

Brand Guidelines







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MISSION

Develop crop varieties that bring value to the agriculture sector, through the development and application of scientific knowledge and technologies, in partnership with stakeholders across the agriculture value chain.

Values

Trust

Quality and integrity combine to create trust—from our labs to the field to your fork.

Innovation

50 years of pure innovation and we aren't slowing down.

Collaboration

We need producers, farmers, stakeholders and partners just as much as they need us.

Audiences

Producers

Producers provide a link from the CDC to farmers around the world. They are CDC spokespeople and their business relies on quality CDC varieties.

Campus Decision Makers

The key decision makers on campus must understand the value that the CDC brings to the University of Saskatchewan. They provide critical support to the CDC.

Urban Dwellers

The farm-to-table movement has sparked an interest in agriculture among the urban millennials. They are environmental, health conscious and are keen to understand where their food comes from.

WHAT, HOW, WHY

What we do

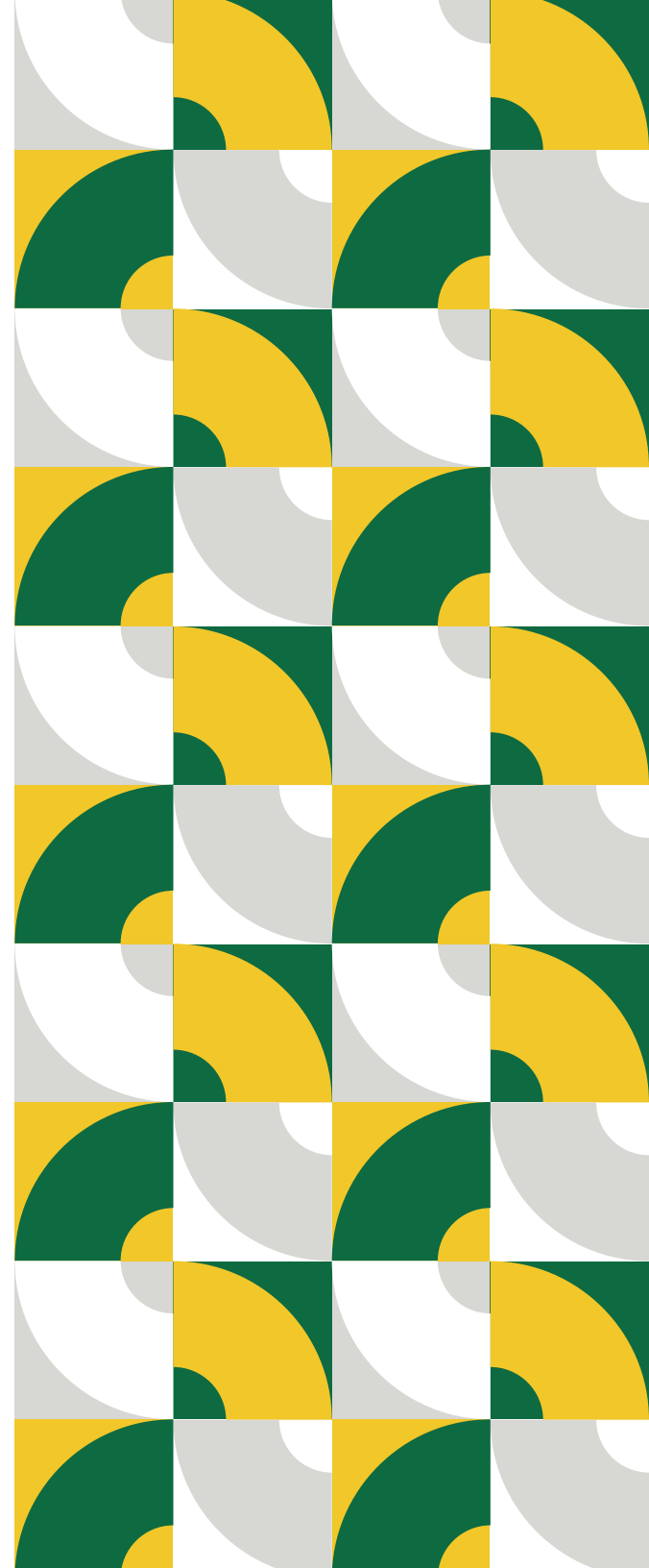
We create high-performing crop varieties.

