

Selkirk College Graphic Standards

brand. essence
graphic standards
colour
typography
photography
logo usage

Selkirk College brand essence

Selkirk College is approachable and accessible.

Selkirk College is approachable and accessible to anyone seeking a post-secondary education. There is no pretension here - we are friendly and are eager to help you reach your educational goals.

Selkirk College is proud of its Region's distinct identity.

Selkirk College is defined by the people, history, culture, values, lifestyle and landscape of the communities we serve. We are proud of the unique opportunities and attributes of our region.

The following words are effective descriptors of the Selkirk College brand:

progressive, accessible, unique, safe, dedicated, caring, interesting, complex, non-conforming, wholesome, diversified, friendly.

Primary descriptors of the Selkirk College brand is:

NATURAL, CASUAL, PERSONAL, INTELLIGENT

The following words are NOT effective descriptors of the Selkirk College brand:

elitist, conservative, arrogant, unapproachable, pretentious, snobby, pompous

graphic standards

mission statement:
Selkirk College will develop
empowered, effective citizens
through rewarding educational
and life experiences that
are built on our
region's distinct identity.

Everything Selkirk College has the opportunity to build our brand and convey a message in pens and posters to brochures and signage. It is essential that all marketing materials adhere to the established graphic standards in order to convey a consistent image/message that is the Selkirk College brand. This consistent messaging works for us to position Selkirk College as the college that is natural, casual, personal and intelligent .

When graphic standards are not adhered to, it can cause confusion, lacks credibility and is also ineffective for promoting Selkirk College as an organization.

colour

Our refreshed colour palette consists of two main groups of colour - the Brights & White and the Earthtones. The earthtones are used as a background, they are our canvas and enable us to use white type and the brights to highlight text and headlines and to lead the eye.

Brights & White

They are strong and powerful and are recommended to promote youth, energy and a strong personality.

Earthtones

Three earthtones have come to join us. They are like big, open spaces and act as the perfect canvas for the Brights & White. Think natural and casual, warm and friendly.

Brights and white

white pms390 pms116 pms312 pms151



Earthtones

pms410 pms417 pms431



Metallics

pms8380



colour chart










Colour definitions and usage:

Pantone (PMS) - Pantone swatches are “spot” colours and are used for offset printing. Offset printing will consist of CMYK (4 colour process) but can also be specific spot colours (Pantone).

CMYK - When producing full colour documents, CMYK is the standard. This is a four colour process that uses Cyan, Magenta, Yellow and black. These four colours can produce most colours. This applies to both offset and digital printing as well as digital colour outputs (desktop printers).

RGB - (Red/Green/Blue) is the standard for the web and for anything that is meant to be viewed on a monitor or projected on a screen.

**Please note that colour swatches are only accurate when using Pantone spot colours on a printing press. Variations in paper, coated or uncoated, and tone effect the ink color.*

	PMS	CMYK	RGB
	Brights & white white	00/00/00/00	255/255/255
	pms390	22/00/100/08	194/205/35
	pms116	00/16/100/00	255/210/00
	pms312	96/00/11/00	00/174/219
	pms151	00/48/95/00	248/152/40
	Earthtones pms431	11/01/00/64	106/115/123
	pms417	01/00/25/65	117/117/97
	pms410	00/18/21/56	135/116/106
	Metallic pms8380		

typography

Typography plays an important role in helping to create a distinct identity. Not only is the typeface (font) of importance, but also how the type is set in the leading, kerning, the case and the style. Selkirk College has three distinct typefaces - **Meta-Normal**, **Myriad Pro** and **Myscript**.

Meta-Normal is always used in headlines, taglines and oversized introductory paragraphs. Headlines are all lower case. **Myriad Pro** is used as the main text (bodycopy) and is used in regular, italic, bold or bold italic. **Myscript** is used in headers, and only occasionally, when the font needs to elude a unique, natural personality.

Having consistency in typography is very important. It ensures that our visual communication materials are always clear and concise and never cluttered. Good typography that is on brand helps to convey a professional image.

**Please refer to templates for detailed typography information for advertisements, program brochures and posters.*

Meta-Normal

Meta-Normal

Myriad Pro

Myriad Roman

Myriad Italic

Myriad Bold

Myriad Bold Italic

photography

Primary Photography (people in the environment)

These images connect to the audience by facing the camera, or connecting to their environment by being involved and focused on their activity (hiking, laughing with others, skiing, etc.). They are used in a larger scale format for primary marketing collateral including annual report, viewbook, website front pages, etc. Photos must be of professional quality, composition and lighting.

Secondary Photography

These images are primarily of people cropped in interesting ways. Photos will be purchased online or professionally taken. These photos are primarily used in a medium scale size such as recruitment ads, in-house posters, etc.

Tertiary photography (in-house photos)

Existing photos of students/instructors/art pieces should be used as a grid in a square format. The squared frames will have rounded corners and are used in a small scale. Each photo should not exceed 1.5 inches in size. These apply primarily to program brochures, tertiary web pages, etc.

