

# STYLE GUIDE

**WORK NW**  
**ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR

JUNE 2024



<b>1.0</b>	Our Wordmarks	<b>3</b>
<b>2.0</b>	Colour Palette	<b>13</b>
<b>3.0</b>	Typography	<b>15</b>
<b>4.0</b>	Application Examples	<b>19</b>
<b>5.0</b>	Contact	<b>21</b>

# **TABLE OF CONTENTS**

## CHAPTER 1.0

The wordmark provides a strong first impression and is the graphic reminder of the greater brand. We must respect it and protect it, and use it with consistency.

# OUR WORDMARKS

## **WORK: PRIMARY WORDMARK**

### **WORK NW ALBERTA PARTNERSHIP:**

The Work NW Alberta Partnership (WNWAP) - a collaboration between City of Grande Prairie (City), County of Grande Prairie (County), Municipal District of Greenview (Greenview), Grande Prairie & District Chamber of Commerce (Chamber of Commerce) and Northwestern Polytechnic (NWP) – was organized to strengthen the Grande Prairie and Greenview Corridor workforce ecosystem and promote the region's workforce potential.

**WORK NW**  
**ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR

**WORK:  
PRIMARY COLOUR  
VARIATIONS**

Our wordmark primarily appears in either yellow and black or yellow and white. When using the brand yellow as a background colour, a black and white version of the wordmark may be used. This allows us to be clean, considered and precise with all of our applications.



**WORK NW**  
**ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR



**WORK NW**  
**ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR



**WORK NW**  
**ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR

**WORK:  
B+W VARIATIONS**

In applications where colour is not suitable, black or white wordmark versions may be used.

**WORK NW  
ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR

**WORK NW  
ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR

## WORK: CLEARSPACE

Leave the width of the 'E' letter around all sides of the wordmark, as shown.

## WORK: MINIMUM SIZE

When using the wordmark version *with* the geolocator, the wordmark should never appear smaller than 1.25" wide in printed form or 100 pixels wide in digital form.

When using the wordmark version *without* the geolocator, the wordmark should never appear smaller than 0.75" wide in printed form or 50 pixels wide in digital form.

The minimum size is specified to ensure legibility.

### CLEARSPACE



### MINIMUM SIZE With Geolocator



1.25" or 100 pixels

### MINIMUM SIZE Without Geolocator



0.75" or 50 pixels

## WORK: WORDMARK VERSIONS

### PRIMARY WORDMARK

Use the Primary Wordmark on all marketing materials.

### SECONDARY WORDMARKS

Two versions of the secondary wordmark is available for marketing and communications where a wider, horizontal wordmark layout is more appropriate.

### GEOLOCATOR

When using the wordmark with the geolocator, Grande-Prairie and Greenview must always be used on the same line. Do not alter the size or layout of the geolocator.

The geolocator reference isn't necessary if the wordmark is being used in a descriptive context where the partnership is explained or expressed, such as in a press release, website, brochure, or similar communication.

The geolocator isn't necessary where the inclusion of same would impair legibility because space is limited or application doesn't warrant it, such as clothing or premiums. In these cases, the website address could also be used as the call to action.

#### PRIMARY WORDMARK

With Geolocator

**WORK NW**  
**ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR

#### PRIMARY WORDMARK

Without Geolocator

**WORK NW**  
**ALBERTA**

#### SECONDARY WORDMARK

With Geolocator

**WORK NW ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR

#### SECONDARY WORDMARK

Without Geolocator

**WORK NW ALBERTA**

## WORK: WORDMARK PLACEMENT

The way we place our wordmark is key to legibility. Please use the following guide for placing the wordmark on colours and imagery.



The full white, full black version, or black and white version of our wordmark can be placed on any solid flood of colour, such as our brand yellow, with adequate contrast.



The full colour version of our wordmark can be placed on solid black or white backgrounds.



Our wordmark can be placed on imagery when it's on an unobstructed, uncluttered and clean background.



The full white or full black version of our wordmark can be placed on more complex imagery if a black gradient shadow is added to help make the wordmark legible.

**WORK:  
WORDMARK MISUSE**

Every element of the wordmark has been expertly crafted and should not be modified. Here are some mistakes to avoid when working with our wordmark.



Don't stray from the approved wordmark colour versions.



Don't add effects.



Don't distort, skew, sheer or rotate.



Don't outline or add stokes.



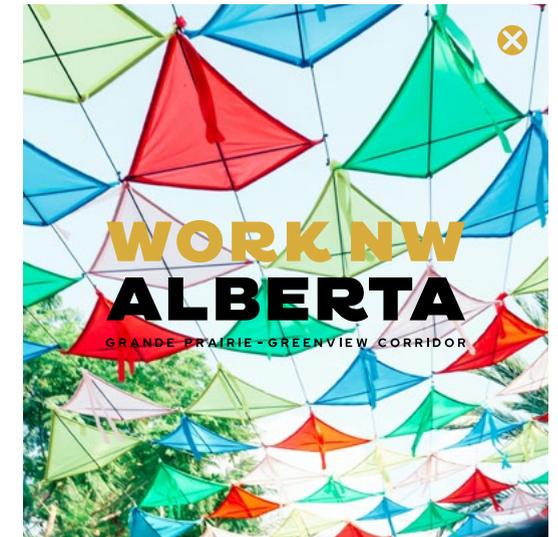
Don't use other typefaces.



