VISUAL GUIDELINES
A company’s personality or its brand says a lot about who and what it is. This personality is inherent in the brand’s logo and other visual elements.

Consistent implementation and application of Edmonton Global’s brand elements (along with key messaging) will protect the brand’s integrity and allow us to establish a stronger brand identity.

**GENERAL REQUIREMENTS**

- Display the logo based on information specified within this document.
- Use the logo only in its complete and original form, as outlined in this document.
- Use only the embedded master artwork available from this document.

The logo variations shown in this document are master versions of Edmonton Global’s logo, which means they are in correct proportions and colours. The Edmonton Global logo should not be used in any other colour besides those that are described as official brand colours.

Always use the Edmonton Global logo in full colour whenever possible. However, as there may be circumstances where the use of a full-colour logo isn’t viable, alternative versions have been created, and are shown in this document, to address such situations.
The logo is a symmetrically balanced, horizontal mark consisting of two components: the symbol and the wordmark. Together, these components are referred to as the “Edmonton Global logo” and embody the company ethos.

It is important to protect the logo to ensure a consistent message is conveyed across all mediums. The recommendations and guidelines offered in this document must, therefore, be adhered to whenever possible.
The logo requires a defined area around the elements to "breathe" correctly. This area is referred to as the "clear space" and should never contain other graphic or typographic elements.

The clear space is based on distances calculated from within the logo itself and should always be considered as the minimum distance between the logo and other elements. Because the clear space is derived from the logo, it will scale up and down based on usage.

The main measurement, X, is defined by intersecting the lines from the baseline of the symbol, and the cap-height of the "E" in the wordmark, with a line rotated at 73°.

This distance is then used to describe the area of clear space out from the outermost bounds of the full logo, both in terms of height and width.
While there is no maximum size specified for the Edmonton Global logo—scale should be in proportion to the original artwork and placed based on aesthetics, function, and visibility—there is a minimum size that must be observed.

The logo should never be reproduced smaller than the minimum size indicated above.
Corporate brand colours add life to a brand’s visual elements and enhance its uniqueness. Always use the colour palette shown here whenever creating any printed or online applications for Edmonton Global’s brand. Edmonton Global’s corporate colours are Pantone 7621 and Pantone Cool Gray 10.

Process (CMYK) and onscreen (RGB) colour breakdowns may differ from the Pantone guide and have been chosen to match the original Pantone colour visually. CMYK colours are only used in four-colour process jobs. RGB colours are used for online or screen-based media only.

The exception to this rule is Microsoft Word, which only supports RGB values.

Please refer to a registered Pantone book for accurate colour matches. This manual has not been evaluated by Pantone Inc. for colour accuracy.
The secondary color palette is designed to provide additional creative flexibility. These colors are complementary to the Edmonton Global Scarlet and Charcoal, and were specifically selected to enhance and support the primary palette.

These colours cannot be used in conjunction with the logo artwork.

Process (CMYK) and onscreen (RGB) colour breakdowns may differ from the Pantone guide and have been chosen to match the original Pantone colour visually. CMYK colours are only used in four-colour process jobs.

Please refer to a registered Pantone book for accurate colour matches. This manual has not been evaluated by Pantone Inc. for colour accuracy.
The single-colour version of the logo is used in situations where reproducing the logo in full colour is not possible, or when only one ink is available.

The logo should be rendered in either the Edmonton Global Scarlet (Pantone 7621 C), Edmonton Global Charcoal (Pantone Cool Gray 10 C), or solid Black (Pantone Black C) when placed on a white or light solid tone.

A reversed version can be used to “knock out” the logo from full-strength solid tones of the brand colours. This is considered a secondary usage for instances where the logo sits alongside other third-party logos.

The logo should be rendered in solid white only (no tone) against a dark background to provide the greatest amount of contrast.

Consider the tone scale above for guidance.
Correct usage of the logo and its visual elements is critical and helps to ensure that Edmonton Global’s brand has the greatest impact. These guidelines depict the correct way in which to use the identity. Any deviation from, or misinterpretation, of the guidelines is considered an incorrect usage. When displaying the logo, always use the correctly proportioned master artwork provided.

