



# 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



**X** Do not squish or stretch the logo



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

## BLACK

## REVERSED



**X** Do not place the logo on a busy background



**X** 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

**Advancing Conservation Together.**

Alberta NAWMP Partnership

About Us  
abnawmp.ca

Our Wetlands  
wetlandsalberta.ca

Alberta

NATURE CONSERVANCY CANADA

Conservation Canada's Wetlands

Environment and Climate Change Canada

Environment and Conservation, Alberta Canada

Alberta NAWMP Partnership

Working to conserve Alberta's wetlands and associated upland habitat to help achieve the goals of the North American Waterfowl Management Plan (NAWMP) Agreement since 1986.

About Us  
abnawmp.ca

Our Wetlands  
wetlandsalberta.ca

Alberta

NATURE CONSERVANCY CANADA

Conservation Canada's Wetlands

Environment and Climate Change Canada

Environment and Conservation, Alberta Canada

Alberta NAWMP Partnership

**GREG HALE**  
COORDINATOR  
AB NAWMP PARTNERSHIP  
g\_hale@ducks.ca  
(403) 563-5795

abnawmp.ca | wetlandsalberta.ca

**Advancing Conservation Together.**

Alberta NAWMP Partnership

**ALBERTA NAWMP PARTNERSHIP** 2022-2023 PROGRESS REVIEW  
APRIL 2022 TO MARCH 2023

## 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:

Greg Hale  
Alberta NAWMP Coordinator  
g\_hale@ducks.ca

Or visit [abnawmp.ca](http://abnawmp.ca)