



South
Saskatchewan
Community
Foundation

Visual Identity Guidelines

VERSION 1.0 DEC 2021

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Logo Versions

Colour Versions

The SSCF logo has been developed with a specific colour palette and is intended to be used on white, blue and black backgrounds.



Symbol Used in Isolation

The symbol can be used separately, but this should only be done in situations where the SSCF brand is easily recognizable in a controlled area.

Avoid doing this for outward facing advertising. Some examples of where to do this are business cards, stationery items, social media posts, apparel and presentations.



Logo Improper Use

The SSCF logo should not be altered in any way.
Below are a few examples of uses to avoid.

Do not stretch or alter the ratio of the logo. Do not rotate the logo.



**Do not alter the colours of the logo.
Do not use other colours from SSCF's colour palette in the logo.**



Do not add effects to the logo.



Typography

Headline Font: Freight Display Pro

I am a clean, professional,
and sophisticated headline.

You can even
focus on specific words
when you need to.

This is how we look
when we work together.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse rhoncus justo mauris, ut iaculis ante semper non. Aenean maximus pulvinar feugiat. Vestibulum vitae leo convallis, sollicitudin ante nec, ultrices mauris. Nunc hendrerit eget nunc id maximus. Integer nec odio feugiat, fringilla ex et, iaculis mauris. Pellentesque nec egestas tellus. Cras egestas, odio a sodales blandit, leo lorem ultricies felis, vel luctus felis ante a metus. Praesent blandit nisi eu nunc cursus aliquam. Vivamus ut ornare neque. Mauris felis nibh, suscipit in elementum vitae, mollis nec elit. Etiam lacinia lorem purus, eget iaculis magna dictum vitae. Integer nec mi auctor sapien fermentum dapibus. Proin semper odio feugiat, tempus elit eget, semper turpis. Duis orci magna, varius quis orci ac, congue euismod urna.

“Insert a flashy quote in here.”

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse rhoncus justo mauris, ut iaculis ante semper non. Aenean maximus pulvinar feugiat. Vestibulum vitae leo convallis, sollicitudin ante nec, ultrices mauris. Nunc hendrerit eget nunc.

Body Font: Neue Haas Unica

I am a clean, easy to read, friendly sans-serif font.
I am a neutral font, meaning I won't clash with headlines.

“You can also use me to highlight quotes or for sub-headlines.”

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse rhoncus justo mauris, ut iaculis ante semper non. Aenean maximus pulvinar feugiat. Vestibulum vitae leo convallis, sollicitudin ante nec, ultrices mauris. Nunc hendrerit eget nunc id maximus.

Alternate Typography

In cases where fonts are not available for use (ie: PowerPoint presentations, website friendly fonts), the following fonts should be used instead:

Headlines:

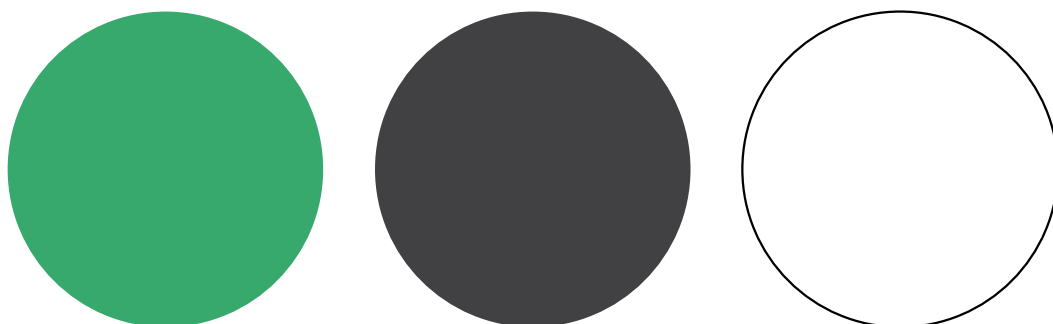
If Freight Display Pro is not available, use:
Georgia

Body Copy:

