# NORTHWESTERN
# POLYTECHNIC

## A BRAND NEW OPPORTUNITY

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# PART 1
## BRAND STORY

The NWP visual identity is a crucial part of our future. Not only does the brand influence a first impression, it also provides a powerful creative distinction that attracts attention, builds confidence and inspires progress.

Our brand is a steady reminder about who we are and what sets us apart. While on the surface the logo and colour palette immediately engage the eye, there is a far deeper connection to our history and path forward that are quietly reflected in this intentional design.

## Conscious Connections

Clean and contemporary, our look has an edge. It reflects the values that underpin our priorities and provides a glimpse of what we see as core to our success—**INNOVATION and RESPONSIVENESS.**

These values sum up how Northwestern Polytechnic will be valuable to our learning community, now and for years to come, as we strive to leverage potential and deliver an entrepreneurial advantage.

## Purposeful Approach

At the heart of who we are is the importance of optimizing the internal and external forces that reveal an edge. We recognize that everyone has that something inside them. Whether you are straight out of high school and it's just a tiny flicker, or you are decades into a life and now finally in a position to pursue your passion, Northwestern Polytechnic wants to stoke your success.

We also understand that while everyone can be taught, there is a delicate balance of skill and will that differentiate. That's why we are focused on building skills alongside the courage, confidence and commitment to rise to the top.

Be it with our students, staff, faculty, alumni, donors or valued community partners, our core purpose is **TO SPARK AND EMPOWER SUCCESS.**

## Enduring Commitment

Our institution has been part of northwestern Alberta for more than half a century. We've watched, contributed and been inspired by your progress and tenacity. And now we are evolving with you.

We've never been clearer about who we are and where we are going. To that end, we will **BECOME THE MOST ENTREPRENEURIAL POLYTECHNIC IN CANADA BY 2034**. This aspirational goal is ambitious, but is also absolutely achievable because our communities are rich with talent, resources and untapped potential.

## Entrepreneurial Energy

Northwestern Polytechnic is redefining the entrepreneurial spirit. We are instilling a mindset that extends beyond our classrooms and campuses, and even beyond the status quo. We want everyone to have **THE CONFIDENCE TO TURN RISK INTO OPPORTUNITY.**

## Meaningful Mantra

The essence of who we are doesn't need to be overly complex. With a clear purpose and values, we now know the opportunity associated with being in a space of our own choosing.

Our purpose, to spark and empower success, is perfect because it speaks to the action that can stoke success. Stepping outside of your comfort zone, seizing a moment, doubling down on a good idea or simply following your dreams—these things are accelerants for the entrepreneurial spark.

At Northwestern Polytechnic we believe that there's always time to carve a new path forward that pushes boundaries and takes you beyond.

Beyond where you are today, and beyond where you ever imagined you could go.

Whether you are a next generation leader, industry champion, or bold adventurer, we see the tremendous value in people, and we are here to maximize that potential.

# PART 2
# VISUAL STYLE GUIDE

# Northwestern Polytechnic Logo

## Lasting Imprint

The Northwestern Polytechnic visual identity is equal parts unstoppable force and immovable object. Sturdy and steadfast, the strong 'P' letterform represents an institution galvanized by industry, technology, innovation and the people of Northwestern Alberta.

Running through this forward-leaning and powerful character is an 'N' form that conveys the kinetic energy with which we work to find entrepreneurial solutions to make the Northwest a bright beacon on Canada's post-secondary map. This line element captures the excitement of the future along with the boldness of being on the lead edge of opportunity.

*The Northwestern Polytechnic logo is to appear in full colour whenever possible. Alternative logos for reverse application (i.e., white logos to appear on a dark background) are also provided in this document. For information on the supporting colour palette, see page 14.*

*The black logo is to be used in instances where colour is not possible, such as a fax sheet. The reverse logo is only to be used when the background is too dark for the colour or black logo to work well.*

# Alternate Logos (Campus, Schools, Crest)

## Campus-specific Logos

In situations where it is important to distinguish which of Northwestern Polytechnic's campuses is being represented, it may be more appropriate to use a campus-specific logo.

**NORTHWESTERN POLYTECHNIC**
Grande Prairie Campus

**NORTHWESTERN POLYTECHNIC**
Fairview Campus

## School-specific Logos

In situations where it is important to distinguish which of Northwestern Polytechnic's schools is being represented, it may be more appropriate to use a school-specific logo.

**NORTHWESTERN POLYTECHNIC**
SCHOOL OF BUSINESS

**NORTHWESTERN POLYTECHNIC**
SCHOOL OF HEALTH

**NORTHWESTERN POLYTECHNIC**
SCHOOL OF APPLIED SCIENCE

**NORTHWESTERN POLYTECHNIC**
SCHOOL OF SKILLED TRADES

## School Crest

To the right are samples of the Northwestern Polytechnic crest. It is to be used solely on certificates of merit.

