erase|

Brand Guidelines

While a logo itself is not a brand, it is the most consistently seen element that begins the brand story.

Based on the ubiquitous blinking cursor, the *erase* logo reminds us of an ongoing conversation. Paired with a single word topic, the name communicates a powerful message as a verb rather than an acronym. The coloured portion illustrates the visual action of "erasing" by highlighting text before it is deleted.

erase|

HIGHLIGHT LOCKUP (PRIMARY)

Where possible the appropriate one-word topic lockup should be used in the standard pink – ideal on white backgrounds or photography.

For instances where a pink background is utilized the reverse green highlight should be used.

The library of one-word topic lockups represent a variety of issues surrounding mental health, bullying and substance use.

To avoid redundancy and confusion, this version should be used as a stand alone logo and not in conjuction with the acronym version.

erase**silence**

erase**silence**

ERASE_highlight_silence_grey.eps

erase**silence**

ERASE_highlight_silence_k.eps
highlight_white.eps

erase**silence**

On a pink background only
ERASE_highlight_silence_
reverse_cmyk.eps

erase**silence**

On a black background only
ERASE_highlight_silence_
reverse_k.eps

CURSOR

In instances where a topic lockup is not appropriate use the standard wordmark.

erase|

ERASE_cursor_black.eps

Minimum height shall be no smaller than 0.125"

erase| ⊢ .125"

HIGHLIGHT ACRONYM

For use on government or school administration documents and communication. Not intended for use on social media due to size/text ad approval restraints.

erase**silence**

EXPECT RESPECT & A SAFE EDUCATION

Minimum height shall be no smaller than .375"

erase**silence**
EXPECT RESPECT & A SAFE EDUCATION

ERASE_highlight_acronym_silence_cmyk.eps

ACRONYM HORIZONTAL

The use of this lockup should be limited as it doesn't harness the functionality of the primary logo. Possible uses may include government documents and press releases where the complete *erase* acronym is required.

erase | **EXPECT RESPECT & A SAFE EDUCATION**

erase | **EXPECT RESPECT & A SAFE EDUCATION**

ERASE_acronym_horizontal_cmyk.eps
ERASE_acronym_horizontal_black.eps

Minimum width shall be no smaller than 1"

1"

erase | **EXPECT RESPECT & A SAFE EDUCATION**

ACRONYM STACKED

For applications where space is limited a stacked version can be utilized.

erase |
EXPECT RESPECT & A SAFE EDUCATION

ERASE_acronym_stacked_cmyk.eps

Minimum width shall be no smaller than the .5"

0.5"

erase |
EXPECT RESPECT & A SAFE EDUCATION

SOCIAL MEDIA PROFILE

It is important to carry a consistent branded icon as your social media profile avatar and reserve the *erase* title for the "name" field as this area is below the minimum size for the logo.

ERASE @erase

BC/ERASE LOGO LOCKUP

The BC Mark is to appear with the *erase* mark whenever it is used. The **BC/erase** Logo Lockup is provided for your convenience. Use the Lockup files as provided.

The logo lockup may be unlocked to allow the erase logo to appear separately, such as the one-word topic erase lockup, providing the BC Mark is visible in another location.

ACCOMPANYING LOGOS

When the *erase* logo used with accompanying logos, the logos should be visually balanced to occupy the same relative space.

The standard arrangement places the **BC/erase** Logo Lockup first on the left, followed left to right by partners in alphabetical order, unless this has been otherwise negotiated and specified in a partnership agreement or other prior consent.

Use the horizontal or vertical format to suit the available space or to match the format of accompanying logos, when appropriate. Align to baselines, or horizontally centre-align the logos when there are unclear or incompatible baselines. Maintain a visual balance.

