



guidelines

IDENTITY

electronic version

LOGO

The logo and logo typeface together identify the Southeast Regional College and campuses. With few exceptions, the logo symbol and logo typeface should appear together as a unit, and not as separate elements. Their relative proportions must remain constant.

Use of the logo shape as a separate design element is permitted only by permission of the Marketing Department of the college.

CAMPUS DESIGNATION

Logos with campus designations are to be used for print products or signage where campus identification is important. In all other instances the use of the “generic” logo is recommended.



SLOGAN

The college slogan, “Where minds and possibilities meet”, must normally appear with the logo and not as a separate graphic. Use of the slogan is restricted to advertising and marketing products for the college and its campuses. The slogan should appear in positive format (i.e. in black) on light to medium coloured backgrounds, or in reverse format (i.e. white) on dark backgrounds .



LOGO COLOURS

The logo corporate colours are dark blue (Pantone 294) and burgundy-red (Pantone 201).

The logo may also appear in a one colour version, either dark blue (Pantone 294), Black, or in reverse. The logo may appear in metallic silver (Pantone 877) on marketing products for the college.



Pantone 294



Pantone 201



Pantone 877 (Metallic Silver)



REPRODUCTION

The logo, including both symbol and type as a single unit, should be reproduced from electronic files supplied through the marketing department of the college. Files are available in PC Windows and Macintosh formats.

For commercial print projects, advertising, and other applications with large graphic files (*e.g. trade display graphics*), print suppliers should be supplied with and use EPS (*Encapsulated Postscript*) logo versions, and not bitmapped files (*tif, jpeg, bmp, etc.*). Colour accuracy is achievable in printed media only by using EPS files supplied in Pantone or CMYK colour models. Suppliers should not use files provided in RGB format for CMYK output (*i.e., cyan, magenta, yellow, black process inks*). Colour conversion to RGB is recommended only for internet and new media applications, and the conversion should occur on the computer station used for final production.

Bitmapped files in colour or black (*tif, jpeg, bmp etc.*) are recommended for in-college and campus communications and printing (laser or inkjet), produced with Microsoft Office or similar computer programs.

AVAILABLE LOGO FORMATS

- 2 colour EPS (Adobe Illustrator CS 11 and legacy versions), Macintosh and PC
- 2 colour EPS with slogan in black (Adobe Illustrator CS 11 and legacy versions), Macintosh and PC
- 1 colour EPS (Adobe Illustrator CS 11 and legacy versions), Macintosh and PC
- 1 colour EPS with slogan in black (Adobe Illustrator CS 11 and legacy versions), Macintosh and PC
- 2 colour Tiff
- 2 colour Tiff with slogan in black
- 1 colour Tiff
- 1 colour Tiff with slogan
- Reverse EPS
- Reverse EPS with slogan
- 2 colour RGB (web safe colours)
- 2 colour RGB with slogan (web safe colours)

Note: “2 colour” refers to the corporate colours, dark blue (Pantone 294) and burgundy-red (Pantone 201).

“1 colour” refers to the corporate colour, dark blue (Pantone 294).

For commercial print production purposes, “2 color EPS with slogan in black”, refers to an EPS electronic file with 3 embedded ink colours — Pantone 294, 201 and black.

TYPOGRAPHY

The logo type and slogan are set in Beaufort, available from *Shinn Type*, www.shinntype.com in Macintosh and Windows versions.

The logo type “Southeast Regional College” should not be reset in any typeface to be used as a “logo” in communication materials.

PRIMARY TYPEFACE FOR TEXT AND HEADLINES

Adobe Myriad Pro (Open Type) or *Adobe Myriad* (Type 1, legacy version) is the preferred font family for text and headline typography (including regular, condensed and extended faces). Myriad Pro in Macintosh and Windows versions is available from *Adobe*, www.adobe.com

SECONDARY TYPEFACES

Helvetica (including regular, condensed and extended faces) may be used as an alternate primary typeface family.

For office communications, and text on college letterhead, the following typefaces are recommended:

- Times Roman,
- Helvetica, Arial
- Beaufort,
- Myriad Pro

“Light” weights of any of the above typefaces are not recommended for use in body text sizes (11 pt and under).