How we do it

Through innovative breeding technology, world-class research and scientific methods.

Why we do it

By sharing our knowledge with society, we feed the world.



Voice

The voice of the Crop Development Centre is professional, yet still feels familiar and approachable. Imagine someone confident, intelligent and down to earth.

We write in the first person and avoid verbiage that is too scientific and inaccessible (unless the time and place is right). We know our audiences and cater our messaging appropriately. We are adaptive - from the lab to the field to the boardroom and beyond.

Personality

Much more **Elite** than Mass Appeal

Elite refers to specialization, longevity, quality, being knowledgeable and being above average. The work that we do is highly specialized and we are leaders in our field.

More **Serious** than Playful

Our history and success speaks for itself, and the new brand adds a flair of personality. We are serious about the research and breeding that happens in our labs, but we don't want to be thought of as stuffy.

Somewhat more **Rebellious** than Conventional

Asking questions and pushing the envelope is how we've maintained success for so many years. We're grounded but take responsible risks.

Slightly more **Friendly** than Authoritative

We strike a balance through our ability to build trustworthy relationships and provide trustworthy products. We thrive in collaboration and partnerships.

A bit more **Young & Innovative** than Mature & Classic

We're mature in the industry, but innovative in our day-to-day exploration of crop variety research and development. We don't rest on the glories of the last 50 years.

CDC LOGOS

Logo origin

The logomark was formed from the strong letterforms "CDC". These letters strategically come together to feel magnetic to symbolize collaboration while leaving a infinity symbol in the whitespace to evoke infinite innovation. As a whole, this solid shape conveys oneness and trust.



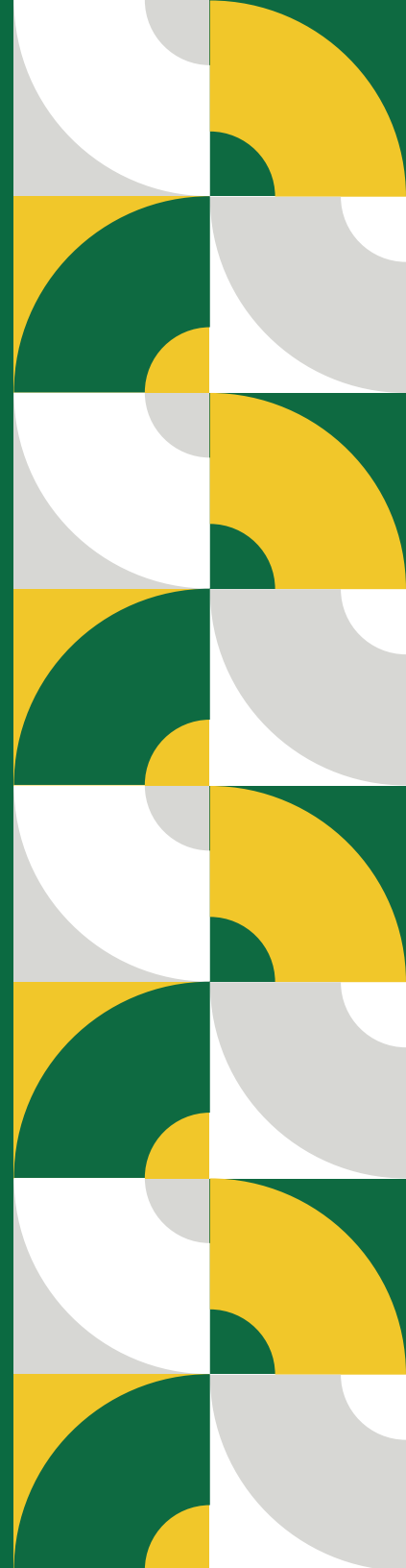
Bold letterforms embody strength and confidence



Magnetic letterforms symbolizing collaboration



Negative space shapes infinite innovation



Primary Lockup



This primary lockup is used in almost every case where a logo is necessary.

