Colour Palette

Layout

Dark	A #333333	A #345900
Primary	A #666666	A #628000
Midtones	A #DCDCDC	#D0EF9A
Light	A #F1F1F1	

Derived from GoA Corporate Identity Colours

Interactive*

A #0070C4
A #004F84

*Tints of Alberta Blue

Status

A #FC1921	A #FEBA35
A #005DAA	A #00853F

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.
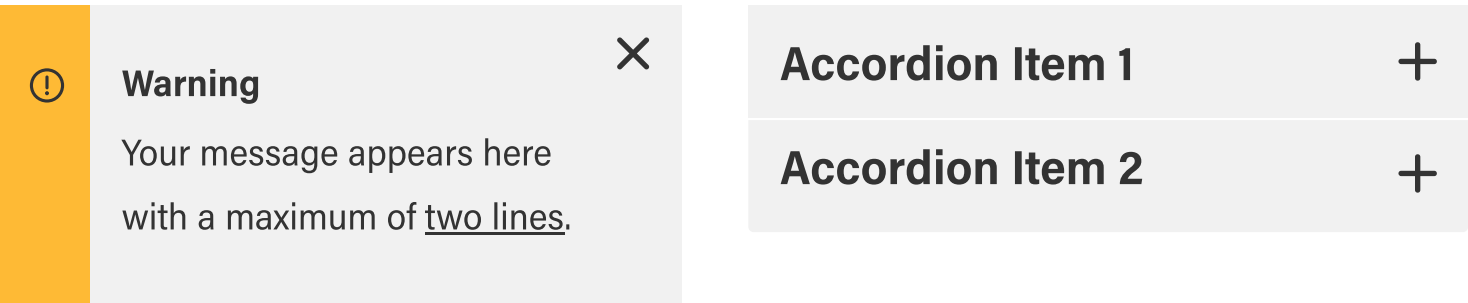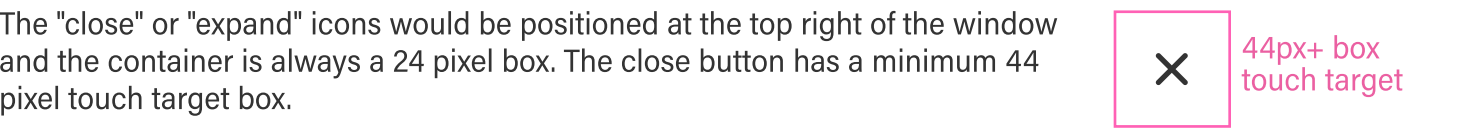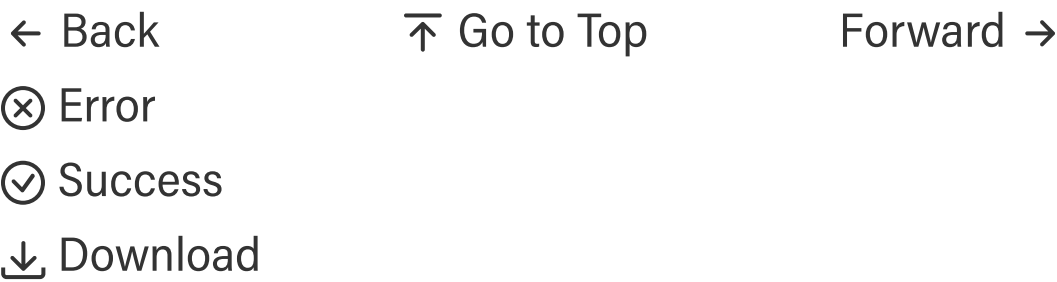
Iconography

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.

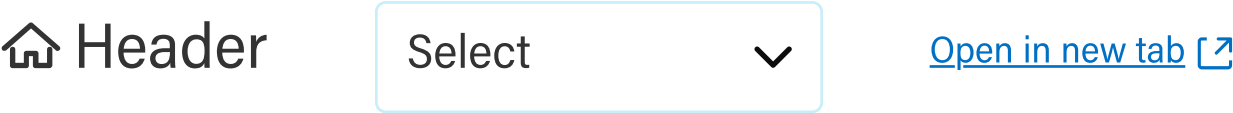⌂ **Header**   ⌂ Header   ⌂ Paragraph   ⌂ Caption

