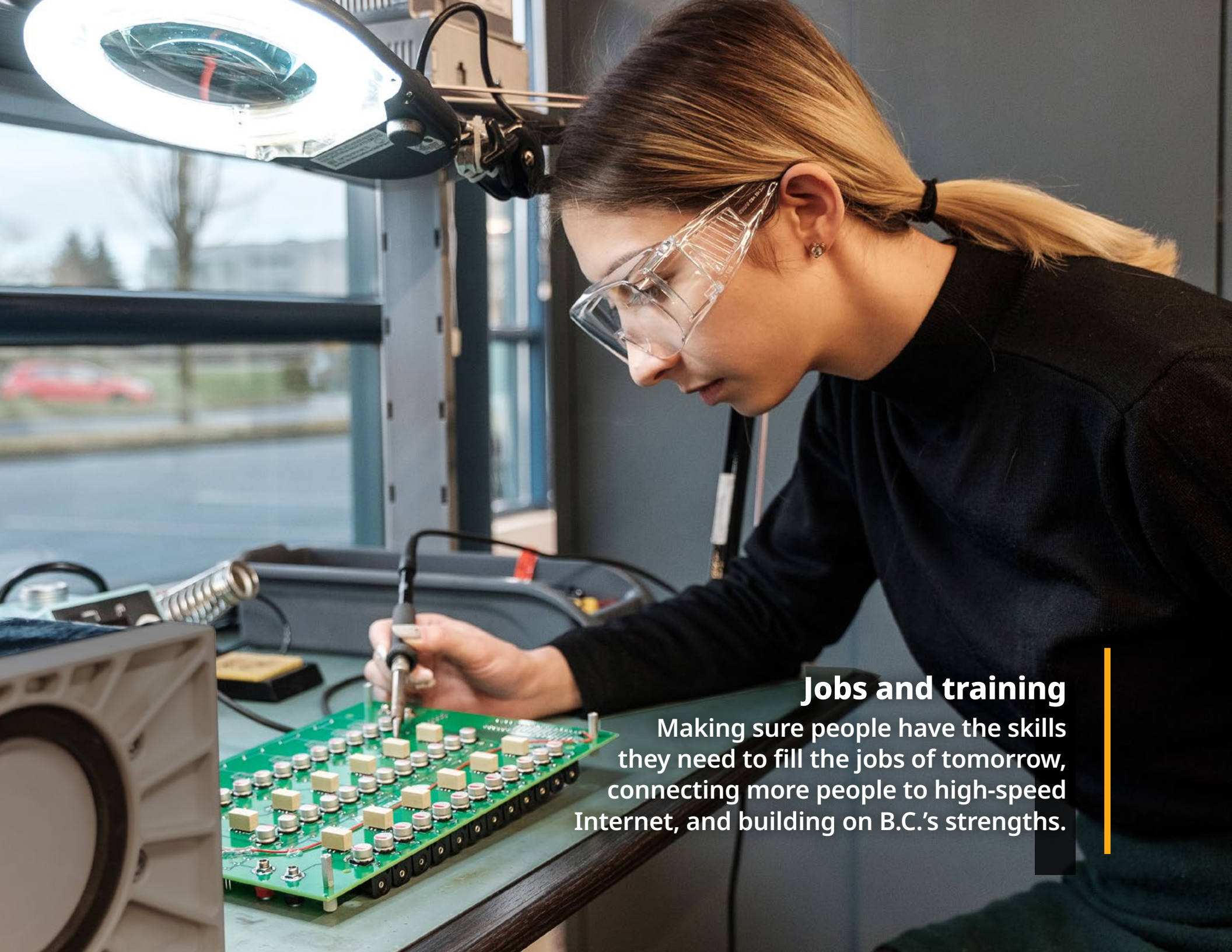


StrongerBC

General Brand Information





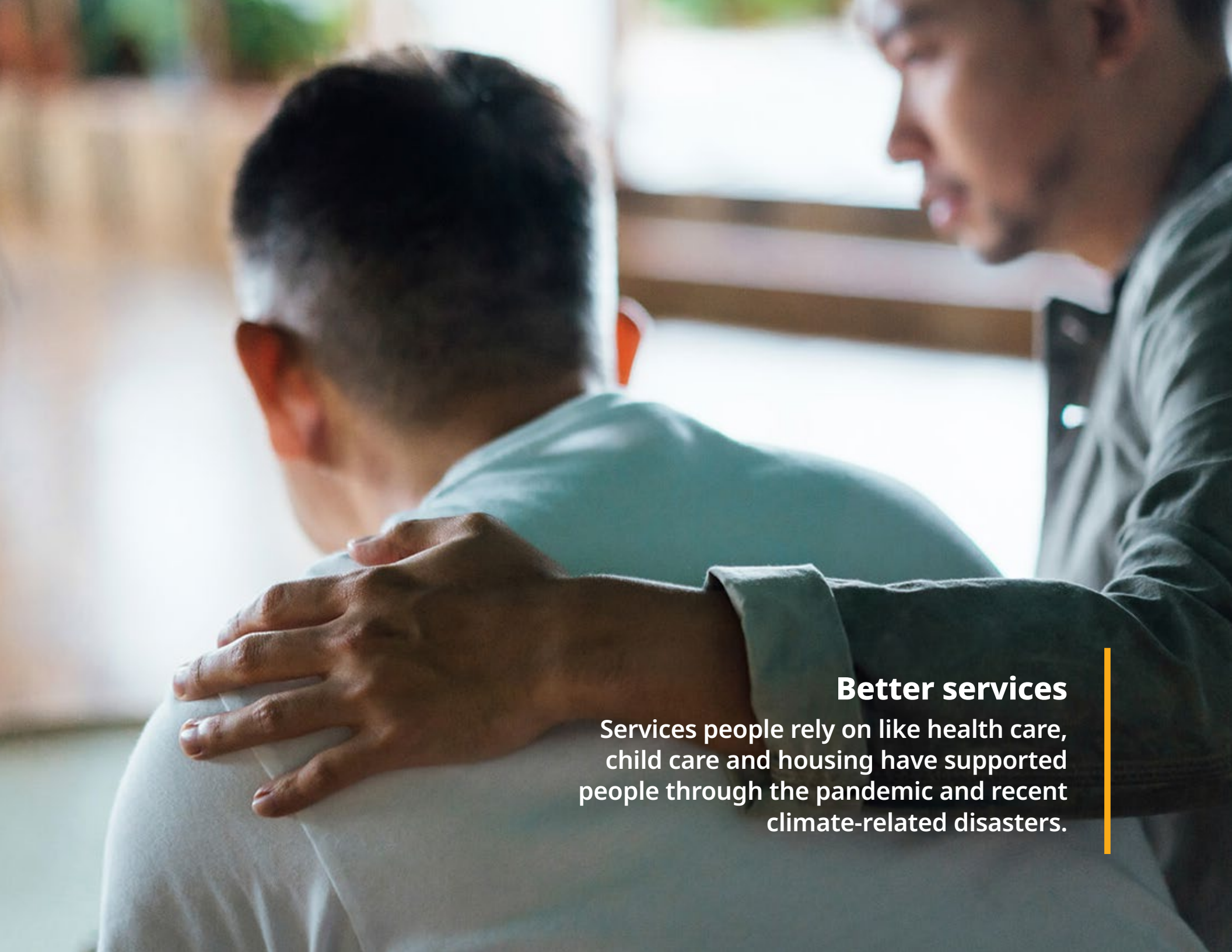
Jobs and training

Making sure people have the skills they need to fill the jobs of tomorrow, connecting more people to high-speed Internet, and building on B.C.'s strengths.



Affordability

We're making major investments in child care, housing and transportation to bring down costs for more people and families.



Better services

Services people rely on like health care, child care and housing have supported people through the pandemic and recent climate-related disasters.

A photograph of two women standing in a dense forest of tall, thin trees. The woman on the left is wearing a bright blue jacket and a dark beanie, looking upwards. The woman on the right is wearing a dark jacket, a white beanie, and glasses, also looking upwards. The forest floor is covered in green moss and small plants. The background is slightly hazy, emphasizing the height of the trees.

Climate action

Building on our internationally recognized CleanBC climate plan, while making clean alternatives more affordable and reducing emissions from B.C.'s biggest polluters.

Introduction

From making life more affordable, to training for the jobs of tomorrow, to tackling climate change, StrongerBC creates opportunities for people — and positions B.C. to win in the global economy.

StrongerBC represents programs and services from the B.C. government which support an inclusive, affordable, sustainable and innovative economy that works for people of the province, and tackles the climate emergency to drive economic innovation and new clean jobs.



