Alberta IoT

Logo usage guide
Alberta IoT

Logo

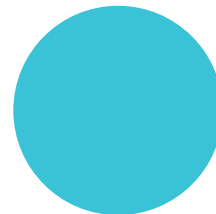**Member Badge**

Logo + Member Badge

This guide covers the styling and application of both the Alberta IoT logo and Alberta IoT member badge.

Though the member badge has six variants (Core Member, Associate Member, Emerging Member, Student Member and Sponsor), only 'Core Member' is pictured as an example.
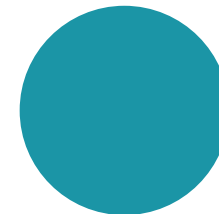
Colours used

The colour used in Alberta IoT's typography is pictured to the right, as well as the logomark which is composed of two gradients with the following colour values.
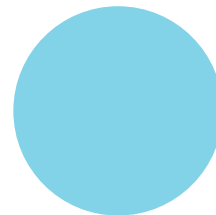
GRADIENT 1
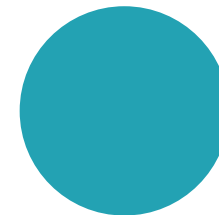
CMYK:
65/0/15/0

RGB:
57/194/215

HEX:
39c2d7

CMYK:
81/24/31/1

RGB:
11/148/165

HEX:
0a94a4

GRADIENT 2

CMYK:
44/0/7/0

RGB:
133/211/232

HEX:
85d3e7

CMYK:
77/16/28/0

RGB:
22/163/179

HEX:
15a2b3
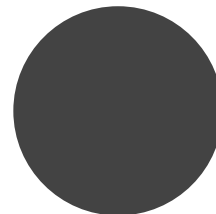
FONT

CMYK:
67/60/59/44

RGB:
68/68/68

HEX:
434343
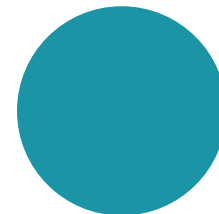
MEMBER BADGE

CMYK:
81/24/31/1

RGB:
11/148/165

HEX:
0a94a4

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZa
bcdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&<-+÷×=>®
©$€£¥¢:;,.*

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZab
cdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&<-+÷×=>®
©$€£¥¢:;,.*

Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZab
cdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&<-+÷×=>®
©$€£¥¢:;,.***

Fonts used in logo

The Alberta IoT logo uses just one font, Roboto Slab Regular.

Though not used in the logo itself, the Roboto Regular and Roboto Bold typefaces can be paired nicely with Roboto Slab Regular family in other marketing materials.

Fonts used in member badge

The Alberta IoT member badge uses Robot Slab Bold and Montserrat Light fonts in its composition.

Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&<-+÷×=>®
©$€£¥¢:;,.*

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&<-+÷×=>®
©$€£¥¢:;,.*

Minimum spacing

The logo must always have an amount of minimum space surrounding it. Use the above marker as an example and ensure no elements are placed within this box for optimal readability.

Minimum size

Ensure the logo is presented at a size no smaller than 0.75" to ensure readability is not compromised.

Minimum spacing

The member badge follows the same principles as the logo and must always have an amount of minimum space surrounding it.
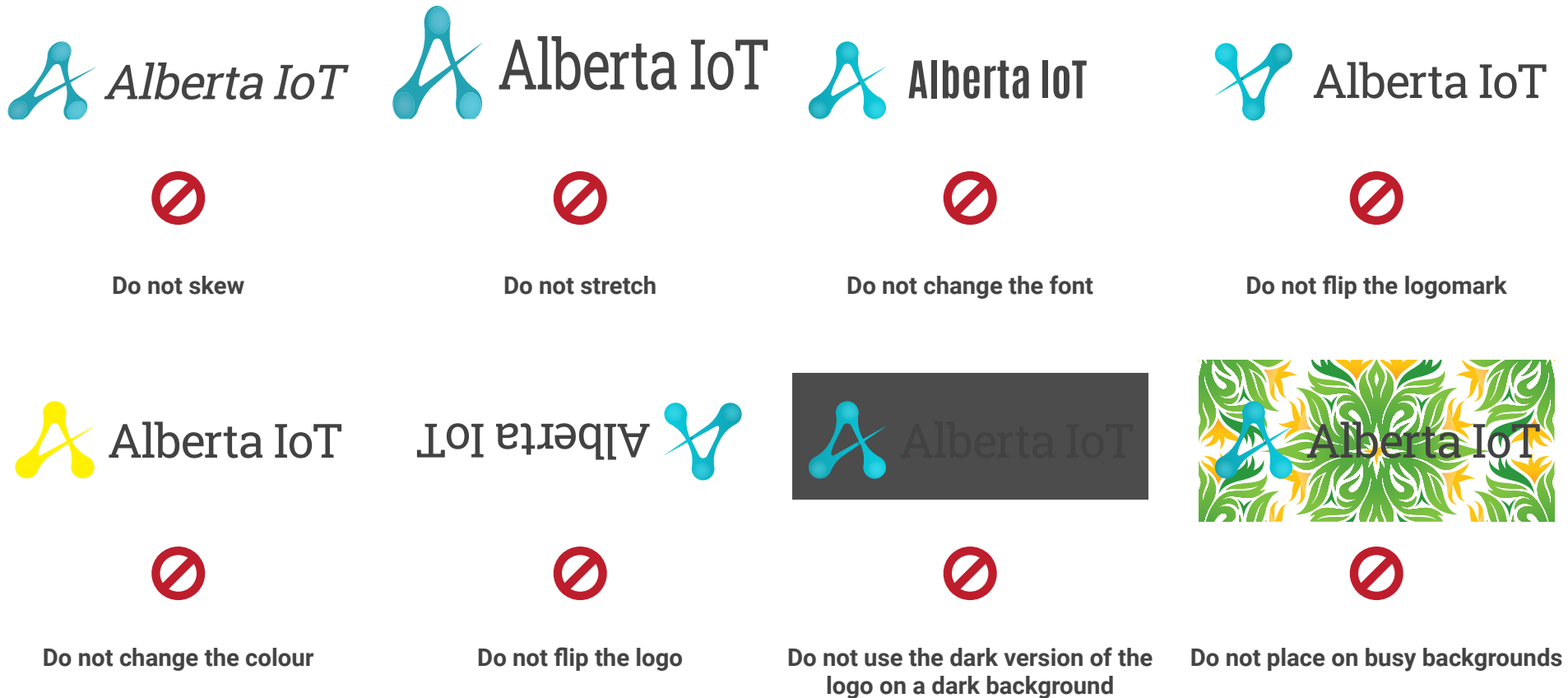
Use the above marker as an example and ensure no elements are placed within this box for optimal readability.

Minimum size

Ensure the member badge is presented at a size no smaller than 0.75" to ensure readability is not compromised.

Spacing & sizing

For the best readability, the logo must adhere to the following examples.

Do not skew

Do not stretch

Do not change the font

Do not flip the logomark

Do not change the colour

Do not flip the logo

Do not use the dark version of the logo on a dark background

Do not place on busy backgrounds

Do not's

It is important that the logo is displayed in a fashion that does not compromise the integrity of the brand image.

These principles also apply to the member badge.