

# BC Ferries Graphic Standards Guide

> 2011

The bottom of the page features several overlapping, wavy lines in various shades of blue and cyan, creating a sense of movement and depth.

The Graphic Standards Guide assists us to consistently deliver the BC Ferries brand promise and identity to our customers.

The BC Ferries brand is trusted to provide safe, reliable and efficient marine transportation services. BC Ferries is committed to providing a continuously improving West Coast travel experience that consistently exceeds customer expectations and reflects the Innovation and pride of BC Ferries' employees.

The total integration of BC Ferries' identity, behaviour, and core values represented in this Guide will allow us to uphold the essential promise of our brand: To provide a safe, reliable and unique travel experience. Our consumer-facing tagline invites customers to Experience the difference when they travel with us.

This Graphic Standards is a progressively enhanced version of the previous Guide, which unifies and better outlines the BC Ferries visual identity, personality, appearance and voice across every customer and employee touchpoint, to provide consistency across all executions.

The standards were created to give a technical understanding of the components and structure of our image. Keep in mind this is a living document that will be continually updated as the world of media evolves.

Throughout this document, users will find the exact guidelines governing the use and implementation of the BC Ferries logo, language, creative and graphic designs. We have tried to exemplify a distinct identity and philosophy for a clear, strong and consistent message.

s. 15, s. 17



|   |                                    |                                       |  |
|---|------------------------------------|---------------------------------------|--|
| <b>2.0 PARENT BRAND</b>   | <b>6.7 BCF-CS Partner Logos</b>    | <b>9.0 IMAGERY</b>                    | <b>13.0 VESSELS</b>                    |
| 2.1 BC Ferries Logo   | 6.8 BCF-CS Branding Merchandise    | 9.1 Introduction                      | 13.1 Specifications                    |
| 2.2 BC Ferries Logo with Tagline                                      | 6.9 BC Ferries Academy             | 9.2 Vessels                           | .....                                  |
| 2.4 Logo Size Relationships   | 6.10 BCF-A Logo Size Relationships | 9.3 People                            | <b>14.0 EMPLOYEE GEAR</b>              |
| 2.5 BC Ferries Brand Name   | 6.11 BCF-A Partner Logos           | 9.4 Groups                            | 14.1 Logo Use                          |
| 2.6 BC Ferries Legal Name   | 6.12 BCF-A Branding Merchandise    | 9.5 Onsite Scenarios & Amenities      | 14.2 Colours                           |
| 2.7 Wave Component Icon Usage   | .....                              | 9.6 Onsite People                     | 14.3 Embroidery Specifications         |
| 2.8 Marketing Communications  | <b>7.0 CATERING/RETAIL</b>         | 9.7 Conceptual                        | 14.4 Secondary Text                    |
| Wave Elements   | 7.1 Overview                       | 9.8 Conceptual (Wide)                 | 14.5 Additional Text                   |
| 2.9 Partner Logos   | 7.2 On BCF Property                | 9.9 Misuse                            | 14.6 Misuse                            |
| 2.10 Branding Merchandise   | 7.3 Off BCF Property               | 9.10 Usage in Advertisements          | 14.7 Secondary Text with Partner Logos |
| .....   | 7.4 On Website                     | .....                                 | 14.8 Sponsorships                      |
| <b>3.0 RESTRICTIONS</b>   | 7.5 Passages Gift Shop Logo        | <b>10.0 BROCHURES</b>                 | 14.9 Uniform (Hat)                     |
| 3.1 Misuse  | 7.6 Pacific Buffet Logo            | 10.1 Standards                        | 14.10 Uniform (Tilley)                 |
| .....   | 7.7 Seawest Lounge Logo            | 10.2 Sample                           | 14.11 Uniform (Outer Shell)            |
| <b>4.0 COLOUR PALETTE</b>   | 7.8 Coastal Café Logo              | .....                                 | 14.12 Uniform (Inner Fleece)           |
| 4.1 Primary Colours   | .....                              | <b>11.0 TERMINALS</b>                 | 14.13 Environmental Dept. (Shirt)      |
| 4.2 Secondary Colours   | <b>8.0 STATIONERY</b>              | 11.1 Waiting Room                     | 14.14 Environmental Dept. (Jacket)     |
| .....   | 8.1 Introduction                   | 11.2 Ticket Booth                     | .....                                  |
| <b>5.0 TYPOGRAPHY</b>   | 8.2 Letterhead (Generic)           | 11.3 Primary Identification Signage   | <b>15.0 BRANDING QUESTIONS</b>         |
| 5.1 Corporate (Primary, Secondary, and Correspondence)                | 8.3 Envelope                       | 11.4 Secondary Identification Signage | 15.1 Answers                           |
| 5.2 Marketing Communications (Primary, Secondary, and Correspondence) | 8.4 Business Cards                 | 11.5 Directional Signage              |  |
| 5.3 Misuse  | 8.5 Mail Label                     | 11.6 Lane Designation Signage         |  |
| .....   | 8.6 Email Signature                | 11.7 Information Signage              |  |
| <b>6.0 SUB-BRANDS</b>   | 8.7 Word / PDF Templates           | .....                                 |  |
| 6.1 BC Ferries Vacations  | 8.8 External Forms                 | <b>12.0 COMMERCIAL VEHICLES</b>       |  |
| 6.2 BCFV Logo Size Relationships                                      | 8.9 PowerPoint                     | 12.1 Decals                           |  |
| 6.3 BCFV Partner Logos  | 8.10 Communications                | 12.2 Pickup Trucks                    |  |
| 6.4 BCFV Branding Merchandise   | 8.11 Newsletter                    | 12.3 Vans                             |  |
| 6.5 BC Ferries Commercial Services                                    | .....                              | 12.4 Cars                             |  |
| 6.6 BCF-CS Logo Size Relationships                                    |                                    | 12.5 Heavy Trucks                     |  |
|   |                                    | 12.6 No Cargo Box                     |  |
|   |                                    | 12.7 With Cargo Box                   |  |
|   |                                    | .....                                 |  |

The parent logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure the logo is full colour on a white background, just like the side of the ships themselves.** The black and white versions are intended for applications that are restricted in colour, but can be used to enhance particular design concepts.

The parent logo would be used for ship exteriors, terminal entrance signage, corporate identifiers, corporate stationery, and on materials placed or distributed outside of BC Ferries property. The logo is also used on instructional or safety signage on BC Ferries property. The logo is not used on wayfinding signage on BC Ferries property.



FULL COLOUR (PREFERRED USAGE) WITHOUT TAGLINE

s. 15, s. 17



BLACK



REVERSED

\*\*\* Reversed Logo Usage \*\*\*  
This option should only be used as an absolute last resort. The full-colour option should be used at all times.

The BC Ferries *Experience the difference* logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure the logo is full colour on a white background, just like the side of the ships themselves.** The black and white versions are intended for applications that are restricted in colour, but can be used to enhance particular design concepts.

The tagline "*Experience the difference*" supports the BC Ferries brand. [s. 15, s. 17](#)

[s. 15, s. 17](#)

The tagline is used in most customer-focused communications. It should adhere to the following guidelines:

**The logo version with tagline SHOULD be used in any:**

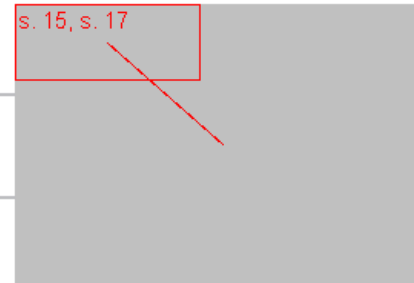
- communication related to a BC Ferries product or service being sold to customers, other businesses, or employees.
- sales material of BC Ferries or a BC Ferries amenity to potential vendors or partners.
- employee communication where a service standard is being described.
- internal announcement or summary of a BC Ferries product or service introduction or promotion.
- Human Resources communication, including job postings.

**The logo version with tagline SHOULD NOT be used in:**

- corporate communications such as Annual General Meeting announcements, Annual Reports, or Request for Proposal advertisements.
- safety messaging or signage, whether for employees or customers.
- wayfinding signage on or off BC Ferries property.
- media releases and advisories.



FULL COLOUR (PREFERRED USAGE) WITH TAGLINE



BLACK



REVERSED

\*\*\* Reversed Logo Usage \*\*\*  
 This option should only be used as an absolute last resort. The full-colour option should be used at all times.

The BC Ferries *Experience the difference* logo is a reflection of our fresh, open, and optimistic brand look and feel. For best impact, our logo needs room to breathe. Allow a minimum clear space around the logo as indicated by the Xs below. The height of the "F" in "Ferries" determines the amount of clear space around our logo.

Where possible, the logo should be placed in bottom right-hand corner of marketing and communication materials.

It should adhere to the following guidelines:



MINIMUM CLEAR SPACE



MINIMUM SIZE WITH TAGLINE



MINIMUM SIZE WITHOUT TAGLINE

BC Ferries has a brand name, a legal name and one accepted abbreviation (BCF). It is important to use our names correctly and consistently to appear professional and to avoid confusion about who we are as a company.

The brand name of our company is BC Ferries. This name is used in the logo and is the common name of the company.

The logo for BC Ferries, featuring a stylized blue wave icon to the left of the text "BC Ferries" in a bold, blue, sans-serif font.

NAME IN LOGO FORM

The text "BC Ferries" in a large, black, sans-serif font, positioned below a horizontal line.

CORRECT SPELLING IN TEXT FORMAT

MISUSE:

The text "B.C. Ferries" in a black, sans-serif font, crossed out with a red diagonal line.The text "BC Ferries" in a black, sans-serif font, with "BC" on one line and "Ferries" on the line below, crossed out with a red diagonal line.



The legal name of the company is British Columbia Ferry Services Inc. This name must be used on all external legal documents. With address information, the legal name is always the first line.

**MISUSE:**

**British Columbia Ferry Services Inc.**

British Columbia Ferry Services Inc.  
The Atrium  
Suite 500, 1321 Blanshard St.  
Victoria, BC V8W 0B7

---

CORRECT USAGE

~~BC Ferry Services~~

~~BC Ferry Services Inc.~~

~~B.C. Ferries Services Inc.~~

~~B.C. Ferries Inc~~

The Wave icon should only be used for flags, funnels, and favicons that benefit from additional branding support. There needs to be a visible parent logo nearby. It should not be used in conjunction with the Marketing Communications wave elements (see next page) to eliminate competing graphic treatments.



FLAG DESIGN

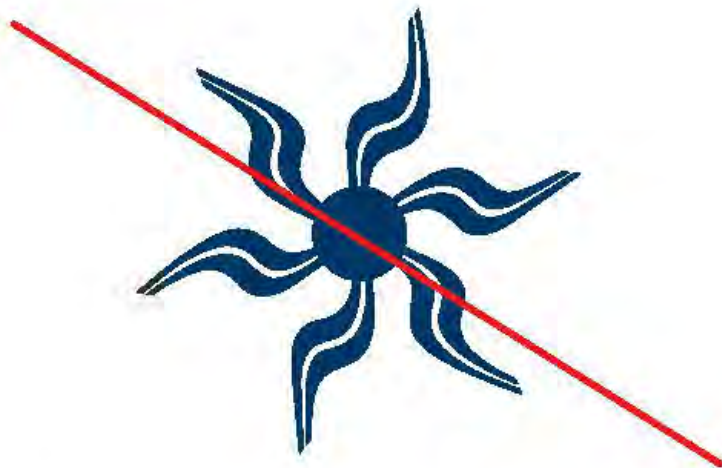





FUNNEL (PROFILE)



FAVICON

### MISUSE



-  Lorum ipsum nostio doluptat ing esectem eniscipit nulla facing ero ero et, velit, quamet, quis! ut nulla faccum et dit veliquat.
-  Lorum ipsum nostio doluptat ing esectem eniscipit nulla facing ero ero et, velit, quamet, quis! ut nulla faccum et dit veliquat.
-  Lorum ipsum nostio doluptat ing esectem eniscipit nulla facing ero ero et, velit, quamet, quis! ut nulla faccum et dit veliquat.

The updated creative reintroduces the wave motif. It is optional, used primarily as a divider element for print materials. It divides the Imagery from the content while also creating a white background for the logo. It is comprised of three (3) separate EPS files which are overlaid with varying opacities. Ideally, when scaling, it is best to scale proportionally rather than stretching. Please note there are different tints and opacities when working between full colour and B&W. It can also be used as a design element where applicable (similar to the cover and title bar). As a design element, scale, rotation, and opacity settings are flexible. **Vertical formats are not acceptable.**

#### FULL COLOUR PRINTING



COLOURWAVE.EPS (TOP)

s. 15, s. 17



COLOURWAVE.EPS (MIDDLE)

s. 15, s. 17



COLOURWAVE.EPS (BOTTOM)

s. 15, s. 17

#### BLACK & WHITE PRINTING



GREYWAVE.EPS (TOP)

s. 15, s. 17



GREYWAVE.EPS (MIDDLE)

s. 15, s. 17

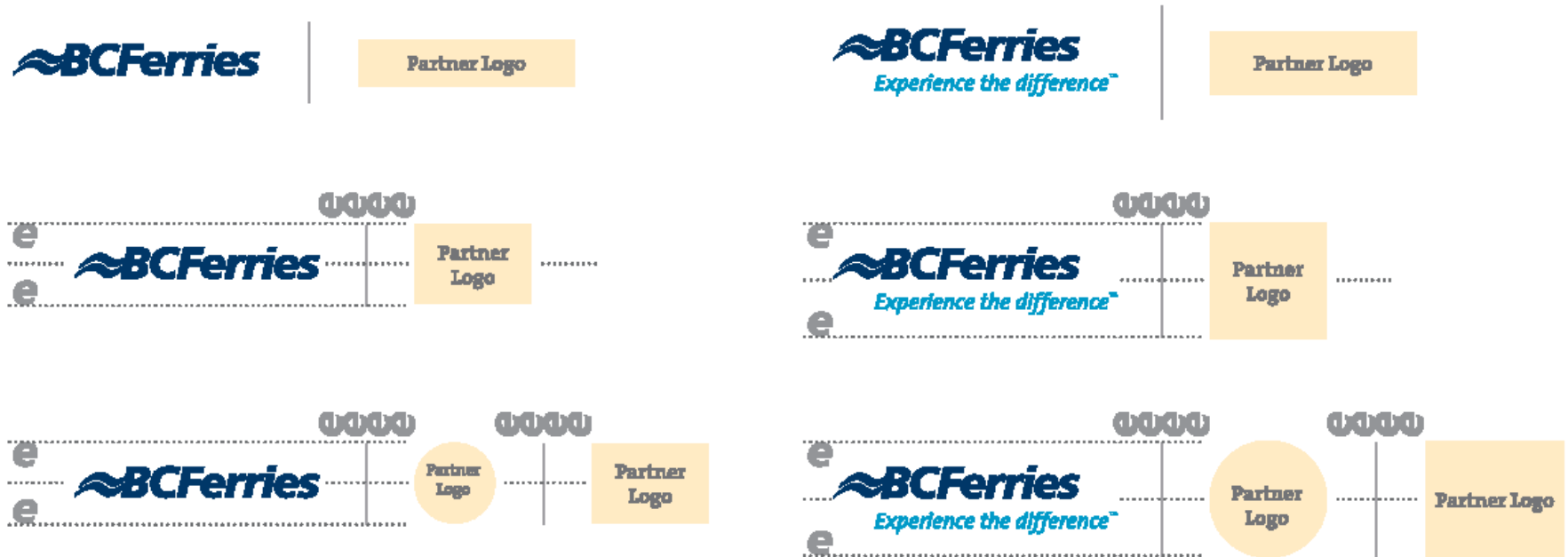


GREYWAVE.EPS (BOTTOM)

s. 15, s. 17

The BC Ferries logos may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BC Ferries logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BC Ferries project, and where it is appropriate that both companies are represented.

The guidelines below demonstrate how to position the logos together in horizontal formats. The position of the partner logo is at the right of the BC Ferries logo and separated by a vertical bar. The BC Ferries logo always appears first. It is separated from the partner logo with a [s. 15, s. 17](#) vertical or horizontal bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BC Ferries logo. A third logo may be added as shown. If there is no tagline in use, the height of the partner logo cannot go below the qualifier.



Logos are embroidered on clothing items and gift-shop merchandise. Embroidered logos should be stitched according to the pattern shown. Other stitch patterns must be avoided, as they do not render the logo in an optimal manner. Wherever possible, use **s. 15, s. 17** threads. The *Experience the difference* tagline should not be used on merchandise materials due to concerns over legibility and reproduction at small sizes.

s. 15, s. 17



Our logo is a key element of our visual identity and lives at the heart of our brand. It doesn't need modification and should not be redrawn, distorted, or modified in any way. Do not alter or create the BC Ferries *Experience the difference* logo – use the files as supplied by BC Ferries in all applications.

DO NOT ALTER TYPESIZES



DO NOT CHANGE COLOURS



DO NOT RECONFIGURE ELEMENTS



DO NOT ADD ELEMENTS



DO NOT REMOVE ELEMENTS



DO NOT DISTORT



Our logo is a key element of our visual identity and lives at the heart of our brand. It doesn't need modification and should not be redrawn, distorted or modified in any way. Do not alter or create the BC Ferries *Experience the difference* logo – use the files as supplied by BC Ferries in all applications.

DO NOT APPLY DROP SHADOWS



DO NOT CHANGE HORIZONTAL/VERTICAL SCALE



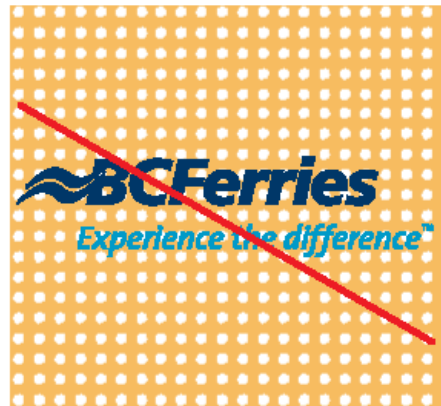
DO NOT CHANGE AXIS OF LOGO



DO NOT PLACE IN A CONTAINER



DO NOT PLACE ON BUSY BACKGROUNDS



DO NOT PLACE ON SIMILAR COLOURS



We have enlisted the standards of the Pantone Matching System (PMS) which is a universally recognized colour matching system based on lithography printing inks. Provided are the process match breakdowns (CMYK) for printing applications with limited budgets. Also included are RGB equivalents for use in Word, Excel, or PowerPoint as well as HEX equivalents for emitted light and Web applications.

**BC Ferries Blue**

s. 15, s. 17

LOGO COLOUR

**Aqua Green**

s. 15, s. 17

**Medium Blue**

s. 15, s. 17



**Light Blue**

s. 15, s. 17

**Ochre**

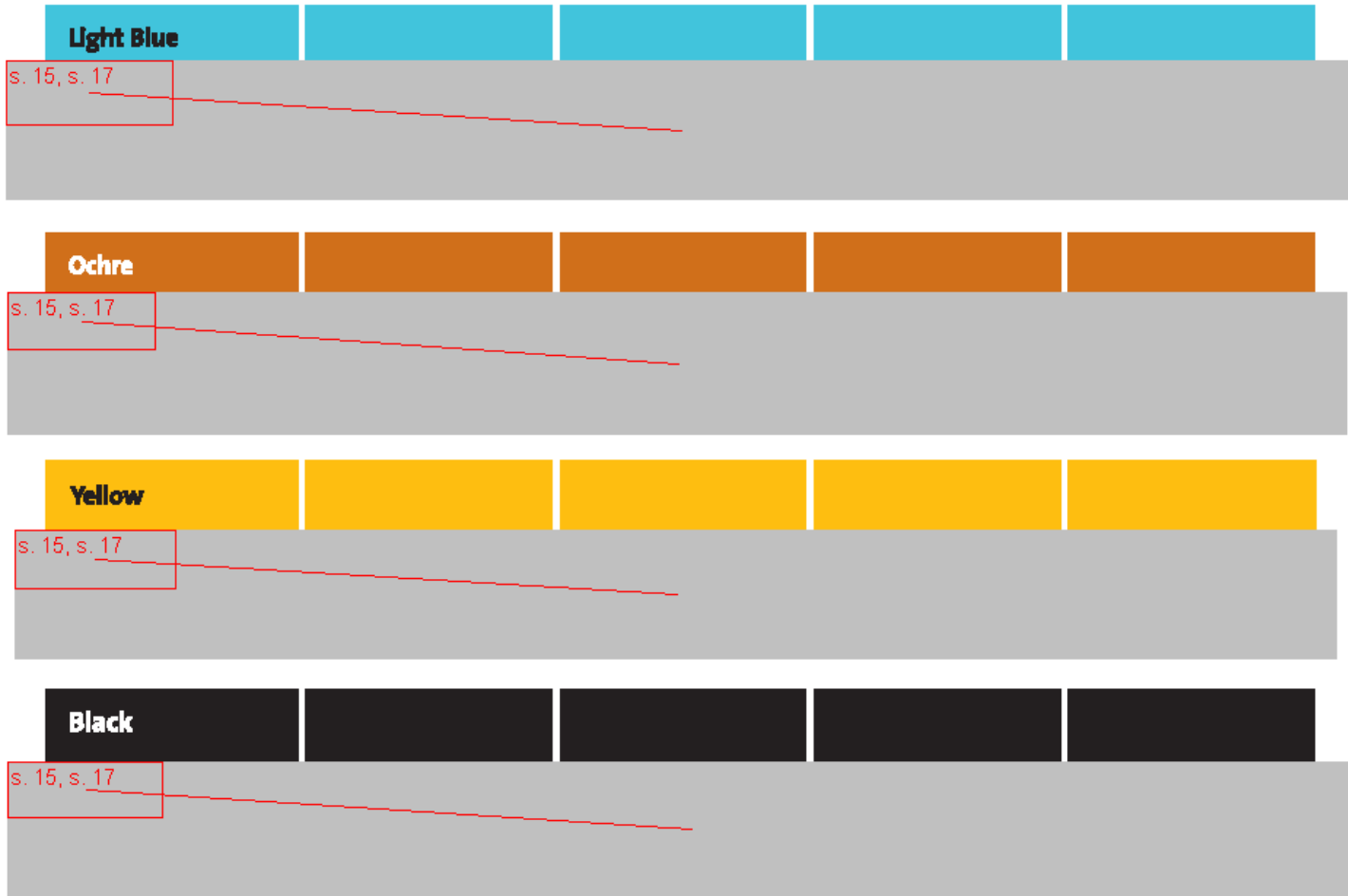
s. 15, s. 17

**Yellow**

s. 15, s. 17

**Black**

s. 15, s. 17



The integrity of the chosen BC Ferries font must be maintained at all times – no vertical or horizontal scaling, no added stroke, etc. To format all internal corporate pre-printed materials (e.g. business cards, letterhead, envelope), the specified typefaces are to be used following these recommendations. Reference § 7.1 for exact formatting.

#### External Communications

s. 15, s. 17

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Internal Correspondence

For all non-preprinted scenarios. Usage includes letters, labels, memos, emails, PowerPoint and invoices. Reference § 7.1 for exact formatting.

s. 15, s. 17

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

## 5.2 Typography - Marketing Communications (Primary, Secondary, and Correspondence)

The integrity of the chosen BC Ferries communications font must be maintained at all times – no vertical or horizontal scaling, no added stroke, etc. To format all formal external marketing communications (e.g. publications, advertising, reports, signage, and web applications), the specified typefaces are to be used following these recommendations.

s. 15, s. 17

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

### Internal Correspondence

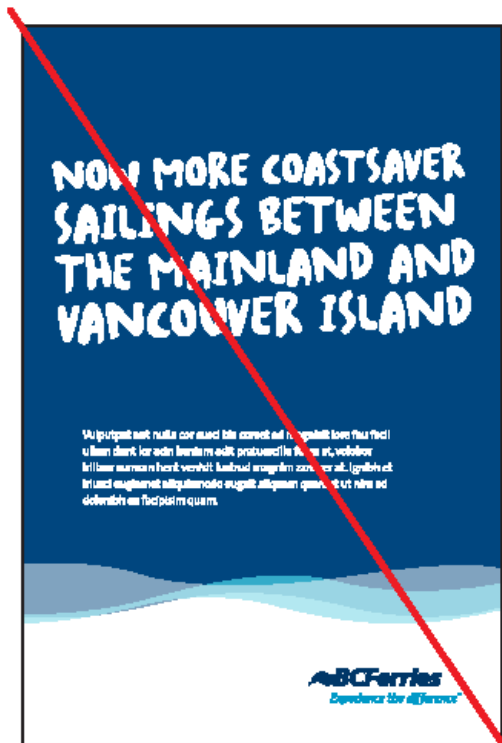
For internal communications that use *Experience the difference* creative, Verdana is the font of choice for anything non-preprinted. This applies to emails, PowerPoint, memos, and reports.

s. 15, s. 17

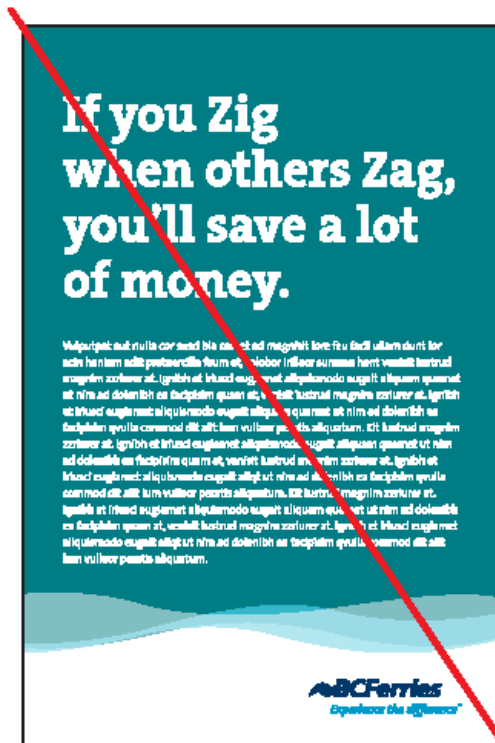
ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

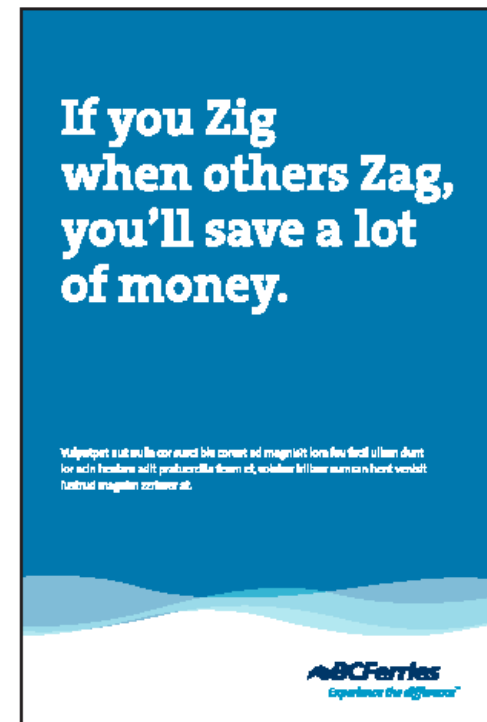
Typography is a key component of our visual identity. It is important that typography is used properly and consistently in all applications. The layouts below are examples of typography misuse.



DO NOT USE STANTON.  
IT IS NO LONGER A STANDARD FONT.



DO NOT USE LARGE BLOCKS OF REVERSE TYPE.  
ESPECIALLY BODY COPY.



The BC Ferries Vacations (BCFV) logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure the logo is full colour on a white background, just like the side of the ships themselves.** The black and white versions are intended for applications that are restricted in colour, but can be used to enhance particular design concepts.



BC Ferries  
Vacations™

FULL COLOUR (PREFERRED USAGE)

s. 15, s. 17



BC Ferries  
Vacations™

BLACK

\*\*\* Reversed Logo Usage \*\*\*

This option should only be used as an absolute last resort.  
The full-colour option should be used at all costs.



BC Ferries  
Vacations™

REVERSED

The BC Ferries Vacations logo continues the reflection of our fresh, open, and optimistic brand look and feel. For best impact, our logo needs room to breathe. Allow a minimum clear space around the logo as indicated by the Xs below. The height of the "F" in "Ferries" determines the amount of clear space around our logo.

Please adhere to the following guidelines:

- This logo option should appear on all marketing communications materials specific to BC Ferries Vacations: posters, print ads, schedules, flyers, online, office signage, and collateral.
- The logo should NOT be used in conjunction with either the Parent logo or *Experience the difference.*



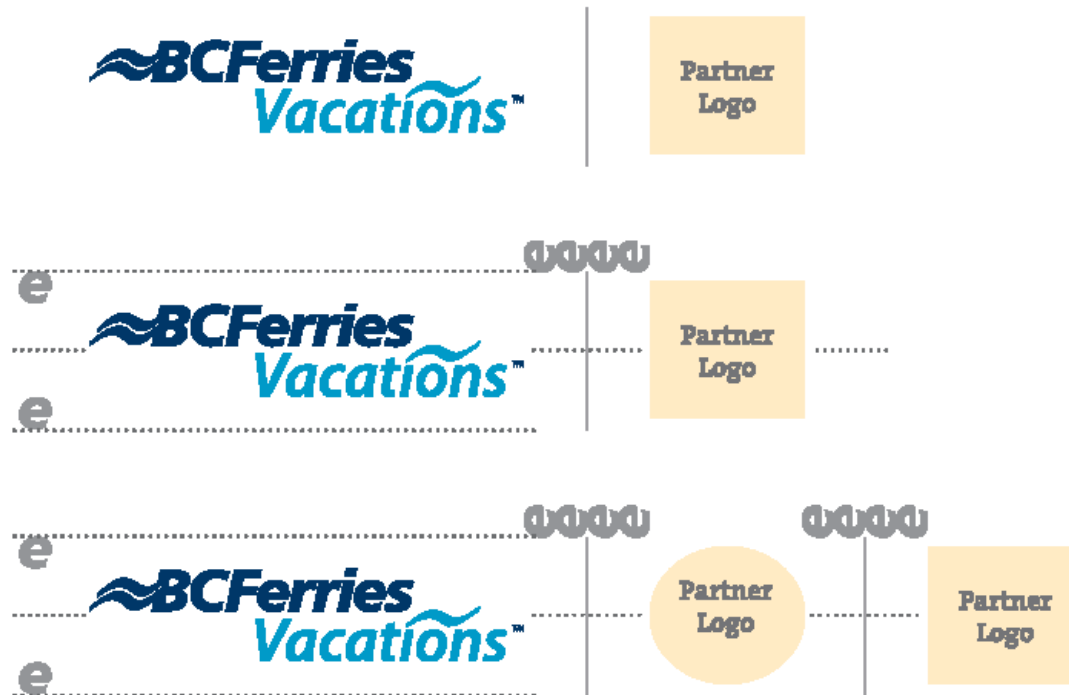
MINIMUM CLEAR SPACE



MINIMUM SIZE

The BC Ferries Vacations logo may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BCFV logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BCFV project, and where it is appropriate that both companies are represented.

The guidelines below demonstrate how to position the logos together in horizontal formats. The position of the partner logo is at the right of the BCFV logo and separated by a vertical bar. The BCFV logo always appears first. It is separated from the partner logo with a s. 15, s. 17 vertical or horizontal bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BCFV logo. A third logo may be added as shown. If there is no tagline in use, the height of the partner logo cannot go below the qualifier.



Logos are embroidered on clothing items and gift-shop merchandise. Embroidered logos should be stitched according to the pattern shown. Other stitch patterns must be avoided, as they do not render the logo in an optimal manner. Wherever possible, use

s. 15, s. 17 threads.

s. 15, s. 17

s. 15, s. 17





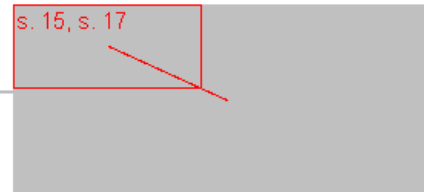
The BC Ferries Commercial Services (BCF-CS) logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure the logo is full colour on a white background, just like the side of the ships themselves.** The black and white versions are intended for applications that are restricted in colour, but can be used to enhance particular design concepts.



**BCFerries**  
Commercial Services

FULL COLOUR (PREFERRED USAGE)

s. 15, s. 17



\*\*\* Reversed Logo Usage \*\*\*

This option should only be used as an absolute last resort. The full-colour option should be used at all costs.



**BCFerries**  
Commercial Services

BLACK



**BCFerries**  
Commercial Services

GREY



**BCFerries**  
Commercial Services

REVERSED

The BC Ferries Commercial Services logo continues the reflection of our fresh, open, and optimistic brand look and feel. For best impact, our logo needs room to breathe. Allow a minimum clear space around the logo as indicated by the Xs below. The height of the "F" in "Ferries" determines the amount of clear space around our logo.

Please adhere to the following guidelines:

- This logo option should appear on all marketing communications materials specific to BC Ferries Commercial Services: posters, print ads, schedules, flyers, online, and collateral.
- The logo should NOT be used in conjunction with either the Parent logo or *Experience the difference.*



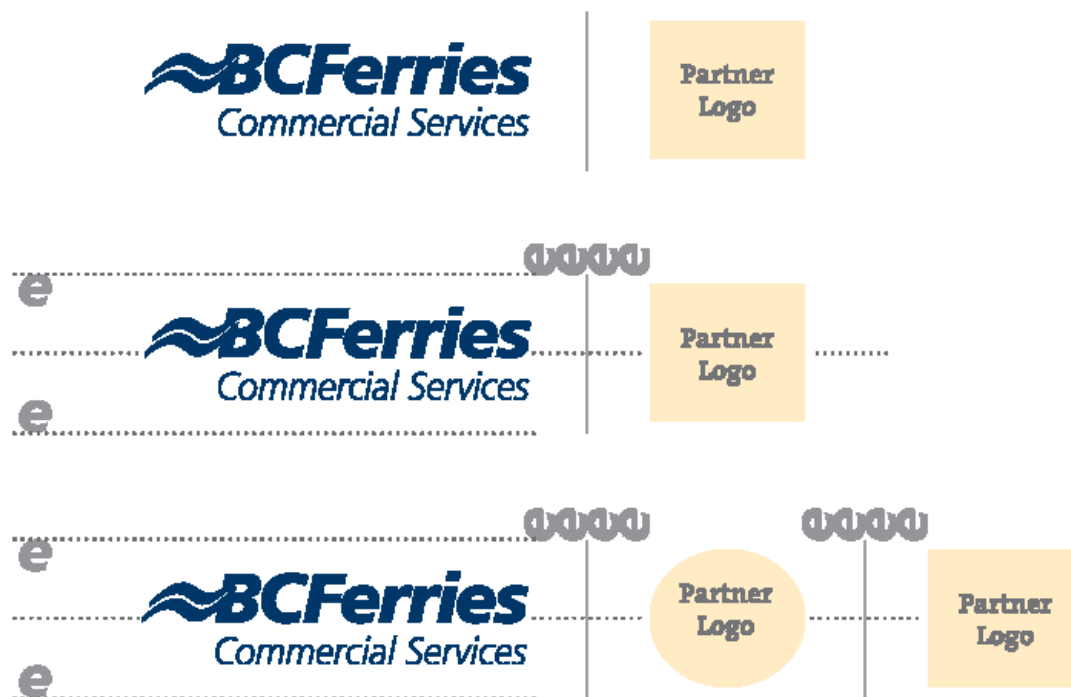
MINIMUM CLEAR SPACE



MINIMUM SIZE

The BC Ferries Commercial Services (BCF-CS) logo may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BCF-CS logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BCF-CS project, and where it is appropriate that both companies are represented.

The guidelines below demonstrate how to position the logos together in horizontal formats. The position of the partner logo is at the right of the BCF-CS logo and separated by a vertical bar. The BCF-CS logo always appears first. It is separated from the partner logo with a s. 15, s. 17 vertical or horizontal bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BCF-CS logo. A third logo may be added as shown.



Logos are embroidered on clothing items. Embroidered logos should be stitched according to the pattern shown. Other stitch patterns must be avoided, as they do not render the logo in an optimal manner. Wherever possible, use s. 15, s. 17 threads.

s. 15, s. 17



The BC Ferries Academy (BCF-A) logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure the logo is full colour on a white background, just like the side of the ships themselves.** The black and white versions are intended for applications that are restricted in colour, but can be used to enhance particular design concepts.



FULL COLOUR (PREFERRED USAGE)



BLACK



GREY

\*\*\* Reversed Logo Usage \*\*\*

This option should only be used as an absolute last resort. The full-colour option should be used at all costs.



REVERSED

The BC Ferries Academy logo continues the reflection of our fresh, open, and optimistic brand look and feel. For best impact, our logo needs room to breathe. Allow a minimum clear space around the logo as indicated by the Xs below. The height of the "F" in "Ferries" determines the amount of clear space around our logo.

Please adhere to the following guidelines:

- This logo option should appear on all marketing communications materials specific to BC Ferries Academy: posters, print ads, schedules, flyers, online, and collateral.
- The logo should NOT be used in conjunction with either the Parent logo or *Experience the difference*.



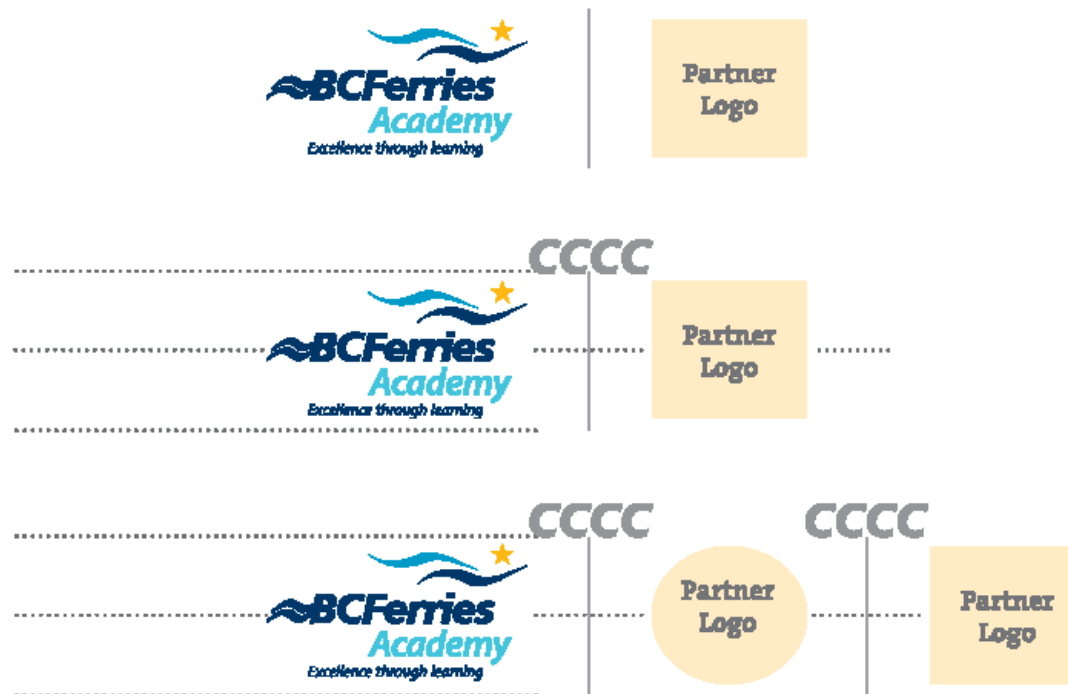
MINIMUM CLEAR SPACE



MINIMUM SIZE

The BC Ferries Academy (BCF-A) logo may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BCF-A logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BCF-A project, and where it is appropriate that both companies are represented.

