

Merchandising Guidelines

March 2026



Why Is a Merchandising Guide Important?

Every time we put on a T-shirt, jacket or hat with the Selkirk College logo, we're representing more than just a place—we're showing our pride in the college community. Whether it's giving out a reusable water bottle at an event or handing someone a branded notebook, we're helping to tell the Selkirk College story and strengthen our brand.

That's why all Selkirk College merchandise should reflect who we are in a positive, consistent and authentic way. No matter how big or small—whether it's a hoodie or a lapel pin—every item should be well-designed, properly branded and aligned with our values.

To help make that easier, we've developed a Branded Merchandising Guide. It outlines everything you need to know, from choosing the right

items to understanding colours, logos and fonts. It's not just about putting a logo on something—it's about creating items that people are proud to wear or use and that help build recognition for Selkirk College.

In short: great merch helps us share the Selkirk College spirit. By following the guide and working together, we can make sure every item out in the world reflects the quality, care and community that define Selkirk College.

How do I order merchandise?

This process is currently under development.

Can I get an item that's not in the guide?

Marketing and Communications will periodically adapt and add to the guide. If you have a suggestion for an item to include, please contact Tessa Stark, manager of marketing and brand strategy.

How were the items in the guide selected?

We chose the items in this guide with sustainability in mind. The guide features popular items that have staying power—they're not likely to be tossed out and end up in a landfill. Where possible, they are made with high-quality materials that are ethically sourced.

Help us highlight sustainability. When you're planning what to order, think about what your audience will appreciate, use and keep.

What are our primary colours?

Selkirk College has two primary colours and two secondary colours in our palette. Wherever possible, use the official colours. Any deviation will need approval.

PRIMARY PALETTE

Blue Spruce

Pantone 2380C

R: 40 G: 51 B: 74
C: 87 M: 76 Y: 46 K: 43
HEX/HTML: #28334A

Tree Green

Pantone 3295C

R: 0 G: 120 B: 100
C: 88 M: 31 Y: 67 K: 15
HEX/HTML: #007864

SECONDARY PALETTE

Morning Dew

Pantone 2234C at 40% tint

R: 188 G: 216 B: 217
C: 25 M: 5 Y: 13 K: 0
HEX/HTML: #BCD8D9

Light Sage

Pantone 4525C at 27% tint

R: 237 G: 234 B: 223
C: 6 M: 5 Y: 11 K: 0
HEX/HTML: #EDEADF

Logos

The Selkirk College logo has a few iterations. Depending on the piece of apparel or merchandise, it might be vertical or horizontal.

There should always be a clear space around the logo, with no other elements.



PRIMARY LOGO



FULL COLOUR



VERTICAL STACKED LOGO



BLACK



REVERSE



HORIZONTAL ONE-LINE LOGO



Apparel

Hoodies



T-Shirts



Apparel



Hats

Sweatpants



Sweatshirts



Apparel

Toques/Beanies



Scarves



Socks

Professional Apparel



Collar Shirts



Blazers



Lapel Pins



Outerwear

Down Vest
and Jacket



Fleece



Windbreaker



Quarter Zip



School / Program Specific Apparel



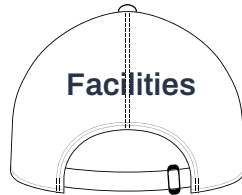
Please note, all merchandise features the Selkirk College logo only. Area-specific branding cannot be applied to merchandise.



