

Alberta Public Service
Vision and Values
Brand Guide

January 2011



RESPECT
ACCOUNTABILITY
INTEGRITY
EXCELLENCE

ALBERTA'S PUBLIC SERVICE
Proudly working together to build a stronger province for current and future generations

Government of Alberta ■

INTRODUCTION

The Alberta Public Service (APS) Vision and Values are a part of the way we work on a daily basis. They help ensure we are able to do our best work and provide a common understanding of where we are headed as part of a larger public service team.

A redesign of visual identity of the APS Vision and Values was completed to align with the Government of Alberta brand. The colour gradient used to showcase the values replaces the individual coloured blocks and demonstrates how the values complement one another and work together.

USING THESE GUIDELINES

The new visual identity is flexible enough to be applied in a variety of contexts including letterheads, web communication, PowerPoint presentations, brochures and other collateral pieces such as mugs, pens and notebooks.

The following guidelines have been developed to help ensure appropriate use and application of the visual identity. These guidelines will help maintain the consistency and integrity of these visuals. This booklet has information on size, colour, typography, and placement requirements.

In addition, the Government of Alberta Corporate Identity Manual is available if you require more detailed information on the use of the GoA logo, typography, etc. You can see the manual at <http://corporateidentity.alberta.ca>.

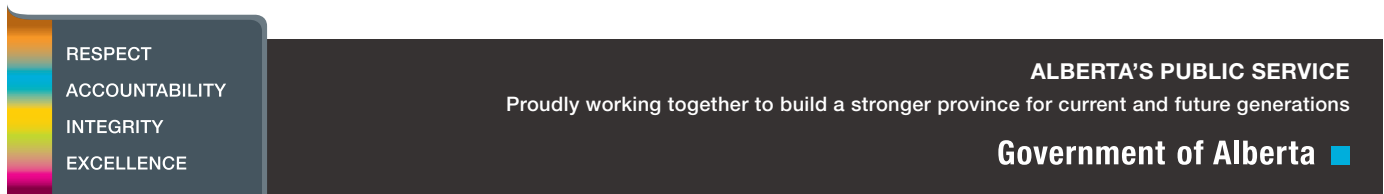
If you have any questions about the new visual identity for the APS Vision and Values, you can contact Communications and Desktop Publishing, Corporate Human Resources by email at CHR.Communications@gov.ab.ca or by phone at 780-408-8481.

APS VISION & VALUES BRAND BAR

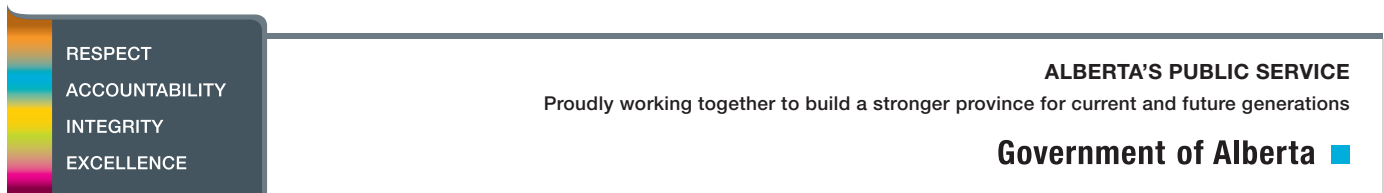
STANDARD FORMAT

This bar is the preferred/primary format when using the APS Vision & Values brand. It sits along the bottom of the page, thus providing a base for the design.

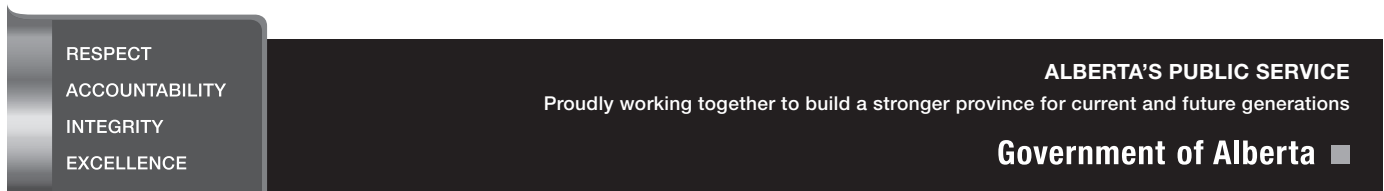
This bar is available in png and eps file formats. It comes in two sizes, 7.5 inches wide (for portrait orientation) and 10 inches wide (for landscape orientation). These sizes should fit correctly with a left and right margin of 0.5 inches.



