

Brand and Visual Identity Standards



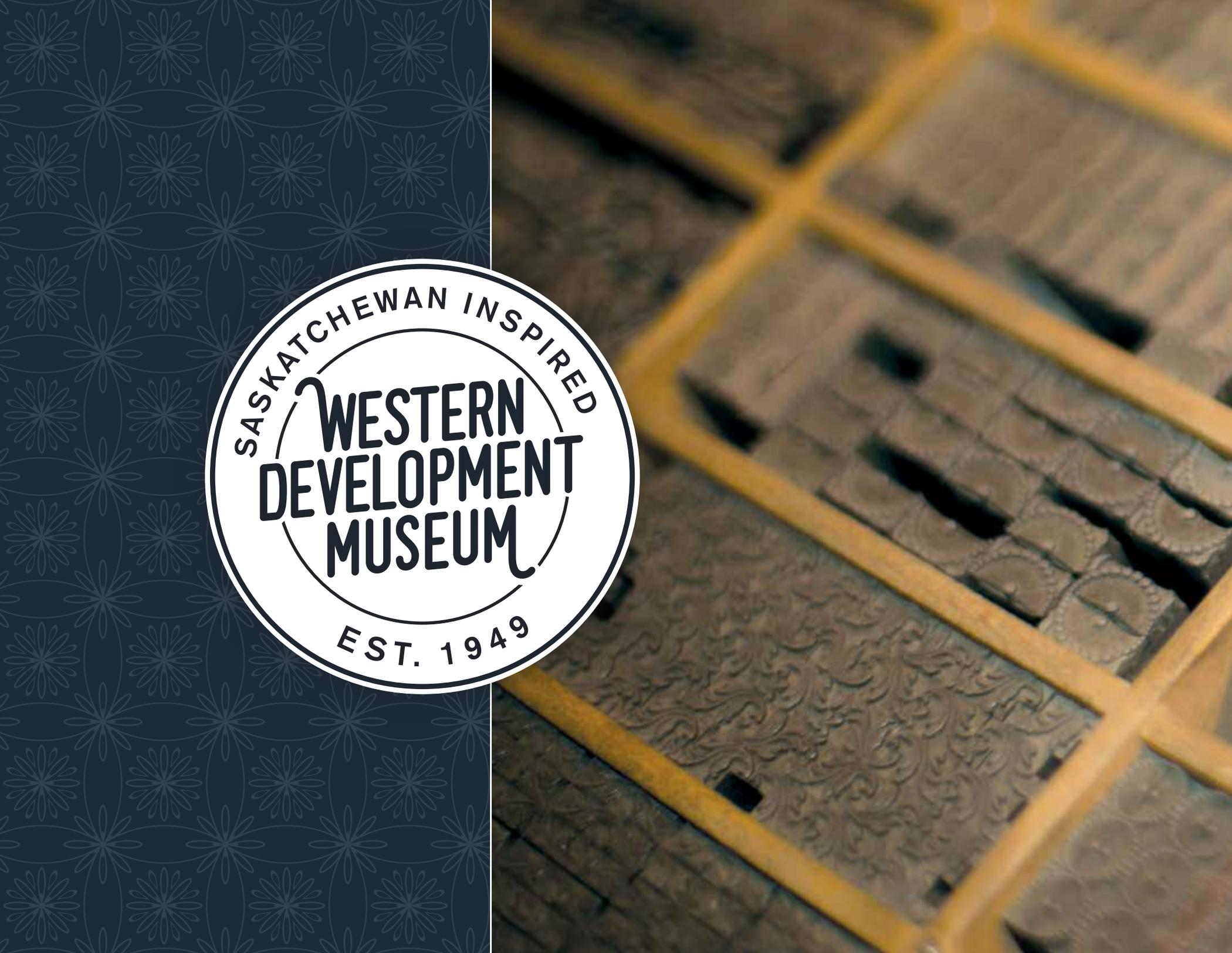
MOOSE JAW

NORTH BATTLEFORD

SASKATOON

YORKTON

    WDM.CA





Brand + Visual Identity Standards For The Western Development Museum

BY THE STUDIO GROUP MARKETING + COMMUNICATIONS Ltd.

All materials created for the WDM must first be approved for use by the WDM marketing department.

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CONTACT INFO@MYTSG.CA REGARDING QUESTIONS ABOUT THE WESTERN DEVELOPMENT MUSEUM VISUAL IDENTITY

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BRAND + VISUAL IDENTITY STANDARDS – AN INTRODUCTION

Who should use these standards?

