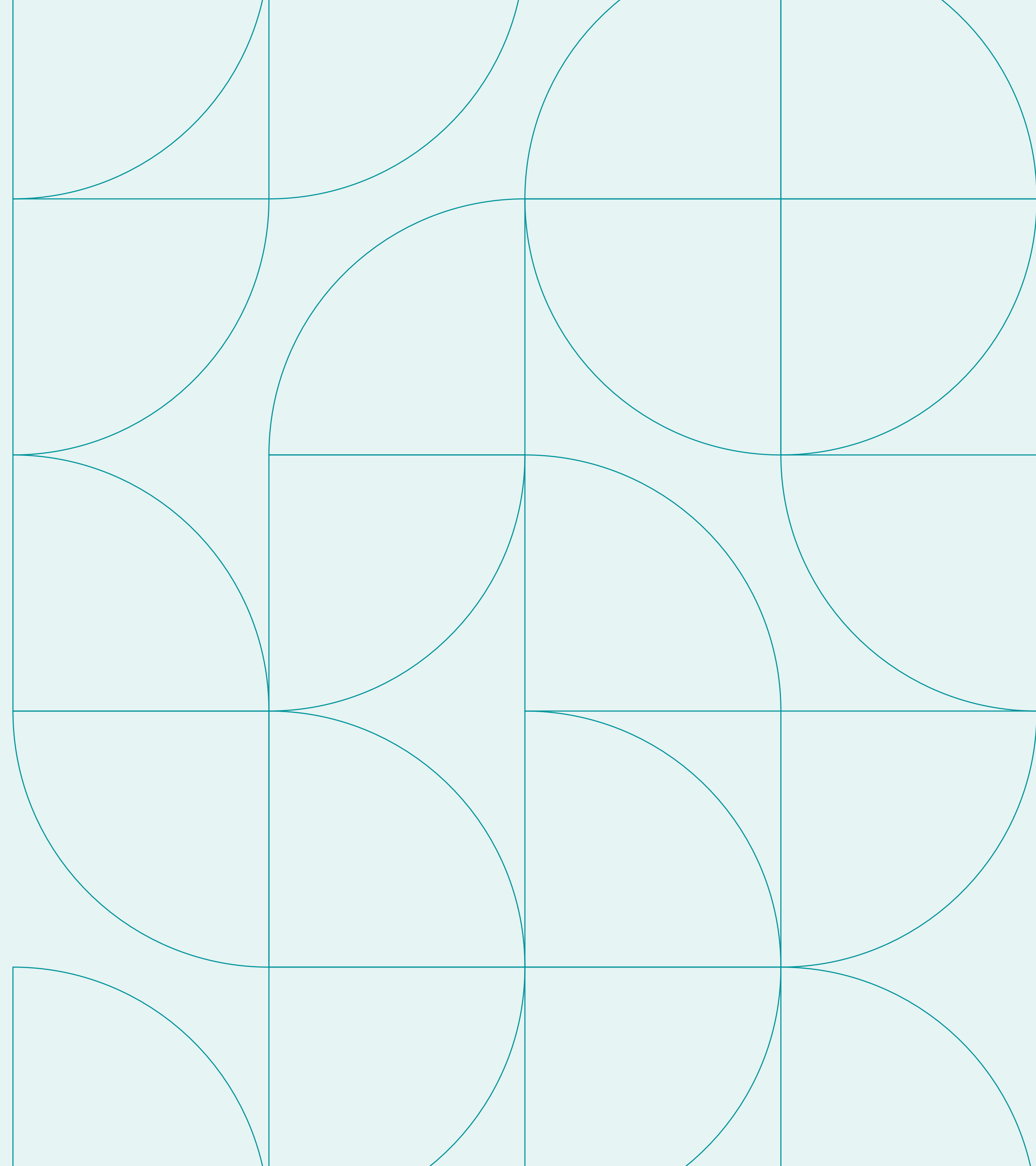


Brand Guidelines



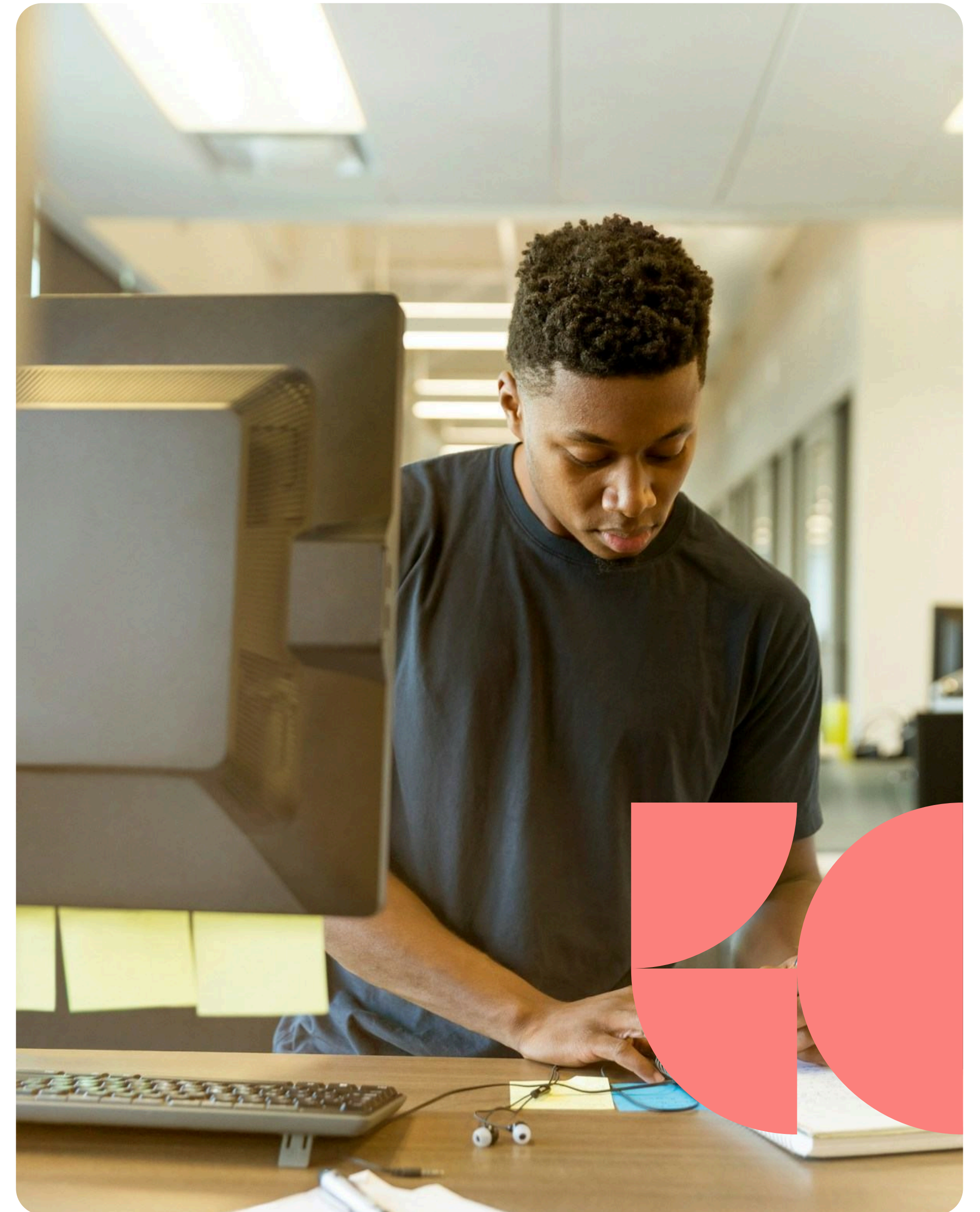
Overview

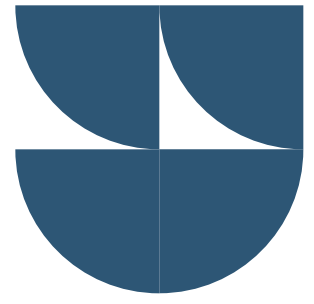
BUILDING A TRUSTED BRAND REQUIRES CONSISTENCY AND CLARITY

Our identity is more than a logo—it's a complete design system crafted to create a distinct, unified, and accessible experience. Every element, from typography to photography, works together to communicate who we are: a leading, trusted resource for post-secondary educators in British Columbia.

This guide outlines the core elements of the BCcampus brand and provides clear direction on how to apply them. By maintaining discipline in how we present our brand, we ensure that BCcampus is always recognizable, professional, and welcoming.

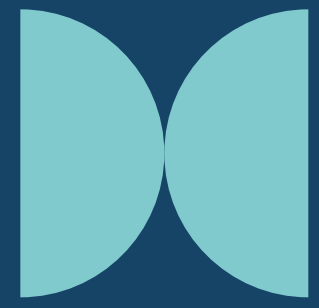
The following pages describe these essential elements and how to use them effectively across all applications.





Contents

Logos	1.0
Colours	2.0
Typography	3.0
Visuals	4.0
Digital Applications	5.0



Our Logo	1.1
Logo Variations	1.2
Logo Use	1.3
Protective Space & Minimum Size	1.4
Logo Misuse	1.5

Logos

1.0

Our Logo

The BCcampus logo is the visual foundation of our brand and the most important element of our corporate identity. It represents our commitment to accessible, high-quality learning and teaching resources for B.C.'s post-secondary education community.

The logo consists of three integrated parts: the wordmark, the icon, and the tagline. Together, these elements communicate our role as a connector, facilitator, and leader in educational innovation. The graphic dots used in the icon represent our connections as individuals within our province.



Logo Variations

- ① No Tagline:**

The version of the logo without the tagline should be used in any scenario where the logo is being displayed in a way that the tagline is not legible (e.g., at a very small size or when displayed on an image).
- ② Icon Only:**

It is acceptable to use the icon on its own to reinforce the brand. However, it shouldn't be used to carry the brand as an official representation of the organization. It should be used only as a standalone in situations where it is already clear that something is part of BCcampus, like on a social media image posted to one of the official BCcampus accounts or on an image used on the BCcampus website.

