

LOGO VARIATIONS

Please use the landscape logo where possible, and the stacked logo when needed. It is important to place the logo at the top of the design if possible.

USE LANDSCAPE WHEREVER POSSIBLE



USE STACKED WHEN NEEDED



LOGO

CLEAR SPACE

It's important that we present our logo with absolute clarity and legibility. Minimum sizing and clear space ensures our brand is given the space it needs. Clear space around the lockup is equal to the height of the 'sail'.

The sail is a brand icon that can be used separately in some applications, with prior approval from BCEC Marketing.



LOGO

COLOUR VARIATIONS & PARTNER LOCKUP

Please use different coloured logos as shown for application.

The monochrome version of the logo is used when colour printing is not possible or to maintain visual consistency across various applications where colour might not be practical.

The preferred monochrome variation is the grey logo (pictured) rather than black.

For use in a 100% black logo lockup, the use of the black logo is authorised (pending approval by BCEC Marketing).

When creating partner logo lockups, please pair stacked logos together and landscape logos together.

Divider lines should be 1pt and set at 50% opacity.



LOGO DO AND DON'T



Don't use a dark logo
on a dark background



Don't use a full
white logo without
the red sail on a
blue background



Don't stretch the logo



Don't change the
colour of the logo



LOGO IMAGE APPLICATION

Don't use logo on
a busy background
without an overlay
for legibility

Don't change the size
or position of the icon
above the logo

Don't use the logo
without the icon

✗ DON'T

✓ DO

