

Branding v 8.0

July 22, 2014

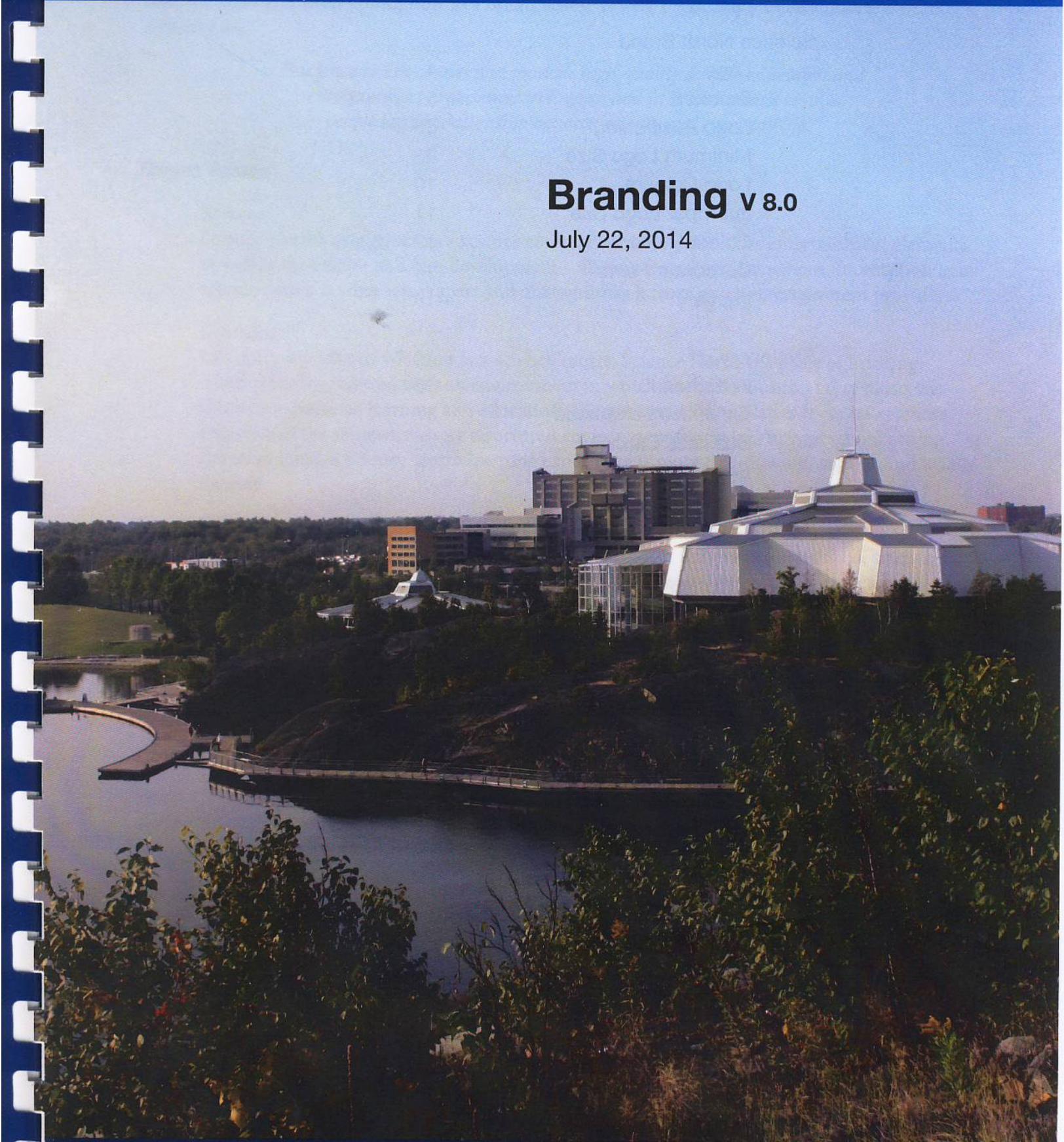


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Brand Mission

The brand mission can often be very similar to an organization's business or corporate. In this case, the latter is entirely appropriate as a brand vision as well, particularly in an 'endorsed' brand architecture.

"Science North creates and markets high-quality science education and entertainment experiences in English and in French which involve people in the relationship between science and everyday life."

Brand Values

Science:

Science North's origins are as a science centre. Everything else – the entertainment elements, as well as the exhibit and film development – all flow from its science focus. Its vocation as a science centre is what sets it apart and distinguishes it from other entertainment providers.

Learning:

Concurrently with its vocation as a science centre, Science North is a place of learning. Although often referred to as an environment in which science education takes place, the distinction between learning and education is important, with the latter (education) more reflective of the somewhat more structured environment found in a formal school setting. On the other hand, a Science North learning experience is more free-flowing, organic and visitor-focused.

Human:

As well, the human element is what makes Science North unique in the world of science centres. Well-trained, knowledgeable and engaging Bluecoats are central – and essential – to the delivery of its mandate, and the provision of memorable and stimulating visitor experiences.

This human element – with well-trained, knowledgeable and engaging staff – is also reflected in other facets of the organization, especially in sectors in which there is a high-level of staff-visitor interaction (main entrance, sales, ancillary operations, etc.).

Brand Personality

Science North is not an ivory tower-type of place. It is fun and engaging, its staff welcoming and approachable. This fun and engaging brand personality should be incorporated in all marketing communications promoting the Science North brand, both onsite and externally.

Brand Tone of Voice

When engaging with visitors, Science North staff are relaxed, yet confident. They are trusted sources of science information, particularly science staff. However, they are not intimidating 'know-it-alls' and regardless of visitors' existing level of science knowledge, all are treated with respect, and friendliness. This tone of voice should be reflected in all copy, whether in advertising or other forms of communication.

Science North Brand Visual Identity Guidelines

The Science North brand visual identity guidelines clearly outline how the various graphic elements representing the Science North brand should look, in all marketing communications. The visual identity will be adopted by all sectors of the Science North organization.

When appropriate, these guidelines should be shared with suppliers, partners and media, to ensure consistent use of the Science North brand elements.

Any exception to these guidelines must receive prior approval by the Science North Marketing Manager.

AGENCY STATUS

Science North's agency status along with registered charity should be included on all printed documents that are distributed to external audiences.

English documents:

Science North is an agency of the Government of Ontario and a registered charity #10796 2979 RR0001.

French documents:

Science Nord est une agence du gouvernement de l'Ontario et un organisme de bienfaisance enregistré sans but lucratif (n° 10796 2979 RR0001).

Bilingual documents:

Science North is an agency of the Government of Ontario and a registered charity #10796 2979 RR0001. Science Nord est une agence du gouvernement de l'Ontario et un organisme de bienfaisance enregistré sans but lucratif (n° 10796 2979 RR0001).

LOGO

The Science North logo is the primary brand identifier and should be used on all standard communications (advertising, presentations, signage, stationery, website). The current – and original – logo is iconic, and will not be modified in any way. It is composed of two graphic elements: the central Snowflake and the bilingual word signature. These elements exist as a single unit in fixed proportion and must never be altered.

The brand guidelines clearly identify how the logo should be depicted at all times, in all media. As well, the guidelines provide examples of how the logo should not be depicted or altered.

STRUCTURE

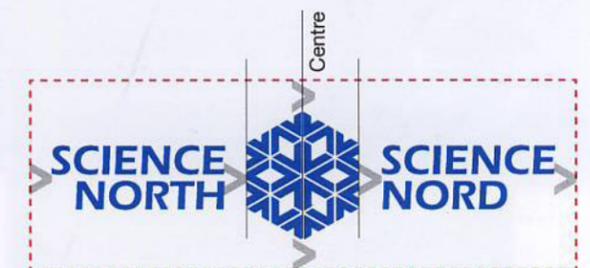
Both names – Science North and Science Nord – always appear on either side of the Snowflake, and are justified to the Snowflake. The Snowflake is always oriented with the points facing up and down, never resting on a flat side.

