

# VISUAL IDENTITY GUIDELINES

## COLOUR VALUES

| PANTONE 432C                  | PANTONE 2925C                  | PANTONE 7737C                   | PANTONE 7406C                  |
|-------------------------------|--------------------------------|---------------------------------|--------------------------------|
| C: 65 M: 43 Y: 26 K: 78       | C: 85 M: 21 Y: 0 K: 0          | C: 60 M: 0 Y: 98 K: 7           | C: 0 M: 20 Y: 100 K: 2         |
| R: 51 G: 63 B: 72 HEX: 333F48 | R: 0 G: 156 B: 222 HEX: 009CDE | R: 107 G: 165 B: 57 HEX: 6BA539 | R: 241 G: 196 B: 0 HEX: F1C400 |

## LOGO USAGE

the shield's 'speech bubbles' must always point down to Alberta



CENTERED LOGO



the identity can also appear on the grey background with the "alberta party" wordmark reversed to white

**Alberta**  **Party**

HORIZONTAL LOGO

## TYPOGRAPHY

When available Gotham is the typeface used for all collateral.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

GOTHAM NARROW BOOK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

GOTHAM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

GOTHAM NARROW BOLD