BRITISH
COLUMBIA
The Best Place on Earth

WelcomeBC

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WelcomeBC Graphic Standards Guide

The WelcomeBC Mark is created by combining the BC ID with the "WelcomeBC" wordmark. The Mark uses the colours and typeface from the BC ID Mark to maintain visual continuity with that mark and all elements of the provincial corporate identity.

The elements of the WelcomeBC Mark always appear as an indivisible graphic unit. Elements should never be used independently from one another, nor should their relative sizes or positions change from the official digital formats. Always use the digital files exactly as they are provided. Re-size them as a whole, always preserving the horizontal and vertical proportions. It is never acceptable to alter the WelcomeBC Mark in any way.

Protective Space

Surrounding the WelcomeBC Mark is an area of protective space or clear area that ensures it is not obscured by other competing marks or communications that could reduce its value and compromise its communications role.
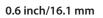
The minimum protective space is equal to the height of the capital letters in "WelcomeBC." To protect it from visual interference, this space is required around all sides of the WelcomeBC Mark, including background field edges, trim and rules.

The protective space required around the mark.

Minimum Size

Within the WelcomeBC Mark, the entire mark should never be less than 0.6 inch or 16.1 mm in height. For web use, the mark's total height should never be less than 70 pixels.

0.6 inch/16.1 mm

The minimum size of the mark.

Colour Reproduction

The WelcomeBC Mark uses two colours: BC ID blue and BC ID yellow.

Use the specific Pantone Matching System (PMS) colours whenever possible. When it is not possible to use PMS colours, the mark should be used in its CMYK or greyscale versions.

Pantone (PMS)	CMYK	RGB	Hex	
130C Coated 130U Uncoated	C0, M30, Y100, K0	R227, G168, B43	#D6A62E	BC ID Yellow

Pantone (PMS)	CMYK	RGB	Hex	
288C Coated 288U Uncoated	C100, M67, Y0, K23	R35, G64, B117	#2D3A63	BC ID Blue

Colour specifications

Versions and Contrast

The WelcomeBC Mark should appear in its two-colour version whenever possible. When the field is light, the mark is to appear in it's preferred, positive version.

When the background field is dark, the reverse version must be used. There must be significant contrast to the background colour and the colours of the mark to ensure clear reproduction of the WelcomeBC Mark.

When only one colour is available for use, the greyscale version is provided in both positive and reverse. Use the guidelines here when choosing the appropriate format for a light or dark background.

Due to the detail of the WelcomeBC Mark, patterned backgrounds, such as photographs, are to be avoided. It is important to maintain the proper contrast between the mark and the background to ensure legibility of the mark.

Positve Example

■ PMS 288c Blue (BC ID Blue) - *Welcome, British Columbia, The Best Place on Earth*
■ PMS 130c Yellow (BC ID Yellow) - *BC, rules*

Reverse Example

□ White (BC ID White) - *Welcome, British Columbia, The Best Place on Earth*
■ PMS 130c Yellow (BC ID Yellow) - *BC, rules*

Light background with Positive mark

Dark background with Reverse mark

Light background with Positive greyscale mark

Dark background with Reverse greyscale mark

Complex, photographic background – **not acceptable**

Using the Mark with the BC ID

The WelcomeBC Mark and the BC Mark may appear on the same materials and should be kept separate. If the two marks must appear together, the protected space of both marks must be respected.

The WelcomeBC Mark and the BC Mark used at the same time, maintaining their respective protected spaces.

Questions or concerns in regard to using the WelcomeBC Mark not covered in this document may be directed to Corporate Communications and Strategic Planning or the Public Affairs Bureau Graphic Design Unit.

Misuse

Maintaining the integrity of the WelcomeBC Mark should govern all decisions for its use and legibility. These guidelines are applicable to all official versions and formats of the mark.

Do not *alter the colours of the mark.*

Horizontal scaling
Never stretch or condense the mark to make it "fit." The horizontal and vertical scales should always change equally and proportionally.

Vertical scaling
Never stretch or condense the mark to make it "fit." The horizontal and vertical scales should always change equally and proportionally.

Do not *repeat the mark. The mark must not be used to create a pattern or background.*