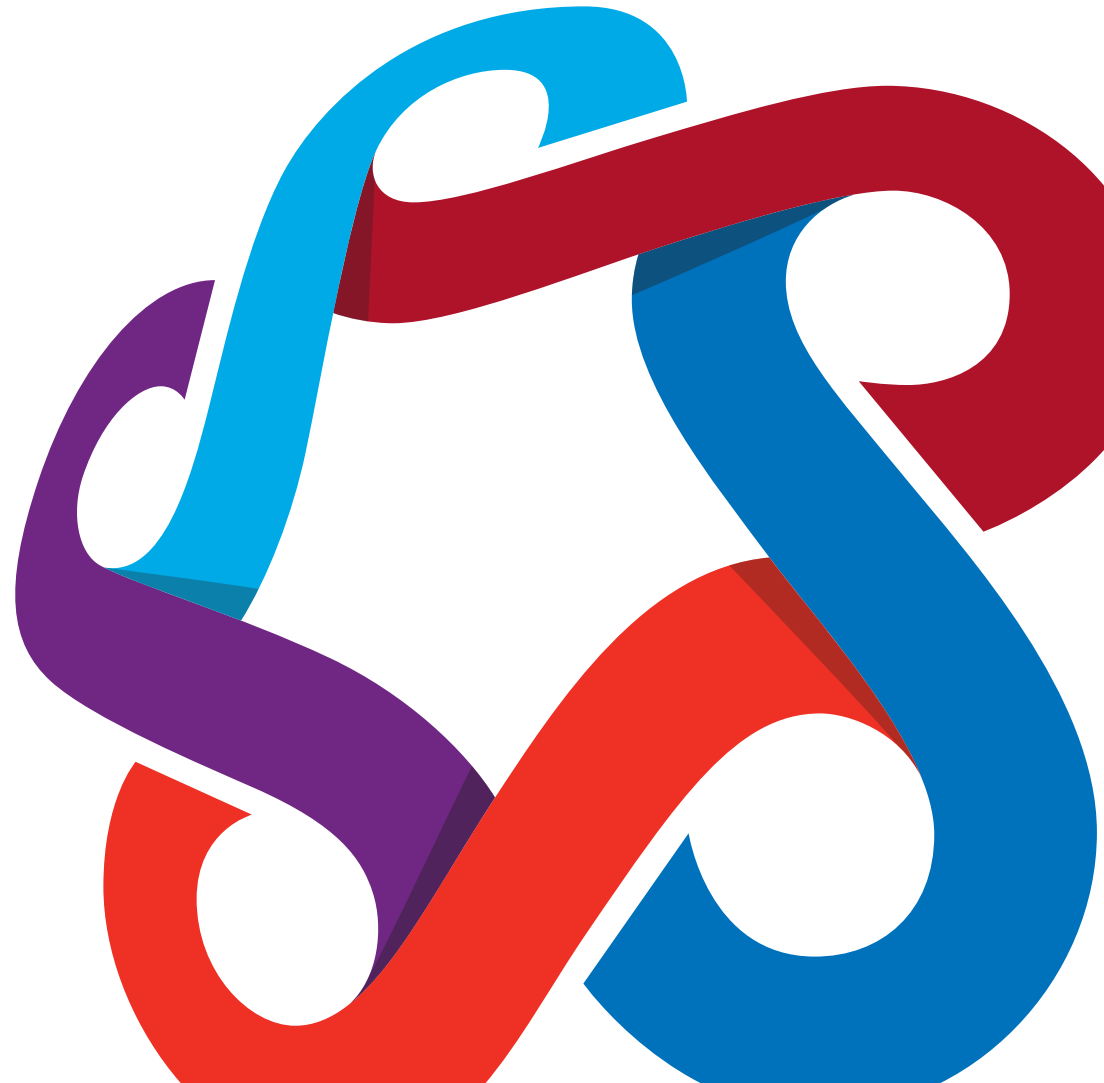


# Brand Guidelines



Updated October 2023

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## Role of the brand

### Trademark license agreement for logo use by a third party.

The SAIT logo is officially trademarked to protect its image and usage. Due to trademark specifications and the need to uphold the logo's image, the SAIT logo may not be released to any third party except by the Communications and Marketing departments.

The third party should visit [sait.ca/about-sait/who-we-are/our-brand](http://sait.ca/about-sait/who-we-are/our-brand), to complete our online Trademark License Agreement (TLA). The logo cannot be released until the completed TLA form has been mutually agreed upon and signed by both parties. If you have any concerns with the TLA form, please contact [brand.questions@sait.ca](mailto:brand.questions@sait.ca) with your questions.

## Welcome!

Thank you for taking the time to familiarize yourself with SAIT's brand. These guidelines cover all the basics you need to know about applying our positioning, identity and visual platform.

We have a compelling offer that deserves exposure and understanding. Our opportunity is to grow our reputation with all audiences, and we're looking forward to introducing SAIT to new audiences, and reintroducing SAIT to those who may not be familiar with the exciting, dynamic, world-class institution it has grown into.

