



The Basingstoke
Canal Society

Brand Identity Guidelines

V1.0 / March 2013



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Logo

The Basingstoke Canal Society logo is the cornerstone of our brand identity. It is the most recognisable brand asset and as such its integrity must be protected through proper use. These pages will guide you through which elements make up the logo, how to use it, and common mistakes that people make.



The Basingstoke Canal Society

Logo Elements

The Basingstoke Canal Society logo consists of the roundel, the grouped logotype, and the surrounding exclusion zone.

The logo must always be reproduced from a digital master reference. This is available in eps and jpeg format. Please ensure the appropriate artwork format is used.

File formats:

eps: professional usage
jpeg: desktop publishing



The Basingstoke Canal Society

Logo Usage

Exclusion Zone

In order to maximise its visual presence the logo requires a surrounding area clear of any other graphic elements or text.

As a rule, the exclusion zone is equal to width, and height of the capital "T". Always allow at least this amount of clear space around the logo.



The exclusion zone is shown by the pink dotted line.

Variations

The logo has three variations for use in specific applications:

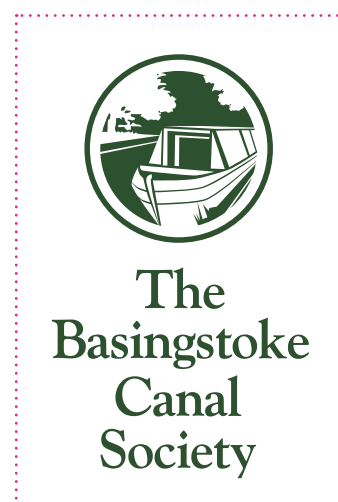
- **Standard**
Logotype in two lines, roundel on the left hand side. This is the preferred variation, and should be used for most applications.
- **Stacked** Roundel and logotype stacked vertically. The logotype still occupies two lines with each line centred on the roundel. This variation can be used when the width is too tight for the standard logo.
- **Slim** The same as stacked but with each word on a separate line. This variation must only be when the width is extremely tight and the logo is the primary design element.



Standard



Stacked



Slim

Logo Colourways

Normal

BCS Green on white
or light coloured
backgrounds.



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Reversed

White on BCS Green or
darker backgrounds.



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Greyscale/Lineart

Black on white or light
backgrounds.
For printing in black and
white or greyscale.

Please use rich black
(cmyk: 20/0/0/100)



The Basingstoke
Canal Society

Greyscale/Lineart Reversed

White on dark
backgrounds.
For printing in black
and white or greyscale.



The Basingstoke
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Common Mistakes

On this page you will find a few of the common mistakes people make when utilising a logo.

It is important to protect the integrity of the logo at all times through proper use and application.



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DISTORTION



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WRONG COLOURS



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RESIZE ELEMENTS

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THE INDIVIDUAL ELEMENTS OF THE LOGOTYPE MUST NOT BE REORDERED



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GHOST



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CHANGE THE FONT



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USE EFFECTS

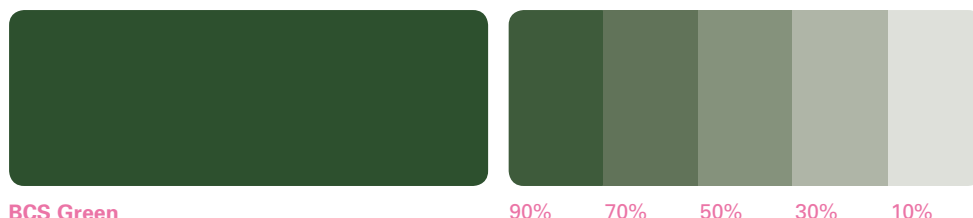
Colour Palette

Primary Brand Colour

The Primary branding colour is green.

We call this colour
BCS Green

Please ensure that the colour values match those detailed opposite, specified for web use and 2 or 4 colour print.



