

SASKATCHEWAN POLYTECHNIC

GRAPHIC STANDARDS



TABLE OF CONTENTS

3	OUR BRAND
4	Brand model
5	Our brand in one paragraph
6	OUR LOOK
7	Logo
8	Logo suite
9	4-colour
10	Grey scale
11	2-colour
12	1-colour purple
13	1-colour black
14	1-colour white
15	Minimum size & clear space
16	Tagline
18	School identifiers
19	Program identifiers
20	Graphic device: Energy path
21	Graphic elements
22	Typographic style: Primary typeface
23	Typographic style: Alternate typeface
24	Typographic style: Example usage
25	Colour
27	Photographic style

29	OUR VOICE
30	Tone of voice
31	Campus naming
32	NOTIONAL APPLICATIONS
33	Report covers
34	Stationery
35	Campus graphics
36	Transit posters
37	Banners
38	Digital icon
39	Apparel
40	Digital Signage
42	CONTACT

The background consists of several overlapping, semi-transparent geometric shapes, primarily triangles and quadrilaterals, in various shades of purple and grey. The shapes are arranged in a way that creates a sense of depth and movement, with some shapes appearing to be in front of others. The colors range from light lavender to deep, dark purple, and from light grey to dark charcoal.

OUR BRAND

BRAND MODEL

Our brand model is our strategic point of reference and guides how we think, act, speak and look. With every action you undertake, or every design you create, ask yourself if you are fulfilling our brand purpose, promise, essence and attributes.

BRAND PURPOSE:

Our purpose gives meaning to why we exist. At Saskatchewan Polytechnic, we are driven by a purpose to “Empower a better Saskatchewan.” We are a driving force of energy, building a future that is economically and socially stronger for us all — more informed and better prepared for our students, staff, faculty and industry; collectively as one institute of four campuses; and societally, as the great province of Saskatchewan.

BRAND PROMISE:

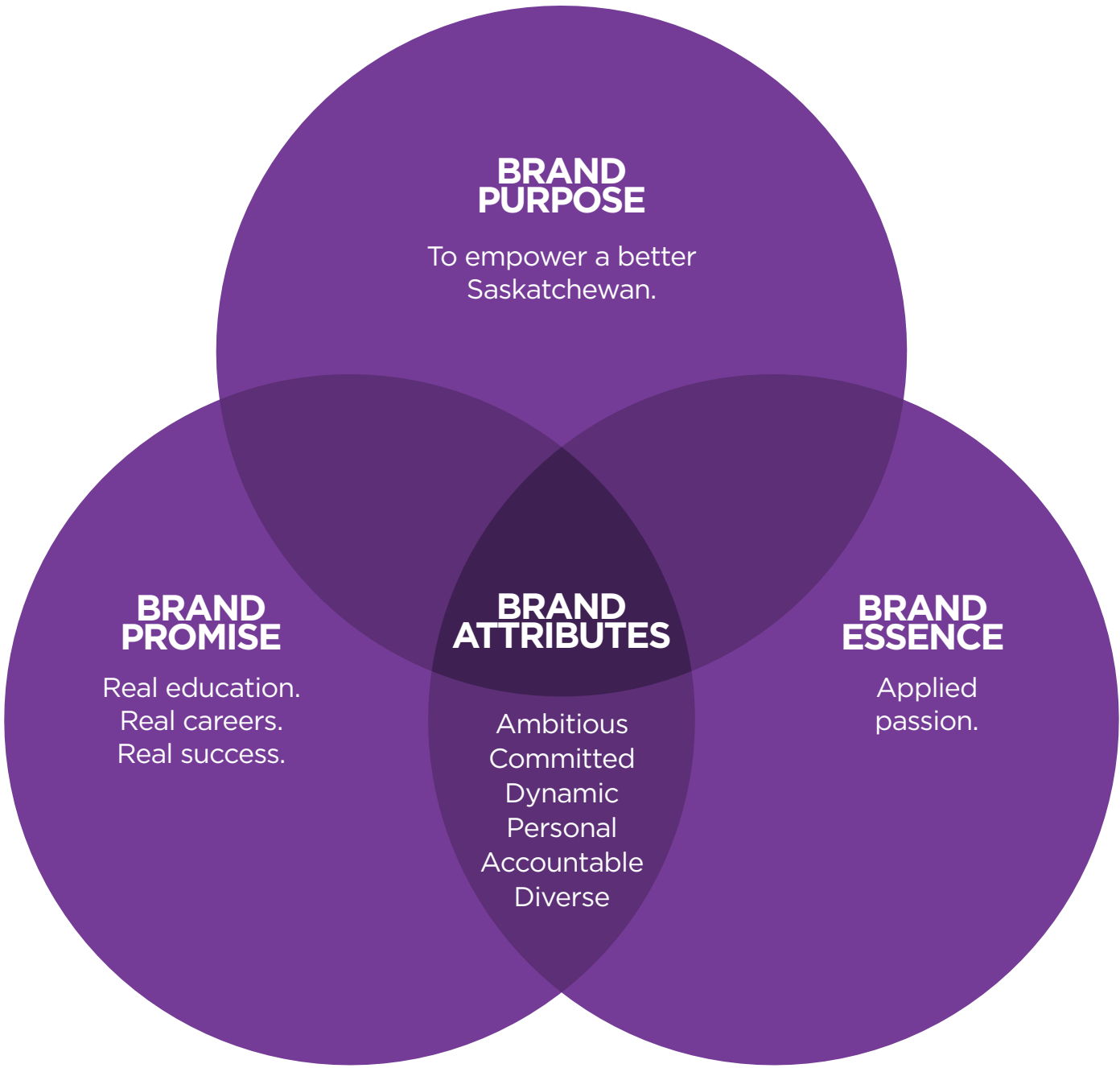
Our promise lies at the heart of what we do. We deliver real education that is practical, relevant and accessible. We prepare students for real careers and provide industry with prepared graduates who hit the ground running. As a result, we build real success by producing a better prepared workforce that meets skills shortages and plays a key role in our growing economy.

