Brand Standards

VERSION 1.0

Assiniboine College

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Pathways to Success: Empowering Your Journey

At Assiniboine, education is a pathway to knowledge; it's a journey of transformation and growth, guided by exceptional learning experiences, community support, and a commitment to making a difference. Success is not just about reaching a destination; it's about skillfully navigating the pathways that lead us to our goals and building upon a foundation of knowledge throughout the journey.



Logo

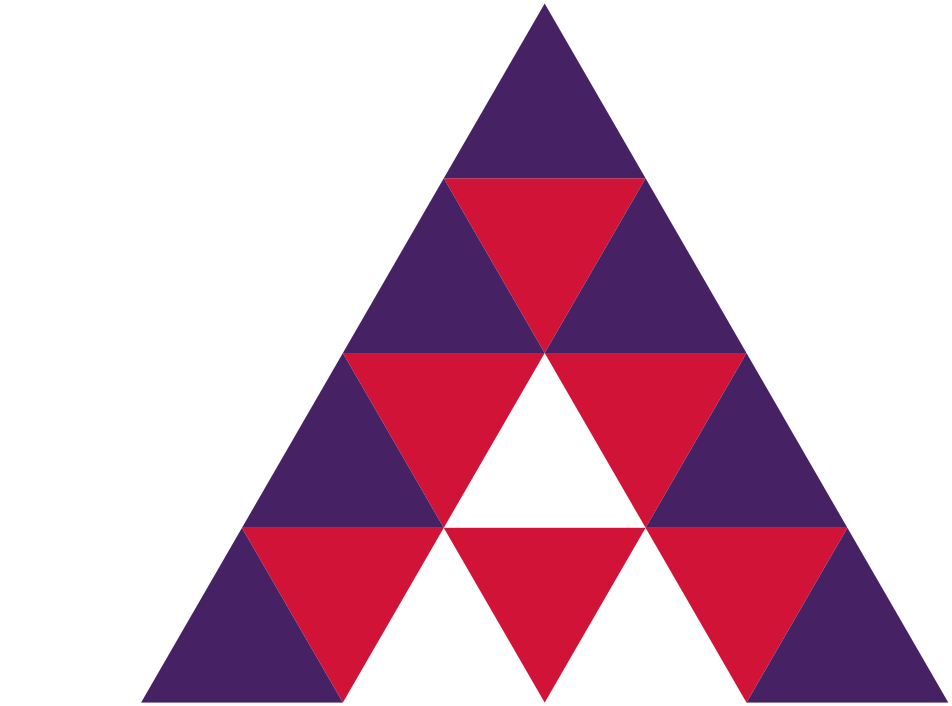
Introduction

This iconic symbol signifies pathways that provide direction and meaning, whether through higher education, career growth or personal development.

It reflects the interconnectedness of teachers, students, programs, skills, knowledge, community and industry—all working together to guide and empower individuals toward success.

The logo features a geometric A, signifying Assiniboine. Its shape is also inspired by the rich heritage of Manitoba's First Nations and the Tipi, symbolizing the beginning of life and the nurturing environment of a home, and Assiniboine's commitment to Indigenous prosperity.

Assiniboine is dedicated to assisting students in finding their unique pathway to make a positive impact in their communities, offering support and resources every step of the way.



Assiniboine College

Parent Logo

Our parent logo exists in a primary vertical layout, and a secondary horizontal layout.

The preferred version for all applications is the primary version. Its vertical centered orientation differentiates the parent logo from its subsidiary logos.

When size does not allow for the primary logo, the secondary is acceptable.

The full logo package is available on the Assiniboine shared drive at the following path: **Shared > College Information > Communications & Marketing > Logos & Styleguide.**

PRIMARY



SECONDARY



Logo Elements

The logo is made of two different components: the icon and the wordmark.

ICON
For approved marketing applications, the icon can live on its own without the wordmark.

WORDMARK
The wordmark can be used in isolation in contexts where the logo is present elsewhere.



Logo Alt Tag Description

We aim to create collateral that is accessible

When using the Assiniboine College logo online, use the following alt tag description:

Assiniboine College logo
Assiniboine College logo featuring a geometric triangular ‘A’ made of purple and red triangles, with the words ‘Assiniboine College’ in black serif font.

