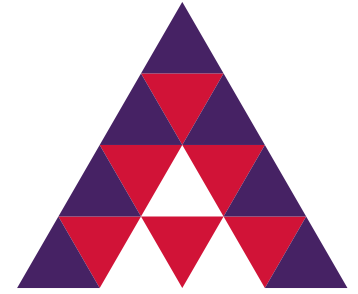


Brand Standards

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

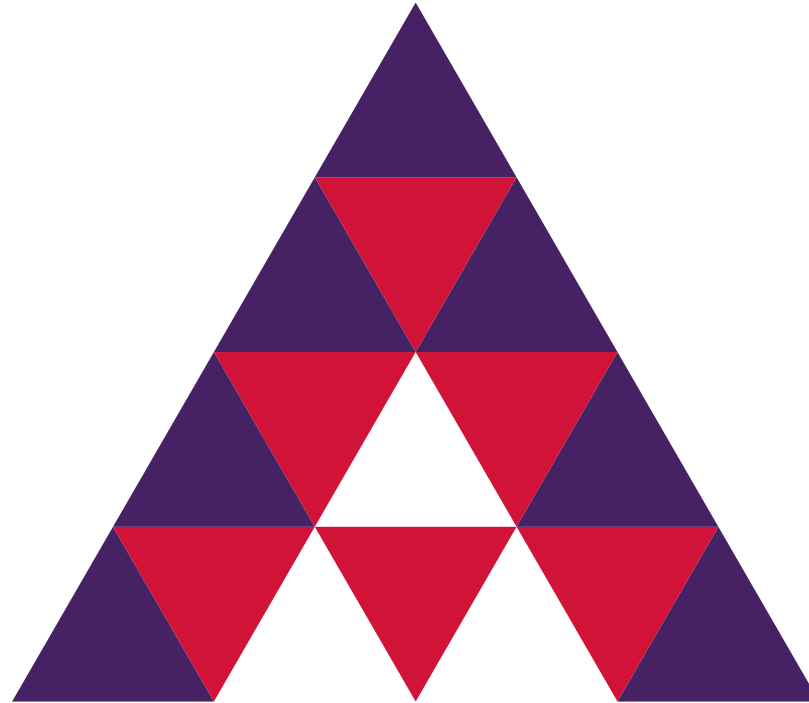
Introduction

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

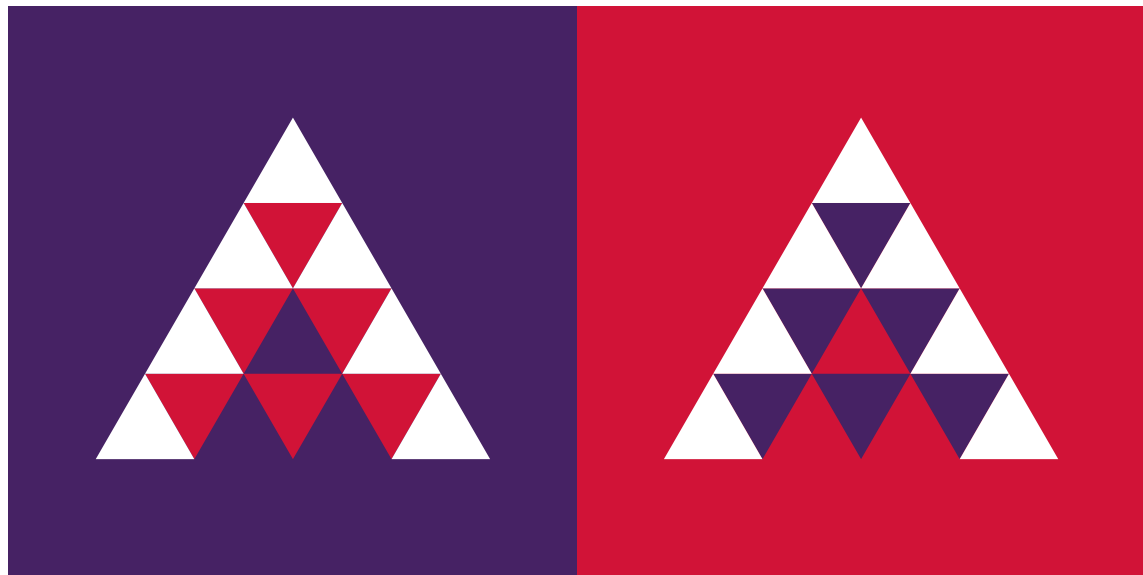
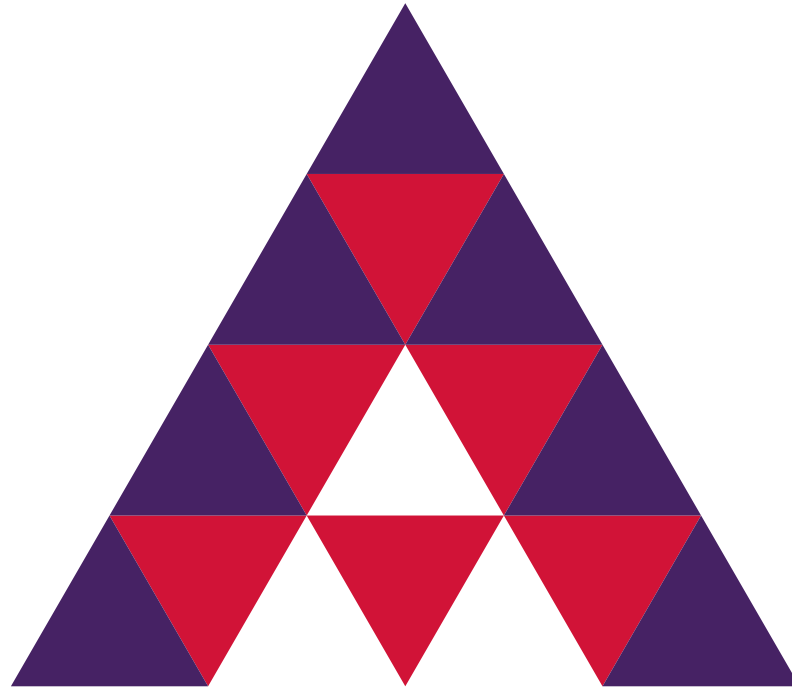
RED REVERSE (WHITE)

For use on a background of the brand purple.

TWO COLOUR

PURPLE REVERSE (WHITE)

For use on a background 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.



