

The logo features the letters 'BCSLA' in a bold, white, sans-serif font. The letters are partially filled with a green-to-white gradient and are overlaid with several thin, wavy, light green lines that suggest a landscape or water. The entire logo is set against a solid black background.

BCSLA

BRITISH COLUMBIA SOCIETY OF LANDSCAPE ARCHITECTS

The logo features the letters 'BCSLA' in a bold, dark green, sans-serif font. The letters are partially filled with a light green-to-white gradient and are overlaid with several thin, wavy, light green lines that suggest a landscape or water. The entire logo is set against a white background.

BCSLA

BRITISH COLUMBIA SOCIETY OF LANDSCAPE ARCHITECTS

ARTIST'S STATEMENT

This logo starts with a story – back in 1998, I was touring UBC's Landscape architecture studio (in preparation for my entry into grad school the following year) when I had a chance encounter with Mark Holland who was finishing his degree. One frustration that was felt by the both of us was how most people have little understanding of what landscape architects do.

In our conversation, Mark kept mentioning the term 'open space design architecture' when describing a simple and understandable replacement title for our profession. The name stuck with me all of these years and has now figured prominently in my design submission before you.

This logo design is entitled '**GROUND EFFECT**' and is all about revealing the landscape surface plane – the one basic element that unites all landscape architects. The six contour land waves within the logo represent the six stages of a landscape architect's career:

1. The lower contour line represents **DESIRE** – the spark that turns into a passion and a career
2. The second contour line represents **EDUCATION** – the time when skills are learned and absorbed
3. The third contour line represents **APPRENTICESHIP** – the using of these newly acquired skills in a professional setting
4. The fourth contour line represents **EXAMINATION** – the testing of those skills acquired
5. The fifth contour line represents **PROFESSIONAL PRACTICE** – the time to create and build as an official member of the BCSLA
6. And finally, the sixth contour line represents **MENTORSHIP** – the duty to give back by guiding those just starting out in the profession.

With each contour line, the colours between the letters darken (or lighten if its on a black background) to create the sense of progression in one's career lifespan. The original idea was to keep the colour black (or white) with various shades of gray in order to keep production costs down. However, any colour can be used in substitution. With various shades of green, the logo looks like a rolling meadow (signifying our varied BC topography). With blue, it looks like a moving ocean (signifying BC's pacific home).

The design was created in Swis721 Blk BT font which was altered to blend seamlessly between letters. Swis721 Blk BT was used because of its block like letters which represent stability, strength and permanence.

The formal full BCSLA title line below the logo represents the urban hardscape. The straight line quality contrasts with the soft fluid contour lines within the logo which represent the natural landscape which is the foundation of all open space design.

LOGO WHITE BACKGROUND

FULL COLOUR



REVERSE



BLACK AND WHITE



1 COLOUR



FONT Script font for all BCSLA text is Candara. This font was used for its unique organic curves and clean appearance which makes it stand out from the strong lines of the logo itself.

Any text associated with the logo itself is Century Gothic.

Candara

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

COLOUR On top of the academic quad at Simon Fraser University is an abstract landscape that features one of the largest pieces of BC jade in the world. The rich deep green colour of this official provincial gemstone inspired the colour palette for this logo submission. I wanted a colour that was subdued and grounded and referenced the deep colours of the forests and terrain of British Columbia without being too literal.

Forest Green



CMYK	C.72	M.44	Y.79	K.38
RGB	R.61	G.86	B.59	

Faded Green 5



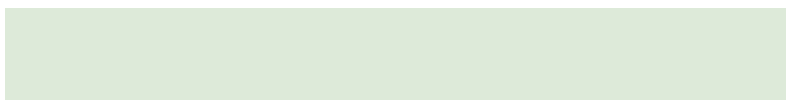
CMYK	C.48	M.25	Y.51	K.2
RGB	R.140	G.163	B.137	

Faded Green 3



CMYK	C.26	M.11	Y.27	K.0
RGB	R.191	G.206	B.188	

Faded Green 1



CMYK	C.13	M.2	Y.16	K.0
RGB	R.221	G.232	B.217	



BRITISH COLUMBIA SOCIETY OF LANDSCAPE ARCHITECTS

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
www.sitelines.org
www.bcsla.org

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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.

 <small>BRITISH COLUMBIA SOCIETY OF LANDSCAPE ARCHITECTS</small>	<p>Name Surname <i>Position</i></p> <p>110, 355 Burrard Street Vancouver, BC V6C 2G8</p> <p>T 604.682.5610 F 604.681.3394 TF (855) 682-5610 Canada & USA</p>
	<p><i>E</i> admin@bcsla.org www.sitelines.org www.bcsla.org</p>