①



②



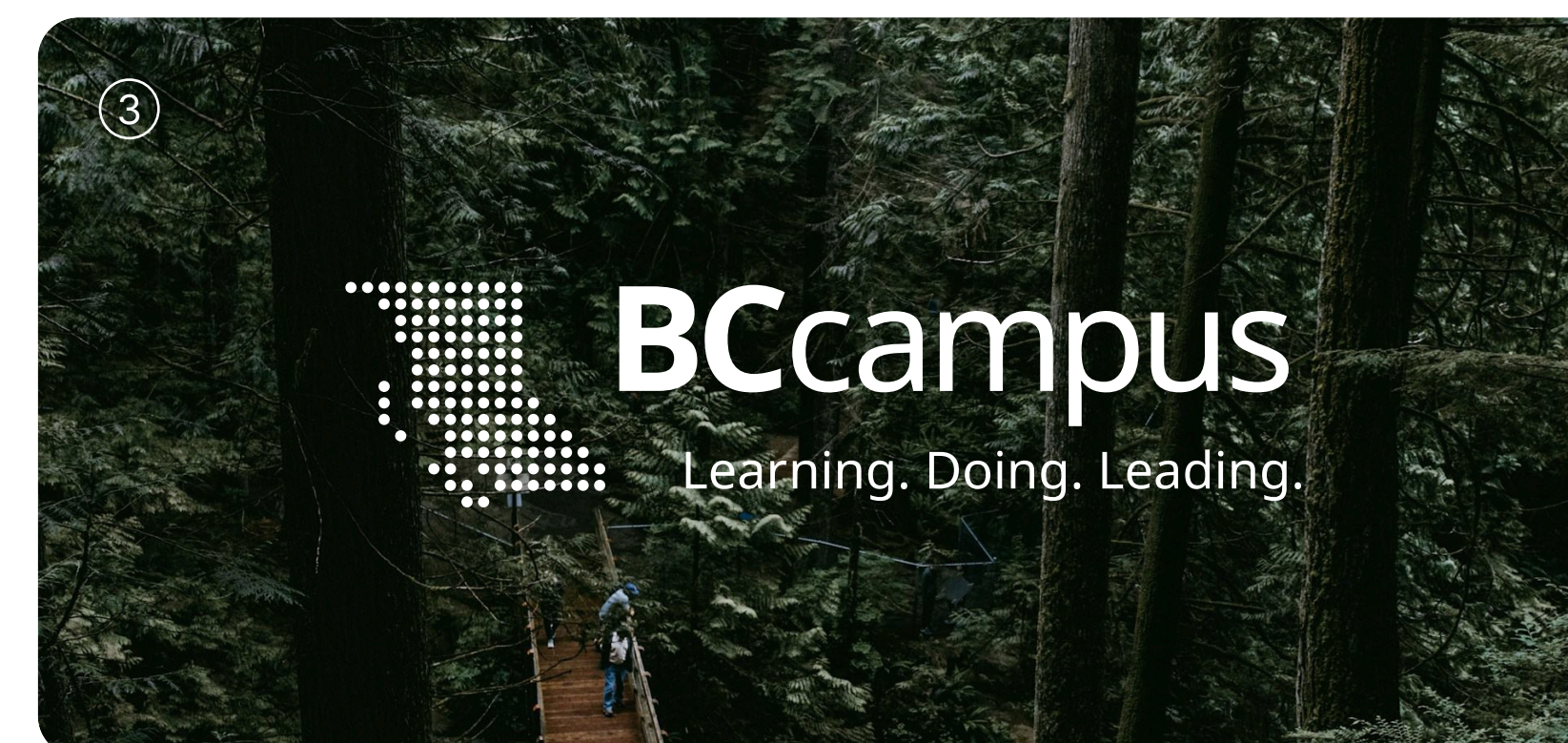
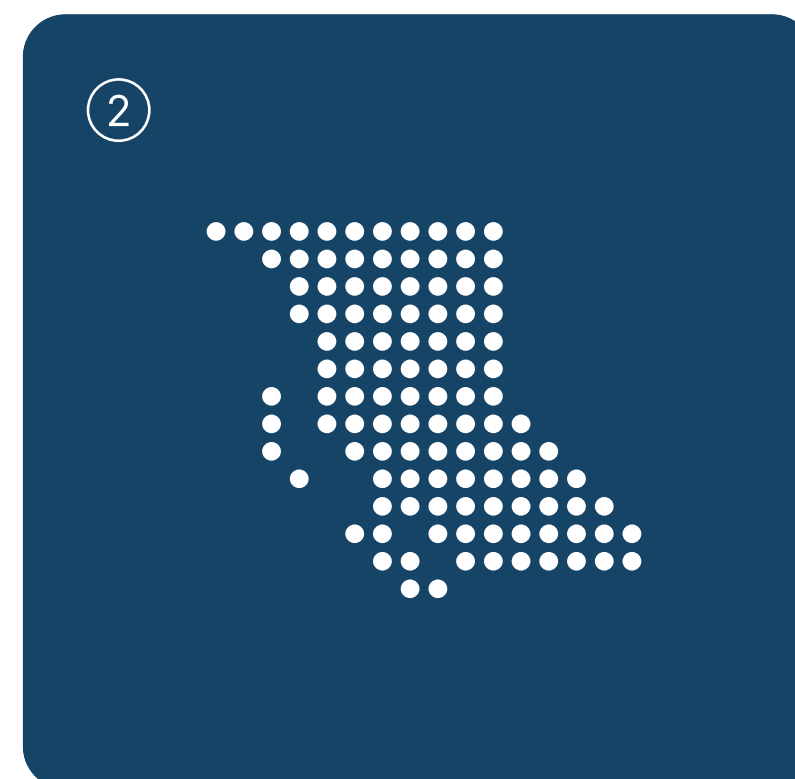
②



Logo Usage

Consistency and accessibility are integral to the use of our logo. Please choose an appropriate option and avoid introducing additional versions.

- ① **On Light Background:**
The full-colour BCCampus logo should appear whenever possible. The full-colour logo should always be used in combination with a white or light background.
- ② **On Dark Background:**
The one-colour reversed version of the logo should be used in combination with dark colour or solid black backgrounds.
- ③ **On Photo Background:**
The logo can be used on photo backgrounds when there is sufficient contrast. Use the full-colour logo on light or neutral backgrounds with clear, uncluttered areas. Use the one-colour reversed version on dark photo backgrounds or images with busy, high-contrast areas. Always ensure the logo remains legible and prominent.



Protective Space

Always maintain the minimum protective space around the logo to ensure visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the x-height of the Uppercase "B" in the BCcampus logo. To protect the integrity of the logo, this space is required around all sides. This applies to positioning both around other printed elements and around background field edges, trim, and rules.



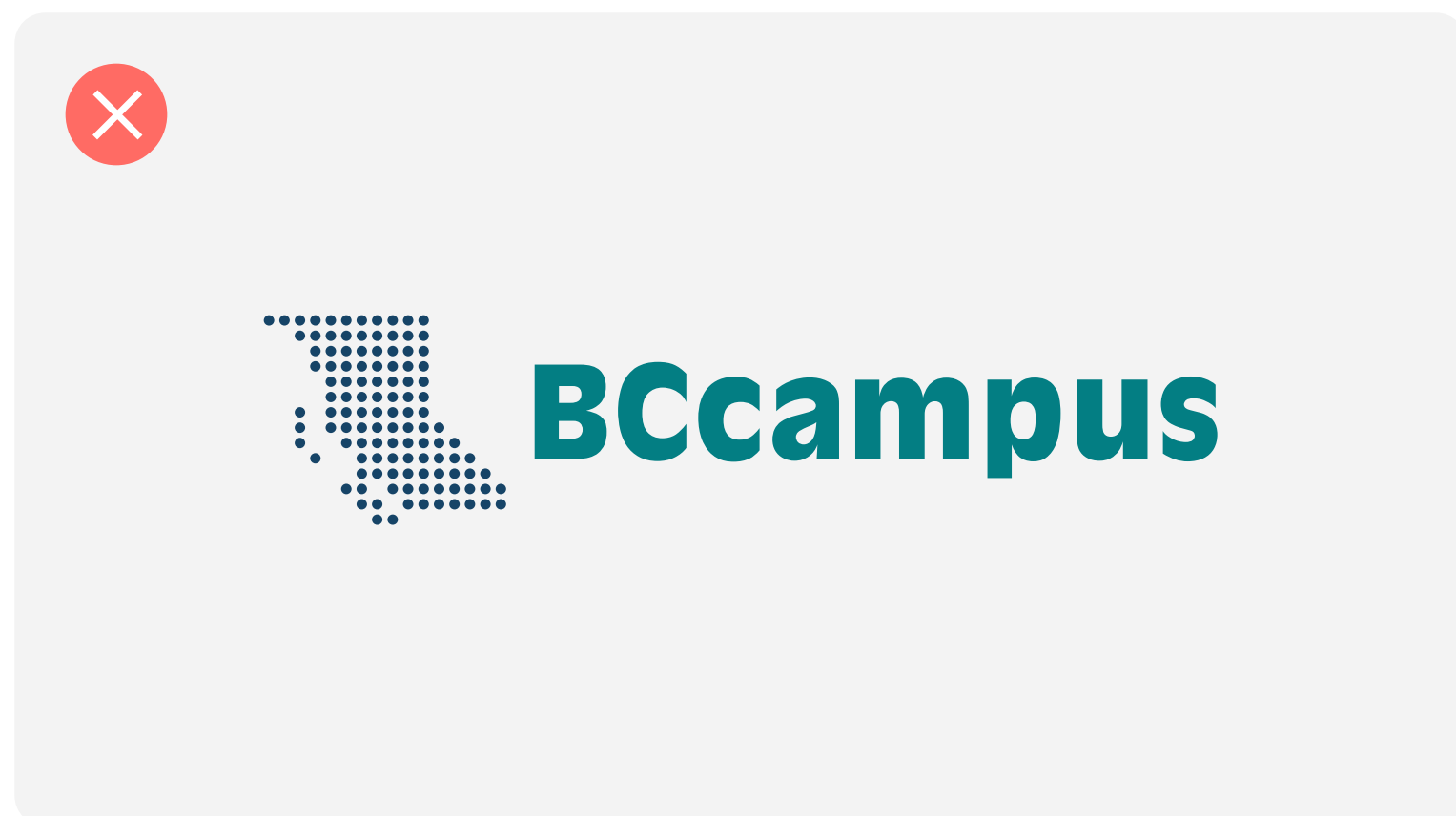
Minimum Size

Minimum size ensures the logo remains legible at smaller scales. To protect the integrity and impact of the BCcampus logo, never reproduce it smaller than 38 pixels (0.4).



Minimum Size: 38 Pixels (0.4")

Logo Misuse



Do Not: recreate the logo



Do Not: place objects in the clear space zone



Do Not: change the colours



Do Not: stretch the logo



Do Not: add dropshadows



Do Not: place on a clashing image/colour



Colour Overview	2.1
Primary Colours	2.2
Secondary Colours	2.3
Colour Use	2.4

Colours

2.0

Colour Overview

Colour is fundamental to our brand identity. The BCcampus palette is carefully selected to be accessible, distinctive, and meaningful.