The guidelines below demonstrate how to position the logos together in horizontal formats. The position of the partner logo is at the right of the BCF-A logo and separated by a vertical bar. The BCF-A logo always appears first. It is separated from the partner logo with a s. 15, s. 17 vertical or horizontal bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BCF-A logo. A third logo may be added as shown.



Logos are embroidered on clothing items. Embroidered logos should be stitched according to the pattern shown. Other stitch patterns must be avoided, as they do not render the logo in an optimal manner. Wherever possible, use s. 15, s. 17 threads. Due to legibility concerns, the tagline should not be included on the merchandise.

s. 15, s. 17





BC Ferries has a wide variety of amenities catering to all passengers. Amenity marketing should have a balance between corporate graphic standards and flexibilities to best promote retail/restaurant offers in an effective, industry-appropriate manner.

Amenity marketing is broken down into three silos dependent on where the materials are displayed:

- On BC Ferries property
- Off BC Ferries property
- Online

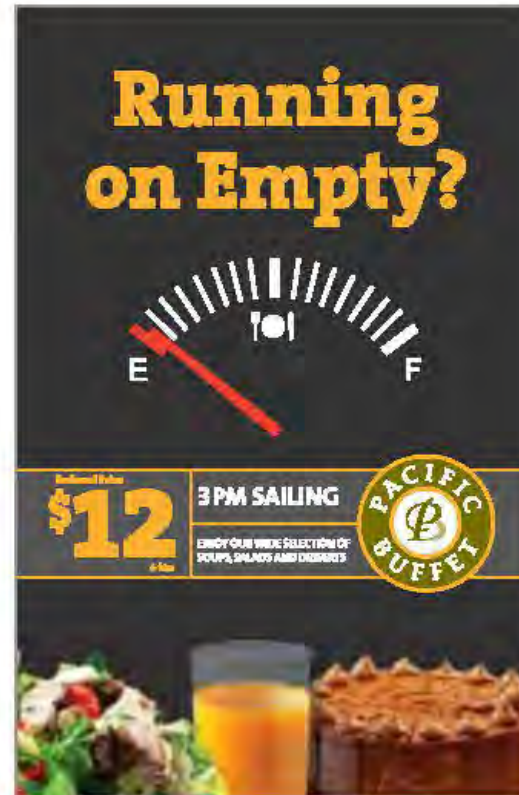
Also provided are 4 amenity branding standards. This is not a complete list of all amenities.



BC Ferries has a wide variety of amenities catering to all segments of passengers. Amenity marketing should have a balance between corporate graphic standards and flexibilities to best promote retail/restaurant offers in an effective, industry-appropriate manner.

For amenity marketing on BC Ferries property (eg. vessel, terminal):

- Fonts must be in corporate s. 15, s. 17  
Style, weighting, and colour are flexible. (See page 5.2)
- Overall look and feel, and imagery are flexible. Image and font size must work together with clear hierarchy and not overpower each other or get too 'busy'.
- "Wave" transition is not mandatory. Can be used if it benefits design, but only with BC Ferries' parent logo.
- Amenity logo will be featured. No BC Ferries logo will be used.
- When amenity creative material is in the location being advertised (eg. PGS poster in PGS), no amenity logo is necessary.
- Where possible, logos will be placed in lower right hand corner of marketing materials.



BC Ferries has a wide variety of amenities catering to all segments of passengers. Amenity marketing should have a balance between corporate graphic standards and flexibilities to best promote retail/restaurant offers in an effective, industry-appropriate manner.

For amenity marketing off BC Ferries property (eg, mass-media, off-site signage):

- Fonts must be in corporate s. 15, s. 12. Style, weighting, and colour are flexible. (See page 5.2).
- Overall look and feel, and imagery are flexible. Image and font size must work together with clear hierarchy and not overpower each other or get too 'busy'.
- "Wave" transition is not mandatory. Can be used if it benefits design, but only with BC Ferries' parent logo.
- BC Ferries *Experience the difference* logo will be featured.
- No Amenity logo will be used. Amenity should be predominately referenced in copy.



### Escape to the inner sanctum

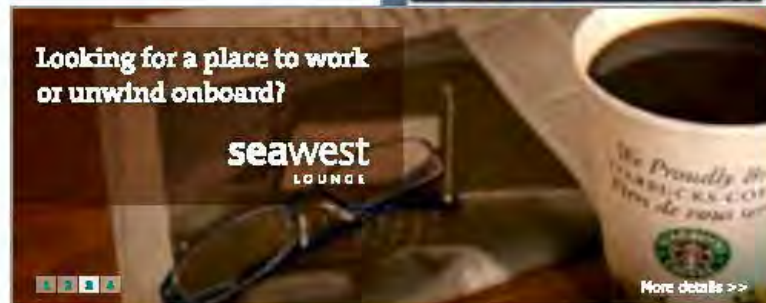
Need a place to work or unwind on your trip between Vancouver Island and the Mainland? Visit the **Seawest Lounge** on select vessels. For an all-inclusive price, you'll enjoy Starbucks™ coffee, pastries, WiFi and the latest business news TV. And peace and quiet.

Go to [bcferries.com/seawest](http://bcferries.com/seawest) for additional information



BC Ferries has a wide variety of amenities catering to all segments of passengers. Amenity marketing should have a balance between corporate graphic standards and flexibilities to best promote retail/restaurant offers in an effective, industry-appropriate manner.

- Fonts must be in corporate s. 16, s. 17. Style, weighting, and colour are flexible. (See page 5.2).
- Overall look and feel, and imagery are flexible. Image and font size must work together with clear hierarchy and not overpower each other or get too 'busy'.
- Amenity logo will be featured, if space permits. If not, predominately reference amenity name in copy.
- No BC Ferries logo will be used.

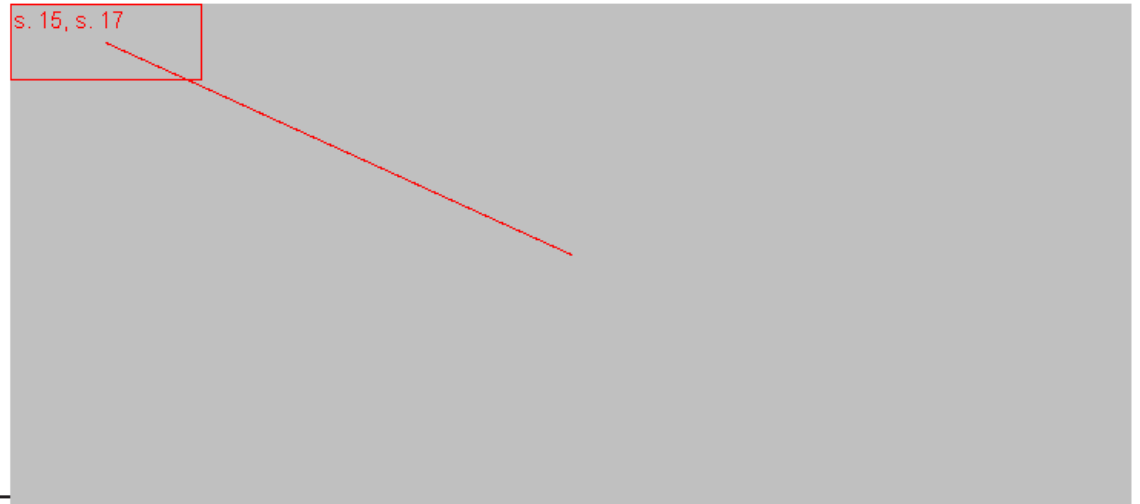


The Passages Gift Shop offers West Coast lifestyle products from apparel to giftware with an audience skewing towards women aged 35+. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable for each specific product line offered, allowing them to be designed with their own personality and focused on the product benefit and demographic they are targeting.



FULL COLOUR (PREFERRED USAGE)

s. 15, s. 17



BLACK



MINIMUM CLEAR SPACE



s. 15, s. 17

MINIMUM SIZE

Pacific Buffet offers an indulgent, varied West Coast dining experience with an audience skewing towards males aged 35+. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable for each unique food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.

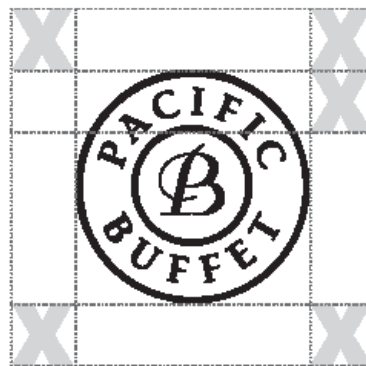


s. 15, s. 17

FULL COLOUR



BLACK



MINIMUM CLEAR SPACE



s. 15, s. 17

MINIMUM SIZE

The Seawest Lounge caters primarily to business people looking for a quiet area to unwind or focus on their work. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable for each unique product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting.



FULL COLOUR (PREFERRED USAGE)

**seawest**  
LOUNGE

BLACK



MINIMUM CLEAR SPACE

**seawest**  
LOUNGE

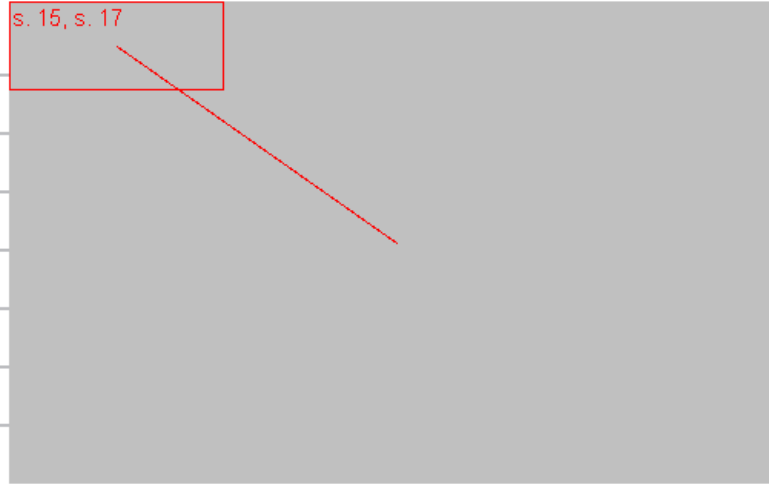
s. 15, s. 17

MINIMUM SIZE

The Coastal Café is a family-friendly environment offering a wide selection of food options. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.



s. 15, s. 17



FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



s. 15, s. 17

MINIMUM SIZE



**Each BC Ferries employee can access correspondence templates by following these steps:**

- Selecting *New* in the Microsoft Word File menu. A Task Pane will appear on the right of your screen.
- Under *Templates*, click on *My Computer* and choose the template you need. Selecting the template will open it as a new untitled document within the application.
- Prepare your document, print it and save it to your directory for future reference, if desired.

**BC Ferries externally printed stationery:**

- Letterhead First Sheet
- Letterhead Second Sheet
- Envelopes
- Business Cards
- Mailing Labels
- Email Signatures

Use these specifications for all general BC Ferries letterhead. No variations are accepted outside approved templates.

### Colours

The logo is BC Ferries Blue, equivalent to s. 15, s. 17

The rule and address block are dark grey, equivalent to s. 15, s. 17

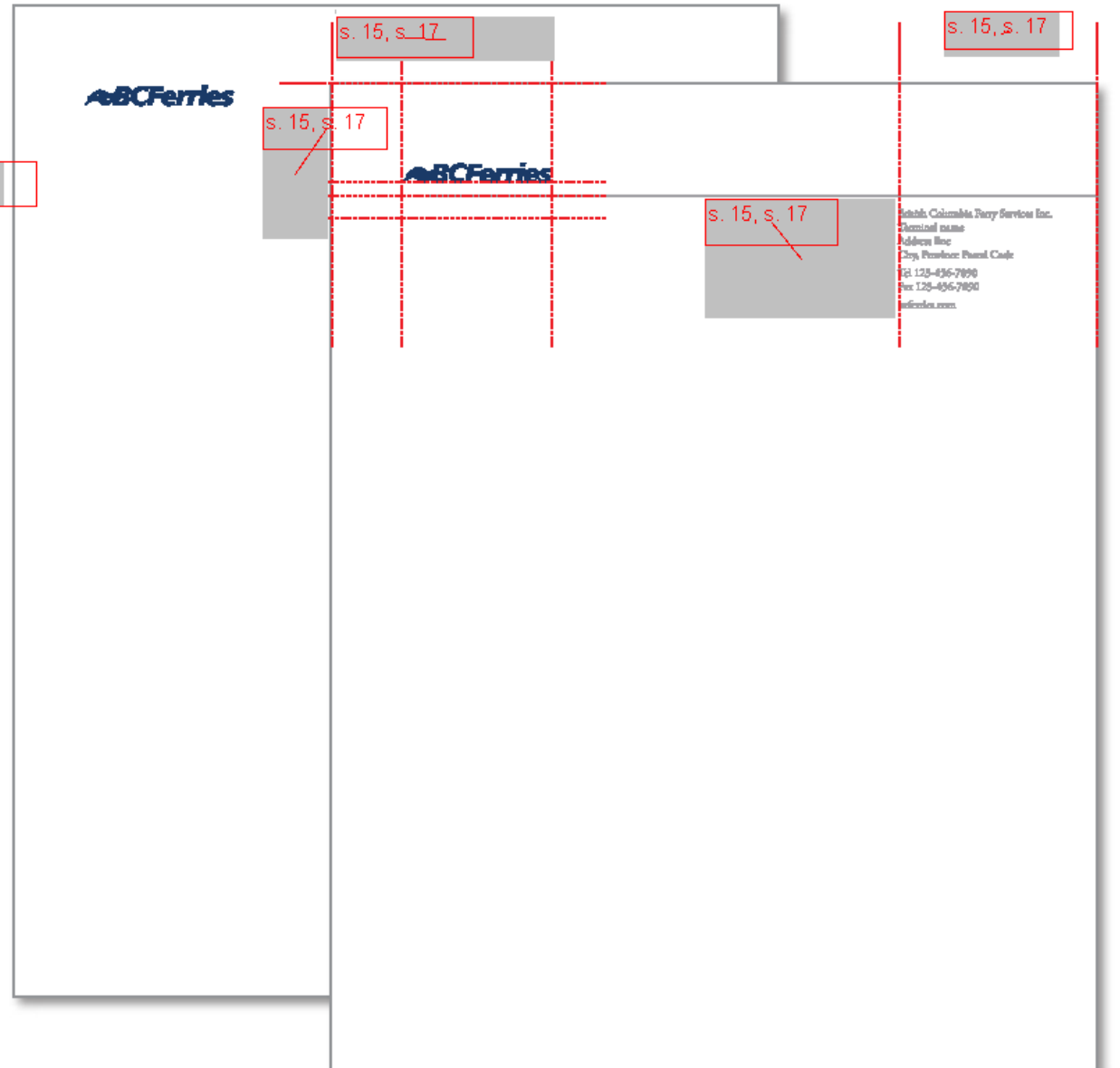
### Typography

The address block is set in s. 15, s. 17

All body text is to be set in s. 15, s. 17

### Stock

Synergy, Pure White, Smooth, 24 lb. writing.



\* ALL MEASUREMENTS ARE IN MILLIMETERS

Use these specifications for envelopes that require a return address.

#### Colours

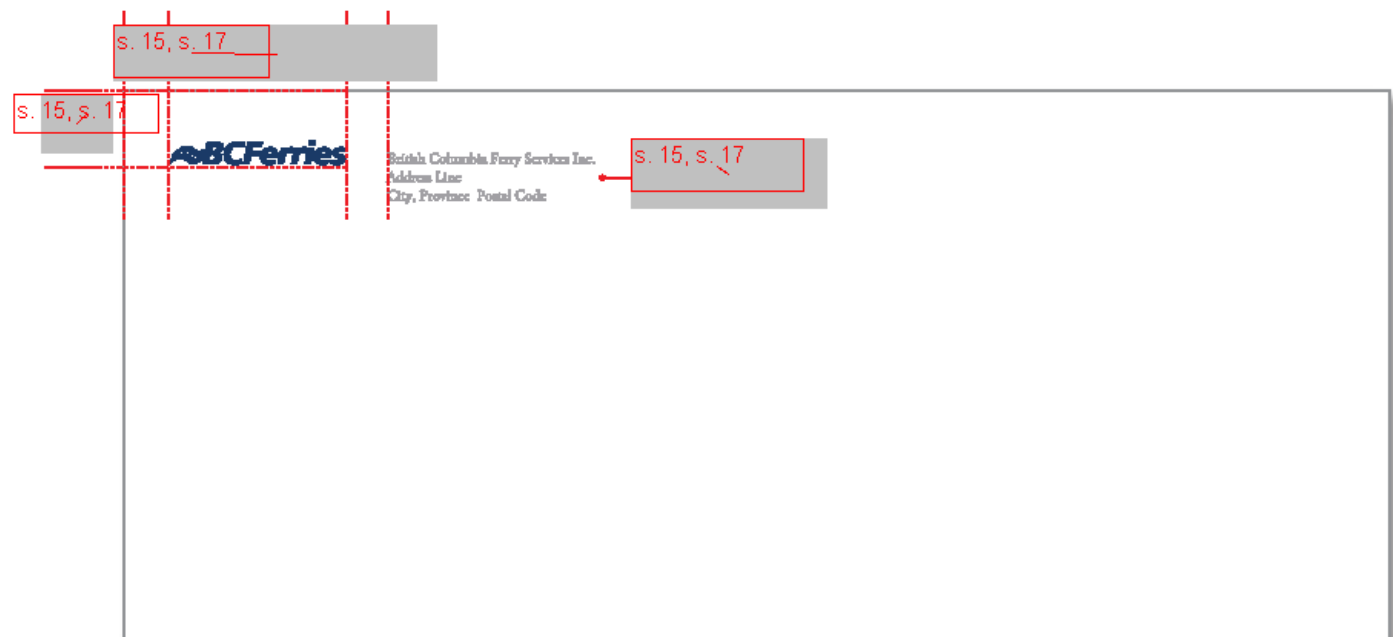
The logo is BC Ferries Blue, equivalent to s. 15, s. 17. The rule and address block are dark grey, equivalent to s. 15, s. 17.

#### Typography

All text is set in s. 15, s. 17.

#### Stock

Synergy, Pure White, Smooth, 24 lb. writing.



\* ALL MEASUREMENTS ARE IN MILLIMETERS

Use these specifications for all general BC Ferries business cards. No variations are accepted outside approved templates.

**Colours**

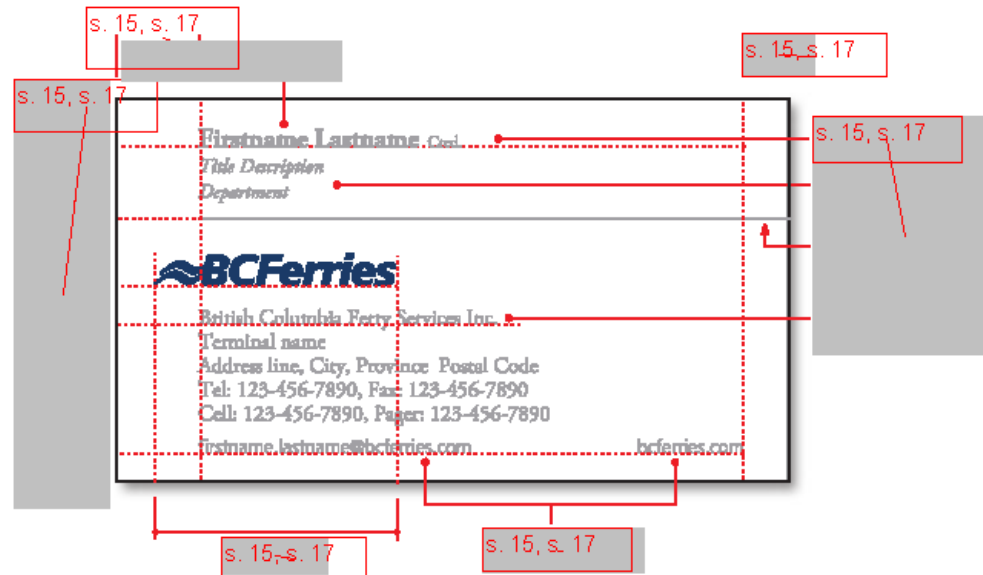
The logo is BC Ferries Blue, equivalent to s. 15, s. 17. The rule and address block are dark grey, equivalent to s. 15, s. 17.

**Typography**

All text is set in s. 15, s. 17.

**Stock**

Rockland, Bright White, Smooth, 80 lb. cover.



\* ALL MEASUREMENTS ARE IN MILLIMETERS

Use these specifications for all general BC Ferries mailing labels. No variations are accepted outside approved templates.

### Colours

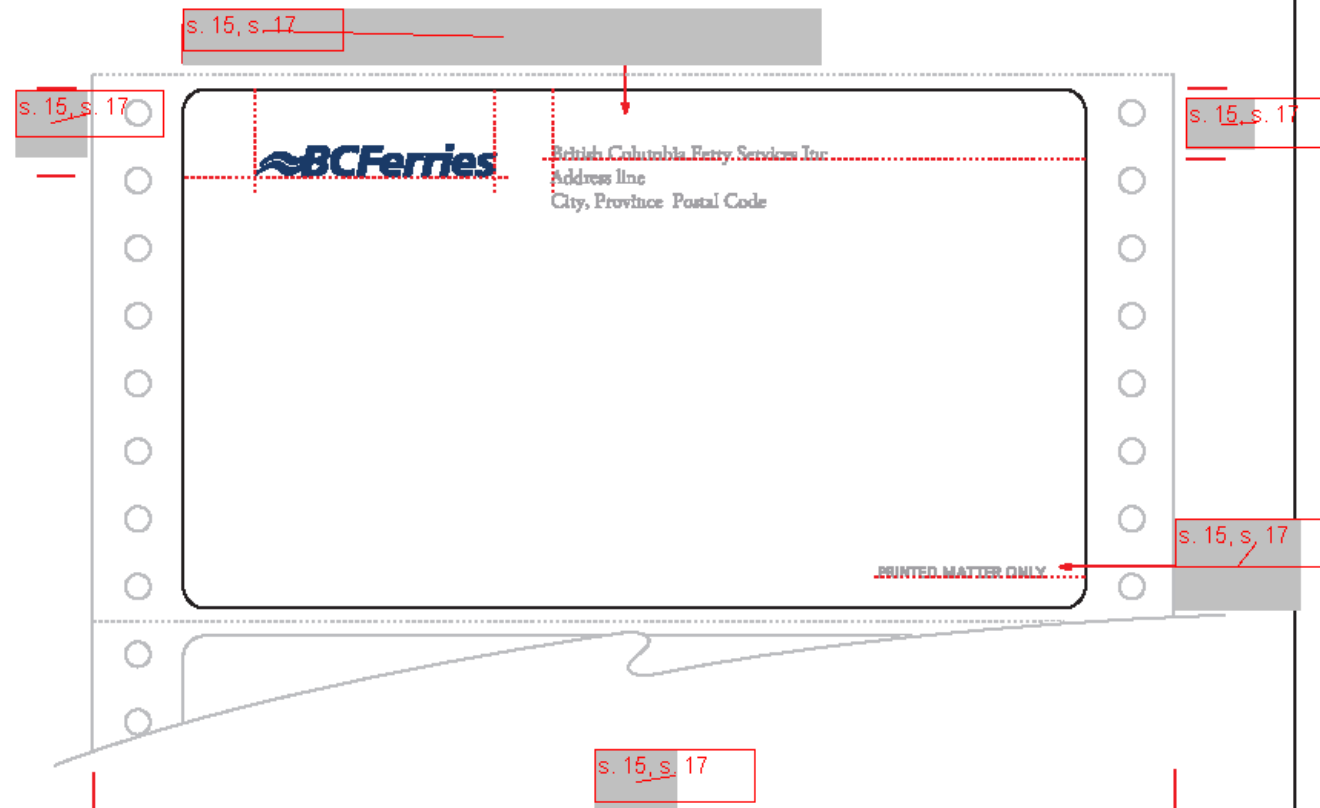
The logo is BC Ferries Blue, equivalent to s. 15, s. 17. The text is dark grey, equivalent to s. 15, s. 17.

### Typography

The address block is set in s. 15, s. 17. "Printed Matter Only" is set in s. 15, s. 17 all upper case. The body text is to be set in s. 15, s. 17.

### Stock

Continuous feed label roll, self-adhesive stock, white, matte finish.



\* ALL MEASUREMENTS ARE IN MILLIMETERS

Use these specifications for all general BC Ferries signatures. No variations are accepted outside approved templates.

### Colours

The two colours are: Black s. 15, s.17  
and BC Ferries Blue s. 15, s. 17

### Typography

The address block is set in s. 15, s.17

The body of the email should also be set in s. 15, s.17

### Social Media

Email signatures should not use images that link to BC Ferries social media accounts (eg, stylized "T" or "F"), because many email programs block imagery and may cause formatting issues with the text parts of the email signature. Spell out the name of the social media program, but set the hyperlinks to the applicable accounts.

Employee name

Position, Division

**British Columbia Ferry Services Inc.**

Address, City, Province, Postal Code

T: \*\*\*-\*\*\*-\*\*\*\* C: \*\*\*-\*\*\*-\*\*\*\* F: \*\*\*-\*\*\*-\*\*\*\*

Email address

**bcterries.com | Facebook | Twitter**

Set as hyperlinks

s. 22

Marketing Manager

**British Columbia Ferry Services Inc.**

12800 Rice Mill Rd., Richmond, BC V6W 1A1

T: 604-204-2228 C: s. 15, s.19 F: 604-241-4642

**jackee.kasandy@bcterries.com**

**bcterries.com | Facebook | Twitter**

s. 22

Manager, Web Services and Customer Information Network

**British Columbia Ferry Services Inc.**

The Atrium

Suite 500, 1321 Blanshard St., Victoria, BC V8W 0B7

T: 250-978-1153 C: s. 15, s.19 F: 250-978-1240

**paul.curtis@bcterries.com**

**bcterries.com | Facebook | Twitter**

MS Word and PDF templates available as downloads here:

s. [redacted]

**Templates Include:**

- Document cover
- 1" Binder spine Insert
- 1.5" Binder spine insert
- 3" Binder spine Insert
- 4" Binder spine Insert
- Requests/contracts - blue
- Requests/contracts - black

Microsoft Word templates are available to prepare document covers and spine inserts. If you are using other software, use these specifications to create consistent materials.

Elements that must remain constant include the logo size and placement, the rule size and placement, and the primary title. Secondary title, date and other details are included only where necessary.

**Colours**

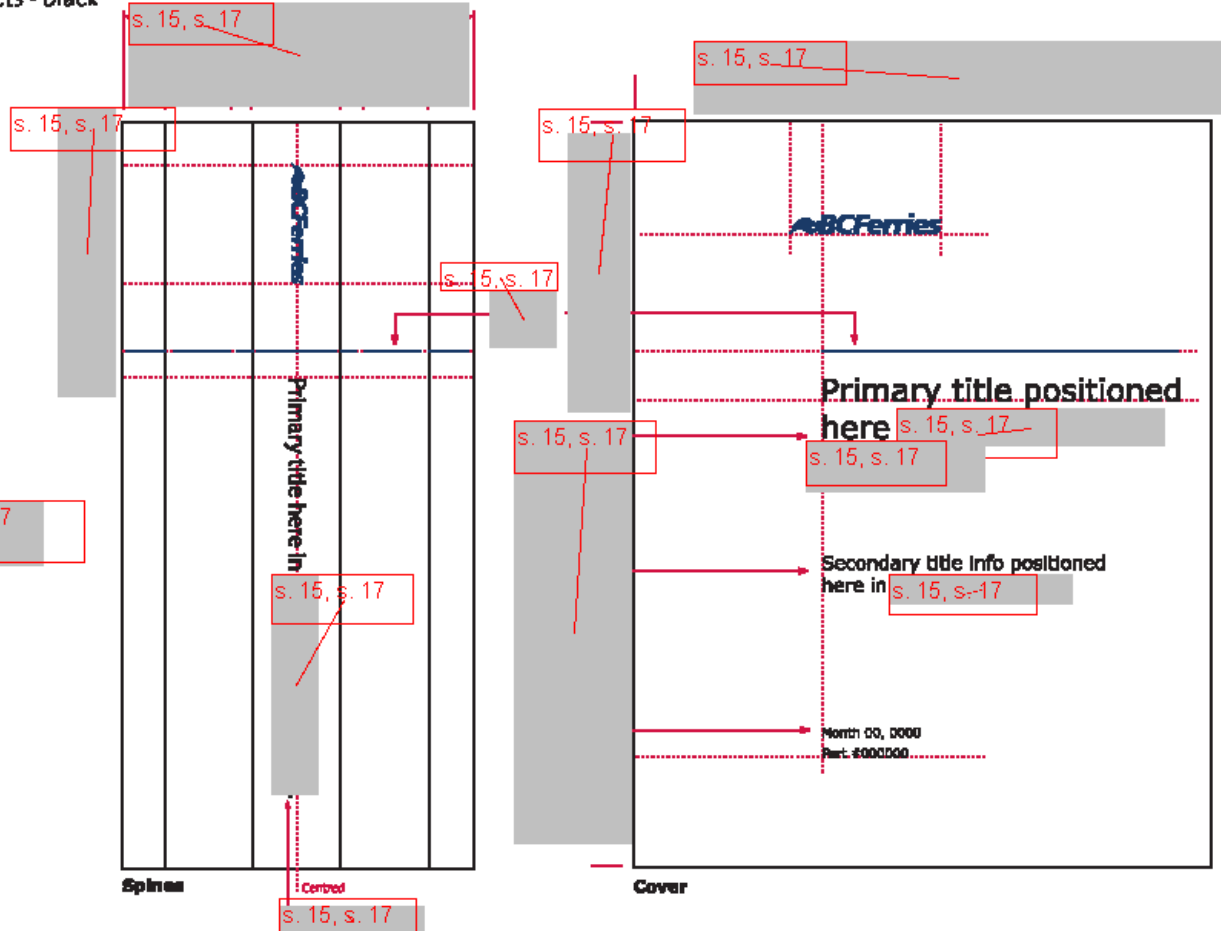
The logo is BC Ferries Blue, equivalent to [redacted] The rule and text is black.

**Typography**

All text is set as [redacted]

\*NOTE: ORIGINAL TYPEFACES WERE [redacted] THE CHANGE TO [redacted] WILL NOT BE RETROACTIVE AND WILL BE CONVERTED AS NECESSARY TO REFILL STOCK.

s. [redacted]



All printed forms should appear similar. The example shown illustrates a typical header and footer on an external, portrait format form, where the legal name and address are required and are not included in the body of the form.

Create all new forms using these guidelines for the placement and size of primary identity elements. Make adjustments, as required, when adapting old forms or to accommodate serial numbers or other text elements of new forms. In general, all forms should appear as close as possible to the example shown.

**Colours**

Logo can be BC Ferries Blue, equivalent to s. 15, s. 17 or black. All other text and elements are black.

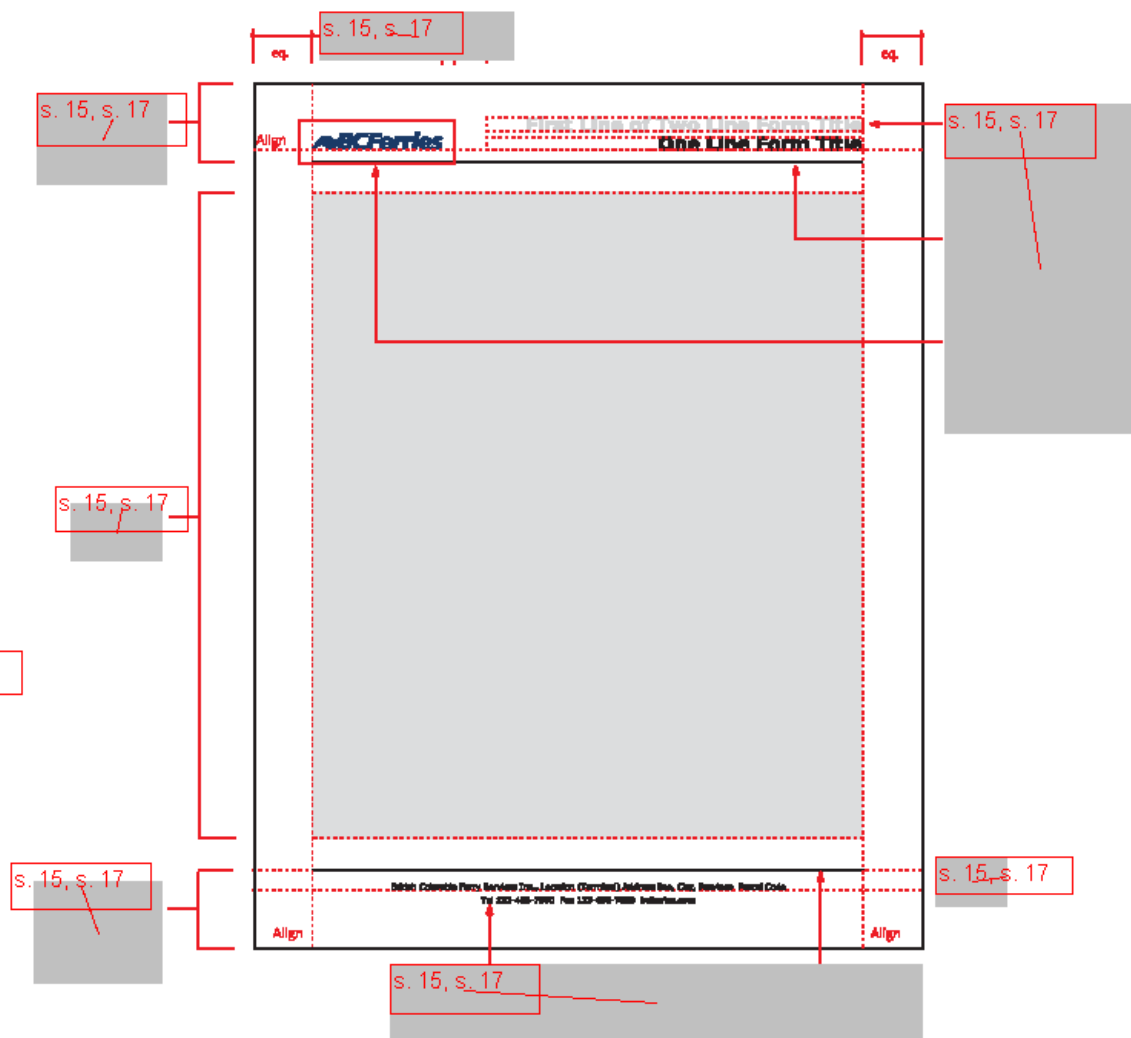
**Typography**

All text is set in s. 15, s. 17

\*NOTE ORIGINAL TYPEFACES WERE s. 15, s. 17 THE CHANGE TO s. 15, s. 17 WILL NOT BE RETROACTIVE AND WILL BE CONVERTED AS NECESSARY TO REFIL STOCK.

**Body**

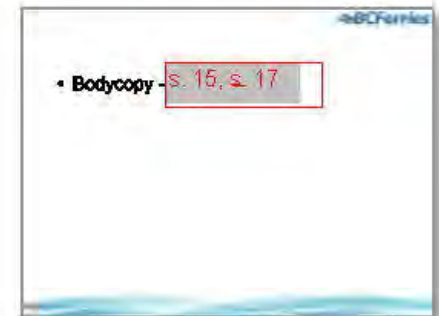
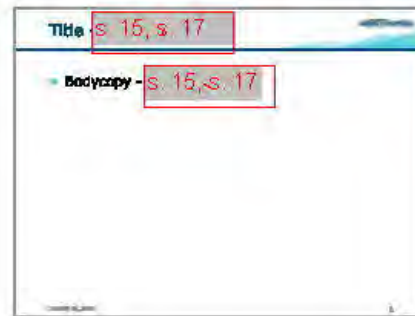
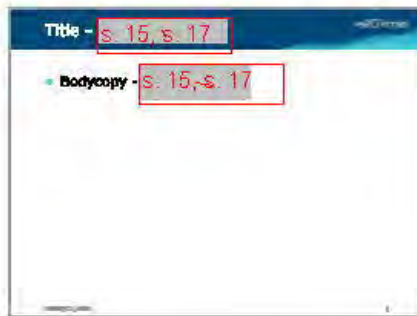
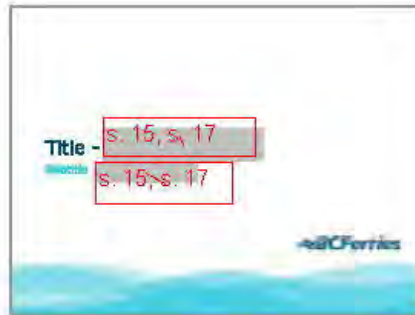
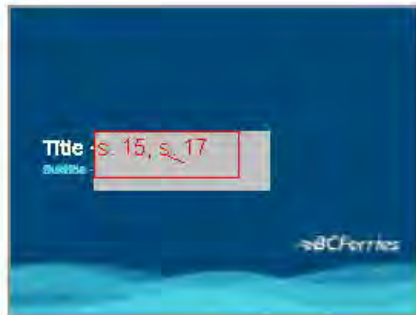
The body of the form will vary depending on the purpose of the form. Align margins to the logo and title, as shown.



\* All measurements are in millimeters



PowerPoint templates can be obtained by selecting *New* in the *Powerpoint File* menu. A Task Pane will appear on the right of your screen. Under *Templates*, click "*On my computer*" and choose the template you need.

