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Alberta SuperNet

Alberta SuperNet is a Government of Alberta initiative to connect the province's schools, hospitals, libraries and government offices to a high-speed broadband network. Across the province, approximately 4,200 facilities in 429 communities will be connected.

As well, local service providers can buy bandwidth on the network and offer high-speed commercial services, including Internet, to rural communities. Alberta SuperNet will bring benefits in e-learning, e-health, e-government, and e-commerce that are second to none.



Logo Guidelines

The Alberta SuperNet logo must always be used and reproduced in accordance with the applicable Logo Usage Guidelines provided in this book. The Alberta SuperNet Logo may only be reproduced from approved artwork and may not be recreated by any other means or in any other form. The logo may not be altered in any way, including the use of unapproved tag lines, abbreviations or translations.

Only use the approved electronic version of the Alberta SuperNet logo provided on the Alberta SuperNet website at www.albertasupernet.ca. Do not separate the elements of the Alberta SuperNet logo.

The Alberta SuperNet logo may not be combined with any other symbols, including words, other logos, icons, graphics, photos, slogans, numbers, or other design elements, in such a way as to detract from or alter the logo, except for those developed and approved by the Government of Alberta for use by commercial service providers.

Non-government users must fully meet the conditions of and comply with the rules of use as outline on page 11.



Logo Versions



Standard SuperNet Logo



Logo 1-A

Logo on White – 2 Colour

- Pantone 124 CV (yellow)
- Pantone 3005 CV (blue)

This treatment is only to be used on white backgrounds.

Logo 1-B



Logo on SuperNet Blue Background

- Pantone 3005 CV (blue)

“SUPERNET” has white outline to contrast against blue background.

The Alberta outline is set to yellow and the shadow is set to the white.

Note: The logo is only to be used on either the SuperNet blue or yellow background with the proper colour treatments applied to the logo.



Logo 1-C

Logo - Grayscale

- 100% Black (SUPER and shadow)
- 30% Black (NET and Alberta Outline)



Logo 1-D

Logo on SuperNet Yellow Background (use sparingly)

- Pantone 124 CV (yellow)

“SUPERNET” has white outline to contrast against yellow background.

The Alberta outline is set to blue and the shadow is set to the white.

Note: The logo is only to be used on either the SuperNet blue or yellow background with the proper colour treatments applied to the logo.

Logo Placement

The Logo must stand alone. A minimum amount of space must be left between the Logo and any other object such as type, other logos, photography, borders, edges, and so on. The required border of space around the Logo must be z wide, where z equals one and a half the height of the word "SuperNet" in the Logo.



The integrity of all elements of the Logo must be maintained. For example, the logotype must be readable; in no case should the Logo appear at such a small size that these conditions are not met. The minimum acceptable width for the Logo is 1 inch (2.54 cm).



Logo Colours



SuperNet Blue

Pantone 3005 CVC

C: 100	R: 5	Hex: FO
M: 30	G: 106	AF
Y: 0	B: 166	00
K: 6		



SuperNet Yellow

Pantone 124 CVC

C: 0	R: 240	Hex: 05
M: 27	G: 175	6A
Y: 100	B: 0	A6
K: 6		

Supplementary Colours

Brand Identifiers
 One of the key identifiers of the SuperNet brand is its distinct colour usage of the bright blue and yellow.



Pantone 3005 CVC

C: 100 **R:** 5 **Hex** FO
M: 30 **G:** 106 **AF**
Y: 0 **B:** 166 **00**
K: 6



Pantone 124 CVC

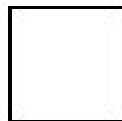
C: 0 **R:** 240 **Hex** O5
M: 27 **G:** 175 **6A**
Y: 100 **B:** 0 **A6**
K: 6

Supplementary Colours
 Only black and white should be used with the SuperNet colours and only for copy and headlines.



Black

C: 0 **R:** 0 **Hex** 00
M: 0 **G:** 0 **00**
Y: 0 **B:** 0 **00**
K: 100



White

C: 0 **R:** 255 **Hex** FF
M: 0 **G:** 255 **FF**
Y: 0 **B:** 255 **FF**
K: 0



Type

Printed Typefaces

Use Century Gothic Bold for headings and body copy.

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()_+=[{}?/";':

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()_+=[{}?/";':

Century Gothic Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()_+=[{}?/";':

Online Typefaces

Use Century Gothic Bold for headings online.

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()_+=[{}?/";':

Use Verdana (aliased) for online body copy.

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()_+=[{}?/";':



Use by Third Parties

Use of the Alberta SuperNet logo must be approved by the Government of Alberta (through the Communications department for Alberta Restructuring and Government Efficiency).

The Alberta SuperNet logo, and the phrase Alberta SuperNet, may be used by entities which have purchased SuperNet bandwidth to offer Internet, application or other services to their customers, and only in connection with those services.

The name Alberta SuperNet can not be used within the name of a third party company or service.

Registered service providers are encouraged to clearly state that they are using Alberta SuperNet, the province's broadband network, to deliver services to rural communities. In particular, service provided over the network should not be confused with actual Alberta SuperNet access, which is provided through Axia SuperNet Ltd. directly to schools, hospitals, libraries and government offices, as well as to service providers, not to private residence and business end-users.

The overall appearance of materials that contain the Alberta SuperNet logo must ensure that Alberta SuperNet is not mistakenly identified as the source of the materials themselves, or the goods/services being described therein.

On all materials, Alberta SuperNet must be less prominent (in both size and location) than the third party's company name, logo, product name, trademark, and/or tradename.

To ensure clarity, the following statement should appear on any third-party material where the Alberta SuperNet logo appears: "Alberta SuperNet is a Government of Alberta initiative. The Alberta SuperNet logo can only be used with permission from the Government of Alberta."



Contact Us

To request permission for logo usage:

Alberta Restructuring and Government Efficiency Communications

Ph: (780) 415-2272

Email: RGE.communications@gov.ab.ca

To obtain electronic logo versions:

www.albertasupernet.ca