

# AICCC Visual Identity Guidelines

---

## 1. Overview

---

- 1.1 Signatures
- 1.2 Colour palette
- 1.3 Colour usage and backgrounds
- 1.4 Minimum size and Clear Space
- 1.5 Stationery
  - Letterhead
  - Business cards



## Alberta Indigenous Construction Career Centres

The Alberta Indigenous Construction Career Centres logo (AICCC) was designed to be inclusive of North American Indigenous Peoples.

The eagle feather recognizes Indigenous Peoples, the infinity symbol recognizes Métis, and the inukshuk recognizes Inuit.

The configuration of 4 circles represents a dreamcatcher.

Within the large circle is a monogram of AICCC, composed of stylized letters that form a turtle. According to some Indigenous groups, the turtle is a symbol of Mother Earth and Turtle Island is the name for North America.

# AICCC Visual Identity Guidelines

---

## 1. Overview

---

### 1.1 Signatures

1.2 Colour palette

1.3 Colour usage and backgrounds

1.4 Minimum size and Clear Space

1.5 Stationery  
- Letterhead  
- Business cards



## Alberta Indigenous Construction Career Centres



Specific signatures for programs, initiatives and stationery for NorQuest College and Bow Valley College are available. Always use the original files and templates.

# AICCC Visual Identity Guidelines

## 1. Overview

### 1.1 Signatures

### 1.2 Colour palette

### 1.3 Colour usage and backgrounds

### 1.4 Minimum size and Clear Space

### 1.5 Stationery

- Letterhead
- Business cards

Colour palette



Deep Red  
Pantone: 1805C  
C: 5 M: 96 Y: 80 K: 2.2  
R: 175 G: 39 B: 47  
HTML: AF272F



Blue  
Pantone: 300C  
C: 100 M: 42 Y: 0 K: 0  
R: 0 G: 100 B: 188  
HTML: 0064BC



Green  
Pantone: 347C  
C: 96 M: 0 Y: 88 K: 1  
R: 0 G: 155 B: 71  
HTML: 009B47



Yellow  
Pantone: 7408C  
C: 0 M: 29 Y: 100 K: 0  
R: 246 G: 190 B: 0  
HTML: F6BE00



Grey  
Pantone: 425C  
C: 48 M: 29 Y: 26 K: 7.6  
R: 84 G: 88 B: 90  
HTML: 54585A

Colour usage and backgrounds



AICCC\_BLK



Additional file formats:  
AICCC\_RGB  
(for web and on screen use)  
AICCC\_PANTONE

Specific AICCC Bow Valley and NorQuest College signatures are also available in all formats.

# AICCC Visual Identity Guidelines

## 1. Overview

- 1.1 Signatures
- 1.2 Colour palette
- 1.3 Colour usage and backgrounds
- 1.4 Minimum size and Clear Space requirement**
- 1.5 Stationery
  - Letterhead
  - Business cards



### Minimum size

The minimum size for print reproduction of the signature is defined by the length of the overall signature and symbol.

The minimum size for print reproduction has been set at 1 1/8 inches (1.125 inches)



### Clear Space Requirement

To preserve the integrity and clarity of the AICCC signature it must be isolated from other graphic elements.

A minimum clear space or protected space must surround the signature separating it from any imagery, text or outside edges of the document.

The minimum clear space is 1 circle based on the small circle size of the symbol as shown in the diagram above.

# AICCC Visual Identity Guidelines

## 1. Overview

- 1.1 Signatures
- 1.2 Colour palette
- 1.3 Colour usage and backgrounds
- 1.4 Minimum size and Clear Space requirement
- 1.5 Stationery
  - Letterhead
  - Business cards

### Letterhead

To offset the price of preprinted letterhead, MS Word letterhead templates have been created for The Alberta Indigenous Construction Career Centres and the individual Bow Valley College and NorQuest College centres



# AICCC Visual Identity Guidelines

## 1. Overview

- 1.1 Signatures
- 1.2 Colour palette
- 1.3 Colour usage and backgrounds
- 1.4 Minimum size and Clear Space requirement
- 1.5 Stationery
  - Letterhead
  - Business cards

### Business card

Print ready artwork is available for individual Bow Valley College and NorQuest College centres