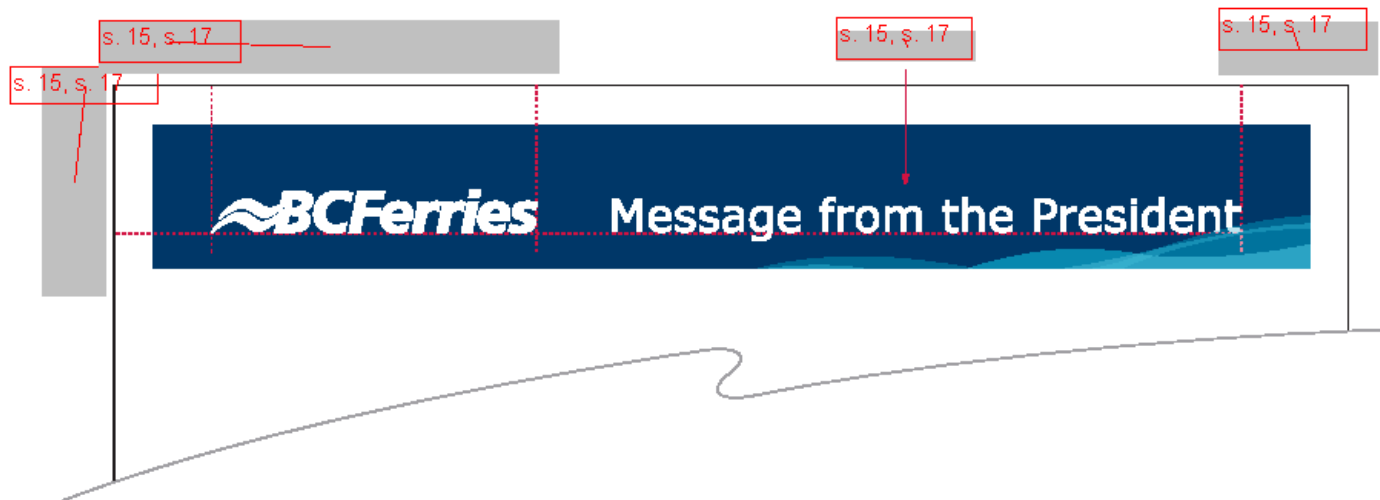


BLUE LAYOUT

WHITE LAYOUT

ALTERNATE LAYOUT

The specification shown demonstrates the position of the template header on an 8.5" x 11" document, as well as the size of elements and the typeface used to create the title of the template. This template is ideal for internal communications.



Follow these guidelines and restrictions for the production of internal newsletters.

**Imagery**

Images should be people-focused. When employees submit a photo, request the digital image be at least 300 dpi at 4" x 5" size. Photos must include names, titles, dates, and locations.

BC Ferries *Experience the difference* logo is not to be used. Only use the core parent logo.

**Stock**

FSC Certified - Winner Gloss Text 80lb.



In the interest of maintaining quality, consistency, and brand integrity, the photography guidelines for the BC Ferries have been divided into four sections:

1. Vessel
2. People & Groups
3. Onsite
4. Conceptual

The different groupings allow maximum flexibility and variation throughout the various BC Ferries publications and communications materials. The images shown on the subsequent pages demonstrate the creative distinction necessary to promote our style of communication.

Specifically, we emphasize a creative style that conveys our desire to express s. 15, s. 17

s. 15, s. 17

All Imagery should be simple and feel dynamic, and colourful.

Every prominent vessel image in brochures, advertising, or communications materials **must** have a visible BC Ferries logo identifier. Vessel shots should feature vistas of BC's coastline. Whenever possible the vessel should appear large and prominent in all applications.

Avoid the use of images that are strongly generic and impersonal. Instead, choose images that embody a strong focus and personal view of the relevant objects and metaphors to do with the ferry experience and the destination experience.



**People/Senior Management portraits are to be shot using the following guidelines:**

- Where possible, lighting is preferred to be natural outdoor and available light, rather than ambient or artificial light. If there is not adequate available light, then the artificial light should strive to mimic natural lighting conditions.
- Composition should be simple, with the focus on the individual in the foreground.
- Backgrounds are to be out-of-focus to create interesting depth and to serve as subtle background texture. Where possible, look for interesting angles that enhance background perspective.
- Strive for relaxed and natural expressions with the individual either looking directly into the camera or into the distance.
- To reflect their leadership position within the organization, clothing should be business with simple colour and pattern.
- There should not be any third party logos on any of the clothing (unless it is small and not readable).



**The group photos have the following guidelines:**

- As with the portraits, preferred lighting is natural, outdoor and available, rather than ambient or artificial light. If there is not adequate available light, then the artificial light should strive to mimic natural lighting conditions.
- Composition is simple with the focus on the group. Backgrounds should be quite out-of-focus to create interesting depth as well as to further emphasize the subjects. Where possible, look for interesting angles that enhance background perspective.
- Refrain from any groups larger than three—as the image will become increasingly cluttered.
- Expressions for the people in the shot should be relaxed and upbeat.
- Clothing for each individual should be of one dominant colour, refraining from fussy, busy patterns or details. Where possible, refrain from having dominant colours that clash (i.e. orange and blue, or green and red).
- There should not be any third party logos on any of the clothing (unless it is small and not readable).



**The scenarios & amenities are to be shot using the following guidelines:**

- As with all the BC Ferries Images, lighting should be natural and available, rather than ambient or artificial light. If there is not adequate available light, then the artificial light should strive to mimic natural lighting conditions.
- Composition is simple with the focus on one or two key people. Both background and foreground elements should be out-of-focus to create interesting depth.
- Where possible, look for interesting angles that enhance background perspective. In scenarios where there are many people, they should act as a textural, out-of-focus background.
- Expressions should be completely natural and relaxed – as if the subjects are unaware of the photographer.





**The onsite shots are to use the following guidelines:**

- As the majority of these images are taken outdoors, lighting should be natural and available, rather than ambient or artificial light.
- If there is not adequate available light, then the artificial light should strive to mimic natural lighting conditions.
- Composition is simple with the key focus on the vessel, environment or building while also incorporating people as a secondary element where possible.

Onsite shots should, whenever possible, have BC Ferries specific logo identifiers or, if no identifiable onsite images are available, the concept should be very clearly about BC Ferries to make sure the imagery stays relevant and identifiable to BC Ferries.



The conceptual images are to be shot/chosen based on the following guidelines:

- Composition is critical to these images. It should be strong through the use of dynamic angles or well-balanced proportions.
- There should be one central focus to the image – with a dynamic and uncluttered composition.
- Where possible, the dominant colour for each of the images should be either blue, to represent the BC Ferries brand. Or if not they should be earthy colours to represent nature, travel, holiday.



4 DAY OR 7 DAY PACKAGES

# Ut nonsectect tat am dit

**STARTING FROM AS LOW AS**  
**\$189\***  
\*Price based on two adults and vehicle

**The more you travel, the more you save.**  
 BCFerries puts 20 stunning West Coast destinations at your back and call in a 4 or 7 day package. Play one of Victoria's spectacular golf courses, shop for bargains at Salt Spring Island's eclectic market, take in Chertain's famed murals or hike a peak on Gabriola Island. The list is endless. And the choice is yours with **RollPass**.

Go to [bcferries.com](http://bcferries.com) or call 1-800-BC-FERRIES (1-800-222-3779) toll free today.

**BCFerries**  
*Experience the difference.*

\* Price subject to change. Price shown is per 4-day based for 1 private wheelchair accessible vehicle. This price is for 2 adults for complete details see website.

Victoria Legislative Building   Salt Spring Market   Qualicum Beach Municipal Golf Course   Queen of the Islands   Strathcona Beach, Victoria Wharf

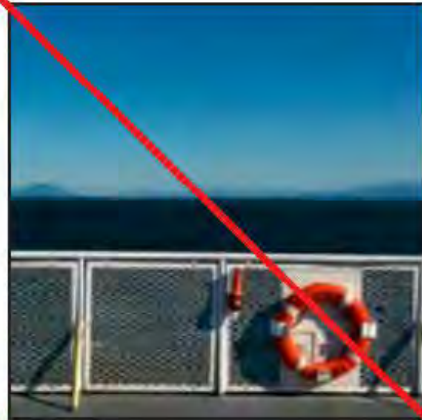
Ut nonsectect tat am dit

**The conceptual wide images are to be shot/chosen based on the following guidelines:**

- To reinforce brand recognition, the BC Ferries branding should be prominent.
- There should be one central focus to the image – with a dynamic and uncluttered composition.
- Where possible, the dominant colour for each of the images should be either blue, to represent the BC Ferries brand. Or if not they should be earthy colours to represent nature, travel, holiday.



Avoid the use of images that are strongly generic and impersonal. Instead, choose images that embody a strong focus and personal view of the relevant objects and metaphors to do with the ferry experience and the destination experience.



This format is image-dominant but also uses creative headlines and bold typography to command attention. One main idea is conveyed through the use of clever copywriting.

All headlines must be approved by the Marketing and Communications department.

Headlines may be reversed out of the image or overprinted in black, depending on the image and what creates the best contrast.

The height of the image box varies according to the overall shape of the advertisement, but as a general rule the box should have a height between 50 and 65% of the total height of the ad.

Body copy should be kept as minimal as possible, be set in one column, and always be placed directly underneath the image.



**Catch  
the spirit**

**Early morning and late night sailings  
February 12 - 28, 2010. Reserve now.**

► Make a reservation to guarantee your travel to Vancouver.  
Go to [bcferries.com](http://bcferries.com) or call 1-888-BC FERRY (1-888-223-3779).

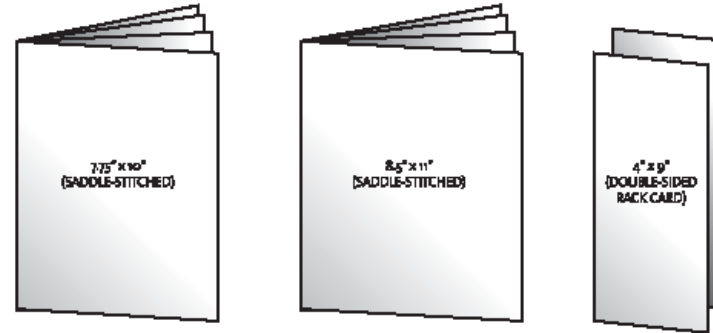
**BC Ferries**  
Experience the difference™

### Brochure Variations

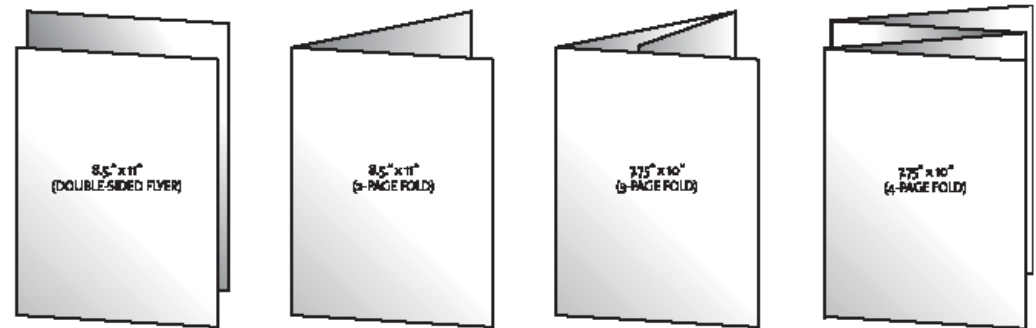
Because of the large volume of printed materials, there is a range of brochure “templates” that can be used depending on the type of information in each brochure. There are two specific levels of brochure, primary and secondary.

### Brochure Sizes

In order to maintain consistent brand identity and create a cohesive family of printed communications, a set of brochure sizes have been specified for use. The two standards are to be used in conjunction with the variation of brochures. Primary brochures come in limited sizes (shown) and should be saddle-stitched. Secondary brochures (e.g. flyers) are used less frequently and may be saddle-stitched or a simple 2-page fold depending on the length of information. They may also take the form of a 3-panel or 4-panel folding brochure, as well as a single/double-sided flyer.



PRIMARY BROCHURE



SECONDARY BROCHURE



## Boarding Pass & Passenger Information

**BC Ferries**  
Experience the difference™

© Scott Arndt



### VICTORIA GETAWAY

1 night

#### Charming Grace with a Dynamic City Vibe



A spectacular BC Ferries voyage from the Mainland, Victoria feels like a world away. British Columbia's capital, located at the southern tip of Vancouver Island, is a jam-packed little city with huge ambience.

There's plenty of excitement going on behind the city's grand exterior. Housed in the historic buildings that make up Victoria's walkable

downtown core are nationally acclaimed restaurants, trendy boutiques and lively pubs. Whether you use your time window-shopping along Government Street, exploring the Inner Harbour or heading out on a Whale Watching tour, Victoria is a dynamic destination that's sure to impress.

#### STARTING FROM:

**\$99**

(+ taxes and fees)

Per person. Based on double occupancy and availability.\*

#### PACKAGE INCLUDES:

- One night's accommodation at your choice of six hotels
- Round-trip on BC Ferries from Vancouver Mainland to Vancouver Island for two adults and one car



### HARBOUR HOUSE SALT SPRING RETREAT

2 nights

#### Art, Food, Adventure – Something to Satisfy All Your Senses



Famous for sunshine, scenery and art, Salt Spring Island offers visitors a true taste of a warm, inviting island culture that prides itself on its locally produced goods and its stunning coastal setting. From wineries to an abundance of outdoor adventure, you'll see why it's a prime Gulf Island destination.

The perfect host for such a getaway is the Harbour House Hotel, Restaurant and Organic Farm, located at the Head of Ganges Harbour overlooking the Marina. The Harbour House's restaurant features ingredients grown in an on-site organic farm, and its outdoor patio offers enchanting views of the harbour.

#### STARTING FROM:

**\$144**

(+ taxes and fees)

Per person. Based on double occupancy and availability.\*

#### PACKAGE INCLUDES:

- Two nights' accommodation at Harbour House Hotel, Restaurant and Organic Farm in a Harbour View Room
- Round-trip on BC Ferries from Vancouver Mainland to Salt Spring Island for two adults and one car

A Terminal Wayfinding Standards Project is currently underway. Until this program is rolled out, please follow the signage standards outlined in this document. The production of signage not specified in this document must be preapproved by Corporate Marketing to ensure consistency with brand standards.

As paint work is scheduled, retain existing white and off white wall colours and paint trim and doors the existing blue. Note that all red accents must be removed.

**Paint: General Paint (GP) specifications:**

**Blue:**

s. 15, s. 17

**Off-white (wood walls):**

s. 15, s. 17

**Off-white (wood trim/metal/masonry):**

s. 15, s. 17

**White (wood walls):**

s. 15, s. 17

**White (wood trim/metal/masonry):**

s. 15, s. 17



NEW DESIGN



A Terminal Wayfinding Standards Project is currently underway. Until this program is rolled out, please follow the signage standards outlined in this document. The production of signage not specified in this document must be preapproved by Corporate Marketing to ensure consistency with brand standards.

As paint work is scheduled, retain existing white and off white wall colours and paint trim and doors the existing blue. Any signage using a red dividing line should be replaced as soon as possible and the red line should not be recreated on the new sign creative. If a dividing line is necessary, it should be in white. Retain yellow safety trim.

**Paint: General Paint (GP) specifications:**

**Blue:**

s. 15, s. 17

**Off-white (wood walls):**

s. 15, s. 17

**Off-white (wood trim/metal/masonry):**

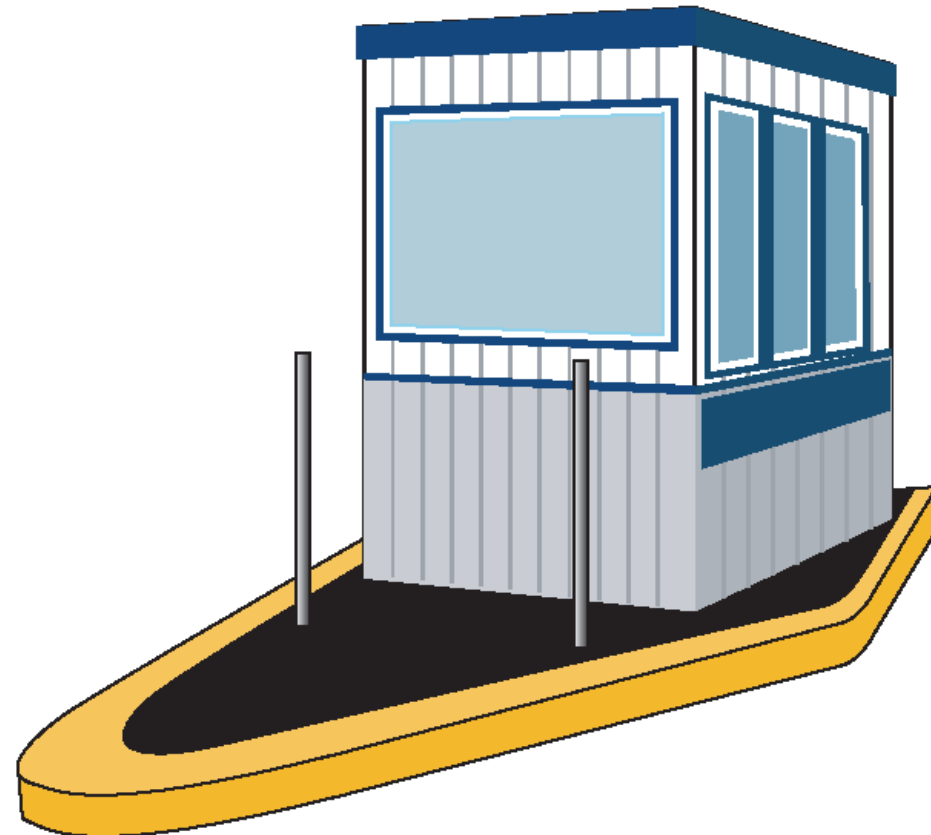
s. 15, s. 17

**White (wood walls):**

s. 15, s. 17

**White (wood trim/metal/masonry):**

s. 15, s. 17



NEW DESIGN

Primary Identification signs carry the corporate logo and mark the entrance(s) to the terminals, terminal buildings and corporate offices. Exterior primary identification signs are typically large sign panels or are constructed of individually cut-out three-dimensional elements. Interior primary identification signs are typically three-dimensional, with the exception of vinyl signs on glass doors. New sign standards require the BCF logo to be placed in the bottom right corner.

Sign Colour:

s. 16, s. 17

Any signage using a red dividing line should be replaced as soon as possible and the red line should not be recreated on the new sign creative. If a dividing line is necessary, it should be a thin white line.



Secondary Identification signs identify destinations, locations, cautions and warnings within the terminal. The logo appears only on signs that identify an office. New sign standards require the BCF logo to be placed in the bottom right corner. Caution and warning signs are yellow with black text.

Sign Colour s. 15, s. 17

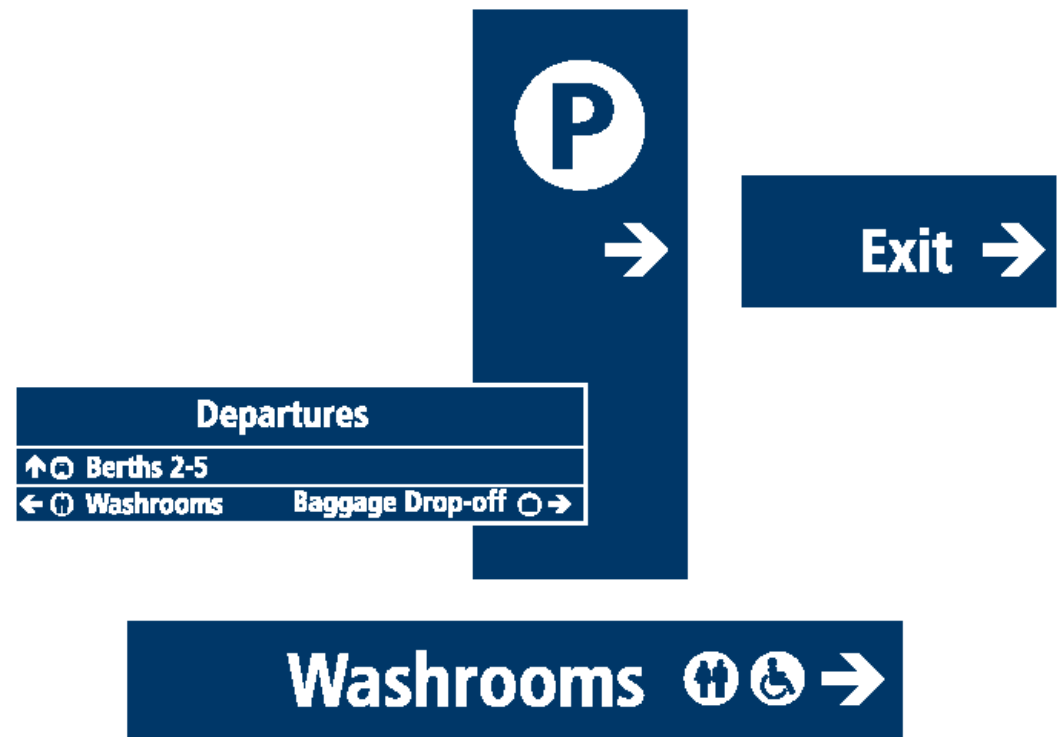
Any signage using a red dividing line should be replaced as soon as possible and the red line should not be recreated on the new sign creative. If a dividing line is necessary, it should be a thin white line.



Directional signs direct vehicular and pedestrian traffic in and around the terminal and terminal facilities. The logo does not appear on directional signs, unless the sign is also an identification sign. New sign standards require the BCF logo to be placed in the bottom right corner.

Sign Colour: s. 15, s. 17

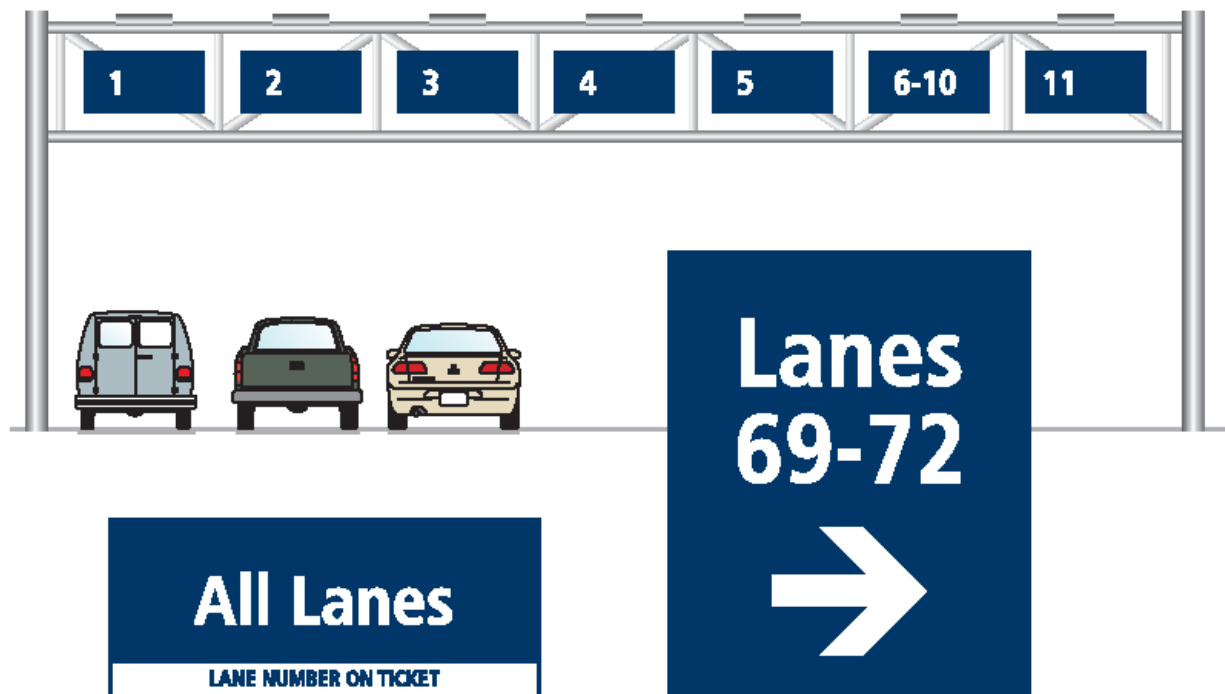
Any signage using a red dividing line should be replaced as soon as possible and the red line should not be recreated on the new sign creative. If a dividing line is necessary, it should be a thin white line.



Lane designation signs identify vehicular traffic lanes. They are located at various points throughout terminal holding areas.

Sign Colour: s. 15, s. 17

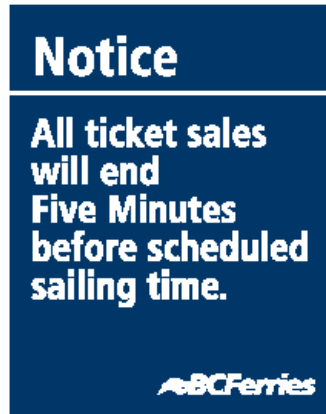
Any signage using a red dividing line should be replaced as soon as possible and the red line should not be recreated on the new sign creative. If a dividing line is necessary, it should be a thin white line.



Information signs provide information about services, facilities and liabilities. Information signs that communicate restrictions are yellow with black text. New sign standards require the BCF logo to be placed in the bottom right corner.

Sign Colour: s. 15, s. 17

Any signage using a red dividing line should be replaced as soon as possible and the red line should not be recreated on the new sign creative. If a dividing line is necessary, it should be a thin white line.



**Logo**

BC Ferries Commercial Services (BCFS) vehicles have the logo on the driver and passenger doors. Pickup trucks, vans and heavy trucks also carry the logo on rear doors or tailgates. Always place the logo in a clear and well defined area on vehicle doors and tailgates. This helps to ensure immediate recognition of the logo and preserve the integrity of the logo wherever it is used. The logo is made up of individually cut vinyl elements. It is not acceptable to use a patch. Always remove old decals and prepare door surfaces of old vehicles before applying new logos.

**Size**

Door decals are typically s. 15, s. 17 wide. On smaller doors, reduce the logo to fit. Ensure there is adequate clear space around the logo. Use digital art provided.

**Clear space**

Leave a minimum clear space around the logo that is equal to the height of the lower case letters. This means that door handles, mirrors, etc. should not be positioned inside this area.

**Vehicle ID number**

Vehicle ID numbers are placed on driver and passenger front fenders and on vehicle rears. Numbers are always s. 15, s. 17 tall, set in s. 15, s. 17

**Stripe**

All licensed vehicles also carry a s. 15, s. 17 blue stripe that wraps around the sides and rear of the vehicle.



s. 15, s. 17



Logo

s. 15, s. 17

Stripe

s. 15, s. 17

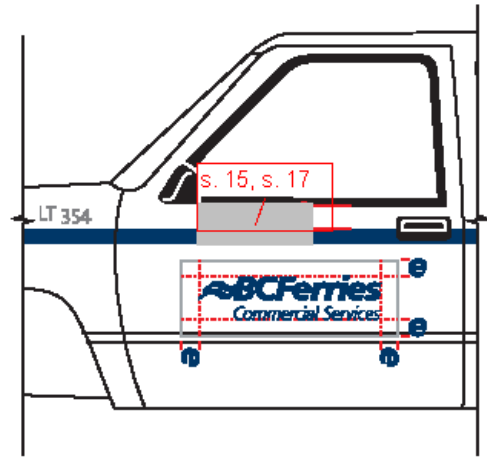
Vehicle ID Number

LT 354

Die-cut blue vinyl:  
s. 15, s. 17

Die-cut blue vinyl:  
s. 15, s. 17

Die-cut gray vinyl:  
s. 15, s. 17



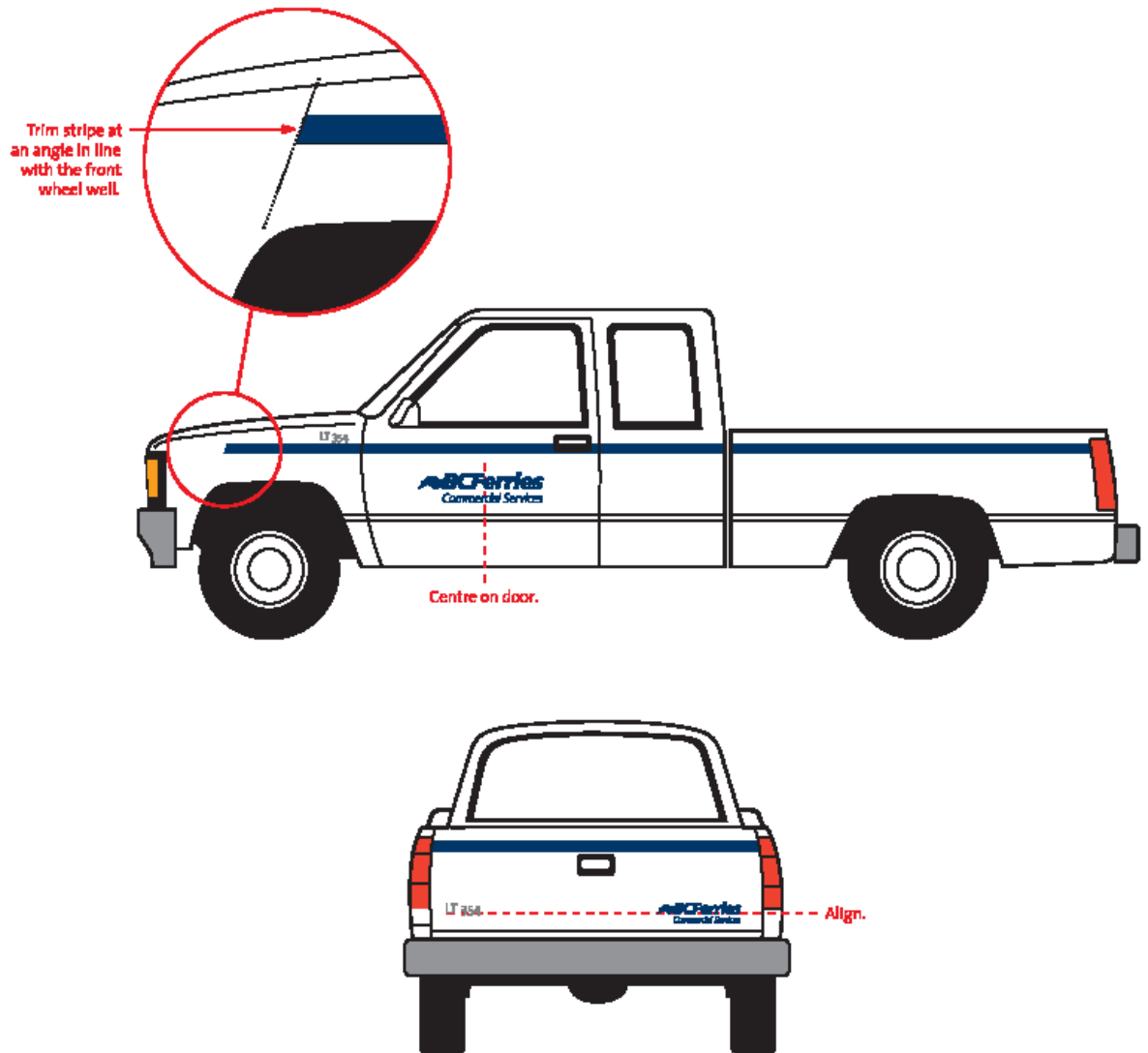
s. 15, s. 17

Pickup trucks carry the logo on the driver and passenger doors and on tailgates. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the tailgate and stops in line with the front wheel wells as shown. Since truck wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on tailgates. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances the vehicle ID number may need to be positioned below the stripe. On tailgates, the ID number is placed on the left side, base-aligned to the logo.



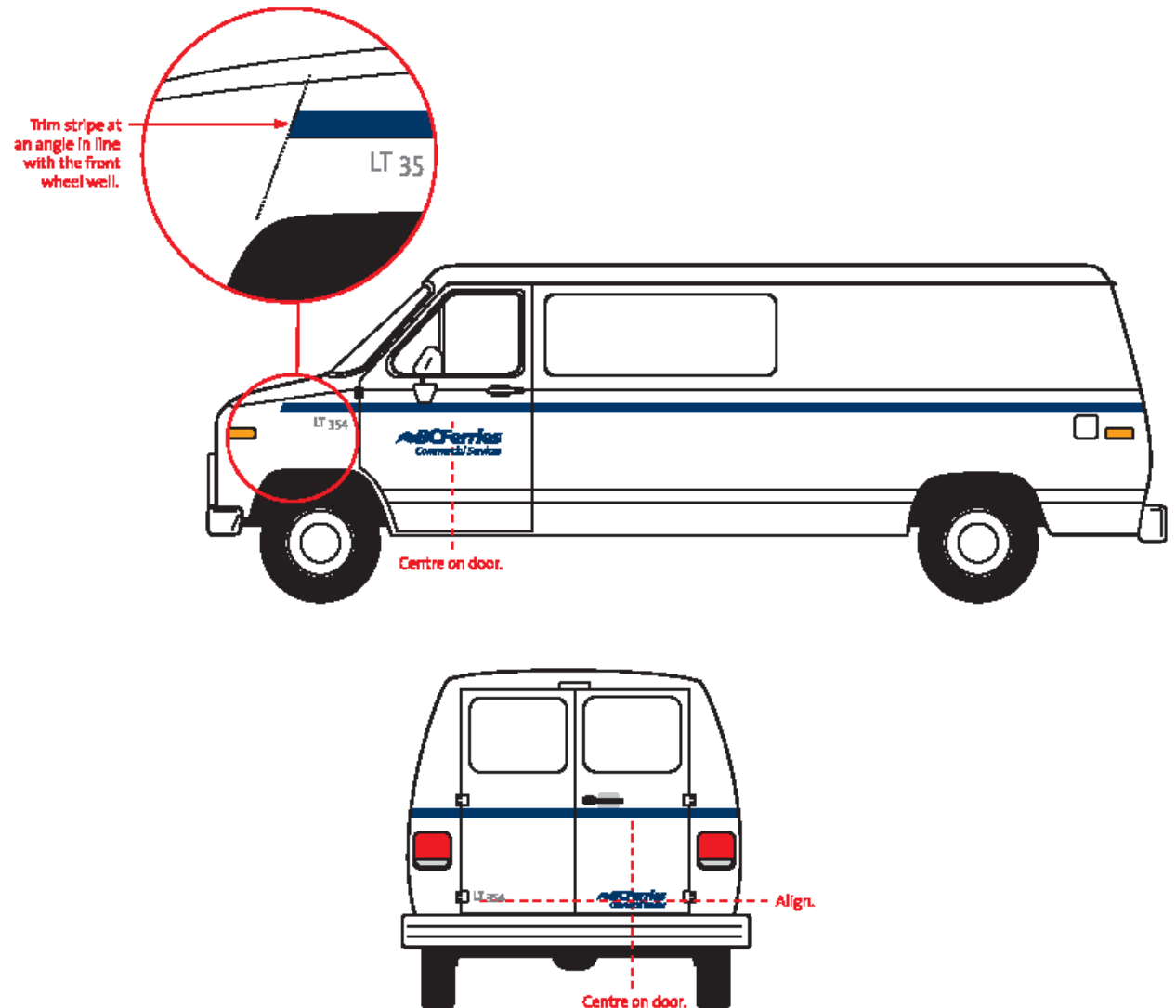


Vans carry the logo on the driver and passenger doors and on the left rear door. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the rear doors and stops in line with the front wheel wells as shown. Since van wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on rear doors. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances the vehicle ID number may need to be positioned below the stripe. On rear doors, the ID number is placed on the left door, base-aligned to the logo.

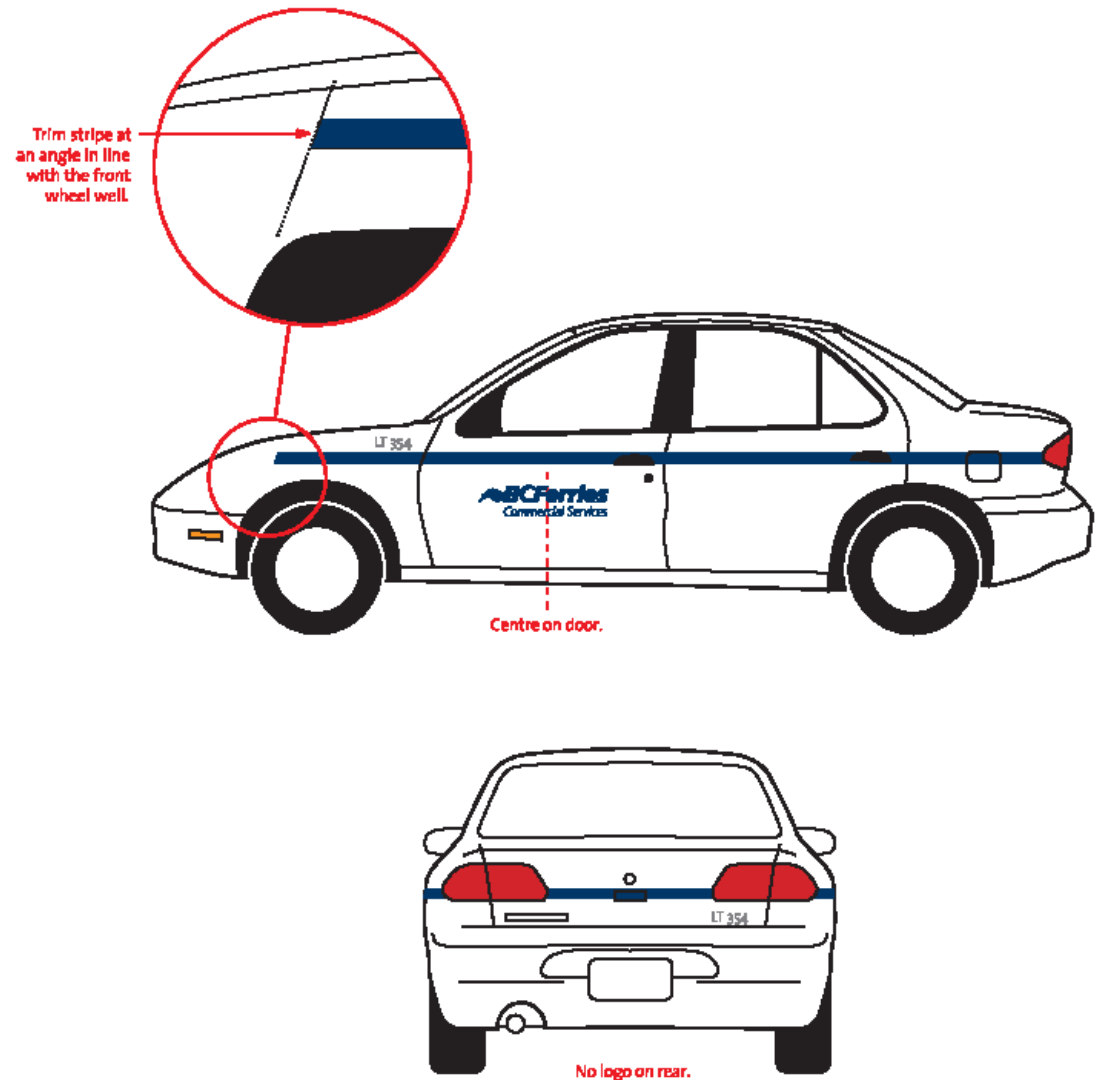


Cars carry the logo on the driver and passenger doors only. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the trunk and stops in line with the front wheel wells as shown. Since car wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on the trunk. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances the vehicle ID number may need to be positioned below the stripe. On trunks, the ID number is placed on the right below the blue stripe.

