



# Brand Guidelines

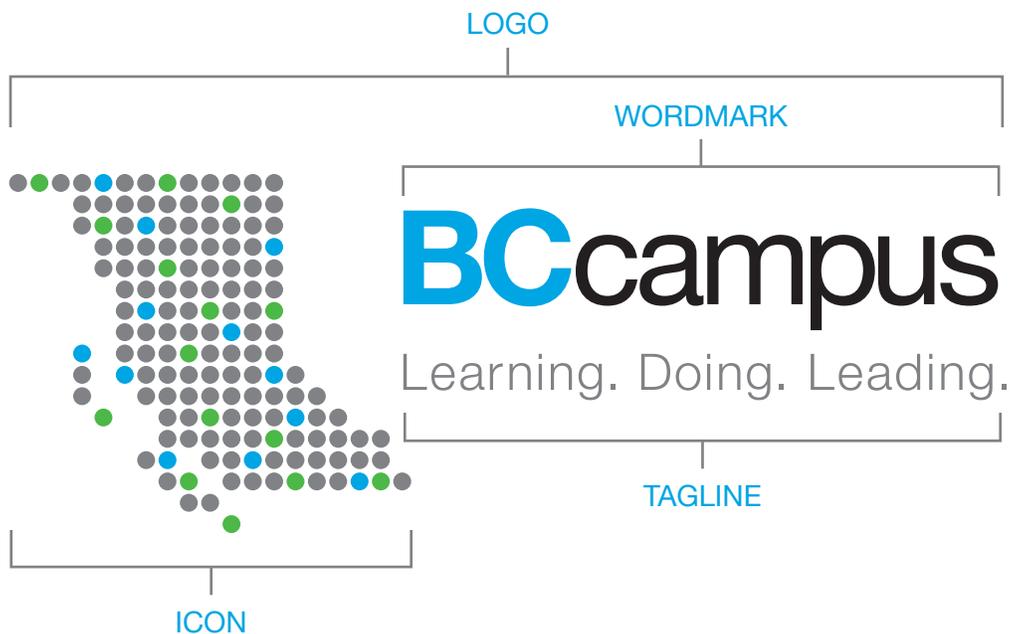
Last Updated: October 30, 2019



# The Logo

## Introducing Our Logo

This is the visual representation of our brand and the most important element of our corporate identity. This document is intended to provide guidance for the application of the logo and to ensure that it is portrayed in a clear and consistent manner whenever it is used. The BCcampus logo is comprised of three main parts. The first being the name/wordmark, second being the icon and the third being the tagline. The graphic dots used in the icon reinforce the *connecting* and *collaborating* aspects of the company which creates a unique symbol that visually represents BCcampus.



# Logo Usage

It is important to be consistent when using the different versions of our logo. Please avoid introducing additional versions to those shown here.

## Full Colour

The BCcampus logo should appear in its four-colour version whenever possible.



## One-Colour Black

In one-colour applications where halftone printing is not available, the one-colour black solid version should be used.



## One-Colour Reversed

For applications where the background is a dark colour or solid black, the logo should appear in its reversed version to ensure legibility.



# Protective Space

Always maintain the minimum protective space around the logo to ensure visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the X-height of the lowercase 'u' located in the BCcampus logo. To protect the integrity of the logo, this space is required around all sides. This applies to both positioning around other printed elements, as well as from background field edges, trim and rules.



# Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. To protect the integrity and impact of the logo, it must never be reproduced smaller than 2 inches in width if it's being use with the tagline and 1 inch if being used without tagline. For web use, the logo should never appear at a size where the total width is less than 144 pixels with the tagline and 72 pixels without the tagline.

## Minimum Size with Tagline



## Minimum Size without Tagline



# Unacceptable Usage

To successfully reinforce our brand, it is important that the logo is represented consistently. Under no circumstances should any component of the BCcampus logo be redrawn, modified or altered in any way. Reproduction of the logo must always be executed using the approved electronic art file. The following pages demonstrate examples of unacceptable and improper usage.

