

SSC Graphic Standards

Graphic standards are important because they ensure that when logos are used they are consistent in appearance, placement and form.

This alignment is important because it enhances “brand awareness”, which means people will come to recognize this consistent symbol for the SSC and its work, increasing effectiveness of our communications to all our audiences.

Those using the logo should adhere to the following standards, which apply to all materials depicting our identity, for example letterheads, presentations, publications, displays, sponsorship/partnership materials and other types of communications materials.

On the right side of this page is the colour palette for the SSC logo, and the wordmarks for the Facility Engagement and Physician Quality Improvement Initiatives.

	CMYK: C100, M56, Y0, K23	RGB: R0, G86, B149
	CMYK: C65, M30, Y0, K11	RGB: R79, G138, B190
	CMYK: C42, M15, Y0, K6	RGB: R135, G178, B216
	CMYK: C15, M0, Y0, K65	RGB: R99, G114, B122



Do's

- Only use the logo with the tagline (Specialist Services Committee)
- Only use the colours in the pallet or black & white
- Use a reverse type (white version) of the logo when the background is dark
- Maintain the proportions – if you want to make the logo larger or smaller, click on the logo at the bottom right-side, an arrow should appear. Move the arrow either in (to make smaller) or down (to make larger)

Don't

- Never frame the logo or put in a box
- Never substitute the colours
- Never recreate or modify the logo in any way

Positioning & Size

- Keep a minimum of ¼" or .25" of clear space around the logo – this protected space keeps the logo from interfering with other elements or words – and ensures a professional look.
- Minimum size: no smaller than .75" (19mm) in width
- When sharing space with other logos and wordmarks, ensure size is appropriate in relation to other logos/wordmarks. For example, if SSC is a primary partner - it should be largest in size.

For further information on the SSC graphic standards, please contact Ann MacDonald, Doctors of BC communications at amacdonald@doctorsofbc.ca