

Brand Guidelines

LEGAL AID BC
UPDATED 01/24



Welcome

These guidelines will help keep the Legal Aid BC brand consistent and recognizable.

A strong brand ensures people know about all of our services.

You play an important role in connecting the brand to the people we want to help.



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Brand overview



1

1 Brand overview

Why have brand guidelines?

A brand is made up of visual elements such as a logo, typography and colours. It is also the language and tone we use to talk about ourselves. Taken together, the Legal Aid BC brand sends powerful messages about our values and identity to the people we want to help, the people we partner with, and the people we work next to.

A brand is only as good as how consistently it is used. We want our brand to be instantly recognizable, sending the message that Legal Aid BC is a compassionate, approachable, and trustworthy place to go for help with legal problems, particularly to people who face multiple life challenges.



Who we are

Legal Aid BC, previously known as the Legal Services Society, was established in 1979 under the Legal Services Society Act. The act describes our role as a provincial Crown corporation that helps individuals resolve their legal problems and facilitates their access to justice.

Legal Aid BC is really about making a difference in people's lives. Without us, some of the most marginalized and disadvantaged British Columbians might not get fair treatment under the law or be able to improve their circumstances.

Legal Aid BC is made up of caring individuals who want to work for an organization that contributes to society. We work directly with legal aid clients or support the organization to do that work, each of us helping to improve the lives of thousands of British Columbians each year.



Our messages

The following key messages will guide you when describing who we are and what we do:

- Legal Aid BC provides free legal services to people with low incomes. Our legal information services are available to all British Columbians.
- Legal Aid BC offers a range of services for people who are facing criminal, child protection, immigration/refugee, and some types of family law problems.
- Legal Aid BC has Parents Legal Centres in ten locations, focused on early resolution of child protection matters and providing services at any stage of a parent's involvement with a child protection social worker.
- Legal aid provides lawyer services including legal advice and representation at court.
- Local agent offices around BC take legal aid applications and reach out to surrounding communities on our behalf.
- Legal Aid BC also provides online self-help legal services, and legal information and education delivered via publications, websites, and our community partners across the province.

Legal Aid BC gets most of its funding from the provincial government, with additional help from the Law Foundation of BC and the Notary Foundation of BC. We are a Crown corporation created by statute, however we operate as a separate entity from government.



Using the brand guidelines

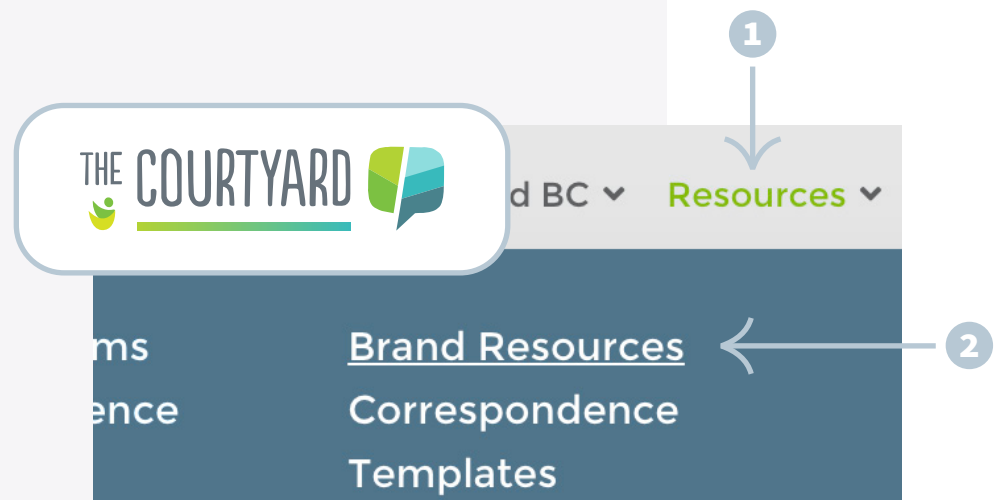
The Communications Department oversees the brand guidelines (as per the Visual Identity policy), but all employees are responsible for adhering to them. This document will answer most of your questions about applying the brand.

For questions that are not answered by the brand guidelines, or specific questions about language, tone, and messaging, please contact Communications at communications@legalaid.bc.ca.

For design projects and questions about logo placement and use of the brand colours, please contact Community & Publishing Services at publishing.support@legalaid.bc.ca.

Brand resources

Employees can find images of the logo on the Courtyard under Resources > Brand Resources.



Brand identity



2

2 Brand identity

Don't forget the "BC"

The proper name of the organization is Legal Aid BC. Please do not refer to the organization as legal aid without the BC. "Legal aid" describes the type of services we provide.



When to use "Legal Services Society"

Under the *Legal Services Society Act*, the organization was incorporated as the Legal Services Society in 1979. In 2019, the Executive Management Committee accepted the recommendation to call the organization Legal Aid BC — except in a legal context. This means the Legal Services Society name must be used on:

- Contracts (with service providers, for example)
- Copyright statements (©Legal Services Society)
- Reports and documents required by government (such as Service Plans and Annual Reports)

If you have a question about when to use our legal name, contact communications@legalaid.bc.ca.

Brand tone

A brand is not only a visual representation of an organization, it also refers to the way we write and speak — our tone of voice, in other words. What we say and how we say it communicates our character and personality to others. In general, our external audiences are clients, lawyers, government, and people who work for justice system organizations, or perform services on our behalf.

