

Government of Prince Edward Island **Logo Guidelines**



These guidelines provide a unifying context for creativity so that — in different materials produced by various groups — the Government of Prince Edward Island brand and style retain their integrity.

Visual identity also helps government employees see themselves as part of a proud and unified organization, working together on behalf of citizens.

We pitch in, come together, and work towards shared goals.



Staying true

The Government of Prince Edward Island's visual identity is a visual shorthand; a cue the public can quickly associate with government and everything it represents. A strong, consistent visual identity helps the people served by government to recognize, access, and trust government programs and services.

These design standards are in place to support the creation of clear and consistent communications materials for the Government of Prince Edward Island. Applying all components of our brand consistently and properly will help our audiences identify government-led activities. At the same time,

consistent use of the branding standards across all areas of government will help audiences understand that individual departments, divisions, agencies and services are all part of the same government.

Ultimately, the Government of Prince Edward Island brand is the sum of our activities and sets the standard for how all areas of government should communicate with its audiences. For this reason, staff in all levels of government must maintain and uphold all the elements of visual expression as outlined in this document.



01

Logo versions



1) The Wordmark

The corporate wordmark is for most formal applications, including stationary and when used with federal or provincial partners.



2) The Circle Logo

The circle logo should be used in most announcements, advertisements and outbound communications.



3) The Speech-Bubble Logo

This alternative helps convey change and friendliness. It shows the social and personal brand personality.



The Dark Version

will be used when the background colour is light.

The Light Version

will be used when the background colour is dark.



One colour alternatives

can be used when appropriate.

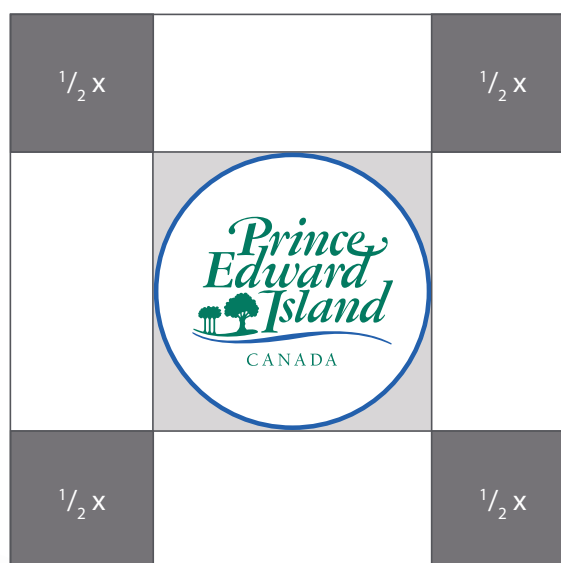


Logo specifications and use

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the wordmark – it has a fixed relationship that should never be changed in any way.

Computation

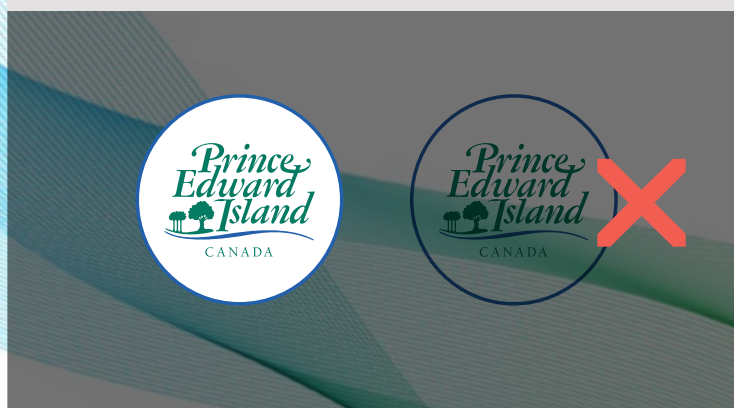
To work out the clearspace take the width of the logo and divide it in half. (Clearspace = Height 1/2).



Whenever the logo is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Transparency

Circle and bubble logos should always have a solid fill and must not be transparent.



