

The sphere represents a body of water depicting the curvature of the earth. The number '10' appears to be emerging from the water like the sun on the horizon. The 10 year graphic is created to work with the existing GIWS brand.





The 10 year graphic can be used with and without the existing GIWS wordmark on correspondence, website and advertising for the year.













VERBAL EXPRESSION GUIDE:

When referring to the institute in written text, include University of Saskatchewan in the following way (where appropriate). Following the first mention of University of Saskatchewan, abbreviate as USask. U of S is no longer used in marketing and communications materials.

The University of Saskatchewan's Global Institute for Water Security (GIWS) is an international leader in cold-regions hydrology.

USask's Global Institute for Water Security (GIWS) is co-located at Environment Canada's National Hydrology Research Centre at Innovation Place and officially launched in 2011.

Abbreviate as GIWS following the first mention, no spaces, no punctuation. Subsequent mentions could reference "the institute" if it flows well.

Officially launched in March 2011, GIWS builds upon leading expertise and capacity in water research at USask. The institute is the home of the Global Water Futures (GWF) program. GWF is transforming the way communities, governments and industries in Canada and other cold regions of the world prepare for and manage water-related threats such as drought and flood.

When reading and speaking about the institute, emphasize each letter (i.e. G - I - W - S). Avoid mention of the institute as Gee-Whiz or other iterations of that nature.

COLOUR LOGO VARIATIONS:



Global Institute for Water Security

USASK

STANDARD CMYK OR PANTONE



Global Institute for Water Security

USASK

STACKED CMYK OR PANTONE



HORIZONTAL CMYK OR PANTONE



THE ACRONYM CAN BE USED ON ITS OWN WHERE APPLICABLE.





















PANTONE 301 c100 / m79 / y20 / k5 R16 / G75 / B134 #104B86



PANTONE 116 c1 / m16 / y99 / к4 R255 / G210 / в4 #FFD204



PANTONE 324
c38 / M0 / Y16 / K0
R154 / G215 / B217
#9AD7D9



PANTONE 367 C41 / M0 / Y82 / κ0 R161 / G206 / B94 #A1CE5E



UNIVERSITY OF SASKATCHEWAN
Global Institute for
Water Security
USASK.CA/WATER

Always use the official US ask secondary logo on all materials.

When size restrictions prohibit this requirement—such as a pen or other small usage—include the text "USASK" to ensure a connection to the university.

BLACK AND WHITE LOGO VARIATIONS:



Global Institute for Water Security

USASK

STANDARD BLACK



Global Institute for Water Security

USASK

STACKED BLACK



Global Institute for Water Security

USASK

HORIZONTAL **BLACK**



Global Institute for Water Security

USASK



Global Institute for Water Security USASK

WHITE



Global Institute for Water Security USASK

THE ACRONYM CAN BE **USED ON ITS OWN WHERE** APPLICABLE.







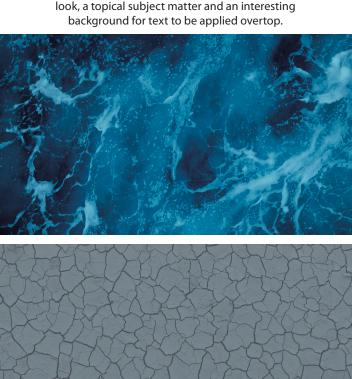


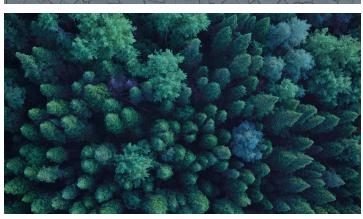
Always use the official USask secondary logo on all materials.

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ACCOMPANYING VISUALS:

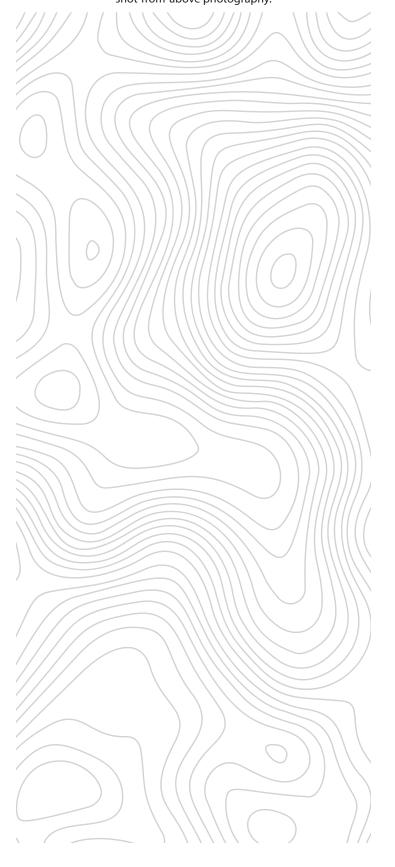
Straight-down aerial photography provides a unique look, a topical subject matter and an interesting background for text to be applied overtop.



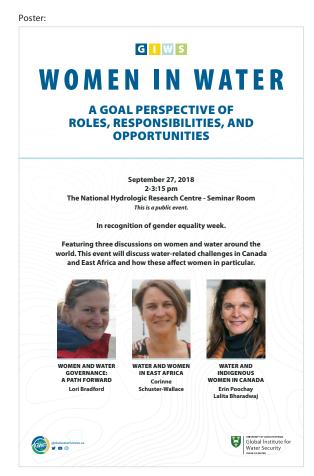




A topographic map represents the technology side of water research and works perfectly with the shot-from-above photography.



BRANDED EXAMPLES:



Report, cover:

Business card, front:

Business card, back:

UNIVERSITY OF SASKATCHEWAN

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Report, inside:



Presentation slides:

