

Team Alberta North Brand Guidelines

Arctic Winter Games

SEPTEMBER 2025 | V.3



Alberta

The purpose of this document

The Team Alberta North brand is the property of the Government of Alberta. To ensure the brand is consistent in all applications, from uniforms to media and printed materials, rigid standards have been put in place. Under no circumstances can the brand, or its elements be modified in any way.

If you have questions about these standards or additional branded items not included in this guide, please contact:

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01

Logo set

Logo

Primary logo

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



Primary



Reverse



Black



White



Logo

Horizontal logo option

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 version of a logo sheet is available upon request.



Primary



Reverse



Black



White



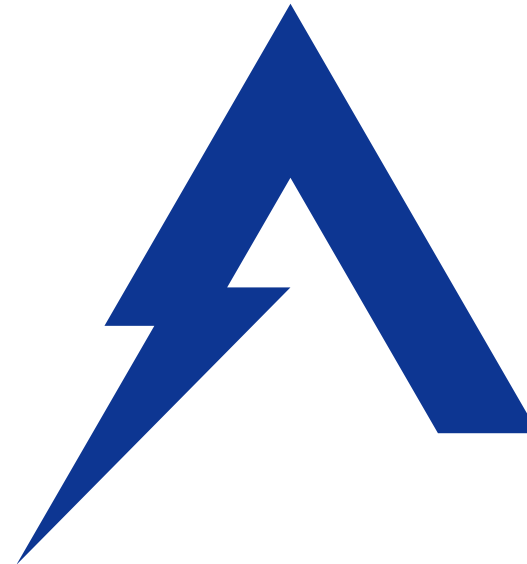
Logo

Icon

The A-bolt icon employs a flat construction that makes it easily readable and usable across all mediums. The A has a mountainous feel representative of the new heights our athletes will reach as they 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.

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. 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.



Minimum size 0.75" wide

Logo

Wordmark

The font is a variation of the Government of Alberta brand font, Helvetica Neue. The A's, R's and M's have been customized to match the angle of the A-bolt icon. The crossbar in each A has been eliminated to give it an openness that matches 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.



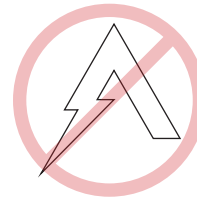
T E Λ M Λ L B E R T Λ N O R T H

T E Λ M
Λ L B E R T Λ
N O R T H

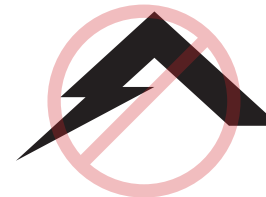
Logo

Rules and uses

The Team Alberta North 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

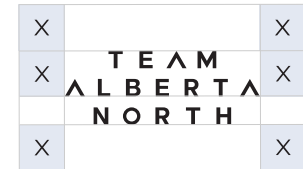


DO NOT rearrange, overlap, or re-size logo elements

Logo

Logo safe zone

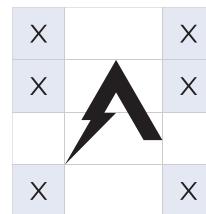
To make sure the Team Alberta North logo remains readable, a safe zone on all sides of the logo must be left clear of all other elements. This area is equal to the height of TEAM ALBERTA. When using the icon in isolation, the area is equal to half its height.



$x = \text{height of TEAM ALBERTA}$



$x = \text{height of a single character}$



$x = \text{height of half the icon}$



02

Typography

Typography

Helvetica Neue Lt Std

Helvetica Neue is the primary typeface for all Government of Alberta, and related organization, materials. It was chosen for its clarity, legibility and versatility. A variety of weights are available, but keep to the type treatments shown here.

Alternate typeface

Primarily used in Microsoft Office documents as a common system default font.



Aa

Helvetica
Neue Lt Std

Header

Heavy 85

Subheading

Bold 75

Subheading 2

Medium 65

Body copy

Light 45

Jersey numbers

Condensed 87

Common system default header

Arial Black

Common system default subheading

Arial Bold

Common system default body

Arial

03

Colour

Colour

Team Alberta North primary colors are royal blue and white with grey and black as the secondary colors as specified by the Arctic International Committee.

It is important that Team Alberta North has a distinct appearance at the games. For this reason, GoA Sky Light Blue can be used sparingly as an additional accent colour, but may **not** feature on field-of-play uniforms.

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.



