



**VERNA J. KIRKNESS
EDUCATION FOUNDATION**

Brand Guidelines.

“Our mission is to increase the number of Indigenous students graduating from pure and applied science, engineering and mathematics programs in Canada.”

Verna J. Kirkness Education Foundation
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“Increasing the number of Indigenous students graduating from science and engineering programs in Canada.”

Content.

“

I now know I wouldn't want to work in a lab but I am still interested in the sciences. I am very capable of graduating and going to post-secondary school. It will be hard but I can do it. I loved this program and it was a great opportunity. I would do it again if I could.”

— *Trina, Baker Lake, Nunavut*
VJKF Student participant

“

I have learned more in a few hours than I have in 4 years in high school science.”

— *Derek, Cranberry Portage, Manitoba*
VJKF Student participant

Brand Guidelines Content.

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“Increasing the number of Indigenous students graduating from science and engineering programs in Canada.”

“

I attended the Kirkness program in 2018, since the program I have graduated high school and I’m now attending the University of British Columbia. I am going into my second year of Kinesiology in the Fall. I’m a Terry Fox Humanitarian Award recipient and UBC Presidential Scholar. I plan to have a career in medicine. I’m interested in being involved in an ambassador program and being an ambassador for the Kirkness Foundation.”

— *Victoria McMahon,*
VJKF Student Ambassador

Intro.

OUR FOUNDATION'S MANDATE & MISSION

The Verna J. Kirkness Education Foundation Program addresses the under-representation of Indigenous (First Nations, Métis, and Inuit) students at Canadian Universities by offering scholarships to Indigenous grade eleven students to spend one week in a campus research laboratory. During the week students meet role models, learn about support systems on campus and experience the excitement of doing research.

Our mission is to increase the number of Indigenous students graduating from Science and Engineering Programs in Canada. The VJKF Program develops motivated role models who foster the importance of graduating from high school and obtaining a postsecondary education.



Verna J. Kirkness

Dr. Verna J. Kirkness is a member of the Fisher River Cree Nation in Manitoba. She is a lifelong advocate of Indigenous Education and has created many learning opportunities for Indigenous people at all levels. Her work to extend new programs, access and support services, and cultural enrichment have been the foundation on which scholars have continued to build.

Verna J. Kirkness
Honourary Board Chair,
Verna J. Kirkness Education Foundation



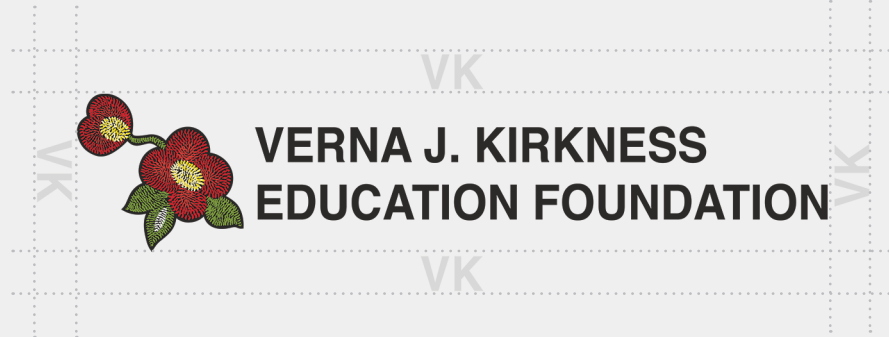
“Increasing the number of Indigenous students graduating from science and engineering programs in Canada.”

Logotype.

Main Logo Style.

Our “Main Logo Style” is our preferred logo over the compact version. Please use this logo style whenever space permits. This guide provides the required spacing around our logo and notes on which logo versions are approved for the various coloured backgrounds users may encounter.