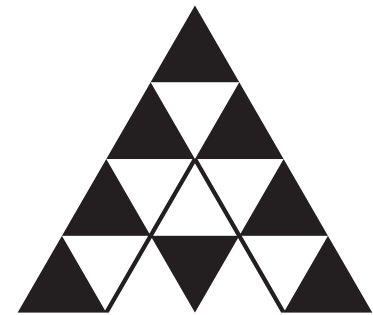
**Assiniboine
College**



**Assiniboine
College**



**Assiniboine
College**



**Assiniboine
College**

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

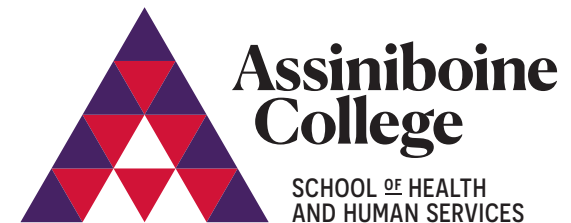
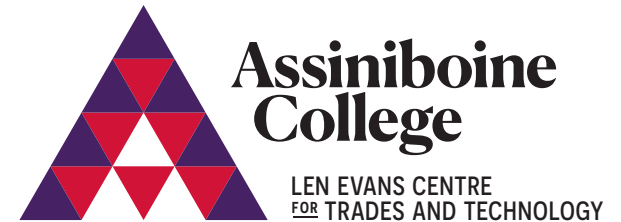
Novacento sans narrow is used to set the type of the subsidiary name. This is the only application of this font in the brand. We use a condensed font to adapt to various name lengths.

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.



