

Vehicle Identity

Vehicles 6.01

All government vehicles are to include the BC Mark as identification on both sides plus the rear of the vehicle.

This will clearly mark the vehicle in service to the public and the province as provider of the services. The BC Mark is the sole identifier to be used-- the Provincial Coat of Arms or obsolete versions of the Province's identity are not to be used.

The BC Mark consists of three components: the symbol; the word mark; and the keyline. The colours are BCID Blue, BCID Yellow and white. The mark must be used as a whole, components are not to be separated or used individually. The sun and rays are always to appear as white or the lightest toned element.

The preferred format for vehicle identification is the vertical, three colour version of the BC Mark for either cut vinyl or screen printed reproductions. A single-colour version is an available option for specific uses.

Three sizes are recommended here to accommodate various vehicle applications. Decals may be ordered through Queen's Printers.



This is the preferred version for vehicle identification



Colour formats

When applied on a dark coloured background, the positive versions of the identity are used. When applied on a dark coloured background, the reverse versions of the identity are used.



BCID_V_SOLID_PMS_POS



BCID_V_SOLID_PMS_REV



BCID_V_SOLID_K_POS



BCID_V_SOLID_K_REV

Please include the appropriate colour version file name when requesting the logo for reproduction purposes.



PMS 288 or match



PMS 130 or match



White

Recommended decal material:

2 mil clear semi-destructible acrylic sheet with high tack permanent adhesive, 5 year outdoor life and a service temperature range of -20 to +100 Celsius is recommended. A thick protective UV flood clear coating over the printing is also recommended to protect damage.

Reflective decal material:

3M ASTM Type 1 retro reflective sheeting for digital printing/screen printing with a 3M 1170 clear over laminate film to protect as an anti graffiti and UV protector.

Colour format files:

BCID_V_SOLID_PMS_POS.eps

Vertical (3) solid-colour PMS positive vector format file, for applications on white or light coloured background.

BCID_V_SOLID_PMS_REV.eps

Vertical (3) solid-colour PMS reverse vector format file, for applications on dark colour backgrounds.

BCID_V_SOLID_K_POS.eps

Vertical (1) solid-colour (black) reverse vector format file, for applications on light colour backgrounds.

BCID_V_SOLID_K_REV.eps

Vertical (1) solid-colour (white) reverse vector format file, for applications on dark colour backgrounds.

Identity Application

Vehicles 6.02

Clear area:

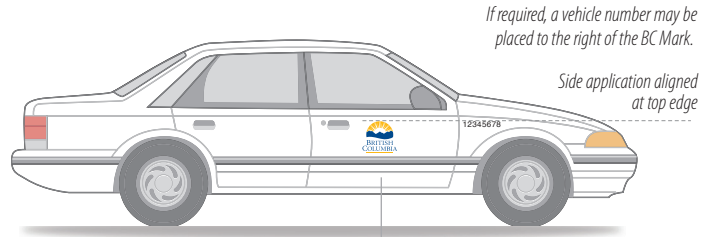
A minimum clear area or margin between the decal graphics and the application panel edge, equal to the height of the *British Columbia* text, must be included surrounding all sides of the mark. Do not apply the decal closer than the required clear space.

Vehicle Number:

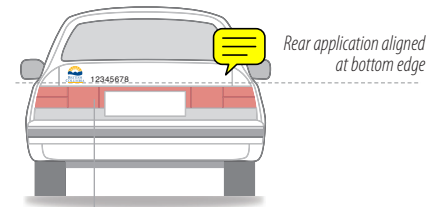
The recommended location of a vehicle identification number is to the right of the BC Mark. On the side, the number is aligned with the top edge of the logo graphic, on the fender panel. On the rear, the number is aligned with the bottom of the *Columbia* text. The minimum clear margin from the BC Mark is to be respected. Recommended *minimum* text size of the number is 1 inch in height using a high-contrast colour, such as black on a light colour vehicle, and typeset in a plain sans-serif font such as Helvetica or Arial.

NOTE:

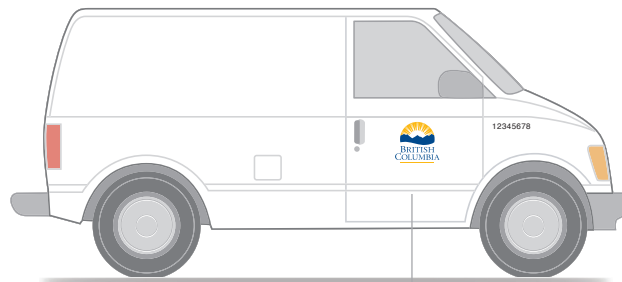
Location and placement of the vehicle identification may be adjusted to accommodate unique or specific vehicle shape or size. Alternate placements must follow the spirit of the guidelines for position and proportion. Decal size may be scaled larger for large vehicles.