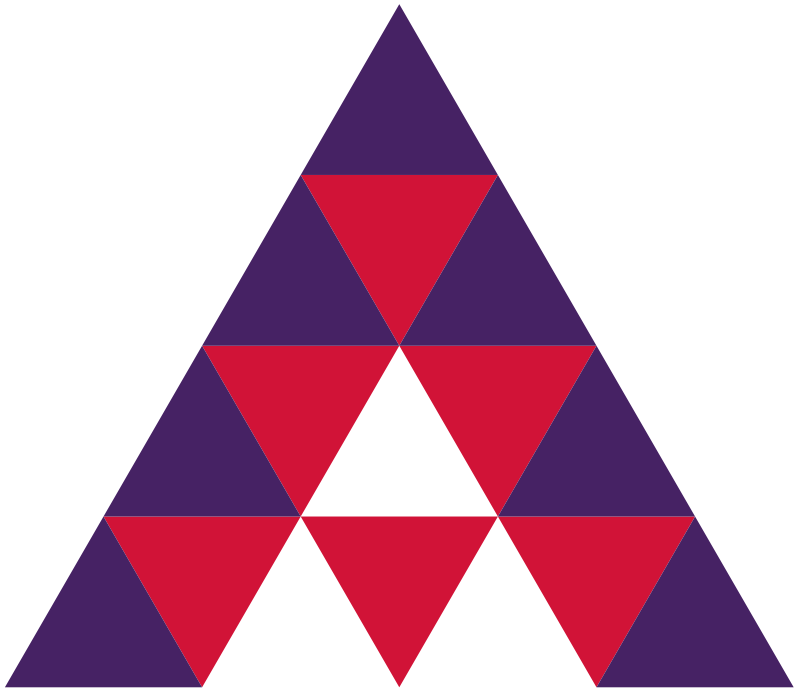
Icon

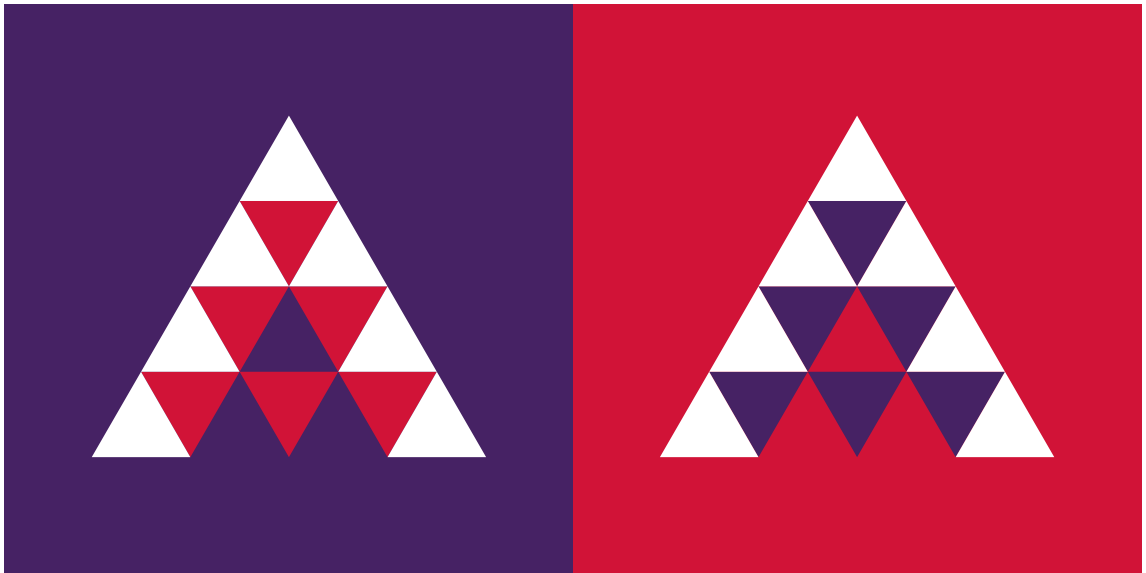
The icon is the centre of the brand.

FULL COLOUR
When possible, the full colour icon is the preferred.

TWO COLOUR
RED REVERSE (WHITE)
For use on a brackground of the brand purple.

TWO COLOUR
PURPLE REVERSE (WHITE)
For use on a brackground of the brand red.





Wordmark

The wordmark can only be used separately from the logo if the logo icon or logo icon pattern is present and a prominent visual in the application.

The wordmark has limited use and is best considered a merchandise application.





