



P A L L I S E R

ALBERTA SOUTHEAST

Brand Usage Guidelines

Taiji Brand Group > 2011



Welcome to MyPalliser

A Regional Brand For Alberta Southeast

As individual communities, we can get lost in the crowd. Working together we can shape how the world thinks of us, and build the future we want. There is great strength in numbers. This is why we've developed this new regional brand to share with the people of Palliser. A compelling regional brand allows us to rally around common goals and ideas, showcase our strengths to the outside world, and attract more of the right kinds of people and businesses here.

It is easy for you to get on board with our new regional brand initiative. This Brand Usage Guide is your key to using the brand effectively. We've invested a lot of time and resources in the development of this program. We're eager to share it with you and all that we ask is that you remain true to the brand strategy and guidelines. Please don't change colours, fonts or shapes within the brand. It only works if we all use it consistently. All image and logos contained here are free to use but the copyright remains with Palliser Economic Partnership.

We encourage you to use these tools with pride and then tell us how you're using them so we can spread the word about your good work.

If you encounter problems using the brand or have suggestions for more branded tools, please contact:

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A Placebrand for Palliser

Places evoke deep meaning and passions. People establish close emotional ties to places they choose to live in and even visit. These places often become a personal reflection of ourselves, our social status and our life choices. Every region, city or neighbourhood is a place where some of its residents have chosen to make their future and often they care passionately about protecting the quality of life that brought them there. That's what makes place branding unique. Sure, it's about standing out in an increasingly global world, but, it's also about building a common focus and shared pride that everyone can rally around. The following pages outline the brand developed for the Palliser Region of Alberta Southeast.

Introduction

This blueprint sets the foundation for the business attraction strategy for the Palliser Alberta Southeast regional place brand. It reflects the position, promise and personality that we want to project both inside and outside of our region. It also provides us with the direction and clarity of purpose to realize our vision and goals for one, strong region.

Vision

Creative and diverse communities growing together in southeast Alberta.

Mission

To create an environment that encourages regional cooperation and business investment and empowers citizens to achieve their full potential.

Strategic Priorities

1. Make the region globally competitive by marketing it as one entity rather than as competing individual communities.
2. Promote initiatives to attract investment.
3. Encourage sustainable economic growth by supporting business retention, entrepreneurship, economic diversity, investment attraction, industry innovation, and technology adoption and commercialization.
4. Grow and build communities through capacity building and collaboration, ensuring strong, vibrant communities throughout the region.

Goals:

- Promote the region and its businesses
- Strengthen communication amongst members
- Enhance entrepreneurship in the region
- Maintain the viability of smaller communities within the region
- Facilitate economic and community capacity building
- Encourage growth by supporting intellectual, technological and physical infrastructure in priority sectors
- Partner with other jurisdictions, economic regions, ministries and stakeholders in order to promote regional and rural development
- Support informed industry decision-making by generating business and economic intelligence and developing industry partnerships, networks and alliances

Core Values:

- We believe in building mutually beneficial partnerships forged in the spirit of trust and cooperation
- We believe that our whole is greater than the sum of our parts
- We believe that the answers to rural diversification lie here in our communities, built on the strength and resilience of our people

- We believe that our path to a vibrant and sustainable future will be powered by education, innovation and technology
- We believe that economic development cannot come at the expense of the unique quality of life we enjoy
- We believe in promoting respect and tolerance for the many new people and new ideas that will shape the future of our region
- We believe in being good neighbours

Heritage:

The settlement and development of the Palliser region is a story of overcoming adversity and hardship with hard work, vision and ingenuity.

The area is named after Captain John Palliser, who studied and mapped the agricultural potential of this part of western Canada, virtually unknown to European settlers, in the late 1850s. Captain Palliser concluded that the region's dry climate, sandy soils and vast, grassy plains were too harsh for agricultural production and therefore virtually uninhabitable.