A strong brand shapes how our audiences perceive us and is essential to attracting the best students, faculty, staff, partners, donors and supporters. In a sector that grows more complex and competitive every year, we can't afford to be complacent. We must compete not only for students but also for talent and support. This is why telling the SAIT story in a bold, compelling way is so critical.

Our brand is the central idea that connects our vision – to be a global leader in applied education – to the experiences we deliver to our students, faculty, staff, alumni, partners and the communities we serve. Our brand positioning tells the story of what makes the SAIT experience so valuable and powerful – what we offer, how we behave, and how we engage our diverse stakeholders.

Blending our strengths with our hopes – our rich history with our powerful vision for the future – our new brand will contribute significantly to our reputation and help distinguish us from other institutions.

It's about more than a logo; it's about the value we create.

If you have any additional questions or need a specific logo, please contact [brand.questions@sait.ca](mailto:brand.questions@sait.ca). We are happy to provide available tools and resources.

Our brand

## Brand story

Our brand story captures the kind of community voice that will help differentiate SAIT. It is an adaptation of our positioning.

Our brand story is not meant to be shared externally in marketing materials (publications, brochures, or web pages). It is our framework for understanding and living our brand.

We are the shapers. The makers. The originals, driven by a passion for excellence and impact, for results that count.

This is our home. It's where we advance our know-how, energy and talents with relevant, action-based learning; solution-focused research; and enterprising collaborations with people and partners from around the globe.

This experience empowers us... to excel at our passions, to define best-in-class, and to shape new worlds as entrepreneurs, leaders and community builders.

This is our one-of-a-kind place... SAIT.



## Positioning

Who we're for: The needs and attitudes of our target audiences.

What makes us different: The core elements that distinguishes us.

Why it matters: Important benefits for our audiences.

We are the shapers. The makers. The originals, driven by a passion for excellence and impact, for results that count.

This is our home. It's where we advance our know-how, energy and talents with relevant, action-based learning; solution-focused research; and enterprising collaborations with people and partners from around the globe.

This experience empowers us... to excel at our passions, to define best-in-class, and to shape new worlds as entrepreneurs, leaders and community builders.

This is our one-of-a-kind place... SAIT

## Tone of voice

Our goal is to tell a clear, coherent and compelling story to the world about who we are, what we do and why we matter.

Our voice is important in how we attract students, faculty and staff; how we interact with community partners; the way we communicate and engage with alumni, students and staff.

Our voice is not just about what we say but also how we say it. At SAIT, our writing style guide not only spells out key grammatical rules for SAIT materials, it also addresses our tone and manner. The tone of our voice should reflect our values and bring the spirit of the SAIT experience to life

Our voice should leverage SAIT current strengths:

- Progressive, innovative approach to education
- Bold, exciting and inspiring
- Pragmatic and practical, focused on solutions

And continue to build/enhance perceptions of:

- Leader, big picture thinker, worldly, prestigious
- Approachable, welcoming, passionate
- Collaborative, entrepreneurial

Here are a few principles to keep in mind when crafting your communications as the “voice” of SAIT:

- We’re smart communicators – clear, concise, well-organized and helpful.
- We speak in first person plural (we) and second person (you) to personalize our communications.
- We always answer the implicit “So what? Why should I care?” question with a benefit/rationale.
- We capture readers’ imagination with vivid, concrete details.
- We’re conversational... personal, welcoming, engaging. Avoid sounding institutional.
- We’re engaging, inspiring... It sounds obvious but it’s important to convey the fact that we really care.

Enthusiasm is infectious:

- We’re welcoming, inclusive... accessible, straightforward, easy to understand. Avoid confusing acronyms or terms that are not easily understood.
- Reflect SAIT’s resourceful, progressive worldly attitude. SAIT is not provincial. Promote its unique collaborations and internationalism.
- Reinforce SAIT’s leadership role. Celebrate firsts and innovative approaches.

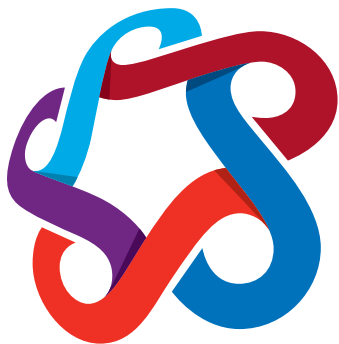
Identity system



## Our logo



## Our catalyst symbol



### **Cat-a-lyst** **noun**

1: a substance that enables a chemical reaction to proceed at a usually faster rate or under different conditions (as at a lower temperature) than otherwise possible.

2 : an agent that provokes or speeds significant Southern Alberta change or action.

*Note: you are advised against using the catalyst by itself without the SAIT letters. You may see the catalyst used by itself in certain cases such as profile photos and background graphics. This is treated on a case-by-case basis.*

### **Our Catalyst symbol**

A catalyst ignites change. SAIT's symbol is forged by five s-shape connectors that represent the people and relationships that define us:

- Students
- Faculty and staff
- Alumni
- Employers and partners
- The diverse communities we serve

As the connectors weave together, they create a series of interlocking infinity symbols that reflect the breadth of our offerings and the world of opportunities SAIT enables.

