

# BRAND GUIDELINES.

**TRADEUPBC**  
Upgrade your trade. Upgrade your future.



**BRITISH  
COLUMBIA**

UP

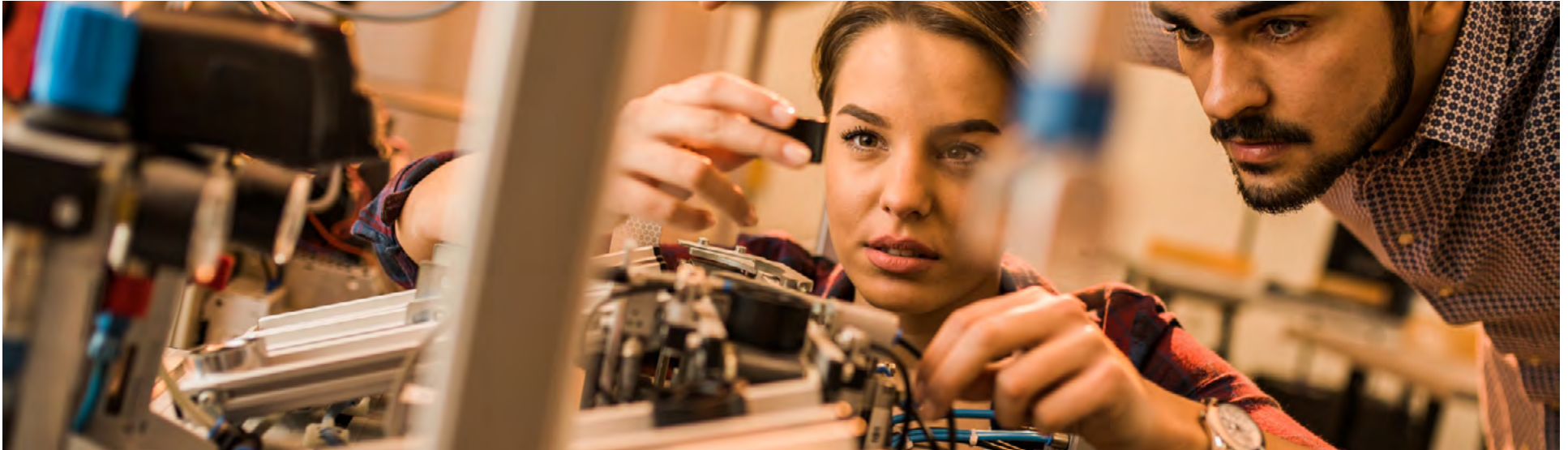




# WELCOME

A organization's brand personality says a lot about its promise and what the organization stands for. This personality is inherent in the brand's logo and visual identity.

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This brand guideline serves as the blueprint for TradeUpBC's visual and communicative essence, providing a comprehensive roadmap to maintain consistency and coherence across various media. This document is more than a set of rules and guidelines; it's a strategic tool that defines the brand's personality, visual elements, and messaging standards. By establishing clear guidelines, a brand ensures that every interaction, from the logo's usage to the color palette and typography, aligns seamlessly, fostering recognition and reinforcing a strong, unified brand identity. This essential document empowers both internal and external stakeholders to articulate the brand consistently, enhancing its impact and resonance in the minds of the audience.



# 01 LOGO

# UP

# LOGO VARIATIONS & MINIMUM SIZES

TradeUp BCs' brand identity or logo of TradeUpBC consists of two variations.

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## 1. BCID TradeUpBC Lockup



## 2. TradeUpBC Wordmark:



The TradeUpBC Wordmark (#2) may be used separately from the BC Mark, provided the BC Mark is visible in another location. For example: back cover; inside front cover; or at the bottom of the page. Only in these cases can the scale of BC Mark be altered in relation to the TradeUpBC wordmark.

# CLEAR SPACE & MINIMUM SIZES

Surrounding these logo marks is an area of protective or Clear Space.



The logo requires a defined area around the elements to “breathe” correctly. This area is referred to as the Clear Space and should never contain other graphic or typographic elements.

The clear space is based on distances calculated from within the logo itself and should always be considered as the minimum distance between the logo and other elements. Because the clear space is derived from the logo, it will scale up and down based on usage.



The approximate measurement is defined by the width of the letter “D” from the word “TRADE”. This distance is then used to define the logo’s surrounding clear space.