The word signature in the logo is always written in Eras Demi font.

The grid shown here indicates how the relationship between the Snowflake and the word signature is derived, with the distance between them being equal to the height or width of the Snowflake's '>'. The height of the '>' measures the top and bottom of the Snowflake and the width is used before, between and after the word signature.

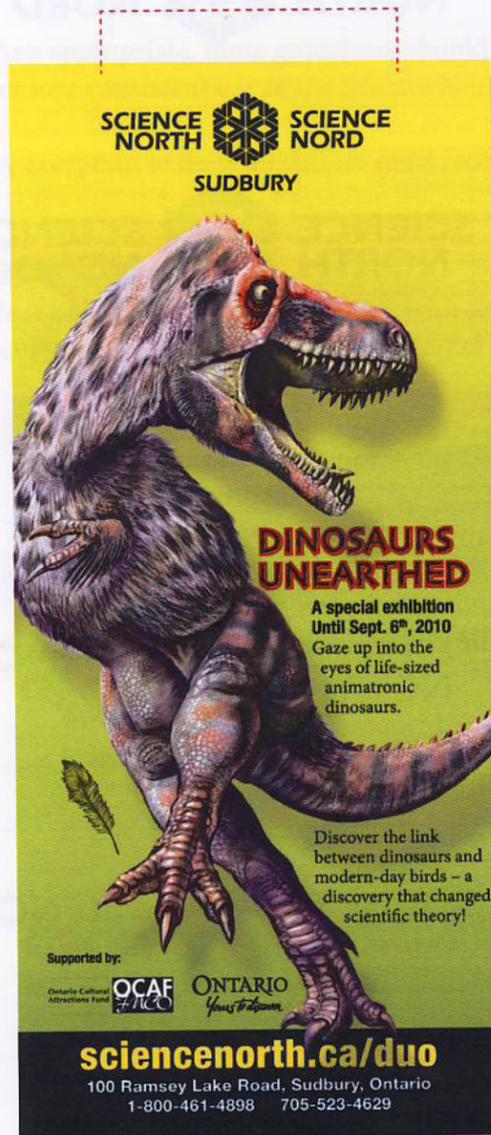
MINIMUM CLEAR SPACE

To give prominence to the Science North logo in all applications, a minimum amount of clear space must be maintained around it. No other graphic element, pattern or text may appear in this space. The minimum clear space is equal to half the width of the Snowflake, as shown in the diagram.

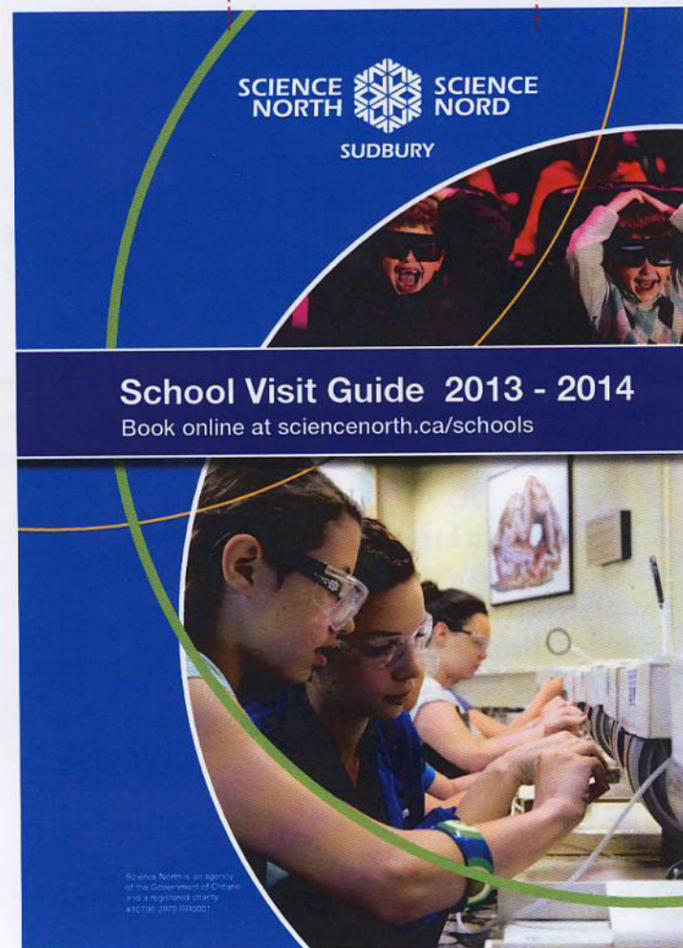


LOGO POSITIONING

In print applications such as advertising and outdoor, as well as online applications such as web banners, the Science North logo is always positioned at the top of the page.



Top centre
No smaller than 1/3 width of page

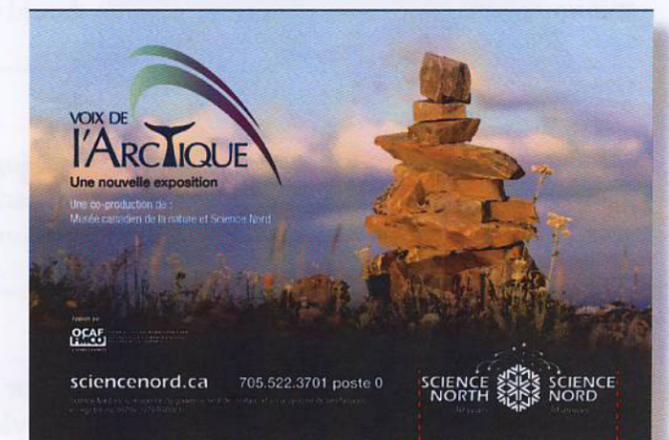
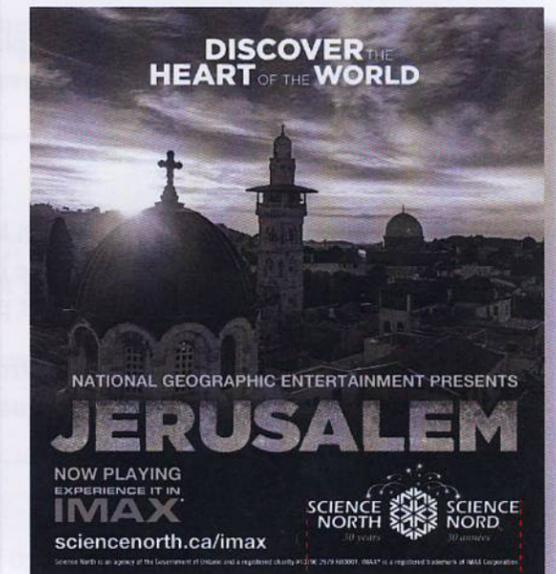


LOGO POSITIONING

In print applications such as advertising and outdoor, as well as online applications such as web banners, the Science North logo can always be positioned at the bottom right side of the page.



Bottom right
No smaller than 1/3 width of page



WEB ADDRESS

Science North's website is an extension of the brand and the URL is often placed under the logo. When the URL is used, it must always be presented as follows:

sciencenorth.ca

The address does not include "www" and the script is all in lowercase. The URL is always placed prominently at the bottom of each page.

Occasionally, the URL may be used in place of the logo, such as on billboards. The use of the URL in place of the logo is subject to the approval of the Marketing Manager.

