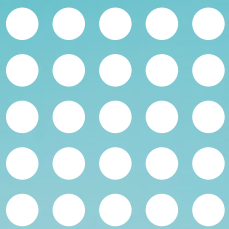


Brand Guidelines

Last Updated: December 15, 2023



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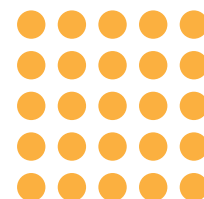
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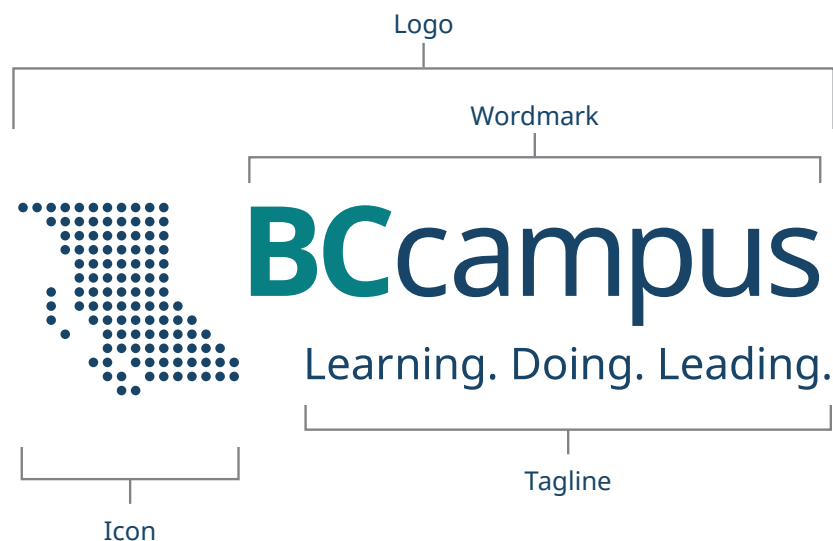
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Logo

Introducing Our Logo

The BCcampus logo is the visual representation of our brand and the most important element of our corporate identity. This document provides guidance for the application of the logo to ensure it is portrayed in a clear and consistent manner wherever it is used. The BCcampus logo has three parts. The name/wordmark, the icon, and the tagline. The graphic dots used in the icon represent our connections as individuals within our province.



Logo Update for 2023

We updated the logo in 2023 to reflect the following changes:

- Accessible colour palette
- Improved spacing and shape of the icon
- New open source font with improved legibility
- Larger wordmark



Previous Logo



2023 Logo

Logo

Logo Use

Consistency and accessibility are integral to the use of our logo. Please choose an appropriate option and avoid introducing additional versions. The three approved versions are Full Colour, One-Colour Black, and One-Colour Reversed. When these options are used appropriately, it ensures our logo is recognizable and legible.



Full Colour

The two-colour BCcampus logo should appear in its full-colour version whenever possible. The full-colour logo should always be used in combination with a white background.



One-Colour Black

The one-colour black logo should be used only in combination with light-colour backgrounds and in one-colour applications where full-colour printing is not available.



One-Colour Reversed

The one-colour reversed version of the logo should be used in combination with dark colour or solid black backgrounds.

Note: For more information about acceptable and accessible use of colour, refer to the “Colour Use” section of this document.

The following are some additional uses for logo elements.



No Tagline

The version of the logo without the tagline should be used in any scenario where the logo is being displayed in a way that the tagline is not legible (e.g., at a very small size or when displayed on an image).



Icon Only

It is acceptable to use the icon on its own to reinforce the brand. However, it shouldn't be used to carry the brand as an official representation of the organization. It should be used only as a standalone in situations where it is already clear that something is part of BCcampus, like on a social media image posted to one of the official BCcampus accounts or on an image used on the BCcampus website.

Logo

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” in the BCcampus logo. To protect the integrity of the logo, this space is required around all sides. This applies to positioning both around other printed elements and around background field edges, trim, and rules.



Minimum Size

Minimum size is 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 used with the tagline and 1 inch if 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



Logo

Unacceptable Use

To successfully reinforce our brand, it is important 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 examples demonstrate unacceptable and improper use.

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

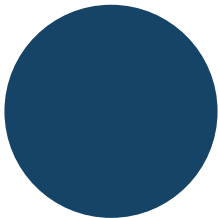


Colours

Primary Colours

The primary colour palette for design elements has three colours and represents the core of our brand.

