

# TEAM ALBERTA - WINTER LOGO

## Primary Logo



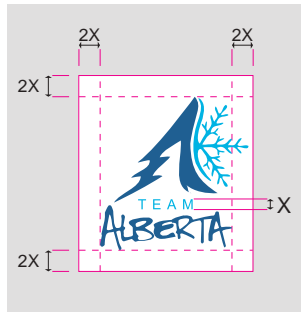
## Safety Area – Primary Logo



## Vertical Logo



## Safety area – Vertical Logo



## Name-Only Logo



## Icon



To ensure legibility and to enhance the impact of the logo, a visual buffer around the logo must be maintained to prevent the encroachment of other graphic elements. For the horizontal version, a minimum space equal to the height of TEAM in the logo is the required minimum buffer zone.

For the vertical version, a minimum space equal to TWICE the height of TEAM in the logo is the required minimum buffer zone.

The same applies to the Name-Only and the Icon versions.

Team Alberta has invested significantly in its corporate logo and it is the critical design element that represents the organization and may not be altered or distorted in any way.

Please keep the following guidelines in mind when applying the logo to any form of Team Alberta internal or external documentation. When used consistently and correctly, we'll find this identity becomes a highly recognizable brand that distinguishes our organization from others and helps create a positive image and clear sense of purpose.

## Logo Guidelines

The logo must never be altered in any way, such as: drop shadow, bevel, 3D extrusion, stretched, skewed or multiplied as a pattern.

## Colour Standards

The standards for these colours are available in the latest edition of the Pantone® Colour Formula Guide. Four colour applications of the Alberta Team logo were made using the Pantone® Bridge colour matching system.

The Alberta Team - Winter logo should appear in colour wherever possible.



Pantone® 647 C	Pantone® 306 C
<b>C:</b> 96%	<b>C:</b> 75%
<b>M:</b> 54%	<b>M:</b> 0%
<b>Y:</b> 5%	<b>Y:</b> 5%
<b>K:</b> 27%	<b>K:</b> 0%
<b>RGB:</b> 35/97/146	<b>RGB:</b> 0/181/226
<b>HEX:</b> 236192	<b>HEX:</b> 00B5E2
<b>Embroidery:</b> 1283 Gunold Sulky	<b>Embroidery:</b> 61437 Gunold Poly

## Colour Treatments and Applications

When using the Team Alberta logo in combination with a solid color background, there must be significant contrast between the blues and the background. To maintain consistency with the corporate identity, the logos are to be placed primarily on white.

When placed on black or corporate spot colours background (as per above), a various combination of logos are available. Please see reverse for examples.

# TEAM ALBERTA – WINTER LOGOS

 Pantone 306C  
 Pantone 647C

CMYK: 75 - 0 - 5 - 0

CMYK: 96 - 54 - 5 - 27

Vertical - colour



Horizontal - colour



Name - colour



Icon - colour



Vertical - 306 + white



Horizontal - 306 + white



Name - 306 + white



Icon - 306 + white



Vertical - 647 + white



Horizontal - 647 + white



Name - 647 + white



Icon - 647 + white



Vertical - black



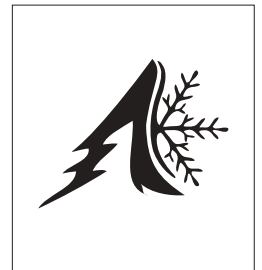
Horizontal - black



Name - black



Icon - black



Vertical - white



Horizontal - white



Name - white



Icon - white

