

# BC Hydro Alliance of Energy Professionals Member branding guidelines

## Where to use

The BC Hydro Alliance member logo is for the exclusive use of members of the BC Hydro Alliance of Energy Professionals. Please note that the logo is to be used only in the following places, with approval from BC Hydro:

- Company website
- Email signature
- Proposals (electronic and print)
- Invoices
- Print ads
- Social marketing (e.g. Facebook, Twitter)
- Brochures
- Business cards
- Trade show booth display
- Signage and posters
- Clothing
- Vehicles

## THE LOGO MAY NOT BE USED FOR:

## What to use

The trio of colour variations to the right will give you plenty of flexibility to work with the logo in just about every application. Each of these variations is available as an EPS (vector) file, as well as a web-ready PNG. The colour and black & white versions are also available as JPG files.

**Colour**—For use against a white background in colour applications (including four-colour process, spot colour, and on-screen).

**Black & white**—For use against a white background in limited-colour applications.

**Reverse (white)**—For use against colourful, dark, or busy backgrounds in both full and limited-colour applications.



## How to use

The minimum clear space around all four points of the logo is a square with sides equal to the x-height of the BC Hydro bug. This way, the clear space scales as the logo scales, all the way down to the minimum logo width of 1”.

When possible place the logos on opposite sides of the page. The Alliance member logo should be no less and no more than 60% of the visual weight of your company logo.



Your company logo

Alliance Member logo (60% of your company logo)

## Improper uses

We want our logo to be consistent and recognizable wherever it appears. Here are a few things to avoid when you are working with it.



Do not reconfigure the logo elements.



Do not add anything within the logo's clear space.



Do not add dropshadows, outlines or other effects.

## Approval process

Applications of the Alliance member logo must be approved by BC Hydro prior to use. Please forward your draft designs to [alliance@bchydro.com](mailto:alliance@bchydro.com) for approval.

For more information email: [alliance@bchydro.com](mailto:alliance@bchydro.com)

