Table of Contents

Introduction 1
Design Rationale 2
Stationery Master 3
Display Master 4
Font Selection and Usage 5
Corporate Colours 6
Primary Colour Specifications 7
Secondary Colour Specifications 8
Area of Isolation 9
Stationery – Business Cards 10
Stationery – Business Cards Simplified Chinese 11
Stationery – Business Cards Punjabi 12
Stationery – Business Cards Korean 13
Stationery – Business Cards Constituency Assistant 14
Letterhead 15
Envelope 16
Note Cards and Envelope 17
Certificate of Recognition 18
Constituency Office Signage 19
Constituency Advertising Options 20
Introduction

A strong visual identity plays an important role in shaping the image of an organization. Each time we communicate with British Columbians, we have an opportunity to share our history, values and vision.

For many years, the Legislative Assembly and its Members used a version of the provincial coat of arms as our visual identifier, with the permission of the executive branch. In 2018 a project to provide the Legislative Assembly with its own unique and meaningful visual identity was initiated. Together, the visual elements combined within the new design will serve to immediately and easily connect viewers of all backgrounds and ages to the Legislative Assembly.

The following guidelines are designed to ensure the consistent application of the overall visual identity of the Legislative Assembly. The new visual identity will be implemented in a phased manner over the course of the 41st Parliament. The Visual Identity Guidelines will be posted to the Assembly’s intranet, will be updated on a regular basis during the coming months, and will be accompanied by templates and resources to assist with applying the visual identity to a wide range of communication tools.

We are all stewards of the new Legislative Assembly of British Columbia’s visual identity. If you have questions about any aspect of this initiative, please do not hesitate to contact me.

Kate Ryan-Lloyd
Clerk of the Legislative Assembly
250.387.3785
clerkhouse@leg.bc.ca

Any departure from these guidelines must be approved by the Clerk of the House
Design Rationale

The new visual design features two elements linked to our legislative identity. The first element is the main dome of the historic Parliament Buildings, recognized across British Columbia as the home of parliamentary democracy in our province. The depiction of the dome is supported by the form of a crown, which mirrors the one featured at the top of the Legislative Assembly’s Mace, an important ceremonial symbol which is present at all parliamentary sittings. The featured crown, which provides a modern connection to our Commonwealth heritage, is based on St. Edward’s Crown, one of the oldest Crown Jewels of the United Kingdom, and a centerpiece of the British Sovereign’s coronation regalia. The Legislative Assembly received the required special permission from Her Majesty Queen Elizabeth II, Queen of Canada, to feature the image of St. Edward’s Crown in this design.

The design also integrates the following colours: a distinctive dome teal colour reflective of the copper roofs of the central and 32 surrounding domes of the Parliament Buildings; and a cool gray tone allied with the granite blocks used in the construction of the Parliament Buildings. This granite stone was sourced on Nelson Island at the mouth of Jervis Inlet in the Sunshine Coast region. Additional secondary colours that may be used in conjunction with the visual design include a collection of blues, greens and a soft gray, representing the Pacific Ocean and the geography of our province with its lush coastal areas, forests and mountain ranges.

Combined, the elements of these symbols and colours convey a new visual identity unique to our parliamentary democratic history and values, the Legislative Assembly of British Columbia and our province today.

These guidelines are designed to ensure the consistent application of the overall visual identity of the Legislative Assembly of British Columbia.
For use on all correspondence materials, including letterhead, business cards, envelopes, folders, and mastheads.

None of the graphic or text elements in the visual identity may be re-drawn.

The badge and text must always appear together. All stationery items will use the this form of the visual identifier, where the text is in two lines right of the badge as shown.

File formats are available from the Clerk’s office to meet a variety of needs:

*Requires external print services.

**Available as self-print option

***Available through Assembly Copy Centre
Display Master

For use on promotional materials such as brochures, displays, signage, and posters.

There will be circumstances where a centred version of the design is needed. None any of the elements within the visual identity may be re-drawn.

The badge and text must always appear together. The centred version of the visual identity will always have the text in two lines centered right below the badge as shown. The badge will be the width of the word “Columbia” to remain consistently proportional.
Font Selection and Usage

The font used for The Legislative Assembly of British Columbia’s visual identity is **Dante MT Pro**.

