

Promotional guidelines

This guide is designed to assist service providers contracted by the Government of Alberta to appropriately and consistently acknowledge all public information materials produced for programs, projects and services that are funded through the Canada-Alberta partnership.

Public information materials include advertising, marketing and/or promotional materials, which can be print or online.

AD considerations:

Speak to your audience

Use the following principles to get your ad to work. Please note the mandatory elements to be placed in all publications.

Clear message

Pick a single message and keep it simple and concise.

Alignment

Aligning your elements provides white space and order which is easier on the eye.

Hierarchy

Use size to bring attention to the most important information in your ad. If everything is the same size, nothing stands out.

Call to action

Make sure to give your audience the next step.

White space

Give your message room to breathe. Create space around each element.

Mandatory identifiers

Please note the **funding line** and the **two wordmarks**. Please see the second page for more information

Buffer zone

The minimum protective space is X, where X is equal to the height of the period symbol.

Minimum size

The Alberta Government logo can be no smaller than .75".

The following identifiers are mandatory

Wordmarks

The wordmarks are shown as reversed (white on dark background) but several versions are available to use in various formats. Use the .eps for professional printing.

Canada and Alberta wordmark

Use as one graphic. This combination is to be used on all promotional material.

Funded by:



Reverse

Funded by:



Brief guidelines for all wordmarks

- Do not alter
- Maintain a buffer zone; adhere to the minimum space
- May not appear on a visually conflicting background
- May not form part of a headline, phrase or sentence

For a complete manual go to the following sites.

Guide on the public acknowledgement of financial support
canada.pch.gc.ca/eng/1428491994616

Alberta corporate identity manual
corporateidentity.alberta.ca/downloads/Alberta_Corporate_Identity_Manual.pdf

Funding line

The following acknowledgement **must** be used on all publications. The French translation is to be used at the discretion of the user.

“The Province of Alberta is working in partnership with the Government of Canada to provide employment support programs and services.”

“Les gouvernements de l’Alberta et du Canada travaillent en partenariat et financent conjointement des programmes et des services d’aide à l’emploi.”

Note: If space is limited the workmarks can be used without the funding line.