The star that emerges at the heart of the symbol expresses our passion for excellence, as professionals and as a community.

SAIT's international outlook and global collaborations are echoed in the spherical shape of our symbol. Our brand identity captures the character attributes we want to reinforce in the SAIT experience.

- Full of energy
- Active and vibrant
- Warm and welcoming
- Dynamic, responsive, adaptable
- Strong, confident, proud

## Logo

### *Vertical*

Our vertical logo consists of two main elements – the Catalyst and the wordmark. A second variation, primary extended (far right), has been developed which uses the descriptor, Southern Alberta Institute of Technology, as part of the logo.

The vertical logo will be used in most applications and is best displayed on a white background.

The vertical extended logo is reserved for promotional materials that may be used or viewed outside Alberta and other special circumstances. If you are unsure which version to use please reach out to [brand.questions@sait.ca](mailto:brand.questions@sait.ca).

The full-colour vertical logo should be used at all times unless there are production challenges or unavoidable situations. Options that can be used in these cases are shown on the next page.

*Note: our design platform includes a proprietary design element that allows for the use of the full-colour logo over full-bleed images.*

*This is shown on page 31.*

**Vertical**



**Vertical extended**



# Logo

## Single Colour

In certain applications where the colour version of the logo can't be used, a black and a red version have been created.

A white reverse version of the logo has also been created for those situations where the logo is placed on an image and the colour logo would be hard to see.

*Note: the examples on the right are not boxes but just show the white logo on a different coloured backgrounds.*

Alternate: red



Alternate: black



Alternate: white



# Logo

## Horizontal

Use the horizontal version of the logo when it fits better within the space. There is no primary or secondary logo. The use of the vertical or horizontal logo will depend on which will allow for plenty of negative space and legibility.

*Note: the lower example is not a box but just shows the white logo on a red background.*

### Horizontal



### Horizontal extended



# Logo

## Clearspace and Minimum Size

"X" equals the width of the letter "I" in the word SAIT.

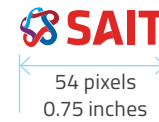
Clear space is equal to twice the width of the letter "I" in the logo and must be maintained around the entire perimeter.

*Note: The same spacing specification applies to the extended versions of the logo that include the descriptor, Southern Alberta Institute of Technology.*

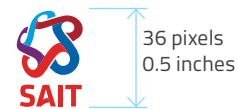
### Clearspace



### Minimum Size



### Minimum Size



## Logo

### *What not to do*

The integrity of the logo should not be compromised by changing any of the individual elements. A SAIT logo is void if the font is changed, the relationships between the different elements are not kept and there are any kind of distortions.

Ensure you are not doing the following:

- Do not use a different typeface for the wordmark.
- Do not change the size of the symbol in relation to the wordmark.
- Do not change the order of colours in the symbol.
- Do not stretch the logo.
- Do not change the relationship between the symbol and the wordmark.
- Do not modify or remove the shadows of the coloured logo.
- Do not draw a box around the logo.
- Do not use program lockups, or school lockups.
- Do not use the old SAIT logo.
- Do not use the wordmark by itself, the symbol should always be next to it.



# Colours

Red and blue are our primary colours and will always be part of our heritage, but we introduced new colours to show our future growth.

The secondary colours complement our primary colours with more energizing hues to reflect our diversity, adaptability and innovation.

The SAIT identity, colours and story knit the SAIT experience into a dynamic whole.

## Primary



Pantone: 485c  
Hex/HTML: DA291C  
r: 218 g: 41 b: 28  
c: 0 m: 95 y: 100 k: 0



Pantone: 300c  
Hex/HTML: 005EB8  
r: 0 g: 94 b: 184  
c: 99 m: 50 y: 0 k: 0

## Secondary



Pantone: 259c  
Hex/HTML: 6D2077  
r: 109 g: 32 b: 119  
c: 67 m: 100 y: 4 k: 5



Pantone: 299c  
Hex/HTML: 00A3E0  
r: 0 g: 163 b: 224  
c: 86 m: 8 y: 0 k: 0



Pantone: 187c  
Hex/HTML: A6192E  
r: 166 g: 25 b: 46  
c: 7 m: 100 y: 82 k: 26



# Font

Modern, bold typography energizes our visual expression. Details count.

The SAIT wordmark includes proprietary detailing on the upward stroke on the letter "A" to project our future-forward attitudes.

# SAIT

However, all other material uses Titillium, a distinct font with a very broad family of weights and styles.

For documents (such as Powerpoint and Word) that may be shared with others others who may not have Titillium on their devices, Arial can be used as the alternate font.