Colour Variations

The logo icon is adaptable and can be used in the primary colour palette.

PURPLE / RED REVERSE (WHITE)

In the two colour reverse versions, only the inside colours of the icon change, the outside remains white. These versions are reserved exclusively for the parent brand. Only use on top of the corresponding primary brand colour: red on purple / purple on red. Do not use these versions on other colours or background images.

REVERSE (WHITE)

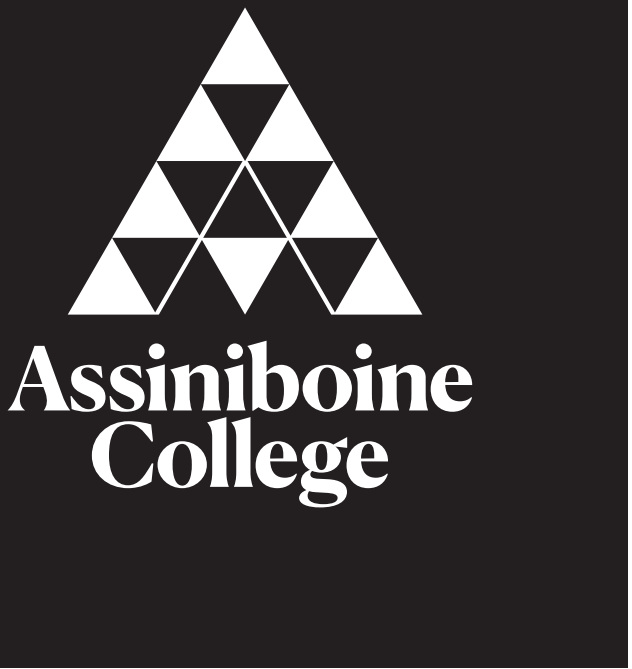
This is the preferred version for use on background images, when contrast permits. The reverse version can also live on top of any brand colour.

ONE COLOUR

The one colour version can be used in any of the brand's primary colours.









Subsidiary Logos

Our subsidiary brands, with the exception of our existing brands, are simplified to align with the parent brand.

All subsidiary logos follow the same core format as the secondary parent logo. The wordmark shifts in height to allow for longer subsidiary names.

SUBSIDIARY TYPE

Novecento sans narrow is used to set the type of the subsidiary name. This is the only application of this font in the brand. We use a condensed font to adapt to various name lengths.

In the case of a longer subsidiary name that requires two lines, the wordmark shifts upward to allow for the subsidiary name to align with the baseline of the icon.

To add visual interest, we use a key-line and superscript words of lesser importance such as ‘for’ and ‘of’.

USAGE

Subsidiary logos may be used when there is a demonstrated need for the department name to be prominent. For example, if the logo presence is directed at a specific audience. Standard practice will otherwise be to use the parent logo.

Assiniboine College
INDIGENOUS AFFAIRS

Assiniboine College
LEN EVANS CENTRE FOR TRADES AND TECHNOLOGY

Assiniboine College
ALUMNI ASSOCIATION

Assiniboine College
SCHOOL OF HEALTH AND HUMAN SERVICES

Assiniboine College
CENTRE FOR CREATIVE MEDIA

Assiniboine College
MANITOBA INSTITUTE OF CULINARY ARTS

*NOTE: In addition to subsidiary logos, design elements and guidelines may be produced for specific departments in the future.

Safe Zone

Safe zone for all iterations of our logo are defined by a single triangle in the icon next to the outer most part of the logo.

SAFE ZONE

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. The clear space is measured by a triangle from the logo icon. Never allow graphic elements to infringe upon the clear space.

MINIMUM SIZE

For print use, avoid reproducing the parent logo smaller than 1 inch high, measuring from the top edge of the icon to the bottom edge of the wordmark. For the subsidiary logos, avoid reproducing the logo with the icon smaller than 1 inch high. This will permit readability of the smaller text of the subsidiary name.

For digital use, avoid using the logo smaller than 50px high.













Don’ts

Please avoid using the logo in the following ways.



Do not resize elements.



Do not re-colour elements.



Do not add drop shadows.



Do not rotate the logo.



Do not rearrange elements.



Do not add text.



Do not stretch the logo vertically.



Do not stretch the logo horizontally.

Logo Lock-ups

Our logo co-exists with our sub-brands in lock-ups defined by two triangles in the logo icon. This space essentially doubles the logo safe zone to allow the college sub-brand logos to have the same safe zone.