Primary Colours

Dark Blue
#174467

R	23	C	78
G	68	M	34
B	103	Y	0
		K	60

Turquoise
#00949A

R	0	C	100
G	148	M	4
B	154	Y	0
		K	40

Turquoise - 10%
#E6F4F5

R	230	C	6
G	244	M	0
B	245	Y	0
		K	4

Dark Blue - 80%
#456985

R	69	C	61
G	105	M	26
B	133	Y	0
		K	54

Turquoise - 50%
#80CACD

R	128	C	48
G	202	M	2
B	205	Y	21
		K	0

Blue
#044FBF

R	4	C	98
G	77	M	60
B	191	Y	0
		K	25

Secondary Colours



Dark Coral
#FF6B65

R	255	C	0
G	107	M	58
B	101	Y	0
		K	25



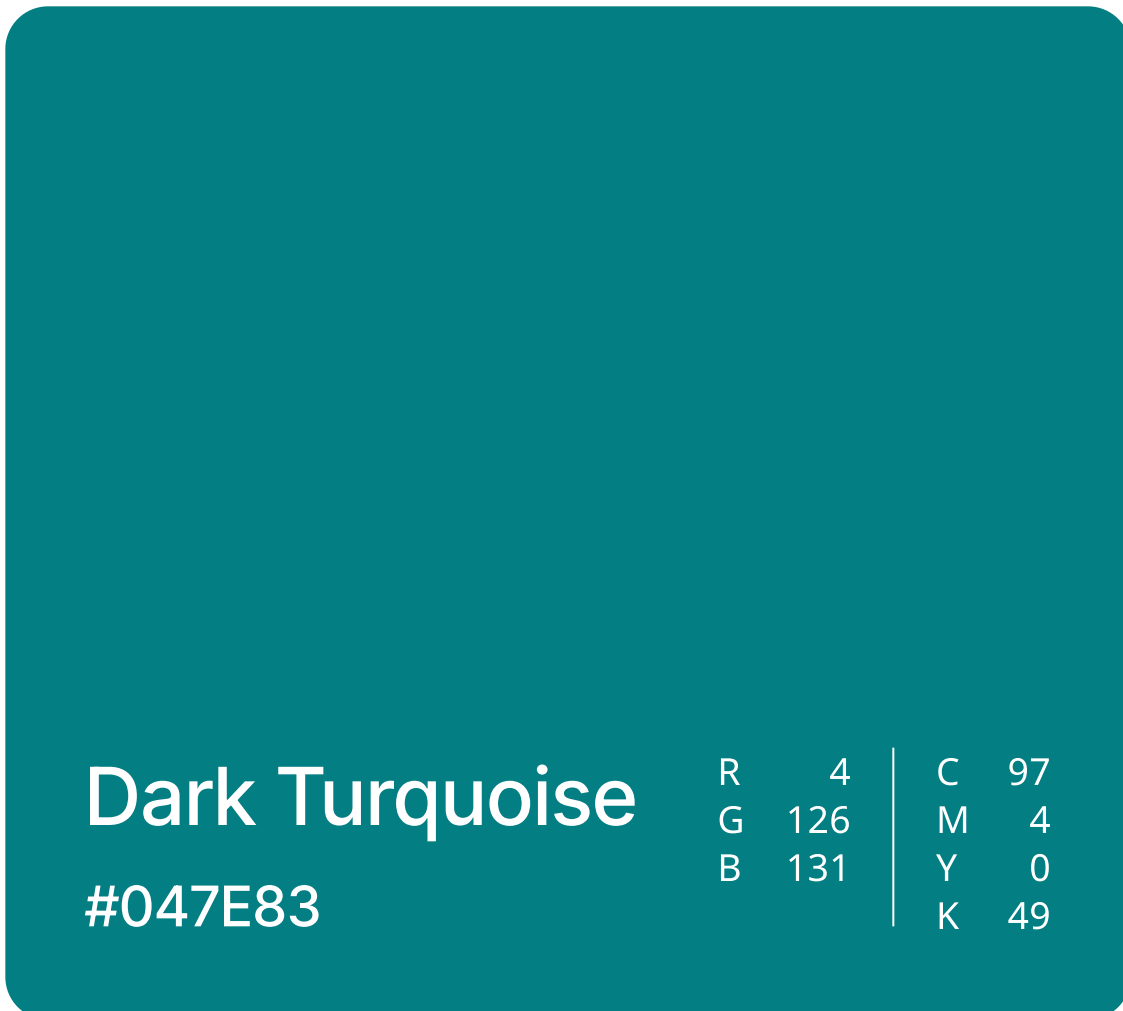
Coral
#FB817C

R	251	C	0
G	129	M	58
B	124	Y	60
		K	0



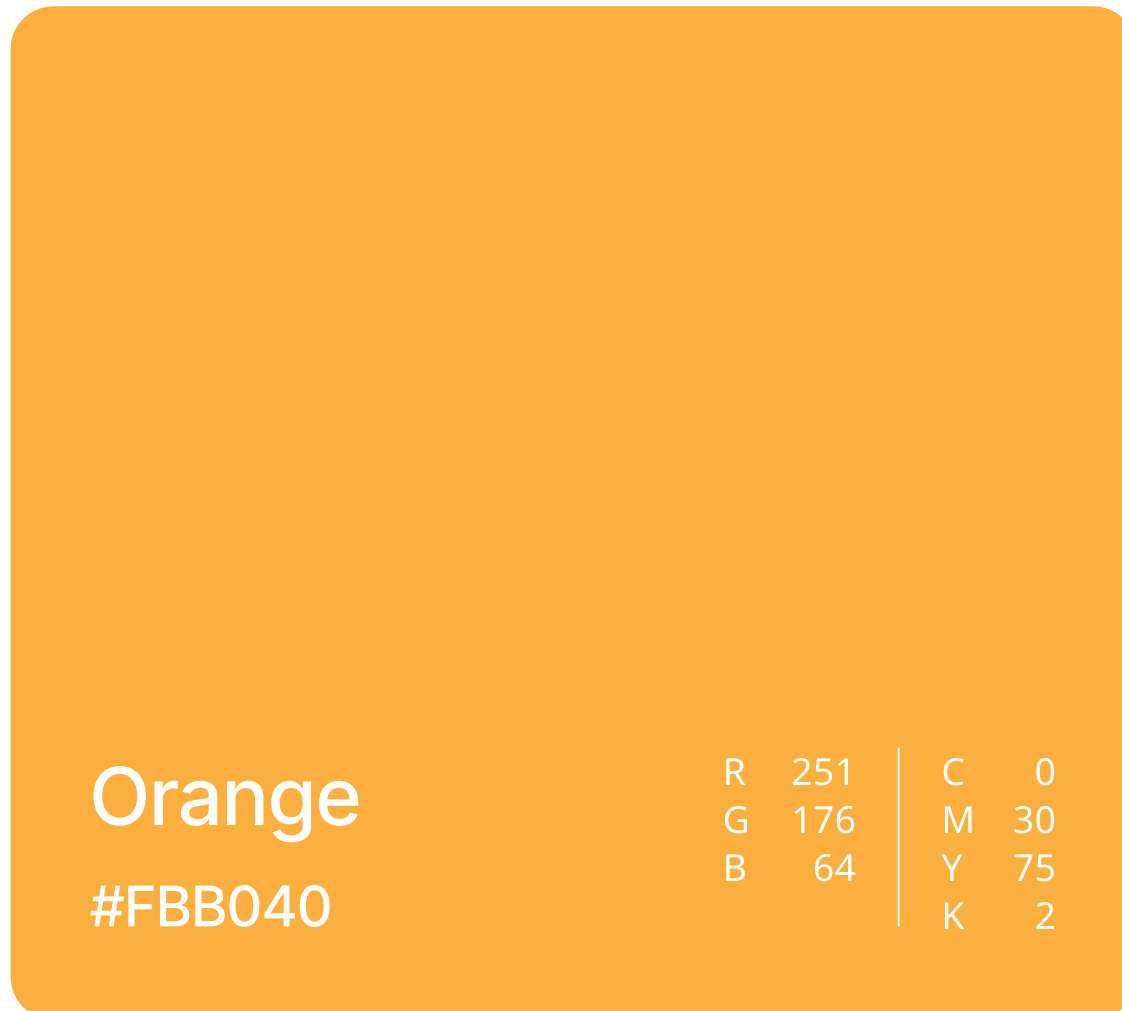
Light Coral
#E8BB98

R	232	C	0
G	187	M	19
B	152	Y	34
		K	9



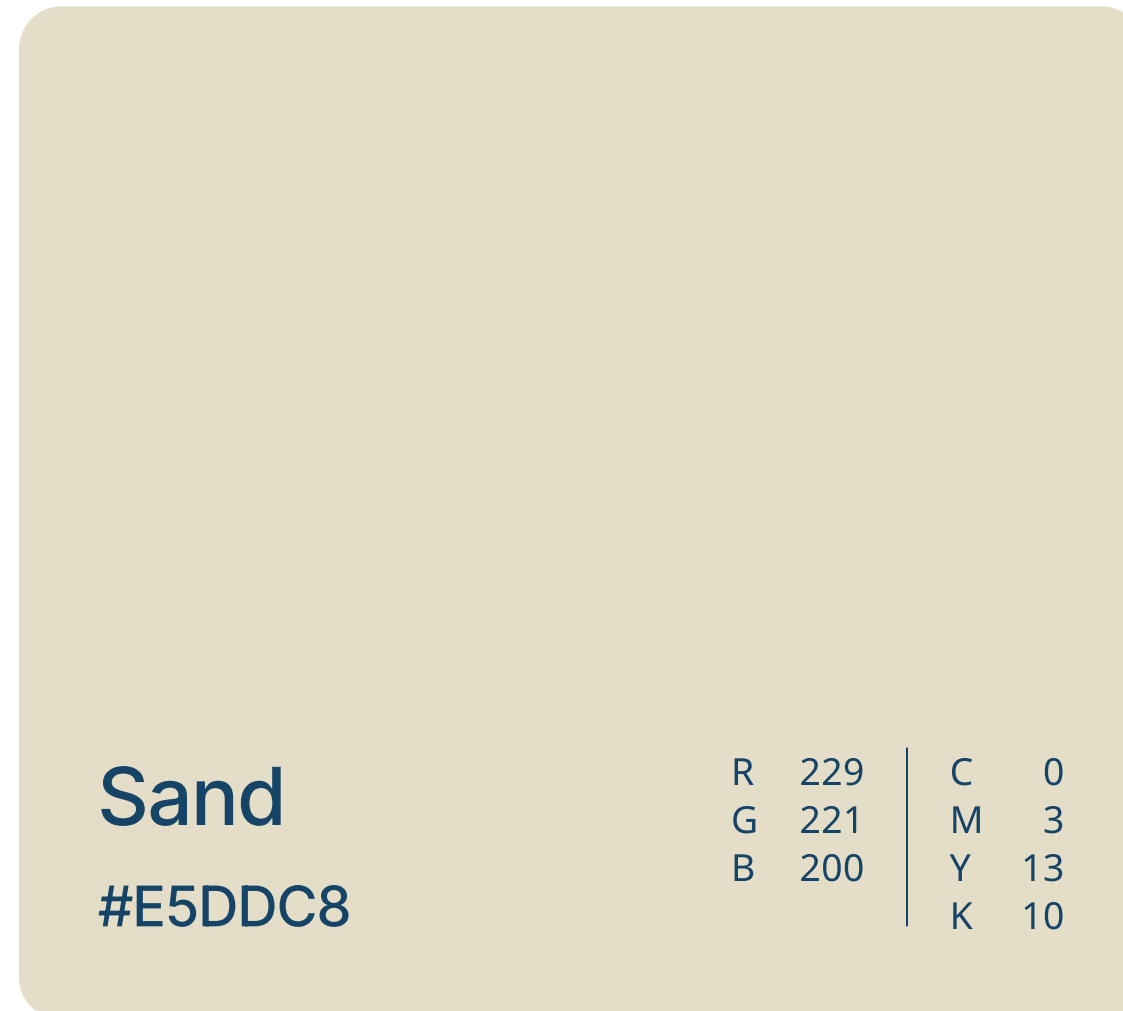
Dark Turquoise
#047E83

R	4	C	97
G	126	M	4
B	131	Y	0
		K	49



Orange
#FBB040

R	251	C	0
G	176	M	30
B	64	Y	75
		K	2



Sand
#E5DDC8

R	229	C	0
G	221	M	3
B	200	Y	13
		K	10



White
#FFFFFF

R	255	C	0
G	255	M	0
B	255	Y	0
		K	0

Primary Colours In Use

The primary colour palette works together to create visual hierarchy and guide user attention across all BCcampus digital experiences.

- ① **Dark Blue:** anchors the interface through primary navigation, section backgrounds, and key headings. It establishes trust and authority as the foundation of the design.
- ② **Turquoise:** activates interactive moments—buttons, links, and accent highlights. It signals openness and invites engagement with content.
- ③ **Blue:** is used for emphasis and call-to-action elements, drawing attention to primary actions and important content areas.

② Turquoise



CONTENT TYPE

Header Example Lorem Ipsum Dor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur venenatis posuere orci.