# LOGO USAGE

It is important to protect the logo and it's to ensure a consistent message is conveyed across all mediums.

Full Colour:

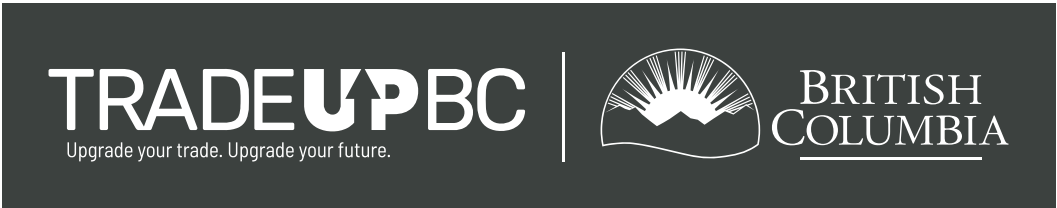


Correct usage of the logo and its visual elements is critical to ensure that TradeUpBC's brand has the greatest impact.

Black or brand dark grey (see page 11)



Reversed out of black or brand colours dark grey, green or red (see page 11)



## UNACCEPTABLE LOGO USAGE

Unauthorized alterations to the logo compromise brand integrity and are deemed unacceptable, risking confusion and dilution of the intended visual identity.

DO NOT use a greyscale version



DO NOT scale individual elements



DO NOT change the colour lock-up



DO NOT apply additional effects



DO NOT rotate the logo



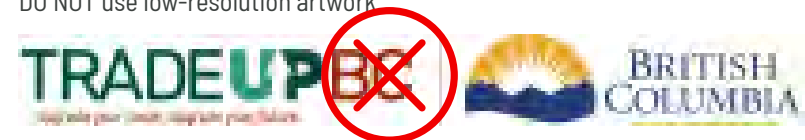
DO NOT scale logo disproportionately



DO NOT reposition elements



DO NOT use low-resolution artwork



DO NOT skew the logo



Any deviation from or misinterpretation of the guidelines is considered an incorrect usage. When displaying the logo, always use the correctly proportioned master artwork provided.



# THUMBNAIL MARK

The word UP with the negative-space arrow can be used as a stand alone graphic element.



Used in full colour



Reversed out of any of the brand colours (see page 11)



As a tint or watermark





# 2022 COLOURS

# UP

# BRAND COLOURS

Corporate brand colours add life to a brand’s visual elements. Always use the colour palette shown here whenever creating any printed or online applications.

Dark Green

Hex: 004B37

RGB: 0, 75, 55

CMYK: 90, 43, 79, 46

Light Green

Hex: 32A07D

RGB: 50, 160, 125

CMYK: 77, 14, 65, 0

Red

Hex: 962D00

RGB: 150, 40, 0

CMYK: 26, 90, 100, 26

Dark Grey

Hex: 3C413F

RGB: 60, 65, 63

CMYK: 71, 66, 63, 68

Mid Grey

Hex: 7C8482

RGB: 124, 132, 130

CMYK: 54, 40, 44, 7

Light Grey

Hex: C2CAC8

RGB: 194, 202, 200

CMYK: 24, 14, 18, 0

The BC Mark

The BC Mark is used for the “BCID TradeUpBC Lockup” version of the logo in partnership with the Province of British Columbia. These colours should only be used for that portion of the logo and not anywhere else.

