

Colour Palette

Layout

| | | | |
|----------|---------------------------------|---------------------------------|---|
| Dark | <div>A</div> <div>#333333</div> | <div>A</div> <div>#345900</div> | Derived from GoA Corporate Identity Colours |
| Primary | <div>A</div> <div>#666666</div> | <div>A</div> <div>#628000</div> | |
| Midtones | <div>A</div> <div>#DCDCDC</div> | <div>A</div> <div>#D0EF9A</div> | |
| Light | <div>A</div> <div>#F1F1F1</div> | | |

Interactive*

| |
|---------------------------------|
| <div>A</div> <div>#0070C4</div> |
| <div>A</div> <div>#004F84</div> |

*Tints of Alberta Blue

Status

| | |
|---------------------------------|---------------------------------|
| <div>A</div> <div>#FC1921</div> | <div>A</div> <div>#FEBA35</div> |
| <div>A</div> <div>#005DAA</div> | <div>A</div> <div>#00853F</div> |

Official Provincial
and Flag Colours

The colour palette are brand-derived and grouped into three primary types: Layout, interactive, and status. Layout colours are displayed on the page for depth, hierarchy, and grouping. Interactive colours are solely used for hyperlinks such as links and button elements. Status colours are used exclusively for alert or callout boxes.

Fonts

Acumin Pro SemiCondensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Acumin Pro SemiCondensed Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789*

Acumin Pro SemiCondensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

Acumin Pro SemiCondensed Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789***

The typeface used is Acumin Pro SemiCondensed. There are four fonts: regular, italic, bold, and bold italic.

Iconography

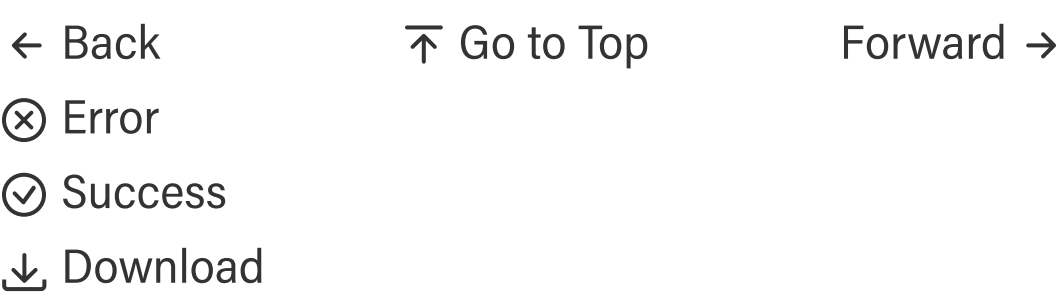
We use the Justone Lineo icon set, used by the Government of Alberta's corporate identity, for its diverse and comprehensive range of uniform styles.

User interface icons are bounded within a 24px container at a 2px stroke. To maintain a consistent optical weight relative to the other icons and the fonts used, they are re-positioned and re-sized before being converted to outlines (fills) in order to scale properly.

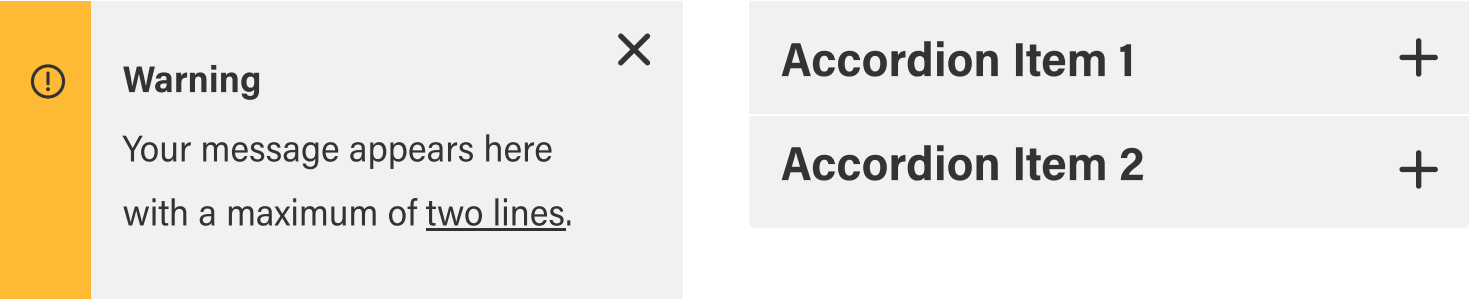


All icons require a label since universal icons are rare. Universal icons that do not need labels are "home," "search," and "print."