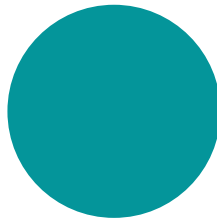
Dark Blue



Pantone 2955
CMYK 97.74.37.23
Hex #174467

Dark blue represents access, accountability, and quality. It reminds us of our access to sea, sky, and resources. It reminds us of our dedication to being accountable for the quality of our learning.

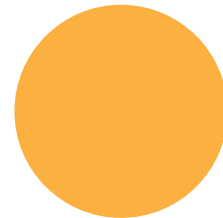
Turquoise



Pantone 321
CMYK 82.23.40.1
Hex #00949a

Turquoise represents respect and openness. Different parts of our ecosystem bring their unique skills together to create blend of blue and green, reminding us of the many parts that work together to build our organization.

Orange



Pantone 1365
CMYK 0.35.85.0
Hex #fbb040

Orange represents sharing. The warmth of sunshine reminds us we can grow and build better learning experiences for our communities through sharing our warmth and ideas with one another.

Secondary Colours

The following colours are used to complement the primary brand colours and to meet accessibility standards.

Sand



Pantone TBD
CMYK 10.10.21.0
Hex #e5ddc8

Sand supports the representation of openness and sharing. It helps us feel grounded, reminding us we can explore new ideas and challenge ourselves to think outside the box.

Dark Turquoise



Pantone 322
CMYK 86.33.46.8
Hex #047e83

Dark turquoise is an accessible alternative for the primary turquoise, to be used in specific instances that are described in the section "Colour Use."

Colours

Text Colours

Unless otherwise specified, body copy text, and smaller headlines should be black.

The dark blue is the only brand colour acceptable to use as a text colour on white backgrounds. It should be reserved for headings only.

Acceptable Headline

Avoid using for body text.

The BC of our logo uses dark turquoise. Unlike the primary turquoise, the dark turquoise passes the colour contrast ratio required for text on a white background. Dark turquoise should be used only for text links and as a supporting elements in bulleted and numbered lists.

Text Link

Avoid using for body text.

- Bulleted List

1. Numbered List

Colour Reference:

Dark Turquoise

Pantone 322

CMYK 86.33.46.8

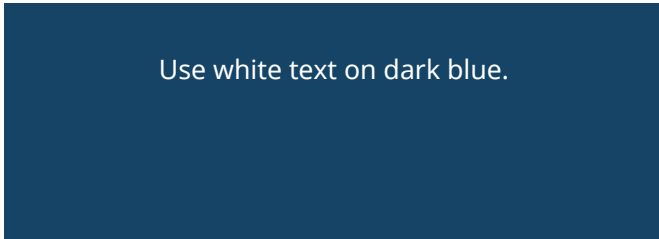
Hex #047e83

Colours

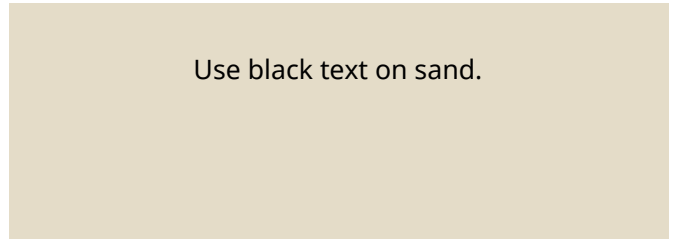
Background Colours

When using background colours to highlight information, please use primarily either the dark blue or the sand colour. A dark blue background should be paired only with white text. A sand background should be paired only with black text.

Dark Blue Background

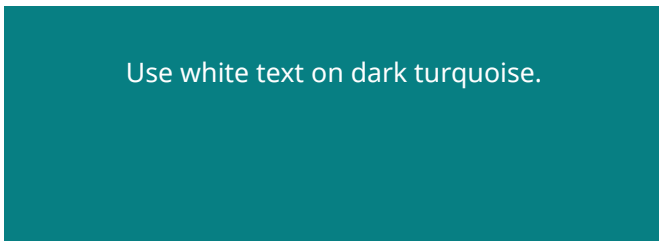


Sand Background

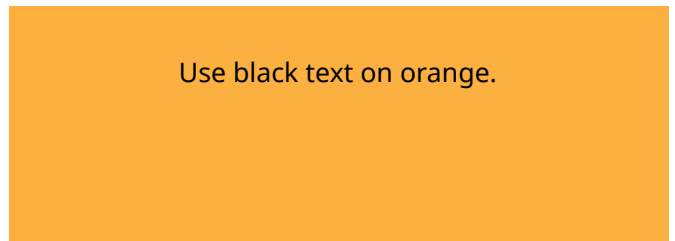


Other acceptable background combinations include the following. A dark turquoise background with white text, or an orange background with black text. Please ensure you are using the "dark" version of our official brand turquoise.

