International Marketing Branding

INTERNATIONAL WORDMARK

This international wordmark is intended to be located along the top of all promo materials (see Promo Material Examples page for more details). It is available in various versions (see next page for more details).

BRITISH COLUMBIA CANADA

INTERNATIONAL BCID/LEAF MARK

All promotional materials containing the International Wordmark MUST ALSO INCLUDE the International BCID/Leaf Mark somewhere visible. This international BCID/Leaf Mark is intended to reside at the bottom of all promo materials (see Promo Material Examples page for more details).

International BCID/Leaf Mark (Vertical Version)

BRITISH COLUMBIA
Canada

International BCID/Leaf Mark (Horizontal Version)

BRITISH COLUMBIA
Canada

COMBO

All promotional materials (when possible) should contain both the International Wordmark (located along the top) and the International BCID/Leaf Mark (located along the bottom).

If this is not possible, then the default standard would be to include just the International BCID/Leaf Mark.

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INTERNATIONAL WORDMARK: VERSIONS AVAILABLE

This international wordmark is available in various versions: horizontal or vertical; and 3 different colour combos (blue + green, blue + teal, or just blue).

International Wordmark: Blue + Green, Horizontal Version

BRITISH COLUMBIA CANADA

International Wordmark: Blue + Green, Vertical Version

BRITISH COLUMBIA
CANADA

International Wordmark: Blue + Teal, Horizontal Version

BRITISH COLUMBIA CANADA

International Wordmark: Blue +Teal, Vertical Version

BRITISH COLUMBIA
CANADA

International Wordmark: Blue, Horizontal Version

BRITISH COLUMBIA CANADA

International Wordmark: Blue, Vertical Version

BRITISH COLUMBIA
CANADA

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INTERNATIONAL BCID/LEAF MARK: VERSIONS AVAILABLE

This international BCID/Leaf Mark is available in various versions: horizontal or vertical; and positive or reverse.

International BCID/Leaf Mark (Vertical Version)

International BCID/Leaf Mark (Horizontal Version)

International Marketing Branding

COLOURS

The Brand should appear in their proper colour format matching the Pantone Matching System (PMS) colours whenever possible.

	Green	PMS: 368 CMYK: 65/0/100/0 RGB: 120/190/32 HTML: 78BE20
	Teal	PMS: 3145 CMYK: 100/10/29/20 RGB: 0/119/139 HTML: 0077813
	BCID Blue	PMS: 288 CMYK: 100/80/6/32 RGB: 0/45/114 HTML: 002D72
	BCID Gold	PMS: 130 CMYK: 0/32/100/0 RGB: 242/169/0 HTML: F2A900
	Red	PMS: 485 CMYK: 0/95/100/0 RGB: 218/41/28 HTML: DA291C

SUPPORTING TYPOGRAPHY

Adobe Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
(.,;:?!$&–*)

Adobe Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 (.,;:?!$&–*)

Adobe Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 (.,;:?!$&–*)

Note:
Adobe Garamond Pro and Adobe Myriad Pro may be purchased online at www.adobe.com/type or from Adobe Customer Service at 1-800-682-3623. These typefaces are available from other reputable font vendors as well.

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PROMO MATERIAL EXAMPLES

The potential options for promo materials shown here include the combo: the International Wordmark; and the International BCID/Leaf Mark.

Example: Backdrop Display

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PROMO MATERIAL EXAMPLES *Continued*

Example: Pull-up Display

Example: Booklet Cover (Showing Front and Back Covers)

Front Cover

Back Cover

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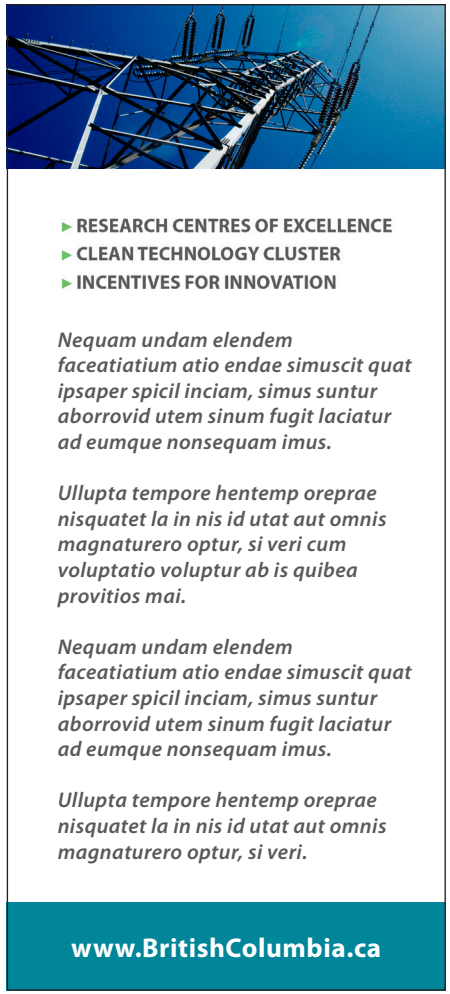
PROMO MATERIAL EXAMPLES *Continued*

