Edmonton

1

FOUNDATIONAL ELEMENTS

City of Edmonton

VISUAL IDENTITY STANDARDS

Designer's Edition 3.3 Effective April, 2016 © The City of Edmonton

MOVING FORWARD

As of June 2015, the new logo library replaced all previous logos. Please ensure previous versions are deleted from your system.

Please note that the colours shown in this document are not visually accurate for colour matching. Always match colours to the latest edition of the PANTONE® Colour Formula Guide.

For additional information and inquiries, please contact 311 or visit edmonton.ca/visualidentity to learn about the latest updates on City's visual identity standards.

* PANTONE® and other Pantone trademarks are the property of Pantone LLC.

CONTENTS

USING THESE STANDARDS

The quality of our connection to Edmontonians is a reflection of the quality of our reputation and brand. The consistent use of our identity standards, both internally and externally, reinforces that connection. Adhering to these standards not only strengthens our communication, it creates better channels to our audiences and increases the equity of our City brand.

The City of Edmonton *Visual Identity Standards* series of guide books establishes the rules for the use of the official Edmonton logo, crest and visual identity system.

This guide book defines the elements of the visual identity system and provides information to ensure that the logo and identity are used consistently and uniformly. *It is the first in a series that addresses the complete communication of our brand's values, ideals and personality.*

This guide is in effect until the next official update. Please check edmonton.ca/visualidentity for latest version and access to the full logo library.

The purpose of this guide is to provide a general introduction to the identity system, not to demonstrate every conceivable application or scenario that might arise. For more information or assistance in interpreting this or any other guide in this series, please contact:

Visual Identity Team
City of Edmonton

visualidentity@edmonton.ca

INTRODUCTION
TO THE BRAND

There are two aspects to our brand: the brand that defines the Edmonton, the place, and the brand that defines the corporation, The City of Edmonton, which delivers City services to our citizens.

THE PLACE BRAND

When we think of Edmonton the place, we recall the images: the magnificent North Saskatchewan River meandering through the city. Colourful festivals. Character buildings. The Oilers' iconic orange and blue jerseys. These images are smaller details in a much bigger picture that displays the unique character of this place. So what makes Edmonton unique? Its people. Edmontonians are progressive thinkers, creators, risk takers, community neighbours. Our people and their stories have shaped Edmonton into an inventive, courageous and welcoming place.

THE CORPORATE BRAND

The City of Edmonton corporate brand is specific to the operations of the municipality. It's all about service and our employees who share one goal: connecting Edmontonians to their city. City employees help increase the quality of life in Edmonton by offering high quality services, whether it's maintaining parks and green space, designing better spaces and stronger communities, providing programs or planning events. These services are the connections that help generate pride, excitement and satisfaction among residents. The way in which these services are delivered has a direct bearing on both the corporate brand and Edmonton place brand, directly influencing our city's reputation.

Together the place brand and the corporate brand embody the full essence of our city. These guidelines will show you how to express our corporate brand to the greatest effect.

* 'Oilers' and The Edmonton Oilers are trademarks of Edmonton Oilers Hockey Corp.

LOGO: CELEBRATING THE CITY'S PAST AND FUTURE

The City logo (or signature) was developed in 1976 and adopted in 1977. Since that time, it has spread into every corner of the City's corporate identity and communications. It is now extremely well-recognized by the public and possesses considerable brand equity.

The original logo was based on a typeface popular in the 1970s: Serif Gothic Bold. The lettering was set tightly together, which reflected the typographic fashion of the period.

After several decades, the time had come to refresh our corporate look.

"The City of" has been removed from the logo. Renewed lettering—now integrated into a dark blue square for visual emphasis—retains the logo's original character but in a cleaner, more modern form. The individual letters have been streamlined and opened up to better meet the technical demands of today's multimedia platforms.

The refreshed logo is an important part of our transformational brand story. The updated design maintains a direct connection to our past success. More importantly, it reflects our ability to find new ways to build on who we are and what we do—providing world class services and facilities that lay the foundation for Edmontonians to live, work and play together.

LOGO: PRIMARY

The logo consists of the Edmonton wordmark and the blue square, bringing together the city name and the ONE CITY solidarity we collectively represent.

Both elements are important to the history and future of the City's identity—moving the symbol of our past successes into a more modern frame.

To build positive brand equity, the City logo must be used consistently and correctly at all times.

Never, under any circumstances, alter or recreate the logo. Only use the approved digital files when applying the Edmonton logo.

FILE ACCESS

Files are available in the approved colours, in vector and/or postscript formats, including Illustrator eps, tif and jpg formats.

10 units / 1 unit=x

LOGO:
COLOUR OPTIONS

The logo is available in seven variants each with rules on application and use. The 2–colour logo is preferred — use it whenever possible. Use the CMYK logo when CMYK printing is the preferred print method.

CMYK
Use this version for CMYK (Process) print applications.

2–COLOUR
Use this version for premium print applications.
The 2–colour logo consists of PANTONE® Process Blue and PANTONE®2955.

Please note: The 2–colour variant is built with an overprint gradient. Both versions (.AI and .EPS) will result in correct colour separation, but will appear differently when used with Adobe® Creative Suite. Please ensure OVERPRINT PREVIEW is selected where available for correct on–screen appearance.

* Adobe® is a registered trademark of Adobe Systems Incorporated

LOGO:
ALTERNATE COLOURS

Use the alternate colour logos when neither preferred logo can be used. The 1–colour application is best suited for single–colour printing or specialized methods of production where gradients are not favoured. Use the keyline version **only** on dark backgrounds, dark photography and instances where contrast is required for clarity.

1–COLOUR

Use this version for single colour applications or where reproduction of gradients is prohibited. This logo should also be used in all ephemera where 1–colour provides highest reproduction value. The 1–colour version prints PANTONE®2945.

KEYLINE COLOUR

Use this version when applying the logo atop a black background or where a dark colour eliminates the necessary contrast between the background and the logo edges.

KEYLINE WHITE

Use this version on single solid colour backgrounds when the full colour keyline logo cannot be used or when a more subtle City identifier is required.

LOGO: MONOCHROME

Use monochrome logos when colour reproduction is not an option. Options for printing with or without a gradient are available.

Ensure that you use proper electronic files and are not applying an incorrect logo.

GRAYSCALE
Use this version for print applications that prohibit colour and provide suitable reproduction of halftones (gradients).

BLACK
Use this version only for print applications that prohibit colour and *DO NOT* allow for halftones.

LOGO:
ON–SCREEN

On-screen versions of the logo are available with all desktop publishing, presentations, social media and online profiles.

RGB logo files are provided in both JPG and PNG file formats. Each format is available in four sizes.

RGB
Use this version for all resolution-dependent formats such as video, Internet, broadcast, email logos, presentations, etc.

*Use JPG format for Microsoft® PowerPoint®, Microsoft® Word®, and other office applications. You may use larger JPG files for printing on low-resolution printers such as laser or ink-jet printers. JPG format logos are **not suitable** for commercial printing and must never be scaled to larger sizes.*

PNG format versions are available for all logo variants. These may be used in instances where reduced file size is important.

* Microsoft®Powerpoint and Microsoft® Word® are registered trademarks of Microsoft Corporation

WORDMARK

The Edmonton wordmark has been updated since its first *digital* release in 1995 and must be treated as a single graphic unit. The lettering style and configuration must not be altered in any way.

The wordmark **may only be used** in applications where a lack of vertical space would reduce the primary square logo to an unreadable size.

The wordmark is **not to be used** as an alternative to the primary square logo. When in doubt, please contact the Visual Identity Team.

FILE ACCESS
Files are available in the approved colours, in vector and/or postscript formats, including Illustrator eps, tif and jpg formats.

1–COLOUR
Use this version for single colour applications or specialized methods of production. The 1–colour version prints PANTONE®2945.

BLACK
Use this version for applications that prohibit colour. Reverse (white) may be used in situations where contrast is reduced by background colour.

TYPESET NAME IDENTIFICATION

Documents that require addressing and/or formal identification may use the full corporate name typeset in Quercus 10 Regular (approved typeface). The typeset variant may also be used with the City Crest and Council identification. Only specified font weight and character style are approved.

