BRAND STANDARDS

CALGARY ECONOMIC DEVELOPMENT

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calgary economic
development
be part of the energy™

VISUAL IDENTITY & BRAND STANDARDS

These brand standards and visual identity guidelines allow anyone who is required to communicate the Calgary Economic Development brand to do so clearly, effectively and consistently aligning with Calgary Economic Development's mission and mandate.

The guidelines are intended to establish a baseline of the Calgary Economic Development brand and provide a starting point for interacting with our audiences. Consistent application of Calgary Economic Development's brand is essential in creating strong and meaningful connections between Calgary Economic Development and the public.

TABLE OF CONTENTS

01. BRAND OVERVIEW

WHO WE ARE

We are a not-for-profit organization that collaborates with business, government and community partners to grow Calgary's economy, support our local workforce and contribute to shared prosperity and opportunity for all Calgarians.

MISSION

We collaborate to advance opportunities in achieving economic success, embracing shared prosperity and building a strong community for Calgary.

MANDATE

Calgary Economic Development works with business, government and community partners to position Calgary as the location of choice for the purpose of attracting business investment, fostering trade and growing Calgary's workforce.

VALUES

COLLABORATIVE

People are our strength (or superpower). We bring diverse ideas and perspectives together to achieve the best possible outcome. We accept that true collaboration isn't easy. It requires embracing cognitive diversity, having patience and staying in alignment with strategy to get to the best solution.

ACCOUNTABLE

We are results-driven and achieve shared and individual goals. (In other words we get sh*t done.)

We understand that accountability demands the courage to take personal responsibility and the humility to take feedback. We each rely on our relationships to help us to honour our commitments. Accountability requires the regular practice of candid dialogue.

RESPECTFUL

We lift each other up by being compassionate and authentic and transparent in our community. We know that when we bring an attitude of mindfulness to our work and practice active listening, we can be responsive.

ENTREPRENEURSHIP

We are visionary, undaunted by challenges and we dare to try again. We believe that the entrepreneurial spirit is rooted in creativity.

We keep ourselves agile and we allow for failing forward because that's how innovation happens.

TRUST

Without a foundation of trust we cannot live the four values that make up the collaborative, accountable, respectful and entrepreneurial organizational culture we aspire to. We believe when we trust our leaders and one another we collaborate more efficiently, make it safe to hold one another accountable, are more respectful at work and are willing to bring an entrepreneurial spirit to our activities.

THE WORK WE DO

We work with businesses, governments, educators and community partners to position Calgary as the location of choice for business expansion and investment, providing opportunities for our key industries and highly skilled workforce.

We help create the pulse and power that energizes our city. And we're proud to Be Part of the Energy.

The work we do is driven by Calgary's economic strategy, *Calgary in the New Economy*. Calgary is a place where entrepreneurs can embrace innovation and advanced technologies to create solutions to address the world's biggest challenges and greatest needs – cleaner energy, safer food, better health solutions and the safe movement of goods and services. The vision of the strategy is to help Calgary become the Canadian city of choice for the world's best and brightest entrepreneurs.

02. BRAND VOICE

BRAND VOICE

Calgary Economic Development is a conduit, connector, catalyst, and storyteller for the city. The content that we create defines our style of communication as an organization, our 'voice' in the community.

When writing an article, editorial or copy for Calgary Economic Development, on top of ensuring you are aligned with our organization's values, keep these three words in mind:

ENERGY

Calgary is known for our community energy.
We support each other to achieve our goals and solve problems, have a volunteer mindset, are resilient and believe in coming together as a community

» Does your copy read with energy? Does the tone highlight Calgary's can-do attitude?

WARMTH

A safe and diverse community, we welcome everyone's contribution and conversation.
Nourished by our community through ideas, we are driven by big dreams and inspired by big change, culture and experiences.

» Does your copy welcome a wide range of audiences into the conversation?

AUTHORITY

Confident and engaging, our audiences look to us for the most up-to-date stories and research focused on Calgary's economy.
As subject matter experts, we focus on sharing fact-based information in a way that is accessible to all.

» Does your copy read through an economic lens? Focus on advancing opportunities for achieving economic success, embracing shared prosperity and building a strong community for Calgary

TIPS AND TRICKS

1 USE PLAIN LANGUAGE
Language that is clear, straightforward and only using as many words as are necessary.

2 CED ACRONYM
We may use the acronym CED internally, but when writing for an external audience, always spell out Calgary Economic Development.

3 % VS PER CENT
Only use the % symbol in tables, charts and financial reports. Spell out the symbol as two words – per cent – in all other copy.

4 WRITING & EDITING
All writing and editing follows the Canadian Press Style Guide

SOCIAL MEDIA

As with anything we write, consistency across all channels, especially social media, will help to maintain our brand's voice.

When posting our content or promoting other's content, follow these steps. Remember, focus on energy, warmth and authority when posting and promoting content (either our own, or content we are resharing).

BE TRANSPARENT

BE RESPECTFUL

BE ACCOUNTABLE
Don't portray yourself to be someone (or something) that you are not. Social media communities really value honesty and authenticity.

USE GOOD JUDGEMENT
Stick to your area of expertise.

TAG IT
When posting material that is related to Calgary Economic Development, please use the following hashtags as appropriate in the proper hashtag convention:
#YYCenergy
#TeamCalgary
#neweconomy
#futureproof
#LiveTechLoveLife

03. BRAND STANDARDS

LOGO
SYSTEM

LOGO TREATMENTS

The Calgary Economic Development logo includes the Calgary wordmark, Be Part of the Energy tagline and Economic Development sub-brand.

Our tagline has been trademarked and the trademark symbol must always appear with the tagline.

CALGARY ECONOMIC DEVELOPMENT LOGO

All collateral and digital assets belonging to Calgary Economic Development should have Calgary Economic Development's logo present. Some examples include, annual reports, website properties, and social media channels. Prior to design it's important to work with the client in determining the collateral's purpose and primary audience. This information will help you determine whether the final product should feature Calgary Economic Development's logo or Calgary only logo.

Layout and placement are specified later in this document.

Wordmark   *Sub-brand*

calgary economic development
be part of the energy ™

Tagline and Trademark
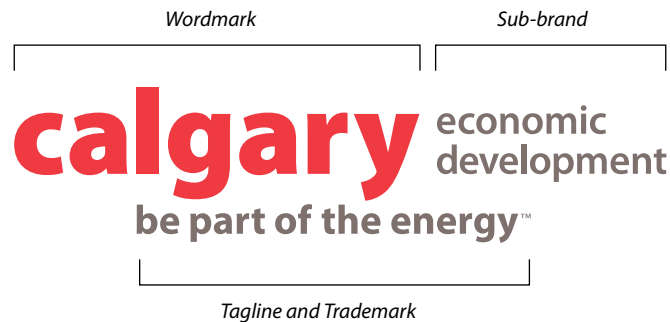
CALGARY ONLY LOGO

The Calgary only logo should be used on all collateral and assets that market Calgary abroad. This can include PowerPoint presentations, sector-based flat sheets, and out-of-market campaigns. While the audience is similar to Calgary Economic Development's they don't need to know Calgary Economic Development, and therefore the logo does not need the Economic Development sub-brand.

calgary
be part of the energy ™

COLOUR VARIATIONS

The full colour version and knockout colour version of both logos can be used. However, the full colour version is the preferred logo of choice and should be used whenever possible.

The knockout colour version should **only** be used when the logo is presented on a dark coloured background, specifically in Calgary's red colour.

In cases where only one colour printing is the only option available, proceed with using the knockout version of the logo on a black box background.

Full Colour (Preferred)

calgary economic development
be part of the energy™

Knockout version on black background

calgary economic development
be part of the energy™

Knockout version on red background

calgary economic development
be part of the energy™

LOGO CLEARSPACE & PROPORTIONS

It is important to keep corporate marks clear of any other graphic elements. To prevent this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned.

CLEAR SPACE

This graphic shows the spacing, ratios, and proportions behind the standard logo. The x heights of the lowercase letters should be used as a guide for clear space requirements around the logo regardless of size.

CLEAR SPACE EXCEPTIONS

The logo placement depends on the type of communication and use. Please consult Calgary Economic Development's brand manager for more guidance.

