

Science  
Atlantic  Atlantique

**Style Guide**

September 2011

# Messaging

## Organization name

Science Atlantic/Science Atlantique (SA)

## Mission

### English:

The mission of Science Atlantic is to advance post-secondary science education and research in Atlantic Canada by:

- providing opportunities that foster and enrich students;
- supporting and inspiring researchers and educators; and,
- using our collective voice to address important regional science issues.

### Français:

Science Atlantique a pour mission de faire progresser les sciences et la recherche de niveau postsecondaire au Canada atlantique :

- en proposant des occasions profitables et enrichissantes aux étudiants ;
- en appuyant et inspirant les chercheurs et formateurs ; et
- en se servant de notre voix commune pour parler des grandes questions scientifiques régionales.

## Tagline

**English:** connecting science education and research

**Français:** le lien entre l'enseignement des sciences et la recherche



## Summary Description

### English:

Science Atlantic (formerly the Atlantic Provinces Council on the Sciences or APICS) is a charitable organization representing 17 post-secondary and research institutes in Atlantic Canada. We have been providing networking and conference opportunities for undergraduate science students and faculty in the Atlantic region since 1962. Activities include nine annual academic conferences in different science disciplines, lecture tours by notable scientists, awards recognizing research and science communication skills, travel assistance for students to attend conferences, and workshops for faculty.

### Français:

Science Atlantique (anciennement le Conseil des provinces atlantiques pour les sciences ou CIPAS) est un organisme de bienfaisance représentant 17 établissements de recherche et d'enseignement postsecondaire. L'organisme propose des possibilités de réseautage et de conférences aux étudiants de premier cycle en sciences et aux membres du corps professoral de la région de l'Atlantique depuis 1962. Il offre entre autres neuf conférences théoriques annuelles dans différents domaines et disciplines scientifiques, des tournées de conférences données par d'éminents scientifiques, des prix reconnaissant les compétences en communication scientifique, de l'aide aux déplacements d'étudiants qui assistent à des conférences, ainsi que des ateliers pour les membres du corps professoral.

## Key elements of the organization

- science education
- science research
- students
- educators
- researchers
- student opportunities (e.g. conferences)
- networking
- advocacy
- post-secondary
- Atlantic Canada



## Our personality

- committed
- conscientious
- warm
- friendly
- informed
- creative
- casual
- laid back
- intelligent
- loyal
- helpful
- modest
- capable
- extremely committed to post-secondary students and student research
- wide range of interests
- enjoy working together

## The new name

“Science Atlantic” is the essence of our organization, distilled to its purest aspects: our focus on science and our regional connections. It maintains the key elements of our original name (Atlantic Provinces Council on the Sciences) in a simpler, more modern, more inclusive, way.

## What the puzzle piece represents

- Discovery
- Problem solving
- Cooperation
- Networking
- Many unique parts fitting together (ie difference science disciplines, different institutions)
- Science Atlantic is the connector

## Our colours

- blues and greens represent Atlantic Canada
- each committee has its own puzzle piece colour to reflect its unique contribution to the whole



## Letterhead

Standard letterhead is available for all official business. For subcommittee documents, the letterhead can be modified to include the committee's logo.

## Typeface

### Headings and Subheadings

Titillium\*, Bold, 14-24 pt.

\*This font can be downloaded from the Science Atlantic website ([www.scienceatlantic.ca](http://www.scienceatlantic.ca)) under the Members Only section.

Colour: 75, 172, 198

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

0123456789

### Main Text

Science Atlantic documents (newsletters, online, email, etc.) main body is Calibri, 12 pt.

Colour: black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

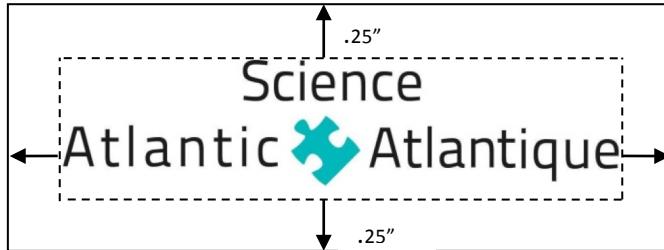
0123456789



# Visual Identity

Note: logos, banners, and icons are available in .psd, .jpg, and .png format.

