



Discover ^{ᑭᓴᓂᓂᓂ}
saskatoon

Brand Style Guide



The Saskatoon Story

Welcome! Tânisi, a ni n̄, h̄au!! Saskatoon is a destination of discovery — discovery of self, discovery of each other, and the discovery of experiences. This discovery leads to connection and the restoration of kinship. An act of return to each other, return to the land, and return to connecting as a community. Saskatoon is open — the space, the land, the skies, the people. Here you can find peace and serenity alongside thriving culture and history. When you are here in Saskatoon, you'll feel excited and not rushed, welcomed and not overwhelmed. Somewhere between big city and small town, traditional and innovative, bustling and peaceful, you'll find Saskatoon.

Contents

Introduction	3
Logo	4
Colours	9
Brand Symbols	11
Typography	13
Brand Voice & Tone	14
Photography & Videography	15
Applying the Brand for Print	17
Applying the Brand for Digital	18
In the Wilds	19
Resources	22

The Discover Saskatoon Brand.

The Discover Saskatoon brand is about connection with the community and the people who live here, and the stories that we tell are our purpose. Our brand is a little about what we do, but it's more about who we are. This is about how we operate, what we care about, and what we value.

For 45 years, you've known us as Tourism Saskatoon. We are proud of our brand's legacy, but as both tourism and Saskatoon evolve, it's time we do, too.

Allow us to reintroduce ourselves: we are Discover Saskatoon.

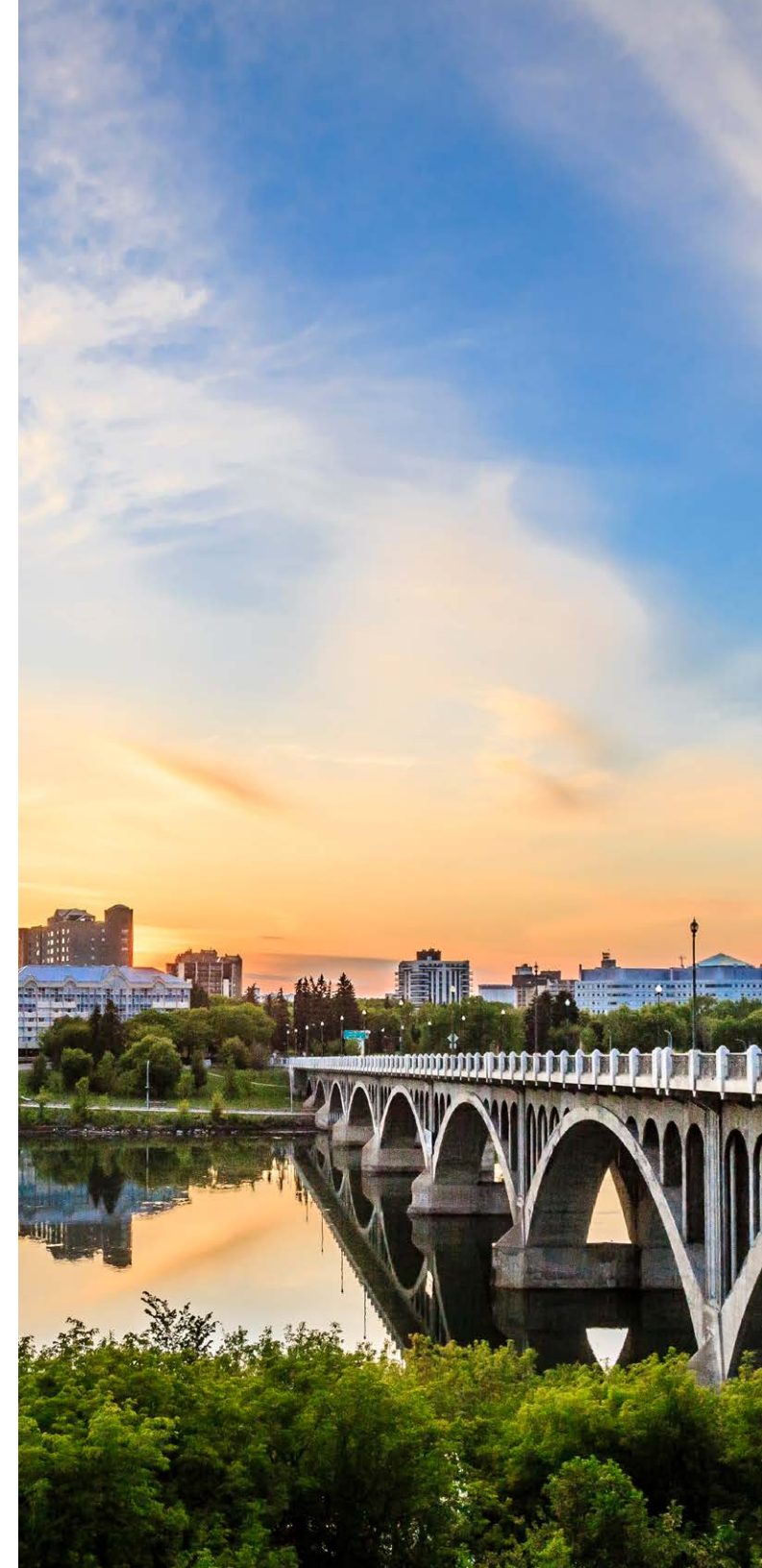
Our mandate remains the same: we serve our community and our partners by telling the stories of Saskatoon and promoting our city on national and global stages.

