

BC Parks Graphic Standards Manual & Brand Guide

Updated: January 7, 2022



Building a brand takes vision

Most importantly, building a brand takes discipline.

The discipline to never waver from our brand's DNA and what our message to the world will be. Our identity consists of more than a logo. It's a design system made up of key elements that create a distinct and unified look, making our brand recognizable. The following pages provide a description of these core elements.

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BC Parks Mission Statement

As a public trust, BC Parks' mission is to protect representative and special natural places within the province's Protected Areas System for world-class conservation, outdoor recreation, education and scientific study.

BC Parks is committed to serving British Columbians and their visitors by:

- + Protecting and managing for future generations a wide variety of outstanding park lands which represent the best natural features and diverse wilderness environments of the province.
- + Providing province-wide opportunities for a diversity of high quality and safe outdoor recreation that is compatible with protecting the natural environment.
- + BC Parks is committed to Reconciliation with Indigenous Peoples. We honour their connection to the land and respect the importance of their diverse teachings, traditions and practices within these territories.

A close-up photograph of a young girl with long, light-colored hair. She is looking directly at the camera with a thoughtful expression. Her hands are clasped near her chest. The background is dark and out of focus.

BC Parks Brand Essence

In its entirety, the BC Parks brand should strike a balance between authoritative stewardship and the unique character of its history and legacy.

Brand Architecture

This brand architecture chart shows all of the logos in the BC Parks organization. The primary (A) logo should be used unless contexts don't allow for it. Below are guidelines around when each of these logos should be used. The following pages show approved colour variations of these logos and examples of them being used correctly.

A – PREFERRED LOGO

Use this logo for all applications which allow for a horizontal logo. There are several colour options available, making it usable in a wide range of contexts.

B – SECONDARY VERTICAL LOGO

Use this logo ONLY when the preferred horizontal logo will not work. There are several colour options available, making it usable in a wide range of settings.

C – BC PARKS PROGRAM LOGO LOCKUP

Use this logo ONLY when pairing the BC Parks logo with a program title.

D – I (HEART) BC PARKS WORDMARK

This logo is reserved for use on outreach material and merchandise ONLY.

E – BC PARKS RANGER AND OFFICER CREST

This logo is reserved for use on BC Parks Ranger and Park Officer uniforms, vehicles and training materials ONLY.

F – STUDENT RANGER CREST

This logo is reserved for use on BC Parks Student Ranger uniforms, vehicles, vessels and training materials ONLY.

G – PARK OPERATOR CREST

This logo is reserved for use on Park Operator uniforms and vehicles ONLY.



Primary logo treatment - full colour

The primary logo is our most recognizable branded asset. Different versions are available to ensure it stands out in scenarios where size restraints, visual impact and contextual noise are factors.

A – PRIMARY LOGO - Full colour, positive treatment

Use this logo for all applications which allow for a horizontal logo. It should appear in full colour on white or light, simple backgrounds.

B – PRIMARY LOGO - Full colour, reversed treatment

Use this logo for all applications which allow for a horizontal logo. It should appear in full colour on dark, simple backgrounds.

A



BC Parks

B



BC Parks

Primary logo treatment - duotone

The primary logo is our most recognizable branded asset. Different versions are available to ensure it stands out in scenarios where size restraints, visual impact and contextual noise are factors.

A – PRIMARY LOGO - Duotone blue & white, positive

Use this logo for all applications which allow for a horizontal logo. It should appear in monotone blue on white or light, simple backgrounds.

B – PRIMARY LOGO - Duotone black & white, positive

Use this logo for all applications which allow for a horizontal logo. It should appear in monotone black on white or light, simple backgrounds.

C – PRIMARY LOGO - Duotone blue & white, reversed

Use this logo for all applications which allow for a horizontal logo. It should appear in monotone blue on dark, simple backgrounds.

D – PRIMARY LOGO - Duotone grey & white, reversed

Use this logo for all applications which allow for a horizontal logo. It should appear in monotone grey on dark, simple backgrounds.

A



BC Parks

B



BC Parks

C



BC Parks

D



BC Parks

Primary logo treatment with photography

A – PREFERRED LOGO - Positive treatment over image

Only place the logo over an image when the image contains simple or negative space, as shown here. *The colour should not be more than 25% of a colour tone for the full colour logo to work correctly.*

B – PREFERRED LOGO - Positive treatment over image

Only place the reversed logo over an image when the image contains simple or negative space, as shown here. *The colour should not be less than 25% of a colour tone for the full colour, reversed logo to work correctly.*



Incorrect use of primary logo

To ensure consistency and increased recognition of our wordmark, please refrain from customizing it in any way, regardless of the context you want to use it in.

A – Do not stretch the logo

B – Do not place the logo over a colour of a similar colour value to the logo.

C – Do not modify the logo fonts or colours

D, E – Do not place the logo over a busy image or a high contrast image. Images should be simple and provide good contrast to the logo.

F – Do not stack or create any new logo combinations which are not explicitly shown in this document.



Secondary (vertical) logo treatments - full colour

The secondary logo should be used only when the primary horizontal logo will NOT work and when the vertical treatment is the ONLY option.

A – SECONDARY LOGO - Full colour, positive treatment

Use this logo for all applications which allow for a vertical or square logo. It should appear in full colour on white or light, simple backgrounds.

B – SECONDARY LOGO - Full colour, reversed treatment

Use this logo for all applications which allow for a vertical or square logo. It should appear in full colour on dark, simple backgrounds.



BC Parks



BC Parks

Secondary (vertical) logo treatments - duotone

The primary logo is our most recognizable branded asset. Different versions are available to ensure it stands out in scenarios where size restraints, visual impact and contextual noise are factors.

A – SECONDARY LOGO - Duotone blue & white positive

Use this logo for all applications which allow for a vertical or square logo. It should appear in blue on white or light, simple backgrounds.

B – SECONDARY LOGO - Duotone black & white positive

Use this logo for all applications which allow for a vertical or square logo. It should appear in black on white or light, simple backgrounds.

C – SECONDARY LOGO - Monotone blue & white reversed

Use this logo for all applications which allow for a vertical or square logo. It should appear in blue on dark, simple backgrounds.

D – SECONDARY LOGO - Monotone grey & white reversed

Use this logo for all applications which allow for a vertical or square logo. It should appear in grey on dark, simple backgrounds.



Secondary (vertical) logo treatments with photography

A – SECONDARY LOGO - Positive treatment over image

Only place the logo over an image when the image contains simple or negative space, as shown here. *The colour should not be more than 25% of a colour tone for the full colour logo to work correctly.*

A – SECONDARY LOGO - Positive treatment over image

Only place the reversed logo over an image when the image contains simple or negative space, as shown here. *The colour should not be less than 25% of a colour tone for the full colour, reversed logo to work correctly.*



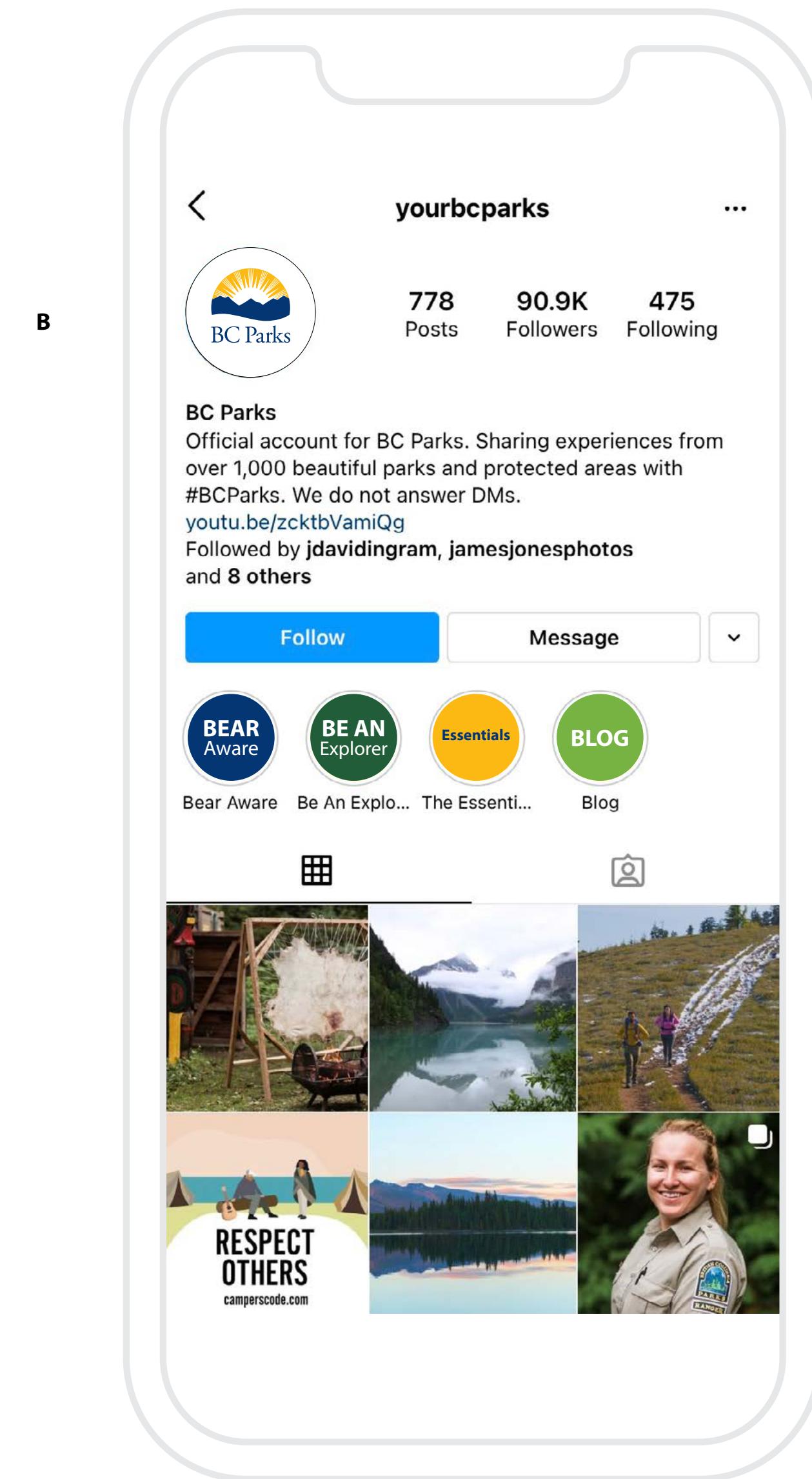
Approved use of the secondary (vertical) logo treatment

A – Social media profile picture

Use the secondary (vertical) logo treatment on social media for the profile corporate profile picture, as shown.

B – Social media profile picture

Shown in place.



Incorrect use of secondary logo

To ensure consistency and increased recognition of our wordmark, please refrain from customizing it in any way, regardless of the context you want to use it in.

A – Do not stretch the logo

B – Do not place the logo over a colour of a similar colour value to the logo.

C – Do not modify the logo fonts or colours

D, E – Do not place the logo over a busy image or a high contrast image. Images should be simple and provide good contrast to the logo.

F – Do not modify or create any new logo combinations which are not explicitly shown in this document.



Special use wordmark

The special use wordmark is reserved for exceptional contexts such as the BC Parks licence plate program. You MUST seek approval from the brand lead before using the wordmark for any new application.

A – SPECIAL USE WORDMARK - Black, positive treatment

The wordmark should appear in full black on white or light, simple backgrounds.

B – SPECIAL USE WORDMARK - Blue, positive treatment

The wordmark should appear in full blue on white or light, simple backgrounds.

C – SPECIAL USE WORDMARK - White, positive treatment

The wordmark should appear in full white on dark, simple backgrounds.

A

BC Parks

B

BC Parks

C

BC Parks

Approved use of the special use wordmark

Material example of the BC Parks licence plates (right).



Display guidelines

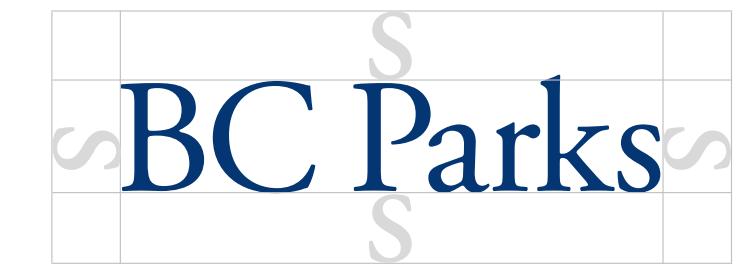
A – CLEAR SPACE AROUND LOGOS AND WORDMARK

It is essential that a certain amount of space surrounds the logo in order to maintain clarity and maximize visual effectiveness. The minimum clearance for the Logotype is equivalent to the height and width of the lowercase 's' in 'Parks'. The clear space must remain free of any elements such as text, graphics or images.

