

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/event is supported by the Alberta Rural Development Network (ARDN)”

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

When a description of ARDN is needed please use one of the following:

25 Words: The Alberta Rural Development Network (ARDN) is a not-for-profit partnership of Alberta’s 21 public colleges, universities, and technical institutes working together to support rural communities.

50 Words: The Alberta Rural Development Network (ARDN) is a not-for-profit partnership of Alberta’s 21 public colleges, universities, and technical institutes. ARDN members work together to support and enhance the well-being of individuals and the vibrancy of communities. It draws on the strengths of rural communities, post-secondary institutions, and community based organizations.

100 Words: The Alberta Rural Development Network (ARDN) is a not-for-profit partnership of Alberta’s 21 public colleges, universities, and technical institutes. ARDN members work together to support and enhance the well-being of individuals and the vibrancy of communities. It draws on the strengths of rural communities, post-secondary institutions, and community based organizations to assist in the development of rural Alberta through education, research, collaboration and

networking. The organization assists with the creation of community driven projects, provides opportunities to create new partnerships, collects and shares applied research and information, and works with rural communities to identify and address gaps in education training.

Specifications

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

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

Do not use the word funded or sponsored in the credit or mentions of ARDN.

Please forward copies of/photos of/links to any and all credit or mentions of ARDN by mail, email or fax to:

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