

Guidelines for use of Clean BC™

FEBRUARY 2019

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 special purposes



An all-white single colour format is also available.

MISUSE

NEVER squash or stretch the logo to make it fit. Always scale proportionally.



NEVER alter the colours of the elements. Never reset or change the text.



NEVER add a drop shadow, glow or another effect.



Maintaining the integrity and consistency of the BC and CleanBC marks is key to supporting the visual brand identity. Always use the logo files exactly as they are provided. The BC mark and CleanBC logos are Crown copyright of the Province of BC and may not be used without permission.

PROTECTIVE MARGINS Maintain protective margin all around



MINIMUM SIZE All text must be readable



NON-LOCKUP LOGO and WORD MARK



The CleanBC 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 scale the logo proportionally to ensure the mark is not distorted.



COLOURS

BCID BLUE

Pantone 288C
C100 / M67 / Y0 / K23
R35 / G64 / B117
HEX #234075

BCID BLUE (for Reverse version)

Pantone 70% of 288C, or 7462
C70 / M47 / Y0 / K16
R101 / G121 / B158
HEX #65799E

BCID GOLD

Pantone 130C
C0 / M30 / Y100 / K0
R227 / G168 / B43
HEX #FDB913

BCID WHITE

C0 / M0 / Y0 / K0
R255 / G255 / B255
HEX #FFFFFF

LEAF GREEN

Pantone 376 C
C63 / M3 / Y100 / K0
R127 / G188 / B66
HEX #7FBC42

DOUGLAS FIR

Pantone 369 C
C67 / M12 / Y100 / K1
R97 / G167 / B68
HEX #61A744

SKY

Pantone 314 CP
C100 / M5 / Y14 / K17
R0 / G143 / B180
HEX #008FB4

RIVER

Pantone 301 CP
C100 / M53 / Y4 / K19
R0 / G92 / B151
HEX #005C97

DEEP BLUE

Pantone 540 CP
C100 / M57 / Y12 / K66
R0 / G42 / B78
HEX #002A4E

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