Early settlers were quickly able to disprove Palliser's assessment of the area. The region provided exceptional conditions for raising livestock and grain, and is now home to some of the most productive agricultural operations in western Canada. Using the same ingenuity as the original settlers, Palliser farmers skilfully manage the region's desert-like and drought-prone climate with precision dryland farming and irrigation.

Today, Palliser entrepreneurs are using this same rugged frontier spirit and vision to grow thriving businesses in a wide range of sectors including alternative energy, information technology, oilfield equipment, unmanned vehicle systems and value-added agriculture. Contrary to Captain Palliser's predictions, the region's plentiful resources (natural gas, coal, clay, arable land, water and sun) and unique environment (wide open spaces, small safe communities, lower cost of living) offer ideal growing conditions for modern pioneers.

Target Audiences

It is critical that the region target businesses that will be sustainable and stay for the long term. Some factors that support this are:

- The need to attract people who appreciate the lifestyle attributes afforded by the region (i.e.: they are good Palliser fit)
- The need to concentrate on smaller enterprises versus reliance on single, large employers
- The need to build on the current strengths and knowledge bases of the area (e.g.: oil & gas, agriculture, Suffield, etc.) by strengthening cluster development
- The need for businesses that can leverage technology to access markets outside the region (e.g.: the use of high speed internet for businesses not reliant on location)
- The need to protect the survival of communities by creating opportunities to keep people who are here and bring back those who have left (because they are already a good Palliser fit)
- The need to promote diversity, innovation and creativity for economic development
- The need to capitalize on the emerging opportunities in the energy sector (solar, wind, etc.)

The Palliser region currently targets the following groups:

- Current residents who can be a source of new entrepreneurial energy
- Former residents looking for a place to come home to
- Young people who have left to complete university / college or "see the world" but are ready to settle down
- Skilled, experienced people, ready to commit loyalties and put down roots:
 - > Technical professionals or knowledge workers who join clusters and connect globally
 - > Health care professionals with young families to raise
 - > Artisans and creative workers looking for affordability and inspiration
 - > Service and labour pool workers looking for a better life
- Early retirees looking for a beautiful, affordable place to live:
 - > Retired military from Canadian or British forces who served at CFB Suffield
 - > People from elsewhere, especially other Prairie communities, wanting to shift lifestyles but still interested in being entrepreneurial
- Footloose companies frustrated with their current locale, especially:
 - > R&D, knowledge or tech companies looking for clustering
 - > Manufacturers looking for low taxes, skilled labour and access to markets
 - > Value-added processors (especially food processors) looking for land, a good growing climate and an readily available labour pool
 - > Green energy companies which can capitalize on the region's abundance of wind, sunshine, clean coal and natural gas

Competitive Analysis

Palliser competes for residents and businesses with communities throughout Alberta and Saskatchewan but also in northern Montana and Idaho. The recurring messages in competitors' brands include:

- Geographic location, access to markets
- Low cost of living and operations
- Great place to live (not defined)
- Available workforce
- Diverse opportunities

Overall themes focus on:

- Growth
- Opportunities

Visual branding themes include lots of combinations of:

- Sun
- Mountains
- Crops

The Palliser Difference

- Room to breath and space to grow
- Plentiful resources like natural gas, coal, clay, arable land, water and sun
- Readiness to move the economy in new directions
- Proximity to markets in Alberta, Saskatchewan, Idaho and Montana
- Super-wired, with some of the most sophisticated high speed internet access in North America, especially in rural areas
- Lower cost for manufacturing and trade-based industries
- Emerging clusters including high tech, research and agri-food businesses
- Huge potential to develop a base of green industry (especially wind, sun, geo-thermal, and clean coal)
- Quality of life offered by
 - > Safe, small, clean and friendly communities
 - > Relatively low cost of living – and some exceptional values
 - > Fresh, clean air and the most sunshine in Canada
 - > Access to a lifetime of outdoor adventure
 - > Genuine community spirit
- Opportunity to make your mark in an area characterized by steady, sustainable growth

