

BC ID Guidelines for Third-Party Use of the BC Mark

SEPT 2023

BC MARK VERSIONS

VERTICAL POSITIVE (pos) for light backgrounds



Note the dark blue text and mountains

VERTICAL REVERSE (rev) for dark backgrounds



Note the white text and light blue mountains

HORIZONTAL POSITIVE (pos) for light backgrounds



Note the dark blue text and mountains

HORIZONTAL REVERSE (rev) for dark backgrounds



Note the white text and light blue mountains

PROTECTIVE MARGINS



Maintain protective margin all around



Maintain protective margin all around

COLOURS

BCID BLUE



PMS 288C
CMYK 100 / 80 / 6 / 32
RGB 35 / 64 / 117
HEX #234075

BCID BLUE REVERSE



Pantone 60% of 288C
CMYK 60% of BCID BLUE

BCID GOLD



Pantone 130C
CMYK 0 / 30 / 100 / 0
RGB 227 / 168 / 43
HEX #e3a82b

MINIMUM SIZE

Vertical version

Minimum Height:
Print: .46" (11.7 mm) / Web: 50 px



Print: .46" (11.7 mm) / Web: 50 px

Horizontal version

Minimum Height:
Print: .23" (5.8 mm) / Web: 25 px



Print: .23" (5.8 mm) / Web: 25 px

Very small reproductions (when space is limited) are the exception and require approval.

PROPORTIONS ALWAYS use the logo files as they are provided

ALWAYS scale the logo proportionally



NEVER squash or stretch the logos to make fit



NEVER alter the colours of the elements.
NEVER reset or adjust the text.



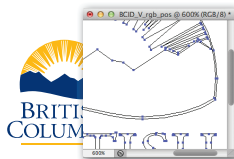
THIRD-PARTY LOCKUP (PARTNERSHIP MARK)



BC Partnership Marks represent the cooperation or partnership of the provincial government with another entity. The accompanying marks are to appear proportionally the same size, never larger than the BC Mark. Maintain the clear margin separating the marks and do not alter the elements. All the guidelines for use of the BC Mark apply to Partnership Marks. Use the marks as provided for correct use.

USE OF FILES

The files supplied for the BC Mark include vector files with an .AI or .EPS file extension. This type of file can be scaled to any size or resolution without losing quality. Use these files whenever possible for the best reproduction. A vector drawing program is required to view or edit these files, though they can be included in most document-creation programs providing excellent results.



MS Word: Use the INSERT > PICTURE from file command to select and place the logo in your document. Use the same method for other MS applications.

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

The BC Marks are trademarked and copyright of the Province of BC. The BCID graphic files are to be used for the purposes supplied only, and are not for redistribution or re-use without prior written authorization from the Province of BC. Please contact BC Government Communication and Public Engagement to request other colour versions or file formats of the marks, or if you have questions regarding the use of the marks.