PER GRADUS AD MAIUS

PER GRADUS AD MAIUS

PER GRADUS AD MAIUS
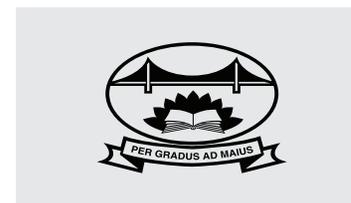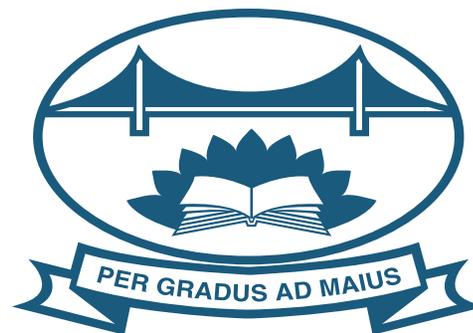
# Clear Space & Sizing

## Clear Space

To guarantee logo legibility and integrity, a minimum distance from any other graphic (clear space) must be respected. It is preferred to use more than the minimum clear space around the logo to minimize clutter.

The clear space is an area around the logo in which other elements must never be placed. The minimum clear space "X" is defined as height of the full logo.



## Sizing

When sizing the logo, ensure that it is proportionally enlarged or reduced with no stretching or skewing (see next page for examples).

Although there is no size restriction for enlargements, the printed logo should never be less than 1" in width for print and 87 px wide for web. Reproduction in smaller sizes may cause loss of impact and readability.

*PRINT*



1"

*WEB*
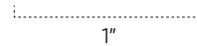


87 px

# Restrictions

## Restrictions

These examples illustrate
some ways in which the logo
must never be altered. Do not
rearrange, distort or alter the
colour of any of the elements.
To guarantee maximum visibility,
the background on which the
logo is placed must also be
considered.



Do not skew or distort the logo
by constricting or expanding
horizontally or vertically.



Do not alter or rearrange colours
within the logo.



Do not alter or scale any element
within the logo.



Do not place the logo on a busy
or noisy background.



Do not use the text portion of the
logo without the logomark.

# Colours

## Vivid Future

Our colour palette as been carefully selected to complement our approach. Each element impresses our distinct regional advantages.

The **darker blue ("Bolder")** represents the strong foundation on which we are building. This colour is essentially the bedrock of most design pieces, providing consistency and strength. Used less frequently, **the lighter blue ("Aspire")** gives the breath for ideas and people to be uplifted.

Within the bold blue palette lay flashes of colour that not only tell the technological side of the story but also reflect the diversity and vibrancy of Northwestern Alberta. **Please note that the secondary colours are to be used sparingly.**

**The pink ("Aurora")** highlights the enduring linkage between people and places. This element can be used in designs that are geared to community-building, events and creative scholastic pursuits. It should help drive home the spirit of community, collaboration and creativity.

**The yellow ("Vibrant")** captures the energy for achievement. Often associated with joy and intellect, this is the colour that lights the spark and empowers success. Bold and bright, it can also serve as a visual story line in marketing and promotional tool, linking the visual identity to specific calls to action.

### PRIMARY COLOUR PALETTE

| | **Bolder** | **Aspire** |
|---|---|---|
| | A steady base to launch courageous pursuits | Unbounded opportunity and potential |
| **PANTONE** | 539 | 7700 |
| **CMYK** | 97/75/50/57 | 92/62/31/12 |
| **RGB** | 0/38/58 | 24/90/125 |
| **HEX** | 00263A | 185A7D |

### SECONDARY COLOUR PALETTE

| | **Aurora** | **Vibrant** |
|---|---|---|
| | Power of connection | Energy to achieve |
| **PANTONE** | 214 | 109 |
| **CMYK** | 12/100/36/0 | 1/16/100/0 |
| **RGB** | 212/19/103 | 255/209/0 |
| **HEX** | D41367 | FFD100 |

# Fonts

**Primary font**

# Gilroy

Gilroy is the typeface used in Northwestern Polytechnic's logo, and it is to be used as the main display font in the institution's branded materials. A geometric sans-serif, Gilroy was selected for its uniqueness, its readability and its modern aesthetic.

## FONT STYLES

| | |
|---|---|
| **Heavy** | ***Heavy Italic*** |
| **Black** | ***Black Italic*** |
| **ExtraBold** | ***ExtraBold Italic*** |
| **Bold** | ***Bold Italic*** |
| **SemiBold** | ***SemiBold Italic*** |
| Medium | *Medium Italic* |
| Regular | *Regular Italic* |
| Light | *Light Italic* |
| UltraLight | *UltraLight Italic* |
| Thin | *Thin Italic* |

*standard headlines* — Heavy, Black, ExtraBold

*subheadlines* — Bold, SemiBold

*body text* — Medium, Regular, Light

*very large print headlines* — UltraLight, Thin

## Aa

**Gilroy ExtraBold**

# SAMPLE HEADLINE TREATMENT

## Aa

Gilroy Regular

Sample body copy treatment

# Fonts

**Secondary font**

# EB Garamond

Garamond is a classical and widely-available Humanist font. Its minimal contrast between thin and thick strokes make it very legible at smaller scales, making it both an excellent complement to Gilroy as well as a popular choice for post-secondary brands.

