



Team Alberta Brand Guidelines

Sport, Physical Activity and Recreation
Alberta Culture, Multiculturalism and Status of Women



How to use these guidelines

The Team Alberta brand the property of the Government of Alberta and as such must adhere to rigid standards to ensure the highest standard of use. This Identity Manual was created to protect the provincial and team brand.

It establishes the standards for the consistent, accurate application of the Team Alberta logo, its brand and its supporting elements in all applications, from team uniforms and wearables—to media, including online, broadcast, social media and print.

The logos and their elements must be reproduced only in the formats displayed in these standards. Under no circumstances may the brand, or its elements be modified in any way.

For questions or concerns about the usage of the elements in these standards, approval of artwork or additional branded items not included in this guide, please contact:

Cam Berwald
Chef de Mission, Team Alberta
Email: cam.berwald@gov.ab.ca
Tel: (780) 422-7109

OR:

alberta.ca/identity

OR:

Sheri Wilson
Sport Consultant
Sport, Physical Activity and Recreation
Alberta Culture, Multiculturalism and Status of
Women Suite 620, 615 Macleod Trail SE

Alberta Government Identity Team
visual@gov.ab.ca

Tel: (403) 297-2704
Cell: (403) 826-3761

The logo set

Primary logo

This is the primary use logo for Team Alberta. Each includes an icon and the wordmark as one logo.



Horizontal logo option

The vertical version of the Team Alberta logo with icon and custom type is preferred, although in some instances, an alternate version may be used due to space and layout constraints. The horizontal logo option is only to be used if the vertical option does not fit with the design or intended application. Any deviation from either version must be approved by the Alberta Government Identity team.

An electronic file of a logo sheet of this version can be supplied upon request.



Icon

An evolution of the previous Team Alberta “A” icon, the A-bolt icon employs a flat construction that makes it easily readable and usable across all mediums. It carries the history and tradition forward. The A has a mountainous feel that is representative of the new heights our athletes will reach as they in pursue personal excellence. It also carries the feel of coniferous tree tops which are in abundance across Alberta. The lightning bolt element of the A connects to Alberta’s renowned thunderstorms and the excitement that is in the air—Alberta’s ubiquitous energy and attitude.

The A-bolt logo must be used in isolation when a logo less than .75” wide is required. Alternatively, the A-bolt icon can be used in isolation at any size, if desired.



Wordmark

The font is a variation of the Government of Alberta brand font, Helvetica Neue. The A’s, R’s and M’s have all been customized to match the angle of the A-bolt icon. The crossbar in each A has been eliminated to give that character an openness that matches the openness of the A-bolt icon. Much like the spirit of Alberta, they are maverick, independent and irreverent. By themselves, they are the tips of arrows pointing up, tree tops and mountain peaks – and can be used to create a tertiary graphic element that can be brought into uniforms etc. along with the lightning bolt.

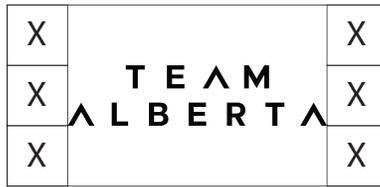


Logo safe zone

To make sure the Team Alberta logo remains readable and impactful, a safe zone on all sides of the logo must be left clear of all other elements. This area is equal to the height of TEAM ALBERTA.

Minimum Size

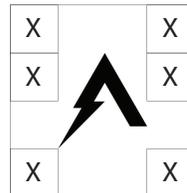
The icon must always be larger than 0.75" in width as this is the smallest size at which it is properly visible.



x=height of TEAM ALBERTA



x=height of a single character



x=height of half the icon



Minimum size 0.75" wide



Colour

Palette

Team Alberta borrows from the Government of Alberta brand palette. Whenever possible, use the Pantone colour codes for best matching. RGB and HEX codes are used for digital and web applications, while the CMYK system is applied to printed collateral when Pantone system cannot be used i.e. using an office printer.



GoA Sky Dark
PMS 3025C (coated)
PMS 315U (uncoated)
CMYK 100C, 17M, 0Y, 51K
RGB 0R, 80G, 114B
HEX# 005072



GoA Sky Light
PMS 305C (coated)
PMS 310U (uncoated)
CMYK 51C, 0M, 9Y, 0K
RGB 95R, 206G, 234B
HEX# 5FCEEA

Colours use

The Team Alberta logo uses two colours. The A-bolt and the wordmark are different colours. The primary background colour for Team Alberta is Sky Light. Use an all-white logo for other dark backgrounds when the primary white and Sky Dark logo cannot be used for contrast, readability, or cost reasons.

The Sky Light background should be used as a main colour, if possible, whenever a background colour is desired.

Team Alberta

Primary considerations



Secondary,
if necessary



Further guidance

Rules and uses

The Team Alberta identity (including all of its primary, secondary and tertiary elements) MUST NOT be altered or distorted in any way.



Do not recolour, outline, or add effects to logos



Do not rotate, squish, or stretch logos



Do not rearrange or re-size logo elements

Approvals and assistance

All applications and use of the Team Alberta Identity and its components must be submitted to the Alberta Government Identity team, and members of Sport, Physical Activity and Recreation (Team Alberta), to ensure all Government of Alberta guidelines and Canada Games guidelines are being met.

If you need additional assistance, or have any questions, do not hesitate to contact the Alberta Government Identity team at:

cam.berwald@gov.ab.ca

OR VISIT

alberta.ca/identity