⚛ ALBERTA **INNOVATES**

Brand Guidelines
2020

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Introduction

The Alberta Innovates brand challenges convention. It is representative of an organization that drives exploration and transformation to help Alberta reach new potential. Throughout all expressions of the brand, it is essential to convey the spirit of innovation.

To ensure materials are developed according to brand, the following quality controls have been established.

- The execution and implementation of brand related materials should demonstrate a shift in perception.

- The brand is to be disruptive, to be unexpected, to position "nothing is as it seems", in order to shift the realm of the impossible into the possible.

- All materials, from promotional items and digital displays, to postcards and business cards, should demonstrate some form of transformation, prompting the viewer to initially think or see one thing, then leave them with an entirely different point-of-view and understanding.

Alberta Innovates speaks from the voice of the business driver.

- The way we speak is as important as what we say.

- Our audience is diverse, and as a result messages may vary, but our voice is always consistent.

- The Alberta Innovates tone of voice is:
  - Intelligent
  - Informative
  - Professional
  - Curious
  - Clever
  - It is never negative
  - It is not filled with technical jargon
  - It is clear and concise
  - Above all, it is 'human'

Our Brand Story

There are significant challenges facing Alberta – challenges that directly impact the well-being of Albertans today, and our prospects for the future. The need for innovation in Alberta has never been more critical, or more urgent.

Alberta Innovates is a key contributor in the pathway to prosperity. We see innovation in its entirety, and are involved every step of the way – from concept to commercialization. This gives us a unique role in Alberta's innovation ecosystem. We work with the full spectrum of industry – forestry to food, artificial intelligence to applied research, clean energy to carbon capture – allowing us to identify the opportunities, challenges and gaps that innovation can address.

Our knowledge of emerging trends such as data and blockchain, digital technologies, production and distribution, and clean technology, help define solutions and create opportunities around the most urgent and challenging problems facing industry and our province.

Through our programs and expertise, we propel great ideas forward, faster. We work with innovators and industry to unleash bold ideas that solve problems, generate new opportunities, create value and tackle the issues that impact our quality of life here in Alberta, and in every corner of this big blue planet we share.

Vaulting a great idea to end-use is the most challenging aspect of innovation. With unique expertise and leading-edge facilities, including our two world-renowned subsidiaries, C-FER Technologies and InnoTech Alberta, we can test, scale and validate numerous concepts and prototypes – a critical pathway in bringing innovative ideas to life.

Our Purpose

Improving the lives of Albertans today, and in the future, by extending the horizon of innovation to create value and realize new potential from our province's natural, economic and intellectual resources.

Our Values

- Creativity
- Curiosity
- Can-do-spirit
- Collaboration
- Commitment

Our Vision

We are Alberta's innovation engine. Through innovation, collaboration and determination, Alberta Innovates extends the horizon of possibilities to solve today's challenges, reach new potential, and create a healthier and more prosperous future for Alberta, and the world.

Logo

Horizontal (Preferred) Version

**Reduced size/
other versions**

It is preferred that the horizontal logo be used whenever possible. A vertical version of the logo was designed for use on materials where a horizontal logo would not be suitable. The standards in this guide also apply to this variation.

Greyscale and other colour versions

When the logo appears in a one colour application, Pantone 654, 2201 or 339 should be used. Black should be used if these Pantones are not available. The logo should be white when reversed out of a dark colour or image.

Reversed version

Logo Colours

PANTONE 654
R0 G58 B112
C100 M84 Y31 K17
Hex: 003a70

PANTONE 339
R0 G178 B137
C84 M0 Y62 K 0
Hex: 006289

PANTONE 2201
R0 G172 B217
C91 M4 Y10 K0
Hex: 00abd8

Logo

Minimum size

In order to preserve the integrity of the logo, a minimum size for use has been set for use in print and electronic media, such as websites. The minimum width of the logo is 1.75 inches.