Example: Rackcard (showing front and back)



Example: Rackcard (1-sided only)

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ADDITIONAL MATERIALS

All materials (when possible) should contain both the International Wordmark and the International BCID/Leaf Mark. However, If this is not possible, then the default standard would be to include just the International BCID/Leaf Mark. This section displays materials that currently only contain the International BCID/Leaf Mark.

Example: Biography/Factsheet

BRITISH COLUMBIA
Canada

THE HONOURABLE JOHN HORGAN
PREMIER OF BRITISH COLUMBIA

John Horgan was sworn in as Premier of British Columbia on July 18, 2017 and was elected as the MLA for the new riding of Langford-Juan de Fuca on May 9, 2017. The Premier is a longstanding member of the British Columbia Legislature. He was first appointed as the MLA for Juan de Fuca in 2005 and re-elected in 2009, 2013 and 2017.

Under his leadership, the New Democrat government is delivering on its priorities; making life more affordable, improving the services people count on, and creating good jobs for people across the province.

Premier Horgan is committed to strengthening British Columbia's bonds with our international partners to encourage investment and trade and deliver strong, sustainable economic development that works for people.

Premier Horgan was born and raised in Victoria. He earned his Bachelor's and Master's degrees at Trent University in Ontario and Sydney University in Australia. A meeting with Tommy Douglas, the Canadian politician credited with our universal healthcare system, sparked his interest in social democracy and he went on to work for Members of Parliament in Ottawa.

In 2001, Premier Horgan started a management and research consulting company helping both private and public sector organizations.

A cancer survivor, he fought hard as an MLA and Official Opposition Leader in the legislature on the issues that matter to people: improving B.C.'s health care system, fixing the housing crisis, standing up for students and teachers and advocating for better seniors' care.

A husband and father, the Premier and his wife Ellie have two grown sons.

www.BritishColumbia.ca

Example: Invitation

BRITISH COLUMBIA
Canada

THE GOVERNMENT OF BRITISH COLUMBIA

The Honourable John Horgan, Premier of the Province of British Columbia
The Honourable Bruce Ralston, Minister of Jobs, Trade and Technology
The Honourable George Chow, Minister of State for Trade
Are pleased to invite you to attend the:
British Columbia – Guangdong Low-Carbon Economy Roundtable in Guangzhou.

Meet Premier Horgan and senior government representatives and learn about British Columbia's vision for enhanced cooperation with Guangdong in the development of a sustainable, low-carbon economy.

British Columbia is home to world-class clean technology companies on the cutting edge of scientific excellence in renewable energy, clean transportation technology, energy efficiency and waste resource management.

DATE:
Monday, January 22, 2018

REGISTRATION:
13:30

TIME:
14:00 – 15:30

LOCATION:
Taotao Ting Room, White Swan Hotel
No.1 Shamian South Street, Guangzhou

DRESS:
Business

PLEASE RSVP BY:
Friday, January 8, 2018 to leanne.yu@britishcolumbia.ca
Space is limited, so please register today.

