

TOURISM  
BRITISH  
COLUMBIA



C A N A D A

®

# Tourism British Columbia

GRAPHIC STANDARDS MANUAL

December 2005

### **INTRODUCTION:** Graphic Standards Manual Introduction How to use this manual.

#### **INTRODUCTION**

Tourism British Columbia is responsible for marketing British Columbia as a tourism destination to the world. Tourism BC has chosen to do this under a variety of brands including the *Super, Natural British Columbia*® brand. Tourism BC's graphic standards have been developed to provide British Columbia with a distinctive visual identity in an increasingly competitive tourism marketplace. In order to have maximum impact, and to make British Columbian tourism products more identifiable, these design elements should be part of the design in all Tourism BC communications, advertising and publications, Visitor Info Centre outlets, Approved Accommodation materials, internet applications and all other touchpoints Tourism BC may have with the travel industry and consumers.

Tourism BC uses trademarks to perpetuate its distinctive visual identity.

This Graphic Standards Manual has been created as a resource to assist staff, tourism associations and partners in the development of promotional materials that position British Columbia as a travel destination. It is designed to provide creative development guidelines for projects involving Tourism BC, sector associations and other approved Tourism BC cooperative partners.

**These graphic standards replace all previous versions of Tourism British Columbia's Graphic Standards.**

#### **TOURISM BRITISH COLUMBIA STYLE GUIDE**

The Tourism British Columbia Style Guide is a companion resource to this Graphic Standards Manual. It serves as a guide to commonly used language and phrases, and their usage in the tourism industry. In order to ensure consistency in everything Tourism BC creates, it is recommended that all writers refer to the Style Guide. For more information please contact the Marketing Communications Department.

#### **HOW TO USE THIS MANUAL**

In this manual you will find guidelines for the layout of creative materials, as well as information on the use and minimum reproduction size of each logo, and when applicable, the copyright and trademark criteria. The various files for the visual program are available by request through Tourism BC's Marketing Communications Department. Only approved versions of the logos are permitted for use. Please follow the guidelines carefully. Strict design control is essential in protecting the integrity and value of the logos.

#### **WHEN TO USE WHICH FILE FORMAT**

- EPS files are the preferred format to use for the majority of print projects. The EPS files are vector based and resolution independent, (i.e. they can be resized without loss of quality). PostScript enabled software and printers are required to use and print files saved in EPS format.
- TIFF and JPG formats are an alternate file format option if the software package or printer cannot utilize EPS files, and/or if the final print process is one of a less demanding nature (e.g. newspaper). Neither format will reproduce as clearly as EPS when printed, and cannot be resized without some loss of quality. For on-screen presentations, such as PowerPoint and the Internet, RGB mode TIFF and JPG files are the preferred format.

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#### **TRADEMARKS**

##### **DEFINITION OF A TRADEMARK**

A **trademark** is a word, phrase, symbol, shape, sound, colour or even a smell, which identifies that a product comes from a particular company and helps distinguish it from all other companies. In our case, for example, our *Super, Natural British Columbia*<sup>®</sup> trademark.

A **generic term** is a noun that describes the product without regard to the brand or manufacturer or provider of services. In our case, “accommodation reservations” is a generic term.

##### **LISTING OF OUR TRADEMARKS**

Our primary existing trademarks are contained within this Graphic Standards Manual. From time to time we will adopt new marks and these may not yet have been included in this version of the Manual. Contact the Marketing Communications Department for the most up-to-date list.

In Canada there are two symbols commonly used to identify our trademarks. One is <sup>™</sup> and appears adjacent to our trademarks which are not yet registered in the Canadian Trademarks Office. The other symbol is the ® and is used in place of <sup>™</sup> when the mark has received a Registration Certificate or has been approved as an Official Mark.

When in doubt, use the <sup>™</sup> symbol. Contact Tourism BC’s Marketing Communications Department to get the current status information about any trademark.

#### **USAGES RULES**

**Never use our trademarks as nouns**

*Wrong:* Book your BC ESCAPES<sup>®</sup>.