ALBERTA INNOVATES

◄———————— 1.75″ ————————►

Clear space

To ensure that the logo does not get too crowded by other visual elements, a minimum clear space of a quarter of an inch has been set. No other visual elements or type should infringe on this space.

◄ .25″ ► **ALBERTA INNOVATES**

.25″

Logo misuse

To maintain the integrity of the logo, its colours and typefaces may not be changed. Its shape should not be distorted. Any alteration to the logo's original design will detract from the professional image of Alberta Innovates. Please see the examples of some possible misuse of the logo.

Do not distort the logo.

Do not change the colours in the logo.

Do not change the positioning of the words in the logo.

Do not reverse the logo out of a light or patterned background.

Do not confine the logo in a box or place it too close to other elements or type.

Do not change the typeface in the logo.

Typeface

For headlines and other emphatic text, the typeface "Apex Sans" (medium and bold) gives our brand voice a distinctive progressive tone. "Apex Sans" is used in all-caps to draw attention to headlines and content of importance. "Apex Sans" book remains our 'hardworking' body copy typeface. Depending on text placement, to ensure readability "Apex Sans" book is recommended but medium may also be considered for text in paragraphs. Body copy should be no smaller than 10 or 11 point, while the point size of a headline may vary depending on usage.

Apex Sans Extra Light
Apex Sans Extra Light Italic
Apex Sans Light
Apex Sans Light Italic
Apex Sans Book
Apex Sans Book Italic

Apex Sans Medium
Apex Sans Medium Italic
Apex Sans Bold
Apex Sans Bold Italic
Apex Sans Extra Bold
Apex Sans Extra Bold Italic

Apex Sans Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Apex Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary/Default Typeface

If Apex Sans is not available, Calibri is an acceptable substitute.

Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colour Usage

Primary Colours

PANTONE 2198
R5 G172 B216
C73 M12 Y6 K0
Hex: 05acd8

PANTONE 288
R27 G62 B112
C100 M84 Y29 K16
Hex: 1b3e70

PANTONE 2028
R5 G172 B216
C4 M91 Y91 K0
Hex: 05acd8

PANTONE 7421
R99 G23 B45
C38 M94 Y63 K50
Hex: 63172d

PANTONE 2287
R64 G179 B75
C74 M1 Y98 K0
Hex: 40b34b

PANTONE 2411
R22 G59 B31
C83 M47 Y91 K46
Hex: 163b1f

PANTONE 102
R250 G214 B11
C3 M12 Y99 K0
Hex: fad60b

PANTONE 138
R229 G139 B40
C8 M53 Y98 K0
Hex: e58b28

PANTONE 2603
R120 G37 B109
C60 M100 Y25 K10
Hex: 78256d

PANTONE 5255
R49 G17 B38
C65 M86 Y54 K69
Hex: 311126

Logo Colours

PANTONE 654
R0 G58 B112
C100 M84 Y31 K17
Hex: 003a70

PANTONE 339
R0 G178 B137
C84 M0 Y62 K 0
Hex: 006289

PANTONE 2201
R0 G172 B217
C91 M4 Y10 K0
Hex: 00abd8

ALBERTA **INNOVATES** BRAND GUIDELINES
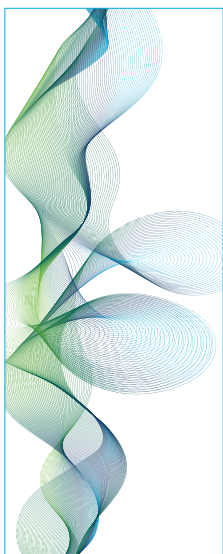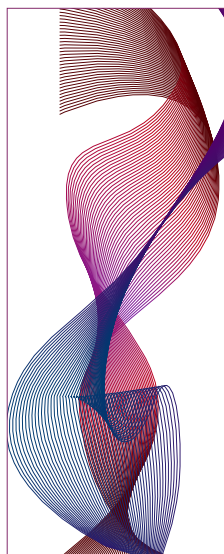
Gradient
Backgrounds