## FONT STYLES

**Bold**                    ***Bold Italic***

Regular                    *Italic*

Aa
**EB Garamond Bold**
## SAMPLE HEADLINE TREATMENT

Aa
EB Garamond Regular
Sample body copy treatment

# Font Usage

## Type Hierarchies

It is important to maintain hierarchies that allow viewers to quickly parse the information that is being presented to them.

*Sample Poster*



## ANIMAL SCIENCES INFO SESSION

### September 30, 1:00pm

Volorum nullorem quiam ere nonsed qui nem hillate. Dit, inimolor milliquae nonest, simi, occulpa rchille cumqui acest, ommolupta dendunt. Onsero doluptatenis venet odisquaspero isi. Que quos ea dis a cullign imaion consequ atquas delectum inihillit elit, que dolores inctor magnist et eic temquis nonsequibus deliquam ium que con cus et essimi, earis et ulpa doluptatis dolorepro culluptat.

**For more information, visit nwpolytech.ca**

NORTHWESTERN POLYTECHNIC

*header treatment: large size, all caps, heavier font cut*

*sub-header treatment: medium size, lighter font cut*

*body copy: small size, light or regular cut*

*call to action: similar in size to body copy, but in a bolder cut*

*logo*

# Design Elements

## The Northwestern Polytechnic logomark

The logomark is central to the branding. It may be sized up and down, repeated, layered, and cropped. It may also be used in any of the NWP palette colours.

Please note: the logomark may NOT be rotated.

*Logomark*

*Logomark sample: Alumni pin*

*Logomark sample: Desktop background*

## Lines & Pattern

Lines that align with the angle of the logo can also be used to enliven NWP-branded materials. Surface pattern treatments containing the logo can be useful to create visual interest and reinforce the logomark.

*Logomark pattern*

*Colour blocking with movement*
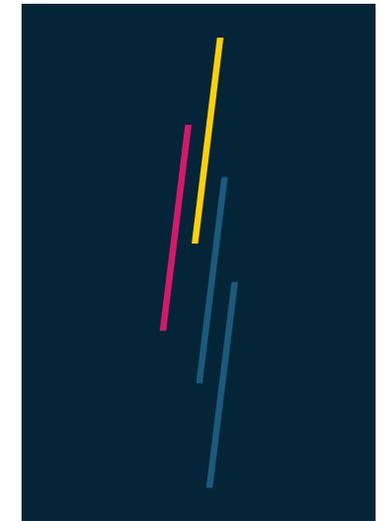
*Aurora borealis rectangle element*

# Photography Style

## Memorable Moments

Northwestern Polytechnic is a thriving environment. With this in mind, motion and energy are concepts that must be core to any photographic elements used in institutional branding. Where possible, the focus of a photo's composition should be on the people that make the learning community successful—its staff, students, faculty, alumni, donors and partners.

At every opportunity, photo subjects should be engaged in work, study or connections, with a confident focus that contrasts with the intense motion that surrounds them. Photos should not be overly contrived or posed. Impactful imagery should showcase the leading-edge technology and experiential learning that are the hallmarks of Northwestern Polytechnic.

Northwestern Polytechnic is an innovation hub for the communities of Grande Prairie, Fairview and beyond. The people of Northwestern Polytechnic are at the pulse of the institution and the champions of innovative ideas, experiential learning and entrepreneurial progress. Photography should serve as a catalyst for inspiration, an aspiration and a link to rich storytelling.
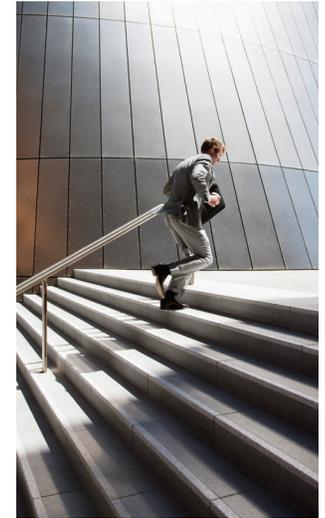
# Stationery

## A Note on Stationery

In any branded print materials in which the information appearing in text is the most important part of the communication (e.g. addresses, phone numbers, written messages), the logo and brand of Northwestern Polytechnic should visually take a backseat to the text-based information.

## Business Cards

For double-sided stationery items like business cards, one side can be used to communicate important text information, while the other can be used to present the brand boldly, more colourfully, and at a grander scale.



Name (and credentials if applicable)

email

telephone, cell, fax

logo (general, campus, or school)

title (and department if applicable)

address

**First Last Name** BSc
Job Title, Department
firstlastname@NWPolytech.ca

T 780-123-4567

10726 106 Avenue
Grande Prairie AB T8V 4C4 Canada
nwpolytech.ca



*Standard back*



*Alternate back with QR code that connects to nwpolytech.ca*

When printing does not allow for artwork to bleed off the card, a simplified version may be used, as shown in the example below.