ROYAL BLUE
PMS 286
CMYK 100C/68M/0Y/37K
RGB 13R / 54G / 146B
HEX# 0D3692
PRIMARY

WHITE
PMS -
CMYK 0C/0M/0Y/0K
RGB 255R / 255G / 255B
HEX# FFFFFF
PRIMARY

COOL GREY
PMS 429
CMYK 36C/29M/28Y/0K
RGB 167R / 168G / 170B
HEX# A7A8AA
SECONDARY

BLACK
PMS -
CMYK 100K
RGB 0R / 0G / 0B
HEX# 000000
SECONDARY

SKY LIGHT BLUE
PMS 305
CMYK 51C/0M/9Y/0K
RGB 95R / 206G / 234B
HEX# 5FCFEE
ACCENT

Colour

Colour use

The Team Alberta North logo should be displayed in royal blue on a white background, or in white on a royal blue background. Use an all-white logo for other dark backgrounds when the primary royal blue cannot be used for contrast, readability, or cost reasons.

Royal blue should be used as a main colour, if possible, whenever a background colour is desired.



04

Brand applications

Applying the brand

Uniforms

When a team sport requires two competition uniforms (dark and light), the home uniform must be white, and the away uniform must be royal blue. Individual sports may choose white or royal blue as the primary color.

Secondary colours

Cool grey and black, Alberta's secondary colours, can be used as accents if needed.

Sky Light Blue **cannot** be used on uniforms.

Jersey number style

Numbers must be either royal blue or white and must be either in the brand typeface (Helvetica Neue LT Std Condensed 87), or an approved alternate typeface (see page 11).



Applying the brand

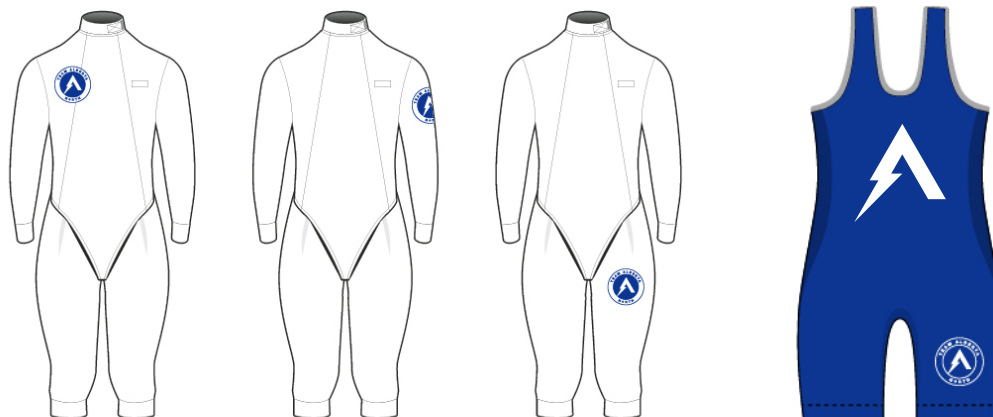
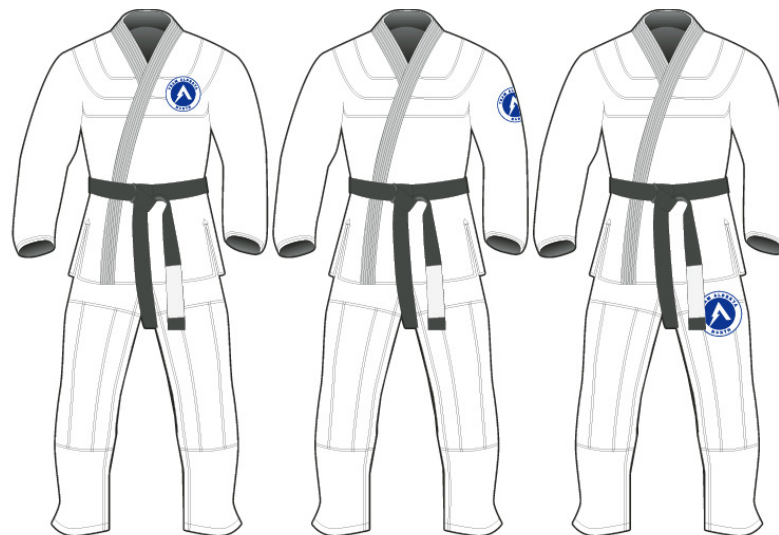
Official Team Alberta North roundel

Some uniforms present challenges to applying the TEAM ALBERTA NORTH logo in its standard form. In this case, an official Team Alberta North roundel can be applied as an embroidered badge.



Use on white

Use on royal blue



Applying the brand

Team Alberta North apparel

Non-field-of-play garments such as T-shirts, tanks and hoodies do not have to use royal blue as a base colour, but must follow all Team Alberta North guidelines for logo placement, typography and colour.



Toque



Baseball cap



Jacket



Windbreaker



T-Shirt



Hoodie

