

Visual Style Guide



2010

Colours

Dark Green – Pantone Colour 364 M

Light Green Gradient – Pantone Colour 368 M and 364 M



The ARDN must be used in colour whenever possible.
If only black and white is available please use the solid black version.



Fonts

ARDN inside of the Alberta Map – [Academy Bold](#)

Alberta Rural Development Network title – [Clearface Gothic LT STD](#)

Credit

When crediting the ARDN please use our colour logo (if possible) and one of the following statements:

Sponsorship: “This project is sponsored in part by the Alberta Rural Development Network (ARDN)”

Funder: “This project is funded in part by the Alberta Rural Development Network (ARDN)”

Partner: “This project is made possible through partnership with the Alberta Rural Development Network. (ARDN)”

When possible please hyperlink the ARDN logo to the website at www.ardn.ca.

Specifications

The logo must be used in its entirety at all times.