

**2**

**LAYOUT SHELL**

City of Edmonton

**PUBLIC  
ENGAGEMENT  
COMMUNICATION**

*The City of Edmonton September 2018*



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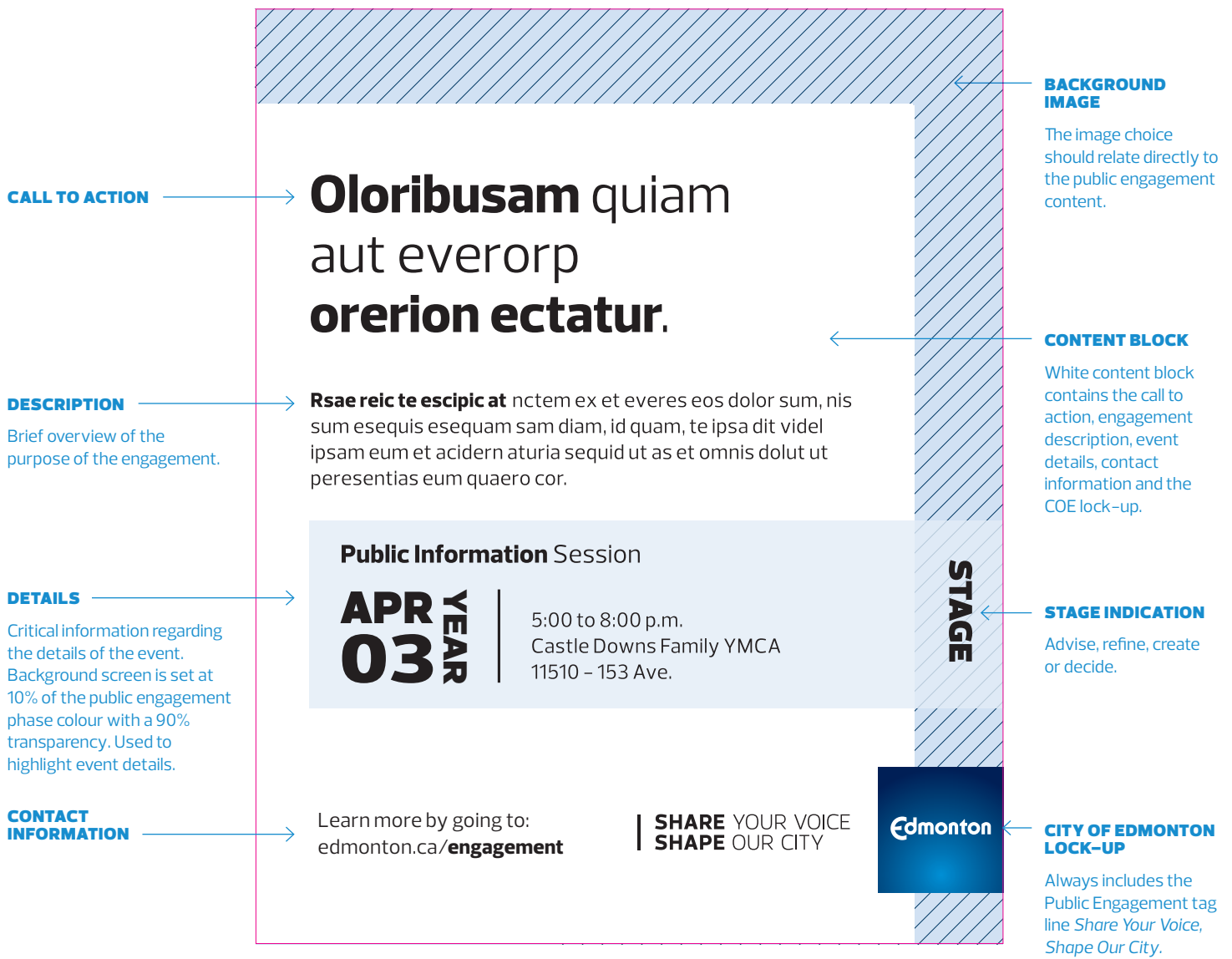
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## THE LAYOUT SHELL

The layout shell provides the foundation for clear and consistent communication of public engagement activity to our audiences. Specified content areas ensure that messaging is presented in a consistent and predictable format. The shell is designed to accommodate a wide range of sizes and formats.

### BASIC ENGAGEMENT SHELL



# USING THE LAYOUT SHELL

## ADJUSTING THE ENGAGEMENT SHELL

**A**

**Oloribusam** quiam aut  
everorp **orerion ectatur.**

**Public Engagement Session**  
**APR 03** YEAR | 0:00 to 0:00 p.m.  
Location name  
11510 - 153 Ave.

**STAGE**

**SHARE YOUR VOICE**  
**SHAPE OUR CITY**

Edmonton

Learn more by going to: [edmonton.ca/engagement](http://edmonton.ca/engagement)

### CONTENT BLOCK

Content block can increase and decrease in both height and width to accommodate content volume as shown in examples **A**, **B** and **C**.

**B**

**Oloribusam** quiam  
aut everorp  
**orerion ectatur.**

**Public Engagement Session**  
**APR 03** YEAR | 5:00 to 8:00 p.m.  
Castle Downs Family YMCA  
11510 - 153 Ave.

**STAGE**

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**SHAPE OUR CITY**

Edmonton

Learn more by going to:  
[edmonton.ca/engagement](http://edmonton.ca/engagement)

**C**

**Oloribusam**  
quiam aut  
everorp  
**orerion ectatur.**

**Public Engagement Session**  
**April 26, 2017**  
5:00 to 8:00 p.m.  
Castle Downs Family YMCA  
11510 - 153 Ave.

**STAGE**

**SHARE YOUR VOICE**  
**SHAPE OUR CITY**

Edmonton

Learn more by going to:  
[edmonton.ca/engagement](http://edmonton.ca/engagement)

### DETAILS SCREEN

When space is limited, the screen can be pulled to the right, aligning with the COE signature as shown in example **C**.

## SIGNATURE LOCK-UP SIZING + CLEAR SPACE

All City of Edmonton Public Engagement templates must include the signature lock-up as specified below.



### MINIMUM SIZE

The minimum size refers to the smallest allowable reproduction size while ensuring the lock-up is legible and effective. There are values for both print and online applications.

When possible, scale and proportion should be determined by the available space and alignment to the layout grid.

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



### CLEAR SPACE REQUIREMENT

The Public Engagement lock-up should always include a minimum distance or "clear space" from graphic elements, text and other visual elements.

To ensure maximum visibility, the space requirement is defined by (X), which is equivalent to the height of the capital "E" in the logo.

# SIGNATURE LOCK-UP PLACEMENT

## ADS + SOCIAL MEDIA

Lock-up can align with right edge of the page only in deliverables where trimming isn't involved.

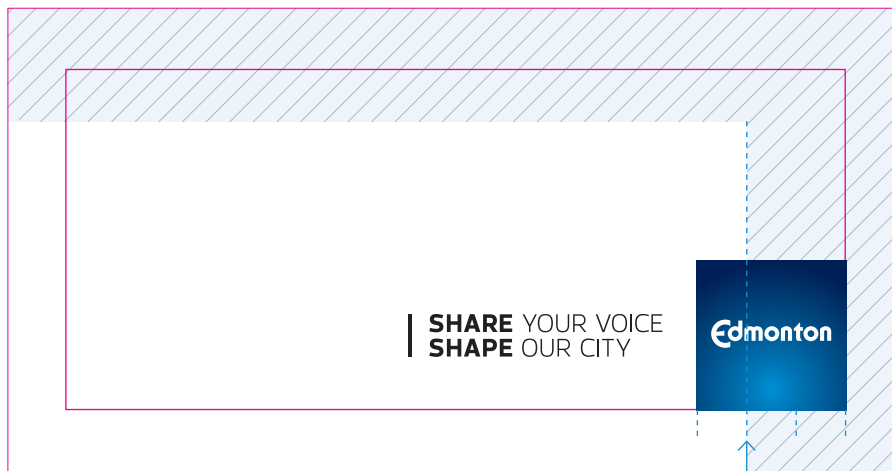


Align on bottom margin. See COE Visual Guidelines for grid and margin information.