DATE: NOVEMBER 8 2025

Tag Name Tag Name Tag Name

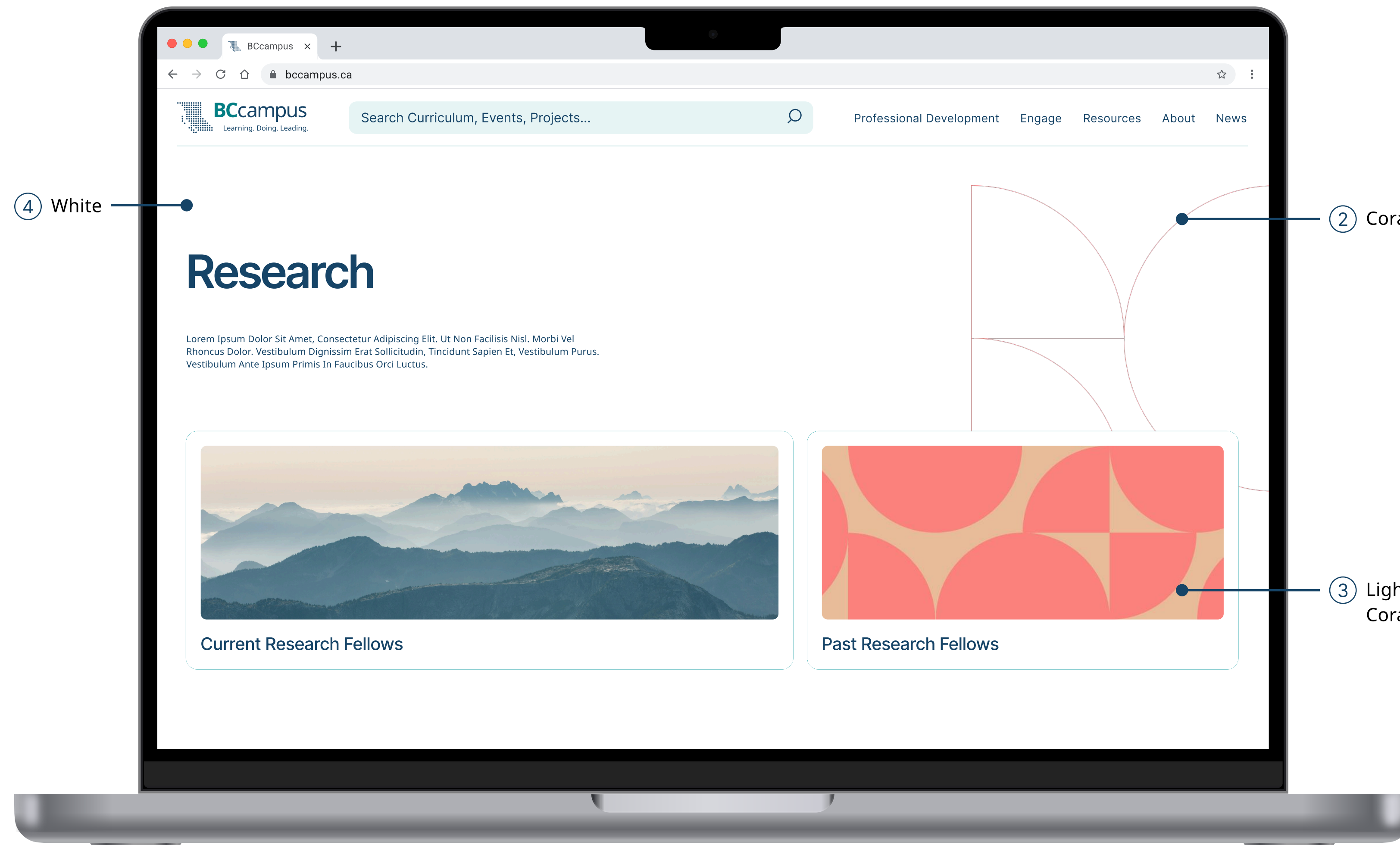
① Dark Blue

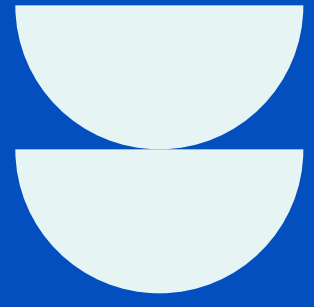
③ Blue

Secondary & Expanded Colours In Use

Secondary and expanded colours provide supporting roles and visual moments that complement the primary palette.

- ① **Orange:** brings warmth and visual interest to highlight sections, accent graphics, and draw attention to secondary moments without competing with primary actions.
- ② **Dark Coral, Coral, And Light Coral:** introduce additional warmth and can be used for supporting graphics, accent details, and secondary visual emphasis.
- ③ **Dark Turquoise:** ensures accessible text contrast for links and supporting information while maintaining brand consistency.
- ④ **Sand And White:** provide neutral grounds that allow primary colours to stand out and ensure content remains clear and readable.





Typefaces 3.1

Typeface Use 3.2

Typography

3.0

Typefaces

We use two typefaces within our system:
Inter Tight and BC Sans.

Inter Tight Font Download:

<https://fonts.google.com/specimen/Inter+Tight>

BC Sans Font Download:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/bc-visual-identity/bc-sans>

INTER TIGHT

Aa

BC SANS

Aa

Typefaces

Inter Tight is our primary typeface for headlines and subheadlines. It was chosen for its contemporary feel, versatility, and legibility.

BC Sans is used for body copy and captions. The typeface features legibility benefits and comes in multiple languages, including the Canadian First Nations characters we often include in our territorial acknowledgements.

HEADLINES

Inter Tight Semi-Bold
Sentence Case
100% Line Height • -2% Letter-Spacing

Inter Tight

Semi-Bold

SUB-HEADLINES

Inter Tight Semi-Bold
Sentence Case
100% Line Height • 2% Letter-Spacing

Inter Tight

Medium

CAPTIONS

Bc Sans Bold
Upper Case
100% Line Height • 0% Letter-Spacing

BC SANS

Bold

BODY

Bc Sans Regular
Sentence Case
100% Line Height • 1% Letter-Spacing

BC SANS

Regular

Typeface Sample

The typographic hierarchy establishes clear visual structure across all applications. Each element has a specific size, weight, and purpose.

- ① **Breadcrumbs:**
BC Sans Regular, Size: 14pt
143% Line Height • 2% Letter-Spacing
- ② **Caption:**
BC Sans Bold, Size: 18pt
111%Line Height • 0% Letter-Spacing
- ③ **H1:**
Inter Tight Semi-Bold, Size: 80pt
100% Line Height • -2% Letter-Spacing
- ④ **Caption Light:**
BC Sans Regular, Size: 14pt
114% Line Height • 2% Letter-Spacing
- ⑤ **Body:**
BC Sans Regular, Size: 16pt
138% Line Height • 1% Letter-Spacing
- ⑥ **Button:**
BC Sans Regular, Size: 14pt
143% Line Height • 2% Letter-Spacing

① Home > Resources > EDCP: Career Planning

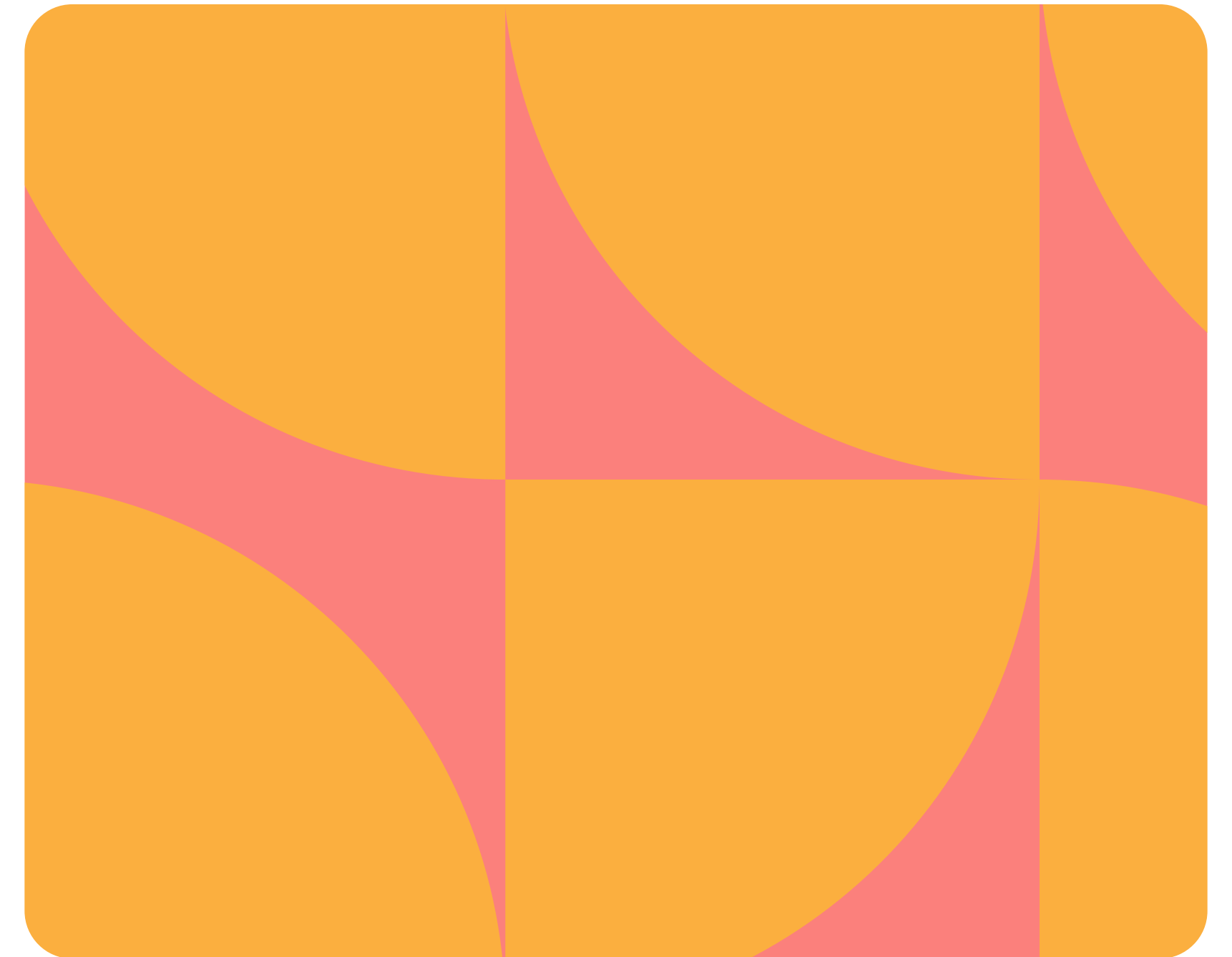
② COURSE PACK • CAREER SUCCESS

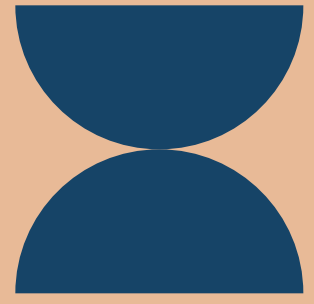
③ EDCP: Career Planning

④ VIRTUAL WEBINAR | 8 WEEKS

⑤ This online course is at the provincial ABE level (grade 12 equivalent) and can be used as an elective course towards the B.C. Adult Grad Diploma. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut non facilisis nisl. Morbi vel rhoncus dolor. Vestibulum dignissim erat sollicitudin

⑥ [Read Online](#) [Download PDF](#)





