



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 
Conservatives
Alberta Strong & Free

Logo variations

United 
Conservatives
Alberta Strong & Free

Logo with tagline



Flag icon

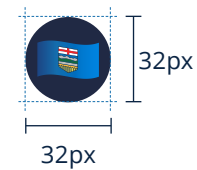


Favicon (for social media)

Logo buffer zone



Logo minimum size



Logo, alternate colours



Logo with tagline, one-colour (black)



Logo with tagline, greyscale

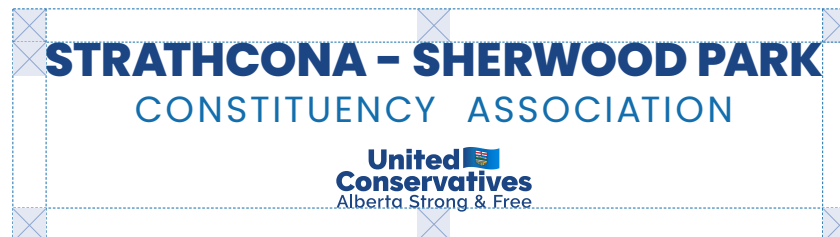


Logo with tagline, reversed

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.





Colours

The colours reflect the ones used in the Alberta flag. The bold, strong blues represent the Party, complimented with the red and greys.

The tertiary colours can be used, sparingly, as alternative options.

The gradient reflects the style of the Alberta flag and should be used as a background or as an overlay on images.

Primary colours

Main Blue



PMS 7687C

CMYK
100/86/16/3

RGB
25/66/137

Hex
#194289

Dark Blue



PMS 533C

CMYK
91/82/45/47

RGB
32/41/68

Hex
#202944

Light Blue



PMS 2383C

CMYK
86/51/9/0

RGB
31/115/174

Hex
#1F73AE

Gradient (RGB)

Main Blue

Light Blue

CMYK
100/86/16/3

RGB
25/66/137

Hex
#194289



CMYK
86/51/9/0

RGB
31/115/174

Hex
#1F73AE

Secondary colours

Red



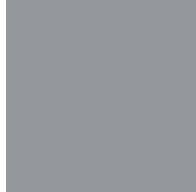
PMS 3556C

CMYK
0/92/89/0

RGB
243/57/47

Hex
#F3392F

Grey 1



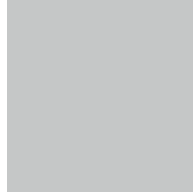
PMS Cool Grey 7

CMYK
43/35/34/1

RGB
151/152/155

Hex
#97989B

Grey 2



PMS 420C

CMYK
22/17/18/0

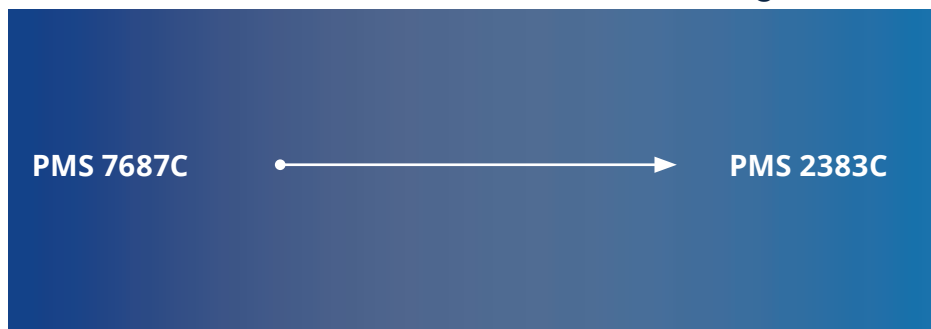
RGB
199/200/199

Hex
#C7C8C7

Gradient (Pantone)

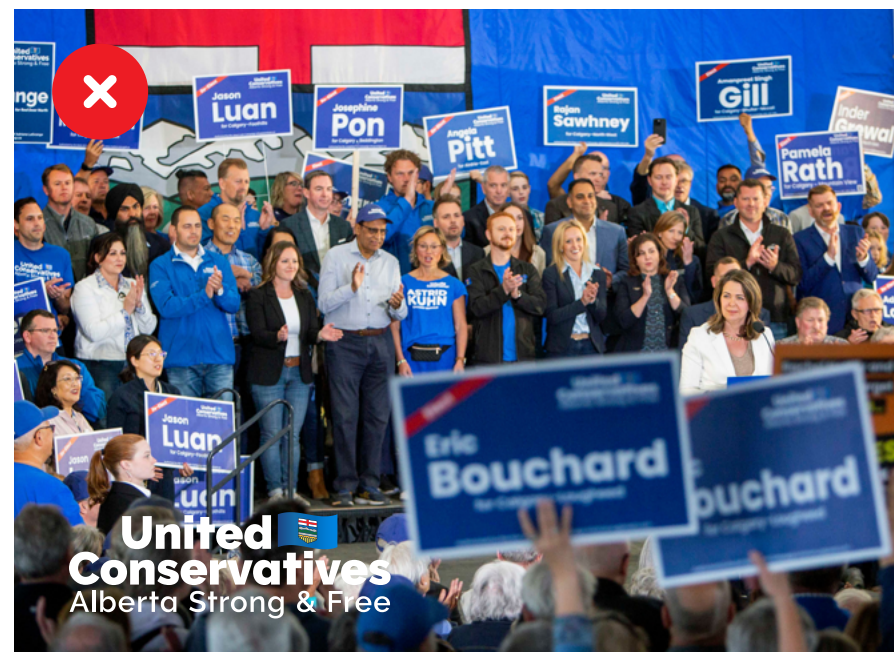
Main Blue

Light Blue



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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