Gradations are used as a base
and background for all creative work.
Combining the dark and light shades
of each colour from the palette
provides a rich foundation.
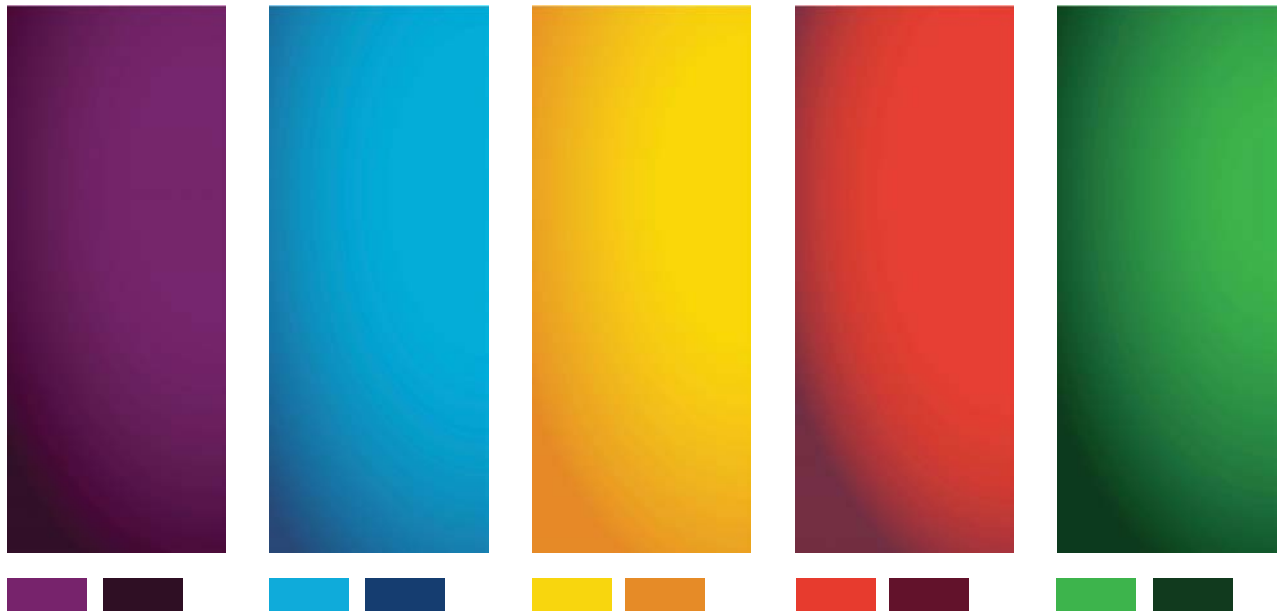
Data Visualization

