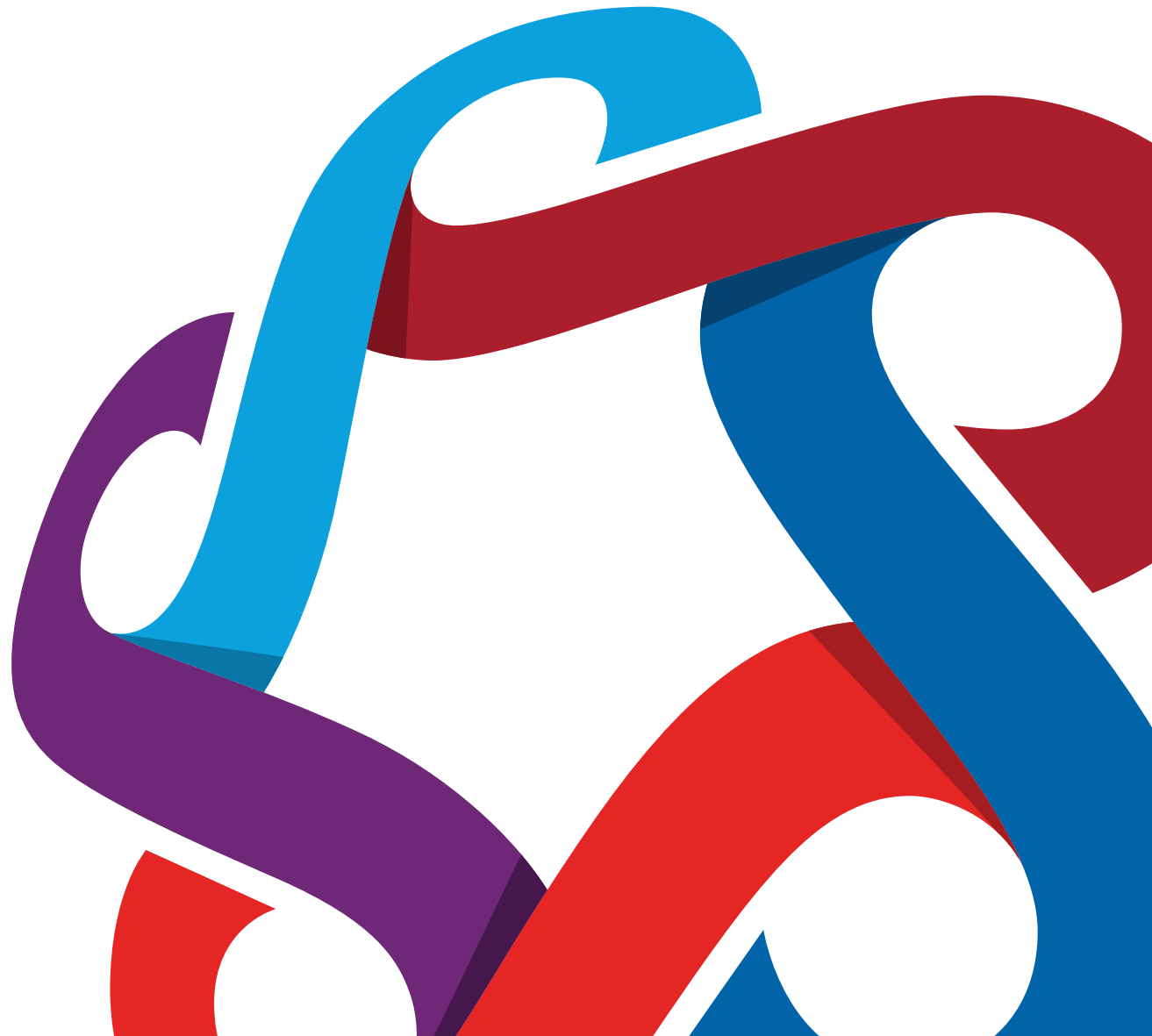


Brand Guidelines

Light Version

Updated July 2020



Contents

3	Role of the brand
4	Our brand
5	Brand story
6	Tone of voice
7	Identity system
8	Our logo
9	Our catalyst symbol
10	Logo / <i>Vertical</i>
11	Logo / <i>Single colour</i>
12	Logo / <i>Horizontal</i>
13	Logo / <i>Clearspace and minimum size</i>
14	Logo / <i>What not to do</i>
15	Colours
16	Fonts
17	Brand architecture
18	Brand architecture system
19	Lock-Ups and relationships
20	Logo / <i>Trojans</i>
21	Logo / <i>Trojans secondary</i>
22	Logo / <i>Trojans wordmark</i>
23	Logo / <i>Trojans clearspace</i>
24	Logo / <i>Tastemarket</i>
25	Logo / <i>Tastemarket black and white</i>
26	Logo / <i>Tastemarket icon</i>
27	Logo / <i>Tastemarket clearspace and minimum size</i>

