



**RUSS
EDWARDS
SCHOOL**
Agriculture &
Environment

BRAND STANDARDS GUIDE

VERSION 1.0

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OUR BRAND

- 1.1 Who We Are
- 1.2 Brand Voice

The Russ Edwards School of Agriculture & Environment has defined a set of beliefs to reinforce among its target audiences. When everyone believes in the purpose, vision and values, it creates an authentic brand experience.

Who We Are

The Edwards School is a leader in hands-on education and training, using **technology** and **innovation** to effect **change** and better outcomes, recognizing the **interconnectedness** of agriculture and the environment.

Brand Voice

The Edwards School will communicate using a consistent tone, featuring defined traits.

Easy confidence

Both confident and inviting others into our confidence
“we know what it takes”
and we’ll get it done,
whatever it is, we are
“doers”

Considerate & inviting

Someone you want to meet
and partner with

Inspiring

Seeing new solutions
for old problems – new
technologies – we’re
solving problems together

Clever

Using phrasing and idioms/
culture-speak and graphics
that catch attention, engage
those who value working
in hands-on fashion with
‘can-do’ attitudes

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LOGO

The logo is one of the most crucial components of the Edwards School brand identity; its purpose is to clearly and succinctly identify the school. Its design, typography, colour, spacing and structure are all unique.

- 2.1 Logo Variations
- 2.2 Icon Anatomy
- 2.3 Colour Usage
- 2.4 Clearance Space
- 2.5 Legibility
- 2.6 Improper Use
- 2.7 Minimum Size
- 2.8 College Lock-Up
- 2.9 Program Names

Logo Variations

The Edwards School logo is available in vertical and horizontal orientations. In general, the shape of the media will dictate which version should be used. Vertically-oriented spaces should use the vertical logo, horizontally-oriented spaces should use the horizontal logo.

Vertical



Horizontal



Icon Anatomy

The Edwards School icon features carefully-considered geometry, proportions and alignment. They should not be changed for any reason.



Colour Usage

The Edwards School logo is available in the following formats: colour, reversed colour, black and reversed.

Colour



Reversed Colour



Black



Reversed



Clearance Space

In order to maximize visibility and recognition, the Edwards School logo should have a minimum amount of 'clearance' around it. This keeps the logo free of clutter and unnecessary graphic elements that could hinder recognition and readability.

The following examples provide a visual depiction of the required clearance space.

Vertical

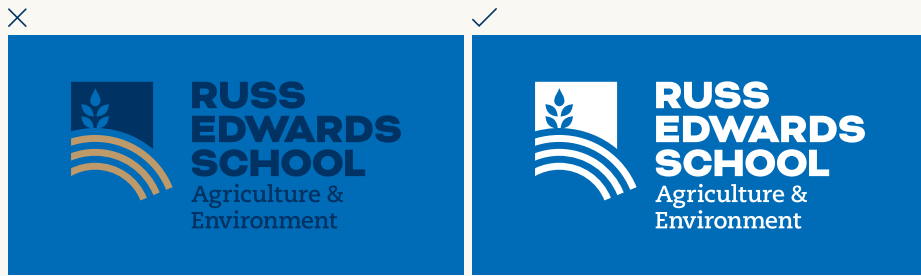


Horizontal

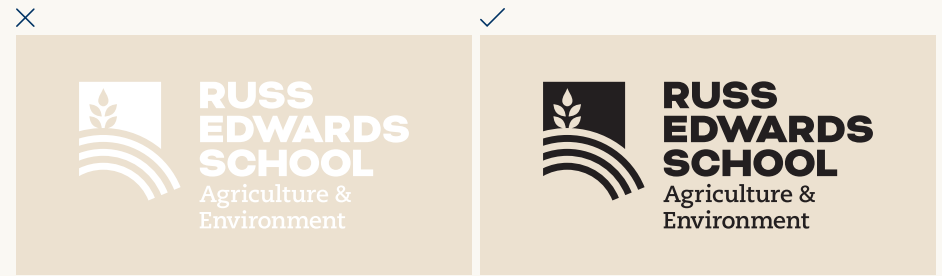


Legibility

Care should be taken to ensure the logo is legible against its background at all times. The following examples illustrate proper legibility and contrast.



