

BCSLA

The logo for the British Columbia Society of Landscape Architects (BCSLA) features the acronym 'BCSLA' in a large, bold, black serif font. A stylized green leaf with a white vein is integrated into the right side of the letter 'A', partially overlapping it.

BRITISH COLUMBIA SOCIETY OF LANDSCAPE ARCHITECTS

ARTIST'S STATEMENT This design submission is entitled 'BCSLA grapheme'. Since 'BCSLA' is used so often when referencing the society, it made sense to keep this acronym as the centre of the design.

The design was created in Nyala font which was altered to blend seamlessly between letters. Nyala was used because of its formal serif/ligature/organic design which reflects that Landscape architecture is both a business rooted in tradition and a creative pursuit. The horizontal 'leaf' element adds a simple touch to the logo and references green/sustainable design.

The formal full BCSLA title line represents the land, both the urban hardscape and the rural softscape 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.

For script relating to the logo, the font is Century Gothic.

Candara

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

COLOUR The two colours of the green leaf represent green/sustainable design. I wanted vibrant greens for the leaf to really draw the eye to the logo.

BLACK



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



PANTONE
Black C

GREEN



CMYK C.63 M.0 Y.100 K.0
RGB R.0 G.255 B.6



PANTONE
Green A

CHARTREUSE



CMYK C.35 M.0 Y.100 K.0
RGB R.174 G.253 B.10



PANTONE
Chartreuse



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

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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.

Uniting British Columbia Landscape architects since 1962



Name Surname Position

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