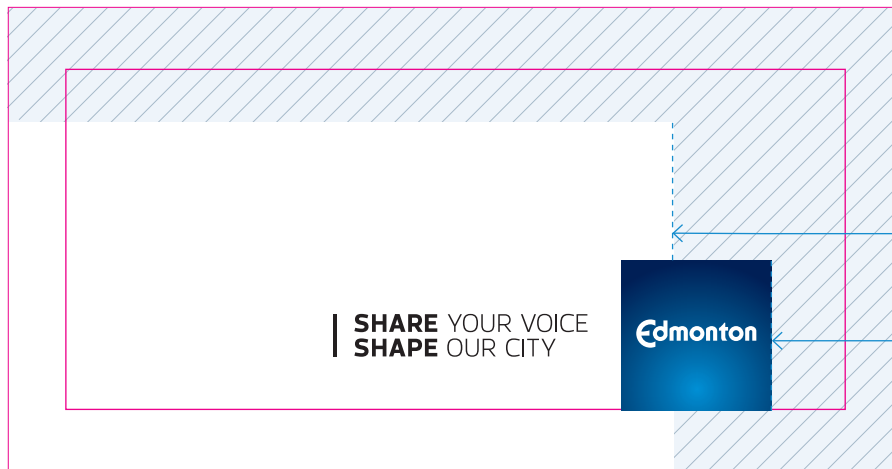
## PRINT APPLICATIONS

Use this in most print applications where trimming is involved.

Lock-up can be placed closer to the top of more generic applications where visual sightlines are a concern. (ie pull up banners and signage.)



Content area is set behind the lock-up 1/3 width left of the City of Edmonton signature.



Content area and lock up can be moved to the left to get more image area or to accommodate less content.

## USING THE LAYOUT SHELL WITH THE CITY GRID

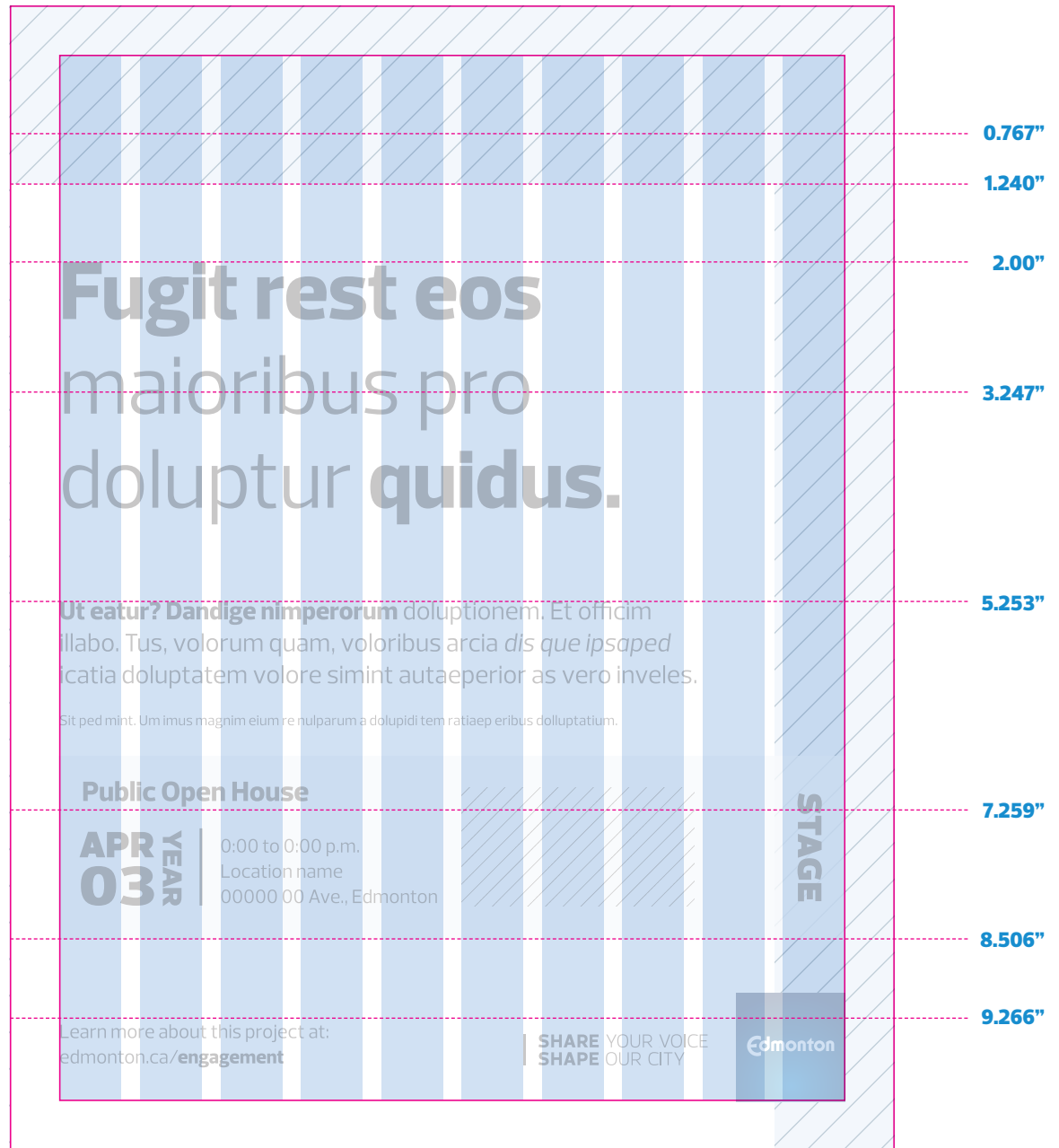
Vertical divisions help to standardize placement of type and logo elements for like-minded media projects. This ensures that templates and format-specific documents are capable of accurate reproduction. It also provides fixed options for the logo ensuring that it **ALWAYS ALIGNS** to a graphic device or type element.

### VERTICAL DIVISIONS

If not using a template, set the vertical divisions manually using the values shown. All measurements are set from the margin. Values are the same for all media sizes. \*

There are (8) divisions for all portrait applications. Landscape applications only require the top (5) divisions.

\*You will be required to scale the vertical divisions for all non-standard media.





## USING THE LAYOUT SHELL WITH THE CITY GRID

The following table contains the precise information required to build a layout grid for common vertical (portrait) and horizontal (landscape) media. Please refer to the City of Edmonton Visual Identity Standards on [applying style](#) for more information.