BRAND ESSENCE:

Our essence articulates how we deliver on our promise and fulfill our purpose. It is the golden thread that runs through all of our output. The essence of Saskatchewan Polytechnic encapsulates our rigorous pursuit of learning through hard work and dedication, coupled with a passionate zest for life and for all the opportunities that are inherent in the education of excited and willing minds. In this way, we exude applied passion.

BRAND ATTRIBUTES:

Our attributes are the result of what we do, how we do it and the belief behind why we exist. If we are driven by our purpose, deliver on our promise and execute by means of our essence, we will be described as ambitious, committed, dynamic, personal, accountable and diverse.



OUR BRAND IN ONE PARAGRAPH

We will **empower a better Saskatchewan** by delivering **real education, real careers and real success** to all of our stakeholders. In everything we do we will exude **applied passion**, and as a result, we will be described as **ambitious, committed, dynamic, personal, accountable** and **diverse**.



OUR LOOK

LOGO

Our logo celebrates the energy, optimism and progression inherent at our school. With an upward and forward momentum, the energy path transforms from grey to vibrant purple, speaking both to the passion and positive transformation of the brand.



LOGO SUITE

The logo is available in a variety of formats, depending on usage and background colour. Backgrounds should be limited to neutrals (white, black, grey) or a colour from our colour palette (see page 25). The logo may also be reversed out of a photographic background.

4-colour



grey scale



2-colour – PMS 2603 and Cool Grey 6



1-colour purple – PMS 2603



1-colour black



1-colour white



4-COLOUR



Primary logo – preferred version
(to be used on white backgrounds)



Secondary logo
(to be used on white backgrounds, when horizontal space is limited)



Primary logo
(to be used on backgrounds other than white)



Secondary logo
(to be used on backgrounds other than white, when horizontal space is limited)

GREY SCALE



Primary logo
(to be used on white backgrounds)



Secondary logo
(to be used on white backgrounds, when horizontal space is limited)



Primary logo
(to be used on backgrounds other than white)



Secondary logo
(to be used on backgrounds other than white, when horizontal space is limited)

2-COLOUR

PMS 2603 and Cool Grey 6



Primary logo
(to be used on white backgrounds)



Secondary logo
(to be used on white backgrounds, when horizontal space is limited)



Primary logo
(to be used on backgrounds other than white)



Secondary logo
(to be used on backgrounds other than white, when horizontal space is limited)

1-COLOUR PURPLE

PMS 2603



Primary logo
(to be used on white backgrounds)



Secondary logo
(to be used on white backgrounds, when horizontal space is limited)



Primary logo
(to be used on backgrounds other than white)



Secondary logo
(to be used on backgrounds other than white, when horizontal space is limited)

1-COLOUR BLACK



Primary logo
(to be used on white backgrounds)



Secondary logo
(to be used on white backgrounds, when horizontal space is limited)



Primary logo
(to be used on backgrounds other than white)



Secondary logo
(to be used on backgrounds other than white, when horizontal space is limited)

1-COLOUR WHITE



Primary logo
(to be used on medium to dark backgrounds)



Secondary logo
(to be used on medium to dark backgrounds, when horizontal space is limited)



Primary logo
(to be used on medium to dark backgrounds)



Secondary logo
(to be used on medium to dark backgrounds, when horizontal space is limited)

MINIMUM SIZE

In order to preserve legibility, the logo should not be used smaller than the established minimum size.



