UNIVERSITY OF SASKATCHEWAN
College of Nursing
NURSING.USASK.CA

College of Nursing
Brand Guidelines

BE WHAT THE WORLD NEEDS

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In Canada, we live, learn and work on traditional Indigenous territories (Treaties 2, 4, 5, 6, 7, 8, and 10). We pay our respect to the First Nation, Métis and Inuit ancestors and affirm our commitment to respectful relationships with one another and this land.

Introduction

The University of Saskatchewan (USask) is a large institution, home to many colleges, schools, and units and is one of the largest employers in Saskatchewan.

As an organization with thousands of students, staff, faculty, and alumni, it is important all stakeholders use approved visual and verbal assets to align their work with the USask brand.

This booklet is an overview of the USask brand guidelines, but with a nursing angle.

The central USask marketing and communications team, led by the University of Saskatchewan Chief Communications Officer, encourages everyone at USask to follow these guidelines.

– University of Saskatchewan College of Nursing Marketing and Communications Team

USASK BRAND STATEMENT:

The University of Saskatchewan's goal is to bring people and ideas together, to confront the world's greatest challenges through creativity and collaboration, and to achieve meaningful change with and for our communities. We pursue bold, creative solutions to the world's greatest challenges, from a uniquely Saskatchewan perspective.

USask or U of S

When referencing the University of Saskatchewan, is it USask or U of S?

Surprise! It's NOT U of S!

Although U of S is something everyone in Saskatchewan is used to, in 2019 the University of Saskatchewan moved from the U of S abbreviation to USask.

Whenever you are using short form for the University of Saskatchewan, please use USask, NOT U of S.

Please use: Not:

USask   **U of S**

👍   👎

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BE WHAT THE WORLD NEEDS

USask Logo

USask Logo

When you think about any company, the logo is one of the first things to come to mind. Logos symbolize entire organizations. It's crucial the latest version of the USask logo is used consistently and correctly to maximize its impact.

logo

UNIVERSITY OF SASKATCHEWAN

crest   wordmark

The USask logo has been in existence for over 100 years. It has evolved considerably since our university was founded in 1907, but people have come to recognize it as a visual symbol of our strong heritage and reputation. This makes it a solid foundation on which to build the credibility of your college, unit, program or service.

UNIVERSITY OF SASKATCHEWAN

The USask logo must be surrounded by a buffer zone of protected clear space to ensure it is not confused with other logos or identifiers, and that it maintains the greatest visual effect. This space should be equal to or greater than the height of one wheat sheaf within the crest.

Full colour

UNIVERSITY OF SASKATCHEWAN

Black and white

UNIVERSITY OF SASKATCHEWAN

Full colour reversed

UNIVERSITY OF SASKATCHEWAN

Black and white reversed

UNIVERSITY OF SASKATCHEWAN
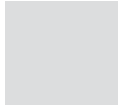
Please use the black and white logo rather than converting the colour logo to greyscale.

☒ Don't use old versions

☒ Don't use the wordmark without the crest

☒ Don't change the colour of elements

☒ Don't violate the protected space

☒ Don't use on a background that impairs readability

☒ Don't condense, expand, or distort

☒ Don't angle

☒ Don't use low quality

☒ Don't change type-styles

☒ Don't add elements or graphic effects

USask Colours and Fonts

USask Colour Palette

Next to our logo, colour is the most recognizable element of our visual system. Consistent use of colour will strengthen people's recollection of USask's visual elements. To complement the green, white and black, greys can be used as a means of creating an elegant look for our designs and maintain the clean, professional look we strive for.

Primary colour palette   Secondary colour palette

PANTONE: 349	PANTONE: White	PANTONE: Black	PANTONE: 116	PANTONE: cool grey 2	PANTONE: cool grey 7	PANTONE: cool grey 11
CMYK: 90 / 33 / 90 / 25	CMYK: 0 / 0 / 0 / 0	CMYK: 0 / 0 / 0 / 100	CMYK: 1 / 16 / 99 / 4	CMYK: 0 / 0 / 0 / 15	CMYK: 0 / 0 / 0 / 50	CMYK: 0 / 0 / 0 / 70
RGB: 11 / 106 / 65	RGB: 255 /255 / 255	RGB: 77 / 78 / 83	RGB: 241 / 199 / 48	RGB: 214 / 214 / 212	RGB: 154 / 155 / 157	RGB: 77 / 78 / 83
HEXADECIMAL: #0b6a41	HEXADECIMAL: #ffffff	HEXADECIMAL: #4D4E53	HEXADECIMAL: #f1c730	HEXADECIMAL: #D6D6D4	HEXADECIMAL: #9A9B9D	HEXADECIMAL: #4D4E53

Main Font

The main font for USask material is Myriad Pro. There are varying weights to choose from to suit your design, such as light, semi bold and black. These can be used effectively to emphasize a point within a body of text or to fit within the tight spaces of a small ad.