City of Edmonton

QUERCUS 10 REGULAR / Title Case

EXAMPLE

The following is a demonstration of the typeset logo with office addressing.

City of Edmonton
Office of the Mayor

| QUERCUS 10 REGULAR
| Prelo light

2nd Floor, City Hall
1 — Sir Winston
Churchill Square
Edmonton, Alberta
T5J 2R7

CLEAR SPACE
REQUIREMENT: PRIMARY

The Edmonton logo should always include a minimum distance or "clear space" from graphic elements, text and other visual identities.

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

The only exceptions to these rules are: A) allowing a reduced distance to the edge of printed and digital materials and B) permitting closer proximity to branch and department logos.

CLEAR SPACE
REQUIREMENT: WORDMARK

The wordmark should always include a
minimum distance or "clear space" from graphic
elements, text and other visual identities.

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

MINIMUM SIZE

The minimum size refers to the smallest allowable reproduction size while ensuring the logo is legible and effective. There are values for both print and online applications.
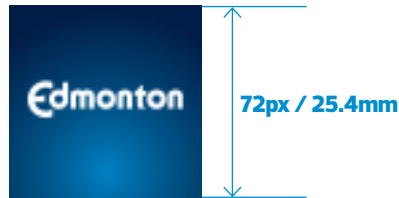
When possible, scale and proportion should be determined by the available space and alignment to the layout grid.

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

0.75" / 19mm

LOGO IN PRINT
The minimum size for use in printed materials: 0.75'' / 19mm

72px / 25.4mm

LOGO ONLINE
Minimum size for screen displayed at 72 PPI height = 72 pixels or 1.0''/25.4mm
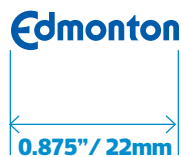
0.875"/ 22mm

WORDMARK PRINT & SPECIAL APPLICATIONS
The minimum size for use in reproduction including print: 0.875'' / 22mm

MISUSE

Consistent use of the Edmonton logo is important to the recognition and value of the brand.

The following are unacceptable uses of the Edmonton logo. Please ensure that all artwork is used exactly as supplied and not altered.

All questions about usage can be directed to:
visualidentity@edmonton.ca

DO NOT fade or use transparency settings

DO NOT add any text inside the box

DO NOT scale individual letters or alter wordmark

DO NOT alter box shape or proportions of elements

DO NOT stretch any elements of the logo

DO NOT recolour the box or wordmark

DO NOT rotate or place on an angle

DO NOT change the wordmark typography

DO NOT fill the box with imagery or patterns

DO NOT change the background gradient

DO NOT add drop shadows or effects

PLACEMENT WITH PARTNER LOGOS

There are many instances when the City logo will have to appear with other partner logos. If there is a choice in arrangement, the preferred position for the City logo is the 'anchoring' position either at the beginning or at the end of the line of logos.

The surface area (or visible volume) of the City logo should be approximately the same as the area of each of the companion logos—unless the City is the lead partner, in which case the City logo will be larger.

Partner logos should be spaced at approximately half a City logo–width from the City logo and from each other as shown.

Minimum size for the City logo appearing with partner logos is also shown below.

USE OF WORDMARK

There is NO visible advantage to using the wordmark in applications smaller than shown here. The minimum size for the wordmark does not allow the partner logos to be reduced any smaller than shown in this example.

Do NOT use the wordmark for partner logo applications unless there is a height restriction. If there is any doubt, please contact the Visual Identity Team.
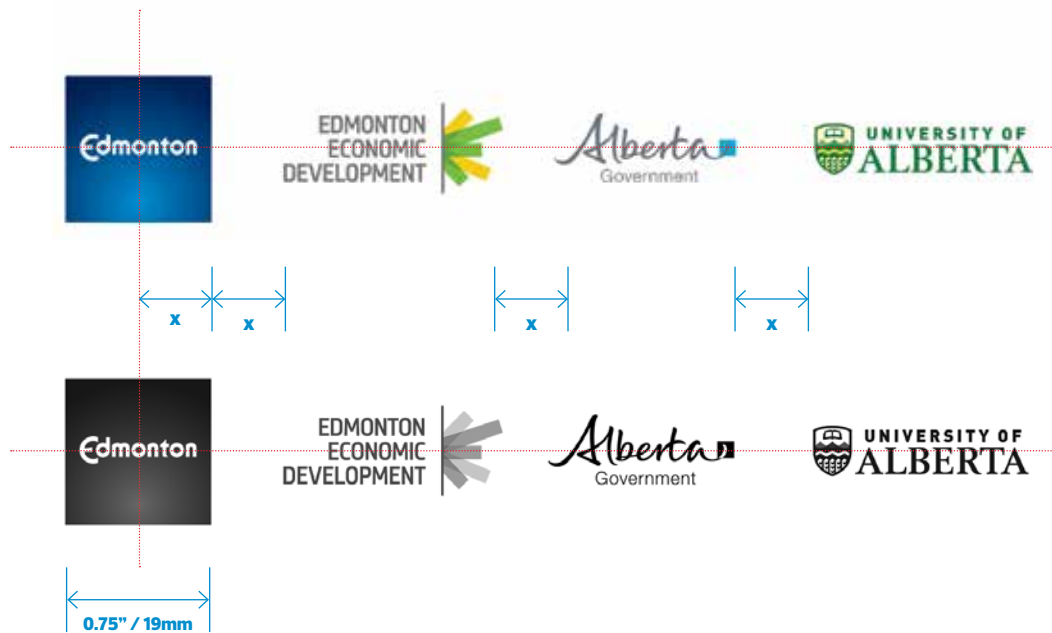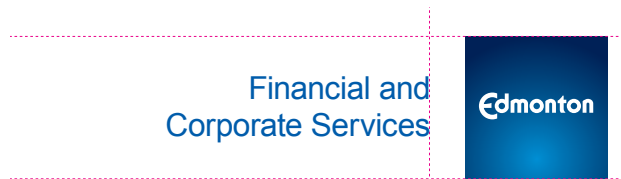
DEPARTMENT AND BRANCH IDENTIFICATION

As part of the organizational structure, departments and branches must be identified with the City logo.

Department and branch names are to be typeset according to the templates provided. There are (2) configurations based on placement and application:

1. With logo as footer e.g. on cover pages
2. Without logo as header e.g. on inside pages

*Please note: The examples below are set in the default office fonts. For all public–facing applications please set in the official primary fonts, **Prelo Book** (to replace Arial Regular) and **Quercus 10** (to replace Times New Roman) in the same point sizes and leading as shown below.*

FOOTERS:

*Arial Regular
12pt / 14pt, Mixed Case
PANTONE 2945*

Financial and
Corporate Services

0.75" / 19mm

DEPARTMENT
Must include full typeset department identification set in title case on two lines.

*Arial Regular
12pt / 14pt, Mixed Case
PANTONE 2945
–
Arial Regular
7.5pt / 14pt, Upper Case
Black*

Corporate Procurement and
Supply Services
FINANCIAL AND CORPORATE SERVICES

BRANCH
Must include full typeset branch identification set in title case. Must also include department identification set in all caps.

HEADERS:

*Times New Roman
11pt / 14pt, Mixed Case
PANTONE 2945
–
Arial Regular
11pt / 14pt, Mixed Case
Black
–
Arial Regular
7.5pt / 12pt, Upper Case
Black*

City of Edmonton
Financial and Corporate Services

City of Edmonton
Corporate Procurement and Supply Services
FINANCIAL AND CORPORATE SERVICES

DEPARTMENT
Must include full typeset corporate identification set in title case.

BRANCH
Must include full typeset corporate identification set in title case. Must also include department identification set in all caps.

INTERNAL PROGRAM IDENTIFICATION

Please refer to APPENDIX A for policies regarding the creation and usage of logos other than the approved logos and sub-brands.

Internal marketing helps communicate the actions of the corporation while aligning the efforts of the overall brand vision. As part of this strategy, internal programs use visual identifiers to promote participation and education.

AN INTERNAL PROGRAM IDENTIFIER is defined as any symbol, image or wordmark used to introduce, support, educate, inspire and build general awareness of a program aimed at City employees ONLY. A program identifier is not to be used as an externally–facing logo or brand.