The Legal Aid BC brand tone is:



Clear – the law is complicated, but the people we help don't want us to talk about it that way. Besides, everyone prefers clear and succinct communications. No matter what we say or who we say it to, we speak and write in plain language that people can understand.

Genuine – we understand that the people we serve are under stress. Our language is welcoming and inclusive. We are client-focused and we work hard to maintain good relationships with legal aid lawyers and our other partners who serve people with low incomes facing legal problems.

Professional – we speak respectfully, but we don't sound “corporate”. We have justice system expertise and share it willingly. We are dependable because we do what we say.

Our tone is never:

Arrogant, judgmental, stuffy, overly cute and familiar, or misleading.



Tips to humanize your written tone

- Think about your audience first — what do they need from you?
- Use the first person when possible — we, our.
- Avoid using LABC’s operational language, acronyms and jargon.
- Be concise and helpful — save the details for those who want them.
- Be friendly and personable, but not chatty.
- Be direct and action-oriented — “find a [legal aid location] near you” (with a link), vs. “to find out more, visit legalaid.bc.ca.”
- Consider ways to present information other than text — infographics, maps, illustrations.
- Consider adding your preferred pronoun (they, she/her, he/him) to your email signature as it shows inclusiveness.

Our logo



3 Our logo

Brand values

The Legal Aid BC logo conveys our brand values.

Credible

Approachable / Open

Trustworthy

Supportive

Compassionate

Diverse

Empathetic

Inclusive



Visual approach

Bright colour, organic shapes, clean and simple.

Standard logo

The standard logo is available in two configurations.

- Horizontal
- Vertical



Download our logo from
legalaid.bc.ca/brand-resources

Employees can also find the logo on the Courtyard

If you have any questions about how to use our logo please contact
publishing.support@legalaid.bc.ca.

HORIZONTAL



VERTICAL



Logo geometry

The standard logo has two components:

- Wordmark
- Logomark

The components can't be separated.



Top of the "BC" aligned with ascenders from "l" and "d"
 Font size for BC = Legal Aid (font size) x 1.0625
 Only aligned to lowercase ascenders, leave the cap height on "L" and "A" as is.

Logomark is 3x the height of the wordmark.
 Vertically aligned to the "BC."

Clear space

Always maintain the required clear space around the logo.

In print materials, the preferred amount of clear space is equal to the height of the “BC.”



The preferred minimum amount of clear space is equal to the height of the “BC.”



Maintaining a minimum of 10 pixels clear space is preferable.

Using the logo correctly

Do:

- Use logo artwork provided by LABC.
- Keep artwork separate from the logo lockup with enough clear space around it.
- Use background colours that provide enough tonal contrast to the logo.

Don't:

- Place the logo on a background that conflicts with the colours in the logo.
- Alter the logo lockup in any way or create your own lockup by combining artwork.
- Separate the logomark from the wordmark in the logo lockup.
- Place artwork over the logo.
- Substitute other typefaces in the text.
- Use the logo as part of a sentence within a block of copy.
- Skew, distort or outline any part of the logo.



Don't: Place the logo on a background that conflicts with the colours in the logo.



Don't: Separate the logomark from the wordmark in the logo lockup.



Don't: Substitute other typefaces in the text.



Don't: Alter the logo lockup in any way or create your own lockup by combining artwork.



Don't: Place artwork over the logo.



Don't: Skew, distort or outline any part of the logo.

Logo sizes

Alternative sizes of the logo are available that scale the logomark in relation to the wordmark for better legibility in a mobile or size-limited situation.

Some examples of use cases include:

- Website footer
- Mobile navigation bar
- Pairing with a sub brand logo

MOBILE XSMALL

Legal Aid BC 

MOBILE XSMALL REVERSE

Legal Aid BC 

VERTICAL LARGE



Legal Aid BC

STANDARD SIZE

Legal Aid BC



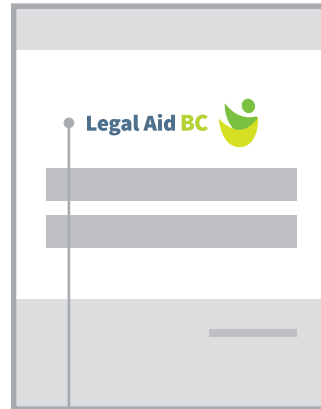
Logo placement

Initial view

The logo must appear on the initial view of all communications, including print, digital, and video, to introduce the brand. Beyond this guideline, there is no preferred placement of the logo. Design intention should dictate where the logo appears on the initial view.

- The logo should not appear more than once on a single page or screen.
- Always maintain the required clear space around the logo.
- The reverse or black versions should be used only where the full colour logo is not an option.

BRAND FOCUSED MESSAGING



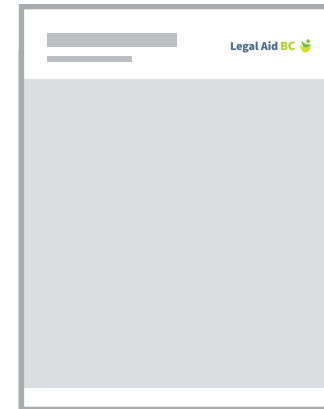
Logo dominant layout



CONTENT FOCUSED MESSAGING



Title dominant layout



In print applications, “initial view” refers to the cover of materials with multiple pages or the front of one-sided materials. For two-sided materials, the logo can appear on either side depending on design.

