

## THE LOGO

An aerial view of clear water with its circular ripples has been chosen as the symbol to represent SaskWater.

The corporate logo is the primary visual identifier for SaskWater. As a distinctive mark, it reinforces SaskWater's position as a leading provider of water and wastewater services.

The thoughtful and consistent reproduction and usage of the SaskWater logo and logotype is critical to maintaining high standards of visual representation. Inappropriate use will dilute the clarity of the SaskWater image.



## SPACE & PROPORTION

It is important to be conscious of the amount of space used around the logo. Ample space helps establish the importance of the logo, especially in environments where it competes with other graphical elements for attention.

The recommended clear space around the logo is "x", which is the distance equal to the height of the "S" in the SaskWater wordmark. This height is always used to determine the space proportional to the size of the logo and will increase or decrease as the logo size increases or decreases.



## COLOUR

Use of colour is a key element of the SaskWater visual identity. The corporate colour system consists of a dark blue with a light aqua accent. This is the preferred colour combination.

In black and white applications, a greyscale logo may be used. The circular ripples are to be reproduced at 30% black.

The official SaskWater colour combinations in four separate systems: Pantone (PMS), Process Colour, Greyscale and RGB (Web Safe).

When reversing the logo on a black or dark-coloured background, reproduce the image in white. Ensure the background is a suitable colour to provide sufficient contrast for readability.



### PANTONE MATCHING SYSTEM

Pantone #285 UC

Pantone #305 UC

### GREYSCALE

100% Black

30% Black

### PROCESS COLOUR

C:91 M:43 Y:0 K:0

C:56 M:0 Y:6 K:0

### WEB SAFE

R:58 G:117 B:196  
HEX#: 1F60A9

R:113 G:207 B:227  
HEX#: 71C9D4

## DON'T



MOVE LOGO ELEMENTS



ALTER IMAGE PROPORTIONS



TRANSPOSE COLOURS



CHANGE COLOUR PALETTE



CHANGE COLOUR PALETTE



DISTORT LOGO



CREATE A PATTERN WITH LOGO



SET LOGO IN CONTAINED SHAPE



ADD GRAPHIC ELEMENTS



ALTER TYPEFACE

# CORPORATE IDENTITY SPECIFICATIONS

## ELECTRONIC USAGE

Electronic signatures such as those used for television, video, Internet, CAD or Microsoft PowerPoint™ presentations should follow all the guidelines on this sheet including

- The graphic symbol can be used on its own as a clean animation, background or screened back watermark.
- When using the signature on the Internet, convert the EPS or TIF versions of the signature to a GIF or PNG format at the appropriate resolution. This will allow you to make the signature transparent and will best display the colours.

Logo must be used at a minimum of 100 pixels wide

## TYPE STYLES

When including text near the logo, the recommended type family is Vista Sans OT. When using numbers, use Myriad Pro in a weight that complements the Vista Sans OT font. These type styles are preferred for all stationery, signage and corporate materials. Advertising materials may use different type styles.

Vista Sans OT Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Vista Sans OT Light Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Vista Sans OT Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Vista Sans OT Book Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Vista Sans OT Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Vista Sans OT Regular Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Myriad Pro Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

*Myriad Pro Light Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Myriad Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Vista Sans OT Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Vista Sans OT Medium Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Vista Sans OT Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Vista Sans OT Bold Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Vista Sans OT Black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Vista Sans OT Black Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Myriad Pro Regular Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Myriad Pro Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

*Myriad Pro Semibold Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## MORE INFORMATION

Additional information and logo sheets are available from SaskWater Corporate Communications.