Never place the colour or black version of the logo on a dark-coloured background.



Never place the white version of the logo on a light-coloured background.



Never place the logo on a busy or distracting photo background.



Never place the logo on a busy or distracting pattern or textured background.

Improper Use

No variation of the Edwards School logo other than those outlined in section 2.1 should ever be used. These examples provide a visual reference of some common misuses to avoid.



Never skew any part of the logo either vertically or horizontally.



Never add a drop shadow to the logo.



Never add a border or confine the logo to a contained shape.



Never stretch the logo either vertically or horizontally.



Never change the typeface of any part of the logo.



Never tilt the logo on an angle.



Never screen the colours of the logotype or apply a different colour.



Never add an outline to the logo.

Minimum Size

To ensure recognition, the Edwards School logo must adhere to minimum size requirements.

Vertical

Horizontal



1.33" / 96px

1.85" / 133px

College Lock-Up

When the Edwards School logo needs to be locked-up with the Assiniboine Community College logo, the horizontal versions of the logos should be used.

When stacked vertically, the logos should be left aligned and the word Assiniboine on the college logo and the word Environment on the Russ Edwards logo should align.

When placed side by side the text on both logos should be equal height.

The same guidelines for clearance space should be followed as in section 2.4.



Program Names

Program names should be added in Caecilia LT Pro Bold, follow clearance guidelines, and use a line to separate the program name from the logo proper.



Logo Alt Tag Description

When using the Russ Edwards School – Agriculture & Environment logo online, use the following alt tag description:

Russ Edwards School – Agriculture & Environment logo

Russ Edwards School of Agriculture & Environment logo with a blue square containing a white plant icon above curved gold field lines, alongside the school name in blue text.

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COLOUR

- 3.1 Pantone® 654
- 3.2 Pantone® 465
- 3.3 Secondary Colours

Care should be taken, in both printed and digital applications, to ensure colours are mixed to the following specifications.

3.1

Pantone® 654

CMYK: 100 / 70 / 10 / 45

RGB: 0 / 58 / 112

HEX: 003a70



3.2

Pantone® 465

CMYK: 7 / 27 / 55 / 22

RGB: 188 / 149 / 92

HEX: BC955C



Pantone® 2935

CMYK: 100 / 55 / 0 / 0

RGB: 0 / 85 / 184

HEX: 0055B8



Pantone® 344

CMYK: 33 / 0 / 25 / 0

RGB: 158 / 216 / 179

HEX: 9ED8B3



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SUPPORT ELEMENTS

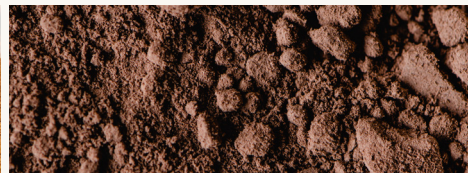
- 4.1 Photography
- 4.2 Illustrations
- 4.3 Tagline Graphic
- 4.4 3-Circle Graphic

In addition to the logo, there are a variety of support elements that can be implemented across the Edwards School brand.

Photography

Photography throughout the Edwards School brand should be of professional quality, unless this is unfeasible (ie: impromptu social media posts, event photography, etc). The subjects in the photography should appear candid, avoiding imagery that looks forced or staged. Images of soil and plant life should depict liveliness and growth.

