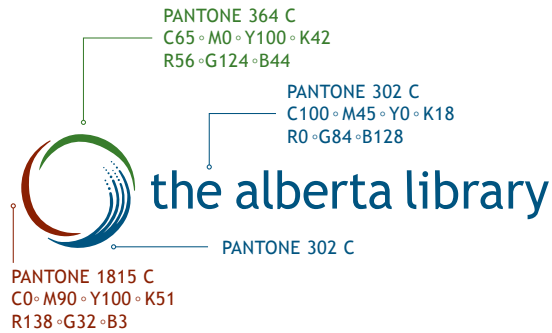


# The Alberta Library VISUAL IDENTITY GUIDELINES

## FULL COLOUR LOGO

For use on all full colour print material and web.



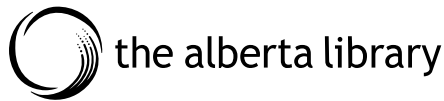
## ONE COLOUR LOGO - spot colour 302C

For use on 1 colour print material that is not black/white.



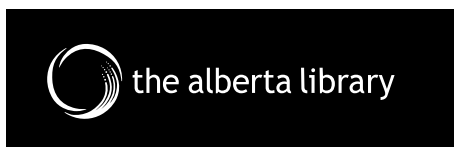
## ONE COLOUR LOGO - greyscale

For use on 1 colour print material that is black/white.



## REVERSED LOGO

Usage of logo on dark backgrounds.



## TYPOGRAPHY

### Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## SPACING and SIZING

Always leave a minimum of 0.5 inches all the way around the logo.



Minimum logo size of 1 inch wide.



Minimum size of 1.25 inches wide on reversed logo.



The logo should always be used as an entire unit with its original proportions.



Do not change the proportions of the logo.



Do not rearrange the elements of the logo.



Do not fade or watermark the logo.