

# Team Alberta Brand Guidelines

## Canada Games

AUGUST 2024 | V.3



Alberta

# The purpose of this document

The Team Alberta 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:

Chef de Mission, *Team Alberta*

Sheri Wilson, *Sport Consultant*  
Sport, Physical Activity and Recreation,  
Alberta Tourism and Sport  
Suite 620, 615 Macleod Trail SE  
Tel: (403) 297-2704  
Cell: (403) 826-3761

OR:

Alberta Government Identity | [visual@gov.ab.ca](mailto:visual@gov.ab.ca)



01

**Logo set**

# Logo

## Primary logo

This is the primary use logo for Team Alberta. 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



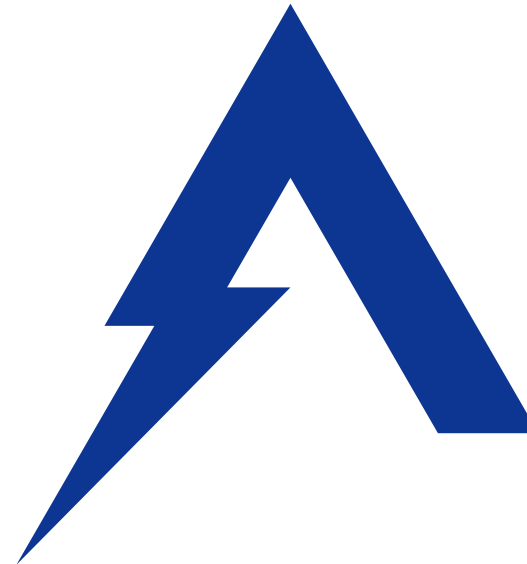
# Logo

## 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

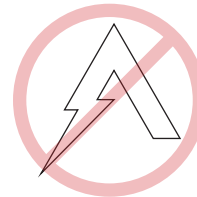
T E Λ M  
Λ L B E R T Λ



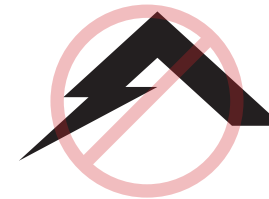
# Logo

## Rules and uses

The Team Alberta 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

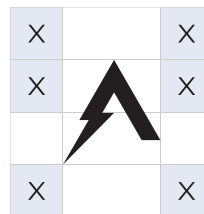
To make sure the Team Alberta logo remains readable, a safe zone on all sides of the logo must be left clear of all other elements. This area is equal to the height of TEAM ALBERTA. When using the icon in isolation, the area is equal to half its height.



*x = height of TEAM ALBERTA*



*x = height of a single character*



*x = 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's primary colours are royal blue and white with grey, as specified in Appendix C of the Canada Games Council's P/T Team Uniform and Sponsorship Policy.

## 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# FFFFFFFF  
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# 5FCEEA  
ACCENT

# Colour

## Colour use

The Team Alberta 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

Royal blue should be the base colour of all uniforms. When a sport requires two versions (dark and light), the light uniform must be white.

### Using the Sky Light Blue accent colour

If you choose to use Sky Light Blue, it must be used sparingly, as an accent—no more than 20% of the garment surface.

### 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 roundel

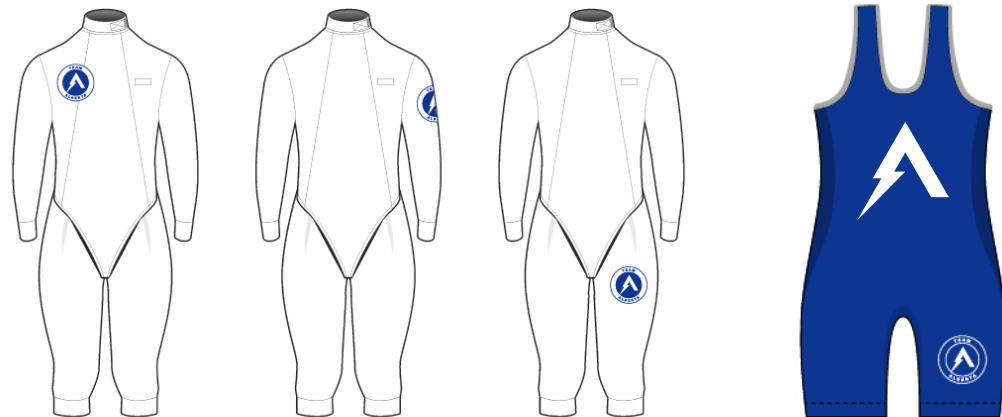
Some uniforms present challenges to applying the TEAM ALBERTA logo in its standard form. In this case, an official Team Alberta roundel can be applied as an embroidered badge.



Use on white



Use on royal blue



# Applying the brand

## Team Alberta 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 guidelines for logo placement, typography and colour.



*Toque*



*Baseball cap*



*Jacket*



*Windbreaker*



*T-Shirt*



*Hoodie*





*Alberta* 

The word 'Alberta' is written in a white, elegant cursive script. To the right of the word is a small, white icon of the Alberta flag, which is a square with a stylized 'A' and a horizontal line.