Restrictions for creation and usage include:

- All program materials that display the program identifier must also display the Edmonton logo.

- Programs of limited duration must include the date (including year) on all materials that display the program identifier.

- Materials that display the program identifier may not be visible in public spaces where interpretation of the identity causes any brand confusion between the program and The City of Edmonton.

FOR INQUIRIES AND APPROVALS, PLEASE CONSULT WITH THE CITY'S CORPORATE COMMUNICATIONS BRANCH BEFORE PROCEEDING.

EXTERNAL FACILITY, PROGRAM & EVENT LOGOS

Please refer to P 22 (next page) and APPENDIX A for policies regarding the creation and use of logos other than the approved logos and sub–brands.

In some cases, the City (corporation) is responsible for programs and events that promote its services. This includes participation in third–party initiatives or functions related to civic pride. In these cases allowances are made.

A PROGRAM LOGO is defined as any symbol, icon or wordmark that is used to identify an approved program that connects Edmontonians to their city.

Restrictions for creation and usage include the following:

• The program logo must always include the phrase "The City of Edmonton" to convey it is funded and approved by the City.

• All program materials that display the logo must also display the City logo.

AN EVENT LOGO is defined as any symbol, icon, or wordmark that is used in the act of promotion for a limited duration

Restrictions for creation and usage include the following:

• The logo must include an identifier that conveys its limited duration. Examples include, but are not limited to, "festival, conference, carnival, event, games, series, summit or expo."

• The completed application of the design must include the specific date for the event in proximity to the logo.

• All materials, advertising and online presence must include the City logo to prove the event is hosted, coordinated or funded by The City of Edmonton.

IMPORTANT: BEFORE COMMENCING THE CREATION OF A SECONDARY LOGO TO IDENTIFY, REPRESENT, ADVERTISE OR PROMOTE AN EVENT OR OTHER CITY INITIATIVE PLEASE CONTACT CORPORATE COMMUNICATIONS.

LOGO CREATION POLICY

See APPENDIX A for complete policy.

It is important that all visual identities contribute to the reputation of the organization.

Building equity through identity development can be a challenging exercise. It requires deliberate planning and consideration matching the corporate goals and vision.

THE CREATION OF SECONDARY LOGOS TO IDENTIFY, REPRESENT, ADVERTISE OR PROMOTE A DEPARTMENT, BRANCH, PROGRAM, EVENT OR OTHER CITY ENTITY WITHOUT WRITTEN CONSENT IS PROHIBITED.

For more information on logo creation and/or approvals, please contact the City's Corporate Communications Branch.

COLOUR

The City of Edmonton colour palette includes primary and secondary colours. Primary colours are used for reproduction of the corporate logo. Secondary colours are used to express the City brand.

EXACT COLOUR MATCHING

Using exact colours is very important to the integrity of the brand. Consistency and predictability helps convey trust and confidence associated with the logo.

Please use the values included in this guide for all reproduction of the Edmonton logo and communication of City services and programs.

The PANTONE® Matching System (PMS) is the preferred colour match system. Additional ink and colour systems may not have equivalent values; therefore, approval of their use may be required.

USING MORE THAN ONE COLOUR

The expansive secondary colour palette helps communicate messages, programs and services in a cohesive manner while tailoring æsthetic to the content. Always consider how many colours you use in your design. Moderation and selection of hues is important.

* To accommodate changing media demands and trends, the secondary (complement) colour palette may be updated over time.

Please reference the most current edition of the PANTONE® formula guide for additional standards.

Colours shown in the following pages are not intended to match the PANTONE® colour standards. Please use actual PANTONE® books or chips for colour matching.

PRIMARY COLOURS

The primary colour for The City of Edmonton is PANTONE® 2945. The two additional colours shown are used in the reproduction of the 2–colour logo.

PMS 2945	**PMS** 2955	**PMS** Process Blue
CMYK 100/64/13/2	**CMYK** 100/74/28/17	**CMYK** 100/25/4/0
RGB 0/80/135	**RGB** 26/58/91	**RGB** 0/129/188
HEX 005087	**HEX** 193A5A	**HEX** 0081BC

COMPLEMENT COLOURS

Use the spectrum of complement colours on both internal and external visual applications. The colours may be used singularly or in combinations for messaging backgrounds, graphic elements, charts and graphs, and typography. Colour themes should be selected to either combine or emphasize moods.

* Overlays of 90% are allowed. Tints may not be used.

The full spectrum of complement colours consists of (64) hues.

Adobe Swatch Exchange files (.ase) are available for both CMYK and RGB colour models as well as PANTONE® Solid Colours for coated (C) paper

WINTER TO SPRING   SUMMER TO FALL

CORPORATE   ENERGETIC

PEACEFUL   STRUCTURAL

SPRING TO SUMMER   FALL TO WINTER
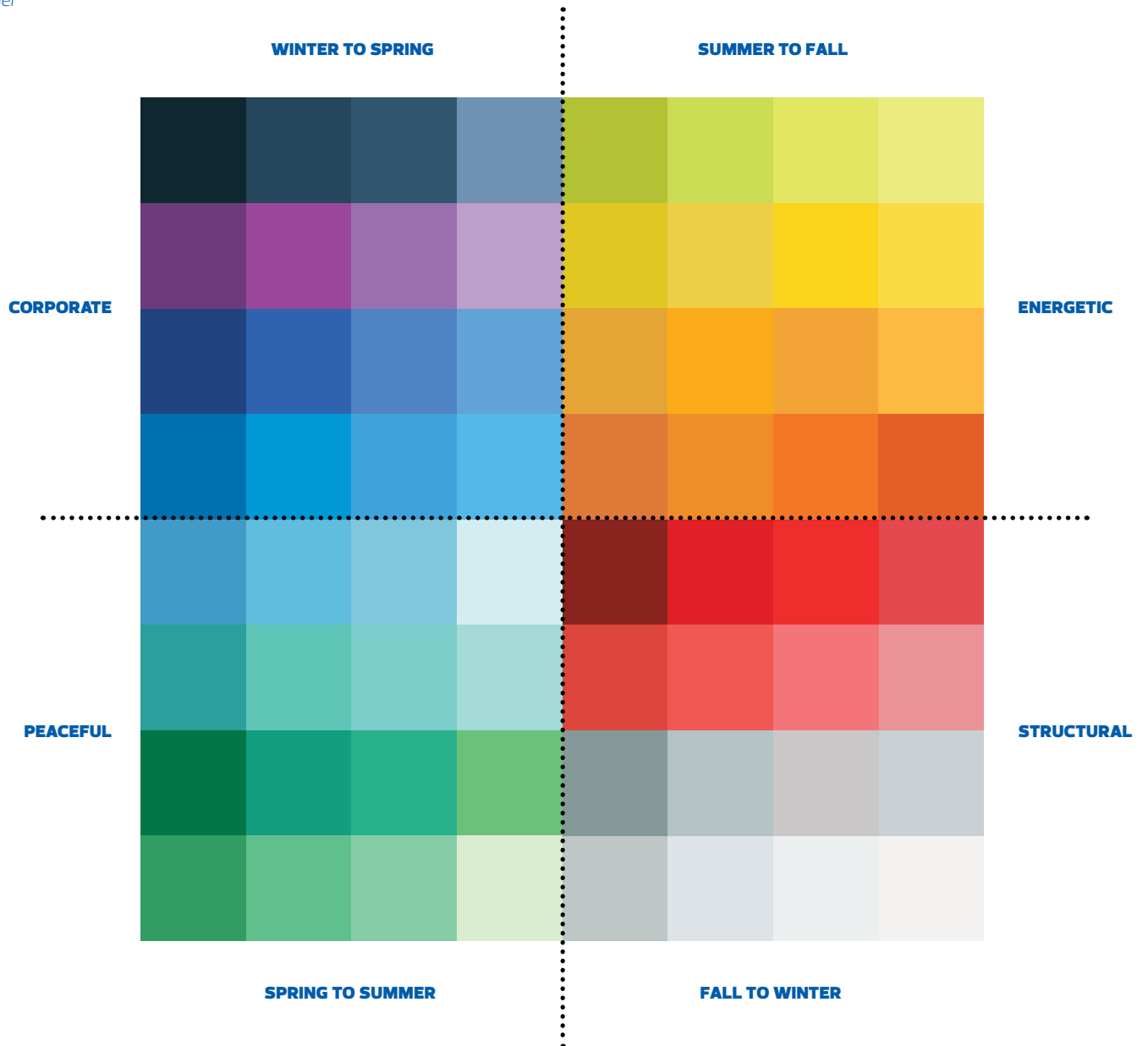
REDUCED PALATTE: OFFICE COMPLEMENTS

The eight 'office complements' make up a more limited palette selected for office use or for quick design choices. There are two colours selected from each of the four complement mood quadrants shown on the preceding page for a total of eight.