PRINT

In print applications, the Science North logo is always positioned at the top of the page. For applications that are multiple pages, the logo should be positioned at the top of the title page and on the right side footer of each subsequent page.

The minimum size for the logo on the front page is 1/3 of the page width.
The minimum size for logos on subsequent pages is 40 mm.

PRESENTATIONS

In presentations, the Science North logo is always positioned prominently at the top of the title page and centred at the bottom of each subsequent page. Do not cover the logo with text or images. Effort should be made to use a standard Science North powerpoint background, which is available in First Class Conferences > References and Resources > Graphics & Logos > Powerpoint Resources.

PROPOSALS

Proposals should always take on the brand of the potential client, however the Science North logo should remain part of the proposal. On the front cover, the Science North logo should measure at least 20% of the page width. On subsequent pages, the logo should be in the footer of the proposal at a minimum size of 40 mm. All other proposals should follow the guidelines established for print (above).

WEB

On the Science North website, the Science North logo should be at the top of each page and the agency status should be located at the bottom of each page in the appropriate language. Content should follow the guidelines established for web content.

VIDEO

Videos created for use to promote Science North or demonstrate Science North activities should include the most current "video bumper" and should follow all guidelines established for video content.

ADVERTISING

Television: The Science North logo should be positioned at the end of each spot, whether a 30 second or 15 second commercial and appearing for a minimum of 2 seconds.

PRINT ADVERTISEMENTS

As with other print applications, the Science North logo must be positioned at the top of the page.

LANDING PAGES

Where a specific product is being promoted, such as IMAX or the Planetarium, the specific landing page should also be used (sciencenorth.ca/imax or sciencenorth.ca/planetarium).

MINIMUM LOGO SIZE

A minimum size restriction is enforced to ensure clarity and legibility. The standard Science North logo should not be applied at a size less than 40 mm wide.



Print:	x = 40 mm
Embroidery:	x = 89 mm
Embossing:	x = 89 mm
Etching:	x = 89 mm
Silkscreen - fabric:	x = 40 mm
Silkscreen - surface:	x = 40 mm
On screen:	x = 82 pixels



PROPER USE OF THE SCIENCE NORTH LOGO COLOURS:

The Science North logo is always used in a one-colour format, that is both elements (Snowflake and word signature) are always in the same colour.

The logo should appear in either of the following colours only:



Blue logo on white background only



Silver logo on white or black backgrounds only



Black logo on light-coloured background



White logo on black and dark-coloured backgrounds



LOGO: PROPER USE OF WEBSITE AND ADDRESS

When adding the website and address to the Science North logo, it should be as follows:



Logo with website



Logo with City



Logo with City, Province, Country



100 chemin Ramsey Lake Road, Sudbury, Ontario, P3E 5S9
(705) 522-3701 (705) 522-8551 fax / téléc. scienorth.ca

Logo with address



Logo with French website

IMPROPER USE OF THE SCIENCE NORTH LOGO:



NEVER change to logocript any parts of the logo



NEVER change to resize



NEVER skew logo



NEVER use different colours for the individual logo elements



NEVER allow text to encroach on the minimum clear space



NEVER allow images to encroach on the minimum clear space



NEVER rotate logo



NEVER use blue logo on coloured background



NEVER use silver logo on coloured backgrounds



NEVER outline logo



NEVER use colours other than in guidelines



NEVER switch the French and English logocript



NEVER use a drop shadow



NEVER use a bevel and Emboss



NEVER use an outer glow

IMPROPER

PROPER



Logo usage, in all applications should follow the general principles outlined in this guide. Exceptions to these guidelines must be approved by the Science North Marketing Manager.



Logo usage, in all applications should follow the general principles outlined in this guide. Exceptions to these guidelines must be approved by the Science North Marketing Manager.

COLOUR PALETTES

The primary colour palette will comprise the Science North Blue and Science North Silver.

The secondary colour palette complements Science North's primary colours, and add variety and visual interest to communications materials. The secondary palette allows a wide range of expression with a choice of bright and neutral colours. These colours can be used in all marketing materials, as well as onsite décor, and will be the only colours used in all Science North printed materials.


PMS 300
CMYK C100 M44 Y0 K0
RGB R0 G89 B154
HEX 00599a


PMS 877
CMYK C0 M0 Y0 K40
RGB R140 G142 B142
HEX 8c8e8e


PMS 108
CMYK C1 M12 Y100 K0
RGB R255 G216 B0
HEX ff8000


PMS 7408
CMYK C3 M31 Y96 K0
RGB R246 G181 B42
HEX f6b52a


PMS 021
CMYK C0 M79 Y100 K0
RGB R255 G91 B0
HEX ff5b00


PMS 188
CMYK C35 M82 Y63 K30
RGB R129 G58 B65
HEX 813a41


PMS 376
CMYK C51 M2 Y100 K0
RGB R140 G194 B41
HEX 8cc229


PMS 651
CMYK C36 M20 Y7 K4
RGB R163 G184 B210
HEX a3b8d2


PMS 2602
CMYK C55 M90 Y0 K0
RGB R136 G62 B152
HEX 883e98


PMS 654
CMYK C100 M84 Y34 K21
RGB R13 G57 B103
HEX 0d3967

COLOUR SHADES

Additionally, colours from the secondary palette can be used in various shades (20%, 40%, 60%, 80%) thereby providing yet a wider range of options.

Secondary colours also provide an effective tool for identification. They can be used to make navigation easier in digital media, or to identify a series of publications. No single colour, however, should be "owned" by a particular department or activity. All colours must remain available to everyone.



CORPORATE FONTS

Science North's corporate fonts are **Eras Demi**, which is the font used in the Science North logo, **Helvetica Neue** should be used for all headlines and titles, and **Minion Pro** should be used for body copy. These fonts are readily available for free download from the Web, in both Apple and PC formats.

WHERE TO FIND FONTS

Unlike the typefaces that came with your computer, Eras Demi, Helvetica Neue and Minion Pro can be purchased online. Helvetica is a standard font available on most computers.

Alternative fonts are Arial for headlines and titles and Times New Roman for body copy.

Typography

Eras Demi
(logoscript only)

Minion Pro
(for body copy)

Minion Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.;:?"!?

Minion Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.;:?"!?

Minion Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.;:?"!?

Helvetica Neue
(for headlines and small text)

Helvetica Neue Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.;:?"!?

Helvetica Neue Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.;:?"!?

Helvetica Neue Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.;:?"!?

Helvetica Neue Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.;:?"!?

Helvetica Neue Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.;:?"!?

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.;:?"!?

IMAGERY

Ideally, all photos will be 'true-to-life' depicting models in actual settings, as they interact with science communicators and each other; overly staged and 'forced' settings should be avoided. Effort should be made to capture facial expressions and visitors' 'fronts' (avoid focusing on backs).

Opportunities to showcase Science North icons (unique architecture at both Science North and Dynamic Earth, Bluecoats, Discovery Theatre, animals, etc.) should be incorporated into the imagery. As Science North appeals to a broad audience, effort should be made to capture a variety of ages and ethnicities.

When photographing visitors, be sure to obtain a signed photo release from the visitors/guardians. **This is required.** Forms can be obtained by contacting the Marketing Specialist for Media and Communications.



STATIONERY

For external communications, a prescribed format has been established. The presentation is distinctive and integrated with all other Science North standards.