Secondary Lockup



This is the secondary lockup. It is used in situations when a horizontal lockup isn't appropriate, or a vertical layout is preferred.

Logomark



The logomark represents the brand in a purely visual way when the full logo is not suitable. Examples of this use case are: name tags, social media and a website favicon.

Colour Variations



The white logo is used in cases where the full-colour logo does not appear properly on a background. For example, using any of the brand colours as a background.



The black logo is only used when there is no option for colour, for example, on a fax or a document that will be photocopied.

Logo spacing

In order to give the logo maximum legibility and exposure, allow for an area of clearance around the entire logo. The distance of clearance should accommodate the height of two “C’s” on all sides, as illustrated.



Minimum Size

The minimum size of the logo is measured by the logomark. The height of the of the logomark must be at least 0.25 inches



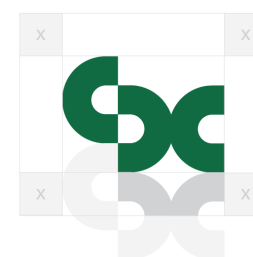
Secondary lockup

The secondary lockup also requires the height of two “C’s” on all sides.



Logomark

The logomark requires half of the height of the “DC” shape on all sides.



CDC LOGO DO'S & DON'TS



Don't: Warp or skew the logo in any way.



Don't: Adjust the proportions of the logomark in relation to the wordmark.



Don't: Use the wordmark without the logomark.



Don't: Use the full-colour logo as a watermark or reduce the opacity.



Don't: Use the full colour logo on a primary brand colour background.



Don't: Use the white logo on a very light background.



Don't: Change the type on the logo.



Don't: Use any colours other than the approved primary brand colours.



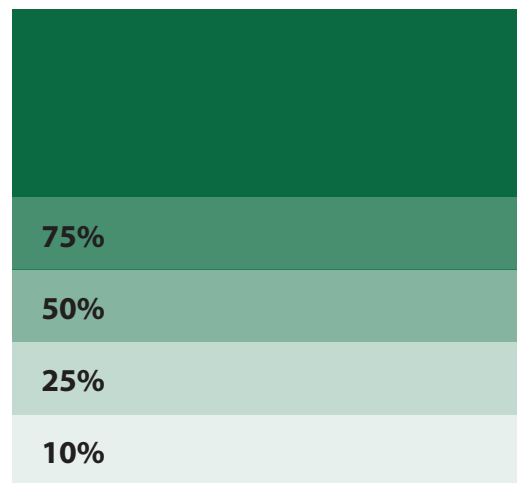
Don't: Use a drop shadow or any other effects on the logo.

COLOUR PALETTE

Colour creates expression within a brand. Our colour palette is professional and grounded in Saskatchewan agriculture.

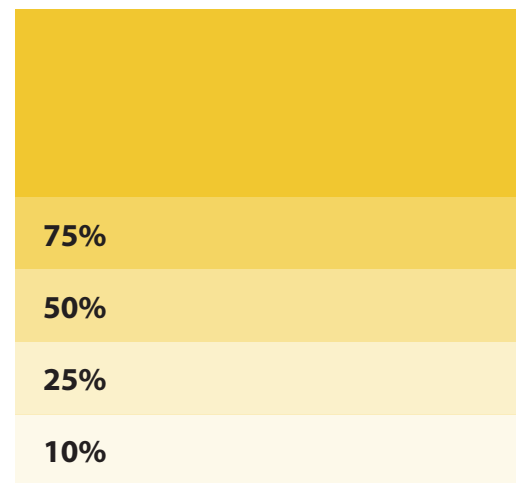
We share the Deep Green and Gold with the University of Saskatchewan to show the connection between the CDC and the U of S. The Deep Green is grounding yet lively, just like a crop at its peak. This green emotes a feeling of growth, renewal and security. The Gold is reminiscent of a rich field of canola. This gold inspires a feeling of optimism, energy and success.