1.25 inches (minimum width)



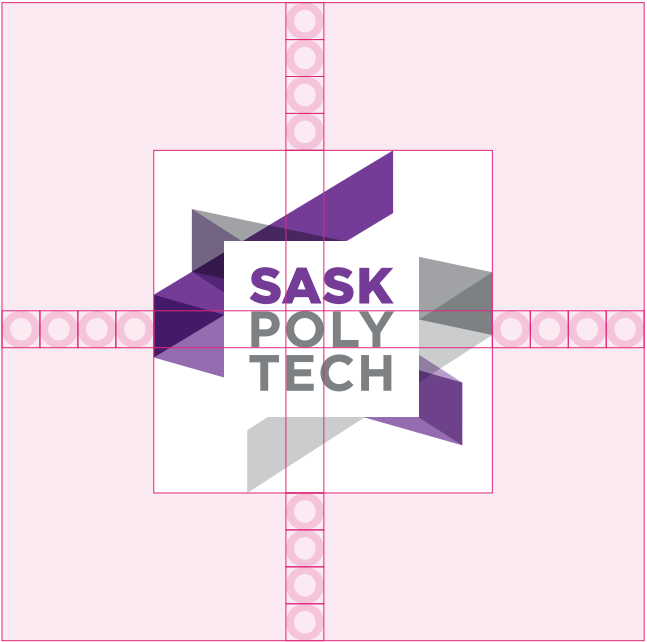
0.625 inches (minimum width)

CLEAR SPACE

When placing the logo, it is important to allow surrounding clear space that will prevent outside elements from encroachment.

Clear space is proportionate to the letter ‘O’ in ‘POLYTECHNIC’ – please allow for four times the width of the letter ‘O’ on all sides of the logo.

This rule applies to any version of the Saskatchewan Polytechnic logo.



TAGLINE

Our tagline encompasses the optimistic, progressive elements of Saskatchewan Polytechnic, while also touching on the practical, applied aspects of the education we provide. With promises of exciting new careers, strong partnerships and innovative research, the tagline speaks to the bright future of our students, their employers, our communities and our province, which all starts at Saskatchewan Polytechnic.

TOMORROW IN THE MAKING.

LOGO WITH TAGLINE

In addition to the standard logo suite, there is also a version of the logo with the tagline. Relationship between the logo and the tagline must never be altered.



In order to preserve legibility, the logo should not be used smaller than the established minimum size.

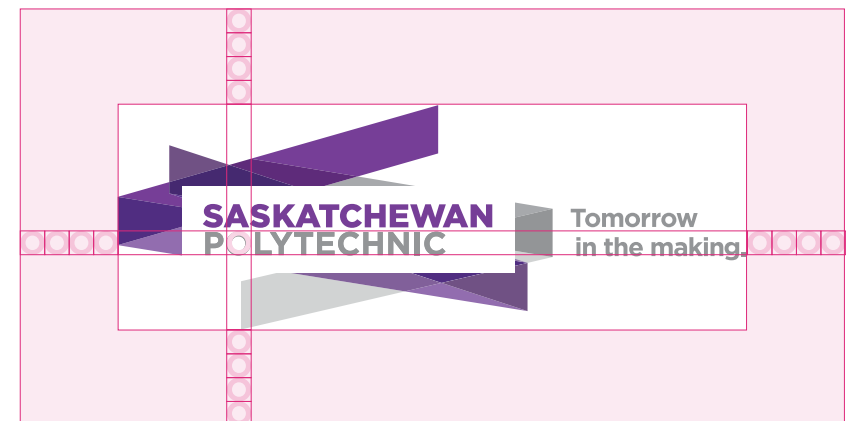
When placing the logo, it is important to allow surrounding clear space that will prevent outside elements from encroachment. Clear space is proportionate to the letter 'O' in 'POLYTECHNIC' – please allow for four times the width of the letter 'O' on all sides of the logo.



1.25 inches (minimum width)



1.8 inches (minimum width)



SCHOOL IDENTIFIERS

School identifiers are to be used for internal communication only. Our main organizational logo should always be used when presenting to stakeholders and the general public.