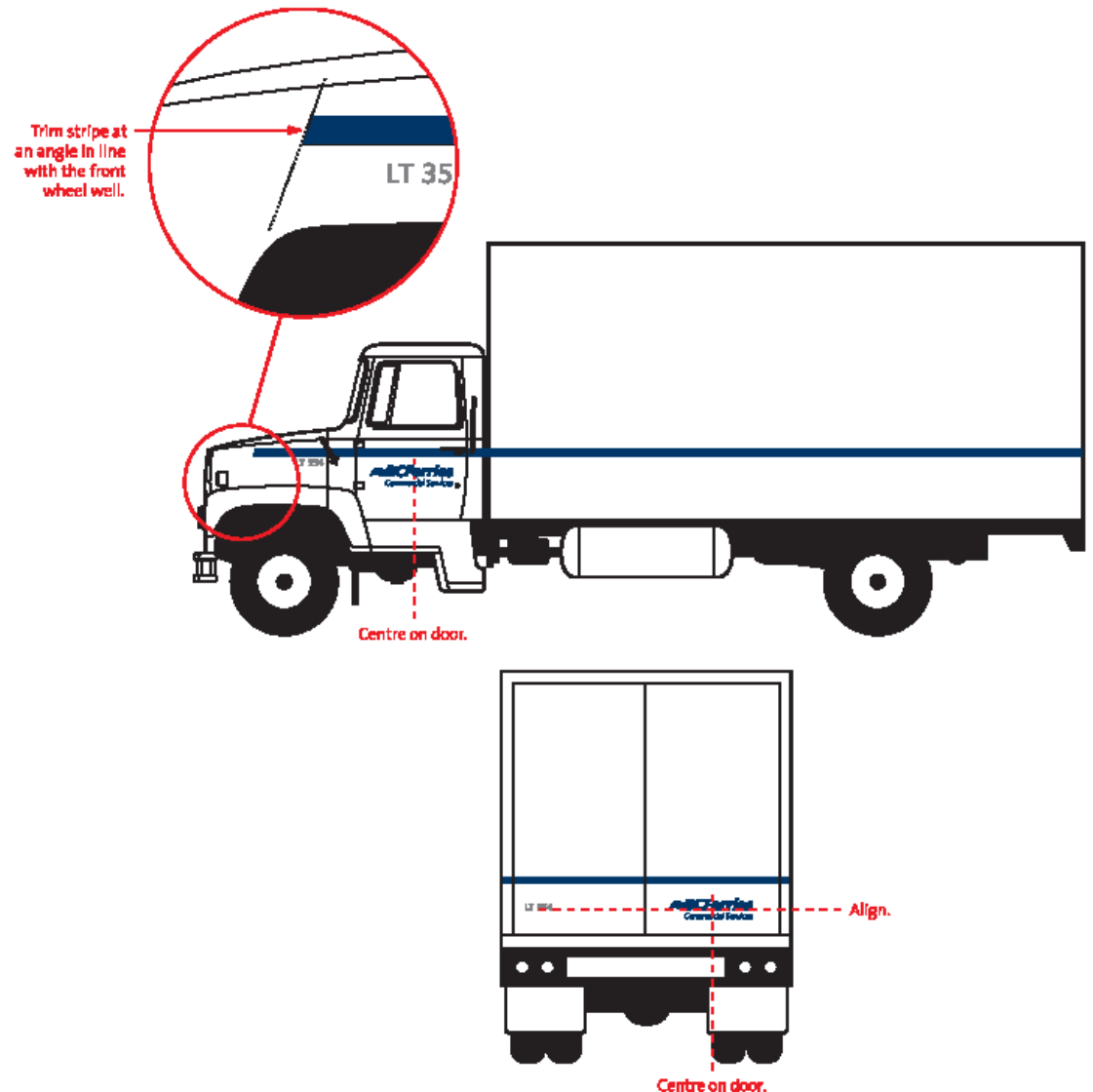


Heavy trucks carry the logo on the driver and passenger doors and on the left rear door. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the rear doors and stops in line with the front wheel wells as shown. Since truck wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on rear doors. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances the vehicle ID number may need to be positioned below the stripe. On rear doors, the ID number is placed on the left door, base-aligned to the logo.

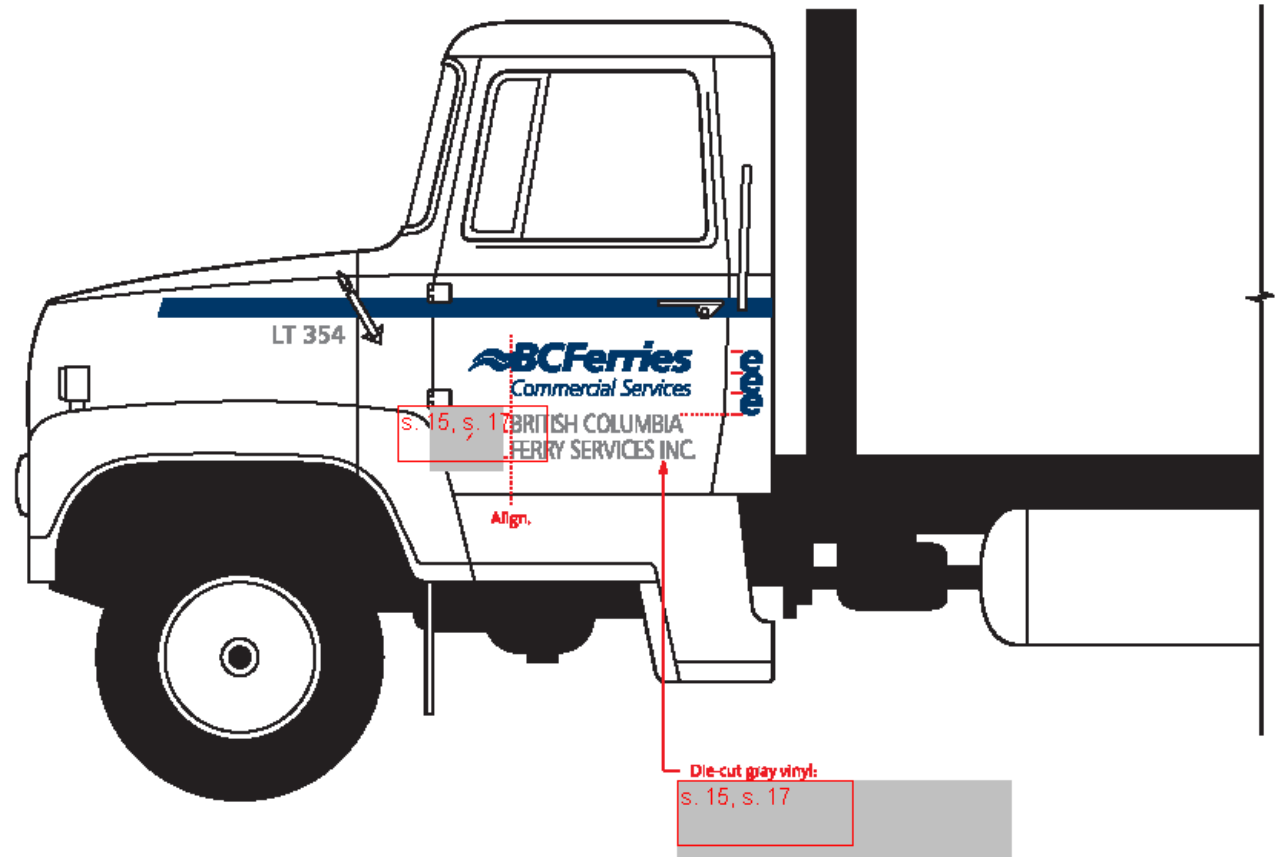


Commercial vehicles that weigh over 5500 kg are required to display the legal company name of the registered owner of the vehicle. The legal company name must be clearly identified with letters no smaller than 50 mm (2").

Place the logo, striping and vehicle ID number according to the guidelines on 12.1.

Set the legal company name in Frutiger Light Condensed, upper case, grey vinyl. On commercial vehicles without a cargo box, the legal company name is applied on the driver and passenger doors below the logo and left aligned to the "B".

Where there are creases or other hindrances that will not permit placement of the logo and company name as shown, use this specification as a general guide.

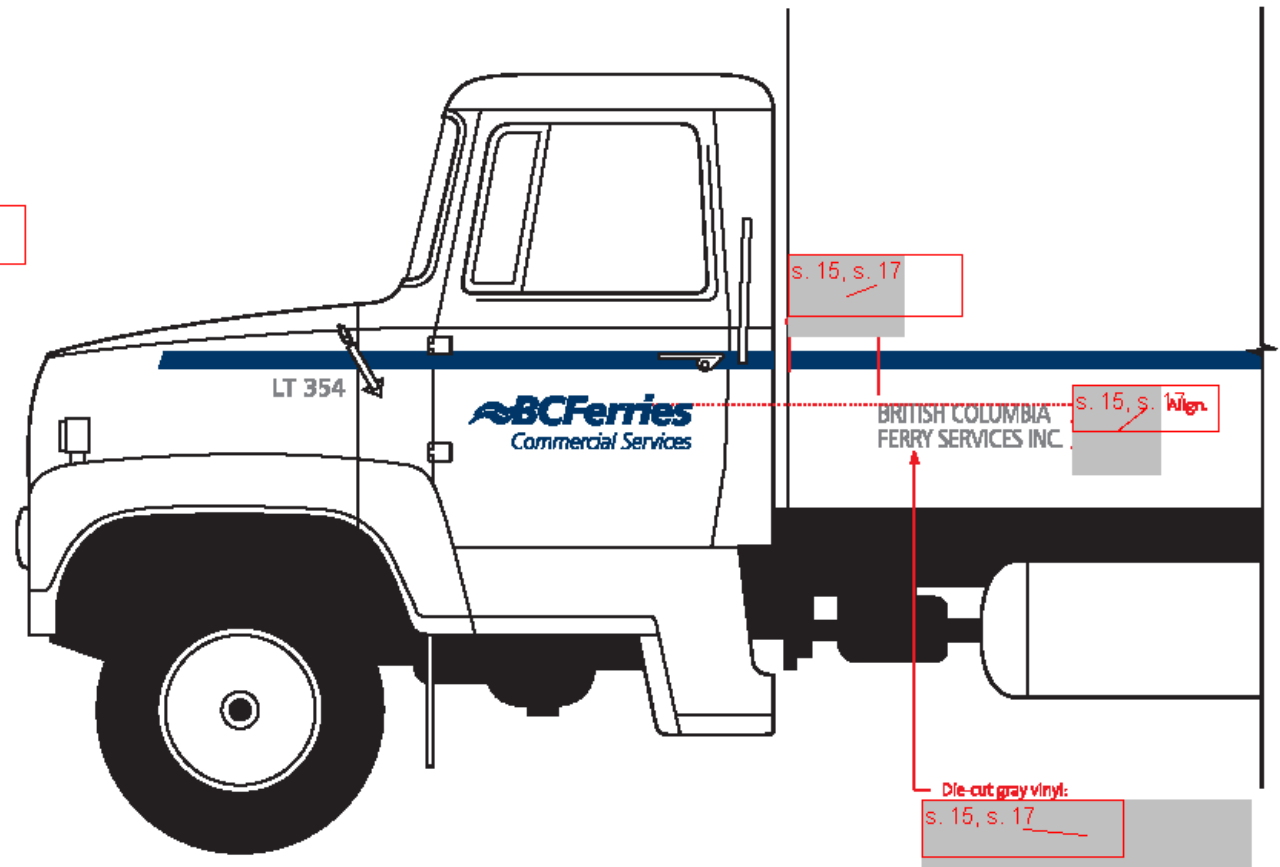


Commercial vehicles that weigh over 5500 kg are required to display the legal company name of the registered owner of the vehicle. The legal company name must be clearly identified with letters no smaller than s. 15, s. 17

Place the logo, striping and vehicle ID number according to the guidelines on 12.1.

Set the legal company name in s. 15, s. 17 upper case, grey vinyl. On commercial vehicles with a cargo box, the legal company name is applied on the cargo box, aligned with the logo as shown.

Where there are creases or other hindrances that will not permit placement of the logo and company name as shown, use this specification as a general guide.



Detailed PDF specifications are provided for vessel interiors and exteriors. EPS art files are provided for vessel exteriors. Documents are available for all listed vessels.

PDF and EPS documents are available as downloads via here:

s. 15



**Logo usage**

Do not use logo version with *Experience the difference* tagline if logo is embroidered or is less than s. 15, s. 17

**Logo size**

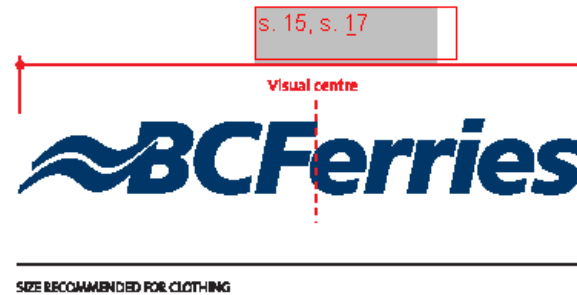
The size of the logo on merchandise will vary, depending on the application. Always use digital art provided to reproduce the logo. For most clothing items, the logo is s. 15, s. 17 wide. The minimum size of the logo on other merchandise is determined by readability and clarity of the waves in the logo.

**Logo position**

On merchandise items, a centred position is most common, but the position may vary depending on the application. On shirts and jackets, centre the logo on the left chest. On hats, centre the logo on the front. Note that the visual centre of the logo is the right side of the "F" of "BCFerries".

**Clear space**

When sizing the logo, ensure the sizing is done proportionately and that there is a minimum clear space around the logo.



### Logo colours

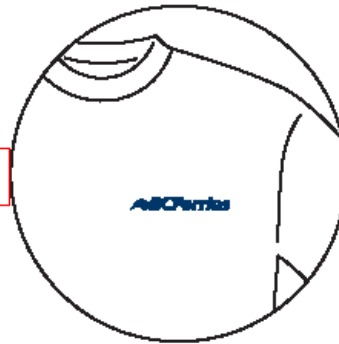
With one exception, logo colour rules are consistent with the colour guidelines detailed in "Logo and visual basics" of the brand identity website. On white or off-white fabrics use a BC Ferries Blue logo, equivalent to [s. 15, s. 17](#). On light-coloured clothing, use a black logo. On dark-coloured clothing, use a white logo. The exception allows for tone-on-tone applications where subtle branding is desired. For example on a navy blue shirt, the logo can be a lighter blue. On silver jewelry or other silver or gold gift items, the logo can be polished or buffed to separate it from the background and appear as tone-on-tone.

### Secondary text colour

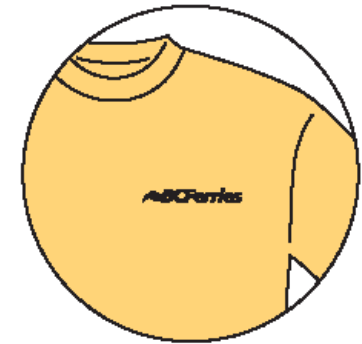
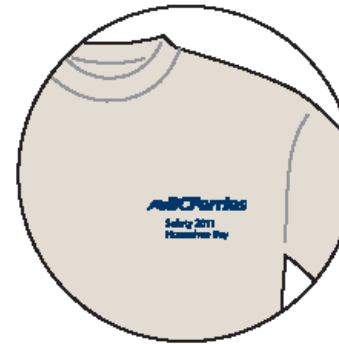
Secondary text is the same colour as the logo.

### Product colour

The colour of products will vary and be determined, in part, by fashion trends. In general, choose colours that correspond to the brand identity primary colours (navy blue, white, grey) or other neutral colours, such as tan and light blue. Colours may also be chosen from the secondary colour palette illustrated in "Logo and visual basics" of the brand identity website.



BC FERRIES BLUE LOGO ON WHITE OR OFF-WHITE



BLACK LOGO ON LIGHT COLOURS



WHITE LOGO ON BC FERRIES BLUE AND DARK COLOURS

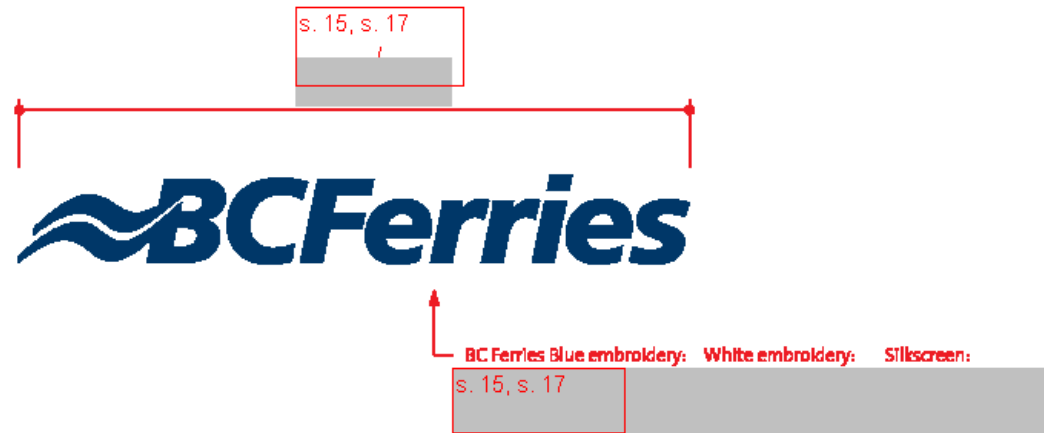


TONE-ON-TONE APPLICATION  
Limited use only for subtle branding



On clothing and other fabric items, embroidery is preferred over screen printing, clarity is critical, however, and must not be compromised. For best results, the minimum height of the lower case letter of "BCFerries" is 7 mm. Where the brand name is smaller than 7 mm, the logo must be screen printed.

The logo shown is s. 15, s. 17 wide. This size is standard to clothing items, such as shirts, jackets and caps. It is also appropriate for many other fabric items, such as tote bags.



Ensure that the negative space between the wave symbol is maintained through to the "B".

s. 15, s. 17

Secondary text is permitted up to four words, provided it is set according to these guidelines. The text can be positioned below the logo or away from the logo, e.g., on a sleeve, or back of a mug.

#### Typography

Set secondary text in s. 15, s. 17 the size of the secondary text is based on the size of the BC Ferries logo. The height of the capital letters of the secondary text should be half the height of the capital letters (Cap height) of the BC Ferries logo.

#### Text position

When the text is positioned below the logo, left align the text to the "B" of "BCFerries". Leave a minimum clear space between the logo and the text that is equal to height of the "e" of "BCFerries".

When the text is separate from the logo, it can be centre aligned, but still needs to be the height of the "e" of "BCFerries".



Additional text is allowed over and above the secondary text, but it must conform to these standards.

#### Typography

Similar to secondary text, it must be set in s. 15, s. 17. The size of the text is based on the size of the BC Ferries logo. The height of the capital letters of the additional text should be half the height of the capital letters (Cap height) of the BC Ferries logo.

#### Text position

If additional text is necessary, it must be separate from the logo and secondary text. For shirts, it can be placed either on the right sleeve or on the back of the shirt.



Consistency is a key component of our visual identity. It is important that typography is used properly in all applications. The layouts below are examples of misuse.



DO NOT HAVE THE SECONDARY TEXT BE LARGER THAN ALLOWED. WHEN LOCKED WITH THE LOGO, IT MUST BE ALIGNED CORRECTLY AS SEEN ON 14.4

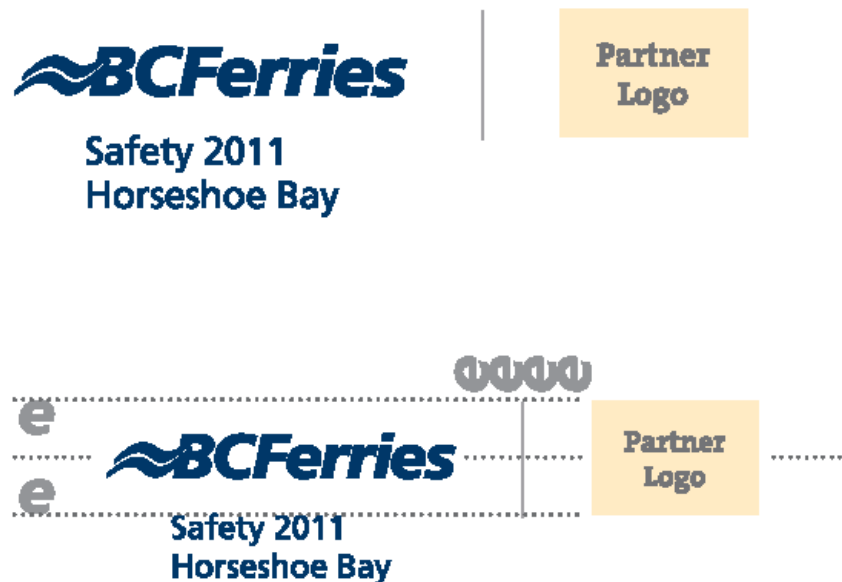


DO NOT USE SECONDARY LOGOS OR GRAPHICS UNLESS IT IS A PARTNER LOGO. IF IT IS A PARTNERSHIP, THEN IT MUST CONFORM TO INSTRUCTIONS AS SEEN ON 14.7

The BC Ferries logos may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BC Ferries logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BC Ferries project, and where it is appropriate that both companies are represented.

The position of the partner logo is at the right of the BC Ferries' logo and separated by a vertical bar. The BC Ferries logo always appears first. It is separated from the partner logo with a s. 15, s. 17 vertical bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BC Ferries logo.

If secondary text is necessary, it must stay with the BC Ferries logo and cannot cross over the separation bar and into the partner logo area.

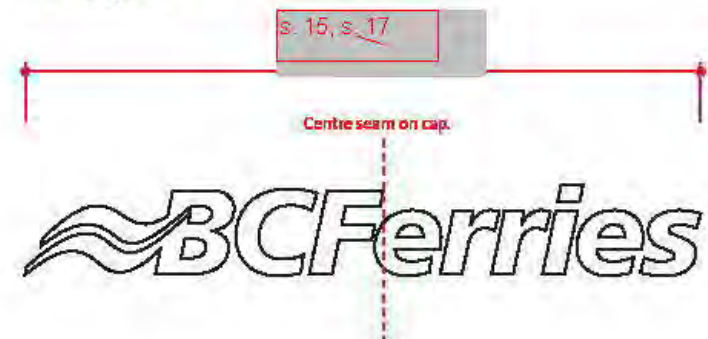


BC Ferries is heavily involved in community sponsorship initiatives. For instances when BC Ferries branded sponsorship gear is required, it needs to adhere to these parameters. If the gear requirement is shirts, they need to be set up using the specifications as on 14.7.

When ball caps are needed, the sponsored event is to be separate on the front and BC Ferries on the back.

#### Logo

A s. 15, s. 17 wide logo is embroidered on the back of the cap. Use digital art provided and set the stitch pattern as illustrated on 14.3. Visually centre the logo on the back panel of the cap. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F".



**Colours**

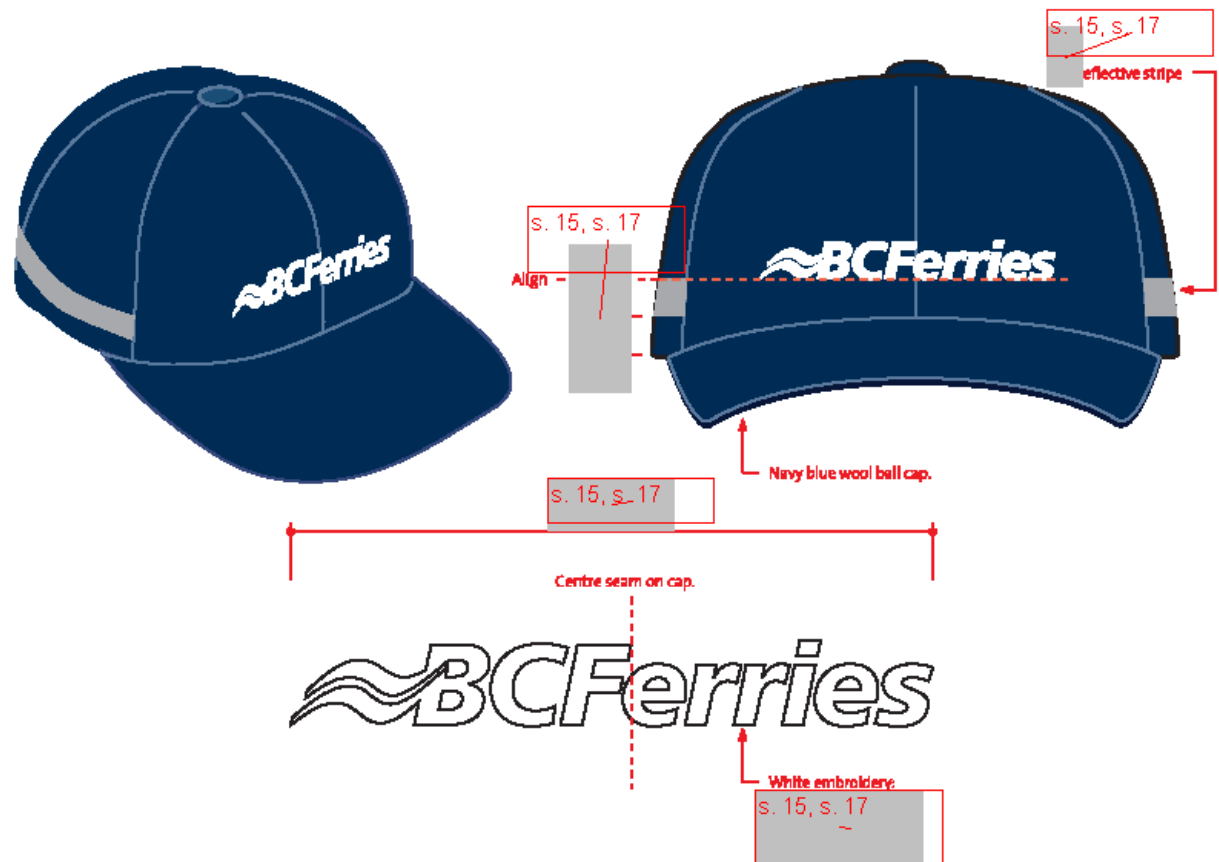
Ball caps are navy blue with a white logo and reflective silver stripe.

**Logo**

A s. 15, s. 17 wide logo is embroidered on the front of the cap. Use digital art provided and set the stitch pattern as illustrated on 14.3. Align the baseline of the logo to the top edge of the reflective stripe. Visually centre the logo in the front panels of the cap. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F".

**Stripe**

A s. 15, s. 17 wide reflective stripe wraps around the back of the cap and stops at the outside seams of the two front panels.



### Colours

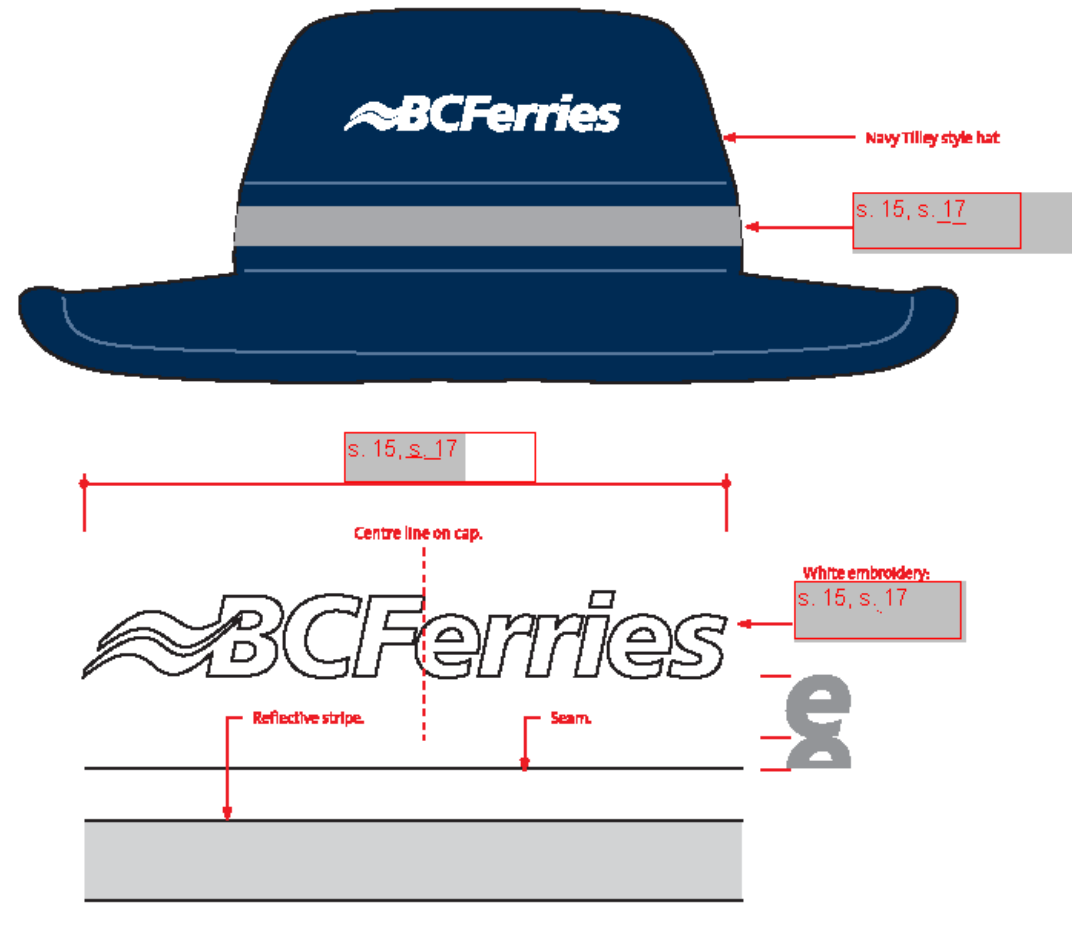
Tilley style hats are navy blue with a white logo and reflective silver stripe.

### Logo

A s. 15, s. 17 wide logo is embroidered on the front of the hat. Use digital art provided and set the stitch pattern as illustrated on 14.3. The logo is positioned above the top seam, at 1-1/2 times the height of the "e" of "BCFerries". Visually centre the logo in the front of the hat. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F".

### Stripe

A s. 15, s. 17 wide reflective stripe wraps around the entire hat. It is centred between the seams.





**Colours**

Three-in-one jackets are navy blue with black and grey accents and a white logo.

**Logo**

A s. 15, s. 17 wide logo is embroidered on the left sleeve above the elbow, in the black accent area. Use digital art provided and set the stitch pattern as illustrated on 14.3. The logo must not be positioned higher than the black accent as it allows for a safety vest that is worn over the jacket.

Visually centre the logo on the sleeve when viewed from the side. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F".


s. 15, s. 17

Centre line on sleeve.

BC Ferries

White embroidery:  
s. 15, s. 17

**Colours**

Three-in-one Inner fleeces are navy blue with grey and black accents and a white logo.

**Logo**

A s. 15, s. 17 wide logo is embroidered on the left chest. Use digital art provided and set the stitch pattern as illustrated on 14.3. Visually centre the logo on the left chest panel. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F".


s. 15, s. 17

Centre line on left chest.

White embroidery  
s. 15, s. 17

### Colours

Environmental department polo shirts are burgundy with navy blue accents and a white logo and secondary text.

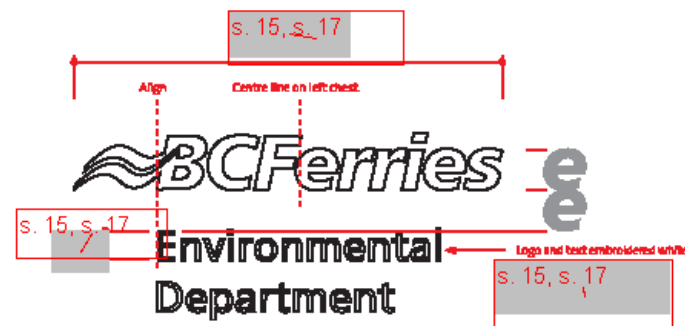
### Logo

An s. 15, s. 17 wide logo is embroidered on the left chest. Use digital art provided and set the stitch pattern as illustrated on 14.3. Visually centre the logo on the left chest panel. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F".

### Secondary text

Secondary text is positioned a minimum distance away from the logo that is equal to the height of the "e" of "BCFerries". Typeset the text in upper and lower case s. 15-s. 17

s. 15, s. 17 The size of the text is based on the size of the BC Ferries logo. The height of the capital letters of the text should be half the height of the capital letters (Cap height) of the BC Ferries logo.



## 14.14 Employee Gear - Environmental Dept. (Jacket)

### Colours

Environmental Jackets are navy blue with white accents, logo and secondary text.

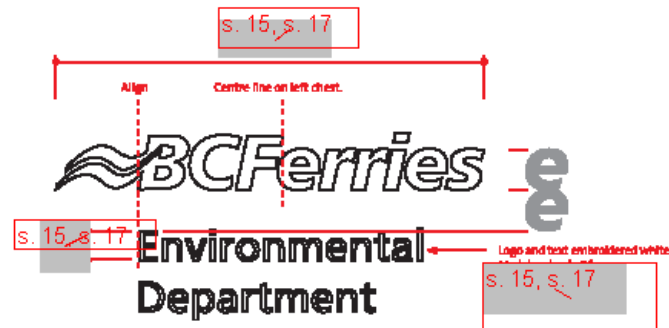
### Logo

An s. 15, s. 17 wide logo is embroidered on the left chest. Use digital art provided and set the stitch pattern as illustrated on 14.3. Visually centre the logo on the left chest panel. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F".

### Secondary text

Secondary text is positioned a minimum distance away from the logo that is equal to the height of the "e" of "BCFerries". Typeset the text in upper and lower case s. 15, s. 17

s. 15, s. 17 The size of the text is based on the size of the BC Ferries logo. The height of the capital letters of the text should be half the height of the capital letters (Cap height) of the BC Ferries logo.



**Can I use "BCFS" to abbreviate our legal name?**

Yes, you can use "BCFS" as well as "BCF". These are the only abbreviation permitted for our legal and brand names. Otherwise, you must spell out the legal and brand names. Our legal name is British Columbia Ferry Services Inc. and our brand name is BC Ferries.

**Can anyone use the logo?**

Any employee can use the logo if they are preparing documents or materials that pertain to BC Ferries operations. If the logo is being used on something that will appear outside BC Ferries, it must be approved by the Marketing Department. The logo cannot be used on personal items.

**What colour is the logo?**

The logo is BC Ferries Blue. It is equivalent to s. 15, s. 17 PMS stands for "Pantone Matching System", a standard colour system used around the world. The logo may also be white or black. For merchandise and special approved applications only, the logo may be a colour that would create a tone-on-tone appearance. For example a dark grey logo on a silver background, or a tan logo on a brown background.

**If I am printing something in a single colour other than BC Ferries Blue, can the logo be that colour?**

No, the logo can be only BC Ferries Blue, white, black or tone-on-tone, as described above.

**Can I add anything to the logo, such as my terminal name, or my division name?**

No, nothing can be added to the logo. You can place secondary text near the logo, but it must be positioned a minimum distance away. This distance is easily measured. It is the height of the letter "e" of "BCFerries".

**Can I use the wave graphic on its own to create an interesting design?**

No, the wave graphic cannot be separated from the logo. It is used alone only on the ships' funnels and on the flag. No other use is permitted. With approval from the Identity manager, you can zoom in on the wave graphic and use a portion of it.

**Can I alter the logo?**

No, the logo may not be altered under any circumstances. It can be enlarged or reduced proportionately, but it cannot be changed.

**What logo file format should I use?**

The most commonly used formats are WMF and JPG. These can be used with any Microsoft Office software. WMF is the most versatile as it can be sized up or down and it prints well at any size. Also, it has a transparent background, so a white logo, for example, can be placed against a coloured background. The problem with WMF files is that they don't look great on the screen. JPGs look better on the screen, which makes them good for PowerPoint presentations and other Word documents that are viewed only on the screen. The problem with JPG files is that they don't enlarge well. When they are enlarged, they look jagged around the edges on the

screen and when printed. Also, JPG files have an opaque background, which means they are not available in white, since the background would have to be the exact same background colour as the colour you wanted to place the logo against. TIFF files are like JPG files, in that they can't be enlarged. They are a larger file size, however, which makes them less versatile. EPS files are for professional use with programs such as Adobe Illustrator or QuarkXpress/InDesign.

#### Why do I have to use either s. 15, s. 17

Typography is an important part of our brand identity. It helps to establish a consistent look on all our materials. This helps us to appear organized and professional. These typefaces are the most versatile and readily available to all employees. They are also universally available on PCs running Windows operating systems, which means that you can be sure your documents are received outside the company as you have prepared them. Your typefaces and formatting will not be substituted.

#### Can I personalize my e-mail signature with graphics and colours?

No, personalizing e-mail signatures is not permitted. Since e-mail is part of BC Ferries' business correspondence, e-mail signatures should appear professional and consistent across the company.

#### A supplier told me that all he needed was a fax of the logo to make a pin. Is this correct?

No, using a fax means the logo will not be reproduced accurately. Always provide a digital file that you can download from this site and e-mail to the supplier. Never suggest that the supplier scan or redraw the logo from a business card or other piece of stationery. This will not be accurate.

#### Who do I go to for help?

Go to the Marketing Department, they are the identity manager and responsible for the maintenance of the identity program. They can help you to prepare materials and provide approval for new materials before they are printed or manufactured.

If you have any questions about the BC Ferries brand, elements, or applications, please contact:

**Jackee Kasandy**  
*Marketing Department*  
British Columbia Ferry Services Inc.  
12800 Rice Mill Rd.  
Richmond, BC V6W 1A1

**Tel: 604 204-2228**  
**Fax: 604 241-4642**

# BC Ferries Graphic Standards Guide

> January 2013



Table of  
Contents



The Graphic Standards Guide assists us to consistently deliver the BC Ferries brand promise and identity to our customers.

The BC Ferries brand is trusted to provide safe, reliable and efficient marine transportation services. BC Ferries is committed to providing a continuously improving West Coast travel experience that consistently exceeds customer expectations and reflects the Innovation and pride of BC Ferries' employees.

The total integration of BC Ferries' identity, behaviour, and core values represented in this Guide will allow us to uphold the essential promise of our brand: To provide a safe, reliable and unique travel experience. Our consumer-facing tagline invites customers to Experience the difference when they travel with us.