Abstract Overlay

Each colour has an adjoining wave graphic. A gradient feather must be applied to make it appear as if it's fading into the background.
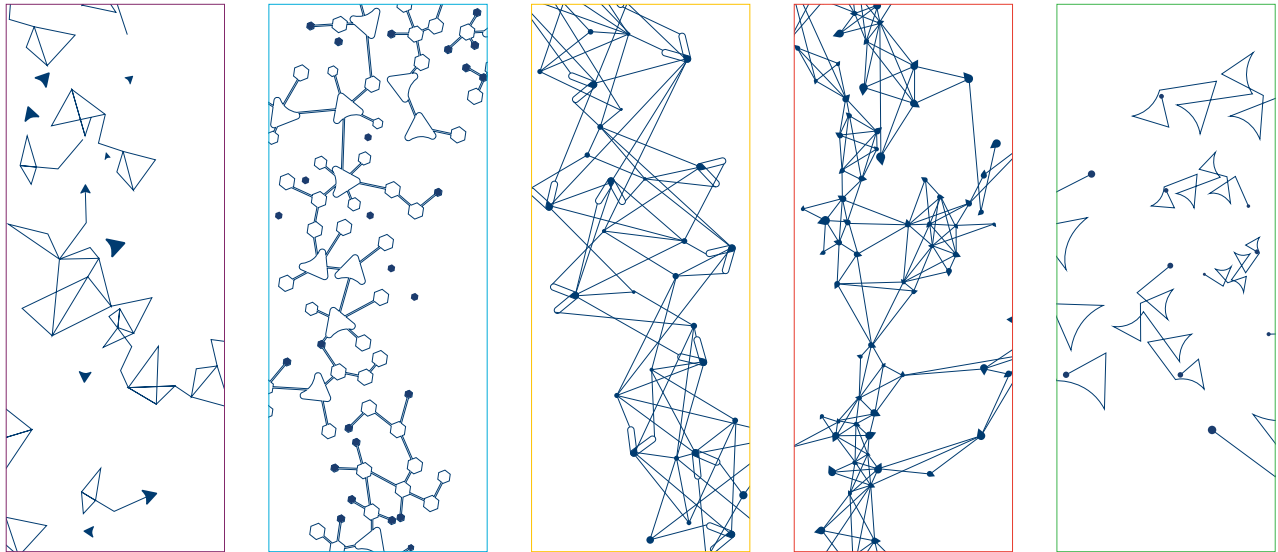
Visual Application to the colour palette

ALBERTA **INNOVATES** BRAND GUIDELINES
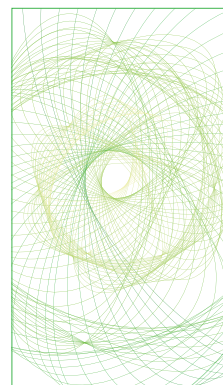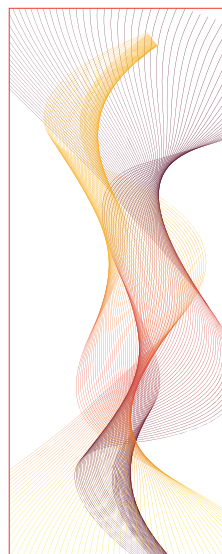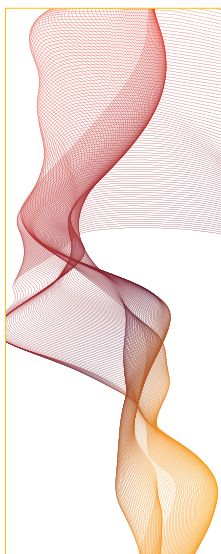
Data Visualization

Keyline Graphics

Using subtle elements of the logo, keyline graphics were created as data visualizations for each abstract overlay. Use only at a 50% opacity with a gradient feather.

**Visual Application to the colour palette**

Typography Treatment

Typography is artful, experimental and flexible in its application ensuring we solve problems and convey messaging in aspirational yet practical ways. Typography design is not based on a grid but seen as an avenue to demonstrate innovative thinking.

We use page dominant headlines focusing on their placement and/or treatment to command attention. For headlines and other emphatic text, the typeface "Apex Sans" (medium and bold) gives our brand voice a distinctive progressive tone. "Apex Sans" is used in all-caps to draw attention to headlines and content of importance. "Apex Sans" book remains our 'hardworking' body copy typeface. Depending on text placement, to ensure readability "Apex Sans" book is recommended but medium may also be considered for text in paragraphs. Body copy should be no smaller than 10 or 11 point, while the point size of a headline may vary depending on usage. Body copy is not confined to copy blocks of flush left or flush right type, rather it is seen as a visual aid to draw in the reader.