We've given considerable thought to this process. More than two years of community conversations have helped to shape our transformation; about who we are and how best to celebrate our people, this land, and the essence of Saskatoon.

This is a brand that was created for our community and our partners.

Our rebrand is about more than looks. It's an invitation to discover, to delight in the sights and sounds of Saskatoon that make it such a wonderful place to visit, live, work, study, and play.

We invite you to use this brand to tell a unified story and to assist with the cooperative branding of Saskatoon and its tourism industry, which in turn strengthens marketing efforts.



Primary Logo

The Discover Saskatoon primary logo was purposefully created to reflect the spirit of Treaty 6. The icon, wordmark, and Cree syllabics honour our destination and our commitment to restoration, regeneration, and reconciliation.

Keep the size relationship of the logo elements proportionate.

Never separate or dismantle the logo.

The primary logo is the first and optimal choice for external marketing and/ or communications and all internal documentation.



Discover ᓄᓐᓂᓐ
saskatoon

Secondary Logo



Discover ᓄᓐᓂᓐ
saskatoon

Logo

Please Do

Let the logo breathe. The suggested amount of clear space around the logo is equivalent to the width of the sun/bridge icon used in the logo.

A good rule of thumb is, if the logo is too small to read, it's too small to use. The logo is legible at all times no matter its placement.

Please Don't

1. Do not change the layout
2. Do not stretch or compress
3. Do not outline
3. Do not apply other colors
4. Do not use other typefaces
6. Do not rotate the logo
7. Do not crop or dismantle

Greyscale



Solid



Minimum Printable Size



Minimum Size
1.25" Width

Minimum Clearance Space



The Icon

The icon was created by local artist and entrepreneur Christine Marie, a woman of Métis and Filipino roots, our new icon is a visual reminder that we are all treaty people, crossing bridges together in the land of the living skies.

The top layer is the sun. This is a nod to the land of the living skies and pays respect to the land. And is also reflective of the Treaties.

The centrepiece, the bridge. Represents readiness to cross the various bridges in Saskatoon to discover all it offers! Discover this place.

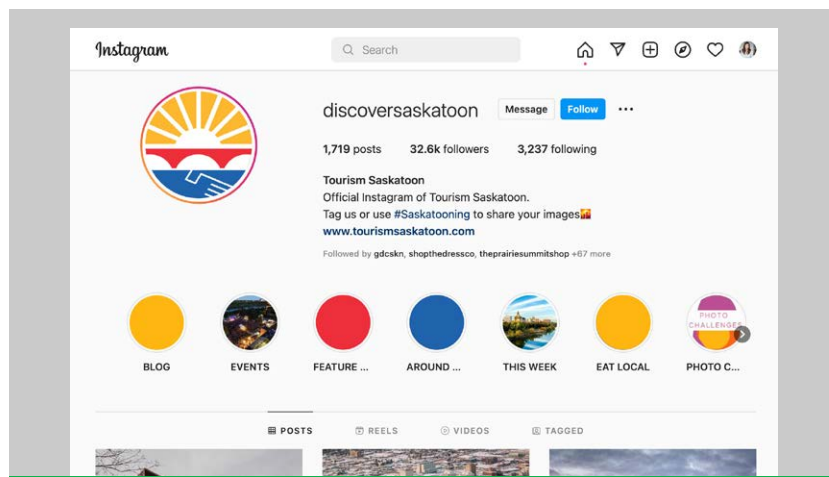
The bottom, the water and the and the handshake represent unity with one another and is a sign of respect for the presence of others. This is kinship, unity with the land and one another. The strong foundation of a diverse city.