Letterhead

SIZE
8.5" x 11"

TYPOGRAPHY
Masthead address:
10/13 point
Minion Pro Regular

BODY COPY
12/13.5 point
Minion Pro Regular

COLOUR
Logo:
Pantone 300
Line strokes:
Pantone 300
All typography:
Black

PAPER STOCK
White recycled

PRINTING METHOD
Offset Lithography

Logo 69 mm centered

13 mm

100 chemin Ramsey Lake Road, Sudbury, Ontario, P3E 5S9
(705) 522-3701 (705) 522-8551 fax / téléc. sciencenorth.ca

.75 point stroke

Date, Year

Name
Title and Division
Building
Street Address
City, Province, Postal Code

1/3 fold line

Salutations:

This letter illustrates the aligned left, ragged right typing format for executive size letterhead. Follow these directions to achieve a consistent letter presentation.

Establish a margin for the letter 1" from the left and 1" from the right edge of the sheet. Position the date 2 1/2" from the top edge of the sheet. Leave one line space between the date and the address information. Leave two line spaces after the last line of the address and place the salutation. After the salutation, leave one line space and start the body of the letter. Paragraphs are typed one space apart with no first-line indents. The typeface used on all correspondence is Minion Pro regular set 12/13.2 point.

The complimentary close ragged right. Maintain one line space between the body of the letter and the complimentary close. Allow five line spaces below the complimentary close for the typist's initials.

For subsequent pages, use a blank white.

Complimentary close,

.75 point stroke

9 mm

An agency of the Government of Ontario.
Une agence du gouvernement de l'Ontario.

Executive stationery is very similar to general letterhead only smaller in size with the additional of the executive name under the address in the centre of the masthead.

Executive Letterhead

SIZE
7" x 10"

TYPOGRAPHY
Masthead address:
10/13 point
Minion Pro Regular
Individual's title:
10/13 point
Minion Pro Bold Italic

BODY COPY
11/13.2 point
Minion Pro Regular

COLOUR
Logo:
Pantone 300
Individual's title:
Pantone 877
All other typography:
Black

PAPER STOCK
White Linen Recycled

PRINTING METHOD
Offset Lithography

Logo 55 mm centered

10 mm

SCIENCE NORTH SCIENCE NORD

100 chemin Ramsey Lake Road, Sudbury, Ontario, P3E 5S9
(705) 522-3701 (705) 522-8551 fax / téléc. sciencenorth.ca

.75 point stroke

Chief Executive Officer
Directeur général

Date, Year

Name
Title and Division
Building
Street Address
City, Province, Postal Code

Salutations:

This letter illustrates the aligned left, ragged right typing format for executive size letterhead. Follow these directions to achieve a consistent letter presentation.

Establish a margin for the letter 3/4" from the left and 3/4" from the right edge of the sheet. Position the date 2 1/4" from the top edge of the sheet. Leave one line space between the date and the address information. Leave two line spaces after the last line of the address and place the salutation. After the salutation, leave one line space and start the body of the letter. Paragraphs are typed one space apart with no first-line indents. The typeface used on all correspondence is Minion Pro regular set 12/13.2 point.

The complimentary close ragged right. Maintain one line space between the body of the letter and the complimentary close. Allow five line spaces below the complimentary close for the typist's initials.

For subsequent pages, use a blank white pages.

Complimentary close,

.75 point stroke

9 mm

An agency of the Government of Ontario.
Une agence du gouvernement de l'Ontario.

Business Card

SIZE
3.5" X 2"

TYPOGRAPHY

Address:
8/8 point Minion Pro Regular
Individual Name:
11/13.2 point Minion Pro Bold
Individual title & numbers:
8/8 point Minion Pro Regular
Agency Status:
6/7 point Minion Pro Regular

COLOURS

Logo & line stroke:
Pantone 300
All typography:
Black

PAPER STOCK

Recycled White Card matt finish

PRINTING METHOD

Quick print



Executive Business Card

SIZE
7" X 2" open
3.5" X 2" folded

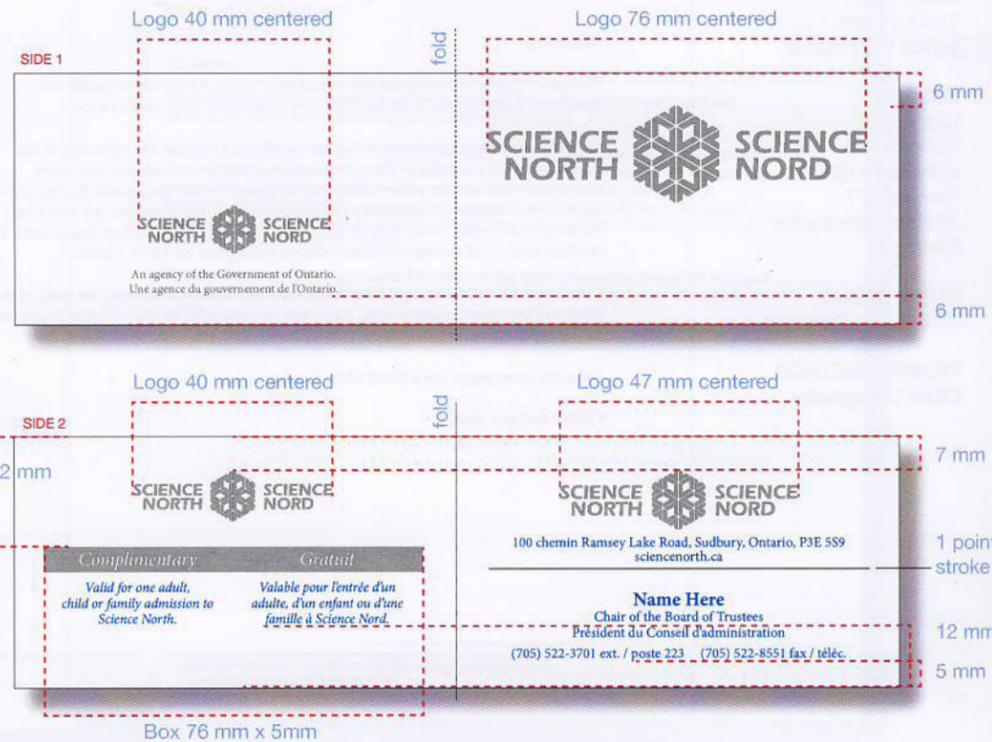
SIDE 1

TYPOGRAPHY
Agency Status:
7/8 point
Minion Pro Regular

COLOUR
All elements:
Pantone 877

PAPER STOCK
White Linen Recycled

PRINTING METHOD
Offset Lithography



SIDE 2

TYPOGRAPHY
Complimentary: 11/8 point Minion Pro Italic
Valid for: 8/9 point Minion Pro Italic
Address: 8/8 point Minion Pro Regular
Individual's name: 11/13.2 point Minion Pro Bold
Other information: 8/9 point Minion Pro Regular

COLOUR
Logos: Pantone 877
Box: White text on Pantone 877
All remaining text: Pantone 300

CEO Envelope

SIZE
7.5" X 4"

TYPOGRAPHY

Address:
9/10.8 point
Minion Pro Regular
Agency Status:
7/8 point
Minion Pro Regular