Co-branding

Respect the clear space guidelines and apply vertical dividers if preferred.

See the Applications section for more examples.

PARTNERED LOGOS



Clear space respected



PARTNERED LOGOS - VERTICAL RULE



Vertical rule divider
1pt 60% Black



Logo colours

Specifications for the full colour logo.

Ensure colour accuracy by downloading the most recent colour-corrected logo files in CMYK and RGB from the [LABC Brand Resources](#) page.

LOGO COLOUR SPECS

The image shows the Legal Aid BC logo with four color callouts. The logo consists of the text 'Legal Aid BC' and a stylized icon of a person. The 'Legal Aid' text is dark blue, 'BC' is light green, and the icon is composed of a light green circle, a light green shape, and a yellow shape. The callouts are as follows:

- PMS 5405 C**
#4F758B
CMYK 72 / 48 / 27 / 11
RGB 79 / 117 / 139
- PMS 382 C**
#C4D600
CMYK 35 / 0 / 100 / 0
RGB 196 / 214 / 0
- PMS 376 C**
#84BD00
CMYK 56 / 0 / 100 / 0
RGB 132 / 189 / 0
- PMS 381 C**
#CEDC00
CMYK 20 / 0 / 100 / 0
RGB 206 / 220 / 0

Colour variants

All versions of the logo are available in the following colour variations.

- Colour
- Reverse colour
- One-colour
- Reverse

On dark backgrounds

Use the reverse or reverse colour logos.

On green backgrounds

On a green background, only use the reverse logo.



Typography



4

4 Typography

The family of fonts used in the Legal Aid BC logo and materials is

- **Source Sans Pro.**

This is the official primary typeface of the organization. However, correspondence and internal documents should use the default font in word, **Calibri**.



Aa Bb

Abcdefghijklmno

pqrstuvwxyz

0123456789

Abcdefghijklmno

pqrstuvwxyz

0123456789

Primary typeface

The logo's wordmark is set with **Source Sans Pro**, a widely available, open source typeface.

This is also the official primary typeface of the organization. It's used for headings, subheads and body copy for both online and print materials.

Used by:

- the Communications team
- internal Publishing Services team
- external agencies

SPECIMEN

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789
[(!@#\$%&
.,?;:”*---)**

Body copy on white is Source Sans Regular or heavier. It reads well and is legible.

Body copy on a colour is Source Sans Semibold. We don't want it to disappear.

*Abcdefghijklmno
pqrstuvwxyz
0123456789*

WEIGHTS

**Source Sans
Black**

**Source Sans
Bold**

**Source Sans
Semibold**

Source Sans
Regular

Source Sans
Light

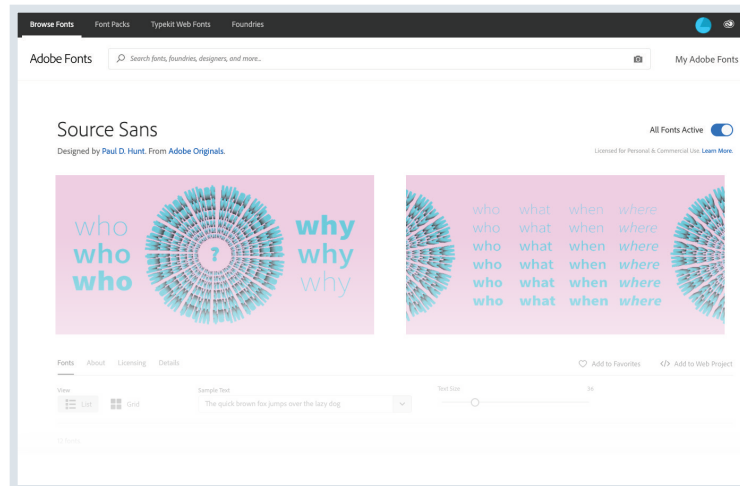
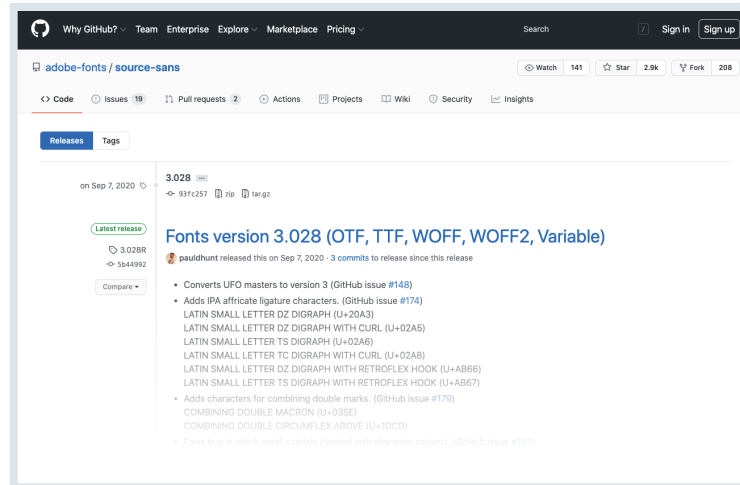
Where to download

GitHub hosts releases of Source Sans to download for free:

- <https://github.com/adobe-fonts/source-sans/releases>

Adobe Creative Cloud user? Source Sans is also available through Adobe Fonts for free:

- <https://fonts.adobe.com/fonts/source-sans>



Note: Later versions of Source Sans may be called *Source Sans 3* due to a name change.