Use and placement of copy blocks and headlines should be airy and inviting. To maintain an airy, inviting feel even in cases of copy heavy materials, copy can be seen as an opportunity to develop structures of art as opposed to just headlines and paragraphs of words.
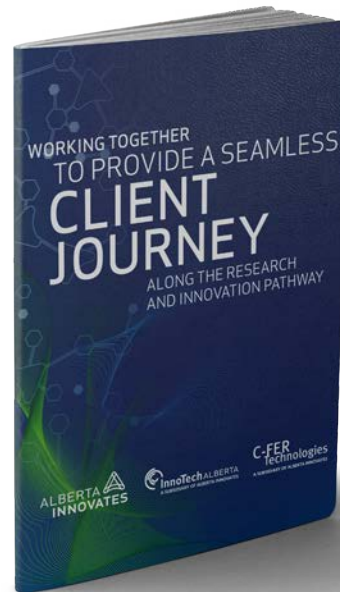
Creative
Examples

Powerpoint Template
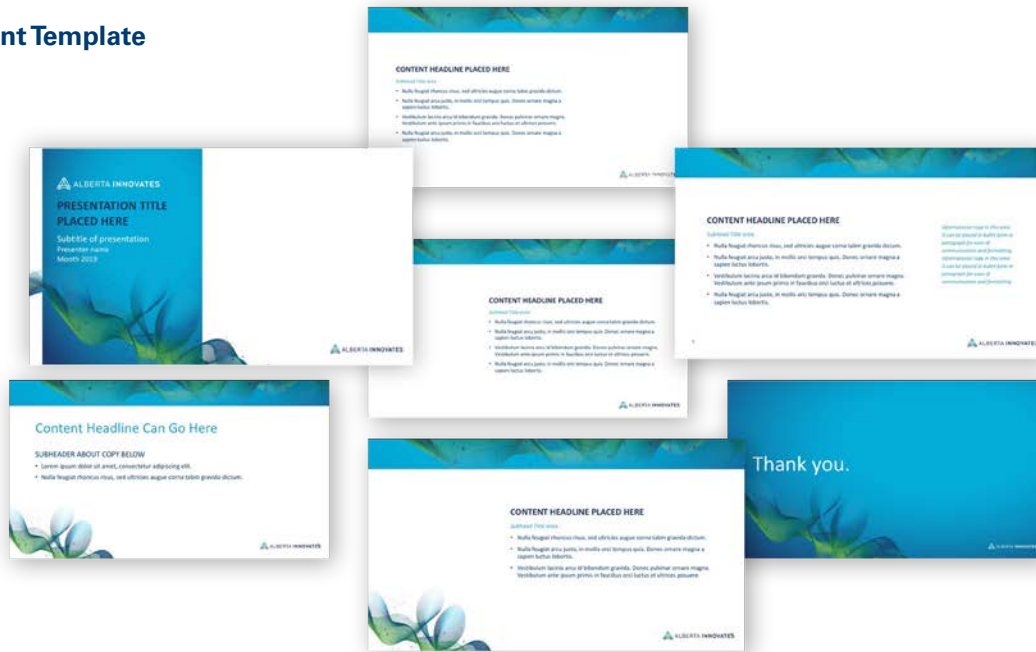
Letterhead Series

Lanyard Series

Photography

Professionally shot images help tell our many and varied stories. A visual style has been established for photographs with the intent of capturing the essence of the diverse Alberta Innovates family at work.

Photos are dynamic and the magic occurs when two images are combined or one image is manipulated to reveal the untold story of how innovation is born. Bold imagery is created to depict ordinary subject matter in unexpected ways in order to shift how we see the everyday. Photographic images are juxtaposed, manipulated or enhanced to reveal an extraordinary perspective. Be it people, places or things, there should be a clear demonstration of a shift or change in how the viewer sees the image. Stylistically, photos are given a dramatic cast to complement the brand palette and reinforce the concept of innovation.

Alberta Innovates fosters an environment of creative collisions where anything is possible. It stands to reason that these possibilities come to life through a different photographic lens allowing the viewer to see beyond the obvious, shifting perceptions to see something different. Imagery should strive for simplicity and not be overly complex, muddy or confusing.

