

2022
**VISUALITY
IDENTITY
GUIDE**

Selkirk  College

A cohesive visual identity makes the Selkirk College brand strong and memorable.

We are **all Selkirk College communicators.**

Through the stories we tell, we are all communicators and brand ambassadors of Selkirk College.

When we use the college's brand standards and visual identity guidelines, our collective messages become stronger and clearer. A consistent and appropriate public image—one that is trustworthy, timeless and stable—maximizes the potential of every Selkirk College story.

To ensure brand consistency, all departments, schools, units and groups must follow the graphic standards in this visual identity and brand guideline for all internal and external communications. This includes print, electronic, merchandise, signage and any branded items.

Our Logo

The Selkirk College logo combines elements of the crest (Deep Red: PMS 202 and Gold: PMS 124) and the words Selkirk College (Slate: PMS 417).

The Selkirk College core logo consists of a shield and a wordmark, which should always appear in one of these combinations. This is the college's only logo, and it is a visual identifier of Selkirk College. It is available in two formats: horizontal and vertical.



THE WORDS "SELKIRK" AND "COLLEGE" ARE THE WORDMARK. WITH THE CREST, THEY CREATE THE FULL LOGO.

HORIZONTAL

The horizontal format is used most of the time, especially when vertical space is limited and our name should be prominent and easy to read.



VERTICAL

The vertical format should generally only be used on college stationery and reports. It can be used when horizontal space is limited or as an insignia or badge.



Size, Spacing & Colour

SIZE

The shield element must always be at least 0.375" in height. For readability, it is best to use the horizontal logo at smaller sizes.



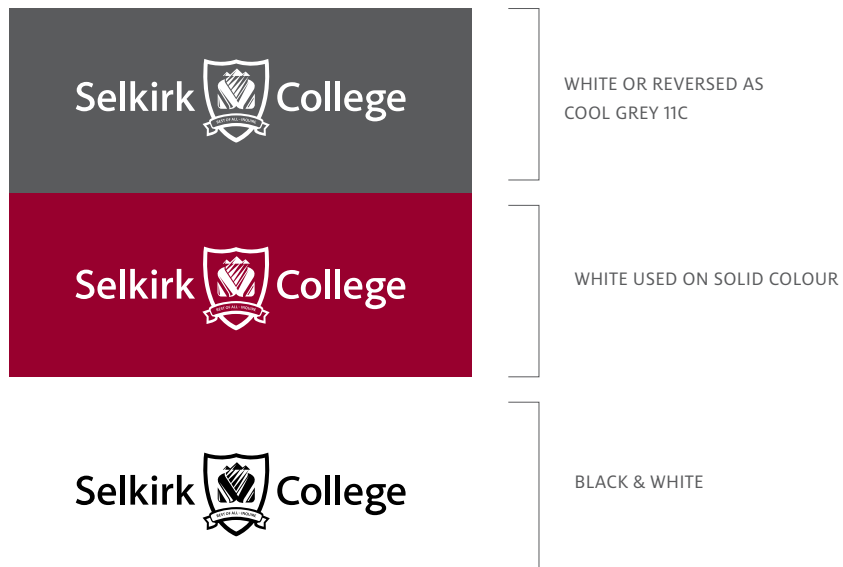
CLEAR SPACE

To ensure the Selkirk College logo carries maximum impact, a transparent rectangular space must be left around the logo in all formats. The minimum distance around any logo element is 1.5 times the height of the "S" or "C" in the wordmark (shown in the blue safe zone below).



COLOUR

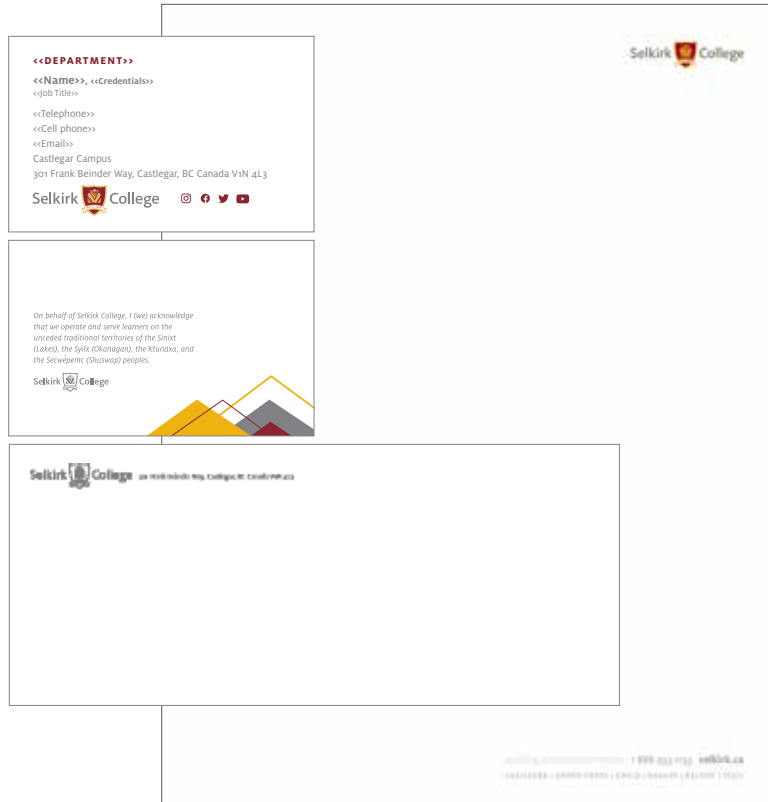
The logo can be reproduced in black and white, Cool Grey 11C or a solid colour. Logo colour should be the reverse of the background colour to create contrast.