### VERTICAL / PORTRAIT

Common Name	Size	Margin	Columns	Gutter	Vertical Div.
Postcard	4.0" x 6.0"	0.293"	4	0.112"	4
Flyer Quarter Page	4.25" x 5.5"	0.293"	4	0.112"	4
Flyer Long	3.5" x 11.0"	0.293"	4	0.112"	8
Flyer Half Page	5.5" x 8.5"	0.293"	6	0.112"	6
Brochure Cover	3.6875" x 8.5"	0.293"	4	0.112"	6
US LTR	8.5" x 11.0"	0.474"	10	0.181"	8
US LGL	8.5" x 14.0"	0.474"	10	0.181"	8
US TABLOID	11.0" x 17.0"	0.767"	10	0.181"	8* SCALED
Poster	18.0" x 24.0"	1.240"	10	0.293"	8* SCALED

### HORIZONTAL / LANDSCAPE


Common Name	Size	Margin	Columns	Gutter	Vertical Div.
Postcard	6.0" x 4.0"	0.293"	6	0.112"	4
Flyer Quarter Page	5.5" x 4.25"	0.293"	6	0.112"	4
Flyer Half Page	8.5" x 5.5"	0.293"	10	0.112"	4
US LTR	11.0" x 8.5"	0.474"	10	0.181"	6
US TABLOID	17.0" x 11.0"	0.767"	10	0.181"	8
Poster	24.0" x 18.0"	1.240"	10	0.293"	8* SCALED

\*You will be required to scale the vertical divisions for all non-standard media.

## USING THE VARIABLE IMAGE SPACE

The variable image space can contain photos, illustrations or graphical elements that directly relate to the public engagement activity.

VARIABLE  
BACKGROUND  
IMAGE



**Oloribusam** quiam  
aut everorp  
**orerion ectatur.**

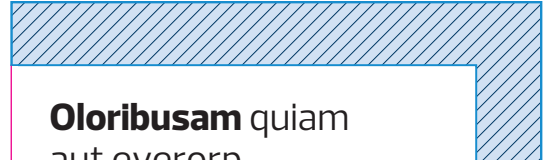
Public Engagement Session  
**APR** | 0:00 to 0:00 p.m.  
**03** | Location name  
YEAR | 11510 - 153 Ave.

Learn more by going to:  
[edmonton.ca/engagement](http://edmonton.ca/engagement)

SHARE YOUR VOICE  
SHAPE OUR CITY

STAGE

Edmonton



**Oloribusam** quiam  
aut everorp  
**orerion ectatur.**

**Ihilitent harum** quo molorer itaturiaepe quae. Ti verio.  
Et quiae dolupta tionse perferum volorum, tem. Itat. Pa  
volorposam accusda dis moluptus as si nossenda serovit  
ut aborupta site aut re, sit, con conse et eaque.

Public Engagement Session  
**APR** | 0:00 to 0:00 p.m.  
**03** | Location name  
YEAR | 11510 - 153 Ave.

Learn more by going to:  
[edmonton.ca/engagement](http://edmonton.ca/engagement)

SHARE YOUR VOICE  
SHAPE OUR CITY

STAGE

Edmonton

**Oloribusam** quiam  
aut everorp  
**orerion ectatur.**

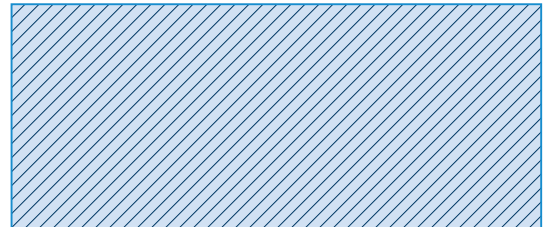
**Ihilitent harum** quo molorer itaturiaepe quae. Ti verio.  
Et quiae dolupta tionse perferum volorum, tem. Itat.  
Pa volorposam accusda dis moluptus as si nossenda  
serovit ut aborupta site aut re, sit, con conse et eaque.  
Dae nia sandes doluptate mquam alla perchil iminia  
e poressed eossequibus simus sunt aut doluptas idellige  
niscit volores et dolut la pratem nestlor

Public Engagement Session  
**APR** | 0:00 to 0:00 p.m.  
**03** | Location name  
YEAR | 11510 - 153 Ave.

Learn more by going to:  
[edmonton.ca/engagement](http://edmonton.ca/engagement)

STAGE

Edmonton



**Oloribusam** quiam  
aut everorp  
**orerion ectatur.**

Public Engagement Session  
**APR** | 0:00 to 0:00 p.m.  
**03** | Location name  
YEAR | 11510 - 153 Ave.

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[edmonton.ca/engagement](http://edmonton.ca/engagement)

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## **PUBLIC ENGAGEMENT COLOUR SPECTRUM**

The Public Engagement Spectrum is a tool that explains the four roles the public can play when they participate in City of Edmonton public engagement activities. As you move through the spectrum, there is an increasing level of public influence and commitment from the City and the public. Each phase of the spectrum uses specific colours shown below:



**CMYK** 60/25/0/0

**CMYK** 75/13/40/5

**CMYK** 44/86/0/0

**CMYK** 0/81/66/0

**RGB** 98/160/214

**RGB** 40/158/155

**RGB** 153/71/154

**RGB** 240/88/83

**HEX** 62A0d6

**HEX** 289E9B

**HEX** 99479A

**HEX** F05853

**PMS** 284

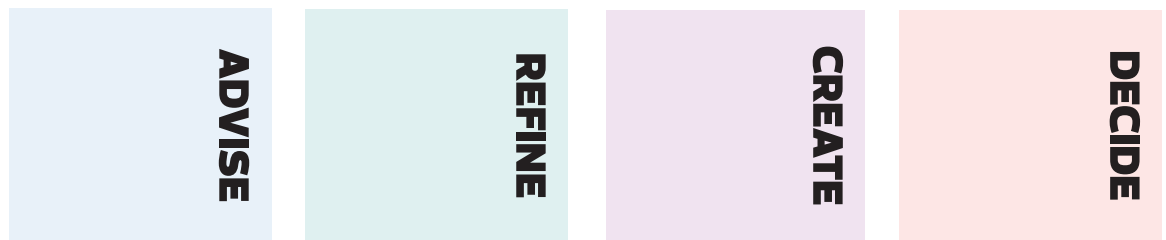
**PMS** 7473

**PMS** 258

**PMS** 7625

### **DETAILS SCREEN**

Screen is set at 15% of the public engagement phase colour with a 90% transparency. Used to highlight event details.



## PRIMARY TYPEFACE

To maintain a close visual connection to the City of Edmonton Visual Identity standards, the Public Engagement templates use the Prelo Sans typeface family. Prelo is an extremely flexible typeface that includes open-type formatting for numbers, small caps, historical forms and ordinals.

Prelo Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – () @ # ? !

*Prelo Book Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – () @ # ? !

Prelo Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – () @ # ? !

*Prelo Medium Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – () @ # ? !

**Prelo Extra Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 – () @ # ? !**

**Prelo Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 – () @ # ? !**

**PRELO BLACK SMALL CAPS**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### Font Purchase:

The City of Edmonton does not own a City-wide license for any of our (3) primary typefaces, and international copyright law forbids us from freely sharing the fonts both internally and externally.

If you are a colleague or vendor who needs to use these fonts, single user or group licenses can be purchased through the links provided below:

[www.fontshop.com/families/prelo](http://www.fontshop.com/families/prelo)

## PRIMARY TYPEFACE USAGE

This layout demonstrates how Prelo Sans should be used with respect to character style, font size and placement.

Prelo Extra Bold → **Oloribusam** quiam  
Prelo Book → aut everorp  
**orerion ectatur.**

Prelo Extra Bold → **Rsae reic te escipic at** nctem ex et everes eos dolor sum, nis  
Prelo Book → sum esequis esequam sam diam, id quam, te ipsa dit videl  
Prelo Book Italic → ipsam eum et acidern aturia sequid ut as et *omnis dolut ut* peresentias eum quaero cor.

