



BC Association of
Healthcare Auxiliaries

Graphic Standards

The consistent application of the brand identity allows the organization to send a clear and controlled message and creates a strong and unifying image of the company. Use the brand identity with care as it is among the organization's most valuable assets. Upholding these values is important to the success of the organization's brand identity.

Office:
9808 - 148 Street, Edmonton, AB
T5N 3E8 780.413.9801

www.insightinsurance.ca
780.413.9801

Primary logo

This is the most common version of the logo with a two-colour icon and grey logotype. This colour version should be used whenever possible to help build the consistency of the brand.

There are two versions of the primary logo, horizontal and stacked.

The logotype should always appear with the green and blue icon. The icon can be used sparingly as a design element.



BC Association of
Healthcare Auxiliaries

Member logo

There is also a membership version of the logo, available in horizontal and stacked versions. The logotype should always appear with the green and blue icon.



PROUD MEMBER OF THE

BC Association of
Healthcare Auxiliaries



PROUD MEMBER OF THE

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Proper visual use

There are two ways in which the brand may be presented: color and grayscale. The signature must never be combined with other logos, names or identities except as prescribed in these graphic standards. They can be used on a white background or reversed out of a dark background.

3 colour



Reversed out of dark background

grayscale



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Size - minimum + maximum

Under good reproduction conditions, the minimum size for colour and black and white reproduction is shown at right. Where reproduction quality is questionable, the minimum size should be increased. There is no maximum size at which the signature can not be reproduced.



Clear space

To help the visual impact of the logo, there is defined clear space area around it. No type or graphic elements should appear in the clear space.

The standard clear space is set at the height of the icon.

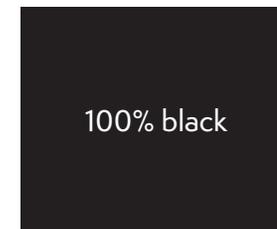
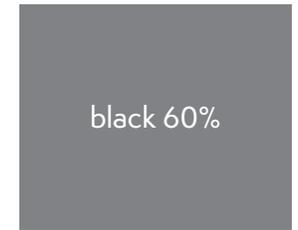
clear space



Colour

The colour palette for the logo is made up of three pantone colours. It is not permitted to change the colours of the logo.

A black version of the logo is provided for situations where colour is not available or colour matching is not possible.



Improper use of the logo

To protect the integrity, consistency and legibility of logo, it is important to use it properly. Computer graphics make it easy to use the electronic files provided for a wide variety of applications and media, and to reproduce the visual identity accurately. Unfortunately, it is also easy to distort the logo and alter the colours electronically. Care must be taken to follow the guidelines, and to thoroughly proof all materials to ensure standards of quality and consistency are upheld.

The examples of improper use shown here apply equally to all versions of the logo.

To request master logos or if you have questions regarding usage of the logo, please contact the organization's office.

Do not change the relationship between the icon and the logotype.



Do not tilt, rotate, or skew any part of the logo.



Do not re-set any typographic elements or stack the logo in any other way.



Do not add text inside the clear space of the logo.



Typefaces

The primary typeface is the font family Semplicita Pro. It has been chosen for its legibility, versatility and contrast to the logotype.

For use with professional design software, Semplicita Pro is the preferred font family. This font is available for desktop and web applications.

Arial is the system font for used in digital communications where it is not possible to use Semplicita Pro.

Semplicita Pro

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Business cards

BC Association of
Healthcare Auxiliaries

Helen Carkner
President
cell 604-988-2618
helen.carkner@gmail.com

The front of the business card features the organization's logo, a stylized green and blue flower-like emblem, and contact information for Helen Carkner, President. The background has a faint, larger version of the logo.

BCHEALTHCAREAUX.ORG

#200 – 1333 West Broadway, Vancouver, BC V6H 4C6

The back of the business card is solid blue with a large, faint version of the organization's logo in the background. The website and address are printed in white.

Letterhead

Regular

BC Association of
Healthcare Auxiliaries

Tel 236.999.4752 • www.bchealthcareaux.org • #200 – 1333 West Broadway, Vancouver, BC V6H 4C6

The regular letterhead features the organization's logo and name at the top left. The center is dominated by a large, faint watermark of the organization's crest, which includes a cross and the letters 'B+C' above a flower-like emblem. The crest is surrounded by the text 'ASSOCIATION OF HEALTHCARE AUXILIARIES'. Contact information is at the bottom.

Patron

BC Association of
Healthcare Auxiliaries

Under the distinguished patronage of
The Honourable Judith Guichon, OBC

Tel 236.999.4752 • www.bchealthcareaux.org • #200 – 1333 West Broadway, Vancouver, BC V6H 4C6

The patron letterhead is similar to the regular version but includes the text 'Under the distinguished patronage of The Honourable Judith Guichon, OBC' to the right of the logo. The rest of the layout, including the watermark and contact information, is identical.

PowerPoint



Social Media





- Home
- About Us
- Volunteering
- News
- Contact Us
- Members Only

Join one of our Youth Programs in your area!

[LEARN MORE](#)

A photograph of a group of young people, likely members of a youth program, wearing blue shirts and posing together outdoors. The photo is presented as a white-bordered printout on a blue background.

STEP UP

SPEAK UP

SHOW UP

