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Alberta Association of Municipal Districts & Counties

logo standards manual

about the aamdc logo

The AAMDC logo depicts the province of Alberta, with an all encompassing crescent shape, suggesting the broad scope of services that AAMDC has to offer, and on a provincial scale.

To ensure consistency in promoting the image of the Alberta Association of Municipal Districts and Counties, please follow the guidelines outlined in this Logo Standards Manual, which explains how to properly use the AAMDC logo. Through the consistent use of this brand identity, AAMDC will continue to market a strong, recognizeable service for its members.

colour reproduction

Full Colour Positive

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Pantone Colours:
yellow: 124 C
blue: 2767 C

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Four Colour Process Colours:
yellow: c:0 m:27.5 y:100 k:6.0
blue: c:100.0 m:79.0 y:0 k:56.0

Logo on Dark Background

Single Colour Logo on White Background

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When the AAMDC logo must appear on a dark background, the logo and text will be white.

When the AAMDC logo must appear as a single colour, the text and crescent shape will be 100% blue 2767 and the province and single line will be 40% blue 2767.

permitted use of other colours

All Black: The logo may appear in black, with the text and crescent shape as 100% black, and the province and single line as 40% black for use in advertising or publications.

All Blue: The logo may appear in blue, with the text and crescent shape as 100% blue, and the province and single line as 40% blue for use in advertising or publications.

All White: The logo may appear as solid white when on a dark background (no shading or screening is permitted).

All Gold or Silver: May be used for promotional items, such as pens, mugs, key chains, etc.

Background Colour: A blind embossed AAMDC logo may be used without added colour on items such as folders, promotional cards, publication covers, etc.

clear space & size

When using the AAMDC logo, it is important that an adequate amount of clear space around the logo is maintained. This clear space must be free of any graphics, text, photographs or illustrations. The diagram below shows how minimum clear space can be calculated for any size in which the AAMDC logo appears.

Exclusion Zone
1x = the height of the 'a' in AAMDC.

Minimum Size
The minimum size that the AAMDC logo may be reproduced at is 23mm wide.

please don't

Adherence to these guidelines will ensure that the AAMDC logo mark will be used consistently and legibly across a wide variety of communications in all types of media. Do not alter the colour, proportions or alignment of any of the elements.

Do not rotate the logo:

Do not use other colours on the logo:

Do not alter the order of the colour arrangement:

Do not stretch or skew the logo:

Do not use a drop shadow, shading or outline on the logo:

Do not add other graphics:

Do not use any part of the logo on its own:

Do not change the approved size relationships:

Do not use the logo on a background pattern that obscures visibility and legibility:

typography

Univers is the official typeface used in the AAMDC logo. Supporting text documents will use Univers 55 bold for headings, and Univers 55 for body text.

Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(~!@#$%^&*}

Univers 55 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(~!@#$%^&*}

Headings (Univers 55 Bold)

Sub Headings (Univers 55 Bold)

Body Text: Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Duis sagittis dui vitae magna. Nulla condimentum velit quis ante. Pellentesque quis elit vel mi ultricies imperdiet. Fusce ut magna ac velit tincidunt venenatis. Maecenas sit amet eros. Pellentesque imperdiet lacus fringilla sem. Donec et sapien ut ligula malesuada vestibulum. Praesent enim risus, imperdiet vel, accumsan auctor, tincidunt in, elit. Aliquam consequat massa quis arcu. Fusce vel orci sit amet nunc auctor interdum. Proin viverra massa in odio. Phasellus imperdiet condimentum eros. Sed facilisis sapien vel arcu. Integer ante. Maecenas vehicula. Nullam dictum luctus ligula. Donec orci nisi, malesuada a, aliquam ut, aliquet ac, ipsum. Cras bibendum nunc ut urna. Sed condimentum sagittis dolor.

Etiam luctus pharetra pede. Proin interdum dui vitae tortor. Fusce volutpat, nunc quis egestas vulputate, tellus lectus mollis augue, sit amet pulvinar odio purus eget metus. Ut venenatis, enim sit amet convallis feugiat, dui dolor consectetuer quam, non sodales nibh ante eu elit. Suspendisse ut diam tristique erat laoreet ultrices. Aliquam euismod, lacus vitae posuere viverra, lorem urna tempor orci, a hendrerit justo erat id leo. Duis at enim vitae sem rutrum luctus. Suspendisse cursus augue nec sem. Vestibulum lectus nisi, euismod nec, pretium in, laoreet ut, turpis. Sed cursus. Mauris felis. Ut lacinia mauris vestibulum nisi. In dignissim faucibus pede. In ac ligula. Quisque est. Nulla lectus eros, luctus sit amet, blandit ac, porttitor et, augue. Sed rutrum leo non turpis. (Univers 55)

technical specifications

There are three different colour versions of the AAMDC logo available and it is important that each one is used in its proper context.

The two colour versions use AAMDC's corporate colours in the spot colour process called the Pantone Matching System (PMS). These files are to be used when producing print material with AAMDC's corporate colours, as well as a possible third colour (such as black) for accenting.

The full or four colour process version uses a process where AAMDC's two corporate colours are achieved using four process colours (instead of two spot colours). This file is to be used when producing print material in full colour (such as brochures, magazines, documents with colour photos in them).

The black and white logo is to be used anytime the logo is only needed in one spot colour or in black and white (such as corporate sponsorship, internal memos, faxing, etc.)

The instructions below will assist you with the use of these digital formats. If you have any questions please call the AAMDC office at (780) 955-3639.

File Formats
All three formats are vector based versus bitmap, meaning this gives you the freedom to enlarge or reduce the image without any quality loss. The following chart describes the best application usage for each of the file formats.

File Format	Platform	When to Use
Adobe Illustrator (ai)	MAC or PC	Use when sending files to a printer, service bureau or publication such as newspaper or magazine
Encapsulated Postscript (eps)	MAC or PC	Use when sending files to a sign shop, often for printing banners, decals, window graphics
Windows Metafile (wmf)	PC (primarily)	Use for internal applications such as faxes, memos, powerpoint presentations, internally produced promotional materials