Don't rearrange or adjust the placement of the letters or elements.



Don't adjust the size of the letters or elements.



Don't place the wordmark on busy photo backgrounds. The wordmark should only be placed on solid-coloured backgrounds.

## WORK: CO-BRANDING

When co-branding with Work NW Alberta, industry third party partner brands will follow these guidelines, regardless of brand dominance. These guidelines should be used in addition to all requirements for using the wordmark to ensure the wordmarks are positioned for legibility and design integrity

### LEADER OR FOLLOWER

The Work NW Alberta wordmark should always lead co-branding lockups and depict the others alongside as a partner.

### COLOUR

When co-branding, always use the full black or fully reversed versions of the Work NW Alberta and partner wordmarks. This ensures a clean and legible wordmark

### EXAMPLES

**WORK NW ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR



**WORK NW ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR



**WORK NW ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR



### SYSTEM



1 Work NW Alberta leads the partner lockup.

2 Negative space is used to separate the wordmarks. We use the width of the "Alberta" E x2 as a size guide as shown.

3 A line is used to separate the wordmarks, this extends above and below the wordmarks based on the height of the E in "Grande Prairie".

4 All partner wordmarks appear in either black or white. No colour.

## INVEST & WORK: CO-BRANDING

When co-branding with Work NW Alberta and Invest NW Alberta, both brands will follow these guidelines, regardless of brand dominance. These guidelines should be used in addition to all requirements for using the wordmark to ensure the wordmarks are positioned for legibility and design integrity.

### LEADING WORDMARK

The order of the wordmarks may change based on the context of the marketing or communications application. In instances where Work NW Alberta is leading the project, prioritize the Work wordmark. In instances where Invest NW Alberta is leading the project, prioritize the Invest wordmark.

### GEOLOCATOR

For instances where the Work NW Alberta and Invest NW Alberta wordmarks are depicted simultaneously as partners on marketing or communication tools the geolocator must always be referenced.

### COLOUR

Please use your design sense when selecting which version of the wordmark to use based on the individual brand guidelines for Work and Invest. Depending upon the application, the black and white, full colour, or full colour reversed wordmark versions could be used. However, legibility should always be prioritized when selecting the most appropriate wordmark version.

### EXAMPLES

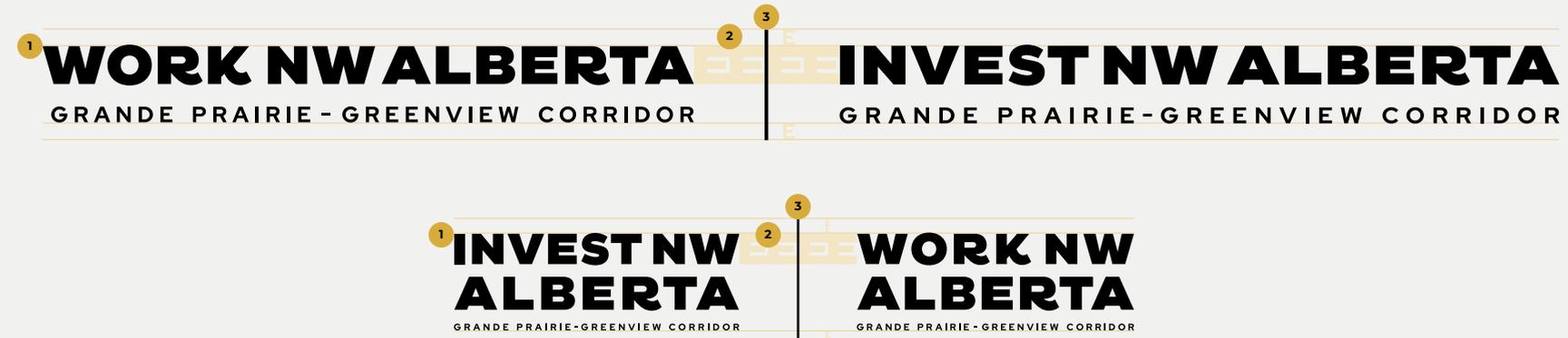
**WORK NW ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR

**INVEST NW ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR

**INVEST NW  
ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR

**WORK NW  
ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR

### SYSTEM



**1** Work NW Alberta or Invest NW Alberta can lead the partner lockup.

**2** Negative space is used to separate the wordmarks. We use the width of the “Alberta” E x2 as a size guide as shown.

**3** In the horizontal wordmark lockup, a line is used to separate the wordmarks, this extends above and below the wordmarks based on the height of the E in “Grande Prairie”.

