



BCHC Brand Standards Guide

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BCHC Brand

The refreshed brand represents BCHC’s human, contemporary and vibrant culture and values. It portrays us as professional but human, precise but approachable, leaders in our field but also humble, and most of all, passionate about our work.

This document provides guidance for how all our brand elements work together to create the BCHC brand. To provide consistency for all touchpoints, these guidelines are a reference for anyone responsible for creating internal and external marketing materials for BCHC.

A brand is more than a logo, ad or tagline. A brand is a set of perceptions and images that represent a company, product or service. Real-life experiences with our organization combined with consistent application of logo, tagline and visual brand elements enable our stakeholders to easily identify who we are and what we stand for. In this way we build client loyalty, trust and a sense of community.



Logo

The BC Healthy Communities logo, or visual identity, is composed of overlapping circles which imply intersecting lenses, perspectives and ways of knowing. All are essential parts of a whole. The logo conveys a sense of vibrancy, openness, movement and connectedness which speaks to the culture of health and well-being that BCHC is cultivating within its partner communities across B.C.

Logo versions

Horizontal logo

The horizontal logo is the standard logo for most applications.



Vertical logo

The vertical logo can be used in special circumstances or when an application requires a centered format.



Logo minimum size

To maintain readability of logo elements and tagline please do not reproduce the standard horizontal logo any smaller than 0.5" high and do not reproduce the vertical logo any smaller than 1" high.



Logo clear space

The protective space is the minimum clear space required around the logo. It is based on the height of the 'x' measurement (the space between the baseline of the word 'Communities' and the baseline of the tagline text).



Logo colours

1. Colour logo

Colour logos are available in these formats: eps, png and jpeg for print, screen, and online applications as applicable.

2. Black and white logo

The black and white (greyscale) logo is available in these formats: eps, png and jpeg. It will usually be used for print applications where colour is not available but can also be used for screen and online applications as needed.

3. Reverse logo

Reverse logos are available for use on top of dark, solid colours.



1



2



3



1



2



3

Logo usage

1 Please use the colour or black and white logo on a white background. This is standard, preferred usage.

2 + 3 The reverse logo should be used on solid or simple, undistracting backgrounds. In special cases a reverse logo can be set against a undistracting photographic or textured background as in sample 2.

Logo do's + dont's

Please follow consistent use of our logo + tagline.

- Don't change the logo colour
- Don't make logo too small
- Don't distort it
- Don't add anything
- Don't change spacing
- Don't change the font
- Don't print on black unless the logo is reversed out in white.
- Don't print on busy background
- Don't let other elements get too close
- Don't add any outlines










Colours + Typography

The BCHC colour palette and fonts complement the fresh and vibrant colours and human quality of typography in the logo.








Colour palette

BCHC colours are derived from the red, teal and green colours of the logo. There are two colour palettes: **red** and **teal**, with Lime green 382 as the lead colour for all applications.

1 RED PRIMARY COLOUR PALETTE

LEAD COLOUR	BASE COLOURS			ACCENT COLOURS		
						
LIME GREEN 382	PLAN H GREEN	MID GREEN 7490	DARK TEAL 3302	BLACK	RED 185	PURPLE 513

2 TEAL SECONDARY COLOUR PALETTE

LEAD COLOUR	BASE COLOURS			ACCENT COLOURS		
						
LIME GREEN 382	PLAN H GREEN	MID GREEN 7490	DARK TEAL 3302	BLACK	TEAL 3252	MID TEAL 3272

Colours

		HEX	RGB	CMYK
	LIME GREEN 382	# c4d82e	196-216-46	28-0-100-0
	PLAN H GREEN	# 98bb44	152-187-68	46-9-95-0
	MID GREEN 7490	# 719a4c	113-154-76	61-22-90-4
	DARK TEAL 3302	# 004b45	0-75-69	95-47-67-42
	BLACK	# 231F20	35-31-32	0-0-0-100
	RED 185	# ea1c2d	234-28-45	1-100-92-0
	PURPLE 513	# 94368e	148-54-142	49-94-5-0
	TEAL 3252	# 40c0c0	64-192-192	66-0-29-0
	MID TEAL 3272	# 00a39a	0-163-154	100-4-50-0

Typography

Heading fonts

Large heading fonts are in the **Fira Sans** family.

Primary text fonts

Source Sans is the primary font for small headings, text and bolded text for reports, presentations and online applications

Secondary text fonts

An alternate text font for long documents is **Source Serif**.

If any of the above sans serif fonts are unavailable please use **Arial**.

