

### » MARKETING MARK

*Positive (pos) for light backgrounds*



Environmental Assessment Office

*Positive Vertical*



*Positive Horizontal*

*Reverse (rev) for dark backgrounds*



Environmental Assessment Office

*Reverse Vertical*



*Reverse Horizontal*

### » COLOURS

#### *Corporate Gold*



Pantone 130C  
CMYK 0 . 30 . 100 . 0  
RGB 227 . 168 . 43  
HEX #e3a82b

#### *Corporate Blue*



Pantone 288C  
CMYK 100 . 67 . 0 . 23  
RGB 35 . 64 . 117  
HEX #234075

### » TYPEFACE

*Adobe Myriad Pro*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 | !@#\$%^&\*()\_+<>

*The Adobe Myriad Pro Family is available for purchase from:  
MyFonts.com; Adobe.com; Paratype.com*

### » BCID / EAO MARKETING MARK LOCK-UP

The *EAO Marketing Mark* exists within the architecture of the BC ID program, and therefore the *BC Mark* must always appear somewhere on the same page as the *EAO Marketing Mark*. This overall identity program, with the *BC Mark* at its core, is meant to help residents and other audiences quickly and easily identify the authoritative information and services offered by the Government of British Columbia.

They do not necessarily need to be side-by-side, however for occasions where they do need to line up, we have created a “Lock-up” version of these two logos (see Figure 4). This Lock-up is used to maintain consistent spacing and proportions when the two elements are used within close proximity.

It is important to use the *BC Mark* exactly as supplied using the assigned Pantone Matching System (PMS) or CMYK Colour breakdown. Always use the digital files exactly as they are provided. Re-size them as a whole, always preserving the horizontal and vertical proportions. It is never acceptable to alter the *EAO Marketing Mark* in any way. To do so would reduce the integrity of the *EAO Marketing Mark*.

For arrangements involving multiple identities, please contact GCPE (Graphics Unit).



EAO / BCID Logo Lock-up



EAO / BCID Logo Lock-up with protective space.

### » PROTECTIVE SPACE

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Surrounding the *EAO Marketing Mark* is an area of **protective space** or clear area that ensures these marks are not obscured by other competing marks or communications that could reduce its value and compromise its communications role.

The minimum protective space is equal to the height of the BC Wordmark. To protect it from visual interference, this space is required around all sides of the *EAO Marketing Mark*.

This space is built into each file (.ai, .eps, .png, .psd, .tif, .jpg) within the *EAO Marketing Mark* suite of marks created by GCPE.

Always use the digital files exactly as they are provided. Re-size them as a whole, always preserving the horizontal and vertical proportions and the protective space. It is never acceptable to alter the *EAO Marketing Mark* in any way. To do so would reduce the integrity of the *EAO Marketing Mark* and diminish the image of the government overall.



*EAO Vertical Marketing Mark with protective space.*



*EAO Horizontal Marketing Mark with protective space.*

### » BACKGROUND AND CONTRAST

The *EAO Marketing Mark* should appear in the BCID Blue version whenever possible. In either PMS 288 or CMYK (100/67/0/23). When the background field is dark, designers must use the reverse (white) version.

Where the *EAO Marketing Mark* appears against a patterned background, such as a photograph, individuals are required to ensure that the detail and tonal value of the background permit the mark to remain legible and prominent. Colours and hues that conflict with the values and hues of the wordmark colours are to be avoided.



*Light background  
– acceptable*



*Dark background  
– acceptable  
when using the  
reverse version  
of the wordmark*



*Light photographic  
background  
– acceptable*



*Dark photographic  
– acceptable  
when using the  
reverse version  
of the wordmark*

*Examples of acceptable use of the EAO Marketing Mark.*



*Complex  
photographic  
background  
– NOT acceptable*



*Complex  
photographic  
background  
– NOT acceptable*

*Examples of unacceptable use of the EAO Marketing Mark.*

### » COLOUR SPACES



#### *CMYK (Cyan, Magenta, Yellow, Black)*

Usually only Cyan, Magenta, Yellow and Black inks are used in 4-colour or 'process' printing.

These four inks can create any colour in a print document by being printed together as tiny halftone dots illustrated at left.

Use *CMYK* files in all print applications, ideally the *EPS* or *TIF* file formats.



#### *RGB (Red, Green, Blue)*

Red, Green and Blue light is displayed on computer monitors and televisions in small blocks, illustrated at left.

Projected together, these three colours of light can create any colour in video.

Use *RGB* files on-screen, ideally the *EMF* or *PNG* file formats.