# Stationery

## Letterhead

The letterhead is built
to be flexible enough to
accommodate the various
NWP logos, departments,
and addresses.

*logo (general, campus, or school)*

*department (if applicable)*

**NORTHWESTERN POLYTECHNIC** NP
Grande Prairie Campus

Dean of Students
10726 106 Avenue
Grande Prairie AB  T8V 4C4
Canada

Contact info goes here if needed

*contact info*

*address info*
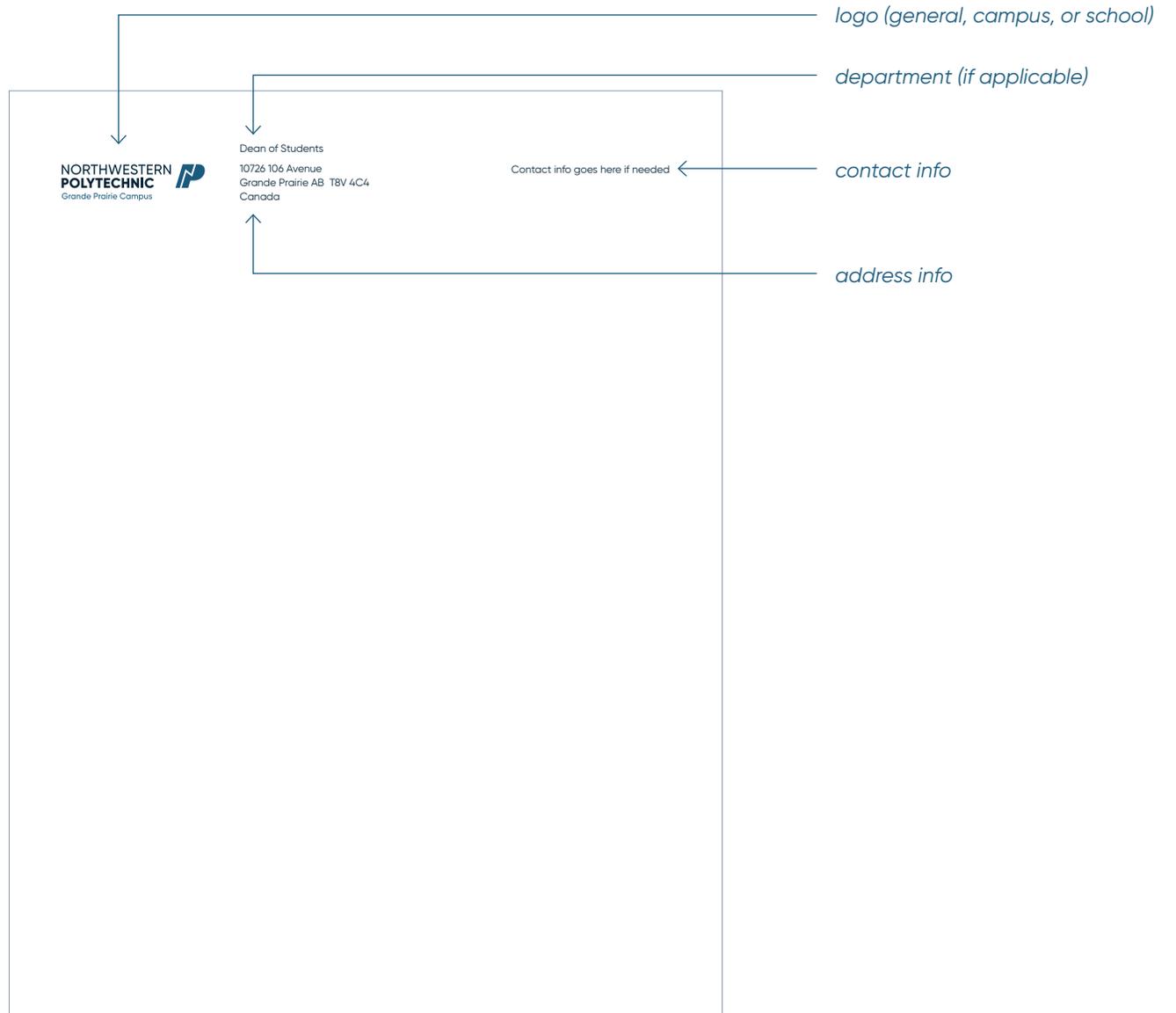
# Stationery

## Envelopes

The envelopes follow the same principles as the letterhead: built to be flexible enough to accommodate the various NWP logos, departments, and addresses in different sizes of envelopes.

