SPACING AND MARGINS

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height' plus the distance betweent he icon and the text. The width is equal to the height.)
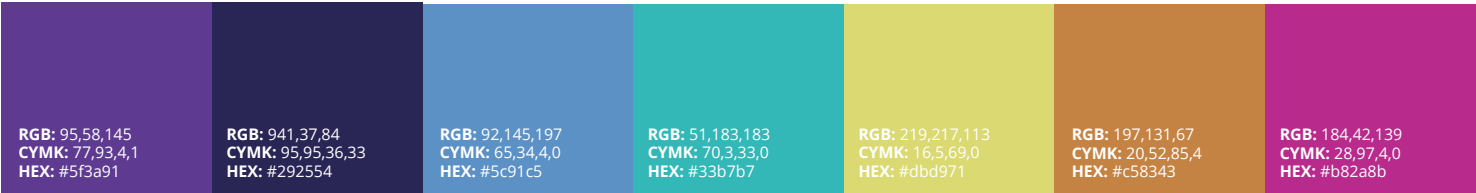

x

COLOR

The Digital Alberta logo only appears in black and white

Secondary colors
These colors can be used with the brand just not on the logo

RGB: 95,58,145 **CYMK:** 77,93,4,1 **HEX:** #5f3a91	**RGB:** 941,37,84 **CYMK:** 95,95,36,33 **HEX:** #292554	**RGB:** 92,145,197 **CYMK:** 65,34,4,0 **HEX:** #5c91c5	**RGB:** 51,183,183 **CYMK:** 70,3,33,0 **HEX:** #33b7b7	**RGB:** 219,217,113 **CYMK:** 16,5,69,0 **HEX:** #dbd971	**RGB:** 197,131,67 **CYMK:** 20,52,85,4 **HEX:** #c58343	**RGB:** 184,42,139 **CYMK:** 28,97,4,0 **HEX:** #b82a8b

THIS IS HOW NOT TO USE OUR LOGO

Moving the icon position or changing the sizes in relation to each other

Please don't squish the logo

Don't change the color of the logo

Do not add white or black behind the icon. it's ment to be transparent

Do not change the font or retype the logo

Digital Alberta

THIS IS HOW TO USE OUR LOGO

Vertical on white

Horizontal on white

Digital Alberta

Digital Alberta

Vertical on black

Digital Alberta

Horizontal on black

Digital Alberta

Vertical on dark color

Digital Alberta

Horizontal on light color

Digital Alberta

Vertical on light pattern

Digital Alberta

Horizontal on dark pattern

Digital Alberta

THE TYPEFACES AKA FONTS

OMNES (MEDIUM)

When to Use Omnes

Omnes is the typeface used in the logo to display the words "Digital Alberta"other than that, it is not used anywhere else

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ROBOTO (BLACK)

When to Use Roboto

Roboto is a Google font used for headings and to display emphasis both in print and on the web.

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

OPEN SANS (REGULAR)

When to Use Open Sans

Open Sans is used for body copy and paragraph text both in print and on the web.

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()