PLEASE BE ADVISED:
The invitation is limited to one guest, and only registered guests may attend.

www.BritishColumbia.ca

International Marketing Branding

ADDITIONAL MATERIALS *Continued*

Example: Website

Example: Print Advertising

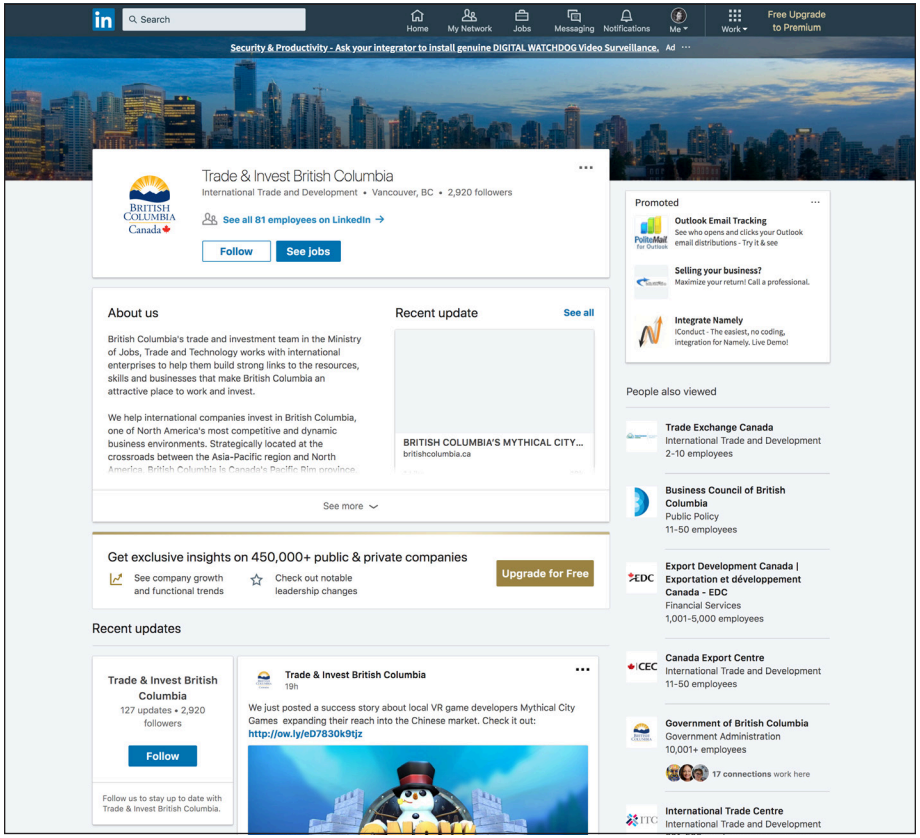
Example: Online Advertising

International Marketing Branding

ADDITIONAL MATERIALS *Continued*

Example: Twitter Webpage

Example: LinkedIn Webpage



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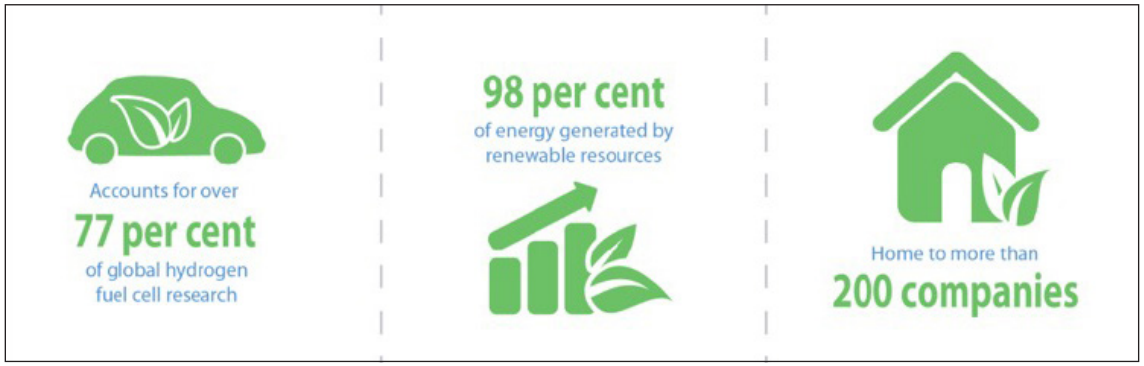
ADDITIONAL MATERIALS *Continued*

Example: Podium Sign

Example: Name Badges

Example: Directional Signage

Example: Infographics



Infographics are considered "added-value" graphics. They can be JPGs posted to a facebook page or website. They could also be inserted into a booklet or rack card. For all circumstances, infographics will always be sitting within a platform (i.e. facebook page, website, booklet, rackcard, factsheet, etc.) that is already branded with the International Marketing Branding. Therefore there is no additional branding that needs to be applied to infographics apart from the usual practice of using colours that match and designing the graphics in a way that visually matches them to the platform and content.