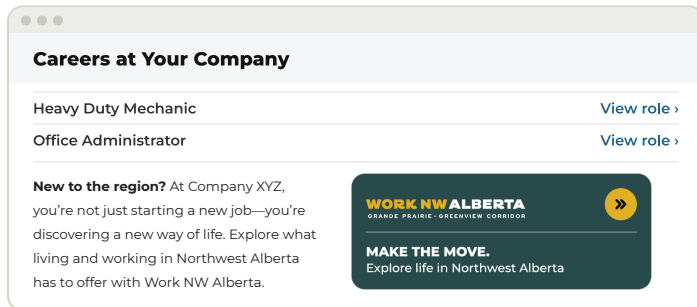


1 PURPOSE

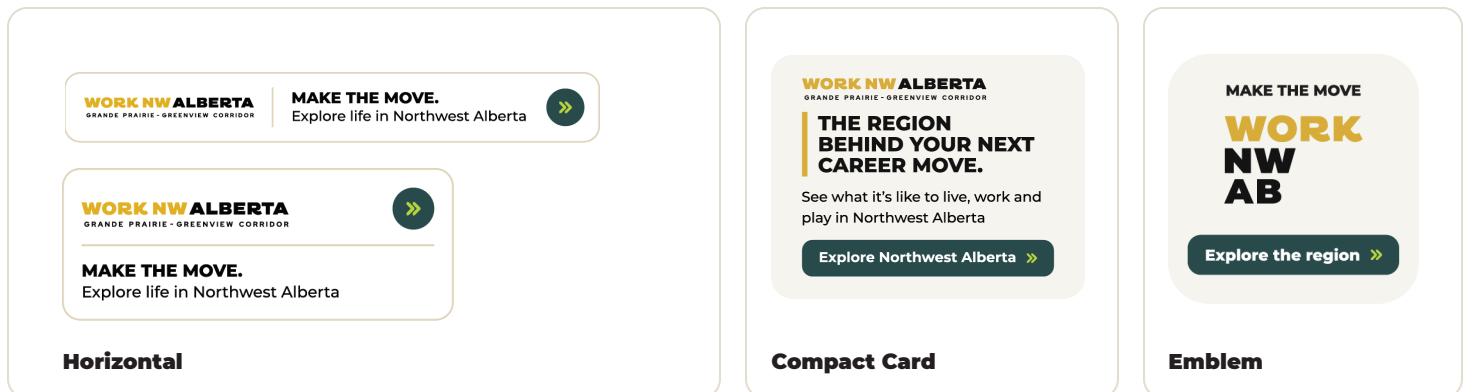
The Work NW Alberta badge is a free, clickable link for your Careers page. It invites job seekers who are thinking about relocating to explore what it's like to work, live and play in Northwest Alberta.

2 PLACEMENT EXAMPLE



Best spot: below your job listings, with an approved sentence beside it. The card and emblem also suit a sidebar.

3 SELECT BADGE STYLES & COLOUR VERSIONS



Each badge style is available in four colour versions: **Full colour** for white or light backgrounds, **Reversed** for dark backgrounds, and one-colour **Black** (light backgrounds) or **White** (dark backgrounds) for sites that need a single colour. Don't stretch, recolour, crop or rearrange the badge.

4 APPROVED SENTENCES TO PASTE BESIDE IT

Choose one and replace *COMPANY XYZ* with your organization's name.

1 • CAREER & LIFESTYLE (RECOMMENDED)

New to the region? At *Company XYZ*, you're not just starting a new job—you're discovering a new way of life. Explore what living and working in Northwest Alberta has to offer with Work NW Alberta.

2 • FRIENDLY & WELCOMING

Thinking of joining *Company XYZ*? From out of town? Explore Northwest Alberta's communities, lifestyle, and outdoor opportunities with Work Northwest Alberta.

3 • FRIENDLY & WELCOMING

We'd love for you to join us at *Company XYZ* and feel at home here, too. Discover what life, work, and community have to offer with Work Northwest Alberta.

4 • PROFESSIONAL & DIRECT

Considering a role with *Company XYZ*? Work NW Alberta has information on living and working in Northwest Alberta to help you plan your move.

5 • PROFESSIONAL & DIRECT

Relocating for a position with *Company XYZ*? Learn about the communities and lifestyle of the Grande Prairie region through Work NW Alberta.

6 • CAREER & LIFESTYLE

Build your career with *Company XYZ* and discover the lifestyle that comes with it. Explore what it's like to live, work and play in the region with Work NW

5 INSTALLATION STEPS

- 1 Download the badge files from the download page below.
- 2 Choose a badge style, and the colour version that suits your page background (see section 3).
- 3 Upload the SVG (or PNG) file to your website's media library.
- 4 Place the badge on your Careers page with one of the approved sentences (section 4).
- 5 Link the badge to the destination URL below and set it to open in a new tab.
- 6 Check it on desktop and mobile, then click it to confirm the link works.

BADGE LINKS TO (FOR APPLICANTS)

worknwalberta.ca

FILES DOWNLOAD FROM (FOR YOU)

worknwalberta.ca/toolkit/

File format	Use
SVG	Preferred for websites. Sharp at any size.
PNG	Transparent. For site builders that don't accept SVG.

DOWNLOAD THE BADGE FILES GET THE BADGE KIT

All three badge styles in every colour version (SVG and PNG), the approved sentences and this guide.

Download: worknwalberta.ca/toolkit/



Scan to download