This Graphic Standards is a progressively enhanced version of the previous Guide, which unifies and better outlines the BC Ferries visual identity, personality, appearance and voice across every customer and employee touchpoint, to provide consistency across all executions.

The standards were created to give a technical understanding of the components and structure of our image. Keep in mind this is a living document that will be continually updated as BC Ferries and the world of media evolves.

Throughout this document, users will find the exact guidelines governing the use and Implementation of the BC Ferries logo, language, creative and graphic designs. We have tried to exemplify a distinct identity and philosophy for a clear, strong and consistent message.

s. 15, s. 17



**2.0 PARENT BRAND**

- › 2.1 BC Ferries Logo
- › 2.2 BC Ferries Logo with Tagline
- › 2.4 Logo Size Relationships
- › 2.5 BC Ferries Brand Name
- › 2.6 BC Ferries Legal Name
- › 2.7 Wave Component Icon Usage
- › 2.8 Marketing Communications  
Wave Elements
- › 2.9 Partner Logos
- › 2.10 Branding Merchandise

**3.0 RESTRICTIONS**

- › 3.1 Misuse

**4.0 COLOUR PALETTE**

- › 4.1 Primary Colours
- › 4.2 Secondary Colours

**5.0 TYPOGRAPHY**

- › 5.1 Corporate  
(Primary, Secondary,  
and Correspondence)
- › 5.2 Marketing Communications  
(Serif and Sans)
- › 5.3 Misuse

**6.0 SUB-BRANDS**

- › 6.1 BC Ferries Vacations
- › 6.2 BCFV Logo Size Relationships
- › 6.3 BCFV Partner Logos
- › 6.4 BCFV Branding Merchandise
- › 6.5 BC Ferries Commercial Services
- › 6.6 BCF-CS Logo Size Relationships
- › 6.7 BCF-CS Partner Logos
- › 6.8 BCF-CS Branding Merchandise

- › 6.9 BC Ferries Academy
- › 6.10 BCF-A Logo Size Relationships
- › 6.11 BCF-A Partner Logos
- › 6.12 BCF-A Branding Merchandise
- › 6.13 Sustainability Icon
- › 6.14 Sailsafe Icon

**7.0 CATERING/RETAIL**

- › 7.1 Overview
- › 7.2 On BCF Property
- › 7.3 Off BCF Property
- › 7.4 On Website
- › 7.5 Passages Gift Shop Logo
- › 7.6 Pacific Buffet Logo
- › 7.7 Seawest Lounge Logo
- › 7.8 Coastal Cafe Logo
- › 7.9 Coastal Cafe Express Logo
- › 7.10 Sitka Coffee Place Logo
- › 7.11 Lands End Café Logo
- › 7.12 Canoe Cafe Logo
- › 7.13 The Raven Lounge Logo
- › 7.14 Aurora Lounge Logo
- › 7.15 Vista Restaurant Logo

**8.0 STATIONERY**

- › 8.1 Introduction
- › 8.2 Letterhead (Generic)
- › 8.3 Envelope
- › 8.4 Business Cards
- › 8.5 Mailing Label
- › 8.6 Email Signature
- › 8.7 Word / PDF Templates
- › 8.8 External Forms
- › 8.9 PowerPoint
- › 8.10 Communications
- › 8.11 Newsletter

**9.0 IMAGERY**

- › 9.1 Introduction
- › 9.2 Vessels
- › 9.3 People
- › 9.4 Groups
- › 9.5 Onsite Scenarios & Amenities
- › 9.6 Onsite People
- › 9.7 Conceptual
- › 9.8 Conceptual (Wide)
- › 9.9 Misuse
- › 9.10 Usage in Advertisements

**10.0 BROCHURES**

- › 10.1 Standards
- › 10.2 Sample

**11.0 WAYFINDING AND SIGNAGE**

- › 11.1 Typical Terminal Components
- › 11.2 Wayfinding Colour Palette
- › 11.3 Sign Design and Proportions
- › 11.4 Terminology
- › 11.5 Advance Signage
- › 11.6 Advance Signage (Continued)
- › 11.7 Ticket Booths
- › 11.8 Ticket Booths (Continued)
- › 11.9 Vehicle Holding
- › 11.10 Vehicle Holding (Continued)
- › 11.11 Vehicle Holding (Continued)
- › 11.12 Pedestrian Safewalk
- › 11.13 Parking and Pick-up/Drop-off
- › 11.14 Foot Passenger Building
- › 11.15 Foot Passenger Building (Continued)
- › 11.16 Exterior Berth Identification
- › 11.17 Exterior Berth Identification (Con't)
- › 11.18 Regulatory and Security Signage

**12.0 SERVICE VEHICLES**

- › 12.1 Decals
- › 12.2 Pickup Trucks
- › 12.3 Vans
- › 12.4 Cars
- › 12.5 Heavy Trucks
- › 12.6 No Cargo Box
- › 12.7 With Cargo Box

**13.0 COMMERCIAL SERVICES VEHICLES**

- › 13.1 Decals
- › 13.2 Pickup Trucks
- › 13.3 Highway Tractors
- › 13.4 TICO Tractors

**14.0 VESSELS**

- › 14.1 Specifications

**15.0 EMPLOYEE GEAR**

- › 15.1 Logo Use
- › 15.2 Colours
- › 15.3 Embroidery Specifications
- › 15.4 Secondary Text
- › 15.5 Additional Text
- › 15.6 Misuse
- › 15.7 Secondary Text with Partner Logos
- › 15.8 Sponsorships
- › 15.9 Departments (Shirt & Jacket)

**16.0 BRANDING QUESTIONS**

- › 16.1 Answers
- › 16.2 Answers (Continued)
- › 16.3 Contact



The parent logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure the logo is full colour on a white background, just like the side of the ships themselves.** The black and white versions are intended for applications that are restricted in colour, but can be used to enhance particular design concepts.

The parent logo would be used for ship exteriors, terminal entrance signage, corporate identifiers, corporate stationery, and on materials placed or distributed outside of BC Ferries property. The logo is also used on instructional or safety signage on BC Ferries property. The logo is not used on wayfinding signage on BC Ferries property.



FULL COLOUR (PREFERRED USAGE) WITHOUT TAGLINE

s. 15, s. 17



BLACK



REVERSED

\*\*\* Reversed Logo Usage \*\*\*  
This option should only be used as an absolute last resort. The full-colour option should be used at all times.

The BC Ferries *Experience the difference* logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure the logo is full colour on a white background, just like the side of the ships themselves.** The black and white versions are intended for applications that are restricted in colour, but can be used to enhance particular design concepts.

The tagline "*Experience the difference*" supports the BC Ferries brand

s. 15, s. 17

s. 15, s. 17

The tagline is used in most customer-focused communications. It should adhere to the following guidelines:

**The logo version with tagline SHOULD be used in any:**

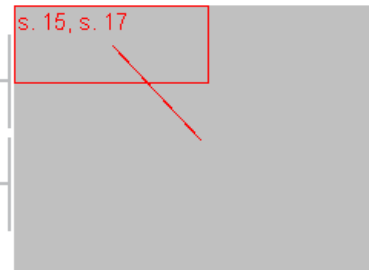
- communication related to a BC Ferries product or service being sold to customers, other businesses, or employees.
- sales material of BC Ferries or a BC Ferries amenity to potential vendors or partners.
- employee communication where a service standard is being described.
- internal announcement or summary of a BC Ferries product or service introduction or promotion.
- Human Resources communication, including job postings.

**The logo version with tagline SHOULD NOT be used in:**

- corporate communications such as Annual General Meeting announcements, Annual Reports, or Request for Proposal advertisements.
- safety messaging or signage, whether for employees or customers.
- wayfinding signage on or off BC Ferries property.
- media releases and advisories.



FULL COLOUR (PREFERRED USAGE) WITH TAGLINE



BLACK



REVERSED

\*\*\* Reversed Logo Usage \*\*\*  
 This option should only be used as an absolute last resort. The full-colour option should be used at all times.



The BC Ferries *Experience the difference* logo is a reflection of our fresh, open, and optimistic brand look and feel. For best impact, our logo needs room to breathe. Allow a minimum clear space around the logo as indicated by the Xs below. The height of the "F" in "Ferries" determines the amount of clear space around our logo.

Where possible, the logo should be placed in bottom right-hand corner of marketing and communication materials.

It should adhere to the following guidelines:



MINIMUM CLEAR SPACE



MINIMUM SIZE WITH TAGLINE



MINIMUM SIZE WITHOUT TAGLINE

BC Ferries has a brand name, a legal name and one accepted abbreviation (BCF). It is important to use our names correctly and consistently to appear professional and to avoid confusion about who we are as a company.

The brand name of our company is BC Ferries. This name is used in the logo and is the common name of the company.



NAME IN LOGO FORM

BC Ferries

CORRECT SPELLING IN TEXT FORMAT

MISUSE:

~~B.C. Ferries~~

~~BC  
Ferries~~

The legal name of the company is British Columbia Ferry Services Inc. This name must be used on all external legal documents. With address information, the legal name is always the first line.

---

**MISUSE:**

**British Columbia Ferry Services Inc.**

~~BC Ferry Services~~

British Columbia Ferry Services Inc.  
The Atrium  
Suite 500, 1321 Blanshard St.  
Victoria, BC V8W 0B7

~~BC Ferry Services Inc.~~

~~B.C. Ferries Services Inc.~~

---

**CORRECT USAGE**

~~B.C. Ferries Inc~~



The Wave Icon should only be used for flags, funnels, and favicons that benefit from additional branding support. There needs to be a visible parent logo nearby. It should not be used in conjunction with the Marketing Communications wave elements (see next page) to eliminate competing graphic treatments.



FLAG DESIGN

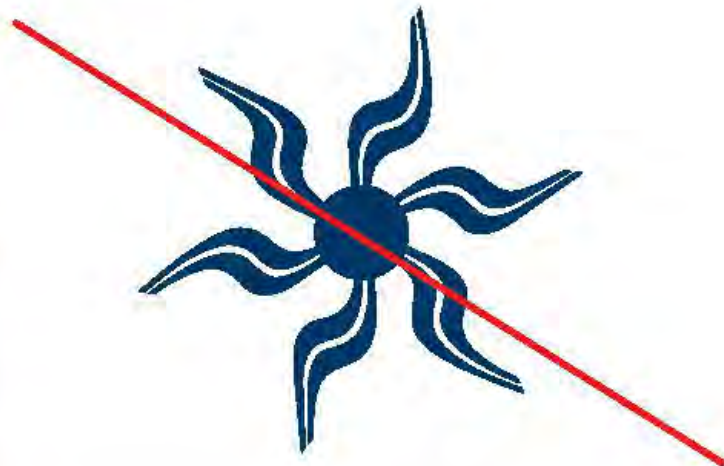





FUNNEL (PROFILE)



FAVICON

### MISUSE



- ~~ Lorum ipsum nostio doluptat ing esectem eniscipit nulla facing ero ero et, velit, quamet, quis! ut nulla faccum et dit veliquat.~~
- ~~ Lorum ipsum nostio doluptat ing esectem eniscipit nulla facing ero ero et, velit, quamet, quis! ut nulla faccum et dit veliquat.~~
- ~~ Lorum ipsum nostio doluptat ing esectem eniscipit nulla facing ero ero et, velit, quamet, quis! ut nulla faccum et dit veliquat.~~

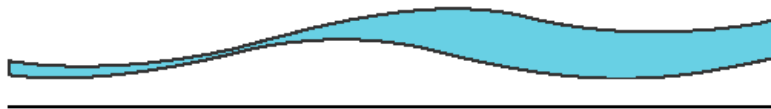
The wave motif is primarily used in customer facing marketing and communications materials to support the brand personality. It is optional, used primarily as a design element for print materials. It can divide the imagery from the content while also creating a white background for the logo. It is comprised of three (3) separate EPS files which are overlaid with varying opacities. Ideally, when scaling, it is best to scale proportionally rather than stretching. Please note there are different tints and opacities when working between full colour and B&W. It can also be used as a design element where applicable (similar to the cover and title bar). As a design element, scale, rotation, and opacity settings are flexible.

**Vertical formats are not acceptable.**

#### FULL COLOUR PRINTING



COLOURWAVE.EPS (TOP)  
s. 15, s. 17



COLOURWAVE.EPS (MIDDLE)  
s. 15, s. 17

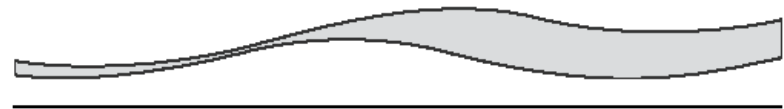


COLOURWAVE.EPS (BOTTOM)  
s. 15, s. 17

#### BLACK & WHITE PRINTING



GREYWAVE.EPS (TOP)  
s. 15, s. 17



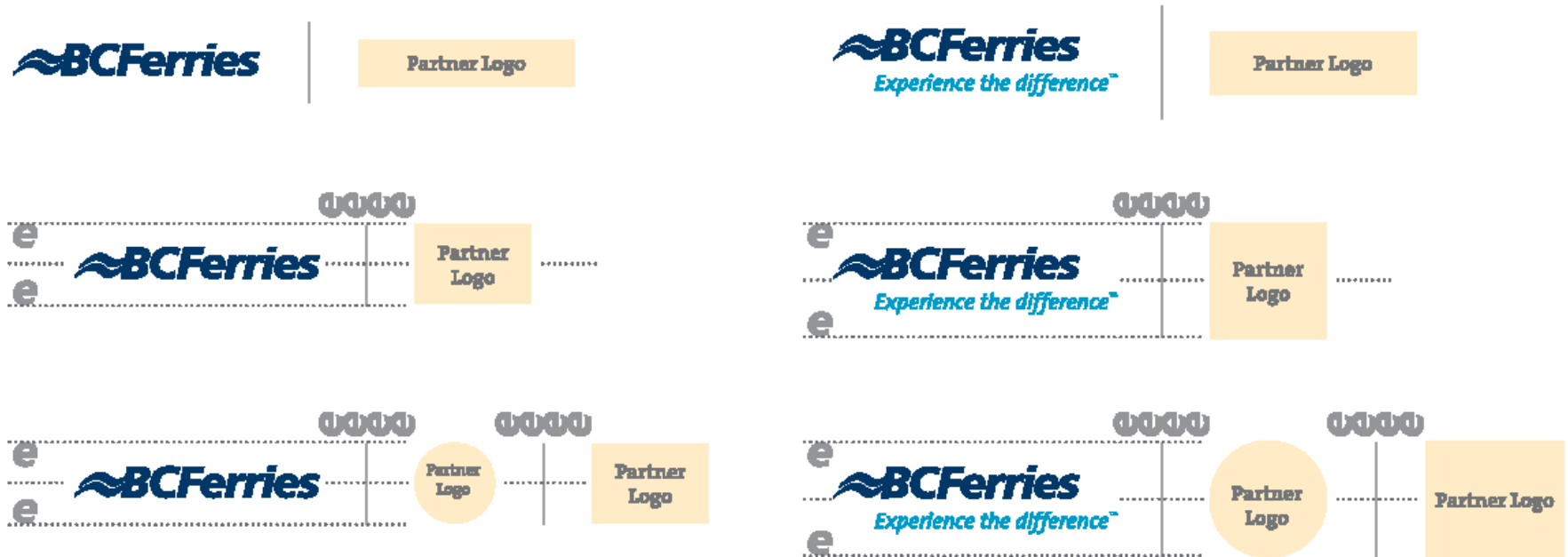
GREYWAVE.EPS (MIDDLE)  
s. 15, s. 17



GREYWAVE.EPS (BOTTOM)  
s. 15, s. 17

The BC Ferries logos may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BC Ferries logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BC Ferries project, and where it is appropriate that both companies are represented.

The guidelines below demonstrate how to position the logos together in horizontal formats. The position of the partner logo is at the right of the BC Ferries logo and separated by a vertical bar. The BC Ferries logo always appears first. It is separated from the partner logo with [s. 15, s. 47](#) vertical or horizontal bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BC Ferries logo. A third logo may be added as shown. If there is no tagline in use, the height of the partner logo cannot go below the qualifier.



s. 15, s. 17

Logos are embroidered on clothing items and gift-shop merchandise. Embroidered logos should be stitched according to the pattern shown. Other stitch patterns must be avoided, as they do not render the logo in an optimal manner. Wherever possible, use   threads. The *Experience the difference* tagline should not be used on merchandise materials due to concerns over legibility and reproduction at small sizes.

s. 15, s. 17



Our logo is a key element of our visual identity and lives at the heart of our brand. It doesn't need modification and should not be redrawn, distorted, or modified in any way. Do not alter or create the BC Ferries *Experience the difference* logo – use the files as supplied by BC Ferries in all applications.

DO NOT ALTER TYPESIZES



DO NOT CHANGE COLOURS



DO NOT RECONFIGURE ELEMENTS



DO NOT ADD ELEMENTS



DO NOT REMOVE ELEMENTS



DO NOT DISTORT



Our logo is a key element of our visual identity and lives at the heart of our brand. It doesn't need modification and should not be redrawn, distorted or modified in any way. Do not alter or create the BC Ferries *Experience the difference* logo – use the files as supplied by BC Ferries in all applications.

DO NOT APPLY DROP SHADOWS



DO NOT CHANGE HORIZONTAL/VERTICAL SCALE



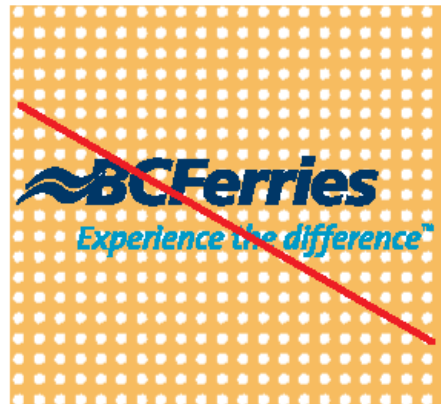
DO NOT CHANGE AXIS OF LOGO



DO NOT PLACE IN A CONTAINER



DO NOT PLACE ON BUSY BACKGROUNDS



DO NOT PLACE ON SIMILAR COLOURS



We have enlisted the standards of the Pantone Matching System (PMS) which is a universally recognized colour matching system based on lithography printing inks. Provided are the process match breakdowns (CMYK) for printing applications with limited budgets. Also included are RGB equivalents for use in Word, Excel, or PowerPoint as well as HEX equivalents for emitted light and Web applications.

### BC Ferries Blue

s. 15, s. 17

LOGO COLOUR

### Aqua Green

s. 15, s. 17

### Medium Blue

s. 15, s. 17

|                   |            |  |  |  |
|-------------------|------------|--|--|--|
| <b>Light Blue</b> |            |  |  |  |
| s. 15, s. 17      | [Red line] |  |  |  |
|                   |            |  |  |  |
|                   |            |  |  |  |
| <b>Ochre</b>      |            |  |  |  |
| s. 15, s. 17      | [Red line] |  |  |  |
|                   |            |  |  |  |
|                   |            |  |  |  |
| <b>Yellow</b>     |            |  |  |  |
| s. 15, s. 17      | [Red line] |  |  |  |
|                   |            |  |  |  |
|                   |            |  |  |  |
| <b>Black</b>      |            |  |  |  |
| s. 15, s. 17      | [Red line] |  |  |  |
|                   |            |  |  |  |
|                   |            |  |  |  |

<< >>  
< >  
Table of Contents

Spot colours are derived from the Pantone (PMS) solid colour guide



The integrity of the chosen BC Ferries font must be maintained at all times – no vertical or horizontal scaling, no added stroke, etc. To format all internal corporate pre-printed materials (e.g. business cards, letterhead, envelope), the specified typefaces are to be used following these recommendations. Reference § 7.1 for exact formatting.

### External Communications

s. 15, s. 17

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

### Internal Correspondence

For all non-preprinted scenarios. Usage includes letters, labels, memos, emails, PowerPoint and Invoices.

s. 15, s. 17

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,;:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

The integrity of the chosen BC Ferries communications font must be maintained at all times – no vertical or horizontal scaling, no added stroke, etc. To format all formal external marketing communications (e.g. publications, advertising, reports and web applications), the specified typefaces are to be used following these recommendations.

THE SERIF - LIGHT

s. 15, s. 17

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

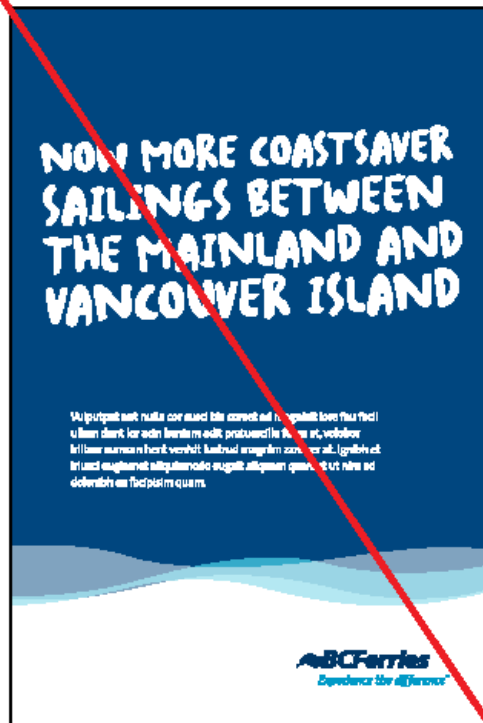
ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

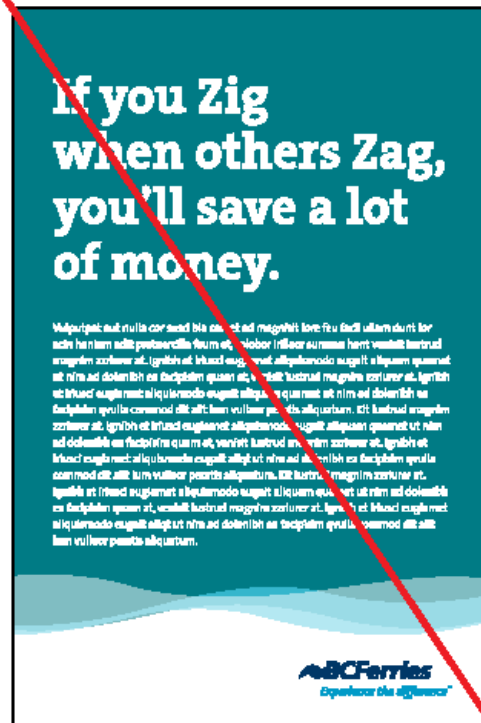
ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

Typography is a key component of our visual identity. It is important that typography is used properly and consistently in all applications. The layouts below are examples of typography misuse.



**DO NOT USE STANTON.**  
IT IS NO LONGER A STANDARD FONT.



**DO NOT USE LARGE BLOCKS OF REVERSE TYPE.**  
ESPECIALLY BODY COPY.



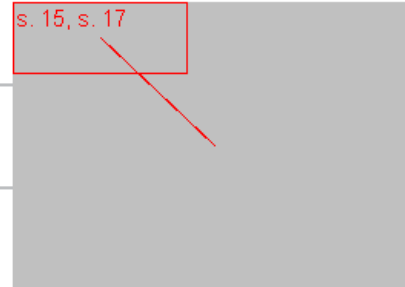
**CORRECT USAGE.**

The BC Ferries Vacations (BCFV) logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure the logo is full colour on a white background, just like the side of the ships themselves.** The black and white versions are intended for applications that are restricted in colour, but can be used to enhance particular design concepts.



FULL COLOUR (PREFERRED USAGE)

s. 15, s. 17



\*\*\* Reversed Logo Usage \*\*\*

This option should only be used as an absolute last resort.  
The full-colour option should be used at all costs.



BLACK



REVERSED

The BC Ferries Vacations logo continues the reflection of our fresh, open, and optimistic brand look and feel. For best impact, our logo needs room to breathe. Allow a minimum clear space around the logo as indicated by the Xs below. The height of the "F" in "Ferries" determines the amount of clear space around our logo.

Please adhere to the following guidelines:

- This logo option should appear on all marketing communications materials specific to BC Ferries Vacations: posters, print ads, schedules, flyers, online, office signage, and collateral.
- The logo should NOT be used in conjunction with either the Parent logo or *Experience the difference.*



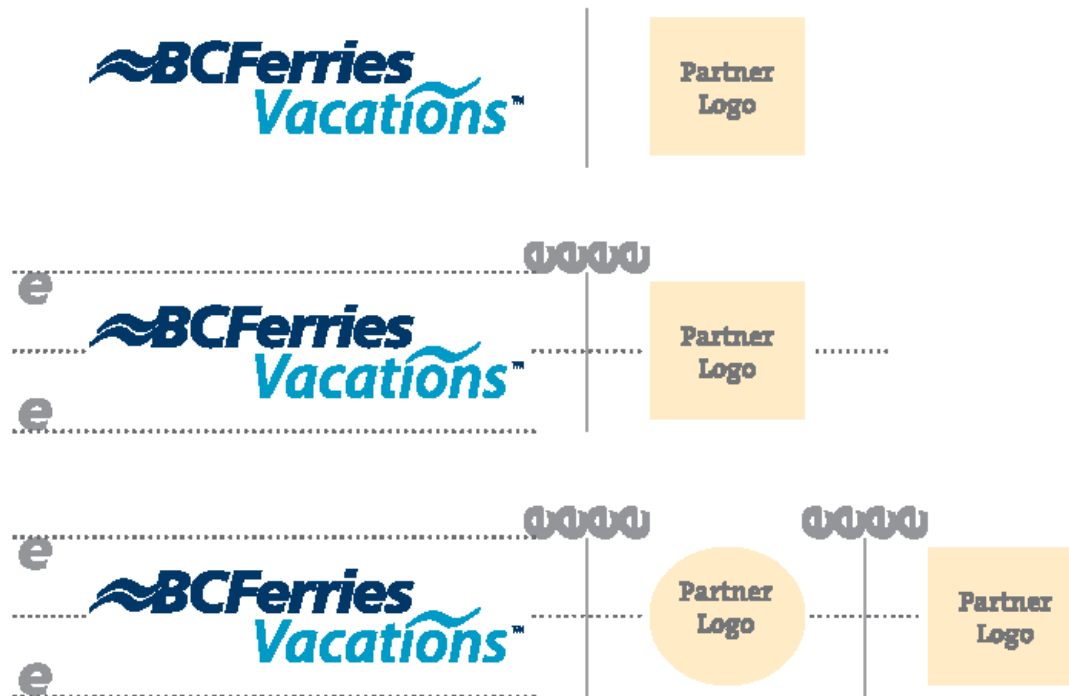
MINIMUM CLEAR SPACE



MINIMUM SIZE

The BC Ferries Vacations logo may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BCFV logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BCFV project, and where it is appropriate that both companies are represented.

The guidelines below demonstrate how to position the logos together in horizontal formats. The position of the partner logo is at the right of the BCFV logo and separated by a vertical bar. The BCFV logo always appears first. It is separated from the partner logo with a vertical or horizontal bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BCFV logo. A third logo may be added as shown. If there is no tagline in use, the height of the partner logo cannot go below the qualifier.



Logos are embroidered on clothing items and gift-shop merchandise. Embroidered logos should be stitched according to the pattern shown. Other stitch patterns must be avoided, as they do not render the logo in an optimal manner. Wherever possible, use ~~15, 17~~ threads.

s. 15, s. 17

s. 15, s. 17

s. 15, s. 17



The BC Ferries Commercial Services (BCF-CS) logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure the logo is full colour on a white background, just like the side of the ships themselves.** The black and white versions are intended for applications that are restricted in colour, but can be used to enhance particular design concepts.



**BCFerries**  
Commercial Services

s. 15, s. 17

FULL COLOUR (PREFERRED USAGE)



**BCFerries**  
Commercial Services

BLACK



**BCFerries**  
Commercial Services

GREY



**BCFerries**  
Commercial Services

REVERSED

\*\*\* Reversed Logo Usage \*\*\*

This option should only be used as an absolute last resort. The full-colour option should be used at all costs.

Spot colours are derived from the Pantone (PMS) solid colour guide



The BC Ferries Commercial Services logo continues the reflection of our fresh, open, and optimistic brand look and feel. For best impact, our logo needs room to breathe. Allow a minimum clear space around the logo as indicated by the Xs below. The height of the "F" in "Ferries" determines the amount of clear space around our logo.

Please adhere to the following guidelines:

- This logo option should appear on all marketing communications materials specific to BC Ferries Commercial Services: posters, print ads, schedules, flyers, online, and collateral.
- The logo should NOT be used in conjunction with either the Parent logo or *Experience the difference.*



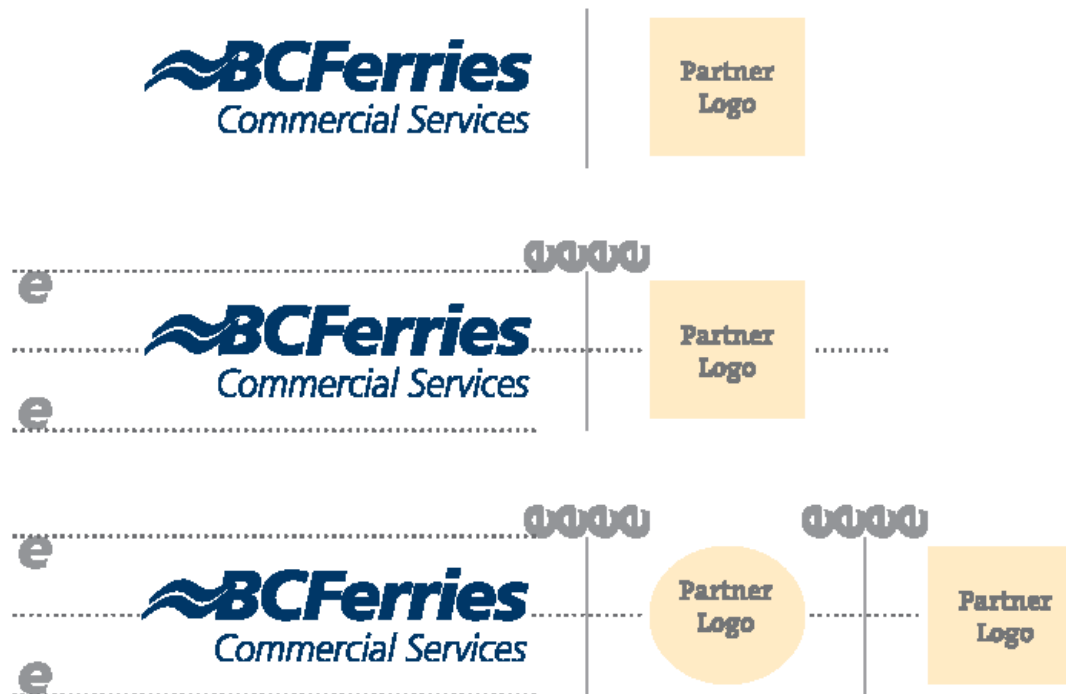
MINIMUM CLEAR SPACE




MINIMUM SIZE

The BC Ferries Commercial Services (BCF-CS) logo may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BCF-CS logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BCF-CS project, and where it is appropriate that both companies are represented.

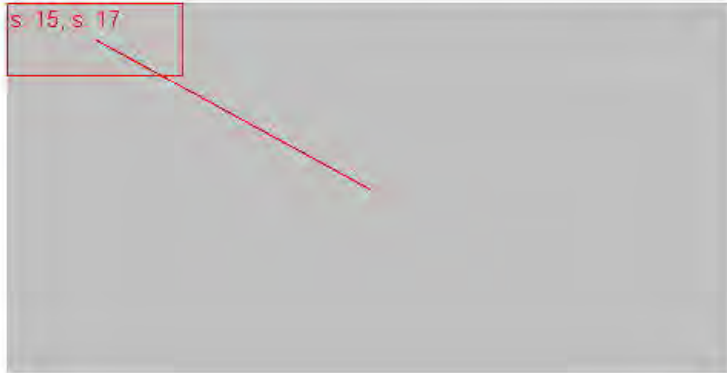
The guidelines below demonstrate how to position the logos together in horizontal formats. The position of the partner logo is at the right of the BCF-CS logo and separated by a vertical bar. The BCF-CS logo always appears first. It is separated from the partner logo with a [s. 15, s-17](#) vertical or horizontal bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BCF-CS logo. A third logo may be added as shown.



Logos are embroidered on clothing items. Embroidered logos should be stitched according to the pattern shown. Other stitch patterns must be avoided, as they do not render the logo in an optimal manner. Wherever possible, use  threads.

~~s. 15, s. 17~~

s. 15, s. 17



The BC Ferries Academy (BCF-A) logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure the logo is full colour on a white background, just like the side of the ships themselves.** The black and white versions are intended for applications that are restricted in colour, but can be used to enhance particular design concepts.



FULL COLOUR (PREFERRED USAGE)



BLACK



GREY

\*\*\* Reversed Logo Usage \*\*\*

This option should only be used as an absolute last resort. The full-colour option should be used at all costs.



REVERSED

Spot colours are derived from the Pantone (PMS) solid colour guide

The BC Ferries Academy logo continues the reflection of our fresh, open, and optimistic brand look and feel. For best impact, our logo needs room to breathe. Allow a minimum clear space around the logo as indicated by the Xs below. The height of the "F" in "Ferries" determines the amount of clear space around our logo.

Please adhere to the following guidelines:

- This logo option should appear on all marketing communications materials specific to BC Ferries Academy: posters, print ads, schedules, flyers, online, and collateral.
- The logo should NOT be used in conjunction with either the Parent logo or *Experience the difference*.



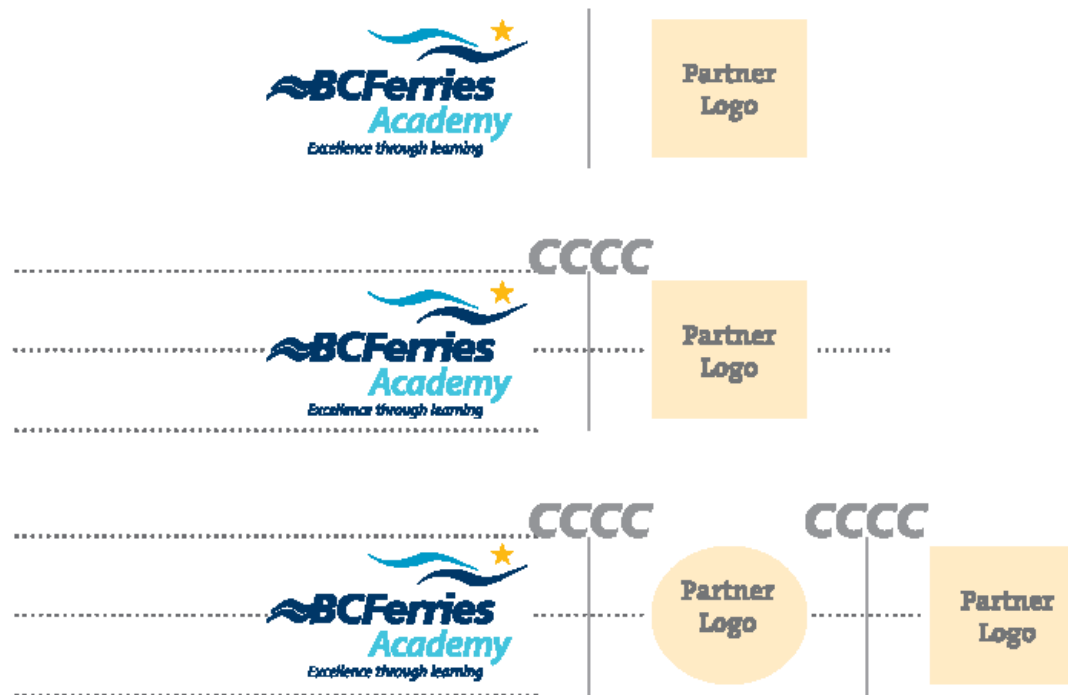
MINIMUM CLEAR SPACE



MINIMUM SIZE

The BC Ferries Academy (BCF-A) logo may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BCF-A logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BCF-A project, and where it is appropriate that both companies are represented.

The guidelines below demonstrate how to position the logos together in horizontal formats. The position of the partner logo is at the right of the BCF-A logo and separated by a vertical bar. The BCF-A logo always appears first. It is separated from the partner logo with a s. 15, s. 17 vertical or horizontal bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BCF-A logo. A third logo may be added as shown.



Logos are embroidered on clothing items. Embroidered logos should be stitched according to the pattern shown. Other stitch patterns must be avoided, as they do not render the logo in an optimal manner. Wherever possible, use ~~grey~~ threads. Due to legibility concerns, the tagline should not be included on the merchandise.

~~s. 15, s. 17~~



The BC Ferries Sustainability Icon is provided in colour and grey variations to accommodate various usage needs.

**All attempts should be made to ensure the logo is full colour on a white background, just like the side of the ships themselves.**

The grey version is intended for applications that are restricted in colour, but can be used to enhance particular design concepts.

s. 15, s. 17

FULL COLOUR (PREFERRED USAGE)



s. 15, s. 17

GRADIENTS

s. 15, s. 17

GREY VERSION



s. 15, s. 17

GRADIENTS

s. 15, s. 17

s. 15, s. 17





The BC Ferries Sailsafe Icon is provided in colour and black variations to accommodate various usage needs.

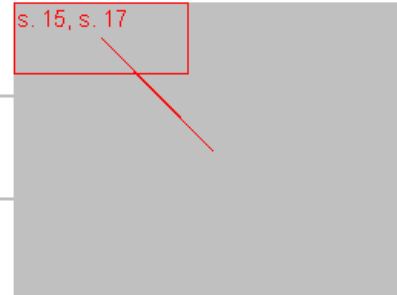
**All attempts should be made to ensure the logo is full colour on a white background, just like the side of the ships themselves.**

The black version is intended for applications that are restricted in colour, but can be used to enhance particular design concepts.



FULL COLOUR (PREFERRED USAGE) WITH TAGLINE

s. 15, s. 17



BLACK



REVERSED

\*\*\* Reversed Logo Usage \*\*\*

This option should only be used as an absolute last resort. The full-colour option should be used at all times.

BC Ferries has a wide variety of amenities catering to all passengers. Amenity marketing should have a balance between corporate graphic standards and flexibilities to best promote retail/restaurant offers in an effective, industry-appropriate manner.

