



**TECHNOLOGY
PROFESSIONALS**
SASKATCHEWAN

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For Immediate Release

SASTT Launches New Name and Visual Identity

Saskatchewan Applied Science Technologists and Technicians (SASTT), the only provincial regulatory body for applied science / engineering technology professionals for over 54 years, announce today the launch of a new corporate name and visual identity, **Technology Professionals Saskatchewan**. The name reflects the organization's progressive direction and its continued commitment to high standards of technical excellence, ethics, and safety.

The process to rebrand started early last year and involved consultation with many registered members from a cross section of applied science and engineering technology disciplines. The three dimensional graphic has a modern flare with the "TP" (Technology Professionals) as the focal point of the logo. Rather than using a literal "S", the shape of the Province of Saskatchewan, between the letters "T" and "P", adds depth to the concept. The geometric focused latitude / longitude grid lines were incorporated to provide symmetry. The color selection evolved throughout the project and symbolizes the long horizons in Saskatchewan, with green portraying wide open fields and the blue vast skies. Complementing these colors, is the metallic, which highlights the shape of our province, represents leadership, and a solid foundation.

"With technology omnipresent in our daily life and the need for applied science and engineering technology professionals growing, this is an exciting time for Technology Professionals Saskatchewan", states Michael Blenkin, A.Sc.T., President. "Our new name and logo fully supports our mission to be relevant and modern, creating an environment to enhance the profession's ability to practice in the public's interest."

About Technology Professionals Saskatchewan

Technology Professionals Saskatchewan is the provincial regulator responsible for the registration and practice of applied science and engineering technology professionals. Established in 1965, the organization grants the professional designations Applied Science Technologist (A.Sc.T.), and Certified Technician (C.Tech.), under the 'Saskatchewan Applied Science Technologists and Technicians Act', in the following disciplines: Architectural / Building, Bioscience, Chemical, Civil, Electrical, Electronics, Environmental, Forestry, Geomatics / Survey, Industrial, Instrumentation, Mechanical, Mining, Petroleum, and Water Resources.

Contact:

Jaime Feltis, A.Sc.T.
SASTT CEO / Registrar
P: 306.721.6633 E: ceo@tpsk.ca

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