Fira Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Fira Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Fira Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Fira Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Fira Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Serif Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Serif Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Source Serif Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

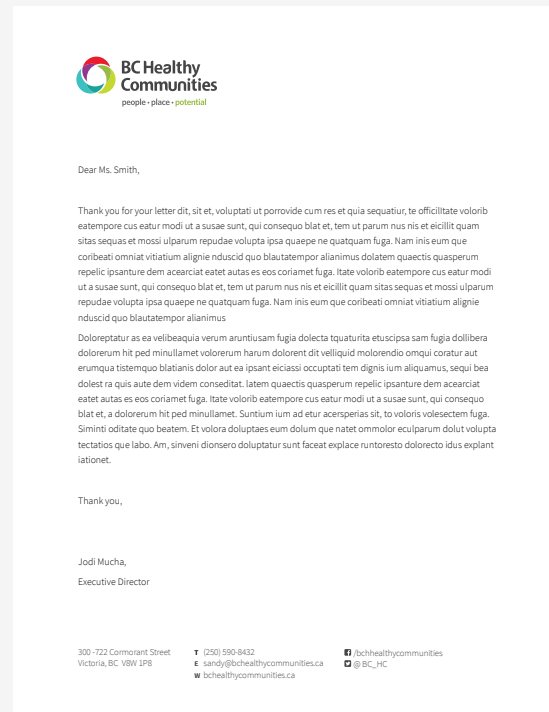
Source Serif Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Brand applications

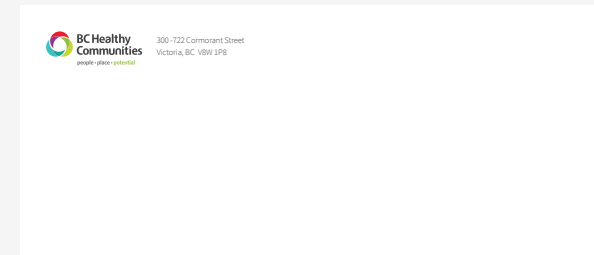
BCHC brand applications include stationery, reports and presentations. All work together, sharing common graphic elements and meeting consistent guidelines to build brand recognition and stakeholder loyalty.

Stationery

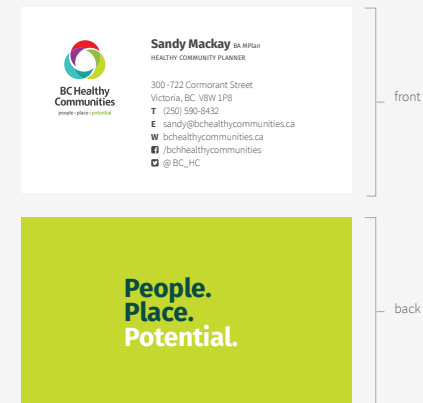
Stationery is available in the form of InDesign templates for letterhead, envelopes and business cards. The letterhead also comes in the form of a Word template.



Letterhead



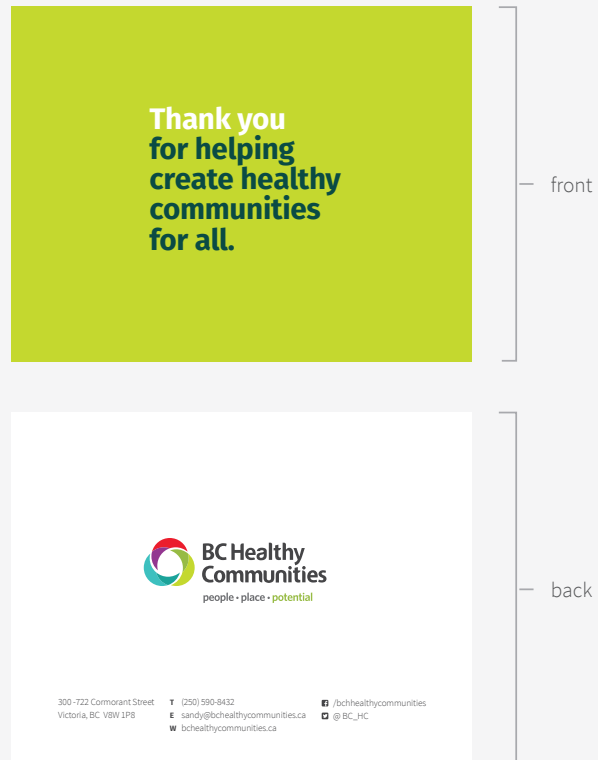
Business envelope



Staff business cards

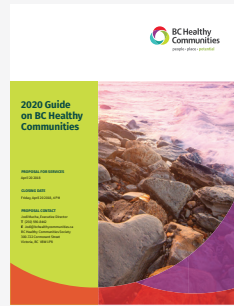
Thank you card

The BCHC thank you card is 5.5 x 4.25" (folded) and will fit a 5.75 x 4.375", A2 envelope. It is blank inside for personal messages.

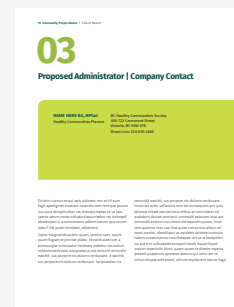
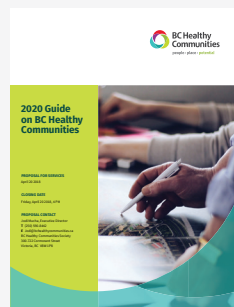


Reports

Reports come with two InDesign templates: **red primary colour palette** and **teal secondary colour palette**. Each template comes with a graphic toolkit of red and teal vector crescent shapes.



1 RED PRIMARY COLOUR PALETTE



2 TEAL SECONDARY COLOUR PALETTE

Presentations

Screen presentations are available with options for either a **red primary colour palette** or **teal secondary colour palette** in InDesign or PowerPoint formats and respective graphic toolkits of red and teal crescent motifs.

Green crescent motifs are also available to blend with either red or teal colour palettes.



1 RED PRIMARY COLOUR PALETTE



2 TEAL SECONDARY COLOUR PALETTE

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