Tints not permitted but 90 per cent overlays are allowed.

Colours can be used in any combination without restriction, not limited to the setup shown below.

MIXED VS. FLAT

Please note that PANTONE® colours are only to be used in flat printing processes which cannot support mixed CMYK, RGB or HEX (html web) colours. Mixed colours are favoured for their more subtle range of tones and luminance—especially when using the full 64-colour palette.

	EMPIRE BLUE	VIOLET NIGHT	SPRING MIST	SEA GREEN	YELLOW LIME	SUNRISE	WATERMELON	GREY FLANNEL
PANTONE	7455C	10213C	570C	7473C	583C	143C	7416C	5497C
CMYK	87/65/0/0	44/86/0/0	60/0/35/0	80/12/62/3	35/10/100/0	0/37/100/0	0/81/66/0	50/30/33/3
RGB	47/99/173	153/99/173	97/190/178	16/157/126	177/192/52	250/144/64	234/88/83	131/152/153
HEX (web)	2F63AD	99479A	61BEB2	109D7E	B1C034	FAB840	EA5853	839899

TYPOGRAPHY

The application of typography is an integral part of the City brand language and identity system. Consistent use of typography in all messaging improves the brand relationship with citizens and City employees.

Use the recommended typefaces in all internal and external communications. Each typeface has been chosen for maximum readability and personality to align the visual style to the brand story.

It is important to choose the appropriate typeface(s) based on your content, usage requirements and digital application. Font substitution is prohibited and has a negative effect on our brand building process.

Additional fonts may be considered when used as display type or headlines in the promotion of events or limited duration programs where alignment to theme is beneficial in the advertising. Approval from the Visual Identity Team is required prior to application.

For questions on typefaces and their use please contact the Visual Identity Team.

Licenses will be required for any user of the primary typefaces. Typefaces may be purchased individually or as part of a multi–license.

FONTS AVAILABLE AT:

www.fontshop.com/families/prelo

www.myfonts.com/fonts/storm/quercus–ten

www.fontshop.com/families/prelo–slab

PRIMARY TYPEFACES

PRIMARY SANS SERIF TYPEFACE

Prelo is the primary sans serif typeface; use it for all titles, subtitles and advertising headlines. It is also to be used in all corporate materials directed toward an external audience.

The nine weights with true italics increase the range of use to provide varying degrees of emphasis while keeping subject matter aligned with the visual brand.

Prelo is an extremely flexible typeface that includes open-type formatting for numbers, small caps, historical forms and ordinals.

www.fontshop.com/families/prelo

PRIMARY SERIF TYPEFACE

Quercus 10 is the primary serif typeface. Serif styles marked by "10" are dedicated to textual point sizes and long reading.

With seven weights and proportional italics, this typeface is capable of extending its usage into report covers, posters and titling.

www.myfonts.com/fonts/storm/quercus-ten

COMPANION SLAB TYPEFACE

As part of the Prelo Super Family, Prelo Slab is a neutral, highly readable typeface for identity, editorial and information design. Also with nine weights and italics, it too comes with the same versatility as its companion.

www.fontshop.com/families/prelo-slab

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 on this page.

PRELO
SPECIMEN

Prelo Medium 230 pt

Aa

Prelo Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

Prelo Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

Prelo Semi–Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

Prelo Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

12 / 15 pt

PRELO WAS DESIGNED TO BE A NEUTRAL,
HIGHLY READABLE TYPEFACE FOR
IDENTITY, EDITORIAL AND INFORMATION
DESIGN. With nine weights and nine true
italics, from Hairline to Black, Prelo is a
workhorse typeface, full of OpenType
features such as Small Caps, Tabular
Figures, Central Europe characters and
Historical Figures, among others.

9 / 13 pt

Like other DSTYPE fonts, most of the diacritics were
designed to fit the gap between the x–height and the
caps height, avoiding some common problems with the
accented characters. The curves are soft and smooth,
providing legibility, even in very poor conditions.
The neutrality allows this typeface to be used with any
serif companion.

QUERCUS 10
SPECIMEN

Quercus Book 230 pt

Aa

Quercus 10 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

Quercus 10 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

Quercus 10 Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

Quercus 10 Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

12 / 15 pt

THE SERIF LETTERFORM IS RATHER MINIMALISTIC WITH SUBTLE SHADOWS AND THINNED JOINTS BETWEEN CURVED SHAPES AND STEMS. Quercus family offers features such as Small Caps, Cyrillics, diacritics, ligatures, scientific and aesthetic variants, swashes and other bells & whistles.

9 / 13 pt

Quercus is characterized by open, *yet slightly condensed drawing with sufficient spacing so neighbouring letters never touch. It has eight interpolated weights with respective italics. This fine gradation gives designers a wider range of options for their designs, especially on the web.*

PRELO SLAB
SPECIMEN

Prelo SlabLight 230 pt

Aa

Prelo Slab Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 – ( ) @ # ? !

Prelo Slab Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 – ( ) @ # ? !

Prelo Slab Semi–Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 – ( ) @ # ? !

Prelo Slab Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 – ( ) @ # ? !

12 / 15 pt

PRELO SLAB IS THE SERIF COMPANION TO PRELO; A NEUTRAL, HIGHLY READABLE TYPEFACE FOR IDENTITY, EDITORIAL AND INFORMATION DESIGN. With nine weights and nine italics, from Hairline to Black, Prelo Slab is a workhorse typeface, full of OpenType features such as Small Caps, Tabular Figures, Central Europe characters and Historical Figures, among others.

9 / 13 pt

Like other DSTYPE fonts, most of the diacritics were designed to fit the gap between the x–height and the caps height, avoiding some common problems with the accented characters. The curves are soft and smooth, while the serifs are sharp and strong, providing legibility, even in very poor conditions.

SYSTEM TYPEFACES

These typefaces have been identified as "common" on all Mac and PC platforms, ensuring type will display in a consistent manner.

This includes all cross-platform applications such as Microsoft® Powerpoint, Word and Excel in addition to email programs like Outlook.

These typefaces are typically available as system fonts and do not require downloading and installation.

Arial Regular 90 pt

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

Times New Roman Regular 90 pt

Times NR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

GOOGLE
TYPEFACES

Google apps and business tools are part of the City's internal communication protocol. With the transition from desktop to web-based applications, it's important to demonstrate consistent behaviour in all internal documents.

Google Fonts are open-source and universal in their application and require no special attention.

GOOGLE fonts are available for use privately or commercially — in print, on your computer, or in your websites.

Download information for each of these typefaces can be found at: www.google.com/fonts

Open Sans Regular 80 pt / (–40) tracking

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

PT Serif Regular 90 pt

PT Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — ( ) @ # ? !

* GOOGLE is owned by Google Inc.

SETTING TYPE BASICS

Type design is an integral part of daily communication with internal staff and the public. The following rules will help you manage document layout and presentation, while ensuring the typography matches the message and brand vision.

For additional guidance, please refer to *Book 2: Style*

Headlines are set with (–10) letter spacing and leading equal to PT size. Headlines should be 3–4 words per line and not exceed 6 columns.

Titles are set with both style and colour matching content and tone. Titles should be minimum 50% smaller than headlines. Titles can also be in a complement colour. Leading is PT size x 1.125.

Headlines are black, mixed case set over multiple lines

Titles can be set in an alternate font style

Headlines should be the largest and most distinct type element on the page, and set in either Prelo Black or Prelo Hairline for maximum graphic effectiveness. Prelo Slab Light *MAY BE USED* occasionally for emphasis or variety.

Type is ALWAYS set flushed left—ragged right

Default body copy is Prelo Book, the preference for all printed communication. Whether body copy is set in Prelo or Quercus 10, leading (line spacing) is always the type point size x 1.5.