Amenity marketing is broken down into three silos dependent on where the materials are displayed:

- On BC Ferries property
- Off BC Ferries property
- Online

Also provided are 11 amenity branding standards;



75



76

seawest  
LOUNGE

77



78



79

sitka  
coffee place

710

LANDS END café

711



712



713

AURORA  
LOUNGE

714



715

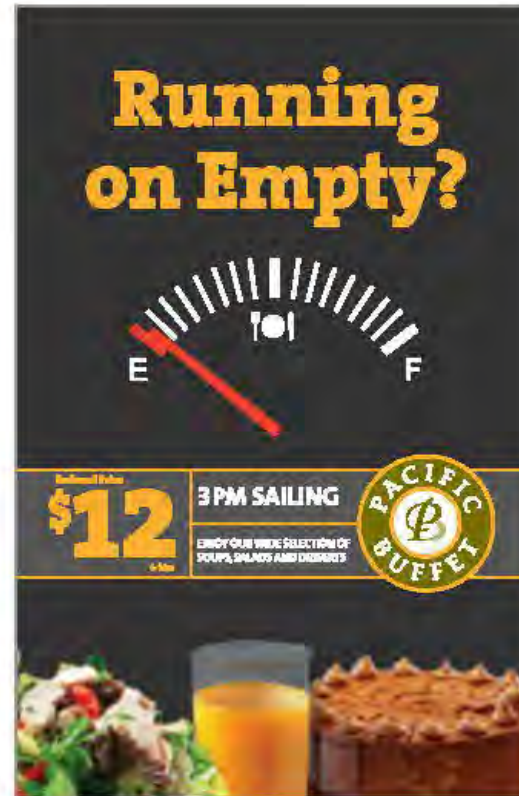
BC Ferries has a wide variety of amenities catering to all segments of passengers. Amenity marketing should have a balance between corporate graphic standards and flexibilities to best promote retail/restaurant offers in an effective, industry-appropriate manner.

For amenity marketing on BC Ferries property (eg, vessel, terminal):

- Fonts must be in corporate s. 15, s. 17

s. 15, s. 17 Style, weighting, and colour are flexible. (See page 5.2)

- Overall look and feel, and imagery are flexible. Image and font size must work together with clear hierarchy and not overpower each other or get too 'busy'.
- "Wave" transition is not encouraged. It can be used if it benefits design, but only with BC Ferries' parent logo.
- Amenity logo will be featured. No BC Ferries logo will be used.
- When amenity creative material is in the location being advertised (eg, PGS poster in PGS), no amenity logo is necessary.
- Where possible, logos will be placed in lower right hand corner of marketing materials.



BC Ferries has a wide variety of amenities catering to all segments of passengers. Amenity marketing should have a balance between corporate graphic standards and flexibilities to best promote retail/restaurant offers in an effective, industry-appropriate manner.

For amenity marketing off BC Ferries property (eg. mass-media, off-site signage):

- Fonts must be in corporate s. 15, s. 17 weighting, and colour are flexible. (See page 5.2).
- Overall look and feel, and imagery are flexible. Image and font size must work together with clear hierarchy and not overpower each other or get too 'busy'.
- "Wave" transition is not mandatory. However it can be used if it benefits design, but only with BC Ferries' parent logo.
- BC Ferries *Experience the difference* logo will be featured.
- No Amenity logo will be used. Amenity should be predominately referenced in copy.



### Escape to the inner sanctum

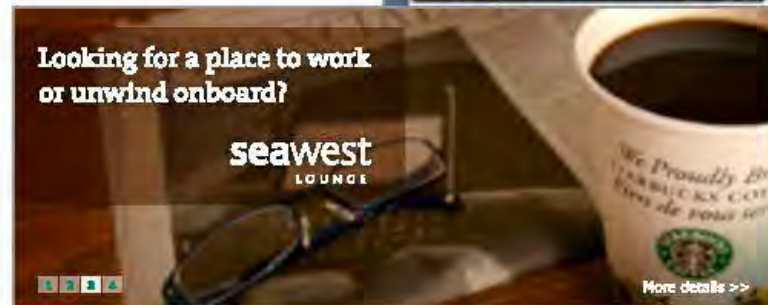
Need a place to work or unwind on your trip between Vancouver Island and the Mainland? Visit the **Seawest Lounge** on select vessels. For an all-inclusive price, you'll enjoy Starbucks™ coffee, pastries, WiFi and the latest business news TV. And peace and quiet.

Go to [bcferries.com/seawest](http://bcferries.com/seawest) for additional information

**BCFerries**  
*Experience the difference™*

BC Ferries has a wide variety of amenities catering to all segments of passengers. Amenity marketing should have a balance between corporate graphic standards and flexibilities to best promote retail/restaurant offers in an effective, industry-appropriate manner.

- Fonts must be in corporate s. 15, s.-17, s. 15, s.-17, weighting, and colour are flexible. (See page 5.2).
- Overall look and feel, and imagery are flexible. Image and font size must work together with clear hierarchy and not overpower each other or get too 'busy'.
- Amenity logo will be featured, if space permits. If not, predominately reference amenity name in copy.
- No BC Ferries logo will be used.



The Passages Gift Shop offers West Coast lifestyle products from apparel to giftware with an audience skewing towards women aged 35+. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable for each specific product line offered, allowing them to be designed with their own personality and focused on the product benefit and demographic they are targeting.

s. 15, s. 17



s. 15, s. 17

FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



s. 15, s. 17

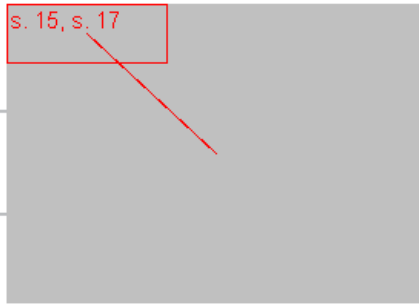
MINIMUM SIZE

Spot colours are derived from the Pantone (PMS) solid colour guide

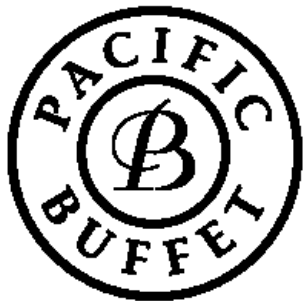
Pacific Buffet offers an indulgent, varied West Coast dining experience with an audience skewing towards males aged 35+. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable for each unique food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.



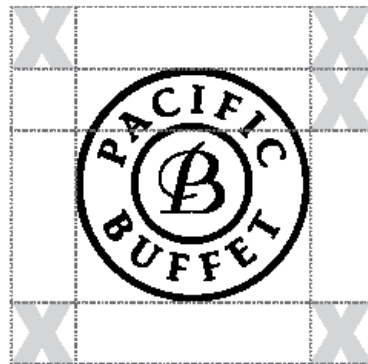
s. 15, s. 17



FULL COLOUR



BLACK



MINIMUM CLEAR SPACE



s. 15, s. 17

MINIMUM SIZE

*Spot colours are derived from the Pantone (PMS) solid colour guide*

The Seawest Lounge caters primarily to customers looking for a quiet area to unwind or focus on their work. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable for each unique product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting.



seawest  
LOUNGE

s. 15, s. 17

FULL COLOUR (PREFERRED USAGE)



seawest  
LOUNGE

BLACK



seawest  
LOUNGE

MINIMUM CLEAR SPACE



seawest  
LOUNGE

s. 15, s. 17

MINIMUM SIZE

Spot colours are derived from the Pantone (PMS) solid colour guide



The Coastal Cafe is a family-friendly environment offering a wide selection of food options. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.



s. 15, s. 17

FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



MINIMUM SIZE

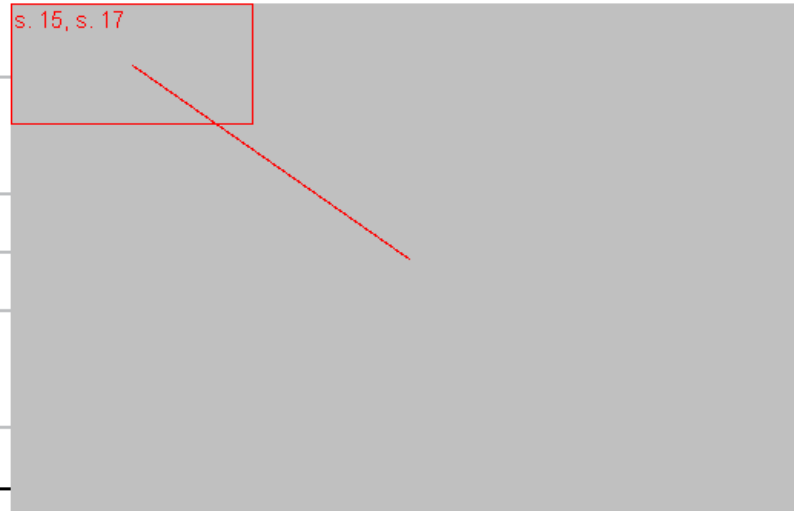
*Spot colours are derived from the Pantone (PMS) solid colour guide*

The Coastal Cafe Express is a family-friendly spot to grab a delicious sandwich or quick snack. Coastal Cafe Express also serves up hot and cold drinks. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.

s. 15, s. 17



FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE

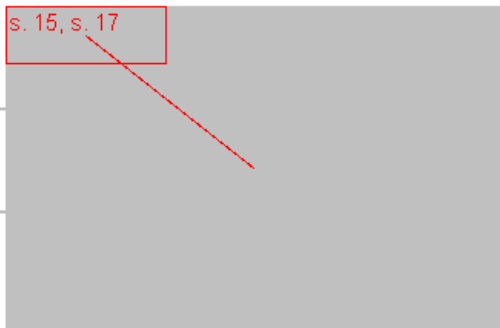


s. 15, s. 17

MINIMUM SIZE

*Spot colours are derived from the Pantone (PMS) solid colour guide*

The Sitka Coffee Place is a family-friendly spot to grab a delicious sandwich or quick snack. Sitka Coffee Place also serves up hot and cold drinks. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.



FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



MINIMUM SIZE

Spot colours are derived from the Pantone (PMS) solid colour guide

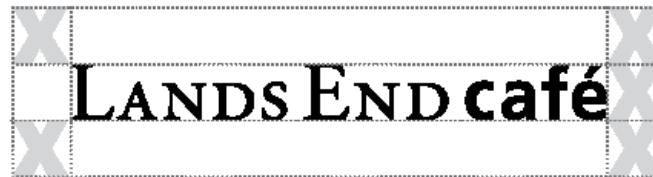
The Lands End Café is a family-friendly spot to grab a delicious sandwich or quick snack. Lands End Café also serves up hot and cold drinks. Designs are flexible and diverse. Fonts, colours, and imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.

# LANDS END café

s. 15, s. 17

FULL COLOUR (PREFERRED USAGE)

# LANDS END café



LANDS END café

s. 15, s. 17

BLACK

MINIMUM CLEAR SPACE

MINIMUM SIZE

*Spot colours are derived from the Pantone (PMS) solid colour guide*

The Canoe Cafe is a family-friendly environment offering hot and cold entrees. Canoe Cafe also serves up hot and cold drinks. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.



FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



MINIMUM SIZE

*Spot colours are derived from the Pantone (PMS) solid colour guide.*

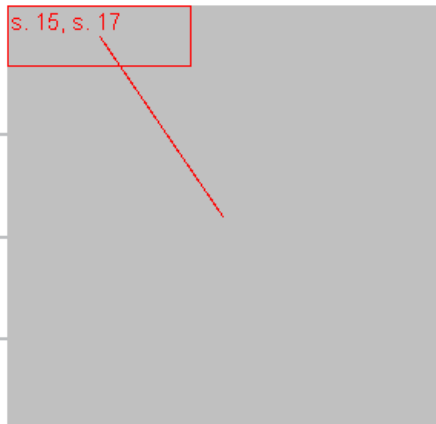
The Raven Lounge offers a relaxing environment with movies that can be viewed on one of three 40-inch screens. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable.



THE RAVEN  
LOUNGE



s. 15, s. 17



FULL COLOUR (PREFERRED USAGE)



THE RAVEN  
LOUNGE

BLACK

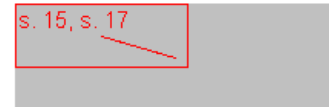


THE RAVEN  
LOUNGE

MINIMUM CLEAR SPACE



s. 15, s. 17



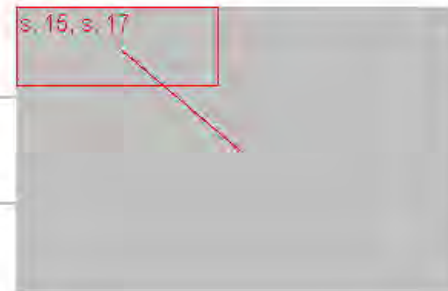
MINIMUM SIZE

Spot colours are derived from the Pantone (PMS) solid colour guide

The Aurora Lounge is a licensed lounge offering a wide selection of food options. Designs are flexible and diverse. Fonts, colours, and imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.



s. 15, s. 17



FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE

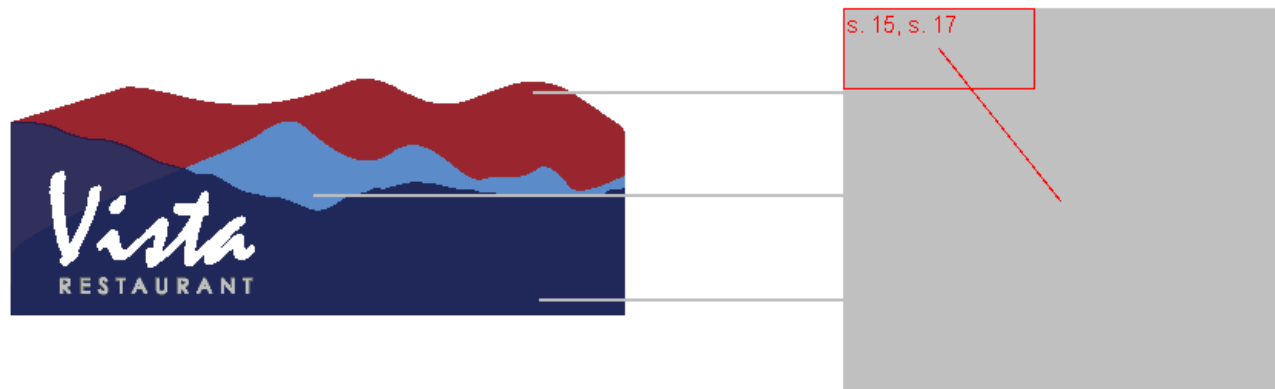


s. 15, s. 17

MINIMUM SIZE

*Spot colours are derived from the Pantone (PMS) solid colour guide.*

The Vista Restaurant is a family-friendly environment offering a gourmet menu and panoramic views. Designs are flexible and diverse. Fonts, colours, and Imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.



FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



MINIMUM SIZE

Spot colours are derived from the Pantone (PMS) solid colour guide



**Each BC Ferries employee can access correspondence templates by following these steps:**

- Selecting *New* in the Microsoft Word File menu. A Task Pane will appear on the right of your screen.
- Under *Templates*, click on *My Computer* and choose the template you need. Selecting the template will open it as a new untitled document within the application.
- Prepare your document, print it and save it to your directory for future reference, if desired.

**BC Ferries externally printed stationery:**

- Letterhead First Sheet
- Letterhead Second Sheet
- Envelopes
- Business Cards
- Mailing Labels
- Email Signatures



Use these specifications for all general BC Ferries letterhead. No variations are accepted outside approved templates.

### Colours

The logo is BC Ferries Blue, equivalent to s. 15, s. 17

The rule and address block are dark grey, equivalent to s. 15, s. 17

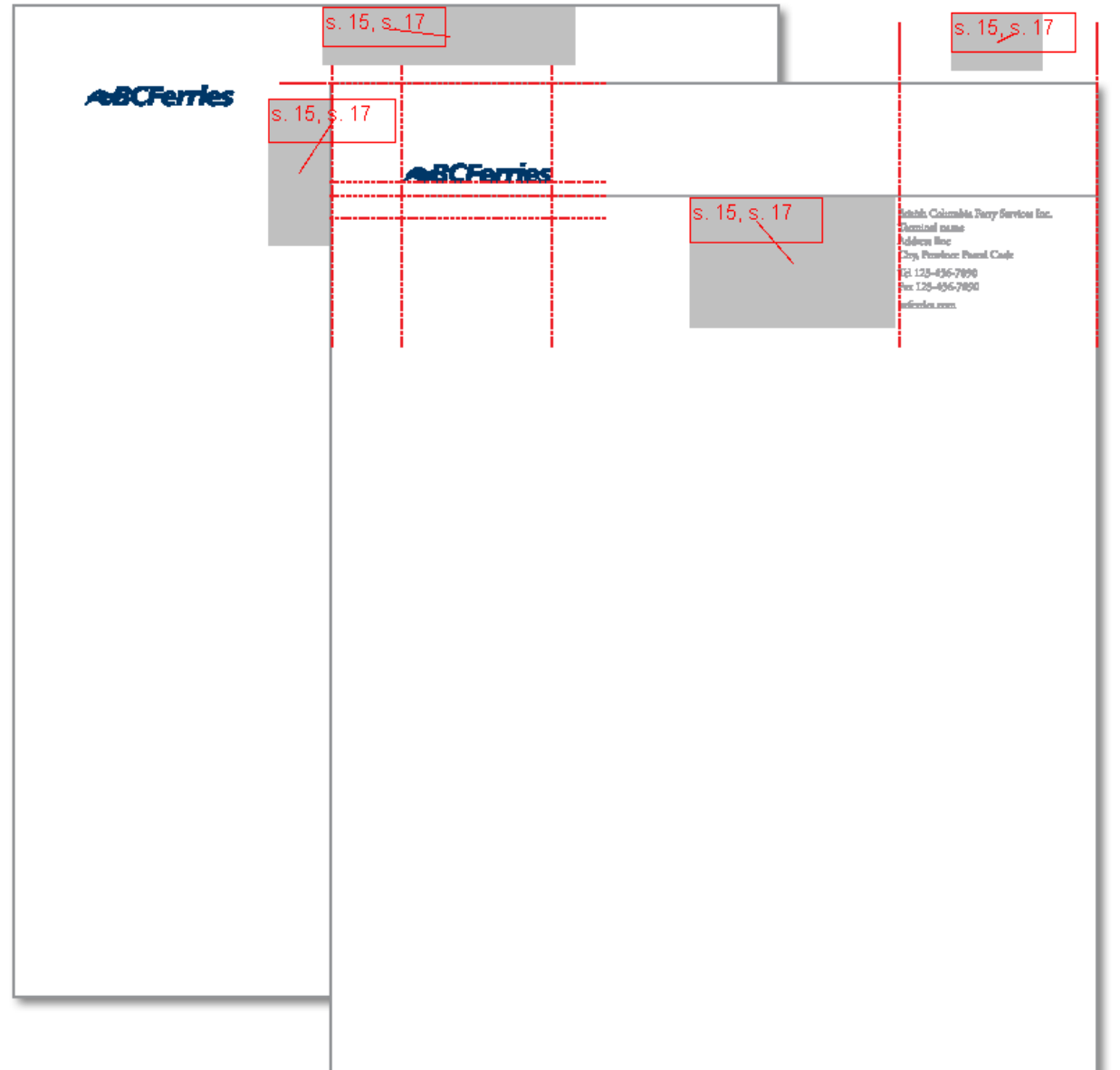
### Typography

The address block is set in s. 15, s. 17

All body text is to be set in s. 15, s. 17

### Stock



Synergy, Pure White, Smooth, 24 lb. writing.



\* ALL MEASUREMENTS ARE IN MILLIMETERS

Use these specifications for envelopes that require a return address.

#### Colours

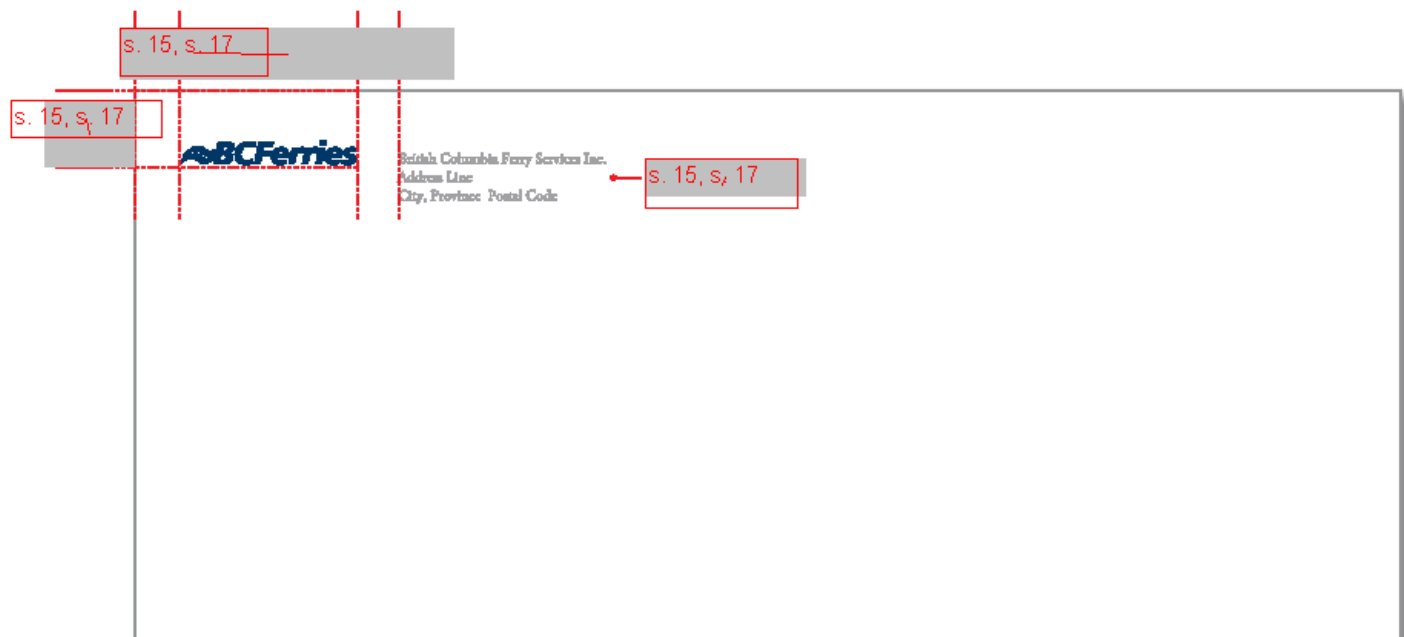
The logo is BC Ferries Blue, equivalent to s. 15, s. 17 . The address block is dark grey, equivalent to s. 15, s. 17 .

#### Typography

All text is set in s. 15, s. 17 .

#### Stock

Synergy, Pure White, Smooth, 24 lb. writing.



\* ALL MEASUREMENTS ARE IN MILLIMETERS

Use these specifications for all general BC Ferries business cards. No variations are accepted outside approved templates.

### Colours

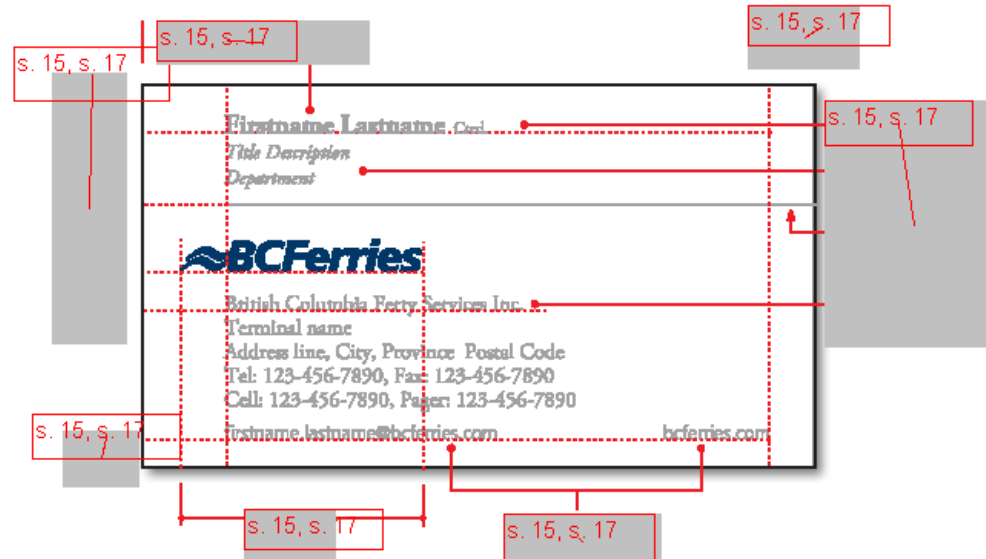
The logo is BC Ferries Blue, equivalent to s. 15, s. 17. The rule and address block are dark grey, equivalent to s. 15, s. 17.

### Typography

All text is set in s. 15, s. 17.

### Stock

Rockland, Bright White, Smooth, 80 lb. cover.



\* ALL MEASUREMENTS ARE IN MILLIMETERS

Spot colours are derived from the Pantone (PMS) solid colour guide

Use these specifications for all general BC Ferries mailing labels. No variations are accepted outside approved templates.

### Colours

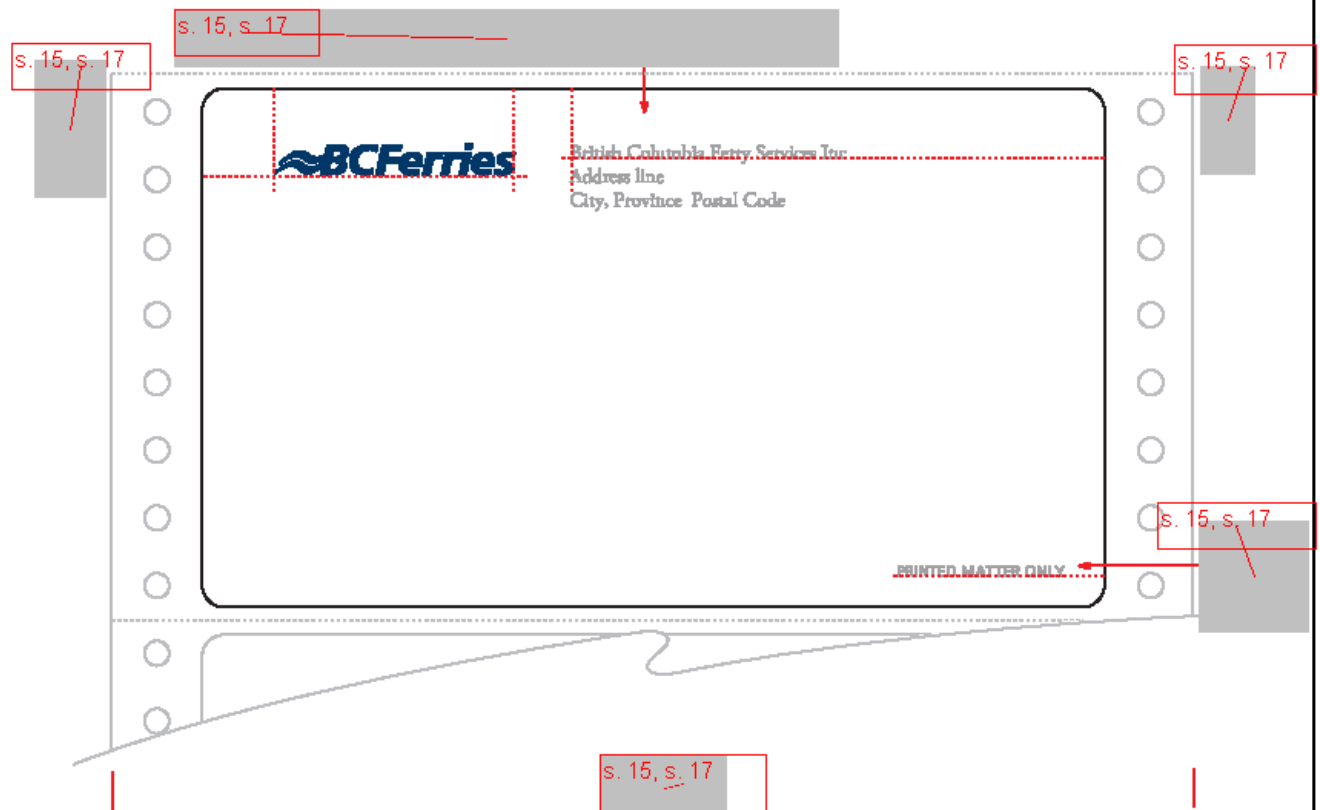
The logo is BC Ferries Blue, equivalent to s. 15, s. 17. The text is dark grey, equivalent to s. 15, s. 17.

### Typography

The address block is set in s. 15, s. 17. "Printed Matter Only" is set in s. 15, s. 17 all upper case. The body text is to be set in s. 15, s. 17.

### Stock

Continuous feed label roll, self-adhesive stock, white, matte finish.



\* ALL MEASUREMENTS ARE IN MILLIMETERS

Spot colours are derived from the Pantone (PMS) solid colour guide



Use these specifications for all general BC Ferries signatures. No variations are accepted outside approved templates.

### Colours

The two colours are: s. 15, s. 17  
and BC Ferries Blue s. 15, s. 17

### Typography

The address block is set in s. 15, s. 17

The body of the email should also be set in

s. 15, s. 17

### Social Media

Email signatures should not use images that link to BC Ferries social media accounts (eg, stylized "T" or "F"), because many email programs block imagery and may cause formatting issues with the text parts of the email signature. Spell out the name of the social media program, but set the hyperlinks to the applicable accounts.

Employee name

Position, Division

**British Columbia Ferry Services Inc.**

Address, City, Province, Postal Code

T: \*\*\*-\*\*\*-\*\*\*\* C: \*\*\*-\*\*\*-\*\*\*\* F: \*\*\*-\*\*\*-\*\*\*\*

Email address

**bcterries.com | Facebook | Twitter**

Set as hyperlinks

s. 22

Marketing Manager

**British Columbia Ferry Services Inc.**

12800 Rice Mill Rd., Richmond, BC V6W 1A1

T: 604-204-2228 C: s. 15, s. 19 F: 604-241-4642

**jackee.kasandy@bcterries.com**

**bcterries.com | Facebook | Twitter**

s. 22

Manager, Web Services and Customer Information Network

**British Columbia Ferry Services Inc.**

The Atrium

Suite 500, 1321 Blanshard St., Victoria, BC V8W 0B7

T: 250-978-1153 C: s. 15, s. 19 F: 250-978-1240

**paul.curtis@bcterries.com**

**bcterries.com | Facebook | Twitter**

MS Word and PDF templates available as downloads here:

s. [redacted]

**Templates include:**

- Document cover
- 1" Binder spine Insert
- 1.5" Binder spine insert
- 3" Binder spine Insert
- 4" Binder spine Insert
- Requests/contracts - blue
- Requests/contracts - black

Microsoft Word templates are available to prepare document covers and spine inserts. If you are using other software, use these specifications to create consistent materials.

Elements that must remain constant include the logo size and placement, the rule size and placement, and the primary title. Secondary title, date and other details are included only where necessary.

**Colours**

The logo is BC Ferries Blue, equivalent to s. 15, s. 17  
 The rule and text is black.

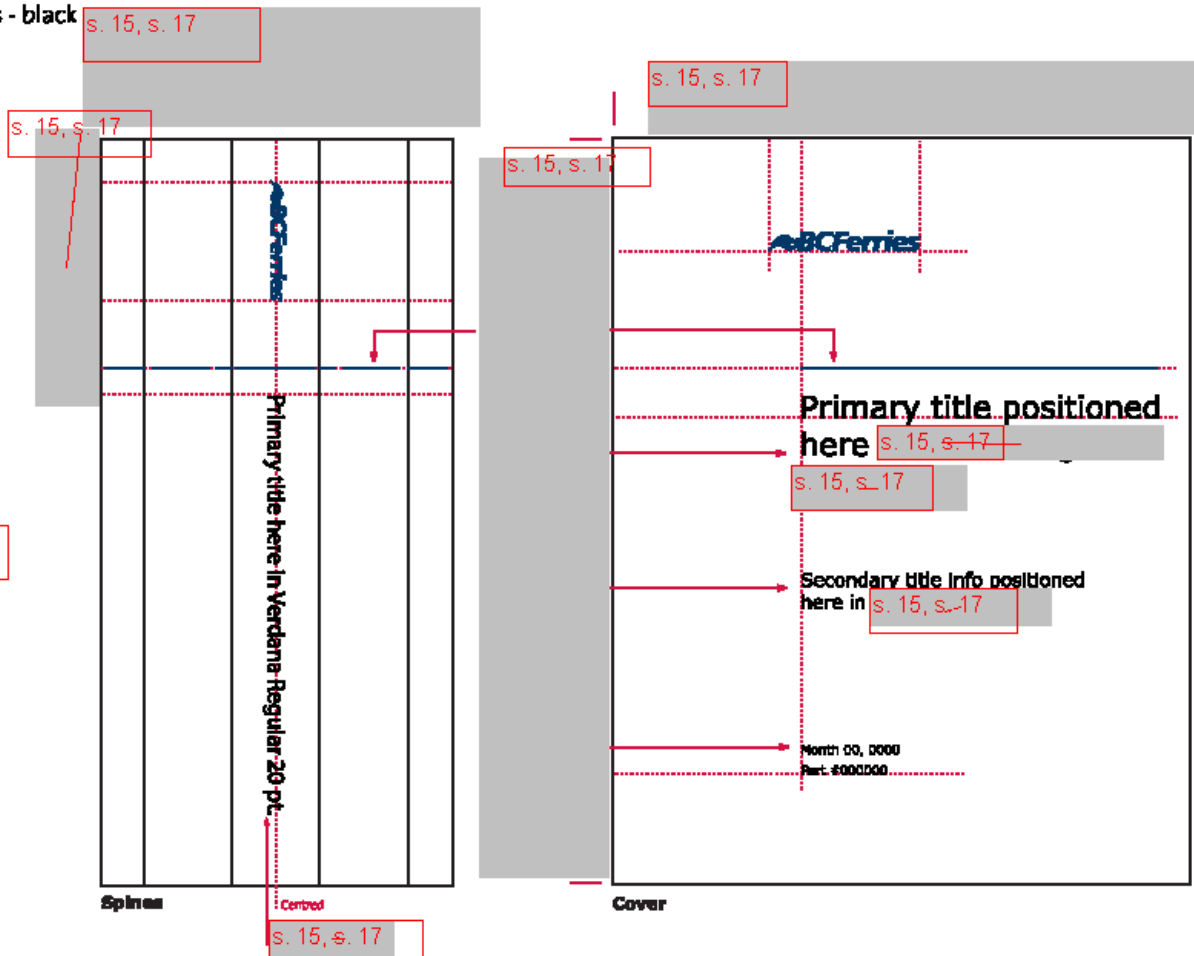
**Typography**

All text is set as s. 15, s. 17

\*NOTE: ORIGINAL TYPEFACES WERE THE CHANGE TO  
 WILL NOT BE RETROACTIVE AND WILL BE CONVERTED AS NECESSARY TO REFILL STOCK.

s. 15, s. 17

s. 15, s. 17



All printed forms should appear similar. The example shown illustrates a typical header and footer on an external, portrait format form, where the legal name and address are required and are not included in the body of the form.

Create all new forms using these guidelines for the placement and size of primary identity elements. Make adjustments, as required, when adapting old forms or to accommodate serial numbers or other text elements of new forms. In general, all forms should appear as close as possible to the example shown.

### Colours

Logo can be BC Ferries Blue, equivalent to s. 15, s. 17 or black. All other text and elements are black.

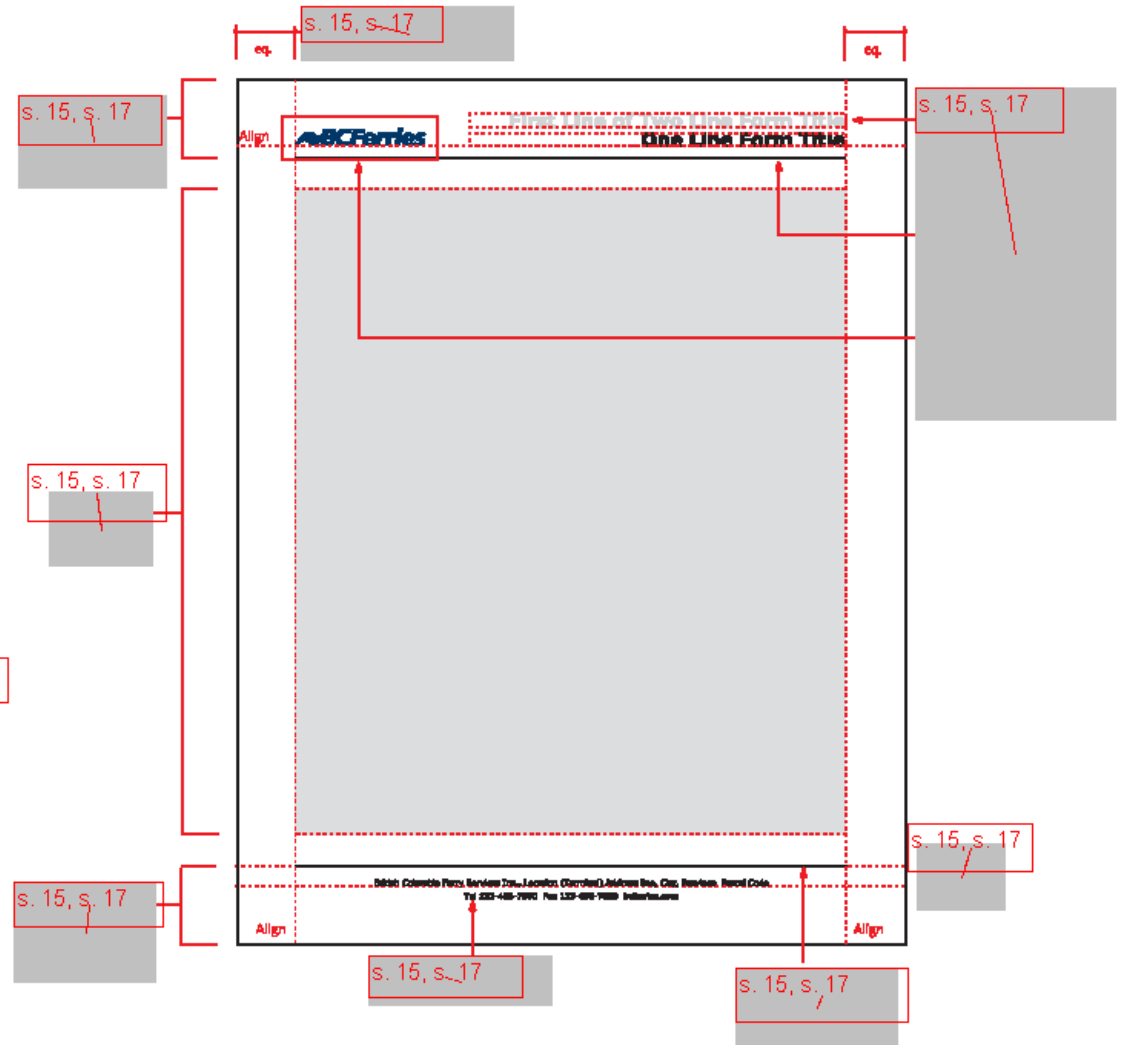
### Typography

All text is set in s. 15, s. 17

\*NOTE: ORIGINAL TYPEFACES WERE THE CHANGE TO WILL NOT BE RETROACTIVE AND WILL BE CONVERTED AS NECESSARY TO REFIL STOCK. s. 15, s. 17

### Body

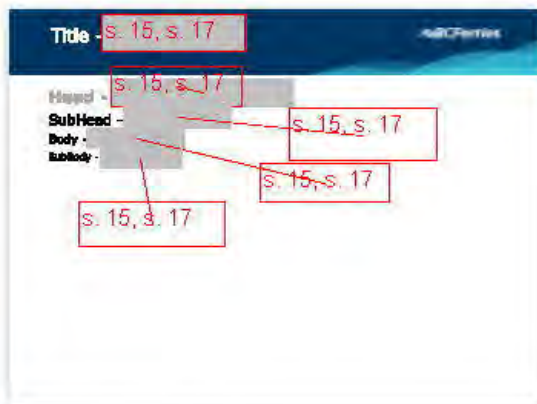
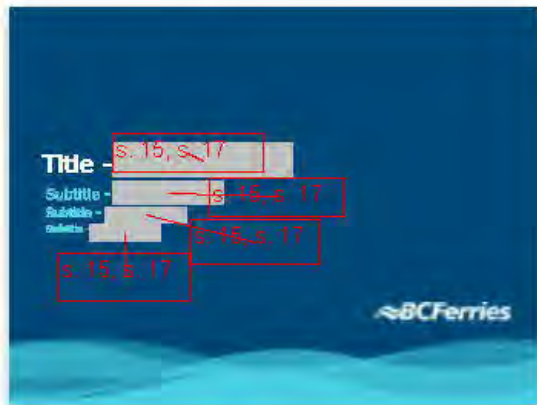
The body of the form will vary depending on the purpose of the form. Align margins to the logo and title, as shown.





