Identity Standards - For Visual Rebrand

First Nations University of Canada
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1.0 Identity Standards

These identity standards have been developed in order to provide a foundation for consistent application of key visual elements that make up the FNUniv 2010/2011 rebrand.

The origin of the rebrand began when the designer noted an inconsistency of a cohesive visual brand on existing FNUniv brochures, pamphlets and website. The university was going through a period of rebirth and renewal on the administrative and leadership level. It was the belief of the designer that the university needed to be viewed as stable and consistent by the public as well as making reference to the renewal and rebirth. The designer has specialized in cross-cultural design and many of the theories and knowledge in this area of design were applied during this process. These design elements were developed as part of her student practicum and then were asked to be used by the university following the practicum.

Consistent use of these elements is necessary to keep a consistent and accurate identity of FNUniv. Information has been transferred from the Logo Policy developed by the Communication Department in 2000 which should be used in conjunction with this policy and the Visual Identity Policy from 2000.

This guideline includes standards for all print media. Use of the identity standards unites and strengthens all of FNUniv communication on campus and off.
2.0 University Identity

On June 21, 2003, the Saskatchewan Indian Federated College officially changed its name to First Nations University of Canada.

The university made the deliberate decision to keep a similar look as its previous logo, however, enhanced to be more bold and simple.

The new name was placed at the top and the SIFC acronym kept inside the centre circle. This is to let our public know that we are the same institution with a new name.

Approved high-quality versions of the university logo (TIFF, EPS, JPG) can be obtained from the Communications Office.

The Chief’s head represents the University’s membership in the Federation of Saskatchewan Indian Nation’s family of institutions.

The five feathers of the logo represent the Cree, Saulteaux, Dakota, Dene, and Nakota (Assiniboine).

* The above information is adapted from Logo Policy, Copyright 2000. Please refer to the FNUniv Logo Policy for correct usage of this Logo.
3.0 Logo Colour Specifications

FNUniv Logo

Pantone Process Blue m

Pantone 116 m Yellow

Pantone 032 m Red

CMYK RGB
C 100 R 0
M 32 G 134
Y 3 B 212
K 0

CMYK RGB
C 0 R 255
M 18 G 207
Y 100 B 0
K 0

CMYK RGB
C 0 R 246
M 93 G 50
Y 67 B 74
K 0

Hex #
0086D4

Hex #
FFCF00

Hex #
F6324A

*The above information is adapted from Logo Policy, Copyright 2000.
4.0 The Basic Visual Elements

The essence of the FNUniv rebrand is expressed by using the following elements:

- **FNUniv logo**
  - Existing logo
  - Repeat design element derived from FNUniv logo.
  - Representing the sun, the east and new beginnings.

- **Yellow Circle**
  - Visual representation of:
    - new beginning
    - prairie sunrise
    - curvilinear design elements inspired by the architecture of Douglas Cardinal.

- **Visual Footer**
  - Visual representation of:
    - new beginning
    - prairie sunrise
    - curvilinear design elements inspired by the architecture of Douglas Cardinal.

- **FNUniv Secondary Wordmark**
  - Existing wordmark composed of the typeface Impact.

- **University Values**
  - Newly implemented FNUniv values.

- **FNUniv Values**
  - Tradition
  - Innovation
  - Leadership
5.0 **Visual Footer**

**Visual Footer**

Do not stretch or squeeze the footer.

The design can be joined cohesively.

**Placement**

The footer shall only be placed on the bottom of all design. Including web pages.

**Example of visual footer joined cohesively**

**Example of visual footer used with bleed settings**

If print material requires bleed, place the footer in the bleed settings.
Secondary Wordmark

Font: Impact
Bottom

Colour: White
CMYK: C 0, M 0, Y 0, K 0
Hex #: FFFFFF

Placement: Flush right/bottom border placed above the visual footer.

Example of secondary wordmark with visual footer.

Do not stretch or squeeze the wordmark.

Do not attempt to recreate the wordmark as it requires the correct kerning.

*A reputable printer will be able to cut print material to match bleed settings.
7.0 Identity Values

The Identity Values were the product of a brainstorming session between faculty, staff and students in the summer of 2010. There is only one version of this graphic. Do not use any other handwritten tradition/innovation/leadership graphic.

The primary identity values graphic element consists of a Black Zapfino typeface that is joined by a hand-drawn visual representation of the sun. Which is to be in the Pantone 116m Yellow and corresponding Hex#, RGB, and CMYK. Do not apply any other colors.

In black and white applications, substitute the Pantone 116m Yellow with white.

Do not stretch or squeeze the Identity Values.
8.0 Typography and Typefaces

Typography
The 2010/2011 fonts for printed material are listed at the right. Never use these fonts, including Myriad Pro, to recreate the university wordmarks.

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**Headline font**
Myriad Pro Bold:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Subhead fonts**
Myriad Pro Semi-Bold:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Text or body fonts**
Myriad Pro Regular:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```
Rhonda Bear
2nd Year
Indian Social Work

As a proud wife, mother and the eldest of four siblings, I wanted a better life for my family. With FNUniv, I have learned a lot more about my culture and how to incorporate these teachings into all aspects of my life. This university is one of a kind, my home away from home.

"FNUniv helps me become a leader."

FnUniv  helps me become a leader.

FNUniv gave me teachings I would not have had anywhere else.

My dream is becoming a reality.

1 800 267 6303
www.fnuniv.ca
9.0 Examples: Correct Use of Design Elements