Role of the brand

Trademark license agreement for logo use by a third party

The SAIT logo is officially trademarked to protect its image and usage. Due to trademark specifications and the need to uphold the logo's image, the SAIT logo may not be released to any third party except by the Communications and Marketing departments.

The third party should visit sait.ca/about-sait/who-we-are/our-brand to complete our online Trademark License Agreement (TLA). The logo cannot be released until the completed TLA form has been mutually agreed upon and signed by both parties. If you have any concerns with the TLA form, please contact brand.questions@sait.ca with your questions.

Welcome!

Thank you for taking the time to familiarize yourself with SAIT's brand. These guidelines cover all the basics you need to know about applying our positioning, identity and visual platform.

We have a compelling offer that deserves exposure and understanding. Our opportunity is to grow our reputation with all audiences, and we're looking forward to introducing SAIT to new audiences, and reintroducing SAIT to those who may not be familiar with the exciting, dynamic, world-class institution it has grown into.

A strong brand shapes how our audiences perceive us and is essential to attracting the best students, faculty, staff, partners, donors and supporters. In a sector that grows more complex and competitive every year, we can't afford to be complacent. We must compete not only for students but also for talent and support. This is why telling the SAIT story in a bold, compelling way is so critical.

Our brand is the central idea that connects our vision – to be a global leader in applied education – to the experiences we deliver to our students, faculty, staff, alumni, partners and the communities we serve. Our brand positioning tells the story of what makes the SAIT experience so valuable and powerful – what we offer, how we behave, and how we engage our diverse stakeholders.

Blending our strengths with our hopes – our rich history with our powerful vision for the future – our new brand will contribute significantly to our reputation and help distinguish us from other institutions.

It's about more than a logo; it's about the value we create.

If you have any additional questions or need a specific logo, please contact brandquestions@sait.ca.

We are happy to provide available tools and resources.

Our brand

Brand story

Our brand story captures the kind of community voice that will help differentiate SAIT. It is an adaptation of our positioning, composed of friendlier language more appropriate for external communications.

Our brand story is not meant to be shared externally in marketing materials (publications, brochures, or web pages). It is our framework for understanding and living our brand.

We are the shapers. The makers. The originals, driven by a passion for excellence and impact, for results that count.

This is our home... where we advance our know-how, energy and talents with relevant, action-based learning; solution-focused research; and enterprising collaborations with people and partners from around the globe.

This experience empowers us... to excel at our passions, to define best-in-class, and to shape new worlds as entrepreneurs, leaders and community builders.

This is our one-of-a-kind place... SAIT



Tone of voice

Our goal is to tell a clear, coherent, and compelling story to the world about who we are, what we do and why we matter. Our voice is important in how we attract students, faculty and staff; how we interact with community partners; the way we communicate and engage with alumni, students and staff.

Our voice is not just about what we say but also how we say it. At SAIT, our writing style guide not only spells out key grammatical rules for SAIT materials, it also addresses our tone and manner. The tone of our voice should reflect our values and bring the spirit of the SAIT experience to life

Our voice should leverage SAIT current strengths

- Progressive, innovative approach to education
- Bold, exciting, and inspiring
- Pragmatic and practical, focused on solutions