Dark Turquoise Background



Orange Background



The contrast ratio between these approved colour combinations meets accessibility standards and ensures all text is consistently legible and accessible.

Fonts and Text

Primary Typeface

We use Noto Sans for our organization's written content for its versatility and legibility. It offers many weights and styles that provide design flexibility for graphic communications. It comes in over 800 languages, including the Canadian First Nations characters we often include in our territorial acknowledgements.

It also features legibility benefits. For example, the capital i, lowercase l, and number 1 are easily distinguishable from each other, as are the uppercase o and number 0. The lowercase g and the number 6 are also different from each other.

Font License

We chose Noto Sans for its open source license via Google Fonts, which allows anyone on the team to access it and easily install it on their devices. Selecting an open source font reinforces our organization's value of openness.

The primary English version of the font is [available from Google Fonts here](#). For additional language variations, [see the full list of Noto Sans font options](#).

Incorrect Use

The integrity of the font should be maintained at all times. Do not use vertical or horizontal scaling or added outline stroke. Please note the font *Noto Serif* is not one of the accepted uses.

Fonts and Text

Typeface Sample

Noto Sans

Noto Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noto Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noto Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noto Sans Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fonts and Text

Typeface Use

Text Size and Style

Accessibility is important when it comes to choosing font sizes. Body text should be between 10 pt (13 px) and 12 pt (16 px) to ensure legibility. Size 10 pt is standard. For footers, do not use a font size smaller than 8 pt (11 px), as small text becomes illegible on some platforms. The style of text can also affect legibility when viewed at different sizes. To ensure all content is accessible and legible, we recommend using the Noto Sans styles in the following ways:

Noto Sans Light

Titles: 30 pt

Noto Sans Bold

Headings: 19 pt

Subheadings and for emphasis: 14 pt

Subheadings and for emphasis: 12 pt

Noto Sans Regular

Body text for paragraphs and lists: 10 pt

Captions, image descriptions, and footer content: 8 pt

Text Readability

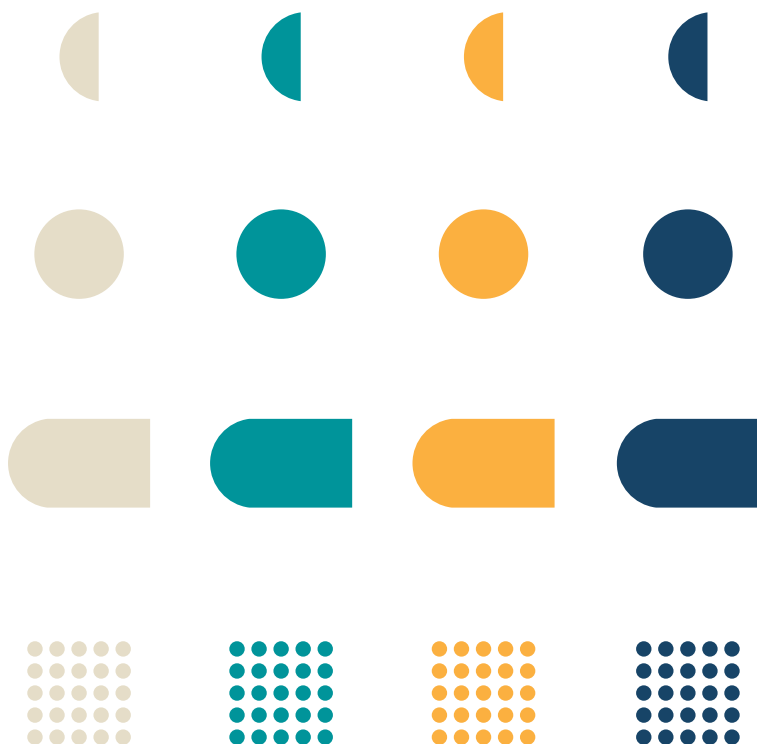
Please avoid using all caps. Readability is reduced with all caps because the words have a uniform rectangular shape, which makes it difficult to identify words by their shape.

Please reserve underlining for links to ensure they are easily identifiable.

Visuals

Design Elements

A set of unique design elements tie together our branding across different areas. This is where the turquoise and orange are primarily used. These elements are to be placed around the outer edge of images; they are purely decorative. Decorative elements do not require alternative text. Refer to the section “Visuals: Access and Inclusion” for more on accessibility.