COUGARS

When pairing the parent logo with the Cougars logo, the primary logo is preferred. The icons should have equal height.

EDWARDS / EDNA EDWARDS / PETERS SCHOOLS

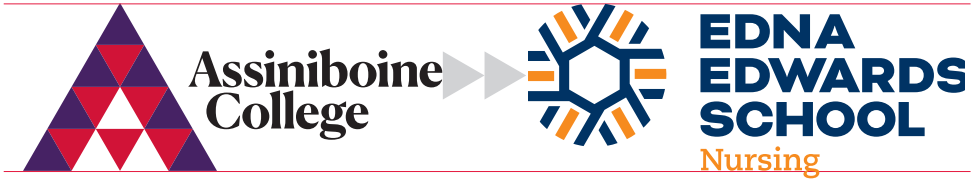
When pairing the parent logo with the Edwards School logo, Edna Edwards School logo or Peters School logo, the secondary logo is preferred. The logo icons should have equal height.

INDIGENOUS AFFAIRS

When pairing the parent logo with the Indigenous Affairs wordmark, the secondary logo is preferred. When paired with this wordmark, the top of the Assiniboine icon should align with the bottom point of the interior triangle in the head and the bottom of the tail of the turtle icon.











Indigenous Affairs Wordmark

The Indigenous Affairs department has its own wordmark

DESIGN AND MEANING

Inside the turtle is a medicine wheel as well as the infinity symbol. In numerous North American Indigenous cultures, the medicine wheel is a metaphor for a variety of spiritual concepts. It is a representation of the alignment and continuous interaction of the physical, emotional, mental and spiritual realities. The circle itself represents the interconnectivity or relationship of all aspects of one's being, including the connection with the natural world.

The Métis infinity symbol represents the coming together of two distinct cultures—European and First Nations—to create a new, unique Indigenous nation, as well as the immortality and eternal existence of the Métis people

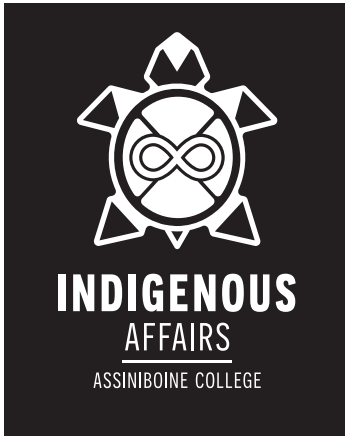












Indigenous Affairs Wordmark

Do's and don'ts when using the Indigenous Affairs wordmark

USAGE

The Indigenous Affairs department have their own wordmark that can be used as a stand alone logo or in conjunction with the college logo when creating Indigenous materials.

The turtle graphic (without the Indigenous Affairs text) can be used on its own only when used with the Assiniboine College logo.

When using the complete Indigenous wordmark with the college logo, please refer to page 14 for sizing guidelines.

When using the Indigenous Affairs wordmark do:



On dark backgrounds, use the wordmark in white. This provides correct contrast.



On light backgrounds, use the full colour or all black logo. This provides correct contrast.



On photo backgrounds, ensure there is enough contrast and the background is not impacting legibility.

When using the Indigenous Affairs wordmark don't:



Do not resize elements.



Do not rearrange elements.



Do not use the Indigenous affairs text without the turtle icon



Do not stretch the logo horizontally.



Do not stretch the logo vertically.

Typography

Typography

The logo typeface is a graceful display font that defies many of the traditional classifications. Its forms are in an ambiguous space between sans and serif, both soft and sharp, modern yet with roots in the classical.

CANELA DECK

This font is used in our logo wordmark. It was carefully selected to add fluidity to our geometric icon. This font requires a license to use. It can be licensed from its foundry for a fee.

PROXIMA NOVA

This font was selected based on its timeless simplicity. It is licensed through Adobe Type-kit and is included in an Adobe subscription.

Aa

Canela Deck – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&

Canela Deck – Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&

Canela Deck – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&

Aa

Proxima Nova – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&

Proxima Nova – Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&

Proxima Nova – Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&

Typography

When licensed fonts are not available, we use alternate license-free fonts.

DM SERIF DISPLAY

This font was selected as an alternative to Canela. While it is more of a modern serif, it shares many similarities with the brand font.

Download Font

FIGTREE

This font is a very close alternative to Proxima nova. It shares many similar characteristics and is available in multiple weights.