B – MINIMUM SIZE FOR LOGOS AND WORDMARK

Use this guide to ensure the wordmark and logo retain legibility.

A



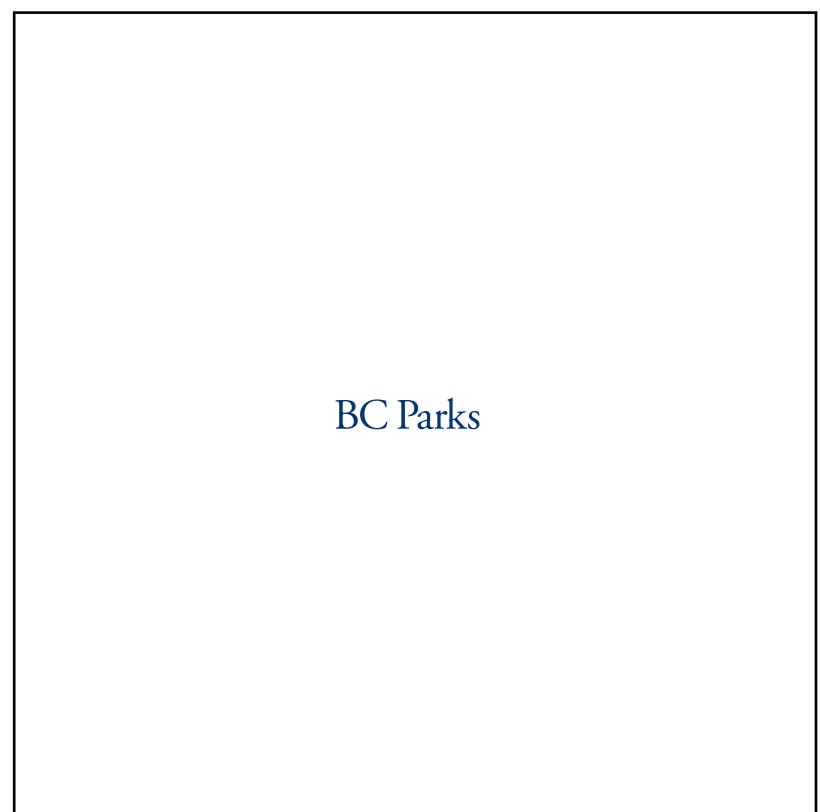
B



No smaller than 1.75 inches / 126 px wide



No smaller than .75 inches / 54 px wide



No smaller than .75 inches / 54 px wide

Primary logo lockup treatment

The following pages show examples and guidelines around combining title text with the BC Parks logo.

A – LOGO LOCKUP WITH TITLE TEXT BEFORE LOGO

Example using 'Proudly Operating' in front of the primary logo

B – LOGO LOCKUP DETAIL

- C: Cap height to match 'C' in Columbia
- D: Font is Myriad Pro Regular in 'Title Case'.
- E: Use equal space



Primary logo lockup treatments

The following pages show examples and guidelines around combining title text with the BC Parks logo.

A – LOGO LOCKUP with a 2 line program title

Examples of a 2 line program title, locked up with the BC Parks logo.

B – LOGO LOCKUP with a 1 line program title

Example using 'Proudly Operating' in front of the primary logo

C – LOGO LOCKUP DETAIL

The BC Parks logo fonts do not change. The program title should be set in Myriad Regular and have the same X height as the word Parks in the BC Parks logo (as shown).

A program title must not exceed two lines.

X: X height to match 'Parks' in 'BC Parks'.

L: Leading / line spacing must be equal between BC Parks and the program title.

Templates for both 1 line and 2 line program logo lockups can be found in the BC Parks brand file under:

 *BC Parks Logos > Program Logos > Program Logo Templates*

Adobe Illustrator is required to create a new program logo lockup. This task should be completed by a professional graphic designer.



BC Parks
Volunteer

BC Parks
Licence Plate
Program

X = X height
L = Leading / line spacing

Third-party logo lockup treatment (Partnership Marks)

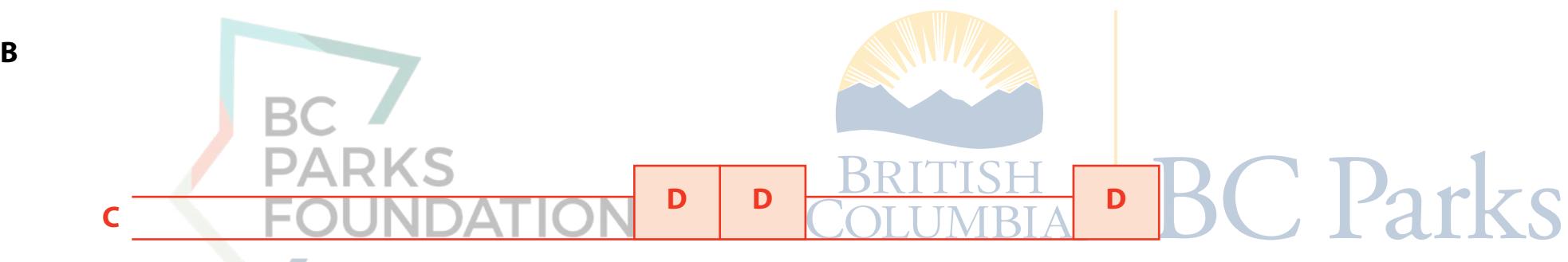
The BC Parks Partnership Marks represent the cooperation or partnership between BC Parks and another entity. The two logos must appear proportionally the same size.

A – LOGO LOCKUP sample between BC Parks Foundation and BC Parks

B – LOGO LOCKUP DETAIL

C: Whenever possible, match the 'CAP height' or 'X height' to the 'CAP height' or 'X height' to 'Columbia' in the BC Parks logo

D: Space between the two logos should be 2X the space between 'BC Parks' and 'Columbia' in the BC Parks logo.





BC Parks Park Ranger and Officer Crest



Park Ranger and Officer Crest

Crest may ONLY be used on:

- Park Ranger and Park Officer uniform components as per uniform policy (ball cap; undershirt; shirts; toque).
- Assets used by Park Rangers: vessels; vehicles; snowmobiles; ATVs; etc.
- Public Safety Park Security Policy & Procedures Manual
- Recognition products for specific awards, as approved by Executive Director of Regional Operations.
- Park Ranger equipment and supplies as approved by Executive Director of Regional Operations.

PRIMARY LOGO - Full colour

The crest is designed with a thick white outer stroke (frame) which enables the crest to be used either on light or dark backgrounds. There is only one version of this crest.



BC Parks Ranger Flash

The Park Ranger crest is reserved for Park Ranger uniform, vehicles and vessels only. It is an official crest and should not be used in any other context whatsoever.

Only a designated Park Ranger can use the Ranger flash.
Including passing annual training to retain status.

When worn by a Park Ranger it should be accompanied by the Ranger flash. The Ranger flash should be positioned exactly below the Ranger crest with the space equivalent to one crest frame thickness.

PRIMARY LOGO - Full colour

The crest is designed with a thick white outer stroke (frame) which enables the crest to be used either on light or dark backgrounds. There is only one version of this crest.

Correct application of the crest and badge

The Ranger crest and badge should be applied with a space equal to the crest and badge border (as shown).

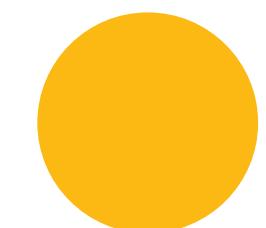
X: X height to match 'Parks' in 'BC Parks'.



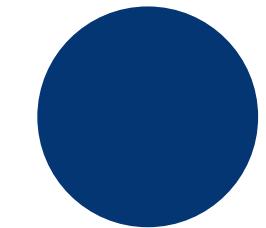
Park Ranger crest and flash colours

The Park Ranger crest is reserved for park ranger uniform, vehicles and vessels only. It is an official crest and should not be used in any other context whatsoever.

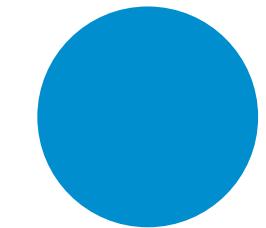
Use the following colours when creating the Park Ranger crest and Ranger Badge



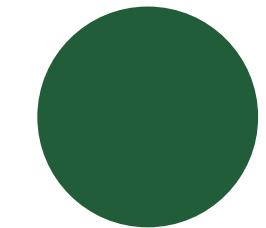
C: 0 M: 30 Y: 100 K: 0
R: 253 G: 185 B: 19
#: fdb813
PMS: 130C



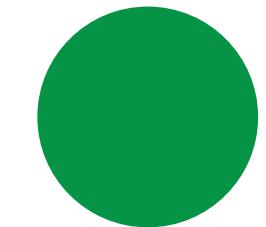
C: 100 M: 80 Y: 6 K: 32
R: 35 G: 64 B: 117
#: 234075
PMS: 288C



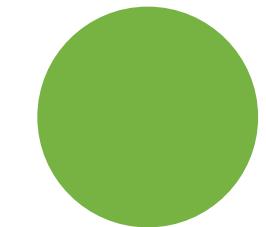
C: 80 M: 32 Y: 0 K: 0
R: 0 G: 142 B: 206
#: 008ece
PMS: 299C



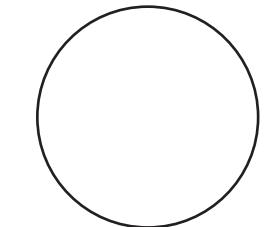
C: 86 M: 40 Y: 90 K: 32
R: 3 G: 25 B: 29
#: 035f1d
PMS: 2427C



C: 85 M: 14 Y: 100 K: 6
R: 5 G: 149 B: 70
#: 059446
PMS: 2422C



C: 60 M: 8 Y: 100 K: 0
R: 117 G: 179 B: 67
#: 75b343
PMS: 3561C



C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
#FFFFFF

Primary Park Ranger crest treatments

SIZE SPECIFICATIONS

COMPONENT	HEIGHT	WIDTH
Ranger Crest	4" (102mm)	3.5" (89mm)
Ranger Flash	1" (25mm)	3.5" (89mm)
For Park Officer	2 5/8" (67mm)	2 3/8" (60mm)

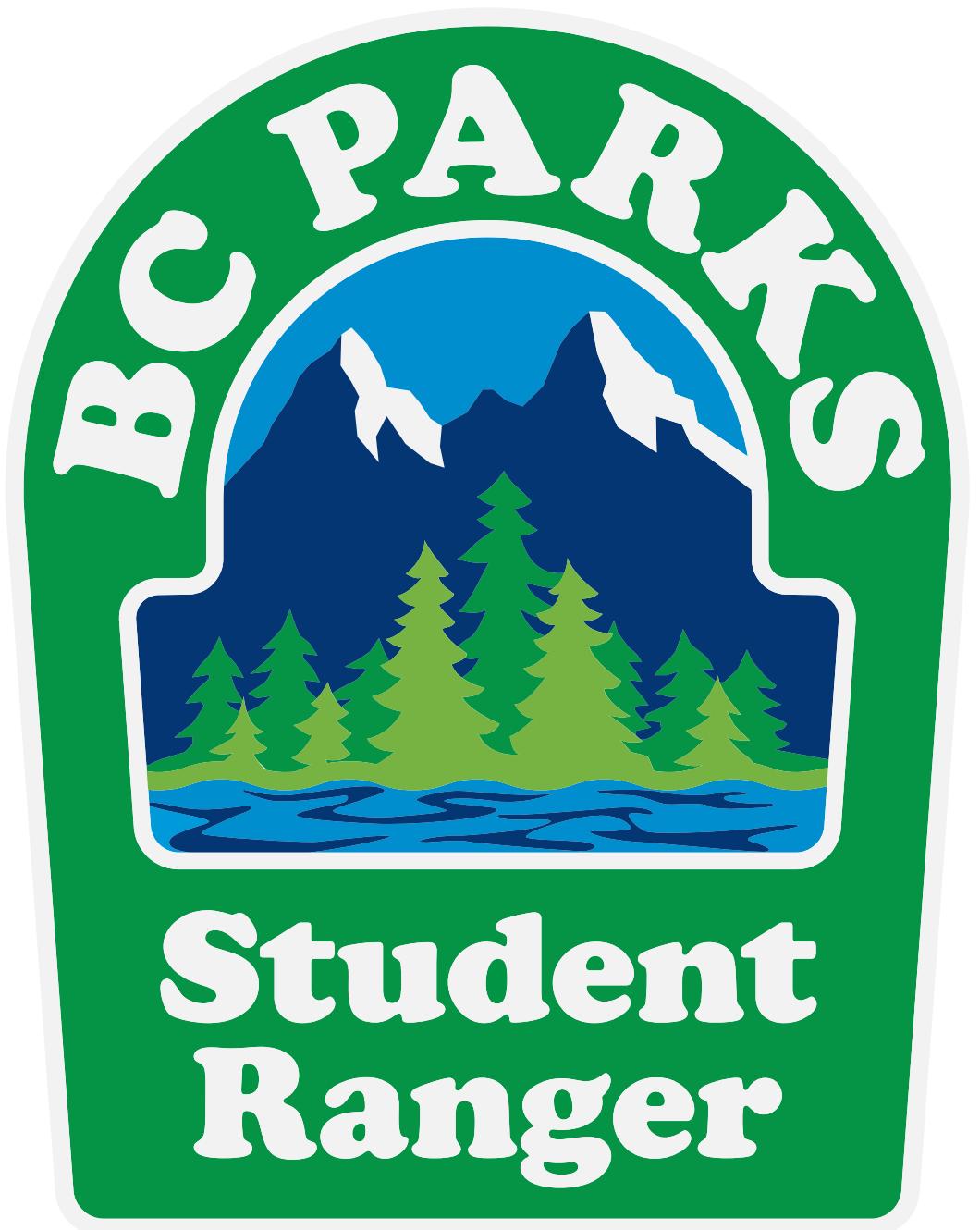


Student Ranger crest

The Student Ranger crest is reserved for the Student Ranger uniform, vehicles and vessels only. It is an official crest and should not be used in any other context whatsoever.