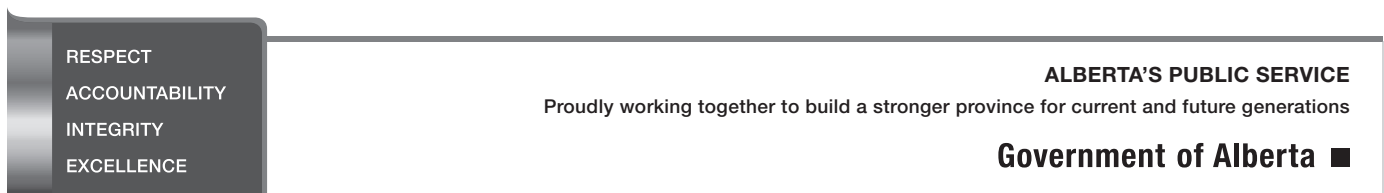
COLOUR BAR FOR USE ON A LIGHT BACKGROUND



COLOUR BAR FOR USE ON A DARK BACKGROUND



GREYSCALE BAR FOR USE ON A LIGHT BACKGROUND



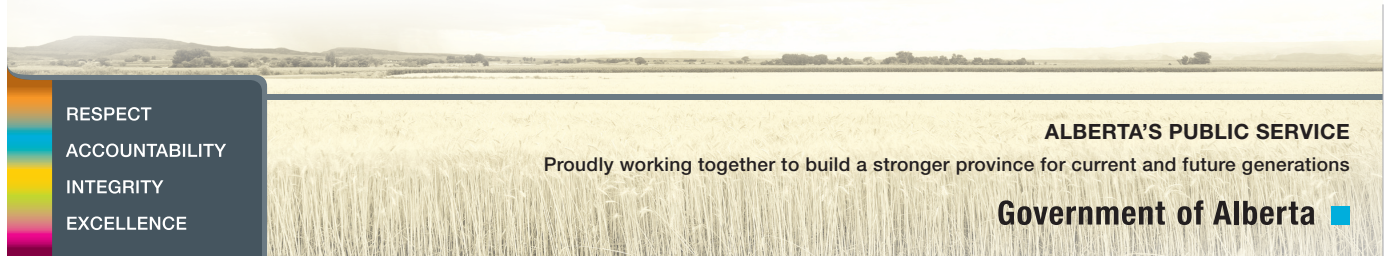
GREYSCALE BAR FOR USE ON A DARK BACKGROUND

APS VISION & VALUES BRAND BAR

TRANSPARENT FORMAT

When using the transparent bar, the background image or texture should be simple and have low contrast.

The Vision text and Government logo must be clearly legible.



COLOUR TRANSPARENT BAR ON A LIGHT BACKGROUND



GREYSCALE TRANSPARENT BAR ON A DARK BACKGROUND

NARROW FORMAT

The narrow bar is 5.5 inches wide. This format can be used on a folded 11" x 8.5" landscape page and allow all of the information to fit comfortably on the front. The narrow bar should always be at the bottom of the page. **The minimum width of the narrow format is 3.5 inches.**



APS VISION & VALUES BRAND BAR

The standard size of the Values Tab is 1.5 inches wide when used in any of the primary brand bars.

SIZE AND COLOUR SPECIFICATIONS

FONT: Helvetica Neue 65 Medium, All uppercase
Minimum font size 7.5 pt with 14.5 pt line spacing.

Type should always be white on Stone Dark colour.

COLOUR OF MAIN BAR:
 Dark Grey
 C25 / M25 / Y25 / K85

COLOUR: Stone Dark
 C23 / M2 / Y0 / K77
 Pantone 432C / 539U

COLOUR OF FRAME:
 Stone Primary
 C15 / M0 / Y0 / K60
 Pantone 431C / 431U

FONT:
 Helvetica Neue 75 Bold
 All uppercase
Minimum font size 9 pt

FONT: Helvetica Neue 65 Medium
Minimum font size 8.5 pt with 11 pt line spacing.
 Type should always be white on Dark Grey.