## Titillium Thin and Titillium Thin Italic

ABCDEF abcdef  
1234567890

*ABCDEF abcdef*  
*1234567890*

## Titillium Light and Titillium Light Italic

ABCDEF abcdef  
1234567890

*ABCDEF abcdef*  
*1234567890*

## Titillium Regular and Titillium Italic

ABCDEF abcdef  
1234567890

*ABCDEF abcdef*  
*1234567890*

## Titillium Semibold and Titillium Semibold Italic

**ABCDEF abcdef**  
**1234567890**

***ABCDEF abcdef***  
***1234567890***

## Titillium Bold and Titillium Bold Italic

**ABCDEF abcdef**  
**1234567890**

***ABCDEF abcdef***  
***1234567890***

## Titillium Black

**ABCDEF abcdef**  
**1234567890**

## Arial Regular and Arial Italic

ABCDEF abcdef  
1234567890

*ABCDEF abcdef*  
*1234567890*

## Arial Bold and Arial Bold Italic

**ABCDEF abcdef**  
**1234567890**

***ABCDEF abcdef***  
***1234567890***

# Brand architecture

# Key principles

Brand architecture allows us to clarify the relationships across SAIT's many parts.

Brand architecture is an important strategic tool that:

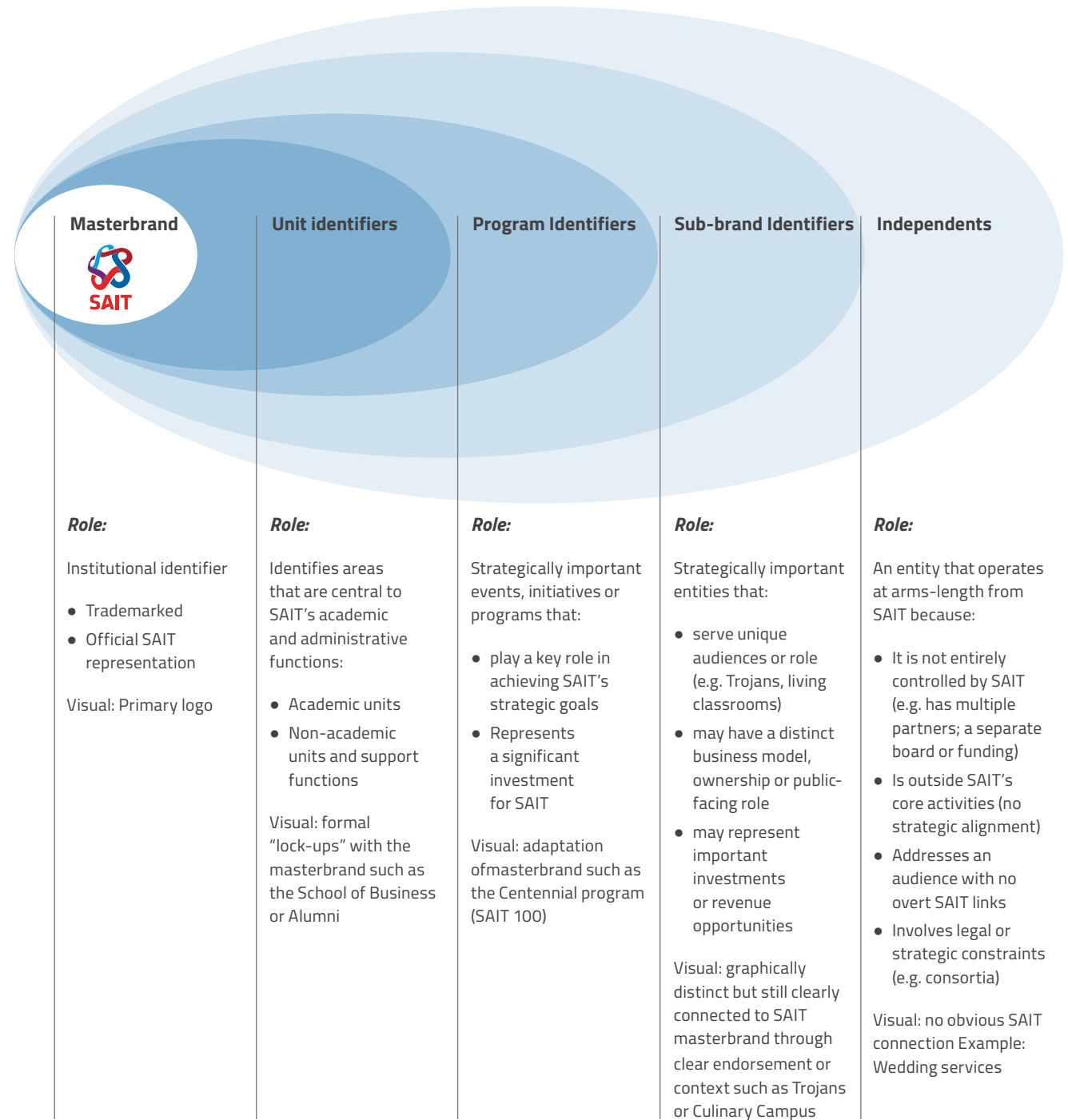
- Supports an integrated positioning across all of SAIT
- Reduces costs and optimizes the impact of finite resources (e.g. marketing and communications)
- Simplifies internal processes and streamlines decision-making
- Reduces complexity by making SAIT easier to understand and navigate
- Ensures SAIT isn't "competing" with itself
- Ensures that distinctions, where necessary, are meaningful and coherent

The following guidelines and principles will guide future decisions about how we visually identify various SAIT entities.

