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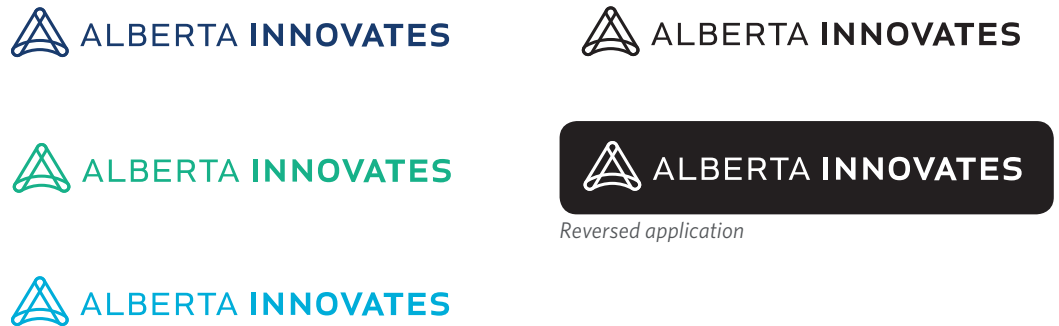
It is prefered that the horizontal logo be used whenever possible. A vertical version of the logo was designed for use on materials where a horizontal logo would not be suitable. The standards in this guide also apply to this variation.

GREYSCALE/ONE COLOUR VERSION/REVERSED

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 application

COLOURS

PANTONE 654	PANTONE 2201	PANTONE 339
R 0/G 58/B 112	R 0/G 172/B 217	R 0/G 178/B 137
C 100/M 84/Y 31/K 17	C 91/M 4/Y 10/K 0	C 84/M 0/Y 62/K 0
Hex: 003a70	Hex: 00abd8	Hex: 006289

PRIMARY TYPEFACES

To maintain the integrity of the brand, the font in the logo should not be substituted.

APEX SANS BOOK C

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

APEX SANS MEDIUM C

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MINIMUM SIZE AND CLEAR SPACE

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.

ALBERTA **INNOVATES**
0.25"
0.25"

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.

ALBERTA INNOVATES
Do not distort the logo.

ALBERTA **INNOVATES**
Do not change the colours in the logo.

ALBERTA *INNOVATES*
Do not change the positioning of the words in the logo.

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

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

ALBERTA *INNOVATES*
Do not change the typeface in the logo.