The icon should never be used on it's own. If you want to highlight or feature the icon, please ensure the wordmark is close by, on the same page or on the flip side.

Icon



"Establishing and building relationships helps us get one step closer to reconciliation. This is why I wanted to create this logo with the handshake as the foundation—treaties were signed and sealed with a handshake." - Christine Marie



Best used as a social media icon where the name will be nearby.



Recommend not using alone in any corporate instances, as viewers may not identify the brand.

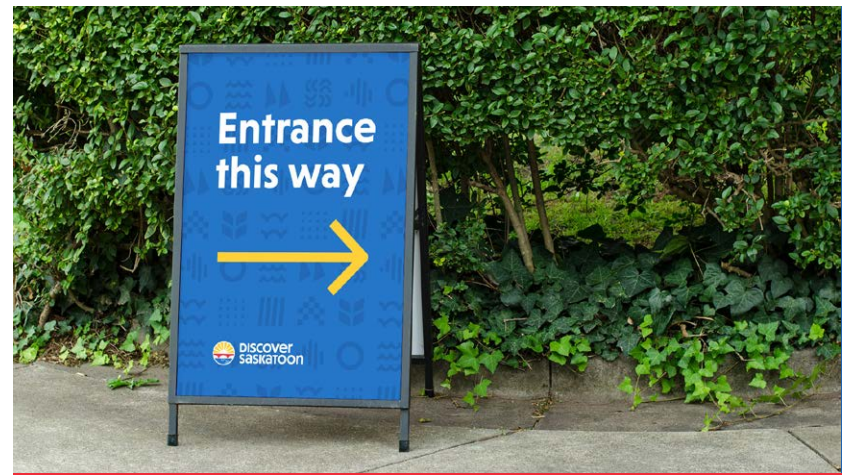
Cree Syllabics

Discover Saskatoon's identity is using Cree syllabics, phonetic transcription to "discover." As an organization, we are accountable to both the United Nations Declaration on the Rights of Indigenous Peoples and the Truth and Reconciliation Commission's 94 Calls to Action. Our accountabilities reflect in both our brand and our actions.

Working closely with the seven Chiefs and Tribal Chief of the Saskatoon Tribal Council, we sought and received consent to incorporate the Cree syllabics for "discovery." Cree is the most widely spoken Indigenous language in our region, but it is not the only one: in reaffirming our relations with Indigenous peoples, we acknowledge these lands are also the traditional hunting grounds of the Métis, and a gathering place for both Dakota and Nakota Sioux.

These syllabics invite locals and visitors to place themselves in this traditional territory.

Cree Syllabics



Do not use the logo without the syllabics.

The Wordmark

The invitation to visit and know our city is in the words “Discover Saskatoon”. The wordmark is unique and striking, with input from one of North America’s most sought after typography artists. Known for adding character to characters, Jessica Hische refined the letters for the Discover Saskatoon wordmark.

The unusual mix of capitalization and lowercase reveal an informality and an element of spontaneity. You are invited to discover Saskatoon.

Wordmark

Discover ^{ᓂᓄᓂ}
saskatoon



Best used when the icon competes visually with the symbols. This version complements the vibrant, colourful symbols perfectly.



Logo Usage



Primary Logo - with Cree syllabics

Use whenever possible — this use case should be the default. Do not use with secondary brand symbols.



Wordmark - with Cree syllabics

Best used when paired with our colourful symbol pattern, and the Cree syllabics can be easily read.



Icon

Best used as a social media icon, where the name and other context will be nearby. Do not use it on it's own.

Logo Usage



Full Colour

Use against white or light backgrounds.



Reverse Full Colour

Use in colour applications against medium-to-dark backgrounds.



Black and White

Use in black-and-white applications against light backgrounds or images.



Reverse Black and White

Use in black-and-white applications against medium-to-dark backgrounds or images.



Watermark

Use in applications to protect photography.

