BC ID Guidelines for Use of Endorsed Marks

COLOUR POSITIVE LOCKUP *(POS) for light backgrounds*

COLOUR REVERSE LOCKUP *(REV) for dark backgrounds*
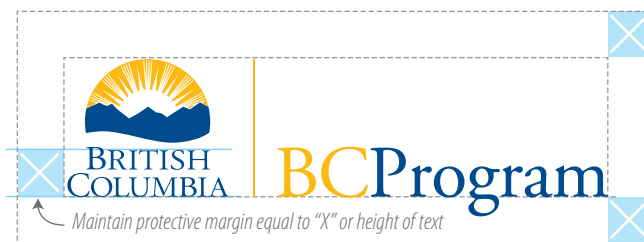

GREYSCALE POSITIVE LOCKUP *(POS) for light backgrounds*

SINGLE COLOUR POSITIVE LOCKUP *(POS) for light backgrounds*

PROTECTIVE MARGINS *Maintain protective margin all around*

Maintain protective margin equal to "X" or height of text

MINIMUM SIZE *Minimum Height: 10 mm / 30 px*

Minimum
10 mm / 30 px

COLOURS

BCID BLUE

Pantone	288C
CMYK	100 . 67 . 0 . 23
RGB	35 . 64 . 117
HEX	#234075

BCID GOLD

Pantone	130C
CMYK	0 . 30 . 100 . 0
RGB	227 . 168 . 43
HEX	#fdb913

BCID BLUE *(for Reverse version)*

Pantone	70% of 288C, or 7462
CMYK	70 . 47 . 0 . 16
RGB	101 . 121 . 158
HEX	#65799e

BCID WHITE

CMYK	0 . 0 . 0 . 0
RGB	255 . 255 . 255
HEX	#FFFFFF

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NON-LOCKUP LOGO and WORD MARK

*The word mark may be used **separately** from the BC Mark, and at a different scale, providing the BC Mark is visible in another location. The dividing Keyline is not used.*

PROPORTIONS *Always use the logo files as they are provided*

ALWAYS *scale the logo proportionally*

NEVER *squash or stretch the logo to make it fit*

NEVER *alter the colours of the elements. Never reset or change the text.*
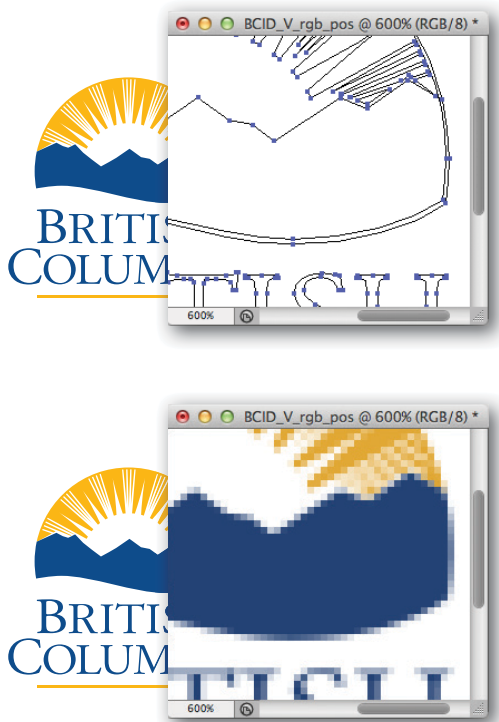
Logo Colour Formats

Following are examples of logo colour formats and their appropriate (and inappropriate) uses. Positive (pos) and Reverse (rev) colour images must include sufficient contrast with the background colour to be readable. Also important to remember, because the sun is a bright light it should always appear the brightest part of the mark.