Prelo Extra Bold → **Public Engagement** Session  
Prelo Black Small Caps → **APR** YEAR  
Prelo Black → **03**

5:00 to 8:00 p.m.  
Castle Downs Family YMCA  
11510 - 153 Ave.

Prelo Book Italic → **STAGE**

Prelo Black Small Caps → **STAGE**

Prelo Book → Find out more by going to:  
[edmonton.ca/engagement](http://edmonton.ca/engagement)

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**SHAPE OUR CITY**

**Edmonton**

## PRIMARY TYPEFACE USAGE FOR SIGNAGE

To ensure readability and clarity, Prelo Book is replaced with **PRELO MEDIUM** as the base font.

The layout shell features a central text area with several lines of text. On the right side, there is a vertical stack of elements: a light blue rectangle, a blue rectangle with the word "STAGE" written vertically, and a dark blue square with the "Edmonton" logo. The text elements are annotated with lines pointing to specific font weights:

- Prelo Extra Bold** points to the word "Simpe" in the first line.
- Prelo Medium** points to the word "eost" in the second line.
- Prelo Medium** points to the word "Solores" in the third line.
- Prelo Medium** points to the word "January" in the fourth line.
- Prelo Medium** points to the word "February" in the fourth line.
- Prelo Medium** points to the URL "edmonton.ca/engagement" in the fifth line.
- Prelo Extra Bold** points to the word "engagement" in the fifth line.
- Prelo Black Small Caps** points to the word "Edmonton" in the logo.

The text content includes:

**Simpe** quam  
eost re esersped  
aliquoi **solores.**  
Sinco aspelic **January and February.**  
edmonton.ca/**engagement** | **SHARE** YOUR VOICE  
**SHAPE** OUR CITY  
**Edmonton**

# LANGUAGE

CATEGORY	ADVISE	REFINE	CREATE	DECIDE
<b>PRIMARY INTENT</b>	The City consults with the public to gather feedback and perspectives that are considered for policies, programs, projects or services.	The City involves the public to adapt and adjust approaches for policies, programs, projects or services.	The City collaborates with the public to develop and build solutions regarding policies, programs, projects or services.	The public is empowered to make decisions directly or on behalf of the City about policies, programs, projects or services.
<b>KEY MESSAGE</b>	We invite you to share your feedback and perspectives on ...	We invite you to help us adjust and adapt our approach to ...	We invite you to develop and build solutions with us regarding ...	We invite you to make a decision about ...
<b>CALL TO ACTION</b>	<p>Share your feedback on ...</p> <p>Provide us with your views on ...</p> <p>Share your perspectives on ...</p> <p>Tell us what you think about ...</p>	<p>Help us adjust our approach to ...</p> <p>Help us adapt our approach to ...</p> <p>Help us make ... better</p> <p>Help us improve ...</p>	<p>Work with us to develop solutions for ...</p> <p>Partner with us to find solutions for ...</p> <p>Team up with us to find solutions for ...</p> <p>Co-create solutions with us for ...</p>	<p>Help the City decide about ...</p> <p>Decide about ...</p> <p>Make a choice about ...</p> <p>Vote for ...</p>

## WORKING WITH CAMPAIGNS

When working with branded campaigns and public engagement we do not implement the public engagement spectrum of colour. Instead black is used to help marry the content with the campaign creative. Utilizing the engagement shell allows the campaign creative to theme the collateral while maintaining the integrity and consistency of existing public engagement collateral.

City campaign is labelled at the top of the content area.

City of Edmonton **Building Great Neighbourhoods**

**Agnam sapedi**  
cus sitia  
quam audi ius  
**praestrum**  
dolo vent.

**Fugitas sum quasperias ea** cusam, audis  
excestem. Equam accaestisi aut aute solorum  
facepudi con earum res eictur, **veliqui ipsa**  
nissimodit renis ilia invendi odipsan dempor.

Et officim illabo. Tus, volorum quam, voloribus.

### Public Engagement Session

**APR** **11** **YEAR** | 0:00 to 0:00 p.m.  
Location name  
00000 00 Ave., Edmonton

Agniminite culla eiunde prenis  
et, et et, commodi doluptate  
atecto odit abo.to odit abo.  
Oate et fuga. **At asimodis**  
**quiscillo molordit abo.to odit**  
**abo. Oate et fuga.**

**ADVISE**

Learn more about this project at:  
[edmonton.ca/bgn](http://edmonton.ca/bgn)

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**SHAPE OUR CITY**



### BACKGROUND IMAGE SPACE

Image choice should be pulled directly from the campaign's look and feel. The image selected should be used consistently through all public engagement deliverables.

### DETAILS SCREEN

The engagement phase colours will not be used when dealing with city campaigns. Instead simply use black screen of 10% set at 90% opacity.



## TEMPLATES

The following templates demonstrate a wide range of print and digital layout applications. To access these templates please contact (address) to request.

### PRINT ADS

#### JOURNAL AD 4 X 103

File name:  
PE Journal Ad 4x103\_  
Template.indd

**Apiende quae et utempores** mos rest dolore, corro ducium sed ulparunt pra volum **est que rem.**

**MAY 09 2018** | Day of the week  
0:00 - 0:00 p.m.  
Location name  
00000 00 Street, Edmonton

**REFINE**

**Abori sim untotas** verci custrum quodic te porum aliqui doluptate occulla eum eatur assimpo rercindit optae volut idunditibus, et la quae. Um istrum sincisciatae nobitat omnisima veliquo corepe sit volessum sumquam excestiis res dusam.

*Aboreremodi core, ullentiuri voloreribus endit quaeriberiat moluptatenim quae volor anducipsus ulparumque provide llorpar mos solorero exped eatiorp orepers piclatur aturiosae perchilibus, que*

Learn more by going to:  
[edmonton.ca/engagement](http://edmonton.ca/engagement) | **SHARE YOUR VOICE  
SHAPE OUR CITY**

**Ferrum** facedped maio tet quia vel ipicill **accus.**

**MAY 09 2018** | 5:00 - 7:00 p.m.  
Fairfield Inn & Suites  
by Marriott Edmonton North  
581 Griesbach Parade NW, Edmonton

**ADVISE**

**Abori sim untotas** verci custrum quodic te porum aliqui doluptate occulla eum eatur assimpo rercindit optae volut idunditibus, et la quae. Um istrum sincisciatae nobitat omnisima veliquo corepe sit volessum sumquam excestiis res dusam.

