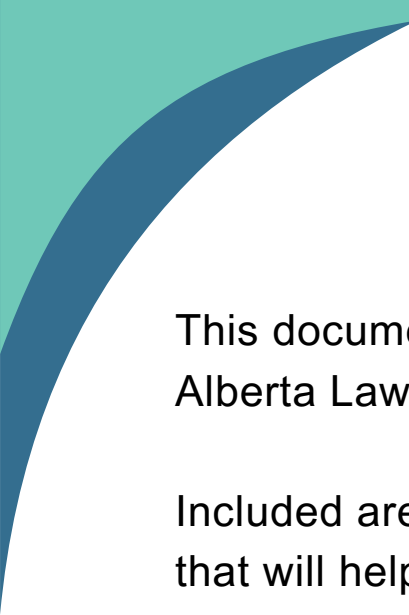




Alberta **LAW**  
**FOUNDATION**

# **BRAND GUIDELINES**

[albertalawfoundation.org](http://albertalawfoundation.org)



This document is the branding guidelines for The Alberta Law Foundation.

Included are rules and examples of applications that will help you understand the brand's visual guidelines as well as convey the brand clearly.

Alberta **LAW**  
**FOUNDATION**

# 01

Alberta **LAW**  
**FOUNDATION**

## LOGO

The Alberta Law Foundation logo is a horizontal shape that uses a clean, vector-based approach to give the organization a credible, intentional, and focused look.

# 02



The Alberta Law Foundation logo should always be surrounded by at least 1 cm of clear space for proper visual distribution during application.

# 03

Alberta **LAW**  
FOUNDATION

Do not screen the logo

**Alberta LAW  
FOUNDATION**

Do not distort the logo

Alberta **LAW**  
FOUNDATION

Alberta **LAW**  
FOUNDATION

Do not scale the logo incorrectly

Alberta **LAW**  
FOUNDATION

Do not change the colours of the logo

Alberta **LAW**  
FOUNDATION

Do not add borders to the  
logo

Alberta **LAW**  
FOUNDATION

Do not add effects to the logo

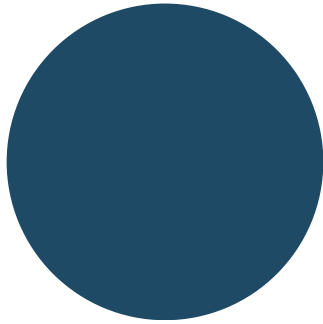
Alberta **LAW**  
FOUNDATION

Do not rotate the logo

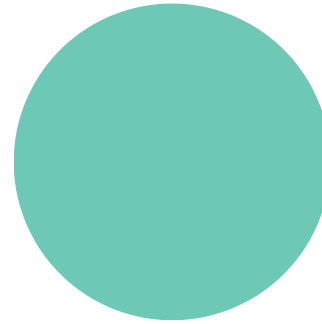
# COLOUR PALETTE

Here are the proper colours to use with the Alberta Law Foundation brand collateral.

# 04



PANTONE 3025 C  
CMYK: C=88 M=60 Y=33 K=33  
RGB: R=32 G=75 B=102  
HEX: #1e4a65



PANTONE 3258 C  
CMYK: C=55 M=0 Y=33 K=0  
RGB: R=110 G=200 B=186  
HEX: #6fc8b8

# TYPOGRAPHY

Here is the font and weight to use for  
Alberta Law Foundation various collateral.

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-=!@#\$%^&\*()\_+

05

ALBERTA LAW FOUNDATION

**THANK YOU**

[albertalawfoundation.org](http://albertalawfoundation.org)