

Brand Guidelines

August 2025

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Welcome to Our Brand

A strong brand is key to the reputation and legitimacy of Selkirk College. In alignment with a master brand approach, all units, departments and areas use one logo and colour palette.

Brand guidelines are essential for ensuring that everyone connected to our brand, from employees to partners and affiliates, has a shared understanding of our brand identity assets and how to use them correctly. These guidelines help streamline communication by breaking down our brand's elements and providing clear direction on how to present them.

Stewarding Our Brand

- Consistency is key to building a recognizable and trustworthy brand across all marketing channels, including our website, social media, coursepacks and any other printed materials.
- Maintaining brand consistency across all platforms makes it easier for our target audience to recognize and connect with our brand at a glance.
- Brand guidelines equip us with the tools needed to maintain a consistent and intentional brand image.
- A strong brand image takes time to build but only moments to damage. Brand guidelines help protect the brand by ensuring it is consistently presented with quality and integrity.
- When all brand elements follow a unified guide, messaging becomes more cohesive and impactful. A brand guide ensures that visuals, copy, photography and website content all work together to deliver a consistent, aligned message.

Who We Are

Building Our Brand

Our brand promise articulates our core commitment to our audience, while our brand story brings our brand to life through its narrative. Our strengths highlight our unique advantages, while our positioning statement defines our brand's unique market position. Finally, our tagline acts as a memorable, concise phrase that is a recognizable attachment to our organization.

Together, these elements of the brand will be used across various marketing materials and touchpoints to build brand awareness, create a strong brand identity, drive engagement, and foster audience loyalty.

Brand Story

The Selkirk College community draws its identity and purpose from the mountains, forests, animals and water around us. The land sustains us and shapes how we teach, learn and innovate. Our respect for the First Nations who traditionally stewarded these lands inspires our commitment to innovative, sustainable practices, reciprocity and the responsible use of resources.

Here, students gain practical, real-world experience that prepares them to adapt and thrive in a changing world. Through partnerships with local businesses, organizations and communities, they learn problem-solving, industry-leading practices and the relationship-building skills they need to succeed.

Our interconnected services support academic and personal growth. We strive to create a safe and inclusive environment where everyone belongs.

Selkirk College offers a distinctive post-secondary experience grounded in land and community.



While our full story is essential to understanding who we are, we recognize the need for flexibility in a fast-paced, space-conscious world. To accommodate different formats and word limits, we've adapted our original 125-word story into shorter versions of 100, 75 and 50 words.

125 words

The Selkirk College community draws its identity and purpose from the mountains, forests, animals and water around us. The land sustains us and shapes how we teach, learn and innovate. Our respect for the First Nations who traditionally stewarded these lands inspires our commitment to innovative, sustainable practices, reciprocity and the responsible use of resources.

Here, students gain practical, real-world experience that prepares them to adapt and thrive in a changing world. Through partnerships with local businesses, organizations and communities, they learn problem-solving, industry-leading practices and the relationship-building skills they need to succeed.

Our interconnected services support academic and personal growth. We strive to create a safe and inclusive environment where everyone belongs.

Selkirk College offers a distinctive post-secondary experience grounded in land and community.

100 words

The Selkirk College community draws its identity and purpose from the mountains, forests, animals and water around us. The land sustains us and shapes how we teach, learn and innovate.

Here, students gain practical, real-world experience that prepares them to adapt and thrive in a changing world. Through partnerships with local businesses, organizations and communities, they learn problem-solving, industry-leading practices and the relationship-building skills they need to succeed.

Our interconnected services support academic and personal growth. We strive to create a safe and inclusive environment where everyone belongs.

Selkirk College offers a distinctive post-secondary experience grounded in land and community.

75 words

The Selkirk College community draws its identity and purpose from the mountains, forests, animals and water around us. The land sustains us and shapes how we teach, learn and innovate.

Here, students gain practical, real-world experience that prepares them to adapt and thrive in a changing world. Through partnerships with local businesses, organizations and communities, they learn problem-solving, industry-leading practices and relationship-building skills.

Selkirk College offers a distinctive post-secondary experience grounded in land and community.

50 words

The Selkirk College community draws its identity and purpose from the mountains, forests, animals and water around us. The land sustains us and shapes how we teach, learn and innovate.

Students gain practical, real-world experience that prepares them to thrive through a distinctive post-secondary experience grounded in land and community.

Brand Promise

Selkirk College offers a hands-on education that connects students to the land and community, preparing them to thrive in a changing world.

Brand Strengths

Our strengths play a crucial role in shaping our brand identity by defining what makes our brand unique, valuable and trustworthy. They provide the momentum for our brand to connect on an emotional level and contribute to our reputation.

Get Hands-On

We prepare students for the evolving needs of communities and industries with a relevant, real-world education. Opportunities to learn with local businesses, organizations and communities build practical skills and experience and help shape tomorrow's leaders.

Learn with the Land

We foster an authentic sense of responsibility and belonging by connecting learning to the local land, history and culture, guided by respect for Indigenous ways of knowing, being and doing. Our unique setting, facilities and proximity to diverse ecosystems offer transformative, immersive learning experiences.

Build Connections

We value connection and collaboration. Our college community prioritizes inclusivity and support for all. Beyond our campuses, close ties to local communities and First Nations and Métis Peoples guide us to align with regional workforce demands and expand efforts to decolonize education and practice.

Chart Your Path

We equip learners with a strong educational foundation that opens the door to possibility. Extensive bridging, laddering and transferring options offer pathways to meaningful careers, upskilling and bachelor's degrees.

Cultivate a Sustainable Future

We're committed to addressing the urgent social, economic and environmental challenges facing our communities. Motivated by our responsibility to future generations, we adopt sustainable practices, advance innovation and develop leaders capable of tackling complex challenges.



Brand Positioning Statement

Our brand positioning statement acts as a strategic guide, outlining how we want our brand to be perceived in the market and differentiating us from other colleges.

Selkirk College offers immersive learning experiences rooted in land and community that equip students to thrive in a changing world. Guided by our responsibility to future generations, we adopt sustainable practices, advance innovation and develop leaders capable of tackling complex challenges.

Where place meets purpose.

This tagline, drawn from the brand story, captures what makes the college unique: its deep connection to nature, community and industry. It pairs well with the logo, which reflects the surrounding landscape while incorporating graduation caps to represent education and each student's personal journey.

Graphic Elements

The Selkirk College identity comprises a series of elements that, when used together, create a cohesive look, feel and tone that embodies our tagline, “Where place meets purpose.”

The following sections provide guidance on how to use each element. When used properly, they provide a foundation for clearly and creatively expressing the Selkirk College identity.



Logos and Marks



Colours



Typefaces



Graphic Overlays



Photography

The logo is bold yet abstract, designed to resonate across generations. This concept is timeless, open to interpretation and highly adaptable, making it a strong foundation for future growth.

