City of Saskatoon

FUNDING RECOGNITION GUIDELINES

The City of Saskatoon provides funding to a variety of organizations and groups to improve the quality of life in Saskatoon and further the goals of the Official Community Plan.

Grant recipients are required to recognize City of Saskatoon funding where appropriate by using the City of Saskatoon logo on materials related to the project, event and/or organization funded by the City of Saskatoon. This would include all instances where sponsors are listed. Websites, social media platforms, event programs, banners, posters, speeches, etc. are all effective channels to use to remind people of the support provided by the City for the benefit of the community.

The City of Saskatoon logo may only be used for projects and/or organizations that are receiving funding. The logo may only be used for the year in which the funding is provided.

City of Saskatoon logos can be obtained by contacting grants@saskatoon.ca. Please use the following guidelines to ensure that the City of Saskatoon logo is used consistently and correctly.

LOGO

The logo exists in two formats (vertical and horizontal) and is available in various file formats (jpeg, eps, png). The logo may only be reproduced using approved artwork files which can be obtained by contacting grants@saskatoon.ca.
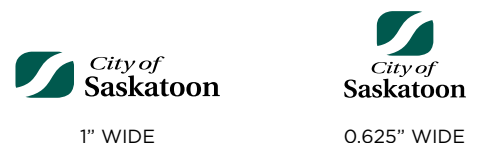
VERTICLE   BLACK & WHITE   REVERSE

HORIZONTAL

CLEARSPACE

The clearspace surrounding the logo must always be equivalent to the height of the "S" in the word "Saskatoon", no matter what size the logo appears. No other elements should exist in the clearspace, except the branch, division name or website.

MINIMUM SIZE

To ensure maximum legibility, the logo must never appear at a size smaller than the specified minimum size (pictured right) for each format. Digital logo reproduction should be a minimum of 90 pixels wide.

1" WIDE   0.625" WIDE

LOGO USE

Do not stretch or distort the logo in any way.

Do not alter the proportions of the logo elements.

Never place the logo at an angle.

Do not add excessive drop shadows to the logo. Do not add graphic styles to the logo including outer glows or patterns.

Do not alter the colour of the logo or its elements, or reproduce it in any colour other than those noted in this document.

Do not adjust the placement of the text in the logo.

Never use the icon without the text, or vice versa.

Ensure the logo is always reproduced in high resolution - it may never appear fuzzy or pixelated.

Do not alter the color of the text to Pantone 561C.

Do not align the text of the logo to be left justified.

Always allow sufficient contrast between the logo and the background colour, and do not place the logo over busy patterns.