



BRAND GUIDELINES



INTRODUCTION

This document is your go-to resource for understanding and representing RMA and their sub-brands. It outlines the standards that ensure our communications and visual identity remain consistent, clear, and true to who we are.

Whether you're crafting or collaborating on branded materials, or simply sharing our story, these guidelines are designed to help every interaction reflect the integrity, trust, and reliability our members and partners expect. By following these standards, we safeguard the strength of our brands and reinforce the meaningful connections we've built with communities across Canada. Together, we can continue to make a lasting impact, one message at a time.

If you have any questions, please contact RMA's marketing team at communications@rmalberta.com.



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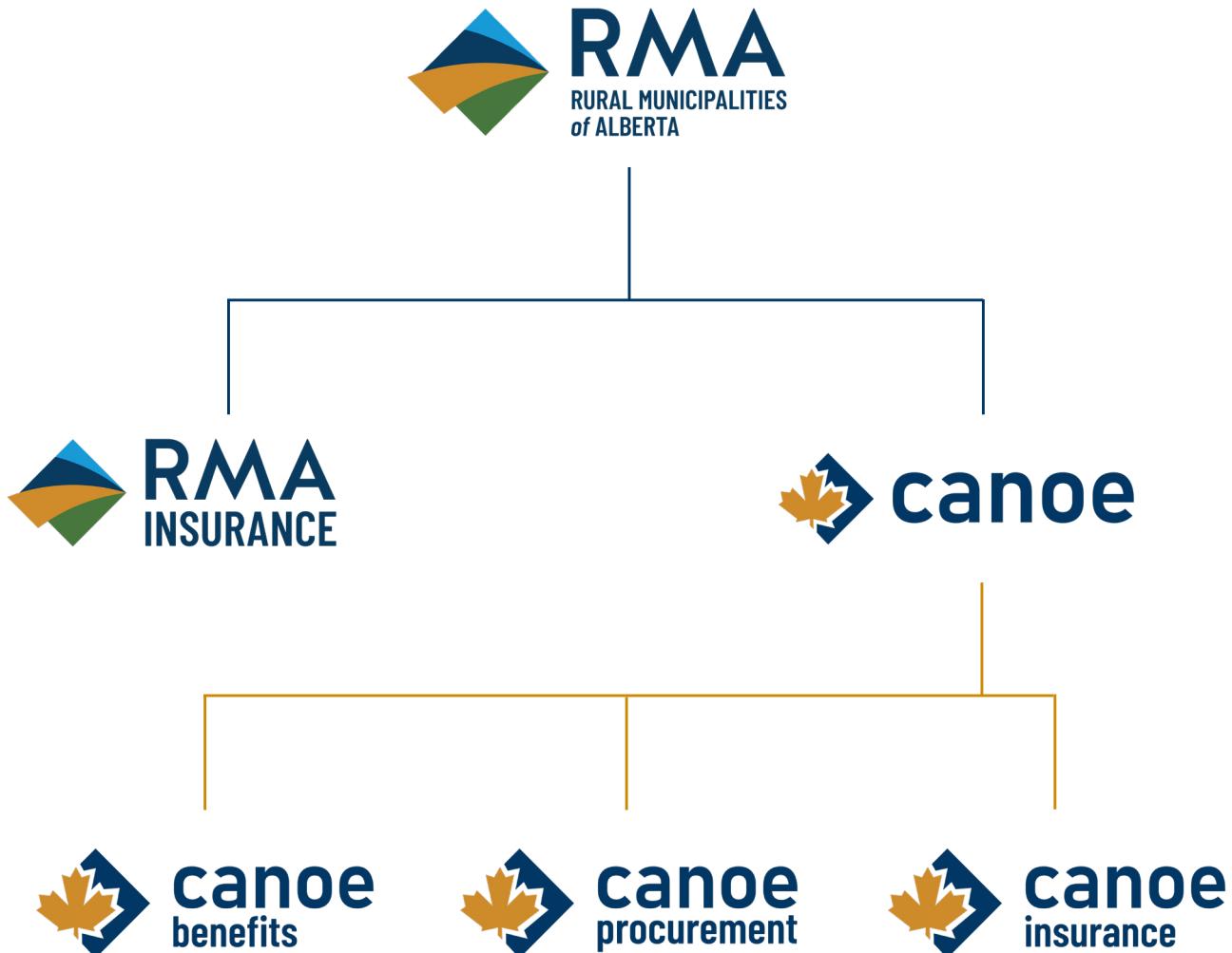
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BRANDED HOUSE

Our brand is more than just a logo—it's the essence of who we are, what we communicate, how we present ourselves, and how people perceive us.