And continue to build/enhance perceptions of

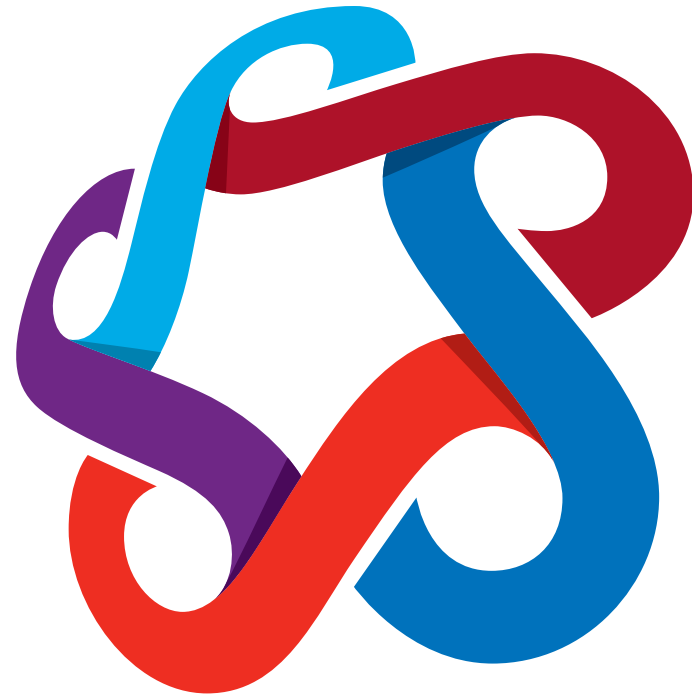
- Leader, big picture thinker, worldly, prestigious
- Approachable, welcoming, passionate
- Collaborative, entrepreneurial

Here are a few principles to keep in mind when crafting your communications as the “voice” of SAIT:

- We’re smart communicators – clear, concise, well-organized and helpful.
- We speak in first person plural (we) and second person (you) to personalize our communications.
- We always answer the implicit “So what? Why should I care?” question with a benefit/rationale.
- We capture readers’ imagination with vivid, concrete details.
- We’re conversational... personal, welcoming, engaging. Avoid sounding institutional.
- We’re engaging, inspiring... It sounds obvious but it’s important to convey the fact that we really care. Enthusiasm is infectious.
- We’re welcoming, inclusive... accessible, straightforward, easy to understand. Avoid confusing acronyms or terms that are not easily understood.
- Reflect SAIT’s resourceful, progressive worldly attitude. SAIT is not provincial. Promote its unique collaborations and internationalism.
- Reinforce SAIT’s leadership role. Celebrate firsts and innovative approaches.

Identity system

Our logo



SAIT



Our catalyst symbol

cat·a·lyst
noun

1: a substance that enables a chemical reaction to proceed at a usually faster rate or under different conditions (as at a lower temperature) than otherwise possible

2: an agent that provokes or speeds significant Southern Alberta change or action

Note: you are advised against using the catalyst by itself without the SAIT letters. You may see the catalyst used by itself in certain cases such as profile photos and background graphics. This is treated on a case-by-case basis.

Our catalyst symbol

A catalyst ignites change. SAIT's symbol is forged by five s-shape connectors that represent the people and relationships that define us:

- Students
- Faculty and staff
- Alumni
- Employers and partners, and
- The diverse communities we serve

As the connectors weave together, they create a series of interlocking infinity symbols that reflect the breadth of our offerings and the world of opportunities SAIT enables.

The star that emerges at the heart of the symbol expresses our passion for excellence, as professionals and as a community.

SAIT's international outlook and global collaborations are echoed in the spherical shape of our symbol. Our brand identity captures the character attributes we want to reinforce in the SAIT experience.

- Full of energy
- Active and vibrant
- Warm and welcoming
- Dynamic, responsive, adaptable
- Strong, confident, proud

Logo

Vertical

Our vertical logo consists of two main elements – the Catalyst and the wordmark. A second variation, primary extended (far right), has been developed which uses the descriptor, Southern Alberta Institute of Technology, as part of the logo.

The vertical logo will be used in most applications and is best displayed on a white background.

The vertical extended logo is reserved for promotional materials that may be used or viewed outside Alberta and other special circumstances. If you are unsure which version to use please reach out to brandquestions@sait.ca.

The full-colour vertical logo should be used at all times unless there are production challenges or unavoidable situations. Options that can be used in these cases are shown on the next page.

Note: our design platform includes a proprietary design element that allows for the use of the full-colour logo over full-bleed images. This is shown on page 31.

Vertical



Vertical extended



Logo

Single Colour

In certain applications where the colour version of the logo can't be used, a black and a red version have been created.

A white reverse version of the logo has also been created for those situations where the logo is placed on an image and the colour logo would be hard to see.

Note: the examples on the right are not boxes but just show the white logo on a different coloured backgrounds.

