



*health research transfer network of alberta*

## Visual Identity Guidelines

The Health Research Transfer Network of Alberta (RTNA) is a province-wide network that undertakes activities to strengthen the use of research findings to inform decisions in health care practice or policy. The RTNA is supported through the Alberta Heritage Foundation for Medical Research and governed through a Steering Committee with members from a wide variety of organizations.

These guidelines detail the proper use and placement of the RTNA signature and logo (the identity). Various configurations of the identity have been developed to accommodate a wide variety of applications while still maintaining the integrity of the identity. The RTNA identity is proprietary and as such, any use of the RTNA name or logo by non AHFMR personnel requires permission of the Manager, Research Transfer Initiatives at AHFMR. When such permission is obtained, the guidelines set out in this document must be followed exactly as written.

We ask that anyone with permission to use the RTNA identity in electronic form ensure that there is a link to the [www.ahfmr.ab.ca/rtna/](http://www.ahfmr.ab.ca/rtna/) from the logo.

For more information on these guidelines, contact Donna Angus at 780-423-5727 or [dangus@ahfmr.ab.ca](mailto:dangus@ahfmr.ab.ca)

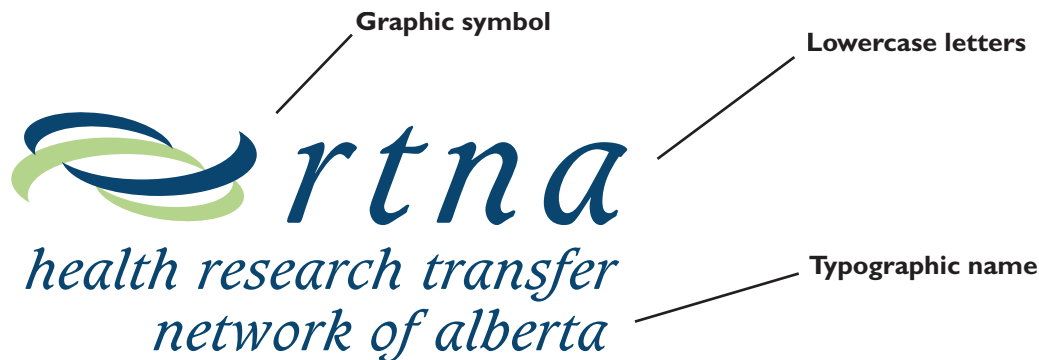
## I. The Health Research Transfer Network of Alberta (RTNA) Signature

There are three parts to the **RTNA** visual signature.

The first part is a **graphic symbol** – a stylized element replacing the letter “h”.

The second part is composed of the lowercase letters “**rtna**”.

The third part is the full **typographic name**.



## 2. RTNA Signature Variations

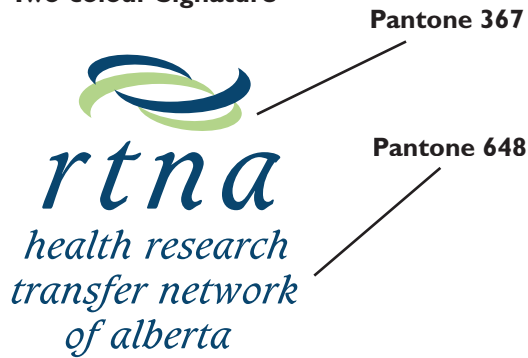
The **RTNA** signature has four variations:

**A** – Flush Left    **B** – Flush Right    **C** – Stacked    **D** – Centred



### 3. Colour Treatments for the RTNA Signatures

#### Two-colour Signature



Pantone colours are part of the **Pantone Matching System (PMS)**.