This brand guidelines document provides a comprehensive overview of the RMA brand, encompassing our core identity, messaging, and visual representation.

This document serves as a valuable resource for anyone working with or representing the RMA brands. It is designed to be the go-to reference for ensuring consistent and impactful brand application for years to come.



OUR BRAND PLATFORM

Our brand platform serves as our guiding compass, defining our purpose and ensuring that we remain proactive, solutions-focused, and accountable in all our efforts. What sets us apart is our unique approach—this is the foundation of the trust our members place in us. It inspires us to build meaningful relationships, collaborate with intention, and serve with integrity. Together, our mission and values shape the core of RMA. They inform how we communicate, innovate, and engage, laying the foundation for our brand voice, visual identity, and the impactful work we do for Alberta's rural municipalities, and communities across Canada.

OUR MISSION

Strengthening rural Alberta through effective advocacy and valued services.

OUR VALUES

It all begins with our core values—they form the foundation of everything we do at RMA.



WE ARE PROACTIVE

We lead with a solutions-focused, accountable approach, always anticipating and addressing challenges.



WE ARE COLLABORATIVE

We prioritize relationships and foster collaboration to create meaningful connections and drive collective success.



WE ARE RESPECTFUL

We engage with civility, ensuring we interact as a non-partisan, respectful organization in all our dealings.



WE COMMUNICATE WITH INTEGRITY

We communicate intentionally and with honesty, always upholding the highest standards of integrity.



WE ARE INNOVATIVE

We continuously strive for improvement, embracing innovation to better serve our members and communities.



WE ARE TRANSPARENT

We engage openly, ensuring clear, honest communication with all stakeholders.

OUR VOICE

The RMA brand voice embodies reliability, clarity, and approachability, reflecting our unwavering commitment to serving rural municipalities with professionalism and a personal touch.

REAL

We're dedicated to the communities we serve, and our communication is grounded in honesty and transparency. What we say is straightforward and rooted in our core values.

BALANCED

We strike the right balance between confidence and humility. Our tone is clear and focused, ensuring we communicate with purpose and precision, while staying aligned with our values and being mindful of our audience's needs.

SUPPORTIVE

We're here to lend a hand and build strong relationships. Whether it's with our members, partners, or stakeholders, we engage in a way that's warm, encouraging, and focused on working together to create solutions that benefit all.

RESPECTFUL

We approach every conversation with civility and empathy, ensuring we communicate in a way that's inclusive, non-partisan, and always professional.

RELIABLE

We communicate with assurance and consistency, making sure our members always feel supported. Our tone reflects the confidence our audience can trust, offering accurate information and dependable resources to back up our commitment to rural municipalities.

MESSAGING PILLARS

Our messaging pillars guide how we communicate with our members and stakeholders. They ensure every message reflects our values of confidence, integrity, empathy, and collaboration, focusing on clear solutions and building strong partnerships to support rural municipalities.

WE SHARE OUR VOICE

We speak with confidence and clarity, ensuring our message is always consistent and dependable. Our tone reflects our commitment to rural municipalities, sharing information, resources, and support that our members can count on—every time.

WE LEAD WITH INTEGRITY

We communicate with transparency and honesty, ensuring that our words reflect our strong ethical foundation. Every message we share is rooted in our commitment to integrity, building trust with our members and stakeholders.

WE CONNECT WITH EMPATHY

We approach every conversation with warmth and understanding, recognizing the unique challenges of our rural municipalities. Our tone is always approachable, ensuring that our members feel heard and supported.