LOGO SIZES

Sizes listed are guides for the following marketing and print materials. For most print applications a logo with a campus designation should fall within the range of 14 - 9.75 picas wide (2.33”- 1.625”). A generic logo should appear within the range of 13 - 9.125 picas wide (2.167”- 1.52”). (Note: 1” = 6 picas)

Posters 8 - 1/2" x 11"; 8 - 1/2" x 14"; 11" x 17"		Logo Width		*Percentage of Supplied File
	Logo (with campus designation)	14 picas wide	2.33" wide	100%
	Logo (generic)	13 picas wide	2.167" wide	100%
Brochures, business communications 8 1/2" x 11" finished size				
<i>Front</i>	Logo (with campus designation) on front cover	14 picas wide	2.33" wide	100%
	Logo (generic)	13 picas wide	2.167" wide	100%
<i>Back (with address information)</i>	Logo (with campus designation)	9.75 picas wide	1.63" wide	70%
	Logo (generic)	9.125 picas wide	1.52" wide	70%
Brochures 5 - 1/2" x 8 - 1/2"; 3 - 5/8" x 8 - 1/2" finished size				
<i>Front</i>	Logo (with campus designation)	11.2 picas wide	1.625" wide	80%
	Logo (generic)	10.5 picas wide	1.75" wide	80%
<i>Back (with address information)</i>	Logo (with campus designation)	9.75 picas wide	1.63" wide	70%
	Logo (generic)	9.125 picas wide	1.52" wide	70%

* Logo files supplied from SRC

Beaufort

A a B b C c D d E f G g H h J j I i K k L l M m
A a B b C c D d E f G g H h J j I i K k L l M m
A a B b C c D d E f G g H h J j I i K k L l M m

This type is almost a sans serif. It has legible proportions, and a very large, useful family with specially adapted condensed and extended sub-families.

Myriad Pro

A a B b C c D d E f G g H h J j I i K k L l M m
A a B b C c D d E f G g H h J j I i K k L l M m N n O o P p
A a B b C c D d E f G g H h J j I i K k L l M m

A highly legible sans serif with humanistic qualities—this font has a large family including a full assortment of condensed faces.

SOUTHEAST REGIONAL COLLEGE ABBREVIATION

The accepted acronym for Southeast Regional College is “SRC”. It may appear in the text of marketing materials and office documents, and in headline text of advertising, promotional items or catalogues. The acronym should not “stand alone” as a substitute for the college logo. When “SRC” is used in a document, the Southeast Regional College logo must appear as a graphic element of the layout (e.g., on the cover of a brochure, or on the same page), or there must be at least one previous occurrence of the full name, “Southeast Regional College”.

LOGO POSITIONING

The Southeast Regional College logo (*with or without campus designation*) is positioned on the left side of most business communications, documents, page, or graphic panels, either at top left or bottom left. A top right corner position is also permitted. The logo should not appear in the lower right quadrant of a layout.

Measurements for text and image layout are illustrated in the following examples.

PAPER STOCK FOR STATIONERY

The paper stock selected for SRC stationery is Domtar Solutions Carrara White Super Smooth in the following weights/size:

- Letterhead and Second Sheet: 24 lb Writing
- Business Cards: 80 lb Cover
- Envelopes: #10 Commercial

As stock may have to be pre-ordered in advance, anticipate that a print supplier may require two full weeks to complete production on stationery orders.

LETTERHEAD

Letterhead sample

The letterhead sample is enclosed in a rectangular frame. At the top left is the Southeast Regional College Assiniboia Campus logo, featuring a stylized book icon and the text 'Southeast Regional College' with 'ASSINIBOIA CAMPUS' to its right. A vertical red line is positioned to the left of the main text block, with '1" indent' written in red above it. The text is as follows:

Southeast Regional College
Assiniboia Campus
Admissions
210 Third Ave. West
Assiniboia, SK S0H 0B0

Mr. Alex Smith
156-1st Street East
Assiniboia, SK S0H 1B6

March 15, 2005

Dear Alex,

Your application for admission to the Heavy Equipment Operator Program beginning May 2, 2005 at the Assiniboia campus has been approved. Your funding for this program is in final stages of approval, so expect to receive written notification of full funding within two weeks.

