



BRAND GUIDELINES



Brand isn't what we say we are, it's what people think we are.

OUR BRAND IS HOW GROWERS SEE US.

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THE LOGO

The SPG logo serves as the brand icon. It has become a recognized mark for the organization. Going forward, the logo will appear primarily in green and in the horizontal format. Refer to the Colour section for more details about logo colours.



Safety Zone

A fixed amount of clear space surrounds the logo.
No other graphic element should infringe on the safety zone.
The zone size is equivalent to the height of the word "pulse."



Logo Colours



Pantone 340



85% Black



Reverse

Non-acceptable Uses

The following are incorrect uses of the SPG logo:



Distorted or stretched



Rotated



With a drop shadow or other effects



Pixelated



Incorrect colours*



Incorrect font

*Continued use of the logo in its former colours is acceptable, but should be updated when materials are redesigned.

An aerial photograph of a lush green agricultural field. The field is divided into curved rows, suggesting a specific planting pattern or irrigation system. A prominent, straight path or road runs vertically through the right side of the image. The overall scene is vibrant and well-maintained.

A CLEAR DIRECTION.

GRAPHICS

Resting at the heart of our brand, these graphic elements represent the path of SPG. We are charging ahead with steady momentum and a clear direction forward. At the same time, they represent innovation, our organization changing and shaping the industry.

The straight lines illustrate the reliable forward movement and progress of SPG, while the curved lines stand for our upward direction, raising the profile and success of both our organization and the province's pulse industry.

The shape evolved from farmers' tire tracks in their fields, speaking to SPG's strong ties to the growers. The graphic also subtly hints at a wave or a pulse, communicating SPG's global reach and impact.

How to Use

The paths can appear with four bars as shown or with any other number of bars, usually between three and six. Curved paths should move in an upward or forward (right) direction when possible, though the reverse is allowed.

Curved lines appear in a bright brand colour, transitioning in opacity. Behind each bar you can place the background image in varying positions. Straight bars should be grey or white with reduced opacity. Thin grey or white lines can also be used on their own to group elements or provide structure.



For large, impactful applications the background image can be placed in varying positions behind the coloured bars.



In a simplified form, the shape can frame images or colour overlays.



The shapes can be applied as a pattern over a solid background.

COLOUR



Pantone 340
C95 M6 Y88 K2
R0 G152 B91



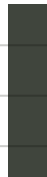
Pantone 367
C38 M4 Y85 K2
R166 G194 B90



Pantone 7472
C58 M4 Y28 K0
R102 G191 B190



Pantone 141
C2 M26 Y100 K8
R227 G175 B46



Pantone 418
C38 M26 Y40 K72
R67 G70 B66

IMAGERY

Our brand imagery should express confidence, determination and impact. Both achievements in a single field and massive global initiatives have a real impact on the success of Saskatchewan Pulse Growers and its members, and so should be depicted powerfully.

People and other subject matter should look candid, never posed. They should seem like real people - working hard at something, embarking on a new task or satisfied with a job well done.



Texture

This grit texture can be used on its own as a background in white or grey, or can be applied over images.

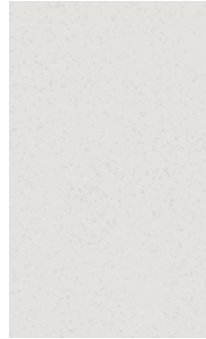
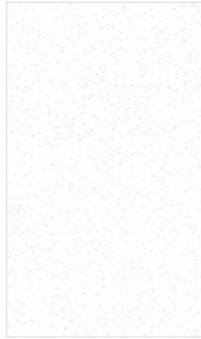


Image Overlay

An overlay in any brand colour can be applied to images, fading to transparent in any orientation. The colour used should complement the image and layout.



Pattern

Used subtly, this texture adds interest to our imagery. Details on its use can be found in the Graphics section on page 6.



TYPOGRAPHY

INTERSTATE

Designed for legibility as a display font, Interstate Condensed also has plenty of personality. Its heavy, angular features tell the story of SPG's strength and leadership. The Black Condensed weight used for headings has considerable gravity, intensifying any message it carries.

Heading Font: Interstate Condensed

INTERSTATE BLACK CONDENSED

Interstate Bold Condensed

Whitney

The qualities that make Interstate an appealing display font make it ill-suited for setting body copy. SPG's body font, Whitney, has been carefully crafted for this purpose. The two typefaces share many characteristics making them a natural pair.

Body Font: Whitney

Whitney Light

Whitney Light Italic

Whitney Book

Whitney Book Italic

Whitney Medium

Whitney Medium Italic

Whitney Semibold

Whitney Semibold Italic

Whitney Bold

Whitney Bold Italic

Whitney Black

Whitney Black Italic

Interstate and Whitney are not intended for web use and may be unavailable on some desktop computers. For this reason, we have outlined alternate fonts. The alternates do not have all the same qualities as the selected brand fonts, but still serve to establish consistency.

Digital Alternates

Use for web, apps, video and other digital materials.

Heading Fonts

MYRIAD BLACK CONDENSED

Myriad Bold Condensed

Body Font

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

Roboto Bold Italic

Desktop Alternates

Use for presentations, letters and general word processing when defaults are not available.

Heading Fonts

ARIAL BLACK

Body Font

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

LANGUAGE

Brand Character

The character traits listed below highlight the nuances of the Saskatchewan Pulse Growers brand. These traits can often be confused, and to maintain consistency and intentional messaging through all brand expressions, it is important to understand the differences between the two columns.

The column on the left contains positive characteristics that are inherent in our brand, and should be expressed through all touchpoints. The column on the right lists characteristics that don't accurately represent our organization, and could confuse or soften our brand if not avoided.

The brand is:

Intelligent
Optimistic
Realistic
Motivational
Cooperative
Ambitious
Insightful
Brave
Considerate
Evolutionary

The brand is not:

Clever
Innocent
Idealistic
Cheerful
Dependent
Dreamers
Wise
Bold
Charitable
Revolutionary



Brand Voice

Saskatchewan Pulse Growers is a steward of the grower community in the province – specifically pulse growers. We speak out for the industry and on its behalf. If positive impact creates a ripple, we are the rock that falls into the water, the cause that creates the effect.

We work to be a leader for the pulse industry, but a new kind of leader. Not one that strides ahead, nor directs from behind. We are beside growers, in their fields working to increase the health, yield and profitability of their crops, protecting their livelihoods and the province's land. We rely on growers as much as we represent them.

We commit to this mission. To sponsoring research development that improves options for pulse growers. To championing pulse crops' nutrition value and environmental benefit. To providing a pulse crop option for every acre in Saskatchewan. To the prosperity and future of our province's growers.

We validate the courage of Saskatchewan's pulse producers by making the reward worth the risk.





1G
CHU
101-261

CCLU 312696
2261

2.6m
8'6"

NET GROSS
28,340 KG
62,360 LB

NET GROSS
332 CU M
1,178 CU FT

CHINA SHERMAN

P&H

475 LT
10450 FT

500 40 LT
10450 FT

**ABOVE ALL,
WE WORK FOR
OUR GROWERS.**

SASKATCHEWAN
pulse
Growers

