

Corporate Identity Usage Guidelines

Prepared by Vision Creative Inc.
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**Alberta
Grains**

Identity

The following *Usage Guidelines* have been established to provide a graphic standard for the use of the Alberta Grains identity. Strict compliance to these guidelines helps to ensure a strong and visible identity and forms the foundation of the brand and its communication platform.

This guide should be followed for all print and digital communications.

The Alberta Grains logo must be used to identify Alberta Grains on all internal and external communications.

The integrity of the logo must be acknowledged at all times. Do not recreate or modify in any way. These guidelines apply to all approved variations of the Alberta Grains logo.

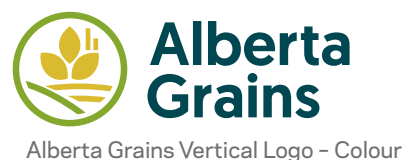
Do not attempt to reproduce the logo directly from this guide. Always use the approved electronic files provided with this guide.

Clear Space Guidelines and Minimum Size

Minimum clear space: To protect the visual integrity of the logo and ensure it is not crowded by other elements, a minimum clear space has been set. The minimum clear space is equal to the height of the letter 'A' in Alberta Grains and is required around all sides of the logo. No other visual elements or type should infringe on this area. The clear space is standard for all reproduction sizes and variations of the Alberta Grains logo.

Minimum size: The minimum size refers to the smallest allowable reproduction size while preserving the integrity of the Alberta Grains logo. These are values for both print and online applications.

Please note these are minimum – *not preferred* – sizes and should be used only when space is limited.



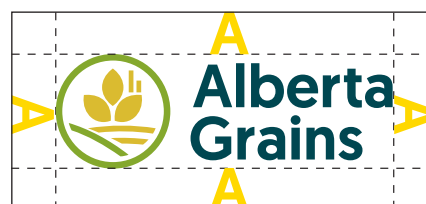
Alberta Grains Vertical Logo – Colour



Alberta Grains Logo – Black



Alberta Grains Logo – White (reverse)



The minimum clear space.



The minimum size of the vertical Alberta Grains logo in printed and online materials is 1" wide / 25 mm wide.



The minimum size of the horizontal Alberta Grains logo in printed and online materials is 1.5" wide / 37 mm wide.

Identity – Colour

Primary

Colour versions of the logo are provided with these guidelines. To ensure optimal quality when reproducing the logo, attention to the background, surrounding imagery and production parameters should be considered.

Process colour printing (CMYK): If Pantone colours are not available, the CMYK version can be used for printing.

One colour printing: When printing specifications will not permit the use of colour printing, a black version of the logo should be used.

RGB*: RGB is a colour model comprised of red, green and blue. RGB colours should be used when producing the identity in digital mediums, web, television and slide presentations.

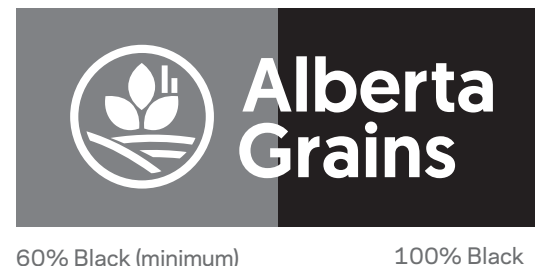
* CMYK and RGB colours are generated using the Pantone Connect 2023.

PMS 3165	PMS 377	PMS 7752
CMYK C: 100 M: 16 Y: 33 K: 66	CMYK C: 41 M: 0 Y: 100 K: 22	CMYK C: 7 M: 16 Y: 91 K: 10
RGB R: 0 G: 79 B: 89	RGB R: 122 G: 154 B: 1	RGB R: 207 G: 176 B: 65
HTML/HEX 004F59	HTML/HEX 7A9A01	HTML/HEX CFB023

Reverse (White)

The reverse (white) image is shown against a screen (tone) of 60% black and a solid (100%) black background.

Caution must be used when reversing the logo out of light background colours, a 60% screen is the minimum background tone that a reversed logo should be displayed against. However, consideration must also be given to the choice of background colour. Use darker colours that allow for a background intensity that is similar to the greyscale example shown on this page. Lighter colours, such as yellow, will not allow the background intensity required to adequately display the logo.



