Our history is the foundation of our brand

With roots that start in 1913, we are grounded by over a century of success in providing agricultural education, innovative research and contributions to the global progression of agriculture itself. Olds College has always offered high-tech, hands-on learning experiences that lay the foundation for solving real-world problems in farming, food and land.

In many ways, Olds College pioneered this field of education. We have always been champions of how technology can improve our daily lives, create new careers and enhance the potential of our shared future.

Continuing our history of looking forward, our leadership team is committed to transforming our operation so that it actively fosters the advancement of true, information-based agriculture.

Olds College is known for:

- Highly valued graduates
- Excellence in education and research
- High-tech agriculture leadership
- A legacy of innovation
- Global relevancy
- Collaborative integrity
- Authenticity in everything we do
WHY IS OUR BRAND IMPORTANT?

Having a consistent brand is crucial for having a positive professional image in the community. Every time our brand is viewed, heard or interacted with, we have an opportunity to reinforce what people think of Olds College.

WHAT IS OUR BRAND?

The Olds College brand communicates who we are. It shows what we do and why we do it. Our brand represents our values, our vision and our mission. It is our promise to our students, our peers and our community to strive for excellence. Our brand goes beyond our logo and design elements and extends into our visual identity, promotional strategies, marketing, customer loyalty and perception in the media.
OUR BRAND IS GROWN FROM QUALITY EDUCATION

We proudly offer programming in:

- Agriculture
- Agriculture Technology
- Animal Science
- Business
- Continuing Education
- Equine
- Food Production and Service Industry
- Land and Environment
- Horticulture
- Trades and Apprenticeships
- Transitional Employment
Olds, Alberta

Our main campus covers more than 2,800 acres of land with a diverse range of farming operations and educational facilities that serve the majority of our programs.

In the summer of 2018, we launched The Smart Farm to transform our main campus into the highly connected farm of the future. With constant updates for emerging technologies, this future-focused initiative provides cutting-edge learning, applied research and demonstration environments for our students, life-long learners and industry partners.
Our brand shapes the way we act and defines how we gain relevance in the lives of our students, staff and partners. Consistency is vital to our success, so it is important that we work together to follow these brand guidelines for our typefaces, logos, colours, voice, purpose and positioning.

When used properly, these guidelines will keep our brand distinct, recognizable, reliable and valuable. This is how we sell Olds College and how we take our brand personality with us wherever we go: in our classes and labs, out in the field and everywhere in between. By working together, we can keep driving Olds College forward and maintain our leadership for the future of agriculture and education.

**OUR BRAND PURPOSE:**

To both lead and inspire the future of agriculture by generating a learning experience that is relevant, in-demand and future-focused for rewarding careers.
OUR BRAND IS GUIDED BY OUR SOCIAL PURPOSE:

Transforming agriculture for a better world.
LEADING AGRICULTURE’S FUTURE

Our impact
Every initiative at Olds College is aligned to our Social Purpose: “Transforming agriculture for a better world.”

We believe in the power of innovation to move agriculture forward. Every day, Olds College strives to reimagine agriculture so we can continuously become more efficient, more productive, more sustainable and smarter in every sense of the word.

Our impact on agriculture for Alberta and Canada is significant. To continue this success, our brand needs to build on the foundation of our history by both leading and inspiring the path toward agriculture’s future. Our reimagined brand has to accurately show students, partners and the global industry where we are today, and where we’re going in the decades ahead.

Current challenges
As an industry, agriculture is being disrupted by increasing complexities, radical new technologies, globalized economies, climate change, trade wars and the constant noise of endless communication channels. As a school, we are now competing against a full spectrum of choices, including polytechnic institutes, entry-level community colleges, big name universities, online tech courses and on-the-job training.

It’s a challenging environment, but unlike most, we have the ability to continue dominating the unique field of education that we helped pioneer, while also expanding into diverse new industries, learning programs and education formats.

Key questions
From a brand perspective, the biggest question is: how can we really stand out against competitors? What is the school’s undeniable purpose? What issues does our reinvented brand need to address? And what gives it enough meaning to attract and retain student interest?
OLDS COLLEGE 2020 BRAND MAP

Excellence in education and research
High-tech agriculture
A legacy of innovation
Being global and relevant
Ability to collaborate
Authenticity in everything we do

Welcome to the new Olds: High-tech ed, for cutting-edge ag.