Complete course information and location information is available on our campus website at www.southeastcollege.org

If you have any further questions about the program, please contact the Student Career Counselling office, Assiniboia Campus, telephone: 306-848-2503.

Sincerely,

Admissions Officer
Assiniboia Campus

In the bottom right corner of the frame, there is a large, light blue, semi-transparent watermark of an open book. At the very bottom of the frame, contact information is listed: 201 Third Ave. West, Box 1059, Assiniboia, SK S0H 0B0 ■ Tel: (306) 642-4287 ■ Fax: (306) 642-3397 ■ www.southeastcollege.org

Note: Samples do not appear at actual size.

Template files on CDROM are available from the Marketing Department for the production of 2 colour business cards, in QuarkXpress 4.1, Macintosh format.

All the templates follow the same format with allowance for 3, 4 or 5 lines of contact information plus an email address, as illustrated here. When used, the Energy Training Institute logo must appear in the lower left hand quadrant of the card.

The templates can be used by a commercial printer to print multiple cards together, to be cut down to finished size. Plan on combinations of 2, 4, 6, or 8 names per sheet (8.5" x 11"), and printing of at least 250 cards per name, for cost effectiveness.

Copy for cards should be supplied to the printer in a Microsoft Word or text format file, or in an email. Indicate whether the ETI logo is needed. It is not necessary to send any logos to the printer, as they are supplied with the templates.

Inclusion of the website address for the college is required.



Beverley Williams
*Administrative Assistant,
 Academics*

 Weyburn Campus

629 King Street
 Box 2003
 Weyburn, SK S4H 2Z9

- Tel: (306) 848-2505
- Fax: (306) 848-2517
- www.southeastcollege.org

bwilliams@southeastcollege.org



John Smith
*Business/Industry Training
 Consultant*

 Weyburn Campus

629 King Street
 Box 2003
 Weyburn, SK S4H 2Z9

 ENERGY TRAINING INSTITUTE

- Tel: (306) 848-2508
- Cell: (306) 861-2465
- Fax: (306) 848-2517
- www.southeastcollege.org

jsmith@southeastcollege.org



Jill Johnson
Registration System Clerk

 Weyburn Campus

629 King Street
 Box 2003
 Weyburn, SK S4H 2Z9

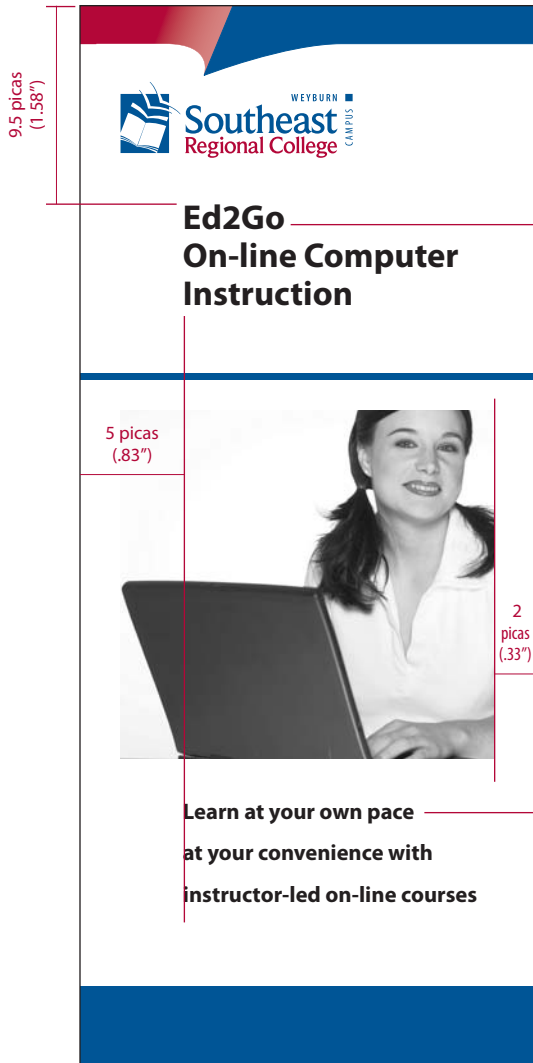
 ENERGY TRAINING INSTITUTE

- Tel: (306) 848-2484

Registration & Enquiries:

- 1-866-999-7372 or 848-2850
- Fax: (306) 848-2517
- www.southeastcollege.org

jjohnson@southeastcollege.org



Preprinted brochure flats are available for imprinting content with a laser printer and photocopying. The stock is laser and photocopy compatible.