PRIMARY LOGO - Full colour

The crest is designed with a thick white outer stroke (frame) which enables the crest to be used either on light or dark backgrounds.



Student Ranger crest

The Student Ranger crest is reserved for the Student Ranger uniform, vehicles and vessels only. It is an official crest and should not be used in any other context whatsoever.

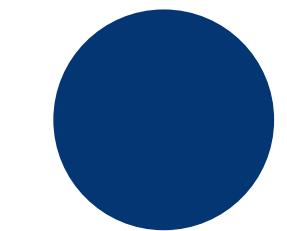
PRIMARY LOGO - Black & white

The crest is designed with a thick white outer stroke (frame) which enables the crest to be used either on light or dark backgrounds.

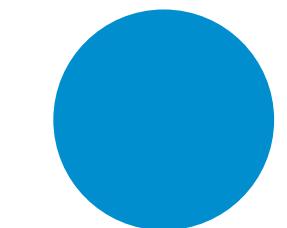


Student Ranger crest colours

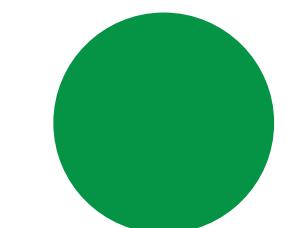
The Student Ranger crest is reserved for the Student Ranger uniform, vehicles and vessels only. It is an official crest and should not be used in any other context whatsoever.



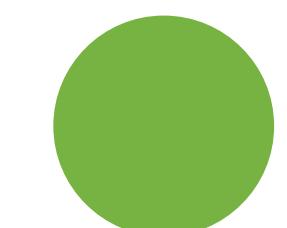
C: 100 M: 80 Y: 6 K: 32
R: 35 G: 64 B: 117
#: 234075
PMS: 288C



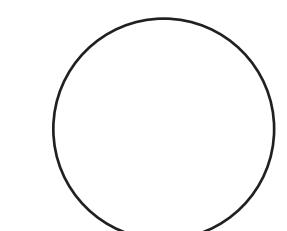
C: 80 M: 32 Y: 0 K: 0
R: 0 G: 142 B: 206
#: 008ece
PMS: 299C



C: 85 M: 14 Y: 100 K: 6
R: 5 G: 149 B: 70
#: 059446
PMS: 2422C



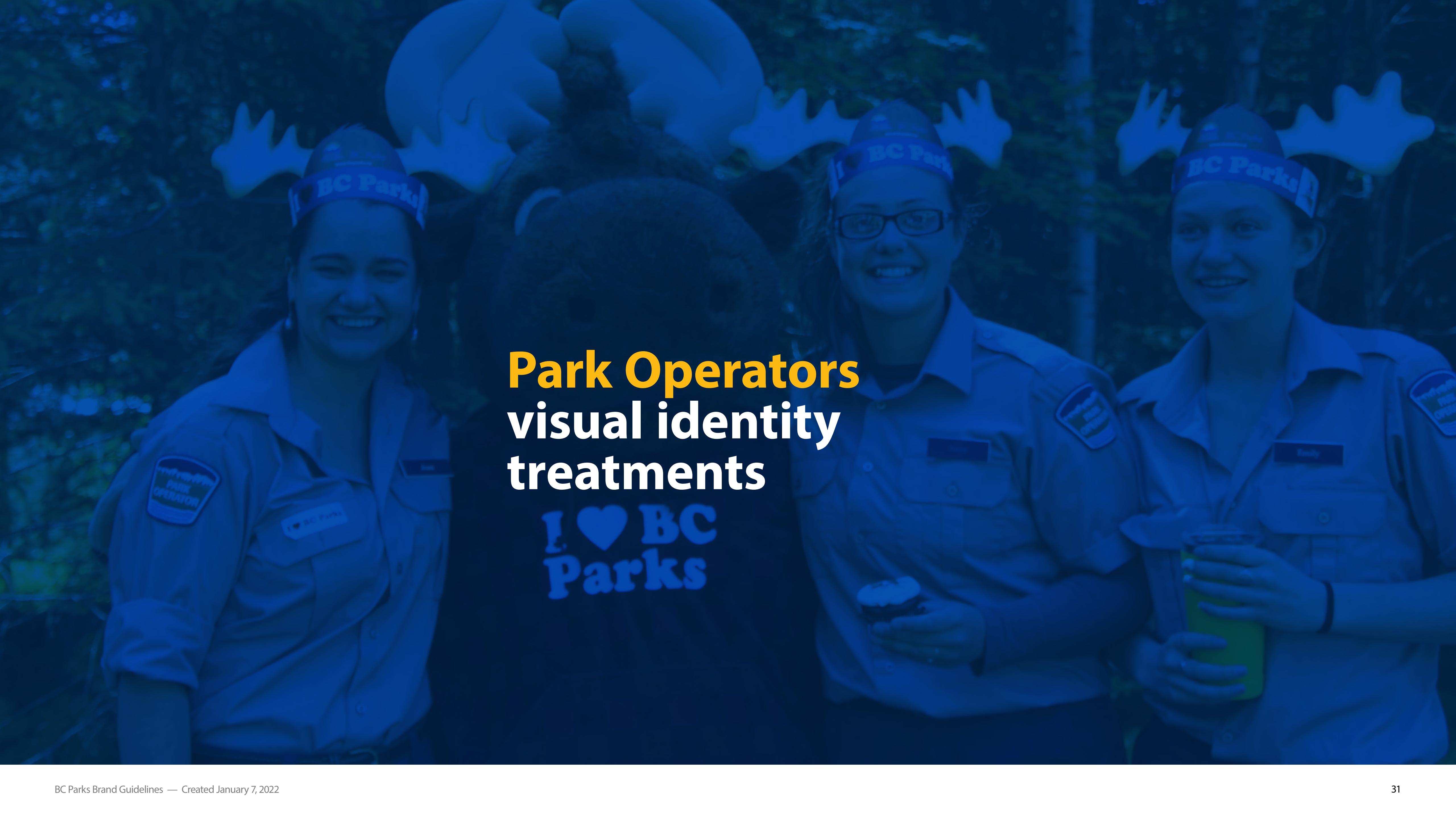
C: 60 M: 8 Y: 100 K: 0
R: 117 G: 179 B: 67
#: 75b343
PMS: 3561C



C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
#FFFFFF

Primary Student Ranger Crest treatments





Park Operators visual identity treatments

I ❤ BC
Parks

Park Operator visual identity

The Park Operator logo is for exclusive use by designated Park Operators. It comes in two arrangements. One horizontal and one vertical. The Park Operator logo only is only available in the full colour treatments shown on this page.

A – HORIZONTAL LOGO - Full colour, positive treatment

Use this logo for all applications which allow for a horizontal logo. It should appear in full colour.

B – PRIMARY LOGO - Full colour, reversed treatment

Use this logo for all applications which allow for a horizontal logo. It should appear in full colour.

PARK OPERATOR CREST

The Park Operator shoulder flash insignia is to be affixed 1" (254mm) below the top shoulder seam.

The Park Operator chest flash insignia is to be affixed on the left breast of the chest 1/2" (127mm) above the pocket.

SIZE SPECIFICATIONS

COMPONENT	HEIGHT	WIDTH
Shoulder Flash	3.1" (76mm)	33.5" (82mm)
Shoulder Flash	3.1" (76mm)	33.5" (82mm)
Shoulder Flash	3.1" (76mm)	33.5" (82mm)
Shoulder Flash	3.1" (76mm)	33.5" (82mm)

COLOUR SPECIFICATIONS

- Dark green: Pantone 7484C
- Light blue: Pantone 300C
- Dark blue: Pantone S 217-1



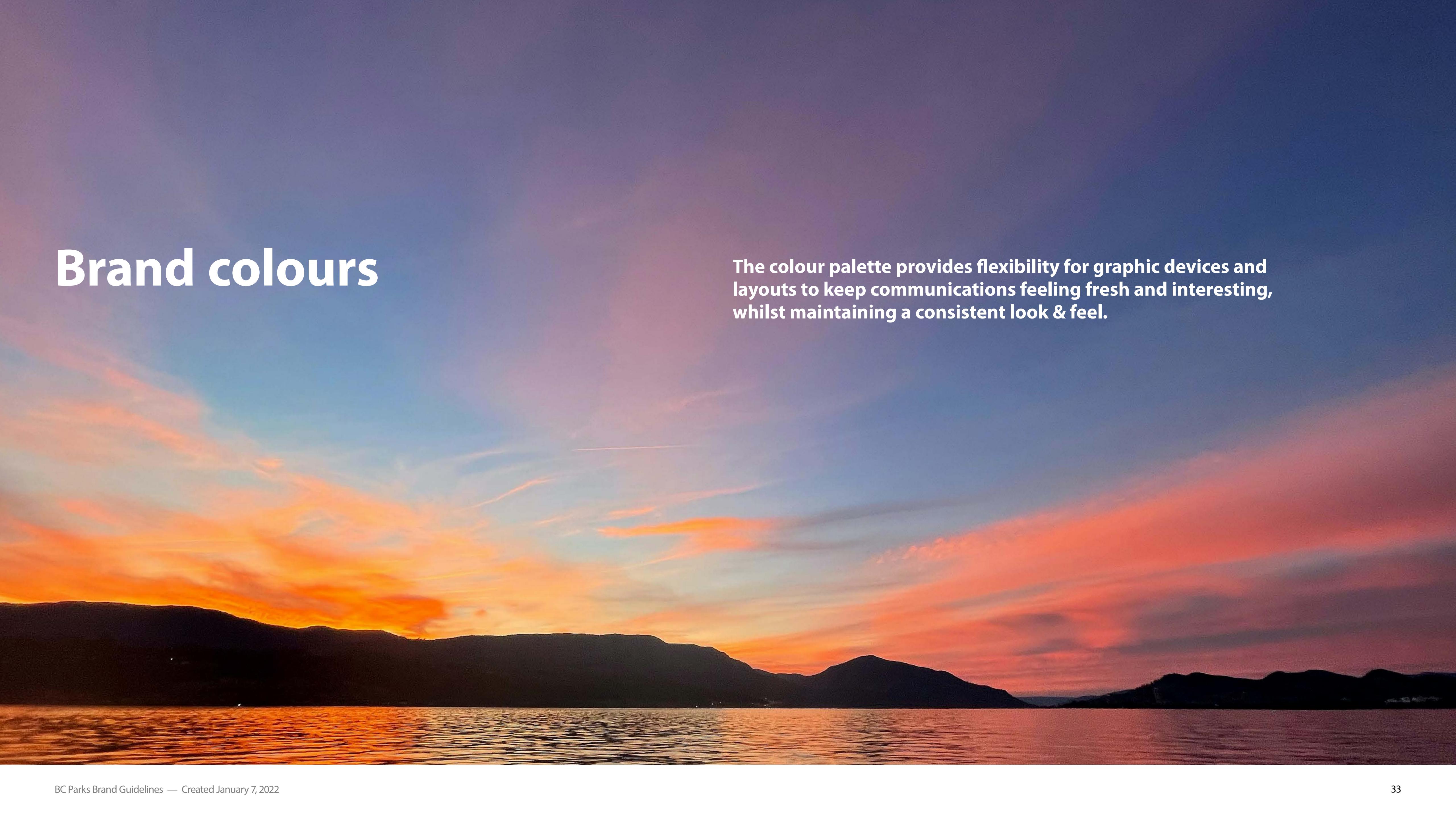
A



B



Brand colours

A wide-angle photograph of a sunset over a body of water. The sky is filled with vibrant orange, red, and yellow clouds, transitioning into a darker blue at the top. In the foreground, the calm water reflects the warm colors of the sunset. A dark silhouette of mountains is visible across the water, and a few small, distant lights can be seen on the horizon.