If Neue Haas Unica is not available, use:
Arial or Roboto

Colour Palette

Primary



Secondary



Tertiary

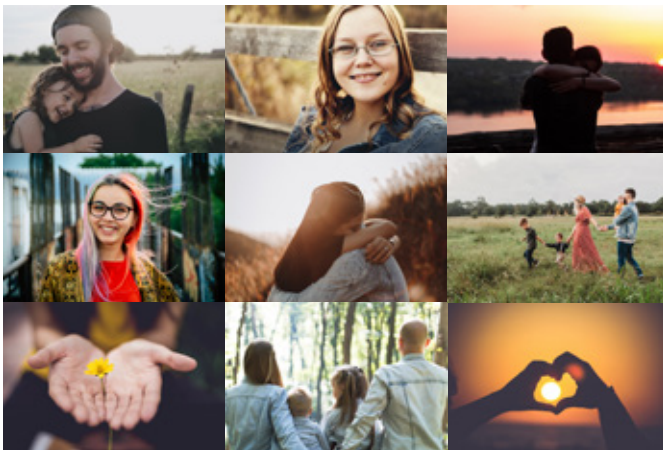


Pantone 2249 C RGB: 69, 171, 114 CMYK: 73, 8, 73, 0 HEX: #45AB72	Pantone 2336 C RGB: 76, 76, 77 CMYK: 66, 59, 56, 37 HEX: #4C4C4D	White			
Pantone 621 C RGB: 209, 227, 218 CMYK: 17, 3, 14, 0 HEX: #D1E3DA	Pantone 4017 C RGB: 225, 180, 59 CMYK: 13, 28, 91, 0 HEX: #E1B43B	Pantone 7604 C RGB: 243, 216, 206 CMYK: 3, 16, 15, 0 HEX: #F3D8CE	Pantone 1625 C RGB: 247, 159, 128 CMYK: 0, 45, 47, 0 HEX: #F79F80	Pantone 360 C RGB: 122, 194, 66 CMYK: 57, 0, 99, 0 HEX: #7AC242	Pantone 2297 C RGB: 194, 214, 46 CMYK: 29, 1, 100, 0 HEX: #C2D62E
Pantone 7475 C RGB: 52, 126, 133 CMYK: 80, 36, 43, 8 HEX: #347E85	Pantone 3534 C RGB: 0, 176, 158 CMYK: 77, 4, 47, 0 HEX: #00B09E	Pantone 462 C RGB: 94, 68, 48 CMYK: 47, 62, 77, 45 HEX: #5E4430	Black	Pantone Cool Gray 2 C RGB: 209, 208, 207 CMYK: 17, 13, 14, 0 HEX: #D1D0CF	Pantone 421 C RGB: 183, 183, 183 CMYK: 29, 23, 23, 0 HEX: #B7B7B7

Imagery

Showcase the beauty of south Saskatchewan.

- The open freedom of the prairies
- The bright positivity of prairie fields
- The bright energy of the prairie sun
- The natural warming colours of the outdoors (greens, blues, yellows, browns)



Feature the happiness and positivity of community impact.

- People with authentic smiles
- People embracing the warmth of each other
- People connecting and working together
- Showing support or reaching out

Show a sense of strength, stability, confidence and expertise.

- We are experts. Donors trust us with their funds and charities rely on us for their funding. We can provide peace of mind by exercising expertise and professionalism through our imagery.
- Confident stances
- Business professional clean imagery
- A sense of pride
- People working together
- Images of knowledge sharing and/or education



Applications

The following applications are examples showing how to use the visual identity in real world situations. These are to be used as a guide when creating materials.