In the stacked wordmark lockup, the line extends above and below the wordmarks based on the height of the E x2 in “Grande Prairie”.

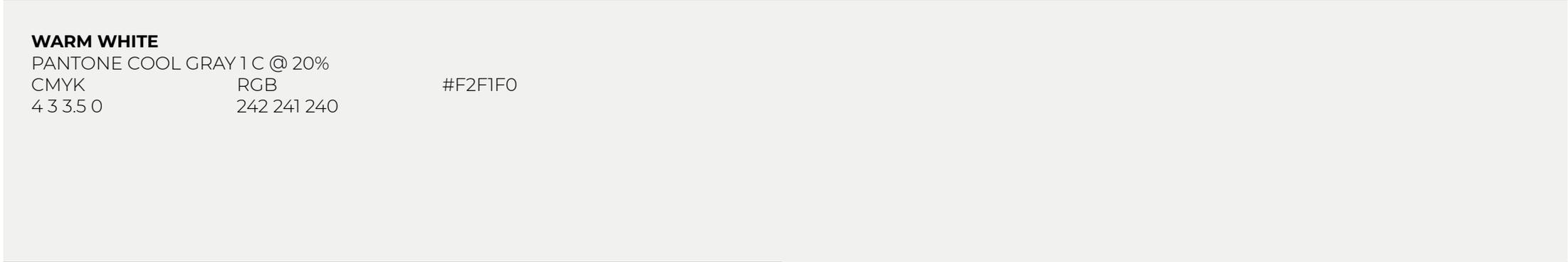
## CHAPTER 2.0

Our colour palette is simple, yet considered. Work Yellow feels active, dynamic, and approachable.

# COLOUR PALETTE

## PRIMARY PALETTE

Our brand colours are active, dynamic, and approachable.

				
<b>WORK YELLOW</b> PANTONE 110 C CMYK 0 23 100 13	RGB 216 172 60	#D8AC3C		
				
<b>WARM WHITE</b> PANTONE COOL GRAY 1 C @ 20% CMYK 4 3 3.5 0	RGB 242 241 240	#F2F1F0		
		<b>WHITE</b> CMYK 0 0 0 0	RGB 255 255 255	#FFFFFF
<b>BLACK</b> PANTONE BLACK 3 C CMYK 60 40 40 100	RGB 0 0 0	#000000		

## CHAPTER 3.0

The character of a typeface communicates as much as the words themselves. Our typefaces have been chosen to reinforce our brand essence.

# TYPOGRAPHY

## HEADLINE TYPE: MONTSEERRAT

Our headline type has backbone and strength. It is bold, simple and grounded with just the right amount of relatable friendliness.

This font comes in lower and upper case, along with a range of weights for flexibility of use.

### CORPORATE VS MARKETING

Montserrat as a font family has a wide range of weights and cases that allows us to dial up or down our voice for any marketing needs. This allows us to be very dynamic and bold for advertising or at events, while dialing our voice down for corporate communications.

Using this font on all marketing applications ensures we are being visually consistent.

### DOWNLOADING MONTSEERRAT

Montserrat is a free font that can be downloaded from [fonts.google.com/specimen/montserrat](https://fonts.google.com/specimen/montserrat)

**BLACK**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**BOLD**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**MEDIUM**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**REGULAR**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**MONTSEERRAT  
BLACK IS OUR  
HEADLINE FONT**

**BODY TYPE:**  
**MONTERRAT**

Montserrat is a clean, highly legible and competent typeface that is ideal for body copy.

**BOLD**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**BOLD ITALIC**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**SEMIBOLD**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**SEMIBOLD ITALIC**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**REGULAR**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**REGULAR ITALIC**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**LIGHT**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**LIGHT ITALIC**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat is  
our body copy  
font

**DOWNLOADING MONTERRAT**

Montserrat is a free font that can be downloaded from [fonts.google.com/specimen/montserrat](https://fonts.google.com/specimen/montserrat)

## **SYSTEM DEFAULT FONT**

Trebuchet MS is our system default font. A system font is one that's already assumed to be on the vast majority of users' devices. It is a backup font for the odd occasion when our brand fonts do not work on a device.

**BOLD**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

***BOLD OBLIQUE***  
*abcdefghijklmnopqrstuvwxyz 0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**REGULAR**  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

***ITALIC***  
*abcdefghijklmnopqrstuvwxyz 0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

# Trebuchet MS is our default font

## CHAPTER 4.0

Refer to this section as a starting point for how to apply the Work NW Alberta identity to various assets.

# APPLICATION EXAMPLES



# CONTACT DETAILS

## MARKETING & COMMUNICATIONS

Name  
Title  
Email Address  
Phone

**WORK NW**  
**ALBERTA**  
GRANDE PRAIRIE - GREENVIEW CORRIDOR