The Palliser Promise

We promise to always:

- Build quality relationships
- Work hard and push the limits of ingenuity
- Keep our region's pioneering spirit alive
- Make it easy to live, work and grow here

The Palliser Personality

- Pioneering spirit
- Good neighbours
- Can turn adversity into opportunity
- Unpretentious
- Resilient and determined
- Industrious and resourceful
- Deep roots and strong networks

Positioning Message

The Palliser region of southeast Alberta is all about wide-open spaces and vast opportunities. Our resource-rich landscape offers untapped earning potential, and our affordable communities are infinitely welcoming. You won't find a better business climate or a friendlier, safer, place to live. Did we mention we're the sunniest place in Canada? In fact, we may well be Alberta's best-kept secret. In Palliser Alberta Southeast, we're forging a new economic landscape.

Name

- Palliser Alberta Southeast

Tagline

- Big sky. Endless Possibility.

Call to action

- Write your own story here.

Our New Visual Identity

The dramatic landscape is really only part of what makes the Palliser region unique; so much else goes on beneath the surface. But, the landscape is what draws people here and it's what people fall in love with. This is the land of prosperity for people who get energized by the creative possibility of wide open spaces and breathtaking places. The landscape weeds out those who are simply passing through from those who are compelled to stay and put down roots.

Our new Palliser identity is an abstract portrayal of sky, sun and earth. The random and painterly lines give it movement, energy and a modern flair. They are indications of both the casual, friendly way of life here but also of the rising potential of our region.



Layout and specifications

The Palliser logo is a combination of the landscape art and type. The precise and unchanging visual relationship between the symbol and logotype forms the basis of the brand. It cannot be altered in any way. Symbol and type may not be used alone.

The visual identity may not be used in any other colour combinations than outlined in this guide. It may not be used as part of the body of text (i.e. in a sentence). It may not be cropped, abbreviated or modified in any way. The visual identity must always be used as shown.