The brand + visual identity standards outlined herein are intended for use by anyone who uses The Western Development Museum identity, whether they are internal staff or external suppliers (e.g. graphic designers, marketing agencies, or writers). These are simple rules for ensuring brand integrity, and for using the visual identity consistently and correctly.

What is a brand?

In his book *The Brand Mindset*, Duane Knapp defines a brand as “... the internalized sum of all impressions received by customers and consumers resulting in a distinctive position in their mind's eye based on perceived emotional and functional benefits”. In other words, a brand is based on the collective beliefs, perceptions, and impressions that develop through every single interaction consumers have with it.

A brand is a shortcut used by consumers to assess your community's attractiveness as a place to visit and as a place in which to live. A strong brand is relevant, credible, and different. It is a promise to the consumer.

But it's also much more than that. A brand is used by consumers to reflect how they see themselves. People select designer clothing based on what the brand represents and how they believe they fit with that representation. For example, all things being equal (price, function, design, service, etc.) which would you prefer:

- Westjet or Air Canada?
- Cadillac or BMW?
- Starbucks or Tim Horton's?
- Sobeys or Save-On?
- Hugo Boss or Banana Republic?
- iPhone or Android?

If each of these pairs of products and services are equal in every way, we are left to choose based on the sensations, the representations, the feelings, and expectations we have of these brands. We will purchase based on what they say about us to the world.

Your brand is not your logo. It is all the associations and projections your customers put on you either with your input, or without it.

David Ogilvy

The importance of your brand

A brand adds value to your organization because it differentiates your products and services. It makes them distinctive, and sometimes even unique in comparison to the competition. A brand makes it easier for the market to understand your offerings, instills confidence in their purchase decision, and assures satisfaction with each and every interaction. Combined, these benefits of branding add to mitigate price competition, allowing you to charge higher rates and make greater profits.

Your brand needs to be supported, though. As Duane Knapp says, a brand is the subconscious accumulation of **all impressions** of your brand. This means that each and every point of contact for the market and your clients must support the brand. Your office or shop environment must be synchronised to your brand promise. Your service staff must also represent the brand's promise, while simultaneously doing everything to achieve the brand vision and support the brand mission. Your equipment, uniforms, marketing communications, promotions, and new products will create an impression of the brand, so they must all work to contribute to brand integrity.

If you encounter a situation in which you are unsure about potentially undermining your brand, please contact tSG. We are always here to assist you.

Defining a logo

A logo is a visual representation of a company's identity. Its greatest benefit is rapid recall and recognition in the minds of consumers and industry participants. The visual identity must be used in a consistent manner to achieve a high degree of recall and recognition.

Presented here are basic guidelines for applying the visual identity, thereby ensuring consistency. You will realize the greatest potential value from your visual identity by following these guidelines in all instances. Common examples of when these guidelines should be consulted will include, but not be limited to:

- Media releases
- Promotional items
- Marketing collateral
- Advertising
- Fax covers
- Letterhead
- Business cards
- Internal signage

Firstly, and perhaps most importantly, the logo must not be altered in anyway. Spacing between identity elements, words, and their placement, are vital to achieving quick recognition. In the rare event that the logo must be altered, we recommend you contact The Studio Group (tSG) for assistance.

Secondly, only use the electronic versions of the logo as already supplied to you. This will ensure consistently high-quality reproductions. Again, should you require assistance with re-sizing the logo, please contact tSG.

Visual identity + brand

A strong visual identity is an essential element in branding. It makes it easier for audiences to understand the brand, the company's products and/or services, and its market positioning. It is a shortcut to enhance comprehension and understanding within the market and the industry.

For these reasons, a visual identity comprises many elements:

- Imagery
- Colours
- Layout
- Logo
- Brand name
- Brand tagline

Repetition aids recall, thus, a consistently and correctly deployed visual identity is more readily recognized and remembered, creating value for the organization. In fact, a strong visual identity can be included as a company asset.

Before interacting with the organization, people will make judgements about it based on the visual identity. In this way, the visual identity becomes the organization's first impression.

For those people with previous experience of the organization (e.g. personal or professional interactions with staff, testimonials, results from the use of the organization's services or products, website information), the visual identity will act as a memory cue. It will induce recall of the experiences or interactions, which in turn will induce certain expectations of the brand. Those expectations will be reinforced every time the visual identity is seen, and every time the person interacts with the organization, creating an ever reinforcing spiral of emotional attachment.