Icon Elements

- Graduation caps in motion symbolize celebration, achievement and new beginnings.
- Mountain silhouette and upward arrows evoke both Selkirk College's geography and the students' forward momentum.
- An abstract larch tree emerges from the full shape, tying the design to the region's natural identity while giving the logo a bold, iconic presence.



The Selkirk College logo is the primary element of our visual identity and should appear on all Selkirk College communications. The logo is made up of two elements, the icon and the Selkirk College wordmark.

Full-Colour Logo

The full-colour logo is the preferred version and should be used whenever possible. While logos are not subject to contrast ratio requirements under Web Content Accessibility Guidelines (WCAG), it is best to ensure the full-colour logo is only used on white or very light backgrounds to ensure legibility. Using Morning Dew or Light Sage behind the logo provides sufficient contrast. See pages 26-27 for additional guidance on accessibility standards and colour usage.

Black Logo

The black version is for use in black and white applications.

Reverse Logo

This white version of the logo should be used when the full-colour logo doesn't have enough contrast to be easily recognized. It may be used when the background is one of Selkirk College's primary colours (Blue Spruce or Tree Green), other medium to dark solid colours, or textured or photographic backgrounds that provide sufficient contrast for clarity and legibility.

Full-Colour



Black



Reverse



Clear Space

There should be a minimum clear space around the logo in which no other elements (e.g., graphics, illustrations, photos) can appear. **Note how the height of the diamond in the icon is the unit of measurement that dictates the correct logo configuration and safe area.**

Minimum Size

A minimum allowable size has been established to ensure legibility of the logo in which the height of the logo is no less than 0.5 inches. Reproduction of the logo at a smaller size reduces the logo's clarity and impact in general use.

Clear Space



Minimum Size



2.0 Graphic Elements

There are three secondary logo versions, including a **horizontal one-line logo**, a **vertical stacked logo** and a **vertical one-line logo**.

In instances where the space provided is too small for the primary logo to be legible, or in special situations when the use of the primary logo would be unsuitable, please use one of the secondary logos.

Horizontal One-Line Logo

Whenever possible, the logo should appear in its full-colour version. Never alter the proportions of the logos.

Acceptable Colour Versions

Similar to the primary logo, the secondary logos are available in multiple acceptable colour versions, including:

- Full-colour or CMYK
- Black
- Reverse

Clear Space

There should be a minimum clear space around the logo in which no other elements (e.g., graphics, illustrations, photos) can appear. Note how the height of the diamond in the icon is the unit of measurement that dictates the correct logo configuration and safe area.

Minimum Size

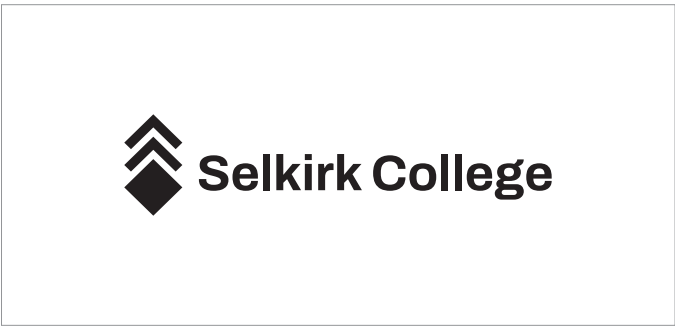
A minimum allowable size has been established to ensure legibility of the logo in which the height of the logo is no less than 0.5 inches. Reproduction of the logo at a smaller size reduces the logo's clarity and impact in general use.

2.1 Logos and Marks | Horizontal One-Line Logo

Full-Colour



Black



Reverse



Clear Space



Minimum Size



Vertical Stacked Logo

Whenever possible, the logo should appear in its full-colour version. Never alter the proportions of the logos.

Acceptable Colour Versions

Similar to the primary logo, the secondary logos are available in multiple acceptable colour versions, including:

- Full-colour or CMYK
- Black
- Reverse

Clear Space

There should be a minimum clear space around the logo in which no other elements (e.g., graphics, illustrations, photos) can appear. **Note how the height of the diamond in the icon is the unit of measurement that dictates the correct logo configuration and safe area.**

Minimum Size

A minimum allowable size has been established to ensure legibility of the logo in which the height of the logo is no less than 1 inch. Reproduction of the logo at a smaller size reduces the logo's clarity and impact in general use.

Full-Colour



Black



Reverse



Clear Space



Minimum Size



Vertical One-Line Logo

Whenever possible, the logo should appear in its full-colour version. Never alter the proportions of the logos.

Acceptable Colour Versions

Similar to the primary logo, the secondary logos are available in multiple acceptable colour versions, including:

- Full-colour or CMYK
- Black
- Reverse

Clear Space

There should be a minimum clear space around the logo in which no other elements (e.g., graphics, illustrations, photos) can appear. **Note how the height of the diamond in the icon is the unit of measurement that dictates the correct logo configuration and safe area.**

Minimum Size

A minimum allowable size has been established to ensure legibility of the logo in which the height of the logo is no less than 0.75 inches. Reproduction of the logo at a smaller size reduces the logo's clarity and impact in general use.

Full-Colour



Black



Reverse



Clear Space



Minimum Size



These are the approved logo versions to be used when combining the official Selkirk College logo with the “Where place meets purpose.” tagline.

Acceptable Colour Versions

Similar to the primary logo, the secondary logos are available in multiple acceptable colour versions, including:

- Full-colour or CMYK
- Black
- Reverse

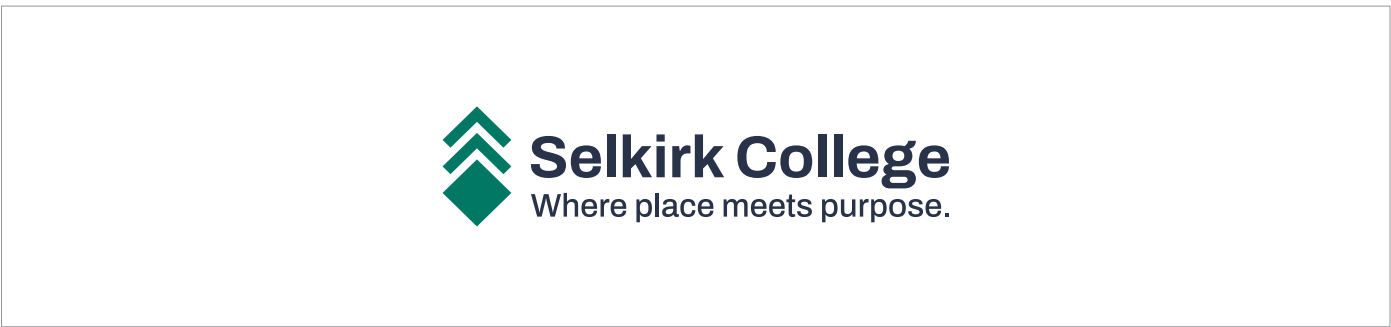
Clear Space

There should be a minimum clear space around the logo in which no other elements (e.g., graphics, illustrations, photos) can appear. **Note how the height of the diamond in the icon is the unit of measurement that dictates the correct logo configuration and safe area.**

Minimum Size

A minimum allowable size has been established to ensure legibility of the logo in which the height of the logo is no less than 0.5 inches. Reproduction of the logo at a smaller size reduces the logo’s clarity and impact in general use.