*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

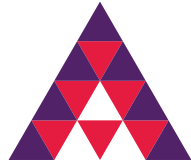
For print use, avoid reproducing the parent logo smaller than 1 inch high, measuring from the top edge of the icon to the bottom edge of the wordmark. For the subsidiary logos, avoid reproducing the logo with the icon smaller than 1 inch high. This will permit readability of the smaller text of the subsidiary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

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



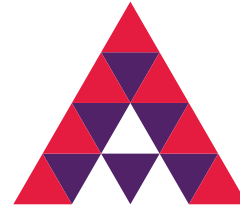
Don'ts

Please avoid using the logo in the following ways.



**Assiniboine
College**

Do not resize elements.



**Assiniboine
College**

Do not re-colour elements.



**Assiniboine
College**

Do not add drop shadows.



Do not rotate the logo.

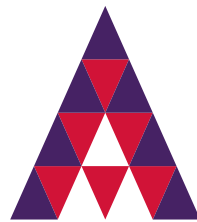
**Assiniboine
College**



Do not rearrange elements.



Do not add text.



**Assiniboine
College**

Do not stretch the logo vertically.



**Assiniboine
College**

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 / PETERS SCHOOLS

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



Typography

The background features a large, dark red triangle on the left side, pointing towards the top right. The rest of the background is a light red color. In the bottom left corner, there is a diamond shape formed by four triangles: two pointing up and two pointing down, alternating between dark red and light red.

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](#)

Aa

FIGTREE

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

[Download Font](#)

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

FONT WEIGHT

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

Yes
Adequate weight

No
Inadequate weight

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

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.

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

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

The background features a large teal triangle on the left and a red triangle on the right, meeting at a diagonal line. In the bottom-left corner, there is a complex geometric pattern of overlapping triangles in various shades of teal, some with white outlines.

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.

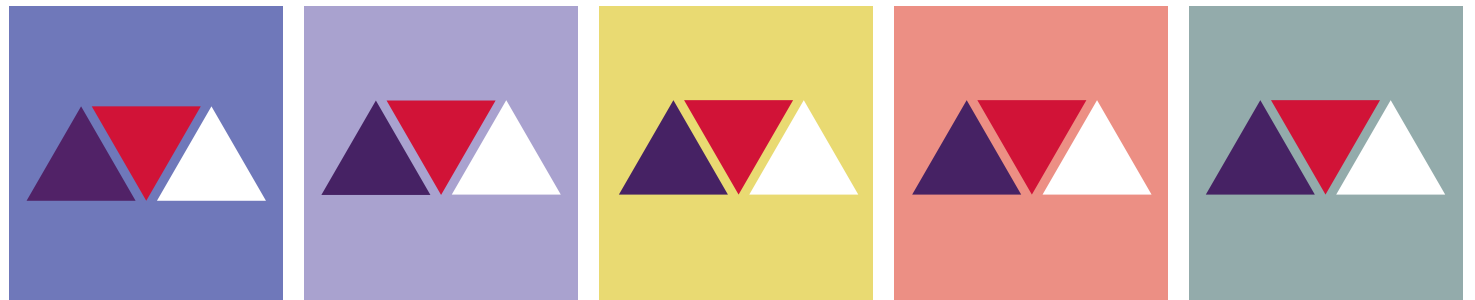
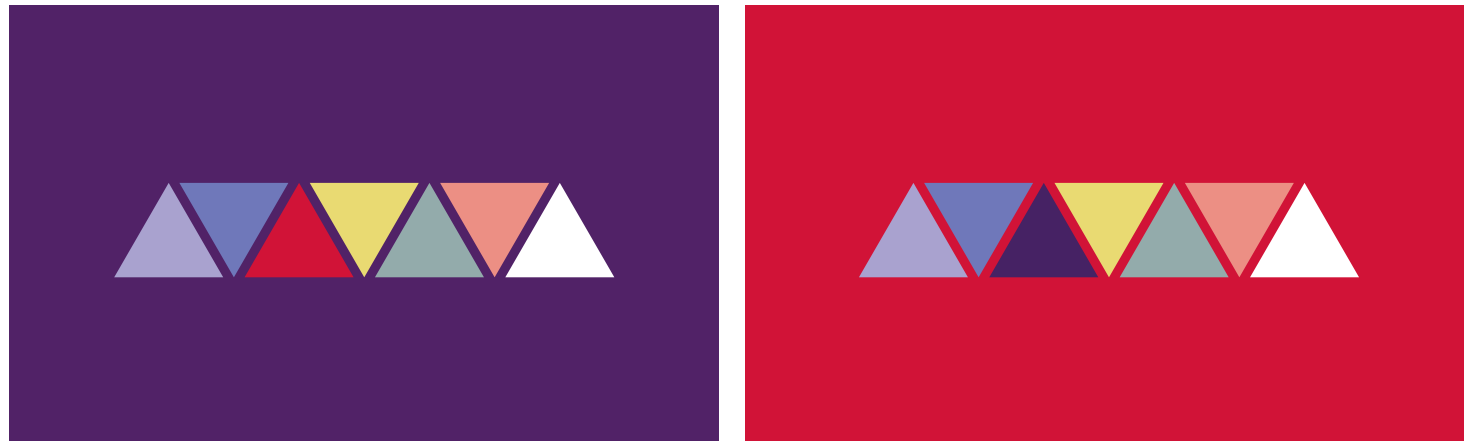
Use this page as a guide to maximize contrast within our colour palette.