The colour palette provides flexibility for graphic devices and layouts to keep communications feeling fresh and interesting, whilst maintaining a consistent look & feel.

Primary colour palette

The primary colour palette should be used for most BC Parks applications, including all formal communications.

The BCID NAVY and BCID GOLD are the official colours of the Province of British Columbia. A 75% tint and a 50% tint of this colour is available.

BC PARKS DARK GREEN should be used to support the NAVY and GOLD which should be used first. It should not be used on its own, without the NAVY and GOLD.

WHITE and BLACK are reserved for practical applications like text (in positive or reversed applications), or when full colour is not possible.



Primary colour palette in use

A – BCID NAVY with headline text reversed out in white.

B – BCID GOLD as a thin highlight colour.

C – 75% tint of BCID NAVY with sub-headline text reversed out in white.

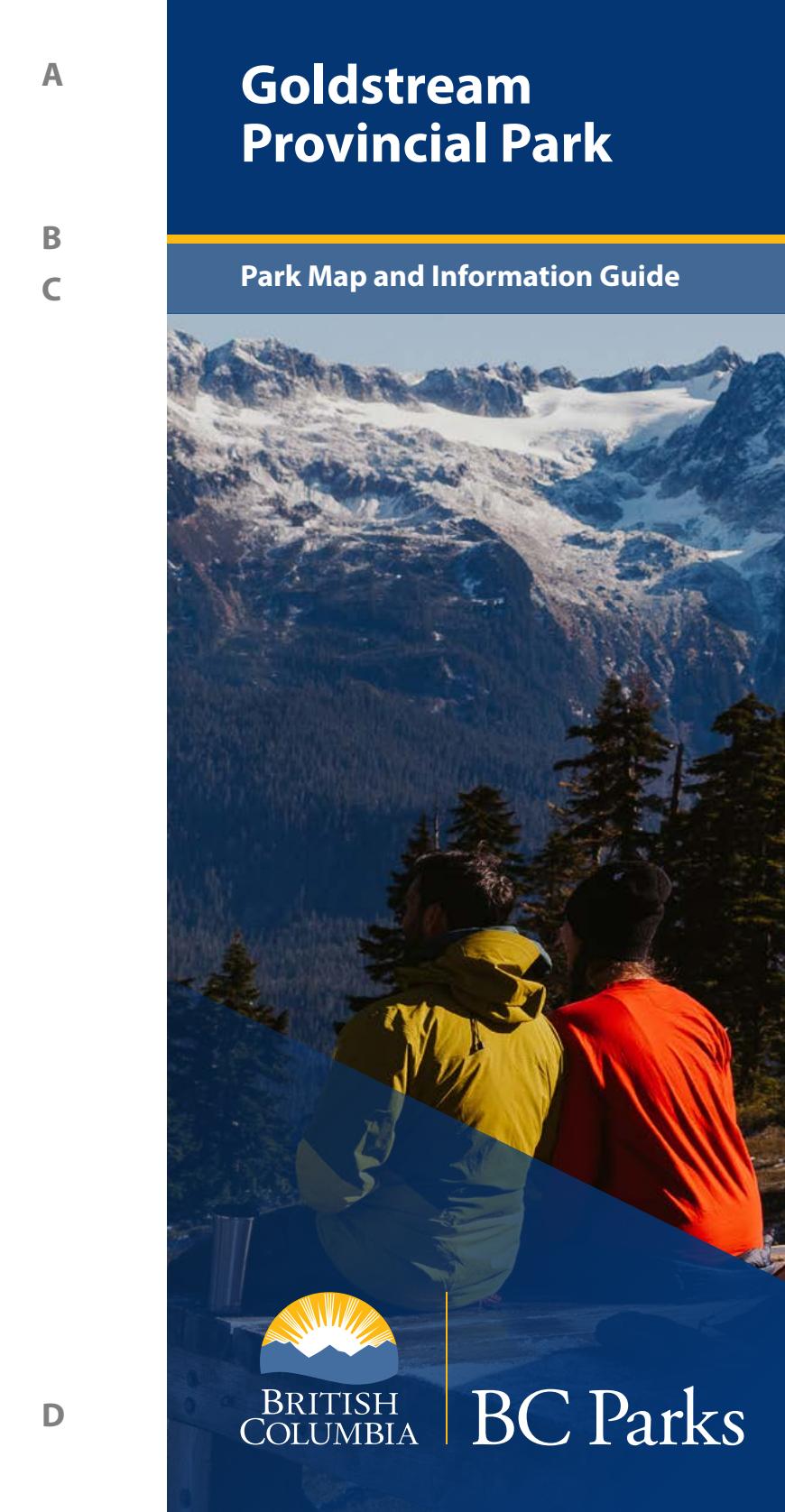
D - BCID NAVY used as a footer block with the primary BC Parks logo reversed out.

* - ADVERTISING SAMPLE. Not part of the BC Parks brand

E – BCID NAVY as a section block with sub-headline text reversed out in white. Icons and body text is also set in the same colour at 100% opacity.

F – WHITE background

G - B – BCID GOLD as a thin highlight colour, positioned next to a colour block in BCID NAVY.



A
B
C

*

E

F

G

A snippet of the VIU (Vancouver Island University) website. It shows the university's logo, a blue square with a white mountain icon, followed by the letters "VIU" and the text "VANCOUVER ISLAND UNIVERSITY". Below this is a toll-free phone number and the tagline "Love where you learn." The page has a dark blue header with the word "Visitor Services" in white. Underneath, there are several icons with corresponding text descriptions: a car icon for vehicle accessible campsites, a tent icon for group campsites, a wheelchair icon for wheelchair accessibility, a camera icon for a sani-station/dump, and a person icon for naturalists. At the bottom, there is a "Contact Information" section with details for the park operator, reservations, and a call to action to visit bcparks.ca.

Secondary colour palette

The secondary colour palette exists for signage or similar outreach applications. See examples on the next page.

These colours have been selected because of their thematic relationship to nature (blues for sky & water, brown for earth, greens for plants & trees).

C: 70 M: 47 Y: 0 K: 16
R: 101 G: 121 B: 158
#: 65799e
Pantone: 70% of 288C
or 7462C

C: 80 M: 32 Y: 0 K: 0
R: 0 G: 142 B: 206
#: 008ece
PMS: 299C

C: 25 M: 24 Y: 40 K: 0
R: 194 G: 182 B: 156
#: c1b59b

C: 85 M: 14 Y: 100 K: 6
R: 5 G: 149 B: 70
#: 059446
Pantone 2422C

C: 60 M: 8 Y: 100 K: 0
R: 117 G: 179 B: 67
#: 75b343
Pantone: 3561C

C: 0 M: 0 Y: 98 K: 0
R: 215 G: 223 B: 39
#: d6df27

BC PARKS DARK GREEN
C: 86 M: 40 Y: 90 K: 32
R: 32 G: 93 B: 56
#: 205d38
Pantone: 2427C

Secondary colour palette in use

The secondary colour palette exists for signage or similar outreach applications.

The colours are used to depict elements of the landscape. They are accompanied by BCID NAVY, BCID GOLD and the primary BC Parks logo.



Brand typography

In order to maintain a unified look across the brand, the use of specific typefaces should be used on all communications.

Primary brand fonts

Typography is an important element of graphic standards and conveys a consistent and professional look. Myriad Pro is the primary typeface for BC Parks. BC Sans is very similar to Myriad Pro and is recommended to use on all department documents, including email, when Myriad Pro isn't available. These two are also the official corporate fonts for the BCID.

Myriad Pro Bold should be used primarily for headlines or in areas requiring visual contrast with the lighter, Myriad Pro Regular.

Myriad Pro Regular should be used for body text applications. It contrasts well with Myriad Pro Bold.

Italics are available and should be used when required for both Myriad Pro Bold and Myriad Pro Regular.

Everyone is encouraged to use these typefaces on department documents.

Myriad Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { } [] \ | / ? > < ; : " + = () * & % \$ # @ !

Myriad Pro Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { } [] \ | / ? > < ; : " + = () * & % \$ # @ !

Myriad Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { } [] \ | / ? > < ; : " + = () * & % \$ # @ !

Myriad Pro Regular Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { } [] \ | / ? > < ; : " + = () * & % \$ # @ !

BC Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { } [] \ | / ? > < ; : " + = () * & % \$ # @ !
ກ ດ ຈ ຕ ຖ ວ ປ ພ ຂ ປ ສ ດ ຜ ດ ປ

Primary brand font hierarchy & use

A – HEADLINE TEXT set in Myriad Pro Bold.

B – SUB-HEADLINE TEXT set in Myriad Pro Bold.

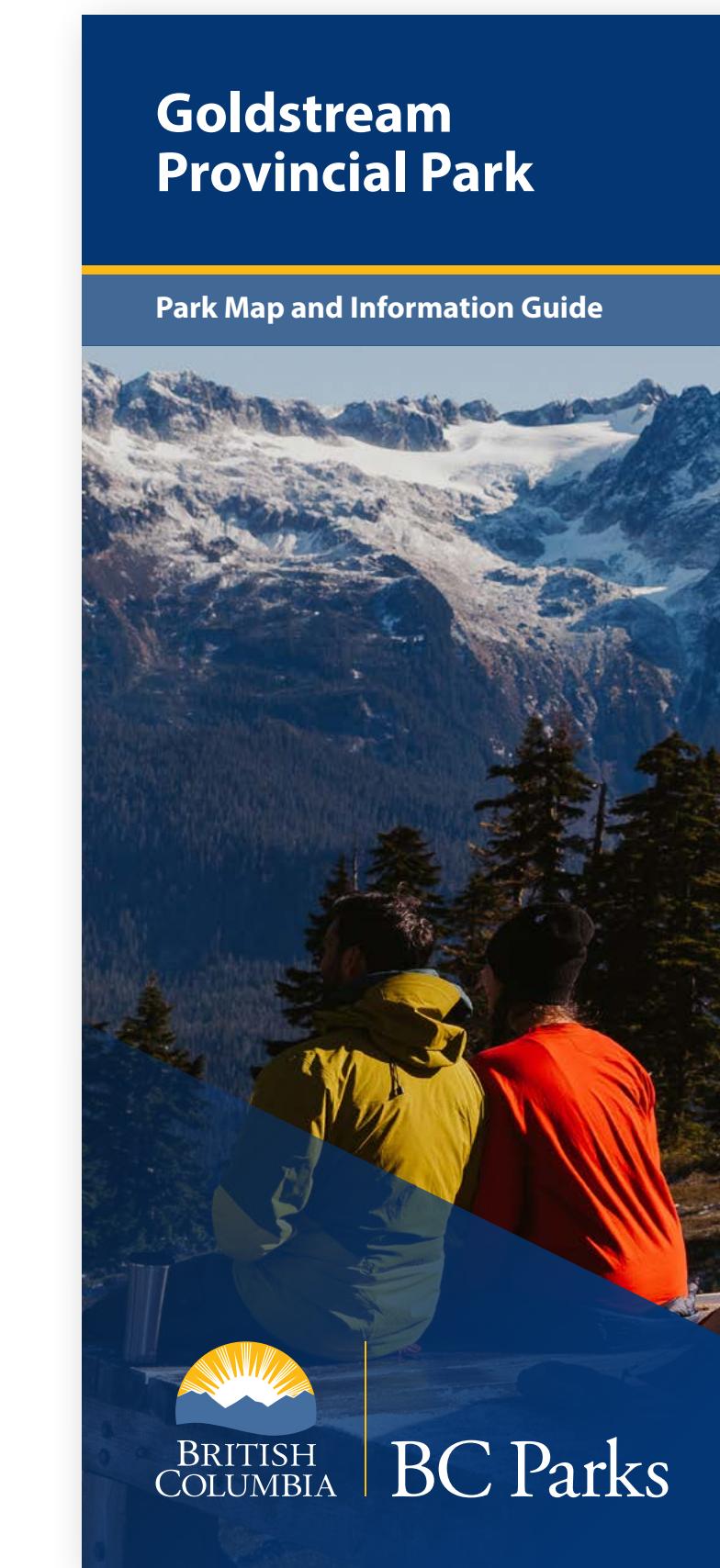
C – SUB-HEADLINE TEXT set in Myriad Pro Bold.

