

Logo Legibility

The guidelines on this page apply to all logo versions.

Required Clear Space

To ensure legibility and to avoid visual interference, maintain a clear space around the logo. The minimum clear space required is equal to the height of the letter “E” in the wordmark. Avoid graphics, images or text inside this safety zone.



MINIMUM CLEAR SPACE

Minimum Logo Size

Minimum logo size is the smallest size at which the logo may be reproduced to ensure its legibility.

The width of the shield in the minimum logo size should be no less than .215" (20 pixels).

In extremely limited specialty situations (e.g., pens) the size may be reduced further, as indicated below.



0.215"
20 PX



0.135"
13 PX

SPECIALTY

Incorrect Logo Usage

The guidelines on this page apply to all logo versions.

**UNIVERSITY
OF ALBERTA**

Do not use the wordmark on its own.



Do not rotate, flip or invert the logo.



Do not change any colours in the logo.



Do not stretch or compress the logo.



Do not alter the size or position of the logo elements.



Do not add elements to the logo.



Do not allow objects to enter the minimum clear space of the logo.



Do not apply a drop shadow or other effects to the logo.



Do not place the logo on a colour with insufficient contrast.



Do not reproduce a logo with poor quality.



Do not place the logo on images or backgrounds that may compromise its legibility.



Do not alter the wordmark font.



Do not reverse the green or black logo to create a white logo. The shield will be incorrect.