Brand Colours

Our primary colours, are the primary colours. From these three bases, anything is possible. Combining them, using them together, creates something more than was there before. These colours represent body, emotion, mind, and the essential interdependence and harmony between these three elements. These are our foundation.

Living Waters Blue

Like the river that runs through the heart of Saskatoon, this blue is alive and full of energy. This colour is meant to evoke a sense of familiarity and nostalgia. Overall, this Pantone provides feelings of tranquility, peace, trust, and calmness. It also builds feelings of community, and often means intelligence in branding.

Fields of Gold

The wheat, grass, and the land are an essential piece of Saskatoon culture. In corporate branding, yellow is seen as fun, energetic, young, and attention-grabbing. It's also relatively uncommon, and will help our brand distinguish itself. Whether it brings to mind the banks of the river in transition seasons, the Meewasin Valley, fields of wheat, or the sun folding over the horizon, each association is powerful.

Prairie Berry

The fiery skies, berry stains on your fingertips, leaves falling to the earth. This red symbolises life, transition, and energy. Red stands for passion and excitement, and can signify importance and command attention.



HEX	#1f61ac
RGB	033 097 172
CMYK	90 65 01 00
Pantone	3506C



HEX	#fdb731
RGB	253 183 049
CMYK	00 31 91 00
Pantone	136C



HEX	#ee2939
RGB	238 040 056
CMYK	00 97 82 00
Pantone	1788C

Our Secondary Colours

There is much diversity in our city, and our eclectic grouping of additional colours celebrates that diversity. At a glance, our environment has the appearance of a neutral palette. When you look deeper and aim to discover, though, you'll see vibrancy everywhere. In the silky strands of wheat, the leaves underfoot in the fall, flax fields rippling in the wind, prairie grasses sprouting with intense greens.

This grouping of secondary colours is primarily to be used with the symbols.

The flashes of colour in the mundane to the ceremonial, winter jackets to Indigenous regalia. Using these additional colours brings an element of surprise and delight to the brand.

These colours are vibrant, beautiful and eye-catching, and they are not to be overused.



HEX **#ee2939**
RGB **238 040 056**
CMYK **00 97 82 00**
Pantone **1788C**



HEX **#f99500**
RGB **249 149 000**
CMYK **00 49 100 00**
Pantone **1459C**



HEX **#ffca00**
RGB **255 202 000**
CMYK **00 20 100 00**
Pantone **116C**



HEX **#12b24b**
RGB **018 178 75**
CMYK **80 00 100 00**
Pantone **2257C**



HEX **#00A7CD**
RGB **000 168 206**
CMYK **75 14 11 00**
Pantone **312C**



HEX **#1f61ac**
RGB **033 097 172**
CMYK **90 65 01 00**
Pantone **3506C**



HEX **#193762**
RGB **025 054 098**
CMYK **100 85 34 25**
Pantone **534C**



HEX **#af37a4**
RGB **175 055 164**
CMYK **36 90 00 00**
Pantone **2062 C**



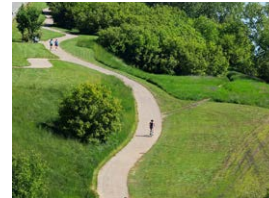
HEX **#e12173**
RGB **225 033 115**
CMYK **06 98 27 00**
Pantone **213C**



HEX **#a69280**
RGB **166 146 128**
CMYK **36 39 49 03**
Pantone **7530C**

Brand Symbols

Our brand identity includes 10 symbols that draw inspiration from the cultures, spaces, structures, landscapes, and people in our city. From wheat and riverside buildings to bridges, tipis, and the Métis sash, each symbol is significant in its own right, working together to create a system that is characteristically Saskatoon.



Brand Symbols

We have 10 unique brand symbols that elevate design and deepen meaning. Each one takes inspiration from spaces, structures, landscapes, and people around Saskatoon. While each element has meaning on its own, the power comes when they are used together. They all complement each other without fitting together perfectly.

Please do

Use these in social marketing and merchandise. These are for more expressive, causal instances. This pattern works best when paired with the wordmark version of the logo.

Symbols are paired best when the primary blue is paired with one other secondary colour.