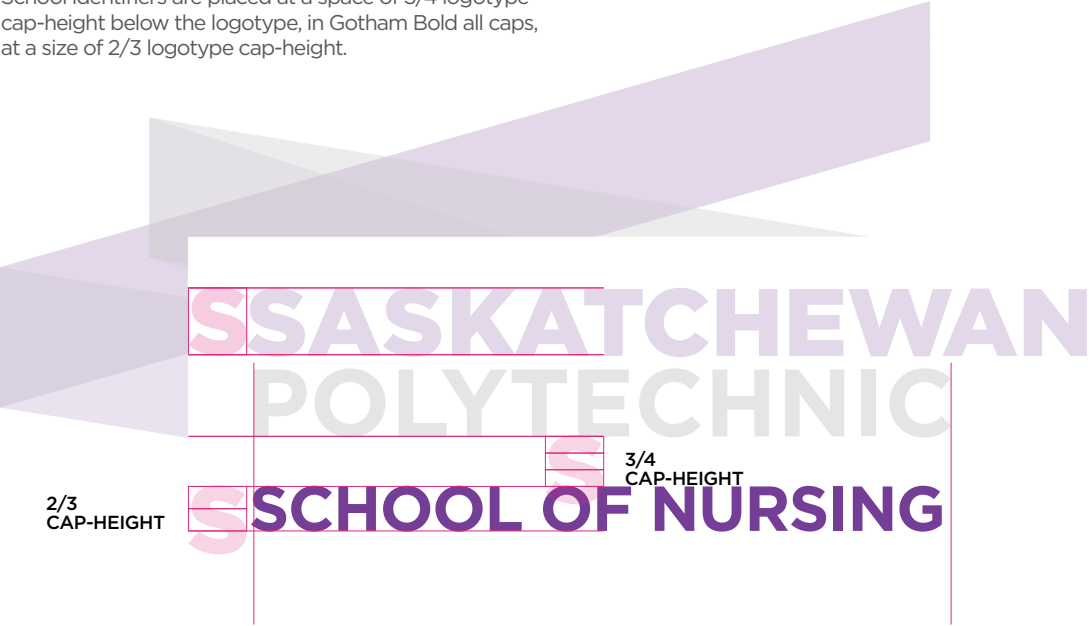
Shorter school name format



Longer school name format



School identifiers are placed at a space of 3/4 logotype cap-height below the logotype, in Gotham Bold all caps, at a size of 2/3 logotype cap-height.



When the school name exceeds the width of the word "POLYTECHNIC" in the logotype, the size decreases to 1/2 logotype cap-height.



The school name may not exceed the width of the word "SASKATCHEWAN". In this case, the name must go on multiple lines.

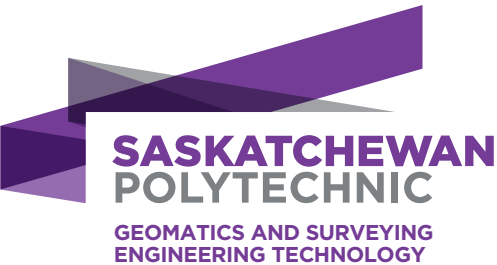
PROGRAM IDENTIFIERS

Program identifiers are to be used for internal communication only. Our main organizational logo should always be used when presenting to stakeholders and the general public.

Shorter program name format



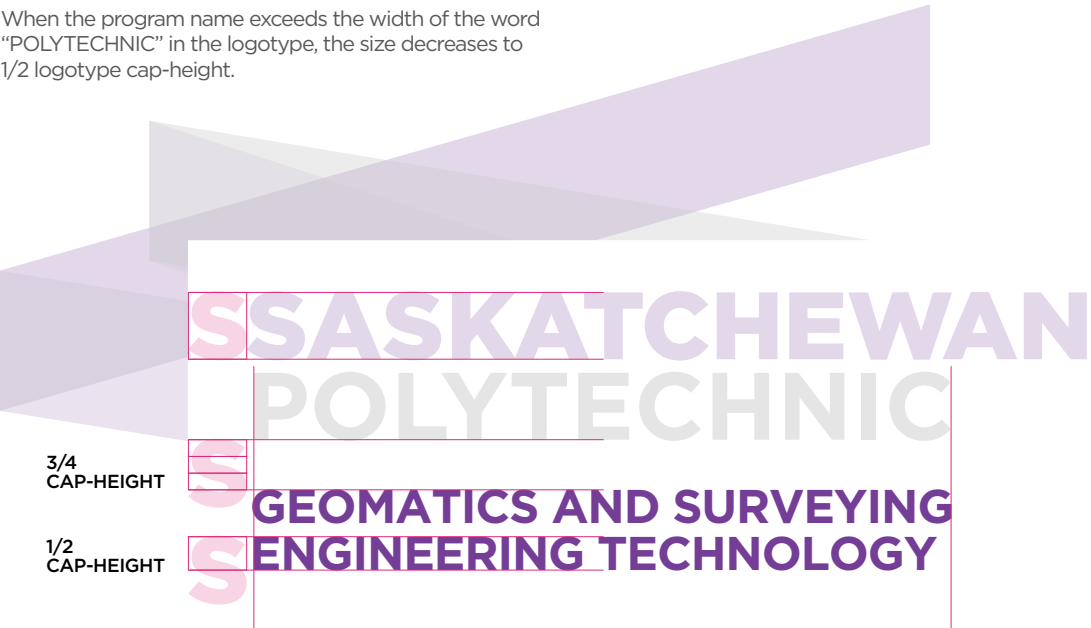
Longer program name format



Program identifiers are placed at a space of 3/4 logotype cap-height below the logotype, in Gotham Bold all caps, at a size of 2/3 logotype cap-height.



When the program name exceeds the width of the word "POLYTECHNIC" in the logotype, the size decreases to 1/2 logotype cap-height.



The program name may not exceed the width of the word "SASKATCHEWAN". In this case, the name must go on multiple lines.

GRAPHIC DEVICE

ENERGY PATH

The energy path represents the concentrated passion that helps drive you from start to finish: from where you are, to where you want to be. Its continuous flow is indicative of steadfast commitment and its upward motion a symbol of dynamic progress.

GRAPHIC ELEMENTS

Using colour bars from our palette allows us to create a variety of layout options.