*Right:* Book your BC ESCAPES<sup>®</sup> package.

**Never use our trademarks as verbs**

*Wrong:* ESCAPE to British Columbia.

*Right:* Travel to British Columbia and take advantage of our BC ESCAPES<sup>®</sup> packages.

**Never use our trademarks as a possessive**

*Wrong:* Welcome to SUPER, NATURAL BRITISH COLUMBIA’S best outdoor adventure tour.

*Right:* Welcome to our SUPER, NATURAL BRITISH COLUMBIA<sup>®</sup> outdoor adventure tour.

**Never use our trademarks as plurals.**

**Our trademarks should only be used as adjectives.**

Care should be taken to avoid using any of our trademarks in a generic sense. Never associate the SUPER, NATURAL mark with the “supernatural”. Always use it as two words, separated by a comma.

#### **ACTUAL PORTRAYAL OF OUR TRADEMARKS WITHIN WRITTEN COPY**

When using trademarks in any written document, the trademark symbol must be used on the first reference on each page, but does not have to appear on all subsequent references on the same page.

However a trademark must always be visually distinctive with the text in which it is contained. For example, if the text is in plain type, a trademark should be in italics, bold or somehow made visually unique from the rest of the text. This is the case regardless of whether it is the first reference or not.

#### **SPECIAL SITUATIONS**

We do, under strictly controlled circumstances, allow our marks to be used by others for our benefit. The most common example is by our joint marketing and promotional campaigns with our partners.

Even so, these users must abide by our usual trademark standards and sign a license agreement provided by our legal counsel. Please contact the Marketing Communications Department before allowing any other company, organization or business to place our mark on their products or advertising.

### **INTRODUCTION:** Graphic Standards Manual Introduction How to use this manual.

#### **TRADEMARK INFRINGEMENTS**

Part of keeping our trademarks valuable is the process of preventing others from copying them, either intentionally or by accident.

You can be of great help to us by reporting any infringements which you suspect are occurring.

Some infringements (like piracy) are very hard to catch, so urgent action is required. Don't hesitate to contact the Marketing Communications Department promptly when you see a potential infringement.

If you come across a trademark usage which you think does not conform to our standards, please help by sending us a copy. We want to encourage everyone to pitch in to help protect our valuable assets.

#### **LOGOS**

##### **General Logo Guidelines**

- Unless otherwise specified in the usage guidelines, each logo must be used in its entirety with both elements, the design and the wordmark. If separation of the two elements is allowed, they still must adhere to the graphic standards.
- All logos must be scaled proportionately, and may not be rotated, skewed, mirrored or otherwise distorted. This includes the ® or ™ registration mark.

- The minimum font size for the ® or ™ registration mark is 6.5 points and it must be visible to the naked eye.
- The number of ® or ™ registration marks used and the position of these marks should never be altered.
- The logos are for use only with the approval of Tourism BC.

If you have any questions regarding the application of these logos, or the graphic standards, please contact:

**Marketing Communications Department**  
Tourism British Columbia  
12th Floor, 510 Burrard Street  
Vancouver BC V6C 3A8  
Ph: 604-660-2861  
Fax: 604-660-3383

#### **WHEN TO USE THE SUPER, NATURAL BRITISH COLUMBIA® LOGO**

- On all communication that goes directly to the consumer, such as advertising and promotional material, point of sale material, consumer trade shows material, videos and other forms of electronic media.
- On all communication that goes from the travel trade directly to consumers.
- It should not be used on materials directed at the consumer where Tourism BC is indicating a level of approval, such as approved

accommodations or *SuperHost*® programs, as these programs have their own logos.