NORTHWESTERN
POLYTECHNIC
Grande Prairie Campus

10726 106 Avenue
Grande Prairie AB  T8V 4C4
Canada

NORTHWESTERN
POLYTECHNIC
Grande Prairie Campus

10726 106 Avenue
Grande Prairie AB  T8V 4C4
Canada
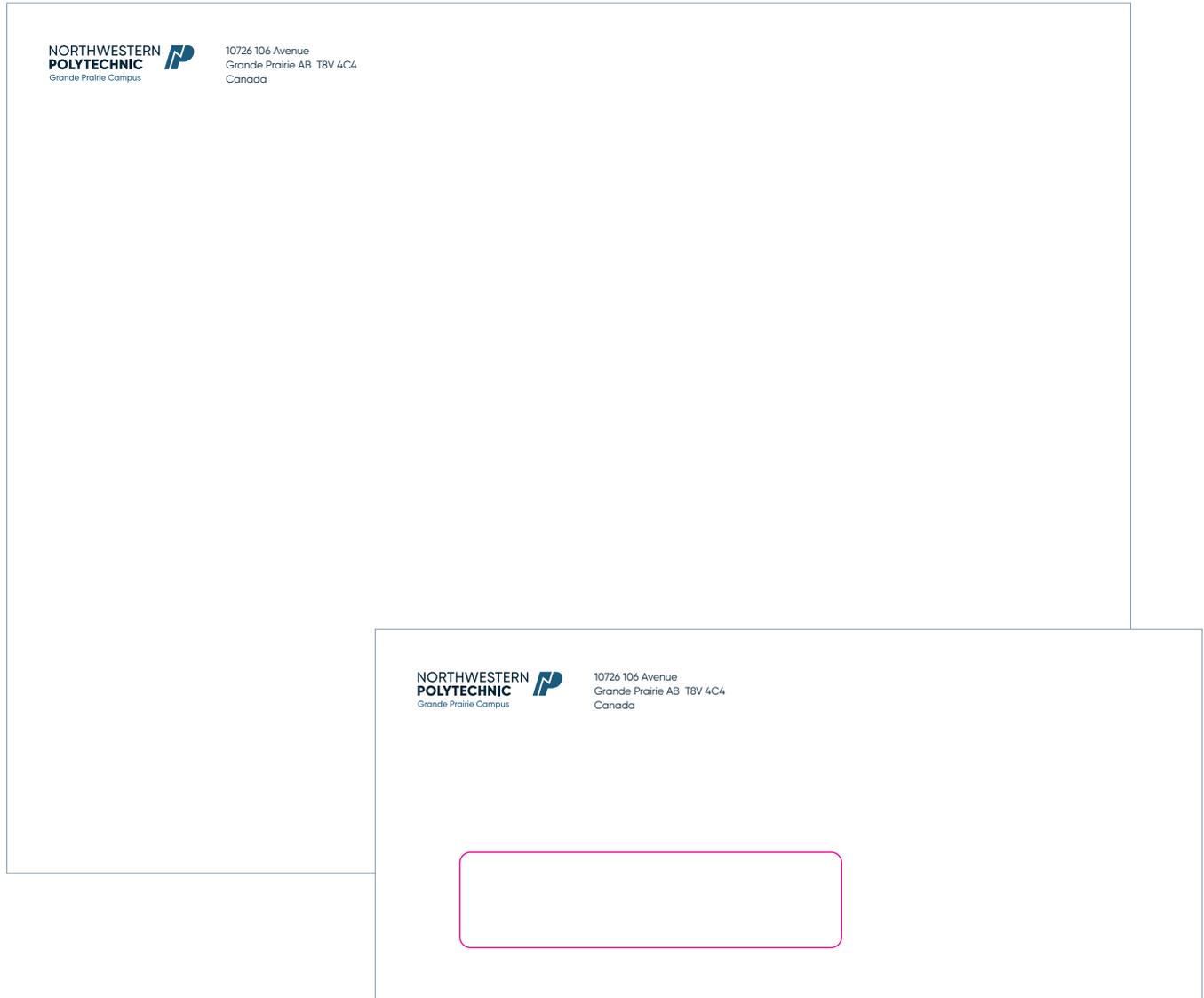
# Advertising

## A Note on Advertising

In general, ads should use a minimum of copy, written in plain language and focusing on one main message.

The Northwestern logo should feature prominently in the artwork (to increase recognition for our new brand).

**Any advertising intended for external audiences should be forwarded to the Office of External Relations for approval before being published.**

*Sample billboard*

*Sample vertical ad*

*Sample horizontal ad*
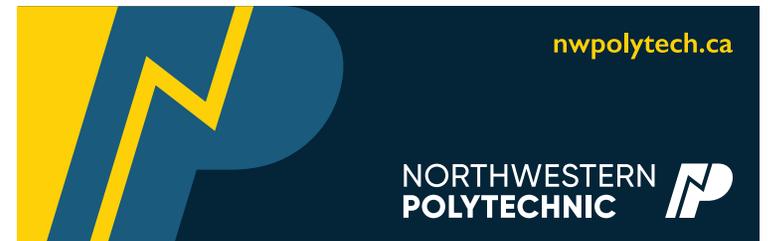
*Sample banner ad*

# Signage

## A Note on Signage

In general, a sign should be as readable as possible, with a visual focus on the most important information the reader needs to know.