USask Deep Green



Pantone 349U
Pantone 349C
CMYK 90 33 90 25
RGB 11 106 65
HEX #0b6a41

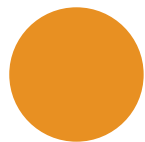
USask Gold



Pantone 116U
Pantone 116C
CMYK 1 16 99 4
RGB 214 199 48
HEX #f1c730

Secondary Colours

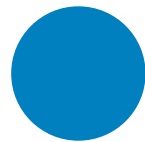
The secondary colour palette is to be used sparingly. These colours are available in cases where the primary colour palette is fully being used and more colours are required, such as in graphs and charts.



CMYK 7 50 100 0
RGB 232 144 36
HEX #e89024



CMYK 13 96 100 3
RGB 206 46 39
HEX #ce2e27



CMYK 90 40 5 0
RGB 0 128 189
HEX #0080bd



CMYK 51 65 3 0
RGB 138 107 170
HEX #8a6baa



Blacks and greys are used to support the colour palette, and are primarily used for text.

Colour Usage

Please note that logos must be used within the appropriate context, RGB for digital purposes, and CMYK or Pantone colours for printed materials. When printing certain colours onto coated or uncoated paper, the Pantone colour specified differs (U for uncoated, C for coated).

TYPOGRAPHY

Myriad Pro

Headlines and body copy is set in Myriad Pro. Myriad Pro is a classic and highly legible typeface that can fulfill a range of uses. We share this typeface with the University of Saskatchewan. This is the same typeface used in the logo to create a solid relationship between the two. This typeface can be set in the primary brand colours, and in a range of weights as a way to determine hierarchy.

Light AaBbCcDdEeFeGg

Regular AaBbCcDdEeFf

Bold AaBbCcDdEeFfG

AaBbCcDd

x	JANUARY 1, 2021	Heading One Myriad Pro Bold, All Caps
x	Research Report	Heading One Myriad Pro Light
x		
x		
	Collaboratively administrate empowered markets via plug and play networks. Dynamically procrastinate B2C users after installed base benefits. Dramatically visualize customer directed convergence.	Heading Two Myriad Pro Light
x		
	Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment. Bring to the table win win survival strategies to ensure proactive domination.	Paragraph Myriad Pro Regular
	At the end of the day, going forward, a new normal that has evolved from generation X is on the runway heading towards a streamlined cloud solution. Capitalize on low hanging fruit to identify a ballpark value added activity to beta test. Override the digital divide with additional clickthroughs from DevOps. Nanotechnology immersion along the information highway will close the loop on focusing solely on the line.	
	Organically grow the holistic world view of disruptive innovation via workplace diversity. Globally seize team building opportunities rather than transparent leadership skills. Energistically morph magnetic outsourcing before mission-critical applications. Energistically monetize value-added networks after cost effective synergy.	

BRAND ELEMENTS

The brand's personality is supported by its strong typography, bold colour blocking and pattern elements. These elements also provide flexibility and guidance when creating new marketing materials and campaigns.