Full-Colour



Black



Reverse



Clear Space



Minimum Size



2.0 Graphic Elements

The icon serves as a standalone brand element, offering flexibility for applications like social media icons, signage and merchandise. The symbol should always be used with care to maintain its clarity and recognizability.

Acceptable Colour Versions

Unlike the main logo, the icons are available in multiple acceptable colour versions, including:

- Full-colour Blue Spruce
- Full-colour Morning Dew
- Full-colour Tree Green
- Full-colour Light Sage
- Black
- Reverse

Clear Space

There should be a minimum clear space around the icon in which no other elements (e.g., graphics, illustrations, photos) can appear. **Note how the height of the diamond in the icon is the unit of measurement that dictates the correct icon configuration and safe area.**

Minimum Size

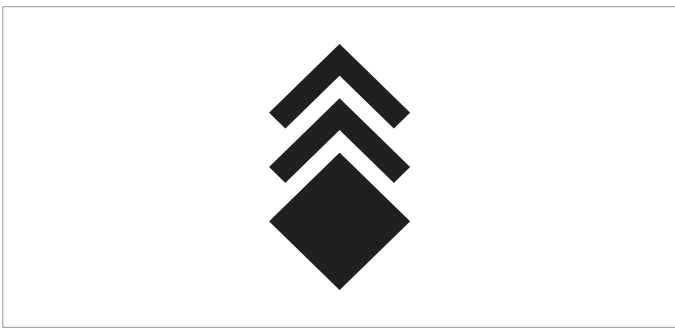
A minimum allowable size has been established to ensure legibility of the icon in which the height of the icon is no less than 0.25 inches. Reproduction of the icon at a smaller size reduces the icon’s clarity and impact in general use.

2.1 Logos and Marks | Icons

Full-Colour - Primary



Black



Clear Space



Full-Colour - Secondary



Reverse



Minimum Size



This page demonstrates the acceptable background colours that can be placed behind different colour versions of the primary logo. All other logo formats must strictly adhere to these background colour recommendations as well. Further guidance on colour usage is provided on pages 26-27.

Note

Black versions should only be used in instances where full-colour versions cannot be used, or in non-colour printing operations.

The primary logo must be represented in one of the formats shown here on all Selkirk College-branded communications.

Examples include:

- Brand advertising and campaigns
- Promotional materials
- Campus signage (external)
- Presentations
- Reports

Only when the primary logo doesn't fit should the secondary logos or icon be used.

Full-Colour



Reverse



Black



While technology allows for easy modification of graphics, our logo is uniquely rendered and should not be altered in any fashion.

This page illustrates some of the ways the logo can be improperly modified. These modifications are not permitted under any circumstances.



Do not change the icon colour.



Do not change the wordmark colour.



Do not add a stroke.



Do not narrow the logo.



Do not stretch the logo.



Do not apply effects.



Do not change the transparency.



Do not rotate.



Do not change the font.



Do not use on a colour with low contrast.



Do not put in a shape.



Do not place over busy backgrounds.

There are a select number of instances where we need to call out different areas of Selkirk College. We use a master brand architecture to represent our primary brand and its units and departments.

The treatment for these entities should only be used in specific situations where it is necessary or beneficial to include the entity name. Additional entities or versions of these entities must not be created.

Specific graphic treatments may be considered for some areas.

Master Brand



Levels 1 and 2



Level 3: Academic Areas, Departments and Business Units



Academic Upgrading and Development



Arts and Technology



Business



Community Education and Workplace Training



Environment and Geomatics



Health and Human Services



Hospitality and Tourism



Industry and Trades Training



University Arts and Sciences



IT Services



Selkirk Technology Access Centre



Counselling Services



Athletics and Recreation

In addition to the approved standardized horizontal format, there is a fixed logo version for our level 3 logos in a vertical format. Do not apply the vertical format to other entities.

Level 3: Academic Areas, Departments and Business Units - Vertical Version



Colour plays an important role in the Selkirk College brand and promotes long-term brand recognition.

Primary Palette

Blue Spruce symbolizes towering strength and appreciable reach.

Tree Green symbolizes stability in an idyllic forest setting.

Secondary Palette

Morning Dew symbolizes renewal and fresh starts.

Light Sage is a calm, neutral tone that ties the palette together.

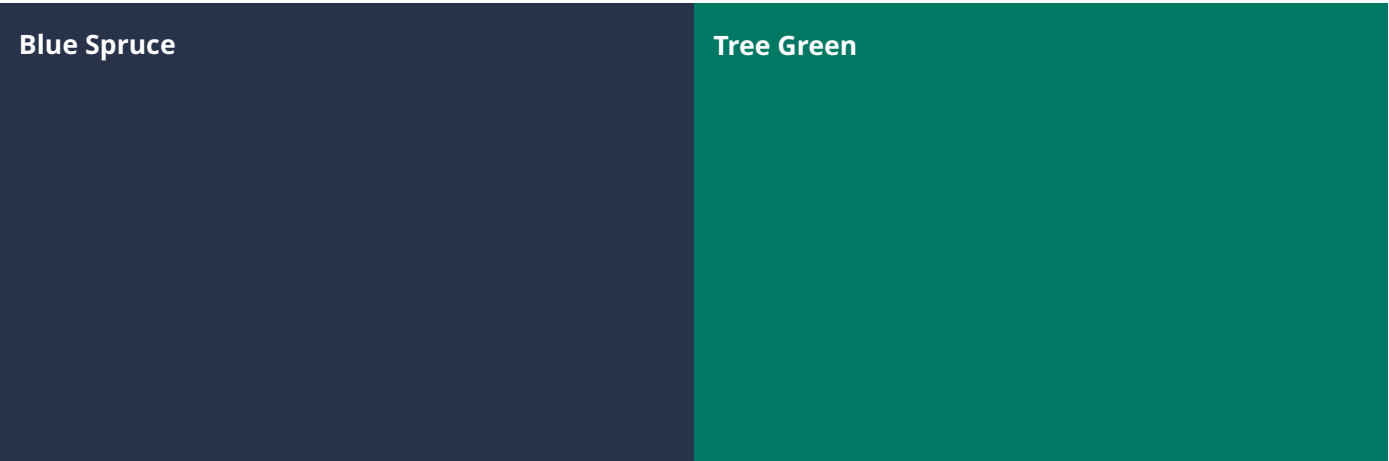
We always lead with our primary colours – Blue Spruce and Tree Green – while using secondary and neutral tones as accents. This approach maintains brand recognition while allowing flexibility in tone and energy.

