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## **SASKATCHEWAN ARTS BOARD VISUAL IDENTITY STANDARDS**



The visual elements of the Saskatchewan Arts Board brand identity must be consistently and accurately applied to ensure a professional appearance for the organization.

Those making use of the visual elements of the Saskatchewan Arts Board brand identity must adhere to the standards with regard to colour, typography and juxtaposition of visual elements in all applications.

These elements must be used consistently and without modification to avoid diluting the Saskatchewan Arts Board brand identity.

This document serves to provide clear guidance of the correct usage of the various Saskatchewan Arts Board brand identity elements.



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# COLOURS

The logo is the foundation of Saskatchewan Arts Board brand identity. Awareness and recognition of this logo will be enhanced through consistent application and reproduction. At all times, the logo should be reproduced with the proper Pantones, CMYK, RGB or Hex values as defined below.



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Pantone Coated, Uncoated & Matte: 3305  
CMYK: C-93, M-45, Y- 70, K-42  
RGB: R-0, G-113, B-173  
Hex: 0071AD



Pantone Coated, Uncoated & Matte: 1665  
CMYK: C-0, M-80, Y- 100, K-0  
RGB: R-240, G-90, B-34  
Hex: F05A22



Pantone Coated & Matte: 123 **Pantone Uncoated: 115**  
CMYK: C-0, M-20, Y- 90, K-0  
RGB: R-255, G-203, B-49  
Hex: FFCB31



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There may be instances in which the Saskatchewan Arts Board logo cannot be depicted in colour. In those cases, it should appear in black.



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There may be special cases in which the background is black. In this case, the logo must be reversed to a solid white on the black background. When placed on a coloured photograph or illustration, the logo may also be reversed on top of a relatively dark area of the image as long as it can be easily recognized and read. Do not reproduce a reverse logo any smaller than 0.85” as shown on the left.

# SIZING & SPACING



When enlarging or reducing the Saskatchewan Arts Board logo, care must be taken to ensure that the scaling is proportionally constrained to avoid distorting the lettering.

Sizing is also important. The minimum size is determined by the width of the logo. Reducing it too far will make it too small to read in print.

The logo can be reduced to a width of 1.5". Anything smaller than this limit becomes difficult to register and print as coloured text. There are similar issues with electronic presentations at this size.

The original artwork for the logo was created as a vector illustration (EPS file). This format allows the logo to be enlarged with little or no loss in quality. A rasterized version (JPG, PNG, BMP) of the logo should not be enlarged beyond its original resolution.

The logo must be used in its entirety, including the tagline. Please do not crop the logo.



It is important to ensure the logo has clear space around it. Clear space ensures that other graphics, text or images do not interfere with the readability and reproduction of the wordmark. The minimum clear space surrounding the wordmark should be equal to the height and width of the letter X as illustrated. Additional space should be used whenever possible.

# TYPOGRAPHY

Trade Gothic has been selected as the primary typeface for design use. It is a sans-serif typeface first designed in 1948 by Jackson Burke (1908–1975), who continued to work on further style-weight combinations (eventually 14 in all) until 1960, while he was director of type development for Linotype in the USA. The family includes three weights and three widths.

While there may be some extremely formal instances where body text should be set justified, it is generally better to set the text as flush left, ragged right in order to keep hyphenation to a minimum. Care should be given to the relationship between text size and column width so that easy readability is maintained. Smaller text should be set in smaller column widths and larger text should be set in wider columns.

Trade Gothic Light  
*Trade Gothic Light Oblique*

Trade Gothic  
*Trade Gothic Oblique*

Trade Gothic Condensed no 18  
*Trade Gothic Condensed no 18 Oblique*

**Trade Gothic Bold**  
***Trade Gothic Bold Oblique***

**Trade Gothic Bold No. 2**  
***Trade Gothic Bold No. Oblique***

**Trade Gothic Bold Condensed No. 20**  
***Trade Gothic Bold Condensed No. 20 Oblique***





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