Guidelines to keep in mind:

- Use bars in a manner to create energy and motion as the eye travels around the layout.
- Allow bars to have translucency when directly touching a photograph.
- Use colour bars as a device to create white space for our logo or other information.

Things to be mindful of:

- Do not mix colours when creating a colour bar – keep colours monotone (i.e. purple-only, as shown below).
- Do not create overly complex or dense patterns. Keep the textures simple.



Texture fill



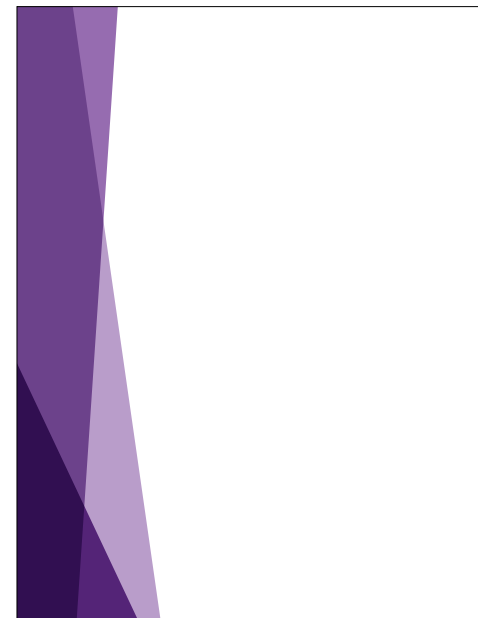
Solid fill (for typography)



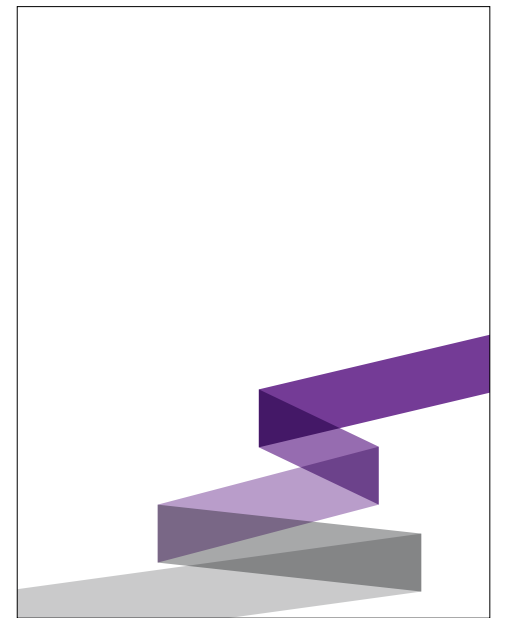
Use with imagery



Horizontal



Vertical



Path

TYPOGRAPHIC STYLE

PRIMARY TYPEFACE

As our typeface, Gotham is both timeless and hardworking. It represents an authentic tone that is confident and conversational.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BLACK

GOTHAM BOLD

GOTHAM MEDIUM

GOTHAM BOOK

GOTHAM LIGHT

TYPOGRAPHIC STYLE

ALTERNATE TYPEFACE

Arial can be used when Gotham is unavailable; e.g., email. It is a cross-platform font, appropriate for both its availability and its classic look.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL BLACK

ARIAL BOLD

ARIAL REGULAR

INTERNATIONAL TYPEFACES



Heiti
起航就在今天

SCRIPT TYPEFACE

Coneria
This is Coneria

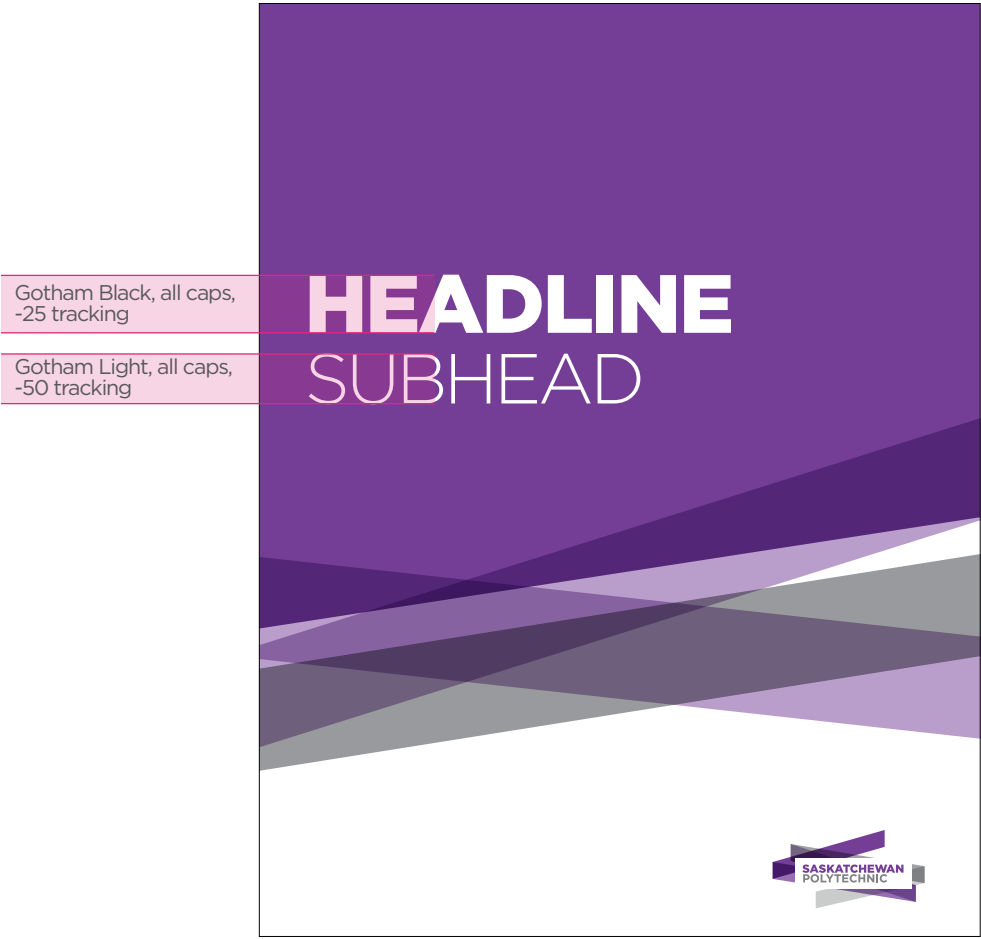
Our selected script font, Coneria, is used in limited instances on custom graphic treatments. An example of its use is the annual President’s Gala, a black-tie fundraising event that requires an upscale tone for related marketing pieces.

