



*buy***BC**

# LOGO USER GUIDE

Email: [BuyBC@gov.bc.ca](mailto:BuyBC@gov.bc.ca)

@EatDrinkBuyBC



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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

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 for:

**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                                                                                                                                                                                                                                                            |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Print Marketing Material</b>    | <ul style="list-style-type: none"><li>• Retail Flyers</li><li>• Marketing Brochures/Rack Cards</li><li>• Stickers</li><li>• Sell Sheets</li><li>• Table-Tent Cards</li><li>• Banners</li><li>• Recipe Cards</li><li>• Contest Entry Forms</li></ul>                |
| <b>Advertising</b>                 | <ul style="list-style-type: none"><li>• Social Media (organic and paid posts)</li><li>• Online Advertising/Promotions</li><li>• Print Advertising</li><li>• Outdoor Advertising (including transit/vehicles/billboards)</li><li>• Television Advertising</li></ul> |
| <b>Signage (Static or Digital)</b> | <ul style="list-style-type: none"><li>• In-Store Displays/Signage</li><li>• Off-Premises Signage</li><li>• Shelf-Talkers/Shelf-Strips/Wobblers</li></ul>                                                                                                           |
| <b>Promotional Merchandise</b>     | <ul style="list-style-type: none"><li>• Shopping Bags</li><li>• Aprons/Clothing</li><li>• Placemats/Coasters</li></ul>                                                                                                                                             |

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.

Design mark

Word mark



Logo

## 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



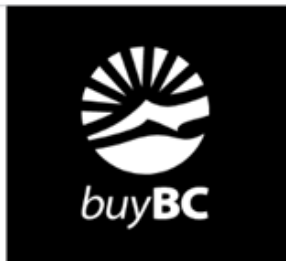
Buy BC  
Single-colour  
Logo

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?

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.

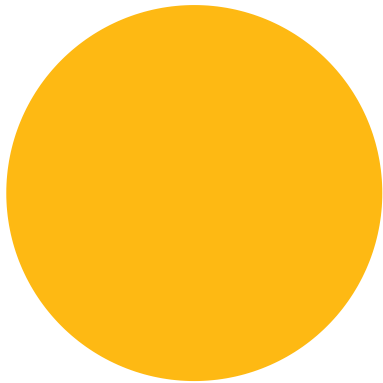
Use **EPS** or **AI** files for professionally graphic materials. These are vector format, resolution independent, and scale without degrading the quality. **JPG**, **PNG**, and **TIF** files are bitmap formats and are locked resolution.

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.





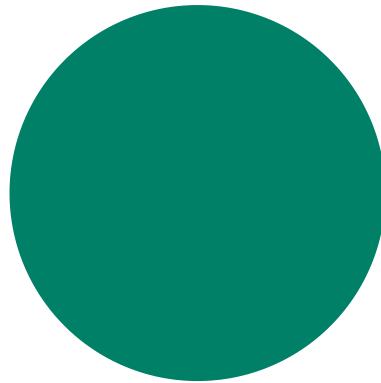
## 1.3 Colour Specifications



Buy BC Yellow

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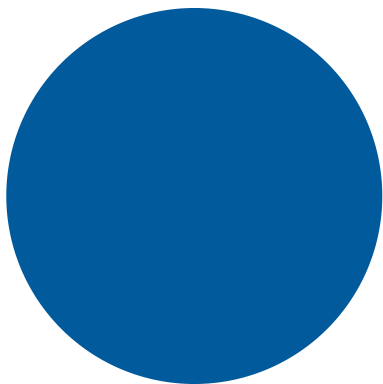
|        |        |             |
|--------|--------|-------------|
| C: 0   | R: 253 | Hex: FDB813 |
| M: 30  | G: 184 |             |
| Y: 100 | B: 19  |             |
| K: 0   |        |             |



Buy BC Green

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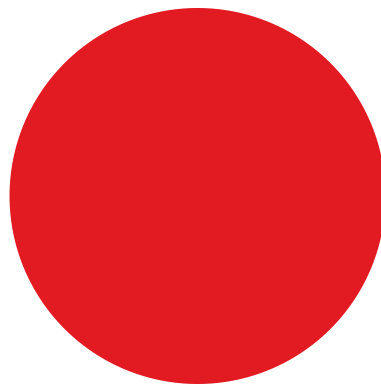
|        |        |             |
|--------|--------|-------------|
| C: 100 | R: 0   | Hex: 008066 |
| M: 0   | G: 128 |             |
| Y: 65  | B: 102 |             |
| K: 30  |        |             |



Buy BC Blue

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



Buy BC Red

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|        |        |             |
|--------|--------|-------------|
| 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