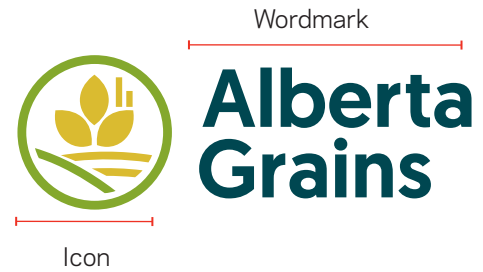
60% Black (minimum)

100% Black

Identity – Typography

Typography is an important component of the Alberta Grains identity and plays a major role in creating a consistent look across all communications and promotional materials.

The logo uses the **Geomanist** typeface. This typeface has been chosen for its versatility and legibility.



Primary Typeface

Geomanist Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_ -

Secondary (Digital) Typeface

When the **Geomanist** typeface is not practical for use, the **Arial** typeface has been chosen for its versatility and legibility.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_ -

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_ -

File Formats

Different file formats exist for various computer software. File formats are cross-platform compatible. Below is a list of popular software programs and the file formats most often used.

Adobe InDesign: eps, jpg, PDF.

Adobe Photoshop: eps, jpg.

Adobe Illustrator: eps, PDF.

Microsoft Office (Word, Excel, PowerPoint): jpg, png.

QuarkXpress: eps, jpg, PDF.

EPS (Encapsulated PostScript): EPS files are scalable and resolution-independent, making them ideally suited for reproduction in Pantone (Spot) and process colour (CMYK). EPS files should be used for all **print applications**. EPS files are vector graphics which can be scaled without loss of quality.

JPEG (Joint Photographic Experts Group): JPEG files are raster graphics which means detail is composed of pixels. The image quality of raster graphics will degrade as they are enlarged. Use JPEG files when web pages and email files need to be very small, the JPEG format can be useful for web pages, allowing the logos faster loading times. JPEG files may also be used in Word documents and PowerPoint presentations. JPEGs are not transparent – meaning the image cannot be placed over a coloured background. JPEG logos are not suitable for commercial printing and must not be scaled to larger sizes, scaling will result in a loss of quality.

PNG (Portable Network Graphics): is a preferred format for reproducing logos for web/on screen applications. The PNG format is preferred because it incorporates low-resolution logos that load quickly, without losing their quality. Unlike a JPEG file, PNGs can be transparent – meaning the image can be placed over a coloured background. Similar to JPEG files, PNG files are raster images, the quality will degrade as the image is enlarged.

PDF (Portable Document Format): PDF is a file format that has captured all elements of a document. The PDF files must be high-resolution and meet ISO 32000 PDF/X standards for printing.

When using or providing logo files to a third party, the table below is a helpful guideline as to which logo format to use or supply.

<i>Project type</i>	<i>Recommended format</i>			
	<i>EPS</i>	<i>PDF</i>	<i>JPEG</i>	<i>PNG</i>
<i>Banners</i>	●	●		
<i>Books</i>	●	●		
<i>Newsletters</i>	●	●		
<i>Print (digital, offset, web press)</i>	●	●		
<i>Posters</i>	●	●		
<i>Signage</i>	●	●		
<i>Stationery</i>	●	●		
<i>Television and video</i>	●		●	●
<i>Vinyl graphics</i>	●	●		
<i>Online / digital</i>	●		●	●

<i>Program type</i>	<i>Recommended format</i>			
	<i>EPS</i>	<i>PDF</i>	<i>JPEG</i>	<i>PNG</i>
<i>Desktop publishing</i>	●	●		
<i>Drawing programs</i>	●	●		
<i>Illustration programs</i>	●	●		
<i>Page layout</i>	●	●		
<i>Video editing</i>	●		●	
<i>Online / digital (PowerPoint)</i>			●	●
<i>Word processing</i>	●		●	●

- Recommended logo format
- Acceptable logo format

Identity – Misuse

The Alberta Grains logo should be presented in a consistent manner. The following are examples of improper use.

1. Do not change the logo orientation.
2. Do not present the logo in an “outline only” version.
3. Do not place the logo on a patterned or photographic background.
4. Do not place the logo on a “vibrating” colour background.
5. Do not add any visual effects to the logo.
6. Do not distort the logo in any way.
7. Do not change the logo colour.
8. Do not place the logo within a white box on a coloured background.
9. Do not reconfigure logo elements.
10. Do not crop the logo in any way.
11. Do not reverse the logo from a light coloured background