TYPOGRAPHIC STYLE

EXAMPLE USAGE



When placing typography atop colour bars, Gotham Black, all caps will optimize legibility. Type can scale to fill the space.



When using a headline and subhead in different weights, allow at least a 2-step weight variance.



When using a lightweight headline, ensure the background is clean to maintain legibility.

COLOUR

Our purple represents Saskatchewan — from the energy captured in our dramatic skies to the flax fields that grow so prevalently below. With this colour we pay homage to the province and show our dedication to its people and its progress.

COLOUR

Our brand colours are vibrant and powerful, and symbolize our commitment to helping realize the full potential of our students, our partners and our province.



C 66 M 92 Y 0 K 0 PMS 2603	100%
	75%
	50%
TINT OF BLACK PMS COOL GRAY 6	40%
	20%

C 80 M 20 Y 25 K 0 PMS 7703	100%
	75%
	50%
TINT OF BLACK PMS COOL GRAY 6	40%
	20%

C 0 M 95 Y 20 K 0 PMS 213	100%
	75%
	50%
TINT OF BLACK PMS COOL GRAY 6	40%
	20%

C 50 M 0 Y 100 K 0 PMS 376	100%
	75%
	50%
TINT OF BLACK PMS COOL GRAY 6	40%
	20%

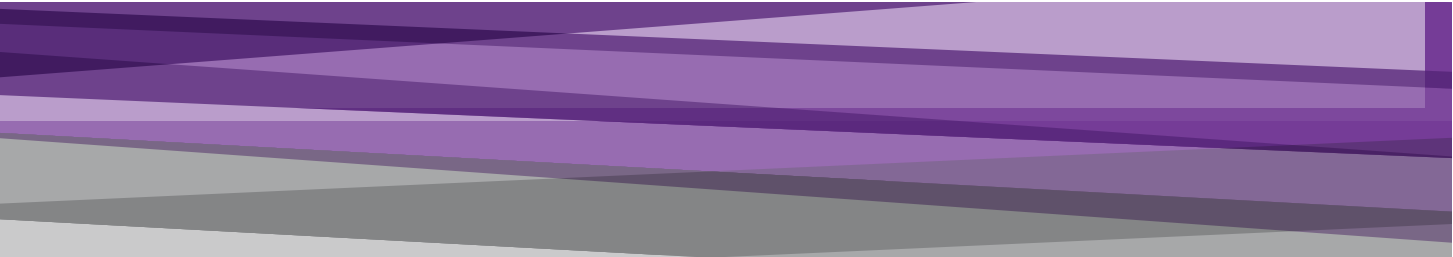
C 0 M 50 Y 100 K 0 PMS 144	100%
	75%
	50%
TINT OF BLACK PMS COOL GRAY 6	40%
	20%

Purple is the primary colour with blue, magenta, green and orange serving as support.

Supporting colours shall only be used as part of a larger set in which purple is included.

Tints of the colours in the palette can be used as translucent overlays as shown at right.

Avoid putting the logo on a colour background other than the colours seen here. Refer to page 8 for acceptable logo backgrounds.



PHOTOGRAPHIC STYLE

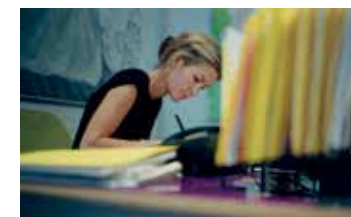
Our photography style is dynamic and personable, showing education in action. The focus of our photos is always on the individual bringing passion to life.

