



UNIVERSITY OF SASKATCHEWAN  
College of Nursing  
NURSING.USASK.CA

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# Distributed Sites Brand Guidelines



## Table of Contents

Introduction	1
USask or U of S?	2
USask Logos, Fonts, and Colours	3
College of Nursing Logo	5
Photos and Video	6
Letterhead, Presentations, Posters	7
Advertising and Promotion	8
Social Media	9
Media Interviews	10
Contact Us	11



Île-à-la-Crosse



La Ronge



Lloydminster



North Battleford



Yorkton



Swift Current



Weyburn



Muenster



*In Canada, we live, learn and work on traditional Indigenous territories (Treaties 2, 4, 5, 6, 7, 8, and 10). We pay our respect to the First Nation, Métis and Inuit ancestors and affirm our commitment to respectful relationships with one another and this land.*

## Introduction

The University of Saskatchewan (USask) College of Nursing offers the Bachelor of Science in Nursing (BSN) undergraduate program in numerous locations throughout Saskatchewan.

In order to offer this program throughout the province, the College of Nursing has created strategic partnerships with regional colleges.

As a distributed site partner, we ask you to be mindful of University of Saskatchewan brand requirements and College of Nursing guidelines when promoting the Bachelor of Science in Nursing program.

This booklet is an overview of the guidelines we encourage and ask you to follow.

– *University of Saskatchewan College of Nursing Marketing and Communications Team*

REGISTERED  
NURSE

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## USask or U of S?

Trivia time! When referencing the University of Saskatchewan, is it USask or U of S?

Surprise! It's NOT U of S!

Although U of S is something everyone in Saskatchewan is used to, in 2019 the University of Saskatchewan moved from the U of S abbreviation to USask.

Whenever you are using short form for the University of Saskatchewan, please use USask, NOT U of S.

### QUESTION

When referencing the University of Saskatchewan, is it **USask** or **U of S**?

### ANSWER

**USask**

# USask Logos, Fonts, and Colours

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## USask Logo

When you think about any company, the logo is one of the first things to come to mind. Logos symbolize entire organizations. It's crucial that the latest version of the USask logo is used consistently and correctly to maximize its impact.



The U of S logo has been in existence for over 100 years. It has evolved considerably since our university was founded in 1907, but people have come to recognize it as a visual symbol of our strong heritage and reputation. This makes it a solid foundation on which to build the credibility of your college, unit, program or service.

### Full colour



### Black and white



The U of S logo must be surrounded by a buffer zone of protected clear space to ensure it is not confused with other logos or identifiers, and that it maintains the greatest visual effect. This space should be equal to or greater than the height of one wheat sheaf within the crest.

## Colour Palette

Next to our logo, colour is the most recognizable element of our visual system. Consistent use of colour will strengthen people's recollection of USask's visual elements. To complement the green, white and black, greys can be used as a means of creating an elegant look for our designs and maintain the clean, professional look we strive for.

Primary colour palette			Secondary colour palette			
PANTONE: 349	PANTONE: White	PANTONE: Black	PANTONE: 116	PANTONE: cool grey 2	PANTONE: cool grey 7	PANTONE: cool grey 11
CMYK: 100 / 0 / 91 / 42	CMYK: 0 / 0 / 0 / 0	CMYK: 0 / 0 / 0 / 100	CMYK: 0 / 16 / 100 / 0	CMYK: 0 / 0 / 0 / 15	CMYK: 0 / 0 / 0 / 50	CMYK: 0 / 0 / 0 / 70
RGB: 0 / 105 / 62	RGB: 255 / 255 / 255	RGB: 77 / 78 / 83	RGB: 255 / 203 / 0	RGB: 214 / 214 / 212	RGB: 154 / 155 / 157	RGB: 77 / 78 / 83
HEXADECIMAL: #00693E	HEXADECIMAL: #ffffff	HEXADECIMAL: #4D4E53	HEXADECIMAL: #FFC800	HEXADECIMAL: #D6D6D4	HEXADECIMAL: #9A9B9D	HEXADECIMAL: #4D4E53

## Secondary Logo

The official primary university logo should be the first choice when using a logo to represent USask.