The original Dante font was designed by Giovanni (Hans) Mardersteig in 1957. It became popular in Great Britain during the 1960s with advertisers and book publishers alike because of its elegant styling as a serif title case and for its readability in text.

Ron Carpenter, from Dorking, England, revived Dante’s popularity in 2001 while updating it for electronic publishing while he was a senior type designer for the foundry Monotype (MT) at the time.

**Dante MT Pro (serif)**
- Dante MT Pro - Regular
- *Dante MT Pro - Italic*
- Dante MT Pro - Medium
- *Dante MT Pro - Medium Italic*
- Dante MT Pro - Bold
- *Dante MT Pro - Bold Italic*

The supporting sans serif font is **Frutiger LT Std**, chosen for its legibility at various angles, sizes and distances. Ascenders and descenders are very prominent, and apertures are wide to easily distinguish letters from one another. It was designed by the Swiss type designer Adrian Frutiger in 1975.

**Frutiger LT Std (sans serif)**
- Frutiger Light 45
- *Frutiger Light Italic 46*
- Frutiger Regular 55
- *Frutiger Regular Italic 56*
- Frutiger Bold 65
- *Frutiger Bold Italic 66*

The font used for The Legislative Assembly Members’ stationery is **Calibri**.

- Calibri
- Calibri Regular
- *Calibri Regular Italic*
- Calibri Bold
- *Calibri Bold Italic*
Corporate Colours

The corporate colours for The Legislative Assembly of British Columbia include PMS 321 and PMS Cool Gray 8.

Whenever possible the visual identifier should be produced in PMS 321 and PMS Cool Gray 8.

If that is not possible, it should appear in just one colour, or white reversed on the darkest area of the background. This would include Hansard's use on various monitors.
Primary Colour Specifications

Pantone Matching System (PMS)

The two Pantone colours that are to be used for the Legislative Assembly of British Columbia visual identity:

- PMS 321 printed on coated stock and PMS 320 printed on uncoated stock
- PMS Cool Gray 8

RGB Colours

The RGB mix for the corporate colours are:

- R0 G137 B152
- R140 G141 B142

Process Colours

The CMYK process mix for the corporate colours are:

- C100 M22 Y41 K2
- C48 M39 Y38 K3

Web Safe Colours

The Web Safe colours for the corporate colours are:

- #008998
- #8c8d8e

*For these guidelines, it is impossible to show the exact Pantone, RGB or HTML colour on an uncalibrated monitor or from an office printer. The final colour which will be printed to the Pantone, RGB or HTML specification standards, will not be exactly the same colour as shown on your screen or in these printed materials.*
Secondary Colour Specifications

**Pantone Matching System (PMS)**
Secondary Pantone colours based on current website palette
- PMS 7459
- PMS 7492
- PMS 7462
- PMS 3252
- PMS 7542

**RGB Colours**
The RGB mix for the secondary colours are:
- R48 G149 B180
- R0 G90 B139
- R172 G192 B198

**Process Colours**
The CMYK process mix for the secondary colours are:
- C76 M6 Y8 K15
- C17 M1 Y45 K3
- C100 M45 Y6 K27
- C54 M0 Y24 K0
- C24 M4 Y8 K13

**Web Safe Colours**
The Web Safe HTML colours for the secondary colours are:
- 3095B4
- 005A8B
- ACC0C6
- C7D28A
- 47D5CD
Area of Isolation

The area of isolation is a buffer zone of neutral visual space that surrounds the visual identifier to prevent visual interference from other graphic elements. Do not allow other graphic elements to penetrate this area.

The area of isolation is equivalent to the height of the St. Edwards Crown.
Stationery – Business Cards English with and without Union Bug

*Requires external print services
***Available through Assembly Copy Centre
Legislative Assembly of British Columbia Visual Identity Guidelines – Members

Stationery – Business Cards Simplified Chinese

*Requires external print services
***Available through Assembly Copy Centre

简•李 参议员
维多利亚山坡

约翰•史密斯 参议员
枫树岭使命
会计委员会主席

简•李 参议员

约翰•史密斯 参议员

Legislative Office
Room 123, Parliament Buildings
Victoria, B.C. V8V 1X4
电话 250.123.4567 传真 250.123.4567
电邮 Jane.Lee.MLA@leg.bc.ca

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电话 250.123.4567 传真 250.123.4567
电邮 John.Smith.MLA@leg.bc.ca