Our brand purpose:
To both lead and inspire the future of agriculture by generating a learning experience that is relevant, in-demand and future focused for rewarding careers.

Transforming agriculture for a better world.
OUR BRAND FOLLOWS OUR MISSION:

Alberta’s agriculture community has the talent, knowledge and thought leadership to lead globally.
Our logo helps us build brand recognition and increase our public profile every time it is shown.

Consistent use of typography, colours, language and imagery helps us to grow a stronger brand and enhance our image in the community.
OUR LOGO
IDENTITY

The Olds College logo is comprised of four elements: the wordmark, a gold wheat leaf, a red maple leaf and our 1913 establishment date.

To maximize impact and visual recognition, the logo should be shown on a white background. If this is not possible, one of the appropriate alternate logos should be used. Our logo should not compete with typography, graphic elements or surface edges.

Current logos can be downloaded from occonnect.oldscollege.ca

Logo size specifications
In order to keep it legible, our logo should be shown no smaller than 1.5 inches wide, or 108 pixels wide, when displayed full-size in the design.

Logo clear zone
Strategic use of white space enhances the recognition of our brand and allows it to keep from getting lost in the design. The “clear zone” shown here is the minimum area that should surround the logo. This area is proportionate to the height of “OLDS COLLEGE” in the logo.
Logo options

**Primary full colour logo**
Our primary logo should be used whenever possible. It can be placed over light coloured backgrounds or light, low density photos.

**Full colour KO logo**
This reversed KO (knockout) version of our primary logo should be used on dark backgrounds or over dark, high-density photos to enhance clarity.

**Alternate two-colour logo**
This logo should only be used when limited colours are available, or when the full colour logo is not clear enough for the design.

**Alternate two-colour KO logo**
This reversed logo should be used on dark backgrounds and images when limited colour options are available, or when the primary logo is not clear enough for the design.

**Alternate greyscale/B&W logo**
This logo should be used in greyscale or black and white mediums, or when the full colour logo is not clear enough for the design.

**Alternate greyscale/B&W KO logo**
This reversed logo should be used on dark backgrounds and images in black and white or greyscale mediums, or when the primary logo is not clear enough for the design.
Logo options for silk-screening and embroidery

In smaller fabric applications and other low-resolution mediums, the fine details of the logo can become illegible. To prevent this, these alternate logos remove the small “EST.” letters from the design. If you have concerns or questions about proper reproduction of the logo in a certain medium, please contact Corporate Communications & Marketing.

Specific logos for embroidery and other small, fabric-based applications

Primary full colour embroidery logo

Alternate two-colour embroidery logo

Alternate greyscale/B&W embroidery logo

Primary full colour KO embroidery logo

Alternate two-colour KO embroidery logo

Alternate greyscale/B&W KO embroidery logo
**Logo use: what not to do**

Please take care to use the logo exactly as it has been provided by our official resources. These are some examples of what not to do with our logo.

<table>
<thead>
<tr>
<th>Logo example</th>
<th>What not to do</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Logo example" /></td>
<td>Do not separate or alter elements</td>
</tr>
<tr>
<td><img src="image2" alt="Logo example" /></td>
<td>Do not tint, shade or add transparency</td>
</tr>
<tr>
<td><img src="image3" alt="Logo example" /></td>
<td>Do not disproportionately resize or skew the logo</td>
</tr>
<tr>
<td><img src="image4" alt="Logo example" /></td>
<td>Do not change fonts</td>
</tr>
<tr>
<td><img src="image5" alt="Logo example" /></td>
<td>Do not add textures, shadows or effects</td>
</tr>
<tr>
<td><img src="image6" alt="Logo example" /></td>
<td>Do not use logos that knock out coloured backgrounds</td>
</tr>
<tr>
<td><img src="image7" alt="Logo example" /></td>
<td>Do not change colours</td>
</tr>
<tr>
<td><img src="image8" alt="Logo example" /></td>
<td>Do not angle the logo</td>
</tr>
<tr>
<td><img src="image9" alt="Logo example" /></td>
<td>Do not use low resolution file formats, or logos from second-hand sources</td>
</tr>
</tbody>
</table>

Our most up-to-date official logos can be found at occonnect.oldscollege.ca
It is important to clearly identify our presence in the community to generate effective brand recognition. All areas of the College are required to comply with our visual identity system. Specific brand extensions can represent schools, departments, programs, buildings, clubs or other parts of our organization.