COLOURS

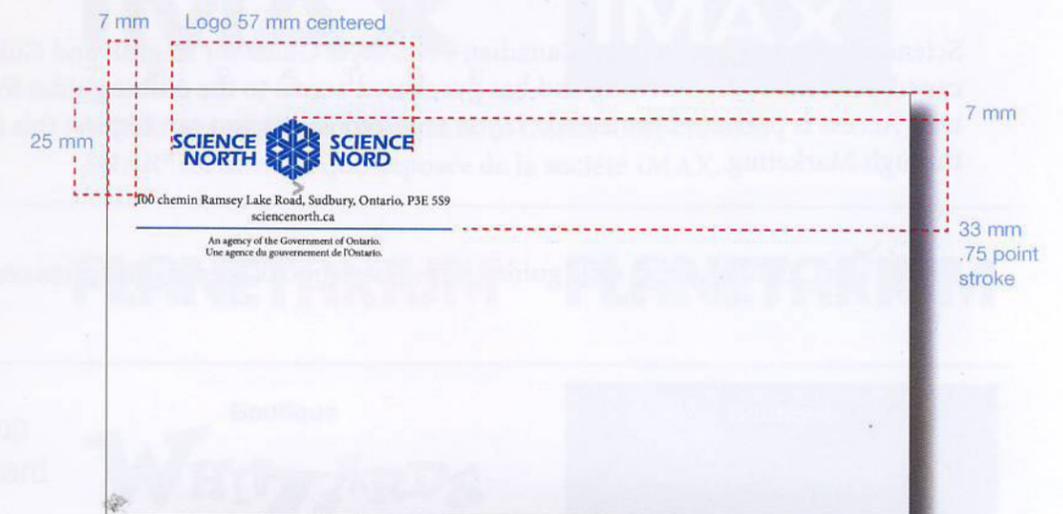
Logo & line stroke:
Pantone 300
All typography:
Black

PAPER STOCK

White Linen Recycled

PRINTING METHOD

Printing Press



Business Envelope

SIZE
9.5" X 4.23"

TYPOGRAPHY

Address:
9/10.8 point
Minion Pro Regular
Agency Status:
7/8 point
Minion Pro Regular

COLOURS

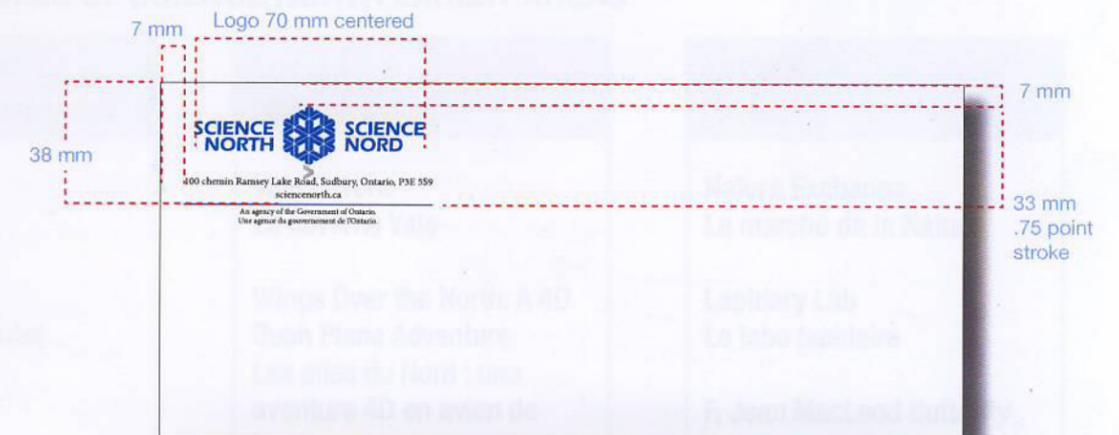
Logo & line stroke:
Pantone 300
All typography:
Black

PAPER STOCK

White recycled

PRINTING METHOD

Printing Press



WRITING STYLE GUIDE:

Science North has adopted the Canadian Press Style Guide for English and Guide de la presse canadienne for French writing and has purchased access to the online guides for organization-wide use. Access is password protected. If you require access you can request this from your manager or through Marketing.

Link to the Canadian Press style guide: <https://stylebooks.thecanadianpress.com/>

PROPER NAMES AND LOGOS OF SCIENCE NORTH ATTRACTION

IMAX® Theatre
La salle IMAX®



IMAX® is a registered trademark of IMAX Corporation.
IMAX® est une marque déposée de la société IMAX.

Planetarium
Planétarium



Whizards Gift Shop
La boutique Whizard



PROPER NAMES OF SCIENCE NORTH EXHIBIT AREAS

Science Centre Centre des sciences	Level 1 Niveau 1	Level 2 Niveau 2
Entrance Entré	Vale Cavern La caverne Vale	Nature Exchange Le marché de la Nature
Sales Centre Centre des ventes	Wings Over the North: A 4D Bush Plane Adventure Les ailes du Nord : une aventure 4D en avion de brousse	Lapidary Lab Le labo lapidaire
Café Boréal Café Boréal	TD Canada Trust Toddler's Treehouse L'arbre des bouts-de-choux TD Canada Trust	F. Jean MacLeod Butterfly Gallery La galerie des papillons F. Jean MacLeod
Special Exhibits Hall Grande salle d'exposition		
Sun Walk Le passage ensoleillé		
Laamanen Room La salle Laamanen		

**Level 3
Niveau 3**

Northern Ecosystems
Les écosystèmes du Nord

Discovery Theatre
Le théâtre de la découverte

Erosion Table
La table d'érosion

SO₂ Lab
Le Labo SO₂

Forest Lab
Les forêts

Northern Garden
Le jardin boréal

Wetlands Lab
Les terres humides

Lakes and Rivers Lab
Les lacs et les rivières

**Level 4
Niveau 4**

Fin Whale Skeleton
Le squelette de rorqual

The BodyZone
La zone du corps

Space Place
La place de l'espace

Tech Lab
Le Labo de technologie

Speed Park Racetrack
Piste de course Super
Speedway

FedNor CyberZone
La cyberzone de FedNor

Object Theatre
Théâtre d'objets

Between the Stars
Parmi les étoiles

Club Génome
Club Génome

Legends of the Great Lakes
Légendes des Grands Lacs

The Changing Climate Show
Le spectacle du climat en
évolution

**Geological Features
Caractéristiques
géologiques**

Tunnel
Le tunnel

Creighton Fault
La faille Creighton

Ramp
La rampe

Outdoor Exploration
Exploration en plein air

Polaris Boulevard
Le boulevard Polaris

The Northern Forest
La forêt boréale

Rusty Blakey
Commemorative Sculpture
La sculpture commémorative
Rusty Blakey

Jim Gordon Boardwalk
La promenade Jim Gordon

Lily Creek Boardwalk
La promenade de Lily Creek

Dynamic Earth Visual Identity Guidelines

PROPER USE OF THE DYNAMIC EARTH LOGO COLOURS:

The Dynamic Earth logo is always used in a two colour or black and white format.

The logo should appear in either of the following colours only:



Colour logo on white background



Black logo on white backgrounds



White logo on black backgrounds



Colour logo on light-coloured background only



Black logo on light coloured backgrounds only



White logo on dark coloured backgrounds only



Black and white logo on dark coloured backgrounds only



Colour logo on a black background only

AGENCY STATUS

Science North's agency status should be included on all printed documents that are distributed to external audiences.

English documents:

Science North is an agency of the Government of Ontario and a registered charity #10796 2979 RR0001. Dynamic Earth is a Science North attraction.

French documents:

Science Nord est une agence du gouvernement de l'Ontario et un organisme de bienfaisance enregistré sans but lucratif (n° 10796 2979 RR0001). Terre dynamique est une attraction de Science Nord.

Bilingual documents:

Science North is an agency of the Government of Ontario and a registered charity #10796 2979 RR0001. Dynamic Earth is a Science North attraction. Science Nord est une agence du gouvernement de l'Ontario et un organisme de bienfaisance enregistré sans but lucratif (n° 10796 2979 RR0001). Terre dynamique est une attraction de Science Nord.

