

Guidelines for Use of the Creative BC- BC Mark

March 2022

CREATIVE BC - BC MARK FORMATS

HORIZONTAL (H)

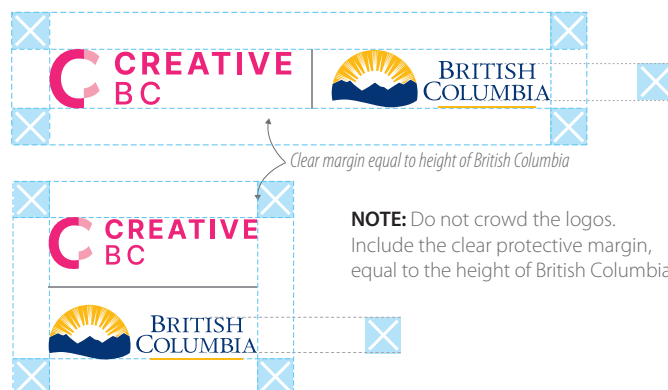


VERTICAL (V)



NOTE: The vertical version is to be used when horizontal space is limited.

PROTECTIVE MARGINS



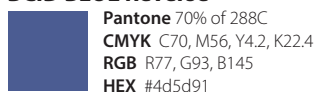
COLOURS

BCID BLUE



Pantone 288C
CMYK C100, M80, Y6, K32
RGB R35, G64, B117
HEX #234075

BCID BLUE Reverse



Pantone 70% of 288C
CMYK C70, M56, Y4.2, K22.4
RGB R77, G93, B145
HEX #4d5d91

BCID GOLD



Pantone 130C
CMYK C0, M30, Y100, K0
RGB R227, G168, B43
HEX #e3a82b

CREATIVE BC PINK



Pantone 213 C
CMYK C0, M93.75, Y21.09, K0
RGB R238, G42, B123
HEX #ee2a7b

CMYK colours are recommended for printing purposes.

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MINIMUM SIZES



NOTE: Make sure the logos are large enough to be read. An important aspect of the use of the logos is recognition for funding received. They must be readable.

PROPORTIONS & USE Always use the logo files as they are provided to maintain the integrity of the design.

ALWAYS scale the logo proportionally



NOTE: Scale the logos proportionally as one. Use the same percent for height and width to ensure it is not distorted. (e.g. 130% X 130%)



NEVER squash the logos



NEVER stretch the logos



NEVER alter the colours of the elements. Never retypeset or adjust the text.



DO NOT use drop shadows or other effects



NEVER place the logos on a busy background. Ensure there is sufficient contrast for legibility.



✓ OKAY



✗ Unacceptable

DO NOT place the logos in a box.



✗ Unacceptable

DO NOT fade or use transparency



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FORMATS/COLOUR SPACES

HORIZONTAL FORMAT

VERTICAL OR STACKED FORMAT

CMYK /RGB POSITIVE (pos) for light backgrounds



NOTE: The horizontal colour format of the logos is the preferred version for use.

CMYK is an abbreviation used in the print industry for Cyan, Magenta, Yellow, and Black which are combined for full-colour printing.

CMYK REVERSE (rev) for dark backgrounds



GREY POSITIVE for light backgrounds



BLACK POSITIVE for light backgrounds and special purposes (silkscreen, etching, engraving)



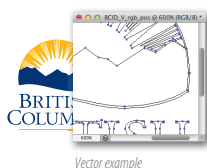
WHITE REVERSE for dark backgrounds and special purposes (silkscreen)



TIPS FOR USE

The files supplied for the Creative BC-BC Mark include "vector" format files with an .EPS or .AI file extension. A graphics application is required to view or edit these files, but use them whenever possible for the very best reproduction.

A high-resolution PNG file may be used when a vector file is not available.



MS Word: Use the INSERT > PICTURES > FROM THIS DEVICE top menu 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 marks provided are trademarked and copyright and are to be used for the purposes supplied only, and are not for redistribution or re-use without prior written authorization from Creative BC and the Province of British Columbia.

Tips for use of the Creative BC and BC logos

March 2022

IMPORTANT CONSIDERATIONS

STAGE FRIGHT

Don't be shy! While there may be other logos to include in a small area as well the CreativeBC and BC logos, funding received from CreativeBC and the Province depends on being seen, so don't make the CreativeBC and BC logos too small to be readable.



HIDING IN PLAIN SIGHT

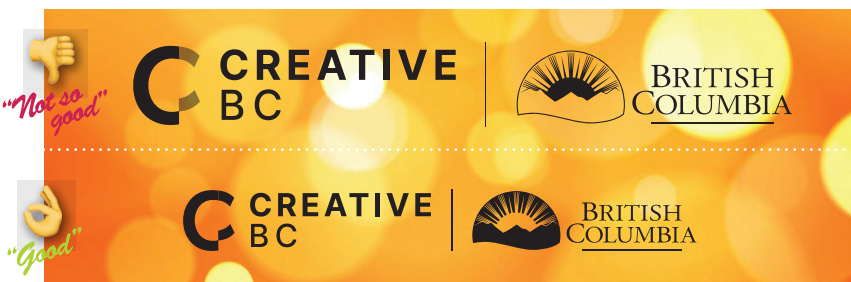
Don't use the logo on a busy background, or one with colours too dark or too light for the logo to be clearly readable. Choose the right colour format for the logo to be easily seen, with good contrast.



BLACK HOLE SUN

The sun in the BC logo must always appear white, or the lightest tone.

If the sun looks black, you are using the incorrect logo file. Please use a 'positive' version of the file.



FUZZY WUZZY!

A low-resolution logo, or one which has been enlarged too much, looks fuzzy or pixelated. Make sure to use a high-resolution (300 DPI+) image file or a vector format logo file for clear and sharp reproduction.



SQUASH & STRETCH

Squashing or stretching the logo distorts it all out of proportions. Make sure to use the logo the way it is provided, and that it gets resized properly in its correct proportions.



Tips for use of the Creative BC and BC logos

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Colour contrast is extremely important when determining which logo version to use. Using the wrong colour logo on a background with a similar tonal value can deteriorate the quality of the logo and make it hard to see for anyone who has eyesight challenges. Ensuring high colour contrast not only increases legibility but it also aligns with accessibility standards.