Employee Uniform Specific Apparel: Facilities Example



Beanie/Toque

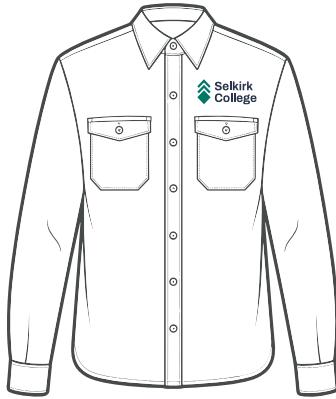


Baseball Hats



Sweatshirt

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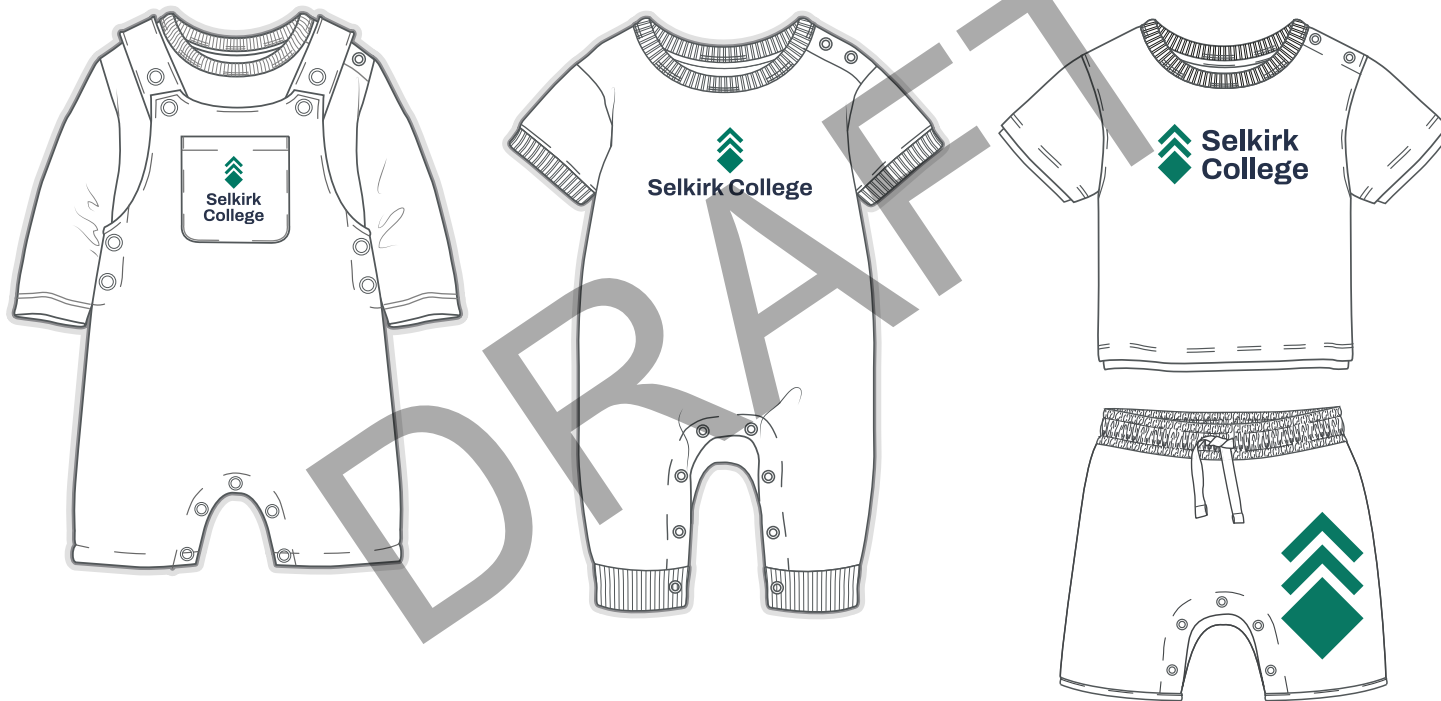


Shirts



Hoodies

Apparel Ideas: Baby Clothes



Orange Shirt Design for the Day of Truth and Reconciliation

"The art style that inspired me was woodland art. The bear is seen as a protector, full of strength and is a teacher. The bear is also a symbol of motherhood. Three children (First Nations, Métis and Inuit) are seen under the bear, who is protecting them. The circle inside the bear signifies spiritual strength that travels through. The four ancestors or Elders (child, youth, adult and Elder) are watching from beyond—guiding and watching over the present generations, and the generations to yet to come. The bear, children and ancestors form a hand, representing the bond between people and the importance of community. The camas flower that surrounds both sides represents the ties to the land, earth and ecosystem that is a special connection to family and traditions."

–Kamala Melzack



Orange Shirt Design

This design was created by Kamala Melzack, a college graphic designer who is an alumni of the Digital Arts Program. An important element of Indigenization and Reconciliation efforts at the college, this design is indicative of the work being done at the regional post-secondary.

"Building allyship is essential to the work we are doing within our institution and Kamala's contribution is an excellent example," says Dianne Biin, the college's director of Indigenous education & engagement. "Her design is beautiful, and it illustrates the important elements about Orange Shirt Day and our continuous work."

Everyday Items



Water Bottles



Mugs/Ceramics



Lanyards



Bookmarks

Chapstick



Keychains



Tote Bags

Everyday Items

Other



Bags/Backpacks



Oso Coffee



Golf Balls

Academic Items



Folders



Pens



Notebooks