Alternative typeface

Calibri can be used as an alternative font in things like email, forms, Word documents, Powerpoint presentations, newsletters, and templates.

Typically used when:

- Source Sans Pro is unavailable
- users are unable to install the primary font
- target devices are not expected to have the primary font installed

SPECIMEN

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmno
 pqrstuvwxyz
 0123456789
][(!@#\$%&
 .,?;:"*---)

Use Calibri for body copy if primary fonts aren't available

EXAMPLE

General Tariff Informa

[updated: January 21, 2020]

This chapter of *Legal Aid BC Tariffs* provides info for the criminal law services that you provide to with Legal Aid BC, see *General Terms and Condi Appeals and Judicial Reviews*.

The *Criminal Tariff* explains each criminal billing billing disbursement items, see *Disbursements*.

Scope of the criminal stand

[updated: January 21, 2020]

Each criminal representation contract lists the c interview date. LSS issues representation contra indictable, and major. These charges generally in immigration complications that could result in a

Typesetting for readability

Do:

- Use either Calibri or Source Sans Pro
- Establish a typographic hierarchy (see sample hierarchy on the right)
- Choose an appropriate font size and style for the body text
- Use space between lines and paragraphs to give your text room to breathe
- Left-align headings and body copy for best readability. Centre headings and copy if appropriate, but use sparingly
- Wherever possible, limit paragraph width to 40-60 characters per line.

Don't:

- Make the text too small
- Mix too many different fonts on one page, or in a single message
- Make continuous use of all caps
- Squash or stretch type
- Use light font colours on a white or high-contrast background image
- Add unnecessary effects like bevel or emboss to the typeface

SAMPLE HIERARCHY

The title

Date

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus rhoncus aliquet sem a ornare. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

A subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus rhoncus aliquet sem a ornare.



Good

The title

Date

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus rhoncus aliquet sem a ornare. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

A subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus rhoncus aliquet sem a ornare.



Bad

This example uses size and weight to establish a hierarchy. For even better results, you can try to experiment with colour and contrast as well.

Useful resource: Butterick's Practical Typography

- <https://practicaltypography.com/typography-in-ten-minutes.html>

Font pairings

These examples are a guide and are only applied to client-focused designs. Each job needs to be approached individually. Business documents shouldn't stray from the primary or alternative typeface.

CLASSIC

A classic pairing you'll often see is a serif font with sans-serif font.

Using one for headers and the other for body copy is a reliable way to create visual contrast.

Acknowledgements

The Achieving Digital Equity project takes place from the Coast Salish peoples - including the Musqueam, Legal Aid BC also gratefully acknowledges the support of the Foundation Research Fund which is funding the

Report:
Service and program evaluations

CONDENSED

It's also an option to match fonts by contrasting character widths.

Add character to the overall design when you pair a condensed font with a regular one.

If You and Your Spouse Separate

You and your spouse have equal rights to stay in the family home until you separate.

After you separate, you can apply to the court for an **exclusive occupation order**. An exclusive occupation order means you and your children can stay in the family home for a period of time, and your spouse may have to leave the family home.

Publication:
Who Can Stay in the Family Home on Reserve

PERSONALITY

A personality pairing uses a font with a very distinct style.

Pair a distinct font with a neutral one in the body to achieve a specific tone.

UNDERSTANDING CHILD PROTECTION/REMOVAL MATTERS

BC law says if a child's safety is at risk, the Ministry of Children and Family Development or a delegated Aboriginal agency must **investigate**. This means a social worker contacts you or visits your home to ask you questions about your family. See page 6 for delegated Aboriginal agencies.

If the social worker thinks there's a serious problem, they might **remove** (take) your child from your home. But if you're willing to

Publication:
Keeping Aboriginal Kids Safe

Languages other than English

Recommended fonts for character sets in other languages.

These typefaces are our house fonts for these languages:

Indigenous languages in BC

System: SegoeUI

Selected: BC Sans, Aboriginal Sans

Chinese – Simplified

System: SimSun

Selected: Source Han Sans CN

Chinese – Traditional

System: DFPLiSong-Lt

Selected: Source Han Sans TW

Punjabi

System: Samtol

Selected: Samtol

Territories of the x̣ẉṃə̣θ̣ḳẉə̣ỵə̣m
(Musqueam), Ṣḳẉx̣ẉụ́7̣mesh
(Squamish), and ṣə̣ḷị́ḷẉə̣tạʔ̣/
selilwitulh (Tsleil-Waututh) nations.

BC Sans

如果你在加拿大的移民擔保破裂時需要金錢和其他的幫助

Source Han Sans CN

在加拿大, 如果你的移民担保破裂, 而你需要经济或者其他方面的帮助

Source Han Sans TW

ਕੈਨੇਡਾ ਵਿਚ ਆਪਣੀ ਇਮੀਗਰੇਸ਼ਨ ਸਪੋਂਸਰਸ਼ਿਪ ਟੁੱਟ ਜਾਣ 'ਤੇ ਜੇ ਤੁਹਾਨੂੰ ਪੈਸਿਆਂ ਅਤੇ ਹੋਰ ਮਦਦ ਦੀ ਲੋੜ ਹੈ

Samtol

Colours



5 Colours

Legal Aid BC uses specific colours. Reproduce them using Pantone Matching System (PMS) colours whenever possible. If you can't use PMS colours, use formula breakdowns (CMYK/RGB/HEX).