Myriad Pro Bold
Myriad Pro Semi-bold
Myriad Pro Regular
Myriad Pro Light

Supporting Font

Our supporting font is Minion Pro, great for longer documents, such as newspapers, magazine articles and books.

Minion Pro Bold
Minion Pro Semi-bold
Minion Pro Medium
Minion Pro Regular

USask Branded Graphics

Branded Patterns

With the elements from our logo, such as the wheat sheaf and the shape of the crest, we can connect our designs creatively, while reinforcing recognition across all pieces using the heart of our brand.

These patterns can be used to give your piece more visual interest. Signs of the hexagon shape stand proudly in front of every single building on the vast Saskatoon campus. This shape and pattern can help bring visual consistency in a subtle and unobtrusive manner. When using patterns make sure they are seamless and they don't detract from the content of your design.

Be What The World Needs sign

Our Be What The World Needs campaign is a reflection of the University Plan, and our mission, vision and values of creativity, sustainability, connectivity, reconciliation and diversity.

We are committed to communicating, amplifying and celebrating our successes, reinforcing who we are and who we must be—the university the world needs.

Reversed

BE WHAT THE WORLD NEEDS

BE WHAT THE WORLD NEEDS
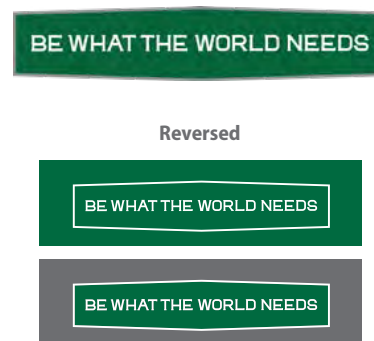
Indigenous Symbols

The main USask campus is proudly situated on Treaty 6 territory and the homeland of the Métis. As such, Indigenous symbols representing the array of cultures from across Saskatchewan have been developed to help promote the indigenization of our campus. If you are unsure about whether a use is appropriate, please email nurs.comms@usask.ca.

Each symbol has special meaning in Indigenous culture and misuse of the symbols may be interpreted as a sign of disrespect. These symbols should be used when promoting Indigenous initiatives, or in other communications provided their use is appropriate.

USask Branded Templates

USask has a visual expression guide, including templates for presentations, posters, and reports, etc. They are available for download on the [Marketing and Communications PAWS channel](#).

If you are planning to create any marketing or communications material associated with USask College of Nursing, please work with the College of Nursing marketing and communications team to do so. This includes event promotion graphics, new course marketing, posters, TV screen images, etc.

All marketing creative should adhere to University of Saskatchewan brand guidelines, as outlined on pages 3 to 5, and photos and video utilized should follow directions provided on page 10. There are also a number of USask sub-brand guidelines to be familiar with (i.e. recruitment sub-brand).

Please contact the College of Nursing marketing and communications team before beginning any marketing and communications material to ensure you are using the most current USask branded templates. The team will direct you to the proper template and will then review and approve your invite, poster, etc., to ensure branding standards are met.
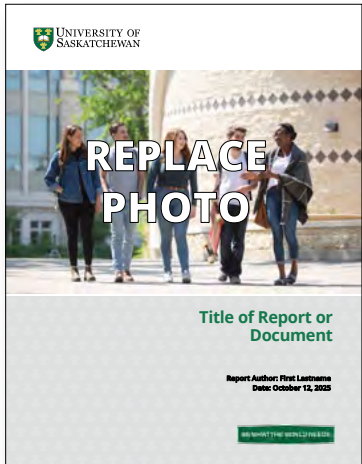
USask Editorial Style and Verbal Expression

Branding goes beyond creative graphics. How the University of Saskatchewan is talked about and the style of writing we use is also part of the brand. Words are powerful. They shape ideas. Words significantly influence the way people perceive USask and how they choose to interact with us.

Our verbal assets are just as important as our visual ones.

Have you ever wondered why employee titles in USask news articles aren't capitalized? Or why we use (PhD) or (DCur), but not (RN) after a name in a quote?

