

Brand Guidelines

2025

01 LOGO GUIDELINES

PRIMARY LOGO - FULL COLOUR



MINIMUM OF 0.25" SAFE SPACE AROUND LOGO

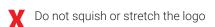


MINIMUM REPRODUCTION SIZE



INCORRECT USE OF LOGO







Do not add any effects (i.e. dropshadows, etc.) to logo.









Do not place the logo on a busy background



Do not place on a coloured background

02 TYPEFACE + COLOUR

HEADLINES + TAGLINE

Halis R

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

ADVANCING CONSERVATION TOGETHER.

Body copy - Utopia Std

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

LOGO COLOURS



PANTONE: 287 **CMYK** 99.76.08.01 **RGB** 02.83.155 **HTML** 02539B



CMYK 26.20.20.01 **RGB** 189.190.191 **HTML** BDBEC0



CMYK 16.12.12.0 **RGB** 212.212.213 **HTML** D4D4D5

ADDITIONAL BRANDING COLOURS

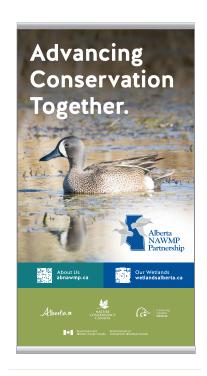


CMYK 47.22.84.02 **RGB** 133.149.75 **HTML** 85954B



CMYK 85.35.46.09 **RGB** 35.110.113 **HTML** 236E71

03 BRANDED SAMPLES



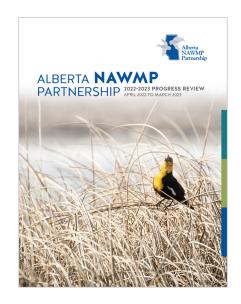




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Advancing Conservation Together.



04 PARTNERSHIP LOGOS

OUR PARTNER LOGOS SHOULD APPEAR ON ALL DOCUMENTS





Environment and Climate Change Canada Environnement et Changement climatique Canada





FOR MORE INFORMATION ABOUT THE ALBERTA NAWMP PARTNERSHIP, CONTACT:

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Or visit abnawmp.ca