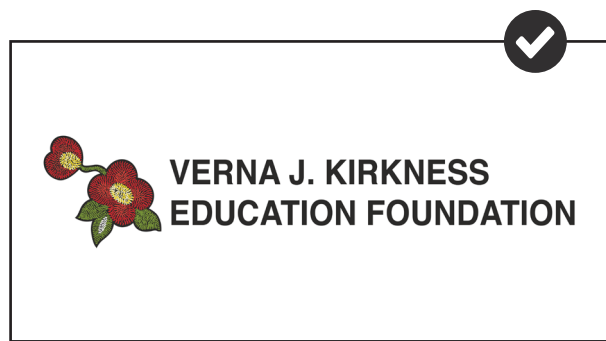
Required spacing around logo.



Logo Options.

Option One.

This is our preferred logo on white or light coloured backgrounds.



Option Two.

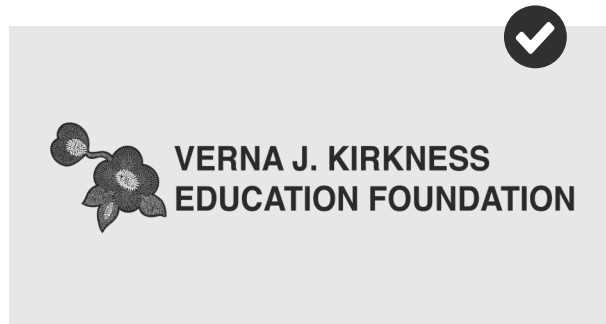
This is our preferred logo on black or dark coloured backgrounds.



Option Three.

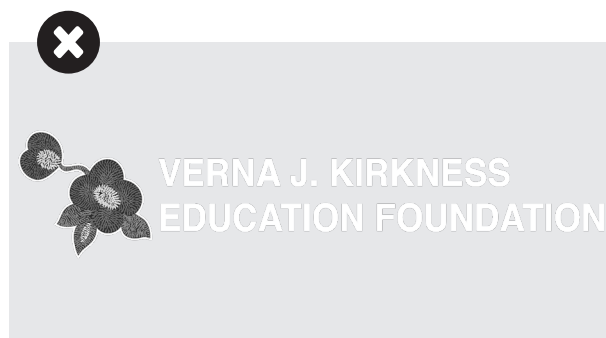
For black and white publications our preferred logos are our grayscale logos.

Our grayscale logo with black lettering should be used on white or light backgrounds, and our grayscale logo with white lettering should be used on black or dark backgrounds.



Incorrect Usage.

- Inadequate space given around logo.
- Our white text logo is only permitted on black or dark coloured backgrounds.





Compact Logotype.

Compact Logo Style.

When space is limited or if a more compact logo is required for the publication space, then our compact logo may be used.

Required spacing around logo.



Compact Logo Style.

Option One.

This is our preferred logo on white or light coloured backgrounds when space is limited.



Option Two.

This is our preferred logo on black or dark coloured backgrounds when space is limited.



Option Three.

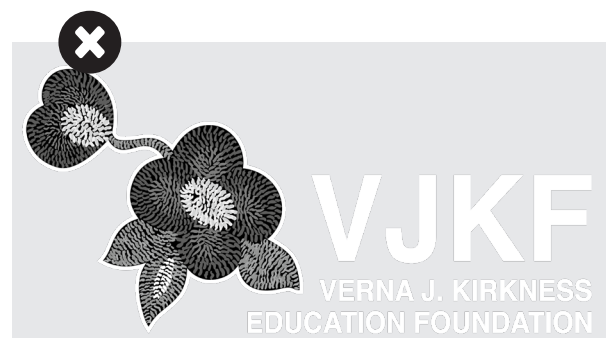
For black and white publications our preferred logos are our grayscale logos when space is limited.

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Incorrect Usage.

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“Increasing the number of Indigenous students graduating from science and engineering programs in Canada.”

Typography.

Helvetica Neue Primary Typeface Weights

AaBbCc

Regular.

AaBbCcDdEeFfGgHhIiJjKLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Italic.

*AaBbCcDdEeFfGgHhIiJjKLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")*

Bold.

