






## SASKATCHEWAN ATHLETICS: BRAND GUIDE

THE LOGO	<p><b>Primary Logo:</b> The logo consists of three parts: 1) Outline of the province of Saskatchewan 2) Wheat sheaf with athlete on the west border of the province outline 3) Text of “SASK ATHLETICS” inside the south border of the province outline.</p> <p><b>Secondary Logo:</b> The logo consists of two parts: 1) Outline of the province of Saskatchewan 2) Wheat sheaf with athlete on the west border of the province outline.</p> <p>To maintain the logo’s integrity and avoid visual confusion, there will be a protected space around the outermost edge of the logo (no other logos, visuals, or type should infringe on this area) (10% of the overall width of logo)</p>	<p><b>Primary Logo:</b></p>  <p><b>Secondary Logo:</b></p> 
COLOURS	<p>The official colours for the Saskatchewan Athletics logo are Pantone 555C and Pantone 7405C, a reference number based on the Pantone Matching System (PMS). The colour for the province outline, and wheat sheaf are PMS 7405C, and the colour for the athlete, and text are PMS 555C.</p>	<p><b>Colours:</b></p>  <p>Pantone: 555C Hex #: 28724f R:40 G:114 B:79</p>  <p>Pantone: 7405C Hex #: F2CD00 R:242 G:205 B:0</p>
FONT	<p>The font used for “SASK” is Mortend Extra Bold. The font used for “ATHLETICS” is Eurostile Next Pro Regular</p>	
SIZE	<p>Size should be so no part of the logo is distorted, and any text is readable. The aspect ratio of the logo should always remain the same.</p>	
ONE COLOUR	<p>When reproducing the logo for a one colour format, use black on a light background, or white on a dark background</p>	<p><b>One Colour</b></p> 
HERITAGE LOGOS	<p>Any Saskatchewan Athletics logo that is not the above stated logos have now been retired, and may only be used for certain projects, and with permission from Saskatchewan Athletics.</p>	

All Saskatchewan Athletics logos are the property of Saskatchewan Athletics and any alteration (format, font, colour, etc) to the forementioned primary, or secondary logo, must be approved by Saskatchewan Athletics before any usage. Heritage logos should not be used unless approval from Saskatchewan Athletics has been obtained.