



Edmonton
Global 

Brand Guidelines

2022



Visual Guidelines

The Visual Identity

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 Mark

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.



Clear Space

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.

Print:



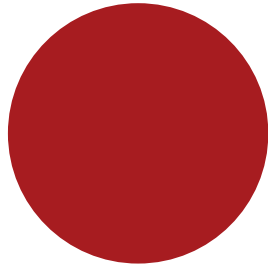
Screens:



Minimum Size

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.

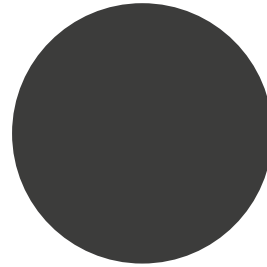
The logo should never be reproduced smaller than the minimum size indicated above.

**EDMONTON GLOBAL SCARLET**

CMYK 19 / 100 / 97 / 11

RGB 167 / 28 / 32

HEX #A71C20

**EDMONTON GLOBAL CHARCOAL**

CMYK 69 / 54 / 48 / 46

RGB 69 / 75 / 80

HEX #454B50

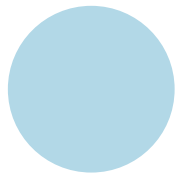
Primary Colour Palette

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.

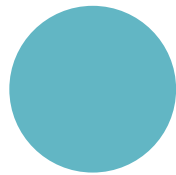
Process (CMYK) and onscreen (RGB) colour breakdowns may differ from the Pantone guide and have been chosen to match the original Pantone colour visually. CMYK colours are only used in four-colour process jobs.

RGB colours are used for online or screen-based media only. The exception to this rule is Microsoft Word, which only supports RGB values.

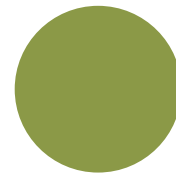
Please refer to a registered Pantone book for accurate colour matches. This manual has not been evaluated by Pantone Inc. for colour accuracy.



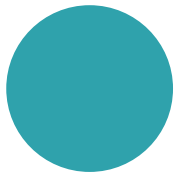
PANTONE P118-3C
 CMYK 38 / 0 / 9 / 0
 RGB 69 / 75 / 80
 HEX #B2E3F0



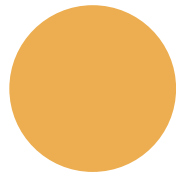
PANTONE P121-13C
 CMYK 68 / 0 / 24 / 0
 RGB 98 / 183 / 197
 HEX #5AC5CE



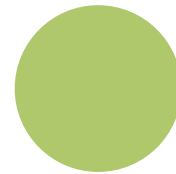
PANTONE P121-13C
 CMYK 53 / 23 / 92 / 7
 RGB 140 / 154 / 71
 HEX #8C9A48



PANTONE P121-13C
 CMYK 82 / 5 / 34 / 0
 RGB 47 / 163 / 173
 HEX #30A3AD



PANTONE P121-13C
 CMYK 0 / 38 / 84 / 0
 RGB 237 / 175 / 80
 HEX #FFB549



PANTONE P121-13C
 CMYK 42 / 1 / 77 / 0
 RGB 176 / 201 / 107
 HEX #B0C96B

Secondary Colour Palette

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.



10% 20% 30% 40%



50% 60% 70% 80% 90%



Single-Colour Variations

Single Colour

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.

Single Colour Reversed

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.



- ✘ DO NOT CHANGE THE COLOUR LOCK-UP



- ✘ DO NOT ROTATE THE LOGO



- ✘ DO NOT SCALE INDIVIDUAL ELEMENTS



- ✘ DO NOT SCALE LOGO DISPROPORTIONATELY



- ✘ DO NOT REPOSITION SYMBOL



- ✘ DO NOT SKEW THE LOGO



- ✘ DO NOT APPLY ADDITIONAL EFFECTS



- ✘ DO NOT USE LOW RESOLUTION ARTWORK

Incorrect 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.

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 Wordmark

Edmonton Global's wordmark is a customized adaption 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.