SPACE: Government of Alberta logo must be a **minimum of 0.25 inches** from the edge of the page or fold.*

*Please see the Government of Alberta Corporate Identity Manual (<http://corporateidentity.alberta.ca>) for further information on the application of the Government of Alberta logo.

SIZE AND COLOUR SPECIFICATIONS ~ WIDE / LARGE FORMAT

When using the Vision & Values Brand Bar on large format products (ie., large posters or roll-up displays) where the bar needs to be much wider, the dark grey bar must retain a height of 5/6 the height of the Values Tab. For example, if the Values Tab is 1.5 inches high, the dark grey bar must be 1.25 inches tall.

The width of the Brand Bar can be adjusted by adding length to the dark grey bar between the Values Tab and Vision text. This will allow the Brand Bar to be made wider without adding too much height.

1.5 inches high

1.25 inches high

The Vision text should be no less than one third the length of the dark grey bar when extending the length of the dark grey bar.

Generally the Vision and the Values will be used together. However, there may be times when you want to highlight the “Values” only in your document or visual. The following formats include the Values only. These are considered secondary formats: APS Values Brand Bar, and the APS Values Tab. When using any of these secondary formats, the **Government of Alberta logo should be included elsewhere on your material.**

NOTE: Do NOT use the Vision & Values Brand Bar (primary format) and the Values Bar or Tab (secondary formats) together on your material.