The primary colours are a foundational element in our communication materials. Using our official colours consistently helps us continue to build recognition with our audiences and stakeholders.

Our accent colours support and complement our primary colours. These colours enable flexibility and variety in design. Do not use these colours without the primary colours.

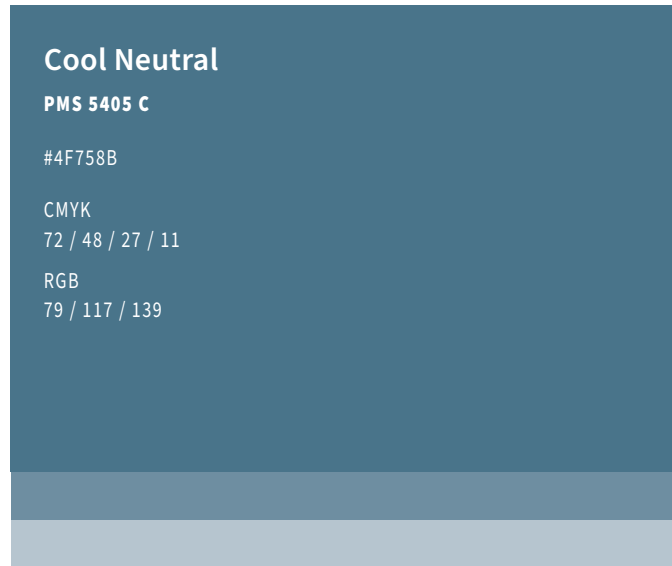
If you have any questions about how to use our colours, contact publishing.support@legalaid.bc.ca.



Primary colours



Highlight Green
PMS 381 C
#CEDC00
CMYK
20 / 0 / 100 / 0
RGB
206 / 220 / 0



Cool Neutral
PMS 5405 C
#4F758B
CMYK
72 / 48 / 27 / 11
RGB
79 / 117 / 139



Middle Green
PMS 382 C
#C4D600
CMYK
35 / 0 / 100 / 0
RGB
196 / 214 / 0



Dark Green
PMS 376 C
#84BD00
CMYK
56 / 0 / 100 / 0
RGB
132 / 189 / 0



Ash
PMS 5445 C
#B7C9D3
CMYK
26 / 10 / 3 / 0
RGB
183 / 201 / 211

Middle Green is used when a slightly darker version of Highlight Green is necessary. For example the “BC” text in the logo. It also replaces the Dark Green in the reverse colour logo.

Primary colour tints



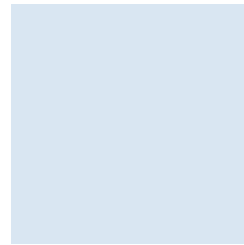
Secondary colours

Frequently used secondary colours to complement elements with primary colours.

Some of these are used exclusively on the web or in print as CMYK recipes.



Midnight Blue
#0C2340
CMYK 98 / 84 / 46 / 51
PMS 289 C



Tint Blue
#DAE5F0
CMYK 13 / 5 / 1 / 0
50% PMS 5445 C (CMYK Recipe)



Tint Green
#D7E69B
CMYK 17 / 0 / 50 / 0
50% PMS 382 C (CMYK Recipe)



Charcoal (Web)
#343E47
PMS 432 C (Spot)

5% Lighten
#3F4B56

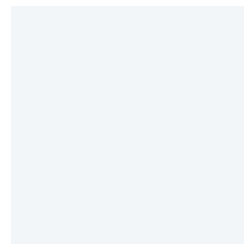
15% Lighten
#546573



Charcoal (Print)
CMYK 78 / 57 / 39 / 56
PMS 432 C (CMYK Recipe)



Mid Green (Web)
#BAD35B
CMYK 33 / 0 / 72 / 0
PMS 2298 CP



Ash White (Web)
#F3F6F8
19% Lighten Ash (#B7C9D3)



Slate (Web)
#8A8C9A

Accent colours

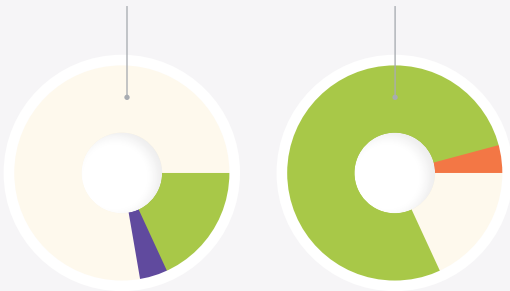
Use these colours for calls to action or signposting, i.e., illustrations, tabs, infographics and buttons.

When using accent colours, the overall colour distribution should still focus on the primary colours.

Distribution

Note on colour distribution and white space:

- mostly white
- or mostly primaries



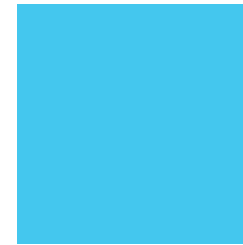
White space is an essential element which can be used to counteract strong accent colours.



