



Alberta
Foundation
for the **Arts**

Identity Standards



Identity Standards

The following Logo Usage Standards have been established to provide a graphic standard for the use of the AFA logo. Compliance to these guidelines helps to ensure a strong and visible identity and forms the foundation of the brand and its communication platform.

These standards should be followed for all print and digital communications.

This logo must be used to identify the AFA on all internal and external communications.

The integrity of the logo must be maintained at all times. Do not recreate or modify in any way. These guidelines apply to all approved variations of the AFA logo.

Do not attempt to reproduce the logo directly from this guide.

Always use the approved electronic files provided on the AFA website at affta.ab.ca.



Horizontal Two Colour



Vertical Two Colour

Identity Standards Continued

Additional Logo Variations

A full colour logo has been developed to align with the multi-coloured, 'mosaic' brand look. The colour logo is a set design and IS NOT meant to be altered or customized.



Horizontal Full Colour



Vertical Full Colour

Only use the black logo against a white or light background, and the white logo against a black or dark background.



Horizontal One Colour



Vertical One Colour

Approved Use

The AFA logo is to be used only to identify activities, events, exhibitions or productions that have received support from the AFA. It may not be used for commercial or business purposes without the express permission of the AFA.

The AFA logo must appear on all promotional and communication materials produced to market activities and events directly funded by AFA or for organizations that receive operating support from the AFA.

These may include:

- production/concert programs and handbills,
- event signage,
- print advertising,
- promotional brochures,
- exhibition catalogues,
- invitations,
- sound recording covers or booklets, and/or
- all other forms of printed materials used for promotions and communications."

Identity – Colour Palette & Typeface

Colour versions of the logo are available to download from the AFA website at affta.ab.ca.

To ensure optimal quality when reproducing the logo, attention to the background, surrounding imagery and production parameters should be considered. Black and white application of the AFA logo is acceptable when a colour design is not used elsewhere, or where the combination of colours and backgrounds may affect clarity of the logo

Process colour printing (CMYK):

The CMYK version can be used for printing.

RGB*: RGB is a colour model comprised of red, green and blue. RGB colours should be used when producing the identity in digital mediums, web, television and slide presentations.

* CMYK and RGB colours are generated using the Pantone Connect 2023.

Primary Logo Colours



C 100 M 69 Y 0 K 56
R6 G22 B64
HEX: 061640



C 0 M 8 Y 21 K 32
R172 G159 B131
HEX: AC9F83

Logo Build

The AFA logo comprises a circular graphic element within which the letters A, F, and A are combined. The words “Alberta Foundation for the Arts” appear beside the graphic element, thus forming the complete logo shown below. All instructions and guidelines herein refer to the complete logo.

The logo uses the **Optima Pro** typeface, it is not intended for use anywhere else.



Graphic
Icon

Wordmark

Alberta
Foundation
for the Arts

Optima Pro Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_-

Minimum Space

Clear Space Guidelines and Minimum Size

Minimum clear space: To protect the visual integrity of the logo and ensure it is not crowded by other elements, a minimum clear space has been set. The minimum clear space is equal to the height of the letter 'F' in the "Alberta Foundation for the Arts" wordmark and is required around all sides of the logo. No other visual elements or type should infringe on this area. The clear space is standard for all reproduction sizes and variations of the AFA logo.

Minimum size: The minimum size refers to the smallest allowable reproduction size while preserving the integrity of the AFA logo. These are values for both print and online applications.

Please note these are minimum – *not preferred* – sizes and should be used only when space is limited.



The minimum clear space.



The minimum size of the **Primary** AFA logo in printed materials is 0.75" wide / 19 mm wide, and in web applications is 125 pixels wide.

Identity – Misuse

The AFA logo should be presented in a consistent manner. The following are examples of improper use.

1. Do not change the logo orientation.
2. Do not present the logo in an “outline only” version.
3. Do not place the logo on a patterned or photographic background.
4. Do not place the logo on a “vibrating” colour background.
5. Do not add any visual effects to the logo.
6. Do not distort the logo in any way.
7. Do not change the logo colour.
8. Do not place the logo within a white box on a coloured background.
9. Do not reconfigure logo elements.
10. Do not crop the logo in any way.



File Formats

Different file formats exist for various computer software. File formats are cross-platform compatible. Below is a list of popular software programs and the file formats most often used.

Adobe InDesign: eps, jpg, PDF.

Adobe Photoshop: eps, jpg.

Adobe Illustrator: eps, PDF.

Microsoft Office (Word, Excel, PowerPoint): jpg, png.

QuarkXpress: eps, jpg, PDF.

EPS (Encapsulated PostScript): EPS files are scalable and resolution-independent, making them ideally suited for reproduction in Pantone (Spot) and process colour (CMYK). EPS files should be used for all **print applications**. EPS files are vector graphics which can be scaled without loss of quality.

JPEG (Joint Photographic Experts Group): JPEG files are raster graphics which means detail is composed of pixels. The image quality of raster graphics will degrade as they are enlarged. Use JPEG files when web pages and email files need to be very small, the JPEG format can be useful for web pages, allowing the logos faster loading times. JPEG files may also be used in Word documents and PowerPoint presentations. JPEGs are not transparent – meaning the image cannot be placed over a coloured background. JPEG logos are not suitable for commercial printing and must not be scaled to larger sizes, scaling will result in a loss of quality.

PNG (Portable Network Graphics): is a preferred format for reproducing logos for web/on screen applications. The PNG format is preferred because it incorporates low-resolution logos that load quickly, without losing their quality. Unlike a JPEG file, PNGs can be transparent – meaning the image can be placed over a coloured background. Similar to JPEG files, PNG files are raster images, the quality will degrade as the image is enlarged.

PDF (Portable Document Format): PDF is a file format that has captured all elements of a document. The PDF files must be high-resolution and meet **ISO 32000 PDF/X** standards for printing.

When using or providing logo files to a third party, the table below is a helpful guideline as to which logo format to use or supply.

<i>Project type</i>	<i>Recommended format</i>			
	<i>EPS</i>	<i>PDF</i>	<i>JPEG</i>	<i>PNG</i>
<i>Banners</i>	●	●		
<i>Books</i>	●	●		
<i>Newsletters</i>	●	●		
<i>Print</i> <i>(digital, offset, web press)</i>	●	●		
<i>Posters</i>	●	●		
<i>Signage</i>	●	●		
<i>Stationery</i>	●	●		
<i>Television and video</i>	●		●	●
<i>Vinyl graphics</i>	●	●		
<i>Online / digital</i>	●		●	●

<i>Program type</i>	<i>Recommended format</i>			
	<i>EPS</i>	<i>PDF</i>	<i>JPEG</i>	<i>PNG</i>
<i>Desktop publishing</i>	●	●		
<i>Drawing programs</i>	●	●		
<i>Illustration programs</i>	●	●		
<i>Page layout</i>	●	●		
<i>Video editing</i>	●		●	
<i>Online / digital</i> <i>(PowerPoint)</i>			●	●
<i>Word processing</i>			●	●

● Recommended logo format

● Acceptable logo format

Logo – Lockup

Alberta's government supports the arts in Alberta through funding allocated to the AFA, as well as providing funding through other arts and culture grants and capital funding. AFA funding recipients that also want to acknowledge the Government of Alberta in their promotional materials can also visit the Government Identity Program website at www.alberta.ca/government-identity-program for information on the government's brand standards and visual identity system, and to download versions of the Alberta logo. Below are approved examples where the two are locked up, for use in horizontal and vertical applications. Some exceptions apply.