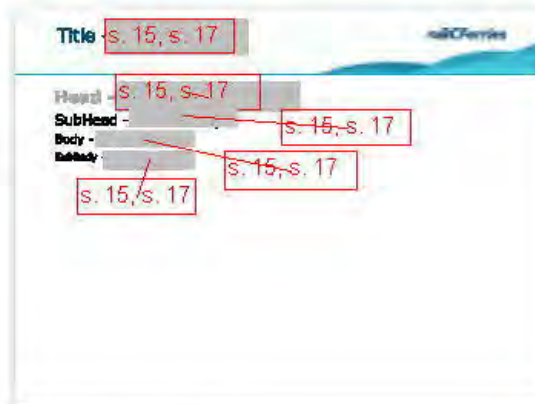
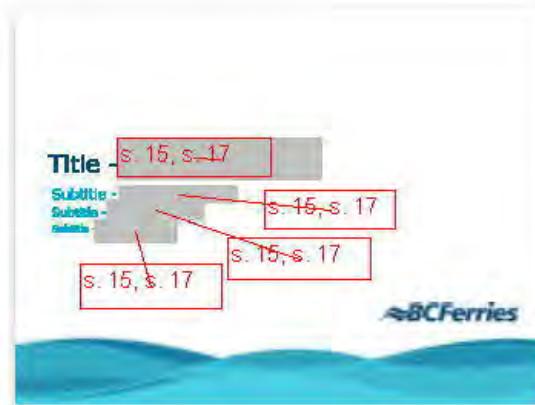
PowerPoint templates can be obtained by selecting *New* in the Powerpoint *File* menu. A Task Pane will appear on the right of your screen. Under *Templates*, click "On my computer" and choose the template you need.

#### BLUE BACKGROUND:



Standard Corporate

#### WHITE BACKGROUNDS:



Standard Corporate



Alternate  
(for image based presentations)

The specification shown demonstrates the position of the template header on an 8.5" x 11" document, as well as the size of elements and the typeface used to create the title of the template. This template is ideal for internal communications, employee newsletters and announcements.



Follow these guidelines and restrictions for the production of internal newsletters.

**Imagery**

Images should be people-focused. When employees submit a photo, request the digital image be at least 300 dpi at 4" x 5" size. Photos must include names, titles, dates, and locations.

BC Ferries *Experience the difference* logo is not to be used. Only use the core parent logo.

**Stock**

FSC Certified - Winner Gloss Text 80lb.



In the interest of maintaining quality, consistency, and brand integrity, the photography guidelines for the BC Ferries have been divided into four sections:

1. Vessel
2. People & Groups
3. Onsite
4. Conceptual

The different groupings allow maximum flexibility and variation throughout the various BC Ferries publications and communications materials. The images shown on the subsequent pages demonstrate the creative distinction necessary to promote our style of communication.

Specifically, we emphasize a creative style that conveys our desire to express [s. 15, s. 17](#)

[s. 15, s. 17](#)

All Imagery should be simple and feel dynamic, and colourful.

Every prominent vessel image in brochures, advertising, or communications materials **must** have a visible BC Ferries logo identifier. Vessel shots should feature vistas of BC's coastline. Whenever possible the vessel should appear large and prominent in all applications.

Avoid the use of images that are strongly generic and impersonal. Instead, choose images that embody a strong focus and personal view of the relevant objects and metaphors to do with the ferry experience and the destination experience.





**People/Senior Management portraits are to be shot using the following guidelines:**

- Where possible, lighting is preferred to be natural outdoor and available light, rather than ambient or artificial light. If there is not adequate available light, then the artificial light should strive to mimic natural lighting conditions.
- Composition should be simple, with the focus on the individual in the foreground.
- Backgrounds are to be out-of-focus to create interesting depth and to serve as subtle background texture. Where possible, look for interesting angles that enhance background perspective.
- Strive for relaxed and natural expressions with the individual either looking directly into the camera or into the distance.
- To reflect their leadership position within the organization, clothing should be business with simple colour and pattern.
- There should not be any third party logos on any of the clothing (unless it is small and not readable).



**The group photos have the following guidelines:**

- As with the portraits, preferred lighting is natural, outdoor and available, rather than ambient or artificial light. If there is not adequate available light, then the artificial light should strive to mimic natural lighting conditions.
- Composition is simple with the focus on the group. Backgrounds should be quite out-of-focus to create interesting depth as well as to further emphasize the subjects. Where possible, look for interesting angles that enhance background perspective.
- Refrain from any groups larger than three – as the image will become increasingly cluttered.
- Expressions for the people in the shot should be relaxed and upbeat.
- Clothing for each individual should be of one dominant colour, refraining from fussy, busy patterns or details. Where possible, refrain from having dominant colours that clash (i.e. orange and blue, or green and red).
- There should not be any third party logos on any of the clothing (unless it is small and not readable).



**The scenarios & amenities are to be shot using the following guidelines:**

- As with all the BC Ferries images, lighting should be natural and available, rather than ambient or artificial light. If there is not adequate available light, then the artificial light should strive to mimic natural lighting conditions.
- Composition is simple with the focus on one or two key people. Both background and foreground elements should be out-of-focus to create interesting depth.
- Where possible, look for interesting angles that enhance background perspective.  
In scenarios where there are many people, they should act as a textural, out-of-focus background.
- Expressions should be completely natural and relaxed – as if the subjects are unaware of the photographer.

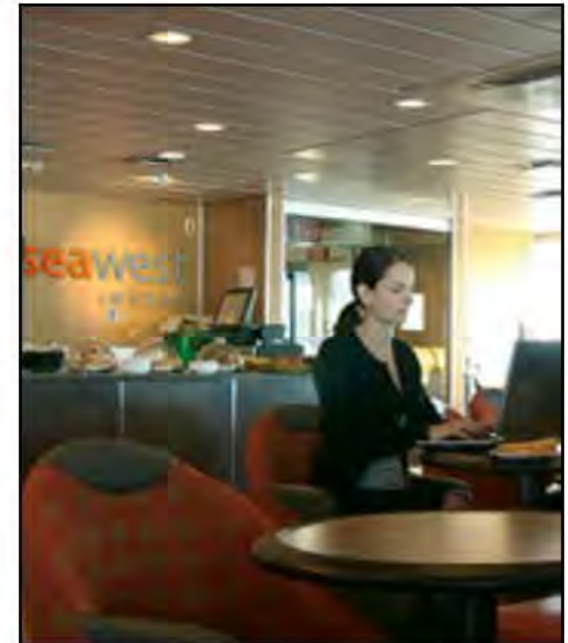




**The onsite shots are to use the following guidelines:**

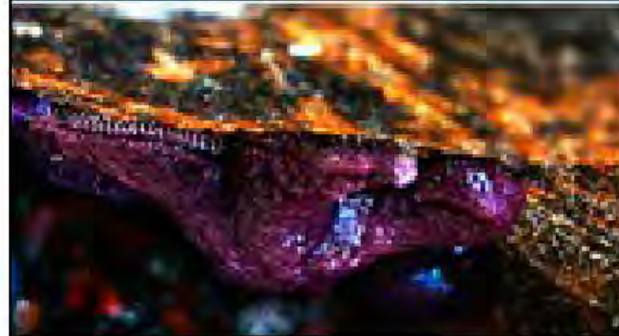
- As the majority of these images are taken outdoors, lighting should be natural and available, rather than ambient or artificial light.
- If there is not adequate available light, then the artificial light should strive to mimic natural lighting conditions.
- Composition is simple with the key focus on the vessel, environment or building while also incorporating people as a secondary element where possible.

Onsite shots should, whenever possible, have BC Ferries specific logo identifiers or, if no identifiable onsite images are available, the concept should be very clearly about BC Ferries to make sure the imagery stays relevant and identifiable to BC Ferries.



The conceptual images are to be shot/chosen based on the following guidelines:

- Composition is critical to these images. It should be strong through the use of dynamic angles or well-balanced proportions.
- There should be one central focus to the image – with a dynamic and uncluttered composition.
- Where possible, the dominant colour for each of the Images should be either blue, to represent the BC Ferries brand. Or if not they should be earthy colours to represent nature, travel, holiday.

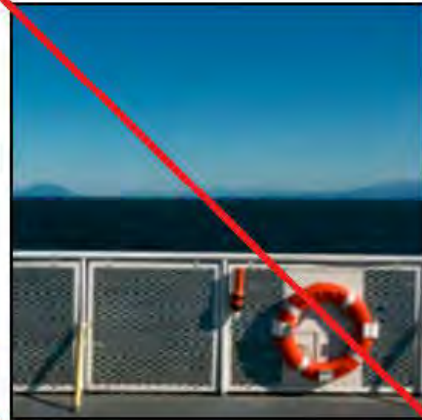


The conceptual wide images are to be shot/chosen based on the following guidelines:

- To reinforce brand recognition, the BC Ferries branding should be prominent.
- There should be one central focus to the image – with a dynamic and uncluttered composition.
- Where possible, the dominant colour for each of the images should be either blue, to represent the BC Ferries brand. Or if not they should be earthy colours to represent nature, travel, holiday.



Avoid the use of images that are strongly generic and impersonal. Instead, choose images that embody a strong focus and personal view of the relevant objects and metaphors to do with the ferry experience and the destination experience.



This format is image-dominant but also uses creative headlines and bold typography to command attention. One main idea is conveyed through the use of clever copywriting.

All headlines must be approved by the Marketing and Communications department.

Headlines may be reversed out of the image or overprinted in black, depending on the image and what creates the best contrast.

The height of the image box varies according to the overall shape of the advertisement, but as a general rule the box should have a height between 50 and 65% of the total height of the ad.

Body copy should be kept as minimal as possible, be set in one column, and always be placed directly underneath the image.



**Catch  
the spirit**

**Early morning and late night sailings  
February 12 - 28, 2010. Reserve now.**

► Make a reservation to guarantee your travel to Vancouver.  
Go to [bcferries.com](http://bcferries.com) or call 1-888-BC FERRY (1-888-223-3779).

**BC Ferries**  
*Experience the difference™*

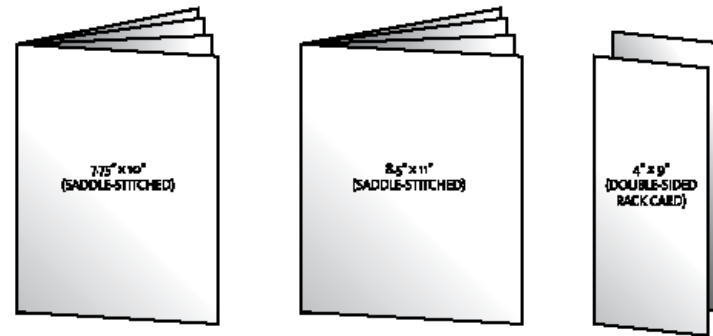


### Brochure Variations

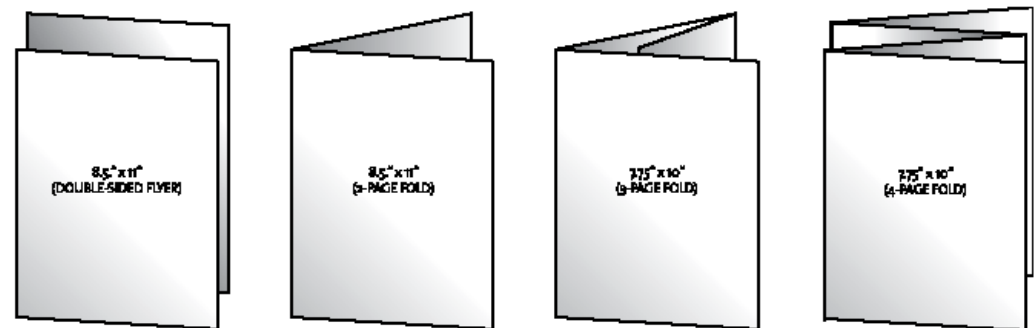
Because of the large volume of printed materials, there is a range of brochure “templates” that can be used depending on the type of information in each brochure. There are two specific levels of brochure, primary and secondary.

### Brochure Sizes

In order to maintain consistent brand identity and create a cohesive family of printed communications, a set of brochure sizes have been specified for use. The two standards are to be used in conjunction with the variation of brochures. Primary brochures come in limited sizes (shown) and should be saddle-stitched. Secondary brochures (e.g. flyers) are used less frequently and may be saddle-stitched or a simple 2-page fold depending on the length of information. They may also take the form of a 3-panel or 4-panel folding brochure, as well as a single/double-sided flyer.

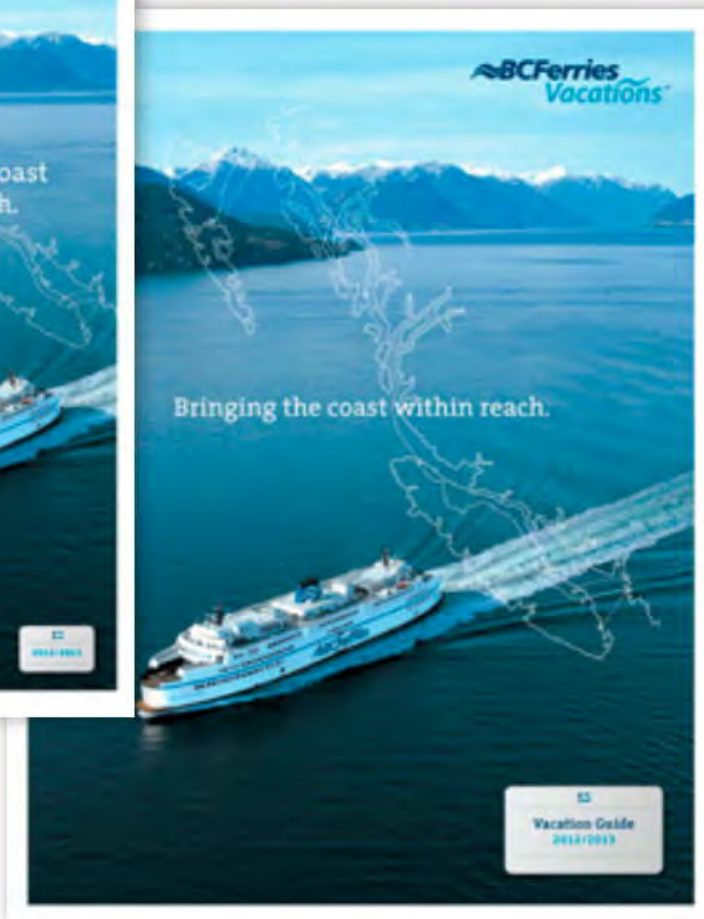


PRIMARY BROCHURE



SECONDARY BROCHURE





s. 15, s. 19



Table of Contents





**Ink:**

**Digital:**

**Analog:**

| <b>Ink:</b>            |  |  |  | <b>Digital:</b> |  |  | <b>Analog:</b> |               |                          |
|------------------------|--|--|--|-----------------|--|--|----------------|---------------|--------------------------|
| <b>BC Ferries Blue</b> |  |  |  |                 |  |  | <b>Paint:</b>  | <b>Vinyl:</b> | <b>Reflective Vinyl:</b> |
| s. 15, s. 17           |  |  |  |                 |  |  | s. 15, s. 17   |               |                          |
| <b>Dark Blue</b>       |  |  |  |                 |  |  | <b>Paint:</b>  | <b>Vinyl:</b> | <b>Reflective Vinyl:</b> |
| s. 15, s. 17           |  |  |  |                 |  |  | s. 15, s. 17   |               |                          |
| <b>Light Yellow</b>    |  |  |  |                 |  |  | <b>Paint:</b>  | <b>Vinyl:</b> | <b>Reflective Vinyl:</b> |
| s. 15, s. 17           |  |  |  |                 |  |  | s. 15, s. 17   |               |                          |
| <b>Black</b>           |  |  |  |                 |  |  | <b>Paint:</b>  | <b>Vinyl:</b> | <b>Reflective Vinyl:</b> |
| s. 15, s. 17           |  |  |  |                 |  |  | s. 15, s. 17   |               |                          |
| <b>Red</b>             |  |  |  |                 |  |  | <b>Paint:</b>  | <b>Vinyl:</b> | <b>Reflective Vinyl:</b> |
| s. 15, s. 17           |  |  |  |                 |  |  | s. 15, s. 17   |               |                          |
| <b>Dark Red</b>        |  |  |  |                 |  |  | <b>Paint:</b>  | <b>Vinyl:</b> | <b>Reflective Vinyl:</b> |
| s. 15, s. 17           |  |  |  |                 |  |  | s. 15, s. 17   |               |                          |
| <b>Green</b>           |  |  |  |                 |  |  | <b>Paint:</b>  | <b>Vinyl:</b> | <b>Reflective Vinyl:</b> |
| s. 15, s. 17           |  |  |  |                 |  |  | s. 15, s. 17   |               |                          |
| <b>White</b>           |  |  |  |                 |  |  | <b>Paint:</b>  | <b>Vinyl:</b> | <b>Reflective Vinyl:</b> |
| s. 15, s. 17           |  |  |  |                 |  |  | s. 15, s. 17   |               |                          |



Table of Contents

Spot colours are derived from the Pantone (PMS) solid colour guide

**Symbols**

Wayfinding best practices utilize International symbols as the primary means of communication in the best of situations. A significant percentage of BC Ferries customers are tourists. Much like an airport, the ferry system has international clientele for first time visitors, not to mention the significant amount of local population using English as a second language.

**Hierarchy**

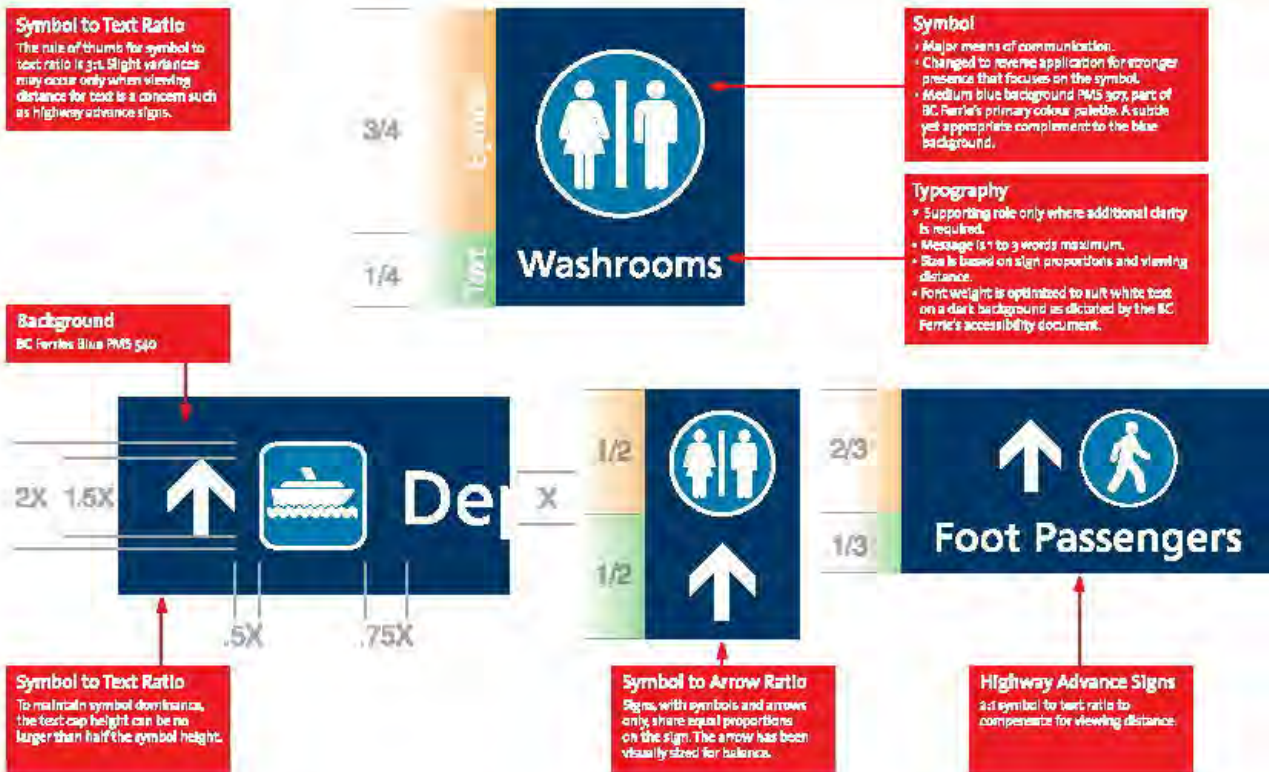
Symbols are an inherent part of the current system. The new objective is to create a visible hierarchy by elevating the importance of symbols (where possible) as the primary means of communication with text as a supporting role. This, along with consistent sizing and plain, succinct terminology will communicate effectively to the International traveler.

**Design Refinement**

The creative exercise is minimal in comparison to the other requirements that will make this a successful program – that is the presentation of clean, consistent and legible

information that is executed correctly. The current brand guidelines are updated with progressively enhanced elements which include colour and typography – the key components of which effective signage is based on.

The new signage design borrows from the clean progressive approach to layout. It does not utilize any unnecessary elements but focuses on symbol, arrow and typographic relationships.



**Messaging**

As symbols take the forefront of the signage information, simplifying the messaging will be critical to allow for larger text size.

When text becomes the main message of a sign it should follow the same proportions as a symbol.

Simplifying means letting the symbols represent some of the unnecessary text. It also means re-evaluating which messages are required. Wayfinding is for first time users. Do taxis need specific wayfinding information? They would follow the path of foot passenger drop-off, furthermore, they are repeat users who are familiar with the routine.

Rule of thumb, 2 – 3 words maximum and use plain universal English terms.

As well, to further simplify messaging, the number of signs will be reduced and replaced with fewer, larger signs. This approach will be more successful in that it will allow for longer sight lines and reduce the amount of visual clutter in the area.



**Unnecessary Elements**



These words are represented by the symbols or are obvious given the customer's environment.

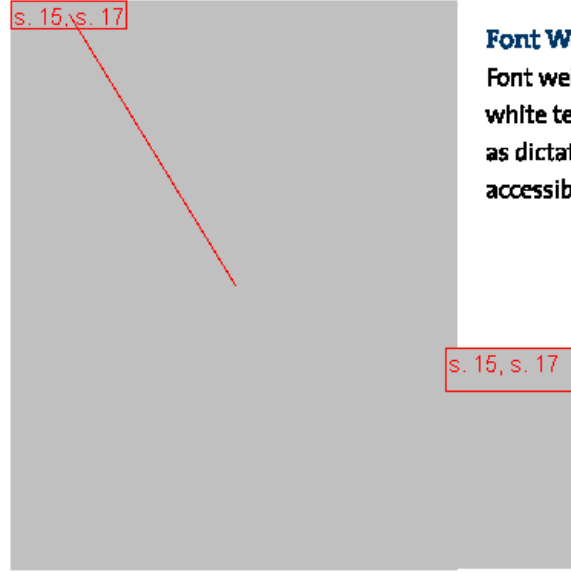


**Simple is Better**

Text TBD ... Where ever and when ever is it's possible etc. Where ever and when ever is it's possible etc. Where ever and when ever is it's possible etc.



s. 15, s. 17



s. 15, s. 17

**Font Weight**

Font weight is optimized to suit white text on a dark background as dictated by the BC Ferries accessibility document.

**Abbreviations**

Abbreviations are primarily used for electronic messaging signs where character space is limited. For permanent, non-changeable signs, abbreviations should only be used as a last resort. If abbreviations are absolutely required, they must follow the conventions outlined in the Abbreviations Table.

For full list of abbreviations see section 4.4 of the BC MoT Guidelines for the Operation of Changeable Message Signs (CMSs) and Portable Changeable Message Signs (PCMSs).

| Word                  | Abbreviation |
|-----------------------|--------------|
| Ahead                 | AHD          |
| Alternating/Alternate | ALT          |
| Construction          | CONST        |
| Emergency             | EMER         |
| Information           | INFO         |
| Kilometre             | KM           |
| Lane                  | LN           |
| Left                  | LFT          |
| Minutes               | MIN          |
| Maintenance           | MAINT        |
| Parking               | PKING        |
| Required              | REQ'D        |
| Road                  | RD           |
| Right                 | RT           |
| Slippery              | SLIP         |
| Speed                 | SPD          |
| Traffic               | TRAF         |
| Warning               | WARN         |
| Vehicle               | VEH          |

**Customer Mindset**

*What is the customer thinking?*  
 I'm rushing to make my ferry.  
 I'm looking for my destination.  
 I will be dropping someone off.

**Actions**

*What information is required?*  
 Advance notification of sailing status.  
 Advance decision making.  
 Legibility while driving at high speeds.

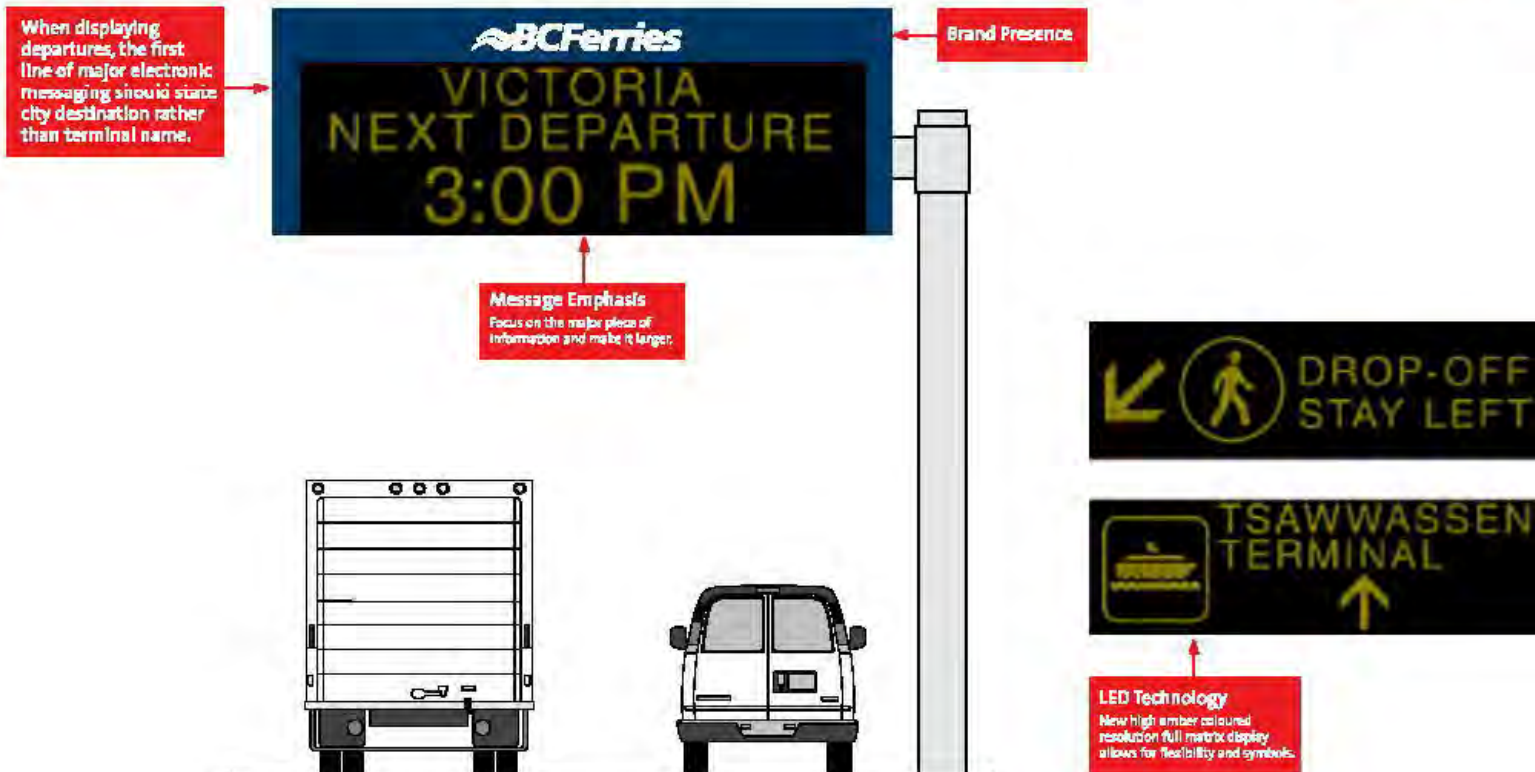
**Electronic Messaging**

Each location requires advance electronic messaging. Alerting customers to the sailing status of the ferries, prior to reaching the ticket booths, will eliminate stress and confusion for the customers and potential abuse towards frontline staff.

For effective communication, the text height should be **s. 15, s. 17** cap height to allow for viewing **s. 15, s. 17** m) away. This allows for approximately 12 – 15 seconds of viewing travelling at 80 kms. The audience will require at least 3 – 4 seconds to comprehend 6 – 8 groupings of content, this allows for messages to alternate if longer or

if multiple messages are required. Abbreviations should be avoided.

These recommendations are for external electronic messaging only. Interior electronic messaging should be considered on a site per site basis with an approximate text height of **s. 15, s. 17**



**Static Messaging**

The advance signage takes its cue from the BC Ministry of Transportation Manual of Standard Traffic Signs for freeway and custom guide signs. Successful custom guide signing involves combining technical signing knowledge and applying principles of various human factors. Human factors include traveler navigation needs, vehicle control, perception and understanding of the sign message.

Signs are used to communicate information to the motorist through a combination of messaging, (letters, numerals, symbols, diagrams or combinations of these) sign shape and colour, and retro-reflective qualities. This criteria combined in certain ways and sizes directly affect the sign legibility.

The BC Ferrie's sign theory is to have symbol preference over words where possible. Text size meets or exceeds minimal requirements for highway legibility at a distance. Reflectivity is utilized.

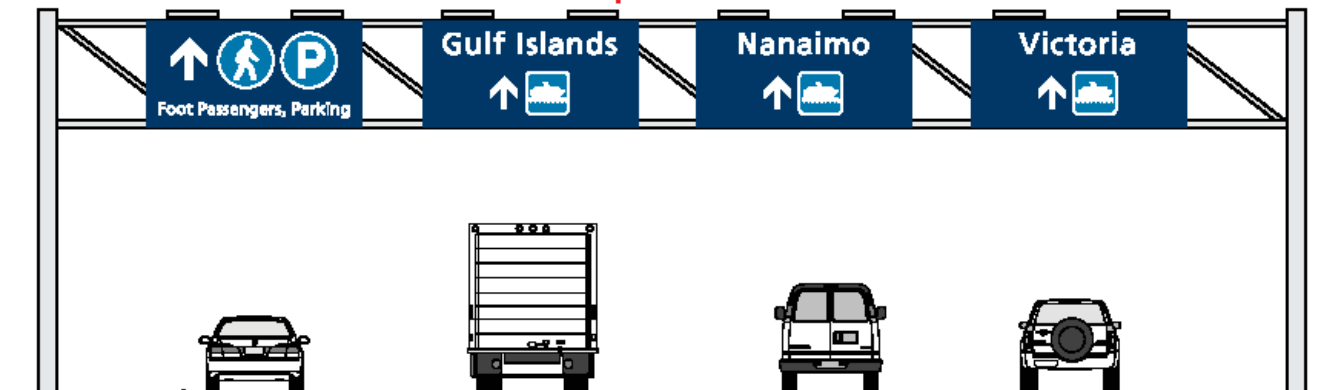
A maximum of nine conceptual units or major words shall appear on the signs.

Text height ranges between s. 15, s. 17 uppercase height depending on freeway or conventional highway locations. Abbreviations should be avoided.

Arrows Up  
Upward pointing arrows are used to indicate lane destination and direction.



Conceptual Units  
This example shown uses 8 conceptual units, 9 units are the maximum recommended.



**Customer Mindset**

*What is the customer thinking?*

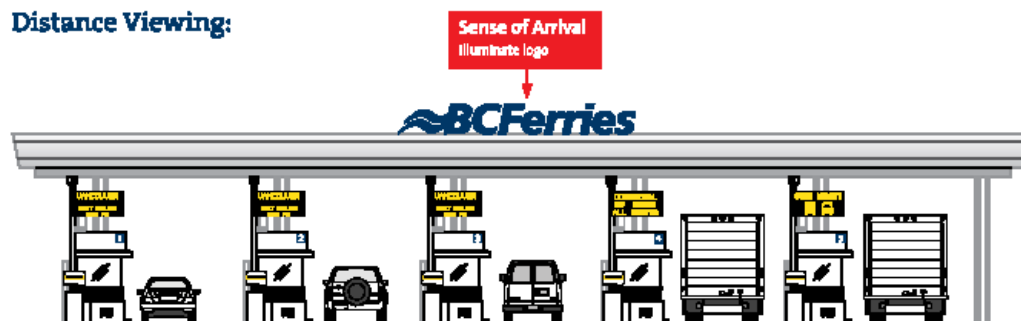
Which booth is for my destination?  
I'm slowing my vehicle and getting my payment so I need to concentrate.  
I'm going to speak to the attendant for my needs.

**Actions**

*What information is required?*

Decision making in advance with electronic displays.  
Remove all signage distractions.  
Personal customer service.

**Distance Viewing:**



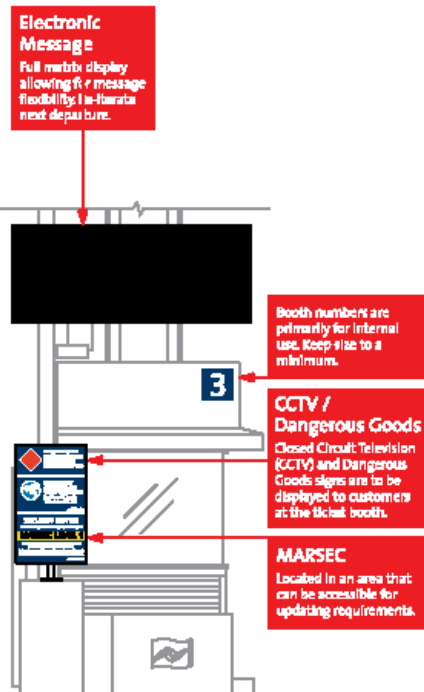
**Distance Viewing**

Ticket booths are the figurative entrance to the BC Ferries terminal. This is an ideal location to announce the BC Ferries logo. The canopy level offers the best position. At this point customers are aware of which terminal they are at. No terminal name would be required here.

**Approach Viewing**

The most effective change at ticket booths is the removal of existing signage clutter, as noted in the sign audit. The only signage allowed upon approach will be the electronic message sign, ticket booth number, MARSEC level, Dangerous Goods and CCTV information. Other necessary safety signage and information will be re-located at other effective areas on a terminal by terminal basis.

**Approach Viewing:**



**Electronic Messaging**

For effective communication, the major text height should be [s. 15, s. 17](#) viewing and no more than 10 characters. Messages can alternate but ensure each message remains on screen for 4-6 seconds before switching messages. Terminology for the electronic display should avoid abbreviations where possible. Effective message examples are shown.

**Ticket Booth Electronic Messaging Sign Size**

Though each electronic sign manufacturer's sizes vary, the recommended electronic messaging sign size for above each individual ticket booth is approximately [s. 15, s. 17](#) based on dynamic message sign manufacturer [s. 15, s. 17](#)

**Composition**  
Allow for clear space between primary and secondary messages.

**LED Technology**  
New high amber coloured resolution full matrix display allows for flexibility and symbols

**International Words**  
"Departure" should be considered in place of "Sailing" as this is better recognized, especially when abbreviated.

**Employee Interaction**

Much of the former signage information is conveyed by the ticket booth attendant.

**Insert Holder**

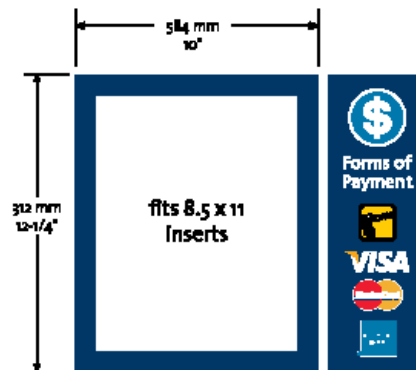
The holders and Code of Conduct are located at eye level next to the attendant. This will allow the customer to observe the information while the transaction is taking place.

It generally will hold a letter size insert. Marketing and communications should confirm the desired size for their needs.

Content will need to be effective by using short and succinct content. Observation time is short, approximately 15 seconds.

**Restricted Access Sign**

Restricted Access signs are to be placed on the door to each ticket booth. This will clearly inform customers that only BC Ferry employees are granted access to the interior of the ticket booths.



**Insert Holder**

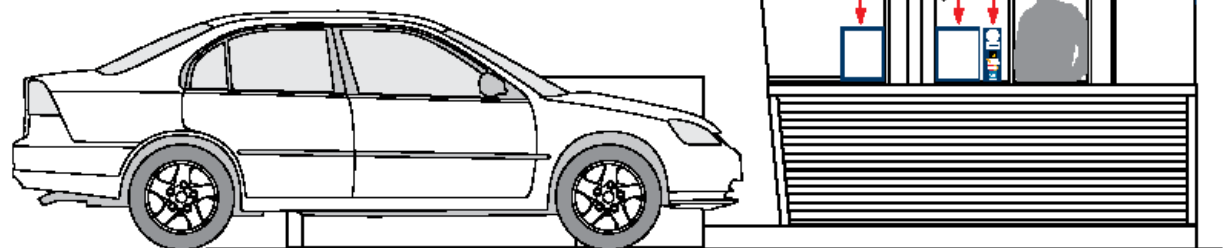
Insert Holder and Code of Conduct / Restricted Cell Phone Use and Forms of Payment Signage  
Generally at eye level.