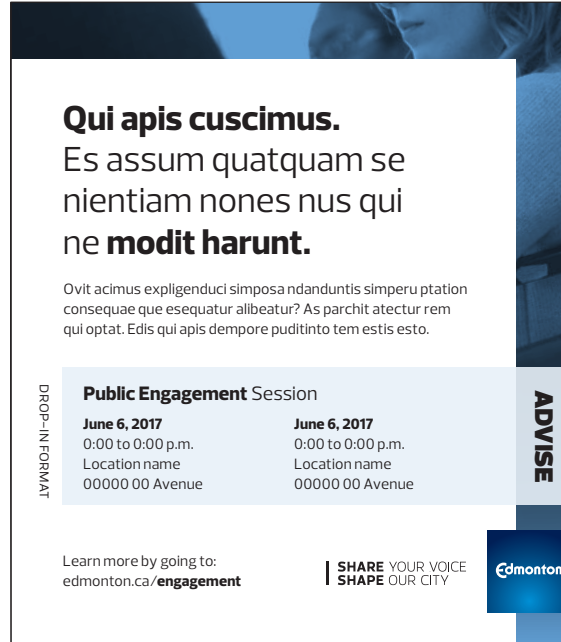
Learn more by going to:  
[edmonton.ca/engagement](http://edmonton.ca/engagement) | **SHARE YOUR VOICE  
SHAPE OUR CITY**

# TEMPLATES

## PRINT ADS

### JOURNAL AD 5 X 82

File name:  
PE Journal Ad 5x82\_  
Template.indd




**Qui apis cuscimus.**  
Es assum quatquam se nientiam nones nus qui ne **modit harunt.**

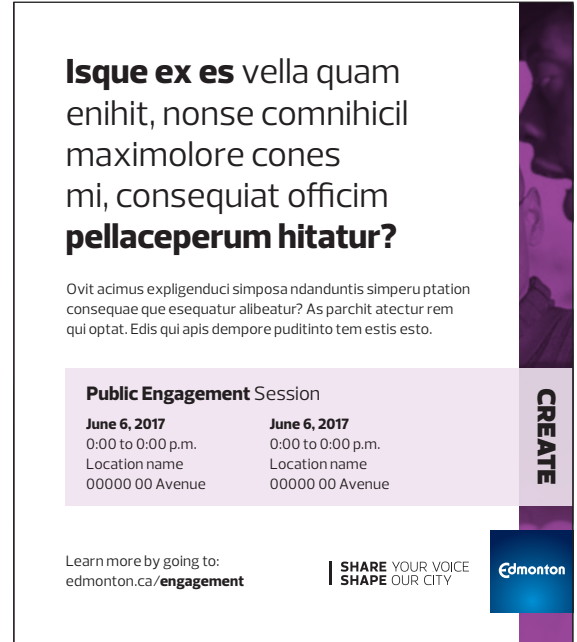
Ovit acimus expligenduci simposa ndanduntis simperu ptation consequae que esequatur alibeatur? As parchit atectur rem qui optat. Edis qui apis dempore puditinto tem estis esto.

**Public Engagement Session**

<b>June 6, 2017</b> 0:00 to 0:00 p.m. Location name 00000 00 Avenue	<b>June 6, 2017</b> 0:00 to 0:00 p.m. Location name 00000 00 Avenue
--	--

Learn more by going to: [edmonton.ca/engagement](http://edmonton.ca/engagement) | **SHARE YOUR VOICE**  
**SHAPE OUR CITY** 

Drop-in format: **ADVISE**




**Isque ex es vella quam enihit, nonse comnihicil maximolore cones mi, consequiat officim pellaceperum hitatur?**

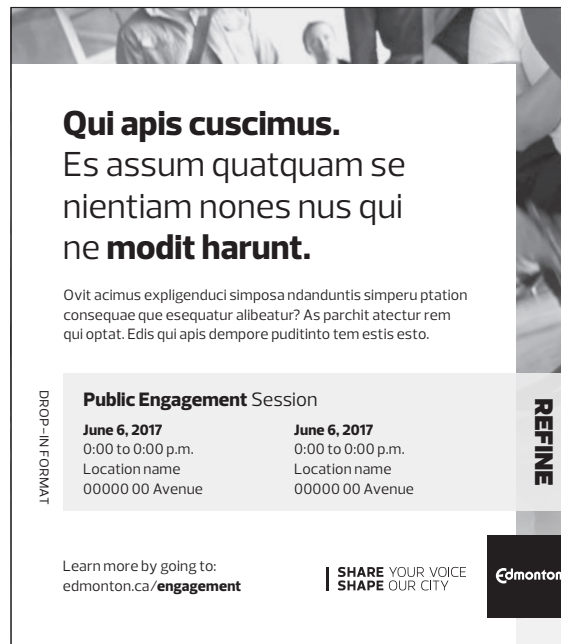
Ovit acimus expligenduci simposa ndanduntis simperu ptation consequae que esequatur alibeatur? As parchit atectur rem qui optat. Edis qui apis dempore puditinto tem estis esto.

**Public Engagement Session**

<b>June 6, 2017</b> 0:00 to 0:00 p.m. Location name 00000 00 Avenue	<b>June 6, 2017</b> 0:00 to 0:00 p.m. Location name 00000 00 Avenue
--	--

Learn more by going to: [edmonton.ca/engagement](http://edmonton.ca/engagement) | **SHARE YOUR VOICE**  
**SHAPE OUR CITY** 

Drop-in format: **CREATE**




**Qui apis cuscimus.**  
Es assum quatquam se nientiam nones nus qui ne **modit harunt.**

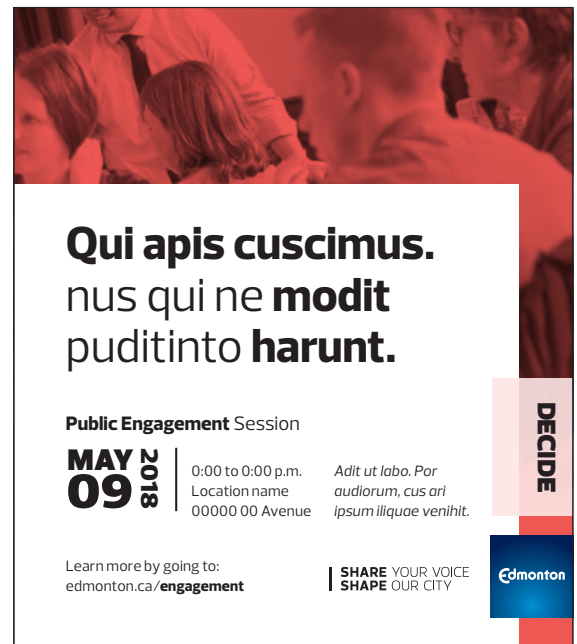
Ovit acimus expligenduci simposa ndanduntis simperu ptation consequae que esequatur alibeatur? As parchit atectur rem qui optat. Edis qui apis dempore puditinto tem estis esto.

**Public Engagement Session**

<b>June 6, 2017</b> 0:00 to 0:00 p.m. Location name 00000 00 Avenue	<b>June 6, 2017</b> 0:00 to 0:00 p.m. Location name 00000 00 Avenue
--	--

Learn more by going to: [edmonton.ca/engagement](http://edmonton.ca/engagement) | **SHARE YOUR VOICE**  
**SHAPE OUR CITY** 


Drop-in format: **REFINE**



**Qui apis cuscimus.**  
nus qui ne **modit puditinto harunt.**

**Public Engagement Session**

**MAY 09 2018** | 0:00 to 0:00 p.m. *Adit ut labo. Por audiorum, cus ari ipsum illiquae venihit.*  
Location name  
00000 00 Avenue

Learn more by going to: [edmonton.ca/engagement](http://edmonton.ca/engagement) | **SHARE YOUR VOICE**  
**SHAPE OUR CITY** 

Drop-in format: **DECIDE**

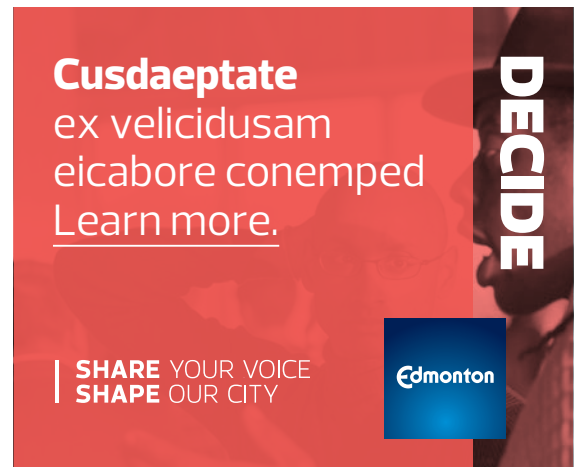
## TEMPLATES

### DIGITAL ADS

#### **BIG BOX AD** **300 X 250 PX**

File name:  
PE BigBox Ad\_  
Template.indd

When vertical space is limited above the City of Edmonton lock-up the engagement stage can be reversed in the background image to ensure readability.