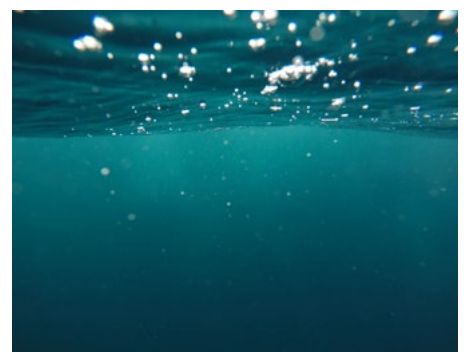
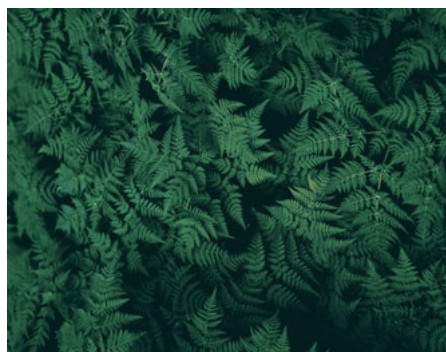
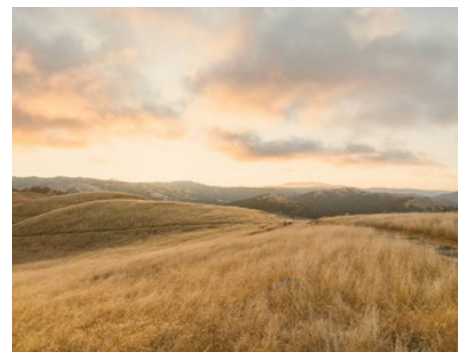
Visuals

Photo Selection

Images that represent BCcampus should be nature-themed and specific to B.C. The natural environment is a unifying element for our province and often how we're seen from the outside. It's something every resident can appreciate.

For the selection of nature imagery:

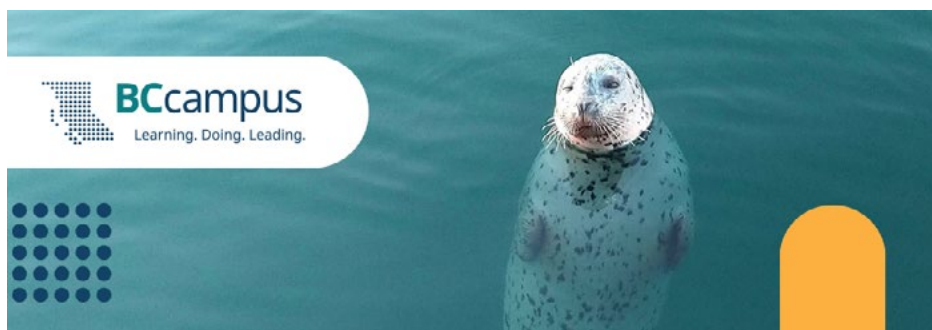
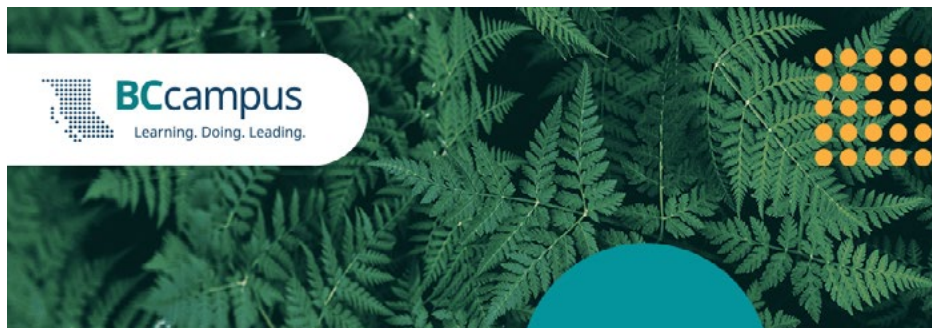
- Choose primarily horizontal images.
- Look for monochrome tones that compliment our colour palette and are not overly colourful.
- Choose images that depict the natural environment, not images with human-altered landscapes such as bridges, boats, and orchards.
- Animals native to our province are welcome as long as the composition meets this criteria.



