



British Columbia Society of Landscape Architects

## Logomark Graphic Standards Guidelines

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Prepared by Boyle Design Corp.

[www.boyledesign.ca](http://www.boyledesign.ca)



## INTRODUCTION

The following guidelines outline the usage and application of the BCSLA logomark. By adhering to these standards, a consistent and unified identity will be created, thus building positive brand value for our organization.

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# Elements of Visual Identity

## Society Logomark

- Main Version

The BCSLA logomark is illustrated below. This version is suitable for all design applications.

*The following rules must be followed whenever the logo is used:*

- » The visual identity is composed of 3 elements: the graphic elements, typography and the colour.
- » BCSLA does not have a tag line or slogan.
- » Except for the *Window version* of the identity, no other graphic device or logo may be used in representing the organization.
- » All reproductions of the logomark must be made from master electronic artwork to maintain the integrity of the logo design; do not attempt to 'type out' the logomark.
- » When referring to BCSLA within marketing material or email correspondence, refer to the following standards: when used initially in any formal document, the name should read "British Columbia Society of Landscape Architects". Following this initial use, the abbreviated name "BCSLA" is to be used for the remainder of the written document.
- » Do not use 'SLA' or 'BCLA' (or any variation thereof) in any marketing material or email correspondence.

BCSLA Logomark: Main Version and Reversed Version

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# Elements of Visual Identity

## Logomark Environment

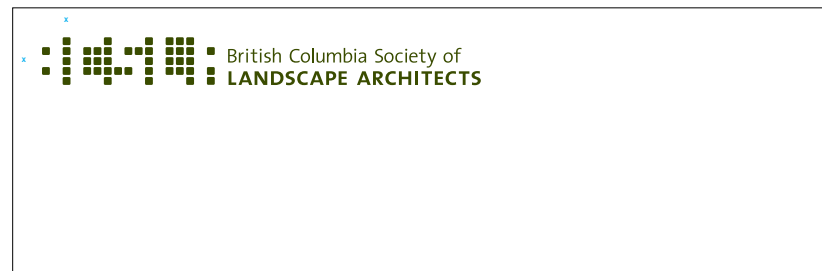
To preserve its design integrity, the BCSLA logomark must not be positioned in close proximity to other graphic elements. The minimum space allocation and bounding area is illustrated below.

### Bounding Area

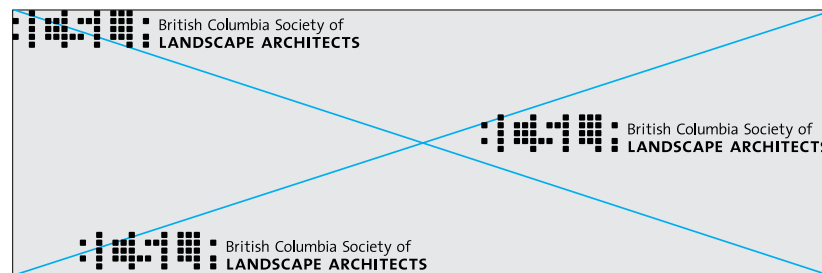


The minimum bounding area must be free from artwork, copy or panel edges.

Clearance distances are based on the height of one of the graphic characters in the acronym – *see above*.



**Correct placement; there is sufficient space between the logo and panel edges.**



**Incorrect placement; there is insufficient space between the logo and panel edges.**

# Elements of Visual Identity

## Logomark Size Standards

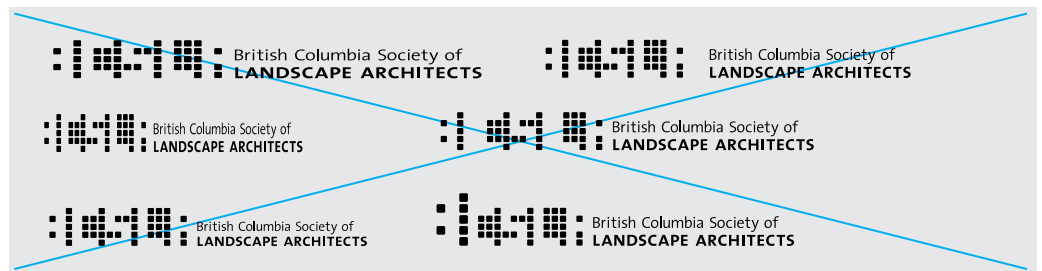
### - Proportionate Scaling

The logomark must always be scaled as a unit. The sizing and proportionate relationships of all elements must not be altered in any manner.

#### Proportionate Scaling



Scale the wordmark as a complete unit.



Unacceptable uses: Do not skew the wordmark; do not alter the proportionate relationships of the typographic characters in the wordmark; do not separate the two words in the wordmark

# Elements of Visual Identity











## Logomark Contrast

Coloured or textured backgrounds can potentially cause challenges for logomark reproduction. In such cases, strong tonal contrast is required to maintain the legibility of the mark. Whenever the logomark is applied, ensure it is visually dominant and clearly visible.