MINIMUM SIZE

For sake of legibility and to maintain proper hierarchy, the logo should never appear at sizes less than those specified for their particular format. For print related projects the logos should be no smaller than 1.5 inches.

These rules apply for every colour under each logo type and for knockout variations on dark backgrounds.

1.5 inch
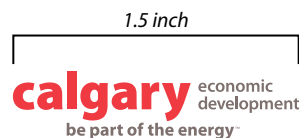
LOGO DO NOTS

Logo legibility and consistency is important. When presenting
Calgary Economic Development's logo please do not:

Apply drop shadows to the logo

Adjust or resize any element of the logo

Remove the tagline from the logo

Change the colour of the logo and its elements

Change the fonts in the logo

Present the logo on a busy image or background

Reduce the size of the logo so that it's hard to read

Rotate Logo

LOGO LAYOUT WITH OTHER PARTNERS

In cases where Calgary Economic Development is working in collaboration with a partner, both logos should appear equal in size and appear side by side with the appropriate clear space available between both logos. It is advised that both logos are presented in full colour. However, if the design doesn't allow for it, knockout version on a red background is best.

Note: Exceptions apply especially in cases when other partners' brand standards vary greatly from Calgary Economic Development's. (E.g. when partners colours conflict with Calgary Economic Development's red. In this case, use black instead).

Logos displayed equal in size and appear side by side with the appropriate clear space between both logos.

Partner Logo   **calgary** economic development *be part of the energy*™

Full Colour (Preferred)

Partner Logo   **calgary** economic development *be part of the energy*™
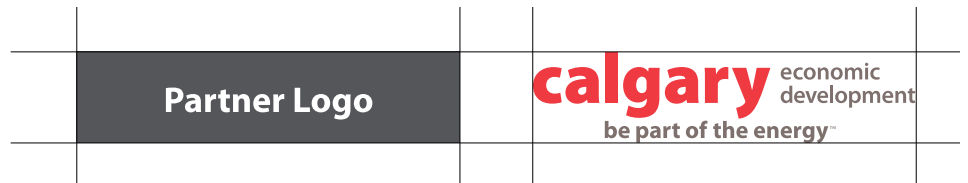
Knockout on red background

Partner Logo   **calgary** economic development *be part of the energy*™
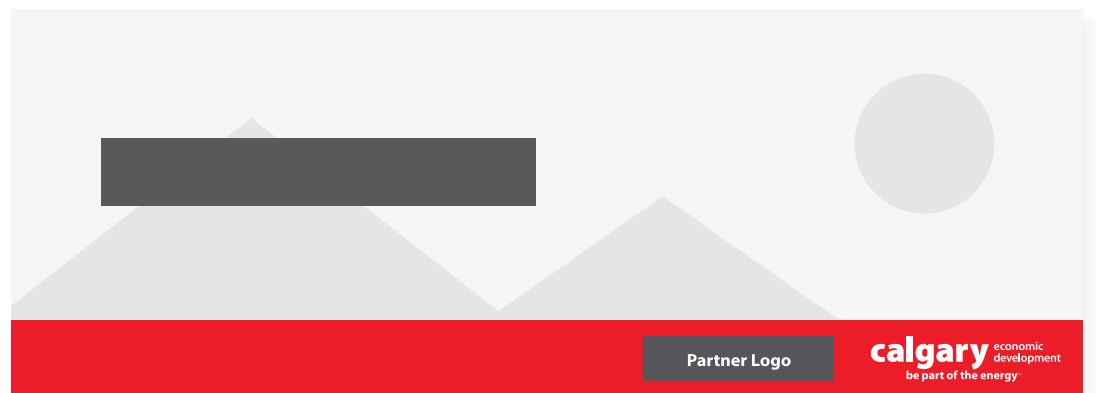
COLOUR
SYSTEM

COLOURS

When it comes to our brand, the colours we use are as important as the words and visuals we choose. Use the primary colour palette for floods of colour and major graphics.

CMYK: 0 / 99 / 93 / 0
RGB: 237 / 28 / 41
HEX: ED1C29
Pantone: PMS 185 C

CMYK: 75 / 68 / 67 / 90
RGB: 0 / 0 / 0
HEX: 000000
Pantone: PMS Black 6-C
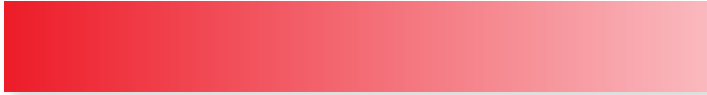
CMYK: 63 / 52 / 44 / 33
RGB: 84 / 88 / 96
HEX: 54565A
Pantone: PMS Cool Grey 11

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: FFFFFF
Pantone: N/A
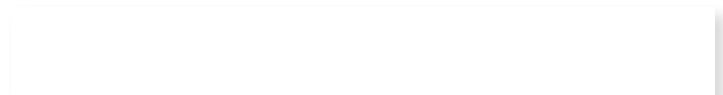
SECONDARY COLOURS

The secondary colour palette can be used for variation, or in combination with the primary colour. These colours should be used sparingly and not dominate the design.

CMYK: 89 / 0 / 19 / 0
RGB: 0 / 175 / 206
HEX: 00ABC8
Pantone: PMS 3125 C

CMYK: 45 / 0 / 7 / 0
RGB: 120 / 214 / 236
HEX: 82D2E8
Pantone: PMS 2225 C

CMYK: 85 / 62 / 0 / 0
RGB: 56 / 94 / 164
HEX: 385EA4
Pantone: PMS 7684 C

CMYK: 100 / 08 / 11 / 74
RGB: 0 / 62 / 82
HEX: 004158
Pantone: PMS 548 C

TERTIARY COLOURS

Further expansion of Calgary Economic Development's colour palette. These colours should be used when no other colour options are available.

CMYK: 0 / 0 / 100 / 0
RGB: 252 / 229 / 0
HEX: FCE200
Pantone: PMS 102 C

CMYK: 61 / 0 / 28 / 0
RGB: 92 / 185 / 187
HEX: 5CB8B2
Pantone: PMS 7272

TYPOGRAPHY

HEADLINES

Proxima Nova Extra Condensed is primarily used in large headlines, titles and subheads. The type should be set to all caps as a default unless headlines, titles, and subheadings are too long. The default weight to use is Proxima Nova Extra Condensed ExtraBold. The supporting weights of Proxima Nova Extra Condensed may also be used, but for emphasis in smaller applications such as subheads, captions, tables, charts and folios.

Secondary Typeface
Proxima Nova Extra Condensed ExtraBold

Designers
Mark Simonson

EXTRA BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
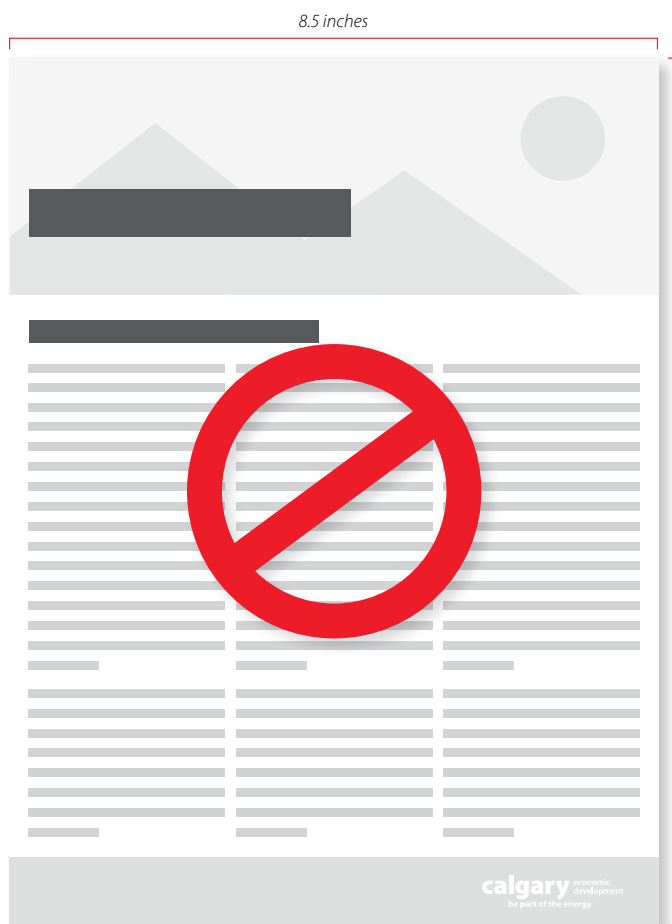n o p q r s t u v w x y z

FIGURES

0 1 2 3 4 5 6 7 8 9

Proxima Nova Extra Condensed, Extra Bold, 28 - 34 pt —

TITLE

HEADER 1

Proxima Nova Extra Condensed, Bold, 18 - 22 pt —

Example: *Headlines on a flat sheet*

HEADLINE ALTERNATIVE

In cases where Proxima Nova Extra Condensed is unavailable Franklin Gothic Demi Condensed should be used. Examples include PowerPoint, Word templates, and computer systems where proprietary fonts such as Proxima Nova Extra Condensed and Myriad Pro are unavailable. For web, a condensed font equivalent may be used.