DO NOT: RE-CREATE THE LOGO



DO NOT: STRETCH THE LOGO



DO NOT: CHANGE THE COLOUR



DO NOT: PLACE ON A BUSY BACKGROUND



DO NOT: PLACE OBJECTS IN THE CLEAR SPACE ZONE



DO NOT: PLACE ON A CLASHING IMAGE/COLOUR



# Colours

The Primary Colour Palette is made up of four colours used in the BCcampus logo and represents the core of our brand.

**Blue**



Pantone 2995  
CMYK 90.11.0.0  
Hex #00A5E1

**Green**



Pantone 361  
CMYK 70.0.100.0  
Hex #52B74E

**Black**



Pantone Process Black  
CMYK 0.0.0.100  
Hex #000

**Grey**

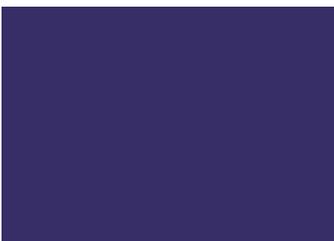


Pantone Cool Grey 8  
CMYK 0.0.0.60  
Hex #808285

## Additional Colours

The following colours have been chosen to complement the primary brand colours. Any of these can be used to support the brand.

**Purple**



Pantone 2112  
CMYK 93.96.31.15  
Hex #392e68

**Navy Blue**



Pantone 541  
CMYK 98.67.41.26  
Hex #00435c

# Primary Typeface

Helvetica Neue has been selected for its versatility and legibility for large quantities of body copy. It offers many weights and styles which provide a large amount of design flexibility for all graphic communications. The integrity of the font should be maintained at all times. No vertical or horizontal scaling, no added outline stroke, etc.

To ensure consistency, please make sure you use Helvetica Neue whenever possible rather than regular Helvetica. When purchasing this type suite, be sure to select the Helvetica Neue Family. Due to licensing restrictions, we are unable to provide copies of this font family.

# Helvetica Neue

Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

Helvetica Neue Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Email Signature

The BCcampus email signature has been organized into two parts. The top part being the individual's personal details, and the bottom part being the overall organizations details and a territorial acknowledgement out of respect for our first nations.

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## **Learning. Doing. Leading.**

[BCcampus.ca](http://bccampus.ca) • [@BCcampus](https://twitter.com/BCcampus) • [#BCcampus](https://www.facebook.com/BCcampus)

*For thousands of years the səliiwətaʔl təməx\* (Tseil-Waututh), Skwxwú7mesh-ulh Temíxw (Squamish), WSÁNEĆ, and the Songhees Nation of the Ləkʷəŋən (Lekwungen) Peoples have walked gently on the unceded territories where we now live, work, and play. We are committed to building relationships with the first peoples here, one based in honour and respect, and we thank them for their hospitality.*

## **Style Guide:**

The email-safe font Helvetica is to be used in order to stay on-brand. The primary font size is 14px with a line-height of 19px.

The elements are as follows:

Person's name and credentials:	font-size: 17px	colour: #362b63	bold
Person's title:	font-size: 14px	colour: #000	regular
Person's contact info:	font-size: 14px	colour: #000	regular
Links:		colour: #009dd6	regular
Green dots for separations:		colour: #52b74e	bold
Grey dividing line	2px	colour: #bdbdbd	
Learning. Doing. Leading.	font-size: 14px	colour: #000	bold
Territorial acknowledgement	font-size: 13px	colour: #362b63	italic line-height: 18px

# Access and Inclusion

Inclusivity can be demonstrated through diverse imagery as we strive to create welcoming experiences. Try to use photos and graphics that represent all people so everyone can feel that they belong.



For accessible, image-based content, provide alternative text descriptions for images:

- Describe the image in the [surrounding text](#).
- Describe the image in the [alt tag](#).
- Create and link to a [long description](#) of the image.

Learn more by reading the BCcampus [Open Education Accessibility Toolkit](#) – 2nd Edition