Alternate: red



Alternate: black



Alternate: white



Logo

Horizontal

Use the horizontal version of the logo when it fits better within the space. There is no primary or secondary logo. The use of the vertical or horizontal logo will depend on which will allow for plenty of negative space and legibility.

Note: the lower example is not a box but just shows the white logo on a red background.

Horizontal



Horizontal extended



Logo

Clearspace and Minimum Size

"X" equals the width of the letter "I" in the word SAIT.

Clear space is equal to twice the width of the letter "I" in the logo and must be maintained around the entire perimeter.

Note: The same spacing specification applies to the extended versions of the logo that include the descriptor, Southern Alberta Institute of Technology.

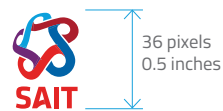
Clearspace



Minimum Size



Minimum Size



Logo

What not to do

The integrity of the logo should not be compromised by changing any of the individual elements. The font should not be changed, the relationships should be retained and avoid any kind of distortions.

Ensure you are not doing the following:

- Do not use a different typeface for the wordmark.
- Do not change the size of the symbol in relation to the wordmark.
- Do not change the order of colours in the symbol.
- Do not stretch the logo.
- Do not change the relationship between the symbol and the wordmark.
- Do not modify or remove the shadows of the coloured logo.
- Do not draw a box around the logo.
- Do not use program lockups, only school lockups.
- Do not use the old SAIT logo



Colours

Red and blue are our primary colours and will always be part of our heritage, but we introduced new colours to show our future growth.

The secondary colours complement our primary colours with more energizing hues to reflect our diversity, adaptability and innovation.

The SAIT identity, colours and story knit the SAIT experience into a dynamic whole.

Primary



Pantone: 485c
Hex/HTML: DA291C
r: 218 g: 41 b: 28
c: 0 m: 95 y: 100 k: 0



Pantone: 300c
Hex/HTML: 005EB8
r: 0 g: 94 b: 184
c: 99 m: 50 y: 0 k: 0

Secondary



Pantone: 259c
Hex/HTML: 6D2077
r: 109 g: 32 b: 119
c: 67 m: 100 y: 4 k: 5



Pantone: 299c
Hex/HTML: 00A3E0
r: 0 g: 163 b: 224
c: 86 m: 8 y: 0 k: 0



Pantone: 187c
Hex/HTML: A6192E
r: 166 g: 25 b: 46
c: 7 m: 100 y: 82 k: 26

Font

Modern, bold typography energizes our visual expression. Details count. The SAIT wordmark includes proprietary detailing on the upward stroke on the letter "A" to project our future-forward attitudes. It was created using the font Klavika.

SAIT

However, all other material uses Titillium, a distinct font with a very broad family of weights and styles.

For documents (such as Powerpoint and Word) that may be shared with others who may not have Titillium on their devices, Arial can be used as the alternate font.

You may also see Klavika used in some materials but this is not a free font so the use of Klavika is reserved for designers that have a license for it.

Please refrain from using Titillium Black for any reason.