These colours are designed to work harmoniously across digital and print, creating a fresh yet grounded identity that feels unmistakably Selkirk College.

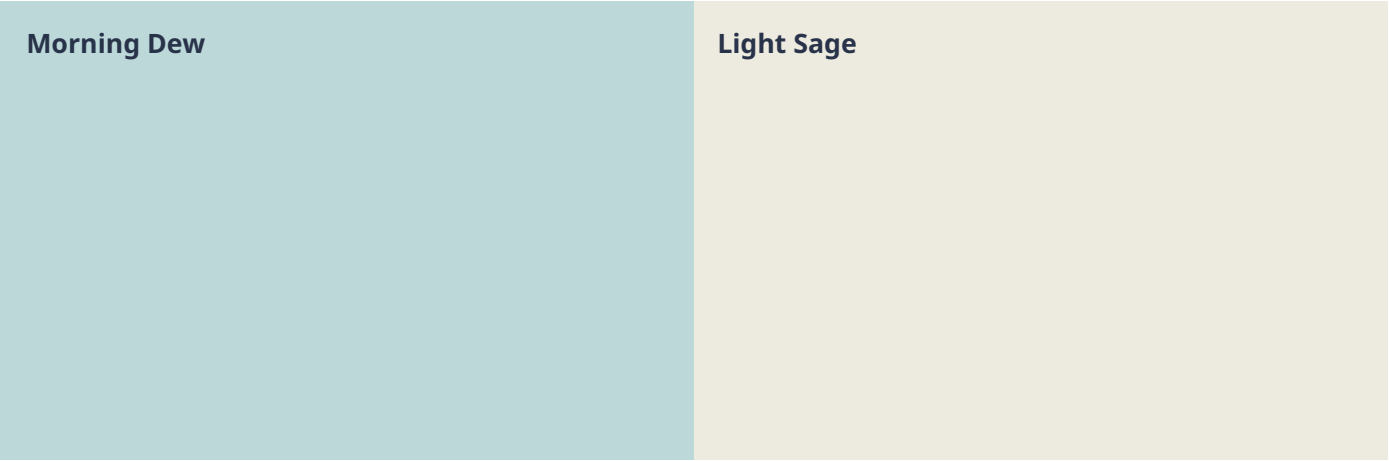
Accessibility

When using the brand colours on digital applications, we always aim to meet AA WCAG standards for minimum contrast ratios. While these standards don't apply to print materials, we aim to provide sufficient contrast on all text and logo applications to ensure content is easily readable and branding is quickly recognizable. Guidance on colour usage is provided on pages 26-27.

Primary Palette



Secondary Palette



These colour values are used to produce Selkirk College-branded materials on a variety of substrates and mediums.

Print

When possible, materials should be printed using the Pantone Matching System value. If spot colours are not available, only the CMYK (Cyan, Magenta, Yellow, Black) values listed on this page should be used.

Digital

For non-UI digital assets (for example: social posts, banners), use the RGB or HEX values.



Print

Pantone 2380C	Pantone 3295C	Pantone 2234C at 40% tint	Pantone 4525C at 27% tint
CMYK C 87 M 76 Y 46 K 43	CMYK C 88 M 31 Y 67 K 15	CMYK C 25 M 5 Y 13 K 0	CMYK C 6 M 5 Y 11 K 0

Digital

RGB R 40 G 51 B 74	RGB R 0 G 120 B 100	RGB R 188 G 216 B 217	RGB R 237 G 234 B 223
HEX/HTML #28334A	HEX/HTML #007864	HEX/HTML #BCD8D9	HEX/HTML #EDEADF

Use the four official Selkirk College colours as foundational elements within your communications and promotional material.

If a tint is needed to give more contrast, you may tint the secondary palette only. **Do not tint the primary colours: Blue Spruce or Tree Green.** It is recommended that the minimum tint value for each colour is 10%. This ensures that the colour tint will not appear too faint and will have sufficient visual presence.

Consistent use of our official colours helps us continue to build brand recognition.

When using tints, please ensure contrast ratios for any text over background colours meet the minimum contrast ratios noted on page 26.

Morning Dew	Light Sage
80%	80%
60%	60%
40%	40%
20%	20%
10%	10%

When representing our brand with colour, some combinations work better than others. These approved combinations are based on contrast ratios and serve as a great starting point for digital and print applications.

WCAG Accessibility Standards

WCAG provides standards for making the web accessible to people with disabilities. One principle of the guidelines focuses on ensuring the contrast between text, icons and clickable elements such as buttons and links have sufficient contrast from the backgrounds they appear over.

Minimum contrast ratios are as follows:

AA:
Normal text = 4.5:1
Large text (18pt regular or 14pt bold) = 3:1

AAA:
Normal text = 7:1
Large text (18pt regular or 14pt bold) = 4.5:1

While these guidelines are meant for digital applications, we aim to meet AA minimum contrast ratios for any text or graphic elements across all digital and print applications, if it is imperative for readability and/or understanding. Meeting AAA contrast ratios is nice to do where possible but not required.

Minimum contrast ratios do not apply to decorative elements such as the use of our graphic elements outlined on pages 33-35.

Blue Spruce and White

	14.13 : 1	
	AA	AAA
	✓ Normal ✓ Large ✓ Icons and actionable graphics	✓ Normal ✓ Large ✓ Icons and actionable graphics

Blue Spruce and Morning Dew

	8.4:1	
	AA	AAA
	✓ Normal ✓ Large ✓ Icons and actionable graphics	✓ Normal ✓ Large ✓ Icons and actionable graphics

Blue Spruce and Light Sage

	10.49:1	
	AA	AAA
	✓ Normal ✓ Large ✓ Icons and actionable graphics	✓ Normal ✓ Large ✓ Icons and actionable graphics

Light Sage and Black

	17.44	
	AA	AAA
	✓ Normal ✓ Large ✓ Icons and actionable graphics	✓ Normal ✓ Large ✓ Icons and actionable graphics

Morning Dew and Black

	13.96:1	
	AA	AAA
	✓ Normal ✓ Large ✓ Icons and actionable graphics	✓ Normal ✓ Large ✓ Icons and actionable graphics

Tree Green and White

	5.43:1	
	AA	AAA
	✓ Normal ✓ Large ✓ Icons and actionable graphics	✗ Normal ✗ Large ✗ Icons and actionable graphics

Tree Green and Morning Dew

	3.61:1	
	AA	AAA
	✗ Normal ✓ Large ✓ Icons and actionable graphics	✗ Normal ✗ Large ✗ Icons and actionable graphics

Tree Green and Light Sage

	4.5:1	
	AA	AAA
	✓ Normal ✓ Large ✓ Icons and actionable graphics	✗ Normal ✓ Large ✓ Icons and actionable graphics

Tree Green and Black

	3.87:1	
	AA	AAA
	✗ Normal ✓ Large ✓ Icons and actionable graphics	✗ Normal ✗ Large ✗ Icons and actionable graphics

Black and White

	21:1	
	AA	AAA
	✓ Normal ✓ Large ✓ Icons and actionable graphics	✓ Normal ✓ Large ✓ Icons and actionable graphics

Selkirk College offers a distinctive post-secondary experience.

