

So many versions, but there's a time and a place for each one.

Don't worry, it's pretty straight forward. We designed it that way.

Full Colour

The BCLC logo should appear in its full-colour version whenever possible.

Full Colour Reversed

On black or dark backgrounds the full-colour reverse version should be used.

One-Colour Greyscale

When printing specifications do not permit the use of colour printing, the one-colour greyscale version should be used. For this version, the letters are 85% black and the dots are 40% black.

One-Colour Greyscale Reversed

On black or dark backgrounds use the one-colour greyscale reverse version. Here, the letters are reversed to white and the circles are 40% black.

One-Colour Black

For single, solid colour applications, the one-colour black version should be used. For this version, all elements of the logo are 100% black.

One-Colour Reversed

On black or dark backgrounds the one-colour reverse version should be used. All elements of this logo have been reversed to white.

The same principles apply when selecting either the version with tagline or without tagline.

Full-Colour



One-Colour Greyscale



One-Colour Black



Full-Colour



One-Colour Greyscale



One-Colour Black



Full-Colour Reversed



One-Colour Greyscale Reversed



One-Colour Black Reversed



Full-Colour Reversed



One-Colour Greyscale Reversed



One-Colour Black Reversed



Think of yourself as a bodyguard.
Protect our logo and make sure
nothing gets too close.

Protective Space

The minimum protective space is dictated by the size of one of the dots from the BCLC logo. This space is intended to protect the integrity of the logo and is required around all sides of the logo. This protective space applies to the positioning of other graphic elements around the logo.

Minimum Size

To ensure legibility the BCLC logo must never be reproduced smaller than $\frac{7}{16}$ " (12mm) in width without the tagline and $\frac{1}{2}$ " (13.5mm) with the tagline. For web usage, the logo should never appear at a size where the width is less than 75 pixels without the tagline and 76 pixels with the tagline.

Protective Space: Other Product Brands

In the event that the BCLC logo is positioned next to a product brand, always maintain a minimum of 3 dots space around the BCLC logo at all times.



Logo (without tagline) Protective Space

Minimum Size



Logo (with tagline) Protective Space

Minimum Size



Logo With Another Company Logo (e.g. sponsorship) Protective Space