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

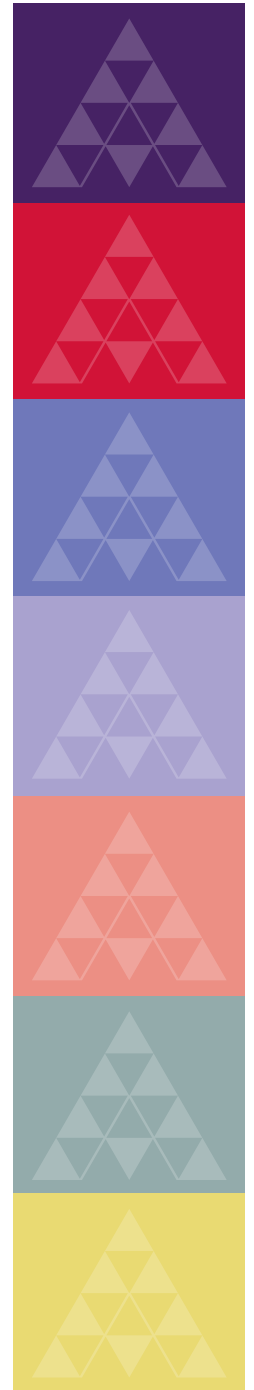
The one colour white/reverse version of the logo is permitted to be used as a watermark device. It can be used at 20% opacity.

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.



