

StrongerBC Identity

LOGO VARIATIONS

To build positive brand equity, the StrongerBC brands must be used consistently and correctly at all times.

StrongerBC Brand:

FOR B.C. GOVERNMENT & THIRD PARTY USAGE

A: The BCID-StrongerBC endorsed mark is the preferred arrangement (between A and B).

B: The StrongerBC wordmark may be used separately from the BC Mark if necessary, as long as the BC Mark is visible elsewhere, to ensure the connection is clearly perceived.

A. BCID-StrongerBC endorsed mark



B. StrongerBC wordmark

(when using the wordmark the BCID, below, must also be present)

StrongerBC



StrongerBC for everyone Brand:

FOR B.C. GOVERNMENT USAGE ONLY

C: The BCID-StrongerBC for everyone endorsed mark is the preferred arrangement (between C and D).

D: The StrongerBC for everyone wordmark may be used separately from the BC Mark if necessary, as long as the BC Mark is visible elsewhere, to ensure the connection is clearly perceived.

C. BCID-StrongerBC for everyone endorsed mark



D. StrongerBC for everyone wordmark

(when using the wordmark the BCID, below, must also be present)

StrongerBC
for everyone



StrongerBC Identity (Continued)

A. BCID-StrongerBC endorsed mark



Full Colour, Positive



Full Colour, Reverse



Solid Black



Solid White

B. StrongerBC wordmark



Full colour, Positive



Full Colour, Reverse



Solid Black



Solid White

Mandatory: When using the StrongerBC wordmark (B), then you MUST ensure to always include the general BCID Mark somewhere else visible.

StrongerBC Identity (Continued)

C. BCID-StrongerBC for everyone endorsed mark



Full Colour, Positive



Full Colour, Reverse



Solid Black



Solid White

D. StrongerBC for everyone wordmark



Full colour, Positive



Full Colour, Reverse



Solid Black



Solid White

Mandatory: When using the StrongerBC for everyone wordmark (D), then you **MUST** ensure to always include the general BCID Mark somewhere else visible.

StrongerBC Identity (Continued)

PROTECTIVE SPACE

Surrounding the StrongerBC marks is an area of protective space or clear area. This ensures it is not obscured by other competing marks or communications that could reduce its value and compromise its communications role. To protect it from visual interference, this space is required around all sides of the marks, including background field edges, trim and rules. Shown here is the protective space for these marks.

A. BCID-StrongerBC endorsed mark:



C. BCID-StrongerBC for everyone endorsed mark:



B. StrongerBC wordmark:



D. StrongerBC for everyone wordmark:



MINIMUM SIZE

The StrongerBC marks must never be reproduced smaller than the minimum height. Below shows the minimum size for these marks.

Always use the digital files exactly as they are provided. Re-size them as a whole, always preserving the horizontal and vertical proportions. It is never acceptable to alter the marks in any way.

A. BCID-StrongerBC endorsed mark:



C. BCID-StrongerBC for everyone endorsed mark:



B. StrongerBC wordmark



D. StrongerBC for everyone wordmark



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

StrongerBC Identity *(Continued)*

BCID MARK

As mentioned earlier (on page 1), when using the StrongerBC wordmark (B) or the StrongerBC for everyone wordmark (D), then you **MUST** ensure to always include the general BCID Mark somewhere else visible.



BCID Mark: Vertical, Positive



BCID Mark: Vertical, Reverse



BCID Mark: Horizontal, Positive



BCID Mark: Horizontal, Reverse

MINIMUM SIZE

The BCID Mark must never be reproduced smaller than the minimum height. Below shows the minimum size for these Marks. Always use the digital files exactly as they are provided. Re-size them as a whole, always preserving the horizontal and vertical proportions. It is never acceptable to alter the marks in any way.



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



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

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

PROTECTIVE SPACE

Surrounding the BCID Marks is an area of protective space or clear area. This ensures it is not obscured by other competing marks or communications that could reduce its value and compromise its communications role. To protect it from visual interference, this space is required around all sides of the marks, including background field edges, trim and rules. Shown here is the protective space for these marks.



BC IDENTITY WEBSITE

For more information and details, please visit the BC Identity website:
<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/bc-visual-identity>

THIRD PARTY USAGE

The BC Mark is protected by Crown Copyright. Before using any provincial government images, graphics or logos, anyone who isn't a provincial government employee must complete an "Application for Third Party Use" form and get it approved. Before publication, third parties must also supply a sample of their visual communication material that uses the BC Mark.

For more details please visit the website:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/bc-visual-identity/design-policy#third-party-use>