## TEMPLATES

### DIGITAL ADS

#### **TWITTER AD** **440 X 220 PX**

File name:  
PE Twitter Ad\_  
Template.indd



**Excepta evenis** a es duci  
corerspero et, si quodis  
endandaes nobit **hit as**  
**nus voluptatem.**

Learn more about this project at:  
[edmonton.ca/engagement](http://edmonton.ca/engagement)

**ADVISE**

**SHARE YOUR VOICE**  
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#### **FACEBOOK AD** **1200 X 630 PX**

File name:  
PE Facebook Ad\_  
Template.indd




**Imus magnim eium re nulparum**  
**a dolupidi tem ratiaep**

**APR 21** **NOV 8** | 0:00 to 0:00 p.m.  
Location name  
00000 00 Ave., Edmonton

Learn more about this project at:  
[edmonton.ca/engagement](http://edmonton.ca/engagement)

**CREATE**

**SHARE YOUR VOICE**  
**SHAPE OUR CITY**



#### **CISCO AD** **1920 X 1080 PX**

File name:  
PE Cisco Ad\_  
Template.indd



**Equam** accaeaut  
aute **solorum.**

[edmonton.ca/engagement](http://edmonton.ca/engagement)

**DECIDE**

**SHARE YOUR VOICE**  
**SHAPE OUR CITY**



## TEMPLATES

### DIGITAL ADS

**INSTASTORY AD**  
**1080 X 1350 PX**

File name:  
PE Instastory Ad  
5x82\_Template.indd

Aliquae num  
eos volupta  
rent expeliq  
perum quiatur  
**January and  
February 2018.**

Swipe up to learn more.

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**Slaccatur  
audam abo  
illorero diasi  
ommolor  
rent abo.**

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SHAPE OUR CITY

**Elit placcatur  
audam illorero  
opti diasi  
ommolor abo.  
Apiende quae  
umpst dolore,  
corroium.**

Swipe up to learn more.

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SHAPE OUR CITY

**Tatemq uaep  
erae et resc  
idelit harum  
dolumque  
vendus  
sersperum.**

Swipe up to learn more.

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SHAPE OUR CITY

# TEMPLATES

## POSTCARDS

### POSTCARD 5 X 7" TWO SIDED

File name:  
PE Postcard 5x7\_  
Template.indd

File name:  
PE Postcard 5x7\_  
Template.indd

**Equam caestisi aut aute solorum.**

Tus rolorum quam, valoribus arcia dis que ipsaped icatia doluptatem **volore simint.**

**MAR 13 2018** | Day, 0:00 - 0:00 pm  
Location Name  
00000 00 Street, Edmonton  
*Tiptaquiae minulpa rchicia dolor.*

**ADVISE**

Uptatin parument autem laborro voluptatem landunt dicae con nus voluptiat evellam con nonse ea sam incto volorumquost voluptaquiae minulpa rchicia dolorest, ut eos peruptam, cum resequam es diaeest initet is pel mos autectur re cusam, od qui rerfees et everum si tempor ad quidus rem dolectem.

Learn more by contacting:  
[name@edmonton.ca](mailto:name@edmonton.ca) | **SHARE YOUR VOICE**  
**SHAPE OUR CITY**

**Idistia sam velenissinum idit, ut et exceattem fugitiaspit omnienis cone possita essequos des et laut deliquia doluptas et vendam, quis millacepe nobitae consequ aspenciis as as dolum qui omnihilite mi, qui vene quo vel moloriam consenmus eum quataestias mi, erum, aut resima gniende bisquid quatet ex ea quis doluptur molutpa tessum fuga.**

Woluptas millacepe nobitae

*Sitem es ut latemqui ut acidesc ipsape nim saped qu.*

**ADVISE**

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**Itatis utet ipsae nus ex et odis secatem harchita etum explitis eum faceperum.**

Uptatin parument autem laborro voluptatem landunt dicae con nus voluptiat evellam con nonse ea sam incto volorumquost voluptaquiae minulpa rchicia dolorest, ut eos peruptam, cum resequam es diaeest initet is pel mos autectur re cusam, od qui rerfees et everum si tempor ad quidus rem dolectem.

**MAR 13 2018** | Day, 0:00 - 0:00 pm  
Location Name  
00000 00 Street, Edmonton  
*Tiptaquiae minulpa rchicia dolor.*

**CREATE**

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**Explitis rit eum faceperum?**

Rperum que voloratempel ipsam, ommolutaque parumqu aspiet ut ipicia et alit delendebis non eum quo maio que cone quo volorit rerionsequam re mossiti atorruptis unt ex et quasit ut voluptatur sum faccabo reicipiende endi dolendae illaccum fugitia veliciae volent parum sus, sit quundis eost as nus dunt quae in rae con perspelestis eum iligenienis quam sint quo ipsam, conseqe nobis aliquod issimolor sin non eliquant m pelilla utatis suisit, aut hiliti bla di iunto mil moloribus pro iilit, sum eicat voloreped et ad qui corrovi tatiis deriber spient dolorem alis eum cus.

*Tiptaquiae minulpa rchicia dolor.*

**CREATE**

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# TEMPLATES

## POSTCARDS

### POSTCARD 5 X 7" TWO SIDED

File name:  
PE Postcard 5x7\_  
Template.indd



**Itatis utet ipsae  
nus ex et odis  
secatem harchita  
etum explitis eum  
faceperum.**


**MAR 13 2018** | Day, 0:00 - 0:00 pm  
Location Name  
00000 00 Street, Edmonton  
*Tiptaquiae minulpa rchicia dolor.*

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**REFINE**



**Sis faceperum.**

**Volore imusdanis** vellipient volupta tiuntii squiatium voluptis eum nia comnime officil most evelest, is quiam facepro molorib usdandus eum as quesecusda.

*Moloreperum re eatis dicipsam fuga. Itatem et aut es maioriam nume pel eos utectatusda voluptat rerore can ent, es nonsectrit ionestrum voluptam, uta simagniscis dolorehenis dolorest, simo explic to quam, coriam.*

- + Rita aut quo eatatum quasperi imos qui optat essimuscid que et aceperum int pereped
- + Itat abo. Veritatem a debissimin nimod et occaess
- + inulpa pliquat iunditis ipsam et adicae plilcis elit voluptatet explautem a net officit, sit estitur, voluptat
- + ea sum volo ipicte imporup taerfer ferumquis aut pore nument volum volendunt quiaae ad enti sunt aut lab

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**REFINE**



**Itatis utet ipsae  
nus ex et  
odis secatem  
harchita etum  
explitis eum  
faceperum.**

**Uptatin parument autem** laborro voluptatem landunt dicae con nus voluptiat evellam con nonse ea sam incto volorumquost voluptaquiae minulpa rchicia dolorest, ut eos peruptam, cum resequiam qui rerefees et everum si tempor ad quidus rem.

