

# Visual Brand Standards 2020

Approved November/2020



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**FIRST NATIONS  
UNIVERSITY  
OF CANADA**

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The First Nations University of Canada is a First Nations owned post-secondary institution that aspires to have transformative impact by bridging our ceremonies, knowledge keepers, languages, and traditions with the delivery of high-quality education that will lead to the pride and success of all students, First Nations communities, and Canada.

## Our Mission

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The mission of the First Nations University of Canada is to enhance the quality of life, and to preserve, protect and interpret the history, language, culture and artistic heritage of First Nations.

The First Nations University of Canada will acquire and expand its base of knowledge and understanding in the best interests of First Nations and for the benefit of society by providing opportunities of quality bi-lingual and bi-cultural education under the mandate and control of the First Nations of Saskatchewan.

The First Nations University of Canada is a First Nations' controlled university-college which provides educational opportunities to both First Nations and non-First Nations university students selected from a provincial, national and international base.

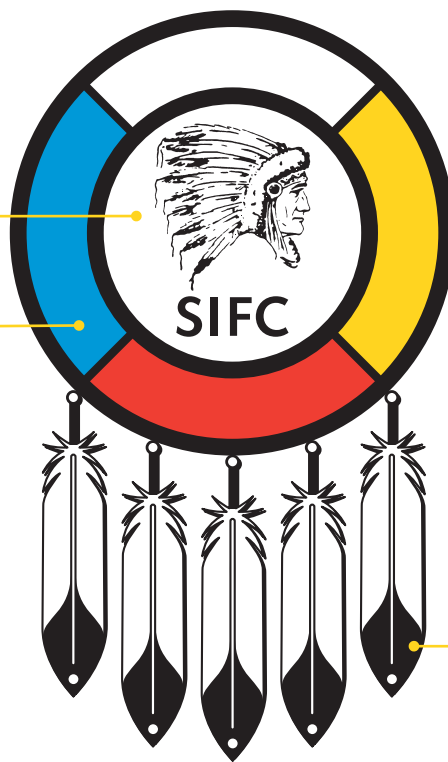
# 1.0 Our Symbol

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Our symbol represents the best of our history and our future, it was developed to be used with prominence and pride. Use it with common sense and to fulfill our brand's mission.

The Chief's head represents the University's membership in the Federation of Saskatchewan Indian Nation's family of institutions.

The circle represents the unending process of education, which takes place throughout our lifetime.



Our colours represent the North, South East, and West. Students and Faculty come from all over the world.

The five feathers of the logo represent the Cree, Saulteaux, Dakota, Dene, and Nakota (Assiniboine).

# 1.1 Our Visual Identity Types

Our visual identity has two standards; Horizontal and Vertical. They are also provided in the EPS, SVG, JPG, and PNG formats.

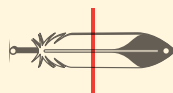


HORIZONTAL VERSION



VERTICAL VERSION

Each standard should be given the adequate space in conjunction with other elements.



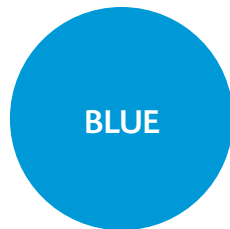
**No matter the scale, measure 1/2 of the feather as minimum space.**

DO NOT DISTORT OR ALTER THE MASTER FILES.  
WHEN PLACING ON MEDIA, USE DISCRETION.



## 1.2 The Colour Palette – Primary Colours

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BLUE

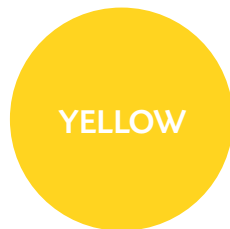
**PRINTING COLOURS:**

C100 M32 Y3 K0  
Pantone Process Blue

**SCREEN COLOURS:**

R0 G134 B212  
Hex #0086D4

The colour palette represents the nature that surrounds us. Bright, full of life, and always growing.



