



# Geoscience BC

Geoscience BC Style Guide 2018 v2

## IDENTITY SYSTEM

This manual has been developed to provide a comprehensive set of guidelines to ensure correct usage of the new Geoscience BC identity.

The primary feature of the new identity system is the new logo, featuring the new logomark (symbol) and wordmark (Geoscience BC).



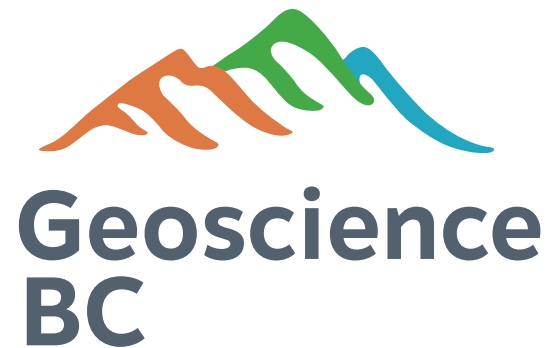
There are two versions of the new logo, but the standard or 'long' version will be the one in common usage, whereas the stacked version will be reserved for applications where a smaller footprint is necessary.

Using the new design consistently and correctly will help foster and reinforce a positive identity for Geoscience BC.

## THE NEW GEOSCIENCE BC LOGO



Standard Version



Stacked Version

## BRAND ADHERENCE

Why maintain brand adherence?

The intent of the Geoscience BC identity redesign is to retain the essential elements of the Geoscience BC brand – trustful, credible, professional and transparent – whilst revitalizing the visual appeal, bringing it in line with the 2018-22 Strategic Plan.

To best convey this, it is critical to lead the way within the organization by applying the new identity consistently to all printed, online and internally- or externally-circulated materials.

The new identity can only make a positive impact if it is used constantly, correctly and consistently.

## USE AND MISUSE

### Always

- **Maintain logo proportions, including relative size and proportion of the individual components**
- **Ensure adequate spacing around the logo**
- **Wherever possible, use the .eps version of the logo (instead of the .jpg) for the best reproduction values**

### Never

- **Never stretch, skew or distort the logo**
- **Do not separate the logomark and wordmark from each other, nor change their positions relative to each other**
- **Do not tilt or rotate the logo, or place at an odd angle**
- **Do not put the logo inside a frame or bounding box**
- **Do not place text over the logomark or add text below the wordmark to form a new sentence**
- **Do not use the older identity alongside the new**

## COLOUR SYSTEM

The new identity uses three primary colours: Minerals Orange, Energy Green and Water Blue.

You can use the codes to the right to recreate them for your purposes. There are three secondary colours provided to augment the main colour palette if required. To serve as an example, those three colours have been used throughout this document.

**Spot** (or Pantone) colours are used for offset or press printing. **Process** (or CMYK) colours are used for digital or in-house printing, and **RGB** colours and **Hex** codes are used for online and mobile applications.



## PRIMARY COLOURS

Minerals Orange



**SPOT**  
P34-14C  
**PROCESS**  
C11 M63 Y87 K0  
**RGB**  
R221 G121 B60  
**HEX**  
#dd793c

Energy Green



**SPOT**  
P145-8C  
**PROCESS**  
C75 M0 Y100 K0  
**RGB**  
R68 G169 B72  
**HEX**  
#44a948

Water Blue



**SPOT**  
P119-5C  
**PROCESS**  
C67 M0 Y10 K17  
**RGB**  
R32 G166 B193  
**HEX**  
#20a6c1

## SECONDARY COLOURS



**SPOT**  
P174-12C  
**PROCESS**  
C65 M48 Y37 K28  
**RGB**  
R83 G97 B110  
**HEX**  
#53616e



**SPOT**  
P174-2C  
**PROCESS**  
C37 M27 Y21 K0  
**RGB**  
R164 G171 B182  
**HEX**  
#a4abb6



**SPOT**  
P14-14C  
**PROCESS**  
C0 M27 Y75 K10  
**RGB**  
R229 G174 B81  
**HEX**  
#e5ae51

## COLOUR SYSTEM

Wherever possible, make use of the full colour logo. The monochrome versions are available for use where colour reproduction is limited (ie. a black and white print-out), or the full-colour version would not display correctly.

## USING MONOCHROME

Use the monochrome versions of the logo wherever they will have the greatest impact by assessing contrast.

On a coloured or photographic background of greater than 50% intensity, use the knockout logo. On a background of less than 50% intensity, use the black and white version. When using a monochrome version of the logo on a photograph, choose an uncluttered area which will allow the logo to display most clearly.



Knockout  
(white reverse)  
version



Monochrome  
(black & white)  
version

## COLOUR SYSTEM

These single colour icons are available for use for specific applications where only one area of Geoscience's purview will be addressed, such as news releases, social media posts, brochures or reports.

## USING ICONS



Minerals Orange



Energy Green



Water Blue



Communications  
Warm Grey



Data Yellow



Government  
Cool Grey

## TYPOGRAPHY

The wordmark for Geoscience BC is typeset in Motiva Sans, an extensive typeface featuring seven weights and matching italics.

For professional printing purposes, such as annual reports, this typeface should be used if at all possible for headlines and display type.



### MOTIVA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## In-house print applications

### MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

For in-house applications, a good substitute is the system font Myriad Pro, with its regular or light weight for body text.

To serve as an example, Myriad Pro Regular has been used to set the body text of this manual, and Motiva Sans Medium has been used to set the section headlines.

## Web and Mobile

### SOURCE SANS PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

For web or mobile applications, the open source typeface Source Sans Pro can be specified on Google fonts.

## THE LOGO IN USE

### Sizing

The Geoscience logo has been designed to reproduce at a minimum of 10mm high for printed publications and 30 pixels deep for web and mobile applications.

These are the minimum measurements acceptable to ensure legibility is maintained at small sizes. There is no maximum reproduction size for the logo when using the .eps or vector version of the logo.

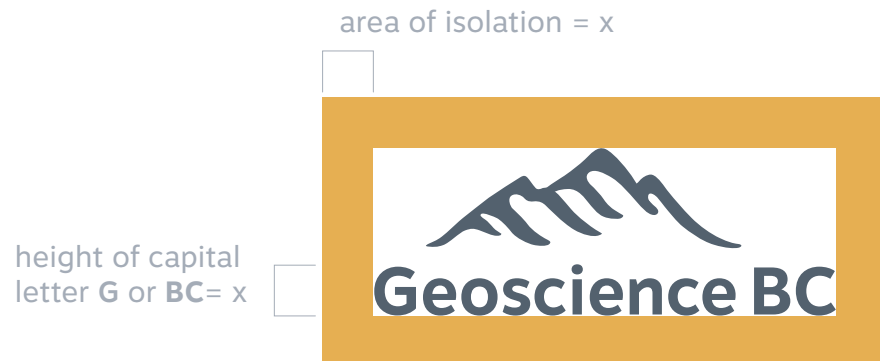
### Spacing and Isolation

The Geoscience BC identity should always be surrounded by a minimum area of space. This 'area of isolation' ensures that no headlines or other text or image encroach on the logo.

This space is determined by defining the height of the capital letters G or BC as the size 'x,' and using that as the area of isolation.

This area of clear space is a minimum, and should be increased wherever possible.

## SIZE AND ISOLATION REQUIREMENTS



The capital letters are approximately 1/3 the height of the entire logo.

A space equal to that must be provided around the entire logo. Thus if the logo is 10mm tall, the space surrounding it must be at least 3mm clear on all sides.



## THE LOGO IN USE

### Standard Version

Wherever possible the standard or 'long' version of the logo should be used.

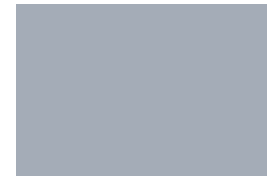
The full-colour, long version is the identity that best represents Geoscience BC.

### Stacked Version

As you can see, the footprints of the two versions are quite different: the stacked version is shorter and more compact.

It has been developed to be better suited to applications where a smaller footprint is required, such as a social media profile picture or a webpage icon.

## STANDARD OR STACKED VERSION?





**Geoscience BC**