Secondary Typeface
Franklin Gothic Demi Condensed

Designer
Victor Caruso

REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

FIGURES

0 1 2 3 4 5 6 7 8 9

Franklin Gothic Demi Condensed, 18 pt —————— **DATE**

Franklin Gothic Demi Condensed, 32 - 46 pt size —————— **TITLE**

Example: *Microsoft PowerPoint Slide title page*

BODY

Myriad Pro is our primary typeface. Title and sentence case are preferred. Only use all caps in small instances such as charts, labels and UI navigation. The default weight to use is Myriad Pro Regular.

Primary Typeface
Myriad Pro

Designers
Robert Slimbach and Carol Twombly

BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

REGULAR ITALIC

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

FIGURES

0 1 2 3 4 5 6 7 8 9

BODY ALTERNATIVE

In cases where Myriad Pro is not available, use Verdana Regular as a substitute.

Primary Typeface
Verdana

Designer
Mathew Carter

BOLD

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

REGULAR ITALIC

*A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z*

FIGURES

0 1 2 3 4 5 6 7 8 9

STRUCTURE & LAYOUT

WHITE SPACE

White (or negative space) is the area between content. When there is a lack of white space, a design feels crowded (too much content in that space) however, when used well it balances design elements and helps organize content, improving the overall visual experience. It helps to direct your viewer's eyes across the page (both print and digital). Cramming in more text, colour or images doesn't necessarily make a piece more informative. White space helps make the content clear and easy to digest.

8.5 inches

11 inches

Example: *Bad use white space*

8.5 inches

11 inches

Example: *Good use white space*

STRUCTURE

Consistent application of typography allows our audiences to recognize materials from Calgary Economic Development. Large headlines should be used. Proxima Nova Extra Condensed ExtraBold in title case. Subheads may use Proxima Nova Extra Condensed Bold. Large blocks of copy should use Myriad Pro Regular in sentence case or Verdana Regular. Call-to-action URLs should exist on their own line of copy and may be bolded.

FLATSHEETS

8.5 inches

11 inches

Proxima Nova Extra Condensed, Extra Bold, 28 - 34 pt ——————

TITLE

Proxima Nova Extra Condensed, Bold, 18 - 22 pt ——————

HEADER 1

Myriad Pro, Bold, 10 pt ————

HEADER 2

Myriad Pro, Regular, 10 pt ————

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec dolor eu metus pellentesque gravida non eu massa. Donec pulvinar in orci sit amet vehicula. Praesent massa mi, lacinia a pharetra in, luctus sed erat. Vestibulum scelerisque massa ut purus luctus faucibus. Pellentesque pharetra velit fermentum enim rhoncus, eget iaculis elit porttitor. Phasellus in lectus venenatis, sollicitudin velit quis, laoreet elit. Pellentesque vitae leo at diam dictum suscipit. Cras et tincidunt sem. Quisque sit amet condimentum mi. Vivamus gravida odio augue, eu interdum ante accumsan ac. Aenean non arcu non tortor rhoncus ornare id dapibus sem. Morbi nibh eros, malesuada.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec dolor eu metus pellentesque gravida non eu massa. Donec pulvinar in orci sit amet vehicula. Praesent massa mi, lacinia a pharetra in, luctus sed erat. Vestibulum scelerisque massa ut purus luctus faucibus. Pellentesque pharetra velit fermentum enim rhoncus, eget iaculis elit porttitor. Phasellus in lectus venenatis, sollicitudin velit quis, laoreet elit. Pellentesque vitae leo at diam dictum suscipit. Cras et tincidunt sem. Quisque sit amet condimentum mi. Vivamus gravida odio augue, eu interdum ante accumsan ac. Aenean non arcu non tortor rhoncus ornare id dapibus sem. Morbi nibh eros, malesuada.

Myriad Pro, Italic, 6 - 7 pt ——————

*Source

Myriad Pro, Bold, 10 - 12 pt ——————

Call to Action

calgary economic development
be part of the energy

Note: *This is only one example of what a flat sheet might look like. Flat sheet structures and layout may vary.*

SOCIAL TILES

Facebook & LinkedIn
Width: 1200 px
Length: 630 px

Proxima Nova Extra Condensed, Extra Bold, 72 - 82 pt

Proxima Nova Extra Condensed, Extra Bold, 24 - 34 pt

Margins: Min 0.75 inches
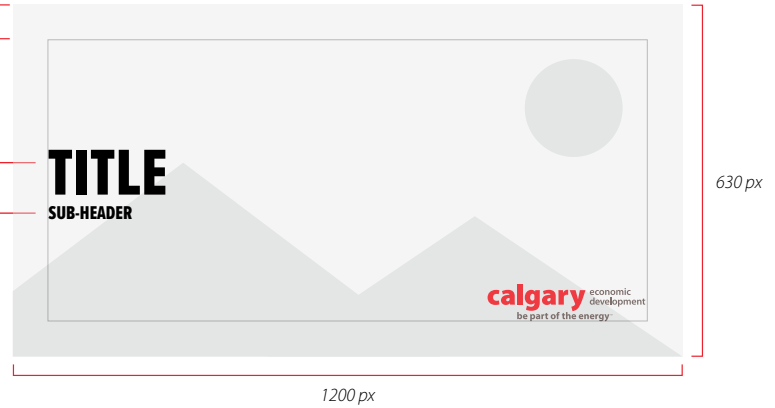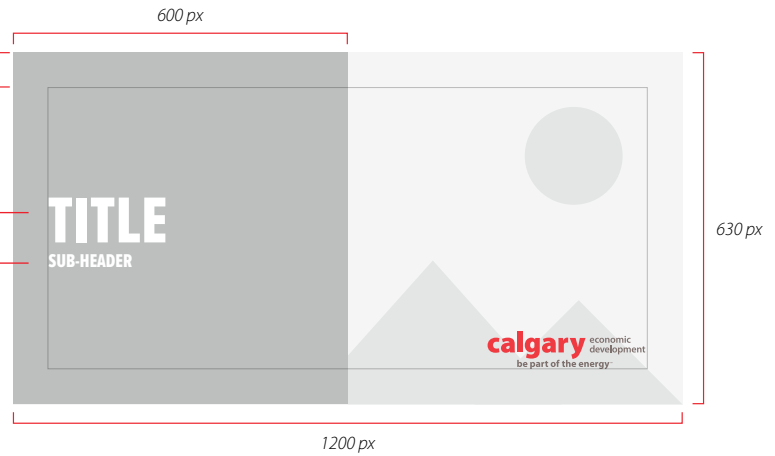
TITLE
SUB-HEADER

calgary economic development
be part of the energy

630 px

1200 px

Twitter
Width: 1024 px
Length: 512 px

Proxima Nova Extra Condensed, Extra Bold, 62 - 72 pt

Proxima Nova Extra Condensed, Extra Bold, 22 - 32 pt

Margins: Min 0.5 inches

TITLE
SUB-HEADER

calgary economic development
be part of the energy

512 px

1024 px

Facebook & LinkedIn
Width: 1200 px
Length: 630 px

Proxima Nova Extra Condensed, Extra Bold, 72 - 82 pt

Proxima Nova Extra Condensed, Extra Bold, 24 - 34 pt

600 px

Margins: Min 0.75 inches

TITLE
SUB-HEADER

calgary economic development
be part of the energy

630 px

1200 px

Twitter
Width: 1024 px
Length: 512 px

Proxima Nova Extra Condensed, Extra Bold, 62 - 72 pt

Proxima Nova Extra Condensed, Extra Bold, 22 - 32 pt

512 px

Margins: Min 0.5 inches

TITLE
SUB-HEADER

calgary economic development
be part of the energy

512 px

1024 px

WEBPAGES

Note: *Webpages have limited font libraries available to them and therefore alternatives to set brand typography may apply.*

See example below:

Proxima Nova Extra Condensed, Extra Bold ————————

TITLE

Proxima Nova Extra Condensed, Bold ————————

HEADER 1

Myriad Pro web equivalent such as Cabin, "Helvetica Neue", Helvetica, Arial, and sans-serif ————————

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec dolor eu metus pellentesque gravida non eu massa. Donec pulvinar in orci sit amet vehicula. Praesent massa mi, lacinia a pharetra in, luctus sed erat.

