

BRITISH COLUMBIA FEDERATION OF STUDENTS

Brand Guideline
2021

BC Federation of Students Logo Guidelines

The BC Federation of Students logo should only be used as specified in this document.

The logo should not be distorted or altered in the artwork. If you have any queries regarding the use of the Federation's logo, contact the BC office at (604) 733-1880.

File Formats

Ensure the appropriate file format is used for the correct medium.

For print, use vector-based graphics. Can be increased or decreased to any required size. Files should end with (.eps)

For web (online), use raster-based graphics. Should not be increased beyond original size provided, but can be reduced to required size.

Files should end with (.jpg or .png)

Preferred Logo

The preferred logo is the Positive (teal version). The full logo is always preferred over the short; however the short may be used when space allocated for the logo is too small to allow the full logo to be legible when used.

Mono Logo (Black)

The black Mono logo should be used only in a black and white setting. Should there be any colour used around it, please select a different logo option.

Mono Logo (White)

The white Mono logo should be used on a solid or contrasting background colour. Where the background colour is too light for proper contrast (e.g. yellow), the black Mono logo should be used.

Full Logo

Positive (Teal)



Mono (Black)



Mono (White)



Short Logo

Short Positive (Teal)



Short Mono (Black)



Short Mono (White)



Minimum Size and Clear Space

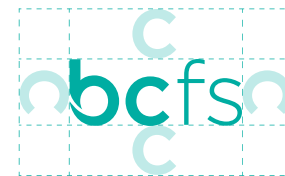
Federation logos should not be used at a size smaller than indicated here.

The clear space (space around the logo) is determined by height of the C in the logo. Please leave a minimum clear space around the logo edge that is no less than that shown here.

Minimum Size



Short Logo



Federation Logo: What **Not** To Do

These examples show a variety of misuses of the BC Federation of Students logo. Each of these situations should be avoided to ensure consistency in the way the brand is presented in all applications.

Do not place the positive logo on a coloured background.



Do not use any colours other than those listed on page 2.



Do not distort any elements of the logo. Always resize proportionately.



Do not crop the logo in any way.



Colour Palette

Only use the Pantone or CMYK colour mixes specified in this document. Do not convert CMYK in your design application.

Printing

C=77 M=6 Y=43 K=0

Digital

R=0 G=174 B=163

Web

HEX

Teal: #00AEA3

