



*buy***BC**

LOGO USER GUIDE

Email: BuyBC@gov.bc.ca

[@EatDrinkBuyBC](#)



BRITISH
COLUMBIA

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Welcome to Buy BC

Congratulations—you're ready to use the Buy BC logo!

We're thrilled to have you join our community of local food producers, processors, cooperatives, associations, retailers, agricultural fairs, farmers' markets, and so much more.

The Buy BC Logo Licencing system allows eligible businesses to use the Buy BC logo for free. It helps consumers to identify local B.C. products at markets and grocery stores across the province.

As a Buy BC Logo licensee, you play an important role in helping British Columbians choose local and make choices that support B.C.'s agriculture, our local economy, and food security.

Buy BC Logo Licencing Overview

Did you know? Over 75% of B.C. shoppers are familiar with the Buy BC logo!

The Buy BC logo is a certification mark, a strong marketing tool, and an effective way to communicate to consumers that your product is local. Consumers look for the Buy BC logo to select fresh-tasting, high-quality products that are grown, raised, and processed in communities across the province.

The Buy BC logo may be used in two ways:

- **Product or packaging labels:** Place the Buy BC logo on your product or packaging labels to identify your food and/or beverage products. This only applies to producers, processors, and cooperatives.
- **Marketing and promotional materials:** Display the Buy BC logo on your marketing and promotional materials to increase consumer appreciation, awareness, and support for local food, and beverage products. This applies to all eligible applicants.



Buy BC Logo Marketing Activities

The Buy BC logo may be used for any (or all) of the following activities and purposes, or any other purposes approved in advance in writing:

Activity	Purpose
Labelling Products/Packaging with a Buy BC logo (for producers, processors, and cooperatives only)	<ul style="list-style-type: none"> • Product Packaging (e.g. labelling individual products) • Case Packaging (e.g., labelling cases of products)
Print Marketing Material	<ul style="list-style-type: none"> • Retail Flyers • Marketing Brochures/Rack Cards • Stickers • Sell Sheets • Table-Tent Cards • Banners • Recipe Cards • Contest Entry Forms
Advertising	<ul style="list-style-type: none"> • Social Media (organic and paid posts) • Online Advertising/Promotions • Print Advertising • Outdoor Advertising (including transit/vehicles/billboards) • Television Advertising
Signage (Static or Digital)	<ul style="list-style-type: none"> • In-Store Displays/Signage • Off-Premises Signage • Shelf-Talkers/Shelf-Strips/Wobblers
Promotional Merchandise	<ul style="list-style-type: none"> • Shopping Bags • Aprons/Clothing • Placemats/Coasters

Approval from the Ministry is required if the applicant intends to use the Buy BC logo for any purposes not captured by the above.



Buy BC Logo Guidelines

The Buy BC logo is composed of the design mark and word mark:



These components are always placed in a fixed relationship and should never be altered, modified, or reproduced in any way, other than what is shown in this document.

Only the approved “Buy BC” word mark may be used in combination with the Buy BC design mark.

No other word combinations or phrases may be used.

The “Buy BC” word mark should never be displayed on its own, separated from the design mark, or used in a different colour.

For detailed specifications with regards to colour, size, protective space, and restrictions, please refer to the Graphic Standards below.

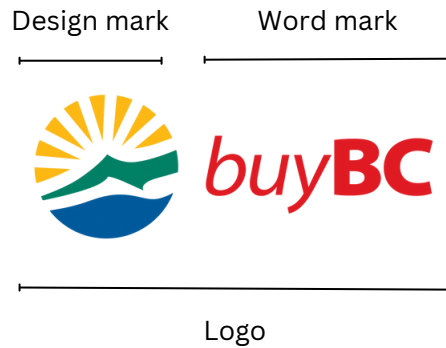
When referring to the “Buy BC” brand, it must be written without punctuation marks as Buy BC and include a space between “Buy” and “BC”. Examples of incorrect use include “BuyBC”, “BUY BC”, “BUYBC”, “Buy B.C.”, etc.

Please note, the use of the Buy BC logo must be approved by the Ministry of Agriculture and Food before using the logo for marketing or packaging.