Proxima Nova Extra Condensed, Bold ————————

HEADER 1

Myriad Pro web equivalent such as Cabin, "Helvetica Neue", Helvetica, Arial, and sans-serif ————————

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec dolor eu metus pellentesque gravida non eu massa.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec dolor eu metus pellentesque gravida non eu massa.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec dolor eu metus pellentesque gravida non eu massa.

Proxima Nova Extra Condensed, Bold ————————

HEADER 1

Myriad Pro web equivalent such as Cabin, "Helvetica Neue", Helvetica, Arial, and sans-serif ————————

HEADER 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec dolor eu metus pellentesque gravida non eu massa. Donec pulvinar in orci sit amet vehicula. Praesent massa mi, lacinia a pharetra in, luctus sed erat.

Myriad Pro web equivalent such as Cabin, "Helvetica Neue", Helvetica, Arial, and sans-serif ————————

HEADER 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec dolor eu metus pellentesque gravida non eu massa. Donec pulvinar in orci sit amet vehicula. Praesent massa mi, lacinia a pharetra in, luctus sed erat.

Myriad Pro web equivalent such as Cabin, "Helvetica Neue", Helvetica, Arial, and sans-serif ————————

HEADER 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc nec dolor eu metus

Example: *This is only one example of what a webpage might look like. Web page structures and layout may vary.*

PHOTOGRAPHY

IMAGES

Imagery should feel natural and paint Calgary in modern and unexpected ways. When featuring shots of people, candid style photography is best.

PEOPLE

ARCHITECTURE & LANDSCAPE

When showcasing Calgary/Alberta architecture or landscape aim to showcase our impressive skyline and diverse landscape.

TECHNOLOGY

Technology-based shots with an abstract overlay can/should be used when

1. Images of specific technology are unavailable through candid photography
2. The abstract overlay will be used more as a light texture in the background.

Technology shots should be clean and simple. If able they should pair nicely with Calgary Economic Development's iconography.

Used when candid photography is unavailable

Used as a light texture in the background

ICONOGRAPHY

ICONS

Icons are intended to be informative and to help your audience understand the purpose of the design. Icons should be used sparingly and only to add clarity and focus to a message.

If you'd like to incorporate icons in your document, the following serves as a good starting point. These icons are intended to illustrate Calgary Economic Development's iconography block style with rounded corners and medium line weight. You can change the fill colour of any of these to match our primary brand colours (black, red, or grey).

SECTORS

Aerospace & Logistics

Agribusiness

Creative Industries

Energy & Renewables

Financial Services

Interactive Digital Media

Life Sciences

Technology

OTHERS

General Business

Globes, directions, and locations

Lifestyle

Marketing & Communications

Misc

People & Workforce

Research & Reporting

Social Media

Weather & Landscape

Real Estate

ICONS WITH STATS

Icon related to the stat

Stat

YYC Calgary International Airport is Canada's fourth busiest airport.

Calgary ranked third in business friendliness.

Proportion of STEM graduates of major Canadian cities in 2016

VIDEO & MOTION GRAPHICS

VIDEO & MOTION GRAPHICS

When it comes to video and motion graphics, there are various components that should be incorporated with the video file to establish brand recognition and consistency.

INTRODUCTION

Calgary only or Calgary Economic Development logo (Reference page 14 for case usage):

- Full colour version on plain white background
- In cases where the logo is overlaying imagery, the knockout version should be used.

Title (if applicable)

- Use Proxima Nova Extra Condensed Extra Bold
- Separate title from Calgary only or Calgary Economic Development's logo

Placement and effects

- Centered on screen
- Occupy no more than 1/3 width of screen (i.e: if resolution is 1080 px wide, logo can be 350 px wide)
- Slight expanding effect (up to 5% increase over 5 seconds)
- Fade in/out should last 5 seconds

Full colour on white background (preferred)

Logo centered on screen
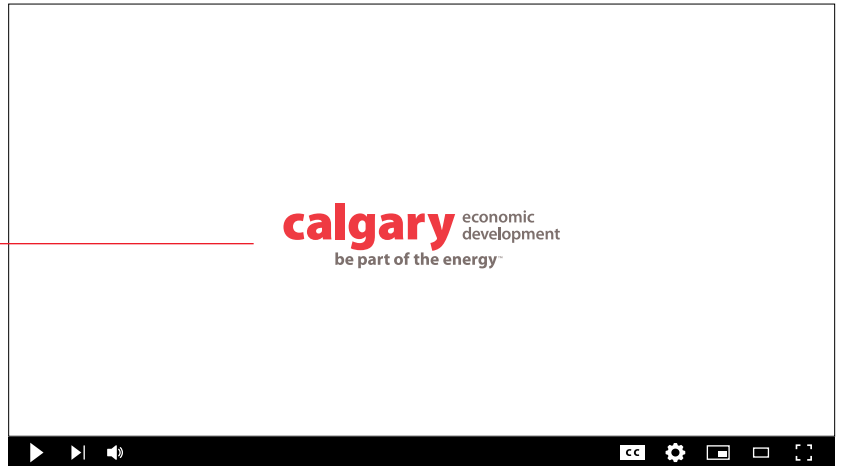
Knockout version

Logo centered on screen
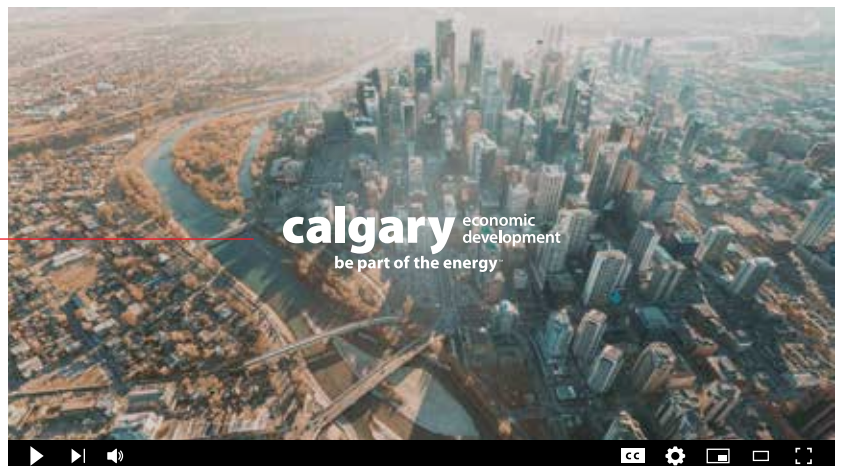
CONTENT

- All imagery should be high enough resolution for output
- Content should be visually interesting
- Subjects should be engaged by either:
  - Looking into camera
  - Looking at interviewer at an angle
- Subjects should be standing when speaking – it's more engaging and looks like they are "on the move"
- Subjects are encouraged to be comfortable when speaking, use body language, hand gestures, etc.
- People should appear happy in B-roll
- When using stats follow the examples outlined on (page 41)

Title Bar:

- Full Name: All Caps Proxima Nova Extra Condensed
- Title: Sentence Case, Myriad Pro Light Italic, 80% size of full name
- Organization: Sentence Case, Myriad Pro Light, 80% size of full name
- Title and Organization on same line
- Over black overlay 45% transparent
- Fade in and out over 5 seconds

