

# SaskWater Brand Standards

## COLOUR

Use of colour is a key element of the SaskWater visual identity. The corporate colour palette consists of five complementary colours.

PANTONE® (FORMULA GUIDE COATED)	PROCESS COLOUR (CMYK)	RGB/HEX	PANTONE® (FORMULA GUIDE COATED)	PROCESS COLOUR (CMYK)	RGB/HEX
NAVY Pantone #285 C	C:91 M:43 Y:0 K:0	R:0 G:114 B:206 HEX#: 0072CE	OFF WHITE Pantone #7541 C	C:7 M:1 Y:3 K:2	R:217 G:225 B:226 HEX#: D9E1E2
LIGHT BLUE Pantone #305 C	C:56 M:0 Y:6 K:0	R:89 G:203 B:232 HEX#: 59CBE8	DARK AQUA Pantone #326 C	C:81 M:0 Y:39 K:0	R:0 G:178 B:169 HEX#: 00B2A9
			LIGHT AQUA Pantone #7709 C	C:62 M:0 Y:18 K:6	R:99 G:177 B:188 HEX#: 63B1BC

## LOGO

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

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

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

### Two-colour application

The preferred colours for the corporate logo are navy for the type and square outline, and light blue for the circular ripples, all over a white background.



### Reverse application

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

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

### BLACK/WHITE



## SPACE & PROPORTION

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

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



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## TYPE STYLES

The recommended type family is Poppins. Bold is to be used for headers and regular for body copy.

Poppins Regular  
*Poppins Regular Italic*

**Poppins Bold**  
***Poppins Bold Italic***

## ELECTRONIC USAGE

Applying the logo to electronic media such as television, video, Internet, CAD or Microsoft PowerPoint™ presentations should follow all the guidelines on this sheet including:

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

Logo must be used at a minimum of 100 pixels wide.

## MORE INFORMATION

Additional information is available from SaskWater Corporate Communications. Email [communications@saskwater.com](mailto:communications@saskwater.com).