

Our Brand

Alberta Recycling Management Authority

PRIMARY LOGO



Defined by the 'i' superscript dot, this is our recommended **safe distance** between design objects such as logos, typography, page and graphic frames.

MINIMUM SIZES



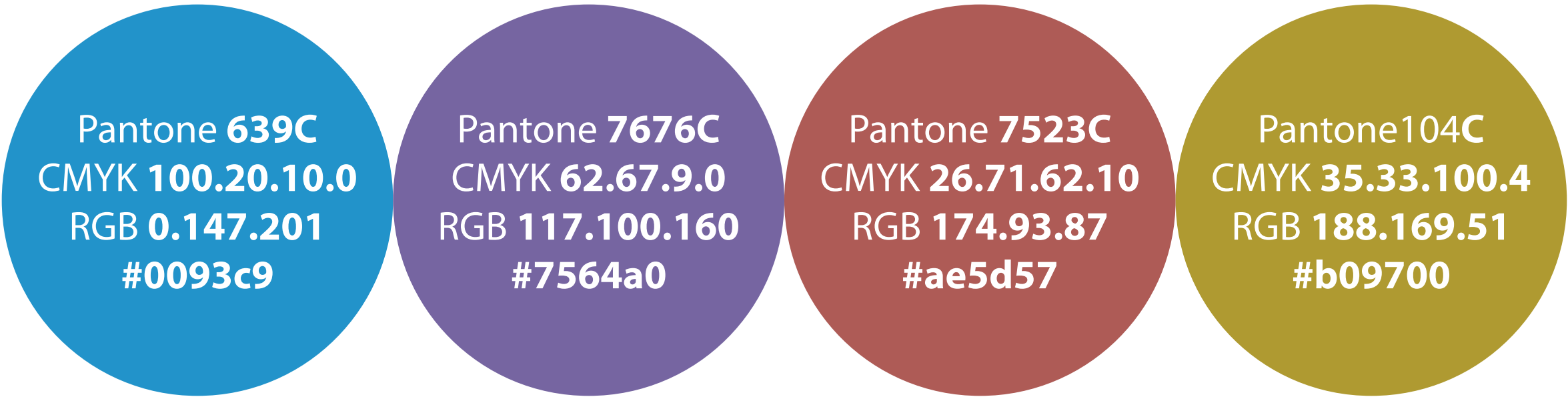
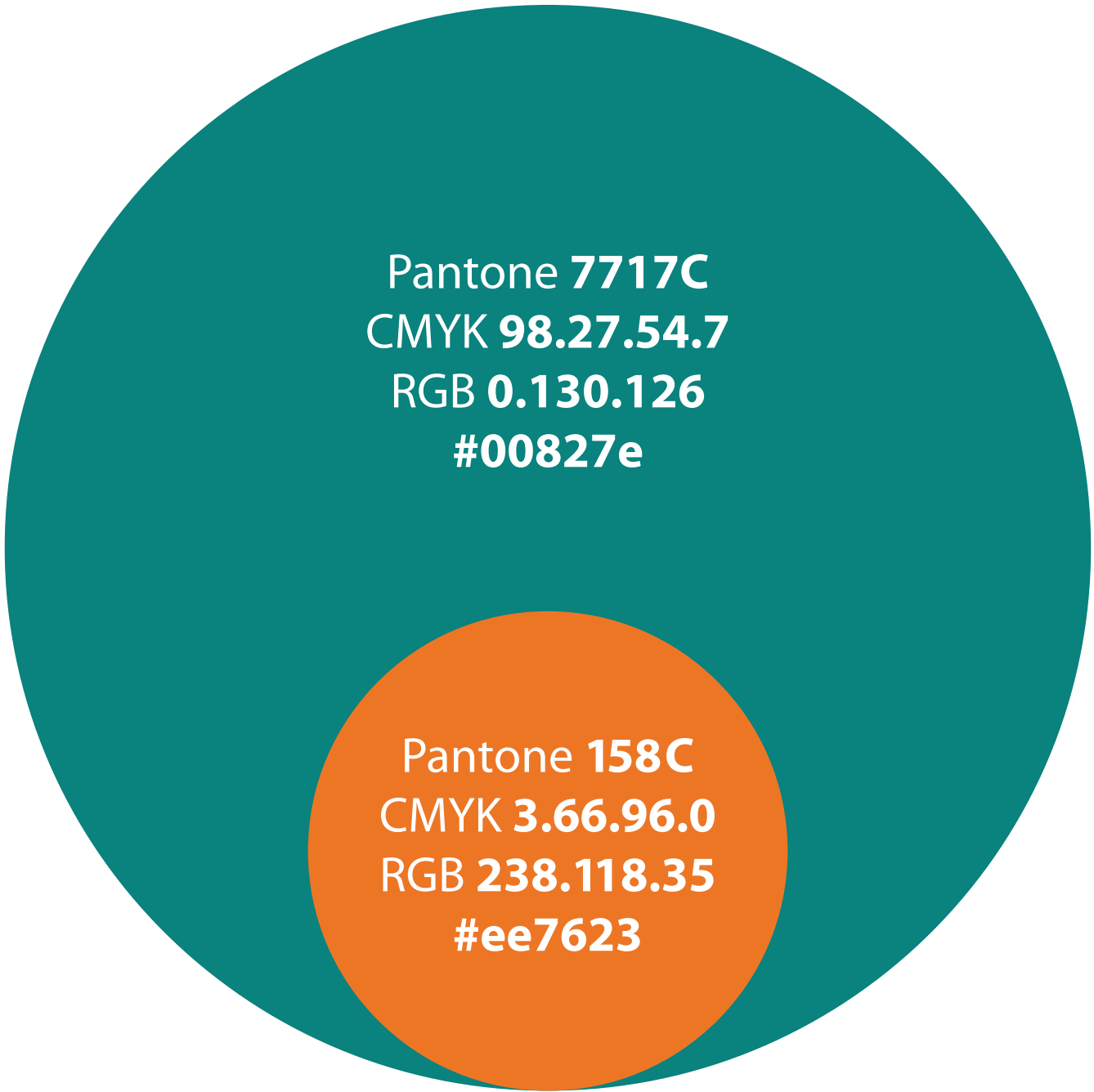
~1.5" or 300pixels wide

To maintain legibility of **YEARS**, **MANAGEMENT AUTHORITY**, and the **DESCRIPTORS** it is recommended to keep a minimum width by proportionate height. In digital applications, use an **.SVG** where possible to keep the logo from getting pixelated.

DO NOT DISTORT THE LOGO OR CHANGE PROPORTIONS

PLEASE MAKE SURE THAT THE LOGO IS LEGIBLE AND HAS PLENTY OF CONTRAST AGAINST THE BACKGROUND

PRIMARY BRAND COLOURS



SECONDARY PROGRAM SPECIFIC COLOURS