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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

Oloribusam quiam aut everorp orerion ectatur.

Rsaereic te escipic at nctem ex et everes eos dolor sum, nisi sum essequis essequam sam diam, id quam, te ipsa dit videl ipsam eum et acdern aturia sequid ut as et omnis dolut ut peresentias eum quaero cor.

Public Information Session

APR 03

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

Learn more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

CITY OF EDMONTON
LOCK-UP
Always includes the Public Engagement tag line Share Your Voice, Shape Our City.
USING THE LAYOUT SHELL

ADJUSTING THE ENGAGEMENT SHELL

Oloribusam quiam aut everorp oderion ectatur.

Rsa reic te escipic at nctem ex et everes eos dolor sum, nis sum essequis esequam sam diam, id quam, te ipsa dit videl ipsam eum et aciernr aturia sequid ut as et omnis dolut ut peresentias eum quaero cor.

Learn more by going to: edmonton.ca/engagement

April 26, 2017
5:00 to 8:00 p.m.
Castle Downs Family YMCA
11510 – 153 Ave.

Public Engagement Session

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Learn more by going to: edmonton.ca/engagement

April 3, 2017
0:00 to 0:00 p.m.
Location name
11510 – 153 Ave.

Public Engagement Session
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.

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.

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

---

Fugit rest eos maiorisbus prodoluptur quidus.

Ut eatur? Dandi ger nimperorum doluptatem. Et offici liabo. Tus, voror quum, vororibus arcia disque ipsaped catia doluptatem volore sitaepior as vero uveles.

Sit ped mint, Um imus magni exum sarum, deluptid tem relupe embus doluptatum.

Public Open House

APR 03

0:00 to 6:00 p.m.
Location name
00000 00 Ave, Edmonton

Learn more about this project at: edmonton.ca/engagement

SHARE YOUR VOICE SHAPE OUR CITY

Edmonton
## 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

<table>
<thead>
<tr>
<th>Common Name</th>
<th>Size</th>
<th>Margin</th>
<th>Columns</th>
<th>Gutter</th>
<th>Vertical Div.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcard</td>
<td>4.0” x 6.0”</td>
<td>0.293”</td>
<td>4</td>
<td>0.112”</td>
<td>4</td>
</tr>
<tr>
<td>Flyer Quarter Page</td>
<td>4.25” x 5.5”</td>
<td>0.293”</td>
<td>4</td>
<td>0.112”</td>
<td>4</td>
</tr>
<tr>
<td>Flyer Long</td>
<td>3.5” x 11.0”</td>
<td>0.293”</td>
<td>4</td>
<td>0.112”</td>
<td>8</td>
</tr>
<tr>
<td>Flyer Half Page</td>
<td>5.5” x 8.5”</td>
<td>0.293”</td>
<td>6</td>
<td>0.112”</td>
<td>6</td>
</tr>
<tr>
<td>Brochure Cover</td>
<td>3.6875” x 8.5”</td>
<td>0.293”</td>
<td>4</td>
<td>0.112”</td>
<td>6</td>
</tr>
<tr>
<td>US LTR</td>
<td>8.5” x 11.0”</td>
<td>0.474”</td>
<td>10</td>
<td>0.181”</td>
<td>8</td>
</tr>
<tr>
<td>US LGL</td>
<td>8.5” x 14.0”</td>
<td>0.474”</td>
<td>10</td>
<td>0.181”</td>
<td>8</td>
</tr>
<tr>
<td>US TABLOID</td>
<td>11.0” x 17.0”</td>
<td>0.767”</td>
<td>10</td>
<td>0.181”</td>
<td>8* Scaled</td>
</tr>
<tr>
<td>Poster</td>
<td>18.0” x 24.0”</td>
<td>1.240”</td>
<td>10</td>
<td>0.293”</td>
<td>8* Scaled</td>
</tr>
</tbody>
</table>

### Horizontal / Landscape

<table>
<thead>
<tr>
<th>Common Name</th>
<th>Size</th>
<th>Margin</th>
<th>Columns</th>
<th>Gutter</th>
<th>Vertical Div.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcard</td>
<td>6.0” x 4.0”</td>
<td>0.293”</td>
<td>6</td>
<td>0.112”</td>
<td>4</td>
</tr>
<tr>
<td>Flyer Quarter Page</td>
<td>5.5” x 4.25”</td>
<td>0.293”</td>
<td>6</td>
<td>0.112”</td>
<td>4</td>
</tr>
<tr>
<td>Flyer Half Page</td>
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<td>10</td>
<td>0.112”</td>
<td>4</td>
</tr>
<tr>
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<td>11.0” x 8.5”</td>
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<td>0.181”</td>
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<td>17.0” x 11.0”</td>
<td>0.767”</td>
<td>10</td>
<td>0.181”</td>
<td>8</td>
</tr>
<tr>
<td>Poster</td>
<td>24.0” x 18.0”</td>
<td>1.240”</td>
<td>10</td>
<td>0.293”</td>
<td>8* Scaled</td>
</tr>
</tbody>
</table>