The extension can be added to any of the color variations of our institutional logo. Please contact Corporate Communications & Marketing to request a specific brand extension logo.
The Olds College sub-brand is a linked entity of the College. These four divisions have a commercial or enterprise component and must follow all other Olds College brand guidelines, including use of typography, colour, etc.

In order to build a strong and recognizable identity, it is critical that we adopt consistent use of the Olds College institutional logo, brand extensions and sub-brands. For our students, staff, faculty, partners, donors, community and global friends this usage reinforces that our units work together for common goals.

Usage and development of sub-brands is overseen by Corporate Communications & Marketing.
Olds College is proud to work directly with our independently operated partners towards our shared vision. We recommend that our Olds College logo be used in conjunction with our joint venture partners’ logos to showcase our united appearance and enhance brand recognition. A few examples of our partnership logos are shown here.
Any college fundraising, student activity campaigns or annual events should use a designed graphic wordmark along with our institutional logo. This helps to leverage our identity for your activity or event and keep our brand consistent.

Event and campaign wordmarks must include the Olds College logo in all marketing material.

Usage and development of college event and campaign wordmarks are overseen by Corporate Communications & Marketing.
Our official colours give our brand character and communicate some of the emotional connection from our more than 100-year history.

Unless it creates legibility issues, body copy should use our official charcoal colour instead of black in order to help it stand out and give the brand a modern feel.

**GOLD**
Connects us to our rural roots, wheat and the sun.
- Pantone 124 C
- CMYK: 7 / 35 / 100 / 0
- RGB: 235 / 170 / 32

**BURGUNDY**
Shows our Canadian pride, passion and fire.
- Pantone 188 C
- CMYK: 33 / 92 / 74 / 38
- RGB: 122 / 35 / 46

**BLACK**
- Pantone Black C
- CMYK: 0 / 0 / 0 / 100
- RGB: 0 / 0 / 0

**CHARCOAL**
- Pantone 425 C
- CMYK: 0 / 0 / 0 / 80
- RGB: 88 / 89 / 91
The alternate colours are not part of the corporate brand and will change every few years to stay relevant for emerging design trends. These colour updates refresh our appearance and help us stay current for our audience.

Much like our programs, our faculty and our students, these colours are specifically chosen because they are unique and diverse. They complement each other but also stand on their own. They “pop” on white backgrounds and help to keep the brand fresh. They can be used for photo overlay colours and work with either charcoal or white copy.

This richer, brighter palette represents the dynamic, ever-evolving forward motion of both the industry and the Olds College brand.
A strong brand is created by consistent use of multiple design elements. This includes our brand personality, typography, use of icons and photography selection.

Consistent use of these elements allows us to maintain a unified design for the Olds College brand that is easily recognized by the public.

We strive to build an atmosphere of excitement around Olds College. We are as passionate about our students as they are about their education.

We want the public to feel the excitement we have for educating and training our future leaders to grow a better world.
Consistent use of the same typeface and font choices across all mediums is crucial for maintaining our brand. The public should always be able to recognize our official marketing materials.

Our typeface and fonts were selected to provide legibility at a variety of sizes and provide flexible options for different weights. The official Olds College typeface family is Helvetica Neue LT Std.

To convey a feeling of confident forward motion, headlines are set in Bold Condensed Italic (all caps), and subheads in Thin Italic.

Headlines should always be placed on white backgrounds or over an image with enough clear space behind it.

Regular Condensed should be used for body copy, and Bold for smaller subheads within body copy.

Depending on the design, there is some typeface flexibility for event posters and campaign pieces, but this exception should be limited to headlines only.
Clean, clear white space reduces noise and increases impact

Icon use

We were the first campus to offer education with a gamified app, and we are proud to be officially recognized as an Apple Certified campus. Our students are tech savvy and we want to appeal to their generation. Our icons highlight our technology efforts and enable our students to relate to the graphics they see every day. To ensure they support your message instead of overpowering it, we recommend that the icons are used at an average height of 30 pixels.