* - ADVERTISING SAMPLE. Not part of the BC Parks brand

D – Body text set in Myriad Pro Regular.

E – Mixed information section where Myriad Pro Bold is used for title information and Myriad Pro Regular is used for the secondary information.

This is a good example of how contrast works well between the two font weights.



A

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Canada's West Coast University | [viu.ca](#)

VIU VANCOUVER ISLAND UNIVERSITY

Toll Free 1.888.920.2221 | Love where you learn.

Visitor Services

- There are 167 vehicle accessible campsites.
- There are two group campsites with picnic shelters, woodstoves, electricity and water. Each one also has a large lawn area and is surrounded by forest.
- Some of the park's facilities and hiking trails are wheelchair accessible.
- A sani-station/dump is available in the main campground from March 15 to October 31.
- Park naturalists are available at the Goldstream Nature House/Freeman King Visitor Centre offering interpretive programs and lectures about the area's natural history.

Contact Information

Park Operator:	R.L.C. Enterprize Ltd.
Phone:	250.474.1336
Email:	office@rlcparks.ca

Reservations:	Discovery Camping
Phone:	1.800.689.9025
Online:	www.discovercamping.ca

Visit bcparks.ca for more information!

*

C

D

E

Approved expressive brand fonts

EXPRESSIVE FONTS - LIMITED USE ONLY

The approved expressive fonts are limited to use in headlines only in communication which is light and unofficial. Approved platforms include select social media communications, family-focused communication or merchandise.

A - Cooper black for use when communicating for 'Jerry', on swag or for informal outreach.

Purchase Cooper Black from My Fonts:
<https://www.myfonts.com/fonts/linotype/cooper-black/>
or download it from www.fonts.adobe.com

B - Patrick Hand should be used when a readable handwritten font is required.

Download Patrick Hand from <https://fonts.google.com>

C - Rampart One should be used when a readable 3D headline font is required.

Download Patrick Hand from <https://fonts.google.com>

D - Comfortee is a simple, round and fun sans serif.

Download Comfortee from <https://fonts.google.com>

A - Cooper Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { }] \ | / ? > < ; : " + = () * & % \$ # @ !

B - Patrick Hand

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 { }] \ | / ? > < ; : " + = () * & % \$ # @ !

C - Rampart One

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { }] \ | / ? > < ; : " + = () * & % \$ # @ !

D - Comfortee

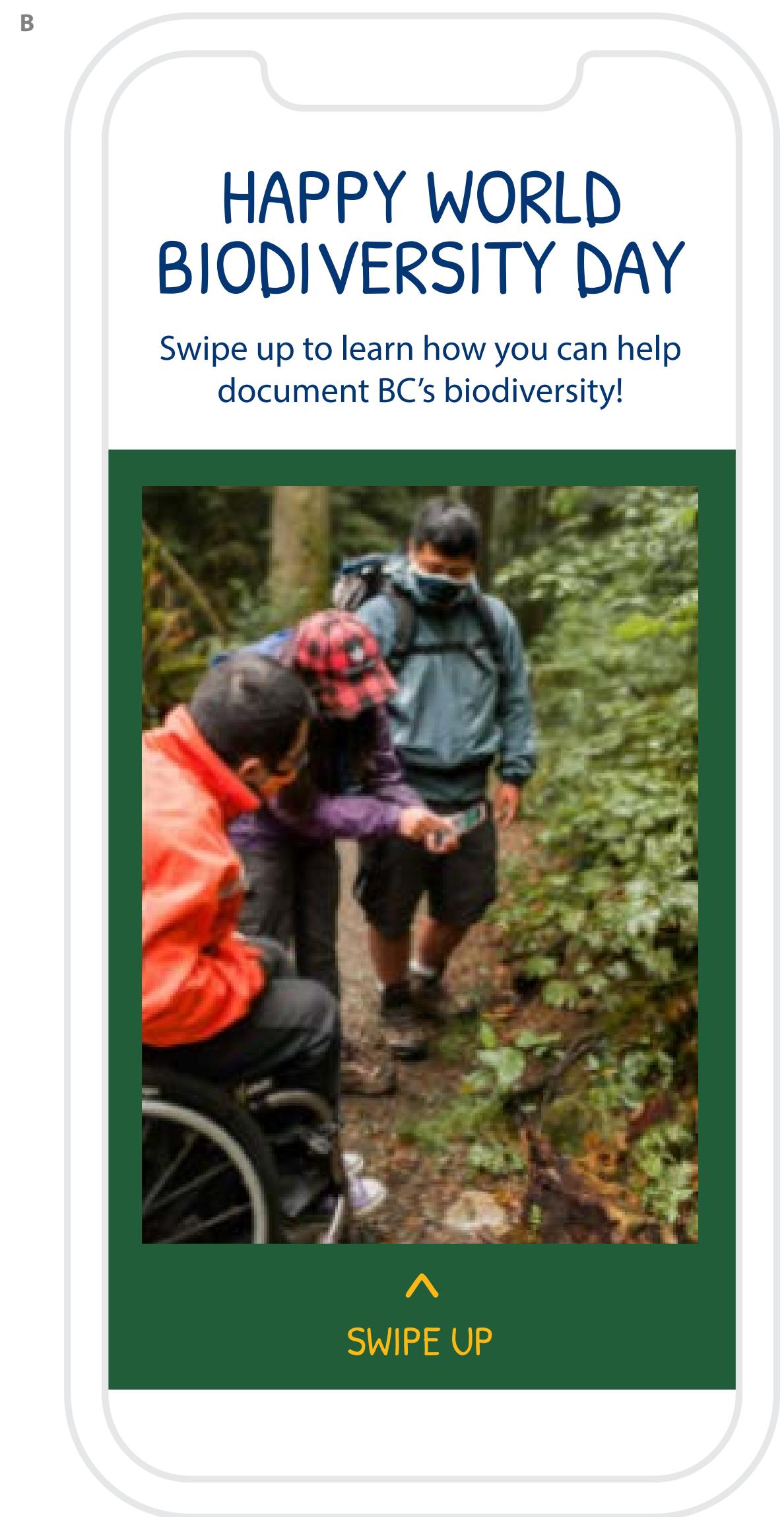
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { }] \ | / ? > < ; : " + = () * & % \$ # @ !

Approved expressive brand fonts in use

Use the approved expressive brand fonts for fun headlines on informal applications such as social media posts and outreach materials such as posters and brochures.

A - Rampart One used to bring visual interest into the headline.
Myriad Pro Bold is used as a sub-headline.

B - Patrick Hand used to bring visual interest into the headline.
Myriad Pro Bold is used as a sub-headline.



Brand photography

A picture tells a thousand words – but they've got to be the right words. We use photography to help tell the story of our brand.

Photographic styling: People using parks

Images showing people in parks include the following:

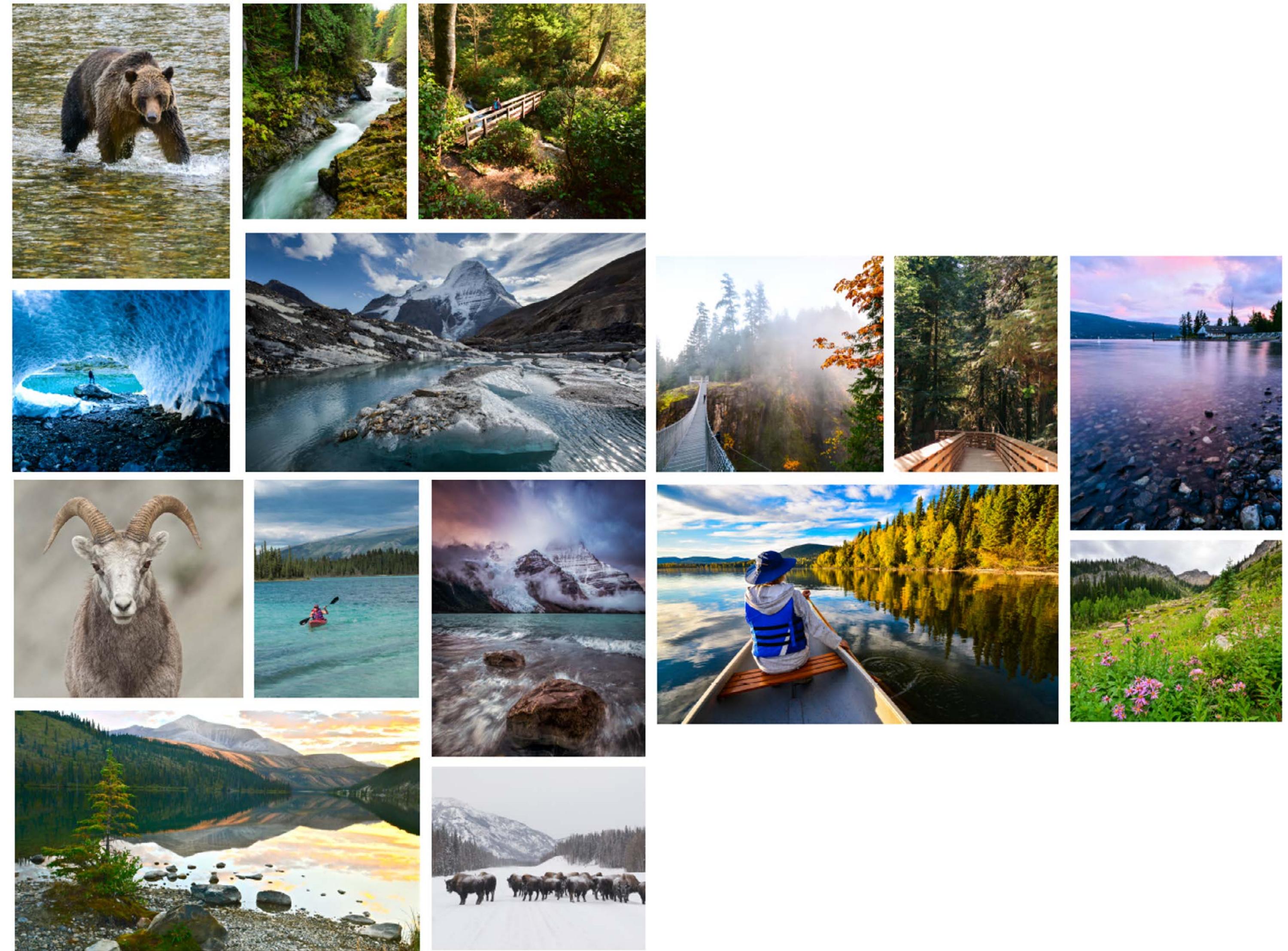
- People enjoying the park (active)
- People portraits, preferably not looking directly into the camera
- Image composition should consider using the rule of thirds (not centered subjects)
- Images can contain people or evidence of people (tents, or human items)



Photographic styling: Landscapes & wildlife

Images showing people in parks include the following:

- Landscape images with at least one point of interest or focal point
- Wildlife images containing a wild animal or insect
- Landscape images with a person or people as a secondary element



Photographic styling: Diversity & inclusion

Recommendations for diversity & inclusion:

Representation matters! If we see ourselves reflected, we feel we belong and this message shared through a photograph, in a video, poster or any other visual material is meant for us.

Considers the recommendations outlined below when planning your next internal or external engagement, like a photo or video shoot, a new graphic, a new document or social media post.

Include at minimum 2 recommendations from the list below. Keep in mind that often, multiple characteristics can be found in one person. It also adds to diversity if people's appearance is ambiguous (e.g. two women sitting at a campfire together, could be a lesbian couple, two sisters or close friends).