Editorial branding goes beyond just making sure we're using USask instead of U of S. It shapes the way we write messaging across the institution, no matter what college, school, or unit we are part of.

USask has both an editorial style guide and a verbal expression guide available on the Marketing and Communications PAWS channel.

These guidelines are for anyone who represents USask through written or verbal communications. They include the USask personality, our audiences, tones that should be used, and writing style.

> **"…," said College of Nursing Dean Dr. Solina Richter (DCur).** 👍
>
> **"…," said dean of the College of Nursing Dr. Solina Richter (DCur).** 👎

> **"….," said Dr. Solina Richter, dean of USask College of Nursing.** 👍
>
> **"…," said Dr. Solina Richter, Dean of USask College of Nursing.** 👎

*Basic rule of thumb at USask is to capitalize a proper title when it directly preceeds a name and use lower-case when it follows the name of the individual.

College of Nursing Logo

As outlined on page 3, the University of Saskatchewan has logo use guidelines. The same goes for the College of Nursing, as a secondary logo.

The official primary University of Saskatchewan logo should be the first choice when using a logo to represent USask, but the College of Nursing logo is available when you would like to be more specific.

The following images are the approved College of Nursing logos. When using the College of Nursing logo, these are the only ones that should be used.

Full colour

UNIVERSITY OF SASKATCHEWAN
College of Nursing
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Black and white

UNIVERSITY OF SASKATCHEWAN
College of Nursing
NURSING.USASK.CA

Full colour reversed

UNIVERSITY OF SASKATCHEWAN
College of Nursing
NURSING.USASK.CA

Black and white reversed

UNIVERSITY OF SASKATCHEWAN
College of Nursing
NURSING.USASK.CA

If you are aware of College of Nursing student-led initiatives where the College of Nursing logo will be used, for example, clothing orders, sponsorship request letters, event posters, etc., please direct the students to the College of Nursing marketing and communications team for guidance and approval.

To ensure you are using the approved University of Saskatchewan logo, as well as the College of Nursing logo, on ANY piece you are working on (i.e. promotional item), please contact the College of Nursing marketing and communications team to request the appropriate logo files.

Additional Logos

If you require a new logo for a research project, student group, new unit, etc., please reach out to the College of Nursing marketing and communications team to provide direction.

USask College of Nursing Branded Templates

USask College of Nursing has branded templates for faculty, staff, and in some cases, students. These templates include:

- Letterhead
- Agendas
- Memos
- Meeting Minutes

The most up to date version of these materials can be found on Sharepoint, under Resources.

If you know of students working on donation request letters during community clinicals or delivering public presentations where they are representing USask College of Nursing, please ensure to direct them to the College of Nursing marketing and communications team for approved University of Saskatchewan College of Nursing templates.
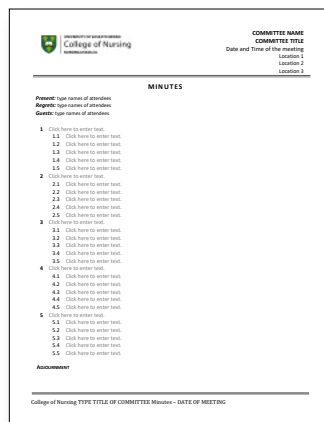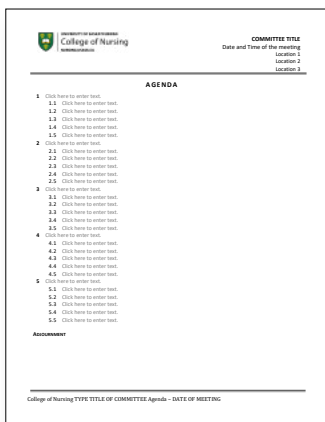
Photos and Videos

Similar to colours and fonts, photos and videos are graphic elements representing a brand.

When representing USask and USask College of Nursing, photos and videos should utilize proper branding and adhere to College of Nursing policies.

If you are using a photo or video from a clinical or lab setting, please ensure the College of Nursing Professional Appearance policy is being followed. Students in photos and videos must be in proper USask College of Nursing uniform, wearing proper footwear, have minimal jewelry, long hair tied back, and no stethoscopes draped around the neck. The students must pose professional and avoid the use of body language (i.e. no peace symbols).

If you are using a photo or video of a student in a community or classroom setting, please ensure the student is wearing clean, presentable, not ripped or torn, professional looking street clothes free of slogans, logos (USask or USask College of Nursing logos are fine), busy patterns, bright colours, etc.