When there is a need to be more specific in the use of a logo, there is a variation of the primary university logo—the secondary logo—that should be used. This approved system specifies a unit, college, department or centre while also maintaining the relationship with the university and its brand. The secondary logo is for use by any college, department, school, centre, etc. that belongs wholly to the university, is funded by the university and/or reports to the university.

If you don't see the logo you need, please contact your college or department's communications person or [communications@usask.ca](mailto:communications@usask.ca).



## Main font

The main font for USask material is Myriad Pro. There are varying weights to choose from to suit your design, such as light, semi bold and bold. These can be used effectively to emphasize a point within a body of text or to fit within the tight spaces of a small ad.

## Supporting font

Our supporting font is Minion Pro, great for longer documents such as newspapers, magazine articles and books.



# USask Logos, Fonts, and Colours

## Branded patterns



With the elements from our logo such as the wheat sheaf and the shape of the crest, we can connect our designs creatively while reinforcing recognition across all pieces using the heart of our brand.

These patterns can be used to give your piece more visual interest. Signs of the hexagon shape stand proudly in front of every single building on our vast Saskatoon campus. This shape and pattern can help bring visual consistency in a subtle and unobtrusive manner. When using patterns make sure they are seamless and that they don't detract from the content of your design.



## Be What The World Needs sign

BE WHAT THE WORLD NEEDS

Our Be What The World Needs campaign is a reflection of the University Plan, and our mission, vision and values of creativity, sustainability, connectivity, reconciliation and diversity.

We are committed to communicating, amplifying and celebrating our successes, reinforcing who we are and who we must be—the university the world needs.

Reversed



## Indigenous Symbols

The main USask campus is proudly situated on Treaty 6 territory and the homeland of the Métis. As such, Indigenous symbols representing the array of cultures from across Saskatchewan have been developed to help promote the indigenization of our campus. If you are unsure about whether a use is appropriate, please email [communications@usask.ca](mailto:communications@usask.ca).

Each symbol has special meaning in Indigenous culture and misuse of the symbols may be interpreted as a sign of disrespect. These symbols should be used when promoting Indigenous initiatives, or in other communications provided their use is appropriate.





## College of Nursing Logo

As outlined on page 3, the University of Saskatchewan has logo use guidelines. The same goes for the College of Nursing, as a secondary logo.

The official primary University of Saskatchewan logo should be the first choice when using a logo to represent USask, but the College of Nursing logo is also available when you would like to be more specific.

The following images are the approved College of Nursing logos. When using the College of Nursing logo, these are the only ones that should be used.



If you are aware of College of Nursing student-led initiatives at your distributed site where the College of Nursing logo will be used, for example, clothing orders, please direct the students to the College of Nursing marketing and communications team for guidance and approval.

To ensure you are using the approved University of Saskatchewan logo, as well as the College of Nursing logo, please contact the College of Nursing marketing and communications team ([nurs.comms@usask.ca](mailto:nurs.comms@usask.ca)) to request the graphics in a number of file formats.



## Photos and Video

Similar to colours and fonts, photos and videos are graphic elements representing a brand.

When promoting USask College of Nursing, photos and videos should utilize proper USask branding and adhere to College of Nursing policies.

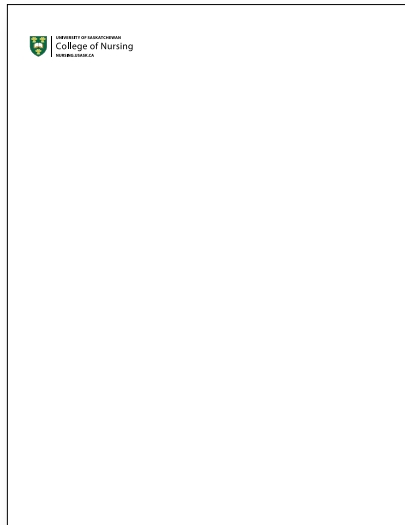
If you are using a photo or video from a clinical or lab setting to promote the Bachelor of Science in Nursing program, please ensure the College of Nursing Professional Appearance policy is being followed. Students in photos must be in proper USask College of Nursing uniform – approved scrub top and bottoms, proper footwear, must be wearing minimal jewelry, have long hair tied back, and no stethoscopes draped around the neck. Posting must be professional and avoid the use of body language (i.e. no peace symbols).