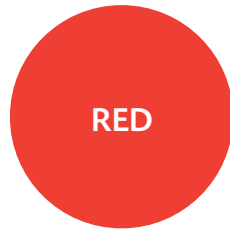
YELLOW

**PRINTING COLOURS:**

C0 M18 Y100 K0  
Pantone 116 Yellow

**SCREEN COLOURS:**

R255 G207 B0  
Hex #FFCF00



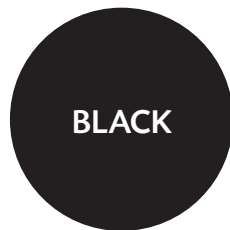
RED

**PRINTING COLOURS:**

C0 M93 Y67 K0  
Pantone 032 Red

**SCREEN COLOURS:**

R246 G50 B74  
Hex #F6324A



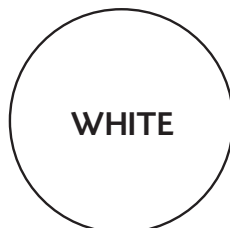
BLACK

**PRINTING COLOURS:**

C00 M0 Y0 K100  
PMS Black

**SCREEN COLOURS:**

R0 G0 B0  
Hex #000000



WHITE

**PRINTING COLOURS:**

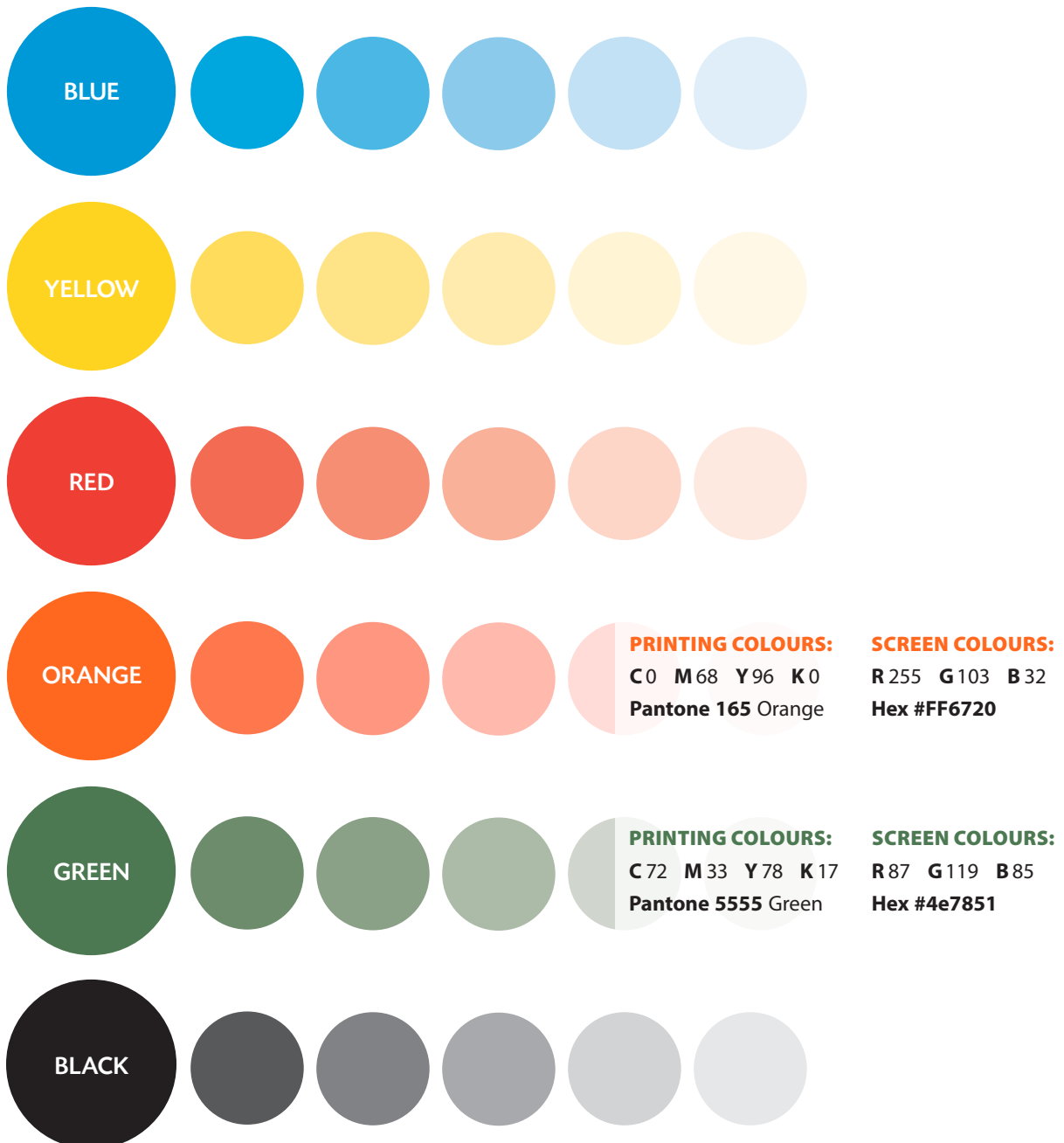
C0 M00 Y0 K0  
PMS White / Paper

**SCREEN COLOURS:**

R255 G255 B255  
Hex #FFFFFF

## 1.2 The Colour Palette – Secondary Colours

Our secondary colour palette is comprised of tints, and the addition of Green, and Orange. Used for Highlights and alternatives.



PLEASE USE DISCRETION WITH TINTS & ADDITIONAL COLOURS.

## 1.3 Typography and Fonts

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Our typography is clean and clear for communication.

The FNUniv standard default is **Myriad**. For titles, call outs, and body text the font **Today** makes a great playful alternative. To add a human feel there are a number of hand script fonts, or feel free to write your own.