A small collection of photographic images available is shown on the following page. The full Alberta Innovates photography library can be accessed at https://portfolio.albertainnovates.ca:8085/ai-ia-photography/#/

Photography Library

A library of 300 images has been catalogued to use throughout all Alberta Innovates material. Images represent both people at work and the environment and tools they use. These images have been colour corrected and are rights-owned by Alberta Innovates.
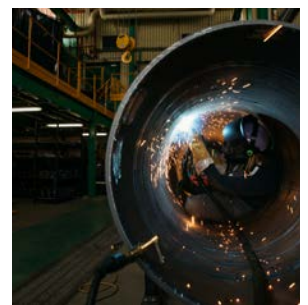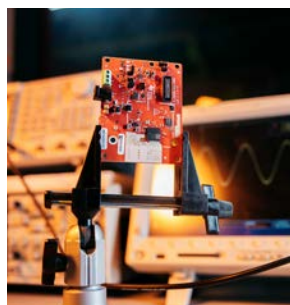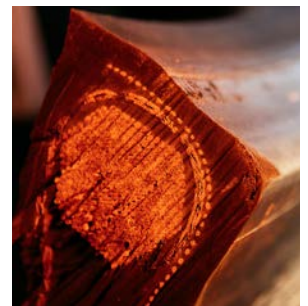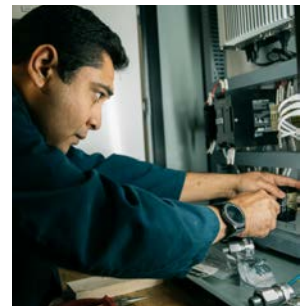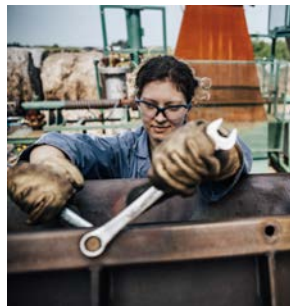
Creative
Examples with
Photography

Shifting Perspectives

To tell the story of how Alberta Innovates shifts perspectives, illustrations, gradients and photography are combined to bring the brand story to life.

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Creative Examples with Photography

Pull Up Banners

Other data graphics may be introduced and manipulated to fully develop the innovation story as seen below.

Spot Illustration Example

Illustrations

Application of colour overlay and simple line art create an innovative approach to illustrations for use in larger formats.
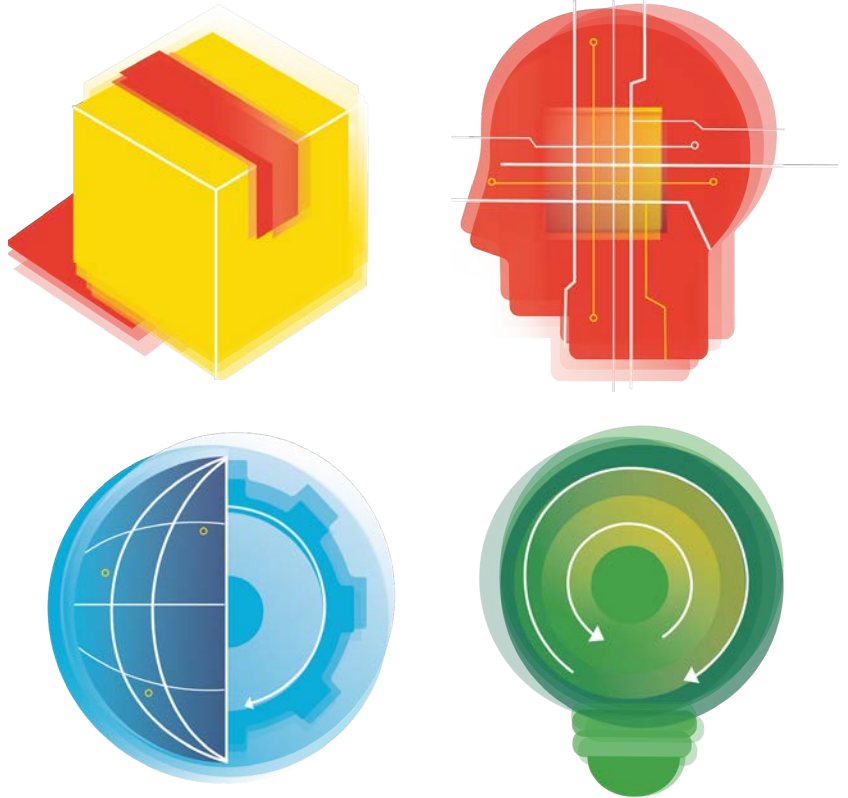
Iconography

Application of colour overlay and simple line art create an innovative approach to icon development for use in smaller formats.