Using Our Logo

CORPORATE STATIONARY MATERIALS

The Selkirk College logo and brand typography apply to all corporate stationery materials. We've included examples of a business card, envelope and letterhead using college branding.



EMAIL SIGNATURES

As we engage with our local, provincial, national and international contacts, it is important to maintain the value of our brand. Our standard unit signatures will identify you as clearly part of Selkirk College without diluting the brand. The primary logo should be the only style of logo used in email signatures.

FIRST NAME LAST NAME, CREDENTIAL

Position

Department

Selkirk College, West Kootenay & Boundary Region

t: (250) 000-0000 c: (250) 000-0000 e: jdoe@selkirk.ca w: selkirk.ca

Together we build remarkable futures

Selkirk College acknowledges the traditional territories of the Sinixt (Lakes), the Syilx (Okanagan), the Ktunaxa, and the Secwepemc (Shuswap) peoples.

Selkirk  College



Things to Avoid

PLEASE AVOID THE FOLLOWING

The College's logo is a valuable resource that is a vital visual identifier. The logo must only be used in a manner that respects the original design. Please **DO NOT**

- condense or expand the logo

If you need to resize, hold the shift key while resizing.



- use a different typeface for the wordmark



- change the colour of the logo or crest or add any elements, such as shadows, glows, 3D extrusions, reflections or coloured strokes



- use clashing colours



- use reproduce the logo on a background that does not provide adequate contrast

- use a low-resolution logo (blurry, pixelated or fuzzy)

- use versions of the college logo that are not listed on this document

Our Wordmarks—Schools

Brand-extension wordmarks consist of the college logo combined with the wordmark of a faculty, department, division or research unit name. **Wordmarks are intended as visual identifiers and not as department logos.**

Each extension wordmark has a specific Pantone colour, but because of the way different printers are calibrated and the way colour will show up on different types of paper, the wordmarks won't always reproduce in the exact same shade—like colours will sometimes look different on different computer screens.

Horizontal



Vertical

UNIVERSITY ARTS
& SCIENCES



ENVIRONMENT
& GEOMATICS



HEALTH &
HUMAN SERVICES



INDUSTRY & TRADES



THE ARTS



BUSINESS



SELKIRK
INTERNATIONAL



ACADEMIC UPGRADING
& DEVELOPMENT



Our Wordmarks—Departments & Services

Horizontal

Selkirk  College | **STUDENT ACCESS & SUPPORT SERVICES**

Selkirk  College | **STUDENT ACCESS & SUPPORT SERVICES**

Selkirk  College | **HEALTH & SAFETY**

Selkirk  College | **HEALTH & SAFETY**

Selkirk  College | **HUMAN RESOURCES**

Selkirk  College | **HUMAN RESOURCES**

Selkirk  College | **SELKIRK INNOVATES**

Selkirk  College | **SELKIRK INNOVATES**

Selkirk  College | **INDIGENOUS SERVICES**

Selkirk  College | **INDIGENOUS SERVICES**

Selkirk  College | **MIR CENTRE FOR PEACE**

Selkirk  College | **MIR CENTRE FOR PEACE**

Selkirk  College | **SUSTAINABLE SELKIRK**

Selkirk  College | **SUSTAINABLE SELKIRK**

Selkirk  College | **CO-OP EDUCATION & EMPLOYMENT SERVICES**

Selkirk  College | **CO-OP EDUCATION & EMPLOYMENT SERVICES**

STUDENT ACCESS & SUPPORT SERVICES

Selkirk  College

Fonts

WHY ARE FONTS SO IMPORTANT?

Typography plays an important role in creating a distinct identity. Consistent typography ensures that our visual communication materials are always clear, concise and uncluttered. On-brand typography helps convey a professional image.

Selkirk College has two distinct typefaces (fonts):

Milo and **Myriad Pro**.

The font we use is important, and so is how we use it. Pay attention to the leading, kerning, case and style.

Milo is always used in display type: headlines, taglines, oversized introductory paragraphs and pull quotes. **Myriad Pro** is used for body text and small print elements. For body text a good measure would be 9.5pt/13pt.

In substitute of Milo, **Freight Sans Pro** (typekit.com/fonts/freight-sans-pro) is always used in display type, headlines, taglines and pull quotes on Selkirk College’s website and online applications.

CamingoDos Web (typekit.com/fonts/camingodos-web) is used for italicised oversized introductory paragraphs. In substitute of Myriad Pro, **Calibri** is used for body copy, small text elements and online content.

Milo

Milo Regular

Milo Regular

Milo Medium

Milo Medium Italic

Milo Extra Bold

Milo Extra Bold Italic

Myriad Pro

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Bold

Myriad Pro Bold Italic

SUGGESTED TYPOGRAPHIC COMBINATIONS

① Selkirk College Entrance Scholarships Provide Financial Boost

② *The affordability of a close-to-home education is enhanced by the Selkirk College Board of Governors Entrance Scholarships that are available to learners entering this coming Fall. The deadline for applications for the \$1,500 awards is March 31.*

③ High school students from around the region starting their post-secondary journey close to home have the opportunity to benefit financially with a Selkirk College Entrance Scholarship.