Titillium Thin &
Titillium Thin Italic

ABCDEF abcdef
1234567890

ABCDEF abcdef
1234567890

Titillium Light &
Titillium Light Italic

ABCDEF abcdef
1234567890

ABCDEF abcdef
1234567890

Titillium Regular &
Titillium Italic

ABCDEF abcdef
1234567890

ABCDEF abcdef
1234567890

Titillium Semibold &
Titillium Semibold Italic

ABCDEF abcdef
1234567890

ABCDEF abcdef
1234567890

Titillium Bold &
Titillium Bold Italic

ABCDEF abcdef
1234567890

ABCDEF abcdef
1234567890

Arial Regular &
Arial Italic

ABCDEF abcdef
1234567890

ABCDEF abcdef
1234567890

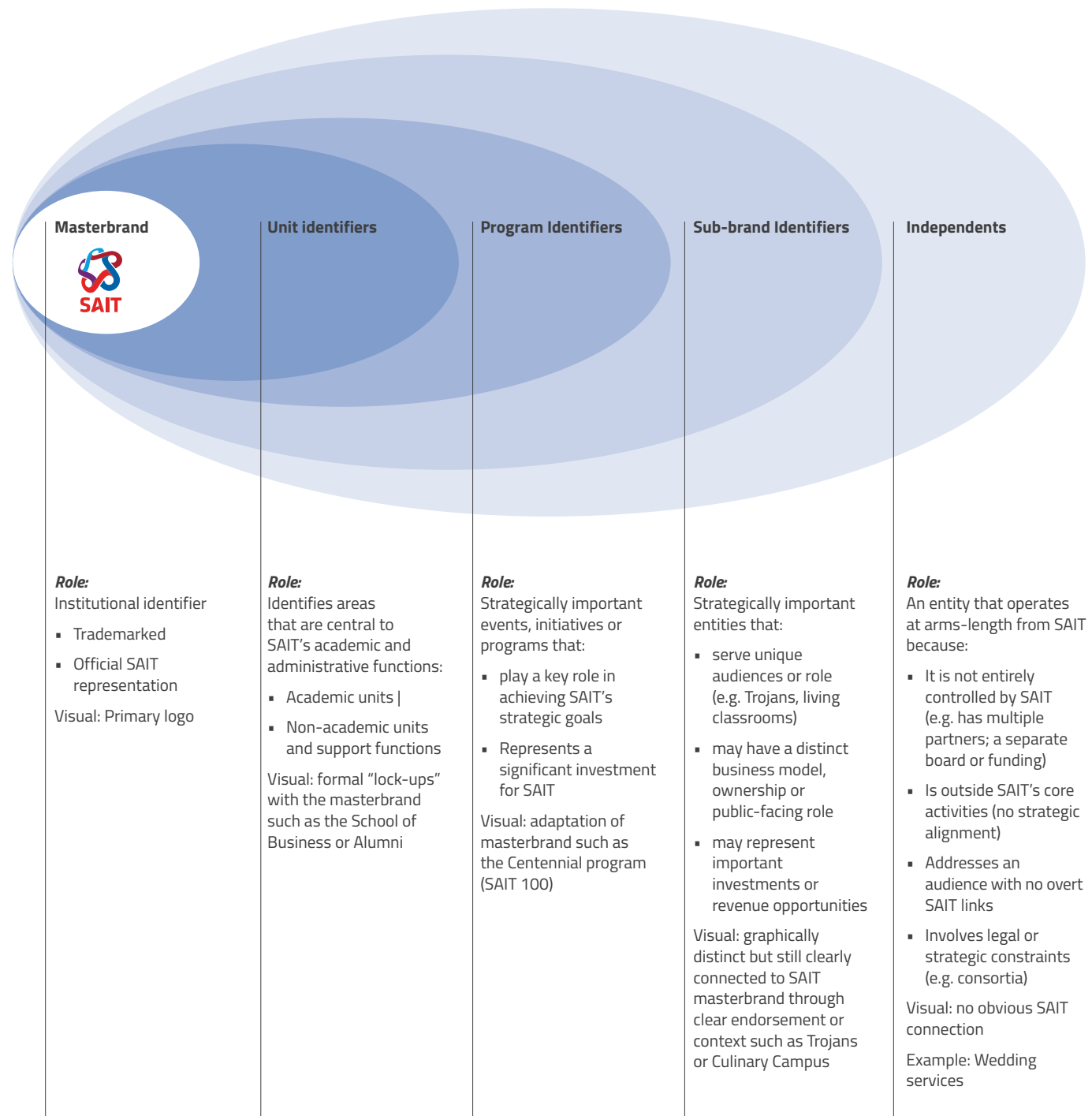
Arial Bold &
Arial Bold Italic

ABCDEF abcdef
1234567890

ABCDEF abcdef
1234567890

Brand architecture

Brand architecture system



Lock-ups and relationships

The school lock-ups are shown on the right. They consist of the full-colour primary logo with the name of the school adjacent to it.

Lock-ups have also been created for our Centre for Continuing Education and Professional Studies as well as the School for Advanced Digital Technology.

For all departments and schools other than SADT and CEPS, please use the top lockup system

Note: the font for the schools is Titillium Regular.



Trojans logo

Primary

The SAIT Trojans identity system has a number of variations that uses three main elements in different ways. These are the Helmet, the Wordmark and the Shield. The Primary Logo uses the Helmet and the Wordmark as shown on the right. This version uses 2 core colours: Pantone 485 and Pantone Process Black. The primary logo will be used in most applications. Alternate colour combinations are available that may be preferred on different backgrounds.