LOGO: PROPER USE OF WEBSITE AND ADDRESS

When adding the website and address to the Dynamic Earth logo, it should be as follows:



Logo with website



Logo with City



Logo with City, Province, Country



Logo with French website

ADVERTISING

Television: The Dynamic Earth logo should be positioned at the end of each spot, whether a 30 second or 15 second commercial and appearing for a minimum of 2 seconds.

PRINT ADVERTISEMENTS

As with other print applications, the Dynamic Earth logo must be positioned at the top of the page.

ALTERNATIVE DYNAMIC EARTH LOGO FOR CLOTHING AND MURCHANDIZING



Colour logo on light-coloured background only



Black logo on light coloured backgrounds only

MINIMUM LOGO SIZE

A minimum size restriction is enforced to ensure clarity and legibility. The standard Dynamic Earth logo should not be applied at a size less than 40 mm wide.



X



Dynamic Earth Terre dynamique
Home of the Big Nickel | Site du Big Nickel

X

Print:	x = 40 mm
Embroidery:	x = 89 mm
Embossing:	x = 89 mm
Etching:	x = 89 mm
Silkscreen - fabric:	x = 40 mm
Silkscreen - surface:	x = 40 mm
On screen:	x = 82 pixels

IMPROPER USE OF THE DYNAMIC EARTH LOGO:



NEVER change to logoscript any parts of the logo



NEVER use different colours for the individual logo elements



NEVER rotate logo



NEVER outline logo



NEVER use a drop shadow



NEVER resize any part of the logo



NEVER allow text to encroach on the minimum clear space



NEVER use Black logo on a coloured background that will bend colours



NEVER use colours other than in guidelines



NEVER use a bevel and Emboss



NEVER skew logo



NEVER allow images to encroach on the minimum clear space



NEVER use the color logo on the same or coloured background

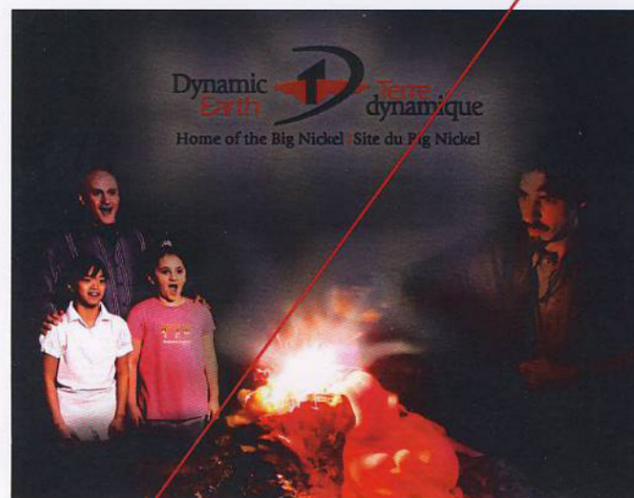


NEVER switch the French and English logoscript



NEVER use an outer glow

IMPROPER



PROPER



Logo usage, in all applications should follow the general principles outlined in this guide. Exceptions to these guidelines must be approved by the Science North Marketing Manager.

COLOUR PALETTES

The primary colour palette will comprise the Dynamic Earth orange and the Dynamic Earth black.



PMS	1525
CMYK	C100 M44 Y0 K0
RGB	R0 G89 B154
HEX	00599a



PMS	BLACK SOLID
CMYK	C0 M0 Y0 K100
RGB	R35 G31 B32
HEX	231f20

The secondary colour palette complements Dynamic Earth's primary colours, and add variety and visual interest to communications materials. The secondary palette allows a wide range of expression with a choice of bright and neutral colours. These colours can be used in all marketing materials, as well as onsite décor, and will be the only colours used in all Dynamic Earth printed materials.



PMS	377
CMYK	C58 M23 Y100 K5
RGB	R120 G152 B35
HEX	789823



PMS	374
CMYK	C28 M0 Y72 K0
RGB	R192 G231 B109
HEX	c0e76d



PMS	660
CMYK	C75 M48 Y0 K0
RGB	R69 G122 B193
HEX	457ac1



PMS	658
CMYK	C31 M15 Y1 K0
RGB	R172 G196 B228
HEX	acc4e4



PMS	130
CMYK	C2 M31 Y95 K0
RGB	R247 G181 B43
HEX	f7b52b



PMS	127
CMYK	C5 M8 Y65 K0
RGB	R244 G223 B119
HEX	f4df77



PMS	2613
CMYK	C65 M89 Y20 K5
RGB	R113 G62 B126
HEX	713e7e



PMS	2563
CMYK	C16 M33 Y0 K0
RGB	R210 G175 B220
HEX	d2afdc



PMS	432
CMYK	C70 M57 Y50 K29
RGB	R76 G84 B91
HEX	4c5456



PMS	430
CMYK	C50 M38 Y35 K2
RGB	R135 G143 B148
HEX	878f94



PMS	5477
CMYK	C69 M46 Y54 K21
RGB	R83 G104 B101
HEX	536865



PMS	159
CMYK	C15 M71 Y94 K3
RGB	R203 G101 B48
HEX	cb6530

COLOUR SHADES

Additionally, colours from the secondary palette can be used in various shades (20%, 40%, 60%, 80%) thereby providing yet a wider range of options.

Secondary colours also provide an effective tool for identification. They can be used to make navigation easier in digital media, or to identify a series of publications. No single colour, however, should be "owned" by a particular department or activity. All colour must remain available to everyone.

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CORPORATE FONTS

Dynamic Earth's corporate fonts are **Eras Demi** and **Giovanni Bold**, which are the fonts used in the Dynamic Earth logo, **Helvetica Neue** should be used for all headlines and titles, and **Optima** should be used for body copy. These fonts are readily available for free download from the Web, in both Apple and PC formats.

WHERE TO FIND FONTS

Unlike the typefaces that came with your computer, Helvetica Neue and Optima can be downloaded for free from this site:

Typography

Eras Demi
(logoscript only)

Giovanni Bold
(logoscript only)

Optima
(for body copy)

Optima Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.,:;!?"

Optima Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.,:;!?"

Optima Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.,:;!?"

Helvetica Neue
(for headlines and small text)

Helvetica Neue Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.,:;!?"

Helvetica Neue Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.,:;!?"

Helvetica Neue Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.,:;!?"

Helvetica Neue Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.,:;!?"

Helvetica Neue Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.,:;!?"

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.,:;!?"

PROPER NAMES OF DYNAMIC EARTH EXHIBIT AREAS

Upper Level Niveau supérieur	Lower Level Niveau inférieur	Outdoor Exploration Attractions en plein air
MacLean Engineering Gallery La Galerie MacLean Engineering	Vale Chasm Le Chasme Vale	The Famous Big Nickel Le Big Nickel
Atlas Copco Theatre Le Théâtre Atlas Copco	Underground Tour Les visites souterraines	Playground Le terrain de jeux
Live Science Show Spectacle scientifique en direct	MacLeod Rock Gallery La galerie géologique MacLeod	Donor Plaza Donateur Plaza
Earth Gallery La galerie Terre	Xstrata Nickel Gallery Histoires de la Ville du nickel	Stepping Stone Campaign Campagne de Pierre de Progression
Rockhound Lab Le Coin des Cailloux	Nickel City Stories La Galerie Xstrata Nickel	
Ontario Rocks! Ontario et ses roches!	Gold Panning Le lavage de sable aurifère	
Floating Granite Globe Le globe flottant en granit		

Web and Video Standards

POST REQUIREMENTS

What every post should have:

- **Title** – It should be both descriptive and compelling. If it's part of a series, it should include "Part # of #"
- **Summary** – A 100 word description of the full post
- Full post text content and/or video
- **Keywords/tags/categories** – There will be a pool to start with but feel free to come up with your own
- **Author**

WEB CAMS

Science North will install web cams in various places at different times of the year to highlight specific exhibits. When the web cams are moved, the location label should change to represent the location. Since web cams can be linked from anywhere, it's important that the location be labeled appropriately.

