

United 
Conservatives
Alberta Strong & Free

Logo Guidelines

Logo

The United Conservative Party logo mixes a fresh face of the party with an emphasis on the greatest symbol of the province: the Alberta flag. The flag is waving as a representation of movement across the province.

United 
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Logo variations



Logo with tagline



Flag icon

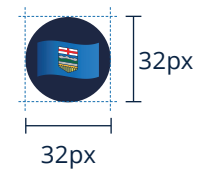


Favicon (for social media)

Logo buffer zone



Logo minimum size



Logo, alternate colours



Logo with tagline, one-colour (black)



Logo with tagline, greyscale

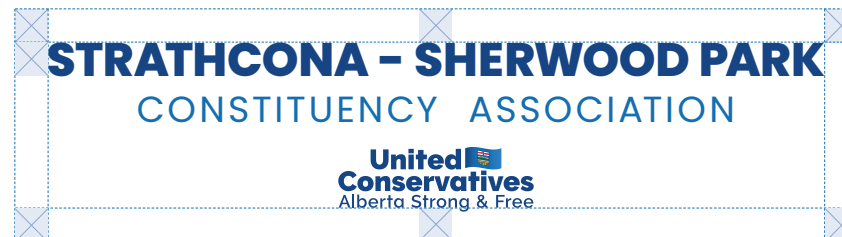


Logo with tagline, reversed

Alberta Strong and Free logo



Constituency Association word mark with logo



The logo must be used as is and not be altered in any way; this means that you **MUST NOT**:

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colour.
- Display the logo with colour combinations not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.



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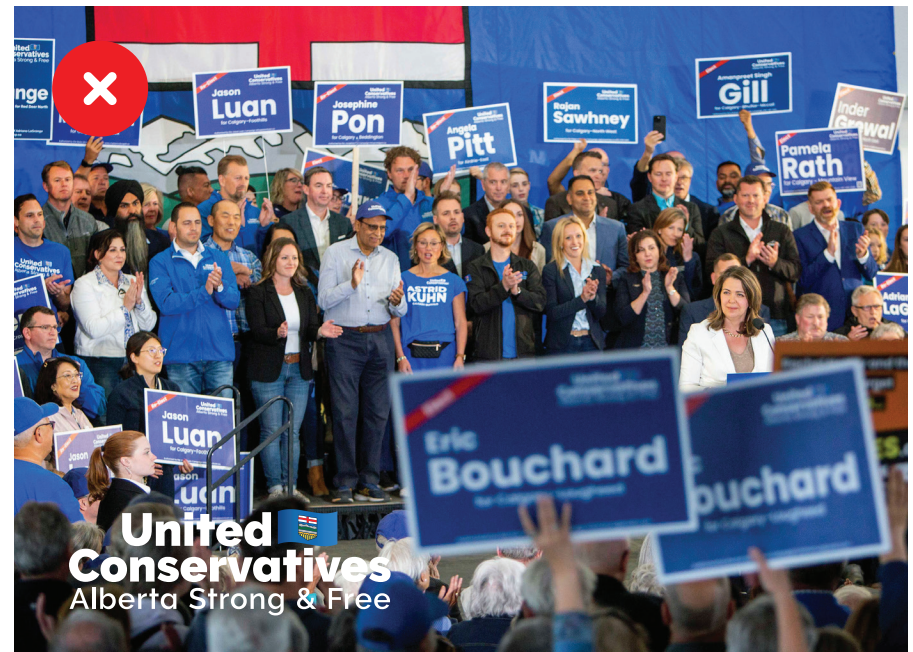
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Care must be taken to create well-balanced and considered compositions: photography is a key part of the identity and the use of colour should always feel complimentary to the image. When placing the logo over the photography, please choose a low contrast area to put the logo on. Either use a blue area for the white logo or a white area for the blue logo. Do not add the logo directly over an image without a colour underneath.





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unitedconservative.ca