Lavender
#4D3293
CMYK 87 / 98 / 0 / 0



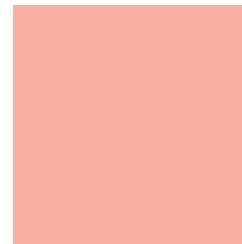
Salmon
#F15A29
CMYK 0 / 80 / 95 / 0



Sky
#49C7ED
CMYK 60 / 0 / 3 / 0



Straw
#F9E98A
CMYK 2 / 5 / 64 / 0



Coral
#F9B0A3
CMYK 0 / 37 / 29 / 0



Ocean Blue
#407EC9
CMYK 74 / 44 / 0 / 0
PMS 660 C



Orange
#FCB031
CMYK 0 / 35 / 91 / 0

Accent colour tints

Lavender #4D3293 CMYK 87 / 98 / 0 / 0	90%	80%	70%	60%	50%	40%	30%	20%	10%
Straw #F9E98A CMYK 2 / 5 / 64 / 0	90%	80%	70%	60%	50%	40%	30%	20%	10%
Salmon #F15A29 CMYK 0 / 80 / 95 / 0	90%	80%	70%	60%	50%	40%	30%	20%	10%
Midnight Blue #333F48 PMS 289 C	90%	80%	70%	60%	50%	40%	30%	20%	10%
Orange #FCB031 CMYK 0 / 35 / 91 / 0	90%	80%	70%	60%	50%	40%	30%	20%	10%
Sky #49C7ED CMYK 60 / 0 / 3 / 0	90%	80%	70%	60%	50%	40%	30%	20%	10%

Gradients

List of gradients we can use. Created from the spectrum of branded colours.



80% PMS 5405 C
PMS 5445 C



PMS 382 C
PMS 376 C



PMS 5405 C
PMS 381 C



PMS 376 C
PMS 5405 C



PMS 5405 C
CMYK 87 / 98 / 0 / 0



PMS 382 C
PMS 5405 C



75% PMS 289 C
PMS 382 C



PMS 376 C
PMS 289 C



75% PMS 289 C
80% PMS 5405 C



PMS 381 C
PMS 5405 C



PMS 482 C
PMS 382 C



CMYK 14 / 82 / 67 / 2
CMYK 98 / 93 / 43 / 0

Design elements



6 Design elements

Use this library of design elements to create a consistent brand language.

VISION

BC's legal system transformed, by the way we represent our clients, into one more equitable and inclusive.

MISSION

To strengthen client-centred legal help for British Columbians experiencing barriers accessing the legal system.

GOALS

- Goal 1:** Better Outcomes for our Clients
- Goal 2:** Engaged Employees
- Goal 3:** Collaborative Relationships
- Goal 4:** Responsive Organization
- Goal 5:** Culture of Truth and Reconciliation, Equity, Diversity, and Inclusion

Legal Aid BC

For sub brands & services

Department/division names

To brand internal products, systems or materials, a vertical line should separate the Legal Aid BC logo from your department or division name. Use the same font as the logo, described above in typography.

DEPARTMENT NAME

Legal Aid BC  | Criminal, Immigration and Appeals

Keep spacing even around the divider.



Source Sans Pro Semibold

Legal Aid BC  | Criminal, Immigration and Appeals

Legal Aid BC  | Criminal, Immigration and Appeals

SERVICE NAME

Parents Legal Centre

Legal Aid BC 

Service name comes first. Uses the primary typeface, Source Sans Pro.

Logo aligned nearby to indicate that LABC is the service provider.

Logo bars

Used in the header of documents.

LEFT ALIGNED



Vertical rule



Angled colour bar A



Angled colour bar B



Horizontal line

Logo bars, continued

Used in the header of
documents.

RIGHT ALIGNED



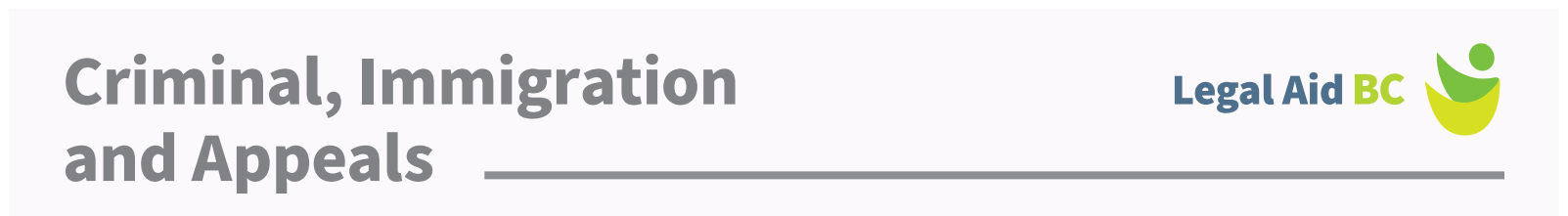
Vertical rule



Angled colour bar A



Angled colour bar B



Horizontal line

Sub brand logos

Use the logo near or combined with the sub brand logo to indicate LABC as the service provider.



