

United Conservatives

Logo Guidelines

United Conservatives

Logo variations

**United 
Conservatives**

Logo with no tagline

**United 
Conservatives**
Alberta Strong & Free

Logo with tagline

Logo buffer zone



Logo minimum size



Logo, alternate colours



Logo, one-colour (black)



Logo with tagline, one-colour (black)



Logo, greyscale



Logo with tagline, greyscale



Logo, reversed



Logo with tagline, reversed

The logo must be used as is and not be altered in any way; this means that you **MUST NOT:**

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colour.
- Display the logo with colour combinations not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.



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~~Alberta Strong & Free
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Care must be taken to create well-balanced and considered compositions: photography is a key part of the identity and the use of colour should always feel complimentary to the image. When placing the logo over the photography, please choose a low contrast area to put the logo on. Either use a blue area for the white logo or a white area for the blue logo. Do not add the logo directly over an image without a colour underneath.





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unitedconservative.ca