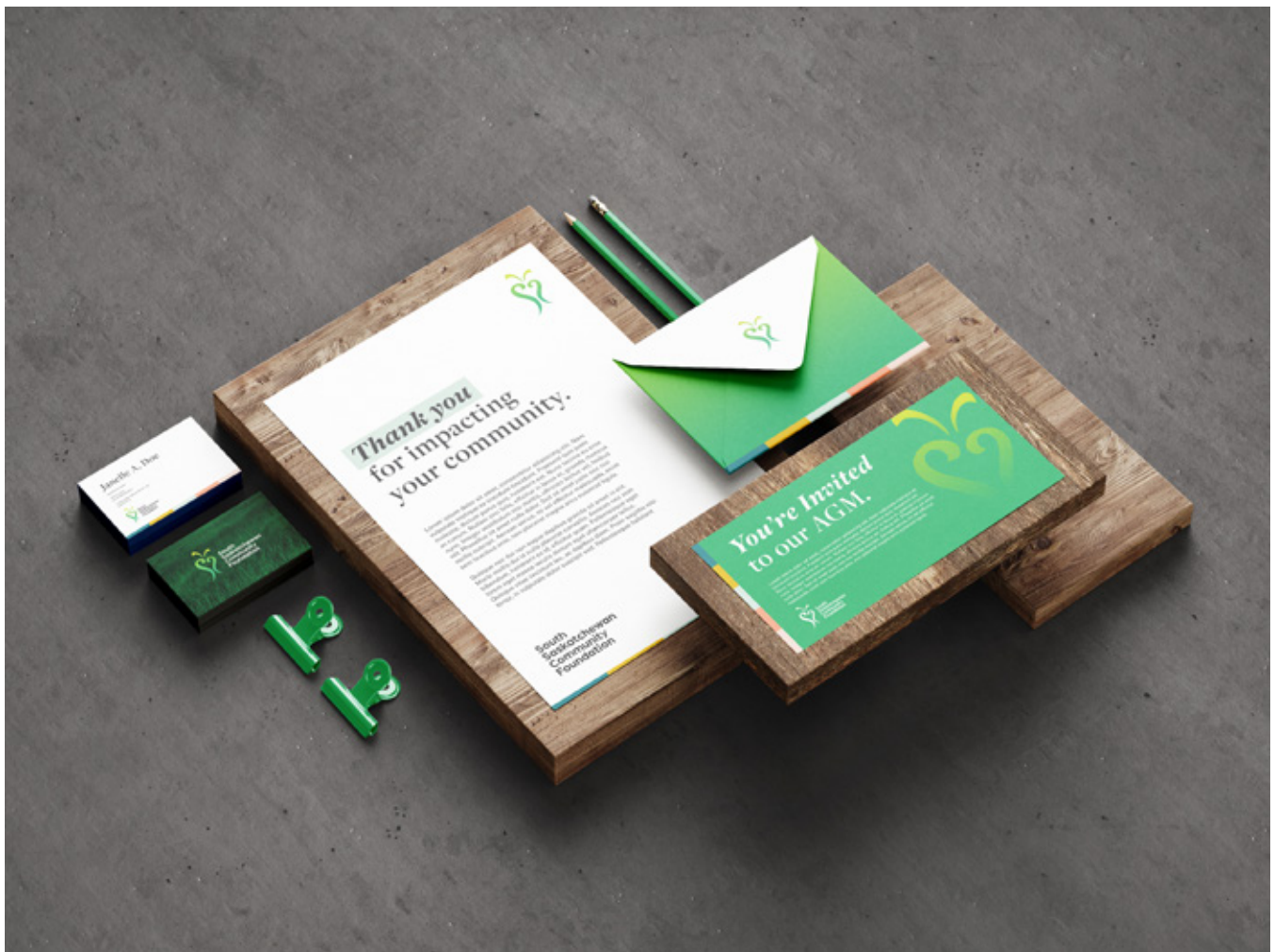
ADVERTISEMENT EXAMPLE



Applications

The following applications are examples showing how to use the visual identity in real world situations. These are to be used as a guide when creating materials.

STATIONERY EXAMPLES



Applications

The following applications are examples showing how to use the visual identity in real world situations. These are to be used as a guide when creating materials.

BROCHURE EXAMPLE



Applications

The following applications are examples showing how to use the visual identity in real world situations. These are to be used as a guide when creating materials.

NEWSLETTER EXAMPLE



Applications

The following applications are examples showing how to use the visual identity in real world situations. These are to be used as a guide when creating materials.

INFOGRAPHIC EXAMPLE