**ABORIGINAL
LEGAL AID IN BC
WEBSITE**

PMS 320 C



FAMILY LAW IN BC

PMS 376 C

PMS 349 C

Images

Acceptable imagery

Choose images that are simple, crisp and uncluttered. Images that best represent Legal Aid BC contain elements such as:

- Casual dress and settings
- Diversity
- People
- Natural settings and poses

Photos used on LABC websites and public print materials must be with permission, such as paid stock images.

Photos of individuals must be with permission. Please use the photo release form on the staff intranet under Resources > Forms & templates.



✓ People, portraits, inclusivity



✓ Environments, nature



✓ Patterns, illustrations, icons

Unacceptable imagery

It is important to represent Legal Aid BC in a positive light. Do *not* use images that are:

- Out of focus
- Implying abuse or violence
- Visually busy
- Associated with courts in jurisdictions outside BC
- Clichéd (“cheesy”)
- Too obviously a “stock” photo and overly posed



No blurry images



No violent images



No overly busy images



No gavels



No cheesy clip art



No overly posed images

Backgrounds

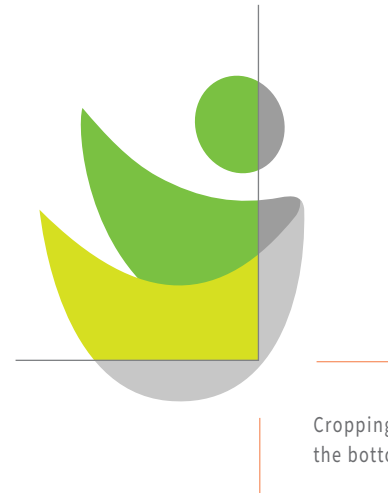
Using the logomark as a design element

In limited instances, the logomark can be used on its own without the brand name lockup.

Other instances include app icons, social media profiles and promo merchandise. See *Applications* section for details.

LOGOMARK CROPPING GUIDE

Indicating bleed and crop area. The logomark should always be cropped in this position when using it as a background element.



Cropping origin from the bottom right.



CROPPED EXAMPLE A

This is how the symbol looks when cropped correctly as a background.



CROPPED EXAMPLE B

This is how the symbol looks when using a stylized outline design.

Applications



7

7 Applications

Examples of applying the brand identity in different types of communication materials.

This can include client experience touchpoints, where clients would interact directly with the brand. As well as corporate collateral, where internal and third-party partners will be exposed to the brand on documents and other stationery.



Digital

Email signatures

Employees must use the standard email signature template created for the organization.

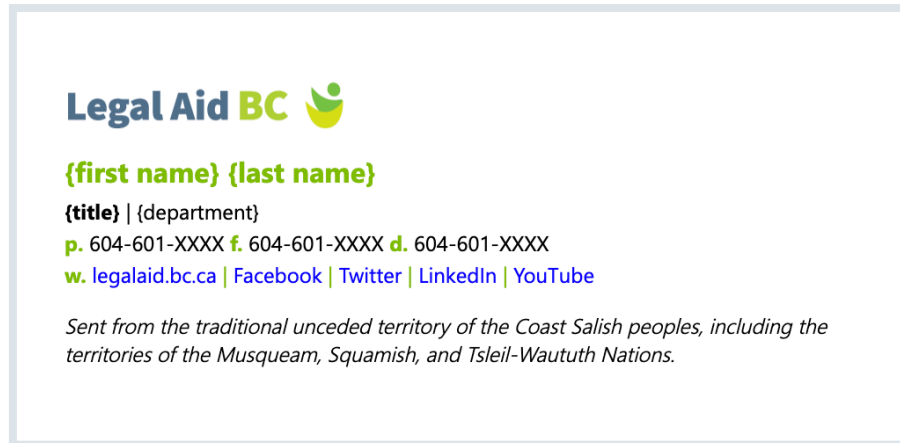
You can find it on the Courtyard (staff intranet), under: Departments > Communications > Documents > LABC brand guidelines.

On social media

On Twitter our vision is client-focused legal aid that ensures access to justice for all.

All social media accounts should be identified as Legal Aid BC with the logo on the right.

EMAIL SIGNATURE

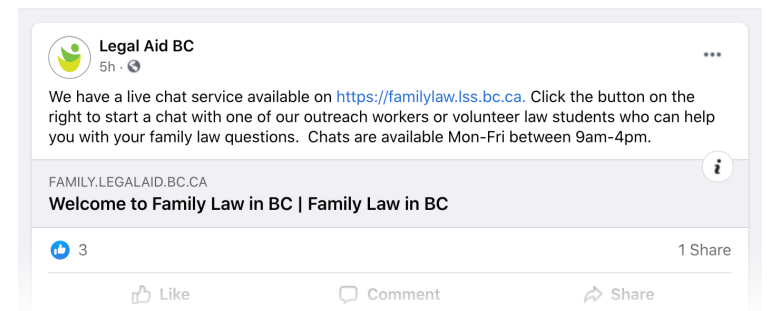


Do not alter the signature. A standard format gives the organization a consistent, professional brand.

SOCIAL MEDIA



The organization is represented on social media using this symbol.



On mobile

The optimal size and space for the logo in mobile applications is as shown on the right.

On desktop and tablet

The optimal size and space for the logo in desktop and tablet applications.