WE FOCUS ON SOLUTIONS

We deliver messages that are clear, concise, and geared towards problem-solving. Our focus is on creating positive outcomes for our members and addressing their needs in a meaningful way.

WE COLLABORATE FOR GROWTH

We communicate in a way that encourages dialogue and partnerships. Our tone is inclusive, inviting collaboration to drive progress and collective success for rural municipalities.

TYPOGRAPHY

Our typography is designed to be modern, clear, and approachable. Barlow Condensed Semi-Bold is used for headers and sub-headers, bringing a bold, contemporary feel that reflects RMA's forward-thinking approach. For body text, Calibri Regular ensures legibility and ease, while Calibri Bold highlights important sub-headers. URLs are distinguished by a blue color for clarity and navigation. Together, these fonts create a cohesive, professional, and accessible brand experience.

PRINT

Barlow Condensed Semi-Bold

ABCDEFGHIJKLMNP
abcdefghijklmnopqrstuvwxyz
0123456789

HEADING

SUB-HEADING

rmalberta.com

Calibri Regular & Bold

ABCDEFGHIJKLMNP
abcdefghijklmnopqrstuvwxyz
0123456789

Body

SUB-HEADING

urlwithinbodytext.com

PRINT - SAMPLE TEXT HEIRARCHY

UPPERCASE HEADERS

THIS IS A SAMPLE HEADER 1

THIS IS A SAMPLE HEADER 2

THIS IS A SAMPLE HEADER 3

Tium aut eligent aciliqui cum facculparum qui omnia conessi rerfero rempor aut molupta dempe nonseque eos moluptaspel et que nihilit pelit adi cust, nemquias volore lia vero omnim sim essit ut ea dit dem qui con poribus nimi, inctas vit enditiorum il mintem renimillaut in ratur? Molorrum eicit, seque ventis elessimendae doloreriati nisitat ibusam, cusa verat eliquam denihilit rendebi sciur?

Uga. Saeris que vendi cupiet enis aute la qui dolorerio is vite voluptiaere, ullamus dolorios commis velique inis volest dit, sampleurl.com.

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Header 1 - Main title or overarching subject of the content. Minimum 20pt.

Header 2 - Sub sections or major sections that fall under the main topic. Minimum 18pt.

Header 3 - sub-subsections or detailed topics under Header 2. Minimum 10pt.

Body copy - the main text that supports the header before it. Minimum 9pt.

MIX OF UPPERCASE AND TITLE CASE HEADERS

This is a Sample Header 1

This is a Sample Header 2

THIS IS A SAMPLE HEADER 3

Tium aut eligent aciliqui cum facculparum qui omnia conessi rerfero rempor aut molupta dempe nonseque eos moluptaspel et que nihilit pelit adi cust, nemquias volore lia vero omnim sim essit ut ea dit dem qui con poribus nimi, inctas vit enditiorum il mintem renimillaut in ratur? Molorrum eicit, seque ventis elessimendae doloreriati nisitat ibusam, cusa verat eliquam denihilit rendebi sciur?

Uga. Saeris que vendi cupiet enis aute la qui dolorerio is vite voluptiaere, ullamus dolorios commis velique inis volest dit, sampleurl.com.

rmalberta.com

In our brand materials, both uppercase headers and a mix of uppercase and title case are acceptable. However, consistency is key. Once a style is chosen, it must be applied consistently throughout the document to maintain a cohesive and professional look.

DIGITAL

In digital applications, it is essential to prioritize a positive user experience and ensure digital accessibility for all. If not, Arial Narrow Bold can be used as a cross-platform, web-safe alternative, such as in emails.

To improve accessibility, avoid using all caps for headings or text, as it can be difficult for screen readers to interpret. Larger headings also enhance readability on mobile devices. For optimal visual consistency, use Barlow Condensed Semi Bold for headings, if available.

Consistent use of headings is crucial, as it supports assistive technology users, including those relying on screen readers. The same heading styles should be applied to both fonts.

