TERMINOLOGY

The CleanBC branding (which falls under the BC Brand House) is large and expansive. Using consistent terminology (when referring to brand elements) conveys trust and brand dependability. It also keeps communications organized helping to minimize confusion.

THE OFFICIAL MARK NAMES INCLUDE:

BC_CleanBC_wTagline (Official Mark)CleanBC_wTagline_Wordmark	BRITISH COLUMBIA	our nature. our power. our future.
BC_CleanBC (Official Mark)CleanBC_Wordmark		cleanBC
 BC_CleanBC-BetterHomes (Official Mark) CleanBC_BetterHomes_Wordmark 	BRITISH COLUMBIA	CLECANBC BETTER HOMES
 BC_CleanBC-ActiveTransportation (Official Mark) CleanBC_ActiveTransportation_Wordmark 	BRITISH COLUMBIA	CLECANBEC ACTIVE TRANSPORTATION
 BC_CleanBC-BetterBuildings (Official Mark) CleanBC_BetterBuildings_Wordmark 	BRITISH COLUMBIA	
 BC_CleanBC-GoElectric (Official Mark) CleanBC_GoElectric_Wordmark 	BRITISH COLUMBIA CIÈCANBC GO ELECTRIC	

SupportedByBCID+CleanBC lockup



BC_CleanBC_BetterBuildings+Financeit_LockUp



All rebates, offers and sub-programs should all be referred to as:

"CleanBC (insert rebate, offer or sub-program) for (insert type of rebate or offer)".

SUITE OF OFFICIAL MARKS

BC_CleanBC_wTagline



SUITE OF WORDMARKS

CleanBC_wTagline_Wordmark



CleanBC_Wordmark



CleanBC_BetterHomes_Wordmark



CleanBC_ActiveTransportation_Wordmark



CleanBC_BetterBuildings_Wordmark



CleanBC_GoElectric_Wordmark





cléanBC











PLEASE NOTE:

- The CleanBC wordmark may be used separately from the BC Mark, and at a different scale, providing the BC Mark is visible in another location.
- Please DO NOT create your own program name mark. Always use the logo files exactly as they are provided. Maintaining the integrity and consistency of the BC and CleanBC marks is key to supporting the visual brand identity.

Guidelines for Use: **CleanBC** Program Marks

COLOUR POSITIVE MARK – for light backgrounds



COLOUR REVERSE MARK – for dark backgrounds



COLOUR POSITIVE WORDMARK – for light backgrounds



COLOUR REVERSE MARK – for dark backgrounds



SOLID BLACK WORDMARK – for light backgrounds



SOLID WHITE WORDMARK – for dark backgrounds



MAIN COLOURS



CMYK: 0/30/100/0 RGB: 227/168/43 WEB: E3A82B

BCID Gold

BCID Blue CMYK: 100/80/6/32 RGB: 35/64/117 WEB: 234075



Reverse CMYK: 60/48/4/19 RGB: 96/108/156 WEB: 606C9C

BCID Blue (60%) -



Douglas Fir Green CMYK: 68/12/100/1 RGB: 95/165/68 WEB: 5FA544

Leaf Green CMYK: 48/0/95/4 RGB: 139/192/67 WEB: 8BC043

ADDITIONAL COLOURS







Guidelines for Use: **CleanBC** Program Marks

MINIMUM SIZE



Minimum size: Print — .4 inches Web — 45 pixels

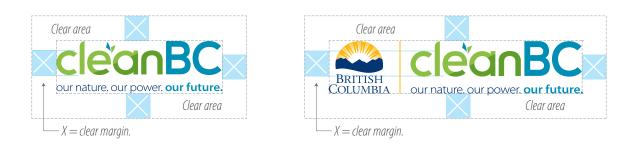


Minimum size: Print — .46 inches Web — 50 pixels



Please note, there is a restricted tiny alternative version of the BCID-CleanBC endorsed mark -- only be used for HTML 5 ads or social media platforms. For more information email GCPE Graphic Communications: PABGDU@Victoria1.gov.bc.ca

PROTECTIVE WHITE SPACE – Maintain protective margin equal to height of "c" in clean.



PROPORTIONS – ALWAYS scale the logo proportionally to ensure the mark is not distorted.