Wordmark transparency

On dark backgrounds, the wordmark should be white, with a minimum transparency of 80%



Colour wordmark on imagery

The colour wordmark should not be placed over imagery.

**Light wordmark on imagery**

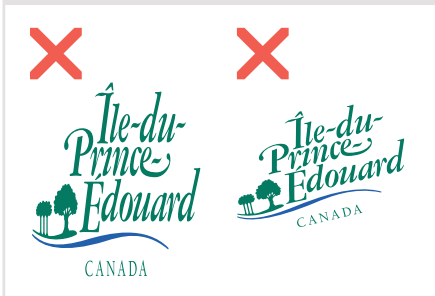
On imagery, the light version may be appropriate, depending on the image.

**Contrast**

The colour wordmark must not be used on backgrounds with little contrast.

**Skewing or tilting**

The wordmark, or any logo, must not be skewed or tilted in any way.

**Drop shadow**

The wordmark, or any logo, must not be used with a drop shadow.

**Wordmark transparency**

The wordmark, or any logo, should not be shown with transparency.

**Logo elements**

The wordmark, or any logo, must not be used without all elements intact.

**Logo colours**

The colours in the wordmark, or any logo, must not be changed.

**Strokes, keylines, or outlines**

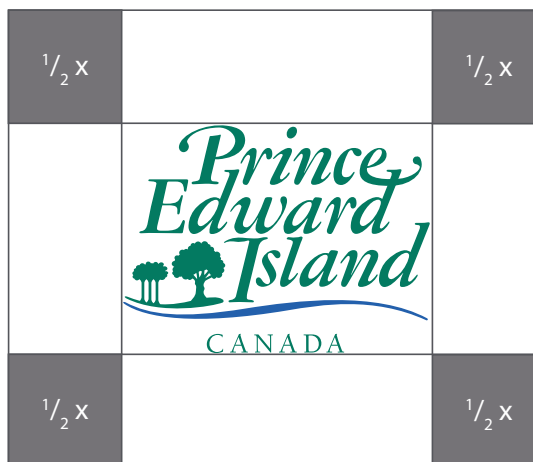
The wordmark, or any logo, must not be used with any kind of outline.



Wordmark sizing

It is important to keep the wordmark clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the wordmark – it has a fixed relationship that should never be changed in any way.

In this instance, the exclusion zone is half the height of the wordmark.



The wordmark should not be printed smaller than the size shown here.



When viewed on screens, it should not be shown smaller than it is here, when displayed at actual size.



Consistent Government Logo



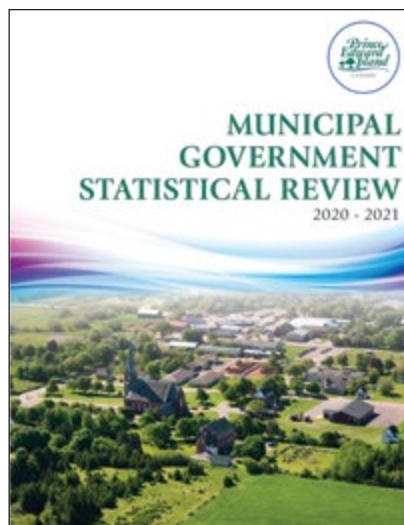
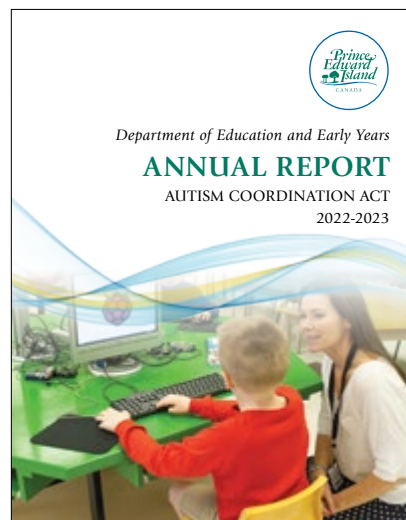
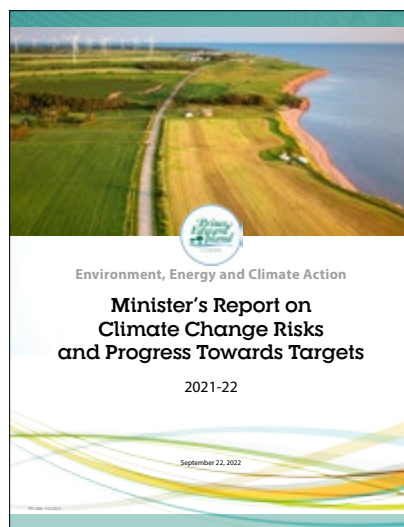
We will refer to ourselves as the Government of Prince Edward Island, instead of individual departmental or branch logos. This communicates to Islanders that we are one government with the common goal of serving citizens.