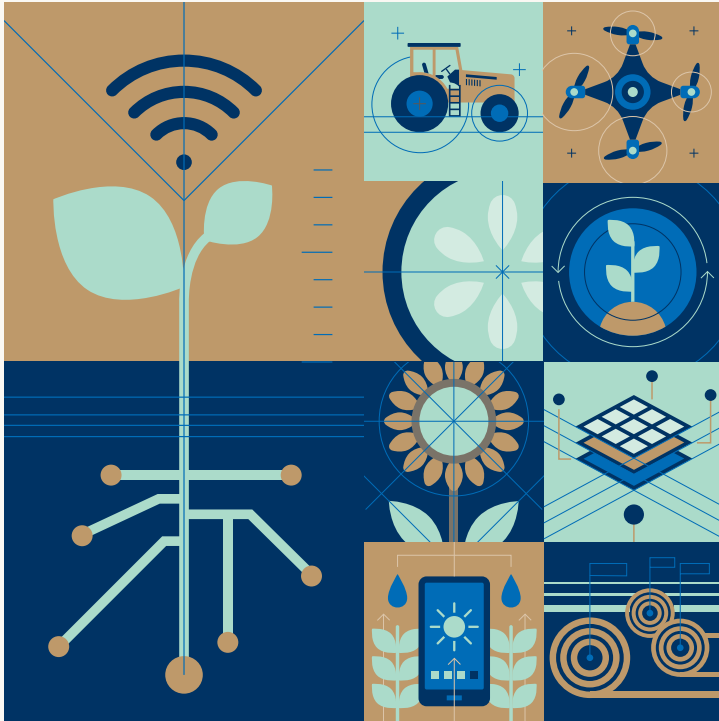
Examples



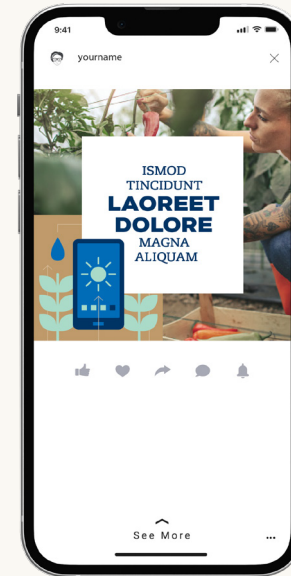
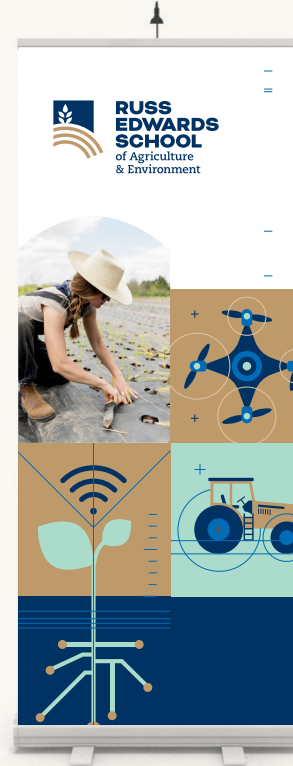
Illustrations

A custom illustration style has been developed as an additional element to punctuate Edwards School branding applications. The illustrations contain agricultural elements that are stylized to appear technical and modern. They can be used on their own or as a compliment to other Edwards School design elements. Additional illustrations should be developed at the discretion of a professional agency.

Examples



In Use



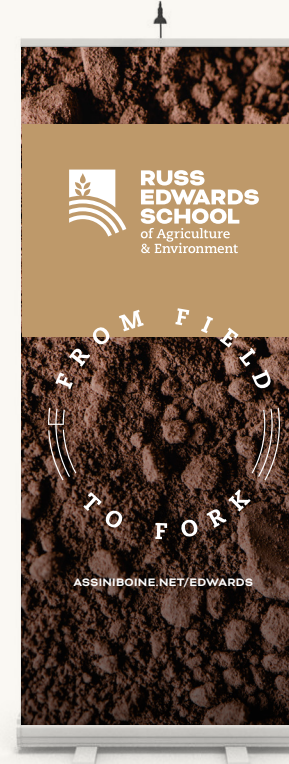
Field-to-Fork Graphic

The Edwards School tagline has been formulated into a standalone graphic element that can be applied across the brand. It can be applied in a randomized fashion, by rotating the graphic or overlapping background elements, provided that adequate contrast is maintained. It can also be used in a more structured, formalized manner, where appropriate.

Examples



In Use



3-Circle Graphic

Drawing influence from the 3 arced lines in the Edwards School logo, a 3-circle graphic has been developed to add a bold, graphic element to the overall framework. The 3-circle graphic can be used in a variety of ways, using different cropping to create a variety of compositions.