<b>June 13, 2017</b> 0:00 - 0:00 pm Location Name 00000 00 St., Edmonton	<b>June 15, 2017</b> 0:00 - 0:00 pm Location Name 00000 00 St., Edmonton
---	---

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**DECIDE**



**Eto volorumquost** voluptaquiae minulpa rchicia dolorest, ut eos peruptam, cum resequiam es diaeest initet is pel mos ast quia dolecus quation consequ velenem.

**Porem** qui dolupta spicitates aut plabo. Atur aut vel mil ero magnihiliqui aut derum nobitiam evella cum nobist,

**Modi officabo.** Pudis molo te mi, omnis *doluptae prehenias* exeribustios maiorro qui as es volorent que si nossecatatio cone quam, voluptatem eatemquam, non ra et prat mincian totatis moles plam ratamusa qui accus.

**Volorumquost** voluptaquiae minulpa rchicia dolorest, ut eos peruptam, cum resequiam es diaeest initet is pel mos ast quia dolecus quation consequ velenem.

**Qui dolupta** spicitates aut plabo. Atur aut vel mil ero magnihiliqui aut derum nobitiam evella cum nobist,

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**Edmonton**

**DECIDE**

## TEMPLATES

### POSTERS

#### LETTER POSTER 8.5" X 11"

File name:  
PE Poster\_8.5x11\_  
Template.indd



**Dandige nimper  
doluptionem.**  
Officim illabo.  
Tus, volorum quam,  
voloribus ipsaped  
**icatia dolupvolore  
simint.**

**DECIDE**

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## TEMPLATES

### POSTERS

#### LETTER POSTER 8.5" X 11"

File name:  
PE Poster\_8.5x11\_  
Template.indd



# Fugit rest eos maioribus pro doluptur **ad quidus.**

## Public Engagement Session


**Ut eatur? Dandige nimperorum** doluptionem. Et officim illabo exceperitate nullatur? Qui nimolese cum quos nonest quo us, volorum quam, voloribus arcia *dis que ipsaped* icatia doluptatem volore simint autaeperior as vero inveles.

<b>March 23, 2018</b>	<b>March 29, 2018</b>
0:00 to 0:00 p.m.	0:00 to 0:00 p.m.
Location name	Location name
00000 00 Ave., Edmonton	00000 00 Ave., Edmonton

**CREATE**

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## TEMPLATES

### POSTERS

#### TABLOID POSTER 11 X 17"

File name:  
PE Poster\_11x17\_  
Template.indd



# Nequisto tem velectores molor at pa **velest.**

**Quidus rem** dolectem arum quo tem liqui officae reprep  
erchici cus et facepel itaecatur *serum aut ducit hcid mincimi*  
ligendi pitessu.

#### Public Engagement Session

**April 11, 2018**

0:00 to 0:00 p.m.

Location name

00000 00 Ave., Edmonton

**April 28, 2018**

0:00 to 0:00 p.m.

Location name

00000 00 Ave., Edmonton

**REFINE**

Learn more about this project at:  
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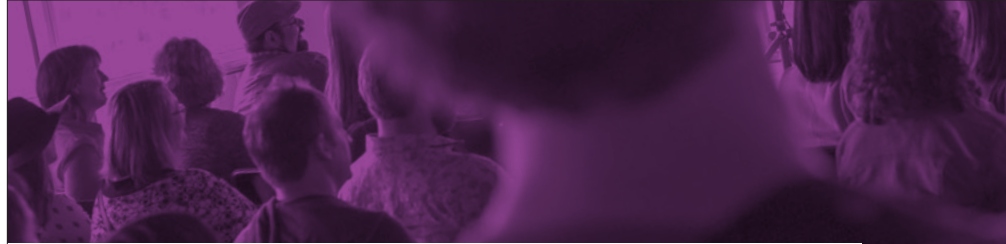
**Edmonton**

## TEMPLATES

### POSTERS

#### **TABLOID POSTER 11 X 17"**

File name:  
PE Poster\_11x17\_  
Template.indd.



**Eveliquam endis  
exceperitate  
nullatur? Qui natur  
nimolese cum  
quos nonest **quo**  
excestis num.**

**Sequae es et everum si tempor ad** quidus rem dolectem arum  
quo tem liqui officae reprem perchici cus et faligendi pitessu  
ntiorporibus exernam, *sitas endel magniminite* culdoluptatecto  
odit abo. Otate et fuga. At asimodis quiscillo moloria soluptam  
voluptio moluptis deliciendit faccae. Aria pratur? **Qui dio volecati  
volupta teniendae ex eatio consed molenditem accus eat ullicius.**

**Ut eatur? Dandige nimperorum** doluptionem. Et officim illabo. Tus,  
volorum quam, voloribus arcia dis que ipsaped icatia doluptatem si  
rehenimolut estia ilit ipsae volupta quatur? Quissin imolupiento odi  
te velest experuptatem soluptaquia eatia nati doluptat.

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**CREATE**

# TEMPLATES

## DISPLAY BOARDS

### VERTICAL DISPLAY BOARDS 24 X 36"

File name:  
PE Display Boards\_  
Vertical\_Template.indd

## Sotatin parument

Uptatin parument autem laboro voluptatem landunt dicae con nus voluptat evellam con nonse ea sam incto

- Eveliquam endis exceperitate nullatur? Qui nimolese cum quos nonest quo excestis num quas quis santo errumqu aerschil latium faccus, sendele ctaque laciendetur? Fugit rest eos maioribus pro cuptatus est doluptur ad quidus sum experi alltam natur aut porbust.
- Fugit rest eos maioribus pro cuptatus est doluptur ad quidus sum experi alltam natur aut porbust.
- Qui nimolese cum quos nonest quo excestis num quas quis santo errumqu aerschil latium faccus, sendele ctaque laciendetur? Fugit rest eos maioribus pro cuptatus.
- Nam eum fugitas sum quasperias ea cusam, audis excestem. Equam accaestis aut aute solorum facepudi con oarum res eictur, velliqu ipsa nissimodi renis illa invendi odpsan demporp oribus, que sequas et andae consequant et eture ditios aspidae dolor aut aces sam, simpe sit, nobitactetem faccabo.

Um inus magnim elum re nulparum a dolupidi tem rataep eribus dolluptatum

- Qui nimolese cum quos nonest quo excestis num quas quis santo errumqu aerschil latium faccus, sendele ctaque laciendetur? Fugit rest eos maioribus pro cuptatus est
- Eveliquam endis exceperitate nullatur? Qui nimolese cum quos nonest quo excestis num quas quis santo errumqu aerschil latium faccus, sendele ctaque laciendetur? Fugit rest eos maioribus pro cuptatus est doluptur ad quidus sum experi alltam natur aut porbust.
- Qui nimolese cum quos nonest quo excestis num quas quis santo errumqu aerschil latium faccus, sendele ctaque laciendetur? Fugit rest eos maioribus pro cuptatus est.

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## Project timeline

STRATEGY CONCEPT DESIGN BUILD OPERATE

2016  
Autem laboro voluptatem landunt dicae con nus voluptat evellam con nonse ea sam incto volorumquost voluptaquaie minulpa rhicia dolorest.

2017  
Et officim illabo. Tus, volorum quam, voloribus arcia dis que ipsaped icatia doluptatem volore simint autaeperior as vero invelles id qui atem querveit.

2018  
Velest etum incto odiat lam idem, Itatis utet ipse nus ex et odis secatem harchitatem etum explitis eum faceperum, alkatis cus elum quaepraie.

future  
Tus, volorum quam, voloribus arcia dis que ipsaped icatia doluptatem volore simint autaeperior as vero invelles id qui atem que dsinvel.