Use of icons provides a modern technology element
**Image style**

**Dynamic realism**
Olds College imagery should show tactile learning experiences in dynamic settings. Whenever possible, images should show activities out in the field instead of using typical classroom shots as this is key differentiator between Olds College and other schools.

Look for photos that convey a feeling of energy that adds to the impact of the layout. Do not use images that show downtime or anything that might imply boredom. Imagery should have a balanced contrast and not look flat or dull. In order to accurately depict our educational experience, try to find candid moments and avoid photos where people appear to be posing for the camera.

**Breakout angles**
When possible, use the angled frame style (shown throughout this guide) and clip out one of the main elements so it can “break boundaries” to reinforce the school’s progressive ideology. If the breakout style isn’t possible, use full-color or blending mode overlays on the image to echo the brand feel across different collateral.

**Colour overlays**
Our primary and secondary brand colours represent specific aspects of Olds College. These colours reinforce our brand and give the public a fresh view of the College. Using white type and colour overlays for underlying imagery helps to set us apart from traditional marketing materials.
The Olds College brand should be easily recognized across all traditional and digital marketing materials.

This recognition is most effectively achieved through consistent use of standard design elements and brand templates to create a unified brand.

Some of our branded templates include our stationery package, official documents, event pop-ups, advertising examples, merchandise guidelines, digital signage, and various online and website-specific options.
On top of providing important information to others, your business card is one of the first impressions of our brand. It is a reflection of your professionalism and an extension of our organization.

Our cards are made with quality to reflect the high calibre of our institution, education, staff, faculty and graduates. The design is made to make an impression, start conversations and help them get shared with others.

The corporate logo must be used on the front of the card without brand extensions, wordmarks or partnership logos. Sub-brand logos may be used on the back of the card if requested.

Visit occonnect.oldscollege.ca to order business cards.
Using consistent stationery templates is also part of how we promote professionalism and brand recognition for the College.

We are educators who value our students and our united purpose of producing high-value graduates. Our students, and what they will achieve after graduation, are one of the best reflections of our school. This is why we show them on every letter we send out into the world.
Envelope design, front and back

Folder example
EMAIL SIGNATURES

Using a consistent email signature is another important element of reinforcing our unified brand. It should always be included below your messages to identify your official role at Olds College. This validates your input in the conversation and connects you to the subject matter.

Like your business card, your email signature should follow the official format and not contain any added tag lines, quotes, colours, images or off-brand additions. As an exception, sub-brand logos can be added to the standard signature, but it must be accompanied by the Olds College logo.

To set up your email signature, including additions for sub-brands, please visit occonnect.oldscollege.ca, or contact Corporate Communications & Marketing for templates.
PRESENTATION TEMPLATES

Our branded PowerPoint templates ensure consistency in how we use logos, colours and images. It also creates a connection between your presentation and the rest of our brand personality.

Staff can access templates by visiting occonnect.oldscollege.ca.

THE VISION OF OLD COLLEGE

Olds College shall be the premier Canadian integrated learning and applied research community specializing in agriculture, horticulture, land and environmental management.

LEADING THE FUTURE

- Innovation
  - applied research partnerships to enhance rural economic development
  - areas of focus, including: environment, turfgrass, apparel, crops and horticulture
- Excellence
  - environment for learning, inquiry partnership and communication
  - supporting our students, our employees and our communities in the service of society
  - recognized for a variety of national and prestigious awards
- Future
  - programs will advance and adapt to meet the changing needs of industry and entrepreneurs
  - international reputation growth, spearheading projects in more than 30 countries

PowerPoint presentation template
EVENTS AND LARGE-SCALE DESIGN

Pop-ups and oversized promotional materials are available for tradeshows and other public events. Because of the distracting environment at many of these events, these materials are designed to quickly grab attention and reinforce the Olds College brand.

Please contact Corporate Communications & Marketing for assistance with these materials.
ADS AND MARKETING MATERIALS

Maintaining brand standards in ads and other marketing materials allows you to leverage our brand identity for faster recognition and better message retention from the viewer.