## Logo

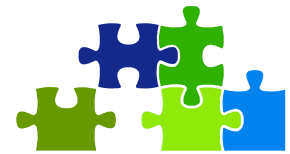


There must be at least .25" of white space on each side the Science Atlantic logo and banner

## Banner

### English

Science  Atlantic  
connecting science education and research



### Français

Science  Atlantique  
le lien entre l'enseignement des sciences et la recherche



Banner text colour      rgb(29,29,29)      # 1d1d1d      # 1d1d1d

## Main organization icon





## Committee Logos

Each committee has its own English and French banners, using its unique colour theme:



Aqua & Fisheries



Environment



Biology



Math & Stats



Chemistry



Physics & Astronomy



Computer Science



Psychology



Earth Science

## Committee Colours


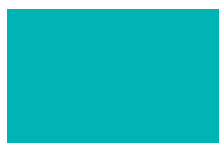
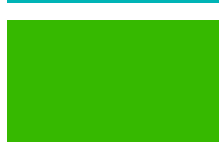



Main organization mark	rgb(0,192,195)
Aquaculture & Fisheries	rgb(25,50,168)
Biology	rgb(123,164,64)
Chemistry	rgb(229,215,64)
Computer Science	rgb(230,142,36)
Earth Science	rgb(144,76,55)

#00C0C3	#00C0C3
#1932A8	#1932A8
#7BA440	#7BA440
#E5D740	#E5D740
#E68E24	#E68E24
#904C37	#904C37



Environment	rgb(53,199,2)	#35C702	#35C702
Mathematics & Statistics	rgb(195,32,33)	#C32021	#C32021
Physics & Astronomy	rgb(103,137,165)	#6789A5	#6789A5
Psychology	rgb(109,21,123)	#6D157B	#6D157B

**Complementary colours (puzzle pieces in main banner):**

	rgb(143,234,9) = #8FEA09
	rgb(13,167,167) = #0DA7A7
	rgb(48,176,1) = #30B001
	rgb(19,41,140) = #13298C
	rgb(104,153,1) = #689901
	rgb(0,131,239) = #0083EF



# Spelling and Acronyms

## Science Atlantic Members Organization Acronyms/Abbreviations

- NSERC Atlantic Regional Office (NSERC)
  - Bureau regional de l'Atlantique du CRSNG
- Acadia University (Acadia)
- Cape Breton University (CBU)
- Crandall University (Crandall)
- Dalhousie University (DAL)
- Dalhousie University, Agricultural Campus (DAL-Ag)
- Grenfell Campus, Memorial University (Grenfell)
- Memorial University of Newfoundland (MUN)
- Mount Allison University (MtA)
- Mount Saint Vincent University (MSVU)
- Saint Mary's University (SMU)
- St. Francis Xavier University (StFX)
- St. Thomas University (STU)
- Université de Moncton (UdeM)
- University of New Brunswick – Fredericton (UNB-F)
- University of New Brunswick – Saint John (UNB-SJ)
- University of Prince Edward Island (UPEI)



## Science Atlantic Committee Acronyms

### English

- Animal Care
- Aquaculture and Fisheries
- Biology
- Chemistry
- Computer Science
- Earth Science
- Environment
- Mathematics and Statistics
- Physics and Astronomy
- Psychology

### Français

- Soins des animaux
- Aquaculture et pêche
- Biologie
- Chimie
- Informatique
- Sciences de la terre
- Environnement
- Mathématiques et statistique
- Physique et astronomie
- Psychologie

## Science Atlantic Awards

- Science Atlantic Undergraduate Science Communication Awards
- Science Atlantic Undergraduate Research Awards



## Contact

### English

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### Français

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