



BC ASSOCIATION
of CLINICAL COUNSELLORS

Logo Stylesheet

Feel free to browse this document on how to use our logos

LOGO & GRAPHIC ELEMENTS

The **BCACC** brand consists of one graphic and a wordmark in two different fonts in the same typeface. These items can be used together as a single logo, or the icon can be used on it's own.

The Logo Pack contains the full logo, along with the individual icon, in full colour, black, white, and greyscale in several file formats. There is also an alternative version of the logo which can be used at your discretion.



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The icon can be used on it's own as a watermark, or wherever it is appropriate, but can only appear in full colour or in greyscale. Two greyscale options have been provided (a light and a dark) so that the graphic can be placed on both light and dark backgrounds.



LIGHT GREYSCALE
for use on dark backgrounds



DARK GREYSCALE
for use on light backgrounds

COLOURS & FONTS

Colours

There are two primary brand colours used in the BCACC brand. Please follow the proper CMYK and RGB conversions to ensure consistent colour reproduction.

SMOKY BLUE

CMYK: 34-4-16-50

RGB: 97-125-127

HEX: #617d7f

TEAL

CMYK: 55-7-26-0

RGB: 114-189-191

HEX: #72bdbf

LIGHT BLUE

CMYK: 28-1-9-0

RGB: 153-212-227

HEX: #99d4e3

Fonts

GOTHAM Bold and GOTHAM Book is the primary font used in the BCACC brand.

GOTHAM BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&*()

GOTHAM BOOK

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&*()