



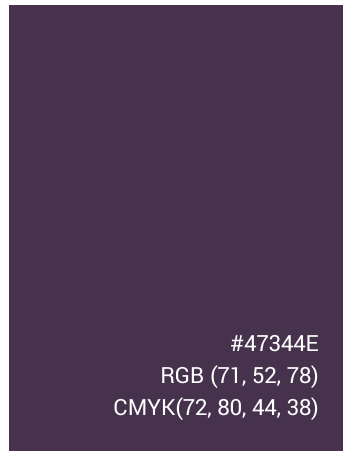
WRITERS'
GUILD
of ALBERTA

BRAND COLOURS

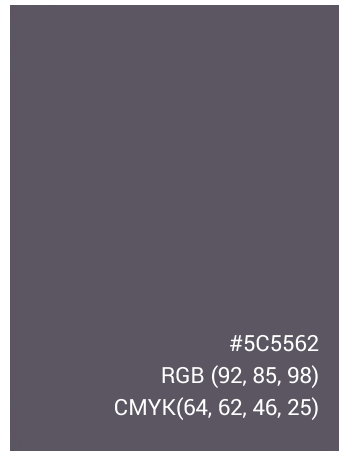
The following are the only colours that should be used in unison with the Writers' Guild brand. Using any alternate colours could confuse and take away from the branding itself.



A very bright shade. Usable as a background for buttons or an accent piece. Not suitable for use with text or paired with white.



The main brand colour. Great for use with text, backgrounds and buttons.



A lighter shade. It is suitable for backgrounds and buttons. Can also be used in text headings



A great light shade. It is suitable for text headings or buttons



A great light shade. It is suitable for text headings or buttons

BRAND FONTS

The following are the only fonts that should be used along side the Writers' Guild brand. This includes any print or online materials.

Headers & Titles

Roboto - Medium

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Body Font

Roboto

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

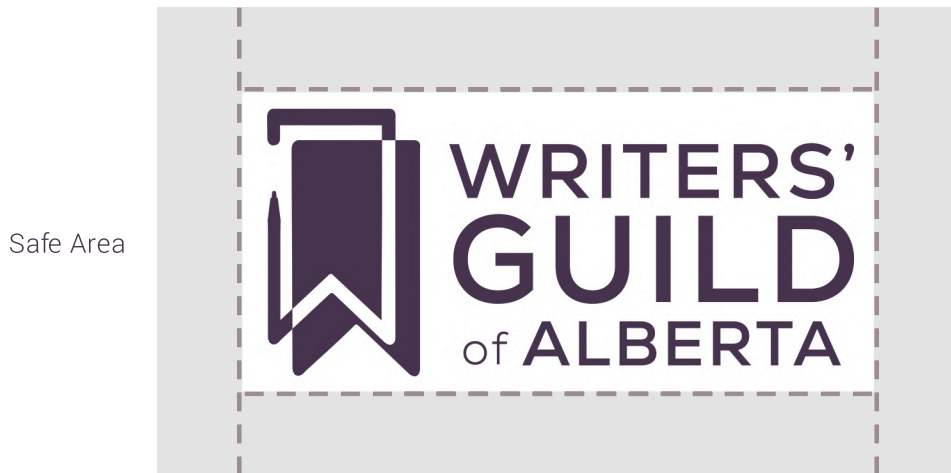
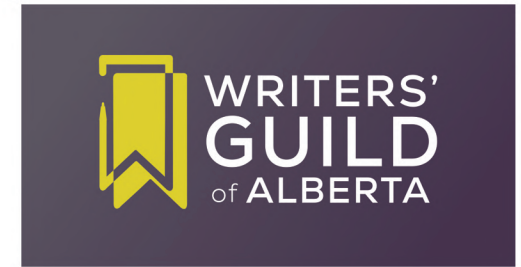
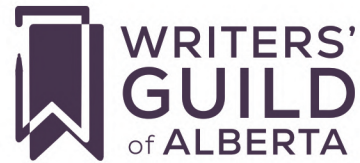
Accent Font

Alegreya Sans

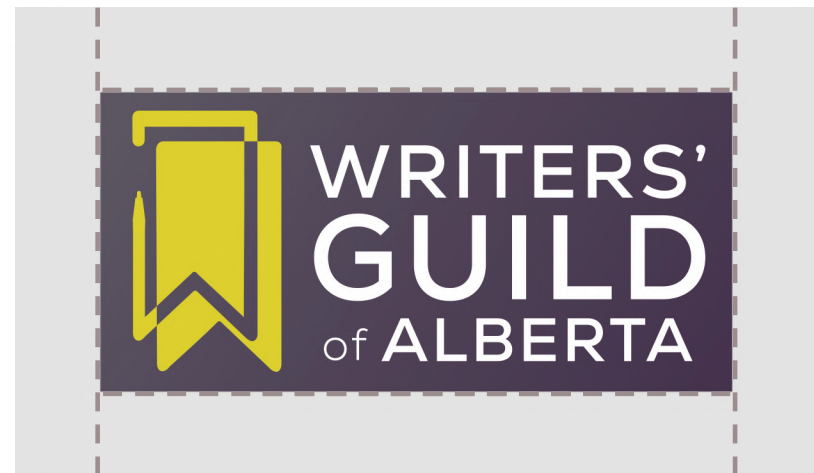
abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOGO USAGE

The logo should be used as seen here, without the WGA inside of the bookmark. When placing the logo on a light colour, use the logo on the left. Only use the logo on the right side when it is placed over the Writers' Guild 'dark purple'. The logo can also be used in all black or all white.



Safe Area



Safe Area

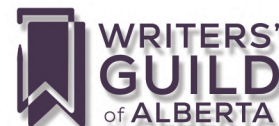
IMPROPER USAGE



Stretched or improperly scaled



In a non-brand colour



With added effects (ie. drop shadow, beveled, inner glow etc.)



Disregarding logo safe area (ie. too close to an image)

ICON USAGE

The icon should only be used as a standalone image, and is not to be combined with the main logo.



Safe Area



Safe Area



IMPROPER USAGE



Stretched or improperly scaled



In a non-brand colour



With added effects
(ie. drop shadow, beveled,
inner glow etc.)



Disregarding logo safe area
(ie. overlaying
on a distracting image)