking about a specific place, as they are representations of groups of people.

TONE & PALETTE

It is important that photography incites a feeling of warm professional friendliness. This can be achieved by:

- Using warm bright natural light
- Capturing people in natural candid poses, not overly posed or forced
- Make sure expression and emotions are positive happy and uplifting.
- Compositions and backgrounds that are clean and simple and not overly complicated or distracting.
- Capturing people in Albertan setting to create sense of unity with Albertans