At the start of each academic year, the Selkirk College Board of Governors presents 40 scholarships to high school students and those attending post-secondary for the first time. Each scholarship is worth \$1,500 and available to learners who have graduated with a minimum overall average of 75 per cent on select Grade 11/12 courses who plan to study at college full-time.

1. Main title: Milo Extralight

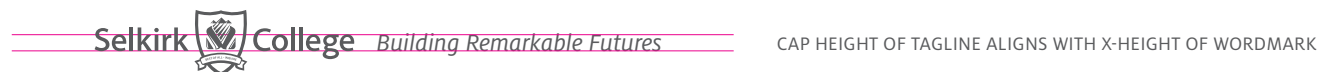
2. Introduction message: Milo Medium Italic

3. Body content: Myriad Pro Regular

Our Tagline

A tagline is a word or phrase used as part of the branding of a campaign. The Selkirk College tagline, “Building remarkable futures,” comes from our mission statement, “Together we build remarkable futures.”

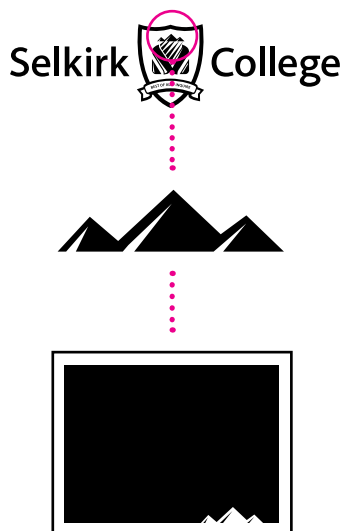
The tagline is used with the logo on posters, letterheads and other materials. The tagline has two designs—and each one has its own typeface. The first design uses Milo Regular Italic, which will reside to left or right of the logo, depending on logo placement. The second design uses Milo Extra Bold as a wordmark that is predominantly applied to recruitment collateral and used in recruitment-oriented events.



MOUNTAIN ELEMENT

The mountain graphic is taken from the college crest and applied as a cutout to our posters, ads, social media badges, website and other promotional materials. The mountain graphic is representative of the mountainous geography around college campuses.

We prefer the mountain graphic to be reversed out in white and placed as a notch in the bottom right corner of the layout. This has the added visual benefit of finishing the layout—similar to the way a period ends a sentence.



Types of Colour

Pantone (PMS): Pantone swatches are “spot” colours and are used for offset printing. Offset printing consists of CMYK (4 colour process) but can also be specific spot colours (Pantone). For accurate colour standards, refer to the current edition of the PANTONE Colour Formula Guide. PANTONE® is a registered trademark of Pantone, Inc. Please note that colour swatches are only accurate when using Pantone spot colours on a printing press. Variations in coated or uncoated paper and tone affect the ink colour.

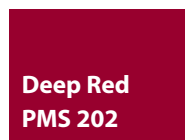
CMYK: When producing full-colour documents, CMYK is the standard. CMYK is a four-colour process that uses cyan, magenta, yellow and black (K). The CMYK standard applies to both offset and digital printing, as well as digital colour outputs (such as desktop printers).

RGB: Red/green/blue is the standard for the web/screen applications. It can also be used for six-colour large-format printing to preserve a larger colour gamut.

Hexadecimal is also the standard for the web and screen-based applications.

Our Corporate Palette

Selkirk College’s corporate and administration colours—burgundy and gold—reflect our history. Our colours are used in all corporate and department materials but are not intended to widely limit the choice of colours used in communications.



Deep Red
PMS 202

C0 M100 Y61 K43
R145 G26 B40
#911A28

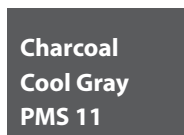


Gold
PMS 124

C0 M27.5 Y100 K6
R224 G170 B15
#E0AA0F

Our Neutral Palette

The neutrals palette is used to complement both Selkirk College Corporate & Operations and the school/program extension colours (see the school palette).

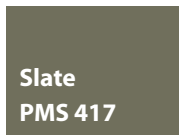


Charcoal
Cool Gray
PMS 11

C0 M0 Y0 K79
R90 G90 B90
#555555

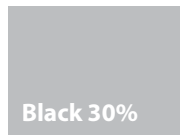


Granite
Cool Grey
PMS 9

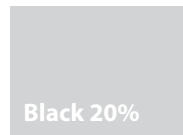


Slate
PMS 417

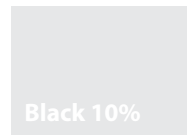
C0 M0 Y23.5 K69
R92 G89 R76
#5C594C



Black 30%



Black 20%



Black 10%

Our School Palette

Our school palette allows specific schools and their programs to showcase their individuality while maintaining a connection to Selkirk College's recognizable visual identity.