Regional Brand



▶ Logo – Colour



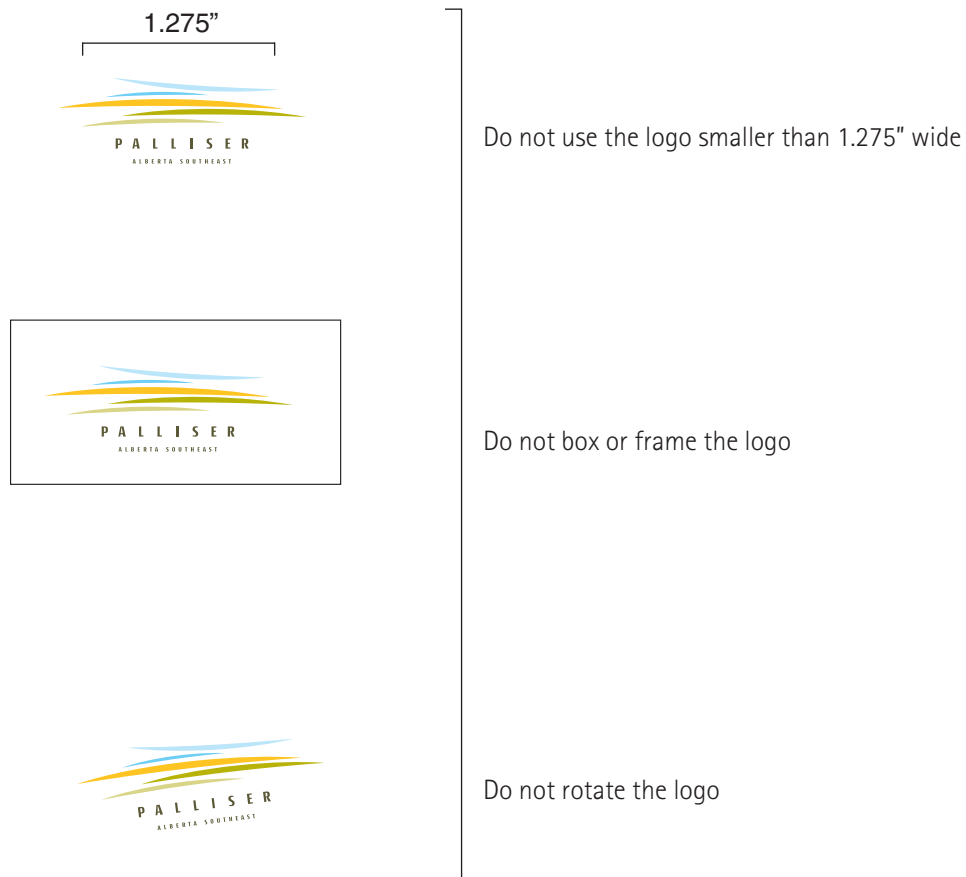
▶ Logo – Black & White

Logo guidelines

Logo usage

In order for our logo to be easily recognized, the following design guidelines apply:

- > Under optimum print conditions, the logo should not be reproduced smaller than 1 inch wide.
- > Never put the logo in a frame or a box.
- > Never tilt or rotate the logo unless all elements are rotated to the vertical.
- > Always maintain a clear space around the logo. This clear space should be, at minimum, the same size as the height of the capital letters in the logotype. Words and photographs should never be located within this clear space, or the logo will be compromised and appear unprofessional.



Colour usage and specifications

Colour is an important part of the Palliser corporate identity. Whenever possible, our official colours should be used. When this is not possible, grayscale or black ink is preferable to other colours.

It is also possible to reverse the logo out of solid or patterned backgrounds within reason. If the background is screened up to about 40%, a positive version of the logo can be used. If the background is darker than this, the logo should be reversed completely (i.e. entirely white). Avoid using the logo on complex photographic or heavily textured backgrounds.

When producing the logo for printing on a white background with custom inks, the following Pantone Matching System (PMS) inks should be specified:

Sky:



Pantone 297

- Pantone 297 Blue at 50%
- Pantone 297 Blue at 100%

Earth:



Pantone 398

- Pantone 398 at 100%
- Pantone 398 at 50%

Sun:



Pantone 123

- Pantone 123 at 100%

Type:



Pantone 438

- Pantone 438

Colour

Process colour equivalents

When producing the Palliser logo for printing on a white background with process (CMYK) inks, the following specifications should be used:

Primary colours

Sky: Pantone 297



Pantone 297

Cyan	51%
Magenta	0%
Yellow	1%
Black	0%

Sun: Pantone 123



Pantone 123

Cyan	0%
Magenta	21%
Yellow	88%
Black	0%

Earth: Pantone 398



Pantone 398

Cyan	11%
Magenta	4%
Yellow	100%
Black	25%

Type: Pantone 438



Pantone 438

Cyan	75%
Magenta	68%
Yellow	100%
Black	10%

Corporate collateral font usage and specifications

Palliser typographic identity takes many forms, encompassing print collateral, signage, clothing and all applications including electronic media that visually represent the college.

To maintain consistency in all Palliser visual materials, this official type family (font) should be used:

Rotis Sans Serif Light
Rotis Sans Serif Light Italic
Rotis Sans Serif
Rotis Sans Serif Bold

display / headline

rotis sans serif light

subheadline

ROTIS SANS SERIF

bodycopy

rotis sans serif bold rotis sans serif regular Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam.

Corporate e-campaigns font usage and specifications

Palliser typographic identity takes many forms, encompassing print collateral, signage, clothing and all applications including electronic media that visually represent the college.

To maintain consistency in all Palliser on-line visual materials, this official type family (font) should be used:
Arial (Sans Serif)

display / headline

Arial Regular

subheadline

ARIAL CAPS

bodycopy

ARIAL Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci ullam.