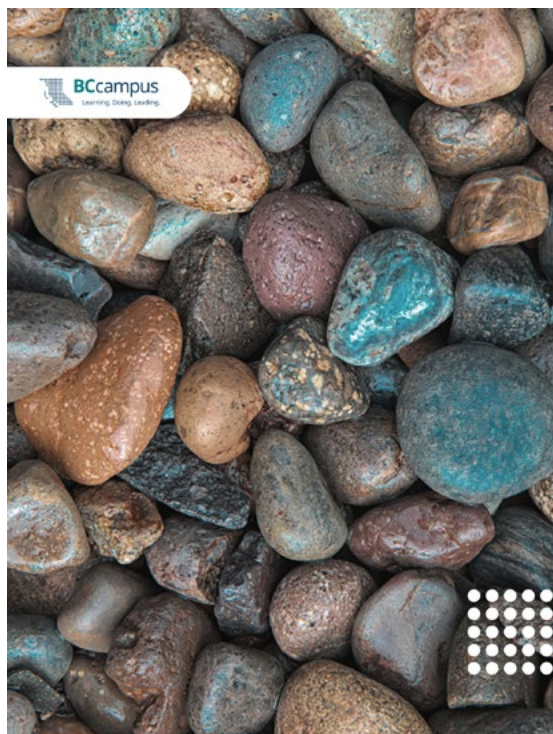
Visuals

Example Use

Newsletter Banners



Zoom Backgrounds



Visuals

Access and Inclusion

Photos used in project reports do not need to follow the nature theme. You can choose images that depict what we do, including people, buildings, and activities.

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

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.
- Images and graphics that are purely decorative do not require alt text.

Alt Text Example

Image: The words “Welcome to the BCcampus Brand Guidelines, 2023” and the BCcampus logo with an aerial view of an evergreen forest as the background.



To learn more about accessibility and inclusion, read the [BCcampus Open Education Accessibility Toolkit, 2nd Edition](#).

Visuals

Icons

Standard Size

- Total size = 32 x 32 px
- White background circle = 32 x 32 px
- Maximum icon image size = 24 x 24 px (allows for an adequate margin between the artwork and the edge of the background circle)

Outlines

- At the standard size (32 x 32 px, including circle background), all outlines are 1 pixel wide.
- All corners/joins and caps are rounded, which adds softness and makes them easy to look at. Curves align with the BCcampus circular branding.
- Use closed paths with open paths as accents/decorative elements. The clean, clear edges make the icons easy to see from a distance and at a small scale.

Perspective

- Flat: most often used, typically easy to integrate into other designs and allows for easy recognition. Good for icons that are one basic shape (e.g., rectangle, square, circle, triangle).
- 3D or angled: Used to show movement or stacked items. Good for uniquely shaped icons (e.g., long and narrow, movement/action lines).

Shadows

All icons have a turquoise shadow. The shadow is made of the same shape as the artwork and is moved 1 pixel down and 1 pixel to the right of the main object.

Exceptions:

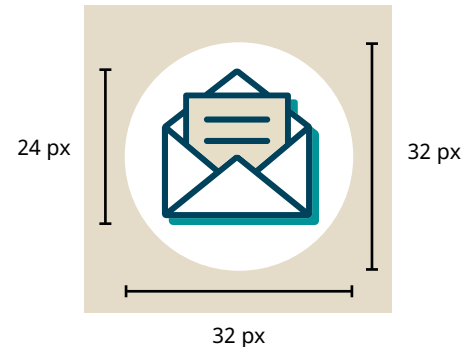
- For items that are tall and narrow (e.g., chess piece), the shadow object is scaled down by 2 pixels, then moved to the right by only 1 pixel. This helps maximize the space.
- Parts of objects that are only a single line do not cast shadows. Only parts of artwork that have a fill colour (e.g., sand, orange, turquoise, or white) have the object shadow.

Details

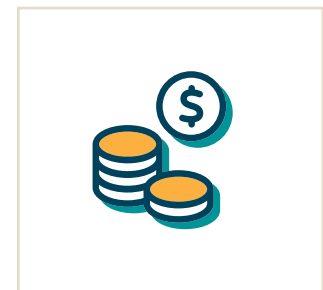
- Circles and dots: Included where applicable to align with BCcampus branding, adding connection between the dots/circles that are consistent throughout the brand identity.



Example: Actual size



Example: Enlarged to show scaling



Example: 3D



Example: Shadow exception

- Action lines: Show that an action or movement is being made. These can be depicted by arrows, line bursts, sound waves, and other lines. They engage the viewer and suggest the action being depicted is immediate or happening in real time. They can be used as a visual cue as part of a call to action.

Colour

- All icons have a white background circle to ensure colour accessibility.
- All line work is dark blue.
- All shadows are turquoise.

