Buy BC
Graphic
Standards

buyBC

Buy BC represents a wide range of agrifood and seafood products and is the symbol to look forand the preferred choice for consumers who seek fresh, safe and high-quality foods as part of a healthy lifestyle and who care about the impact their food choices have on their health, the local economy and the environment.

The Buy BC mark acts as a signature and a stamp of quality. The standards outlined in this guide are intended to ensure the integrity and consistency of the mark in print and digital use .

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 buyBC mark 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 su cient contrast to remain readable. The **black** version is suitable when printing in B&W such as newpaper advertisements. The **white** version may be used on a black or dark-coloured background.

Use **EPS** or **AI** les for professionally produced graphic materials. These are vector format, resolution independent, and scale without degrading the quality. **JPG, PNG** and **TIF** les are bitmap formats and are locked resolution. Reproduction quality is generally acceptable, though resizing can degrade the quality. **WMF** les are similar to vector format les and are suitable for *MS Word, PowerPoint, etc*.

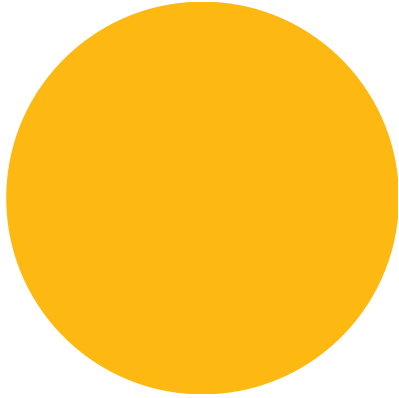|		
	Buy BC Colour Logo	buyBC_Logo_Horiz_CMYK.ai buyBC_Logo_Horiz_CMYK.eps buyBC_Logo_Horiz_RGB.wmf buyBC_Logo_Horiz_RGB.png buyBC_Logo_RGB.tif
	Buy BC Single-colour Logo	buyBC_Logo_Horiz_Blue.ai buyBC_Logo_Horiz_Blue.eps buyBC_Logo_Horiz_Blue.wmf buyBC_Logo_Horiz_Blue.png buyBC_Logo_Horiz_Blue.tif
	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

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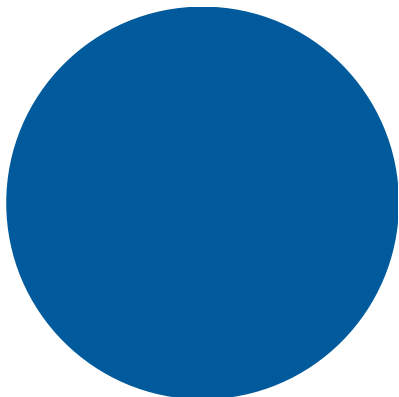
Buy BC Yellow

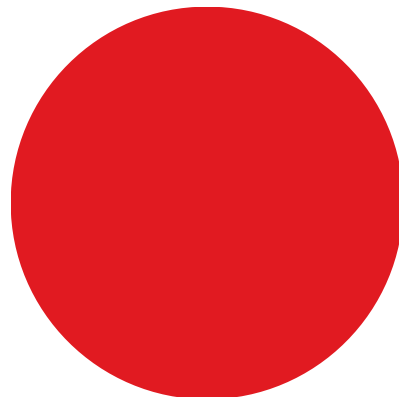C: 0   R: 253   Hex: FDB813
M: 30   G: 184
Y: 100   B: 19
K: 0
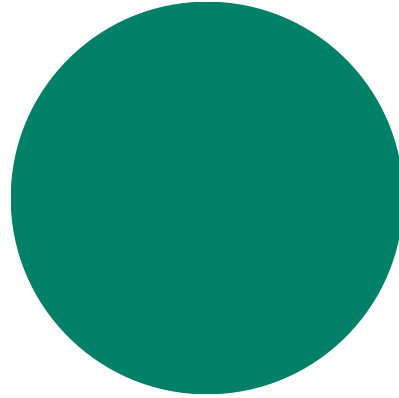
Buy BC Green

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

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.

.25"

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

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BUY BC GRAPHIC STANDARDS | **MINIMUM SIZE - HORIZONTAL**

.5"

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

In certain digital and social media applications, the icon is separated from the logotype to ensure maximum clarity in the icon. Files have been provided for use on Twitter, Facebook and Instagram as well as a 16 x 16 pixel icon for use as a favicon in web browsers.

Favicon

16 x 16 pixels

Facebook Icon

180 x 180 pixels for upload
Displays at 40 x 40 pixels on posts

Instagram icon

110 x 110 pixels for upload
Displays at 40 x 40 pixels on posts

Twitter icon

400 x 400 pixels for upload
Displays at 50 x 50 pixels on posts

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