Key principles:

- Keep it simple. Avoid unnecessary complexity.
- Lead with one SAIT brand in all marketing and communications.
- Differentiate primarily through messaging.
- Reduce costs and environmental impact by avoiding needless customization.
- Be inventive with the right things (e.g. imagery and experiences).

# Brand architecture system



## Lock-ups and relationships

The school lock-ups are shown on the right. They consist of the full-colour primary logo with the name of the school adjacent to it.

Lock-ups have also been created for our Centre for Continuing Education and Professional Studies as well as the School for Advanced Digital Technology.

For all departments and schools other than SADT and CEPS, please use the top lockup system.

**Note:** the font for the schools is *Titillium Regular*.



## Trojans logo

### *Primary*

The SAIT Trojans identity system has a number of variations that uses three main elements in different ways. These are the Helmet, the Wordmark and the Shield. The Primary Logo uses the Helmet and the Wordmark as shown on the right. This version uses two core colours: Pantone 485 and Pantone Process Black. The primary logo will be used in most applications. Alternate colour combinations are available that may be preferred on different backgrounds.

Wordmark

**S A I T**  
**TROJANS**

Pantone: Process Black  
Hex/HTML: DA291C  
r: 0 g: 0 b: 0  
c: 0 m: 0 y: 0 k: 100

Helmet



Pantone: 485c  
Hex/HTML: DA291C  
r: 218 g: 41 b: 28  
c: 0 m: 95 y: 100 k: 0

## Trojans logo

### *Secondary Alternates*

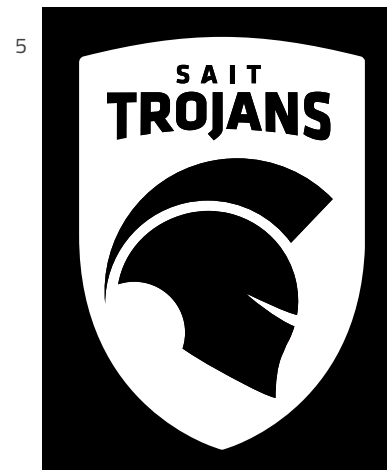
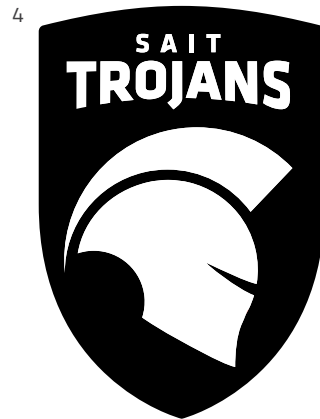
For certain applications where other options are preferred, there are a number of alternate colour versions available.

Options 1 and 2 are the preferred alternates. These are companions to the Secondary Logo shown on page 6.

Options 3, 4 and 5 are to be used when only one colour is available.

Note: black artwork (option 4) can be used as artwork for foilstamping, silver inks, embossing and other similar printing processes.

*Note: the example on the lower middle is not a box but just shows the white logo on a dark background.*



## Trojans logo *Wordmark*

The Wordmark can also be used on its own. It's design is unique and proprietary enough to always be associated with the Trojans brand. As with the other logos, colour options are available.