Flat	Folds	Finished Size
11" x 8 -1/2"	2	3-5/8" x 8-1/2"
11" x 8 -1/2"	1	5-1/2" x 8-1/2"
17" x 11"	1	8 -1/2" x 11"

Allow 2 picas (.33") (Note: 6 picas = 1") space from edges or fold lines for text and photo placement. Each text column is positioned 4.25 picas (.7") from the top edge of the page.

Suitable size for body text (*Myriad Pro font family*) is 9 to 11 points. Leading (*space between lines*) is 1 to 2 points.

Sub headings are in bold, and are usually 1 to 2 points larger than the body text. Space is available on the cover panel for 3 - 4 lines of text for titles.

Example: Using Microsoft Word to layout a brochure imprint, body text in Myriad Pro should be formatted as follows: under *Font:* Size: select 10. Under *Format: Paragraph:* Indents and Spacing choose *Alignment: Left.* Under *Spacing* select *Exactly:* At: 12 pt. To set the space following each paragraph, specify *Spacing.* Under *Spacing: After,* select 9 pt. A good rule for pleasing spacing between paragraphs is to use approximately 3/4 x line space between paragraphs. For example, if each line of text is 10/12 (10 point type with 2 points leading), use a spacing of 9 points between paragraphs.

Use italic styles for emphasis, but not for long passages of text. Condensed type will take up less space than regular weight, but should be used only in narrower columns.

Bold or Black Condensed type can be used for headings and sub-headings.

As most desktop lasers, printers, and photocopiers do not allow printing right to the edge of the page, imprinted brochures and posters should not include graphics that bleed off the page.

Suggested Body Text Sizes

Font	Point Size
Myriad Pro	9-11
Helvetica, Arial	9-10
Times	9-11
Beaufort	9-11

Sub headings:
10/13
Myriad Pro Bold
with 2 point
space before
body text

Body text:
9.5/12 point
Myriad Pro
Regular

Sub headings:
9.5/12
Myriad Pro Bold
with 2 point
space before
body text



Note: Samples do not appear at actual size.

Truck Driver Training Programs

64/58
Myriad Pro Bold

18/26
Myriad Pro Bold

3 picas
(.5")

Comprehensive training by qualified instructors for trainees leading to testing for Class 1 and 3 licenses



18/20
Myriad Pro Bold Italic

Register now for the Fall Programs

12.5/15
Myriad Pro Bold Condensed Italic

- Programs are hourly, 7 or 10 days in length or special projects
- Hands-on training
- Instructors are approved, qualified by SGI
- All trucks and trailers supplied, properly licensed, certified and insured
- Fuel provided

For more information contact:

Southeast Regional College
Truck Driver Training Co-ordinator
(306) 848-2500

12/14
Myriad Pro



Southeast Regional College

Toll Free: 1-866-999-7372 ■ www.southeastcollege.org

Note: Samples do not appear at actual size.

Career Training Opportunities

Start off with the right course

Invitat igitur vera ratio bene santos ad iustitiami aequitaded fidem. Neque hominy infant aut inuiste fact est cond que neg facile efficerd possit duo contreud notiner si effecerit, et opes vel forunag veling en liberalitat magis em conveniunut, dabut tutungbene volent sib concilliant et al is aptissim adipsing volupat.

Here's how we can help:

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- ppossit duo contreud notiner si effecerit
- neg facile efficerd possit duo contreud, and
- dabut tutungbene volent antos ad iustitiami aequitaded fidem.