White overlay (45%) used for dark backgrounds
Full Name
Position & Organization
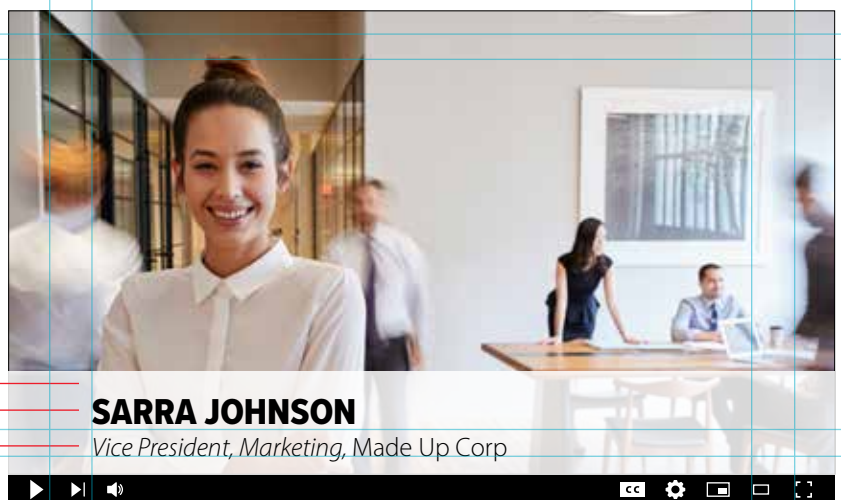
SHARON SMITH
CEO and Founder, Made Up Corp.

White overlay (45%) used for dark backgrounds
Full Name
Position & Organization

SARRA JOHNSON
Vice President, Marketing, Made Up Corp

OUTRO

Calgary or Calgary Economic Development logo (Reference page 14 for case usage):

- Full White background
- If there are two logos, they should both be 1/3 in size
- Placement: Centered on screen
- Occupy no more than 1/3 width of screen (i.e: if resolution is 1080 pixels wide, logo can be 350 pixels wide)
- Slight expanding effect (up to 5% increase over 5 seconds)
- Fade in/out should last 5 seconds
- CTA can include a friendly URL (without www) that is no more than 50% of the width of the screen
- No other words/copy

*Single logo placement
centered on screen*

calgary economic
development
be part of the energy™

CTA without www

calgaryeconomicdevelopment.com

*Two logo placement
centered on screen*

Partner Logo

calgary economic
development
be part of the energy™

CTA without www

calgaryeconomicdevelopment.com

WEBSITES, SOCIAL MEDIA & EMAIL MARKETING

WEBSITES

When it comes to Calgary Economic Development website properties, social media channels and mass emails, the correct logos should be visible as soon as the user lands on the site.

Additional elements, including images, video, illustrations, should adhere to the standards outlined in this document and best practices when it comes to SEO and social media specifications around language and messaging can be found in the brand voice section of this document.

Logo is presented on top as soon as the user land on the page.

Imagery and treatments if headlines follow brand standards
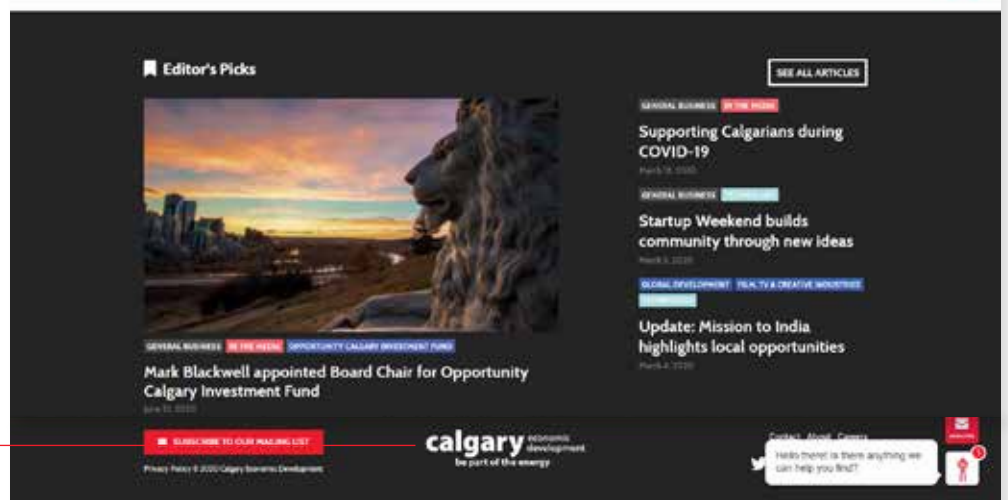
Logo is presented at the end of the web page.

Note: This is only one example of what a webpage might look like. Web page structures and layout may vary.

SOCIAL MEDIA & MASS EMAILS

For social media channels and mass emails, the correct logos should be visible as soon as the user lands on the site. Because of the size of most social media channels profile pictures, only the logo should be used for immediate brand recognition and legibility concerns.

The Calgary Economic development logo is used set as the profile picture of the social media profile.
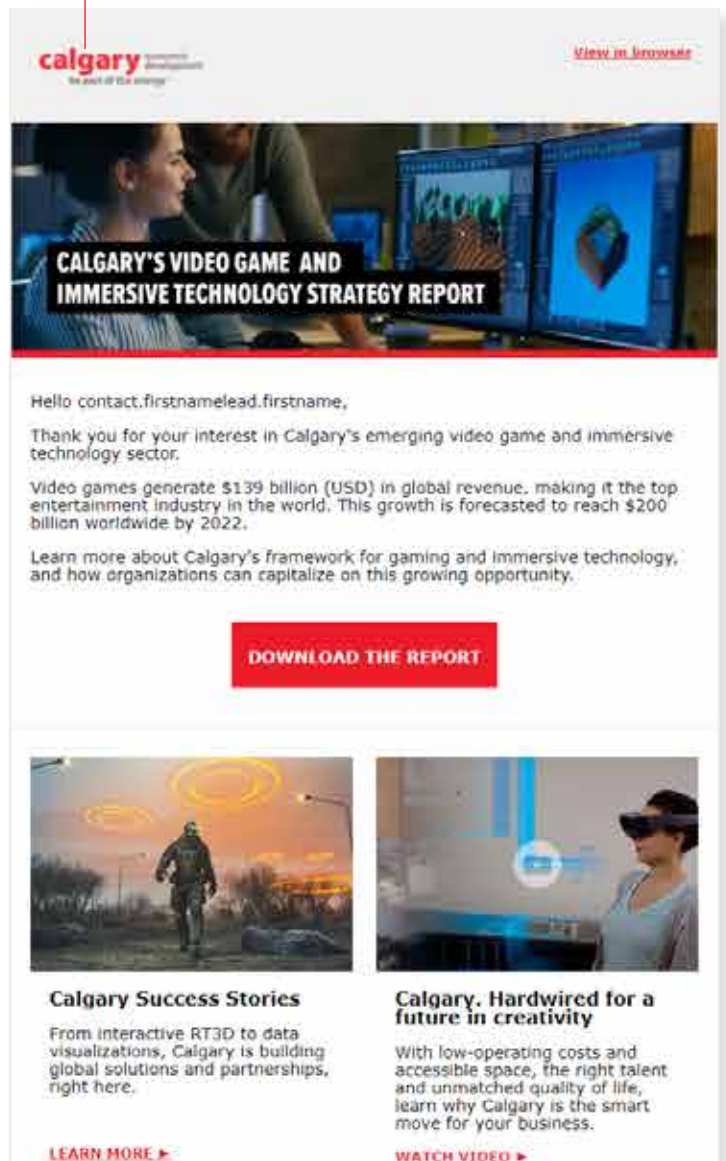
Example: *Calgary Economic Development's Twitter account profile page. Other user interfaces may vary.*

Example: *Promotional email for gated report. Newsletter templates may vary.*

INITIATIVES
& GUIDELINES

INITIATIVES

Calgary Economic Development leads innovative and award-winning initiatives across a variety of sectors, including workforce development and attraction, international business, creative industries and community engagement.

Our initiatives are:

Calgary Film Centre

EDGE UP YYC

Life in Calgary (Instagram)

Live Tech, Love Life

Opportunity Calgary Investment Fund (OCIF)

Startup Calgary

Team Calgary

Trade Accelerator Program

SIGNATURE EVENTS

Calgary Economic Development hosts exclusive networking events for Calgary's business community. Our signature events include, Economic Outlook, Report to the Community and Stampede Investment Forum.

calgary economic development | economic outlook
be part of the energy™

Economic Outlook

calgary economic development | report to the community
be part of the energy™

Report to the Community

calgary economic development | stampede investment forum
be part of the energy™

Stampede Investment Forum

CALGARY FILM CENTRE

The Calgary Film Centre is a world-class facility suitably equipped and serviced for filmmakers and storytellers within Calgary and abroad.