Department logos can only be used internally.

There are exceptions for internal promotions.

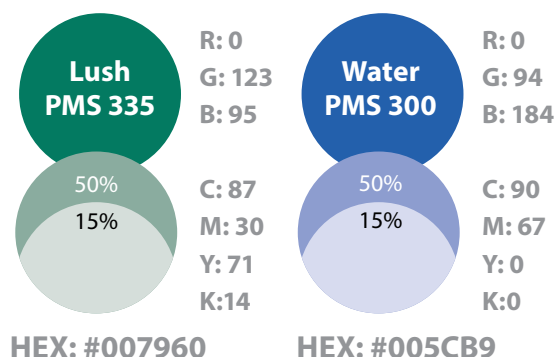
If anyone would like an exemption for outward communications, please include a request in your communications plan or contact creativeservices@gov.pe.ca



02

Colours and Fonts

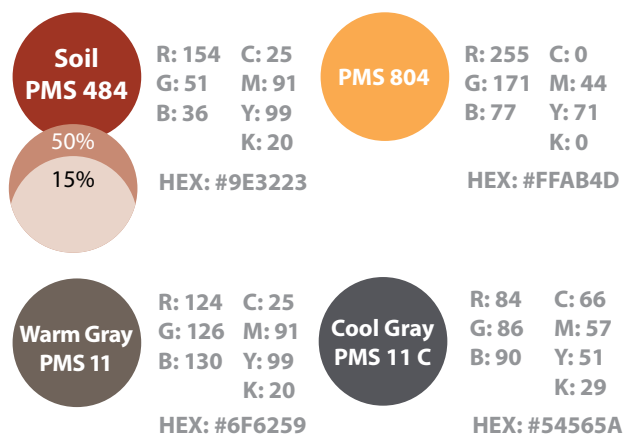
Primary Colours



The primary colours include the two colours in the corporate word-mark. They should never be used in isolation. There should always be a combination, with the muted versions being prominent.

The consistent use of these colours defines and reinforces our distinctive character and should be used in all communications and promotional materials.

Secondary Colours



The secondary colours are designed to support and enhance the primary colours. Use of the secondary colours will allow for flexibility and variety of design.

Secondary colours must be used in conjunction with the official colours, not instead of them.

Primary serif font

Giovanni

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%<>?

ALTERNATE FONT: Times Roman

Primary sans-serif font

Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%<>?

ALTERNATE FONT: Helvetica

Alternative font

Mokoko

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%<>?

CO-BRANDING

03

Use with other logos & wordmarks

When the Prince Edward Island wordmark is used in conjunction with logos from other government entities the circle logo should be used. The circle outline can be changed to match any primary colours that are used in the entities branding.

This communicates to Islanders that we are one government with the common goal of serving citizens.

All government entities should follow the main structure of the Branding Guidelines.

In some instances, independent entities need to distance themselves from the Government of Prince Edward Island. In these cases, the entity would develop their own branding and visual identity program.

Co-branding space



Samples of co-branding

The Prince Edward Island logo should be to the left of other department logos, like Health PEI and Innovation PEI.

The Prince Edward Island wordmark (without the circle) should be used with the Federal wordmark.



Health PEI



innovationpei



**SMOKING CESSATION
PROGRAM**

On many occasions the Government of Prince Edward island will partner with the Government of Canada.

