

BRANDING GUIDE

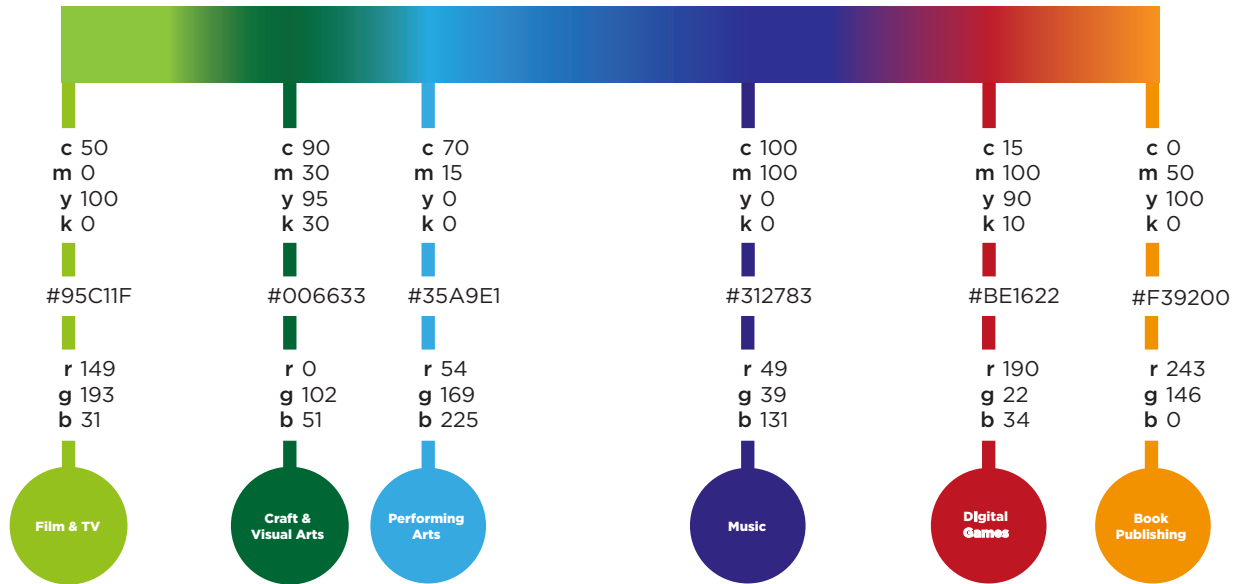


Propelling Creative Entrepreneurship

Main Logo Colours

Six main colours are used to make the logo colour gradient.

When referencing any one of the six key creative industries under Creative Saskatchewan, a colour from the main logo is the focus.



Gotham Medium

This font is used in the logo and can be used as body text and headlines. The font family has a great amount options.

Alternate font: Metropolis Medium

New Rubrik Medium

This font is used in the tagline and can be used for headlines and chart labels.

Alternate font: Rubrik

The Creative Saskatchewan logo came to be in July 2022.

The Creative Saskatchewan icon is a C created from an entire circle. It represents the coming together of different pieces to make a whole.

Our short, three-word tagline implies action.

Creative Saskatchewan is not a passive bystander but an agency that actively helps push creative projects forward. In doing so, we strengthen and diversify Saskatchewan's economy.

We are not just giving away money. We are propelling creative entrepreneurship.

The logo has been designed in two versions; stacked (left) and horizontal (right). Use of the stacked version is preferred.



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Clearance



Favicon and social media icon