AaBbCcDdEeFfGgH
hIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWw
XxYyZz

Typography

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

AaBbCcDdEeFfGgH
hIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWw
XxYyZz

Roboto

12 styles

You can get on Google Fonts

[Click here to download it](#)



Typography Styles

Title 1

Aa Bb

Roboto
Bold 700

Title 2

Aa Bb

Roboto
Bold 700

	Font-Size	Line-Height	Font-Spacing
Desktop	80 px	88 px	1 px
Tablet	52 px	64 px	-1 px
Mobile	48 px	56 px	1 px

	Font-Size	Line-Height	Font-Spacing
Desktop	56 px	72 px	1 px
Tablet	40 px	56 px	0 px
Mobile	36 px	40 px	1 px

Title 3

Aa Bb

Roboto
Bold 700

	Font-Size	Line-Height	Font-Spacing
Desktop	44 px	56 px	1 px
Tablet	30 px	40px	1 px
Mobile	30 px	40 px	1 px

Title 4

Aa Bb

Roboto
Bold 700

	Font-Size	Line-Height	Font-Spacing
Desktop	32 px	40 px	1 px
Tablet	20 px	24 px	0 px
Mobile	21 px	32px	1 px

Title 5

Aa Bb

Roboto
Bold 700

	Font-Size	Line-Height	Font-Spacing
Desktop	24 px	32 px	1 px
Tablet	16 px	24 px	0.3 px
Mobile	16 px	24 px	1 px

Title 6

Aa Bb

Roboto
Bold 700

	Font-Size	Line-Height	Font-Spacing
Desktop	14 px	24 px	1 px
Tablet	16 px	16px	3 px
Mobile	14 px	24 px	1 px

Body-Large

Aa Bb

Roboto
Regular 400

	Font-Size	Line-Height	Font-Spacing
Desktop	28 px	40 px	0 px
Tablet	20 px	32 px	0 px
Mobile	21 px	40 px	0 px

Body

Aa bB

Roboto
Regular 400

	Font-Size	Line-Height	Font-Spacing
Desktop	21 px	40 px	0 px
Tablet	18 px	32px	0 px
Mobile	16 px	32 px	0 px

Body-Small

Aa bB

Roboto
Regular 400

	Font-Size	Line-Height	Font-Spacing
Desktop	16 px	24 px	0 px
Tablet	14 px	24px	0 px
Mobile	14 px	24 px	0 px

Logo



Full-Colour

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



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.



Black

Suitable for black (spot or greyscale) offset or digital printing.



RGB

Suitable for Powerpoint, Word or onscreen (web, email, etc.) usage.

Download Assets



Symbol



Full-Colour

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



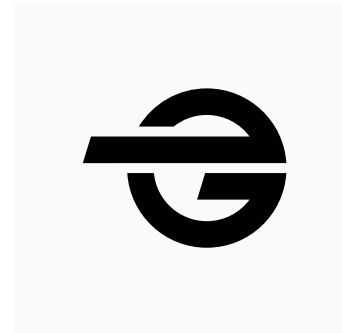
Single-Colour

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.



Black

Suitable for black (spot or greyscale) offset or digital printing.



RGB

Suitable for Powerpoint, Word or onscreen (web, email, etc.) usage.

Download Assets



The symbol should only be used when: there are size restrictions, the full logo is already present nearby, and/or the words "Edmonton Global" are nearby and using the full logo would look repetitive.

Writing about the Edmonton Metropolitan Region

The name that we use to refer to our region is the result of a lot of hard work and many discussions that took place between our regional shareholders to agree on a name that represents the 14 municipalities that make up our region.

The name Edmonton Metropolitan Region means so much more than the geographic area that the name represents. It communicates the collaborative spirit in which our shareholder municipalities have agreed to work together.

Edmonton Metropolitan Region is the legal name for our region, and it is spelled using a capital E, M, and R. When writing content, it is best practice to refer to the region as Edmonton Metropolitan Region in the first instance, and then switching to Edmonton region, or simply region in following references. Important to note is that when using these shorter versions of our name we do not capitalize the word region.

Approved spelling of how we refer to the region include:

- Edmonton Metropolitan Region
- Edmonton region
- The region (when it is obvious what region we are referring to)

We never use just Edmonton, the city, or the City of Edmonton when we are speaking about the region – unless we are talking about Edmonton specifically and in a context unique from the overall region.

Other things we never do are:

- Shortening the word Metropolitan to Metro or metro - or even worse, shortening our name to EMR.
- Using Capital City Region (there are hundreds of these across North America so this can be confusing to external audiences)

Being consistent in the way that we communicate about our region helps us avoid confusion in international markets and supports a strong and consistent brand identity for our region and our organization.

Writing about the Edmonton Global

Our name is an important part of how we communicate who we are and the value that we bring to the Edmonton Metropolitan Region. In external documents, emails, presentations or other forms of communication, we use our full name, Edmonton Global – and never use the acronym EG.



Edmonton
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