

Brand Identity Guidelines



ALBERTA REGISTERED MUSIC
TEACHERS' ASSOCIATION

VERSION 2 / March 2022

ARMTA Logo

The visual essence of an organization.

The new **Alberta Registered Music Teachers' Association** logo is the considered culmination of a process of discovery, communication and design. Important input from **ARMTA** members—teachers of music across the province—provided direction and guidance throughout the process. The result is a visual symbol that depicts their professionalism, commitment and collegiality. Rather than being a tag-along reference to a federation, the **ARMTA** mark proudly stands alone. It successfully depicts distinctive aspects of the province of Alberta, universal music references and highlights the **ARMTA** acronym through a modern, clean, open and engaging graphic.

The logo has two configurations: horizontal and vertical. Either of these may be used according to whichever is more visually suited to the application.

**In this guide, the horizontal version is used as an example. All stated specifications apply to the vertical version as well. The logo is available in colour and black and white in various file formats.*



Horizontal



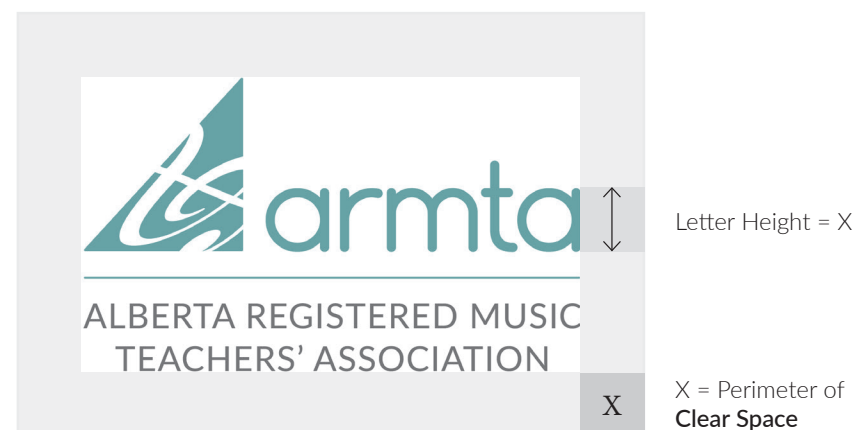
Vertical

ARMTA Logo Positioning

Giving the logo space to breathe.

Reducing visual clutter close to the logo allows it to have **Clear Space**. The light grey area indicates the safe zone of the **Clear Space**. Other graphical and visual elements can be safely positioned outside this space.

The dark grey square indicates the height and width of the **Clear Space**. The square is defined by the measurement 'X' (equal to the height of the letters of the logo. The width is equal to the height.)



ARMTA Logo Options

The logo may be used with or without the signature in colour, black or reversed out of a solid background colour in white.



Colour



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Black & White



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Reverse



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Social Media Icon

ARMTA Typeface Family

Fonts: • Comfortaa (logo font only)

- Lato (all other use)
- Dancing Script (highlights)

The **ARMTA** logo font is derived from **Comfortaa**, a modern, smooth-looking, geometric sans-serif that presents as professional, yet welcoming.

Lato is a stylish and easy-to-read font with a wide variety of weights. It is used for all forms of **ARMTA** communication including web, print, advertising, general correspondence, stationery, etc.

- **Lato** may be downloaded for free from fonts.google.com.

Dancing Script is a lyrical, script font. It can be used for taglines, pull-out quotes to give a personal feel.

- **Dancing Script** may be downloaded for free from fonts.google.com.

Headlines/
Sub Heads:

Lato Black Italic

Lato Semi Bold Italic

**The spectacle before
us was indeed sublime.**

Tags, quotes:

Dancing Script

*Looking down into the dark gulf
below, I could see a ruddy light
streaming through a rift in the clouds.*

Body copy::

Lato Regular

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was

Lato Light

dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

ARMTA Colour Specifications

The primary logo colours are Teal and Grey. The supporting colours are used to accent the primary colours.

PRIMARY COLOUR

CMYK: C45 M0 Y18 K27
SCREEN: R104 G163 B167
WEB HTML: #68a3a7

TEAL

75%

50%

25%

SECONDARY COLOUR

BLACK: 65%

DARK GREY

40%

20%

10%

SUPPORTING COLOURS

CMYK: C9 M13 Y42 K0
SCREEN: R233 G213 B160
WEB HTML: #e9d5a0

GOLD

CMYK: C5 M50 Y43 K0
SCREEN: R233 G148 B131
WEB HTML: #e99483

CORAL

CMYK: C23 M87 Y82 K14
SCREEN: R171 G61 B55
WEB HTML: #ab3d37

RED

BLACK: 40%

LIGHT GREY

ARMTA Logo Best Practices

To ensure the logo is not subject to aesthetic vandalism the general rule to abide by is: **do not change, alter, modify any part of the logo.**

Some examples of logo misuse are shown here.

Positioning. Don't resize or change the position of the logo elements or rearrange the logo in any way.

**There is approved vertical version of the logo.*

Colours. Don't change the colours. Use the official colour specifications detailed in these guidelines.

Fonts. Don't use any other font for the logo, no matter how close it might look.

Sizing. Don't stretch or squash the logo. Any resizing must always be in proportion.



POSITIONING: Don't resize or change the position of the logo elements.



COLOURS: Don't change the colours of the logo.



FONTS: Don't use any other font for the logo.



SIZING: Don't stretch or squash the logo.

ARMTA Imagery

Imagery for **ARMTA** will include professional caliber photos and graphics of musicians, instruments, teachers and students from both the **ARMTA** library of approved images and stock photo sources as well. Imagery will work together with typography and colour palette to enhance the **ARMTA** brand.

Professional stock photography may be sourced from sites such as: **Pixabay** (free), **Unsplash** (free), **Shutterstock** (paid) and **istock** (paid).

Welcome to ARMTA.

