

Guidelines for Use of the *Supported by BC Mark*

FORMATS

VERTICAL (V)



HORIZONTAL (H)



Always use the logo files as they are provided. Select the format that suits the design.

COLOURS

BCID Blue

CMYK 100 . 80 . 6 . 32
 RGB 35 . 64 . 117
 HEX #234075

BCID White

CMYK 0 . 0 . 0 . 0
 RGB 255 . 255 . 255
 HEX #ffffff

BCID Blue Reverse

60% of BCID Blue

BCID Gold

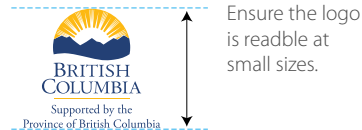
CMYK 0 . 30 . 100 . 0
 RGB 227 . 168 . 43
 HEX #e3a82b

CMYK colours are recommended for printing purposes.

MINIMUM SIZE

Minimum height

Print .87" (22 mm) / Web: 134 px



Minimum height

Print .55" (14 mm) / Web: 78 px



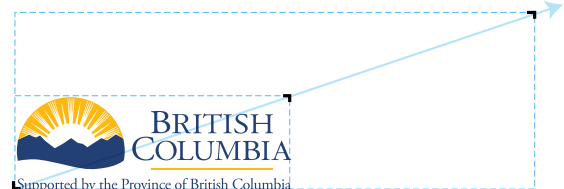
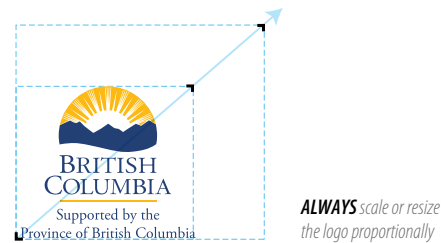
Protective margin



Protective margin



PROPORTIONS & RESIZING



ACCOMPANYING LOGOS

ACCOMPANYING Partner logos should be visually the same size as the BC Mark and maintain the clear margin.



NOTE: The mark is to be located to the left or right of accompanying marks, at an equivalent size or dimension, while respecting its required clear margins. When the full mark cannot be used, the "Supported by the Province of British Columbia" text must be included.

MISUSE

NEVER squash the logos to make fit.



NEVER stretch the logos to make fit.



NEVER alter the colours of the elements.



NEVER re-typeset or adjust the text.



DO NOT use drop shadows or other effects.



DO NOT separate the graphic elements.



NEVER place the logos on a busy background.



DO NOT place the logos in a box.



Guidelines for Use of the *Supported by BC Mark*



The *Supported by the Province of British Columbia Mark*, which includes the *BC Mark* in combination with the tagline "Supported by the Province of British Columbia", has been created for use by third-parties in recognition for receipt of funding or other support from the Province. Use of the *Supported by the Province of British Columbia Mark* is required for use by third-parties on promotional materials, advertising, websites, or other materials as appropriate, and as requested by the GCPE Ministry Communications Director.

Any use of the *BC Mark*, including the *Supported by the Province of British Columbia Mark*, by a third-party requires a *Third-party Request Form* to be completed and provided along with a copy of the material showing the mark in place to the GCPE Ministry Communication Unit contact prior to publication. The material is reviewed for correct use and reproduction of the mark as per guidelines, and the third-party will be informed of approval or a request for changes in a timely manner.

The display of recognition is essential to provide transparency regarding the direction of government funding or support for its partner agencies and organizations in delivering services to the citizens of B.C.

When the full mark cannot be used, the "Supported by the Province of British Columbia" text must be included. The marks provided are Crown copyright and are to be used for the purposes provided for only, and are not for redistribution or re-use without prior written authorization from the Province of British Columbia.

Graphic files and guidelines and questions about use are available from the Ministry Communications Unit contact or GCPE Graphic Communications. This mark has replaced the "Sponsored by the Province of British Columbia" mark for recognition purposes.