**S A I T**  
**TROJANS**

**S A I T**  
**TROJANS**

**S A I T**  
**TROJANS**

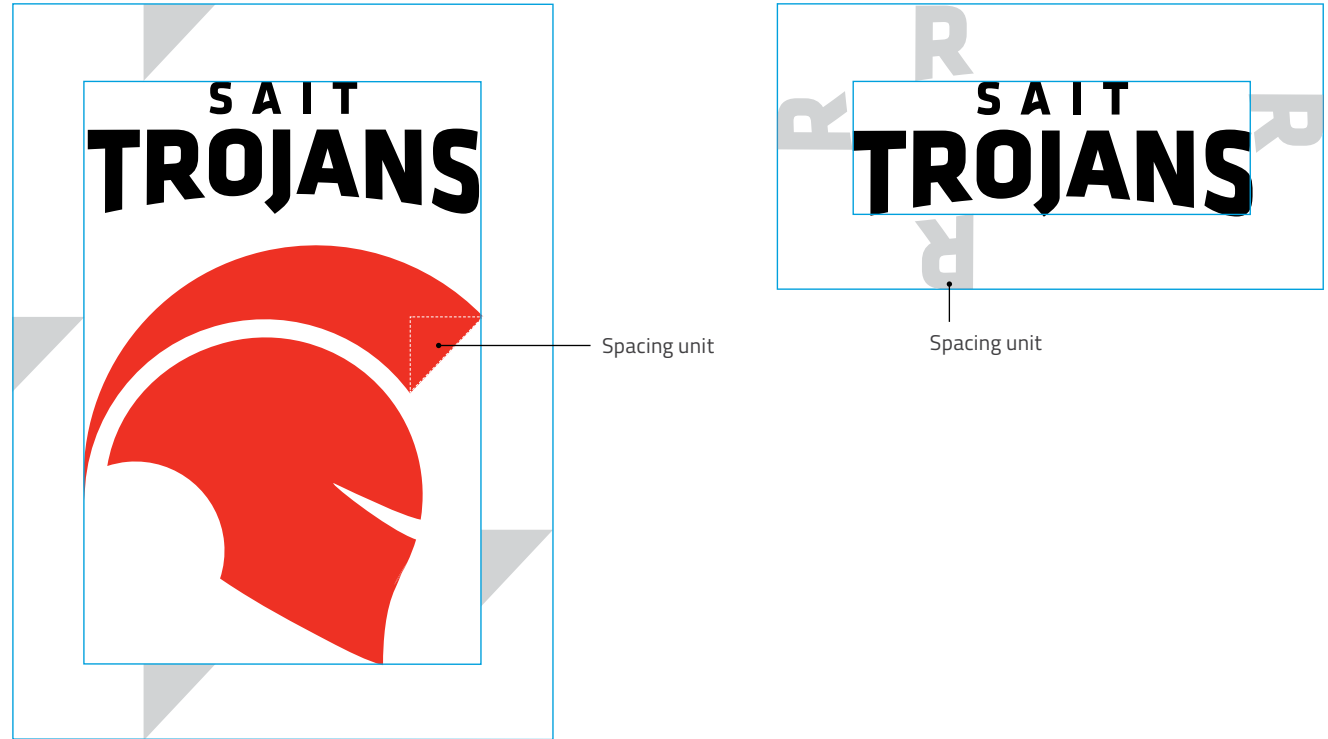


# Trojans logo

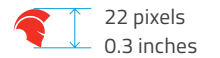
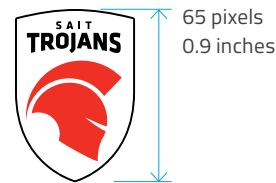
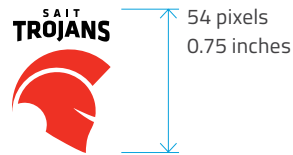
## Clearspace and Minimum Size

The spacing unit is a guide used to establish a safe distance around the logo. It is usually based on a common element within the logo design itself. However, our design system has four unique versions. For the Primary Logo, the Secondary Logo and the Helmet use the spacing unit indicated on the right. It is based in the angle found at the front of the Helmet's plume. For the wordmark use the height of the capital letter "R" in Trojans.

*Please note that these are units which can be approximated and these rules can be applied to the Descriptors as well.*



Minimum sizes are shown on the right. These ensure that each version remains legible and recognizable.



## Tastemarket logo

At the heart of the design system for The Tastemarket by SAIT is the masterbrand. The primary version, shown on the top right is the formal lock-up and should be the one used most often. It consists of the border, the SAIT symbol, and the font used to create the main SAIT identity.

Primary



Alternate



## Tastemarket logo *Clearspace and Minimum Size*

Clearspace is a consideration that protects the integrity of an identity and ensures that other design elements don't interfere with the identity. However, our brand design system allows for playful applications that enhance The Tastemarket's image. The clearspace on the right is provided as a guide in case a visual buffer is needed. The spacing unit is one capital T.

The minimum sizes of the Masterbrand is shown below. Using these at a smaller size than indicated can compromise their legibility.

Minimum sizes are shown on the right. These ensure that each version remains legible and recognizable.



## School of Hospitality and Tourism Outlets

The other Hospitality and Tourism logos match the style of Tastemarket. Requests for these logo files can be directed to [brand.questions@sait.ca](mailto:brand.questions@sait.ca).



# Sample applications

## Social media

Profile photos and avatars for official SAIT accounts are provided by Communications after your official account request form is approved. Institutional social media accounts use the full colour logo and official SAIT accounts use the white logo on a red background (pictured).

You cannot photograph a person who has a “reasonable expectation of privacy” without permission. This is someone who believes they are in a private location and no one is watching them, such as a person in a classroom or private office. All photos or videos taken by SAIT employees and contractors during working hours become the property of the institution. Optimize your photographs for the platform they will be shared on. An up-to-date guide on social media image sizes can be found on [sproutsocial.com](https://sproutsocial.com).

For profile pictures on different platforms, the red logo option is the best application.

For questions about usage, please contact: [social.media@sait.ca](mailto:social.media@sait.ca)



Here is a sample profile picture. Include us in your posts @SAIT and use the hashtag #HereAtSAIT.

When linking to SAIT social media channels from a web page, please use the most recent icons for the channel you are linking to. Use the icons or the icons inside the circles always ensuring adequate contrast and legibility of the icons.



Include us in your posts @SAIT and use the hashtag #HereAtSAIT.

**#HEREATSAIT**

## Email signature

There are two options for the email signature, they include SAIT's extended logo.

You have the option to include the Land Acknowledgment and your pronouns in your signature.

Please use a PNG file of the SAIT logo with a transparent background (no white box) as some Outlook users are on dark mode.