*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.
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:

- **Advise**
  - CMYK: 60/25/0/0
  - RGB: 98/160/214
  - HEX: 62A0d6
  - PMS: 284

- **Refine**
  - CMYK: 75/13/40/5
  - RGB: 40/158/155
  - HEX: 289E9B
  - PMS: 7473

- **Create**
  - CMYK: 44/86/0/0
  - RGB: 153/71/154
  - HEX: 99479A
  - PMS: 258

- **Decide**
  - CMYK: 0/81/66/0
  - RGB: 240/88/83
  - HEX: F05853
  - 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)
This layout demonstrates how Prelo Sans should be used with respect to character style, font size and placement.
To ensure readability and clarity, Prelo Book is replaced with *PRELO MEDIUM* as the base font.
## LANGUAGE

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

---

**Public Engagement Session**

**APR 11**

0:00 to 0:00 p.m.

Location name

00000 00 Ave., Edmonton

Agnam sapedi cus sitia quam audi ius praestrum dolo vent.

Fugitas sum quasperrias ea cusam, audis excestem. Equam acacastili aut aute solorum facepudi con earum res eictur, **velqui ipsa** nissimodit renis illa invendi odipsan dempor. Et offici illabo. Tus, volorum quam, voloribus.

---

**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.

Learn more about this project at: edmonton.ca/bgn

<table>
<thead>
<tr>
<th>SHARE YOUR VOICE</th>
<th>SHAPE OUR CITY</th>
</tr>
</thead>
</table>

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

City of Edmonton *Building Great Neighbourhoods*
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

Apicendi quae et utemposes mos rest dolore, corro ducium sed ulparunt pra volum est que rem.

Abori sim untotas verci custrum quodic te porum aliqui doluptate occula eum eatur assimpo rerciendit optae volut idunditibus, et la qua. Um istrum sincisciate nobitat omnisima veliquo corepe sit volessum sumquam excestiis res dusam.

Learn more by going to: edmonton.ca/engagement

Ferrum faceped maio tet quia vel ipicill accus.

Abori sim untotas verci custrum quodic te porum aliqui doluptate occula eum eatur assimpo rerciendit optae volut idunditibus, et la qua. Um istrum sincisciate nobitat omnisima veliquo corepe sit volessum sumquam excestiis res dusam.

Learn more by going to: edmonton.ca/engagement
TEMPLATES

PRINT ADS

Quiapis cuscimus.
Es assuumquatquamsennientiamnonesnusquien
moditharunt.

Dvit acimus expligenduci simpusa ndanduntis simpur pttation
conseque que essequatur albeatur? As parchit atectur rem
qui optat. Edis qui apis dmpore puditintotem estis esto.

Learn more by going to:
edmonton.ca/engagement

<table>
<thead>
<tr>
<th>Public Engagement Session</th>
<th>June 6, 2017</th>
<th>June 6, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location name</td>
<td>00000 00 Avenue</td>
<td>00000 00 Avenue</td>
</tr>
</tbody>
</table>

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

Dvit acimus expligenduci simpusa ndanduntis simpur pttation
conseque que essequatur albeatur? As parchit atectur rem
qui optat. Edis qui apis dmpore puditintotem estis esto.

Learn more by going to:
edmonton.ca/engagement

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</tbody>
</table>

Quiapis cuscimus.
Es assuumquatquamsennientiamnonesnusquien
moditharunt.

Dvit acimus expligenduci simpusa ndanduntis simpur pttation
conseque que essequatur albeatur? As parchit atectur rem
qui optat. Edis qui apis dmpore puditintotem estis esto.

Learn more by going to:
edmonton.ca/engagement

<table>
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</thead>
<tbody>
<tr>
<td>Location name</td>
<td>00000 00 Avenue</td>
<td>00000 00 Avenue</td>
</tr>
</tbody>
</table>

Quiapis cuscimus.
nus quien modithuditintoharunt.

Adit ut labo. Por audiorum, cus ani
ipsu mique venihit.

Learn more by going to:
edmonton.ca/engagement

<table>
<thead>
<tr>
<th>Public Engagement Session</th>
<th>MAY 09 2018</th>
<th>Location name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location name</td>
<td>00000 00 Avenue</td>
<td>Location name</td>
</tr>
</tbody>
</table>

Isque ex es vella quam
enihit, nonse comnihicil
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mi, consequiat officim
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Dvit acimus expligenduci simpusa ndanduntis simpur pttation
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</tr>
</thead>
<tbody>
<tr>
<td>Location name</td>
<td>00000 00 Avenue</td>
<td>00000 00 Avenue</td>
</tr>
</tbody>
</table>
TEMPLATES

DIGITAL ADS

Siuiatia ectusam odio volenecatur omnimetus olo. Learn more.

Magnam facius ex eatur accum invelli busdaecum. Learn more.

Magnam facius ex eatur accum invelli busdaecum. Learn more.