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.
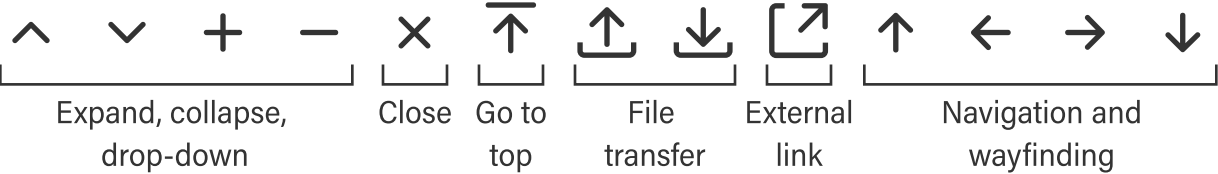
← Back   ⤒ Go to Top   Forward →

⊗ Error

⊘ Success

⤓ Download

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.

✕ 44px+ box touch target

⚠	**Warning**	✕
	Your message appears here with a maximum of <u>two lines</u>.	

Accordion Item 1	+
Accordion Item 2	+

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

⌂ **Header**   Select ⌄   Open in new tab ↗

User Interface Icons

Below are some examples of user interface icons.

⌃ ⌄ + — | ✕ | ⤒ | ⬆ ⬇ | ↗ | | ⬆ ← → ⬇

| Expand, collapse, drop-down | Close | Go to top | File transfer | External link | Navigation and wayfinding |

Alert Icons

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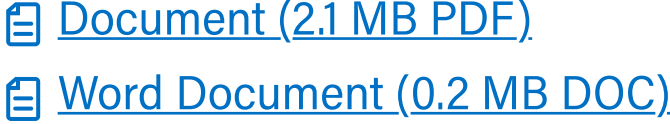
⊘ ⊗ ⓘ ❓ ⓘ ⚠

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.

📄 [Document (2.1 MB PDF)](#)

📄 [Word Document (0.2 MB DOC)](#)

Social Media Icons

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

Facebook YouTube Twitter LinkedIn Instagram

Theme Related Icons

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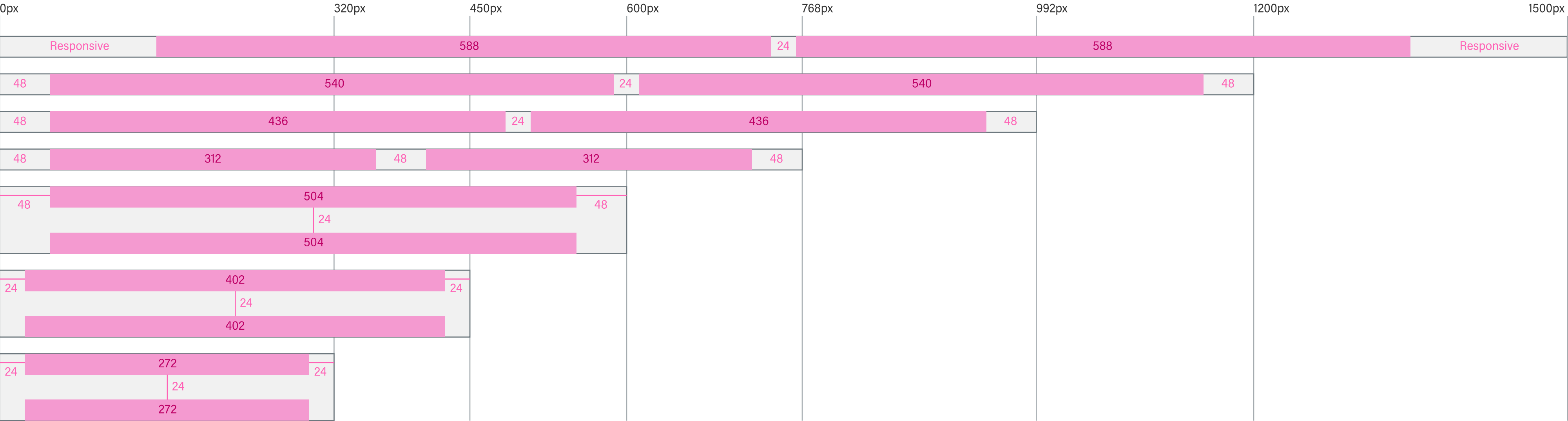
🏛 **Header One**