StrongerBC brand attributes

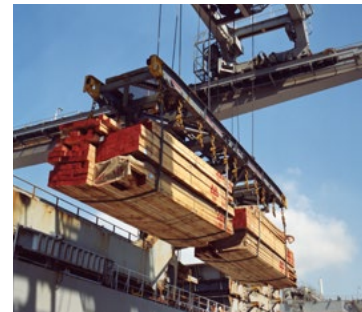
Working for people.
Making life better.
Moving BC forward.

Brand attributes describe the values the brand represents, and the promise the brand makes to our audience.

Working for people means we put people at the centre of our choices. We choose to strengthen the public services families in B.C. rely on everyday. We communicate this by emphasizing how our choices benefit people.

Making life better means we are focused on making everyday life a little easier and creating new opportunities for people to thrive.

Moving BC forward means we are building the key infrastructure and services that will move B.C. towards a stronger, cleaner future – for everyone.



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.

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.

A: BCID-StrongerBC endorsed mark



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



C: BCID-StrongerBC for everyone endorsed mark



D: StrongerBC for everyone wordmark (when using the wordmark the BCID, below, must also be present)



Brand Typeface

The use of **Noto Sans** is an associated brand element of StrongerBC and it is to be used whenever possible for typesetting body text and headlines.

The family of styles and weights may be used appropriately for clear hierarchy for various materials.

It is available for download here: <https://fonts.google.com/noto/specimen/Noto+Sans>

Noto Sans Semi Condensed is recommended for online graphics and social media.

BC Sans is the BC government standard typeface for all online uses, including StrongerBC branded web pages. While Noto Sans is similar to BC Sans, Noto Sans should never be used on government web pages to ensure compliance with government policies. Noto Sans may be used for print and static digital media.

Noto Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 & %\$

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 & %\$

Noto Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 & %\$

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 & %\$

Noto Sans SemiCondensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 & %\$

Noto Sans SemiCondensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 & %\$

Noto Sans SemiCondensed SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 & %\$

Noto Sans SemiCondensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 & %\$

Signage

Signs for infrastructure and economic development projects associated with StrongerBC programs and initiatives are to be placed on-site to acknowledge the Province's partnership and participation.

Standardized text content is to be used with custom templates, with signs available in several sizes and various materials suitable for different locations.

There is a standard process for ordering one sign, or multiple signs, through GCPE Graphic Communications, and signs may be delivered to locations around the province.



Example

Photography

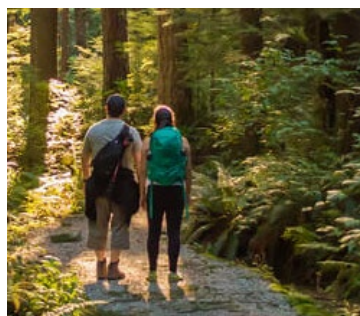
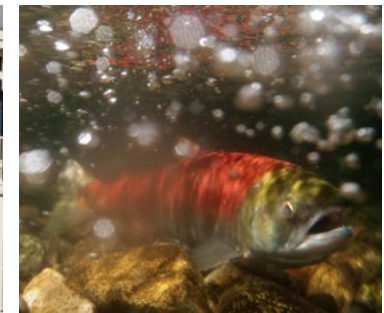
Photography is an important element of the StrongerBC brand. Images should be carefully chosen to support the StrongerBC message, brand attributes and values.

Images showing the strength and resiliency of British Columbians, clean technologies and resourcefulness, the diversity of people and communities, and the province's dedication to providing better services, making life more affordable, creating opportunities for jobs and training, and taking action on climate change, help tell the story of StrongerBC.

Consent & release form

When purchasing or taking a photo for government use that includes an individual's likeness, it is necessary to ensure permission is obtained.

Use the provided consent and release forms, or ensure the terms of use includes consent when using licensed images.





Better services

Services people rely on like health care, child care and housing have supported people through the pandemic and recent climate-related disasters.

Affordability

We're making major investments in child care, housing and transportation to bring costs down for more people and families.



Jobs and training

Making sure people have the skills they need to fill the jobs of tomorrow, connecting more people to high-speed Internet, and building on B.C.'s strengths.

Climate action

Building on our internationally recognized CleanBC climate plan, while making clean alternatives more affordable and reducing emissions from B.C.'s biggest polluters.