In most cases, signage should use only the two primary (blue) brand colours (as well as white). Secondary colours should be used sparingly if at all.

**Any signage artwork should be forwarded to the Office of External Relations for approval before being produced and displayed.**



*Sample Location sign*



*Sample Welcome Sign*
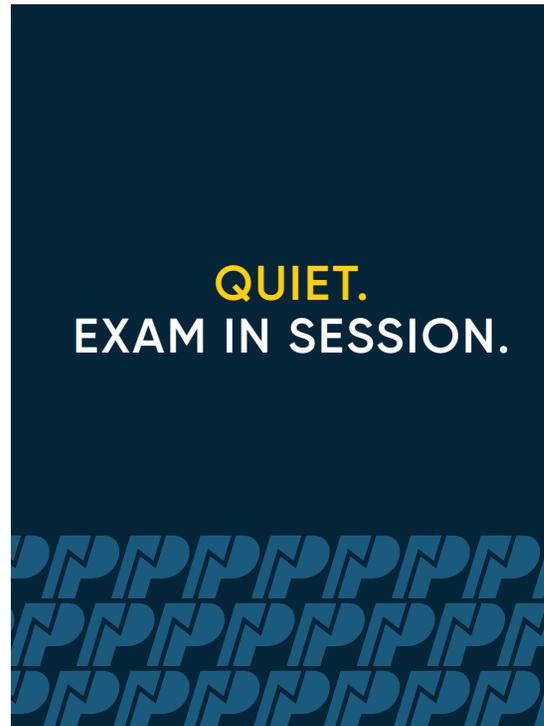


*Sample Sandwich Board*



*Sample Flag*



*Sample Banner*

# Social Media Graphics

## A Note on Social Media Graphics

Though our various institutional social media profiles are encouraged to have their own distinct voice and personality, visual consistency is essential to maintaining integrity of our brand.

Where possible, the Office of External Relations should be consulted on appropriate use of profile and cover graphics.

## Profile Picture

These are the profile picture options available for Twitter, Instagram and Facebook.



## Cover Images

These are the general cover image options available for Twitter and Facebook. The contain brand elements but no content or titling.

# Social Media Graphics

## Specific Cover Images

These are the specific/departmental cover image options available for Facebook.



Welcome to the Northwestern Polytechnic Family!

Your Library Reimagined!

SPIRIT SISTERS ROCK

COMMEMORATING MISSING AND MURDERED INDIGENOUS WOMEN, GIRLS AND TWO SPIRIT PEOPLES +

# Email Signature

## A Note on Digital Communications

Please format your email signature as closely as possible to the following look. The proper logo and social icons can be located on sharepoint.

If you would like a sample email signature sent to you, please contact the Office of External Relations.

*Please include the following land acknowedgement* →

**First name Last name (She/Her/He/Him/They/Them),** School Designations
Title
Department

**NORTHWESTERN POLYTECHNIC** *NP*

**Northwestern Polytechnic**
10726-106 Ave, Grande Prairie, Alberta, Canada  T8V 4C4
P: 780.xxx.xxxx   C: 780.xxx.xxxx   E: name@NWPolytech.ca  TF: 1.888.539.4772
www.nwpolytech.ca

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land. We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

← *Name, Pronouns, School Designations: Arial at 15pt*

← *Title, Department: Arial at 13pt*

← *Logo: 256 pixels wide*

← *Name, address, phone, email, website url: Arial at 13pt*

← *Social Icons: 50 pixels wide linking to appropriate locations*

# Promotional Merchandise

## A Note on Promo Merchandise:

Colour choice for promotional merchandise can be more adventurous than for signage or ads; use of secondary colours (pink and yellow) is welcome, but please ensure the colours are as true to our palette as possible (e.g. no pastel pinks or yellows, please).

Where possible, merchandise artwork should be forwarded to the Office of External Relations for approval before being ordered.