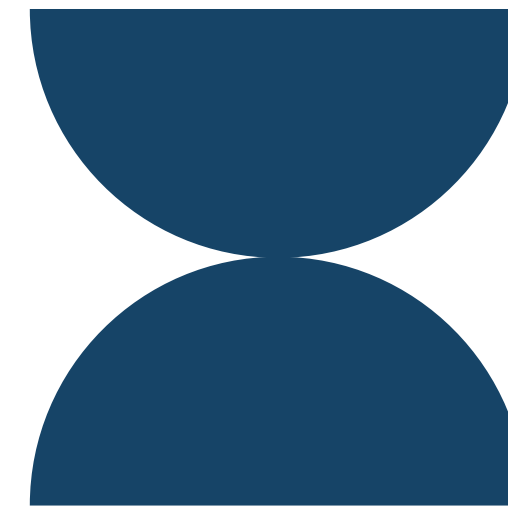
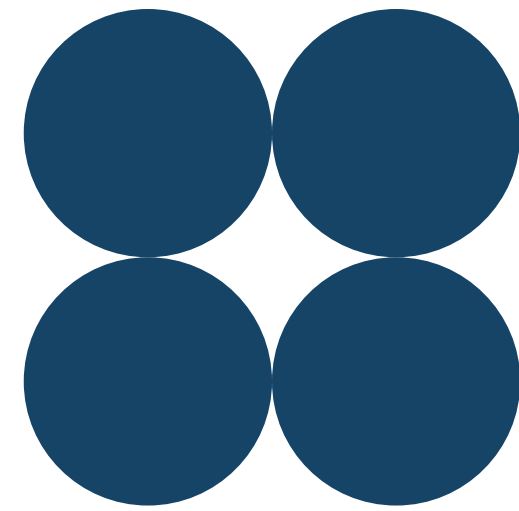
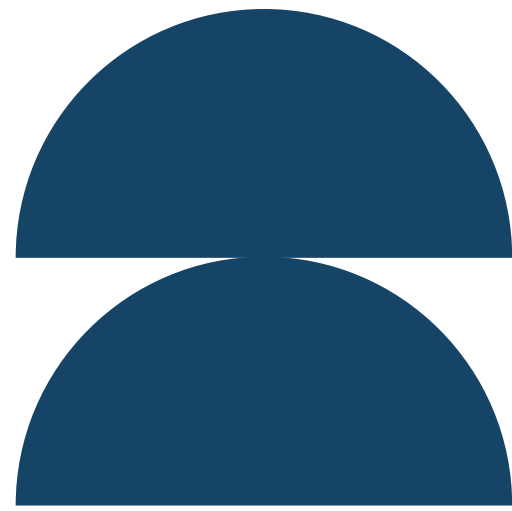
Icons	4.1
Icon Library	4.2
Icon System	4.3
Photography Selection	4.4
Photography Graphic Treatment	4.5
Photography Graphic Treatment Guidelines	4.6

Visuals

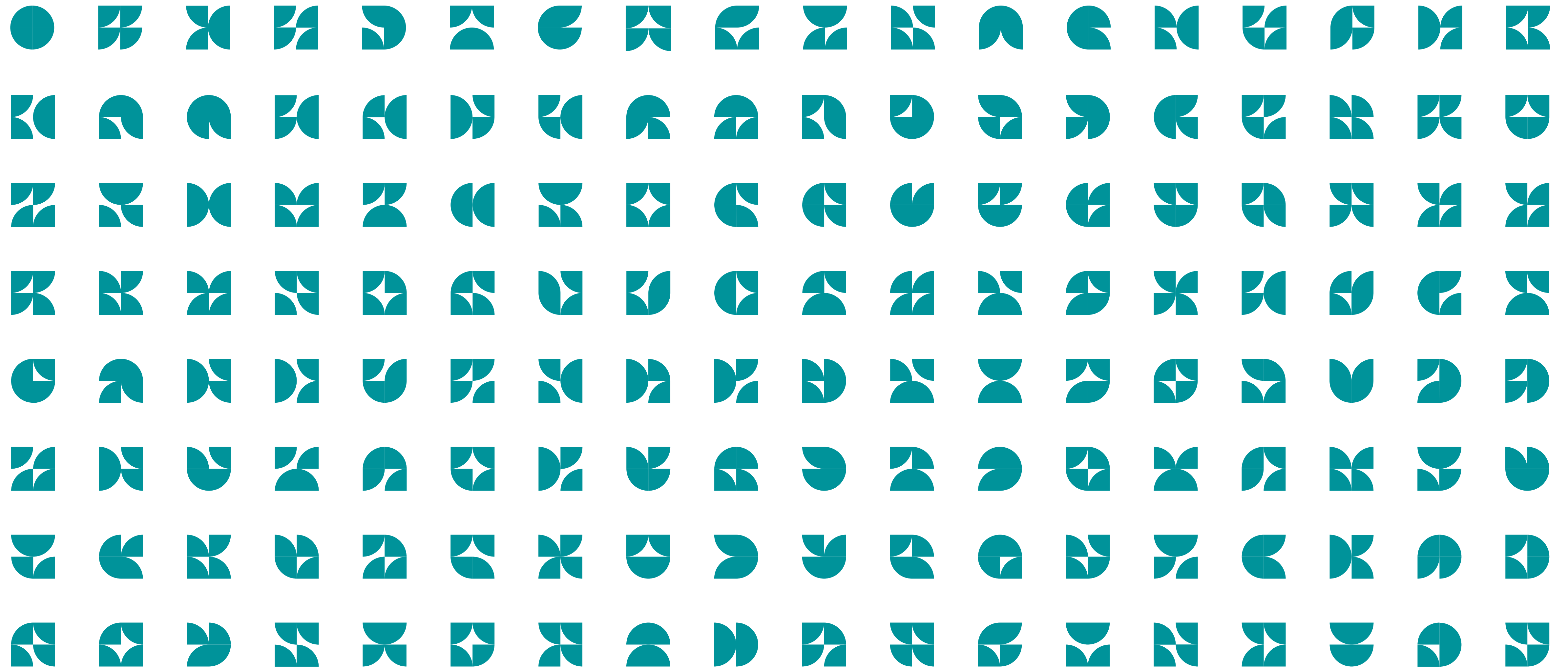
4.0

Icons

A graphic system of shapes and colours forms the foundation of our visual identity. This modular icon system creates dynamic, recognizable compositions across all BCcampus materials.



Icon Library

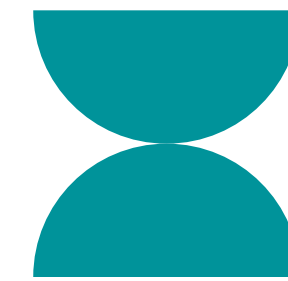


Icon System

2 Shape Icons:

Simple, geometric compositions used for straightforward concepts.

Resources



3 Shape Icons:

Medium complexity compositions for balanced visual representation.

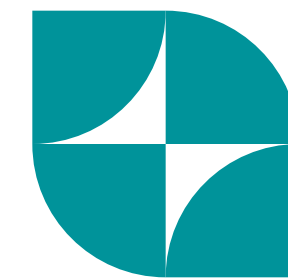
Get Involved



4 Shape Icons:

Higher complexity compositions for detailed or multi-layered concepts.

Professional Development



Icon System

2 Shape Icons:

Simple compositions on coloured backgrounds

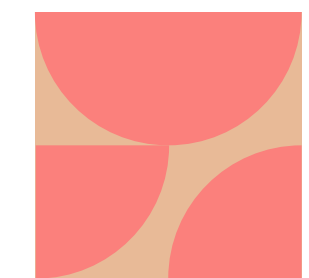
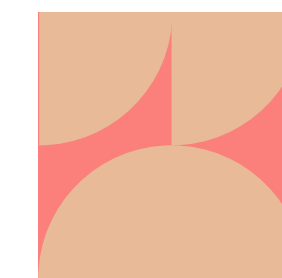
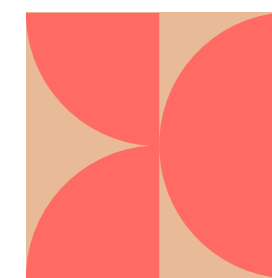
Resources



3 Shape Icons:

Medium complexity on coloured backgrounds

Get Involved



4 Shape Icons:

Higher complexity on coloured backgrounds.

Professional Development



Photo Selection

Showcase diverse and authentic images of educators, learners, and educational communities across British Columbia. Celebrate the multiculturalism and inclusivity that defines our province's post-secondary landscape.

Focus on capturing genuine moments that convey the real impact of teaching and learning. Avoid overly staged or generic stock images. Use visuals that tell a compelling story—the journey of educators advancing their practice, students engaging with new ideas, and the positive transformation that quality education brings to communities.

Visual Tone / Lighting / Colour:

Prioritize natural lighting or soft, diffused artificial light that creates warmth and authenticity. Colour temperature should feel warm and inviting—avoid cool, sterile lighting. Images should have a natural, true-to-life colour palette that complements our brand colours.

Composition:

Strong composition guides the viewer's eye and creates visual interest. Use the rule of thirds, leading lines, and negative space to create balanced, dynamic images. Frame subjects thoughtfully with breathing room. Consider depth and layers to create dimensionality within educational environments.