StrongerBC

StrongerBC.gov.bc.ca

The Province is building a StrongerBC through these programs



CleanBC.gov.bc.ca



WorkBC.gov.bc.ca



ChildCareBC.gov.bc.ca



BuyBC.gov.bc.ca

Brand matrix



Applying a brand:

When to use this brand:

When not to use this brand:

	StrongerBC	CleanBC	WorkBC	ChildCareBC	BuyBC
Applying a brand:	<p>StrongerBC is B.C.'s economic plan – from bringing down costs for people, to training for the jobs of tomorrow, to tackling climate change, it creates opportunities for people — and builds on B.C.'s strengths.</p> <p>It includes much of the work that falls under CleanBC, WorkBC, ChildCareBC and BuyBC.</p> <p><i>StrongerBC is a core brand of the Government of B.C.</i></p>	<p>CleanBC is about preparing for and taking action on climate change while protecting and preserving our environment.</p> <p><i>Part of building a StrongerBC.</i></p>	<p>WorkBC is about connecting people and businesses with opportunities across B.C., including career opportunities and training.</p> <p><i>Part of building a StrongerBC.</i></p>	<p>ChildCareBC is B.C.'s plan to make quality child care affordable for all families.</p> <p><i>Part of building a StrongerBC.</i></p>	<p>BuyBC provides support for B.C. farm producers and processors, retailers, farmers markets, restaurants, industry associations and our economy.</p> <p><i>Part of building a StrongerBC.</i></p>
When to use this brand:	<p>Use StrongerBC when describing initiatives related to: bringing down costs for people, job creation that is not specific to WorkBC activities and programs, building more housing, economic development, and infrastructure investments, such as:</p> <ul style="list-style-type: none"> ✓ Transit ✓ Schools and seismic upgrades ✓ Highways ✓ Water and wastewater facilities ✓ Recreation centres ✓ Better services <p>For a broader scope of what's included, visit StrongerBC.gov.bc.</p>	<p>Use CleanBC <i>instead of StrongerBC</i> when describing initiatives related to preparing for and taking action on climate change, protecting and preserving our environment, using clean energy, fighting climate change and adapting to extreme weather, such as:</p> <ul style="list-style-type: none"> ✓ B.C.'s Roadmap to 2030 ✓ CleanBC GoElectric ✓ CleanBC BetterHomes 	<p>Use WorkBC <i>instead of StrongerBC</i> when describing specific programs and services offered through WorkBC, such as:</p> <ul style="list-style-type: none"> ✓ WorkBC career toolkit ✓ WorkBC job board ✓ WorkBC training programs ✓ Find Your Fit ✓ WorkBC career profiles ✓ WorkBC labour market data 	<p>Use ChildCareBC <i>instead of StrongerBC</i> when describing specific programs and initiatives related to the ChildCareBC plan, such as:</p> <ul style="list-style-type: none"> ✓ ECE wage enhancements ✓ Reducing child care fees for parents ✓ Building more child care spaces ✓ When the intended audience is caregivers of young children. 	<p>Use BuyBC <i>instead of StrongerBC</i> when encouraging British Columbians to buy local B.C. produce and products, and when describing specific programs and initiatives related to BuyBC, such as:</p> <ul style="list-style-type: none"> ✓ Eat. Drink. Local. ✓ Every Chef Needs a Farmer
When <u>not</u> to use this brand:	<p>Examples of initiatives this brand does not include:</p> <ul style="list-style-type: none"> ✗ Government's response to COVID-19. ✗ Government's response to the overdose crisis. ✗ Emergency response ✗ Indigenous relations and reconciliation initiatives not related to economic development 	<p>Use the StrongerBC brand <i>instead of CleanBC</i> when:</p> <ul style="list-style-type: none"> ✓ Discussing climate action and preparedness initiatives as part of job creation initiatives, or as aspects of B.C.'s economic plan or vision. ✓ When climate action is being discussed as a component part of a larger strategy, such as the StrongerBC Economic Plan. ✓ When the content relates to disaster recovery. 	<p>Use the StrongerBC brand <i>instead of WorkBC</i> when:</p> <ul style="list-style-type: none"> ✓ Summarizing job creation and/or skills training investments in the context of B.C.'s economic plan. ✓ When talking about preparing for the jobs of the future. 	<p>Use the StrongerBC brand <i>instead of ChildCareBC</i> when:</p> <ul style="list-style-type: none"> ✓ Discussing child care investments as a benefit to the economy. ✓ When the intended audience is one interested in the economy, or benefits to businesses. ✓ When discussing child care investments as a component part of a larger government effort to bring down costs for people. 	<p>Use the StrongerBC brand <i>instead of BuyBC</i> when:</p> <ul style="list-style-type: none"> ✓ When summing up investments in agricultural production. ✓ When discussing supports for business and trade.