Any display or use of any version of the Edmonton Global logo must be approved by Edmonton Global. Where permission is obtained, the display or use of the Edmonton Global visual identity must adhere to the guidelines presented in this document. Any display or use that does not adhere to these guidelines is a violation of Edmonton Global’s intellectual property rights.

The logo should never be supplied to third parties as part of a Word document or PowerPoint deck. When sending the logo via email, insert the appropriate high-resolution, print-ready PDF file into the email as an attachment.

INCORRECT LOGO USAGE

Correct usage of the logo and its visual elements is critical and helps to ensure that Edmonton Global’s brand has the greatest impact. These guidelines depict the correct way in which to use the identity. Any deviation from, or misinterpretation, of the guidelines is considered an incorrect usage. When displaying the logo, always use the correctly proportioned master artwork provided.

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FILE FORMATS

The logo should never be supplied to third parties as part of a Word document or PowerPoint deck. When sending the logo via email, insert the appropriate high-resolution, print-ready PDF file into the email as an attachment.
Edmonton Global’s wordmark is a customized adaptation of American type designer Tobias Frere-Jones’ influential geometric sans-serif typeface Gotham, originally produced in 2000.

The combination of these letter forms are unique to the wordmark, and they don’t exist in any other form—Gotham should not be used in place of original artwork, nor should it be used as a supporting typeface.
Edmonton Global uses the typeface Roboto exclusively and consistently to establish its brand personality. This free, cross-platform, open-source typeface has good support for multiple languages, and a large variety of weights, ensuring immense flexibility for the future growth of the Edmonton Global brand.

Roboto should be used for all official printed and online corporate communication.

The Roboto typeface, led by Christian Robertson, is available for free, under the Apache License, version 2, as part of the Google Font project. The face can be used without any limitations for commercial and non-commercial purposes.

Download:
https://fonts.google.com/specimen/Roboto
**DOWNLOAD ASSETS**

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**LOGO**

<table>
<thead>
<tr>
<th><strong>FULL-COLOUR</strong></th>
<th><strong>TWO-COLOUR</strong></th>
<th><strong>SINGLE-COLOUR</strong></th>
<th><strong>SINGLE-COLOUR REVERSED</strong></th>
<th><strong>RGB</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Suitable for full-colour (CMYK) offset or digital printing.</td>
<td>Suitable for two-colour (Spot / Pantone) offset printing only.</td>
<td>Suitable for one-colour (Spot or Greyscale) offset or digital printing.</td>
<td>Suitable for use on solid tones or low contrast textures where brand colours might be unavailable in either offset or digital printing.</td>
<td>Suitable for Powerpoint, Word or onscreen (Web, Email etc) usage.</td>
</tr>
</tbody>
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**BRAND GUIDELINES**

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**CMYK HORIZONTAL (VECTOR)**

**PMS HORIZONTAL (VECTOR)**

**BLACK (VECTOR)**

**BLACK (BITMAP)**

**SCARLET (VECTOR)**

**CHARCOAL (VECTOR)**

**WHITE HORIZONTAL (VECTOR)**

**WHITE HORIZONTAL (BITMAP)**

**RGB HORIZONTAL (VECTOR)**

**RGB HORIZONTAL (BITMAP)**
DOWNLOAD ASSETS

SYMBOL

FULL-COLOUR
Suitable for full-colour (CMYK) offset or digital printing.

TWO-COLOUR
Suitable for two-colour (Spot / Pantone) offset printing only.

SINGLE-COLOUR
Suitable for one-colour (Spot or Greyscale) offset or digital printing.

SINGLE-COLOUR REVERSED
Suitable for use on solid tones or low contrast textures, where brand colours might be unavailable in either offset or digital printing.

RGB
Suitable for Powerpoint, Word or onscreen (Web, Email etc) usage.

BRAND GUIDELINES