



# Logo Policy

## **The Official Logo**

The logo of the Saskatchewan East Enterprise Region Inc. (SEER) is a proprietary symbol and an official mark of the organization. It (and other symbols created by the organization) may only be used by individuals who are members of the association, or by external organizations authorized by the association for the purposes outlined in the policy set out below.

The logo of the Saskatchewan East Enterprise Region Inc. depicted above is an official mark of the organization. Guidelines governing its use are spelled out in this policy.

## **Elements**

The official logo consists of two elements:

- The stylized sun over the East Central area on the Saskatchewan shape as well as “seer” printed to the left of the graphic. The logo represents Saskatchewan, targeting the east, centering on strength, growth, activity and a force of innovation.
- The signature, “SASKATCHEWAN EAST ENTERPRISE REGION.”

## **Colours**

The logo may be printed in colour, grey or black & white:

- The official colours are SEER Green, which is Green RGB (R-0, G-172, B161) and SEER Yellow, which is Yellow RGB (R-255, G-222, B-0). When the logo is printed in colour, the “seer” and they’re printed in ABCFP Blue and the stylized sun is printed in SEER Yellow.
- The logo may be printed in black & white as well as grey. When printed in black or grey, solid black versions of the elements are to be used. No percentage screens to obtain a two-colour effect may be used on any of the elements.
- No other colour combinations are acceptable without the written approval of the organization.

## **Signature**

- The signature is comprised of the words “SASKATCHEWAN EAST ENTERPRISE REGION” It is set in the official type face, GILL SANS ULTRA BOLD.
- The signature is composed of one line.

## **Typeface**

The official typeface, GILL SANS ULTRA BOLD, is the only typeface that can be used in the logo. There are no exceptions.

## **Official Logo Use by Members**

Members are encouraged to include this logo to identify that they are members of SEER.

## **Acceptable Version**

The acceptable version of the SEER logo includes the logo and signature, as described in the previous section and “MEMBER OF” clearly stated above the signature.

## **Guidelines**

The logo should be proudly displayed and used according to the following guidelines:

- The stylized sun, outline of Saskatchewan and signature and the words “MEMBER OF” must be present and the design not altered in any way.

- The logo must be printed using official, first generation (original) reproduction material in order to produce a clear image. Members can download digital images from the SEER website ([www.saskeast.com](http://www.saskeast.com)).
- A minimum space must be maintained surrounding the logo to separate it from other components of a communications piece. The amount of space depends on the size of the logo. Please contact the organization if you have any questions.
- The logo design must always be used on its own; it must not be included as part of another design.
- Enlarging and reducing the logo must be undertaken using proportional scaling only, in order to maintain the original proportions of the logo.
- Members must include the text “MEMBER OF” above the logo signature.

### **Permissible Member Usage**

The logo may be used on signage, business letterhead, business cards, brochures, professional advertising, report covers, fax sheets, publicity leaflets and websites. For any other use, please contact the organization.

### **Prohibited Use of the Logo**

The SEER official logo may not be used on any commercial product or publication that directly or implicitly conveys that the content is authorized or associated with the organization, without the express written permission of the organization. This includes, but is not limited to, placing the official logo and signature on any article, book, software or any other publication or product offered for sale by a member.

### **Authorization for Use**

All members of SEER who have met the requirements for membership and are currently in good standing are authorized to use the organization’s official logo without prior written approval.

### **Other Users of the Official Logo**

Use of the official SEER logo is a privilege, not a right. The organization may authorize external organizations and sponsors to use the official logo, without the text “MEMBER OF” as outlined in this policy, on promotional materials including posters, pamphlets, t-shirts, websites and reports, to indicate SEER sponsorship. No other use of the official logo is permitted without the express written permission of SEER. Please contact the organization for authorization.

### **Enforcement**

The logo and other symbols are official marks of the Saskatchewan East Enterprise Region. Permission to use the logo or other symbols will be suspended indefinitely for contravention of these guidelines. Any questions regarding corporate identity or use of the logo should be directed to:

Saskatchewan East Enterprise Region (SEER)

124-1<sup>st</sup> Avenue East, Box 730, Melville, Saskatchewan, S0A 2P0

Tel: 306.728.2740 Fax: 306.728.2759

E-mail: [ceo@saskeast.com](mailto:ceo@saskeast.com) Website: [www.saskeast.com](http://www.saskeast.com)