An organization's brand is, in broad terms, its personality. Brands are anthropomorphized by the market based on several human characteristics.

Branding helps attract new clients, retain old clients, and make a statement about what the organization stands for. A brand explains to the market what it can expect when it consumes the organization's products or services – the feelings they will enjoy, the statement they will make about themselves, the utility-value that will be gained, and the market position the organization holds in comparison to its competitors.

Obviously, a visual identity and the brand are closely intertwined. The visual identity is the 'face' of the organization's 'personality'. Your organization's future will be influenced by the correct and consistent application of its visual identity.

Corporate identity

Your corporate identity extends beyond a logo. It is the sum of the words and symbols that act together to represent the organization. It is everything that signals the organization's mission, vision, and goals.

Every brand and visual identity tSG creates is carefully constructed to inspire within the market a distinct perception of the organization. Since it is so closely intertwined with the brand, and since it is so vital to maintaining the desired impression of the organization, it is imperative that the visual identity be included in all forms of all communications. These include, but are not limited to:

- E-mails
- Faxes
- Memos
- Posters
- Notices
- Letters

By using it in all communications, in the correct way, your organization will always be correctly represented, will always be reinforcing what it stands for, and will achieve a unique standing in the market and within the industry.

BRAND STANDARDS FOR THE WESTERN DEVELOPMENT MUSEUM

Brand name: Western Development Museum **Tag:** Saskatchewan Inspired

Brand concept

Vintage Modern

The vintage modern look is the vehicle chosen to deliver the identity and marketing messages for The Western Development Museum. The vintage “feel” is shared with many artifacts while “modern” brings a current approach. This reflects the same challenge that the Museum has in bringing the past alive in the present.

Market research suggests that key WDM activities revolve around family, children, fun and value. Therefore a key target market is parents of young children who tend to appreciate the “vintage modern style”.

Brand messaging will seek to inspire young families to visit while increasing repeat visits of older Museum members.

Brand promise

Preserving and presenting the unique history of Saskatchewan through an experience that will engage the entire family.

Brand attributes

The brand promise is achieved and subtly communicated through the brand's attributes. Brand attributes are guidelines for achieving brand integrity. Brand attributes and brand personality dimensions work hand-in-hand. Any marketing communications, promotions, newsletters, or services under development should address in some way at least two of these attributes, without negating the others, while also considering the personality dimensions.

Consider these attributes as a set of tests designed to ensure the brand is never undermined or weakened. In the event that you develop a product or promotional idea that will negatively impact any of these attributes, or does not fit well with any two of these attributes, it should be rejected, or branded as something else.

The Western Development Museum brand attributes are:

- **Saskatchewan**
- **History**
- **Family**
- **Heritage**
- **Interesting**

Brand personality dimensions

Jennifer Aaker's research in the late 1990s identified five personality dimensions people use when constructing subconsciously an anthropomorphic image of a brand. These dimensions are sincerity, excitement, competence, sophistication, and ruggedness. Each dimension has a set of traits which combine to provide a weight to the dimension. These weighted dimensions sum to form an image of the brand's personality.

Some brands have multiple dimensions, while others have just one. For example, Dodge's brand personality dimension could be simply ruggedness (Steve McQueen?), while BMW's would be sophistication and excitement (James Bond?), Ford might be competence (Bill Gates?), while Mercedes would be sophistication (Cary Grant or Audrey Hepburn?)

The brand personality dimensions for The Western Development Museum are:

- **Sincerity: (Honest, Wholesome, Welcoming, Cheerful)**
- **Competent: (Reliable, Intelligent)**

Brand mission

Your brand mission describes why the product or service exists. It describes the obligation of the brand to the consumer.

The Western Development Museum is the keeper of Saskatchewan's collective heritage. The Museum shares the province's unique sense of place with all people for their understanding and enjoyment – recognizing that the legacy of the past is the foundation for a sustainable future.

Brand vision

Your brand vision is the ultimate goal for the brand. It is what the brand sets out to achieve. Everything that is done in the name of the brand should help achieve the brand vision.

Improve the quality of the visitor experience with topical exhibitions, programs and services that foster a sense of place, enhance community well-being, celebrate diversity and promote provincial pride.

Brand tagline

Your brand tagline is a quick statement that communicates your organization's brand promise, vision, and mission. It has been created with the brand attributes and brand dimensions in mind. The brand tagline should always appear with the wordmark and logo in the correct typeface.

