

# Visual Brand Guidelines



BRITISH COLUMBIA  
HOTEL ASSOCIATION



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**HOTEL ASSOCIATION**

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# CONSTRUCTIVE ELEMENTS AND VERSIONS

The logo must be used in full format, composed by symbol and typology, in all versions, except in the simplified option (page 4).



# CONSTRUCTIVE ELEMENTS AND VERSIONS

The logo must be preserved in accordance with the directions in this manual. In order to maintain the integrity of the elements and the legibility of the logo, it is recommended that 2cm is the smallest size for full reproduction. In exceptional cases, when the mark needs to be used smaller than 2cm, the simplified version - only symbol - is recommended. **Example:**

Full Version



Simplified Version  
Ex.: 1.9cm



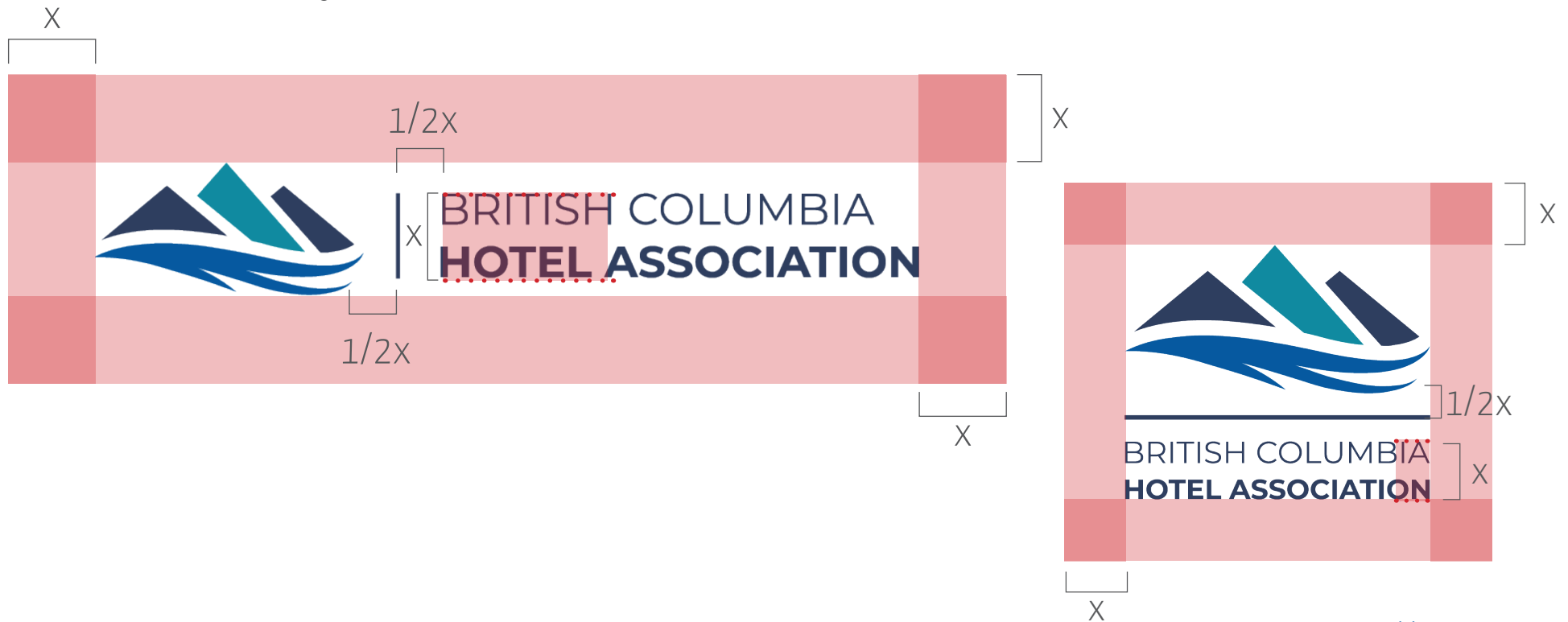
BRITISH COLUMBIA  
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Full Version

**Important:** The logo shouldn't be used smaller than others logos if it's part of a composition.

# INTEGRITY RESERVE

To preserve the integrity of the logo, you must respect the systematic exclusion zone around it. The minimum distance between the logo and any other design element or text should be equivalent to the height of the X (typography). The systematic exclusion zone must be respected according to the diagram below. However, to obtain better results, it is recommended to use, whenever possible, a reserve bigger than the minimum requirement. **Important:** The digital files delivered with this manual have the integrity reserves already set.



# COLOUR PALETTE

The color tones to print in polychrome (CMYK), digital (RGB) and hexadecimal (#) versions are specified below. The digital files of the logos delivered with the manual already have the correct version of the application color, with the configured values.



# COLOUR PALETTE

For monochrome applications, according to the contrast needed, the logo used must be regular monochrome, colour negative, black (positive) or white (negative). For example:



# APPLICATION IN PHOTOGRAPHY

The logo may be applied in the photographic background as long as there is a contrast between them. If it does not happen, a box should be used, respecting the reserve of integrity (as described on page 4). This applies to all versions. For example:





# INCORRECT LOGO USES

To maintain the logo's visual standard, it is necessary to follow the specifications in this styleguide. It's forbidden making any changes in color, proportions, resized and typography. Examples of misuse:



# TYPOGRAPHY

The typography used is Montserrat (Open Font License). The "BRITISH COLUMBIA" is regular, tracking 20, kerning auto, leading 21.6 pt and upper cases. The "HOTEL ASSOCIATION" is bold, tracking 20, kerning auto, leading 21.6 pt and upper cases. The size varies with the proportion of the logo (typo+symbol).

## Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
. , ; : ? 1 \$ & @ # % " \* ( ) { } [ ] / \ | < >

## Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**. , ; : ? 1 \$ & @ # % " \* ( ) { } [ ] / \ | < >**



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Google Fonts: <https://fonts.google.com/specimen/Montserrat>



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