### Primary version



**John Smith**

(He, Him, His / She, Her, Hers / They, them, theirs)  
Job Title, Work unit  
Department

Southern Alberta Institute of Technology  
Building, Room  
1301 - 16 Avenue NW, Calgary AB, T2M 0L4

(Phone) 000.000.0000  
name.lastname@sait.ca

### Land acknowledgment



**John Smith**

(He, Him, His / She, Her, Hers / They, them, theirs)  
Job Title, Work unit  
Department

Southern Alberta Institute of Technology  
Building, Room  
1301 - 16 Avenue NW, Calgary AB, T2M 0L4

(Phone) 000.000.0000  
name.lastname@sait.ca

SAIT is located on the traditional territories of the Niitsitapi (Blackfoot) and the people of Treaty 7 which includes the Siksika, the Piikani, the Kainai, the Tsuut'ina and the Îyârhe Nakoda of Bearspaw, Chiniki and Goodstoney.

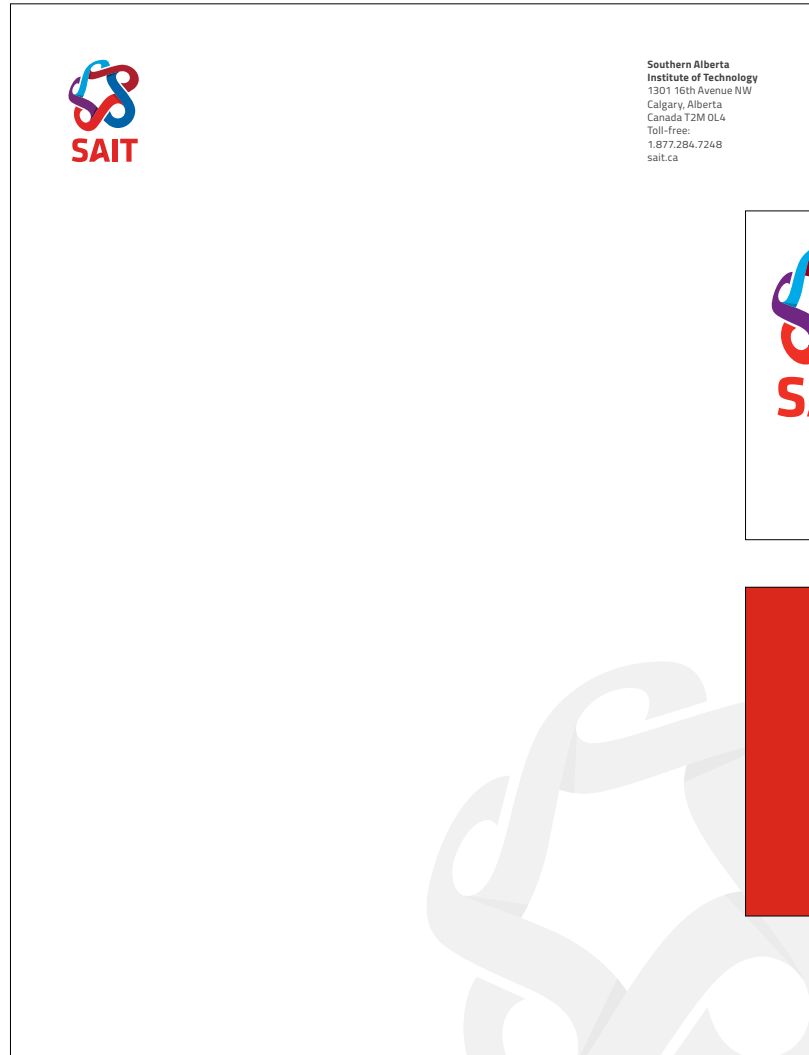
We are situated in an area the Blackfoot tribes traditionally called Moh'kinsstis, where the Bow River meets the Elbow River. We now call it the City of Calgary, which is also home to the Métis Nation, Region 3.

# Stationery

Letterhead shown at 50% size.

Business card shown at 100% size.

Gender pronouns seen on the business card are optional and to be included at your discretion.





# Photography guidelines

## Camera angles, lenses and lighting

- Use very high or low angles when possible.
- Use wide or telephoto lenses when possible.
- Include the sun and flare in the photo when possible.
- When shooting inside, include sunlight and natural light when possible.
- Backlight the subject when possible. Use long shadows to add depth when possible.



## Composition, foreground and shallow depth of field

- Use symmetrical or unique composition when possible.
- Allow room for copy placement when possible.
- Imply movement when possible.
- Use out of focus foreground to add more layers. Use shallow depth of field to concentrate focus onto important subject matter when possible.
- Use journalistic style to make it feel like a natural moment captured when possible.
- Shoot early morning and late afternoon for beautiful outdoor light. Avoid mid-day sun. Avoid cloudy days for photos with sky showing in the shot.
- Use colourful but simple and stylish wardrobe and propping. No logos.
- Use bright colours that match the SAIT logo when possible.



# Video guidelines

## SAIT logo use in video

For an opening title card or ending title card where the SAIT logo is used, that logo must be placed on top of light gray. The full-colour SAIT logo with complete name written below is to be used. When using the SAIT logo as a bug, use the SAIT and Catalyst icon only.