🏛 **Header One**

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.
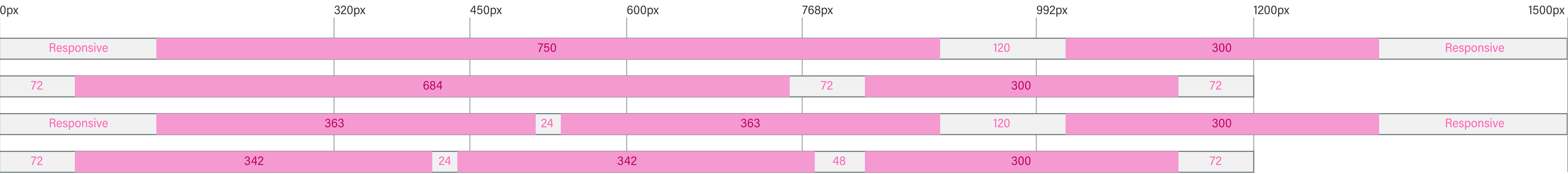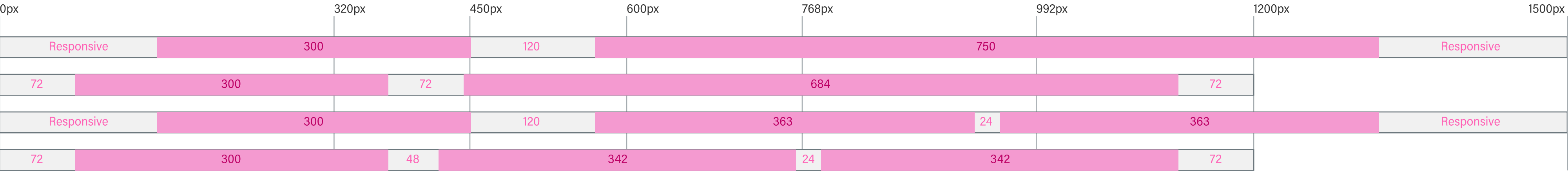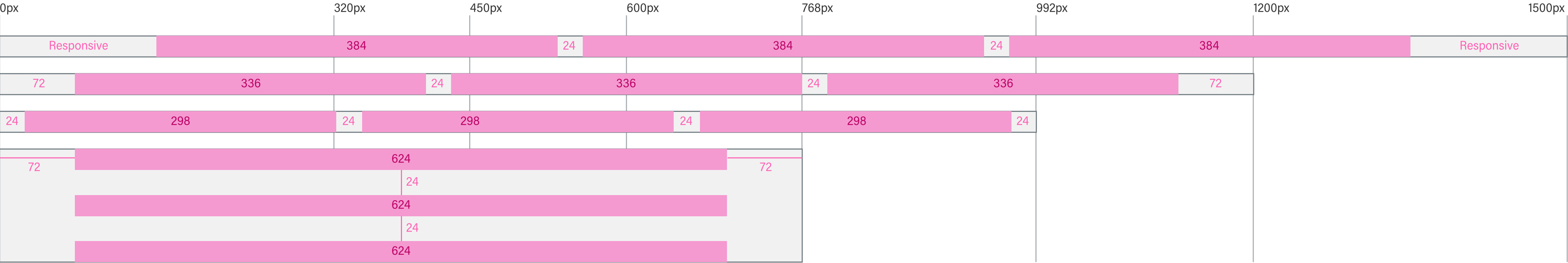
Grids, Measurements & Spacing

1 Column

0px	320px	450px	600px	768px	992px	1200px	1500px

Responsive — 750 — Responsive
Responsive — 750 — Responsive
Responsive — 750 — Responsive
72 — 624 — 72
48 — 504 — 48
24 — 402 — 24
24 — 272 — 24