✓ Blue Spruce backgrounds can use white text and Morning Dew or Light Sage as a highlight.

Selkirk College offers a distinctive post-secondary experience.

✓ Morning Dew backgrounds can use Blue Spruce text and Tree Green as a highlight.

Selkirk College offers a distinctive post-secondary experience.

✗ Blue Spruce backgrounds should not use Tree Green text.

Selkirk College offers a distinctive post-secondary experience.

✗ Light Sage backgrounds should not use white or Morning Dew text.

Selkirk College offers a distinctive post-secondary experience.

✓ Tree Green backgrounds can use white text and Morning Dew or Light Sage as a highlight.

Selkirk College offers a distinctive post-secondary experience.

✓ Light Sage backgrounds can use Blue Spruce text and Tree Green as a highlight.

Selkirk College offers a distinctive post-secondary experience.

✗ Tree Green backgrounds should not use Blue Spruce text.

Selkirk College offers a distinctive post-secondary experience.

✗ Morning Dew backgrounds should not use white or light sage text.

Selkirk College offers a distinctive post-secondary experience.

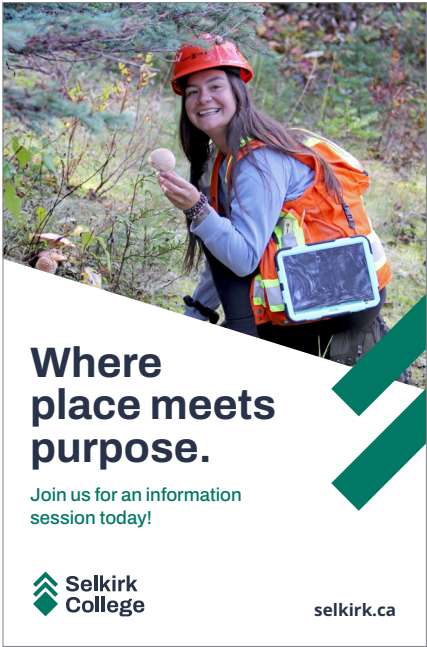
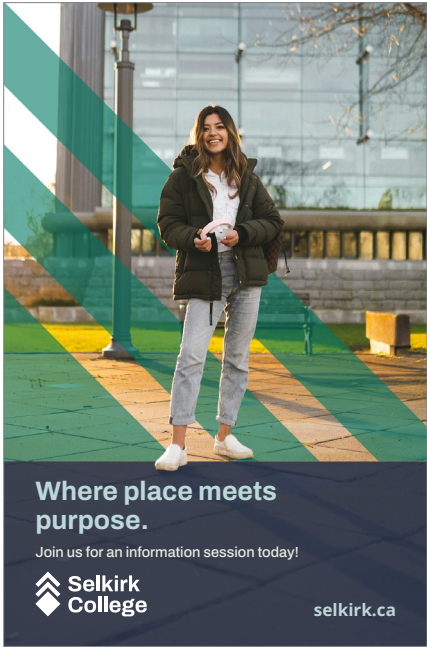
✓ White backgrounds can use Blue Spruce text and Tree Green as a highlight.

Selkirk College offers a distinctive post-secondary experience.

✗ White backgrounds should not use Morning Dew or Light Sage text.

Highlight text can refer to headlines, calls to action or any other text that needs to stand out using colour. Some of the colour combinations require large text (a minimum of 18pt regular or 14pt bold) to meet requirements. Please refer to the contrast ratios on page 26 for more information.

Examples of how to effectively use our primary and secondary colour palettes.



Selkirk College’s typography communicates clearly and cleanly and is flexible in a wide range of situations. When used thoughtfully, typography becomes an effective tool that can add visual meaning to what is communicated.

Archivo is our typeface for headlines and subheads – clean, approachable, and designed with clarity in mind. As a geometric sans serif, it strikes a balance between crisp precision and friendly character, making it ideal for both large headlines and smaller subheads. All headlines should be set in title case.

Archivo is a Google Font, making it easy to implement across digital platforms. It includes a full family of weights (light through black plus italics) and supports over 520 languages. The full font family is available to download for free through Google Fonts or can be accessed through Adobe Fonts with a Creative Cloud subscription.

Archivo is our typeface for headlines

Archivo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()+=<>?:;”/

Archivo Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()+=<>?:;”/

BC Sans is our primary and system typeface. For consistency and ease of use, it should be the go-to font for all body copy and other information, excluding headlines and subheads, across all external facing Selkirk College brand communications.

As our system font, BC Sans Bold may be used for headlines and subheads in Microsoft Office applications when our headline font, Archivo, is not accessible. As with Archivo, when using BC Sans always set headlines in title case.

BC Sans includes all characters used in the 34 First Nations languages of this land. It can be downloaded for free from the Government of British Columbia website.

BC Sans is our primary and system typeface

BC Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()+=<>?:;"/

BC Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()+=<>?:;"/

BC Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()+=<>?:;"/

Most of our written communications should employ a conventional visual hierarchy. This makes it easier to read long copy; it's reinforced by the correct use of type weight in the right place, at the right time.

When setting text, always use these specific weights of our typefaces. As with all the brand identity elements, consistent use over time brings clarity and instant recognition to our brand.

Set headlines in title case.

Type should be left-aligned, except for select instances where using centre alignment fits the layout better.

Our Name In Copy

When writing our name in copy, always use title case and never use the logo in text. Also, we are Selkirk College, never simply Selkirk.

Avoid excessive use of italics and never underline as this ordinarily indicates a hyperlink. When creating hyperlinks, use the brand colours as the highlight if possible.

Where place meets purpose.

Join us for an information session today!

Harit ut fuga. Et quatentiorum non reri odis quis aut pa voluptatem venderiti quatque qui ommod unt offic te es re, od qui re quunt.Fuga. Ihictia qui dolorepedit omnimin ctionse quissim porror adit, cus estiniment laboriam, quia prem is dolluptatur, que volor se ni consequi con core odit ut es dolorem facea comniat emperferum qui a nonsequis ipide maximet hitatiaese ma volesequas et in re odic tet, sequi culpario es aut dolent rerchilis audanima comniat autae.