Primary photography

people in the environment



Secondary photography

cropped people and environment or program specific photos



Tertiary photography

objects or people tightly cropped



Advertising

There are templates for recruitment and display advertising. Photos should show off unique people in an environment or program specific elements. Project specific ads (eg: graduation, recruitment) will be designed following the styleguide, but will be able to move into new creative territories.

Recruitment

A career that fits, naturally. Selkirk College values family, healthy living and a positive work-life balance in the scenic West Kootenay-Boundary.

ABE RELIEF /SUBSTITUTE INSTRUCTOR

As the ABE Relief/Substitute Instructor, you will provide instruction in English, computers, mathematics, chemistry, physics and biology at the Adult Basic Education level. You will have a relevant university and Master's degree and 5 years of teaching experience, or an equivalent combination of education and experience. *ON-CALL: commencing immediately to August 31, 2009. Competition #92. CLOSING: October 13, 2008.*

Visit our website for details on this and other career opportunities.

Selkirk College Human Resources
301 Frank Beinder Way Castlegar, BC V1N 4L3
250.365.1390 | postings@selkirk.ca

selkirk.ca

Display

kootenay school of the arts



Charlene Stallard



Shawna Walker

hands-on careers

Earn a 2-year diploma in art, craft & design with a major in clay, fibre or jewellery & small object design, or a 1-year certificate in the metal studio.

seats available for September entry

1.877.552.2821 | selkirk.ca/ksa

Flyer



kootenay school of the arts
AT SELKIRK COLLEGE

Kootenay School of the Arts at Selkirk College (KSA) is dedicated to graduating students who will be able to make a living through their professions in art, craft and design. The practical application of creativity, skill, and business prepares our students for the competitive cultural marketplace. Small class sizes, working artists as instructors, and after hours studio access contribute to KSA's goal of attaining excellence as a leader in craft and design education.

Earn a two-year diploma in:

CLAY
Students will be introduced to a wide variety of technical, critical, aesthetic and historical issues with the emphasis of the program being on skill development.

FIBRE
Traditional and contemporary practices co-exist with explorations in a diverse variety of materials and techniques in both a two and three-dimensional context.

JEWELLERY & SMALL OBJECT DESIGN
The emphasis of this studio is on developing the high level of design and fabrication skills necessary for jewellery and small-scale metalsmithing; as students develop these skills, they are encouraged to explore their own concepts as a means of artistic expression.

Earn a one-year certificate in:

METAL
Through studio, foundry and forge demonstrations, discussions and exercises, students learn to conceptualize and produce work in both ferrous and non-ferrous metals.

























Ceramics art by: Aurlene Chouhrouh-Duggerty, Julie MacInnes, Timothy Nienbergall
Fibre art by: Julie Giesler, Selma Verheggen, Julie Giesler
Jewellery & small object design by: Vera Porras, Karem Bullard, Carter Bullard
Metal art by: Simon Martel, Dawn Fink, Chris Shannon

1.888.953.1133 | selkirk.ca

250.352.2821
bnelson@selkirk.ca
selkirk.ca/ksa

Collateral

There are templates for posters, brochures, letterhead, flyers, etc. There are variations of these templates depending on program and project specific requests.

Poster

Selkirk College School of University Arts and Sciences presents:

Marilyn Bowering

Marilyn Bowering has received many awards for poetry including the Pat Lowther Award, the Dorothy Livesay Prize and several National Magazine awards. Her work has twice been nominated for the Governor General's Prize. She was a recent Fulbright Scholar at New York University. Recognition for Marilyn Bowering's fiction includes the Ethel Wilson Prize, designation of Notable Book by the New York Times, and short-listed for the world-wide Orange Prize. Her most recent books are "Green" (poetry) and "What It Takes To Be Human" (novel).

FREE PUBLIC READINGS

Thursday, Sept. 25 Rouge Gallery, Rossland 2123 Columbia Avenue 7:30 pm	Friday, Sept. 26 MIR Center for Peace, Castlegar Campus 12 pm (noon) - Reading 1-2:30 pm - Workshop	Friday, Sept. 26 Oxygen Studio Nelson (Alley behind Hipperson's Hardware) 7:30 pm	Saturday, Sept. 27 Writing Workshop Oxygen Studio 10 am-2 pm
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CO-SPONSORS
Selkirk College, Kootenay School of Writing & Oxygen Studio and Rossland Council for Arts and Culture

1.888.953.1133 | selkirk.ca

Brochure

get connected

orientation package | information you don't want to miss

September 2008

CONTENT

- Computerized Placement Test (CPT)
- Financial Aid
- Saints News
- How to Drop a Course/Program
- Student Access and Support
- Important Dates

Nelson 1.866.301.6601 | Castlegar 1.888.953.1133 | selkirk.ca

Flyer

kootenay school of the arts AT SELKIRK COLLEGE

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METAL
Through studio, foundry and forge demonstrations, discussions and exercises, students learn to conceptualize and produce work in both ferrous and non-ferrous metals.

