



ALBERTA INSTITUTE FOR WILDLIFE CONSERVATION

Brand Guidelines

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AIWC.CA

Table of Contents

» Using the Logo Package

GUIDELINES FOR CHOOSING THE RIGHT FILE FOR THE JOB..... 1

» Primary Logo

FULL COLOUR AND FULL COLOUR KNOCKOUT 2
BLACK AND FULL KNOCKOUT 3
SAFETY AND MINIMUM SIZE..... 4
INCORRECT USE AND IMPROPER MODIFICATIONS..... 5

» Secondary Icon

FULL COLOUR AND FULL COLOUR KNOCKOUT 6
BLACK AND FULL KNOCKOUT 7
SAFETY AND MINIMUM SIZE..... 8
INCORRECT USE AND IMPROPER MODIFICATIONS..... 9

» Colour Palette

PRIMARY COLOURS 10
SECONDARY COLOURS 11
TERTIARY COLOURS 12

» Typography

PRIMARY FONT 13
SECONDARY FONT 14
ALTERNATE SECONDARY FONT 15

» Colour Consistency

RGB VS. CMYK VS. PANTONE 16

» File Formats

RASTER VS. VECTOR..... 17

Using the Logo Package

» GUIDELINES FOR CHOOSING THE RIGHT FILE FOR THE JOB

The information on this page is intended to offer guidance on how to use the AIWC logo package. If you are unsure about which logo version to use or which file format is best suited to your application, please review the information on this page to help make an informed decision.

Step 1: File Format

Based on your project, choose between **VECTOR** or **PIXEL** format. Use the tables below to determine the best choice for your project.

VECTOR

File Format	Suitable for Web/Digital	Suitable for Print
AI	⊘ No	● Yes
EPS	⊘ No	● Yes

PIXEL

File Format	Suitable for Web/Digital	Suitable for Print
JPEG	● Yes	● Yes
PNG	● Yes	⊘ No
TIFF	⊘ No	● Yes

Step 2: Colour Space

Choose the file with the appropriate colour space for the application. Use the table below to determine which colour space is most suitable.

Colour Mode	Suitable for Web/Digital	Suitable for Print
RGB	● Yes	⊘ No
CMYK	⊘ No	● Yes
SPOT/PMS	⊘ No	● Yes
BLACK	● Yes	● Yes
KNOCKOUT	● Yes	● Yes

Primary Logo

» FULL COLOUR AND FULL COLOUR KNOCKOUT

The default primary logo for the Alberta Institute for Wildlife Conservation is the full 2-colour version shown below. This version of the logo should be used whenever possible.



FULL COLOUR

In instances where the logo is being used on a dark background or overtop a dark photograph, the 1-colour knockout version of the logo is to be used.



FULL COLOUR KNOCKOUT

Primary Logo

» BLACK AND FULL KNOCKOUT

In instances where colour applications are prohibited (such as a black and white publication), please use the full black version of the logo if the background area is white or a light grey.



BLACK

If a logo is required in black and white but appears on a black or dark background, please use the full white knockout version of the logo. If the logo is being applied overtop a busy photograph, this version is also preferred over the full colour knockout.



FULL KNOCKOUT (WHITE)

Primary Logo

» SAFETY AND MINIMUM SIZE

SAFETY AREA

For optimal presentation and readability, please ensure there is ample space between the logo and other visual elements. For a guide on adequate spacing, refer to the diagram below:



The minimum space surrounding the logo is equal to the height of the 'A' character in 'ALBERTA'.

MINIMUM SIZE

To avoid compromising the readability of the logo please follow the minimum size guidelines below:



Print

For print applications (such as brochures, newsletters, calendars, etc.) the primary logo should never be used at a size smaller than 1.25" wide.



Web/Digital

For web applications (such as on the website, emails, facebook, etc.) the primary logo should never be used at a size smaller than 80px wide.

Primary Logo

» INCORRECT USE AND IMPROPER MODIFICATIONS



MODIFY THE COLOUR

Do not change the colour of the logo outside the specified colour palette.



STRETCH

Do not disproportionately stretch the logo vertically or horizontally.



SKEW OR DISTORT

Do not skew or distort the logo in space.



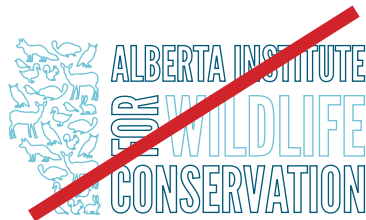
DROP SHADOW

Do not use drop shadow or other 3D effects on the logo.



GRADIENT

Do not represent the logo with a gradient.



OUTLINES

Do not outline any portion of the logo.



STACKED OR REORIENTED

Do not rearrange elements of the logo into any other combination.



ROTATE

Do not rotate the logo in any direction.

Secondary Icon

» FULL COLOUR AND FULL COLOUR KNOCKOUT

In instances where the full default logo does not fit or cannot be used appropriately, the alternate secondary icon below can be used in place of it. This should only occur in instances where horizontal space is limited (such as an instagram profile picture).