To reproduce the RTNA signature using the four colour printing process (CMYK), or electronically (RGB), please see the conversion information below:



**Pantone 367**

**C = 32, M = 0, Y = 59, K = 0**

**R = 191, G = 216, B = 142**



**Pantone 648**

**C = 100, M = 51, Y = 0, K = 47**

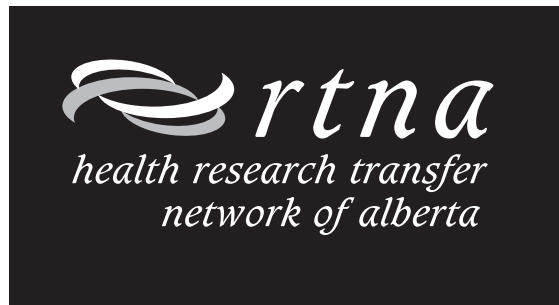
**R = 5, G = 42, B = 85**

#### Black and White Signature

30% screen of black



#### Reversed Signature

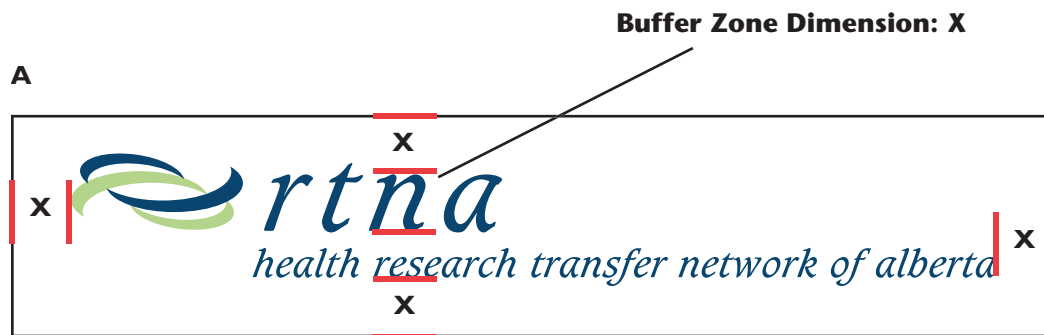


## 4. Applying the RTNA Signatures

### Visual Buffer Zone

The visual buffer zone is the area surrounding the RTNA signatures that must remain free of any other graphic or other typographic elements. The buffer zone creates a space that allows the signature to be seen clearly and not have to compete for attention.

The dimension of the buffer zone is based on the height of the letter “n” in the RTNA lowercase letters.



### Background Greyscale Comparison

The greyscale percentage bars shown here are to be used to judge the maximum and minimum background intensities against which the RTNA signatures should be seen.

For two-colour versions of the signature, a background intensity no darker than 10% is recommended.



For black and white versions of the signature, a background intensity no darker than 10% is recommended.



For reversed versions of the signature, a background intensity no lighter than 50% is recommended.