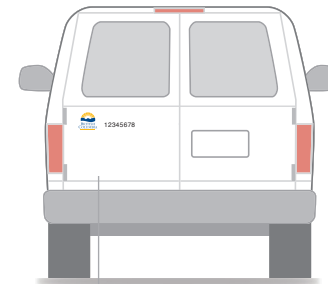
Side door: Position decal at horizontal centre of area of application. Position yellow keyline on approximate vertical centre of area. 7" decal



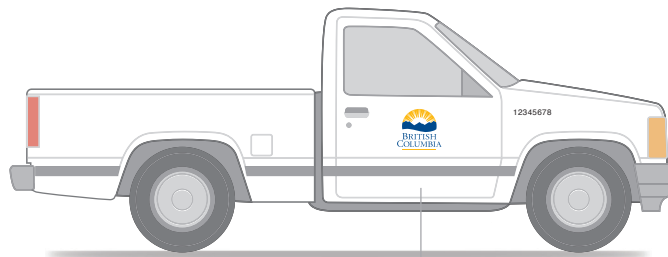
Rear: Position decal on left-side vertical body panel or door at visual vertical centre, maintaining clear margin at left, equal to the height of British Columbia. 4" decal



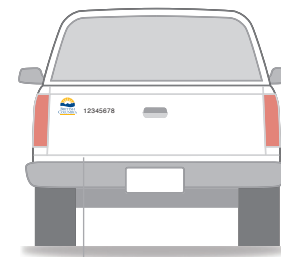
Side door: Position decal at horizontal centre of area of application. Position yellow keyline on approximate vertical centre of area. 10" decal



Rear: Position decal on left-side vertical body panel or door at visual vertical centre, maintaining clear margin at left, equal to the height of British Columbia. 4" decal



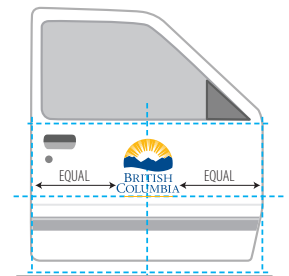
Side door: Position decal at horizontal centre of area of application. Position yellow keyline on approximate vertical centre of area. 10" decal



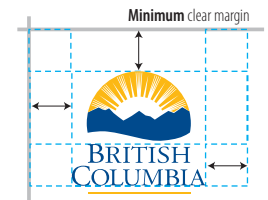
Rear: Position decal on left-side vertical body panel or door at visual vertical centre, maintaining clear margin at left, equal to the height of British Columbia. 4" decal

Example application

Line up centre of whole decal on **horizontal centre** of area. Position identity's yellow keyline on **vertical centre** of area.



Side Door



Rear car

Ministry Truck Detailing Specs







← 328.65mm x 226mm Logo

← 57.45mm & 49.50mm 'Adobe Garamond Pro' Font

← 32.18mm 'Adobe Garamond Pro' Font

44.45mm Swis721 BT
or
Helvetica (Med)



	3200 series 3M Engineer grade reflective sheeting 3275 Blue. Or equivalent, ASTM level 1	Dark Blue Text
	Pantone 130c (transparent)	All yellow graphics
	Pantone 288c @ (transparent)	Blue on "BC Identity" Logo
	3200 series 3M Engineer grade reflective sheeting 3290 White. Or equivalent, ASTM level 1	White Graphics

Ministry Truck Detailing Specs



Ministry of
Transportation





100.50mm x 60.22mm Logo

19.0mm 'Adobe Garamond Pro' Font

19.0mm & 15.60mm 'Adobe Garamond Pro' Font



50.8mm Swis721 BT
or
Helvetica (Med)

	3200 series 3M Engineer grade reflective sheeting 3275 Blue. Or equivalent, ASTM level 1	Dark Blue Text
	Pantone 130c (transparent)	All yellow graphics
	Pantone 288c @ (transparent)	Blue on "BC Identity" Logo
	3200 series 3M Engineer grade reflective sheeting 3290 White. Or equivalent, ASTM level 1	White Graphics