Wordmark

S A I T
TROJANS

Pantone: Process Black
Hex/HTML: DA291C
r: 0 g: 0 b: 0
c: 0 m: 0 y: 0 k: 100

Helmet



Pantone: 485c
Hex/HTML: DA291C
r: 218 g: 41 b: 28
c: 0 m: 95 y: 100 k: 0

Trojans logo

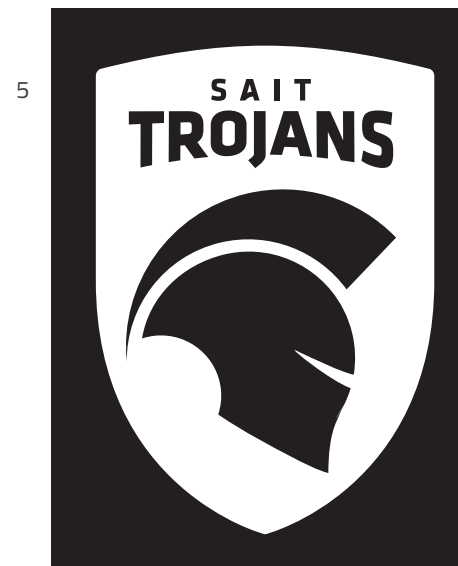
Secondary Alternates

For certain applications where other options are preferred, there are a number of alternate colour versions available.

Options 1 and 2 are the preferred alternates. These are companions to the Secondary Logo shown on page 6.

Options 3, 4 and 5 are to be used when only one colour is available. Note: black artwork (option 4) can be used as artwork for foil-stamping, silver inks, embossing and other similar printing processes.

Note: the example on the lower middle is not a box but just shows the white logo on a dark background.



Trojans logo *Wordmark*

The Wordmark can also be used on its own. It's design is unique and proprietary enough to always be associated with the Trojans brand. As with the other logos, colour options are available.