BCID Blue

Hex: 234075

RGB: 35, 64, 117

CMYK: 100, 80, 6, 32

BCID Yellow

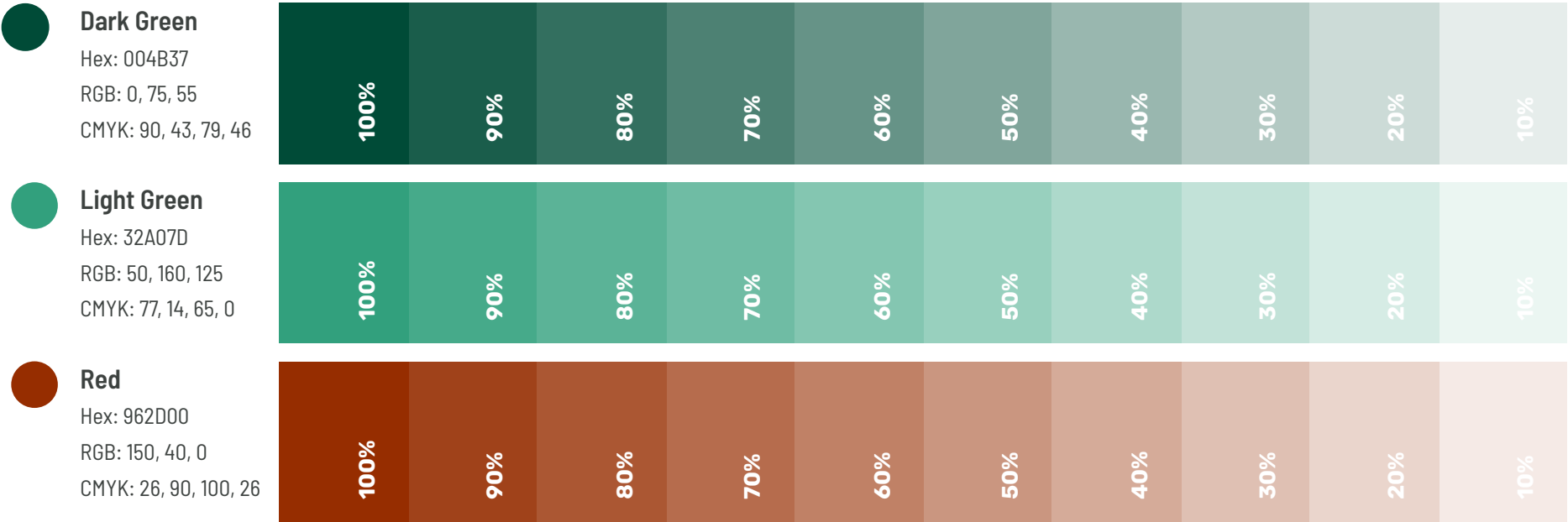
Hex: E3A82B

RGB: 227, 168, 43

CMYK: 0, 30, 100, 0

# COLOUR TINTS

Colors tints add depth and dimension, enhancing visual appeal.



In addition to the Hex, RGB or CMYK versions of the primary palette, percentage tints of these colors is one of the most effective ways to maintain a feeling of involvement and consistency with the brand.

# SECONDARY COLOURS

Secondary colours can play a crucial role and contribute to the overall visual identity.



**Yellow**  
Hex: E8C650  
RGB: 232, 198, 80  
CMYK: 10, 19, 82, 0

**Orange**  
Hex: C88819  
RGB: 200, 136, 25  
CMYK: 21, 48, 100, 0

Secondary colours can be used to create a visual hierarchy or to guide the audience’s attention to specific elements within printed and digital applications. This can enhance readability, highlight important information and improve overall communication effectiveness.

**Blue**  
Hex: 005C99  
RGB: 0, 92, 153  
CMYK: 96, 67, 13, 0





03 TYPE

UP

# FONTS

TradeUpBC uses 2 Google fonts: Rubik and Barlow Semi Condensed, which were chosen for their legibility and multiples weights.

## RUBIK

Rubik is used primarily for main titles and primary sub-titles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
 Kk Ll Mm Nn Oo Pp Qq Rr Ss  
 Tt Uu Vv Ww Xx Yy Zz  
 1 2 3 4 5 6 7 8 9 0 @ # \$ % ? !

Light  
*Light Italic*

Regular  
*Italic*

Medium  
*Medium Italic*

SemiBold  
*SemiBold Italic*

Bold  
*Bold Italic*

ExtraBold  
*ExtraBold Italic*

Black  
*Black Italic*

## Barlow Semi Condensed

Barlow Semi Condensed is used for secondary sub-titles and body copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
 Kk Ll Mm Nn Oo Pp Qq Rr Ss  
 Tt Uu Vv Ww Xx Yy Zz  
 1 2 3 4 5 6 7 8 9 0 @ # \$ % ? !

Light  
*Light Italic*

Regular  
*Italic*

Medium  
*Medium Italic*

SemiBold  
*SemiBold Italic*

Bold  
*Bold Italic*

ExtraBold  
*ExtraBold Italic Italic*

Black  
*Black Italic*

# HIERARCHY

A typographic hierarchy is an organizational system that defines how page content is read.