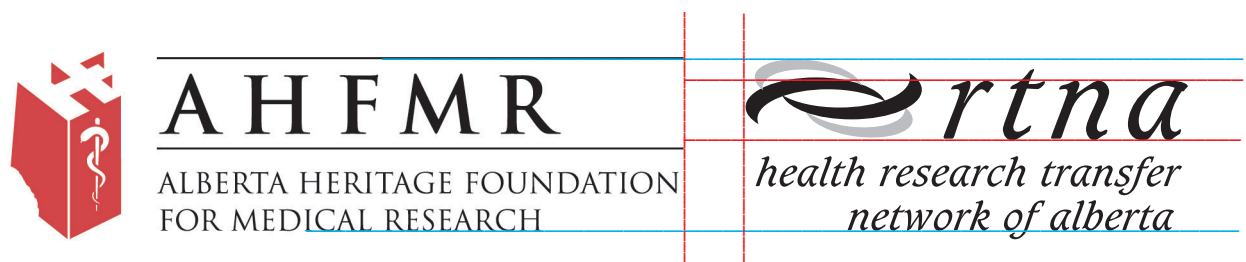
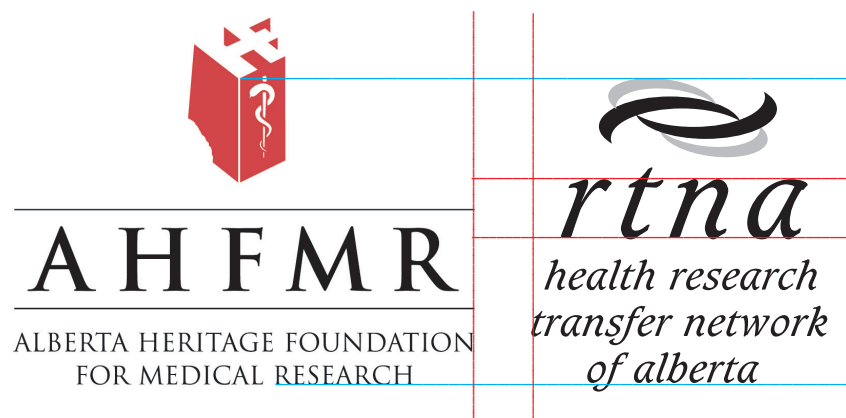
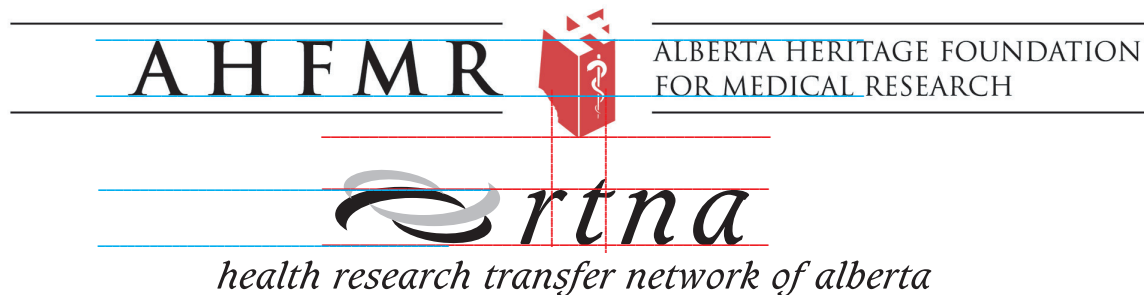


## 5. Combining the RTNA Signature and the AHFMR Signature

The RTNA signatures will, at times, be seen in combination with the Alberta Heritage Foundation for Medical Research (AHFMR) signatures. The following pages show five examples of the two signatures in acceptable combinations. The examples use the AHFMR corporate red colour (Pantone 485) and black. Please use these examples as a reference when building combined signatures.

### Combined Signatures: Three variations using the full names

The blue lines indicate the relative sizes of the signatures, and the red lines indicate the spacing between them.



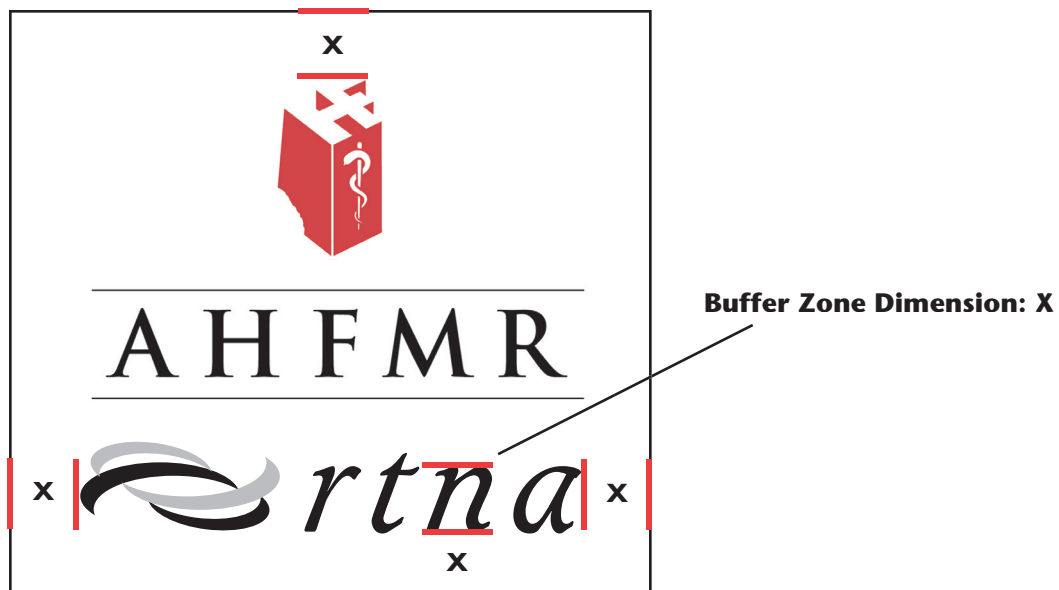
**Combined Signatures: Two variations using acronyms only**

The blue lines indicate the relative sizes of the signatures, and the red lines indicate the spacing between them.