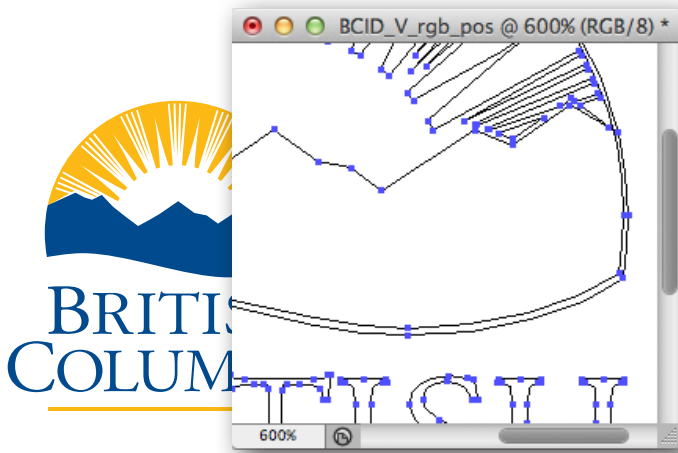


#### *Greyscale (Tints of Black)*

*GREY* files use a single printing ink (like black) only. This version of the mark is meant for print jobs where printing 4-colours is too expensive.

Use *GREY* files in print applications, ideally the *EPS* or *TIF* file formats.

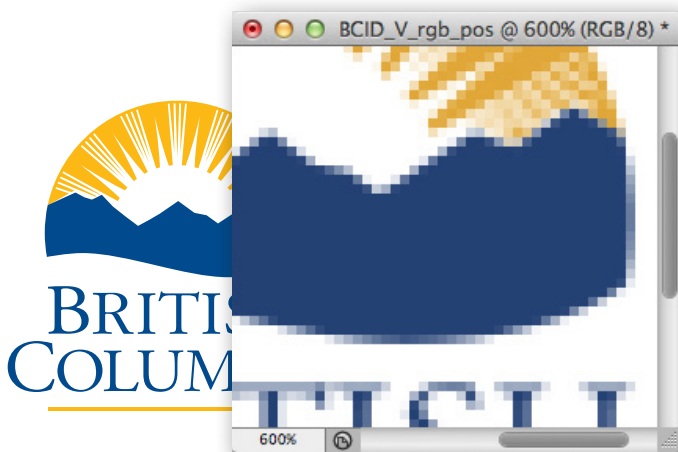
## » FILE FORMATS

**Vector Files**

Vector files use geometric shapes to create images. Images made with vectors are most versatile because they can be enlarged or reduced to any size without degrading the image.

Files with *EMF*, *EPS* or *AI* extensions are vector files.

Microsoft software can display vector *EMF* files, so consider inserting these files into your Word documents instead of *JPEG*s or *TIF*s.

**Bitmap Files**

Use bitmap files with caution.

Bitmaps are ideally suited to photographic imagery. In fact, all digital photographs are bitmaps.

Bitmap file formats create images by mapping tiny, square building blocks called pixels. If bitmap images are enlarged too much, these pixels become obvious and the quality of the image is degraded.

There are many different flavours of bitmaps, each with their own strengths and weaknesses. *JPEG*s, *TIF*s, *BMP*s, *PNG*s and *GIF*s are all bitmap file formats. They should be distributed and used with caution.

Bitmap versions of the *BC Mark* are best suited to online or video communications.



### » CMYK

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*EAO\_H\_cmyk\_pos.eps*



*EAO\_H\_cmyk\_pos.tif*



*EAO\_H\_cmyk\_pos.png*

### » PMS 288 & PMS 130 (Pantone Matching System)

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*EAO\_H\_PMS\_pos.eps*

### » RGB

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*EAO\_H\_RGB\_pos.eps*



*EAO\_H\_RGB\_pos.jpg*



*EAO\_H\_RGB\_pos.png*



*EAO\_H\_RGB\_pos.emf*

### » GREYSCALE

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*EAO\_H\_gry\_pos.eps*



*EAO\_H\_gry\_pos.jpg*



*EAO\_H\_gry\_pos.png*



*EAO\_H\_gry\_pos.tif*

» REVERSE: Reverse logos are intended for use on a dark background.





### » CMYK

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*EAO\_V\_cmyk\_pos.eps*



*EAO\_V\_cmyk\_pos.tif*



*EAO\_V\_cmyk\_pos.png*



### » PMS 288 & PMS 130 (Pantone Matching System)

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*EAO\_V\_PMS\_pos.eps*



### » RGB

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*EAO\_V\_RGB\_pos.eps*



*EAO\_V\_RGB\_pos.jpg*



*EAO\_V\_RGB\_pos.png*



*EAO\_V\_RGB\_pos.emf*



### » GREYSCALE

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*EAO\_V\_gry\_pos.eps*



*EAO\_V\_gry\_pos.jpg*



*EAO\_V\_gry\_pos.png*



*EAO\_V\_gry\_pos.tif*



» REVERSE: Reverse logos are intended for use on a dark background.

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