



# Guidelines for Use

The Alberta Foundation for the Arts (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 above. All instructions and guidelines below refer to the complete logo.

The logo must appear prominently on all printed programs and/or publicity materials produced by organizations which have received operational funding from the Government of Alberta, through the AFA. Appropriate use of the logo, as described below, recognizes this support.

The logo, when appearing with other funders’ logos, must appear on programs and/or publicity materials in a manner equivalent to other funders and in the same location.

Electronic files (vector or raster) of the logo may be downloaded from [www.affta.ab.ca](http://www.affta.ab.ca). Alternately, electronic files or hard copy may also be obtained by calling 780.427.9968 (Toll-free connection 310.0000)

## Proportion of Elements

The proportion of the logo, or its individual elements, may not be altered in any way. Type may not be re-set or otherwise changed, regardless of the circumstances. Should you require assistance contact the number provided above.

If re-sizing of the logo is necessary, it must be done so that original appearance and proportions are not changed. The logo must not be condensed, expanded or stretched so that it appears distorted, and any enlargement or reduction must be applied equally to both the width and depth.

A vertical configuration of the logo is available on request and may be used on approval.

## Logo Size and Reproduction

The following rules are to be followed for logo reproduction:

The minimum size in which the logo may be used in print applications is .75” or 19mm.



Minimum Sizes:  
print 19mm  
web 125 pixels

The minimum size in which the logo may be used for web application is 125 pixels.

Only vector files (eps) may be used for logo enlargement, or for large hardcopy artwork.

For uses of the logo that require specific types of electronic files, contact the phone number provided above for assistance.



Example A- Use Two Colour logo on white backgrounds



Example B- Use black logo on light colour backgrounds



Example C- Use white (reverse) logo on dark backgrounds



Do not apply the logo to textured backgrounds.

## Colour Use

When appearing in colour publications, the logo should be reproduced in two colours as described below. Black or single colour application of the logo is acceptable when two-colour printing is not merited, or where the combination of colours and backgrounds may affect clarity of the logo.

Follow these guidelines for acceptable colour uses of the logo:

- On applications with white or off-white backgrounds, print the logo in two colours (Blue Pantone 655 and Taupe Pantone 7530) as shown in example "A".
- On applications with light coloured backgrounds, print the logo in one colour (black) as shown in example "B".
- On applications with dark coloured backgrounds, print the logo in reverse or white, as shown in example "C".
- For one colour applications, the logo may be printed in the colour used throughout the printed item providing a 100% colour value is used.
- For full colour applications, Pantone colours may be simulated by CMYK matches.

## Signature Misuse

The following are considered unacceptable:

- Reproduction of the logo in anything less than a 100% colour value.
- Reproduction of the logo in a screened or lightened colour value.
- Reproduction of the logo on textured background, where its clarity will be compromised.