APS VALUES BRAND BAR



COLOUR BAR SHORT – for use in smaller formats



GREYSCALE BAR SHORT – for use in smaller formats

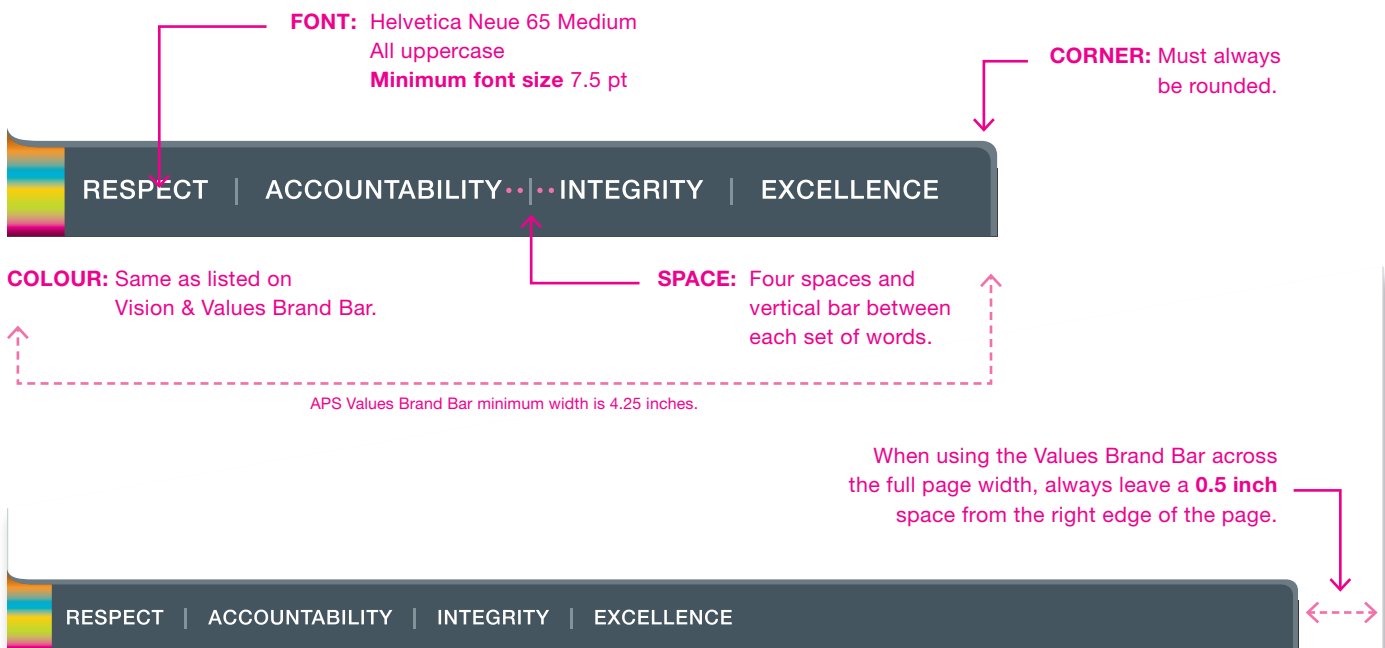


COLOUR BAR LONG



GREYSCALE BAR LONG

SIZE AND COLOUR SPECIFICATIONS



APS VALUES TAB

This secondary format is recommended on vertical material such as rack brochures, vertical banners or bookmarks. It can also be applied within a document as a side bar or pull-out. Place a background coloured box behind the tab as needed to contain the headline and text and ensure the text is readable (see font and size specifications on the following page).



COLOUR TAB - BOTTOM



GREYSCALE TAB - BOTTOM



COLOUR TAB - MULTI USE



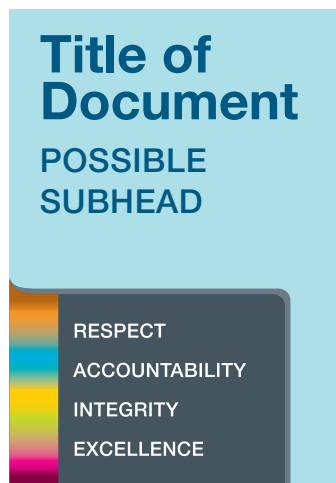
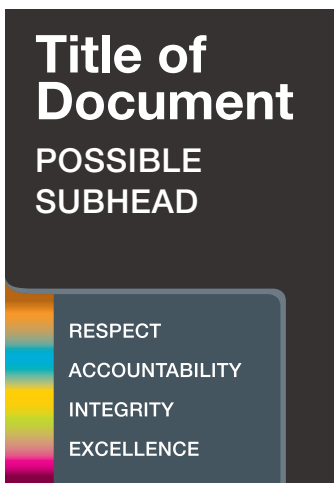
GREYSCALE TAB - MULTI USE

APS VALUES TAB FOR USE ALONG THE BOTTOM LEFT EDGE OF A DOCUMENT / BACKGROUND COLOURED BOX

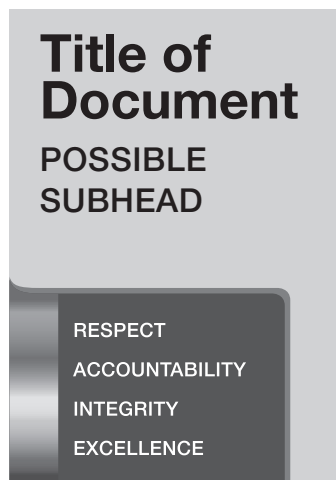
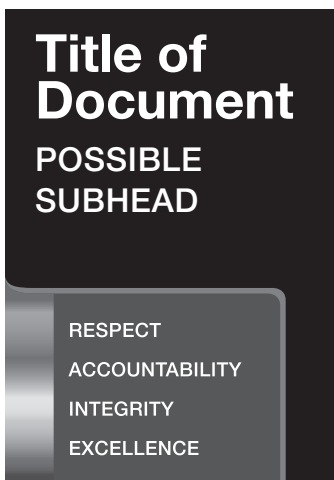
APS VALUES TAB FOR USE ALONG THE LEFT EDGE OF A DOCUMENT / BACKGROUND COLOURED BOX ~ NOT RESTRICTED TO THE BOTTOM PAGE EDGE