FULL COLOUR

When the secondary icon is required on a dark background or overtop a dark photograph, the 1-colour knockout version of the secondary icon is to be used.



FULL COLOUR KNOCKOUT

Secondary Icon

» BLACK AND FULL KNOCKOUT

In instances where colour applications are prohibited (such as a black and white publication), please use the full black version of the secondary icon if the background area is white or a light grey.



FULL COLOUR

If a logo is required in black and white but appears on a black or dark background, please use the full white knockout version of the logo. If the secondary icon is being applied overtop a busy photograph, this version is also preferred over the full colour knockout.



FULL KNOCKOUT (WHITE)

Secondary Icon

» SAFETY AND MINIMUM SIZE

SAFETY AREA

For optimal presentation and readability, please ensure there is ample space between the secondary icon and other visual elements. For a guide on adequate spacing, refer to the diagram below:



The minimum space surrounding the secondary icon is equal to the height of the 'A' character in 'AIWC'.

MINIMUM SIZE

To avoid compromising the readability of the secondary icon please follow the minimum size guidelines below:

0.75"



Print

For print applications (such as brochures, newsletters, calendars, etc.) the primary logo should never be used at a size smaller than .75" wide.

50px



Web/Digital

For web applications (such as an instagram profile photo) the secondary icon should never be used at a size smaller than 50px wide.

Secondary Icon

» INCORRECT USE AND IMPROPER MODIFICATIONS



MODIFY THE COLOUR

Do not change the colour of the secondary icon outside the specified colour palette.



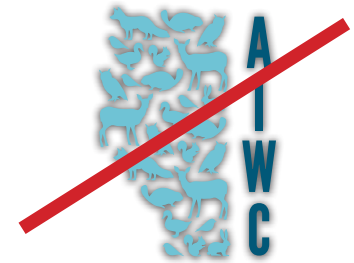
STRETCH

Do not disproportionately stretch the secondary icon vertically or horizontally.



SKEW OR DISTORT

Do not skew or distort the secondary icon in space.



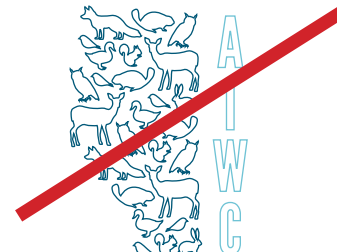
DROP SHADOW

Do not use drop shadow or other 3D effects on the secondary icon.



GRADIENT

Do not represent the secondary icon with a gradient.



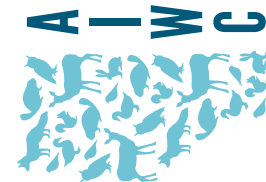
OUTLINES

Do not outline any portion of the secondary icon.



STACKED OR REORIENTED

Do not rearrange elements of the secondary icon into any other combination.



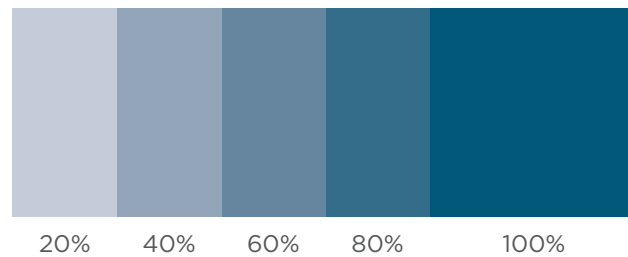
ROTATE

Do not rotate the secondary icon in any direction.

Colour Palette

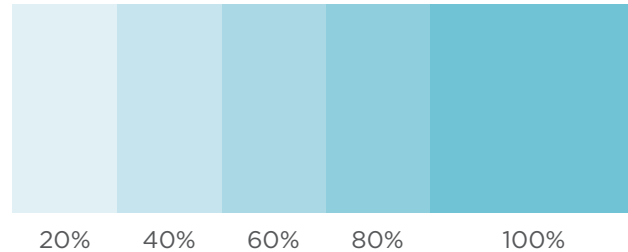
» PRIMARY COLOURS

Colour is an essential component of brand identity. The primary colour palette acts as **a key brand identifier for AIWC and must be used as the predominant colours across all communication materials** (including but not limited to print collateral, social media graphics, website design, etc.).