The brand tagline for The Western Development Museum is:

Saskatchewan Inspired

This tag works because:

- **The Western Development Museum is inspired by the unique history of Saskatchewan and exists because of it.**
- **The people of Saskatchewan are in turn inspired by their history which inspires future innovation.**

The tagline should never end with any punctuation. Adding punctuation creates a constraint and contradicts the tagline's message.

VISUAL IDENTITY STANDARDS

The logo explained



The Western Development Museum logo has been carefully crafted to communicate several things:

1. All words and the tagline are contained in a single mark. The container adds visual weight which communicates authority.
2. Embellishment in the type alludes to something that has been handcrafted. This parallels the many handcrafted innovations found in the Museum.
3. “Western Development Museum” is set in a 100% handmade font. This further re-enforces the uniqueness of the WDM.
4. The unique style of the mark is meant to feel fun and welcoming (shared characteristics of the current Museum experience)
5. The neutral blue grey color was selected so that it can work easily with a wide variety of colors in advertising layouts, it also conveys stability.
6. A secondary smaller version of the logo has been developed for the popular Museum acronym “WDM”. It can be used when the primary logo would become too small, ie. social media avatars.

The logo must never be altered, re-typeset or changed in any way. It is recommended that you contact tSG prior to using the logo in any form other than those described in this document.

The logo

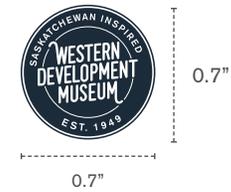


FULL LOGO

Minimum Size

The logo should never be set at an angle, but should always be square to the page or the object upon which it will be printed.

The minimum size for the logomark is 0.7" wide by 0.7" tall.



SHORT VERSION (FOR USE AT SMALL SIZES)

Logo variations

On Photos

On dark photos the white logo should be used and on lighter photos the original logo is to be used.

White



White Short Version



Logo colours

The colours are as shown below. Colours should not be mismatched. Secondary colors are shown on the following page.



PANTONE 432C

COATED CMYK
65.43.26.78

UNCOATED CMYK
69.55.46.13

RGB 55.66.74

HTML #37424A

Text Only

WESTERN
DEVELOPMENT
MUSEUM

Short Version



Secondary colours

These colours may also be used along with the primary logo colour.



PANTONE 7710

CMYK 70.0.20.0

RGB 64.170.184

HTML #40AAB8



PANTONE 7473

CMYK 69.6.44.0

RGB 94.165.154

HTML #5EA59A

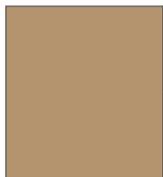


PANTONE 1215

CMYK 0.9.58.0

RGB 255.218.126

HTML #FFBB4F



PANTONE 465

CMYK 22.33.68.8

RGB 176.148.111

HTML #B0946F



PANTONE 1805

CMYK 7.77.70.13

RGB 180.88.88

HTML #B45858

What not to do with your visual identity

Do not squish or stretch the logo



Do not angle the logo



Do not discolour the logo



Do not rearrange the layout of the logo



Do not place the logo on a coloured background



Do not place the logo on a busy background



Clear space

To remain consistent with the spirit of the brand, The Western Development Museum logo should have a prominent placement wherever possible. The Western Development Museum logo should always have equal or greater space allocated to it when used in conjunction with another company's logo.

The Western Development Museum logo should always be allowed to 'breathe'. The logo must always have sufficient space around it to allow it to stand out.

The minimum clear space required is relative to the size of the logo. It is equal to the height of the "T" in Western.



Typefaces (fonts)

Fonts are used in a hierarchal manner. The following fonts are to be used in conjunction with The Western Development Museum brand. If these fonts are unavailable Arial is a suitable replacement.

Use Calibri for copy text in all email communication.

Use Times New Roman for copy text in all official external letters (ie. annual campaign asks, recommendation letters, anything you would sign), internal memos and policies.