#### **WHEN TO USE THE SUPER, NATURAL BRITISH COLUMBIA® LOGO WITHOUT "CANADA"**

- The logo without "Canada" should be used in all media, publications and collateral materials directed at consumer markets within British Columbia, and have **no media spill outside of the province.**

#### **WHEN TO USE THE SUPER, NATURAL BRITISH COLUMBIA® LOGO WITH "CANADA"**

- The logo version with "Canada" should be incorporated in all media, publications and collateral materials directed at consumer markets **outside of British Columbia.**

#### **WHEN TO USE THE TOURISM BRITISH COLUMBIA CORPORATE LOGO**

- On all media, publications and collateral materials directed towards the travel trade as end users. All materials directed to consumers, whether directly or through the travel trade, should use the *Super, Natural British Columbia*® logo.
- On all corporate stationery, including labels, business cards, envelopes and letterhead.

### SECTION 2: VERSION 2.1 — 2.3

#### SUPER, NATURAL BRITISH COLUMBIA — WITH CANADA, STACKED

##### STACKED VERSION: GUIDELINES

The keyline is the logo's invisible border. All external elements (e.g. type) must be outside of the keyline. The keyline shows the absolute minimum white space that must be left around the logo. The stacked version of the logo may NEVER appear smaller than 7/8" (22.23mm) high. This font, Thesis Sans, may only be altered in proportional size and not in typeface.



2.1\_SNBC\_Stack\_CDN\_5spot.eps  
PMS Black, 130 (yellow), 347 (light green),  
349 (dark green), 285 (blue)



2.2\_SNBC\_Stack\_CDN\_cmyk.eps  
Cyan, Magenta, Yellow, Black

##### SPOT FULL COLOUR

The full colour logo should be used in the majority of situations. It should ALWAYS appear on a white background. It should NEVER appear on a coloured background. Where a coloured background is used, the reverse logo must be used. The PMS colours for the logo are Black, PMS 130 (yellow), PMS 347 (light green), PMS 349 (dark green), PMS 285 (blue).

##### PROCESS (CMYK) COLOUR

The CMYK logo should be used when Spot colour is not available and Process reproduction is being utilized. It should ALWAYS appear on a white background. It should NEVER appear on a coloured background. Where a coloured background is used, the reverse logo must be used. The CMYK percentages are as follows: yellow C0/M27/Y100/K0, dark green C100/M0/Y83/K47, light green C100/M0/Y79/K9, blue C91/M43/Y0/K0.

##### USE

For use in media, publications and collateral materials directed at markets outside British Columbia.



2.3\_SNBC\_Stack\_CDN\_gs.eps  
Grey scale

##### GREY SCALE/BLACK & WHITE

When budget restrictions apply, a black and white version of the logo may be used. In a one colour situation the screen breakdown is as follows: 100% of black for the type (including the line and oval outline), 50% for the foreground mountain, 65% for the background mountain, 75% for the sea and 20% for the sun.

• FILE NAME FOR REFERENCE ONLY. KEYLINE OR BLACK BACKGROUND REPRESENT LOGO SAFETY AREA, THEY DO NOT PRINT.

Do not utilize a colour printout of the logos in this document as a colour match. Please refer to the PANTONE or Process Colours listed in this manual for correct colours.  
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### SECTION 2: VERSION 2.4 — 2.6

#### SUPER, NATURAL BRITISH COLUMBIA — WITH CANADA, STACKED



2.4\_SNBC\_Stack\_CDN\_REV\_5spot.eps  
PMS Black, 130 (yellow), 347 (light green),  
349 (dark green), 285 (blue)

2.5\_SNBC\_Stack\_CDN\_REV\_cmyk.eps  
Cyan, Magenta, Yellow, Black

#### SPOT AND PROCESS LOGO/REVERSE

The logo should appear on a white background whenever possible, however a reverse version of the logo has been developed for use in all materials that have a coloured background. The piece should be designed with sufficient space left for the logo and copy. NEVER use logo cut out of a white square. The CMYK percentages are as follows: yellow C0/M27/Y100/K0, dark green C100/M0/Y83/K47, light green C100/M0/Y79/K9, blue C91/M43/Y0/K0.



NEVER use logo cut out of a white square.



