Athabasca Basin Development

Logo Guidelines

ATHABASCABASIN
DEVELOPMENT

Athabasca Basin Development

Clear Zone

In order for the logo to stand out in branded Athabasca Basin Development (ABD) materials there should be an area of space around it. No copy or imagery should encroach into this clear zone.

The optimum minimum clear zone around the logo should be the same dimension as the height of the small capital letters in the word Athabascaa Basin in the logo (shown as "x" in the illustration to the right).

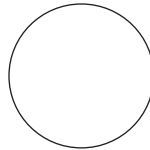| X	clear zone	X
	ATHABASCABASIN	X
	DEVELOPMENT	
X	clear zone	X

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Logo Colour Usage
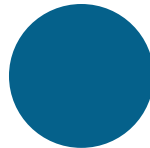
The ABD logo uses the following colours as specified.

Colour plays an important role in the portrayal and stature of the ABD brand and promotes long-term brand recognition to all of ABD's audiences.
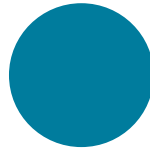
Black
C 0   M 0   Y 0   K 100
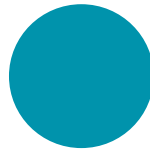R 30   G 30   B 30
Hex 1e1e1e

White
C 0   M 0   Y 0   K 0
R 255   G 255   B 255
Hex ffffff
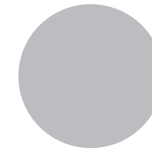
Blue
C 98   M 56   Y 25   K 10
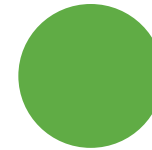R 0   G 97   B 139
Hex 00618b

Mid Blue
C 98   M 30   Y 25   K 10
R 0   G 125   B 157
Hex 007d9d

Green Blue
C 98   M 9   Y 25   K 10
R 0   G 147   B 172
0093ac

Grey
C 0   M 0   Y 0   K 30
R 188   G 190   B 192
Hex bcbec0

Green
C 67   M 10   Y 100   K 0
R 98   G 172   B 70
Hex 62ac46

Light Green
C 50   M 0   Y 100   K 0
R 141   G 198   B 63
Hex 8dc63f

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Colour Logo Usage

The ABD logo has 6 colour versions: black, reverse, full colour, full colour reverse, 3-colour and 3-colour reverse. The black and reverse versions are used for applications where full colour is not available. The full colour and full colour reverse versions are used for full colour applications. The 3-colour and 3-colour reverse versions are to be used on merchandise only where colour is available but full colour is too expensive (for example: stitchery on a hat, silk screen on shirts, etc.).

Usage on Backgrounds

The black and colour versions should be used on white backgrounds in communication materials as shown. The reverse and colour reverse versions should be used on a black or dark background colour as shown.

The logo may be reversed out of a dark image if deemed appropriate for communication materials.

Black on white background

Full Colour on white background

Reverse on dark background

Full Colour Reverse on dark background

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Colour Logo Usage - 3-colour logo

3-colour logo usage

The 3-colour and 3-colour reverse versions of the ABD logo are to be used on merchandise only where colour is available but full colour is too expensive (for example: stitchery on a hat, silk screen on shirts, etc.). The 3-colour logo uses two pantone colours (pantone 3145 and 7489) and black for the type. The 3-colour reverse logo uses two pantone colours (pantone 3145 and 7489) and white for the type.

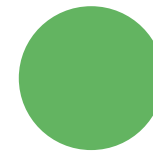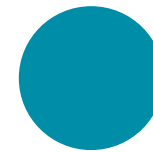**3-colour on white background**

3-colour reverse on dark background

Pantone Colours

Pantone 7489 Green
C 67   M 10   Y 100   K 0
R 98   G 172   B 70
Hex 62ac46

Pantone 3145 Blue
C 50   M 0   Y 100   K 0
R 141   G 198   B 63
Hex 8dc63f

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Logo Usage - Unacceptable Variations

The logo is uniquely rendered and should not be modified in any fashion. While computer technology allows for easy modification of graphics, alterations of the logo should not be made without the explicit permission of ABD Communications.

This page illustrates improper logo modifications.

DO NOT add a drop shadow to the logo.

DO NOT rotate the logo.

DO NOT horizontally scale the logo.

DO NOT use different colour schemes.

DO NOT change the configuration of the logo.

DO NOT place objects behind the logo.

DO NOT vertically scale the logo.

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Logo Usage on materials

Examples of logo use on communication materials

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Logo Usage on materials

The font to be used in ongoing ABD identity applications is the Myriad Pro family.

Only this font should be used – consistently – throughout all communication materials and should not be substituted.

If Myriad Pro is not available for internal communications (typing letters, in-office memos, etc.), Arial or Helvetica may be substituted.

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456890

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456890

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456890

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456890

Myriad Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456890

Athabasca Basin **Development**

Stationery

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**Examples of logo and Myriad Pro font family
usage on letterhead and business card**

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