The following guidelines will ensure the logomark reproduces clearly against coloured or textured backgrounds.

- » **The logomark must be reproduced as a positive image against coloured backgrounds that are equivalent to 40% black and lighter.**
- » **The logomark must be reproduced as a reverse image against coloured backgrounds that are equivalent to 50% black and darker.**
- » **Wherever possible, avoid reproducing the logomark on heavily textured backgrounds.**
- » **Do not tint or shade any element in the logomark when in the grey scale environment.**

### Contrast Scale

	British Columbia Society of <b>LANDSCAPE ARCHITECTS</b>	10%
	British Columbia Society of <b>LANDSCAPE ARCHITECTS</b>	20%
	British Columbia Society of <b>LANDSCAPE ARCHITECTS</b>	30%
	British Columbia Society of <b>LANDSCAPE ARCHITECTS</b>	40%
	British Columbia Society of <b>LANDSCAPE ARCHITECTS</b>	50%
	British Columbia Society of <b>LANDSCAPE ARCHITECTS</b>	60%
	British Columbia Society of <b>LANDSCAPE ARCHITECTS</b>	70%
	British Columbia Society of <b>LANDSCAPE ARCHITECTS</b>	80%
	British Columbia Society of <b>LANDSCAPE ARCHITECTS</b>	90%
	British Columbia Society of <b>LANDSCAPE ARCHITECTS</b>	100%

# Elements of Visual Identity

## Society Colour

The details of the colour specifications are provided below. The Pantone colour assignments will depend on the paper stock selected, coated or uncoated. The mark may also be produced in black or white as outlined in the Contrast Scale. These colour assignments must be adhered to.

### Primary Identifying Colour

PMS 5747 C	PMS 5747 U	C = 32 M = 0 Y = 100 K = 79	R = 58 G = 76 B = 0	3A 4C 00
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The BCSLA logomark is reproduced in a specifically selected green. This green is the primary identifying corporate colour of the Society.

The equivalents of the primary and supporting corporate colours in CMYK / subtractive spectrum (print) and RGB / additive spectrum (screen and web safe) are listed above.

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
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As a 'colour field or colour panel', PMS 5747 can be screened to 10% its value.



When reproducing the logomark *in colour*, do not screen the colour but always reproduce the mark at 100% its PMS value.

# Elements of Visual Identity

## Typography

- Main

Typography is an important element of the BCSLA identity. The deliberate and consistent use of type will establish a distinctive graphic style for the organization.

**The Sans (or Thesis)** is the principal typeface for BCSLA; the typographic elements in the logomark are set in this typeface. In addition, Thesis should be used for display copy, titles, headings and body copy in corporate communications. The Thesis family comes in many different stroke weights but the following 4 weights are to be used in the credit union's overall communications. Thesis comes in small caps – note that part of the logomark is set in small caps.

### Thesis (The Sans)

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The Sans Light is to be used for body copy or text and set in Title case to 0 tracking.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

light

The Sans Plain can also be used for body copy or text and set in Title case to 0 tracking.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

plain

The Sans Bold is to be used for subheads and set in Title case to 20 tracking.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

bold

The Sans Extra Bold is to be used for headlines and set in Title case to 20 tracking.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

extra bold

# British

The Sans is characterized by its humanist strokes and organic, teardrop counters.



# Elements of Visual Identity

## Typography

### - Support

**Arial** is BCSLA's supporting typeface. It is commonly found in PC and Mac systems as an ASCII font. This typeface should be used for letters, business correspondence, envelopes, shipping labels, invoicing and PowerPoint presentations.

Additionally, BCSLA's online brand (website) and its email correspondence and email signature should be set in Arial.

Arial

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

regular

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

bold

# Supporting Typeface

# Elements of Visual Identity

## Society Logomark

### - Window Version

The BCSLA Window version of the logomark is illustrated on the following pages. Using the guidelines, the Society is encouraged to apply this graphic version of the identity.

*The following rules must be followed whenever the window version is used:*

- » **The Window version enables the Society to utilize photography that will grow the overall brand of the Society – and promote the profession of landscape architecture in BC.**  
As long as the BCSLA feels that a photograph is relevant to the Society, it may be used 'in' the Window version of the mark; feel free to integrate imagery such as public space, people, design process, finished artifacts, other.
- » While the Window version of the identity is a powerful visual tool to grow the BCSLA brand, do not use it to replace the Main logomark. For example, do not use the Window version to replace the mark on business cards, stationery, email signatures etc. Larger print, screen and environmental applications are ideal for the Window version.
- » When applying the Window version, always ensure the Main Version is *also* part of the composition, panel or application.
- » All reproductions of the Window logomark must be made from master electronic artwork to maintain the integrity of the logo design.
- » When applying the Window Version, just use the graphic elements / shapes, and not the typographical elements. That is, use the 5 graphic shapes only: 'B,C,S,L,A'.
- » You are also permitted to explore using only 'one' of the graphic shapes in the BCSLA acronym ie., the 'B' or the 'C' for example. *See next pages.*
- » When considering the use of a photograph for the Window Version, first verify it is acceptable by contacting *Tara Culham*, Executive Director: [admin@bcsla.org](mailto:admin@bcsla.org) or 604.682.5610.
- » For further art direction, implementation of the identity and / or Window Version and brand guidance, the BCSLA is encouraged to contact Boyle Design: [insight@boyledesign.ca](mailto:insight@boyledesign.ca) or 778.322.1102.