2.6\_SNBC\_Stack\_CDN\_REV\_gs.eps  
Grey scale, reverse

#### GREY SCALE LOGO/REVERSE

When budget restrictions apply, a black and white version of the logo may be used. The logo should appear on a white background whenever possible, however a reverse version of the logo has been developed for use in all materials that have a coloured background. In a one colour situation the screen breakdown is as follows: 100% of white for the type, the background of the oval and the line, 50% for the foreground mountain, 65% for the background mountain, 75% for the sea and 20% for the sun. NEVER use logo cut out of a white square.



NEVER use logo cut out of a white square.

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### SECTION 2: VERSION 2.1A — 2.3A SUPER, NATURAL BRITISH COLUMBIA — WITH CANADA, HORIZONTAL

#### HORIZONTAL VERSION A: GUIDELINES

This is the horizontal version that should be used in the majority of cases (the horizontal version B and C should only be used in very specific applications). This version should be used in all applications where the layout is flush left. The keyline is the logo's invisible border. All external elements (e.g. type) must be outside of

the keyline. The keyline shows the absolute minimum white space that must be left around the logo. This horizontal version of the logo may NEVER appear smaller than  $\frac{3}{8}$ " (9.52mm) high and  $2\frac{5}{8}$ " (66.70mm) wide. This font, Thesis Sans, may only be altered in proportional size and not in typeface.



2.1A\_SNBC\_Horiz\_CDN\_5spot.eps  
PMS Black, 130 (yellow), 347 (light green),  
349 (dark green), 285 (blue)

#### SPOT FULL COLOUR

The full colour logo should be used in the majority of situations. It should ALWAYS appear on a white background. It should NEVER appear on a coloured background. Where a coloured background is used, the reverse logo must be used. The PMS colours for the logo are Black, PMS 130 (yellow), PMS 347 (light green), PMS 349 (dark green), PMS 285 (blue).



2.2A\_SNBC\_Horiz\_CDN\_cmyk.eps  
Cyan, Magenta, Yellow, Black

#### PROCESS (CMYK) COLOUR

The CMYK logo should be used when Spot colour is not available and Process reproduction is being utilized. It should ALWAYS appear on a white background. It should NEVER appear on a coloured background. Where a coloured background is used, the reverse logo must be used. The CMYK percentages are as follows: yellow C0/M27/Y100/K0, dark green C100/M0/Y83/K47, light green C100/M0/Y79/K9, blue C91/M43/Y0/K0.



2.3A\_SNBC\_Horiz\_CDN\_gs.eps  
Grey scale

#### GREY SCALE/BLACK & WHITE

When budget restrictions apply, a black and white version of the logo may be used. In a one colour situation the screen breakdown is as follows: 100% of black for the type (including the line and oval outline), 50% for the foreground mountain, 65% for the background mountain, 75% for the sea and 20% for the sun.

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### SECTION 2: VERSION 2.4A — 2.6A SUPER, NATURAL BRITISH COLUMBIA — WITH CANADA, HORIZONTAL



2.4A\_SNBC\_Horiz\_CDN\_REV\_5spot.eps  
PMS Black, 130 (yellow), 347 (light green),  
349 (dark green), 285 (blue)

2.5A\_SNBC\_Horiz\_CDN\_REV\_cmyk.eps  
Cyan, Magenta, Yellow, Black



NEVER use logo cut out of a white square.



2.6A\_SNBC\_Horiz\_CDN\_REV\_gs.eps  
Grey scale, reverse



NEVER use logo cut out of a white square.

#### SPOT AND PROCESS LOGO/REVERSE

The logo should appear on a white background whenever possible, however a reverse version of the logo has been developed for use in all materials that have a coloured background. The piece should be designed with sufficient space left for the logo and copy. NEVER use logo cut out of a white square. The CMYK percentages are as follows: yellow C0/M27/Y100/K0, dark green C100/M0/Y83/K47, light green C100/M0/Y79/K9, blue C91/M43/Y0/K0.