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## Print

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### PAGE TITLE

Rubik Bold, 20pt, Uppercase

### Page Subtitle 1

Rubik Bold, 15pt, Sentence Case

### Page Subtitle 2

Barlow Semi Condensed Semi Bold , 12pt, Sentence Case

### Body Copy

Barlow Semi Condensed Regular , 10pt, Sentence Case

## Web

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### H1 TITLE

Rubik Bold, 50pt, Uppercase

### H2 TITLE

Rubik Bold, 40pt, Uppercase

### H3 Title

Barlow Semi Condensed Semi Bold , 32pt, Sentence Case

### H4 Title

Barlow Semi Condensed Medium , 26pt, Sentence Case

### H5 Title

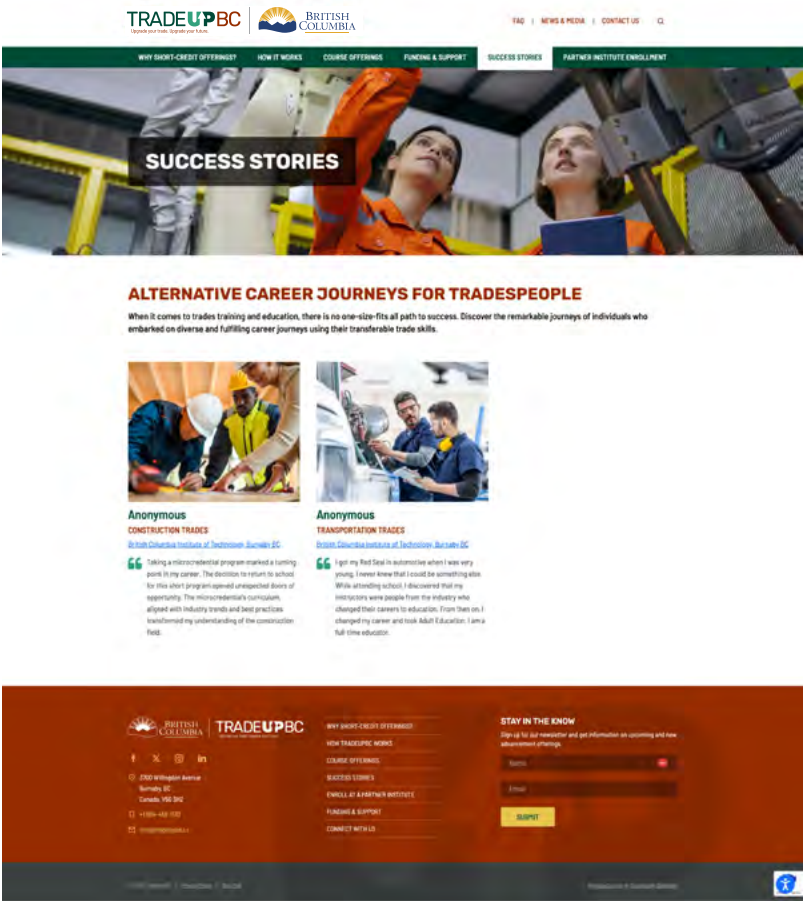
Barlow Semi Condensed Medium , 22pt, Sentence Case

### Body Copy

Barlow Semi Condensed Regular , 18pt, Sentence Case

# SPACING, COLOUR & WEIGHT

The use of spacing, colour size & weight help emphasize or de-emphasize onformation and further define visual hierarchy and page readability.





04 **BRAND**

**UP**



# IMAGERY

Inclusive, diverse and natural-looking images enhance authenticity and connects with users on a relatable level.

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Incorporating inclusion and diversity in imagery, while maintaining a natural, unstaged look is a crucial part of creating a welcoming brand.

By featuring a variety of faces, backgrounds, and experiences, images communicate a commitment to representing the richness of the audience. This inclusivity not only reflects societal diversity but also resonates with a broader range of visitors, fostering a sense of belonging and relevance.



# ICONOGRAPHY

Icons simplify communication, conveying information quickly and intuitively in a visually engaging manner.



Changes in Technology



Climate Change



Leadership Skills



Mentorship Training



Inclusive Workplaces



Educator Training



Advanced Safety Skills



# SOCIAL MEDIA

Consistency in social media builds trust and reinforces your brand identity.



Reversing the TradeUpBC logo from a solid color rather than overlaying it on a photograph ensures optimal visibility and maintains brand clarity. Using a solid background provides a consistent backdrop. This prevents visual clutter or distortion that may occur when a complex logo is superimposed on a variety of diverse images.

# BRAND GUIDELINES.