Please contact Corporate Communications & Marketing for assistance.

Current ad designs

Experience more: oldscollege.ca

Facebook: olds college  Twitter: @oldscollege  Instagram: olds.college
Clothing and other wearable items help us carry our school pride out into the world. To maintain brand consistency for promotional materials, please reference our logo standards on pages 14-19, along with the specific options for embroidery and other fabric-based mediums.

Please contact Corporate Communications & Marketing for assistance.

Merchandise designs: please note that logo elements should never be altered or separated
Digital Signage

Interior LCD Screens

The campus is outfitted with a network of screens that can share information on programs, student support services, campus news and events as part of a continuous presentation loop. To ensure consistent messaging, please use the templates available in the Revel System.

Please contact Corporate Communications & Marketing for assistance.

Exterior Digital Billboard

Our digital highway sign is maintained by Corporate Communications & Marketing. The sign’s primary purpose is to advertise College programs, events and key messages to the general public. Priority is given to content that promotes recruitment activities, programs and courses, public events hosted by Olds College, and our learning enterprise ventures for the Brewery, Meat Store, Greenhouse and others. Depending on the space available, Olds College partners may display event information if the event is taking place on campus.
WEBSITE
AND INTRANET

The oldscollege.ca website is one of our primary marketing and communication tools. As a public representation of both our brand and our purpose as an organization, its main purpose is recruitment. The website also provides an outlet to share stories, news and events with potential students, parents, current students, alumni, donors and the general public.

Since the site’s redesign in 2018, we have implemented a unified web editing protocol that ensures content is always up to date and correct. The new design is clean, concise and professional and provides easy access to information for our audience while reinforcing our brand.

Staff intranet

The dedicated site at oconnect.oldscollege.ca is our main resource for staff and faculty communication and contains all official information for Olds College employees.
BRAND AUDIENCE

Through use of traditional and social media, we can generate a positive brand dialogue with the majority of our external audience.

Strategic media use can enhance our image by delivering consistent messaging to create stronger brand interactions. Following our brand’s official media guidelines and procedures also ensures that the correct dialogue is received and distributed to our audience.

Consistent messaging helps to actively maintain our standing as a quality institution, while increasing awareness for our product offering and strengthening our established brand.
Corporate Communications & Marketing should always serve as the initial contact point for all media inquiries. This ensures that we effectively present ourselves in a professional manner that meets both College and media interests.

When media is on-site, a member from our Communications team must be present. If you are contacted directly by a reporter, please inform Communications immediately so they can assist you. Our team can help to maximize the opportunity by focusing on key messages, verifying information and helping to prevent any accidental misunderstandings.

All Olds College media releases, advisories, public service announcements and media events must be coordinated through Corporate Communications & Marketing. If you have a story that you would like to pitch to the media, please contact our Communications Department.
Olds College is committed to supporting the welfare of its students, faculty, staff and visitors. To provide guidance during an emergency, the College has created an Emergency Response Plan (ERP). Our Crisis Communications Policy supports this plan and provides direction on how communications should be conducted during an emergency or crisis.

Olds College is committed to providing timely, accurate and frequent messaging during an emergency or crisis. How we respond and communicate has a direct impact to our reputation and brand. We encourage you to review our Crisis Communication Policy online.

Our Olds College Alert App is designed to help students, faculty, staff and visitors stay informed and safe in the event of an emergency situation at Olds College. We strongly encourage you to download the OC Emergency App as soon as possible. Visit oldscollege.ca/student-life for download links and more information on campus safety.
We recognize the value of using social media to tell our story, engage in dialogue, measure public sentiment and strengthen our brand. Social media mentions and sentiment have a direct impact on our brand and the reputation of the College. The primary objective of our social media channels is to provide an instant, interactive way to share news and information about our programs and events with the public.

All moderated social media sites are managed by our Corporate Communications & Marketing Department. Please contact them directly if you wish to contribute any content to our social media feeds.

Please refer to our social media policy at oldscollege.ca for more information on social media use. For additional assistance, please contact Corporate Communications & Marketing.

Our current social media channels
Contact
Corporate Communications & Marketing
for brand assistance

communications@oldscollege.ca / 403.556.4760
Experience more: oldscollege.ca/communications