Cilitem as explate conse sime provit ut harunt qui ut faccumquunt mil incturiae eatecto dolorro odiorporum am laccus ererfer orumet eatio. Itaecab ium res asperia

Harit ut fuga. Et quatentiorum non reri odis quis aut pa voluptatem venderiti quatque qui ommod unt offic te es re, od qui re quunt. Fuga. Ihictia qui dolorepedit omnimin ctionse quissim porror adit, cus estiniment laboriam, quia prem is dolluptatur, que volor se ni consequi con core odit ut es dolorem facea comniat emperferum.

Headline

Archivo bold
Leading: auto*

(*Larger headlines may have leading dropped as low as 100% of the font size as long as there is adequate space between all letter shapes)

Subhead

Archivo medium
Leading: auto

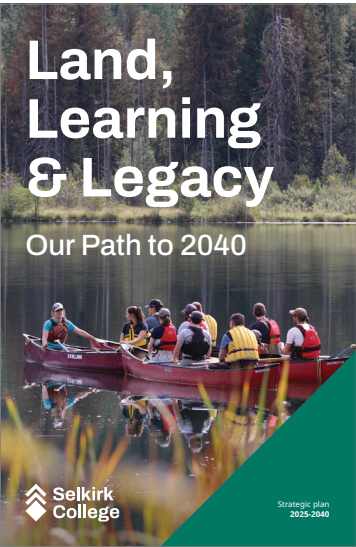
Body copy

BC Sans regular
Leading: 140% of text size
(ex. 9pt font / 12.6pt leading)

Information

BC Sans regular
Leading: 140% of text size
(ex. 8pt font / 11.2pt leading)

Examples of how the typographic principles are applied.



Cover Page

Headline:
Archivo bold

Subhead:
Archivo medium

Information:
BC Sans bold and regular



Interior Page

Headline:
Archivo bold

Body copy:
BC Sans regular



Back Cover

Subhead:
Archivo bold

Information heading:
BC Sans bold

Information body copy:
BC Sans regular



Interior Page

Subhead:
Archivo bold

Body copy:
BC Sans regular

Footer:
BC Sans bold

Our graphic element is taken directly from the icon of our logo. It is meant to be dynamic and flexible and can be extended in length and height, or segmented to tailor to different layouts.

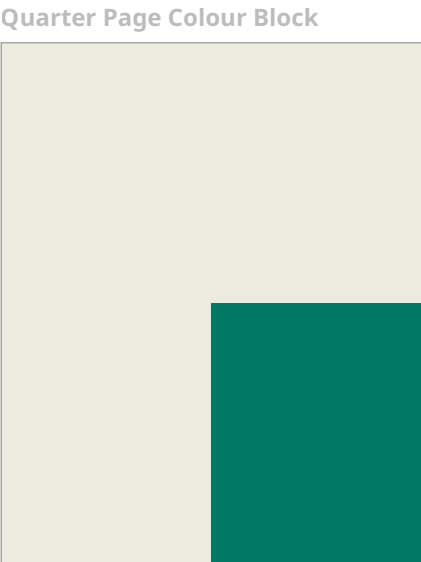
The shape and angle of it contribute to the distinctive asset of our brand identity. It is imperative that the angle never changes.



Here are some ways that the graphic element can be used or adapted in creative placements.

Please note that the graphic element can be scaled to any height or width, but cannot be stretched, skewed or otherwise altered. The existing angle must always be maintained. While it is acceptable to show the end points of the lines and triangle within the frame, avoid showing the top point of the arrow. Always show the element bleeding off at least one side of the page.

Colour block sections can be used to help highlight specific copy sections, big or small. When creating a colour block, use any angle less than 15 degrees.



Top Two Lines Extended in Corner



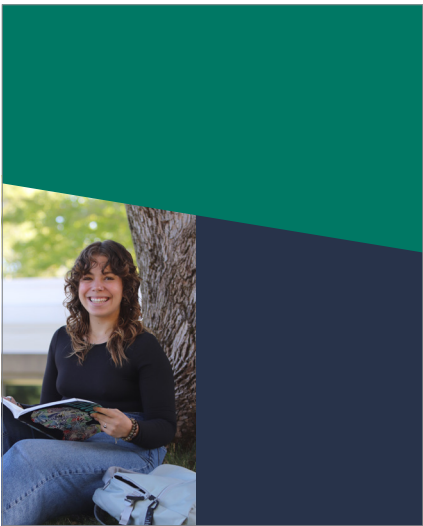
Two Top Lines Small Side Accent



Top Two Lines Extended Down



Half Page Angle Colour Block



Quarter Page Colour Block



Icons are used for functional purposes where a quick easy read is required.

Selkirk College uses a flat and bold one-colour line icon style that matches the overall brand design.

Please reference page 26 for colour usage. When the icon is on white, it is permissible to use a two-tone icon created from the two blues: Blue Spruce and Morning Dew.

Icons can be sourced from Font Awesome.

Morning Dew on Blue Spruce



Blue Spruce on Morning Dew



White Background Two Colour



Photography

Eye-catching photography helps tell our story. It gives prospective students a chance to picture life at Selkirk College.

To increase the impact of photos, please frame subjects properly and consider the environment. Take a few different shots. Try using different angles and vertical and horizontal orientation.

Obtain consent from all photo subjects. See the Brand Hub for more details and forms.

Use these guidelines to take impactful images.

Portrait



- Leave adequate space around the subject to allow for cropping.
- Ensure the background is uncluttered but helps create a sense of place.
- Encourage the subject to smile.
- Help the subject avoid looking awkward. Encourage them to cross their arms, lean on something and relax.

Action shot



- Help bring the viewer to the location.
- Create a sense of movement and capturing a moment in time.
- Don't have the subject look at the camera.
- Consider the background to help create the context.

Action peek



- Highlight the location but place a strong focus on the subject.
- Encourage the subject to engage in the action but peek up at the camera and smile.
- Consider the background and include others who are not looking at the camera.

Small Group



- Share the excitement of working together in the classroom, shop or lab.
- Feature subjects in a tight group environment where they are working on a task.
- Consider the background and foreground for framing.
- Have all subjects look at the camera, preferably smiling.
- Take successive clicks because inevitably one or more people will be blinking or looking away.
- Encourage subjects to present their hands/arms in different ways other than straight by their sides.

Large Group



- Line subjects up in a front/back configuration.
- Avoid straight lines—this is not a police line-up!
- Consider the background and foreground for framing.
- Leave adequate space around the group to allow for cropping.
- Have all subjects look at the camera, preferably smiling.
- Take successive clicks because inevitably one or more people will be blinking or looking away.
- Encourage subjects to present their hands/arms in different ways other than straight by their sides.



Avoid posed actions and forced smiles.



Avoid showing non-Selkirk College logos.



Avoid sterile, all-white spaces.