Most icons have an accent colour that reinforces the theme or content of the icon. The accent colour is can be determined by the icon artwork complexity, content, and/or general preference. The following are recommendations for colour use:

Icons with orange fill are typically:

- Action-oriented
- People
- Achievement-related
- Any level of artwork complexity

Icons with turquoise fill are typically:

- Strategy-related
- Button-like
- Items with clearly defined sections. Line/dot details should not fall within turquoise fill for accessibility reasons.
- Low level of artwork complexity

Icons with sand fill are typically:

- Administration-related
- Envelopes
- Related to office or supplies
- High level of artwork complexity

Icon Use

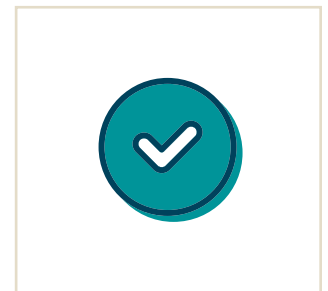
- Icons or images used to convey information to a viewer should always be accompanied by alternative text. This is a minimum requirement. Ideally, they also are accompanied by a title, description, or caption of how the author intends the viewer to interpret the icon. For example an icon of a cloud with an arrow pointing upward could have the caption "Upload to cloud."



Example: Action lines



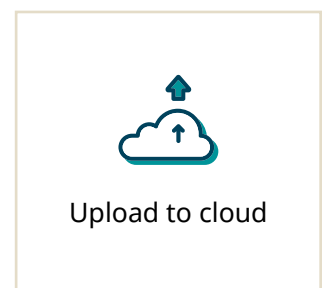
Example: Orange fill



Example: Turquoise fill



Example: Sand fill



Example: Icon with text

Visuals

Illustrations

Illustrations used in BCcampus material should be open source, maintain consistent BCcampus brand colours, and showcase a diverse range of individuals. We recommend using [unDraw](#) as it meets these criteria. Its license is open source and does not require attribution. The characters in unDraw illustrations have a consistent style and are diverse in their appearance. unDraw uses basic shapes to create scenes, and most of the shapes have rounded corners.

To use unDraw, visit its website, and search for an illustration or scene, and set the accent colour hex code to one of the BCcampus colours. Files can be downloaded as .png or .svg. We encourage you to edit the .svg files in the following ways:

- unDraw uses dark purple for some background elements and props. Change background elements that are dark purple to BCcampus dark blue (#174467).
- unDraw uses light greys for some background elements. Change any light grey background elements to BCcampus sand (#e5ddc8).
- unDraw occasionally uses an additional accent colour, typically red or green). Change this to a BCcampus accent colour or sub-brand colour (if applicable).
- Make changes to the scene to remove elements and/or add elements.
- Make other changes to the characters to increase diversity (e.g., adjust skin or hair colour, add tattoos, add hearing aids).

As a minimum requirement, illustrations used to convey information to a viewer should always be accompanied by alternative text, and a link to a longer description if necessary. Refer to the section “Visuals: Access and Inclusion” for more information on how to write alternative text.



Original unDraw illustration: Laptop, pen, tablet edge, and table edge are dark purple.



Updated illustration: Laptop, pen, tablet edge, and table edge changed to BCcampus dark blue.