### PRIMARY TYPEFACE/FONT:

**Myriad**

Regular *Italic*

**Bold** ***Bold Italic***

### HEADLINE & TITLE TYPEFACE/FONT:

**Today**

Regular Medium **Ultra**

### SPECIAL & CALL OUTS TYPEFACE/FONT:

(CAN ALSO BE HANDWRITTEN / ILLUSTRATED)

*Enjoy the Ride*

*Hello Lucky*

HELLO LUCKY INK

OR WRITE YOUR OWN

**Integrate the handwritten fonts** with the clean contemporary typefaces to enhance the brand statements.

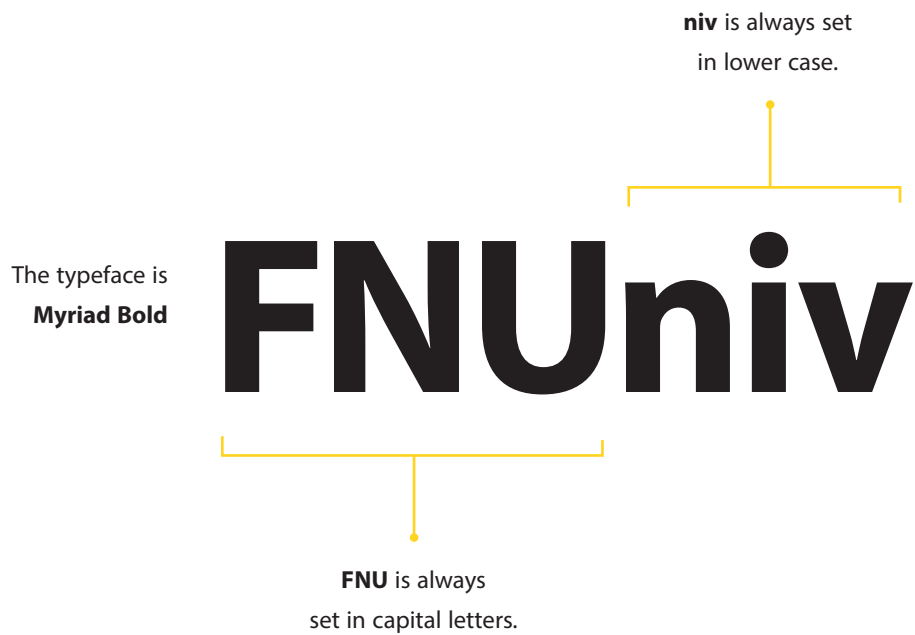
are *you* ready.

**Be bold, underline it!**

## 1.4 Shortened and Hashtag

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When our logo is not applied, or when we express ourselves online for tagging, we like to use these acceptable solutions.



**#FNUniv      @FNUniv**

EXAMPLES



## 1.5 Other Elements

The foundation of our graphic style is based on our identity and history, we can use these elements to enhance the FNUUniv brand.



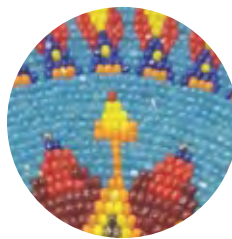
The FNUUniv medicine wheel colours work in a circle, but most formats are rectangle in nature. We can use the colours as bars to tie-in to the FNUUniv logo in a contemporary nature.



The colour bars can also create this interesting graphic that expresses forward momentum. It is also a great divider for information.

2020  2021 CATALOGUE

The FNUUniv logo is a circle. Some elements can be housed this way, as well the treatment of the faculty images act as a nod back to the circle and 'good things inside' here.

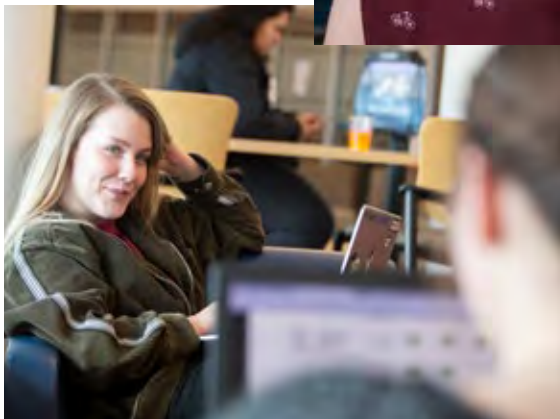


## 1.6 Photography Style

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The FNUUniv photographic style is natural light, showcasing proud students and faculty.

- Proud Student(s)
- Looking towards camera
- In FNUUniv campus setting
- Working hard
- Proud faculty
- Student life at FNUUniv
- Slice of life
- Classroom setting
- Close cut



## 1.6 Style Example

When all the elements come together we can really see how they work together to promote the FNUUniv brand.



# Contact

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Situated on Treaty 4 Territory, the original lands of the Cree, Saulteaux,  
Dakota, Lakota, Nakoda, and homeland of the Métis Nation