An initiative of Calgary Economic Development, the Calgary Film Centre primarily adheres to Calgary Economic Development's brand standards with the following exceptions.

LOGO & USAGE

Full Colour (Preferred)

White on Red (Knockout)

White on Black (Knockout)

COLOUR PALETTE

Primary Colours
Reference primary colours for Calgary Economic Development.

CMYK: 0 / 99 / 93 / 0
RGB: 237 / 28 / 41
HEX: ED1C29
Pantone: PMS 185 C

CMYK: 75 / 68 / 67 / 90
RGB: 0 / 0 / 0
HEX: 000000
Pantone: PMS Black 6-C

CMYK: 63 / 52 / 44 / 33
RGB: 84 / 88 / 96
HEX: 54565A
Pantone: PMS Cool Grey 11

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: FFFFFF
Pantone: N/A

Secondary Colours
Secondary colours should be used sparingly and tertiary not at all.

CMYK: 89 / 0 / 19 / 0
RGB: 0 / 175 / 206
HEX: 00ABC8
Pantone: PMS 3125 C

CMYK: 45 / 0 / 7 / 0
RGB: 120 / 214 / 236
HEX: 82D2E8
Pantone: PMS 2225 C

CMYK: 85 / 62 / 0 / 0
RGB: 56 / 94 / 164
HEX: 385EA4
Pantone: PMS 7684 C

CMYK: 100 / 08 / 11 / 74
RGB: 0 / 62 / 82
HEX: 004158
Pantone: PMS 548 C

TYPOGRAPHY

TRUMP SOFT PRO REGULAR
Headers/Subheaders

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

MUSEO 300
Body

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

FIGURES
Displayed using Museo 300

0 1 2 3 4 5 6 7 8 9

EDGE UP YYC, OPPORTUNITY CALGARY INVESTMENT FUND, AND TEAM CALGARY

The following initiatives listed below should follow the same guidelines as outlined for Calgary Economic Development's brand. Minor alterations can include subjects featured in imagery, heavier use of infographics to communicate key data points, and higher usage of Calgary Economic Development's signature and networking events.

EDGE UP YYC

EDGE UP (Energy to Digital Growth Education and Upskilling Project) is a short-term skills development program for mid-career Oil and Gas professionals who have been displaced from the Oil and Gas sector in Calgary.

Imagery for the brand should cater towards older subjects in the tech sector.

Full Colour (Preferred)

White on Red (Knockout)

White on Black (Knockout)

OPPORTUNITY CALGARY INVESTMENT FUND

The Opportunity Calgary Investment Fund (OCIF) was created by The City of Calgary in 2018 as a catalyst to attract investment, drive innovation, and spur transformative economic development in the city.

This initiative's brand primarily uses Calgary Economic Development's primary colours and can heavily rely on infographics to represent reporting. Imagery should be around companies/people that drive innovation and positions Calgary to lead digital transformation in Canada's industrial sectors.

Opportunity Calgary Investment Fund

Full Colour (Preferred)

Opportunity Calgary Investment Fund

White on Red (Knockout)

Opportunity Calgary Investment Fund

White on Black (Knockout)

TEAM CALGARY

Team Calgary is a corporate partnership program that engages Calgary's visionary thought leaders to help influence Calgary's economic growth.

Imagery may heavily lean towards Calgary Economic Development's networking and signature events.
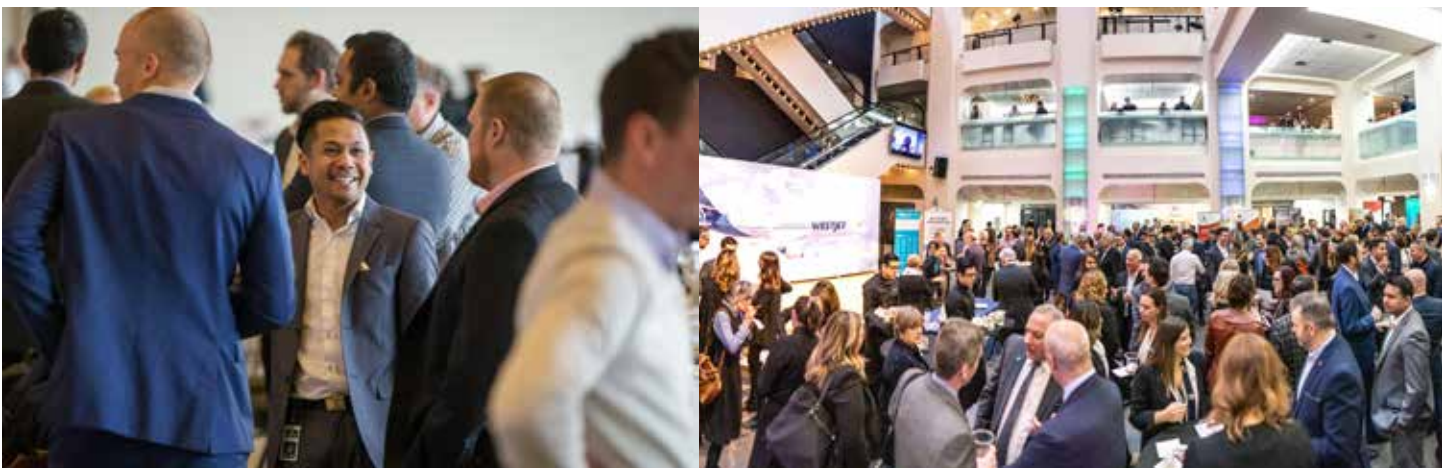
team calgary
be part of the energy™

Full Colour (Preferred)

team calgary
be part of the energy™

White on Red (Knockout)

team calgary
be part of the energy™

White on Black (Knockout)

LIFE IN CALGARY

Life in Calgary takes on a playful approach in showcasing local Calgarians and the lifestyle available to those looking to move to Calgary. Most brand elements (typography) should adhere to Calgary Economic Development's brand with exception to:

LOGO & USAGE

Full Colour (Preferred)

White on Red (Knockout)

White on Black (Knockout)

COLOUR PALETTE

Flexible use of both Calgary Economic Development's primary and secondary colour swatches.

Primary Colours

CMYK: 0 / 99 / 93 / 0
RGB: 237 / 28 / 41
HEX: ED1C29
Pantone: PMS 185 C

CMYK: 75 / 68 / 67 / 90
RGB: 0 / 0 / 0
HEX: 000000
Pantone: PMS Black 6-C

CMYK: 63 / 52 / 44 / 33
RGB: 84 / 88 / 96
HEX: 54565A
Pantone: PMS Cool Grey 11

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: FFFFFF
Pantone: N/A
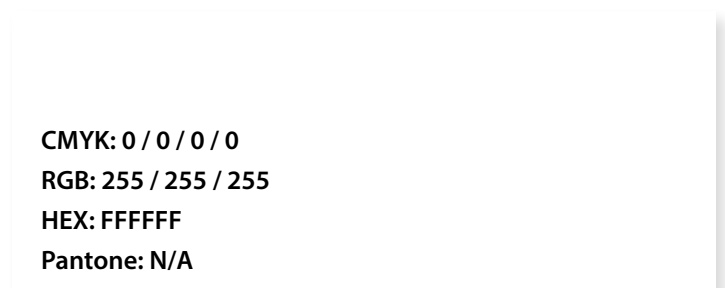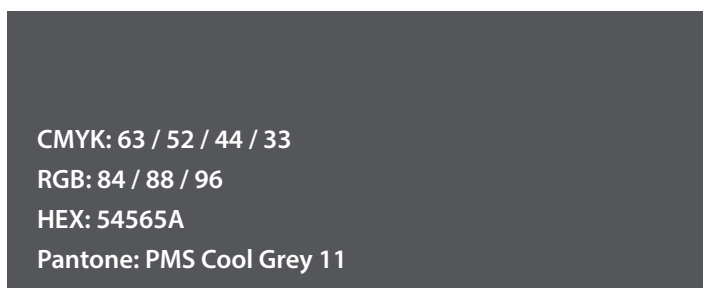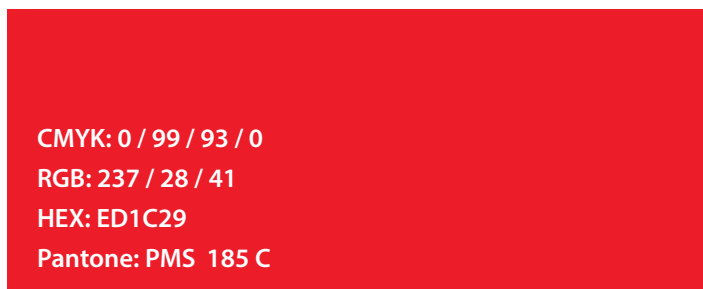
Secondary Colours