- 1. INDUSTRY & TRADES TRAINING
- 2. HEALTH & HUMAN SERVICES
- 3. UNIVERSITY ARTS & SCIENCES
- 4. SELKIRK INTERNATIONAL
- 5. ACADEMIC UPGRADING & DEVELOPMENT
- 6. ENVIRONMENT & GEOMATICS
- 7. BUSINESS
- 8. THE ARTS
- 9. HOSPITALITY & TOURISM

1
Maple
PMS 167

C15 M66 Y100 K2
R209 G111 B27
#D16F1A

2
Ore
PMS 152

C0 M51 Y99 K0
R247 G146 B29
#F7921D

3
Ochre
PMS 131

C8 M32 Y100 K0
R234 G175 B16
#EAAF10

4
Plum
PMS 222

C37 M100 Y54 K35
R122 G0 B60
#7A003C

5
Lichen
PMS 3975

C24 M17 Y100 K0
R204 G190 B0
#CCBE00

6
Fern
PMS 7496

C62 M27 Y100 K9
R109 G141 B35
#6D8D23

7
Slocan Lake
PMS 308

C92 M54 Y26 K6
R0 G104 B143
#00688F

8
Horizon
PMS 2726

C84 M59 Y0 K0
R53 G106 B179
#356AB3

9
Glacier
PMS 632

C75 M13 Y13 K0
R0 G169 B204
#00A9CC



Recruitment Palette

Selkirk College's recruitment colours use the corporate and neutral (greys only, no slate) palette along with these additional colours.



Specialized Department Palettes

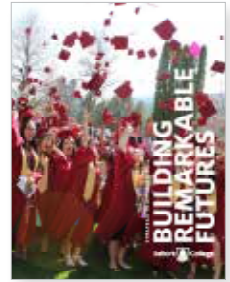
Some of Selkirk College's departments and services use special colours for their visual identities. Here are some listed below.

- 1. SELKIRK INNOVATES
- 2. MIR CENTRE FOR PEACE
- 3. SUSTAINABLE SELKIRK
- 4. CO-OP EDUCATION SERVICES
- 5. INDIGENOUS SERVICES



Plans & Reports

Strategic documents and reports are assigned a visual cover treatment that places them where they belong in the hierarchy of the document matrix. Reports are shared widely with the broader community. Branding provides a cohesive look which lends credibility to each report's message.



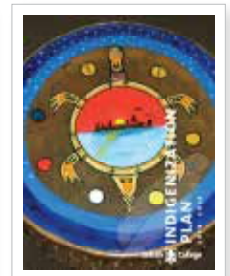
STRATEGIC PLAN



ACCOUNTABILITY PLAN & REPORT



EDUCATIONAL PLAN



INDIGENIZATION PLAN



INTERNATIONALIZATION PLAN



STUDENT SERVICES PLAN



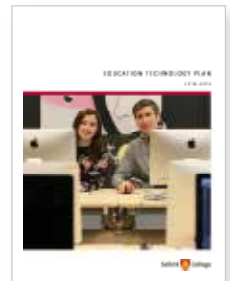
5-YEAR CAPITAL PLAN



STRATEGIC ENROLMENT PLAN & REPORT



FACILITIES PLAN



EDUCATION TECHNOLOGY PLAN



MARKETING PLAN



RETENTION PLAN



RECRUITMENT PLAN



SOCIAL MEDIA PLAN



FINANCIAL AID PLAN



STUDENT LIFE PLAN

Infographics

Infographics are an engaging way to tell a story or convey information with a lot of statistics. A diagram can help show a program's benefits, illustrate an education or career pathway, and make a lot of facts easy to digest.

Remember, the story you're telling is about Selkirk College, so use the relevant fonts, styles and colours.



You matter here.

At Selkirk College, students come first. We are committed to ensuring you have access to the support, information and tools you need. Our dedicated faculty, staff and employees offer services to help you with career, academic and personal counselling. Co-op Education & Employment Services, Accessibility Services for students with disabilities, Indigenous Services, Selkirk International, Healthy Campus, Tutoring Services and more...

Experience life on campus.

Located on the Castlegar Campus with views of the Columbia River, you'll find private accommodations for students in single room suites at Kekuli House.

Tenth Street Student Housing in Nelson provides accommodations in single rooms with central amenities or three and five bedroom pods.

STUDENT HOUSING
For more information on living on campus, or to apply for student housing, visit: selkirk.ca/student-housing

* Sample layout. Not all rooms will feature the same configuration.

\$5,657
UNIVERSITIES (BC)

\$2,960
SELKIRK COLLEGE

\$425,000
in scholarships & bursaries

↓

is provided each year to
+400 Students

Choose your program

Whether you are a student starting your college journey, returning for additional training or registering for preparation courses, Selkirk College offers you a variety of options.

Review the admission requirements

Don't quite have the admission requirements you need? Selkirk College can work with you to help get you started anyway. Our Student Recruiters can help direct your inquiry. **Contact Us!**

Apply!

Apply in person, by mail or online through **APPLYBC**. Pay the non-refundable application fee in order for your application to be processed. Visit selkirk.ca/admissions/admissions-office/application-process-information

Complete your application

Include your **transcripts** from high school and any post-secondary institutions. Enrolled in high school? Please provide an interim transcript.

Pay the seat deposit

Hold your seat by **paying the non-refundable seat deposit** as soon as you get your letter of acceptance or conditional acceptance.