HEADING STYLES

Header 1

Desktop font size: Barlow Condensed SemiBold, 50px, Line-height 60px

Mobile font size: Barlow Condensed SemiBold, 36px, Line-height 44px

Header 2

Desktop font size: Barlow Condensed SemiBold, 30px, Line-height 36px

Mobile font size: Barlow Condensed SemiBold, 18px, Line-height 28px

Header 3

Desktop font size: Barlow Condensed SemiBold, 24px, Line-height 30px

Mobile font size: Barlow Condensed SemiBold, 12px, Line-height 22px

ALTERNATIVE WEB SAFE FONT

Arial Narrow Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEADING

SUB-HEADING

rmalberta.com

RMA BRAND ELEMENTS

PRIMARY LOGO

Our logo is the cornerstone of the RMA brand, embodying our values, purpose, and commitment to rural municipalities. It reflects our mission to provide reliable, solutions-focused support with clarity and approachability. The design is clean and professional, symbolizing both our expertise and our personable approach. While the logo is an essential element of our visual identity, it is supported by carefully selected colors, typography, and graphic elements that ensure our brand feels cohesive, dynamic, and true to our values.

PRIMARY LOGO

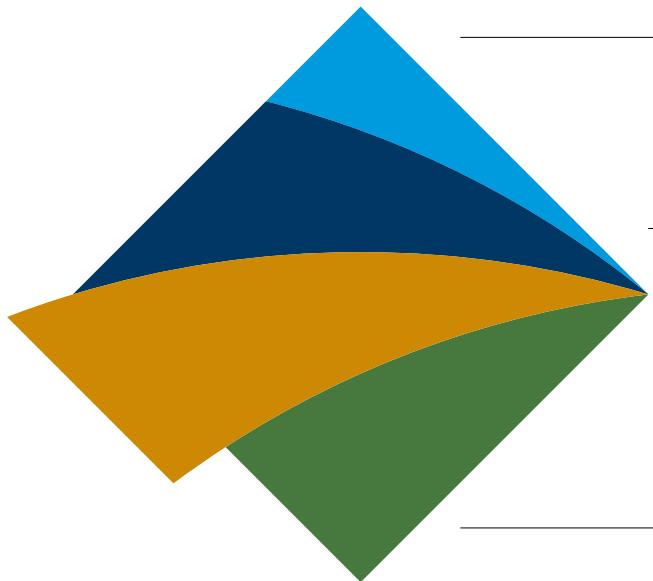


ALTERNATIVE LOGOS



PRIMARY ICON

The primary icon of RMA represents the core values and mission of the organization. Designed to reflect strength, unity, and forward momentum, it serves as a key symbol of RMA's commitment to supporting and empowering its members while driving progress and positive change.



Blue reflects the vast sky, symbolizing openness, transparency, and RMA's commitment to clear, forward-thinking communication.

Darker Blue Inspired by the mountains, it stands for strength, stability, and RMA's unwavering support for rural municipalities.

Yellow Evokes the fields of wheat and fertile soil, symbolizing abundance, and the strong foundation the RMA provides for thriving rural communities.

Green Represents Alberta's grasslands, symbolizing growth, vitality, and RMA's commitment to nurturing rural prosperity.

RMA INSURANCE LOGO

The RMA Insurance logo is a distinct representation of the insurance services offered under the RMA umbrella. As a sub-brand, it aligns with RMA's values while showcasing its focus on providing specialized insurance solutions.

PRIMARY LOGO



ALTERNATIVE LOGOS



CLEARANCE REQUIREMENT

To ensure proper legibility and enhance impact, a minimum “clear space” must always surround the logo. All other imagery, words, or graphics must be placed outside the red border.