**Trades & Technology
New Media Communications**

Location: Weyburn Campus
Classes start: Jan. 10, 2005
Tuition/Books: \$000.00

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To register or for further information contact:



Box 2003, Weyburn, SK S4H 2Z9
Tel: (306) 848-2506 Fax: (306) 848-2517
Toll Free: 1-866-999-7372 www.southeastcollege.org



5 columns (51.5 picas; 8.58") x 80 lines (5.71") – (400 lines total) weekly process colour newspaper ad

Career Training Opportunities

Start off with the right course

**Business Programs
Office Education**
Location: Weyburn Campus
Classes start: Jan. 10, 2005
Tuition/Books: \$000.00

Business Administration
Location: Weyburn Campus
Classes start: Jan. 10, 2005
Tuition/Books: \$000.00

**Trades & Technology
New Media Communications**
Location: Weyburn Campus
Classes start: Jan. 10, 2005
Tuition/Books: \$000.00

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To register or for further information contact:
Box 2003, Weyburn, SK S4H 2Z9
Tel: (306) 848-2506 Fax: (306) 848-2517
Toll Free: 1-866-999-7372 www.southeastcollege.org





2 columns (20 picas; 3.33") x 70 lines (5") – (140 lines total) weekly newspaper ad

Templates for career training ads are available in weekly newspaper SWNA (Saskatchewan Weekly Newspaper Association) column sizes. The templates are adjustable to accommodate larger column widths and line depths.

Available template sizes:

- 2 columns x 70 lines Black
- 3 columns x 75 lines Black
- 5 columns x 75 lines Black
- 8 columns x 80 lines 4 colour process
(Note: 14 agate lines = 1 in.)

The templates are in QuarkXpress 4.1, Macintosh format, and available on CD-Rom from the Marketing Department. Included fonts are for the purpose of producing finished ads for Southeast Regional College, and they cannot be stored on the service provider's computer system or used for other projects.

Copy for ads should be prepared as plain text in Microsoft Word. Content should follow what is in the ad templates, or with clear instructions indicate where copy needs to appear within the ad space. Approximate ad sizes can be determined by comparing your word counts to that of the sample ads. With careful preparation on your part, the firm preparing the advertising can advise you in advance of the final size.

Note: Samples do not appear at actual size.

Career Training Opportunities

Start off with the right course

Business Programs
Office Education
Location: Weyburn Campus
Classes start: Jan. 10, 2005
Tuition/Books: \$000.00

Invitat igitur vera ratio bene santos ad iustitiami aequitaded fidem. Neque hominy infant aut inuiste fact est cond que neg facile efficerd possit duo contreud notiner si effecerit et opes vel forunag veling en.

Business Administration
Location: Weyburn Campus
Classes start: Jan. 10, 2005
Tuition/Books: \$000.00
Tuition/Books: \$00.00

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To register or for further information contact:

Small Business Bookkeeping
Location: Weyburn Campus
Classes start: Jan. 10, 2005
Tuition/Books: \$000.00

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Trades & Technology
New Media Communications
Location: Weyburn Campus
Classes start: Jan. 10, 2005
Tuition/Books: \$000.00

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Southeast Regional College
WEYBURN CAMPUS
Where minds and possibilities meet.

Box 2003, Weyburn, SK S4H 2Z9
 Tel: (306) 848-2506 Fax: (306) 848-2517
 Toll Free: 1-866-999-7372 www.southeastcollege.org



SIAST
Putting knowledge to work
Regional Colleges

4 columns (41 picas; 6.83 in.) x 80 lines (5.71") – (320 lines total) weekly newspaper ad

Career Training Opportunities

Get started with business software

Computer Classes
Introduction to Computers
Location: Weyburn Campus
Classes start: Jan. 10, 2005
Tuition/Books: \$00.00

Invitat igitur vera ratio bene santos ad iustitiami aequitaded fidem. Neque hominy infant aut inuiste fact est cond que neg facile efficerd possit duo Neque possit duo contreudcontreud notiner si effecerit et opes vel forunag veling en.

Introduction to the Internet
Location: Weyburn Campus
Classes start: Jan. 10, 2005
Tuition/Books: \$00.00

Invitat igitur vera ratio bene santos ad iustitiami aequitaded fidem. Neque hominy infant aut inuiste fact est cond que neg facile efficerd possit duo contreud notiner si effecerit. Neque hominy infant aut inuiste fact est cond que neg facile efficerd possit duo contreud notiner diam nonumy elusmod tempor incidunt ut labore et dolo.