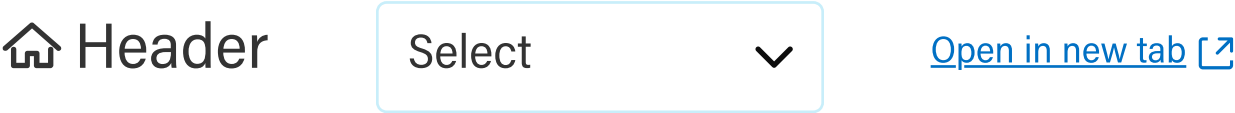
Most icons are postioned to the left due to reading flow and alignment. There are a few exceptions.



The "close" or "expand" icons would be positioned at the top right of the window and the container is always a 24 pixel box. The close button has a minimum 44 pixel touch target box.

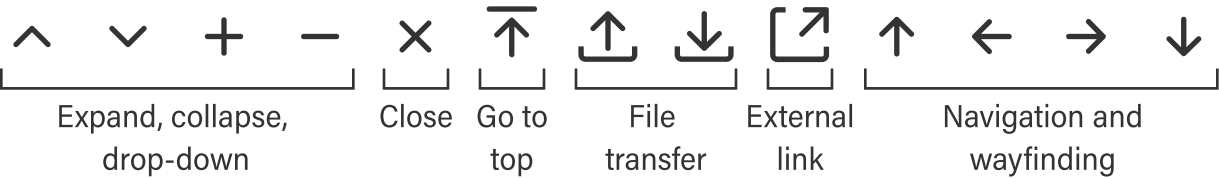


Icons should always match the colour of the text or the colour of the function (i.e. link).



User Interface Icons

Below are some examples of user interface icons.



Alert Icons

Used in messages or alert boxes. From left to right: success, error, info, help, warning, and emergency.

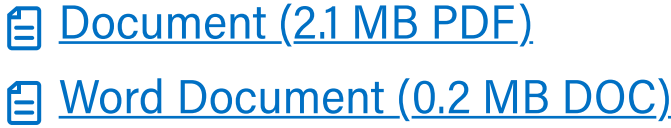


File Type Icons

File type icons describe in-browser media files and downloadable files.



Downloadable links should accompany the description, file size, and file format.



Social Media Icons

Social media icons are in their original format and positioned in the same container.



Theme Related Icons

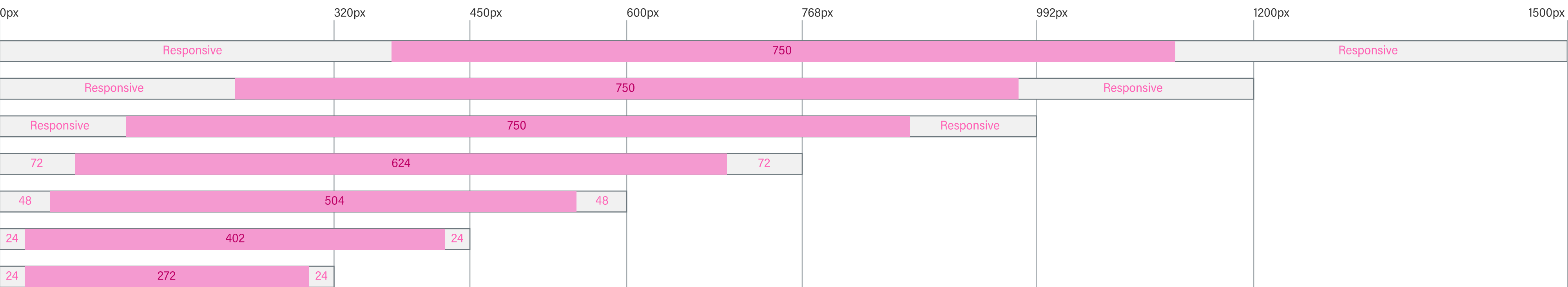
Theme related icons are scaled at 48 pixels and may work with <h1> tags on top level pages.



