

THE IDEA

The Saskatchewan! campaign is all about real Saskatchewan people showing ourselves and others why Saskatchewan is the best place to live, work and build a future. It is down-to-earth, unique and surprising — just like Saskatchewan itself!

REAL, SUCCESSFUL PEOPLE

- Show **young adults and families** who are establishing their lives and careers, not just people who already have.
- Look for **people who have lived elsewhere and have come back** and **people who have moved here for the first time**. This lends credibility: these people know firsthand that the grass is not greener elsewhere.
- Highlight those in **high-demand, exciting sectors** (oil and gas, mining, forestry, ag-biotech, environment, health care, trades, manufacturing, tourism, education, science, IT, music, film, TV, investing etc.).
- Show professions that **defy stereotypes**, as long as the audience can relate to the story.
- **Entrepreneurs** are inspiring, especially young ones. **Show employers, not always employees.**
- Reflect our province's **diversity** by featuring successful people of all racial and ethnic backgrounds from all parts of the province.
- If you are running ads in different areas of the province, be sure to include **careers that people in each area can relate to**. For example, the film industry is more active in Regina than in La Ronge.
- *** If showing a real person is not possible, using an actor, model or stock shot is permitted as long as you do not portray this person as someone they are not. Of course, the same guidelines regarding photography style would apply: warm, candid, not generic. ***

CANDID, NATURAL PHOTOGRAPHY

- **Believability** is everything. Avoid posed subjects. Capture them in a natural, personal way. **Avoid the generic stock photo look.**
- **Full-bleed, warm-toned colour images** are preferred. Avoid white or sterile backgrounds.

- **Interesting, “imperfect” cropping and angles** are permitted and encouraged to give a contemporary, real-life feel, so long as you like the person or people in the photograph. There **must be an emotional connection**. Nothing cold or boring.
- Since quality of life is one of Saskatchewan’s key advantages, consider featuring a **leisurely or family/friends shot** of the subject as your main picture and a second, smaller picture of that subject in their **career as an inset**. Or vice-versa, as long as both photos are engaging.

INTERESTING QUOTATION FROM THE PERSON AS THE HEADLINE

- **Surprising, colourful, thought-provoking** — something that would make you want to read more. Ideally, it would **relate to a benefit** of being in Saskatchewan. **Humour** is good.
- **If you need to paraphrase, please check with the subject**. Don’t attribute anything to the person he or she didn’t say or okay.
- If a quotation is not applicable or possible, make your headline engaging, surprising, warm, alive! A **question** can be a nice, personal way to draw your reader in to the story.

PERSONAL, FRIENDLY WRITING STYLE

- **Do not speak on behalf of government or a department**. Tell the story of the real person in your ad, using quotations whenever possible.
- Be **conversational**, as if you were talking to a friend. (Reading the copy out loud helps.) Avoid bureaucratic phrases or jargon. Be **brief!**
- Saskatchewan people are down-to-earth, but often skeptical. Be warm, but credible. **Positive, but not sugary**.
- **Candor** is good. It’s all right if the person featured admits they were once doubtful about their future here. This only adds **believability**.
- If identifying the subject(s), consider mentioning not just their profession, but also a **personal detail** if it’s relevant or adds humanity. (See sample ad with Lynn Rychuk, “scientist, wife and mom (not necessarily in that order)”))

CALL TO ACTION

- If profiling a person, try to keep your call to action out of the main body copy so the story feels less like an ad.
- If appropriate, encourage people to go to **saskatchewan.ca** (i.e. Love living here? Tell the world why at saskatchewan.ca.). If you don't have room or need for more detail, "saskatchewan.ca" on its own will suffice.
- Avoid the stiff advertising cliché "For more information...".

DESIGN SPECIFICATIONS

SEMI-TRANSPARENT BAR

- Use one behind copy (if applicable), logo and website: 85% transparency in colour ads, 70% transparency in black and white ads
- In colour applications, choose colours complimentary to the photo
- Using more than one bar is permissible
- **Avoid 100% solid colour or black bars**

WORDMARK

- Always black or white, never colour
- Always at the right on a horizontal semi-transparent bar or at the bottom on a vertical semi-transparent bar
- Never on a photograph
- If there is no semi-transparent bar, use a black or white wordmark depending what the background colour is
- **Avoid using a white wordmark on a black background; it can look harsh**
- See wordmark guidelines for more detail

saskatchewan.ca

- Always at the left on a horizontal semi-transparent bar or between the body copy and the wordmark on a vertical semi-transparent bar
- Helvetica Black
- No "www.", capitals or underline; no period if it's at the end of a sentence

TYPOGRAPHY

- **Headline** is Helvetica Medium
(on sample poster, headline is 40 pt type, 38 pt leading)
- Quotation headlines should always have **hanging quotation marks** so the text on both lines aligns. Keep headlines to two lines, three max.
- **Person's name and title/descriptor** is Helvetica Medium
(on sample poster, name is 21 pt type, descriptor is 12; leading is 38 pt)
- **Body copy** is Times New Roman with ample leading
(on sample poster, body copy is 10 pt type with 16 pt leading)
- **Call to action** such as "Love living here? Tell the world why at saskatchewan.ca" would be Helvetica Medium for everything but "saskatchewan.ca", which is always Helvetica Black (please note this phrase is not on any of the sample creative provided; it would go where you now see "saskatchewan.ca" on its own; on the poster, "Love living here? Tell the world why at saskatchewan.ca" would be 9 pt)

QUESTIONS?

Please call the Government of Saskatchewan at **306-787-6295**.