

Brand Guidelines

LOGOS

PRIMARY LOGO - MIN. 1"



REVERSED - PANTONE 7495
do not separate from box



REVERSED - BLACK & WHITE
APPLICATIONS ONLY
do not separate from box

LOGO SAFE SPACE



SAFE SPACE -
Logo should be a minimum of 1X
distance away from any type.
1X = 1/4 HEIGHT OR WIDTH

SECONDARY LOGO - MIN 0.65"



CMYK



BLACK



0.65" WIDE

FONTS

Verveine

supplementary/secondary font (available in adobe typekit), black

AVENIR BLACK - FOR HEADERS

uppercase, kern -30, Pantone 7495

Avenir Medium

main body copy, black

Avenir Book

use as main body copy, (for forms and long form documents), black

albertaflavour.com | #ABFlavour



Brand Guidelines

STATIC ELEMENTS *(Include on everything)*

1.



Logo (preferably reversed logo on green background). Always place in top left corner.

2.

albertaflavour.com | [#ABFlavour](https://twitter.com/ABFlavour)

Website and hashtag lockup. (Avenir Heavy) Place near the bottom of the page on every piece, left aligned and positioned just above the "A Northlands Initiative" bar. Do not include "www."

3.



A NORTHLANDS INITIATIVE

"A Northlands Initiative" bar, place below website and hashtag. Place at the bottom of the page, left margin to right margin in width, with bleeds where applicable.

VARIABLE ELEMENT - CARDBOARD TAGS

The tags are placed in bottom right corner of all pieces, with the exception of the tent card and/or flyer where additional copy resides below images. The tag will then be placed in the bottom right corner, overlapping imagery.



"Food Fact" - Include on slate where content includes facts relating to food



"Why Local?" - Letterhead, PowerPoint title slide and template slides, postcard and/or tent card



"Local" - Use on shelf wobblers only

USE OF PHOTOS

Images can be rotated and customized to complement the content of each piece. Please refer to the collection of purchased images supplied. Always maintain square format, consistent spacing and grid between each box (about 1/8 of height or width of each image box). Only crop the image at the bottom (to 1/2 of height showing) when necessary. Images may only be placed along left edge (horizontal executions) or across top (vertical executions).