#### GREY SCALE LOGO/REVERSE

When budget restrictions apply, a black and white version of the logo may be used. The logo should appear on a white background whenever possible, however a reverse version of the logo has been developed for use in all materials that have a coloured background. In a one colour situation the screen breakdown is as follows: 100% of white for the type, the background of the oval and the line, 50% for the foreground mountain, 65% for the background mountain, 75% for the sea and 20% for the sun. NEVER use logo cut out of a white square.

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### SECTION 2: VERSION 2.1B — 2.3B SUPER, NATURAL BRITISH COLUMBIA — WITH CANADA, HORIZONTAL

#### HORIZONTAL VERSION B: GUIDELINES

This horizontal version should only be used in applications where the layout (graphics & copy) is centred and/or when used in a banner format. In all other circumstances, version A should be used. The horizontal version C of the logo may NEVER appear

smaller than  $\frac{3}{8}$ " (9.52mm) high and  $3\frac{5}{8}$ " (92.10mm) wide. This font, Thesis Sans, may only be altered in proportional size and not in typeface.



2.1B\_SNBC\_Horiz\_CDN\_5spot.eps  
PMS Black, 130 (yellow), 347 (light green),  
349 (dark green), 285 (blue)



2.2B\_SNBC\_Horiz\_CDN\_cmyk.eps  
Cyan, Magenta, Yellow, Black



2.3B\_SNBC\_Horiz\_CDN\_gs.eps  
Grey scale

#### SPOT FULL COLOUR

The full colour logo should be used in the majority of situations. It should ALWAYS appear on a white background. It should NEVER appear on a coloured background. Where a coloured background is used, the reverse logo must be used. The PMS colours for the logo are Black, PMS 130 (yellow), PMS 347 (light green), PMS 349 (dark green), PMS 285 (blue).

#### PROCESS (CMYK) COLOUR

The CMYK logo should be used when Spot colour is not available and Process reproduction is being utilized. It should ALWAYS appear on a white background. It should NEVER appear on a coloured background. Where a coloured background is used, the reverse logo must be used. The CMYK percentages are as follows: yellow C0/M27/Y100/K0, dark green C100/M0/Y83/K47, light green C100/M0/Y79/K9, blue C91/M43/Y0/K0.

#### GREY SCALE/BLACK & WHITE

When budget restrictions apply, a black and white version of the logo may be used. In a one colour situation the screen breakdown is as follows: 100% of black for the type (including the oval outline), 50% for the foreground mountain, 65% for the background mountain, 75% for the sea and 20% for the sun.

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### SECTION 2: VERSION 2.4B — 2.6B SUPER, NATURAL BRITISH COLUMBIA — WITH CANADA, HORIZONTAL



2.4B\_SNBC\_Horiz\_CDN\_REV\_5spot.eps  
PMS Black, 130 (yellow), 347 (light green),  
349 (dark green), 285 (blue)

2.5B\_SNBC\_Horiz\_CDN\_REV\_cmyk.eps  
Cyan, Magenta, Yellow, Black

#### SPOT AND PROCESS LOGO/REVERSE

The logo should appear on a white background whenever possible, however a reverse version of the logo has been developed for use in all materials that have a coloured background. The piece should be designed with sufficient space left for the logo and copy. NEVER use a logo cut out of a white square. The CMYK percentages are as follows: yellow C0/M27/Y100/K0, dark green C100/M0/Y83/K47, light green C100/M0/Y79/K9, blue C91/M43/Y0/K0.



NEVER use logo cut out of a white square.



2.6B\_SNBC\_Horiz\_CDN\_REV\_gs.eps  
Grey scale, reverse

#### GREY SCALE LOGO/REVERSE

When budget restrictions apply, a black and white version of the logo may be used. The logo should appear on a white background whenever possible, however a reverse version of the logo has been developed for use in all materials that have a coloured background. In a one colour situation the screen breakdown is as follows: 100% of white for the type, the background of the oval and the line, 50% for the foreground mountain, 65% for the background mountain, 75% for the sea and 20% for the sun. NEVER use logo cut out of a white square.



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