Visuals

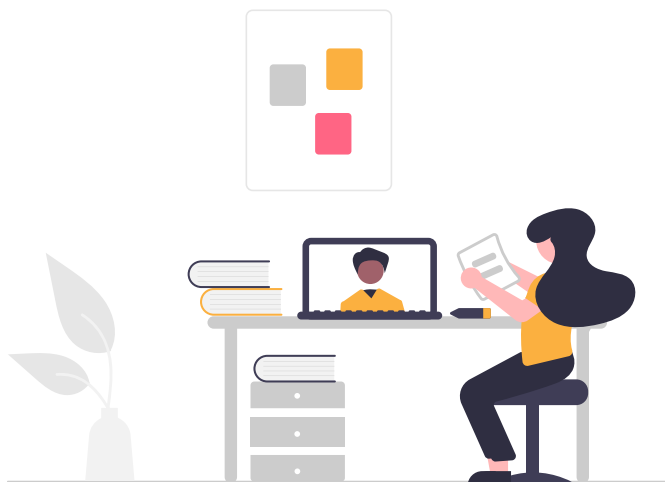
Illustration Examples



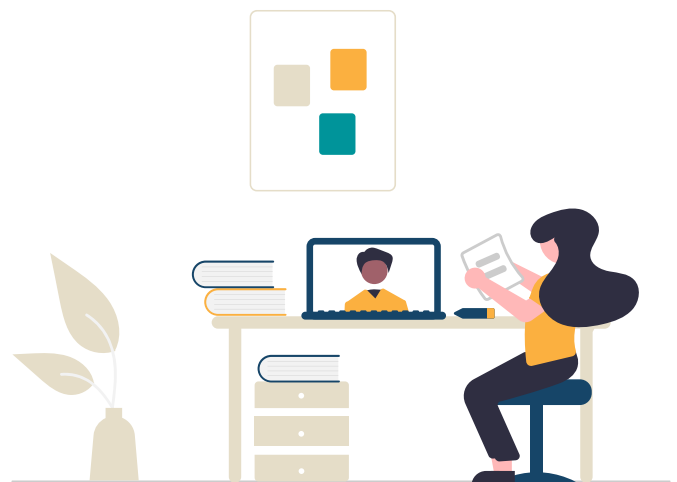
Original unDraw illustration: Plant, outside of book, and inside of large book are all light grey.



Updated illustration: Plant, outside of book, and inside of large book changed to sand. Small book details are left grey to maintain illustration integrity.



Original unDraw illustration: Red accent square, instances of dark purple, and grey background elements.



Updated Illust illustration ration: Red square is now turquoise, all instances of dark purple are now dark blue, and all grey background elements are sand.

Branding

Email Signature

The BCcampus email signature has two parts, the individual's personal details and the organization's details with a territorial acknowledgement.

Erin Beattie, MA *she/her*
Manager, Marketing and Communications
[Hear my name](#)

Cell: [250-580-6949](tel:250-580-6949) • Email: ebeattie@bccampus.ca
Twitter: [@ehbeattie](https://twitter.com/ehbeattie) • Skype: [ehbeattie](https://www.skype.com/people/ehbeattie) • LinkedIn: [erinbeattie](https://www.linkedin.com/in/erinbeattie)

.....

BCcampus, Vancouver
Learning. Doing. Leading.
[BCcampus.ca](https://www.bccampus.ca) • [Twitter](https://twitter.com/bccampus) • [LinkedIn](https://www.linkedin.com/company/bccampus)

BCcampus acknowledges the səliiwətaʔt təməxʷ (Tsilil-Waututh), Skwxwú7mesh-ulh Temíxw (Squamish), xʷməθkʷəy̓əm (Musqueam), WSÁNEĆ (Saanich), and the Esquimalt and Songhees Nations of the Ləkʷəŋən (Lekwungen) Peoples, on whose traditional territories we are privileged to live, work, and learn. Through our work we are learning to incorporate Indigenous epistemologies into our actions and understandings, supporting decolonization, reconciliation, and Indigenization to advocate systemic changes in the post-secondary environment of B.C.

Style Guide

The font used for the email signature is Noto Sans, in several weights.

Element	Font Size	Colour	Formatting
Name	13 pt	#174467	bold
Credentials (optional) next to name	10 pt	#174467	bold
Pronouns (optional) next to name	10 pt	#174467	italic
Job title	11 pt	#000000	bold
Hear my name link (optional)	10 pt	#047e83	regular, underline
Contact info	11 pt	#000000	regular
Links (choose your own social media)	11 pt	#047e83	regular, underline
Yellow dots for separations		#fbb040	bold
Dotted line using bullets		#00949a	bold
BCcampus, (optional city)	11 pt	#000000	bold
Learning. Doing. Leading.	11 pt	#000000	regular
Links	11 pt	#047e83	regular, underline
Territorial acknowledgement	9 pt	#000000	regular

Social Media

When creating social media posts, there are three different styles of post image. When choosing photos, you must select from the image library that matches the post title. It is recommended to choose the photo first, and then select one of the styles outlined below that best works with the image and the length of the title.

Post Style 1

Full Background Image

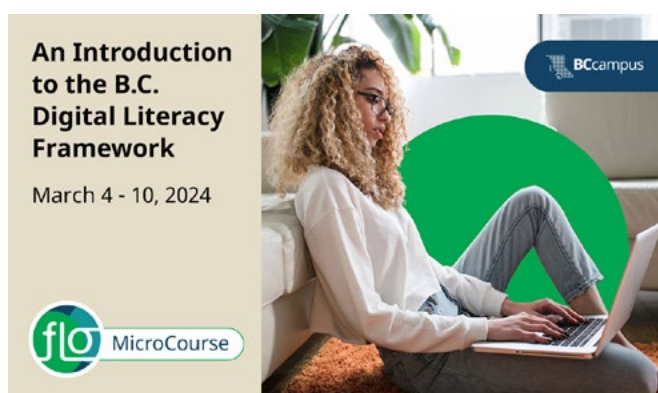
When you use a full background image. There must be a space that can be edited to fade out either dark, or very light behind the title. The only acceptable text colours are white or black. If the image isn't too busy, a decorative design element like a dot or dot grid can be added.



