

# Production Guidelines

These guidelines show the correct treatment of the Saskatoon logo in advertising, packaging, correspondence and promotional materials. The logo must not be altered or manually reproduced in any way.

## Trademark

Saskatoon Shines is a registered trademark, and because Saskatoon Shines is registered with the Trademarks Office, the ® symbol does not have to accompany the logo.

## Clear Space

No other graphics, type, or illustrations should enter the clear space area.

## Size Relation

The symbol and the text should be used in a ration of 2:1.

## Minimum Size

Do not print the logo any smaller than 7 points in width. Do not print the logo with slogan any smaller than 9 points in width. On the Internet and TV, do not publish the logo digitally smaller than 90 pixels in width.

## Space Relations

Only use the official Saskatoon Shines logo in the preferred horizontal and vertical formats shown here.

## One Colour Application

Use black or white applications if the logo falls on a background colour other than black or white. If black is the background colour then use the “colour reversed” version of the logo.

## Correct Colours

### Logo

Green - C-80, M-0, Y-90, K-0

Blue - C-100, M-68, Y-0, K-12

Red - C-0, M-100, Y-81, K-4

Orange - C-0, M-61, Y-97, K-0

Yellow-orange - C-0, M-28, Y-100, K-6

Yellow - C-0, M-16, Y-100, K-0

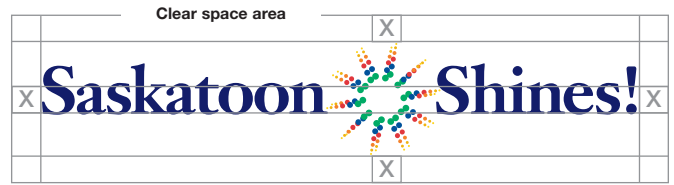
### Text

Blue - C-98, M-100, Y-0, K-43

## Typeface

Janson Bold

Upper and lower case



x= the x-height of the word Saskatoon. The clear space should measure at least x on all sides

9 point

Saskatoon Shines!



Correct

Saskatoon Shines!

Correct

Saskatoon Shines!

Incorrect

Saskatoon Shines!

Correct

Saskatoon Shines!

# The Official Logo and Slogan

# Saskatoon Shines!

## The Logo

The Saskatoon logo is a spirited, stylized graphic composed of coloured dots. The logo is bright, vivid, bursting and positive. The logo consists of a spectrum of colours that represent Saskatoon's many cultures, enterprises and seasons. Each ray in the vibrant spectrum contains the same pattern of coloured beads representing rings of light, and it was inspired by aboriginal community beadwork. The graphic was placed once and then placed on itself again out of alignment so that it overlaps. This repetition strengthens its intensity. It represents the overlapping of cultures and traditions we have in Saskatoon, and it gives the logo movement. The logo shows that Saskatoon is a growing, changing, exciting city.

## The Slogan

"Shines" has a number of definitions which directly describe our city.

- 1. To glow with pleasure, happiness or rapture**
- 2. To distinguish oneself in an activity or a field; excel**
- 3. Excellence in quality or appearance; splendor**
- 4. To like spontaneously: Take a shine to**

It describes the synchrotron and our growing scientific community.

- 1. Brightness from a source of light; radiance**
- 2. To reflect light; glint or glisten**

The word also speaks to the amount of sunlight we receive as a city, and the clean friendly atmosphere that appeals to tourists.

"Shines" reflects our quality of life, attitude, scenery, culture, facilities, leadership and people. It's a single word that captures everything Saskatoon has to offer. The business community, the science community, tourism, education, youth, they all shine in Saskatoon.