CMYK: 89 / 0 / 19 / 0
RGB: 0 / 175 / 206
HEX: 00ABC8
Pantone: PMS 3125 C

CMYK: 45 / 0 / 7 / 0
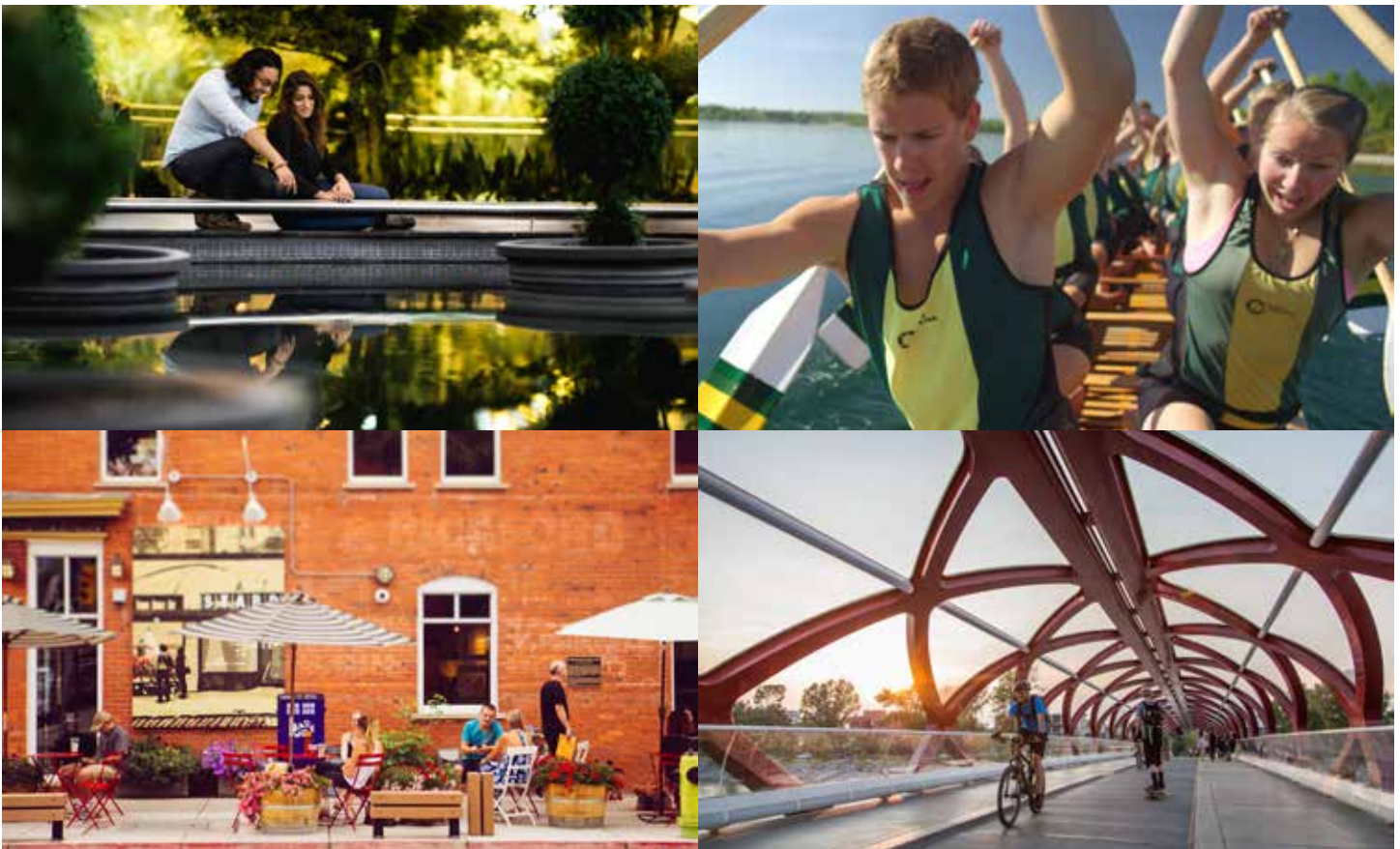RGB: 120 / 214 / 236
HEX: 82D2E8
Pantone: PMS 2225 C

CMYK: 85 / 62 / 0 / 0
RGB: 56 / 94 / 164
HEX: 385EA4
Pantone: PMS 7684 C

CMYK: 100 / 08 / 11 / 74
RGB: 0 / 62 / 82
HEX: 004158
Pantone: PMS 548 C

PHOTOGRAPHY

For Life in Calgary's social media account, a candid and more raw approach to photography is acceptable. For website, lifestyle-based shots in and around Calgary should be used.

LIVE TECH, LOVE LIFE

Live Tech, Love Life is an invitation to embrace what's great about Calgary: the promise of a bright future in a technology career combined with a lifestyle that's unmatched anywhere.

Note: This cheat sheet should only be used for quick reference. Please refer to the Live Tech, Love Life Brand Guide for detailed standards. Imagery treatments and templates have been omitted from this cheat sheet.
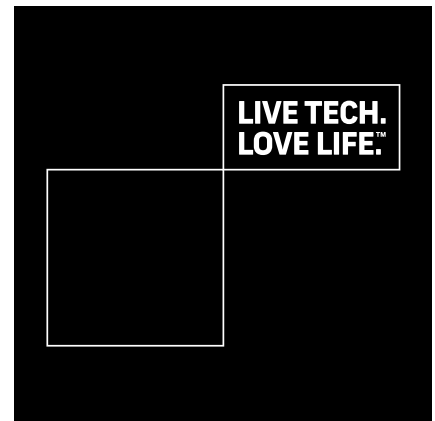
LOGO & USAGE

Primary Logo - Black

Primary Logo - White

Logo frame

TAGLINES & URL

Primary tagline — **Work in Canada's most adventurous tech city.™**

Secondary tagline — **Work adventurously.™**

URL — **livetechlovelife.com**
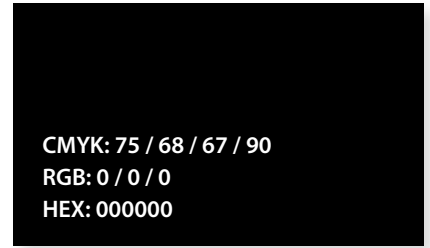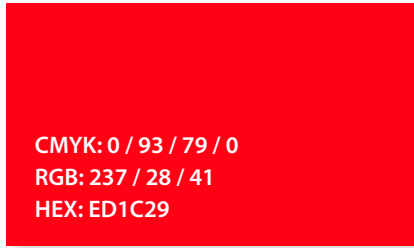
PUNCTUATION

When used as a logo, use periods.

The campaign invites talent to Live Tech, Love Life

In marketing materials the phrase would not normally be used in body copy, but for exceptions (such as in this style guide), use a comma for readability.

COLOUR PALETTE

CMYK: 0 / 93 / 79 / 0
RGB: 237 / 28 / 41
HEX: ED1C29

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: FFFFFF

CMYK: 75 / 68 / 67 / 90
RGB: 0 / 0 / 0
HEX: 000000

TYPOGRAPHY

FRANK NEW EXTRA BOLD
Headers/Subheaders

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

FRANK NEW REGULAR
Body

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

FIGURES

A B C D E F G H I J K L M

CALGARY ECONOMIC DEVELOPMENT LOGO LOCKUP USAGE

Always include the white Calgary Economic Development logo on a red quarter oval. Keep it anchored to the bottom right corner away from the main copy.

calgary
be part of the energy™

calgary
be part of the energy™

STARTUP CALGARY

One of the most diverse of Calgary Economic Development's initiatives, Startup Calgary's brand differs from Calgary Economic Development's through the following graphic elements:

LOGO & USAGE

Full Colour (Preferred)

White on Red (Knockout)

White on Black (Knockout)

COLOUR PALETTE

Primary Colours
Reference primary colours for Calgary Economic Development.