Science North view of [location]. [Date & Time] visit sciencenorth.ca/coolscience

E.G.: The following should be titled

Science North view of Ramsey Lake 2010-06-30 04:06 54 PM visit sciencenorth.ca/coolscience

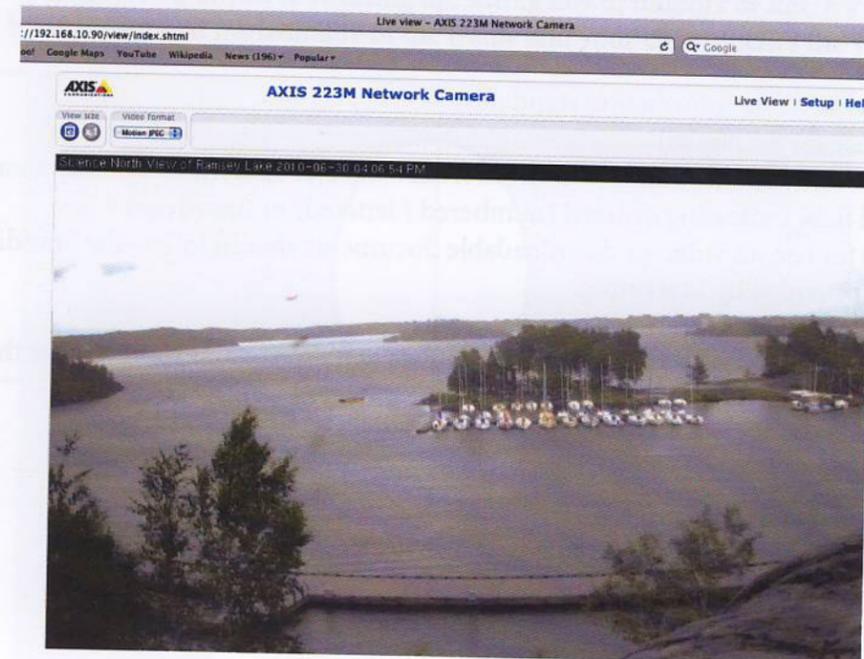
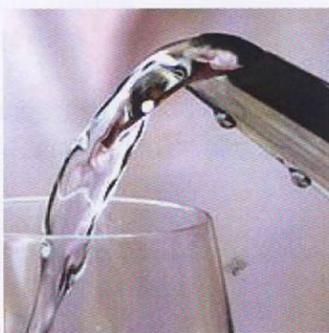


PHOTO REQUIREMENTS

- **Size** – 72dpi, ~800x600px wide. We don't want pictures that are too big or too small.
- **Caption** – no more than 140 characters
- **Alt text** – This is very important. Unlike your caption (which can have context to the post), this should describe what's in the picture. Your caption and your alt text may be the same in some cases.



E.G.:

Caption: Fluoridation does not affect the appearance, taste or smell of drinking water.

Alt text: Clear water pours from a spout.

- **Photo credits** – all Science North photos should be credited on the photo as follows:
© Science North. Visit sciencenorth.ca/coolscience

Font styles – will be set by the template, however you should indicate the following within your text post:

- Subtitles
- Bold (use to make information stand out)
- Italics (use for emphasis)
- Quotes – information that is referenced from someone or something other than you.
- Bulleted lists, indicating ordered (numbered / lettered) or unordered

Font styles for use on video or downloadable documents should follow the branding guidelines provided by Marketing.

Minimum and maximum font sizes – The web template will dictate font sizes, but for the font size on video, it should be no larger than 1/3 of the screen.

VIDEO REQUIREMENTS

Video dimensions – Preferred size is 1080p; minimum size 720p; use HD wherever possible.

Colours – use same colour palette as provided in branding document. If in doubt about the appropriateness of colour combinations, please consult Web Editor and/or Graphics.

Effects – minimal effects applied to text. Caption template will be provided by Web Editor. If scrolling is necessary, scroll text from bottom to top or from right to left. Use white text on a black field for any scrolling text.

Bumpers for video – Start: Animated intro to be developed, following brand standards and no longer than 3 seconds

End: use modified spinning snowflake bumper with sound or silent. Should say sciencenorth.ca

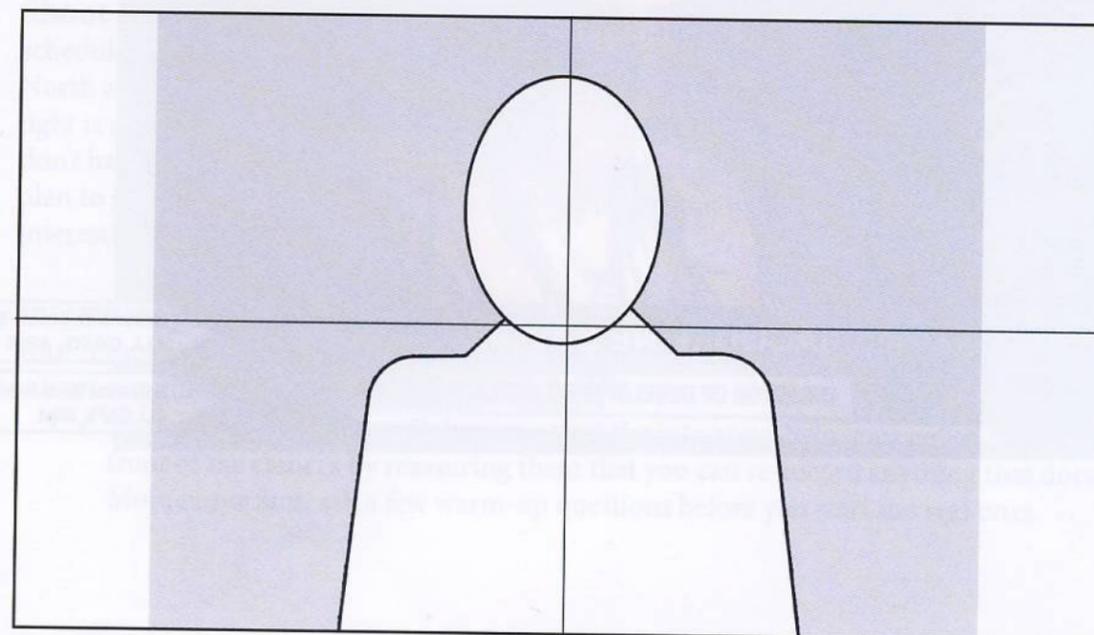
Transitions – in order of preference:

- Straight cuts (no transition)
- Dissolves (no more than 3 sec)
- Fade in from black (no more than 3 sec)
- Fade out to black (no more than 3 sec)

