



# VCSBC Logo Usage Guidelines

Our logo library is intended for the use of VCSBC's approved suppliers and partners. These logos are to be used only with prior written consent from VCSBC's Board of Directors or its representatives.

Should your document have any information about VCSBC within it, we will need to review and approve the content prior to placement or print. Turnaround time for copy review is based on a per project basis.

We have two versions of our VCSBC logo:

- The VCSBC rectangular logo (our primary logo)
- The VCSBC circular logo



## Using our logo

- Colour version: to be used against white background in colour applications (including found-colour process, spot colour and onscreen)
- Black version: to be used against a white background in limited colour applications
- Grayscale version: to be used against non-white, lighter backgrounds (limited applications)
- As much as possible, use our logo as provided. If you need adjustments, we'll try to accommodate them based on your needs.



## Spacing and sizes

### Clear Space

For the primary logo, we leave some clear space around the logo of around 30px. In order to keep the integrity of the logo, it's important that nothing is placed in the immediate space around the logo.

### Minimum Size

We want the logo to be legible. Make sure the logo is at least one inch wide.

### Digital Applications

In digital applications, whenever possible, we use the logo in a scalable vector graphics format (SVG) to maximize legibility and scalability. All the elements in our logo are clearly visible at 96px in SVG format

In other formats, please adjust the logo according to the screen resolution (i.e. @2x for Retina Display and @3x for iPhone 6 plus)

## Improper use of our logo

- Do not reconfigure the logo or use any of the elements from within the logo on their own
- Do not use colour variations other than the ones provided
- Do not add drop shadows, outlines or other effects
- Do not stretch or otherwise distort the logo
- Do not add anything within the logo's clear space
- Do not place the colour logo on a busy background
- Do not change the text of the logo
- Do not use an alternative font and do not reconstruct the logo
- Do not use the circular logo in mono-tone or "knockout" versions (i.e. only black, only white)

## Examples of improper use of the VCSBC logo



**VENEZUELAN  
CANADIAN  
SOCIETY**  
OF BRITISH COLUMBIA

Stretched logos is not allowed