PHOTOGRAPHIC STYLE

All brand images should follow this photographic style. Any hero image (publication covers, website homepage, large photography within publications) is a brand image.

Our photographic style has a natural sense of movement that occurs as the eye travels around the image. Select imagery that is captivating by virtue of:

- Sense of action and movement
- Passionate and personable
- Selective focus on people
- Authentic; feels natural, not overly posed



All images are FPO and should not be used without purchasing rights.



OUR VOICE

TONE OF VOICE

We speak with a voice that is full of passion for what we do. Our tone is encouraging and conversational, easily relatable, but also inspirational to those we communicate with. We use educated, dynamic language that encompasses the applied needs and interests of everyone in our community.

WE ARE

Confident
Supportive
Forward-thinking
Accessible
Accountable
Progressive
Welcoming
Inclusive

WE ARE NOT

Acquiescent
Indifferent
Traditional
Exclusive
Uncertain
Conformist

CAMPUS NAMING

PRINCE ALBERT

- Saskatchewan Polytechnic
Prince Albert Campus, Academic
Building
- Saskatchewan Polytechnic
Prince Albert Campus, Technical
Building

MOOSE JAW

- Saskatchewan Polytechnic
Moose Jaw Campus

REGINA

- Saskatchewan Polytechnic
Regina Campus
- Saskatchewan Polytechnic
Regina Campus, Parkway Building

SASKATOON

- Saskatchewan Polytechnic
Saskatoon Campus, 4th Ave.
- Saskatchewan Polytechnic
Saskatoon Campus, 33rd St.
- Saskatchewan Polytechnic
Saskatoon Campus, Alberta Ave.
- Saskatchewan Polytechnic
Saskatoon Campus, Ave. W
- Saskatchewan Polytechnic
Saskatoon Campus, English Cres.
- Saskatchewan Polytechnic
Saskatoon Campus, Idylwyld Dr.
- Saskatchewan Polytechnic
Saskatoon Campus, Idylwyld Dr.
E.A. Davies Building
- Saskatchewan Polytechnic
Saskatoon Campus, Koyl Ave.
- Saskatchewan Polytechnic
Saskatoon Campus, Ontario Ave.
- Saskatchewan Polytechnic
Administrative Offices



CUSTOM GRAPHIC TREATMENTS

ANNIVERSARY

Saskatchewan Polytechnic has a long history in the province and as such our programs celebrate significant milestones. A templated identifier was created to help these programs mark anniversaries. The design consists of our energy path weaving through the milestone year and also includes our corporate wordmark and the official program name.

Programs may request usage of this when celebrating an anniversary in an increment of 25 years (25/50/75, etc.).

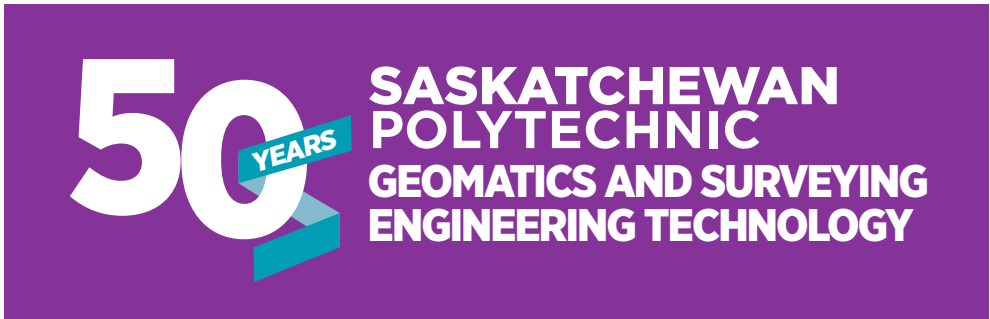
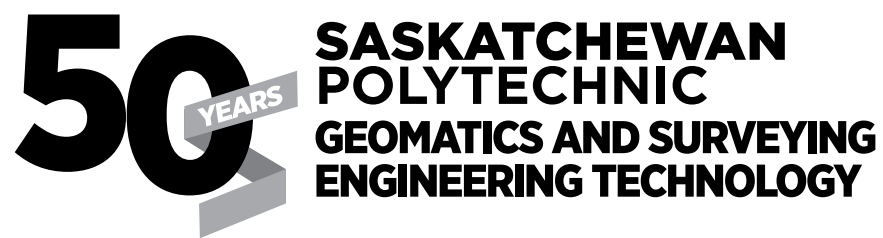
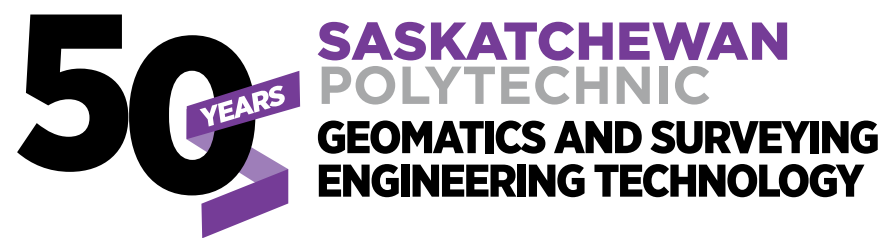
The anniversary identifier may only be used on collateral in the year of the milestone.