MOBILE



Centered app icon

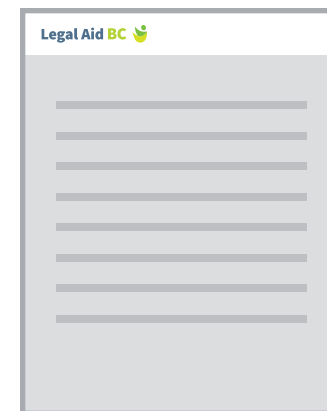


Cropped app icon



Header bar

DESKTOP AND TABLET



The logo as represented on desktop and tablet sized devices.

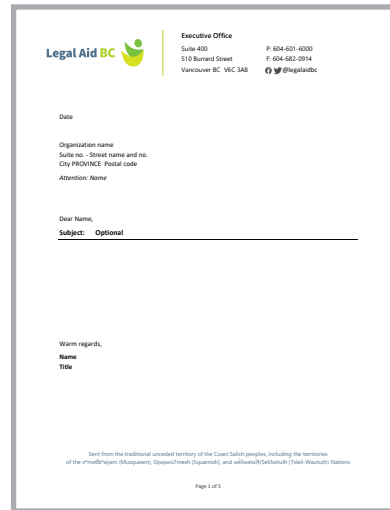
Stationery

Letterhead

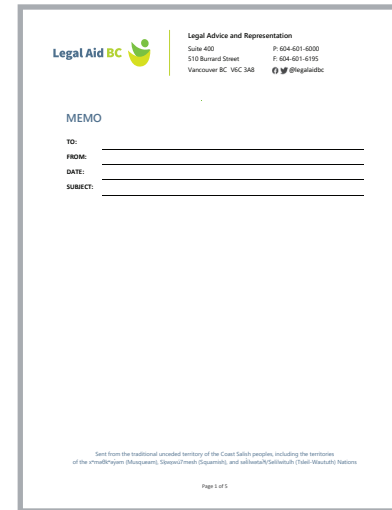
Letterhead, memo and fax correspondence templates are available on the Courtyard (staff intranet), under Resources > Correspondence Templates. The header should not be altered in any way.

Envelopes

Envelopes are available through Administration. Standard No. 10 size, windowed and non-windowed versions. Also available without the logo.



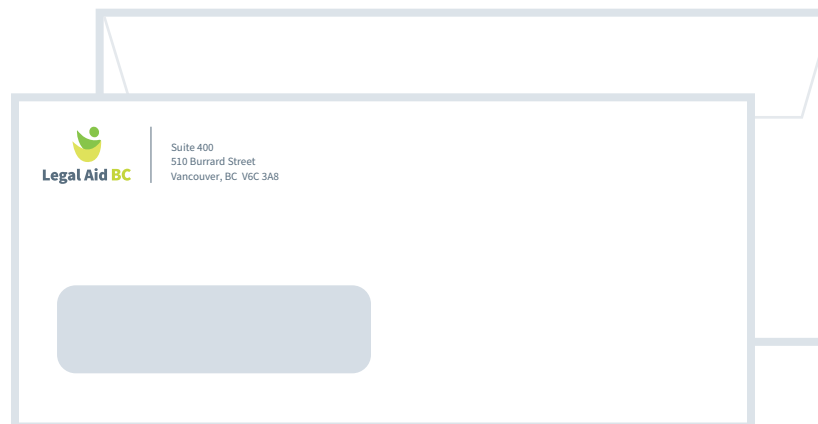
Letterhead



Memo



Fax Cover



Return Address Labels Avery
(5160) – 3 x 1"

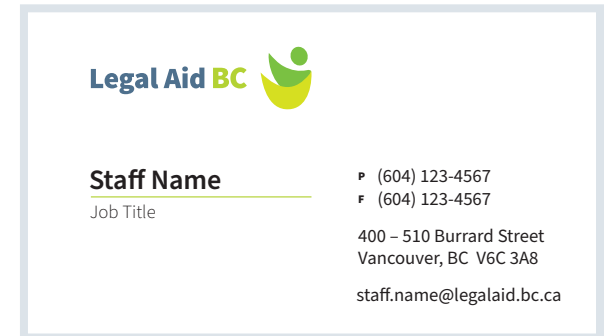


Return Address Labels Avery
(5161) – 4 x 1"

No. 10 size envelopes – Commercial flap – Side seam style
4 1/8" high by 9 1/2" long

Business cards

Business cards are available through Administration.



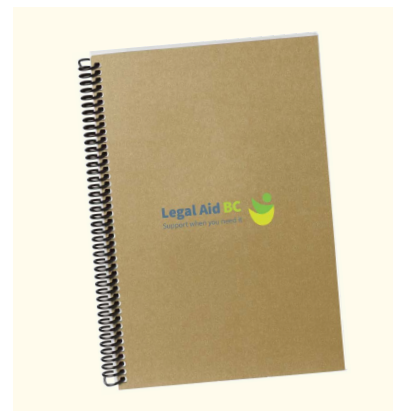
Standard business card

Promotional

Material to promote general awareness of Legal Aid BC and its services to the public, partners or prospective clients.

Merchandise

Merchandising and promotional items.





Questions?

For questions that are not answered by the brand guidelines, or specific questions about language, tone, and messaging, please contact Communications at communications@legalaid.bc.ca.

For design projects and questions about logo placement and use of the brand colours, please contact Community & Publishing Services at publishing.support@legalaid.bc.ca.

legaid.bc.ca
UPDATED 08/24