While there are clear principles for the creative direction of style and content of imagery, it's always useful to see examples of what should be avoided.

These images provide additional guidance on what not to do when it comes to selecting or shooting images for our brand.



Avoid set design or too staged scenes.



Avoid overly dark environments.



Avoid overly complex and inappropriate backgrounds.



Avoid over exposed images.



Avoid exaggerated body language.



Avoid bold and unnatural filters.

Tone of Voice

Style at a Glance

- One space after periods, not two.
- No Oxford comma—that means no comma before **and** or **or** in a list.
- Don't use dots in **am** and **pm**.
- Only use apostrophes to show possession. Use **it's** when you mean **it is**.
- Don't add an apostrophe in years, unless you want to show possession: 1990s.
- Don't capitalize the word **college** on its own.
- Use Canadian spelling. Some common words are: catalogue, centre, counsellor, enrol, enrolled, enrolling, enrolment and traveller.
- Use headline-style capitalization for headlines. Capitalize everything except prepositions and **the, a, an, to, as, and, but, for, or** and **nor**.
- Consider your audience and tone of voice.
- Contractions are okay! Use **don't** instead of **do not**.

Tone of Voice

Write in an active voice.

Yes: The committee approved the proposal.

No: The proposal was approved by the committee.

Be concise, clear and credible. Say what you mean and be specific. Include facts instead of opinions. Include “who” is doing the action in the sentence.

Yes: I will present the findings of our study.

No: The findings of our study will be presented.

Yes: The researchers analyzed the data and found a significant correlation.

No: The data was analyzed and a significant correlation was found.

Write to Your Audience

Your tone will adjust depending on your audience. If you’re writing a report for for government, for example, you will likely use a more formal tone.

Regardless of the audience, all communications should reflect the Selkirk College’s one-of-a-kind voice.

Selkirk College is:

- **Friendly and warm.** We are empathetic, curious and welcoming.
- **Accessible.** Our campuses and programs are for everyone.
- **Inclusive.** Our language is free of stereotypes, and we don’t make assumptions about people’s beliefs or backgrounds.
- **Unpretentious.** We are an academic institution, but we don’t use jargon and we’re not overly verbose.
- **Informed.** We are interested in and up to date on the world around us.
- **Optimistic.** We aim to have a positive impact.

Writing for the Web

On a website, there are typically three types of readers: **skimmers, swimmers and divers**. When you're creating content, try to cater to these three readers. Provide easy access points with the opportunity to go deeper.

- **Skimmers** will look at headlines, bullets and key graphics.
- **Swimmers** will dig a little deeper. They might read paragraphs and watch a video.
- **Divers** will read the content, engage with multimedia and click through to other pages.

Inverted pyramid: Start with the key information so that skimmers can find what they're looking for. Add more details and nuance as your story develops.

Tone: Use a conversational tone and avoid using jargon. Look for unnecessary words you can delete.

Writing: Keep your sentences and paragraphs short. Aim for one thought per sentence. One idea per paragraph. One to four (short!) sentences per paragraph.

Help your reader stay engaged with signposts like headings, lists and calls to action.

Always Be Clear

Clear writing gets to the point quickly, but without losing interest or impact. It’s rarely easy, but it’s always worth the effort. It takes rereading, editing and asking yourself, “Can I say this more simply?” If the answer is yes, you should.

Simplicity and clarity help ensure our writing is understood by everyone, including readers who don’t consider English their first language. Start by avoiding words that may seem formal or professional but are actually confusing or unclear.

Stay Grounded

Just like our students gain real-world skills to launch their careers with confidence, our writing should stay grounded too. We use clear, everyday language, avoiding jargon, buzzwords and acronyms. Writing should read like it’s coming from a fellow human, not talking down, and always giving just enough information so there’s no room for confusion.

Our programs cover practical, career-focused topics, and they include industry-specific terms. There’s a difference between teaching those terms and using them in everyday communication without context. Don’t assume readers know the jargon. Say what you mean, clearly.

Here are some examples, ranging from more common, everyday words, to phrases that are specific to education:

Instead of	Say
Utilize	Use
Facilitate	Help
Endeavour	Try
Subsequently	Then
Initiate	Start or begin
Obtain	Get
Ascertain	Find out
Validate	Confirm
Quantify	Measure
Interface	Meet with
Differentiated instruction	Teaching to different needs
Formative assessment	Checking for understanding
Scaffolding	Step-by-step support
Summative assessment	Tests or exams
Learner-centred approach	Student-focused learning
Pedagogical practices	Teaching methods or classroom strategies
Intervention	Extra help or tutoring
Extrinsic motivation	Rewards or praise
Intrinsic motivation	Enjoyment or interest

Brand Applications

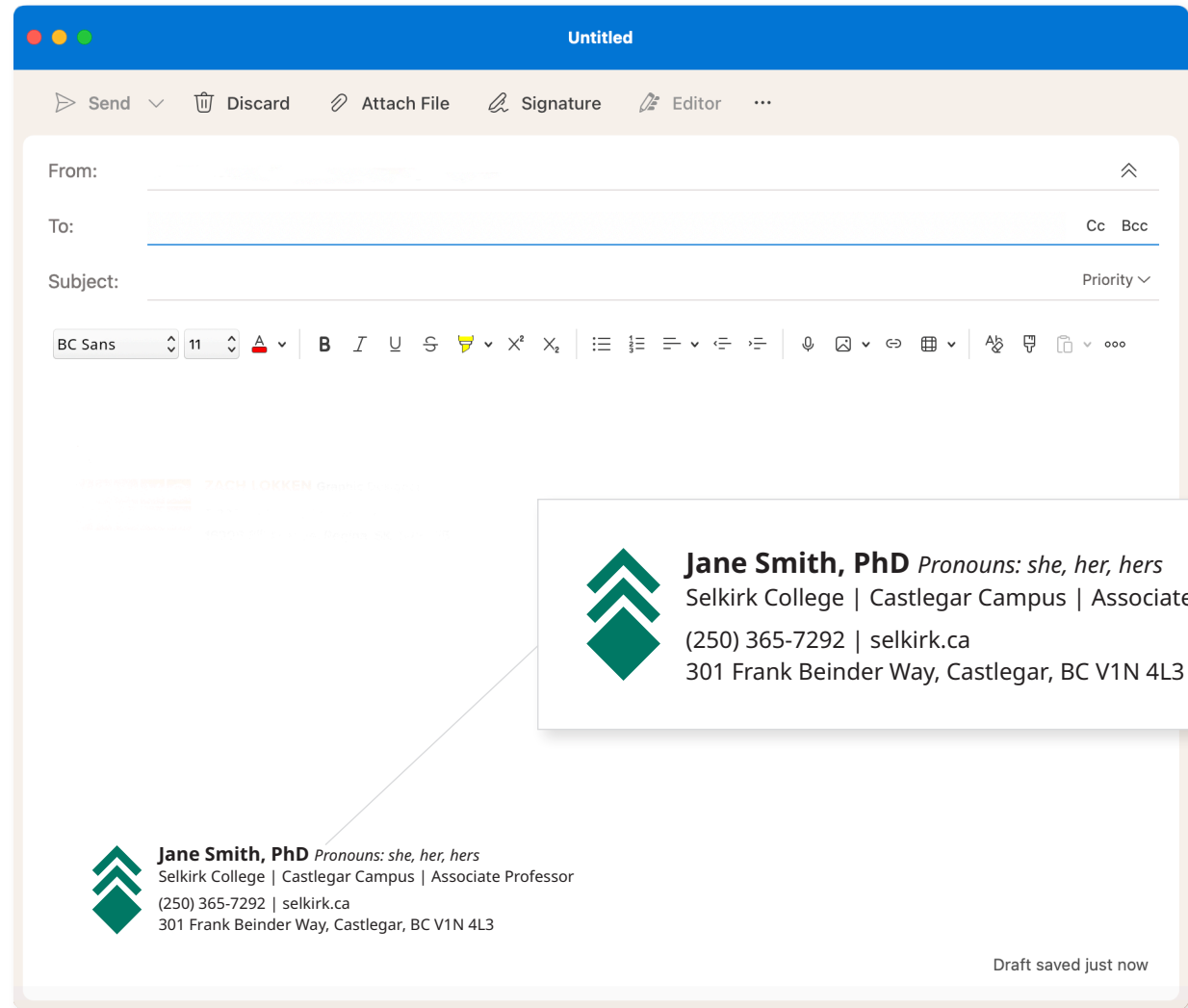
Selkirk College email signatures are designed to create and maintain a professional look in electronic communication.