Post Style 2

Left Colour Block

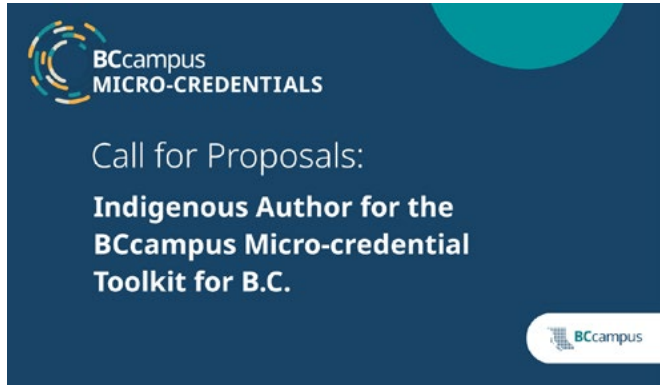
This is the most commonly used type. It works well for longer titles, or images that can't accommodate text on top of them. The colour block background should always take up less width than the photo space. The colour block can be either our brand navy blue, tan or dark turquoise.



Post Style 3

Solid Background Colour

When the post title is hyper-specific and no imagery can be found, a good solution can be to use a solid colour background. This style should include at least one design element like a circle, a dot grid, or a tab shape.



Rules: Composition

- The standard dimensions to use for social media images is 1200 x 700 px, which fits most social networks.
- The BCcampus logo without tagline, in a “tab” shape must appear near one of the corners. The white tab version, or navy blue version.
- The only acceptable background colours are the Dark Blue, Sand, or Dark Turquoise from our official colour palette.

Rules: Photos

- When creating a post that relates to the parent brand, images from the set of nature photos should be used. For posts under our more specific events and projects, people-centric images from the applicable photo gallery should be used.
- When you use a full background image. There must be a space that can be edited to fade out either dark, or very light behind the title.
- If a post title mentions a person by name. That person should be in the photo used, or if none is available the third style “Solid Background Colour” should be used.

Rules: Text

- A mix of bold and light weights of text are a useful way to visually break up titles and dates.
- The typical title font size being used can be between 45 pt - 60 pt. A piece of secondary information like a date can be slightly smaller, at around 40 pt. Title lengths and word lengths can vary significantly, so we have allowed this variation in order for the creator to adjust for best visual fit.
- The only acceptable text colours are white or black, based on the background chosen.

Sub-Brands

The sub-brands under BCcampus are often created for events and larger projects. We have determined a set of rules to give these sub-brands their own look, while at the same time tying them visually to the parent brand of BCcampus.

Logo Creation

A sub-brand can have its own logo with the following requirements. The colours are to be selected from the official BCcampus colour palette with the addition of one unique colour if desired. The logo can have its own font if necessary. The default selection should otherwise be Noto Sans. Noto Sans should be used for taglines within the logo.

Examples:



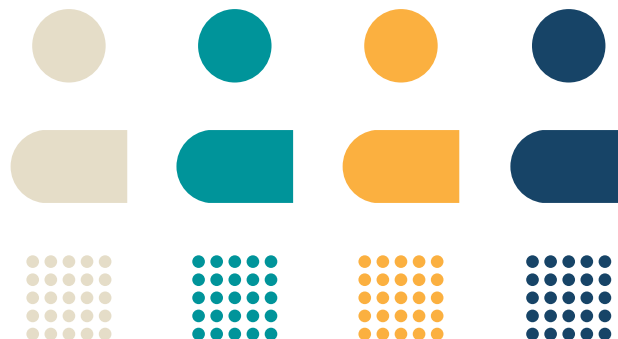
Design Requirements

- Use the official BCcampus font Noto Sans on all materials.
- Select colours from the official BCcampus colour palette with the addition of one unique colour if desired.
- Use the BCcampus shapes elements on materials.
- Ensure the BCcampus logo appears on every piece created. On a photo, the BCcampus logo can appear with left or right alignment on a white or dark blue tab shape.

Logo in Tab Shape



Brand Colours



Bonus Colour



Visuals

Photos used for sub-brands and projects should include people with a circle element placed behind them. The circle colour can be any of the BCcampus primary colours: dark blue, turquoise, or orange. Choose the colour best suited for the image. If a sub-brand has a bonus colour, that colour can also be used for the circle.