- Include a person with a mobility device (e.g. wheelchair, walker), hearing aids, glasses or other visible diverse abilities (e.g. someone with Down Syndrome)
 - Include diverse age ranges (e.g. children, adults, senior, youth/teens) whenever possible
 - Include variety of body shapes and sizes
 - May include a LGBTQ2S+ couple (portrayal as a couple allows for the LGBTQ2S+ community to see themselves reflected)
 - May include a gender diverse person e.g. someone who is female, but presents as masculine on the gender expression spectrum or someone who is male and presents more feminine
 - May include different types of families (e.g. young, straight families, gay families, lesbian families, families with older caregivers, families with members who have a disability)
-
- At least 50% representation of non-men
 - At least 50% representation of Black, Indigenous, and People of Colour (BIPOC)
 - May include Indigenous person wearing e.g. traditional clothing or First Nation associated Band branded clothing
 - May include Black representative
 - May include Asian and South Asian representatives
 - May include other people of colour and mixed races
 - May include families or individuals wearing religious head coverings (e.g., Hijab, Turban, Kippah)

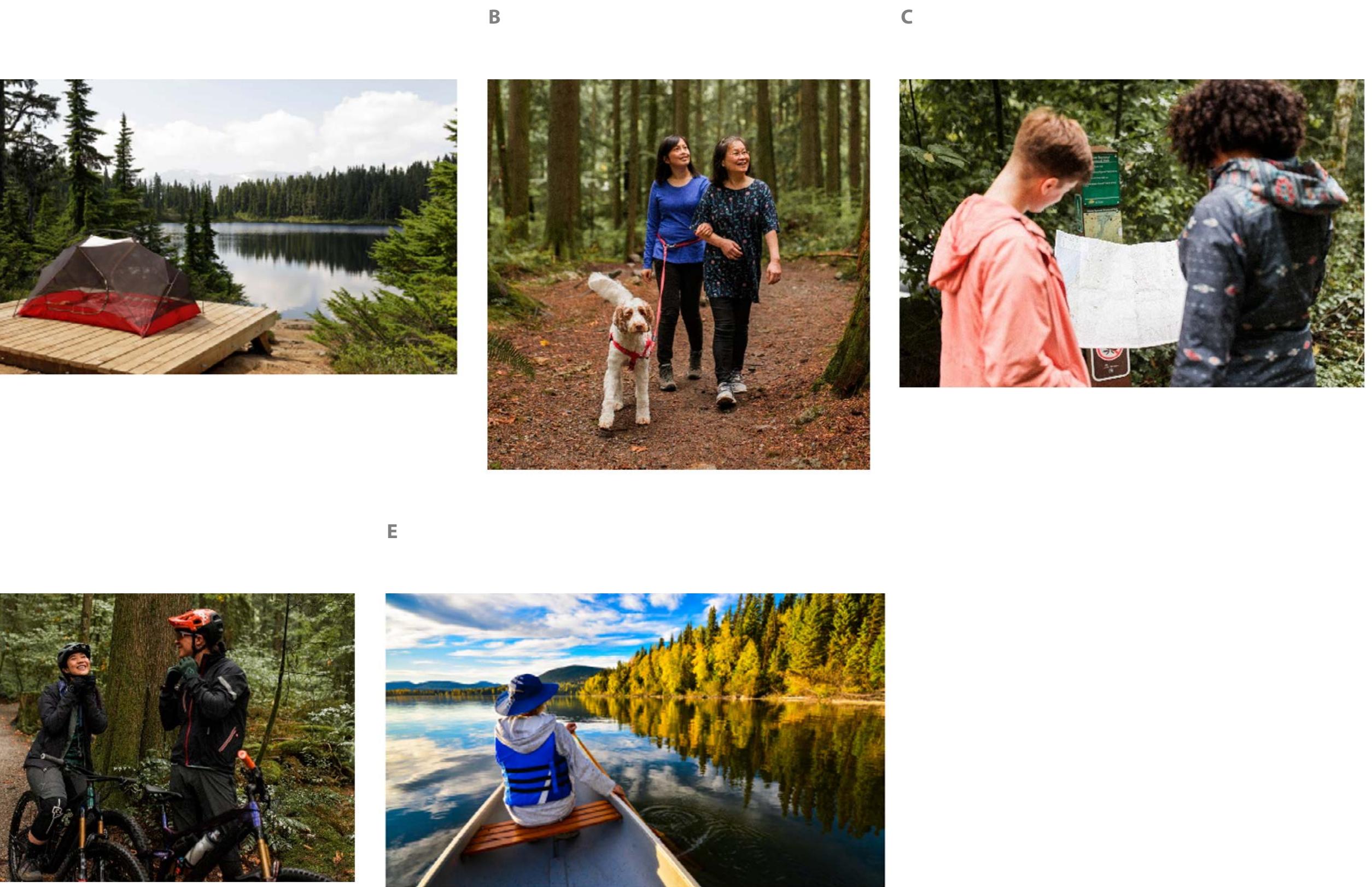


Photographic styling: Safety

All BC Parks photography should portray safety practices:

- A** - Images of tenting should observe approved tenting areas.
- B** - Images containing dogs should be shown on leash.
- C** - Images of people using maps, GPS or observing park signage
- D** - Images of cyclists must include helmets and other appropriate safety gear.
- E** - Images of watersports must include individuals wearing a DOT approved PFD or life jacket.

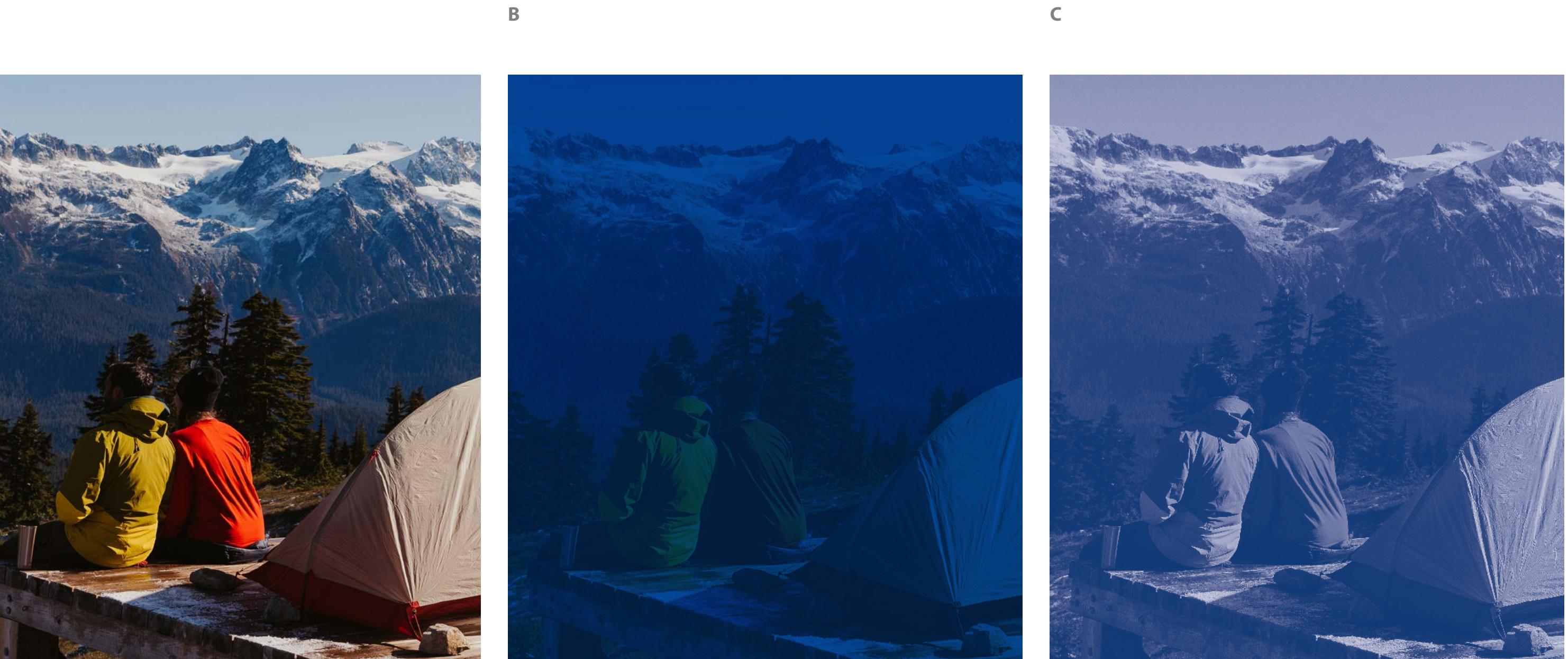
Note: images should not show activities that are not allowed in parks, including: hammocks hanging in trees, recreational drone use, walking off trail or in dangerous areas (eg. cliffs, waterfalls, etc.)



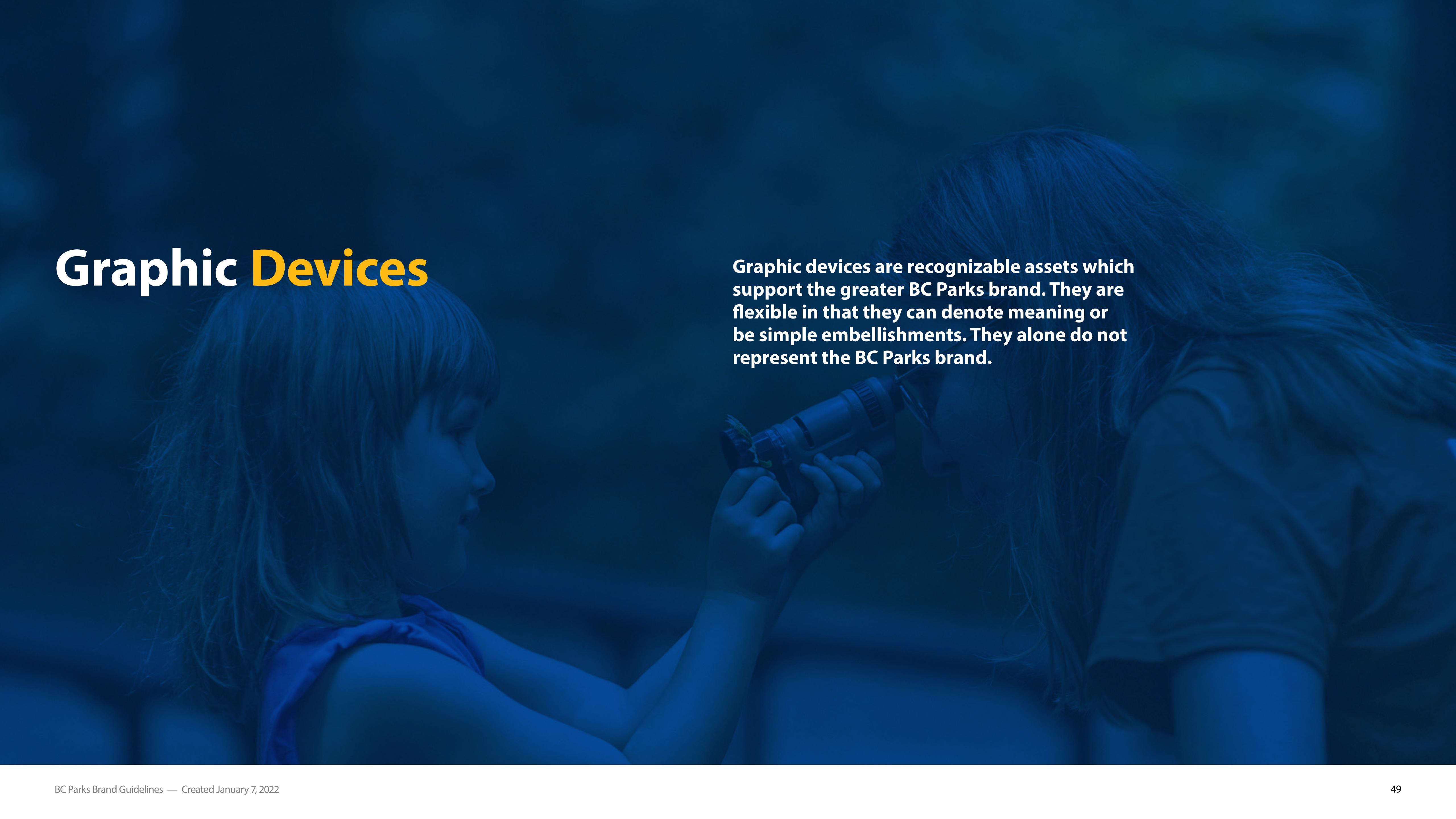
Photographic styling: Colour

There are three colour treatment options for photography:

- A** - Full colour image. The image should be used at 100% opacity.
- B** - Full colour image with BCID NAVY overlay. To achieve this effect, place the image over a blue shape, applying the 'Overlay' effect to the image (available in all Adobe programs) at 50% opacity.
- C** - Monotone treatment in BCID NAVY. To achieve this effect, using Adobe Photoshop, make your image 'greyscale' then apply BCID NAVY as a 'duotone', using only the single colour. No other brand colours should be used to colour images.



Graphic Devices

A photograph of a woman with long, dark hair, seen from the side and back. She is wearing a blue top and is looking through a pair of binoculars. The background is blurred, suggesting a natural outdoor setting.

