

Visual Identity

Fort Edmonton Park (FEP) is represented by a logo that incorporates distinctive typography combined with stylized illustration of the fort. The colour scheme is reflective of the park's lush North Saskatchewan River valley setting.

The elements of the logo are integrated and must not be separated or reinterpreted in any way. There are two basic versions of the logo to help render the logo in various printing or display situations.

Whenever possible, the full-colour version of the logo should be used – the CMYK version for printing and the RGB version for on-screen applications. When the logo is placed on dark backgrounds or over photographs, a white keyline helps the logo to stand out.

A special one-colour version has been created. This version can only be used in limited printing, never with any on-screen applications. The one-colour logo may only be printed in black or Pantone 476 (Dark Brown).



Colour Palette

The Fort Edmonton Park colour scheme is a very important part of the overall visual identity. The colours complement each other and offer a creative opportunity to expand the park’s graphic style over many collateral pieces.

Each of the core colours is a suitable backdrop for the logo. Carefully attention must be paid to contrast when these tones are used. Reverse type is best on the richer green and dark brown hues, while the lighter hues support darker type treatments. Pantone 476 (Dark Brown) can be used on photography to create a sepia tone effect or combined with black to create a duotone.

Digital files of each of the logo variations with embedded colour breakdowns are available.

Pantone colours are indicated in ‘coated’ or ‘uncoated’ versions to maintain consistency as paper stocks and other media can effect the outcome of how the colour is perceived. Please consult with your printer or other contractor to ensure that this consistency is maintained throughout all your collateral.

Equivalent colour matches are provided for 4-colour printing (CMYK), on-screen or video applications (RGB and HEX).

Pantone is a registered trademark of Pantone Inc. The colours shown on this page are for reference only and are not intended to replace the Pantone colour standards.

				
PANTONE 377	PANTONE 381	PANTONE 409	PANTONE 476	PANTONE 644
C = 45 M = 0 Y = 100 K = 24	C = 20 M = 0 Y = 91 K = 0	C = 0 M = 13 Y = 15 K = 45	C = 57 M = 80 Y = 100 K = 45	C = 42 M = 15 Y = 0 K = 6
R = 120 G = 162 B = 47	R = 214 G = 224 B = 61	R = 157 G = 141 B = 133	R = 84 G = 48 B = 26	R = 134 G = 178 B = 216
78 A2 2F	D6 E0 3D	9D 8D 85	54 30 1A	86 B2 D8

Clearspace

A clearspace around the Fort Edmonton Park logo that is equal to or greater than the height of the letter "F" in the word "Fort" in the logo must be maintained on all versions of the logo.



Minimum Size

This guideline ensures proper visibility of the logo for both print and on-screen applications. As well, it ensures that under typical printing conditions the name remains legible. Please note that certain printing and manufacturing methods (such as flexographic printing, silk-screen printing, engraving, and lapel pin enameling) are by their nature lower resolution methods. In these cases, please consult the manufacturer or printer to ensure effective results.

The minimum size for any reproduction of the logo is such that the full width of the logo is never smaller than 26 mm (1").

For on-screen applications, such as websites, digital presentations and television, the width of the logo should be no less than 72 pixels



Typeface

The official visual identity typeface for FEP is Clarendon Condensed in either the bold or regular weights. This font should be used for headlines, subheads and as a graphic design element in layouts.

Clarendon is an historical slab-serif typeface that was created in England by Robert Besley for the Fann Street Foundry in 1845. It is highly legible and is reminiscent of the letterpress wood-types used in the frontier West.

For body copy, the Helvetica Neue family offers an assortment of weights providing clear and efficient FEP communications.

As a last resort, if Helvetica Neue is not available the Arial font family may be used.

Clarendon Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%^&*()_+

Clarendon Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%^&*()_+

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%^&*()_+

Helvetica Neue Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%^&()_+*

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%^&*()_+

Helvetica Neue Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%^&*()_+

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%^&*()_+

Logo Restrictions

These rules can help maintain the consistency of your logo. Do not:



Use unauthorized colours.



Box in the logo



Scale disproportionately



Resize the elements.



Subtract elements.



Add text.



Place over distracting backgrounds.



Screen back the logo.



Use within a sentence.