*Sample tee*



*Sample hat*



*Sample mask*



*Sample bag*



*Sample notebook*



*Sample vest*



*Sample pen*

# Vehicles

## Vehicle wraps

Below are some sample applications of a vehicle wrap. If you would like to request artwork for a vehicle wrap, please contact the Office of External Relations.
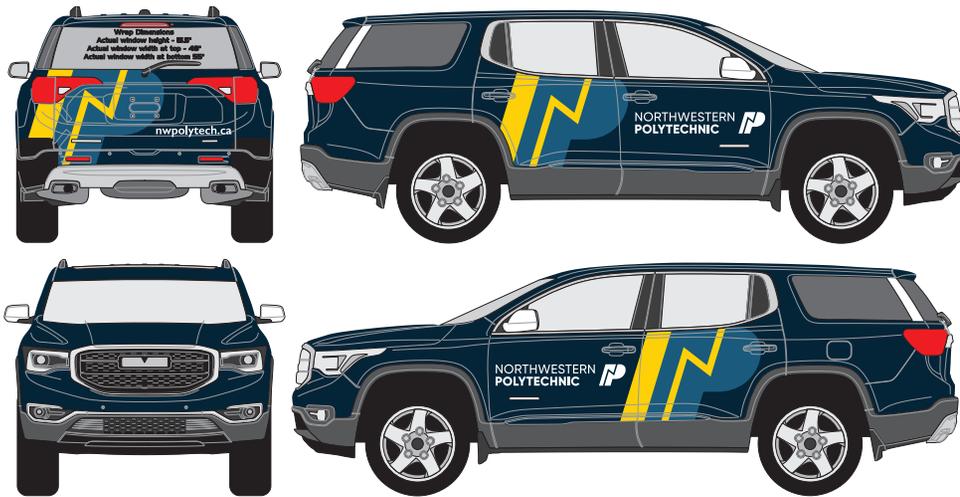


*SUV Graphics*
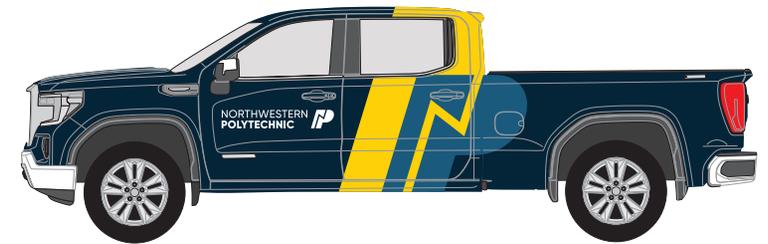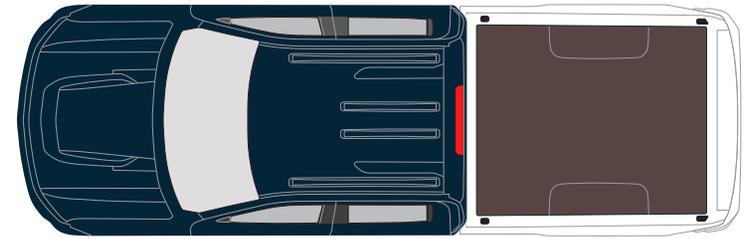


*Truck Graphics*

# WOLVES

Brand Guidelines

# WOLVES BRAND SUITE

**Typeface:** Gilroy HEAVY

**Primary Colour Palette:**

Pantone 539
97/75/50/57
0/38/58
#00263A

Pantone 7700
92/62/31/12
24/90/125
#185A7D

White
0/0/0/0
255/255/255
#FFFFFF

Two Colour

One Colour

Outlined

Piped

# FULL LOGO USAGE

**The FULL LOGO is the primary brand and should be given priority consideration for all applications.**

The two-toned logo should be used wherever possible and should be used on white or light backgrounds where adequate contrast is available. A white outlined option is available for use on a dark background.

The one colour option is available in all three primary colours and may be used where simplicity or subtle contrast is desired.

The outlined and piped versions are available in all three primary colours and can be used on backgrounds ranging from white to dark. Preference should be given to the version that will offer the strongest background contrast in any given application. Where colour is not possible, black options are available.
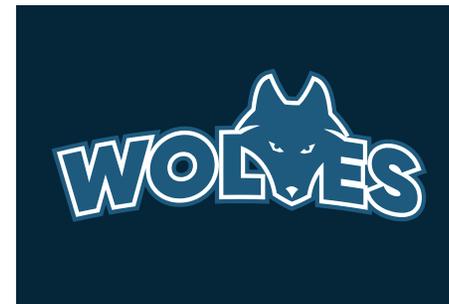
# WORDMARK USAGE

**The WORDMARK should be used in place of the full logo for applications where simplified branding is required, or when the icon is used in close proximity.**

The two-toned wordmark should be used wherever possible and should be used on white or light backgrounds where adequate contrast is available. A white outlined option is available for use on a dark background.

The one colour option is available in all three primary colours and may be used where simplicity or subtle contrast is desired.

The outlined and piped versions are available in all three primary colours and can be used on backgrounds ranging from white to dark. Preference should be given to the version that will offer the strongest background contrast in any given application. Where colour is not possible, black options are available.
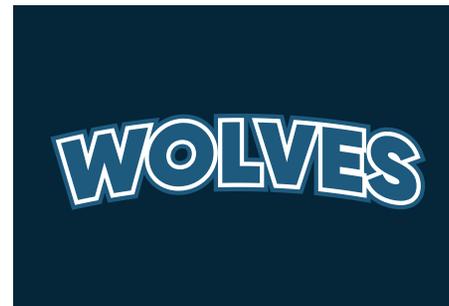
# ICON USAGE

**The ICON may be used in conjunction with the wordmark: to reinforce the brand and to add visual interest. It should not be used in close proximity to the full logo.**

The two-toned icon should be used wherever possible and should be used on white or light backgrounds where adequate contrast is available. A white outlined option is available for use on a dark background.