In those instances, it is acceptable to use both wordmarks in a locked-up scenario. That means, there is only one file that has both wordmarks, sized and spaced appropriately. The user should not make any alterations to the digital file.

Contact Strategic Communications (creativeservices@gov.pe.ca), or Communications and Public Affairs office to request the file.

Department logos is not permitted in a partnership scenario.



Canada

Co-branding with one logo



You can see how spacing works between logos, as well as above and below the logos, because it is not recommended that any outside elements or content fall within that 0.25x range. The use of 'x' here refers to the full width of the Prince Edward Island wordmark, as opposed to the circle logo, which has different spacing requirements.

Co-branding with two logos



In this example, you can see what adding two other logos might look. The height of the added third logo is based on how it balances with the other two, and how it can be read, because some text should stay above a certain size.

Co-branding with two or more logos



When logos are in a particular order, we recommend that each entity is smaller than the one which follows it. Not the logo itself, but the actual organization or entity. In this example, Holland College is within the City of Summerside, which is guided by the Government of Prince Edward Island, which is guided by Canada. There can be exceptions or other ways of justifying which logos go in which order, but we feel that the order recommended here works for most applications. The overall spacing on the top and the bottom should always be

based on the highest logo, and the spacing between the logos remains the same. The space between the logos and above or below can be greater than what you see in the examples above, but it should be no less than is shown here.

If you have questions which are not outlined here, please contact Creative Services at creativeservices@gov.pe.ca. We are happy to help.

04

Using the circle logo

These brief guidelines will assist with logo usage, whether it be on a website or on a tote bag. If the logo will appear externally (public facing), a draft copy showing how the logo will be used must be submitted to the Communications officer. There are situations when the primary logo doesn't work due to space constraints (i.e.. shirts, social media). In these cases, any variation from the primary or approved logo formats must be submitted to your communications officer and be approved by Strategic Communications.



Circle Logo

Primary version used as default on all communication products.

- Service and program collateral
- Annual Reports
- Strategic Plans
- Advertising and external communications



Speech-bubble logo

Intended for use that encourages interaction and feedback.

- Public Health campaigns and PSAs (public service announcements)
- Announcing policy, new services
- Consultations



Wordmark

Official wordmark for the Government of Prince Edward Island.

- Stationary
- Signage
- Tabled documents
- Use with Federal logo
- Formal announcements



WorkPEI

Co-branded with government agencies

- Publicising policy, new services, investments
- Consultations
- Recruitment & HR
- Sponsorships
- Advertising



WELLNESS GRANT PROGRAM

Program or campaign activities

- PSAs (public service announcements)
- Action plans, strategies
- Advertising



Family and Human Services

For most external communications and collateral, we advise using the circle logo (see above). However, for internal use, departments may require a version of the logo that clearly displays the department's name.



SUSTAINABLE TRANSPORTATION ACTION PLAN

DEPARTMENT OF TRANSPORTATION, INFRASTRUCTURE AND ENERGY

3rd Floor, Jones Building
11 Kent Street,
Charlottetown, PE C1A 7N8

Department names can be used for contact information in advertising and promotional materials. They cannot be used alongside any of the above logos. If there is already a government logo on the material, text can only be used to identify the department.

05

Other government symbols

Specific information concerning the Lieutenant Governor's Emblem, Coat of Arms, provincial flag, bilateral applications, signs, stationery items and vehicle identification is available from Communications PEI.

Unauthorized use of the provincial Coat of Arms is strictly prohibited. Permission for its use must be obtained from the Clerk of the Executive Council as per the Coat of Arms Act.

For more information on the Coat of Arms, please visit:
www.PrinceEdwardIsland.ca/wordmark

For more information on the Provincial Flag, please visit:
www.princeedwardisland.ca/en/information/provincial-flag



Coat of Arms



Lieutenant Governor's Emblem



Provincial Flag



Provincial Shield

Please contact Creative Services,
with any questions or concerns you have,
related to this document.

creativeservices@gov.pe.ca