Letterhead



Sticker Sample



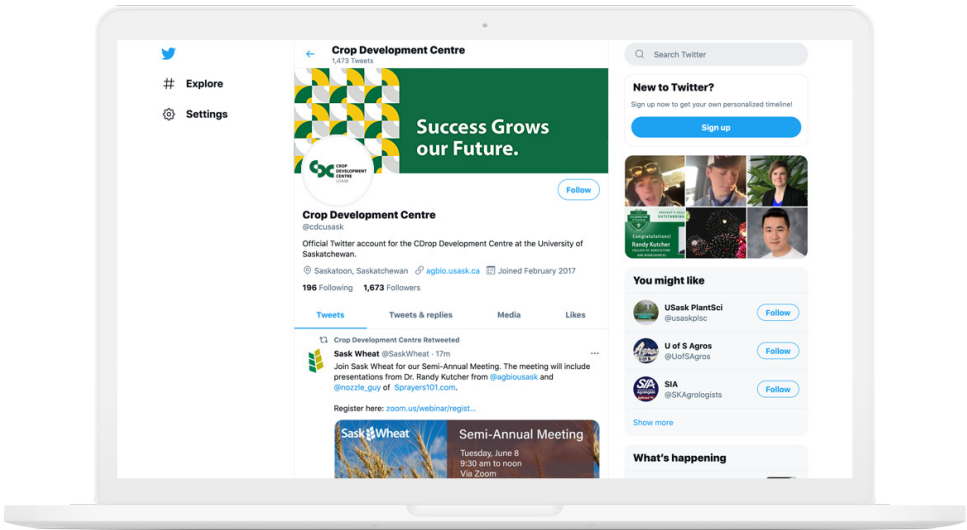
Window Signage Sample



Field Signs



Twitter Page Sample



Embroidery



Chart and Table Examples

Figure 2.15 Acreage Shares of CDC Durum Varieties, Saskatchewan, 1991 to 2015

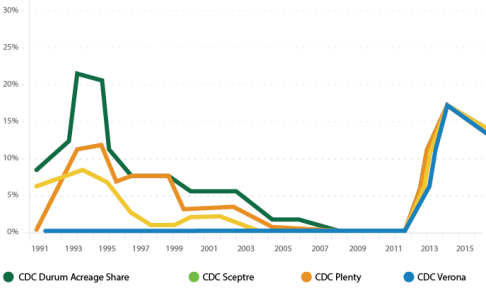
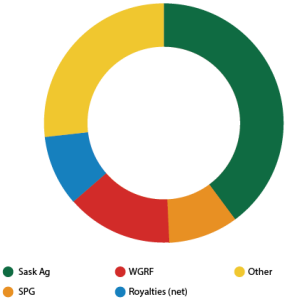


