



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.



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





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.



The Basingstoke
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Standard

- 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.



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Stacked

- Slim

The same as stacked but with each word on a separate line. This variation must only be used when the width is extremely tight and the logo is the primary design element.



The
Basingstoke
Canal
Society

Slim



Logo Colourways

Normal

BCS Green on white or light coloured backgrounds.



The Basingstoke
Canal Society

Reversed

White on BCS Green or darker backgrounds.



The Basingstoke
Canal Society

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.



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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	PRINT
RGB 45/83/45	CMYK 79/44/90/43
Hex #2d582d	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.



RGB
130/0/36 **CMYK**
29/100/81/36

RGB
213/59/51 **CMYK**
11/92/90/0



RGB
159/79/42 **CMYK**
25/77/100/17

RGB
202/147/106 **CMYK**
18/47/66/0



RGB
37/81/156 **CMYK**
98/75/6/0

RGB
87/112/176 **CMYK**
75/54/4/0



RGB
62/160/221 **CMYK**
74/18/0/0

RGB
146/212/236 **CMYK**
43/0/4/0



RGB
54/160/173 **CMYK**
29/100/81/36

RGB
119/194/200 **CMYK**
56/3/22/0



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

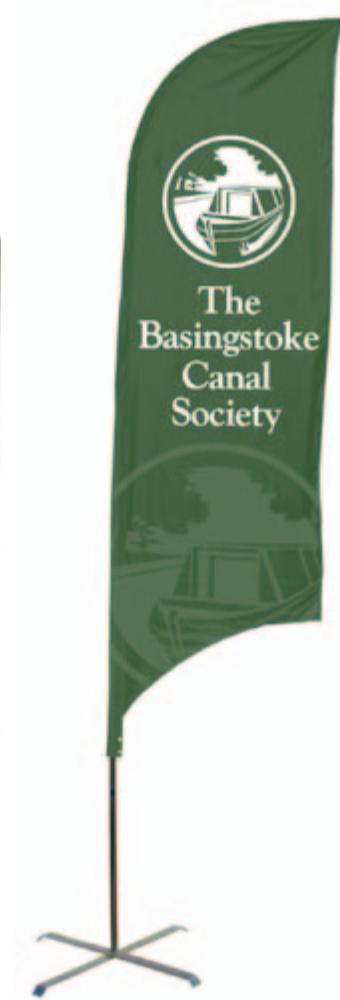
Examples of the identity in use throughout the merchandise range.



Hessian Bag



Book Marks



Bow Banner



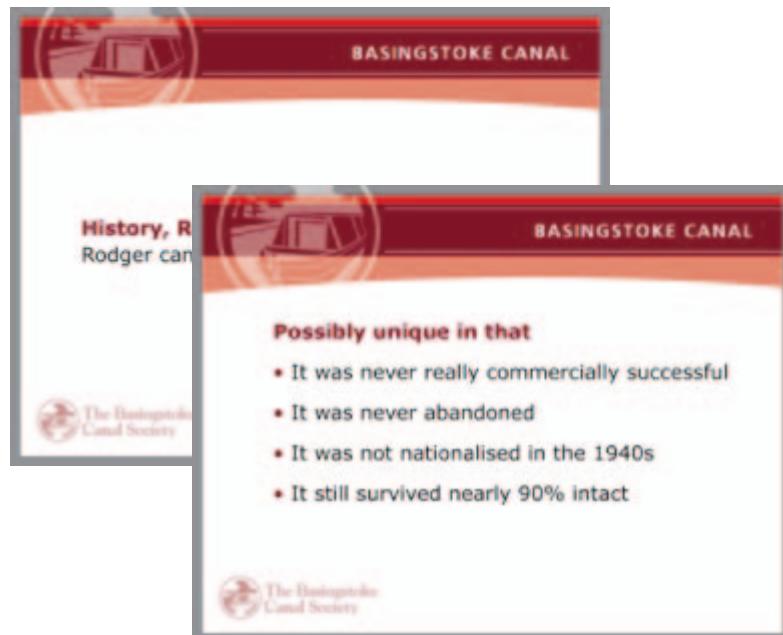
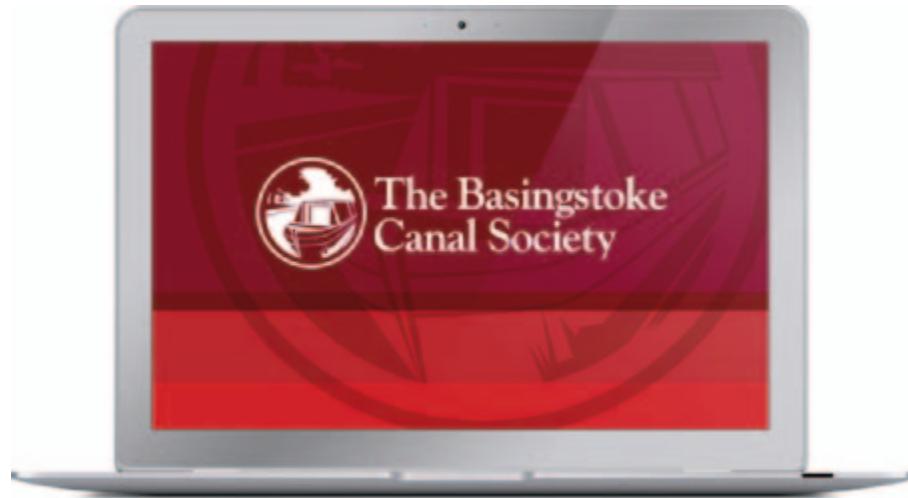
Key Ring



Mugs

Presentations

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



BASINGSTOKE CANAL

History, Rodger can

Possibly unique in that

- It was never really commercially successful
- It was never abandoned
- It was not nationalised in the 1940s
- It still survived nearly 90% intact

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Canal Society



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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jpeg: desktop publishing