When using photos or video representing USask College of Nursing, please ensure no confidential or patient information may be seen anywhere and photos and videos are taken in appropriate locations (i.e. outside, in front of a building sign, not in front of a wall with patient information on it).

Photos and videos taken in a large group setting, do not require photo or video releases. You can either include a sign at the registration table or at the start of a presentation indicating photos may be taken or alternatively, make a verbal announcement at the beginning.

The College of Nursing, as well as the University of Saskatchewan, has a library of images and videos that have been approved for use. In the case of College of Nursing photos and videos, students academic status has been confirmed, waivers have been completed, and students appearances have been reviewed to ensure they meet requirements of the College of Nursing Professional Appearance policy.

For approved photos and videos for use or if you would like an image or video to be reviewed for use, please contact the College of Nursing marketing and communications team.

> **Public event signs about photos and photo and video release forms can be download from the University of Saskatchewan Marketing and Communications PAWS channel.**

Social Media

Social media graphics should adhere to University of Saskatchewan brand guidelines as outlined on pages 3 to 5, photos and video utilized should follow directions provided on page 10, and the College of Nursing social media guidelines should be followed.

The University of Saskatchewan has a social media strategy available on the Marketing and Communications PAWS channel.

This strategy includes a code of conduct, ethical digital, building a successful social media strategy, writing tips for social media, and directions on starting a USask social media account for any purpose (i.e. student associations, research groups, etc.).

USask has a brand strategy and how the institution appears on digital platforms is a big part of this. They have templates for social media for the main USask brand, as well as sub-brands, like recruitment.

If you are planning to create social media graphics representing USask Nursing or using the USask or USask College of Nursing logo on your post, please work with the College of Nursing marketing and communications team to do so.

Website Design

The University of Saskatchewan uses a website platform ensuring brand consistency across all central, college, school, and unit websites. No matter which University of Saskatchewan website you are viewing, it should have a similar look and feel to the USask brand.

There are guidelines for imagery, page layout, and content. While sometimes these guidelines might not create the exact page look we are hoping to achieve, there are many solutions to explore.

The College of Nursing has a ticketing system to handle updates to the College of Nursing website. This ticketing system is for basic updates like updating wording, replacing documents, and adding news stories.

The ticketing system is specific to the College of Nursing website. For updates to other USask websites (i.e. admissions or graduate studies), please contact the College of Nursing marketing and communications team for direction.

If you are looking to create a new page on the College of Nursing website, completing a major update to content, or wanting to redesign an existing page, please contact the College of Nursing marketing and communications team to do so, BEFORE submitting a ticket.
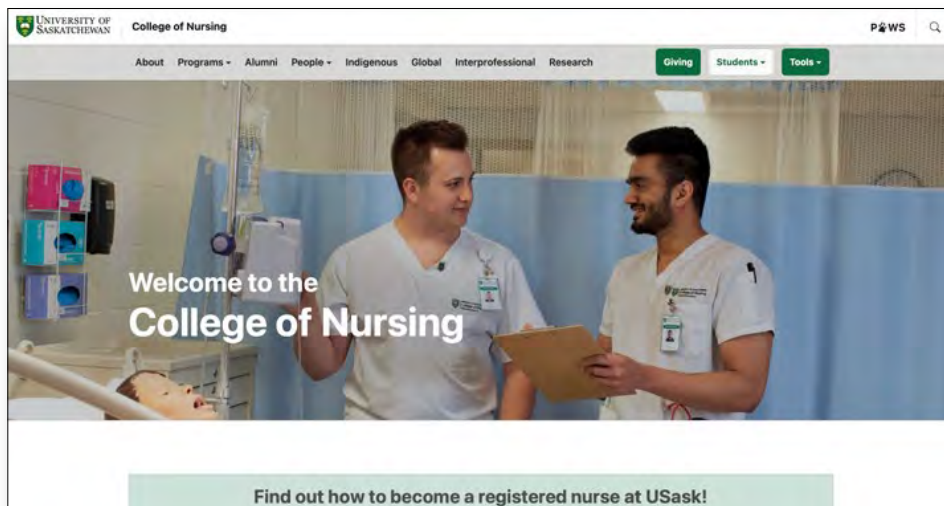
Media Interviews

At any point, representatives from the media may contact College of Nursing faculty and staff looking for news or information about the college, an event, and/or research.