Headers and footers may be set in contrasting typefaces such as the example shown below set in 6 pt Prelo Slab Semi–Bold.

Specific Page Identification and Numbers |03

DISPLAY HEADLINES ARE IN SMALL CAPS WITH TIGHTER LINE SPACING

Titles can be set in any complement colour

The body copy alternate is Quercus 10. It can be used for more formal documents or for publications with longer text such as reports or book-length material.

> *Additional information, callouts and captions can be set in unique variations of the primary typefaces*

Quercus 10 Italic is another alternate body copy option. It adds a lighter, more relaxed feeling to the text and brightens the emotional tone of a publication.

CITY SYMBOLS

The symbols of the City represent our heritage and tradition; reminding us of our journey from early settlers through prosperous times, celebrating our diversity and hardy disposition and honouring the Edmontonians who worked to preserve our way of life or made sacrifices in its defense.

The official symbols are:

THE CITY CREST is our City's Coat of Arms identifying Edmonton as the capital of Alberta in 1905 (more on following pages).

THE CITY FLAG represents the City of Edmonton with a triband design featuring the City Crest within a white and blue design, symbolizing peace and the North Saskatchewan River.
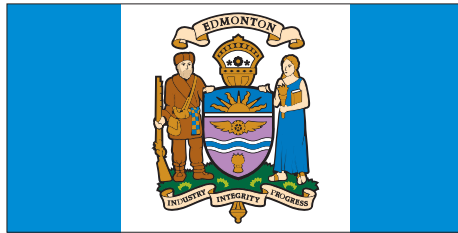
THE MARIGOLD (OFFICIAL FLOWER) celebrates our ethnic diversity, while its colours symbolizes sunny Alberta and Edmonton's role in the Klondike Gold Rush of the 1890's.

These symbols are an important part of our culture and should always be used in an appropriate and intended manner. For more information about the symbols and usage, please contact **311**.

780–442–5311 (Outside Edmonton)
780–944–5555 (TTY)

Usage Information:

For additional information regarding usage of the official symbols, please contact the Corporate Communications Branch.

THE CITY CREST: DEFINITION AND FUNCTION

The City Crest is an official symbol that reflects Edmonton's history, geography and aspirations. In keeping with heraldic tradition, Edmonton's City Crest has an elevated status and is set apart from the City logo, and other corporate symbols and visual identification elements.

The City Crest is used to symbolize the legislative function of municipal government. The crest is a heraldic device which emphasizes the prestige of the bearer and is used to add import to the duties of authorities—such as those working in law or bylaw enforcement capacities. The use of the City Crest is also reserved for the Mayor, members of City Council, their respective offices, Council appointed officers and City Hall.

USE OF THE CITY CREST IS SEVERELY LIMITED AND ANY APPLICATION OF THE CITY CREST MUST BE APPROVED BY THE CHIEF COMMUNICATIONS OFFICER.

Both versions of the City Crest are registered official marks and protected in use, and MUST NOT be modified in any way.
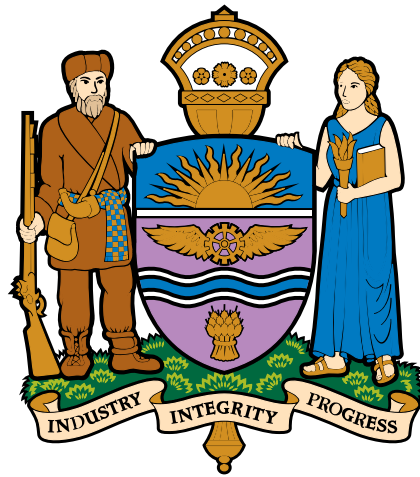
The City Crest should always maintain a position and/ or size of visual prominence in any application. The City Crest should never have graphics overprinted, and should be seen above all other symbols in application.

VERSION 1:
CROWN

Version 1 of the City Crest is to be used to identify official communications from the Office of the Mayor, Members of Council and special protocol applications such as official City of Edmonton plaques, etc., as approved by City Council. This version may appear in proximity to The City of Edmonton logo or in proximity to the typeset Edmonton identification.

COLOUR VERSION

BLACK AND WHITE VERSION

There are three size versions of the City Crest with progressively more detail as the size increases.

SMALL SIZE RANGE
Minimum size 0.75 in
Maximum size 4.0 in

MEDIUM SIZE RANGE
Minimum size 4.0 in
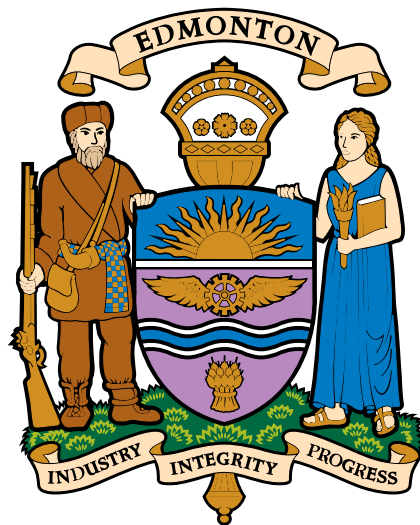Maximum size 8.75 in

LARGE SIZE RANGE
Minimum size 8.75 in

VERSION 2:
CROWN AND BANNER

Please refer to **BOOK 2: APPLYING STYLE** for applications of the City Crest to stationery, etc. Version 2 of the City Crest is also to be used as an official identification of The City of Edmonton, however, the crest with banner should not appear in proximity to City logo or typeset 'City of Edmonton' identification.

FILE ACCESS

Files are available in the approved colours, in vector and/or postscript formats, including Illustrator eps, tif and jpg formats.

COLOUR VERSION

BLACK AND WHITE VERSION

There are three size versions of the City Crest with progressively more detail as the size increases.

SMALL SIZE RANGE
Minimum size 0.75 in
Maximum size 4.0 in

MEDIUM SIZE RANGE
Minimum size 4.0 in
Maximum size 8.75 in

LARGE SIZE RANGE
Minimum size 8.75 in

CLEAR SPACE
REQUIREMENT: CITY CREST

The City Crest should always include a minimum
distance or "clear space" from graphic elements, text
and other visual identities.

To ensure maximum visibility, the space requirement
is defined by (X), which is equivalent of the opening
between the left and right portions of the lower banner.
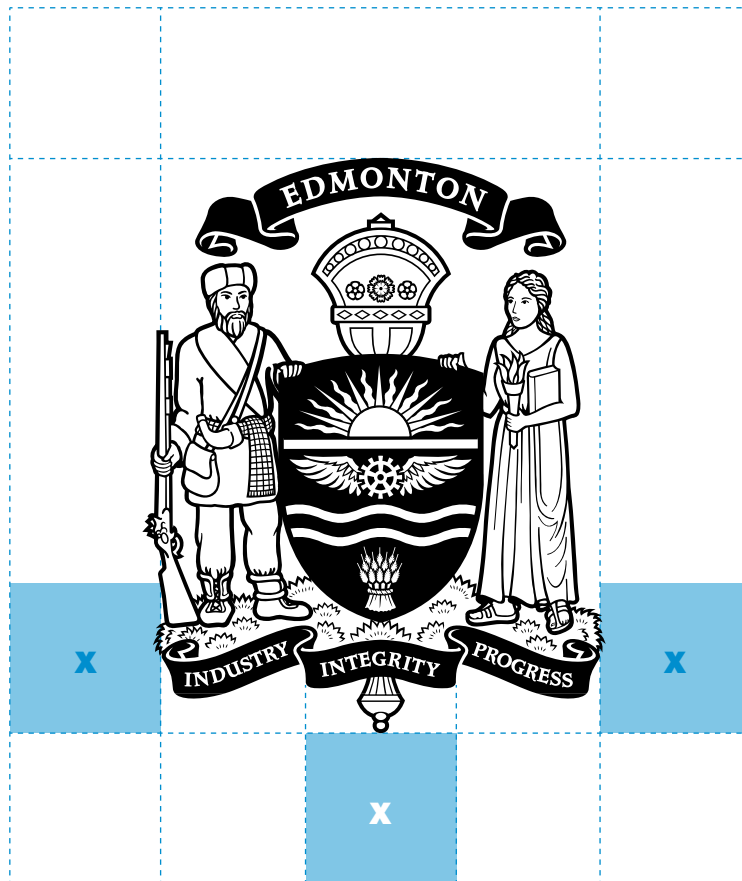
SINGLE
COLOUR USE

