



# Logo Guidelines

Our logo is where it all begins. It's the most visible element of our brand—and represents who we are. When it's used the right way, people can easily spot us at a glance.

Fundraising partners can use the “In Support of BC Children’s Hospital” logo in their marketing materials to promote BC Children’s Hospital events.

Please note that when your event has been approved to use the “in support of BC Children’s Hospital” logo, that term of use is 12 months. If you want to continue to use the logo, you must contact your BC Children’s Hospital Foundation representative to extend the term.

## WHICH ONE TO CHOOSE?



On light backgrounds our logo should appear in its full-colour version whenever possible.



For single, solid colour applications, the one-colour black version should be used.



For single, solid colour applications on dark or backgrounds, the one-colour reversed version should be used.



## GIVE IT A LITTLE ELBOW ROOM

For something so small, our logo has a huge job—which is why it needs room to breathe. When we maintain enough clear space around it, we ensure the logo can be seen quickly, uncluttered by other logos, symbols or text. The clear space ‘X’ around the logo is dictated by the height of the ‘H’ in Hospital in our logo.



0.75"

## HOW SMALL CAN IT GO?

Our logo must never be reproduced smaller than 0.75" in width. This ensures the logo will always be legible.