Please refer to these specs when setting up official Selkirk College email signatures.

- Selkirk College icon is set to the left of individual's information
- Name and credentials are set in BC Sans Bold (11pt)
- Pronouns are set in BC Sans Italic (9pt)
- Selkirk College, campus and title are set in BC Sans Regular (9pt)
- Extra space is added between pronouns and contact information (4pt of space before)
- Contact information and address information are set in BC Sans Regular (9pt)

Note

Preferred pronouns are optional.



Promotional materials are printed in-house and require an eighth of an inch of white space around the whole border.



Join us for a distinctive post-secondary experience grounded in land and community. Gain practical, real-world experience that prepares you to adapt and thrive in a changing world.



Environment & Geomatics

Applied Environmental Science
and Planning Technology

Forest Technology

Geographic Information Systems

Recreation, Fish and
Wildlife Technology

"My journey at Selkirk College didn't end with graduation—it marked the beginning of an exciting career in the environmental field. Thanks to the knowledge and skills I acquired, I was well-prepared to take on new challenges."

—Andrea Trischuk, Applied
Environmental Science and
Planning Technology

selkirk.ca/environment-geomatics

Your Future Starts Here

Why Choose Environment and Geomatics?

- Access hands-on learning in nationally accredited programs
- Ladder into a Bachelor's of GIS at Selkirk College, or transfer to related degree programs at universities in BC
- Get career ready for jobs in the government and private sector

Get Started

- Apply today at selkirk.ca/apply
- Learn about loans, grants, bursaries and scholarships at selkirk.ca/financial-aid
- Explore broad services and supports at selkirk.ca/student-supports

Learn More and Connect



Visit selkirk.ca/environment-geomatics



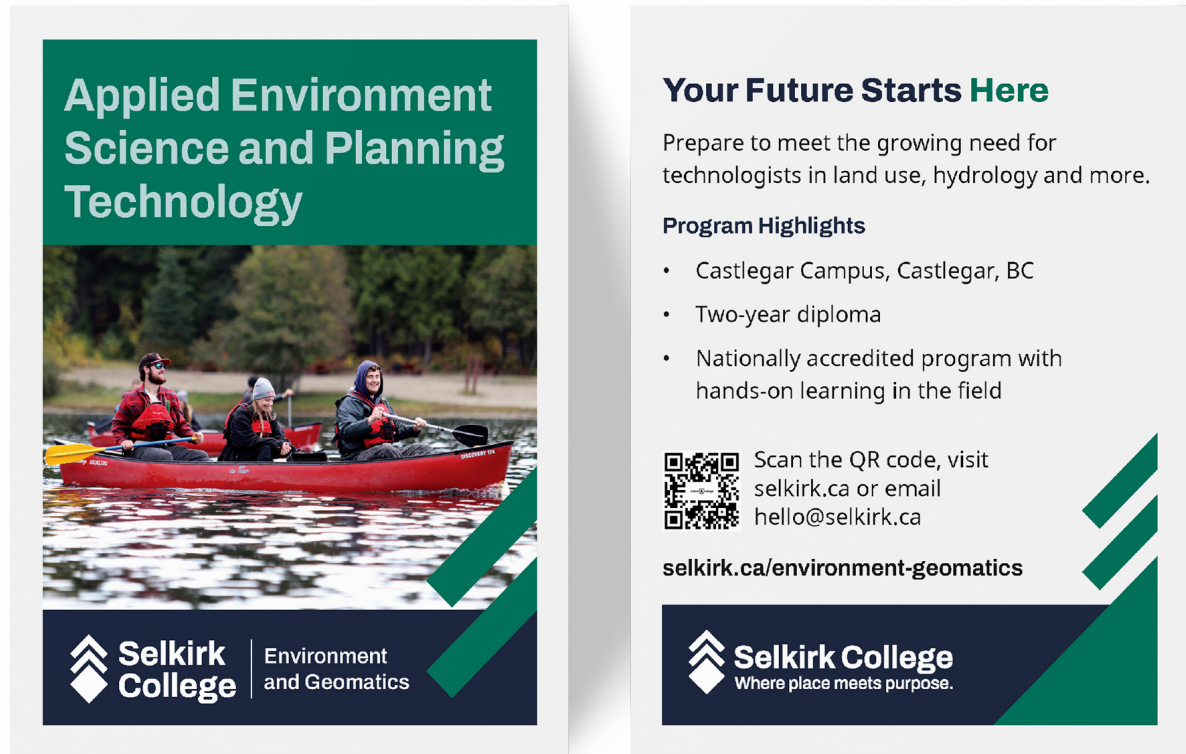
"I learned quickly that being a backcountry ranger also means being a jack-of-all-trades. Selkirk College set me up perfectly for the position. My projects included conservation work, facility maintenance, report writing, enforcement, and public education."

—Heather Shaw, Recreation, Fish and Wildlife



Environment
and Geomatics

Postcards are printed in-house and require an eighth of an inch of white space around the whole border.



Display banners are printed off site, and should feature the brand's primary logo when possible, as well as brand-approved colour combinations and fonts.