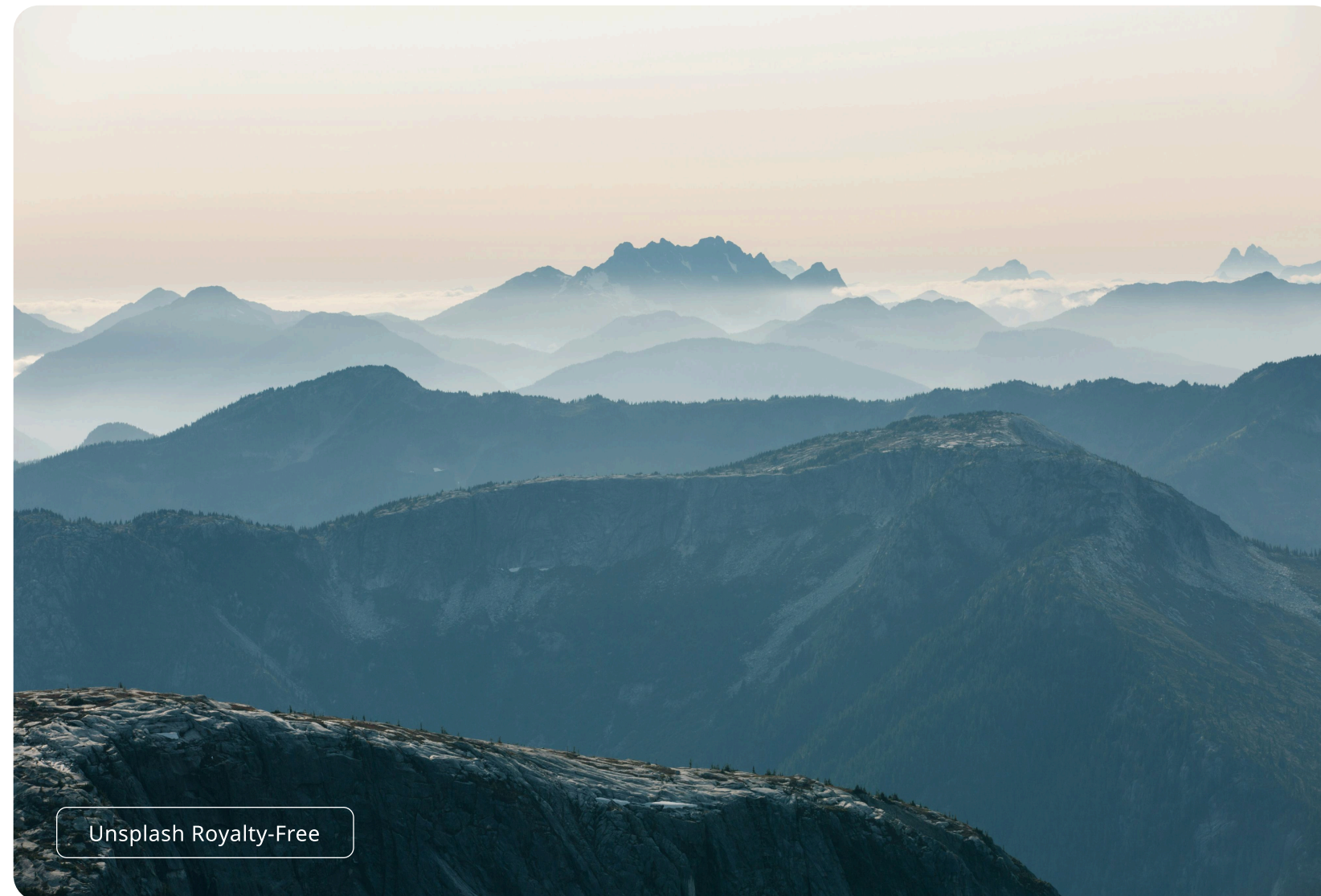
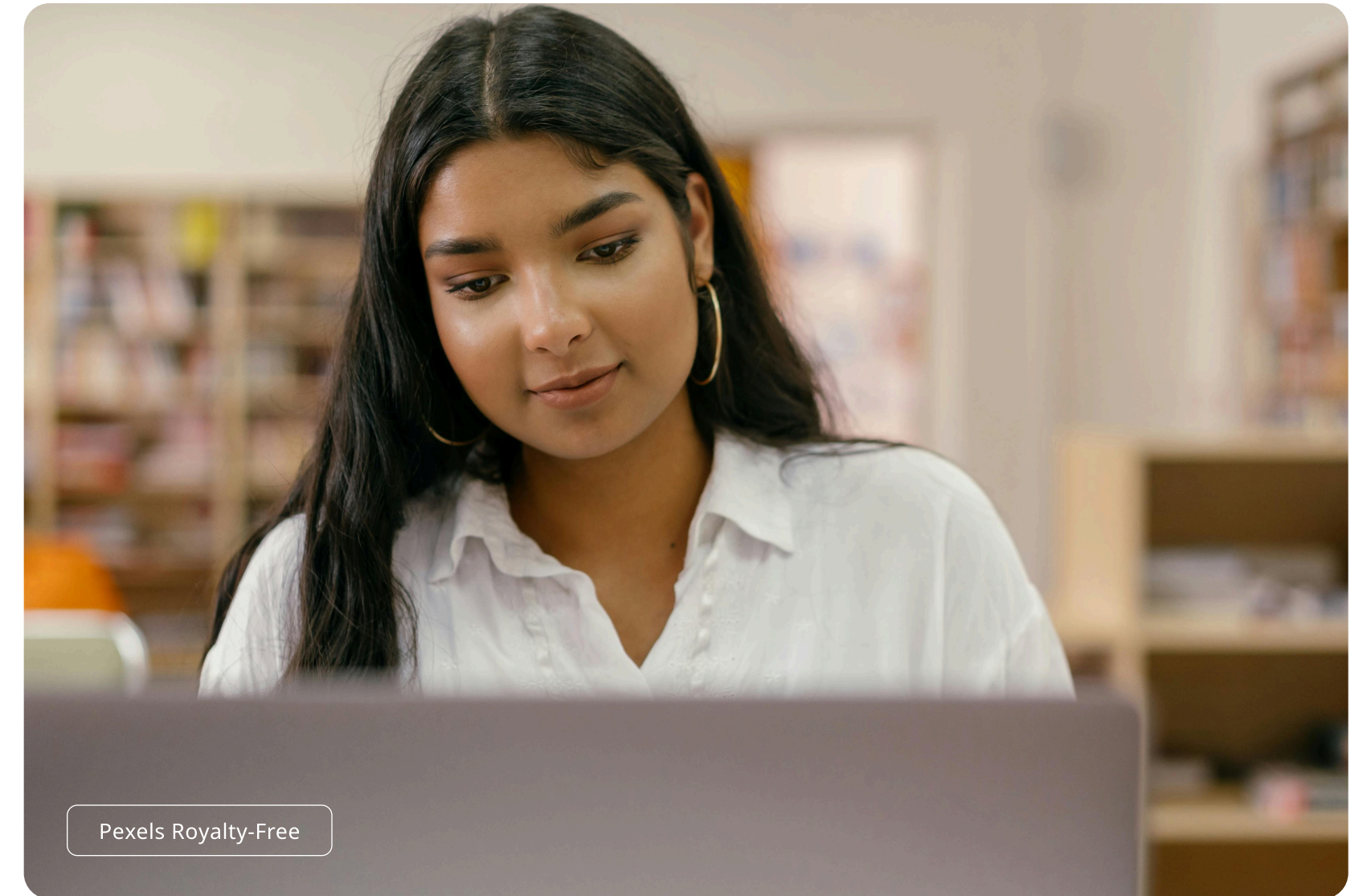


Photo Selection

① **Group Photography:**
Capture authentic interactions and collaborative moments. Look for natural groupings of 2-5 people engaged in meaningful activity—discussing ideas, working together, or sharing knowledge. Avoid rigid, posed lineups or forced smiles. Ensure diverse representation across age, ability, ethnicity, and background.

② **Single Subject Photography:**
Single subject images should feel personal and relatable. Capture individuals in authentic educational moments—contemplating, learning, teaching, or experiencing discovery. Avoid overly formal portraits. Instead, photograph people in their element, showing real engagement with their work.

③ **Nature Photography:**
Images representing British Columbia's natural environment serve as a unifying element for our province, connecting us to place and identity.

Selection Criteria for Nature Imagery:

- Choose primarily horizontal (landscape) orientation
- Look for monochrome or muted tones that complement our colour palette
- Avoid overly saturated or vibrant colours
- Depict natural environments, not human-altered landscapes (avoid bridges, boats, buildings, orchards)
- Animals native to B.C. are welcome if composition meets other criteria
- Capture the distinctive character of British Columbia—forests, coastlines, mountains, waters

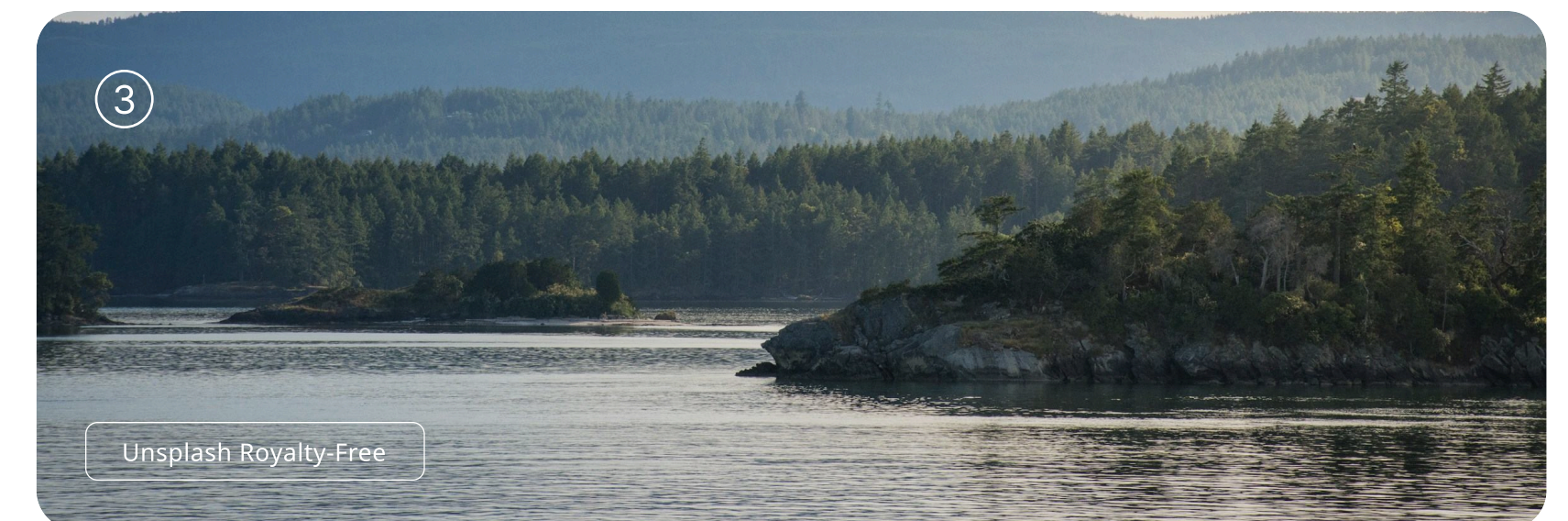
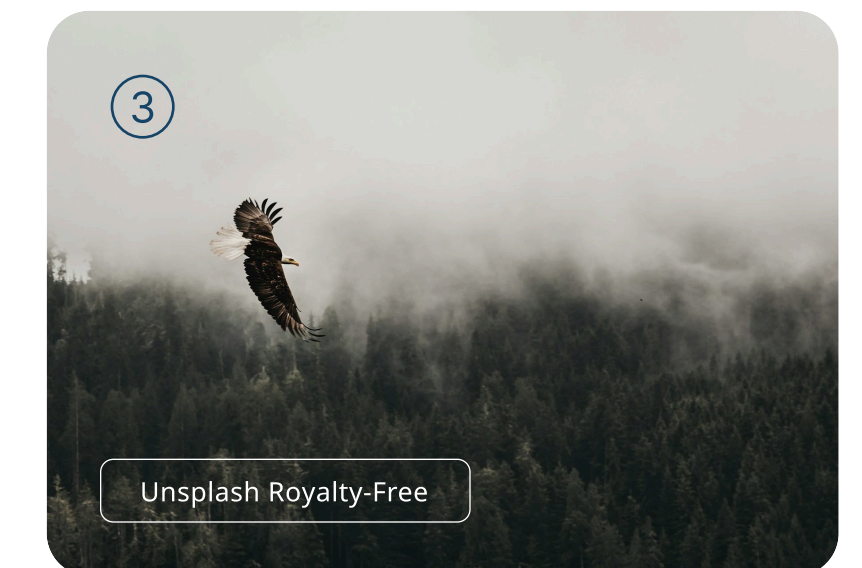
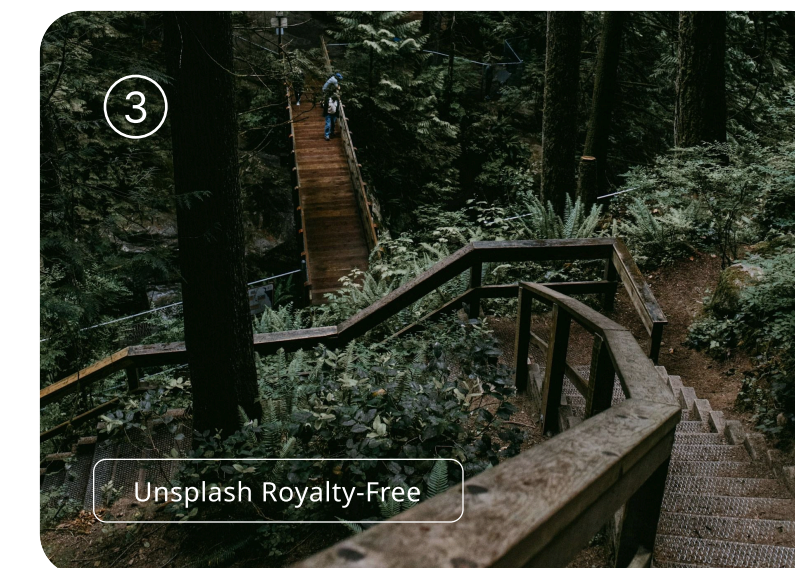