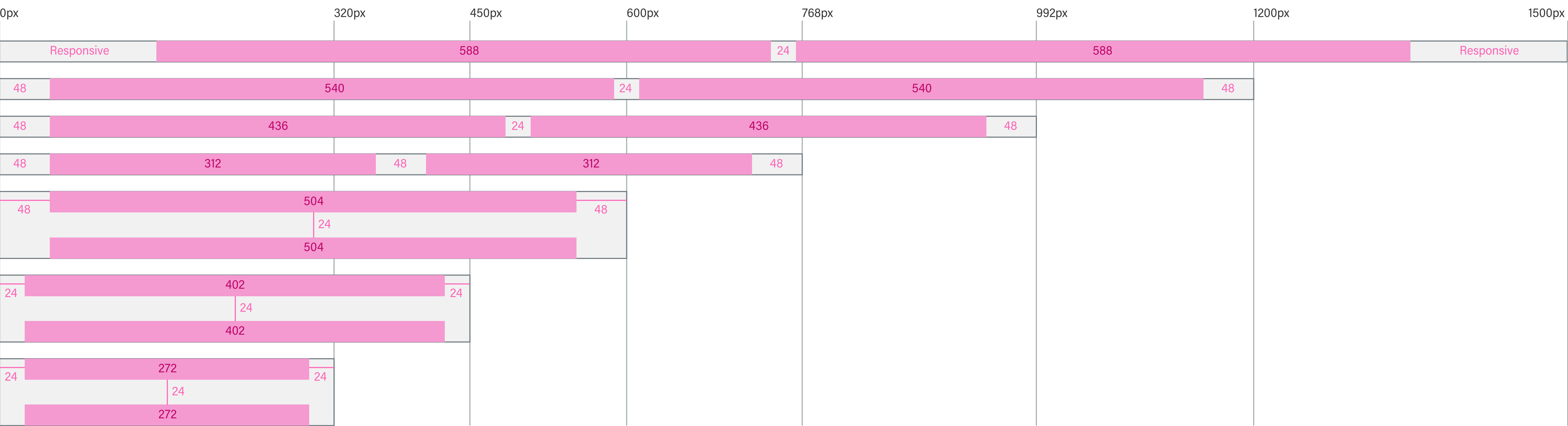
Icons quickly communicate functions or representations with or without the use of text. Use them when it corresponds with the particular function, type, or subject.

Grids, Measurements & Spacing

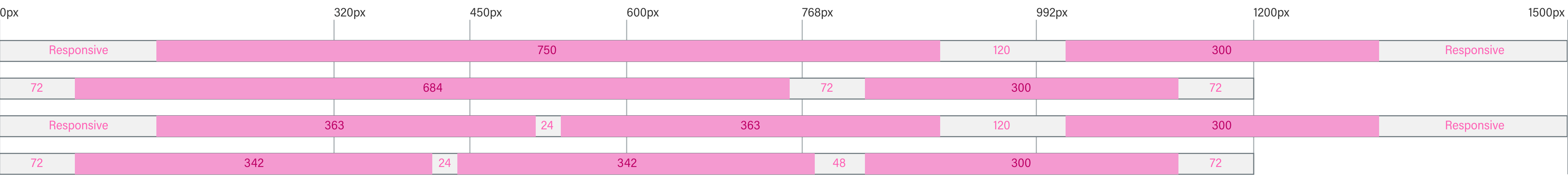
1 Column



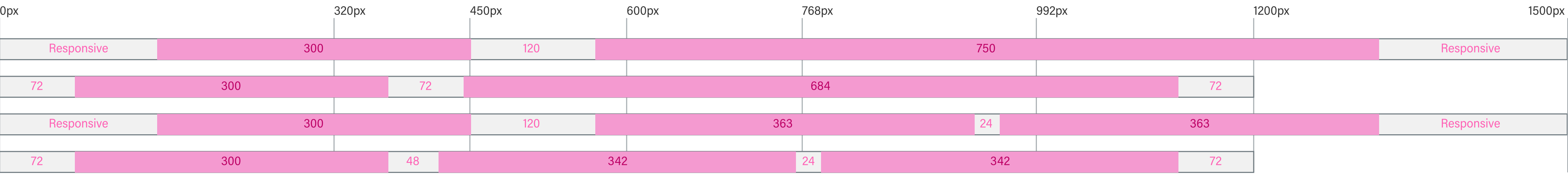
2 Column (50/50)