Berthold Akzidenz Grotesk Regular - Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Berthold Akzidenz Grotesk Condensed - Sub-Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Berthold Akzidenz Grotesk Bold - Titles and Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

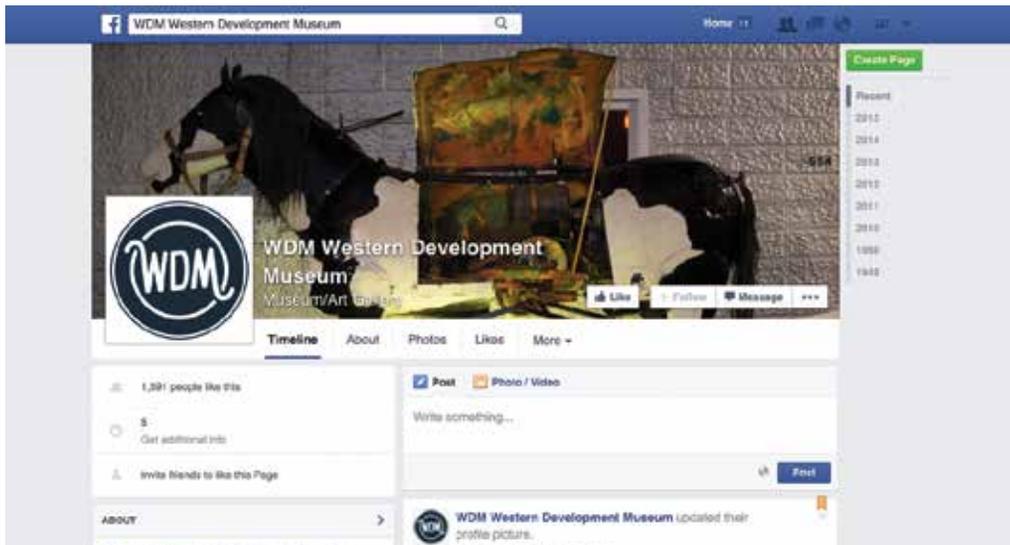
The quick brown fox jumps over the lazy dog

Social media avatars and favicon

The short versions of The Western Development Museum logo is appropriate for use across social media channels as well as icons for various devices. Based on a simplified version of the full logo, it has been designed to work at small sizes. Various examples are shown here, consistency across all of these channels is important to maintain.

Usage includes, but is not limited to:

- Favicon
- Social media (ie, Facebook, Twitter, Instagram, YouTube)
- App icons



Advertising layout examples (brand awareness)

The elements of any layout or advertising pieces created for The Western Development Museum should all share the same core elements and follow the following ad formula:

Ad Formula

All ads are driven off of a photo of an artifact (or a person interacting with an artifact). The story/details behind the artifact are told through a brief description or caption.

Ease of use:

The raw material for the advertising is inexhaustible! It is just a matter of collecting a photo and a story.

Events:

No matter what event is being advertised an artifact or exhibit should be found that ties into it. In this way events are always tied back to the Museum itself.

Photography of people interacting with artifacts is preferred for event advertising. If none is available a related artifact photo is acceptable.

Summary:

The artifacts are inspiring, celebrate them and put them in front of the audience.

The stories and the photos drive the interest while the WDM brand elements back everything up.

More artifacts get shared with the public!

SASKATCHEWAN INSPIRED
WESTERN DEVELOPMENT MUSEUM
EST. 1949

SASKATOON WDM

TIMEPERIOD: 1960'S

Headline goes here. Artifact name or description.

Story about the artifact goes here, consectetur adipiscing elit. Nulla pellentesque mattis dui eu faucibus. Vivamus vehicula justo sem, ac ultrices nisl volutpat id. Maecenas non rhoncus orci. Proin porttitor semper eros Vivamus vehicula justo sem, ac ultrices nisl volutpat id. Maecenas non rhoncus orci. Proin porttitor semper eros. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

MOOSE JAW NORTH BATTLEFORD SASKATOON YORKTON

f t @ WDM.CA

FULL PAGE AD / POSTER

YORKTON WOM

WESTERN DEVELOPMENT MUSEUM
EST. 1949

THIRFPORO: 100X

Headline goes here. Artifact name or description.
 Story about the artifact goes here, consectetur adipiscing elit. Nulla pellentesque mattis dui eu faucibus. Vivamus vehicula justo sem, ac ultrices nisi volutpat id. Maecenas non rhoncus orci. Proin porttitor semper eros Vivamus vehicula justo sem, ac ultrices nisi volutpat id. Maecenas non rhoncus orci. Proin porttitor semper eros. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

MOOSE JAW NORTH BATTLEFORD SASKATOON YORKTON

WDM.CA

YORKTON WOM

WESTERN DEVELOPMENT MUSEUM
EST. 1949

THIRFPORO: 100X

Headline goes here. Artifact name or description.
 Story about the artifact goes here, consectetur adipiscing elit. Nulla pellentesque mattis dui eu faucibus. Proin porttitor semper eros Vivamus vehicula justo sem, ac ultrices nisi volutpat id.