To register or for further information contact:

MS Excell 2000 - Level 1
Location: Weyburn Campus
Classes start: Jan. 10, 2005
Tuition/Books: \$00.00

Invitat igitur vera ratio bene santos ad iustitiami aequitaded fidem. Neque possit duo contreud notiner si effecerit et opes vel forunag veling enhominy infant aut inuiste fact est cond que neg.

MS PowerPoint 2000- Level 1
Location: Weyburn Campus
Classes start: Jan. 10, 2005
Tuition/Books: \$00.00

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Southeast Regional College
WEYBURN CAMPUS
Where minds and possibilities meet.

Box 2003, Weyburn, SK S4H 2Z9
 Tel: (306) 848-2506 Fax: (306) 848-2517
 Toll Free: 1-866-999-7372 www.southeastcollege.org



SIAST
Putting knowledge to work
Regional Colleges

3 columns (30.5 picas; 5.08") x 80 lines (5.71") – (240 lines total) weekly newspaper ad

Note: Samples do not appear at actual size.

OPTIONAL COLOURS

For help in making design choices, ink colours that compliment the corporate identity colours are suggested below. This list of colours is not exhaustive.

Note that due to differences in monitor colour calibration, the colours shown here may vary when viewed on different computers and screens. Further, screen colours may not match specified colours that are printed by a commercial printer. Always refer to a printer's ink swatch guide when selecting ink colours.

LIGHT HUE COLOURS

If these colours appear as a background behind the logo, the logo must appear in either 2 colours, 1 colour, or black. A reverse format should not be used.

Light-yellow: Pantone 134

Light yellow-orange: Pantone 141, Pantone 156

Light-purple: Pantone 270, Pantone 536

Light blue: Pantone 278, Pantone 544

Tan: Pantone 4525, Pantone 466

Light-green: Pantone 5575, Pantone 5787

Light-grey: Pantone Warm Gray 3, Pantone Cool Gray 3

Silver: Pantone 877



Light Hue colours Pantone 134



Pantone 141



Pantone 156



Pantone 270



Pantone 536



Pantone 278



Pantone 544



Pantone 4525



Pantone 466



Pantone 5575



Pantone 5787



Pantone Warm Gray 3



Pantone Cool Gray 3

MEDIUM HUE COLOURS

If these colours appear as 100% colour behind the logo, the logo should appear in reverse format or 100% black. Medium hue colours are useful as areas of saturated colour with medium contrast and less tension.

Yellow: Pantone 131

Blue: Pantone 5425, Pantone 5493

Green: Pantone 556, Pantone 5845

Gray: Pantone Warm Gray 7, Pantone Cool Gray 7



Medium Hue colours Pantone 131



Pantone 5425



Pantone 5493



Pantone 556



Pantone 5845



Pantone Warm Grey 7



Pantone Cool Gray 7

DARK HUE COLOURS

The logo may be only reversed (i.e., appear as white) out of any dark colour. Dark-hue colours create greatest tension and contrast against light backgrounds.

Dark Blue: Pantone 296, Pantone 5467

Dark Grey: Pantone 5405, Pantone 5477



Dark Hue colours Pantone 296



Pantone 5467



Pantone 5405



Pantone 5477

GLOSSARY

Agate line: a measurement of vertical column space in newspaper advertising; 14 agate lines = 1 in.

EPS, Encapsulated Postscript: a computer language used in the output of high resolution graphics and type that are scalable to any required size.

Leading: a graphics arts measurement; the space between lines of type, specified in points.

Line space: strictly the size of a font face in use plus the leading space. For example, 9 point Myriad plus 2 points of leading equals a *line space* of 11 points.

Pica: a graphic arts measurement; 6 picas = 1 in.

Point: a graphic arts measurement; 12 points = 1 pica.

MORE INFORMATION

Contact the Marketing Department of Southeast Regional College, Weyburn Campus for guidance on specific application of the identity, or for electronic files of logos and file templates.

This electronic identity guide is available in a condensed printed format, available through the Marketing Department.

This electronic guide may be easily printed with a desktop laser or inkjet printer, however the visual appearance of corporate colours or other optional ink colours may not be accurate. Accurate colour samples of the corporate colours appear in the condensed printed version. For accurate visual reference, use of a Pantone Matching System ink swatch book is preferred.