Graphic devices are recognizable assets which support the greater BC Parks brand. They are flexible in that they can denote meaning or be simple embellishments. They alone do not represent the BC Parks brand.

Graphic devices for swag and outreach

A - I (heart) BC PARKS WORDMARK. Used in applications for families and children. Often used with Park Operators.

B - JERRY THE MOOSE. Used in applications for families and children. Often used with Park Operators.

A

I  BC
PARKS

B



Approved I (heart) BC PARKS wordmarks

A - Primary wordmark. For use in most applications (positive and reversed applications).

B - Secondary wordmark. For use when a horizontal wordmark is required (positive and reversed applications).

C - Secondary wordmark (arch) - For use when a circular wordmark is required (positive and reversed applications).

A



B



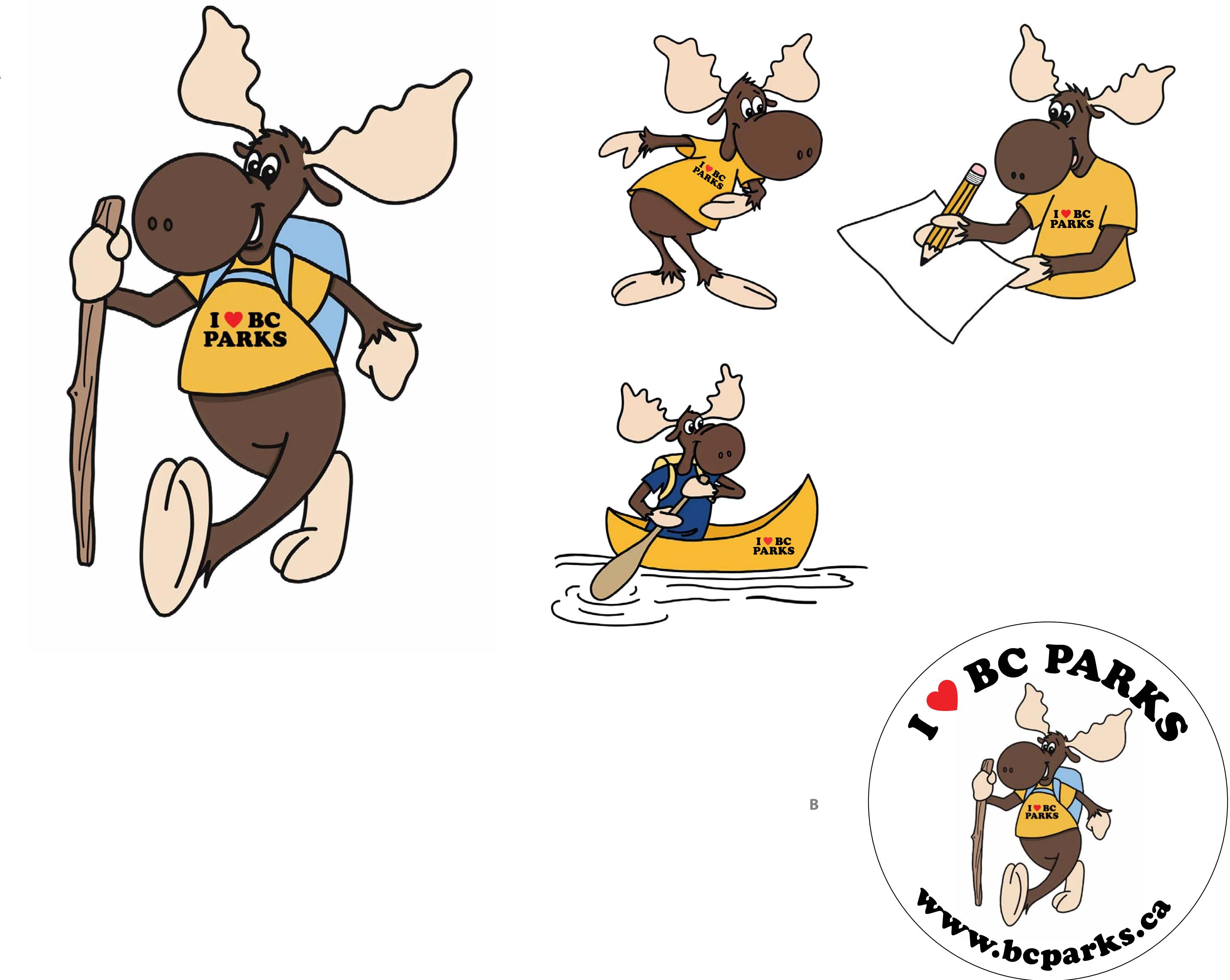
C



Jerry the Moose (mascot)

A - Jerry always appears with the I (heart) BC PARKS wordmark on their clothing, pack or vehicle.

B - Sticker sample using Jerry with I (heart) BC PARKS (arch) logo and Cooper Black (font) for the website URL to match the I (heart) BC PARKS logo.



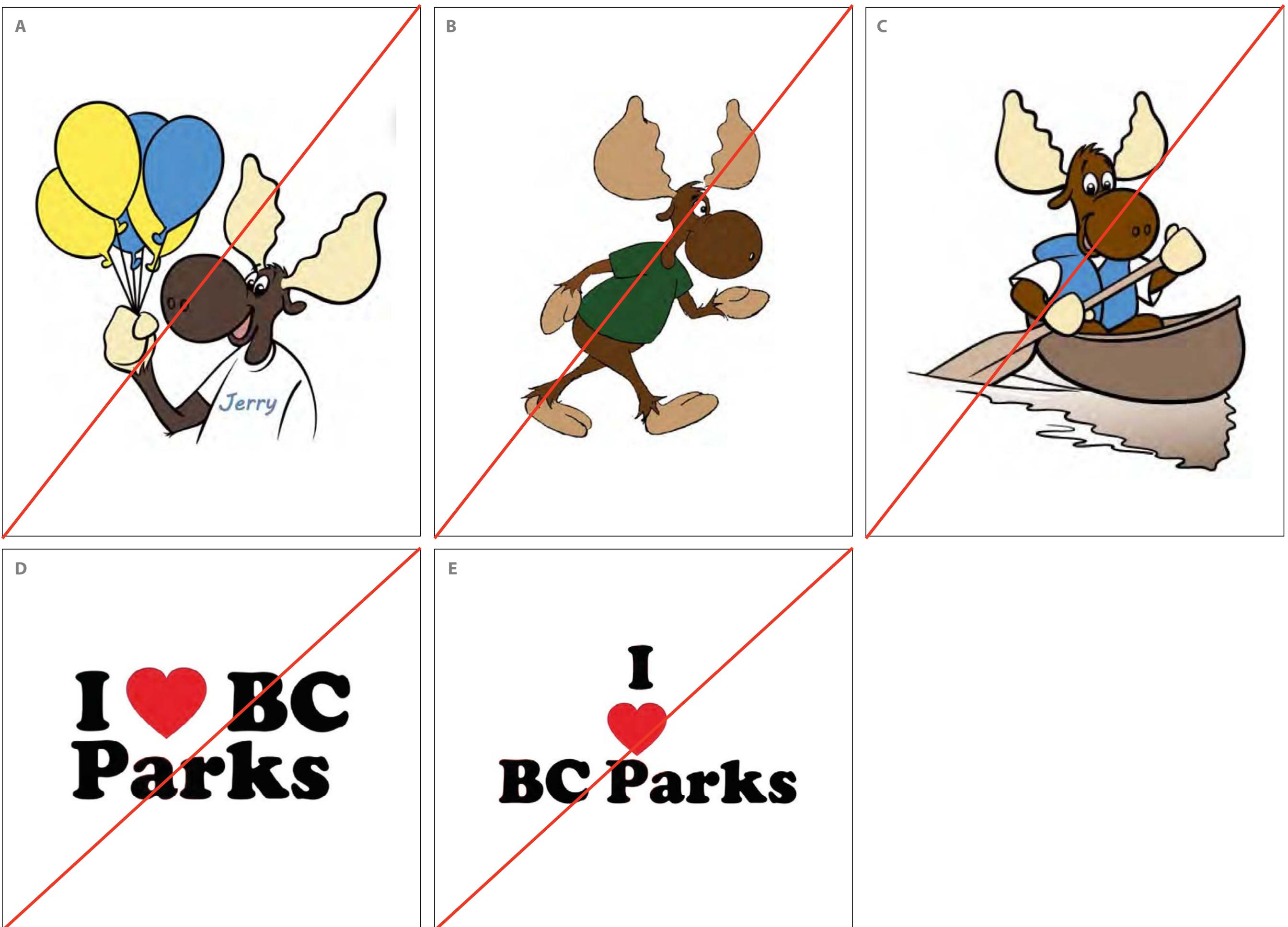
Jerry the Moose (mascot)

Jerry should always be shown with the I (heart) BC Parks wordmark.

A, B & C - Do not show Jerry without the I (heart) BC Parks wordmark

D - Do not type out, re-create or left-justify the I (heart) BC PARKS wordmark.

E - Do not stack the wordmark or use upper and lower case letters.



Brand Samples

This section demonstrates how various graphic elements can be combined to create branded collateral.

Stationery

A - Business card. 2" X 3.5" card sheet size.

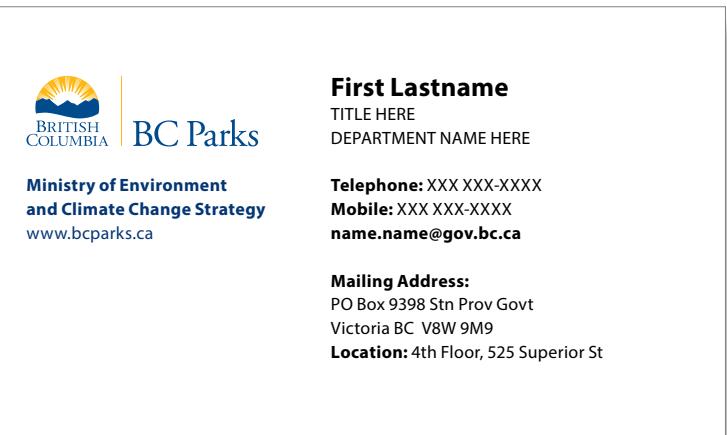
B - Letterhead. 8.5" x 11" letter sheet size.

C - Email signature. See the following page for all email signature options.

A



B

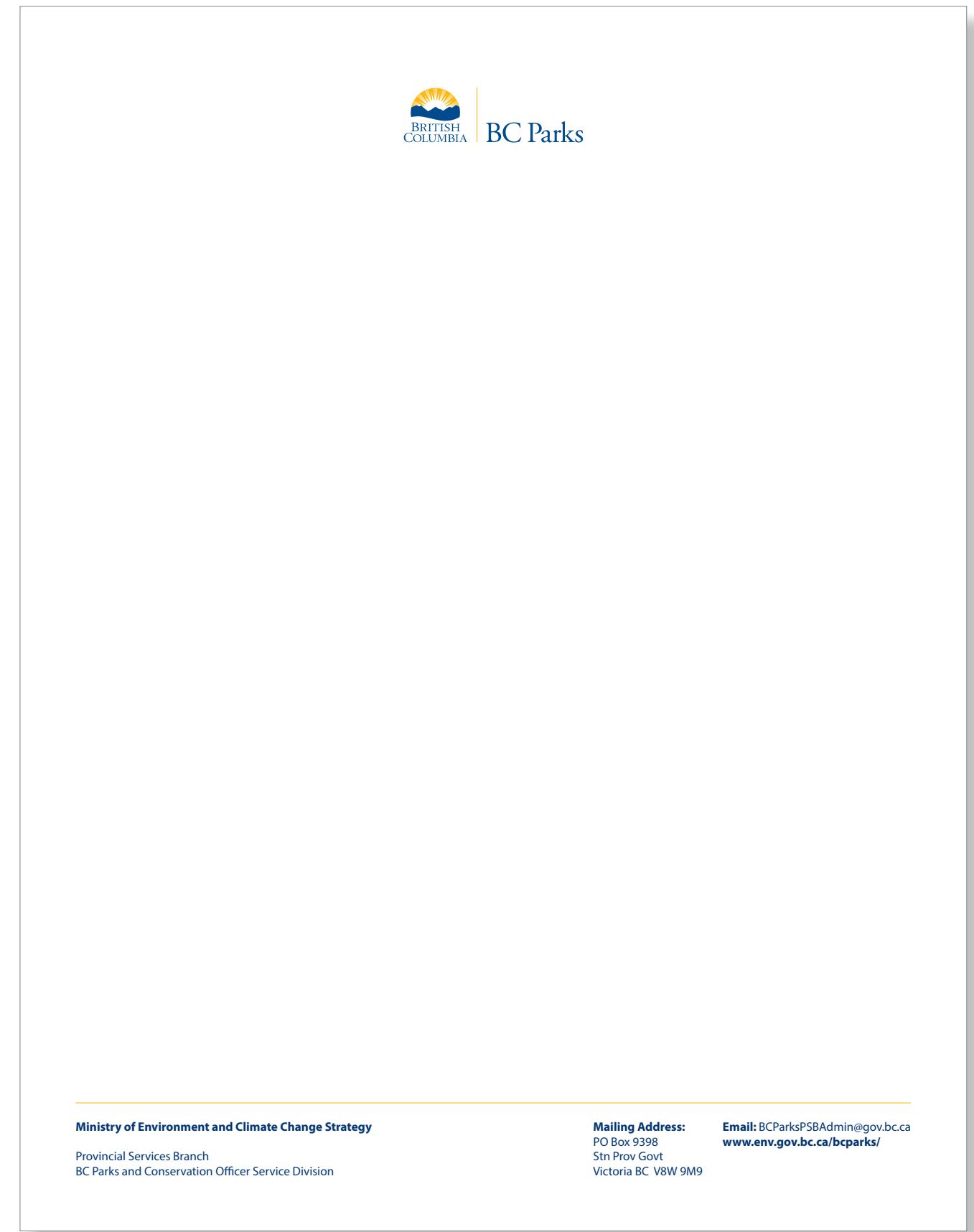


C

First Lastname (she/her)
Title, Section/Region
BC Parks | Ministry of Environment and Climate Change Strategy
XXX-XXX-XXXX | name.name@gov.bc.ca

<insert territorial acknowledgement>

Visit the BC Parks website: <http://www.bcparks.ca>
Find us on [Facebook](#) and [Instagram](#)



Email signatures

A - Simplified email signature with basic information.