Please don't

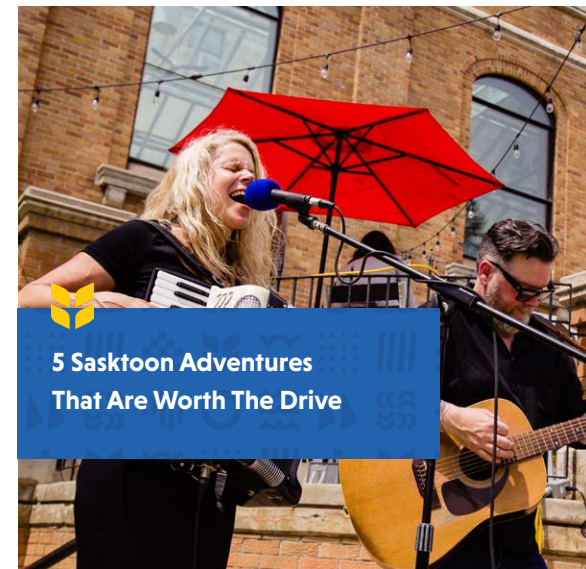
1. Pair the symbols with the full primary logo
2. Place them over faces
3. Place them over text
4. Place them behind text when they are in full opacity
5. Change the colour to anything outside the guidelines
6. Angle or tilt the symbols, they should always be used in their upright position



Print Use



Digital Use



Brand Symbols Pattern

When used monochromatic pattern, these brand elements can find a home in more corporate environments. This is the most versatile version of the pattern that pairs well with any iteration of the logo.

Please do

Use these in editorial print, posters, billboards, social media posts, and other branding materials.

Please don't

1. Don't use any other colours outside of the colour palette
2. Don't make the logo pattern too small
3. Don't rotate the pattern



Print & Digital Use



Typography

The font family for Discover Saskatoon is sophisticated yet simple, elegant yet familiar.

Our primary typeface is Niveau Grotesk. A mix of playful and professional, this font is representative of our people. Both soft and bold, Niveau Grotesk is legible and expressive.

Our secondary typeface Nunito. Purposefully plain, this sans-serif prioritizes legibility and balances the expressiveness of Niveau Grotesk. Nunito is a well balanced sans serif typeface family, and is a great display typography.

Our fallback typeface is Arial. This is only intended for use when the other typefaces are not available. Arial is the perfect alternative for external documents where our main fonts may not work.

Please do

Share these fonts with the rest of the organization. Use them in documents, social media, marketing, and beyond.

Please don't

1. Don't use a completely different font
2. Don't add any fonts

Primary Typeface: Niveau Grotesk

**This is Niveau.
Our primary
typeface.**

Secondary Typeface: Nunito

**This is Nunito.
Our secondary
typeface.**

Fallback Typeface: Arial

**This is Arial.
Our fallback typeface.**

Brand Voice & Tone

Our brand voice is our personality. With it, we share the stories of Saskatoon with the world.

Inviting

We are warm and sincere in welcoming others to discover Saskatoon. Our invitations are authentic and appealing, using plain language to connect with our audiences.

- **Engage the with your audience**
- **Our words are an invitation**
- **Be witty. Be lighthearted. Add humour**
- **Keep the tone conversational**

Respectful

It is our responsibility to promote Saskatoon in a way that is polite and respectful of the city's many peoples and places. We seek and seize opportunities to amplify the voices of others.

We strive to have every resident, visitor, and professional identify with our brand.

- **Be proud of what Saskatoon has to offer, avoid being boastful**
- **Always ensure you are using inclusive language**

Trustworthy

With the support of our community members and partners, we exercise our expertise on destination marketing and the city of Saskatoon. We value and pursue truth in every story we tell.

- **Always start with a truth about Saskatoon**
- **Share what is unique about the subject matter**

Photography

The Discover Saskatoon brand is authentic to the people and the spaces in our community. Each image and video tells the story of our destination, and should compliment our tone-of-voice – inviting, experiential, and authentic.

Our imagery is natural, bright and candid. When we show people, they are rarely looking at the camera in a staged scene. Rather, they are captured as they are, experiencing the city in all its forms. In videography, we show iconic Saskatoon scenes, and capture movement and emotion. Visuals should reflect the diversity in our people and our experiences. Visuals should always be edited and colour corrected to be bright and vibrant like our brand, filled with colour and light. Most importantly, visuals should evoke emotion.