Who will you become?

wáyo • ki'su'k kyukyit • weyt-kp • tawnshi • hello

At Selkirk College, life goals and success through education are achieved in an atmosphere that meshes perfectly with your lifestyle...

Selkirk College acknowledges our respect for and deep gratitude to the First Nations and Ancestral peoples the Coast Salish, the Nlaka'pamux, the Kwantlen, the Haisla, and the Secwepemc (Shwəwə) peoples on whose traditional territories we are honoured to operate.

COMMUNITY COLLEGE - SMALL CLASS SIZES

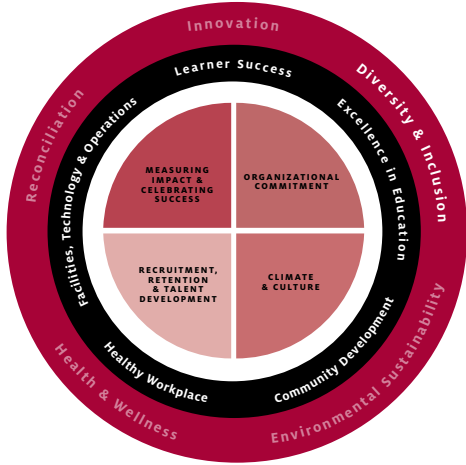
TRANSFER COURSE CREDITS

AFFORD YOUR TUITION!

CHOOSE FROM 60+ PROGRAMS

Selkirk College

Infographics & Vectors



2021 Key Performance Indicators

SELKIRK INNOVATES

HIGHLIGHTS

- 97 Projects!
- 18 FTE* Student Jobs
- 84 Engaged Partners
- 18 FTE* Non-student Jobs
- \$3.9 Million Annual Budget
- 592 Learners supported

EDUCATION & TRAINING

- 5 training offerings, 243 participants and 5,014 training hours
- 251 in-class learners accessing specialized equipment and expertise
- 11 student FTE enrollment generated through student internships & training

WORK INTEGRATED LEARNING (WIL)

- 54 STUDENTS ENGAGED in Applied Research Internships
- \$540,000 STUDENT WAGES through grant funded internships placements >> Average value of Internship: \$10,000
- 42 FACULTY ENGAGED IN Integrated Learning
- 47% COLLEGE CO-OP STUDENTS employed by Applied Research & Innovation

SPECIALIZED EQUIPMENT AND CONTRIBUTIONS

- \$490,000 EQUIPMENT Value of grants sponsored equipment and software purchased
- \$330,000 PARTNER CASH CONTRIBUTIONS from Industry, Small Business, Non-profits, and local governments

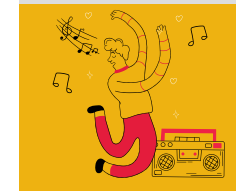
Selkirk College | SELKIRK INNOVATES *Full-time employment

Take fewer flights! If you fly regularly, air travel is likely the biggest contributor to your carbon footprint



EXAM DE STRESS!
Listen to some music – Close your eyes and relax with your favourite tunes. Tuning out the world for even just five minutes can be a great way to lower your stress and increase your mental clarity.

EXAM DE STRESS!
Keep your eye on the prize – Daydream about life after graduation. Take a break from your to-do list and remember why you arrived at Selkirk College to begin with. Your goal is within reach! For a moment, don't worry about how you will get there. Trust.



Breaking Down Buzzwords

Embodied carbon

SUSTAINABLE BELIEFS

Feeling stressed, anxious or drained?

TRY THESE GROUNDING TECHNIQUES! >>>>

IN YOUR BODY
Place your feet on the ground. Close your eyes...
Start at the crown on your head and bring awareness throughout your whole body.
Try and focus on any movements or feelings and your breath.

FIVE SENSES COUNTDOWN
Try and find:
Five things you can see
Four things you can touch
Three things you can hear
Two things you can smell
One thing you can taste

DISTRACTION
Name all the blue things you can see.
Count backwards by three to 100.
Pick a category and name everything you can (e.g., dog breeds, hockey teams, food that you like).

Photography

Images should be engaging, capture authentic moments and tell a personal story. Choose photos that are fresh, well-composed and up to date.

Images should reflect at least one of the following:

- diversity and inclusion
- learner success
- excellence in education
- community development
- healthy workplace
- facilities, technology and operations

Photos should be real, natural and direct, not manipulated or contrived. They should be accurate and represent the Selkirk College experience. Images should not mislead or falsely represent Selkirk College.

Portraits should be direct and honest with subjects looking at the camera or slightly off to the side.

Group images should show people interacting with each other. Try to include distinctive features so they don't look like stock photos.

Do not use photos that are out of focus, low resolution or poorly exposed. Avoid photos that have weak composition and do not reflect the professionalism of the Selkirk College brand.



