

VISUAL IDENTITY QUICK REFERENCE GUIDE

The Visual Identity Standards are a framework that produce a distinct look and feel, ensuring continuity across City of Edmonton assets and materials. For more information please visit onecity.edmonton.ca/brand or contact brandteam@edmonton.ca.

PRIMARY LOGO + LOGO VERSIONS



1 - COLOUR



BLACK



KEYLINE WHITE

WORDMARK

The wordmark **may only be used** in applications where a lack of vertical space would reduce the primary square logo to an unreadable size. Wordmark is **not to be used** as an alternative to the primary square logo.



1 - COLOUR



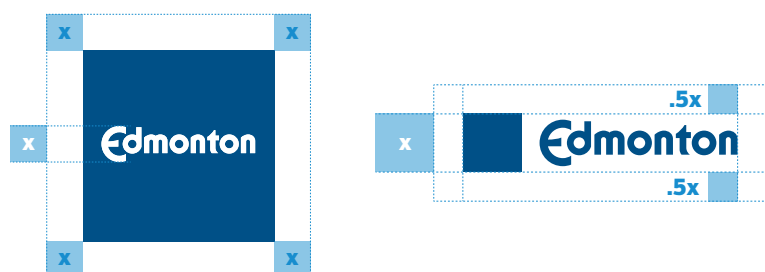
BLACK



REVERSE WHITE

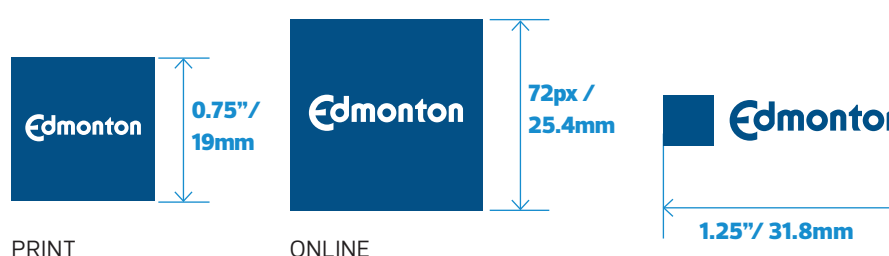
CLEAR SPACE

The City logo should always include a minimum distance or "clear space" from graphic elements, text and other visual identities.



MINIMUM SIZE (PRINT + ONLINE)

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



UNACCEPTABLE LOGO USE

The following are unacceptable uses of the City logo. Please ensure that all artwork is used exactly as supplied and not altered.



PRIMARY COLOURS

There are three main variants of blue used by the City and the primary colour for the logo is PANTONE® 2945.



PMS 2945
CMYK 100/64/13/2
RGB 0/80/135
hex 005087



PMS 2955
CMYK 100/74/28/17
RGB 26/58/91
hex 193A5A



PMS Process Blue
CMYK 100/25/4/0
RGB 0/129/188
hex 0081BC

COMPLEMENT COLOURS

Use the spectrum of complement colours on both internal and external visual applications. Colour themes should be selected to either combine or emphasize moods.



[Complement Colour Codes](#)

TYPOGRAPHY

Prelo Quercus10

PRIMARY SANS

PRIMARY SERIF

Open Sans PT Serif

GOOGLE SANS

GOOGLE SERIF

Arial TimesNR

SECONDARY SANS

SECONDARY SERIF