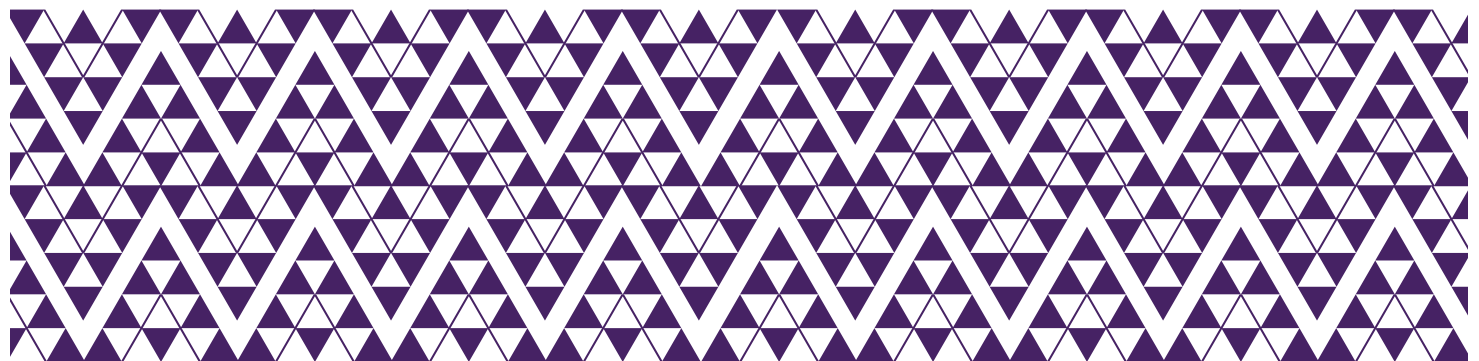
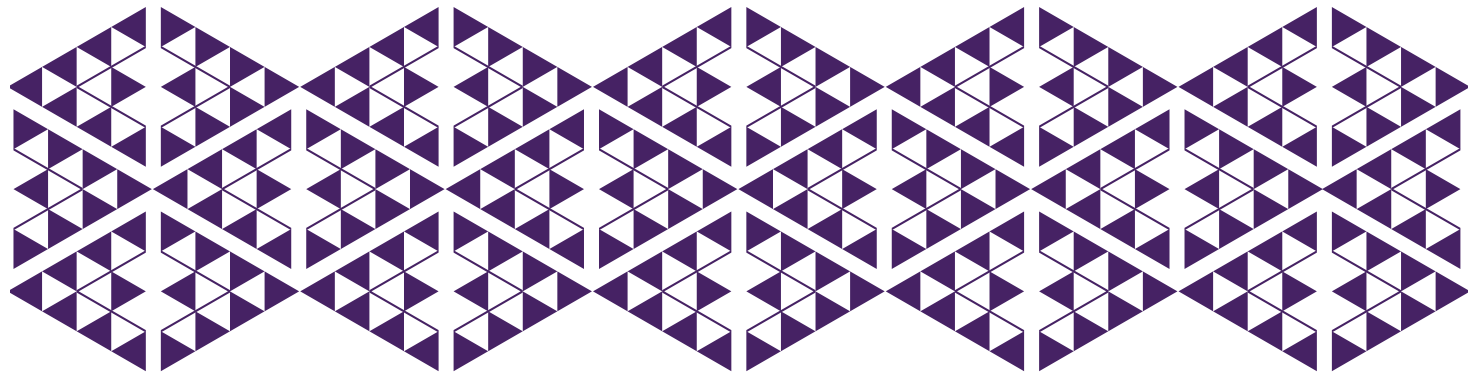
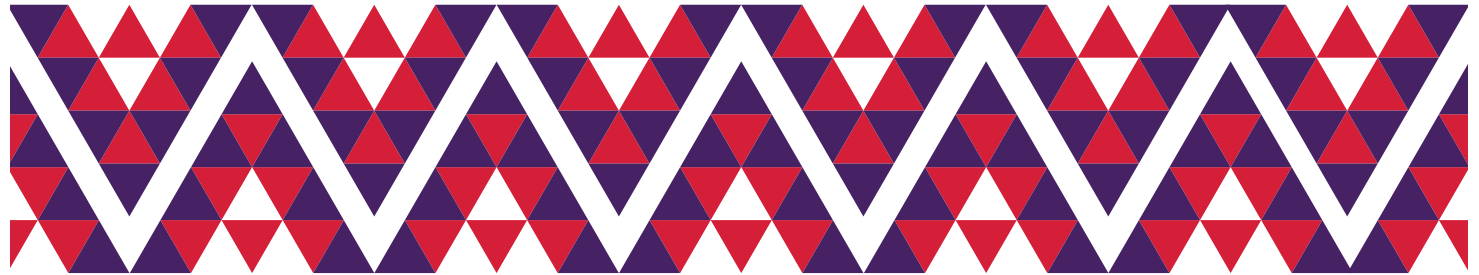
Repeating Pattern

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

The background features a dark blue field on the left and a light blue field on the right, separated by a diagonal line. In the bottom-left corner, there is a geometric pattern of overlapping triangles in both colors, creating a diamond-like shape.

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.

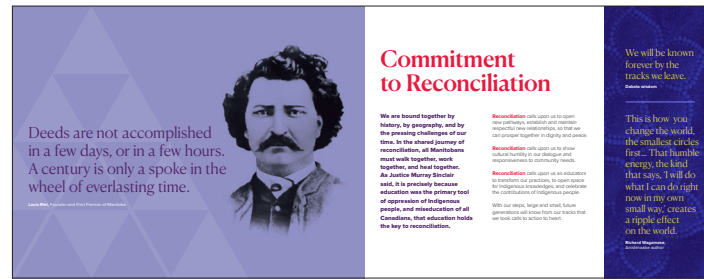
Print Layout

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.