Photo Selection

Photographic Style: Do's

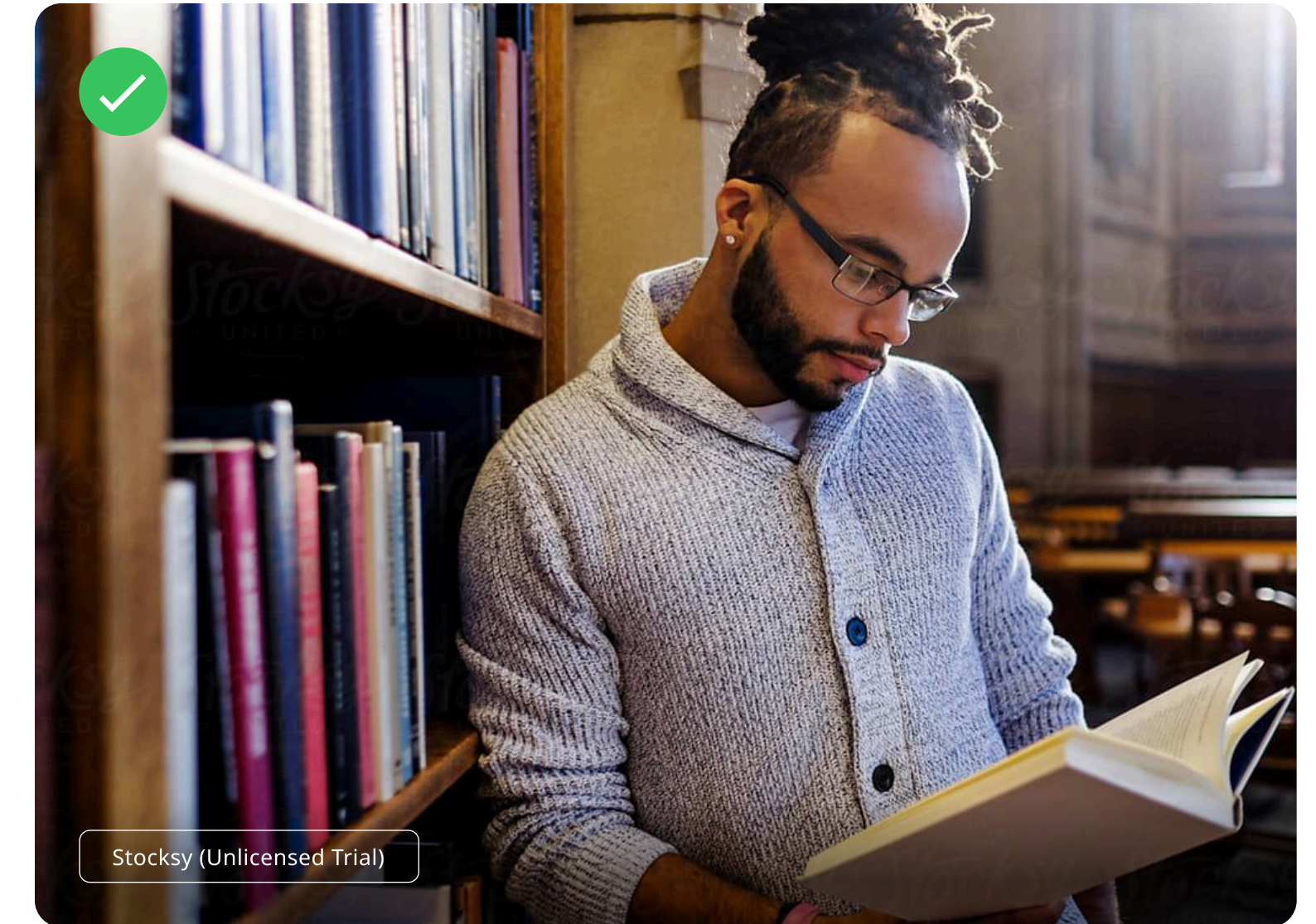
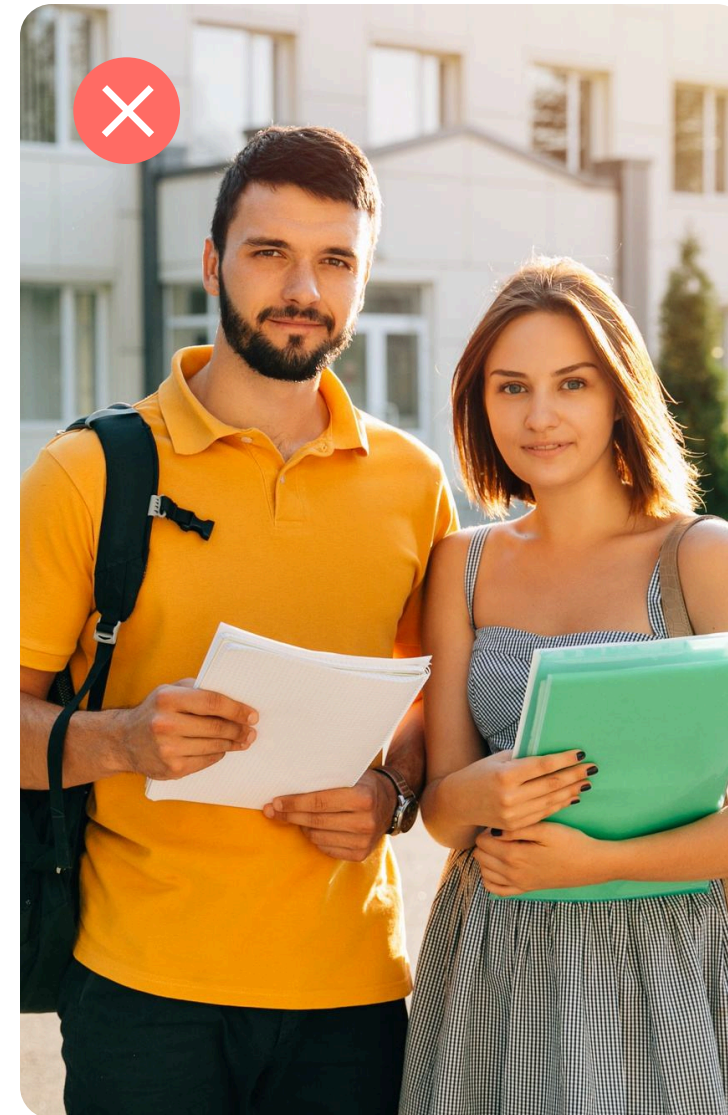
- Natural lighting or soft, diffused artificial light
- Authentic environments (classrooms, libraries, outdoor learning spaces, natural settings)
- Candid, unposed moments showing real interactions
- Sharp focus with appropriate depth of field
- Clean, uncluttered backgrounds that don't distract from subjects
- Images that convey warmth, approachability, and authenticity

Photographic Style: Don'ts

- Avoid pop-flash photography or harsh direct flash
- Avoid overly staged or posed scenarios that feel artificial
- Avoid generic stock imagery that could represent any organization
- Avoid busy, cluttered backgrounds that compete with subjects
- Avoid extreme angles or dramatic perspectives that feel contrived
- Avoid oversaturated colours or heavy filters that distort reality
- Avoid dated clothing, technology, or settings that may age quickly

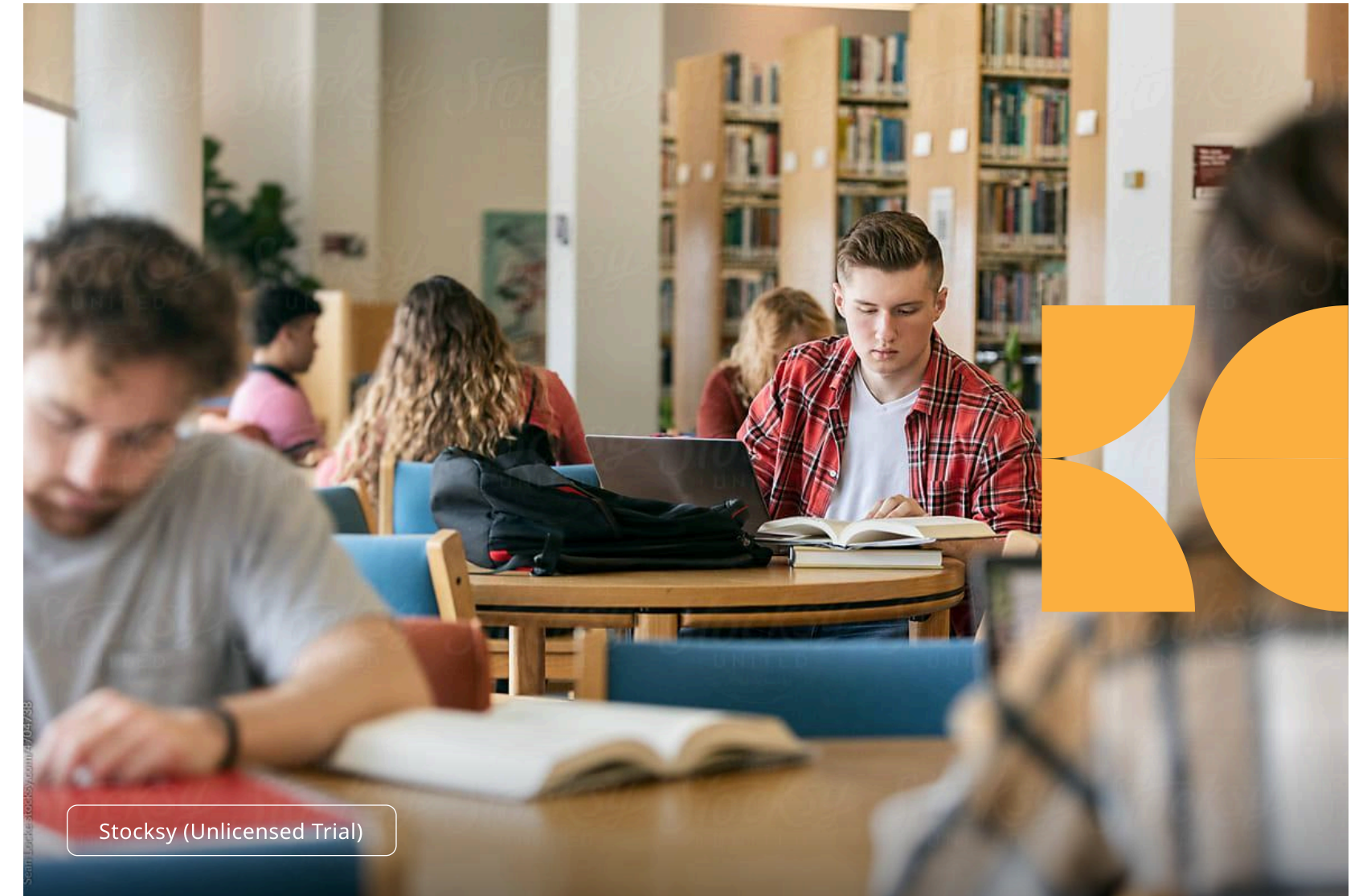
Technical Requirements:

- High-quality, web-optimized (min. 1920px wide)
- Horizontal preferred for hero images; mix of orientations for supporting imagery
- Sharp focus, clear detail
- No visible branding from other institutions (unless intentional)



Photography Graphic Treatment

Photography can be enhanced by integrating elements from our modular shape system. Apply shapes as overlays or framing devices to create dynamic, branded compositions. Ensure shapes complement rather than overwhelm the subject matter, and maintain adequate contrast for legibility.



Graphic Treatment Guidelines

When applying the graphic system, follow these principles:

- ① **Corners:**
Shapes may be overlapped in various sizes sitting flush to the corners of an artboard.



- ② **Center Left & Right Sides:**
Shapes may be overlapped aligned to the center left or right edge of each artboard. We recommend allowing for minimum 50px of space above and below shapes.