Maple Ridge-Mission Constituency Office A
1234 Maple Avenue
Victoria, B.C. V8V 1X4
电话 250.123.4567 传真 250.123.4567
免费电话 1.888.123.4567

Maple Ridge-Mission Constituency Office B
1234 Maple Avenue
Victoria, B.C. V8V 1X4
电话 250.123.4567 传真 250.123.4567
免费电话 1.888.123.4567
Stationery – Business Cards Punjabi

*Requires external print services
***Available through Assembly Copy Centre

Legislative Assembly of British Columbia Visual Identity Guidelines – Members

FRONT

LEGISLATIVE ASSEMBLY
of BRITISH COLUMBIA

ਨੈਤ ਲੀ MLA
ਵਿਕਟੋਰੀਆ-ਪਹਾੜ

Legislative Office
Room 123, Parliament Buildings
Victoria, B.C. V8V 1X4
ਫੋਨ 250.123.4567  ਫੈਕਸ 250.123.4567
ਈਮੇਲ Jane.Lee.MLA@leg.bc.ca

Victoria-Hillside Constituency Office
1234 Hillside Avenue
Victoria, B.C. V8V 1X4
ਫੋਨ 250.123.4567  ਫੈਕਸ 250.123.4567

BACK

LEGISLATIVE ASSEMBLY
of BRITISH COLUMBIA

ਨੌਹਨਾ ਮੋਹਨ MLA
ਮੈਪਲ ਰਿਜ-ਮਿਸ਼ਨ

Legislative Office
Room 123, Parliament Buildings
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ਚੁੱਗੀ ਮੁੱਕਤ 1.888.123.4567

Maple Ridge-Mission Constituency Office B
1234 Maple Avenue
Victoria, B.C. V8V 1X4
ਫੋਨ 250.123.4567  ਫੈਕਸ 250.123.4567
ਚੁੱਗੀ ਮੁੱਕਤ 1.888.123.4567
Stationery – Business Cards Korean
*Requires external print services
***Available through Assembly Copy Centre
Stationery – Business Cards Constituency Assistant

*Requires external print services
***Available through Assembly Copy Centre

Jane Lee
Victoria-Hillside
Constituency Assistant

John Smith
Maple Ridge-Mission
Constituency Assistant to John Smith, MLA

LEGISLATIVE ASSEMBLY
of BRITISH COLUMBIA

PMS 321 & PMS COOL GRAY 8 &
PMS COOL GRAY 8 IMPRINT
STOCK: 110 LB CLASSIC CREST COVER SMOOTH SOLAR WHITE
SIZE: 3.5" X 2"

Victoria-Hillside Constituency Office
1234 Hillside Avenue
Victoria, B.C.  V8V 1X4
T 250.123.4567 | F 250.123.4567
Toll Free 1.888.123.4567
Jane.Lee@leg.bc.ca

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of BRITISH COLUMBIA

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1234 Maple Avenue
Victoria, B.C.  V8V 1X4
T 250.123.4567 | F 250.123.4567
Toll Free 1.888.123.4567
Dear Sir/Madam,

Quam auresi pri pulimentum tatus, tondio cupferes Alahului caetiam it, usus clabena, nonumus bonum si cum atus hemius culadepertem ve, vivid culais esilis horrea tatus vulcic ocitalac prae rem et aciem, maiusina, me munter horumnu pre orietem, ca; Catus. Ires iper en a is consciamdec ex, vis Ad et licae con nocrum ades Satus. Bio. 

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John Smith
Lam Occupaqaiae
Envelope

***Available through Assembly Copy Centre
Note Cards and Envelope

*Requires external print services
***Available through Assembly Copy Centre
Certificate of Recognition

Charron Sampson

April 28, 2018

John Smith, MLA
Jane Lee, MLA

PMS 321 & PMS COOL GRAY 8 & RICH BLACK Ink Imprint
Stock: 100LB CLASSIC CREST TEXT SMOOTH SOLAR WHITE
Size: 8.5” x 11”
Constituency Office Signage

**John Smith, MLA**
Maple Ridge–Mission Constituency Office

*Signage typeface to be used is Interstate (available from Font Bureau or Adobe Typekit).*

This font was selected for optimal legibility on signage.
Constituency Advertising Options
BUS BENCH