Download Font

Aa

DM Serif Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&

Aa

Figtree – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&

Figtree – Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&

Figtree – Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&

Type Usage

Type formatting is very important in all applications.

TYPOGRAPHY PRINCIPLES

Use Canela Medium in upper and lower case for headlines or any larger text. Canela is also used for subhead styles and call outs / quotes.

Use Proxima Nova light for body copy. Body titles use Proxima Nova Bold in ALL CAPS.

HEADLINES
Canela Medium
Used in any brand colour that permits readability

INTRO COPY
Proxima Nova Light
Used in any brand colour that permits readability

SUBHEADS
Canela Medium
Used in any brand colour that permits readability

BODY COPY
Proxima Nova Light
Used in black, or white on any brand colour that permits readability

BODY TITLES
Proxima Nova Bold ALL CAPS
Used in any brand colour that permits readability

CALL OUTS
Canela Regular
Used in any brand colour that permits readability

Headlines and titles are short and large.

Intro copy is two points larger than the body copy, and uses a bold weight to draw attention to the start of the paragraph.

Body copy is small, but always readable, with leading that can breathe. When possible use a light weight of the brand font. At smaller sizes, the regular weight should be used to maintain readability.

BODY TITLES
Use multi-column layouts for large amounts of body copy when possible.

Sub-heads are larger than body copy, but not larger than headlines.

- Bullet lists use a triangle in the brand colour palette.
- When possible, the colour of the sub-head should match the colour of the bullet.

Call outs can use an arrow to draw attention to an important point or quote.

Accessibility

We aim to create collateral that is accessible

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

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

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

FONT WEIGHT
Use fonts with medium weight and avoid any fonts that use extremely light strokes.

Yes
Adequate weight

No
Inadequate weight

UPPERCASE VS. LOWERCASE
When setting large blocks of copy, do not use italics or uppercase letters.

Yes
Uppercase and lowercase letters makes large blocks of text easier to read.

No
UPPERCASE LETTERS MAKE LARGE BLOCKS OF TEXT DIFFICULT TO READ.

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

Design Elements

Colour Palette

The primary brand colours used in our logo are at the core of our visual identity, with purple being the hero colour of the palette.

PRIMARY

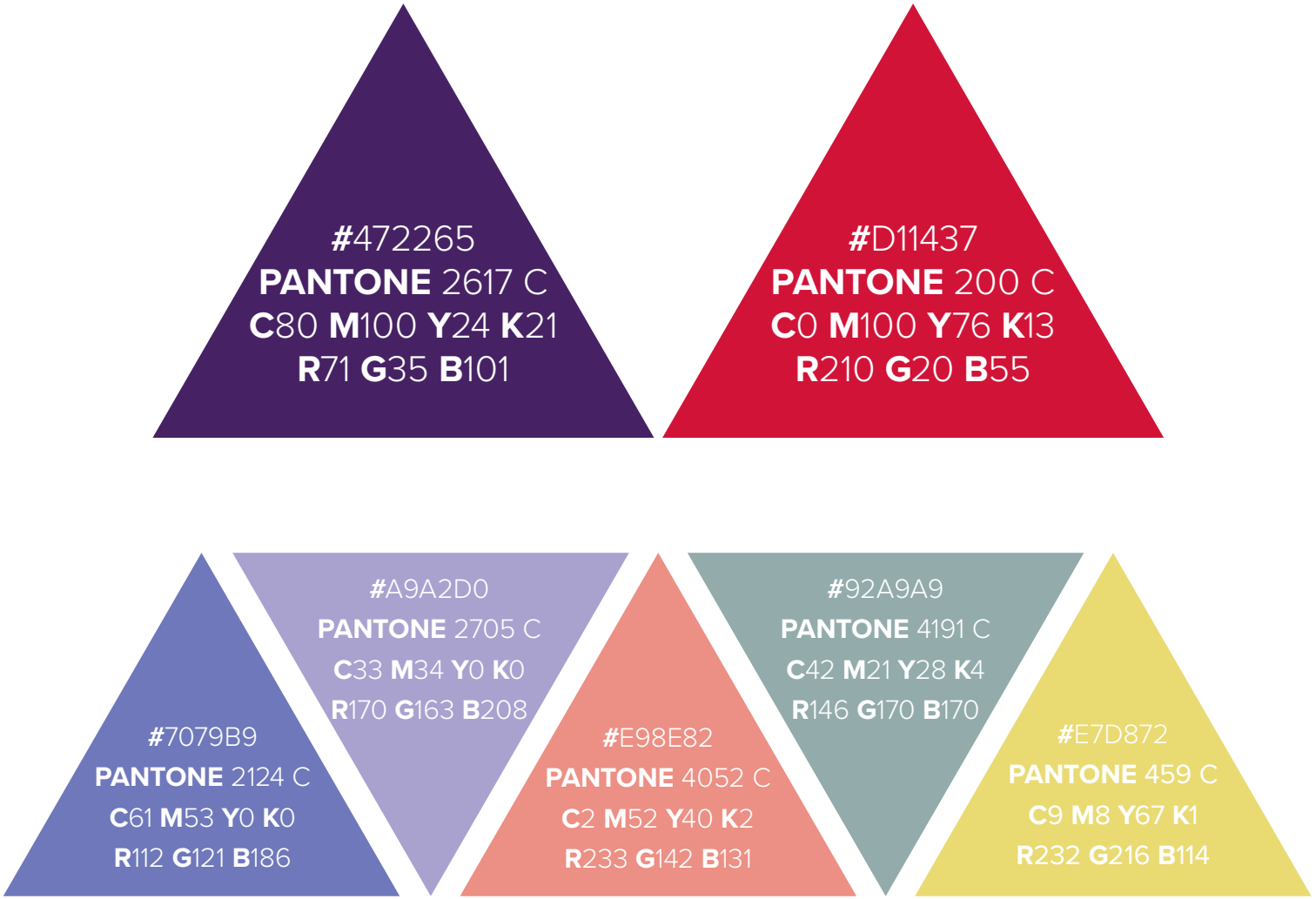
These colors are inspired by Manitoba's essence, with Purple symbolizing the prairie crocus flower as well as transformation. The Red represents energy, strength, and passion inspired by the Manitoba flag. Together, these colors guide our journey forward, as individuals as well as a collective force for good.