When using photos or video representing USask College of Nursing students, please ensure no confidential or patient information may be seen anywhere and photos and videos are taken in appropriate locations, i.e. outside, in front of a building sign not in front of a wall with patient information on it.

If you are using a photo or video of a student in a classroom setting to promote the Bachelor of Science in Nursing program, please ensure the student is wearing clean, presentable, not ripped or torn, professional looking street clothes free of slogans, logos (USask, College of Nursing, or your logo is fine), busy patterns, bright colours, etc.

## Letterhead, Presentations, Posters

If USask College of Nursing students at your distributed site are working on donation request letters during community clinicals, creating posters for student-led initiatives, or delivering public presentations where they are representing USask College of Nursing, please ensure to direct them to the College of Nursing marketing and communications team ([nurs.comms@usask.ca](mailto:nurs.comms@usask.ca)) for approved University of Saskatchewan templates.





**STOP!** Have you checked with the USask College of Nursing marketing and communications team **BEFORE** starting your advertising or promotional activity?

## Advertising and Promotion

The delivery of the Bachelor of Science in Nursing program at distributed sites is a partnership between the regional college and USask College of Nursing. As such, all advertising and promotion of the BSN program should be done in collaboration with USask College of Nursing.

As a distributed site partner, if you are planning to advertise and/or create materials (i.e. brochures) promoting the BSN program in print, digitally, on radio, etc., please work with the College of Nursing marketing and communications team ([nurs.comms@usask.ca](mailto:nurs.comms@usask.ca)) to do so.

Advertising creative should adhere to University of Saskatchewan brand guidelines, as outlined on page 3 and 4 and photos and video utilized should follow directions provided on page 5.

**In all advertising and promotion, it should be clearly stated that the Bachelor of Science in Nursing program is a USask program delivered at the distributed site. Both the University of Saskatchewan College of Nursing and the distributed partners logos should be included.**

By working with the College of Nursing marketing and communications team, it is an opportunity to discuss paid advertising to be split between both parties.

**To ensure University of Saskatchewan branding requirements are met, all advertising and promotional materials require College of Nursing approval. Please contact the College of Nursing marketing and communications team ([nurs.comms@usask.ca](mailto:nurs.comms@usask.ca)) BEFORE beginning any advertising or promotional activities.**



## Social Media

Similar to advertising and promotion, social media creative should adhere to University of Saskatchewan brand guidelines as outlined on page 3 and 4, photos and video utilized should follow directions provided on page 5, and the [College of Nursing Social Media Guidelines](#) should be adhered to.

**As a distributed site partner, all social media graphics promoting the BSN program should clearly show the Bachelor of Science in Nursing program is a University of Saskatchewan program delivered at the distributed site. Both the University of Saskatchewan College of Nursing and the distributed partners logos should be included.**

When posting BSN related content, please ensure to tag us @usasknursing and include #USaskNursing.

**All social media graphics promoting the BSN program require approval by the College of Nursing marketing and communications team. If you are planning to create social media graphics promoting the BSN program, please work with the College of Nursing marketing and communications team ([nurs.comms@usask.ca](mailto:nurs.comms@usask.ca)) to do so.**

“It takes 20 years  
to build a reputation  
and five minutes  
to ruin it.”

– Warren Buffett

## Media Interviews

The communications team at your distributed site is likely familiar with media interview requests and as such, your site has probably developed a process to follow when contacted for interviews.

At some point, media may contact you looking for news or information about USask College of Nursing. What is said in a verbal interview has just as much of an impact on a brand, if not more, as a visual element in graphics.

If you are contacted for an interview specifically regarding USask College of Nursing or the Bachelor of Science in Nursing program, please contact or have your distributed site communications team contact the College of Nursing marketing and communications team ([nurs.comms@usask.ca](mailto:nurs.comms@usask.ca)) BEFORE interacting with the media.

Questions?

## Contact Us!

✉ [nurs.comms@usask.ca](mailto:nurs.comms@usask.ca)

☎ (306) 966-1323

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