B - Simplified email signature with BC Parks logo & Licence Plate lockup.

C - Extended email signature with website and social media links.

D - Extended email signature with generic call to action and link.

E - Extended email signature with C Parks logo & Licence Plate lockup, link and website and social media links.

A First Lastname(she/her)
Title, Department Name Here
BC Parks | Ministry of Environment and Climate Change Strategy
XXX-XXX-XXXX | name.name@gov.bc.ca

<insert territorial acknowledgement>



B First Lastname (she/her)
Title, Department Name Here
BC Parks | Ministry of Environment and Climate Change Strategy
XXX-XXX-XXXX | name.name@gov.bc.ca

<insert territorial acknowledgement>



C First Lastname (she/her)
Title, Department Name Here
BC Parks | Ministry of Environment and Climate Change Strategy
XXX-XXX-XXXX | name.name@gov.bc.ca

<insert territorial acknowledgement>

Visit the BC Parks website: <http://www.bcparks.ca>
Find us on [Facebook](#) and [Instagram](#)



D First Lastname (she/her)
Title, Department Name Here
BC Parks | Ministry of Environment and Climate Change Strategy
XXX-XXX-XXXX | name.name@gov.bc.ca

<insert territorial acknowledgement>

Generic call to action statement with a [link](#)



E First Lastname (she/her)
Title, Department Name Here
BC Parks | Ministry of Environment and Climate Change Strategy
XXX-XXX-XXXX | name.name@gov.bc.ca

<insert territorial acknowledgement>

Learn about the BC Parks Licence Plate Program at [link](#)

Visit the BC Parks website: <http://www.bcparks.ca>
Find us on [Facebook](#) and [Instagram](#)



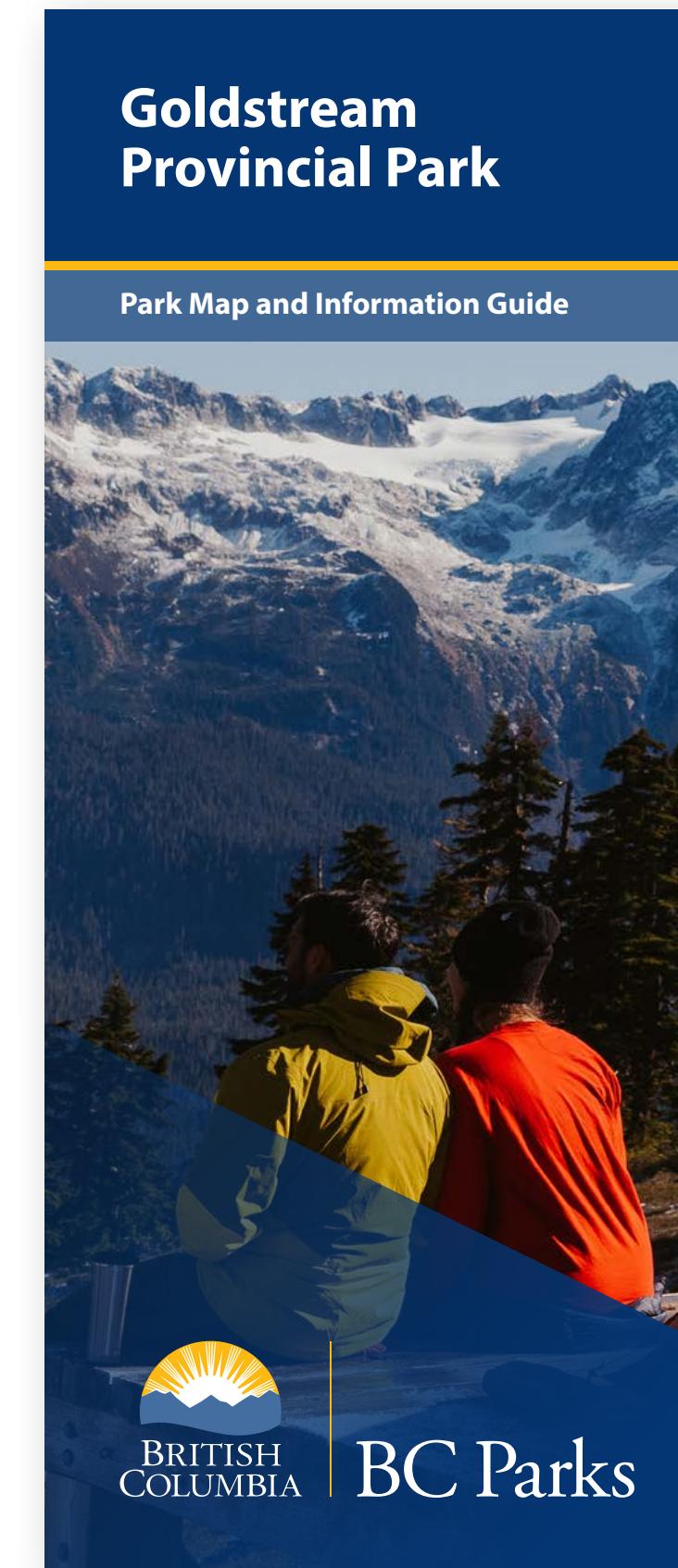
PUBLIC-FACING BROCHURE

A - Sample of a park brochure cover with full colour image.

B - Sample of a park brochure inside or back page with advertising, icons and correct use of sections.

C - Sample of a park brochure cover with monotone image treatment.

A



B

Nanaimo | Cowichan | Powell River | Parksville-Qualicum
Canada's West Coast University | viu.ca

VIU VANCOUVER ISLAND UNIVERSITY
Toll Free 1.888.920.2221 | Love where you learn.

Visitor Services

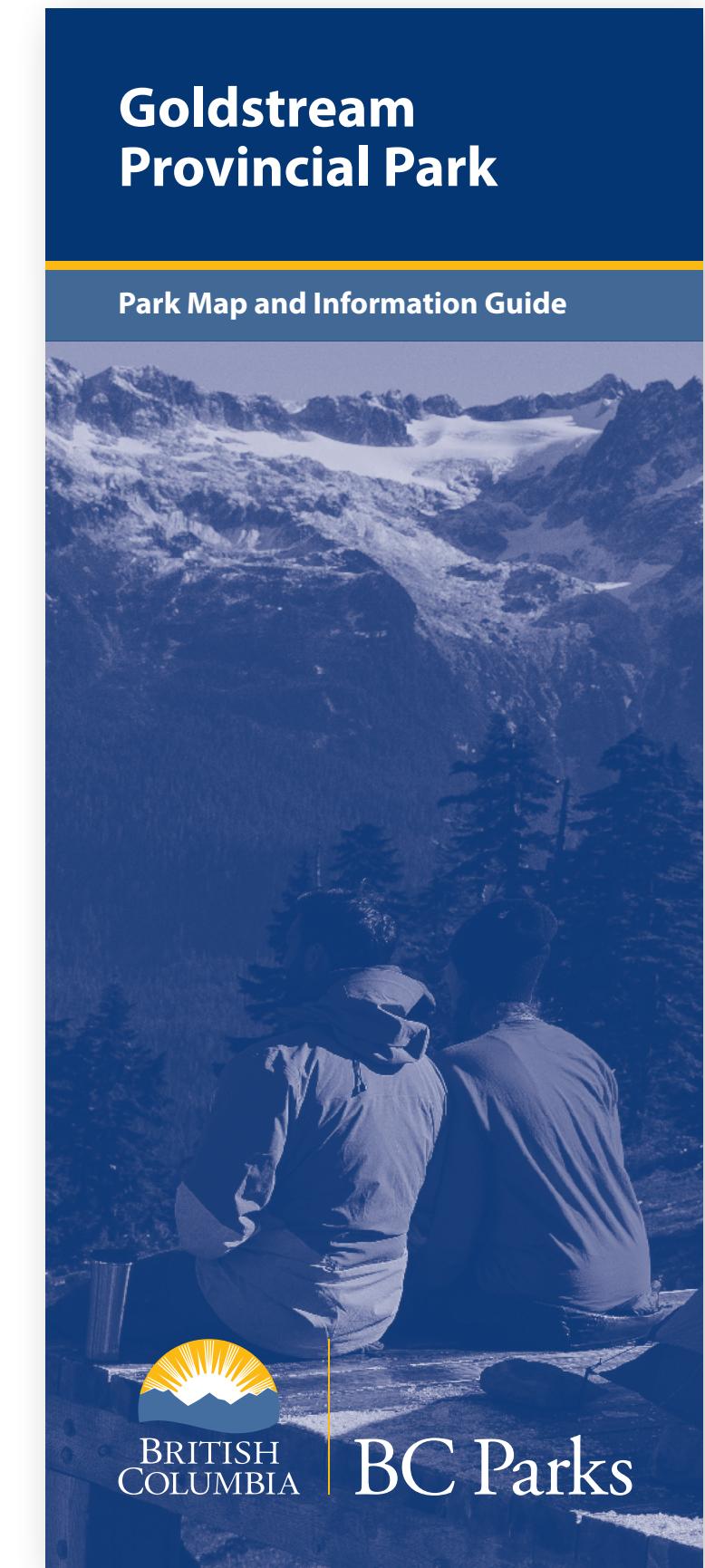
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- There are two group campsites with picnic shelters, woodstoves, electricity and water. Each one also has a large lawn area and is surrounded by forest.
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Contact Information

Park Operator:	R.L.C. Enterprize Ltd.
Phone:	250.474.1336
Email:	office@lcparks.ca
Reservations:	Discovery Camping
Phone:	1.800.689.9025
Online:	www.discovercamping.ca

Visit bcparks.ca for more information!

C



Official BC Parks Merchandise

Official BC Parks merchandise appears in the primary brand colours and uses the primary logo. It should be simple, without the addition of any supporting graphics or messaging.

A - Sample of BC Parks logo on mug.

B - Sample of BC Parks logo on apparel.



Outreach merchandise

BC Parks outreach merchandise is an opportunity for less formal brand communication. The I (heart) BC PARKS logos appear in various merchandise applications

A - Sample of I (heart) BC PARKS bumper sticker.

B - Sample of I (heart) BC PARKS apparel.

C - Sample of I (heart) BC PARKS toque.

D - Sample of I (heart) BC PARKS water bottle.

E - Sample of I (heart) BC PARKS mug.

F - Sample of I (heart) BC PARKS and JERRY circle sticker.



Contact information

Not sure what logo you should be using? Need to have your artwork and logo approved? Looking for direction? Are you looking for something in particular and it needs a custom solution?

For all questions, concerns and requests pertaining to the BC Parks identity, branding or anything else in this document, please contact the BC Parks branding team:

BC Parks branding + identity

Email: BCParks.Branding@gov.bc.ca

Follow us on social media

Instagram: [@yourBCParks](#)

Facebook: facebook.com/yourBCParks

BC Parks: Graphic Identity Standards

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BC Parks