<p>TABLE OF CONTENTS</p> <ul style="list-style-type: none"> Kennedy Life 5 COVID-19..... 8 Afford Your Learning 8 Selkirk Student Services 10 Live on Campus..... 11 Work Integrated Learning 12 School of the Arts..... 14 School of Business 14 School of Health & Human Services 18 School of Learning Arts & Sciences 20 School of Industry Trades & Training 22 School of Hospitality & Tourism 24 School of Environment & Commerce 26 International Education 28 Academic Upgrading 30 Academic Requirements 32 <p>COVID-19 UPDATE</p> <p>Our priority is to keep you safe while continuing to offer the quality education, skills and training that will help you succeed.</p> <p>Selkirk College follows all directives and advisories from British Columbia's Ministry of Health and public health authorities. We have adapted your learning experience and details in this book so you may be adapted to ensure beyond our control. Best assured, no matter how you are studying with us, online or in person, exceptional learning takes place at Selkirk College.</p> <p>For the latest information about the impact of the COVID-19 pandemic on your studies visit selkirk.ca</p>	<h3>Don't just survive. Thrive!</h3> <p>Discover your UNIQUE self at Selkirk College. Seize the moments that will define who you will become. Be challenged. Thrive and grow surrounded by nature. Find your community and make a difference. Be empowered to shape your future.</p> <p>Experience unique at Selkirk College.</p> <div style="display: flex; justify-content: space-around;"> <div> <p>Work with students from all over the world.</p> </div> <div> <p>Gain practical skills and industry experience.</p> </div> <div> <p>Work with students from all over the world.</p> </div> </div>
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One person can make a difference.

Healthcare

Education

Business

Community Development

Arts & Sciences

Environment & Commerce

Industry Trades & Training

Hospitality & Tourism

International Education

Academic Upgrading

I matter here.

"My time at Selkirk College has been nothing short of transformative. The knowledge, skills and experience I've gained sets me up for my future. I know the importance and relevance of principles and how to genuinely become an ally for those facing adversity, injustice and discrimination."

Experience Unique

Digital Signage

Our digital signage appears on flat-panel TV screens in common areas. It's a tool for campus-wide communication, strategic messaging and emergency notification.

Digital signage must be **1920 x 880 pixels** and have a resolution of at least 150 dpi. It must be created as a jpeg file.

Digital signage rotates every eight seconds, so keep your message short and easy to read. Always leave a clear margin on your digital slide so your text is visible.

When you're crafting a message for digital signage, consider:

- Who is your audience?
- What is your key message?
- What is your call to action?
- What graphic elements must be included (e.g., logos, wordmarks, photos, etc.)?

Keep in mind that there is limited space for digital signage. Schools and departments may be offered a limited number of slides.



Web Events

Web events promote an event on Selkirk College's online calendar. They are a valuable resource for sharing information about campus activities with our staff, students and community.

Web events must include a date, time, location, registration instructions, relevant links and any other applicable information. They must feature a visual element.

Web events should direct people to selkirk.ca.

Selkirk College Open House

SATURDAY, NOVEMBER 2, 2019 - 10:00AM TO 2:00PM

Castlegar Campus - The PIT
Event Category: Featured Events

Come explore the possibilities at Selkirk College's Open House where an array of programs and services are on display. Our annual event is an excellent opportunity to check out what's in store for your future as you meet face-to-face with our faculty and staff.



What to Expect

- Interactive and informative program displays
- Faculty from all program areas to talk with
- Fun science, arts and cultural activities
- Information on scholarships and financial aid
- Help with your application
- Campus tours every half hour
- Free food and refreshments
- Awesome prizes including tuition certificates, gift cards, and much more

No Application Fee

Selkirk College is waiving the application fee for students who apply at this event. There has never been a fee for the multitude of program options and career pathways available at Selkirk College.

For more information, contact our [Recruitment Team](#) at 250.505.1396.

[Learn more about your future at Selkirk College.](#)

[<< back](#)

Selkirk College Gala 2019

SATURDAY, NOVEMBER 30, 2019 - 6:00PM

Mary Hall, Tenth Street Campus, Nelson, BC
Event Category: Featured Events

Selkirk College's annual Gala 2019 event Remarkable Together will be a night to remember. It takes place on Saturday, November 30 at 6 p.m. at Mary Hall, Tenth Street Campus in Nelson, BC.



Our annual Gala is one of our signature community events where we celebrate the energy, talent and learning of our students with fabulous food, music and a silent auction. It's truly an inspiring evening. [Learn more...](#)

Tickets on sale October 9!

As a contributor to our success both in the past and the future, we hope you will join us for a special evening of friendship, conversation and entertainment at Gala 2019.

- Tickets are \$70.00 per person or \$520.00 for a table of eight.

View the Tenth Street [campus map](#) and the [campus directions on Google Maps](#). There is ample free parking on campus and on city streets.

[Learn more about Advancement at Selkirk College](#) and follow us on [Facebook](#).

