LOGO MASTERSHEET

The City of Edmonton logo (or signature) was developed in 1976 and adopted in 1977. The updated design maintains a direct connection to our past. The square logo is the basis of the City's visual identity system and is its foundational building block.
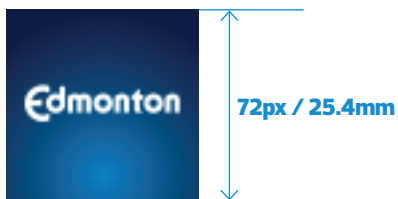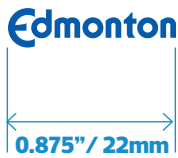
MINIMUM SIZE

Please note these are minimum—not preferred sizes— and should be used only when space is very limited.

0.75" / 19mm

LOGO IN PRINT
The minimum size for use in printed materials: 0.75'' / 19mm

72px / 25.4mm

LOGO ONLINE
Minimum size for screen displayed at 72 PPI height = 72 pixels or 1.0''/25.4mm

0.875" / 22mm

WORDMARK
The minimum size for use in reproduction: 0.875'' / 22mm

CLEAR SPACE

The Edmonton logo should always include a minimum distance or "clear space" from graphic elements, text and other visual identities.

To ensure maximum visibility, the space requirement is defined by (X), which is equivalent to the height of the capital "E" in the logo.

This does not apply to backgrounds. The logo may be placed directly on top of backgrounds and photographs.
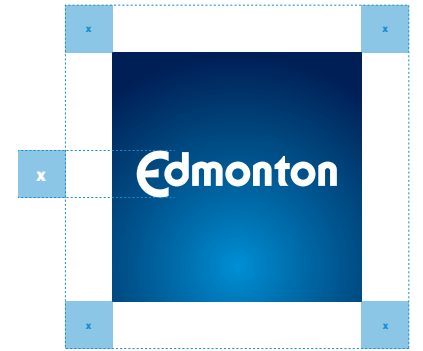
WORDMARK

The wordmark **may only be used** in applications where a lack of vertical space would reduce the primary square logo to an unreadable size. Wordmark is **not to be used** as an alternative to the primary square logo.

Some examples of unacceptable use:

CMYK / RGB
Use CMYK (process colour) for print applications, RGB for electronic, web and online applications.

GRAYSCALE
Use this version for print applications that prohibit colour and provide suitable reproduction of halftones (gradients).

BLACK
Use this version only for print applications that prohibit colour and *DO NOT* allow for halftones.

1–COLOUR
Use this version for single colour applications or where reproduction of gradients is prohibited. The 1-colour version prints PANTONE®2945.

KEYLINE COLOUR
Use this version when applying the logo on top of a black background or where a dark colour eliminates the necessary contrast between the background and the logo edges.

KEYLINE WHITE
FOR USE ONLY when the Edmonton logo is displayed in co–branding scenarios where the corporation is supporting a campaign with a separate (non-City) identity, colour palette and visual brand.

LOGO SOUP

The visible volume of the City logo should be approximately the same as the area of each of the companion logos—unless the City is the lead partner, in which case the City logo will be larger.

Partner logos should be spaced at approximately half a City logo– width from the City logo and from each other as shown.

Minimum size for City logo appearing with partner logos is shown.

0.75" / 19mm

EDMONTON ECONOMIC DEVELOPMENT

Alberta Government

UNIVERSITY OF ALBERTA