CMYK: 0 / 99 / 93 / 0
RGB: 237 / 28 / 41
HEX: ED1C29
Pantone: PMS 185 C

CMYK: 75 / 68 / 67 / 90
RGB: 0 / 0 / 0
HEX: 000000
Pantone: PMS Black 6-C

CMYK: 63 / 52 / 44 / 33
RGB: 84 / 88 / 96
HEX: 54565A
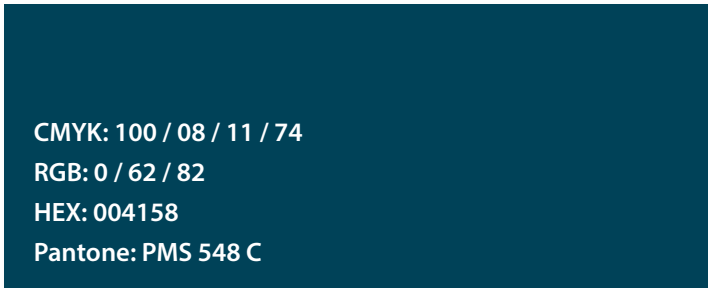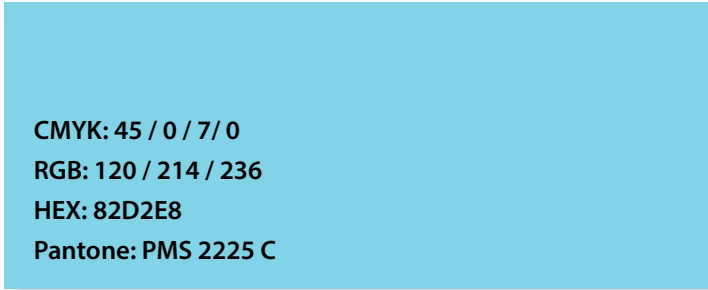**Pantone: PMS Cool Grey 11**

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: FFFFFF
Pantone: N/A

Secondary Colours
Secondary colours should be used sparingly and tertiary not at all.

CMYK: 89 / 0 / 19 / 0
RGB: 0 / 175 / 206
HEX: 00ABC8
Pantone: PMS 3125 C

CMYK: 45 / 0 / 7 / 0
RGB: 120 / 214 / 236
HEX: 82D2E8
Pantone: PMS 2225 C

CMYK: 85 / 62 / 0 / 0
RGB: 56 / 94 / 164
HEX: 385EA4
Pantone: PMS 7684 C

CMYK: 100 / 08 / 11 / 74
RGB: 0 / 62 / 82
HEX: 004158
Pantone: PMS 548 C

PHOTOGRAPHY

Imagery should include more event-based shots along with companies and individuals in tech.

ICONOGRAPHY

Iconography is more linear in style. If expanding the icon library, please contact digital and brand manager for further clarification.

TRADE ACCELERATOR PROGRAM

An initiative that serves local companies who are ready to go global. Of all the initiatives, Trade Accelerator Program is the most diverse from Calgary Economic Development's brand. The initiative should be treated as a separate event. However, where possible, certain graphic elements such as Calgary Economic Development's blue or gray colours, photography style, and typography should be incorporated with the design to link both brands.

Note: This cheat sheet should only be used for quick reference. Please refer to the Trade Accelerator Program Brand Guide for detailed standards. Imagery treatments and templates have been omitted from this cheat sheet.

LOGO & USAGE
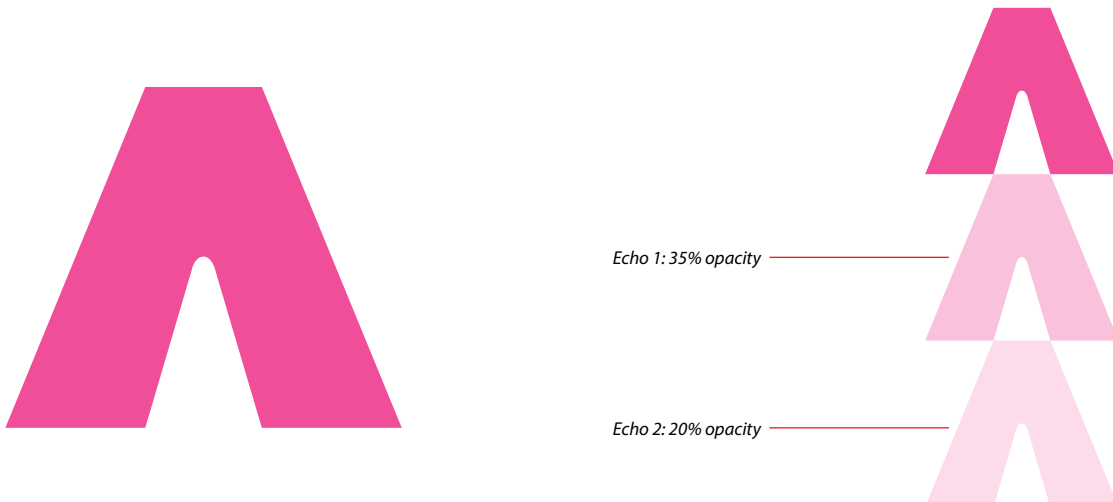

White logo on blue background (Preferred)

Full colour (Use on white backgrounds)

Greyscale (For non-colour options)

ARROW

The Arrow represents progress and acceleration. It can be used with the wordmark, as well as on its own.

Echo 1: 35% opacity

Echo 2: 20% opacity

WORDMARK

The wordmark can appear on the first page of a document and any independent marketing materials (i.e. business cards, flyers, posters, etc.). When using a blue background, a white wordmark is to be used. On a white background, a grey wordmark is to be used.
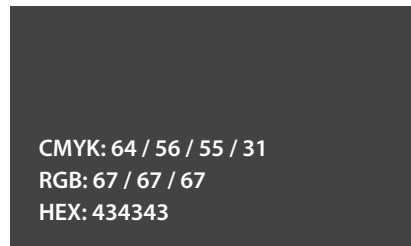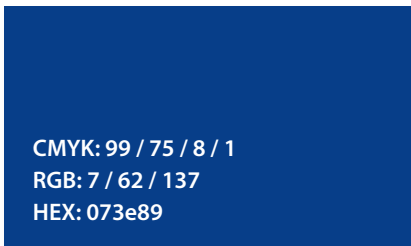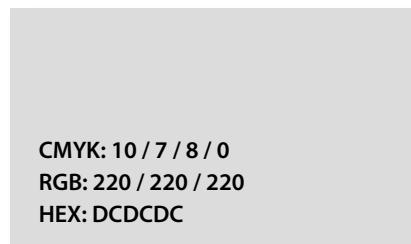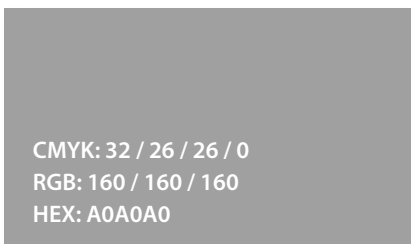
COLOUR PALETTE

Primary Colours
Use the primary colour palette for floods of colour and major graphics.

Note: *The Rose colour should be used sparingly.*

CMYK: 99 / 75 / 8 / 1
RGB: 7 / 62 / 137
HEX: 073e89

CMYK: 64 / 56 / 55 / 31
RGB: 67 / 67 / 67
HEX: 434343

CMYK: 5 / 69 / 4 / 0
RGB: 221 / 69 / 149
HEX: DD5A95

Secondary Colours
The secondary colour palette can be used for variation, or in combination with the primary colours. These colours should be used sparingly and not dominate the design.

CMYK: 32 / 26 / 26 / 0
RGB: 160 / 160 / 160
HEX: A0A0A0

CMYK: 10 / 7 / 8 / 0
RGB: 220 / 220 / 220
HEX: DCDCDC