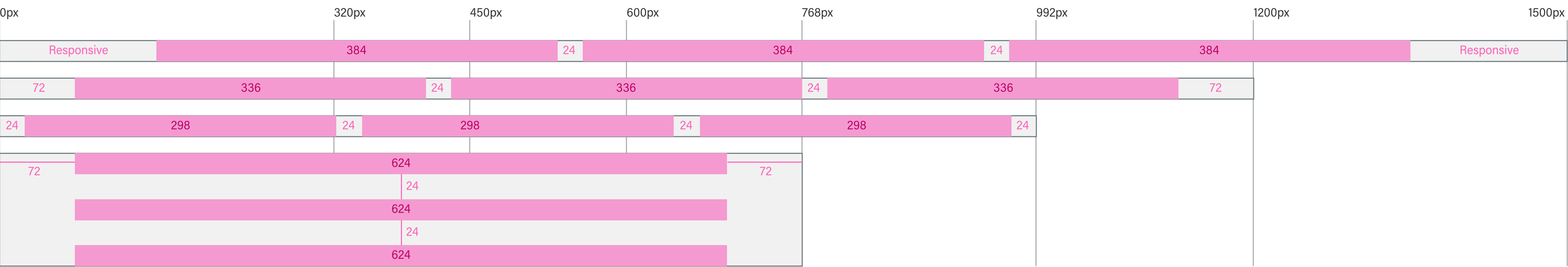
1 or 2 Column + Right-Side Navigation



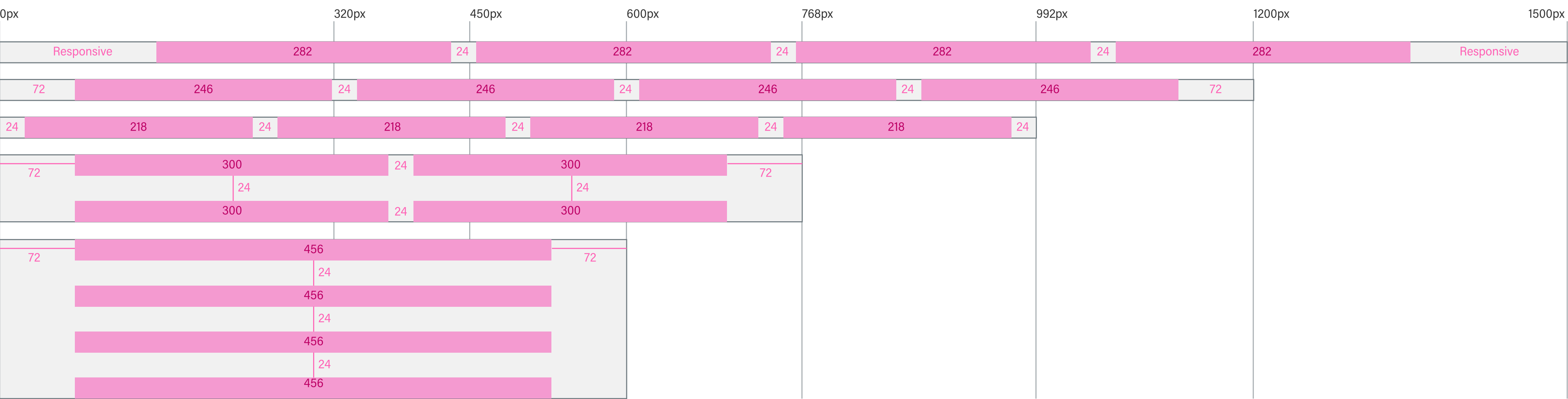
1 or 2 Column + Left-Side Navigation



3 Column (33/33/33)



4 Column (25/25/25/25)



Grids form the layout of a page by using containers. They are responsive, meaning the container may change in width or stack on each other depending on the screen width.

Images & Aspect Ratios

16:9



Default image

320 x 180 (small)
700 x 394 (large)

3:2



Hero banners

1364 x 944

Caption



12 This is a 14px caption 12
12 with an image.

2:3



Publication

Requirements

- No pixelation
- No distortion
- Optimized for web

1:1



Biography

480 x 480

Floated Image

28
24
12 This is a 14px caption 12
12 with an image.
24

There are four image aspect ratios, and each are used depending on the type of layout. Images should be appropriate and relevant to the content. Images used should be professional and high quality.