Examples



In Use



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TYPOGRAPHY

- 5.1 Caecilia LT Pro
- 5.2 PMN Caecilia Sans Text
- 5.3 Bicyclette
- 5.4 Accessibility

Consistent typography is integral to the success of our brand. To the greatest degree possible, care should be taken to only use the typefaces outlined on the following pages.

Caecilia LT Pro

Caecilia LT Pro is a versatile slab serif typeface, and brings both stability and character to the Edwards School brand. It should be used as copy for captions, headers, subheads and larger display type.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
:;!?"#\(){}[],"'""'"\$@&% 1234567890

Caecilia LT Pro Light

Caecilia LT Pro Light Italic

Caecilia LT Pro Roman

Caecilia LT Pro Italic

Caecilia LT Pro Heavy

Caecilia LT Pro Heavy Italic

PMN Caecilia Sans Text

PMN Caecilia Sans Text is a flexible sans serif typeface, and allows the Edwards School brand to communicate with clarity and consistency. It should be used primarily as body copy and in graphs, charts and other figures.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
:;!?"#\(){}[],"'"\$@&% 1234567890

PMN Caecilia Sans Text Light

PMN Caecilia Sans Text Light Italic

PMN Caecilia Sans Text Regular

PMN Caecilia Sans Text Italic

PMN Caecilia Sans Text Heavy

PMN Caecilia Sans Text Heavy Italic

Bicyclette

Bicyclette is a wide sans serif typeface that adds personality and distinction to the Edwards School brand. It should be used primarily in all caps as headers and subheads, avoiding use in large sections of body copy.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.;...!/?#\(){}[],.“”“”"\$@&% 1234567890

BICYCLETTE REGULAR

BICYCLETTE BOLD

BICYCLETTE BLACK

Accessibility

Edwards School should always aim to create collateral that is accessible to all, where everyone, regardless of vision impairment, can engage fully. This means ensuring written communication is accessible by making collateral – both in print and online – as readable as possible.

Please keep in mind the following guidelines when producing any Edwards School written communication.

Contrast: Use high-contrast colours between text and backgrounds. Examples of high-contrast are black on a white or other light-coloured background; or white text on a black or dark-coloured background, provided the font-weight is adequate.

Yes

High-contrast colours

No

Low-contrast colours

Font Weight: Use fonts with medium weight and avoid any fonts that use extremely light strokes.

Yes

Adequate weight

No

Inadequate weight

Type Size: Always consider your audience when selecting type size. Keep text large, ideally a minimum of 10 point in print and 16 point for online applications.

Yes

Large enough to read

No

Too small to read

Uppercase vs. Lowercase: When setting large blocks of copy, do not use italics or uppercase letters.

Yes

A mix of uppercase and lowercase letters makes large blocks of text easier to read.

No

USE OF ALL UPPERCASE LETTERS MAKES LARGE BLOCKS OF TEXT DIFFICULT TO READ.

Leading: Leading is the measurement of space between lines of text. This space should generally be at least 25%–30% of the type size.

Yes

This sample features adequate spacing between the lines of text

No

This sample features inadequate spacing between the lines of text

Letter Spacing: Do not crowd text. Ensure generous spacing between letters, especially in digital environments.

Yes

Adequate spacing of letters

No

Inadequate spacing of letters

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MESSAGING

- 6.1 Naming Conventions
- 6.2 Style Points

Messaging should focus on the end-user and how they feel leading up to visiting or attending the school. The intent is to make an emotional appeal, rather than attempting to sell.

Naming Conventions

Names are widely understood to be among the most important of a brand's assets. It is important to ensure consistency surrounding use of the Edwards School name.

Formal Usage

Russ Edwards School of Agriculture & Environment

Use exclusively for official letterhead and formal executions.

Informal Usage

Edwards School

In most instances, Edwards School will be used as the common name for the organization, including verbal references (tour and programming script, internal way-finding signage, etc.) web copy and marketing collateral.

Marketing & Communications Usage

1. Russ Edwards School of Agriculture & Environment

2. Edwards School

Upon the first mention in pieces such as media releases, grant applications and donation requests, use Russ Edwards School of Agriculture & Environment as the organization's name. Subsequent instances will simply use Edwards School.