Figure 3.1 Trend Percentage Increases in Yields to 2015

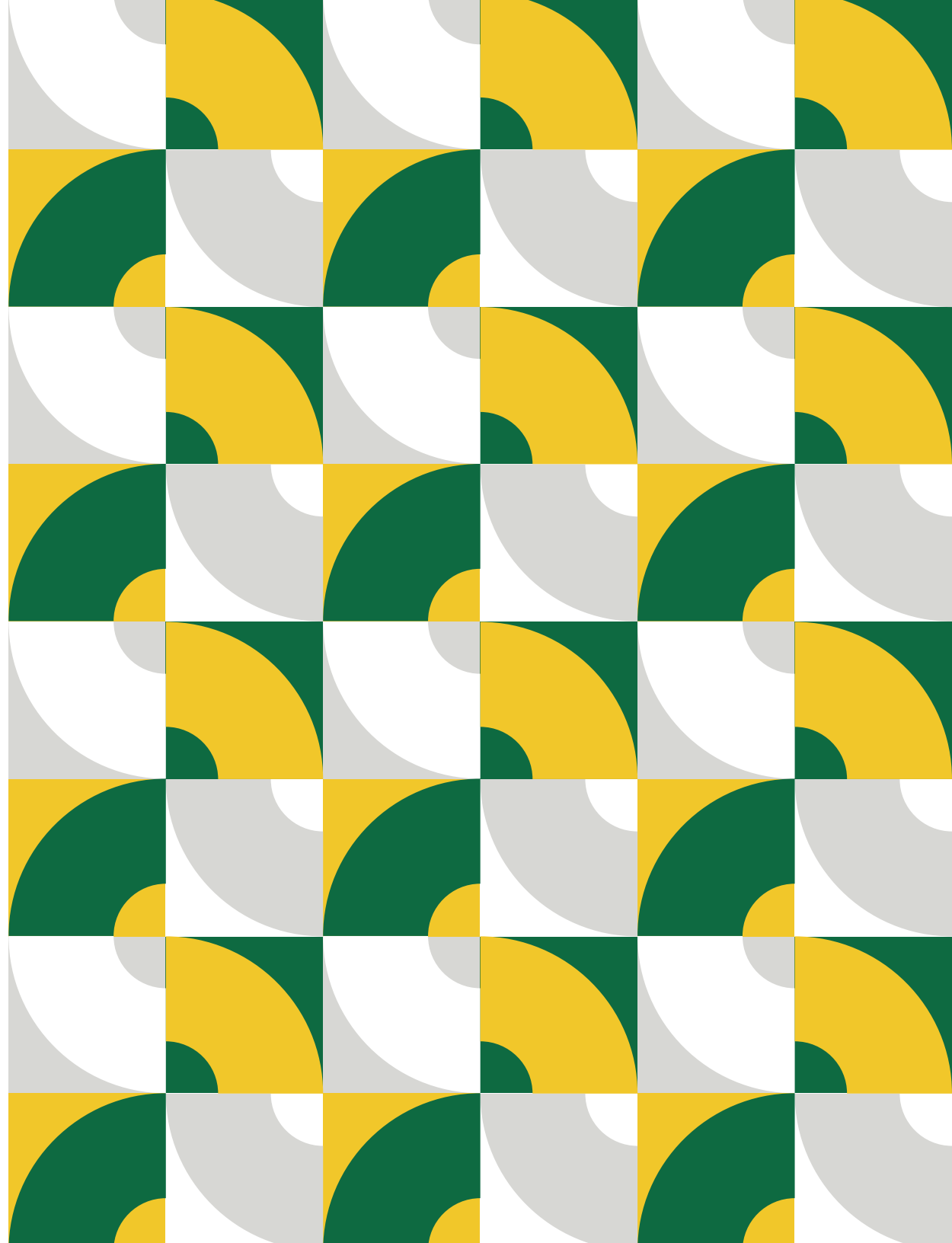
Crop	Trend Annual Increase Using Prairie-Wide Producer Realized Yields		Trend Annual Increase Using Acreage Weighted Sask Variety Performance Trial Data	
	Percent	Time Period	Percent	Time Period
Lentils	1.16%	1991-2015	0.74%	1981-2015
Field Peas	0.88%	1991-2015	1.99%	1991-2015
Dry Beans	1.25%	1991-2015	0.29%	2002-2015
Chick Peas	2.13%	1991-2015	0.65%	1998-2015
Canary Seed	0.36%	1991-2015	0.26%	2007-2015
Flax	0.48%	1991-2015	0.48%	1991-2015
Orbs	1.20%	1991-2015	0.39%	1991-2015
Barley	0.60%	1991-2015	0.39%	1991-2015
Winter Wheat	0.86%	1991-2015	0.45%	1991-2015
All Spring	1.46%	1991-2015	0.46%	1991-2015
Durum	0.80%	1991-2015	0.86%	1991-2015

Figure 2.1 Distribution of CDC Revenue Sources, 2006 to 2015



Signature Pattern

Our signature pattern is derived from a cross section of our logomark, as a nod to our roots in science. The pattern is used as a graphic element to add visual interest to marketing materials.



Using Our Pattern

The pattern can be used at any size, but it must scale appropriately. Use the heading on the page as a guide for the scale. One of the squares from the four square block should be at least the same size as the height of the heading text, or larger. Use your discretion and reference the provided brand assets from approximate size.



There is a four-section block that is repeated and used for the pattern. Always use at least one row of the full block, rather than splitting it up by its smaller pieces.



PHOTOGRAPHY DO'S & DON'TS

Photography Do's

Use professional photography that feels relaxed, warm and positive. Skin tones look natural and avoid 'colour casting' (look too red, blue or yellow toned). When using people in photos, models should be in candid and natural poses. Headshots should be on consistent backgrounds that are not distracting. Photos should have a main focal point and avoid any unnecessary distractions. Scenes that show different elements of the CDC are desired, such as farming scenes, lab sites, seed close ups, etc.



Photography Don'ts

Don't use low-quality photography that looks like stock photos. Avoid any "staged" poses. Don't use photography with any filters or effects over top. Avoid using composite graphic imagery.