# Elements of Visual Identity

## Society Logomark

- Window Version

BCSLA Logomark – Window Version example:



# Elements of Visual Identity

## Society Logomark

- Window Version

BCSLA Logomark – Window Version example:



# Elements of Visual Identity

## Society Logomark

- Window Version

BCSLA Logomark – Window Version example:

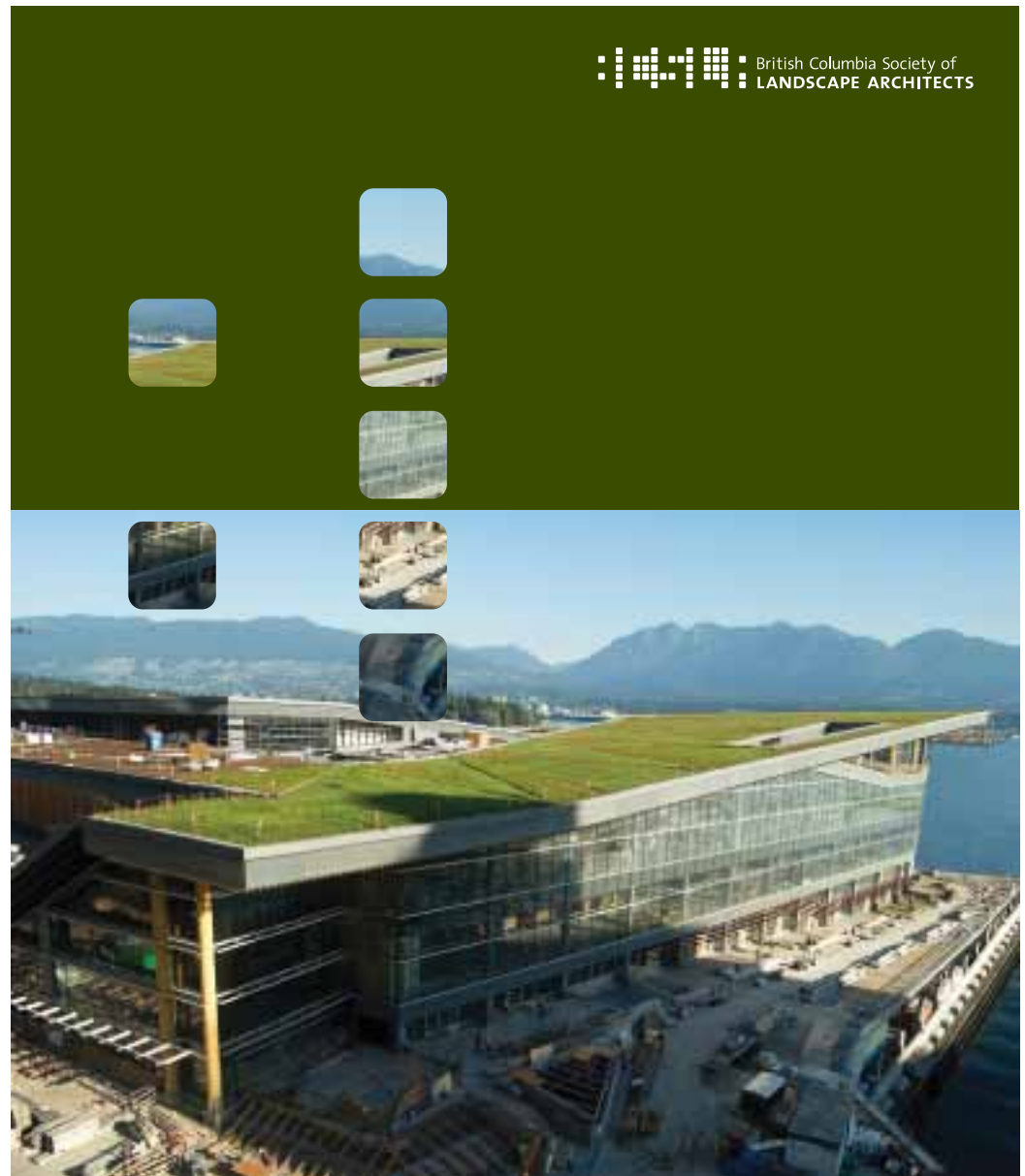


# Elements of Visual Identity

## Society Logomark

- Window Version

BCSLA Logomark – Window Version example:



# Elements of Visual Identity

## **Electronic Artwork**

Please contact the BCSLA directly for access to its inventory of high and low resolution logotype files. Any usage or application of the logotype must adhere to these standards and be approved by the BCSLA.

*Thank you for following the standards outlined in this document.*

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