Pantone® 308 C

CMYK	100 18 8 50
RGB	0 88 124
HEX	00587C



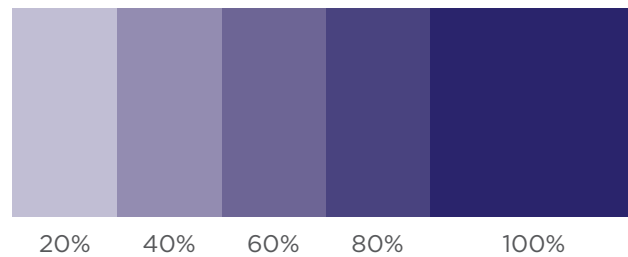
Pantone® 630 C

CMYK	48 0 10 0
RGB	119 197 213
HEX	77C5D5

Colour Palette

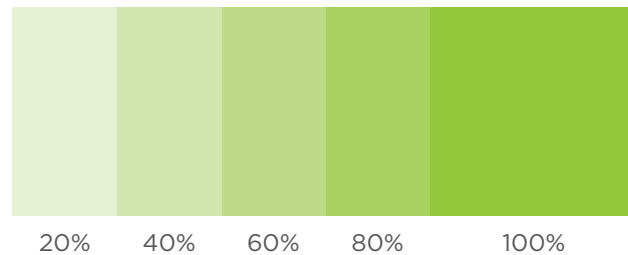
» SECONDARY COLOURS

Additional colours in this **secondary colour palette** can only be used as accents and **in conjunction with the primary colours**. Secondary colours act as visual support to the primary brand and are ideally used in areas such as call-outs, accent graphics, etc. *Secondary colours should never be used on their own.*



Pantone® 2745 C

CMYK	100 98 0 22
RGB	40 0 113
HEX	280071



Pantone® 375 C

CMYK	40 0 98 0
RGB	151 215 0
HEX	97D700

Colour Palette

» TERTIARY COLOURS

Additional colours in this **tertiary colour palette** can only be used when **additional colour distinction is required beyond the primary and secondary colours and only in conjunction with the primary colour palette**. *Only use tertiary colours at their full colour value, no tints of tertiary colours can be used.*



100%

Accent Red

CMYK	0 90 85 0
RGB	239 65 54
HEX	ED4237



100%

Accent Blue

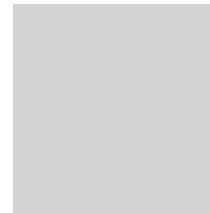
CMYK	90 30 0 0
RGB	0 140 208
HEX	008CD0



100%

Accent Orange

CMYK	0 35 85 0
RGB	251 176 64
HEX	FBB040



100%

Accent Grey

CMYK	17 13 13 0
RGB	210 210 210
HEX	d2d2d2

Typography

» PRIMARY FONT

The primary font for AIWC is League Gothic. Whenever possible, high level information (such as headers, slide titles, etc.) should be set in this typeface to help maintain brand unity. There is also an italic weight of this typeface available that can be used for emphasis or distinction.

League Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%&*()™£¢æ©

FONT AVAILABLE FOR FREE DOWNLOAD HERE → www.fontsquirrel.com/fonts/league-gothic

WEB FONT AVAILABLE HERE (WITH ADOBE CC) → www.fonts.adobe.com/fonts/league-gothic

Typography

» SECONDARY FONT

The secondary font for AIWC is Gotham. Whenever possible, body copy, subheads, quotes and other information should be set in this typeface to help maintain brand unity. If Gotham is not available, the approved alternate secondary font, Proxima Nova, should be used (see next page).

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%&*()™£¢æ©

FONT AVAILABLE FOR PURCHASE HERE → www.typography.com/fonts/gotham/styles

Typography

» ALTERNATE SECONDARY FONT

The alternate secondary font for AIWC is Proxima Nova. This font should only be used in instances where Gotham is not available (see previous page).

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%&*()™£¢æ©

FONT AVAILABLE HERE (WITH ADOBE CC) → www.fonts.adobe.com/fonts/proxima-nova

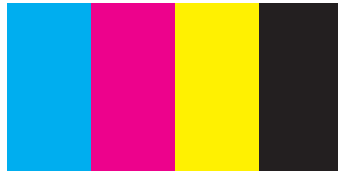
Colour Consistency

» RGB VS. CMYK VS. PANTONE



RGB

RGB colours refer to the combination of Red, Green & Blue to create images on-screen. All images used for the Internet, Email, PowerPoint Presentations, etc. are built using RGB colours but are not appropriate for printed items.



CMYK

CMYK Colours refer to the combination of Cyan, Magenta, Yellow & Black to create images for the printed page (also referred to as *process colour*). CMYK images are not appropriate for viewing onscreen and are strictly for printing purposes.



PANTONE (PMS)

The Pantone® Colour Formula Guide is an offset printed sample of actual printing ink on either matte or glossy paper. The Pantone® system is the international standard of colour matching and is the truest and most accurate representation from which to proof colours against.

File Formats

» RASTER VS. VECTOR

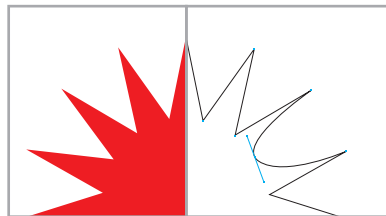
When applying the primary logo or secondary icon for internal or external usages, different applications require different types of digital files for optimal reproduction. To understand the differences between 'vector' based and 'raster' based files and best applications for each, please refer to the information below:



RASTER

A "raster" image is a graphic in which information is stored pixel by pixel and can contain millions of different colours, each one represented by a single pixel. Having enough pixels to effectively reproduce the image is essential.

COMMON FILE TYPES → .png .jpg .tif .psd .gif



VECTOR

A "vector" image is a graphic in which information is object based rather than pixel based. Vector images are actually a compilation of mathematically defined areas that are filled or outlined with colour.

COMMON FILE TYPES → .ai .eps .swf