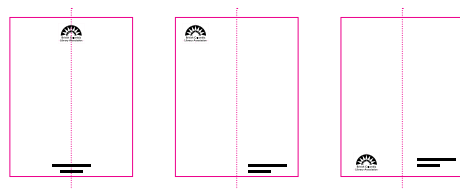→ The logo is saved with a margin of clear space around it. This is the minimum distance that should be kept free of other graphic elements. The distance is eqivalent to the height of a small sunray in the inner sunburst graphic. This doesn't apply to background colours or patterns.

→ The design of the logo is left-right symmetric. This kind of design lends itself well to centered compositions. You can use either logo version off-centre too (this document does), but this can take more time and effort to make look good.
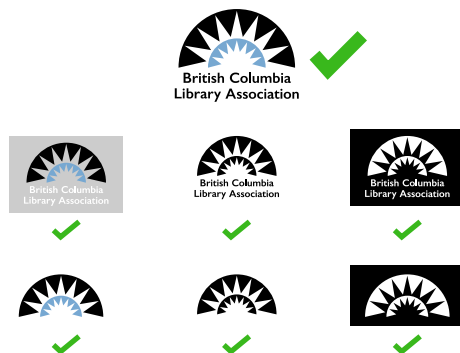
→ The logo can also be used as if it was a seal or emblem in page layouts. If the BCLA name or initials are prominent, the Sunburst version can be useful for this (this document is an example).

→ The logo does not need to be the biggest or most important thing in a composition. Instead think of it as being an icon or indicator that makes something distinct and recognizable.

→ The Primary Full Colour logo should be the first choice for applying the logo, but it's not the only choice. The Inverse version with a colour sunburst and white type can be useful when applying the logo to patterned background. Sometimes a simple black or white emblem is best. You'll have to try different options to see what is most effective.

→ Sometimes you'll want other design or layout elements to match the colours of the logo. If the software you're using doesn't have an eyedropper/sample tool to copy the colour, here are the colour formulas that could be useful.

→ If possible, use the BCLA official typeface *Gill Sans* in your designs. *If that's not available to you, it's OK.* Instead of trying to find something 'close enough' to it, it will be more effective to choose a font that is distinctly different. It will be easier for you too. If you're working with a designer they should be sure to use Gill Sans.

→ The Sunburst is a strong and clear graphic element. Please use only the versions of the logo provided and do not recolour, or fill the elements with a pattern, for any reason. Don't outline elements. Do not change or alter the text.

→ Do not stretch the logo vertically or horizontally. If you are resizing the graphic make sure that proportional scaling/sizing is on when you make the change.

BCLA Blue
→ *Pantone* 543 U (Pantone+ Solid Uncoated; this is a *spot* colour)
→ *RGB* 120, 169, 209
→ *Hexidecimal* #78A9D1
→ *CMYK* 53, 23, 5, 0

Black
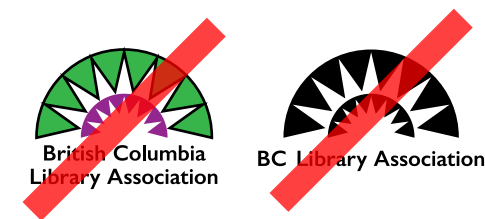→ *RGB* 0, 0, 0
→ *Hexidecimal* #000000
→ *CMYK* 0, 0, 0, 100

White
→ *RGB* 255, 255, 255
→ *Hexidecimal* #FFFFFF
→ *CMYK* 0, 0, 0, 0

BCLA
Professional Development Program
Georgia Bold, Italic, and Regular

BCLA
Professional Development Program
American Typewriter Bold and Regular