2 Column (50/50)

0px	320px	450px	600px	768px	992px	1200px	1500px

Responsive — 588 — 24 — 588 — Responsive
48 — 540 — 24 — 540 — 48
48 — 436 — 24 — 436 — 48
48 — 312 — 48 — 312 — 48
48 — 504 — 48 / 24 / 504
24 — 402 — 24 / 24 / 402
24 — 272 — 24 / 24 / 272
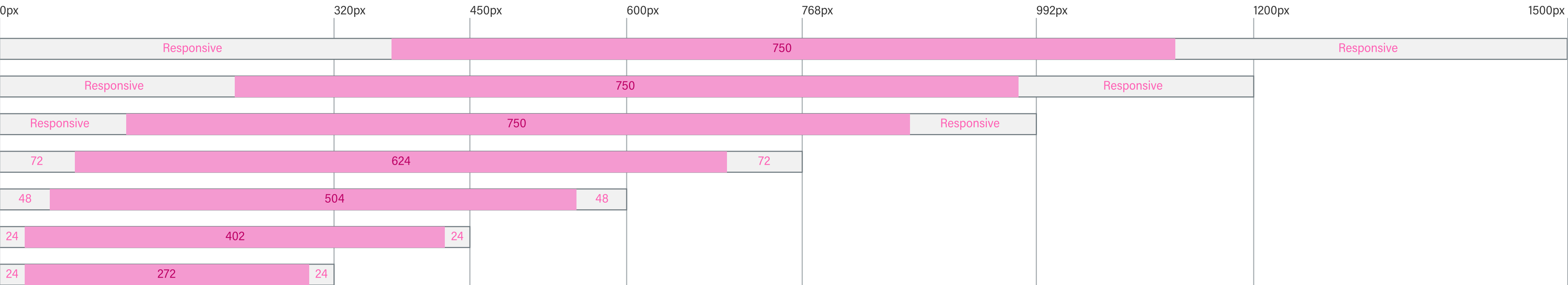
1 or 2 Column + Right-Side Navigation

0px	320px	450px	600px	768px	992px	1200px	1500px

Responsive — 750 — 120 — 300 — Responsive
72 — 684 — 72 — 300 — 72
Responsive — 363 — 24 — 363 — 120 — 300 — Responsive
72 — 342 — 24 — 342 — 48 — 300 — 72

1 or 2 Column + Left-Side Navigation

0px	320px	450px	600px	768px	992px	1200px	1500px

Responsive — 300 — 120 — 750 — Responsive
72 — 300 — 72 — 684 — 72
Responsive — 300 — 120 — 363 — 24 — 363 — Responsive
72 — 300 — 48 — 342 — 24 — 342 — 72

3 Column (33/33/33)

0px	320px	450px	600px	768px	992px	1200px	1500px

Responsive — 384 — 24 — 384 — 24 — 384 — Responsive
72 — 336 — 24 — 336 — 24 — 336 — 72
24 — 298 — 24 — 298 — 24 — 298 — 24
72 — 624 — 72 / 24 / 624 / 24 / 624

4 Column (25/25/25/25)

0px	320px	450px	600px	768px	992px	1200px	1500px

Responsive — 282 — 24 — 282 — 24 — 282 — 24 — 282 — Responsive
72 — 246 — 24 — 246 — 24 — 246 — 24 — 246 — 72
24 — 218 — 24 — 218 — 24 — 218 — 24 — 218 — 24
72 — 300 — 24 — 300 — 72 / 24 / 300 — 24 — 300
72 — 456 — 72 / 24 / 456 / 24 / 456 / 24 / 456

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 with 24px line height. 12

12

2:3

Publication

1:1

Biography
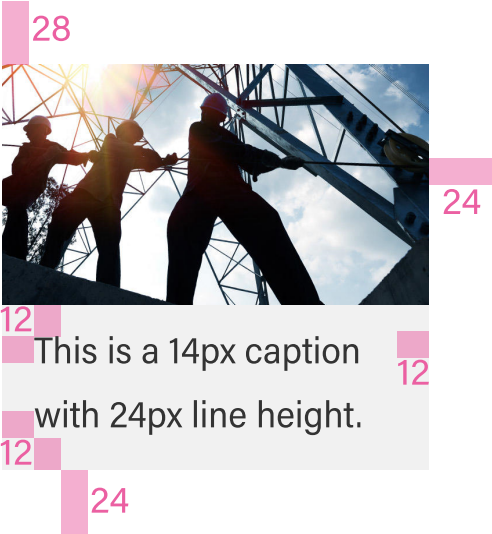480 x 480

Requirements
No pixelation
No distortion
Optimized for web

Floated Image

28

24

12 This is a 14px caption with 24px line height. 12

12

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.