



ARTIST'S STATEMENT

As a child, I spent my summers in BC. Nothing captivated me more than standing at the base of the towering trees in the ancient forests. It is these trees, particularly those that stand watch along the ocean's edge, that are quintessentially British Columbia. The tree takes on an artistic paintbrush appearance; the icons of BC (trees and ocean) captured in 7 small brush strokes.

LOGO WHITE BACKGROUND

REVERSE

FULL COLOUR



BLACK AND WHITE



1 COLOUR



**FONT** Arial Regular is a beautifully simple, clean font. It is similar to Century Gothic (logo font) but more condensed, accentuating the information with the logo and making longer pieces of text easy to read. The tag line font is Segoe Script. It has a paintbrush appearance, complimenting the artwork.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
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*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
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**COLOUR** Earth, vegetation, water, sky. Black forms the structure of the logo, giving it strength. It connects us to the materials we work with. Green is the lush understorey found in the darkest parts of the oldest forests. Blue is the sky when looking up from the forest floor and the ocean's cool waters. .

**BLACK**



**PANTONE Black C (Various Tints)**

**GREEN**



**PANTONE 383 C**

**BLUE**



**PANTONE 300 C (various tints)**



110, 355 Burrard Street  
Vancouver, BC V6C 2G8  
T 604.682.5610 F 604.681.3394  
TF (855) 682.5610 Canada & USA

E [admin@bcsla.org](mailto:admin@bcsla.org)  
[www.sitelines.org](http://www.sitelines.org)  
[www.bcsla.org](http://www.bcsla.org)

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Yours sincerely,  
**BC Society of Landscape Architects**

*The BC Society of Landscape Architects (BCSLA) was formed in 1962 and registered in 1964 under the BC Societies Act. BCSLA regulates the profession of landscape architecture according to provincial statute. Landscape architecture is a comprehensive discipline involving land analysis, planning, design, management and conservation and rehabilitation. Typical projects include site design, urban planning, environmental impact studies, parks and recreation planning and residential garden design. The BCSLA promotes continuing education and high standards of professional practice in order to assure the health, safety and welfare of the public in British Columbia.*



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**Name Surname Position**

*Achieving Excellence Through Imagination and Collaboration*



**BCSLA**

British Columbia Society  
of Landscape Architects

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**Name Surname**  
*Position*

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