Introduction

InnoTech Alberta is a subsidiary of Alberta Innovates, as such brand elements may be shared or similar but in most cases not exact. InnoTech is Canada's premiere applied research organization, and the heart of Alberta's innovation engine. From generating new ideas to testing, de-risking and scale-up, InnoTech's work has always focused on productive commercial applications and end-uses that build business in Alberta.

Logo

Horizontal (Preferred) Version

**Reduced size/
other versions**

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PANTONE 339
R0 G178 B137
C84 M0 Y62 K 0
Hex: 006289

PANTONE 2201
R0 G172 B217
C91 M4 Y10 K0
Hex: 00abd8

Logo

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In cases where the Alberta Innovates, InnoTech Alberta and/or C-FER Technologies identities need to appear together, we suggest .25″ clear space between the logos in both vertical and horizontal formats.

InnoTech ALBERTA
A SUBSIDIARY OF ALBERTA INNOVATES

1.75″

InnoTech ALBERTA
A SUBSIDIARY OF ALBERTA INNOVATES

.25″ .25″ .25″ .25″

ALBERTA **INNOVATES**

.25″

InnoTech ALBERTA
A SUBSIDIARY OF ALBERTA INNOVATES

.25″

C-FER
Technologies
A SUBSIDIARY OF ALBERTA INNOVATES

ALBERTA **INNOVATES** .25″ **InnoTech** ALBERTA .25″ C-FER
Technologies
A SUBSIDIARY OF ALBERTA INNOVATES

Logo misuse

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For headlines and other emphatic text, the typeface "Apex Sans" (medium and bold) gives the InnoTech Alberta brand voice a distinctive progressive tone. "Apex Sans" is used in all-caps to draw attention to headlines and content of importance. "Apex Sans" book remains our 'hardworking' body copy typeface. Depending on text placement, to ensure readability "Apex Sans" book is recommended but medium may also be considered for text in paragraphs. Body copy should be no smaller than 10 or 11 point, while the point size of a headline may vary depending on usage.

Apex Sans Extra Light
Apex Sans Extra Light Italic
Apex Sans Light
Apex Sans Light Italic
Apex Sans Book
Apex Sans Book Italic

Apex Sans Medium
Apex Sans Medium Italic
Apex Sans Bold
Apex Sans Bold Italic
Apex Sans Extra Bold
Apex Sans Extra Bold Italic

Apex Sans Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Apex Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary/Default Typeface
If Apex Sans is not available, Calibri is an acceptable substitute.

Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colour Usage

Primary Colours

PANTONE 526
R127 G62 B2152
C59 M90 Y0 K0
Hex: 7f3e98

PANTONE 337
R129 G204 B184
C49 M0 Y34 K0
Hex: 81ccb8

PANTONE 630
R115 G195 B213
C52 M5 Y14 K0
Hex: 73c3d5

PANTONE 674
R207 G76 B155
C15 M85 Y0 K0
Hex: cf4c9b

PANTONE 7625
R241 G94 B62
C0 M78 Y81 K0
Hex: f15e3e

PANTONE 115
R253 G217 B36
C2 M12 Y94 K0
Hex: fdd924

PANTONE 380
R217 G225 B71
C18 M12 Y87 K0
Hex: d9e147

PANTONE 7731
R2 G131 B66
C88 M24 Y100 K11
Hex: 028342

PANTONE 7427
R147 G25 B46
C27 M100 Y80 K10
Hex: 93192e

PANTONE 7455
R29 G81 B163
C96 M78 Y0 K0
Hex: 1d51a3

PANTONE 715
R239 G139 B34
C3 M54 Y100 K0
Hex: ef8b22

PANTONE 255
R118 G37 B109
C61 M100 Y25 K10
Hex: 76256d

Logo Colours

PANTONE 654
R0 G58 B112
C100 M84 Y31 K17
Hex: 003a70

PANTONE 339
R0 G178 B137
C84 M0 Y62 K 0
Hex: 006289

PANTONE 2201
R0 G172 B217
C91 M4 Y10 K0
Hex: 00abd8

InnoTech ALBERTA
A SUBSIDIARY OF ALBERTA INNOVATES   BRAND GUIDELINES

Data Visualization

Abstract Overlay and Keyline Graphic

Using subtle elements of the logo, keyline graphics were created as data visualizations for each abstract overlay. There is one abstract overlay (45% opacity), one keyline graphic (32% opacity) and one logo graphic in white that is used in conjunction with the entire colour palete.

Visual Application of abstract overlay and keyline graphic

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BRAND GUIDELINES

Creative
Examples

Powerpoint
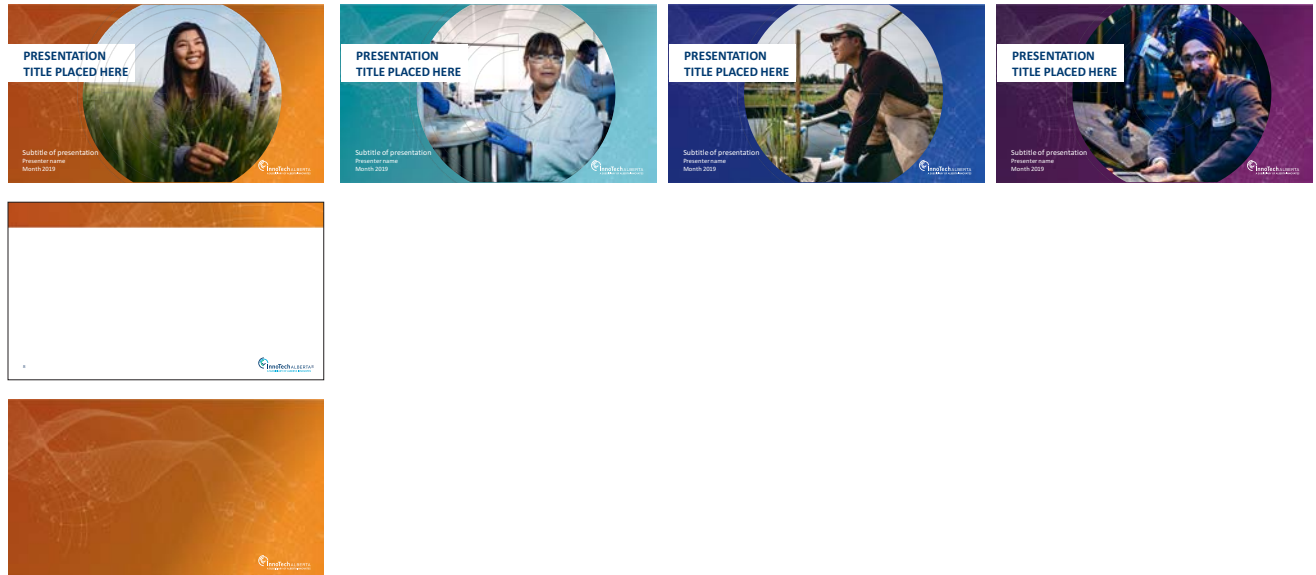
Lanyards

Creative Examples with Photography

Pull Up Banners

Images are placed in circles with a graphic of the InnoTech Alberta logo on top. The graphic is faded in and out for best positioning around the photo (i.e. not covering the face.)

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