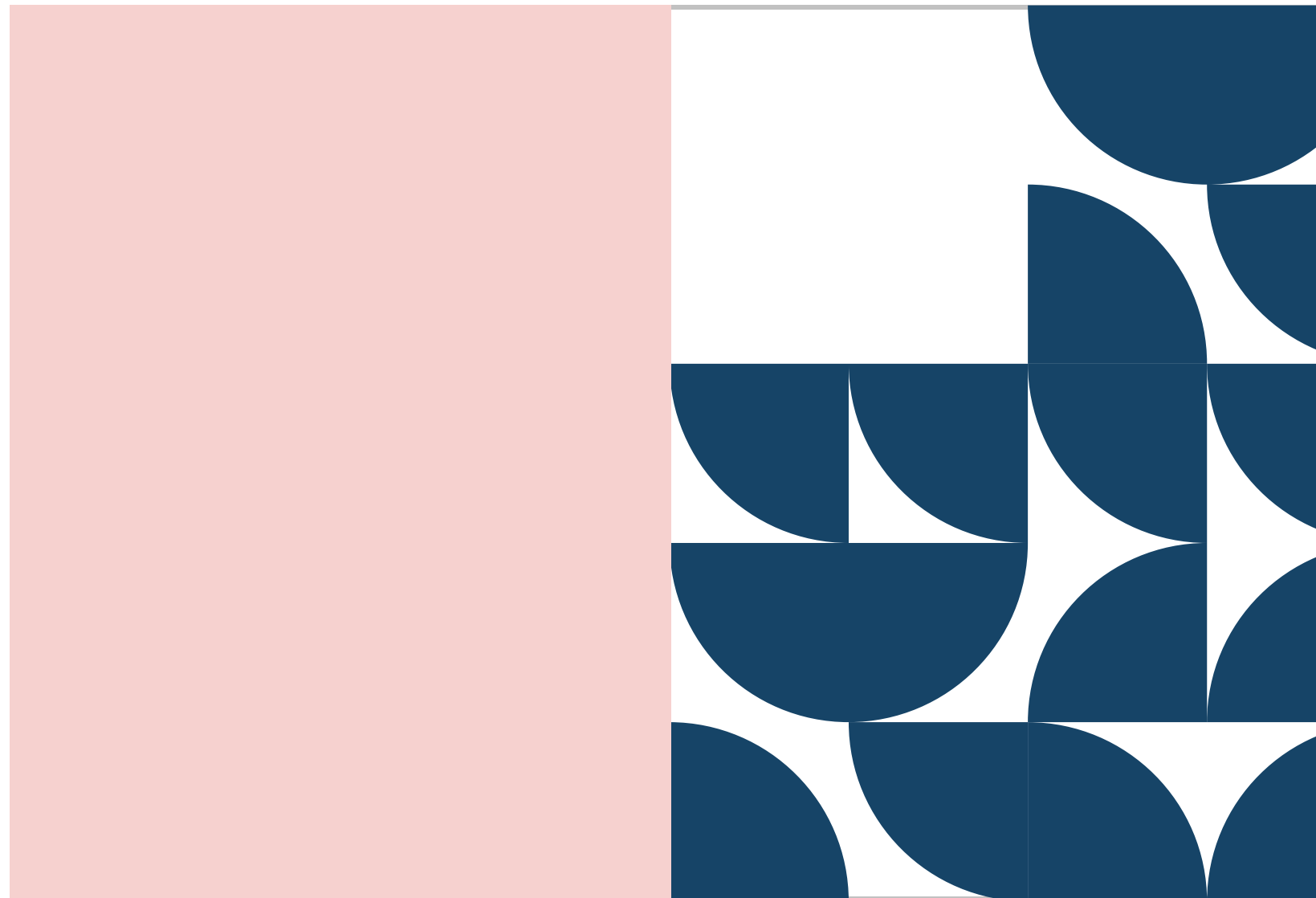
Guidelines

The system is designed to be flexible—shapes can be used minimally for subtle accents or maximally for bold, graphic statements. The key is maintaining visual balance and ensuring content remains the priority.

- ③ **Bleeding Off Image (With Gaps):**
When a shape is bleeding off an image we recommend leaving at least 50px of space to the sides not being cut outwards. We would recommend cutting off the outer side so that way there aren't any small gaps between image and edge of image.



- ④ **Patterns:**
When using patterns, we would recommend bleeding the graphic off the page. We would recommend avoiding the use of 50% of an unanchored area.





Design Components	5.1
Design Principles	5.2
Spacing System	5.3
Social Media	5.4

Digital Applications

5.0

Design Components

The BCcampus digital experience is built on a modular, accessible design system that balances clarity with visual interest.

Modular Card System:

Flexible content cards organize information in scannable, digestible chunks. Cards maintain consistent spacing and hierarchy while adapting to various content types.

CONTENT TYPE

Header Example Lorem
 Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur venenatis posuere orci.

DATE: NOVEMBER 8, 2025

Tag Name Tag Name Tag Name



EVENT • ONLINE

Event Name Lorem Ipsum
 Dor Sit Amet
 November 8, 8:30 AM

Tag Name Tag Name Tag Name

EVENT • ONLINE

Event Name Lorem Ipsum Dor
 Sit Amet
 November 8, 8:30 AM

Tag Name Tag Name Tag Name



Course Title

VIRTUAL WEBINAR | 8 WEEKS

Tag Name Tag Name Tag Name

Design Principles


Design Principles are the foundational approaches that guide how all digital experiences are structured. They ensure consistency and usability across components.

- ① **Open Layouts:**
Generous whitespace and breathing room prevent visual clutter and improve focus on content.
- ② **Dynamic Typography Scale:**
Varied type sizes create clear hierarchy and visual interest without sacrificing readability.
- ③ **Colour Application:**
Apply primary colours strategically to create hierarchy. Use dark blue for primary actions and navigation, and turquoise for interactive elements and links. Maintain sufficient colour contrast for accessibility compliance.
- ④ **Accessibility Standards:**
All digital applications must meet WCAG 2.1 Level AA accessibility standards. Maintain sufficient colour contrast ratios between text and backgrounds.
- ⑤ **Photography And Imagery:**
Feature diverse, authentic photography that reflects our educational mission. Use high-quality images that tell a story. Apply design element overlays to create branded, cohesive visual compositions.

① Generous White Space


Related Courses

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur venenatis posuere orci et aliquam. Ut sit amet.



Course Title
VIRTUAL WEBINAR | 8 WEEKS

Tag Name Tag Name Tag Name



Course Title
VIRTUAL WEBINAR | 8 WEEKS

Tag Name Tag Name Tag Name

② Dynamic Type Scale

③ Colour Application

④ Accessibility Standards

⑤ Authentic Imagery

Spacing System

BCcampus uses a consistent spacing scale based on 5px increments to create rhythm and visual hierarchy across all digital applications.

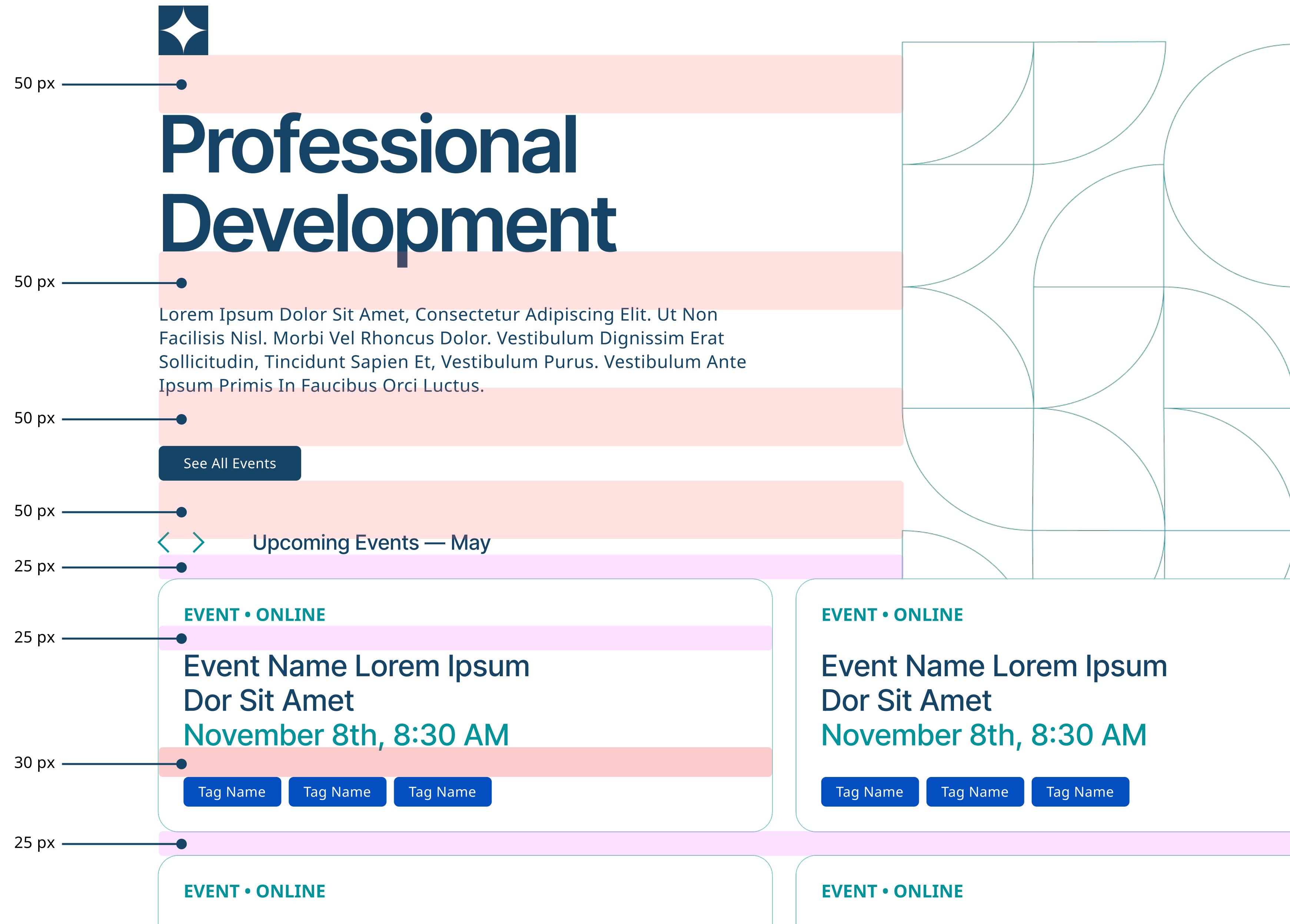
Standard Spacing Scale:

- 25px - Minimum spacing between smaller UI elements
- 30px - Standard padding within cards and components
- 50px - Standard vertical spacing between content sections
- Additional increments follow the 5px scale (e.g., 75px, 100px, 150px, 200px)

Application Guidelines:

- Within components (card padding, button spacing): Use 25-30px
- Between content sections: Use 50px as the baseline
- Major section breaks: Use larger increments (100px, 150px) for clear visual separation
- Icon spacing: 50px above and below icons in content sections

When creating new layouts, maintain consistency by using increments from this spacing scale. Larger spacing values (100px+) should be reserved for primary section breaks and major content divisions, while smaller values (25-50px) create rhythm within content areas.



Social Media

BCCampus social media content is built on three core principles to create a strong, recognizable presence.

- ① **Keep It Simple:**
Messaging should be easy to understand and design should be clutter-free. Use our brand typefaces and avoid overusing colours and graphics. Prioritize content and clarity over decoration.
- ② **Make It Visually Appealing:**
Use eye-catching visuals such as high-quality images, illustrations, or videos to make posts stand out. Incorporate design elements from our modular pattern system to create dynamic, branded compositions that reinforce visual identity.
- ③ **Be Consistent:**
Use consistent branding and design elements across all social media posts to reinforce our brand identity and increase recognition. Apply the colour palette, typography hierarchy, and design elements consistently.





Thank You.