Producing great visuals

- Images should be sharp, never blurry or low quality
- The lighting should be bright, warm and natural
- Colour should be true to real life, images should be free of photo filters
- Visuals should be experiential, so views can be active participants
- Visuals should be iconic to Saskatoon, position Saskatoon landmarks in the background
- Each scene and person should look natural and not posed
- Visuals should evoke emotion and allow the viewer to feel and connect



Visual Content

As Saskatoon's primary Destination Marketing Organization we have a responsibility to showcase the city through stunning and authentic visuals, in doing so, we work with a diverse group of content creators and we aim to always ensure accurate representation of artistry.

Photography Checklist

- Image(s) reflect the Discover Saskatoon brand
- Images are free of watermarks, signatures or filters
- The image(s) show real moments and engage viewers in the event, attraction or experience
- The image(s) show the city's hidden gems.
- The image put the viewer in the center of the scene – they're an active participant, not a spectator.

Applying Credit

When applying Discover Saskatoon photo-credit the format should be as follows:

Photo credit: Discover Saskatoon/Sik Pics

When applying photo-credit to someone else's photography the name should be printed under the image and a link applied when possible

Off Brand

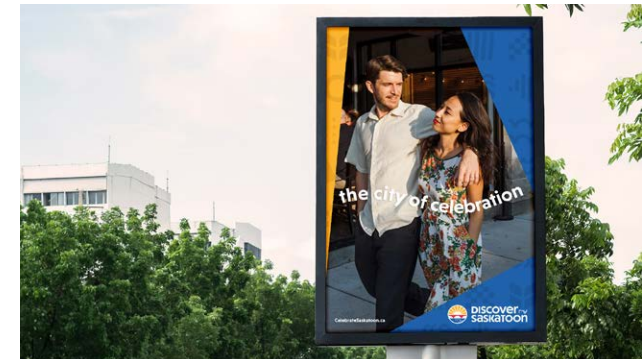


On Brand



Signage and Print

Our brand has the flexibility to be used in traditional and digital marketing. These are sample marketing materials showing our visual elements in a casual promotional setting. Our hope is that locals and visitors alike come to love this brand, and become empathic brand ambassadors.



Our Brand in the Wild

Discover Saskatoon uses marketing swag for high-impact, low-cost marketing. It is a great choice to boost brand awareness and recognition, increase engagement with our brand and drive increased sales.

When marketing swag is done right, it can improve brand reputation and strengthen our corporate identity.

We have different logos that have been created for various uses, please seek consultation to ensure you are using the right logo.

Ensure our logo is being printed bigger than the minimum print size, that adequate space allotted around the logo, that the icon is not being used on its own, and that the colours are specific to our brand Pantones.



#SASKATOONING

The hashtag #saskatooning is Discover Saskatoon's branded hashtag, the custom hashtag is unique to our brand and our organization. It originated before the Discover Saskatoon brand launched and has become an iconic part of our marketing and communications. The hashtag exemplifies a way for people to discover Saskatoon - as an action. Example: "Let's go #saskatooning."

The hashtag has been designed into a wordmark using our primary typeface (Niveau Grotesk). This wordmark should only be used alongside the Discover Saskatoon brand, never on its own. The wordmark has been created in white, our primary blue (Living Waters Blue), and our primary yellow (Fields of Gold Living).

Please do

Use this hashtag as a secondary element of our brand in print, digital, and promotional material.

When using the hashtag please ensure the full Discover Saskatoon logo is close by.

Please don't

1. Use the word saskatooning without the hashtag symbol in front.
2. Use #saskatooning without also using the Discover Saskatoon logo or wordmark.
3. Create the #saskatooning workmark in additional colours.

Please note:

#saskatooning does not replace #discoversaskatoon for social media tagging. Both should always be used for social media purposes.

#SASK ATOO NING



Resources available from Discover Saskatoon

Contact SWolensky@disoversaskatoon.com with any questions about Saskatoon's destination branding.



Imagery

We have a large gallery of images that illustrate many of Saskatoon's brand attributes, as well as a great selection city shots ready for use in your marketing.



Written Content

The staff at Discover Saskatoon can provide a variety of sample copy you can use as a guide to create your own content.



Articles

We have a collection of articles that your business can link to for added promotion.



Questions

If you need any assistance implementing our brand, please contact Sarah Wolensky, Director, Marketing & Communications at SWolensky@discoversaskatoon.com



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saskatoon