

New logo
design/brand
guidelines for

Visit Alberta
website

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Winter 2022 - Digital Independent Study (MMDA-344-A)

Logo Thumbnails

VA
VISIT ALBERTA!

Visit
Alberta!



Visit
Alberta!

VA
VISIT ALBERTA



Visit
Alberta!

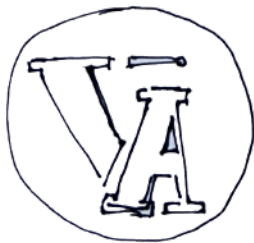
VA
VISIT ALBERTA!

VA VISIT ALBERTA!

VISIT *Alberta!*



V ISIT
A BERTA!



VA visit Alberta!

LogoDesign



Selected Logo

Fonts:

Montserrat Medium ABCDEF abcdef
1234567890

Montserrat Bold ABCDEF abcdef
1234567890



Website
favicon
logo



Primary Colours



Pantone:7463 C
R:12 G:49 B:72
C:91 M:79 Y:62 K:97
HEX:#0C3148



Pantone:1796 C
R:215 G:40 B:40
C:8 M:95 Y:86 K:1
HEX:#D72828



Pantone:158 C
R:240 G:165 B:0
C:0 M:42 Y:100 K:0
HEX:#FOA500



Pantone:7506 C
R:230 G:213 B:184
C:6 M:15 Y:35 K:0
HEX:#EEDBB6

Secondary Colour

Without background

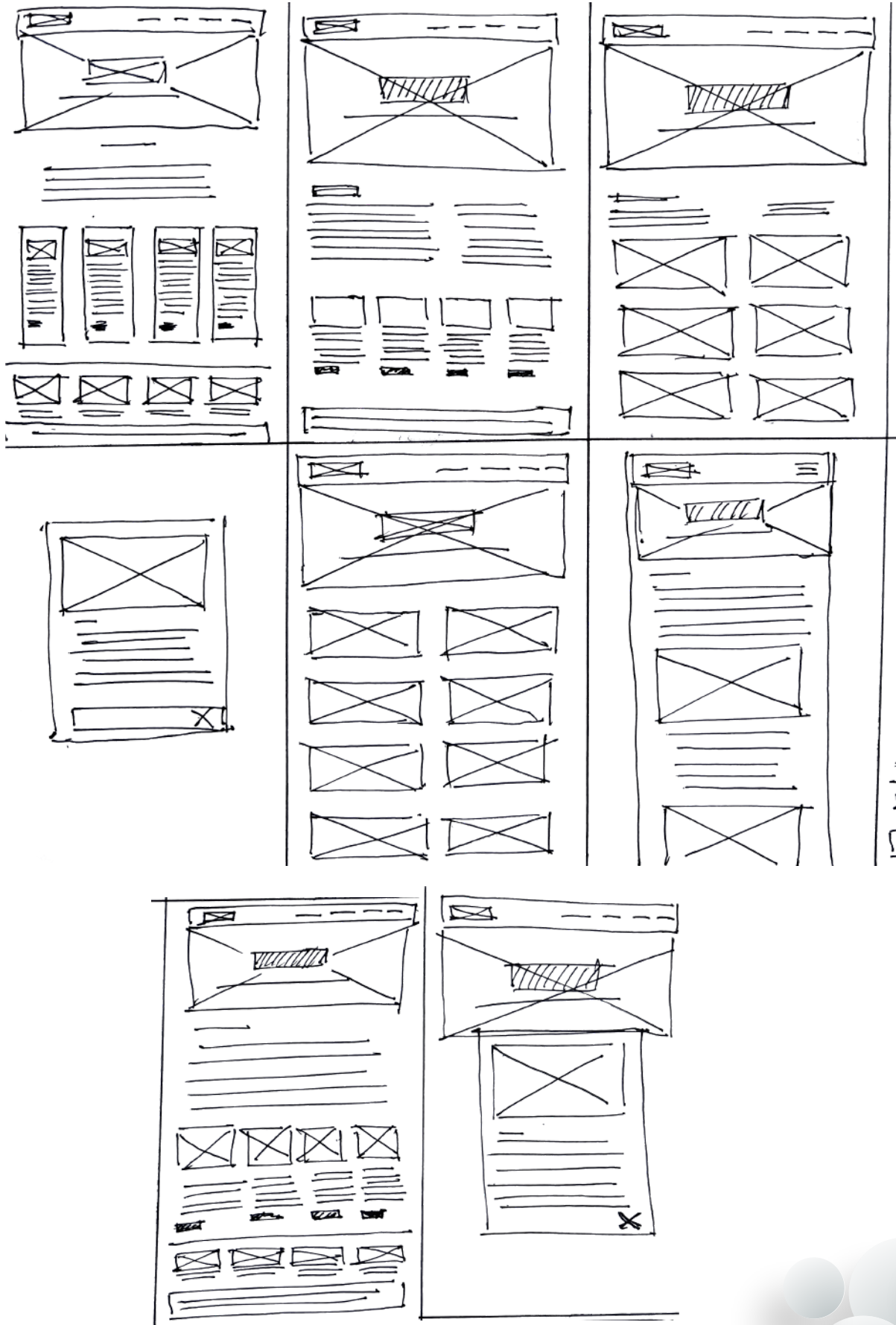


With background



Black and white





Low Fidelity Wireframes

Desktop



Mobile