BCS Green

DIGITAL

RGB

45/83/45

Hex

#2d582d

PRINT

CMYK

79/44/90/43

PMS

281c/281u

90%

70%

50%

30%

10%

Secondary Palette

These are the secondary colours in the identity, for use in future publications and branding materials.



Additional Assets

Headers

In addition to the logo, there are a range of banners available for future literature and newsletters.

These headers can be provided blank for inhouse production or with titles on request.



An example of one of the headers in use

Colourways

The headers come in a number of different colourways.



With titling and logo



Without titling

Merchandise

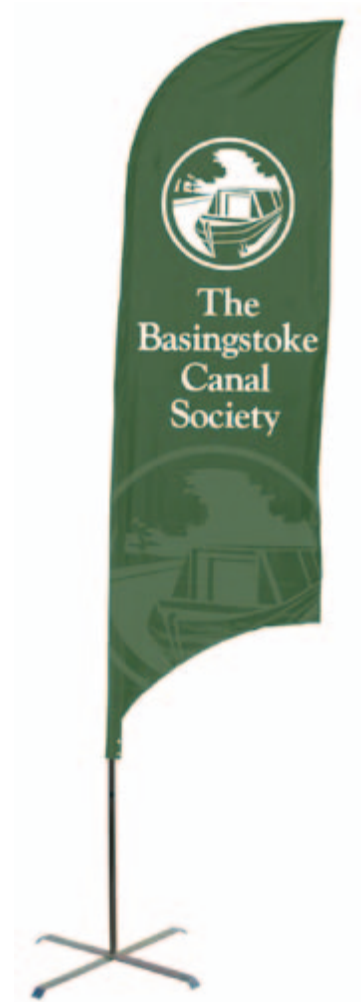
Examples of the identity
in use throughout the
merchandise range.



Hessian Bag



Book Marks



Bow Banner



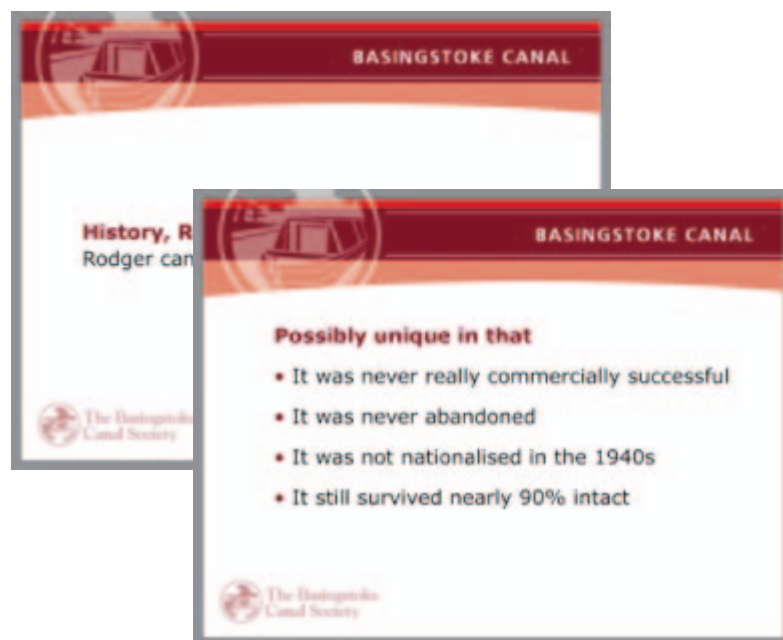
Key Ring



Mugs

Presentations

There is a branded
powerpoint template
available for any visual
presentations.



John Pinkerton Logo

The John Pinkerton Canal Cruises logo is used in exactly the same way as the Basingstoke Canal Society logo and adheres to the same guidelines.



Logo Elements

The John Pinkerton Canal Cruises logo consists of the roundel, the grouped logotype, and the surrounding exclusion zone.

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File formats:

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jpeg: desktop publishing