**Visual Buffer Zone**

The visual buffer zone system extends to the combined signatures as well.



## 6. Technical Files

Digital files have been created for the four variations and three colour treatments of the RTNA signature.

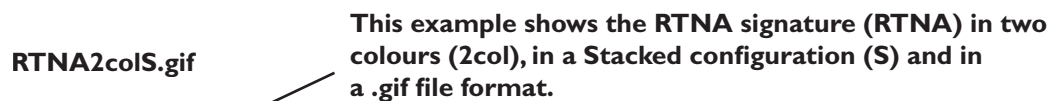
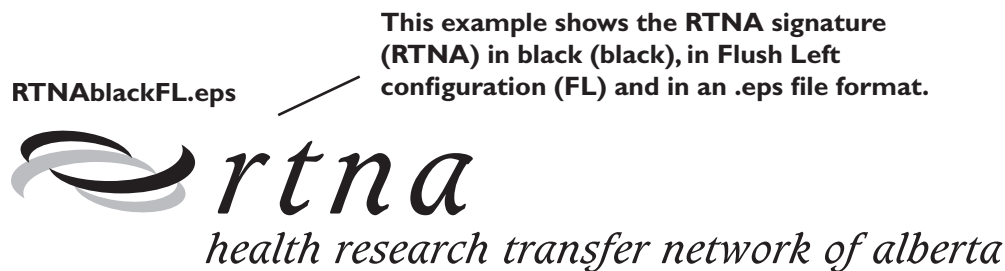
The digital file format types that have been created include:

**.eps** – encapsulated Postscript files – for use by designers, printers and fabricators

**.tif** – tag image format files – for Word documents

**.gif** – GIF graphic format files – for Web pages and electronic display

**A file naming system has been developed to identify individual logotype files.**



This example shows the RTNA signature (RTNA), reversed (rev), in a Flush Right (FR) configuration and in a .tif file format.

RTNArevFR.tif



RTNA2colC.eps

This example shows the RTNA signature (RTNA) in two colours (2col), in a Centred configuration (C) and in an .eps file format.



## 7. File Folder Reference for Black RTNA Signature

Digital files have been created for the four variations and three colour treatments of the RTNA signature. These formatted signatures have been placed on a disc along with these visual identity guidelines.

The digital file format types that have been created include:

- .eps** – encapsulated Postscript files – for use by designers, printers and fabricators
- .tif** – tag image format files – for Word documents
- .gif** – GIF graphic format files – for Web pages and electronic display

### RTNAblackFL.



### RTNAblackS



### RTNAblackFR



### RTNAblackC



## 8. File Folder Reference for Reversed RTNA Signature

Digital files have been created for the four variations and three colour treatments of the RTNA signature. These formatted signatures have been placed on a disc along with these visual identity guidelines.

The digital file format types that have been created include:

- .eps – encapsulated Postscript files – for use by designers, printers and fabricators
- .tif – tag image format files – for Word documents
- .gif – GIF graphic format files – for Web pages and electronic display

### RTNArevFL



### RTNArevS



### RTNArevFR



### RTNArevC



## 9. File Folder Reference for Two-Colour RTNA Signature

Digital files have been created for the four variations and three colour treatments of the RTNA signature. These formatted signatures have been placed on a disc along with these visual identity guidelines.

The digital file format types that have been created include:

- .eps** – encapsulated Postscript files – for use by designers, printers and fabricators
- .tif** – tag image format files – for Word documents
- .gif** – GIF graphic format files – for Web pages and electronic display

### RTNA2colFL



### RTNA2colIS



### RTNA2colFR



### RTNA2colIC