Depending on what the bug is placed over in terms of footage or motion graphics use either the solid black version or solid white version, most commonly white. The bug should be transparent so it is noticeable but not too distracting. Level of transparency is a judgement call based on the footage or motion graphics being used.

### Sizing

For opening/closing cards the logo should be 230px wide x 450px high. As for placement the logo should be centred with the top of the word SAIT touching the centre horizon line.

For bugs it's 190px wide x 280px high. The bug should be placed in the bottom right, 10 pixels away from the Title Safe lines. The values above are based on a 1920x1080 timeline and equal 35% of 100% for the SAIT full name logo and 25% of 100% for the bug. If you're producing a video or motion graphics piece that is a different resolution use the 35% and 25% calculations.



Light gray  
r: 235 g: 235 b: 235



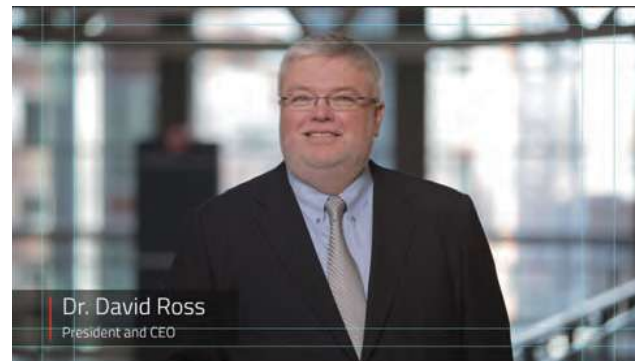
# Video titles

Three types of lower thirds for video:

1. Three line
2. Two line
3. One line

Each of these can be either left or right-aligned, depending on the placement of the subject. If the subject is centered, then the default is always to place the lower-thirds to be aligned left.

233 px in height  
SAIT black (16/16/16) at 60%  
100 px from end of copy  
to end of title bar



The archives and frequently  
asked questions

## The archives

The Archives works to acquire, preserve and make accessible records of the institution as well as the records of student organizations, former instructors and students of the institution that document the history of the institutions.

Within the Archives, you can find:

- Annual reports
- Course calendars
- Emery Weal newspapers
- George Webber photograph collection
- SAIT building history
- SAIT department history
- SAIT time capsules
- SAIT yearbooks



### Archivist Contact Information:

403.774.4688

MC 124 Library, Stan Grad Centre

While the SAIT Archives can be used by anyone, SAIT Archives staff shall grant permission to consult its archival records within the applicable legal framework of privacy, access, intellectual property and individual donor requirements.

Archival material is, by definition, unique. Archival material is often one-of-a-kind and cannot be replaced if mis-laid or destroyed. As well, the records may be fragile and delicate. Researchers are encouraged to visit the archives to view the material and the archivist will provide instructions on the care and handling of the material. Also, for the safety of the records, the Archives does not allow food or drink in the reading room and pencils are only permitted for note-taking.



## Frequently asked questions

**Q: Will individual logos for be created for each institute and centre on campus?  
What about physical spaces or new buildings?**

A: This is analyzed on a case-by-case basis. It is unlikely new logos will be developed as the strength of our identity is in the recognition of the master brand/primary logo.

**Q: Where do I find the Titillium font?**

A: Go to [fonts.google.com/specimen/Titillium+Web](https://fonts.google.com/specimen/Titillium+Web) and click "Download family" in the top right.

**Q: Who do I direct questions to?**

A: Refer to page 6 for contact info. Otherwise contact [brand.questions@sait.ca](mailto:brand.questions@sait.ca) for any general inquiries.

**Q: Is everyone required to follow the developed lock-up system?**

A: Yes. It is important to use the developed lock-up system to ensure that the brand is consistent and within the guidelines.

**Q: Can we still use our old logos?**

A: No, the old logo is no longer in circulation. Please replace with the new logo lock-up and if you need support, please contact [brand.questions@sait.ca](mailto:brand.questions@sait.ca).

**Q: I'm a SAIT student, can I use the logo for a class project?**

A: Email [brand.questions@sait.ca](mailto:brand.questions@sait.ca) with your inquiries and this will be decided on a case by case basis.

**Q: How do I access SAIT's logo files?**

A: Email [brand.questions@sait.ca](mailto:brand.questions@sait.ca) for the logo files.

**Q: When should I use the extended logo with SAIT's full name?**

A: The extended version of the logo should be reserved for promotional materials that may be used or viewed outside Alberta. If you are unsure about which version to use, please contact [brand.questions@sait.ca](mailto:brand.questions@sait.ca).

**Q: Where can I find templates with the SAIT brand for my presentations?**

A: Email [brand.questions@sait.ca](mailto:brand.questions@sait.ca) with your inquiries and these will be provided on a case by case basis.

**Q: Do I have to use Titillium font?**

A: Titillium is SAIT's preferred font and we encourage you to use it whenever possible. However, for documents (such as PowerPoint and Word) that may be shared with others who may not have Titillium on their devices, Arial can be used as the alternate font.

Thank you for taking  
the time to learn about  
the SAIT brand.

