



Description of the BC Mark

The mark is comprised of four elements: **Symbol, British Columbia wordmark, key line and The Best Place on Earth text.**

The symbol is a range of mountains with the sun rising from behind them. This provides graphic continuity with the province's other official signatures—the provincial flag and heraldic crest. The **mountain graphic conveys a sense of strength and reliability, complemented by the use of blue to further establish feelings of authority and trust. Balance is provided by the warm rays of the sun, which symbolize British Columbia's bright horizons and bright futures.** The Best Place on Earth underscores our pride in British Columbia and spirit of achievement.

The wordmark uses a customized traditional typeface — Garamond — to convey a sense of heritage and dependability. The rounded serifs and soft forms of the typeface make it friendly and approachable.

The elements of the mark appear as an indivisible graphic unit, except in very specific and approved instances that are approved and produced by the Corporate Communications Department of the Public Affairs Bureau.

The vertical format of the BC Mark is the preferred version. The horizontal format may be used when space is limited. Always “place” the digital files exactly as they are provided. Resize them as a whole, always preserving the horizontal and vertical proportions.

Elements are never used independently from one another, nor should their relative sizes or positions change from the official formats provided digitally. The phrase “Best Place on Earth” should never be replaced by any other phrase (eg. program/ministry name). Ministry/program identifier marks are produced and provided through the Corporate Communications Department of the Public Affairs Bureau upon approval.

Sample:



The BC Mark replaces all previous versions of the provincial mark (eg. the rising sun or the provincial crest).

Likewise, the BC Mark with the ministry identifier to the right replaces all previous versions of the ministry mark (eg. the rising sun with the ministry's name underneath).

The British Columbia Government Wordmark

Examples of previous provincial marks that are no longer valid.



Protective Space

Surrounding the British Columbia mark is an area of protective space that ensures it is not obscured by other competing marks or communications that could reduce the value of the British Columbia mark.

In the vertical version, the minimum protective space is equal to the distance between the top of the small caps on the first line “British” and the bottom of the second line “Columbia” in the wordmark. To protect it from visual interference, this space is required around all sides of the logo, including background field edges, trim and rules.

Maintaining Visual Integrity

Integrity of the mark should govern all decisions about its use and legibility. Neither the mark nor its component elements should ever be used as a part of other visual identities or graphics. Similarly, no other visual elements may be incorporated into the mark.

Minimum Size

The logo should never appear at a size where the symbol is less than 0.3” in height. For web usage the logo should never appear at a size where its total height is less than 45 pixels.

Colour

The BC ID mark uses two colours: yellow and blue. The mark should appear in two colours and the specific Pantone Matching System (PMS) colours outlined should be used wherever possible (Gold 129, Blue 288). When printing specifications or budget restrictions do not permit the use of PMS colours, the process match breakdowns (CMYK) may be used (Gold: 0.30.100.0; Blue 100.67.0.23). In circumstances where there is no practical alternative, it may be reproduced in one colour, preferably black. If the one colour is not black, then a dark value of a deep hue should be used. The mark should not be reproduced in light values, tints or hues. When the background field is light, the logo can appear in its preferred positive, two-colour version. There must be significant contrast to the corporate blue and the background colour for the logo to read properly. The sun as well as its sunrays reverses out to white. Please limit the use of this option and use discretion when determining when this application is acceptable.

Supporting Typography

Adobe Garamond Pro is the preferred typeface to accompany the mark.

Adobe Myriad Pro is used to render sub-brands. The integrity of the font should be maintained at all times: do not scale the typeface vertically or horizontally; do not add a stroke, etc.

For more information:

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