EXAMPLES

HOW TO APPLY THE VALUES TAB



COLOUR VARIATIONS OF APS VALUES TAB FOR VARIED BACKGROUNDS

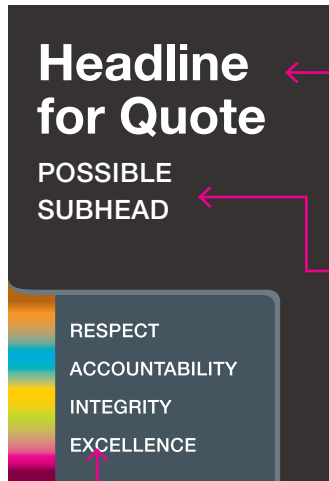


GREYSCALE VARIATIONS OF APS VALUES TAB FOR VARIED BACKGROUNDS

APS VALUES TAB

SIZE AND COLOUR SPECIFICATIONS

It is recommended that the background coloured box be a similar shade to one of the colours on the colour bar of the Values Tab or the dark grey from the Vision & Values Brand Bar (see page 5). Dark grey (80% of black or darker) is recommended if printing in black/white.



Headline font should be approximately 15 pt - 18 pt type.
 The headline should be limited to 3 - 6 words where possible.

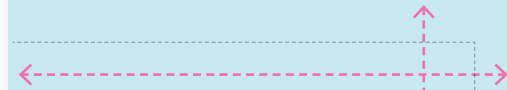
Font should be approximately 10 pt - 12 pt type.
 Body content should be limited to 30 words where possible.

Font colour must be readable on the background colour and should be left justified, in either Helvetica Neue or Arial typeface.

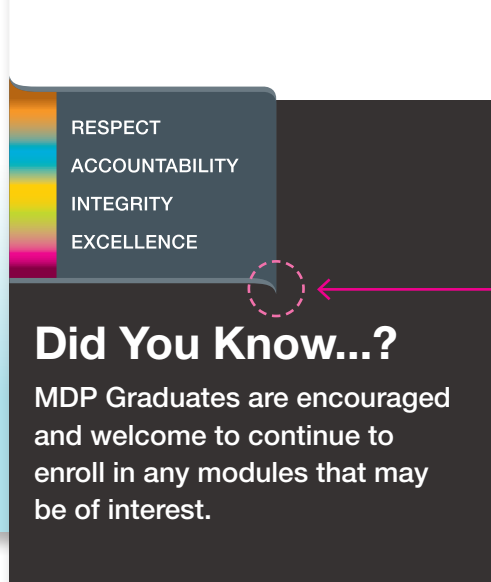
Values Tab minimum width is 1.5 inches.

FONT on Values Tab:
 Helvetica Neue 65 Medium
 All uppercase
Minimum font size 7.5 pt
 with 14.5 pt line spacing
 Type should always be white on Stone Dark colour.

The width and height of the Dark Grey box can increase and decrease to accommodate text volume. The Values Tab must always remain at a minimum size of 1.5 inches wide within the Dark Grey box.



The Values Tab should ideally be placed at the bottom and left edge of the page / background coloured box.

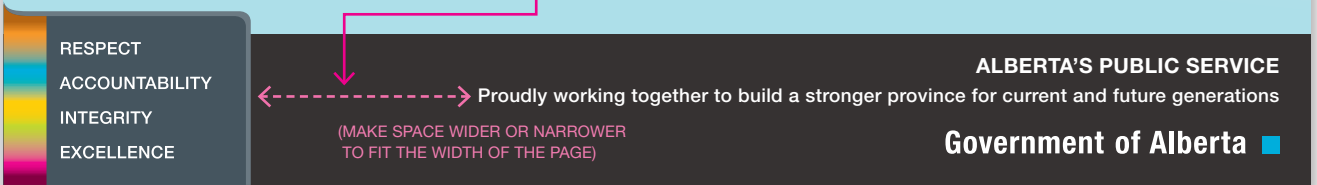


Always maintain the integrity of the lower curve when using the tab above the bottom page edge.

EXAMPLES

HOW TO APPLY THE BRAND

The APS Vision & Values Brand Bar should always fit the width of the page. NEVER stretch the text within the bar to fit the page. Instead, increase the space between the Values Tab and the Vision text.



(VALUES TAB)

(MAKE SPACE WIDER OR NARROWER TO FIT THE WIDTH OF THE PAGE)

Always set Vision & Values Brand Bar at the bottom of the page.

The Values Brand Bar should be set at the bottom of the page whenever possible to maintain consistency with the overall brand.

Always include the line when using the light or transparent Vision & Values Brand Bar.

