

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 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



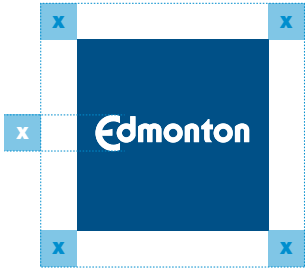
BLACK



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.



PRINT



ONLINE



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



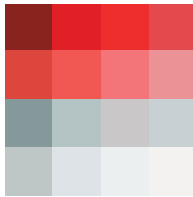
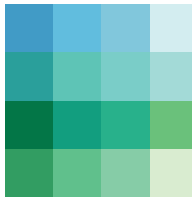
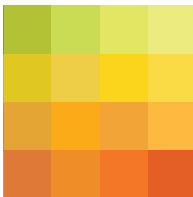
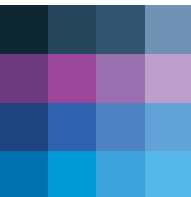
PMS 2955
CMYK 100/74/28/17
RGB 26/58/91
hex 193A5A



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 Pro

PRIMARY
SANS

Quercus10

PRIMARY
SERIF

Open Sans

GOOGLE
SANS

PT Serif

GOOGLE
SERIF

Arial

SECONDARY
SANS

TimesNR

SECONDARY
SERIF