Alternative Horizontal Logo

A secondary horizontal version of the logo has been designed for instances in which vertical space is limited (e.g. in-store shelf signage) and can be used as an alternative to the main vertical logo, as desired by the applicant.



Examples of the Buy BC Logo on Products

To ensure the Buy BC logo is not compromised, the logo should stand alone so that it does not compete with existing text, graphics, or images.

The Buy BC logo should never be displayed in a position where it could be confused with a business name or brand name of a product, or used in any way that implies endorsement of initiatives not applicable to Buy BC.

Please refer to the visual examples below for correct and incorrect use of the Buy BC logo on certified products:



Displayed alongside other certifications



Displayed in the corner in the packaging and smaller than the brand's logo



Displayed without word mark



Displayed larger than brand's logo



Displayed multiple times in the same face of the product

Please email the Buy BC team at BuyBC@gov.bc.ca for any questions regarding the use of the Buy BC logo on packaging, messaging, marketing materials, campaigns, or promotions.

Buy BC Logo Graphic Standards

When using the Buy BC logo, it's important to protect its integrity. This provides consumers with confidence that certified products using the Buy BC logo meet the specified requirements under the Buy BC Logo Licencing System.

The Buy BC logo is an official/certification mark owned by the Province of British Columbia and requires prior written authorization from the Ministry of Agriculture and Food before it can be applied.

Authorization granted to the applicant to use the Buy BC logo does not represent an endorsement by the Ministry of Agriculture and Food or the Province of British Columbia for a particular product, or a representation of the product's quality, composition, standards of production, or any other related claim.

To ensure integrity, the Ministry of Agriculture and Food reserves the right to conduct periodic audits with respect to how the Buy BC logo is being applied.



1.1 Vertical Logo



Buy BC
Colour Logo

buyBC_Logo_Vert_CMYK.ai
buyBC_Logo_Vert_CMYK.eps
buyBC_Logo_Vert_RGB.wmf
buyBC_Logo_Vert_RGB.png
buyBC_Logo_Vert_RGB.tif



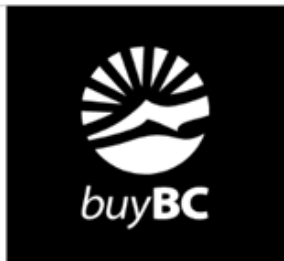
Buy BC
Single-colour
Logo

buyBC_Logo_Vert_Blue.ai
buyBC_Logo_Vert_Blue.eps
buyBC_Logo_Vert_Blue.wmf
buyBC_Logo_Vert_Blue.png
buyBC_Logo_Vert_Blue.tif



Buy BC
Black Logo

buyBC_Logo_Vert_Black.ai
buyBC_Logo_Vert_Black.eps
buyBC_Logo_Vert_Black.wmf
buyBC_Logo_Vert_Black.png
buyBC_Logo_Vert_Black.tif



Buy BC
White Logo

buyBC_Logo_Vert_White.ai
buyBC_Logo_Vert_White.eps
buyBC_Logo_Vert_White.png

Which file format should you use?

The **full colour** version of the Buy BC logo is the preferred version and should be used whenever possible.

The **single-colour** version may be used in situations where full colour is not possible. The logo colour may adopt the same single colour as the rest of the printing, provided there is sufficient contrast to remain readable.

The **black** version is suitable when printing in B&W such as newspaper advertisements. The **white** version may be used on a black or dark-coloured background.

Use **EPS** or **AI** files for professionally graphic materials. These are vector format, resolution independent, and scale without degrading the quality. **JPG**, **PNG**, and **TIF** files are bitmap formats and are locked resolution.

Reproduction quality is generally acceptable, though resizing can degrade the quality. **WMF** files are similar to vector format files and are suitable for *MS Word*, *PowerPoint*, etc.



