

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



- BC_CleanBC (Official Mark)
- CleanBC_Wordmark



- BC_CleanBC-BetterHomes (Official Mark)
- CleanBC_BetterHomes_Wordmark



- BC_CleanBC-ActiveTransportation (Official Mark)
- CleanBC_ActiveTransportation_Wordmark



- BC_CleanBC-BetterBuildings (Official Mark)
- CleanBC_BetterBuildings_Wordmark



- BC_CleanBC-GoElectric (Official Mark)
- CleanBC_GoElectric_Wordmark



THE SPECIAL LOCKUP NAMES INCLUDE:

- 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



BC_CleanBC



BC_CleanBC_BetterHomes



BC_CleanBC_ActiveTransportation



BC_CleanBC_BetterBuildings



BC_CleanBC_GoElectric



SUITE OF WORDMARKS

CleanBC_wTagline_Wordmark



CleanBC_Wordmark



CleanBC_BetterHomes_Wordmark



CleanBC_ActiveTransportation_Wordmark



CleanBC_BetterBuildings_Wordmark



CleanBC_GoElectric_Wordmark



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

APRIL 2024

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



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



Sky Blue
CMYK: 100/5/14/17
RGB: 0/143/180
WEB: 008FB4



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



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



BCID Blue (60%) – Reverse
CMYK: 60/48/4/19
RGB: 96/108/156
WEB: 606C9C



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

ADDITIONAL COLOURS



River Blue
CMYK: 100/53/4/19
RGB: 0/92/151
WEB: 005C97



Deep Blue
CMYK:
100/57/12/66
RGB: 0/42/78
WEB: 002A4E

Guidelines for Use: **CleanBC** Program Marks

APRIL 2024

MINIMUM SIZE



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



Minimum size:
Print – .46 inches
Web – 50 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.



Same per cent
horizontally
as vertically