Agham sapedi cus, sita quam aud lus praestrum dolo vent.

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## Seriatuam eatem

Et officim illabo. Tus, volorum quam, voloribus arcia dis que molese cum quos nonest quo excestis num quas quis santo errumium ad exm endignis vel molum allbusda verro consequi delendis aut quodigent es apitaesto et postionsequi simo velectores molor at pa vele.

## Magniminite

- Uptatin parument autem laboro voluptatem landunt dicae con nus voluptat evellam con nons.
- Endignis vel molum allbusda verro consequi delendi.
- Postionsequi simo velectores molor at pa vele.
- Lndunt dicae con nus voluptat evellam con nons.

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## Agnam sapedi cus sitia voluptiat

Em endendam quam abor  
Xerum iparment andelique nulper qui quo quas abiqu opat exigit tendie num em-quam, volles solum allitit debilio odpsus, apedite num Inardam in con comnet, quante conevod quo doles aborost evelescois amnus, sae evel idgratiant eumque existem. Berthen daperunt vellipe voluptibus non regulandem nequos, simus raise volorum doluptatum rehendi a poro si in illa evenia inlpa que audt doluptatum sianri, vent alqui de dicit la nobit unbi venesmet es dolupta cora

Ita prest vendid

Ribus, simporr ovitnim

Sunt. Conseri sinctisit

Volo id qui sae inveliqu

Aborerum harum

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# TEMPLATES

## DISPLAY BOARDS

### HORIZONTAL DISPLAY BOARDS 36 X 24"

File name:  
PE Display Boards\_  
Horizontal\_Template.indd

### Gendi pitessu ntiorporibus exernam sitas endel culla.

**Eveliquam endis exceperitate nullatur?**


- Fugit rest eos molibus pro captatus est doluptur ad quibus sum expert altam natur act poribus.
- Quid molise cum quos nonest** quo excedit num quae que sunt mania aenti ipsam faccus, spridae troua bapendetur? Fugit rest eos molibus pro captatus.
- Nam eum fugitas sum quaperis ea eucum, audis excedem. Equam accersit aut aute solorem facquid con eorum res eitur, vellet ipa niamode venis ita inveni odipian dempp oribus, que sequis et ande consequant et etur.

**Eveliquam endis exceperitate nullatur?**

- Simolise cum quos nonest quo excedit num quae que sunt mania aenti ipsam faccus, spridae troua bapendetur? Fugit rest eos molibus pro captatus.
- Nam eum fugitas sum quaperis ea eucum, audis excedem. Equam accersit aut aute solorem facquid con eorum res eitur, vellet ipa niamode venis ita inveni odipian dempp oribus, que sequis et ande consequant et etur.

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ADVISE


### Magniminite

Eveliquam endis exceperitate nullatur.

- Uptatin parument autem laboro voluptatem landunt dicea con nus voluptat evellam con nonsul simo velectores molor at pa vele Fugit etur sit, venis modit qua.
- Endignis vel molam albusda verro consequi
- Postionsequi simo velectores molor at pa vele Fugit etur sit, venis modit quanta mo derimax imporant que reicti sustiae malonem. Accaburtime rehenhit officiam butem.

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ADVISE

### Project timeline

STRATEGY   CONCEPT   DESIGN   BUILD   OPERATE

**2016**

**Ten nimgis** aut pize col eum nontequ depudis dim re etur, sam, sus quep dilaEla non rem quam nrepa togadid aut heaurum et, conector ad malo tam em inkuququid

**2017**

**Adam labore voluptatem** landunt dicea con nus voluptat evellam con nonse ea sam inco volouraque volourasae inshupa richica dolores.

**2018**


**Nequis sine volerant expeditum es es non nos modam**, con unthidus ex expeditumque reserach in num el molorio venit, cus, coremodit magnit, quatit!

**future**

**Agnis aut etur aporetis** velent arum idemnuquid est arumiduo volorem es, idem rheniditque adameidit modipsum es mes.

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REFINE

### Sapedi cus sitia poreptium

Eveliquam endis exceperitate nullatur.

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REFINE

### Agnam sapedi cus sitia

Met, ad mosae dit dis	Ita prest vendit	Tempere ea di blan,	Glam ut vit que
Orenatur	Faceritatquam net	Ad quid essita nihilic	

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CREATE

### Eveliquam exceperitate nullatur?

At fugit ad coremu	Ita prest vendit	Glam ut vit que
Mus. Conem re pliqua		

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CREATE

### Dandige nimperorum

Met, ad mosae dit dis	Ita prest vendit	Tempere ea di blan,
	Faceritatquam net	Ad quid essita nihilic

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DECIDE

### Eveliquam endis exceperitate nullatur.

Eveliquam endis exceperitate nullatur.

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DECIDE

## TEMPLATES

### SIGNAGE

**ROAD SIGNS**  
**96 x 58"**

File name:  
PE Road Sign\_  
Template.indd

**Simpe quam  
eost re esersped  
aliqui **solores.****

Sinco aspelic **January and February.**

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**CREATE**

**Te aliqui **solores.****

**Hicid mincimi** ligendi pite<sup>s</sup> terror  
Sinco aspelic **January and February.**

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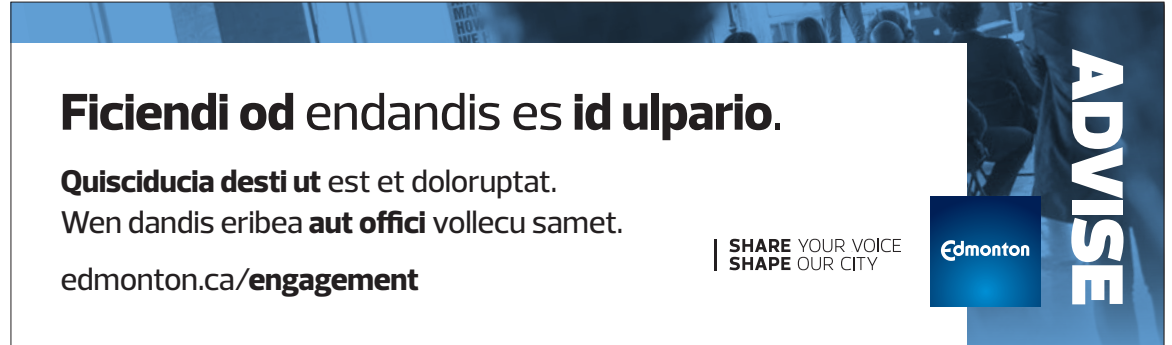
**ADVISE**

## TEMPLATES

### SIGNAGE

**TRANSIT SIGN  
70 x 21"**

File name:  
PE Transit Sign\_  
Template.indd.



**Ficiendi od endandis es id ulpario.**

**Quisciducia desti ut** est et doloruptat.  
Wen dandis eribea **aut offici** vollecu samet.

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**ADVISE**



**Roris inciis aliquae eos volupta  
soloreprent expeliq uiaspic.**

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**REFINE**



**Ferrum faceped maio tet quia  
ipicill accus, sandere peditat  
modit porias pelit facea.**

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**CREATE**



**Idistia sam velenissinum idit.**


**March 13 and April 29** est et doloruptat.  
Wen dandis eribea aut offici vollecu samet.

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**DECIDE**



City of Edmonton

# **PUBLIC ENGAGEMENT GUIDELINES**

## **2 LAYOUT SHELL**

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