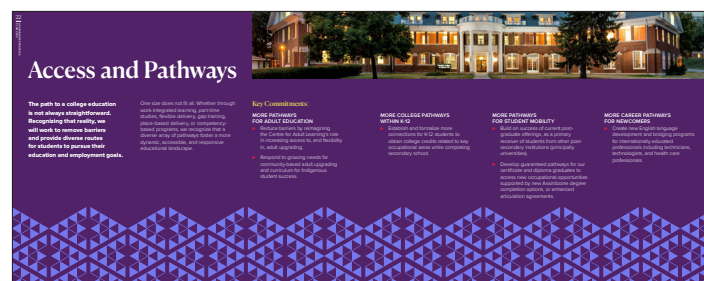
Intro copy with bullet lists. A singular triangle straddles the spread to bring connection to both pages.



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.

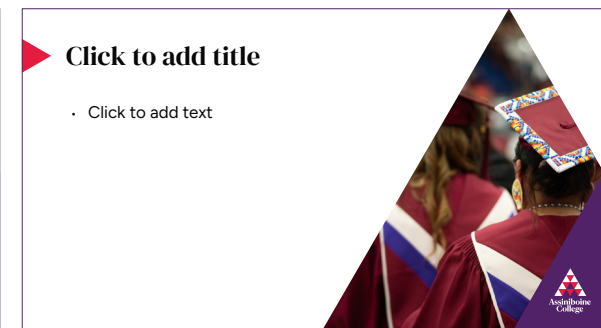
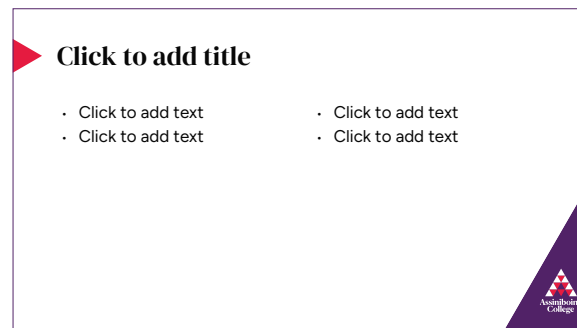
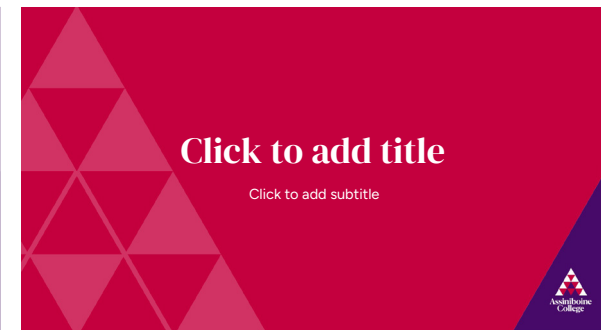
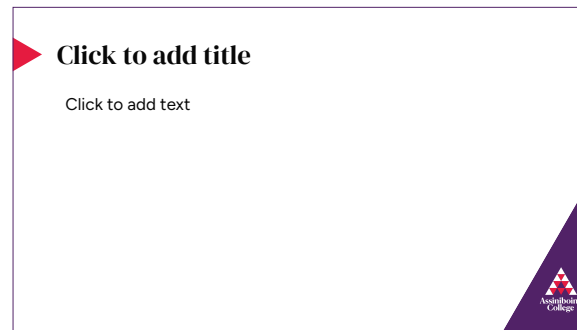
ALTERNATE FONTS

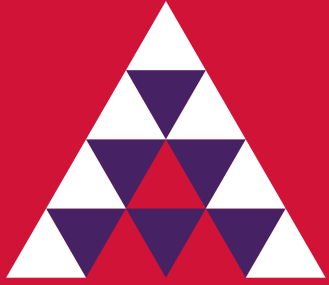
This PowerPoint template was created using our alternative fonts so it's accessible to all Assiniboine staff that would need to use it.

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**