SECONDARY

The secondary colours pair with the primary colours to create a versatile palette.

The light purple, light red, and gray pair with their corresponding primary colours to create a monochromatic expression.

The yellow's purpose in the palette is to create contrast and allow for a bright pop of colour to draw attention.



Colour Usage

Our brand colours must interact to create contrast that allows for easy readability.

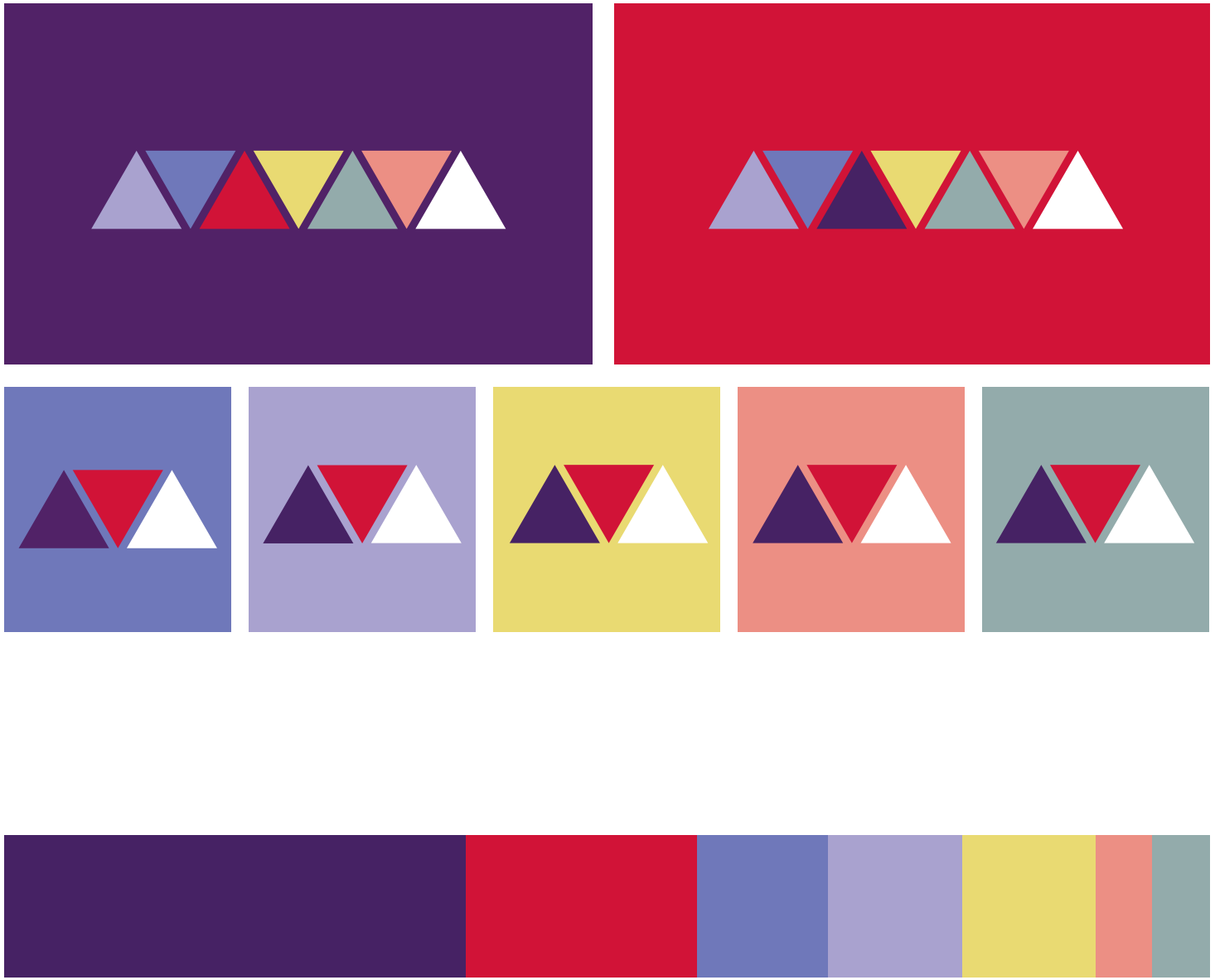
Use this page as a guide to maximize contrast within our colour palette.