Print Materials

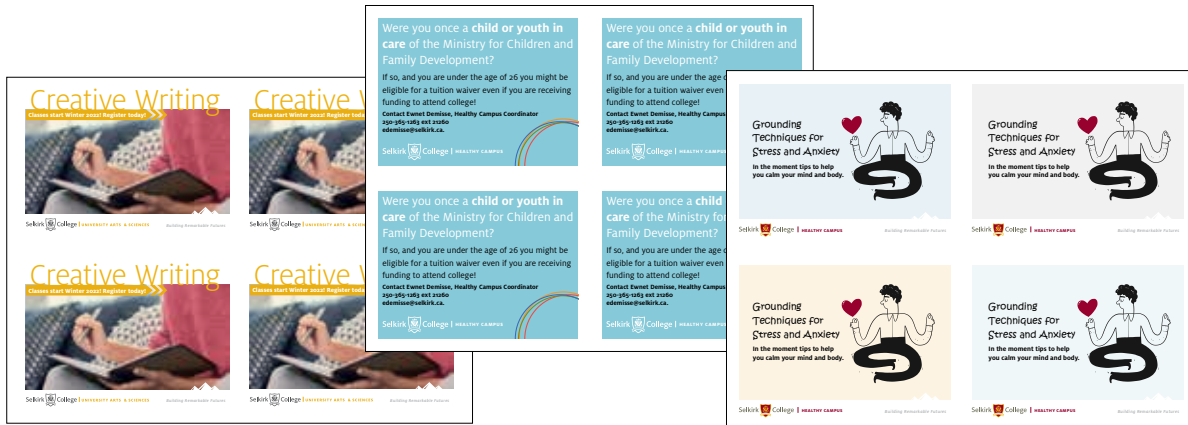
Print materials include posters, rack cards, handouts, brochures, postcards, bookmarks and any other physical material that can be used for recruitment or promotional purposes.

Before you get an item printed, consider:

- Is this information on the web and social media?
- How many copies do you need?
- How many copies will people use?
- How many copies will end up in the garbage?

Environmental sustainability is one of our fundamental commitments. Selkirk College is working hard to lower our emissions and create a culture of sustainability on campus. We are moving to an online strategy that provides employees, students and community members information through social media, the events calendar and the digital signage around campus.

STAFF: Check MySelkirk for our monthly paper-use statistics: my.selkirk.ca/staff/dept/sustainability.



Postcard Samples



Templates

If you are creating a PowerPoint presentation or a poster, please use a template. Templates for your department or school are at my.selkirk.ca.

Choose the style created for your department or school only.

Powerpoint Template

Choose from a selection of styles on my.selkirk.ca.



Poster Templates

There are two poster sizes: 8.5 x 11 and 11 x 17.

Use 8.5 x 11 posters should for general information, like events, programs, activities and announcements. Use 11 x 17 posters for special promotional events and activities.



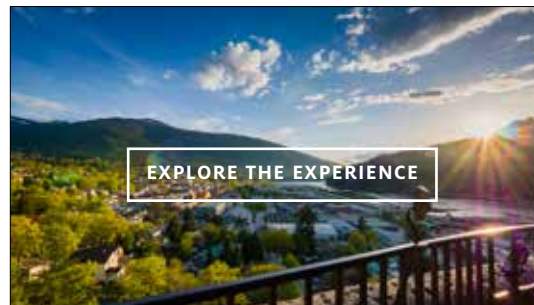
Video

Videos are used for recruitment and student support. They can also showcase Selkirk College's services, programs, students and staff.

Use Milo font in video text if possible. Calibri or Myriad Pro are acceptable substitutes. Videos should not contain any special effects unless requested by the Marketing & Communications team.

Opening Slides: Promotional Program Videos

- Slide: 1920 x 1080 pixels
- Program title: Milo OT Bold font within white border
- https://www.youtube.com/watch?v=od_kLPg6rWg



Opening Slides: Student Testimonials

- Animated
- Student's name: featured in a white box, centred
- Program name: under the student's name, centred
- Selkirk College: under the program name, centred
- <https://www.youtube.com/watch?v=fm9-J694zLs>



Opening Slides: Recruitment

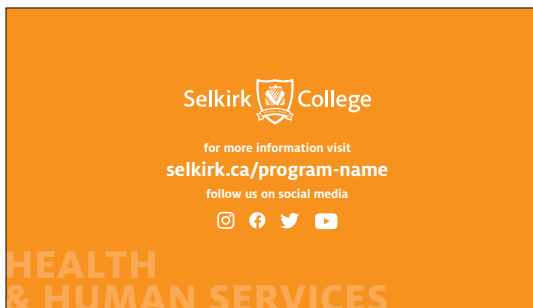
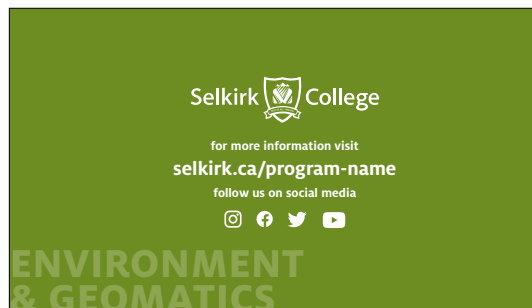
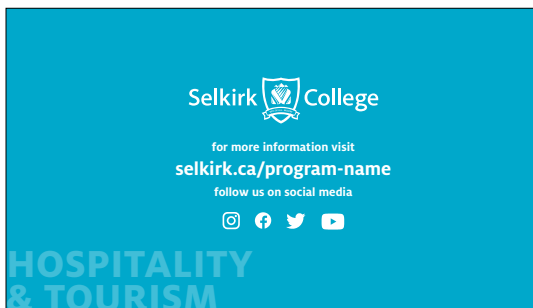
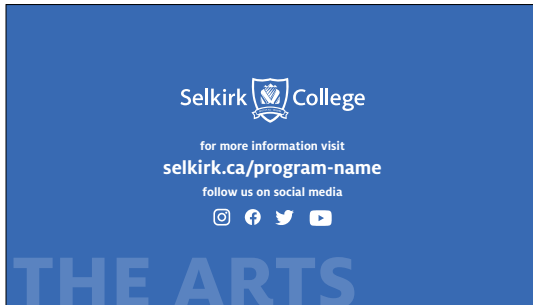
- Black background
- Logo centered
- <https://www.youtube.com/watch?v=arWT3Vrq7eU>



Video

Closing Slides: All Videos

- Logo: centred
- URL: appears under the logo, changes depending on the program being featured
- Social media icons: centred
- Program or department wordmarks: bottom left in all caps



Best Practices

Social media helps us express our values and tell our many stories in a compelling voice that's always on-brand.