LOGO - INCORRECT USAGE

DO NOT ALTER THE COLOURS



DO NOT ALTER THE PROPORTIONS



DO NOT DISTORT OR STRETCH



DO NOT ROTATE



DO NOT PLACE ON COMPLEX BACKGROUND



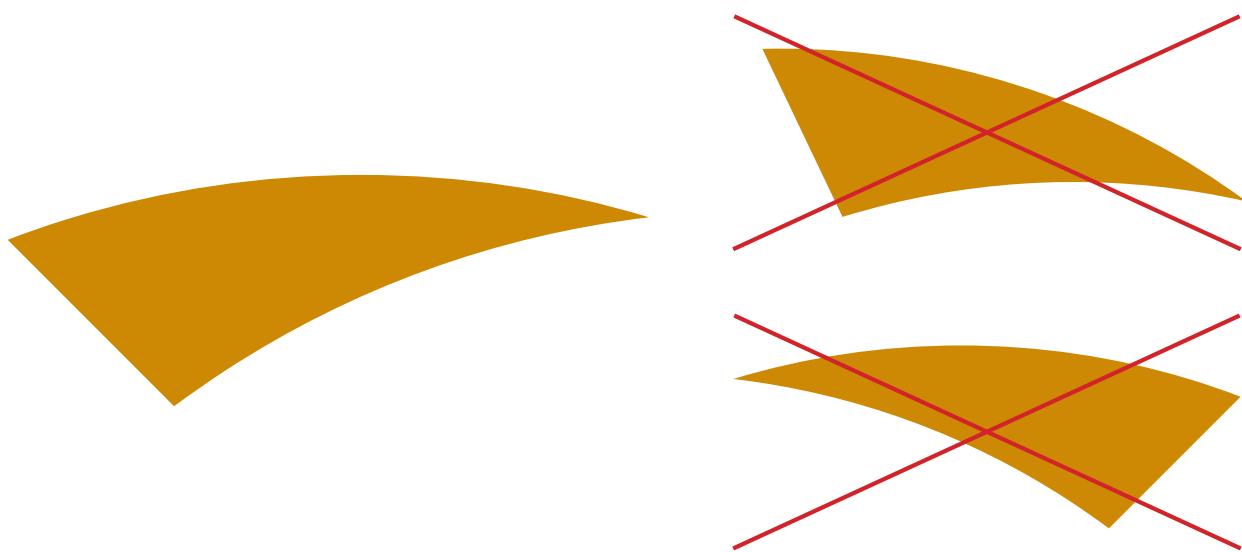
DO NOT PLACE WITHOUT ENOUGH CONTRAST



ARC GRAPHIC

The arc graphic serves as a secondary brand element, inspired by the RMA icon. Its sweeping curve symbolizes movement, progress, and RMA's forward-thinking approach. This versatile element can be applied as a background layer, with customizable colors to suit different needs.

Do not rotate or flip the graphic, as it should always maintain its intended direction and meaning.



COLOURS

PRIMARY COLOURS



SKY

Pantone 2925
C 74 M 26 Y 0 K 0
R 29 G 154 B 221
HEX #1D9ADD



MOUNTAIN

Pantone 2955
C 100 M 83 Y 35 K 24
R 0 G 55 B 100
HEX #003764



ROAD

Pantone 131
C 18 M 49 Y 100 K 2
R 207 G 139 B 42
HEX #CF8B2A



FIELD

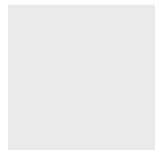
Pantone 7742
C 75 M 32 Y 95 K 18
R 70 G 119 B 60
HEX #46773C

SECONDARY COLOURS



COAL

80% Black
C 0 M 0 Y 0 K 80
R 20 G 20 B 20
HEX #333333



SNOW

C 7.3 M 5.31 Y 5.53 K 0
R 233 G 233 B 233
HEX #E9E9E9



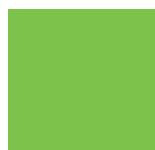
DEEP LAKE

Pantone 2768 C
C 100 M 59 Y 0 K 75
R 0 G 10 B 25
HEX #001A3F



FOREST

Pantone 553 C
C 55 M 0 Y 29 K 67
R 15 G 33 B 23
HEX #25533B



GRASS

Pantone 7488 C
C 56 M 0 Y 93 K 0
R 123 G 194 B 78
HEX #7BC24E



SUNNY

Pantone 116 C
C 1 M 17 Y 99 K 0
R 255 G 207 B 6
HEX #FFCF06



EARTH

Pantone 464 C
C 33 M 64 Y 96 K 23
R 144 G 90 B 41
HEX #905A29



RMA

2510 SPARROW DR, NISKU, AB T9E 8N5