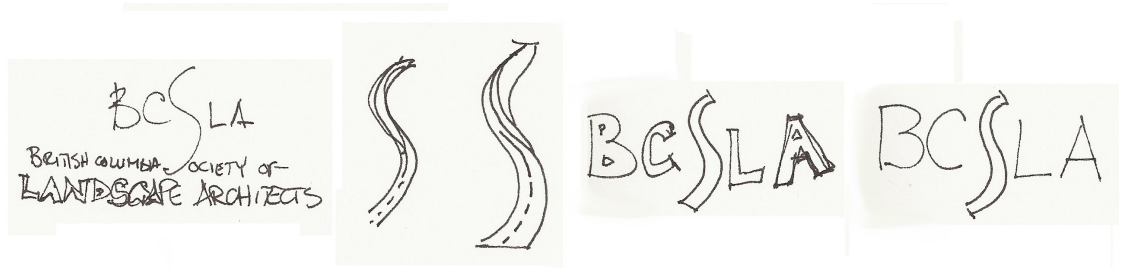




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LANDSCAPE ARCHITECTS

**ARTIST'S STATEMENT** The concept for a good logo is to create a professional, simple, highly recognizable form that alludes to landscape imagery without being literal. Movement, flow, and dynamism are expressed with a stylized S that has several components. I felt that the logo should evoke ideas of natural and built forms, and be open to a number of potential interpretations to provide meaning to more people. Careful integration with the text adds cohesiveness. The S is emphasized, because the society is the key, connecting BC with the Landscape Architects that live and work here.



**LOGO** WHITE BACKGROUND  
FULL COLOUR



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**BLACK AND WHITE**



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**1 COLOUR**



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**1 COLOUR REVERSE**  
PANTONE 282 C

**REVERSE**



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**FONT** Fonts chosen are clean, clear, legible, and picked to be timeless. Based on standard fonts, they are recognizable, but not a distraction from the overall form.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**COLOUR** The colours help to further suggest potential ideas behind the shapes, alluding to landscape elements that create the S form. Colours are simple, but have some brightness.

BLACK



**CMYK C.0 M.0 Y.0 K.100**  
**RGB R.0 G.0 B.0**



**PANTONE**  
**Black C**

GREEN



**CMYK C.69 M.0 Y.100 K.0**  
**RGB R.84 G.185 B.72**

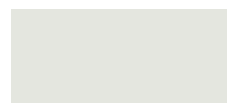


**PANTONE**  
**361 C**

GREY



**CMYK C.3 M.0 Y.10 K.20**  
**RGB R.202 G.206 B.194**



**PANTONE**  
**7537 C**

BLUE



**CMYK C.100 M.46 Y.0 K.0**  
**RGB R.0 G.118 B.192**



**PANTONE**  
**2935 C**



British Columbia Society of  
Landscape Architects

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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.



**Name Surname** Position

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