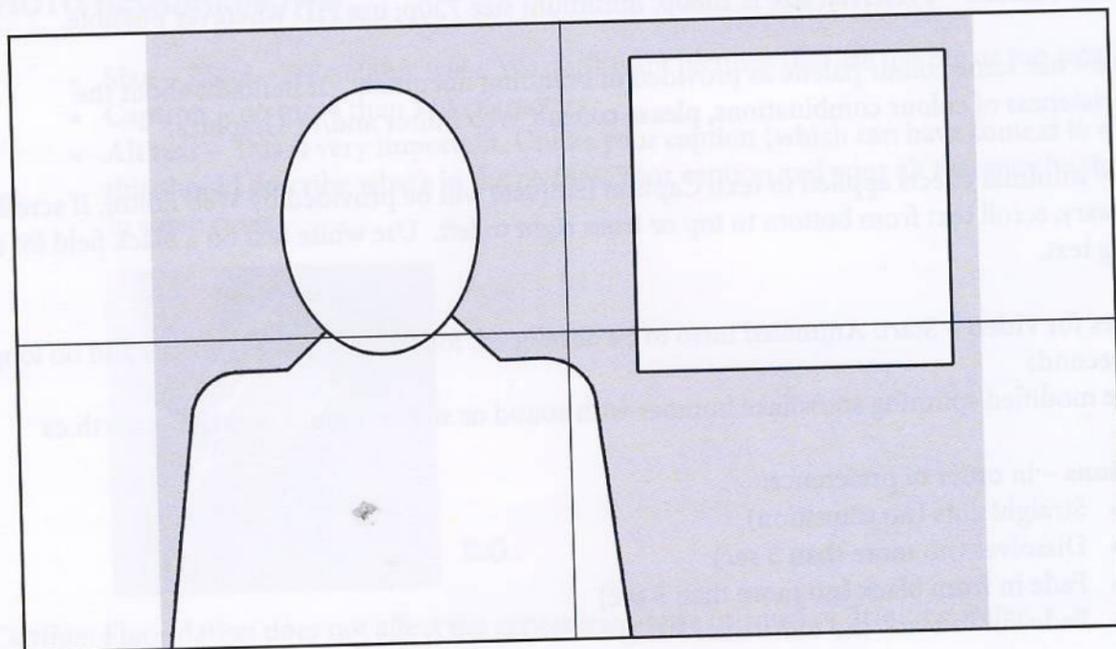
Music library – Reem to put together approved music library. Any other music must be approved by Reem before use.

VIDEO GUIDELINES

On-camera host. Whether you're standing up, sitting down, indoors or out, try to frame yourself so that your body is centered horizontally in the frame and your chin touches the vertical centre line:



On-camera host with inset. Your body should be left of centre, with your chin still touching the vertical centre line. The inset image should appear in the upper-right quadrant. Note that everything can still be contained in a 4:3 ratio (grey background)



Caption overlay. The following will be provided by Marketing/Web Editor. Do not modify fonts or colours. Font sizing is suggested based on a 720p video.



ADVICE ON CREATING VIDEO

Prepare an informed consent waiver. Everyone in your video that is recognizable needs to have a signed waiver. Anyone under the age of 18 needs to have his/her waiver signed by a parent or guardian. Science North has an approved release form available on [First Class under Conferences > Reference and Resources > SN Forms > Standard photo-release form](#)

Put your hands on a camera. Cameras can be checked out from SPU. Get your camera out and practice holding the camera steady.

Take care of your equipment. Dust, moisture on the lens will make even the best video cameras shoot poor video. Use non-abrasive lens wipes to keep your lens clean. Take special care to lightly moisten your lens with tap water before wiping clean.

Get a tripod that fits your camera. Handheld video is very difficult for most people to watch. Whenever possible, use the tripod to ensure a steady camera. Tripods also make a one-person video shoot much easier to manage.

Keep a Video Log or Journal. Include things like ideas for future video recording, records of video shot, sample interview questions, informed consent forms. You may also want to have an inventory of your video equipment and a sign out process for keeping track of where and when cameras are used. Focus on stories that would best be told with video. Make notes on what worked and what you'd like to do better next time.

Schedule video shoots. Make a list of the events and projects that you are involved in throughout the year, and put them on your calendar. Bring your camera and shoot video.

Shoot B-Roll throughout the year. Preplan the video you want to share with your guests and schedule outings to capture B-roll. Plan for events, school visits and special activities. Do Science North and Dynamic Earth have a special sparkle and shine at certain times of the day because the light is right – make a plan to shoot it. Walk the floors; shoot a slow pan across the horizon. You don't have to have a plan how you will use the video while shooting it, but you do have to make a plan to get B-roll. B-roll video can be used to enhance an interview or make any video subject more interesting.

Interview your team on camera. Just encourage people to smile and be themselves. Invite your most engaging, outgoing, animated staff to share a story on camera. When conducting interviews, consider the following:

- Always “warm up” first. Before you start the interview, help your colleagues feel relaxed in front of the camera by reassuring them that you can re-record anything that doesn't work. More important, ask a few warm-up questions before you start the real ones.

- Don't comment during the answers and after the end of each answer, wait a second before you ask the next. If you need to show interest, just nod your head. If you overlap your voice with the interviewee, then editing the recording will be much harder.
- Before you do the first two, always start the camera recording and just leave it recording until you are done. You can delete the warm-up segment later. Don't keep stopping and starting as this is distracting for both of you. Worse still, there's a risk that you will forget, and just when you think you have captured a perfect interview you'll discover that the camcorder is still on STANDBY!

Focus on quality sound first, then worry about the video. Poor sound quality will make your video unwatchable. If it's a windy day, find shelter. If shooting an interview, be sure others know what you are up to so that there isn't nearby distracting conversation or off camera sounds that will be distracting. If off camera audio interferes with your interview, stop and start over! It is always easier to record it again, than to try to fix poor audio in the production/editing process. We have wireless microphones, and we will be acquiring a boom mic and even a separate digital audio recorder to ensure we will get great sound.

Get video off your camera and onto a computer as soon as you shoot it. Keep your videos well organized and labeled so you will be able to find and use the raw video when you want to use it.

You are the director. Give video team members direction. Clearly describe the content you want and review the videos that are shot with your team. Help them understand your vision. Encourage shooting multiple takes. Prepare a shot list before you shoot to help you visualize the final product.

EDITING AND PRODUCING VIDEO

Editing and Producing Video is perhaps the most challenging aspect of getting great video online for your tourism business. It can be made a whole lot less challenging by doing things as efficiently and with high quality when shooting video. The fewer edits you need to make, the faster your video production will be.

How long should my finished videos be?

If you speak to most people who watch videos online, shorter is better. Once you have edited your video and you think you have a finished story, go back and trim even more content. If you have edited a very good 5 minute video, chances are you will have a great 3 minute video if you trim back the content even more. Think of video production as much like making maple syrup. In the forest we start with 33 gallons of sap and distill that down to just one gallon of syrup. We could stop boiling sooner and we'd have more sweet liquid for folks, but most people prefer a smaller amount of a better product.

How much video does it take to make a great three minute video?

In general, the more video you start with, the better the finished 3 minute video will be. Sometimes, a video can be very good, with very little editing. In general, you'll only use about 10-20% of the actual raw video you shoot in a great three minute video. That means 15-30 minutes of video captured on your camera and loaded into your computer produces three minutes of finished video.

How long does it take to edit video?

For starters, plan on spending one – two hours of editing for each minute of finished video.

How do I make the best use of space on my computer? What about backup copies?

Once you've shot your video, copy all files from the camera to both your computer and the central back-up server. Raw videos should be archived by date and subject. Once you've completed editing your video, copy your final video to the central back-up server and delete the raw video files from your local computer. Your final video file should be named according the subject and the date, e.g. Butterflies_June-10-2010.mov

Where do I get music to add to my videos?

Please be sure to check Science North's music library first. If you can't find what you need, here are some suggestions. Always check with the Web Editor as to whether or not the music you select fits the Science North Brand!

The easiest, least expensive and legal way to add free music to your videos is by using CreativeCommons licensed tunes from Jamendo. The music on the site is royalty-free, meaning you pay nothing to download and use these tunes in your videos.

Is it OK to add music from my commercial music collection to videos I make?

NO. Never. Seriously. Never.