Logo Lockup
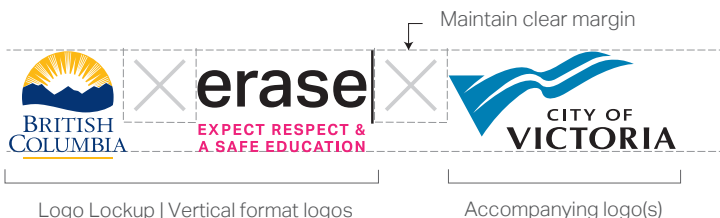

Logo Lockup | Horizontal format logos
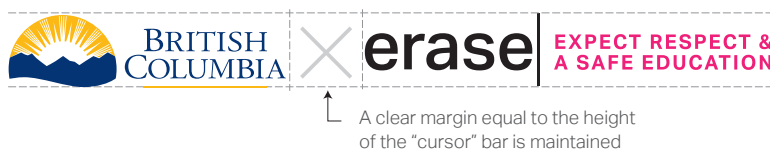
A clear margin equal to the height of the "cursor" bar is maintained

Logo Lockup | Vertical format logos

A clear margin equal to the height of the "cursor" bar is maintained

Accompanying Logos

Maintain clear margin

Logo Lockup | Horizontal format logos   Accompanying logo(s)

Maintain clear margin

Logo Lockup | Vertical format logos   Accompanying logo(s)

LOGO DOS
AND DON'TS

Never place the logo over a busy image. When using the logo over image areas, select a wide swatch of light colour.

If necessary, the reverse versions will work on very dark or light colours.

When putting the logo on a dark colour, don't place a white box behind the logo. Use the reversed version.

Never stretch or squish the logo. Use only with original proportions.

SACRED AREA

Also known as the minimum exclusion area, the sacred area is the area around the logo into which no type or other element should encroach. This allows the logo to have enough space around it to maximize readability. It is established as a proportion of the logo using an element. In this case, it is the height of the cursor bar "|."
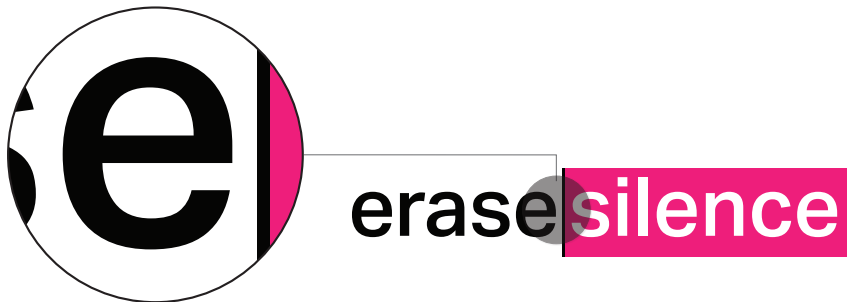
Encapsulated Postscript (EPS)

EPS is a vector format and can be scaled infinitely without losing image quality. This is the preferred version and must be used for offset printing.

**Used in** signage, print ads, flyers and other print collateral.

Portable Network Graphics (PNG)

PNG is a raster graphics file format for digital imaging, web applications and electronic templates. Raster formats have a fixed resolution which means that if the image is increased in size, it will degrade, losing detail and appearing unsharp or out of focus.

PNGs are the preferred format over JPGs as they allow transparent backgrounds for easy placement over coloured areas.

Used in website, web ads, social media, Word documents and Powerpoint presentations.
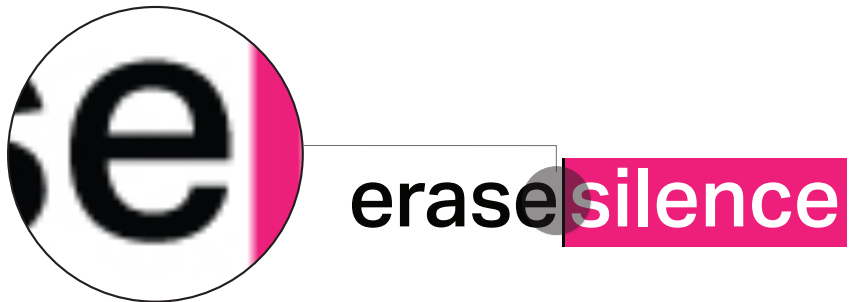
Colours

This palette creates a recognizable colour palette for all applications of the *erase* brand.

Designated Pantone® (PMS) colours and their equivalents for other methods of reproduction are as shown. Strict adherence to these colour standards will serve to unify the visuals of the brand.

The Pantone® numbers are included for reference but, most commonly, the CMYK mix will be used in print applications.

Pink

RGB	238-42-123
HEX	EE2A7B
CMYK	0-95-20-0
PMS	213C

Lime

RGB	166-206-57
HEX	A6CE39
CMYK	40-0-100-0
PMS	367C

Questions?

Contact us at erase@gov.bc.ca