The City Crest may be reproduced in a single colour—
PANTONE 874—for any one of three reasons:

1.   When a more restrained visual image is desired for
     official City of Edmonton business, and/or

2.   When the full-colour application is not technically
     feasible but the correct spot colour is available,
     and/or

3.   When the full-colour version is too dominant but
     the black and white version is too stark.

Do not use this application without first consulting the
Visual Identity Team at: visualidentity@edmonton.ca

BRONZE EFFECT
*The single-colour Crest has
a bronze-like appearance.
The Crest may be
reproduced in bronze foil
with or without embossing.
Before planning an effect
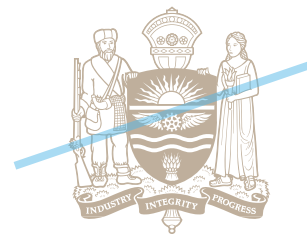on the Crest, please contact
the Visual Identity Team.*

PMS 874

**CMYK** 0/30/52/50

RGB 139/111/78

HEX 8B6F4E

DO NOT use percentage
tints or reduce intensity
of colour

CREST
WITH CITY LOGO

There are situations in which it may be desirable to have the City Crest appear with the City logo. This may occur, for example, when official City representation (Mayor, Council and other official functions) combines with City administrative business or City-administered programs. It may also occur when both functions of the City—legislative and administrative—need to be presented simultaneously.

Use of this combination is exclusively restricted to Mayor, Council and those approved to use the official City Crest.

DO NOT use crest with Edmonton banner when combining with City logo
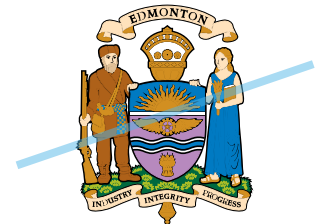
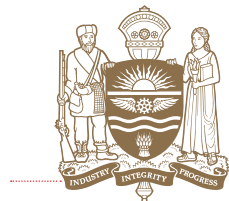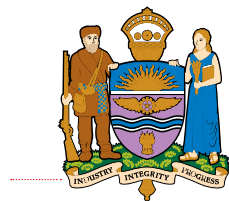**COMBINING CREST AND LOGO**

The City Crest must always be in the dominant position, placed either above the City logo or to the left of the logo.

The crest must always be slightly larger than the City logo, as shown.

The stacked version should appear only as shown. In the horizontal version the crest and logo may be separated but must remain on the same base line.

VARIABLE DISTANCE

PHOTOGRAPHY

At the core of visual storytelling, good photography allows the City brand to express itself in an *AUTHENTIC* and compelling manner. Every photo should communicate the value of *CONNECTION* — as we are connected to our citizens, to each other as employees and to the moments shared with our city. We express our city through *CELEBRATION* of these connections and our commitment to delivering a world class city.

All images used in the communication of the Edmonton brand must be professional quality and "local". Capturing real–life situations is preferred over staged scenes.

PEOPLE

All photos of people should capture them in a manner that shows connection in a natural setting. This may be a connection with a physical object, other people, an environment, etc. The quality of the interaction will begin to tell the story, increasing the value of the message.

Since the image of an identifiable individual is that person's personal information, when taking or using photos that include identifiable people, care must be taken to comply with the requirements of the Alberta Freedom of Information and Protection of Privacy Act (FOIP). Unless certain exceptions apply, FOIP requires the written consent of the individual, and the consent must set out how the photo will be used. Since a non–contractual consent may be withdrawn at any time, you may wish to consider using a consent in the form of a contract, with the individual receiving something of nominal value in return for the consent.

ENVIRONMENT

To show the viewer how amazing our city can be, and encourage a greater personal connection, all photos of Edmonton's natural environment should capture the beauty in a way that emphasizes a unique landmark, region or feature. Unique angles, cropping and depth of field help to create emotion and inspire connection.

STRUCTURES AND ARTIFACTS

Photos of these subjects should tell a story of our past or anticipated future while making a community connection. Use of a shallow depth of field can add interest to a composition and highlight your subject.

ASSETS

The City of Edmonton captures and collects photography relative to its services, events and business. To access City photo assets go to:

photos.edmonton.ca

Before beginning a new photo shoot please contact the City's Corporate Communications Branch.

PHOTOGRAPHY SELECTION

SUBJECT FOCUS

Focus on the individual or group—and what transforms a connection to an experience. Use shallow depth of field to isolate the subject and create a moment.

SITUATION

Focus on the action and pull the viewer into the moment when the connection was made. Create genuine interest and desire to be there.

MOTION

Place stationary subjects in an active environment to imply dynamic activity, speed, motion and focus.

TYPE ON PHOTOGRAPHS

As a general rule, type should not be set over photographs. Type should be set on either white backgrounds or colour blocks.

The logo may be placed over photographs as long as it is positioned correctly on grid and has enough contrast to stand out from the background image.

PHOTOGRAPHY CROPPING

Cropping a photo should enhance the subject and improve the overall message while creating a more intimate setting. The feeling and depth of story you wish to tell should determine the amount of cropping and the figure—ground relationship.

Be careful not to crop photos that will require them to be enlarged, turning them into low resolution images unsuitable for printing.

TRAINS ARE JUST ONE WAY WE CONNECT

Interesting lead to bridge to copy

Body copy default is Prelo Book. Aci ulligent ellaccus, cum archil ius soluptatur sequia nus non poribea quodita tusam, aborum quis mollam sitemperum sa ari nat.

Tempos resequis ad moluptate alitian delisti onecatur?

INTRODUCTION TO IDENTITY SYSTEM

*Please refer to Visual Identity Standards **BOOK 2: APPLYING STYLE** for a comprehensive outline of grid design, combining elements and application of the visual identity.*

The Edmonton logo must be present on all corporate communication and advertising materials.

To ensure visual consistency in logo placement, we have developed a grid system based on the golden ratio. It creates multiple variations for placement of the logo by creating relationships to the position of text and image. Positioning and size of the logo is determined by the size and type of media, the number of grid units and the content bound to the grid.

BUILDING THE GRID

1. Determine the orientation of your production. This affects the positioning of the horizontal rules.

2. Set your margins based on the guide. Use these measurements and consult with the Visual Identity Team for larger formats.

3. Create the columns within the text margin.

PLACEMENT OF DESIGN ELEMENTS

1. Establish your principal photos and any additional graphic elements.

2. Insert photo and mask according to the margins. Ensure that there is sufficient contrast and legibility for typography, illustrations and the Edmonton logo.

3. Determine a size for the content box. Choose colour based on content, theme and mood.

4. Place the typographic elements in the content box. Align content box to the grid units. Depending on the content requirements, the column widths for texts are determined individually. The maximum width for body copy is four columns.

5. Place the Edmonton logo. See page 47 for placement options based on the master grid.

Size specifications for standard formats can found as a Quick Reference Guide available online at: edmonton.ca/visualidentity/SizingQR.pdf

Design templates are available at: edmonton.ca/visualidentity/templates

GRID

A properly constructed grid allows a variety of image and content layouts, while ensuring the integrity of the visual language is preserved. Please reference **BOOK 2: APPLYING STYLE** for more information on grid construction.

Grids for layouts larger than US Letter should use 10 columns within the text margin.

Grids for layouts smaller than a standard U.S. letter size should use 6 or 4 columns.

