

BC Cancer Foundation Logo Guide

Whenever the BC Cancer Foundation logo is used, a proof must be provided to the BC Cancer Foundation for approval prior to printing or distribution.



Supporting the BC Cancer Agency

1.888.906.2875 | bccancerfoundation.com

Logo Treatment and Brand Colours

4 Colour Process



Green	Purple
C - 40	C - 66
M - 0	M - 77
Y - 80	Y - 0
K - 0	K - 0

2 Colour - PMS Colour



Green	Purple
PMS 367	PMS 2587

RGB - Screen & Web ONLY



Green	Purple
R - 163	R - 112
G - 203	G - 86
B - 98	B - 164

1 Colour - Purple



40%	100%
pms 2587	pms 2587

1 Colour - Greyscale



40%	100%
Black	Black

1 Colour - Black Only



100%
Black



1 Colour - Purple Reverse



50%	100%
pms 2587	pms 2587



1 Colour - Greyscale Reverse



30%	65%	100%
Black	Black	Black



1 Colour - Black Reverse



100%	100%
Black	White



Minimum Size



1.25" inches wide

Logo Usage Rules

Horizontal Logo

This is the primary version of the BC Cancer Foundation logo.



Safe Zone Around Logo



Note: To determine the size of the safe zone around the logo, reduce the logo graphic to 50%. No other graphics or type should enter this area.

Logo Typography



Location of logo

The BC Cancer Foundation logo should preferably appear in the top left corner of a document.

To allow for adequate space around the logo, please use the formula shown to calculate the correct safe zone. This will provide the minimum clear area that is to surround the logo in all applications.

RULES

- Do not attempt to recreate the logo
- Do not remove the "Partners in Discovery" line
- Do not create your own logo
- Do not use any colours for the logo other than those specified on page 5
- Do not change anything including colours, spacing, fonts, symbols
- Do not add anything including drop shadows, graphic elements or cartoon characters
- Do not layer the logo on top of a picture or textured surface

The BC Cancer Foundation logomark is adaptable to all print media applications. Visual consistency must be carefully adhered to in order to maintain a strong, confident, organization presence.

The electronic files provided with this guide should be used for all applications. When making copies, it is essential to work from an original electronic file. Copies of copies are not acceptable.

Whenever the BCCF logo is used, please send a proof to the BC Cancer Foundation's Marketing Specialist for logo approval prior to printing or distribution.