The one colour option is available in all three primary colours and may be used where simplicity or subtle contrast is desired.

The outlined and piped versions are available in all three primary colours and can be used on backgrounds ranging from white to dark. Preference should be given to the version that will offer the strongest background contrast in any given application. Where colour is not possible, black options are available.

Cropping can add visual interest, and is best achieved when cropped from the bottom. Minimum crop point is at the top of the nose, maximum crop point is midway between the nose and the eyes.

minimum crop

maximum crop

## Clear Space

Clear space around each item in the brand suite is essential for consistency, legibility, and aesthetics.

The minimum clear space (x) for the **full logo** and **wordmark** is equal to the height of the letterform "L".

The minimum clear space (x) for the **icon** is equal to ½ of the total height.

## Usage

The logo, wordmark and icon are to be used exactly as provided in the logo file set.

Do not alter, stretch, squish, rotate, recolour or recreate any element within the brand set.

## Sizing

The logo and wordmark should be used no smaller than 1" wide in print and no smaller than 100 pixels wide for the web.

The icon should be used no smaller than 0.5" high in print and no smaller than 50 pixels high for the web.

x = height of letterform L

x = height of letterform L

x = ½ of height

1.0" for print
100 px for web

1.0" for print
100 px for web

0.5" for print
50 px for web
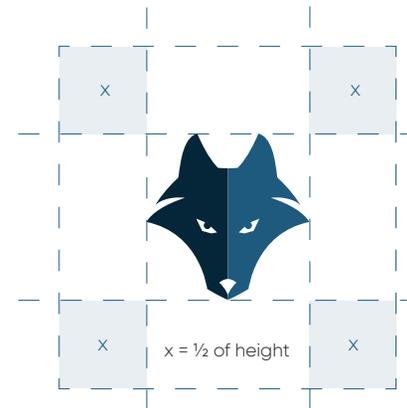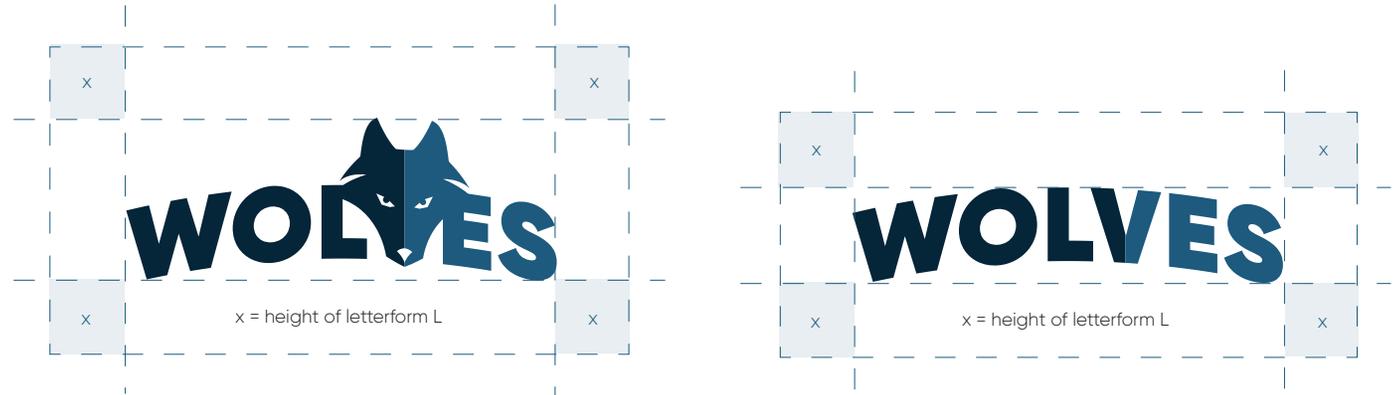
# ACCENT COLOUR USAGE

**Accent Colour:**

Pantone 214
12/100/36/0
212/19/103
D41367
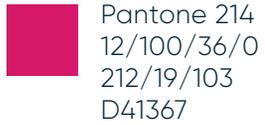
Pantone 214 may be used as an accent colour, but usage is limited to outline or piping colour. Specifically:

**Outlined:** Pantone 214 outline with white fill.

**Piped:** Pantone 214 piped colour with Pantone 539 fill.

Accent colour should never be applied to the Interior fill of lettering or wolf face.
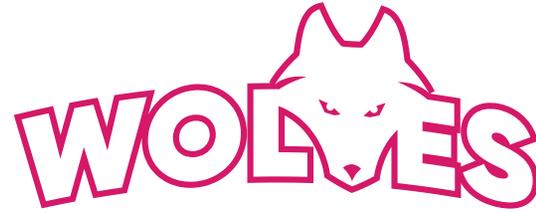
Accent Colour Outlined

Accent Colour Piped

## CONTACT

Please direct any questions to
**communications@NWPolytech.ca**