**AaBbCcDdEeFfGgHhIiJjLIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")**

Athelas
Secondary Typeface Weights

AaBbCcDdEeFfGg
HhIiOo123456789
(+;%@*)

Regular.

AaBbCcDdEeFfGgHhIiJjKlLmMnNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,;:_*)

Italic.

*AaBbCcDdEeFfGgHhIiJjKlLmMnNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,;:_*)*

Bold.

**AaBbCcDdEeFfGgHhIiJjKlLmMnNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,;:_*)**

“ The mission
of the Verna J.
Kirkness Education
Foundation is to
increase the number
of Indigenous
students graduating
from pure and
applied science,
engineering and
mathematics
programs in Canada.”

Verna J. Kirkness Education Foundation
Foundation Mission Statement

Context Text and Headlines

Regular.

This is our preferred font for the main body text within a document.

Italic.

When italics are called for in communications, this is our preferred text.

Bold.

Headlines and titles of documents should be in bold font.

Typeface Weights

Regular Font 60 Pt.

The Lazy Dog

Regular Font 48 Pt.

The Lazy Dog

Regular Font 36 Pt.

The Lazy Dog

Regular Font 24 Pt.

The Lazy Dog



The Colours.

Colour Palette.

Main Colour System

These beautiful, bold colour palettes are the foundation colours that are embroidered in the stitches of our floral logo.

Color 1



Color 69 / 64 / 64 / 66
Color 43/ 42/ 41
Color #2B2A29

Color 4



Color 55/ 22/ 100/ 3
Color 129/ 158/ 57
Color #829F39

Color 2



Color 14 / 97 / 89 / 4
Color 202 / 42 / 49
Color #CA2A31

Color 5



Color 43/ 35/ 36/ 1
Color 130/ 159/ 57
Color #989898

Color 3



Color 6 / 4/ 34 / 0
Color 241/ 233/ 182
Color #F1E9B6

Color 6

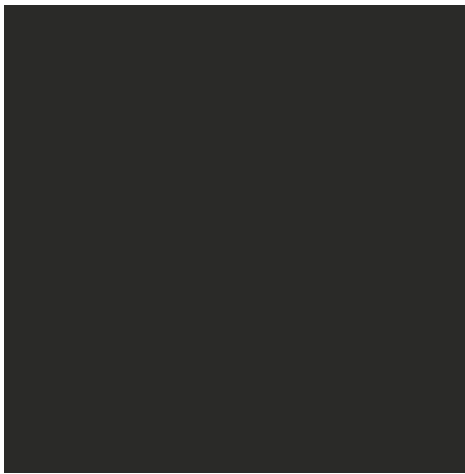


Color 14/ 11/ 11/0
Color 216/ 216/ 216
Color #D8D8D8

BOLD Colour Palette.

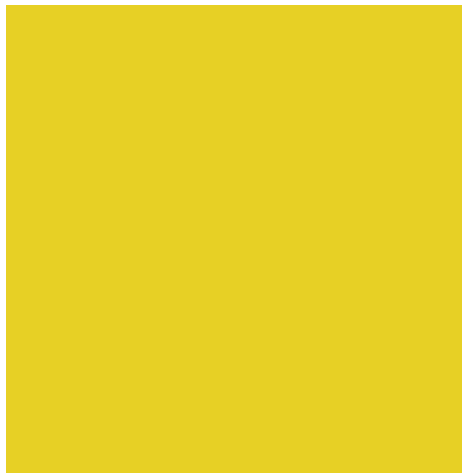
Secondary Colour System

Color 1



Color 69/ 64/ 64/ 66 Color 43/42/41
Color #2B2A29

Color 2



Color 11/ 12/ 96/ 0 Color 232/ 83/ 91
Color #E8D027

Color 3



Color 9/ 89/ 83/ 1 Color 218/ 67/ 59
Color #DB423B

Color 4



Color 55/ 22/ 100/ 3 Color 129/ 158/ 57
Color #75923B