"cmyk_pos" file	"gry_pos" file	"solid_pos" file	"cmyk_rev" file
✓ **OKAY**	✓ **OKAY**	✓ **OKAY**	✗ **NOT OKAY** *Insufficient contrast*

"cmyk_rev" file	"gry_rev" file	"solid_rev" file	"cmyk_pos" file
✓ **OKAY**	✓ **OKAY**	✓ **OKAY**	✗ **NOT OKAY** *Insufficient contrast*

Supporting Typeface

Adobe Myriad Pro font family is versatile with a wide range of styles and weights suitable for typesetting headlines or body text, and to establish heirarchy when typesetting. It is a recognizable element of the BCID visual branding. Adobe Garamond Pro is an alternative suitable for formal documents, or paired with Myriad. These typefaces must be used for fine typesetting in any government publication or document. **✱***Adobe Myriad Pro Light is the preferred typeface for body text. Use the other weights and styles of Adobe Myriad when appropriate.*

ADOBE MYRIAD PRO

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Graphic File Formats

VECTOR FILES

Vector graphic files use vector points which define geometric shapes to create images. Vector files are superior because they are resolution-independent, and can be enlarged or reduced to any size without degrading the image. Vector formats include *EPS, AI, or SVG* files.

Microsoft Office uses *WMF or EMF* files which contain vector information. Use these to Insert into your Word or PowerPoints documents instead of *JPEGs* or other bitmaps.

Most vector format graphic files can not be opened without a vector graphics program such as Adobe Illustrator.

BITMAP or RASTER FILES

Bitmap images are created by mapping tiny, square building blocks called pixels. Bitmaps are ideally suited to photographic imagery.

When a bitmap is created the image resolution and size and is determined and set. The number of (pixel) lines or dots per inch (LPI/DPI) is also set, and refered to as refers the image's resolution (eg. 300 DPI)

Use bitmap files with caution. If bitmap images are enlarged too much, these pixels become obvious and the quality of the image is degraded, evident by jaggy or pixelated edges. Re-saving scaled JPGs results in a very poor reproduction file.

There are many diff erent kinds of bitmap fomats, each with their own strengths and weaknesses. *JPG, TIF, BMP, PNG* and *GIF* are all bitmap fi le formats. Some formats are compressed to reduce file size, which can also degrade the image quality.

Bitmap versions of the BC Mark are best suited to online or video communications.

When To Use

	File format	Colour format
Word document	WMF, EMF	RGB
PowerPoint	WMF, EMF	RGB
Web page logo	SVG	RGB
Web page photo	JPG	RGB
Web page diagram	PNG	RGB
Printed poster	EPS	CMYK
Display Banner	EPS	CMYK
Newspaper Ad	WMF, EMF, EPS	CMYK

TIP FOR USE

MS Word: *Use the INSERT > PHOTO > PICTURE FROM FILE command to select and place the WMF format logo in your document. Use the same method for other MS Office applications. DO NOT cut and paste.*

InDesign: *Use the PLACE command to select and place the EPS format logo in your document.*

Because most of the various file formats can be created from EPS format file, consider EPS files as the "master" graphic files. These should be provided to Queen's Printers or other suppliers for high-quality reproduction purposes.

Colour Formats

CMYK

Usually only Cyan, Magenta, Yellow and Black inks are used in 4-colour or 'process' printing. These four inks can create any colour in a print document by being printed together as tiny **halftone dots,** illustrated at left. Varying densities of halftone dots (made up of Cyan, Magenta, Yellow and Black ink or toner) are employed.

Use CMYK files in print applications, ideally the *EPS* format.

GREY

GREY files use a single printing ink (eg. black) only. This version of the mark is meant for reproductions such as newspaper advertising or when colour printing is not available. Use GREY files in print applications, ideally the *EPS* format.

RGB

Red, Green and Blue light is displayed on computer monitors and TV screens in small blocks, illustrated at left. Projected together, these three colours of light can create any colour on a video screen. Use RGB files for on-screen purposes.

Use *EPS, AI, SVG, WMF or PNG* file formats for solid-colour graphics and *JPG* for photographic or tonal images.