WDM.CA

FULL PAGE AD AND HALF PAGE AD



BILLBOARDS

WESTERN DEVELOPMENT MUSEUM EST. 1949

SASKATCHEWAN INSPIRED

MOOSE JAW NORTH BATTLEFORD SASKATOON YORKTON

CLICK TO BECOME A MEMBER!

SASKATCHEWAN INSPIRED

WESTERN DEVELOPMENT MUSEUM EST. 1949

SASKATCHEWAN INSPIRED

WESTERN DEVELOPMENT MUSEUM EST. 1949

BECOME A MEMBER

SASKATCHEWAN INSPIRED

WESTERN DEVELOPMENT MUSEUM EST. 1949

MOOSE JAW
NORTH BATTLEFORD
SASKATOON
YORKTON

DIGITAL ADS

WESTERN DEVELOPMENT MUSEUM EST. 1949

WESTERN DEVELOPMENT MUSEUM EST. 1949

MOOSE JAW
NORTH BATTLEFORD
SASKATOON
YORKTON

f t i+ v WOMCA

POP UP DISPLAY

Advertising layout examples (event and general)

Event and more general advertising created for The Western Development Museum often requires space for more copy and information than would be used in the brand awareness advertising templates. Examples of these layouts are pictured here.

Using the WDM Logo With Other Logos

The WDM logo can be shown with other logos. This is commonly done in co-sponsored events. Normally in these situations all logos should appear at approximately the same size or as per the co-op ad example below. If one is in colour, all should be in colour. If some are black only, all should be black only.

Experience Saskatchewan Pioneer Life
PION-ERA, JULY 11-12

SASKATOON COLLECTION

WESTERN DEVELOPMENT MUSEUM
EST. 1949

PION-ERA: JULY 11-12, 2015
SOMETHING FOR EVERYONE!

Steam vapours, gasoline fumes, chaff flying, horses whinnying... all mingle to create an experience of pioneer prairie harvest each year at Pion-Era. Since 1954 the Saskatoon WDM has paid tribute to prairie roots with a host of lively activities at the annual Pion-Era show.

Children's Tent
Fun for the entire family! There's lots of fun under the big top, with games and activities that grandmas and grandpas played when they were young.

Visiting Tractor Operator Information
The Saskatoon WDM invites those with antique tractors or engines to display them during Pion-Era '15. This is an opportunity for you to showcase your classic tractors and engines.

SASKATCHEWAN INSPIRED

FOR MORE INFORMATION
Call: 306-951-1910
Email: tmundell@wdm.ca

MOOSE JAW NORTH BATTLEFORD SASKATOON YORKTON

WDM.CA

FULL PAGE AD / POSTER

Experience Saskatchewan Pioneer Life
PION-ERA, JULY 11-12

WESTERN DEVELOPMENT MUSEUM
EST. 1949

PION-ERA: JULY 11-12, 2015
SOMETHING FOR EVERYONE!

Steam vapours, gasoline fumes, chaff flying, horses whinnying... all mingle to create an experience of pioneer prairie harvest each year at Pion-Era. Since 1954 the Saskatoon WDM has paid tribute to prairie roots with a host of lively activities at the annual Pion-Era show.

SASKATCHEWAN INSPIRED

FOR MORE INFORMATION
Call: 306-951-1910
Email: tmundell@wdm.ca

WDM.CA

HALF PAGE AD

Experience Saskatchewan Pioneer Life
PION-ERA, JULY 11-12

WESTERN DEVELOPMENT MUSEUM
EST. 1949

PION-ERA: JULY 11-12, 2015
SOMETHING FOR EVERYONE!

Steam vapours, gasoline fumes, chaff flying, horses whinnying... all mingle to create an experience of pioneer prairie harvest each year at Pion-Era.

SASKATCHEWAN INSPIRED

FOR MORE INFORMATION
Call: 306-951-1910
Email: tmundell@wdm.ca

WDM.CA

HALF PAGE CO-OP AD



BILLBOARD

Stationery layout examples

The Western Development Museum logo is shown here in various Stationery examples. Stationery should always be printed on uncoated paper stocks to maintain consistency of feel and colour.



BUSINESS CARD FRONT AND BACK



ENVELOPE



LETTERHEAD

Newsletter layout example

Sample layouts from the re-designed *Spark's* newsletter are shown here.



COVER



CEO MESSAGE



IN THE GALLERIES

WESTERN
DEVELOPMENT
MUSEUM