CONTRAST

The series of colour swatches on this page indicate which colours within the brand palette can be used with one another and allow sufficient contrast.

COLOUR BAR

The color strip shows the overall color usage within our brand. The purple is the hero colour for the brand with the red and secondary colours following.



One Colour Icon

The one colour version of the icon is the most flexible device in the design elements.

WATERMARK

The one colour white/reverse version of the logo is permitted to be used as a watermark device. It can be used at 20% opacity.

CROPPING

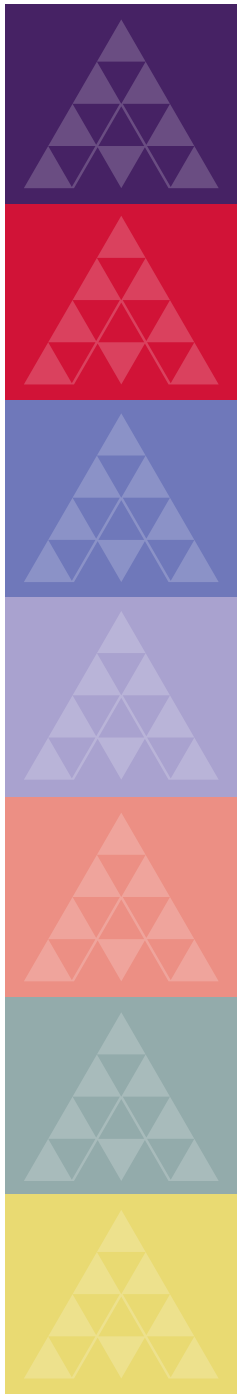
The watermark icon can be used in various cropped positions. However it is ideal to have the crop align with the intersecting triangles to further reinforce the geometric nature of the icon.

ONE COLOUR

The one colour icon can appear in any of the brand's primary or secondary colours. These versions are intended for use in backgrounds / patterns and never to be used in the logo paired with the wordmark.







Repeating Pattern

Our pattern is a support device that gives our visual system dimension and a sense of direction.

WHEN TO USE

This visual treatment is used for specific applications. Use can include but is not limited to:

- Section pages
- Brochure covers
- Desktop backgrounds
- Pop-up banners
- Reverse side of business cards
- Way-finding



Triangles

The triangle is a timeless geometric shape that is at the core of the design elements.

The triangle shape is versatile and can be used for colour blocking in layouts. It can also be used as a framing device for photography.