1.2 Horizontal Logo



Buy BC
Colour Logo

buyBC_Logo_Horiz_CMYK.ai
buyBC_Logo_Horiz_CMYK.eps
buyBC_Logo_Horiz_RGB.wmf
buyBC_Logo_Horiz_RGB.png
buyBC_Logo_Horiz_RGB.tif



Buy BC
Single-colour
Logo

buyBC_Logo_Horiz_Blue.ai
buyBC_Logo_Horiz_Blue.eps
buyBC_Logo_Horiz_Blue.wmf
buyBC_Logo_Horiz_Blue.png
buyBC_Logo_Horiz_Blue.tif



Buy BC
Black Logo

buyBC_Logo_Horiz_Black.ai
buyBC_Logo_Horiz_Black.eps
buyBC_Logo_Horiz_Black.wmf
buyBC_Logo_Horiz_Black.png
buyBC_Logo_Horiz_Black.tif



Buy BC
White Logo

buyBC_Logo_Horiz_White.ai
buyBC_Logo_Horiz_White.eps
buyBC_Logo_Horiz_White.png

Which file format should you use?

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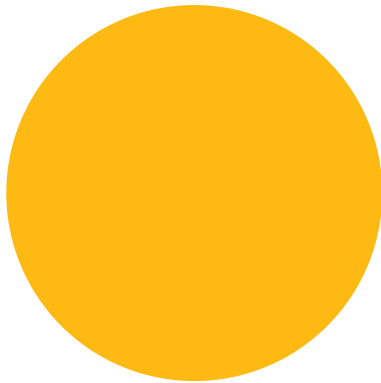
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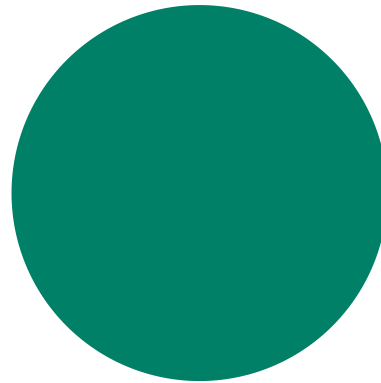


1.3 Colour Specifications



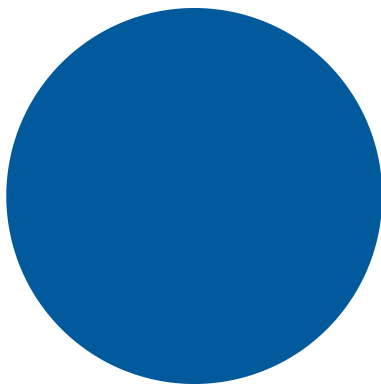
Buy BC Yellow

C: 0 R: 253 Hex: FDB813
M: 30 G: 184
Y: 100 B: 19
K: 0



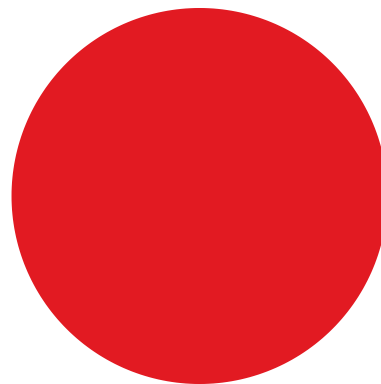
Buy BC Green

C: 100 R: 0 Hex: 008066
M: 0 G: 128
Y: 65 B: 102
K: 30



Buy BC Blue

C: 100 R: 0 Hex: 005A9C
M: 56 G: 90
Y: 0 B: 156
K: 18



Buy BC Red

C: 0 R: 225 Hex: E11B22
M: 100 G: 37
Y: 100 B: 34
K: 5

1.4 Protective Space - Vertical

The requirements shown are needed for Buy BC logos. The minimum protective space is 'X', where X equals the total height of the 'buyBC' type in the logo. To protect the integrity of the logo, this space is required around all sides of the logo.



1.5 Minimum Size - Vertical

The logo should be reproduced no smaller than .25" wide.



1.6 Protective Space - Horizontal

The requirements shown are needed for Buy BC logos. The minimum protective space is 'X', where X equals the total height of the 'buyBC' type in the logo. To protect the integrity of the logo, this space is required around all sides of the logo.



1.7 Minimum Size - Horizontal

The logo should be reproduced no smaller than .5" wide.



| .5" |

1.8 Restrictions

The logos should always be reproduced as provided. Please do not do any of the following:



DO NOT use a low-resolution file or file prepared for online use in print applications



DO NOT substitute typefaces in the wordmark



DO NOT reproduce the visual identity in anything other than the specified colours



DO NOT stretch or distort the visual identity



DO NOT add drop shadows to the visual identity



DO NOT use the full colour visual identity over top of colour backgrounds

