

# BC ID Guidelines for Third-Party Use of the BC Mark

JAN 2018

## BC MARK VERSIONS

**VERTICAL POSITIVE** (pos) for light backgrounds



Note the dark blue text and mountains

**VERTICAL REVERSE** (rev) for dark backgrounds



Note the white text and light blue mountains

**HORIZONTAL POSITIVE** (pos) for light backgrounds



Note the dark blue text and mountains

**HORIZONTAL REVERSE** (rev) for dark backgrounds



Note the white text and light blue mountains

## PROTECTIVE MARGINS



Maintain protective margin all around



Maintain protective margin all around

## COLOURS

### BCID BLUE



**Pantone** 288C  
**CMYK** 100 . 80 . 6 . 32  
**RGB** 35 . 64 . 117  
**HEX** #234075

### BCID GOLD



**Pantone** 130C  
**CMYK** 0 . 30 . 100 . 0  
**RGB** 227 . 168 . 43  
**HEX** #e3a82b

### BCID BLUE (for Reverse version)



**Pantone** 70% of 288C, or 7462  
**CMYK** 70 . 47 . 0 . 16  
**RGB** 101 . 121 . 158  
**HEX** #65799e

### BCID WHITE



**CMYK** 0 . 0 . 0 . 0  
**RGB** 255 . 255 . 255  
**HEX** #FFFFFF

PANTONE is a trademark of PANTONE Inc.

## MINIMUM SIZE

### Vertical version

Minimum Height:  
10 mm / 30 px



10 mm / 30 px

### Horizontal version

Minimum Height:  
5 mm / 15 px



5 mm / 15 px

Very small reproductions are the exception and recommended only when space is very limited. Normal size for reproducing the BC Mark is 10 mm or 30 pixels high.

## PROPORTIONS Always use the logo files as they are provided

**ALWAYS** scale the logo proportionally



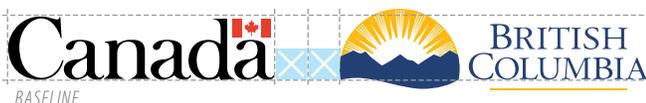
**NEVER** squash or stretch the logos to make fit



**NEVER** alter the colours of the elements. Never reset or adjust the text.



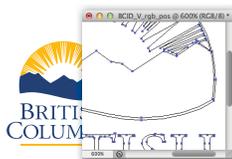
## THIRD-PARTY LOCKUP (PARTNERSHIP MARK)



BC Partnership Marks represent the cooperation or partnership of the provincial government with another entity. The accompanying marks are to appear proportionally the same size, never larger than the BC Mark. Maintain the clear margin separating the marks and do not alter the elements. All the guidelines for use of the BC Mark apply to Partnership Marks. Use the marks as provided for correct use.

## USE OF FILES

The files supplied for the BC Mark include vector files with an .AI or .EPS file extension. This type of file can be scaled to any size or resolution without losing quality. Use these files whenever possible for the best reproduction. A vector drawing program is required to view or edit these files, though they can be included in most document-creation programs providing excellent results.



**MS Word:** Use the INSERT > PICTURE from file command 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 BC Marks are trademarked and copyright of the Province of BC. The BCID graphic files are to be used for the purposes supplied only, and are not for redistribution or re-use without prior written authorization from the Province of BC. Please contact BC Government Communication and Public Engagement to request other colour versions or file formats of the marks, or if you have questions regarding the use of the marks.