BRAND MANUAL

ALBERTA'S
TOP YOUNG
INNOVATORS

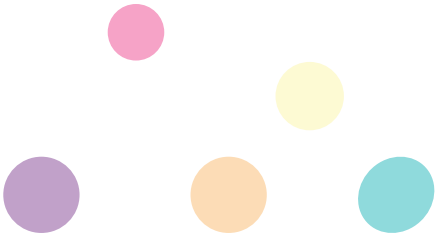
Story

ABTYI is a fun, young, modern, and innovative brand that celebrates rising to the top. That's why it looks like a colourful 3D mountain, but there's more to it than just that.

Through the five colour points, the ABTYI brand features the entrepreneurial ecosystem formed by the innovators, and the innovation industry leading at the top, and the government, education, and investment sectors supporting from the bottom. It is a gradient because all the different actors must work in sync to move forward in an effective way.

The ABTYI brand also highlights the Alberta's ecosystem by featuring it's mountains in the graphic symbol and the planes in the written lines, in order to acknowledge the importance of the place where we are all working from and innovating for.

Through the "M" of "Movement", ABTYI is a brand that encourages moving forward and moving into the future like a pulse of life. Because life is creation, and creation is at the core of innovation.



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Colours

HEX: #732387
RGB : 115 35 135
CMYK: 69% 98% 0% 0%
Pantone: 2603 CP (Coated) - Medium Purple U (Uncoated)
Grayscale: 4a4a4a

HEX: #EC2B81
RGB : 236 43 129
CMYK: 0% 91% 8% 0%
Pantone: 219 CP (Coated) - 226 U (Uncoated)
Grayscale: 707070

HEX: #FBB259
RGB : 251 178 89
CMYK: 0% 36% 70% 0%
Pantone: 142 CP (Coated) - 142 U (Uncoated)
Grayscale: bdbdbd

HEX: #FFF799
RGB : 255 147 153
CMYK: 4% 0% 50% 0%
Pantone: 600 CP (Coated) - 600 U (Uncoated)
Grayscale: ededed

HEX: #00ACB3
RGB : 0 172 179
CMYK: 75% 5% 33% 0%
Pantone: 7466 CP (Coated) - 7467 U (Uncoated)
787878

HEX: #606a72
RGB : 96 106 114
CMYK: 62% 46% 40% 27%
Pantone: 4139 CP (Coated) - 4130 U (Uncoated)

} Logo Text & Titles

HEX: #999999
RGB : 153 153 153
CMYK: 41% 32% 32% 11%
Pantone: Cool Gray 7 CP (Coated) - 4289 U (Uncoated)

} Body Text

Layouts

The vertical layout is the main version of the logo, and it must ensure that the icon and the text align perfectly on the left and the right sides.

The minimum and recommended clear space is determined by the length of the letter “M” on the size of the logo’s font.

The horizontal layout should only be used if it’s absolutely necessary regarding space, and it must ensure that the icon and the text align perfetly on the top and the bottom.

Typography

CODE LIGHT

CODE BOLD

Code Pro is a font family inspired by the original Sans Serif fonts like Avant Garde or Futura, but with a modern twist. It is clean, elegant and straight-to-the-point. The ATYI Logo uses only the CODE LIGHT font.

CODE BOLD is only used for Main Titles.

Avenir Medium

avenir light

The word Avenir means “future” in French and hints that the typeface owes some of its interpretation to Futura. But unlike Futura , Avenir is not purely geometric; it has vertical strokes that are thicker than the horizontals, an “o” that is not a perfect circle, and shortened ascenders.

These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines.

Avenir Medium is used for Sub-Titles, and Avenir Light for body text.

Application

Don't Stretch

Don't Rotate

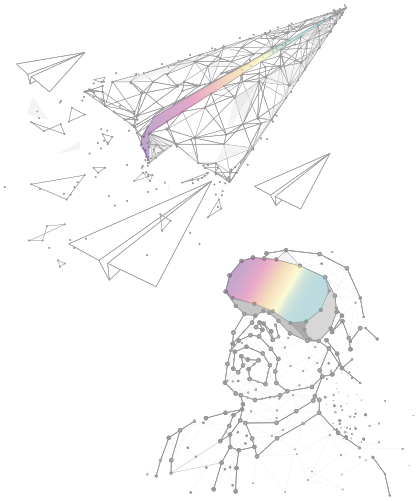
Don't Pixelate

Don't Change Colours

Imagery

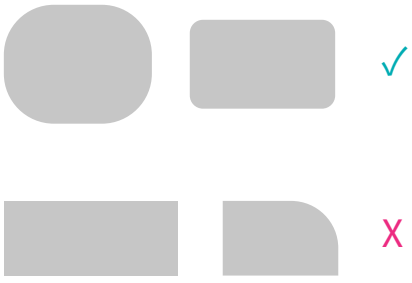
Photography

The ABTYI brand is focused on the province of Alberta so the photography used to support its messaging draws impactful high quality images from both natural landscapes and key city landmarks..



Illlustration

The graphics used to support key messaging must be designed in line and particle style, over white background, and featuring the color gradient with an opacity below 40%.



Shapes

When creating a presentation or designing a collateral piece, the shapes used to highlight messaging must not contain any squared corners, in order to not create dissonance with the logo.