Media Release Sample

We are pleased to announce that the Russ Edwards School of Agriculture & Environment will be hosting an open house for prospective students. On October 24, 2023, prospective students can tour the Edwards School facilities, with an opportunity to meet current students and instructors.

Donation Request Sample

With your support, the Edwards School can continue to bring high-quality education to those with an interest in a career in agriculture.

Web Copy Sample

If you've ever been to the Edwards School, you've already experienced the sense of community one feels on campus.

Improper Usage

An ampersand should be used, taking care to not use the word 'and'.

Yes: **Russ Edwards School of Agriculture & Environment**

No: **Russ Edwards School of Agriculture and Environment**

Style Points

Style points follow the guidelines set by the Canadian Press, which is the industry standard for best practice writing and grammar. Follow the guidelines as noted below unless, for marketing design purposes, exceptions need to be made.

Ampersands: Please use the word “and” whenever possible and avoid using ampersands (&).

Exceptions: When applying the formal version of the Russ Edwards School of Agriculture & Environment name.

Capitalization: Capitalize all proper names. If it is not a proper name, it should be lowercase.

Currency: Example: Tickets are \$5 at the door.

Yes: \$5

No: \$5.00

Note: If the price includes cents, use the period, e.g. \$2.25.

Amounts of a thousand dollars or more require a comma.

Example: \$5,000; \$30,800

If the amount is for a million dollars or more, do not write out the entire number.

Examples: The event reached an all-time high raising over \$4 million.

Yes: \$4 million

No: \$4,000,000

Dates: For clarity, use the day of the week with the month and year.

In first reference Friday, May 15, 2009

In subsequent references May 15 or Friday, May 15

Note: Adding the day of the week as well as the month and year is not always an appropriate choice for marketing material or some writing. Use discretion based on what the audience needs to most clearly understand the message. In addition, if you have already listed the year or day of the week on the document, it doesn't need to be stated repeatedly.

Do not use apostrophes in dates.

Yes: 1990s

No: 1990's

Never use ordinals with dates. Do not include st, rd, th on dates.

Yes: Friday, July 4, 2008

No: Friday, July 4th, 2008

Note: Ordinals are only used with anniversaries, e.g. The 50th Anniversary of Edwards School.

Days of the week: Always spell out days of the week, Monday, Tuesday, etc.

Style Points

Hyphens: Hyphens indicate which words the reader should mentally join together as one concept.

Example: We are a not-for-profit organization.

Hyphenate co-words and any words with a prefix that creates a double vowel, such as pre-eminent.

Use a hyphen to join two or more words together to modify a noun.

Examples: well-known instructor;
out-of-date statistics;
40-year-old volunteers

Note: When the same adjectives follow the noun, hyphens are unnecessary and are left out.

Hyphens join the numerator and denominator of fractions: three-fourths, one-half, etc.

Italics: Italics are used to represent titles such as play titles, books, periodicals (including newspapers), long musical works, movies, television and radio programs, works of visual art, names and foreign words and phrases that are not part of the English language.

Months of the year: For months used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., Dec. Spell out standing alone or with year alone.

Example: Oct. 1, 1995 was a Friday; July 2009 was wet and rainy.

Note: Do not put a comma with a month and year e.g, June 2008.

Numbers: Spell out numbers from one to nine. Use figures for 10 and above.

Example: Three and 33

Exceptions: Use numbers for street addresses.

Per cent: Percentages of numbers are indicated by the words per cent not the symbol %.

Example: Over 20 per cent of our volunteers are seniors.

Yes: per cent

No: % OR percent

Phone numbers: Always use periods between numbers and the area code. Do not use brackets for the area code or hyphens.

Yes: 204.555.5555

No: (204) 555-5555

Times: Time is written in figures. However, write midnight or noon instead of the number.

Yes: 2pm, 2:30pm

No: 2 p.m., 2:30 p.m.

No: 2:00 p.m.

Yes: midnight, noon

No: 12 midnight, 12 noon



**RUSS
EDWARDS
SCHOOL**
Agriculture &
Environment

If you have questions related to any Edwards School brand application, please contact:

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