Ceramics art by: Aurlene Chouhrouh-Duggan, Julie MacGinnon, Timothy Niekamp
Fibre art by: Julie Giesler, Selkirk Veterinary, Julie Giesler
Jewellery & small object design by: Vera Horrocks, Karon Bullard, Carter Baker
Metal art by: Simon Martel, Dennis Fink, Chris Shannon

1.888.953.1133 | selkirk.ca

250.352.2821
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selkirk.ca/ksa

institutional - logo usage

The Selkirk College logo should always live comfortably on a rectangle with two rounded corners. The logo can “drop down” or “tab up” depending on its application. Please refer to templates for more detailed guidelines.

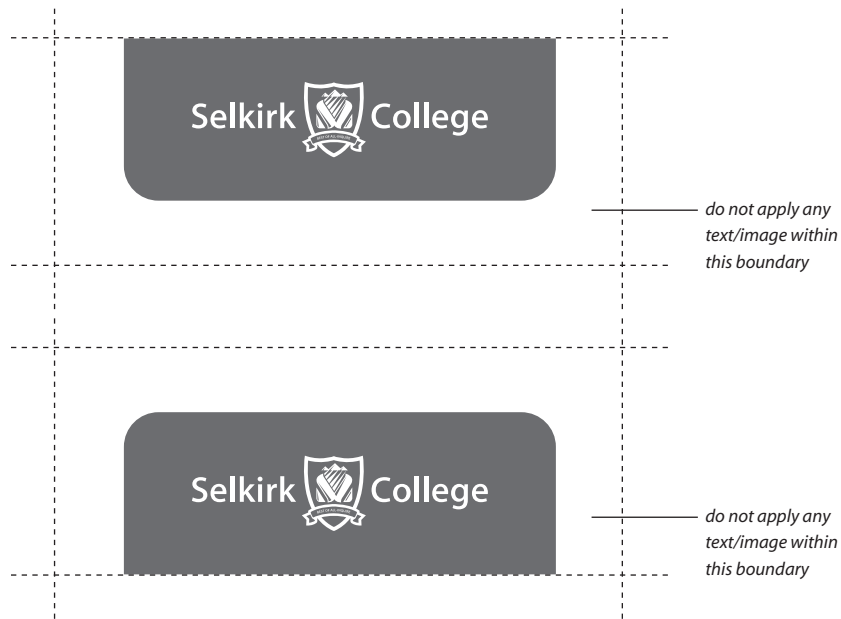


The Selkirk College logo usage applies to internal and external marketing materials.

The Selkirk logo is always “knocked out” of the three bright colours except when it is on the yellow rectangle. In this case, the Selkirk College type is 70% black. When the logo is used in a b/w application, the rectangle is 70% black and the logo type is knocked out.

White space around logo

Depending on whether the rectangle faces up or down, the white space around this area needs to be free of other graphic elements.



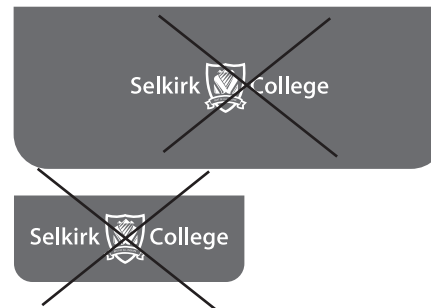
Correct proportions

The logo type and shield should live comfortably within the rectangle. The proportions of the logo are in harmony with the proportions of the negative space.



Incorrect proportions

The first example uses too much white space and “drowns” the logo type. The second example does not use enough white space and causes tension and is not comfortable.



corporate - logo usage

The Selkirk College corporate logo, with shield and text is an icon from Selkirk's origination in 1967. The logo is to be used for corporate representation of the college in letterhead, business cards, signage or other formal promotional events in a variety of treatments as seen here.

Pantones are:

Red - 1807

Yellow - 1235

Gray - Cool Gray 9



One color treatment is 100% black. No screens.

social media - logo usage

The Selkirk College Social Media logo has been created to fit into the most common orientations - horizontal and square. The orange background with white knockout is strong visually and the design is applicable in all networking audiences. This logo is to be used for representation of the college in all social media networking environments.



horizontal orientation logo provided in a 72dpi, png and jpg format.



square orientation logo provided in a 72dpi, png and jpg format.

sub-brand - logo+wordmark usage

Programs and schools at the college require an identity to promote themselves in collateral and also on products for events. This sub-brand is to be used only when the college logo is too general for a specific initiative for a program or school.

Below are sample tshirts showing possible placements and size of the sub-brand with other personalized messages, images and icons. Other promotional materials can be personalized, such as pens, frisbees, mugs, etc.



Environment & Geomatics



Recreation, Fish & Wildlife Technology



Aviation Professional Pilot



Selkirk College International



Examples of sub-branding created for a specific school or program.

Variations of the sub-brand (centered, justified left or right), in the required color (we do recommend the college corporate or institutional colors, but it is not mandatory) will be created by the college's graphics department, in the required file format: eps, ai, tif, pdf, jpg, etc.

NOTE: All sub-brand treatments must be approved by the Institutional Marketing Coordinator or College Graphic Designer before being printed. This will ensure the appropriate logo is provided to the printer and the college is not misrepresented.