S A I T
TROJANS

S A I T
TROJANS

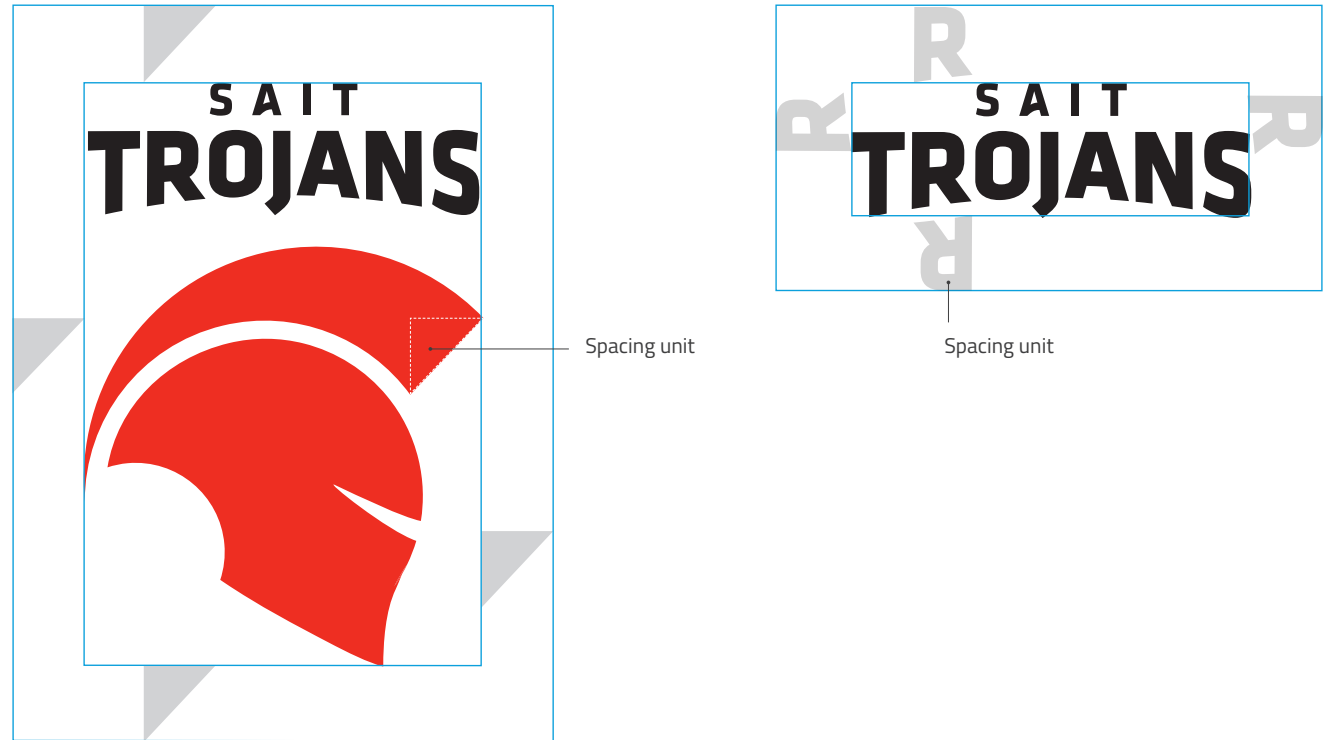
S A I T
TROJANS

Trojans logo

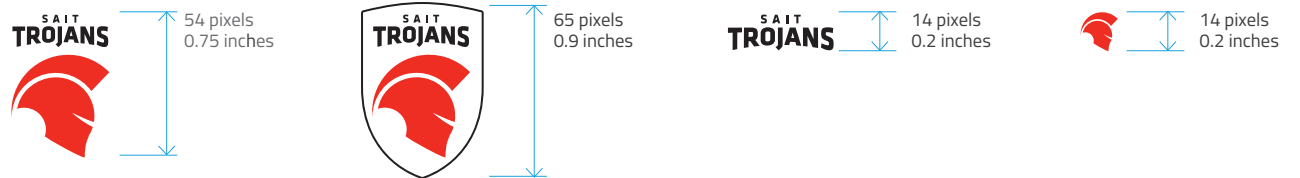
Clearspace and Minimum Size

The spacing unit is a guide used to establish a safe distance around the logo. It is usually based on a common element within the logo design itself. However, our design system has 4 unique versions. For the Primary Logo, the Secondary Logo and the Helmet use the spacing unit indicated on the right. It is based in the angle found at the front of the Helmet's plume. For the wordmark use the height of the capital letter "R" in Trojans.

Please note that these are units which can be approximated and these rules can be applied to the Descriptors as well.



Minimum sizes are shown on the right. These ensure that each version remains legible and recognizable.



Tastemarket logo

At the heart of the design system for The Tastemarket by SAIT is the masterbrand. The version shown below is the two-colour formal lock-up and should be the one used most often. It consists of the border, the SAIT symbol, and the font used to create the main SAIT identity.



Tastemarket logo *Black and white*

Sometimes, the Masterbrand is used in close proximity to other visuals and the "boxed" border and symbol can interfere with how it integrates with other material. In these situations, the Masterbrand can be used without the formal border and symbol, but only occasionally. Design judgement should be used to determine which version to use.

— T H E —
TASTEMARKET
B Y S A I T

— T H E —
TASTEMARKET
B Y S A I T

Tastemarket logo

Icon

A shorthand or "colloquial" version of the Masterbrand has been developed for more casual applications or where available space is limited. Two-colour, one-colour and reverse versions are available.



Colour: with and without the symbol



Black: with and without the symbol

Tastemarket logo

Clearspace and minimum size

The minimum sizes of the Masterbrand and the colloquial brand are shown below. Using these at a smaller size than indicated can compromise their legibility.

Clearspace is a consideration that protects the integrity of an identity and ensures that other design elements don't interfere with the identity. However, our brand design system allows for playful applications that enhance The Tastemarket's image. The clearspace below is provided as a guide in case a visual buffer is needed. One or 2 capital T's are the units in each example.

1 inch or
72 pixels



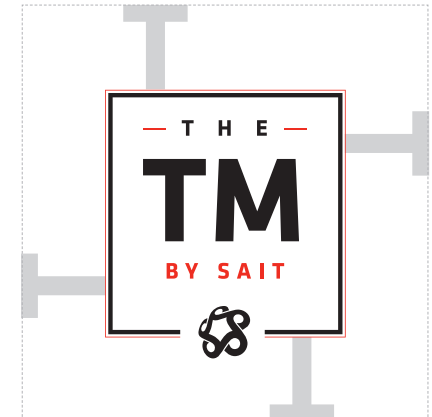
0.5 inch or
36 pixels



0.5 inch or
36 pixels



Space defined by the height of two Ts



Space defined by the height of one T