

BRANDING INFORMATION FOR THE EMERGENCY SUPPORT SERVICES PROGRAM

A component of the Emergency Support Services (ESS) Modernization Project is the re-branding strategy that began when the Provincial ESS Program was officially renamed in April 2019. The new program name, logo and vision statement are intended to better reflect the needs and supports delivery by the program.

ESS Program Vision

To support the updated Provincial ESS Program name and logo, EMBC has worked with a variety of partners to develop the following vision statement.

“Emergency Support Services is a Provincial Program delivered by Local Authorities and First Nations that meets the basic needs of British Columbians impacted by disasters by providing short-term support in a compassionate manner.”

Approved ESS Logo

The following is the approved ESS logo that can be used by ESS teams throughout the Province as per the ESS logo guidelines noted below. It is currently available in the following formats: PDF, JPG, PNG, WMF, SVG and EPS.



ESS Logo Guidelines

The ESS logo is comprised of three elements including the symbol, wordmark and logo border. The symbol element represents our evacuees (gender neutral icons) receiving emergency supports (the supporting hand) in their time of need. The wordmark element is typeset with a customized version of Nunito Extra Bold that makes it friendly and approachable. Do not re-typeset the word mark. It is important to not remove the logo border element from the rest of the logo. All uses of the ESS logo should maintain its integrity and legibility. This logo is a visual identity of the Provincial ESS Program allowing actions recognizable to the public and represents the intentions of the Provincial ESS Program.

- The three elements of the ESS logo must always appear as an indivisible unit.
- The ESS logo must never be altered, doing so reduces the integrity of the Provincial ESS Program.

- The elements' sizes or positions should not change from the official digital artwork. If re-sizing the digital artwork, always preserve the horizontal and vertical proportions.
- Always use the digital artwork exactly as provided.
- The ESS logo should always be in a vertical orientation, do not tilt or skew the digital artwork.
- There is a protective area surrounding the ESS logo to ensure the digital artwork is uncrowded and highly visible.
- The ESS logo is available in both a blue and white format.
- Ensure significant contrast between the digital artwork and the background being used (e.g. don't use the ESS logo against a navy-blue background). Never use a "busy" photo or high contrast pattern behind the ESS logo.
- In print, the ESS logo should be greater than 1 inch/25 mm, and on the web, the height should be greater than 70 pixels. The ESS logo should never be stretched or condensed to make it fit in the displayed location.
- The ESS logo has two colours being blue and white which are inverted to create two different formats. The blue colour breakdown is noted below:

Colour	Pantone (PMS)	CMYK	RGB	Hex
ESS BLUE	PMS 2935C	C100 M68 Y5 K0	R0 G93 B166	005DA6