1	2	3	4	5	6	7	8	9	10

Columns
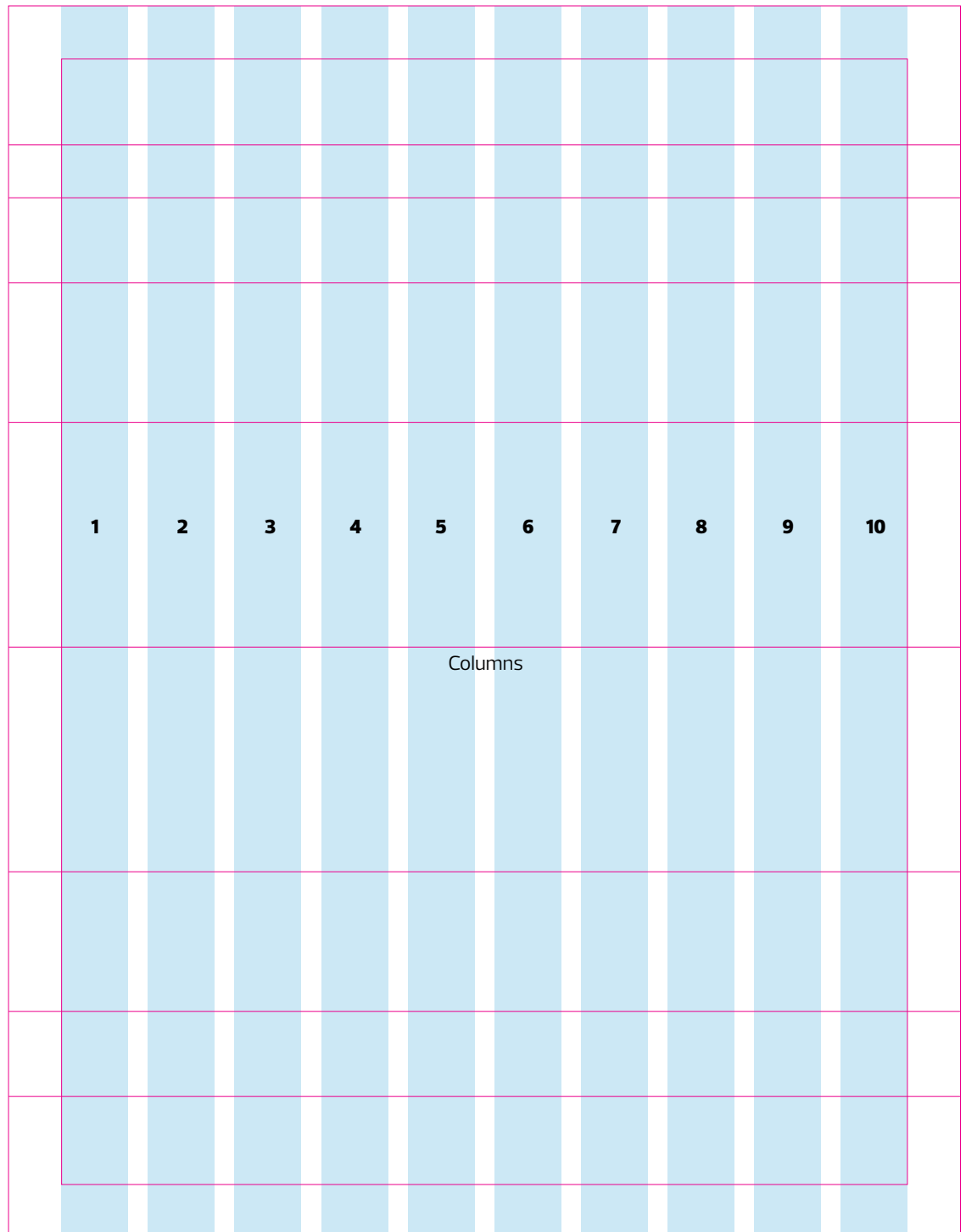
PRIMARY LOGO STAGING

The master grid allows for flexibility while establishing rules for placement of the logo. This helps to ensure immediate brand recognition. Default position of the logo is *RIGHT EDGE.*

OPTIMUM VISIBILITY
The Edmonton logo should be placed for best visibility given the media. There is no preference in vertical position.

VERTICAL ALIGNMENT
The logo may rest on any horizontal grid unit with alignment to either the top or bottom of the logo.

BLEED OR NO BLEED
The logo may be placed within the margin or affixed to the edge depending on the media and production limitations.
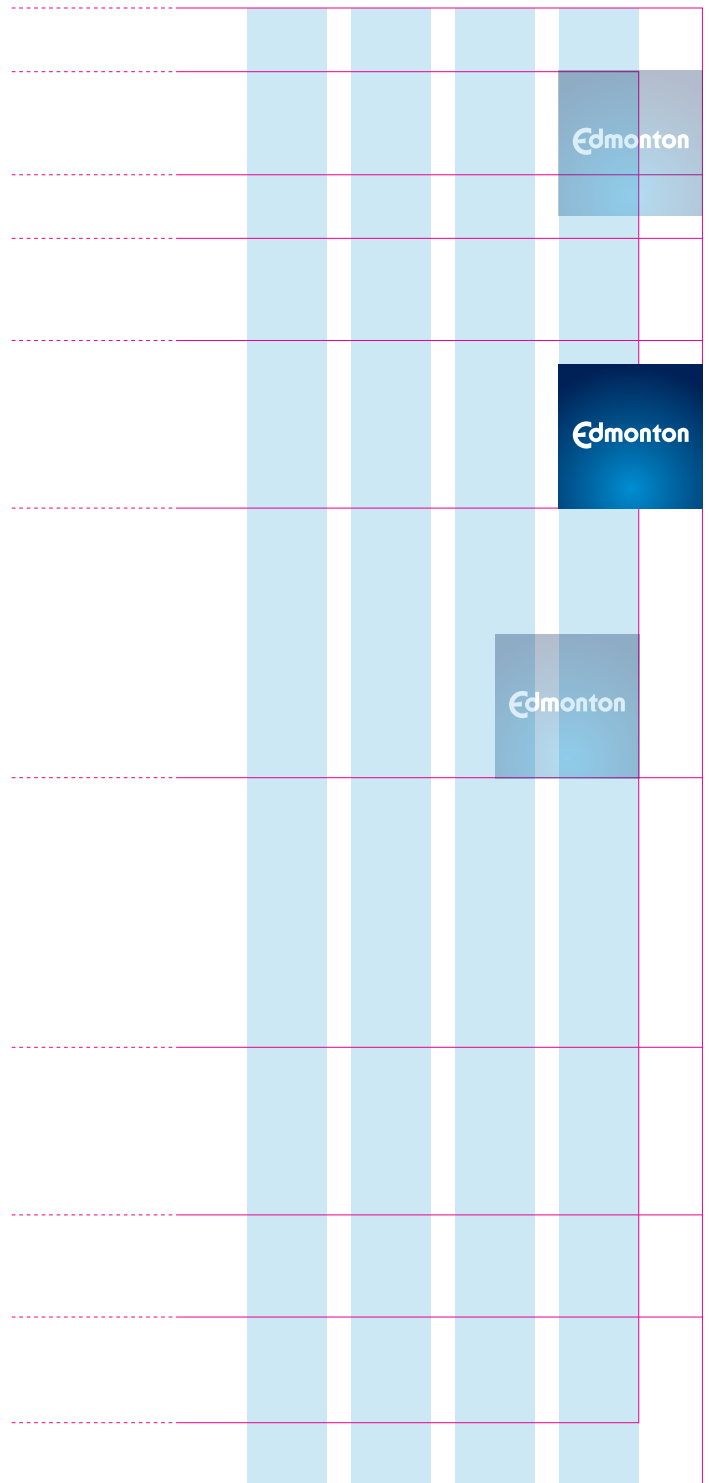
ARRANGEMENT

The following is an example of how type, photography,
shape and colour are combined with the logo to create a
distinct EDMONTON expression.

NOMENCLATURE

Logo file naming convention

EDM_SIG_P_2COL.EPS

1   2   3   4

1. City Identifier
2. Designates primary or secondary logo
3. Colour type
4. File tye (eps, tiff, jpeg, gif)

EDM_SIG_P_CMYK.AI
Primary Logo
CMYK Colour
Adobe Illustrator vCS4

EDM_SIG_P_B.EPS
Primary Logo
Black Colour
Encapsulated Postscript (Universal)

EDM_WORDMARK_PMS2945.AI
Wordmark
PANTONE 2945 Colour
Adobe Illustrator vCS4

GLOSSARY

BRAND — The immediate image, emotion or message people retain when they think of a company or product; in this case the City and its provision of services.