Cusdaeptate ex velicidusam eicabore conemped Learn more.
TEMPLATES

DIGITAL ADS

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

Learn more about this project at: edmonton.ca/engagement

Imus magnim eium re nulparum a dolupidi tem ratiaep

APR 21 00 to 000 p.m.
Location name
00000 00 Ave., Edmonton

Learn more about this project at: edmonton.ca/engagement

Equam accaeaut aute solorum.

edmonton.ca/engagement
**TEMPLATES**

**DIGITAL ADS**

**INSTASTORY AD**

1080 X 1350 PX

File name: PE Instastory Ad 5x82_Template.indd

---

**ADVISE**

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

*Swipe up to learn more.*

---

**CREATE**

Slaccatur audam abo illorero diasi ommolor rent abo.

*Swipe up to learn more.*

---

**REFINE**

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

*Swipe up to learn more.*

---

**DECIDE**

Tatemq uaep erae et resc idelit harum dolumque vendus sersperum.

*Swipe up to learn more.*
TEMPLATES

POSTCARDS

**Equam caestisi aut aute solorum.**

**Idstia sam** velenisissimum idit, ut et exceatem fugitiasip omnienis cone possita esseques des et laut deliquia doluptat et vendam, quis millacepe nobiae conseque asperrcis as as dolum qui omnihilt mi, qui vene quo vel molioriam consensm eum quauaetesias mi, erum, aut resima gniende bisquid quaret ex ea quis doluptur molupta tessum fuga.

---

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

---

**Explitis rit eum faceperum?**

---

Learn more by contacting: name@edmonton.ca

Learn more by contacting: name@edmonton.ca

Learn more about this project at: edmonton.ca/engagement

Learn more about this project at: edmonton.ca/engagement
POSTCARDS

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

**TEMPERATURE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Location Name</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 13, 2018</td>
<td>00000 00 St., Edmonton</td>
<td>0:00 - 0:00 pm</td>
</tr>
</tbody>
</table>

Learn more by contacting: name@edmonton.ca

Learn more about the project at: edmonton.ca/engagement

**FACETIME**

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

**TEMPERATURE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Location Name</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 13, 2017</td>
<td>00000 00 St., Edmonton</td>
<td>0:00 - 0:00 pm</td>
</tr>
</tbody>
</table>

Learn more by contacting: name@edmonton.ca

Learn more about the project at: edmonton.ca/engagement

- **Volore imusdanis** villupient volupta tiunt il squiatum volupatis eum nia commine officil most evelest, is quiam facepro molorib usandus eum as quesecusda.
- Rita aut quae estatum quaquiquaier imosc qui optat eosiusmodi que et aequoperum et paraped
- It ut abo. Veritasen a debisismnim ed et access
- Inulpia que ludetris ipsam et aliae plecis eit volupitat explautem a net officit, sit esttur, volupitat
- ea sum volo iepie impung tafer feramquae aut pene nument voluman volautand quiae ad enti sunt aut tab
- Els volorquaequest voluptaquiae minupia rchica doloris, ut eos periupnt, cum ressequiam et diaest inefet etis pelmes ast quia dolrucus quotion conseque velamem.
- Porem qui dolupitapt spictates aut plabo. Ato aut vel melero maghehiqua aut derum nebtiem exvela cum nobist.
- Mede efficabo. Pludos mo to me, ornic doluptae preherios exeribustios maiorro qui aies volorent que si nessecatat tione quam, volupitatem eamortuem, non a e grit mincian totatias meles piam ratamquaqueus.
- Volorquaequest voluptaquiae minupia rchica doloris, ut eos periupnt, cum ressequiam et diaest inefet etis pelmes ast quia dolrucus quotion conseque velamem.
- Qui dolupitapt spictates aut plabo. Ato aut vel melero maghehiqua aut derum nebtiem exvela cum nobist.
TEMPLATES

POSTERS

LETTER POSTER
8.5” X 11”
File name:
PE Poster_8.5x11 TEMPLATE.indd

Dandige nimper dol-uptionem.
Officim illabo.
Tus, volorum quam, voloribus ipsaped icatia dolupvolore simint.

Learn more about this project at:
edmonton.ca/engagement

Edmonton
SHARE YOUR VOICE SHAPE OUR CITY
Fugit rest eos maioribus pro doluptur ad quidus.

Public Engagement Session

Ut eatur? Dandige nimperorum doluptem. 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.

March 23, 2018 0:00 to 0:00 p.m. Location name 00000 00 Ave., Edmonton

March 29, 2018 0:00 to 0:00 p.m. Location name 00000 00 Ave., Edmonton

Learn more about this project at: edmonton.ca/engagement
TEMPLATES

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Public Engagement Session

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<th>April 11, 2018</th>
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**TEMPLATES**

**DISPLAY BOARDS**

**VERTICAL DISPLAY BOARDS 24 X 36”**

File name: PE Display Boards_Vertical_Template.indd

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**Sotatin parumant**

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**Project timeline**

- 2016
  - September: engagement
  - Decide

- 2017
  - May: strategy concept
  - Design

- 2018
  - September: build operate

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TEMPLATES

SIGNAGE

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