Photography

Photography is a key visual element for our brand.

STUDENT LIFE
Capturing a candid moment feels friendly and inviting. When possible, avoid looking directly at the camera.

PROGRAM FOCUS
Each program focus photo should give the impression of the program it's representing. Try to avoid overly posed photos as they can feel fake and uninviting.

EXTERIORS
Capturing our campus in an evening light allows for our lights to shine through the windows and create a dramatic effect.

STUDENT LIFE







PROGRAM FOCUS







EXTERIORS







Application

Name Usage

Our full name is "Assiniboine College" and this should always be the primary reference and brand name used.

"**Assiniboine**" on its own is applicable on second use as long as the full name, "**Assiniboine College**" has been used nearby. It is also applicable to use "**the College**" as a secondary reference, keeping "**College**" capitalized as it remains a proper noun.

While we have historically been known as "ACC", this is no longer applicable. We will not use "AC" or other abbreviations.

Print Layout

Our design elements come together to create dynamic layouts that, while complex, maintain a level of white space.

LAYOUT

Print layouts utilize all of our design elements. It's important to use the guidelines set in this brand standards document to properly use all of the design elements.

The layouts on this page come from the 2030 strategic plan. Each spread shows the design elements in action. This is a great example of how we integrate the brand into existing Assiniboine photography.



Watermark icon with callout text.



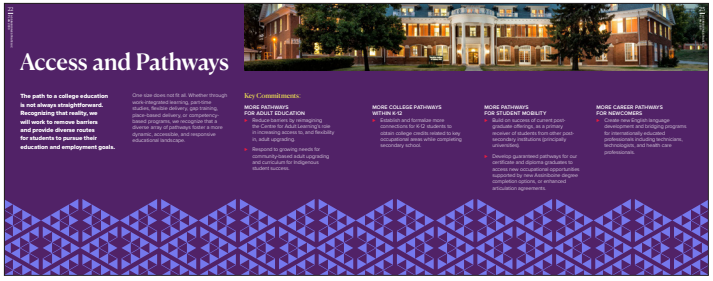
Intro copy with bullet lists. A singular triangle straddles the spread to bring connection to both pages.



This is an example of showcasing large photos in layout



This spread shows how we take the college's existing brands and work them into the parent brand look/feel.



This layout shows how we integrate one of the repeating patterns.



This layout demonstrates how we use triangles as a framing device for photos.

Merchandise

The design elements translate into bold merchandise applications.

The application of parent brand logo and the two colour pattern create a dynamic brand impression across various mediums.

When available, purple is always the preferred choice for fabric colour.









PowerPoint Template

Templates help bring consistency to our internal and external communications.

ALTERNATE FONTS

This PowerPoint template was created using our alternative fonts so it's accessible to all Assiniboine staff that would need to use it.

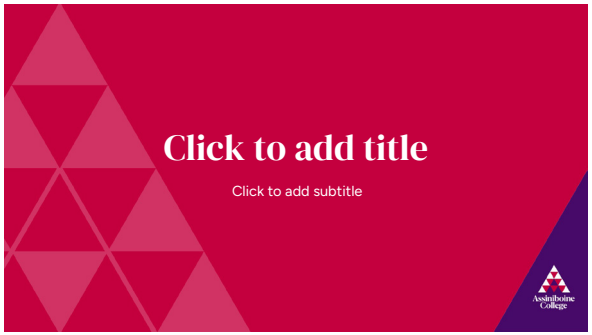
DEFAULT FONTS

In situations that our brand's alternate fonts can not be installed on the device presenting the PowerPoint, default Windows fonts are allowed:

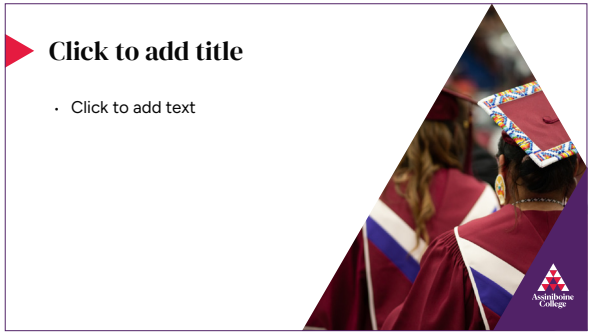
- Times New Roman
  Use Times New Roman for headlines and subheads.
- Arial
  Use Arial for body copy.











Assiniboine College