We use LinkedIn, Facebook, Instagram and Twitter to share authentic content in a cost-effective and sustainable way. These platforms enable us to engage with students, staff and the community and create partnerships with other institutions.

The digital space is competitive, and it can be hard to stand out. All Selkirk College posts should be helpful, meaningful or unique.

If you want to post an announcement, event or other information on our established channels, please contact the Marketing & Communications team.

If you are interested in creating a new channel, please get in touch with the Marketing & Communications team. Consider how your channel fits into a big-picture strategy and be realistic about the time commitment, training and skill needed to maintain it. Who will monitor it? How will you generate relevant content? How does it fit with Selkirk College's goals?

Selkirk College's digital presence should be unified and reflect our values, commitments and voice.

Facebook & Twitter

Facebook

Facebook's clickable links and photo-album capabilities make it our most content-diverse platform. It is generally our oldest demographic on social media.

Think of your audience when you're creating a post. Is this the best platform? Remember, you're posting as Selkirk College, and your post must reflect the college's overarching aesthetic and tone of voice.

We have templates for promoting events, announcements and notices, and highlighting a student or employee on Facebook. You must use these templates.

If you are using a hashtag in the body of your post, do not capitalize each separate word unless it is a proper noun. If you are adding hashtags at the end of your post, capitalize each word.

All Facebook posts should use #SelkirkCollege and direct people to selkirk.ca.

Twitter

Text for Twitter



Instagram

Instagram

Instagram is a great platform for visual storytelling. It is our fastest-growing platform and the most popular social media channel among our primary recruitment age group.

Think of your audience when you're creating a post. Is this the best platform? Remember, you're posting as Selkirk College, and your post must reflect the college's overarching aesthetic and tone of voice.

We have templates for promoting events, announcements and notices, and highlighting a student or employee on Instagram. You must use these templates.

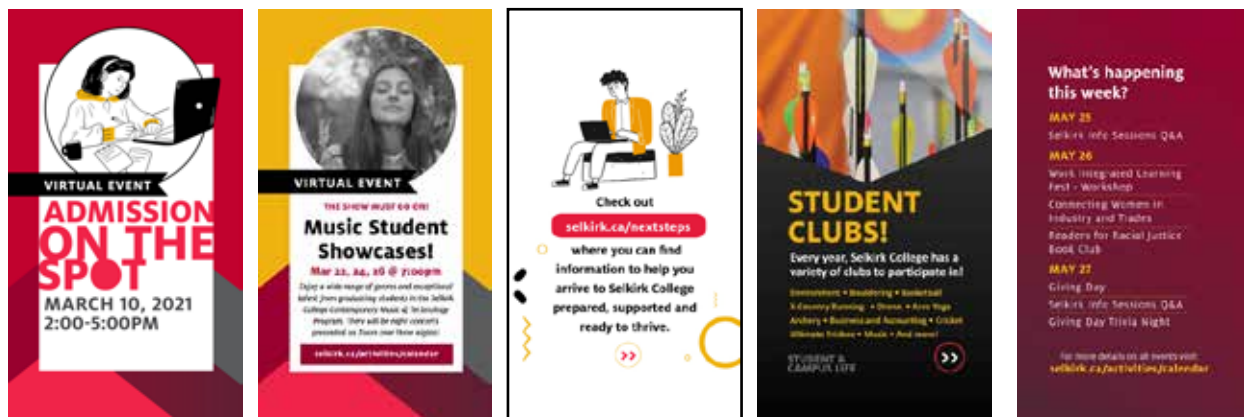
If you are using a hashtag in the body of your post, do not capitalize each separate word unless it is a proper noun. If you are adding hashtags at the end of your post, capitalize each word. All Instagram posts should use #SelkirkCollege and direct people to selkirk.ca. Do not use long URLs on Instagram because they aren't clickable.



Instagram Stories

Instagram stories are live for 24 hours. They convey a short-term message. Stories can promote an upcoming event, highlight a current event or share a series of photos that tell a cohesive story. We have templates for promoting events, announcements and notices, and highlighting a student or employee on Instagram. You must use these templates.

All stories must have a strong image, use #SelkirkCollege and @SelkirkCollege, have a direct call to action and direct people to selkirk.ca.



Apparel—Schools & Departments

Selkirk College-branded apparel is a great way our community can show its support. All items should feature the Selkirk College logo on the front in the top left corner. Any further imagery or text is featured on the back of the shirt.



Front of T-Shirt



Back of T-Shirt



Front of Hoodie



Back of Hoodie

Apparel—Recruitment



Front of T-Shirt



Front of Hoodie