What is said in a verbal interview has just as much of an impact on a brand, if not more, as a visual element in graphics.

If you are contacted for a media interview, please contact the College of Nursing marketing and communications team BEFORE interacting with the media. We are here to help you shape your messaging, ask the reporter for an exact list of questions so you can prepare, and to monitor the narrative of the interview afterwards.

For those who are interested, the College of Nursing marketing and communications team can provide media training sessions for faculty, staff, and students. Please contact us for more information.

"It takes 20 years to build a reputation and five minutes to ruin it."

– Warren Buffett

Email Signatures

One of the most broadly used form of communication is email. The signatures that we use in email signatures are part of our brand. As such, there are email signature guidelines to be followed when sending communications using an USask email address.

Standard Email Signature

Your name, **BA BFA (calibri, bold, 12 and 10)**
she/her; he/him; they/them (calibri, 10)

Title (calibri, 10)

University of Saskatchewan (calibri, bold, 10)
Unit (calibri, bold, 10)
Ph: (306) 966-XXXX (calibri, bold, 10)

BE WHAT THE WORLD NEEDS

Recommended Additions to Signature

1. I acknowledge that I live and work on Treaty 6 Territory and the Homeland of the Métis. We pay our respect to the First Nations and Métis ancestors of this place and reaffirm our relationship with one another.

2. Make your mark on a student's life with a gift today at give.usask.ca/students.

3. **Confidentiality Notice:** This message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure, or distribution is strictly prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

How to add the Email Signature

1. Edit the signature above to customize it how you like.

2. Select your customized signature and copy it.

3. Open your mail program and paste the signature into the program's signature setup.

4. If copying/pasting from Word to your email program messes up the formatting, adjust it as necessary in the email program.

5. If you'd like to add any or all of the recommended additions, use this same process to add to your signature in your email program.

Teams and Zoom Backgrounds

With the transition to remote and hybrid work environments, often meetings are held using Teams or Zoom to accommodate all participants locations. This is particularly true within the College of Nursing, due to our multiple campuses and distributed sites.

If you choose to use a Teams or Zoom background, USask has branded backgrounds they ask faculty and staff to use.

Backgrounds and instructions on use can be downloaded from the Marketing and Communications PAWS channel.
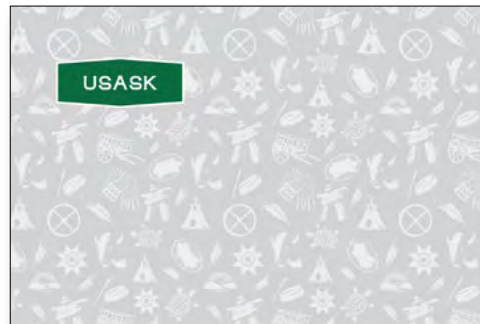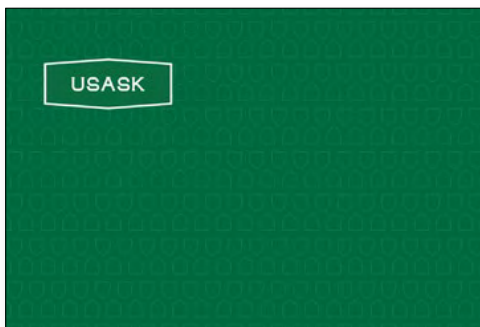
Faculty and Staff Photos

USask College of Nursing faculty and staff photos (professional head shots) are used in a number of places, including but not limited to, the website, social media, annual report, and Research and Scholarship Snapshot.

These photos are an extension of the USask brand and the grey background used for the head shots should be consistent throughout the college.

All new College of Nursing employees are contacted to do a professional head shot. Once a photo is selected, the selected photo will be used whenever a photo is required.

If you are in need of a new faculty or staff photo, please contact the College of Nursing marketing and communications team.
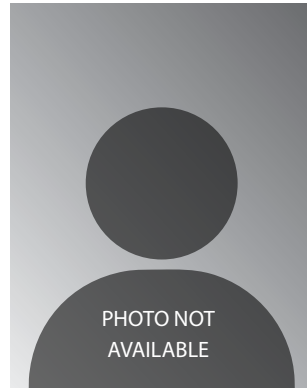
Questions?

Contact Us

University of Saskatchewan College of Nursing Senior Marketing and Communications Specialist **Kylie Kelso**

University of Saskatchewan College of Nursing Digital Marketing and Communications Specialist **Breanna Pochipinski**

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February 2025