BRAND EQUITY — The value a consumer places on the brand. If it is trusted, the brand has positive equity. If it is not credible, the brand has negative equity. Brand equity is more than the value placed on a particular product or service; it encompasses everything that a consumer thinks, feels and knows about the brand.

BRAND IDENTITY — Combined visual elements used to create a bond between the brand and its customers.

CMYK — Cyan (blue), Magenta (red), Yellow, Key (black). Used in offset and some digital printing, these four inks are mixed to reproduce colours that are printed on paper or other surfaces.

COATED & UNCOATED — Types of paper stock used for printing. Coated paper contains a high clay content polished to a smooth finish which can be dull, matte or gloss. Uncoated paper contains no clay and has a dull surface (e.g., copy paper). Inks absorb differently on different paper stocks, changing in tone and intensity.

CONTRAST — The difference between light and dark areas in an image. The wider the tonal range in an image, the lower the contrast.

EPS — Encapsulated Post Script. A graphic file format best used for offset printing. Can be vector (line) or pixel (dot) based. Usually created in Adobe Illustrator or Photoshop.

HEX — The hexadecimal number system is a way of representing Web colours in HTML. Each successive digit or number represents a multiple of a power of 16. It uses the digits 0–9 plus the letters A, B, C, D, E, F, and G.

JPG — Joint Photographic Experts Group. Commonly used method of compression for photographic images. Good, all–around format for Word or PowerPoint.

LOGO — A graphic element often locked with a wordmark to form a visual for an organization's brand.

PANTONE — The Pantone Color Matching System (PMS) is a standardized colour reproduction system that allows different manufacturers in different locations to match colours without direct contact with one another.

PNG — Portable Network Graphics. The png format is a popular alternative to gif, using better compression and not limited to 256 colours. Not suitable for professional photo images. Transparent backgrounds will remain transparent, instead of appearing white in a document or presentation.

RGB — Red, green, blue. Additive colours used by electronic displays, such as televisions and computers, to reproduce colours. Colour can vary screen to screen unless all monitors are uniformly calibrated. Image files created in RGB can be embedded into Word or PowerPoint files, which can then be outputted on most inkjet and laser printers.

SERIF — A serif is a small line used to finish off a main stroke of a letter. A typeface that has serifs is called a serif typeface. A typeface without serifs is called sans–serif, from the French *sans*, meaning "without." For body copy serif fonts are generally considered more readable on printed materials, while sans–serif is considered more legible on computer screens.

SIGNATURE — Any combination of a logo or mark and logotype or wordmark, which serves as an official identity element.

TINT — A gradation of a colour made by adding white to it or lightening it to lessen its saturation.

TRADEMARK — one or a combination of words, designs or sounds used to distinguish the goods or services of one person or organization from those of others. A trademark may be unregistered or legally registered, and the owner of the trademark has legal rights which restrict the use of the trademark by others.

WORDMARK — A standardized graphic treatment of a trade name to identify and brand a company, institution or product.

FINDING ASSETS

Downloads of the Edmonton logo, alternate logos, swatch libraries, artwork templates can be found in the logo toolkit at www.edmonton.ca/visualidentity

LIST OF AVAILABLE ASSETS:

Logo in all colour versions and formats including Hex (web), CMYK, RGB, Pantone® in jpg, png, tif, ai, eps

City Crest in all versions and formats

Primary colours (PMS values available in this document) as Hex (web), CMYK, RGB, Pantone® in jpg, png, tif, ai, eps

Complement colours in all versions and formats including Hex (web), CMYK, RGB, Pantone® in jpg, png, tif, ai, eps

Grid layout templates for InDesign and Adobe Illustrator

Official fonts (not City-supplied; only available from suppliers listed on P 27 — 28 of this document)

City photography from photos.edmonton.ca

For questions or advice on applying Visual Identity Standards, email the Visual Identity Team at:
 visualidentity@edmonton.ca

* Visual Identity assets may only be used by City of Edmonton employees and their authorized suppliers for the sole purpose of communicating and promoting the policies, services and facilities of the City.

DRESSING FOR SUCCESS

Thank you for taking the time to read this guide book.

Our visual identity, like our clothing, is something
we wear every day we come to work. It is a part our
professional presentation to the public.

Our visual identity also says a lot about us as a team.
When we display our identity proudly and consistently,
we create a better impression for ourselves, our co–
workers and the public we serve.

The proper use of our visual identity is, in fact, a big
deal. Its success depends entirely on all of us. So let's
get out there and use it—and use it well!

Edmonton

APPENDIX A: LOGO USE POLICY

The City of Edmonton Corporate Leadership Team (CLT) has approved the City logo as the sole visual identifier. This is to ensure that both internal and external audiences immediately recognize and associate the City logo as representing The City of Edmonton.

New logos that do not meet the criteria outlined below cannot be used. For inquiries and approvals, please consult with Corporate Communications before proceeding.

EXCEPTIONS

The City has approved exceptional use for the following:

Community Services Enterprise Attractions The "enterprise" group of attractions has specific business and revenue goals. The following are examples of what enterprise attractions are permitted to use their own logos: Fort Edmonton Park, Muttart Conservatory, Kinsmen Sports Centre, Valley Zoo, Commonwealth Stadium, City golf courses and cemeteries.

Existing Brands/Sub-brands Some City operations have well-established retail brands that are recognized and have value to citizens and customers. These brands may be allowed to exist at the discretion of CLT, but must appear in conjunction with the City logo. Some examples include ETS, recreation and leisure centres and the Waste Management Centre of Excellence.

Major Initiatives and Long-Term Partnerships At the discretion of CLT and Corporate Communications, selected projects may have their own identities. Examples include Blatchford, The Quarters, Oxford Subdivision, major partnerships, such as Edmonton Northern Partnership, and bids for major events. Additionally, the City may

enter into a funding partnership that all parties agree requires a distinct identity, such as the River Crossing projects (i.e. funicular, boat docks and trail development).

Emergency Operations Emergency services uniforms and vehicles need to be distinct for operational reasons. EMS, Fire, Police and Park Rangers are examples of this. EPS and Fire maintain their own identities.

PROGRAM IDENTIFIERS

A program identifier is defined as any symbol, image or wordmark used to introduce, support, educate, inspire and build general awareness of a program aimed at City employees ONLY. A program identifier is not to be used as an externally-facing logo or brand. EXCEPTIONS may be made for short term programs that enhance the City's reputation or conform to the Visual Identity Standards. Please contact Corporate Communications for advice and guidance before creating one of these identifiers.

Restrictions for creation and usage include:

- All program materials that display the program identifier must also display the City logo.

- Programs of limited duration must include the date (including year) on all materials that display the program identifier.

- Materials that display the program identifier may not be visible in public spaces where interpretation of the identity causes any brand confusion between the program and The City of Edmonton.

PLANNING NOTES

There are a number of things to consider when planning to produce communications materials for the City.

1. Create a local asset file on your computer for your projects.

2. Keep a pdf copy of this document in your asset file for ongoing reference, and check the City's visual identity webpage for periodic updates.

3. Review past office, communications and promotions materials to determine those in need of updating.

4. Create a phased workplan to renew materials and update the City visual identity in your area. The plan should priorize those materials with the greatest public visibility.

5. Wherever possible work with a professional designer to produce new materials, making sure that your designer understands the importance of using the Visual Identity Standards to create a consistent City–wide visual brand.

6. If you are creating communications materials yourself, try to replicate the look and feel of this document and its contents as much as possible.

7. Before beginning any communications project, clearly identify the purpose of the project and the project goal. Then begin to collect raw information.

8. Consider developing a theme of your project and what emotional tone or mood you are trying to create. This will help you choose the best colours and imagery for your project.

9. Set up a 'wall of fame' in your office to show off your new projects—and to visibly check how consistently you've applied the new visual brand.

10. At some point within the next 6 months book a meeting with your Communications Advisor to go over any questions you may have about implementing the new Visual Identity.

CONTACT

VISUAL IDENTITY MANAGEMENT / TRADEMARKS & LICENSING

For additional information and inquiries, please contact 311 or visit edmonton.ca/visualidentity to learn about the latest updates on City's visual identity standards.

* City logo and City crest are registered official marks of The City of Edmonton.

City of Edmonton

CITY
IDENTITY
STANDARDS

1 FOUNDATIONAL ELEMENTS