Collateral may include (but is not limited to): course materials, email signatures, promotional items.

Program marketing targeted towards a primarily external audience - such as tradeshow materials, print or online advertising - requires the prior approval of Communications and Marketing.

IDENTIFIER

Example of the Geomatics and Surveying Engineering Technology anniversary logo suite, including full colour, one colour (black) and reverse options:



HEALTH, SAFETY AND SECURITY

Due to matters of emergency and urgency, Health, Safety and Security has been given a unique graphic treatment that enables its visual communication to be highly visible across all campus locations.

All materials designed for Health, Safety and Security should use a base colour of yellow (this may include tints) and incorporate the main department identifier. For Campus Safety and Security-specific pieces, the shield icon should also be used. The consistent application of these three elements will result in high recognition and retention of procedures that impact the lives of all individuals at Saskatchewan Polytechnic.

IDENTIFIER

Health, Safety and Security department identifier:



ICON

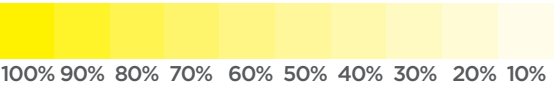
Campus Safety and Security icon:



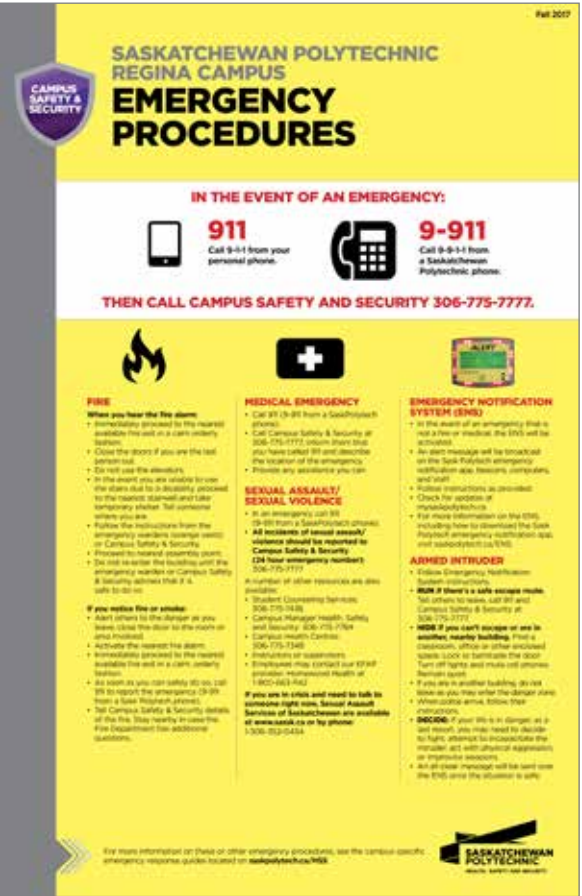
Designed to represent protection, the shield icon was developed for Campus Safety and Security for use on their internal visual communication materials. These pieces fall outside of traditional marketing and require high visibility in emergency situations.

The icon should always be used in conjunction with the main department identifier, with the exception of the Sask Polytech portal in which the outline is used as a link.

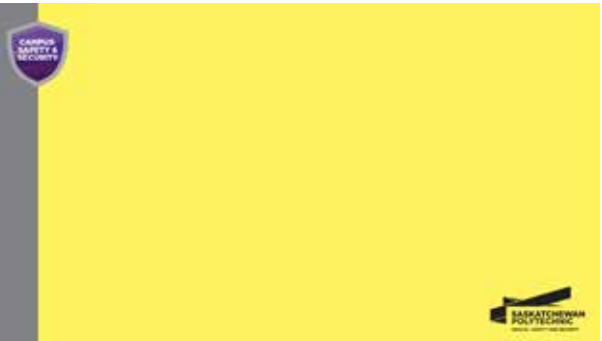
Yellow:
CMYK: 0, 0, 100%, 0
RGB: 255, 242, 0
Pantone Yellow



Emergency Procedures poster:



Health, Safety and Security Powerpoint template slides:





CONTACT

CONTACT

All uses of any Saskatchewan Polytechnic visual identity elements must be reviewed and approved by the senior graphic designer.

If you have any questions about Saskatchewan Polytechnic's visual identity or require advice or approval for use, please contact:

Kaveri Braid

Associate Vice President
Communications and Marketing

Saskatchewan Polytechnic
Administrative Offices, Saskatoon
braidka@saskpolytech.ca

Deborah Clague

Senior Graphic Designer
Communications and Marketing

Saskatchewan Polytechnic
Administrative Offices, Saskatoon
clagued@saskpolytech.ca



saskpolytech

saskpolytech.ca