**Restricted Access Sign**

Restricted Access  
Located on door to ticket booth.

**Employee/ Customer Interaction**  
The ticket booth employees are effective at relaying previous signage information to customers.



**Customer Mindset***What is the customer thinking?*

I'm looking for my lane as noted on my ticket.

I've parked and now I need to:

- › go to the washroom
- › eat/drink/shop
- › walk my dog
- › entertain my kids

**Actions***What information is required?*

Legibility of lane numbers, no matter the weather conditions.

Enhance sign graphics, easily seen from a distance.

Make foot travel safe with clearly marked pedestrian crossing lanes.

**Lane Markings**

Enhanced products are available that are permanent and offer high reflectivity that is visible through all weather conditions other than snow covered. These systems (Lafrentz System 300) are a proven product according to the British Columbia Ministry of Transportation Recognized Product List.

When applying road markings, paint is the minimum requirement, however, due to numerous advantages, it is recommended that all road markings be completed in the Inlaid/Profiled Road Markings technique.

**Minimum****PAINTED ROAD MARKINGS TECHNIQUE**

Painted road markings are the most common type of application but least permanent. The minimum requirement for painted road markings is to use alloy (oil-based) paints. Due to environmental concerns, preference should be given to lead-free pigments.

**Advantages include:**

- Lower initial cost and faster to apply than inlaid road markings
- Very versatile and can be applied in most shapes and stencils

**Combination of Techniques**

The Inlaid/ Profiled Road Markings technique is recommended for all road markings. However, if cost prohibits all road markings to be completed in this manner, the two techniques may be used in conjunction in the following manner only:

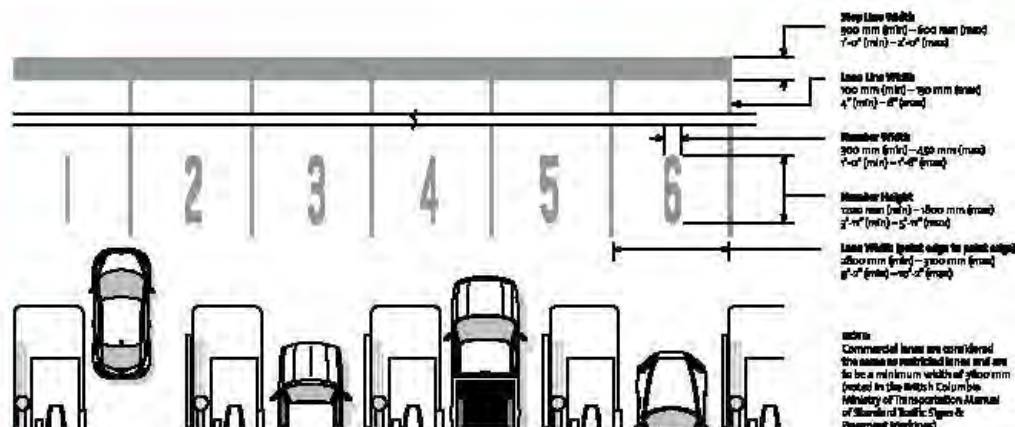
- Lane numbers are completed in the Inlaid/ Profiled Road Markings Technique
- The first 3000 mm (5'-10") of lane lines are completed in the Inlaid/ Profiled Road Markings Technique
- The remaining road markings are completed in the Painted Road Markings technique

**Best****INLAID/PROFILED ROAD MARKINGS TECHNIQUE**

The inlaid road markings technique is to scrape/grind existing road and then filling it with molten plastic.

**Advantages include:**

- 50% more durable than surface-applied markings (on average) (lasts as long as the road)
- Profiled road markings allow for an increased number of glass beads and thus high retro-reflectivity
- Can be flush or 2-3 mm above road
- No maintenance required for 7-10 years (on average)
- Mitigates damage from snowplow blades
- Great for longitudinal and transverse lines
- Good water shedding abilities, skid resistant

**Pavement Markings Colour**

As according to the Manual of Uniform Traffic Control Devices for Canada (MUTCDC), longitudinal pavement markings (for traffic travelling in the same direction), symbols and words should be white.

**Lighting**

Ambient lighting colour does not enhance road marking visibility, however, large amounts of ambient lighting can reduce their reflectivity. Road markings are most effective in direct lighting (ie. headlights) Site lighting should follow standard ambient lighting as directed by area lighting engineers (for further details for exterior passenger walkway

lighting see the BC Ferry Services Accessible Design Criteria manual).

**Skid Resistance**

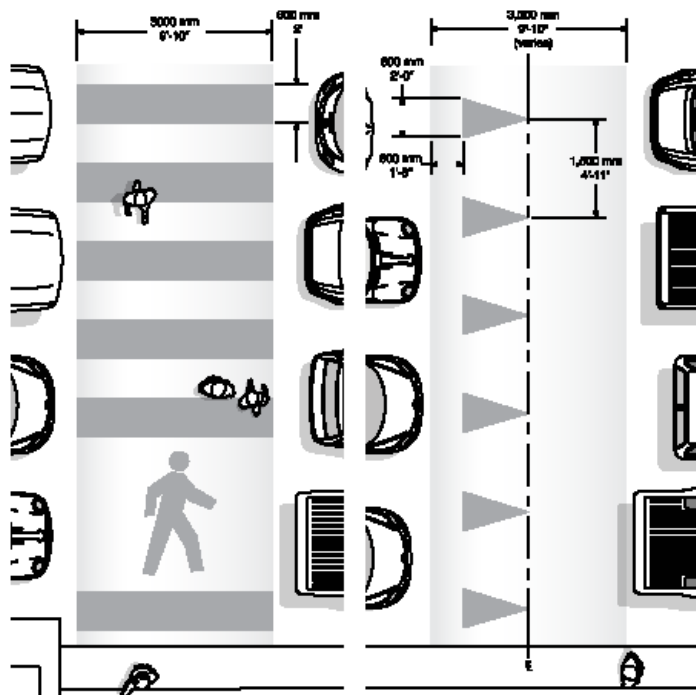
It is recommended for areas where an increased need for traction is required, such as pedestrian crossings and accessible parking stalls, that a durable skid resistant material be used in conjunction with the chosen pavement markings.



**Pedestrian Pathways Markings**

Speed bumps in the vehicle holding areas serve as natural and safe pedestrian crosswalks. Vehicles intuitively avoid parking on them. Adding pedestrian graphics will further encourage the use and discourage vehicles parking on them.

Banding and graphics follow BC Ministry of Transportation and Highways (MoTH) guidelines for crosswalks.



**Speed Bump Markings**

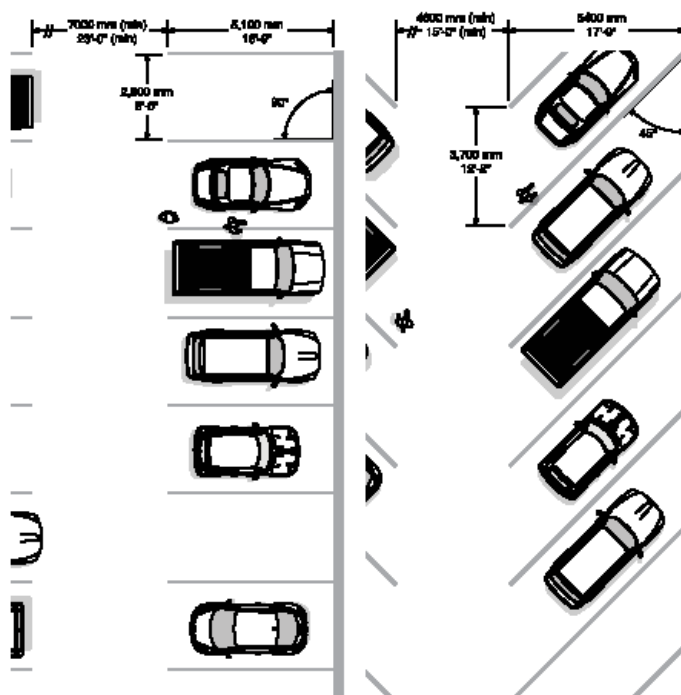
Speed bumps serving primarily as traffic calming measures and not as pedestrian crosswalks should be marked as such and should follow the guidelines as outlined in the Manual of Uniform Traffic Control Devices for Canada (MUTCDC).

Arrows should point in the direction of traffic flow and are to be installed as solid white pavement markings.

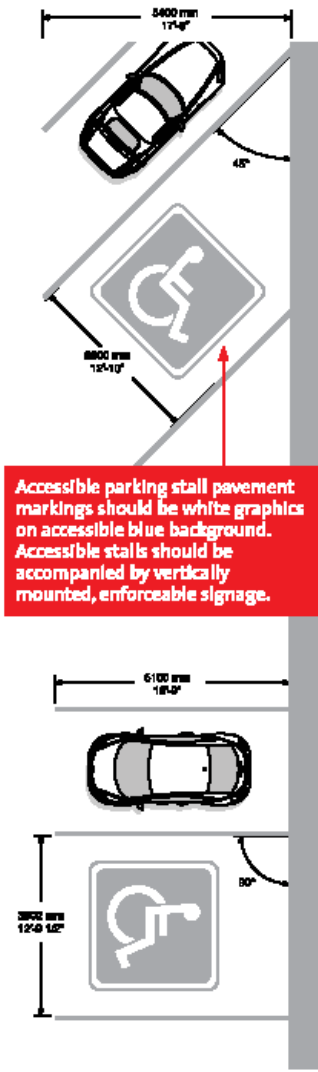
**Parking Pavement Markings**

Parking lines (100mm to 150 mm thick) are used to delineate separate stalls and should be completed in white markings.

Current practice in marking stalls varies widely, however, general dimensions have been outlined as suggested in the City of Victoria's zoning bylaw guidelines (90 and 45 degree angle parking shown).



As noted in the BC Ferry Services Accessible Design Criteria manual, accessible parking stalls should have firm, level (less than 2% slope), slip resistant surfaces and be a maximum distance of 30 meters to an accessible entrance. Each accessible parking stall should be clearly marked with vertical signage at the front of the space using the international symbol.



Accessible parking stall pavement markings should be white graphics on accessible blue background. Accessible stalls should be accompanied by vertically mounted, enforceable signage.

**Signage**

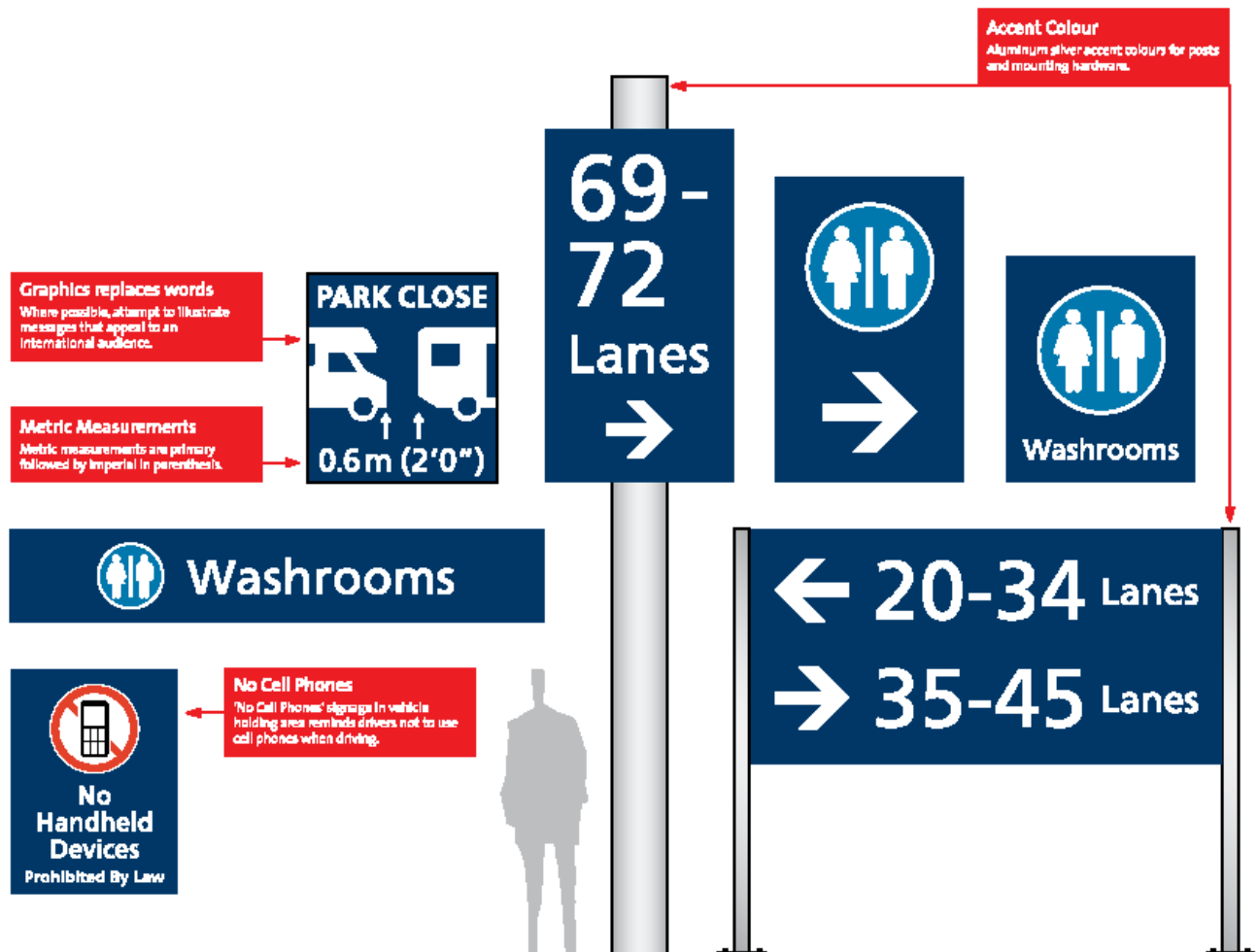
Vehicle holding areas are large compounds where signage needs to be identified from a distance, usually across a sea of large and small vehicles.

The approach would be to use larger than normal sign panels with enlarged symbols and reduction or elimination of text where appropriate. This, with effective sign placement and messaging, will reduce the amount of signs that currently exists.

The examples shown are a cross-section of the signage inventory and style. The remaining inventory will be resolved based on these proportions.

**Desired Messages**

Important initiatives, such as parking closer together and 'no handheld devices,' could get better exposure by introducing short-term promotional campaigns utilizing oversized banners in conjunction with the permanent signage.



**Customer Mindset**  
*What is the customer thinking?*

I need to find my way to my berth. It may be day/night and dry/wet conditions.

There are a lot of vehicles out here, I need to be careful.

**Actions**  
*What information is required?*

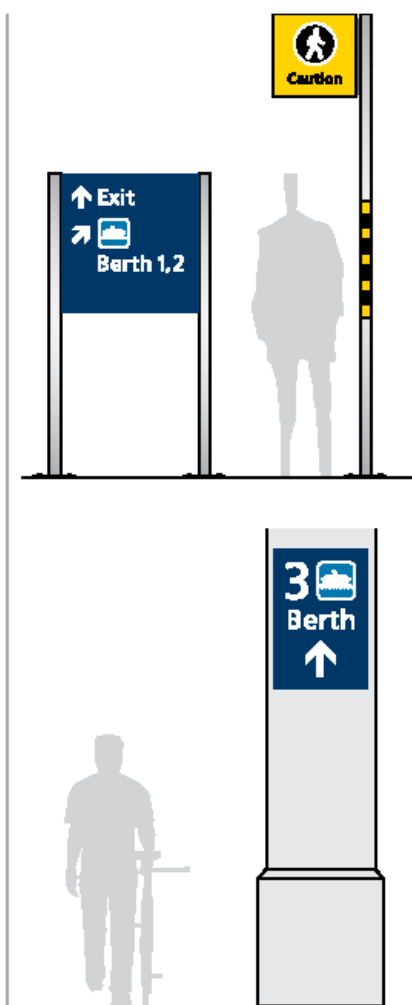
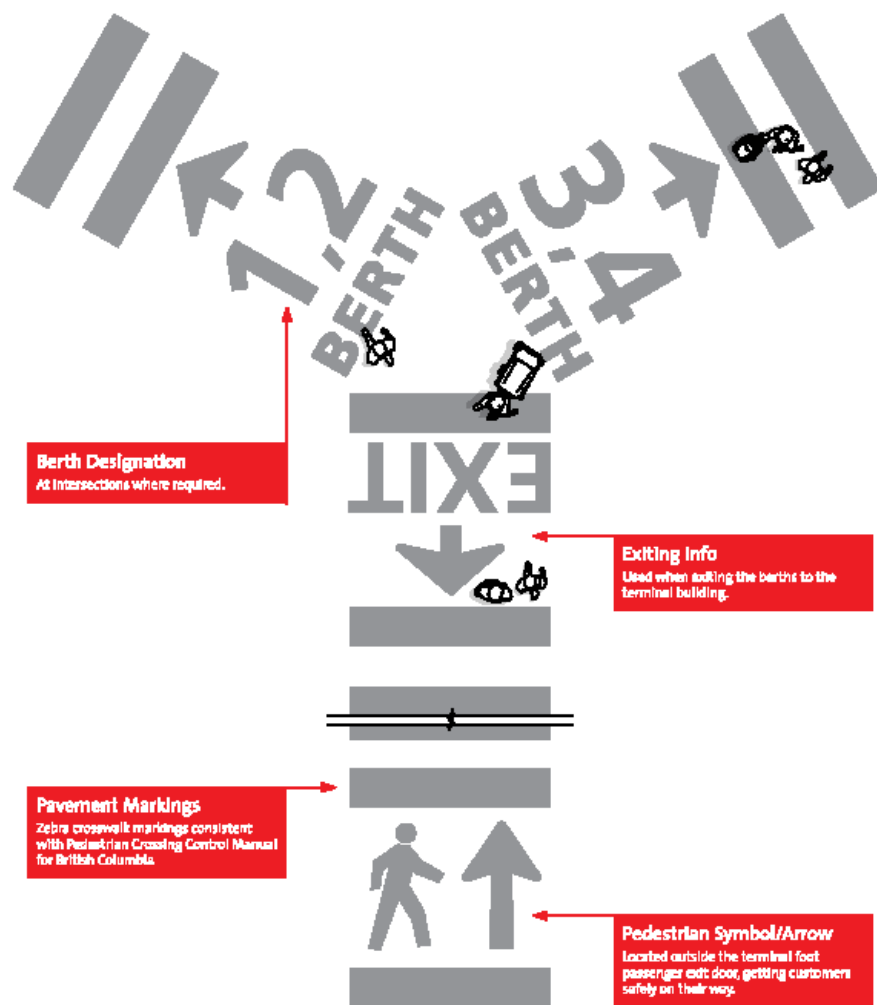
Safewalk paths need to be clearly defined at each terminal.

Safewalk paths need to be understood in all weather conditions.

Vehicle holding areas offer inherent safety issues with a space shared by vehicles and pedestrians. The safewalk areas require clearly defined routes to ensure that foot passengers arrive safely at the correct destination.

Follow the pavement markings quality options as described in the Vehicle Holding Area.

In some instances, additional wayfinding signage will be required to assist on the journey. Freestanding, pillar mount or post signs will be utilized in obvious locations where direction and safety are a concern.



### Customer Mindset

*What is the customer thinking?*

**Vehicular Traffic**  
Where is:  
 › short term parking?  
 › long term parking?  
 › passenger drop-off area?

Where do I pay for parking?  
 I'm picking someone up, where do I go?  
 Where do I exit?

**Pedestrian Traffic**  
Where is:  
 › departures entrance  
 › arrivals entrance  
 Where is the transit stop?

### Actions

*What information is required?*

Effective wayfinding in BCF style and strategy.

Departures and Arrivals entrances are clearly marked – no action required.

### Parking Signage

As parking areas vary in size, the free-standing sign sizes will be determined by viewing distance, available space and sign content requirements.

Directional sign types will include larger units for first point of contact onto the terminal building road,

smaller signs for secondary decision points and entrance identification, and single post signs for pedestrian pathways.

The International symbols will be dominant. Where symbols cannot be utilized, the text will play the dominant role. Messaging is short,

succinct and in plain language. Vehicular messaging will focus on established parking and drop-off areas. Pedestrian directional will focus on pick-up areas and public transit locations. All signs are located perpendicular to roads or walkways.



**Sign Message Order**  
 As per wayfinding best practices, messages on signs should be in same order as the arrival of the destination.

**Parking Management**  
 At an appropriate scale and significance so as not to disrupt wayfinding.



Table of Contents

**Customer Mindset***What is the customer thinking?*

- I need to buy my ticket.
- How much does my trip cost?
- Where do I catch my ferry?
- I have to drop off my bag.
- I have my bike/canoe/dog with me.
- Where do I go?

**Actions***What information is required?*

Ticket purchase counter has a strong brand presence to attract the customer's attention. Queue line up is self explanatory and requires no further information.

Monitors display fares and sailing information.

Ticket receipt information needs to work in conjunction with wayfinding signage.

Enhanced use of International symbols.

Update baggage drop-off procedure.

s. 15, s. 17

**Ticket Information matches wayfinding**

Locate the line number prominently at the top of the ticket. White letters on a black field are most effective.

s. 15, s. 18

s. 15, s. 19

s. 15, s. 19

**Signage System**

Foot passenger building signage utilizes the latest version of the wayfinding sign system. It follows the principles of terminology, symbology and typography that have been established and it is recommended that it is carried forward. It will be updated with the new colour palette and mounting hardware.

To assist further with the wayfinding, an effective directory map (highlighting berths and services) should be implemented at each terminal. It should be located after the ticket purchase in a visible area clear of the traffic flow.

**Waiting Rooms**

Some locations have wayfinding to waiting rooms rather than berths (Waiting Room A, B, etc.). In order to avoid confusion, remain consistent across the system, efforts should be made to refer to berth numbers only for wayfinding information. A wayfinding review of these locations will be required to determine if this is possible from a procedural perspective.

**Accessible Signage Criteria**

Signage will follow BC Ferry Services Accessibility Design Criteria. This includes:

- › Typographic stroke weight
- › Non-glare surfaces
- › No reflective background material
- › Positioning
- › High contrast
- › International symbols
- › Braille and raised lettering



All washrooms will have accessible symbols where required located latch side of door as per the BC Ferry Services Accessibility Design Criteria manual.



**Tactile For Accessibility**  
Icons and text should be tactile for the visually impaired.



**INFORMATION**



**Customer Mindset**

*What is the customer thinking?*

**Vehicular Traffic**

I'm proceeding ahead and following the BC Ferries employee direction or following the vehicle in front of me.

I should see the berth number for confirmation soon.

Environmental conditions may not be ideal.

**Pedestrian Traffic**

I'm waiting at the designated area for my berth and will proceed onboard when instructed by the BC Ferry's employee.

I need to walk my bicycle on board.

**Actions**

*What information is required?*

Clear and effective berth identification and/or directional information.

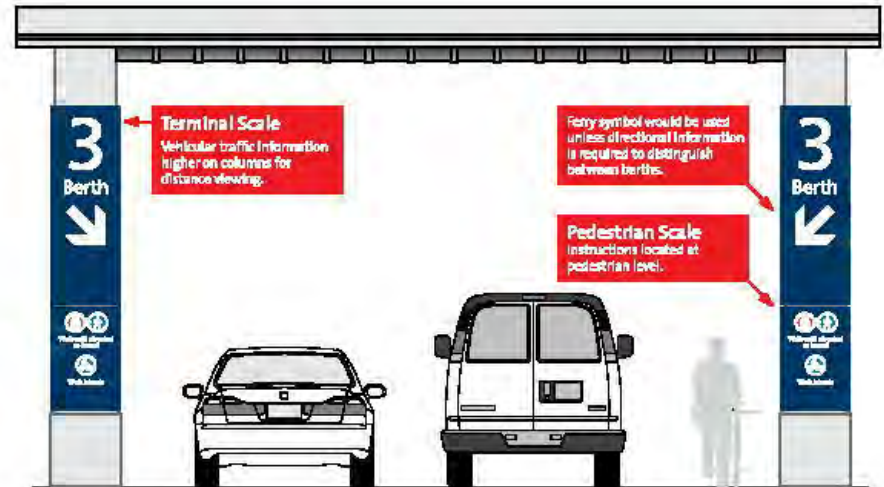
Add procedural and safety information for foot traffic.

**Pillar Obstructions**

In order to make this successful, coordination will be required with facilities to re-route conduit and other obstructions on some columns. Locations vary and some obstructions may need to stay, however, every attempt should be made to maintain the spirit and impact of the column graphics and will be determined on a location by location basis.

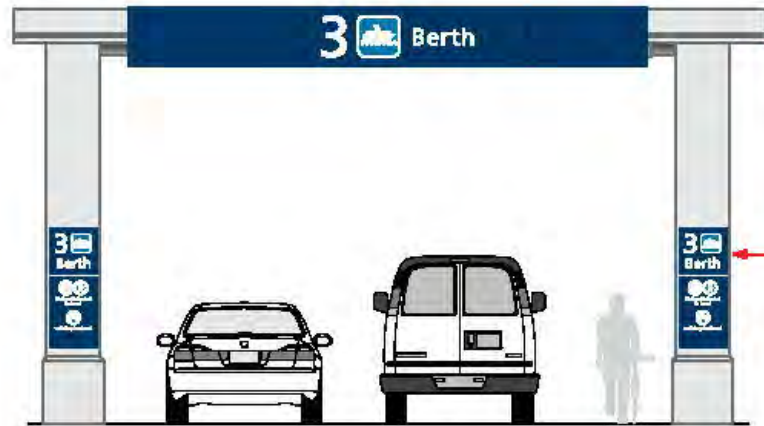
**Locations with No Pillars**

Single level berths without columns will require berth identification on posts or other available structures as determined on a location by location basis.



The approach is less panels (postage stamp effect) and more scale appropriate signage integrated with the environment.





**Horizontal Option**  
For instances where the columns cannot be utilized.

In these instances identify the berth at the pedestrian level.

**Column Messaging**  
Reflective materials to be used for both top and messaging on columns.

**Customer Service**  
Employee direction is a critical part of the wayfinding equation.

**Portable Wayfinding**  
Content based on each terminal requirements.





Regulatory and security signs communicate information, restrictions and warnings about conditions at the terminals. They are broken down into three levels. Each level displays the information in the BC Ferries sign style with colour changed based on its level of urgency and safety. The logo should only be used for off-site signs or where it is required for liability reasons.

Standard traffic signs will follow MOTI regulatory standards. They should be located in cooperation with the appropriate municipal roads department.

**Information Signs**

Signs that give information about BC Ferries terminal procedures and notices.

**Prohibitory Signs**

Signs that restrict movement at BC Ferries terminals.

**Safety Signs**

Signs that identify a safety risk to customers.

**Information Signs**



On-site regulatory signs that require the logo should be placed at the bottom right.



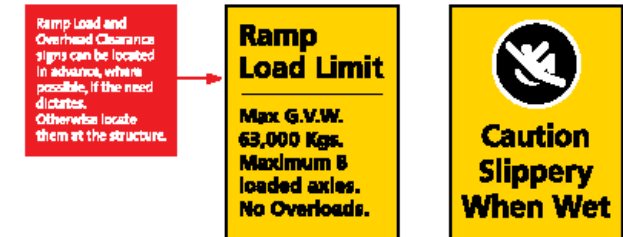
Some information and prohibitory signs may share the same sign panel.

**Prohibitory Signs**



Icons artwork in front of diagonal stroke for clarity.

**Safety Signs**



### Logo

All licensed vehicles carry the BC Ferries logo on the driver and passenger doors. Pickup trucks, vans and heavy trucks also carry the logo on rear doors or tailgates. Always place the logo in a clear and well defined area on vehicle doors and tailgates\*. This helps to ensure immediate recognition of the logo and preserve the integrity of the logo wherever it is used. The logo is made up of individually cut vinyl elements. It is not acceptable to use a patch. Always remove old decals and prepare door surfaces of old vehicles before applying new logos.

### Size

Door decals are typically s. 15, s. 17 wide. On smaller doors, reduce the logo to fit. Ensure there is adequate clear space around the logo. Use digital art provided.

### Clear space

Leave a minimum clear space around the logo that is equal to the height of the lower case letters. This means that door handles, mirrors, etc. should not be positioned inside this area.

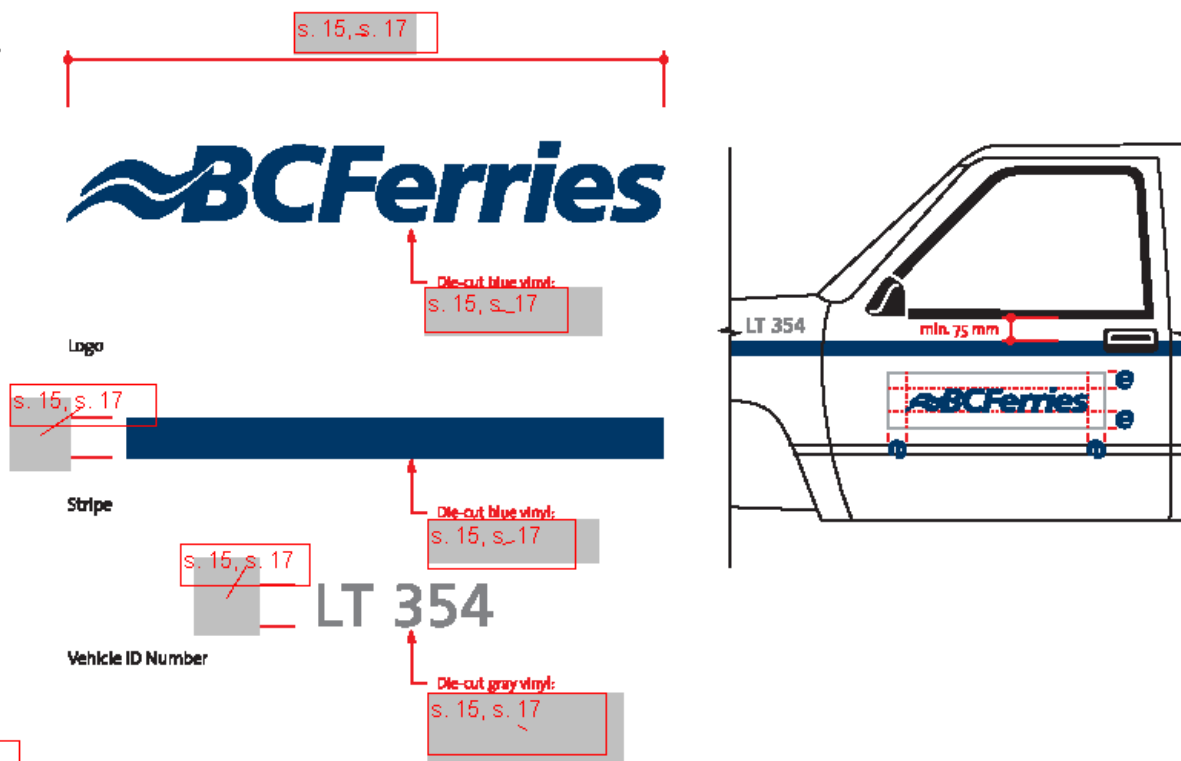
### Vehicle ID number

Vehicle ID numbers are placed on driver and passenger front fenders and on vehicle rears.

Numbers are always s. 15, s. 17 tall, set in s. 15, s. 17

### Stripe

All licensed vehicles also carry a s. 15, s. 17 blue stripe that wraps around the sides and rear of the vehicle.



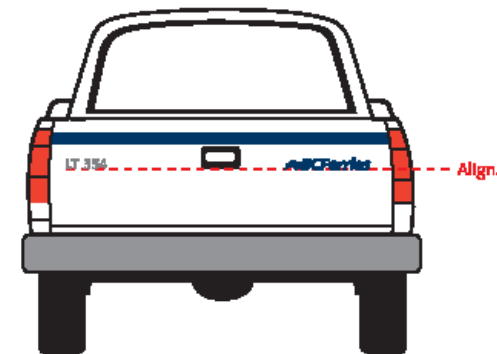
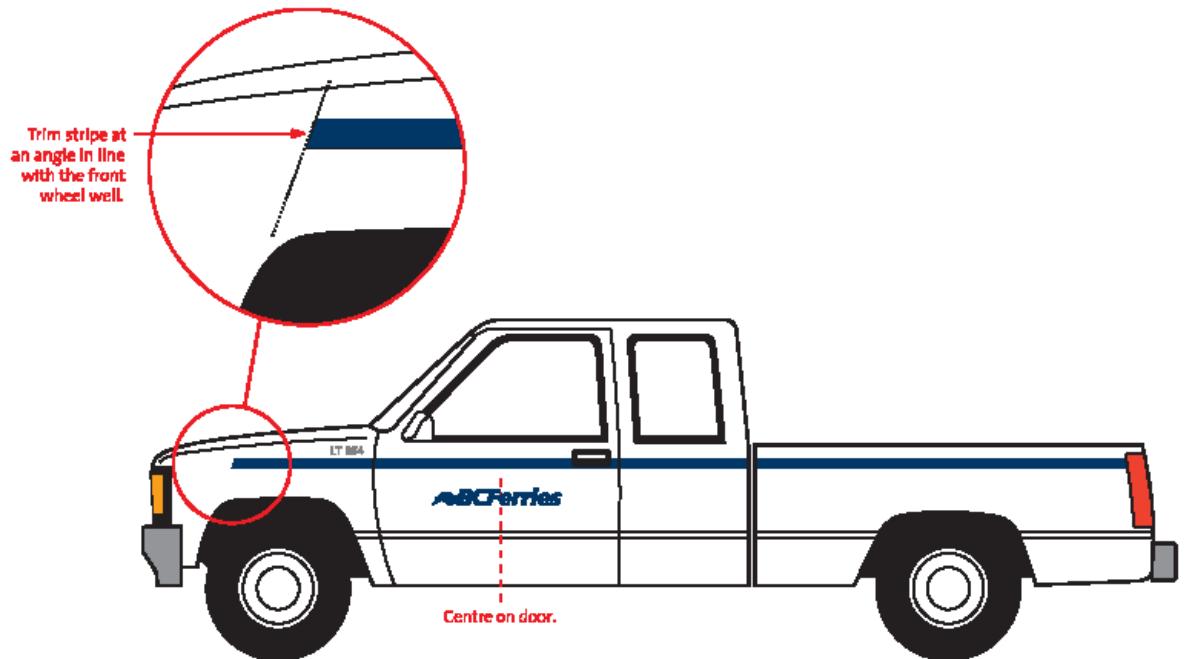
\* Exceptions on the tailgate placement may be necessary if it conflicts with manufacturer badging.

Pickup trucks carry the logo on the driver and passenger doors and on tailgates. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the tailgate and stops in line with the front wheel wells as shown. Since truck wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on tailgates. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances the vehicle ID number may need to be positioned below the stripe. On tailgates, the ID number is placed on the left side, base-aligned to the logo.

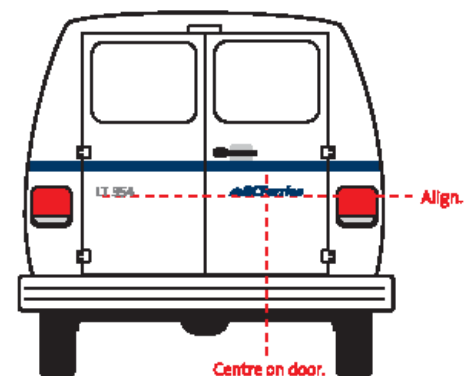
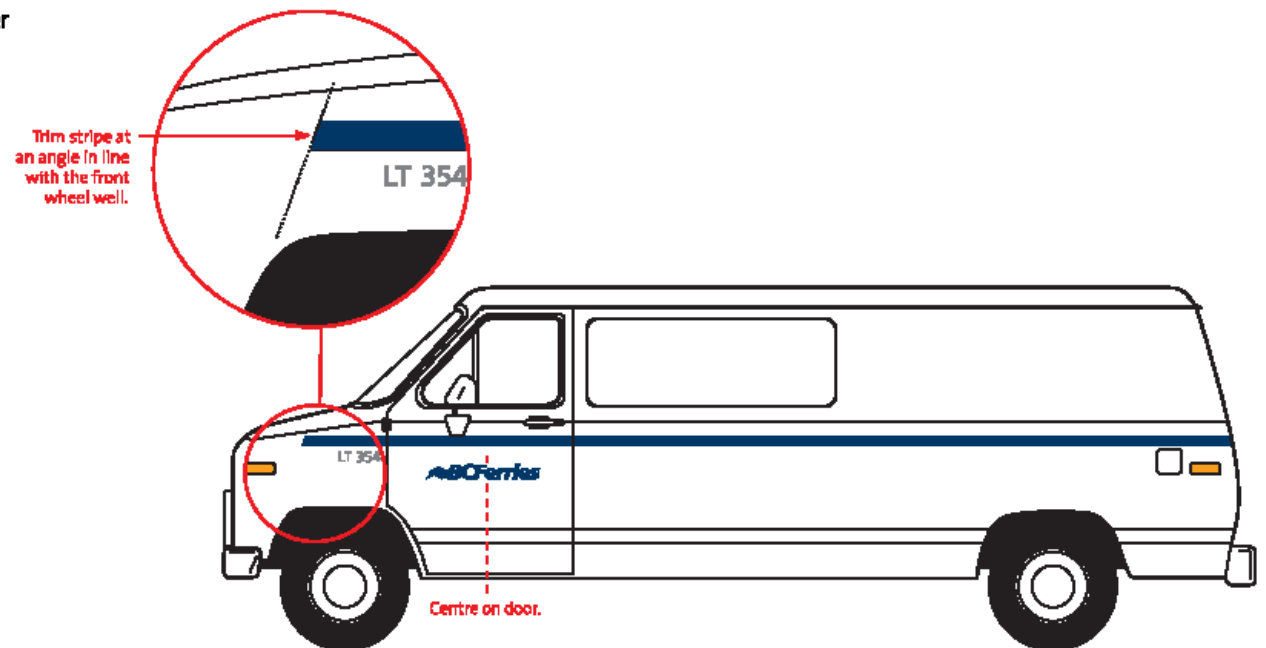


Vans carry the logo on the driver and passenger doors and on the left rear door. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the rear doors and stops in line with the front wheel wells as shown. Since van wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on rear doors. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances the vehicle ID number may need to be positioned below the stripe. On rear doors, the ID number is placed on the left door, base-aligned to the logo.

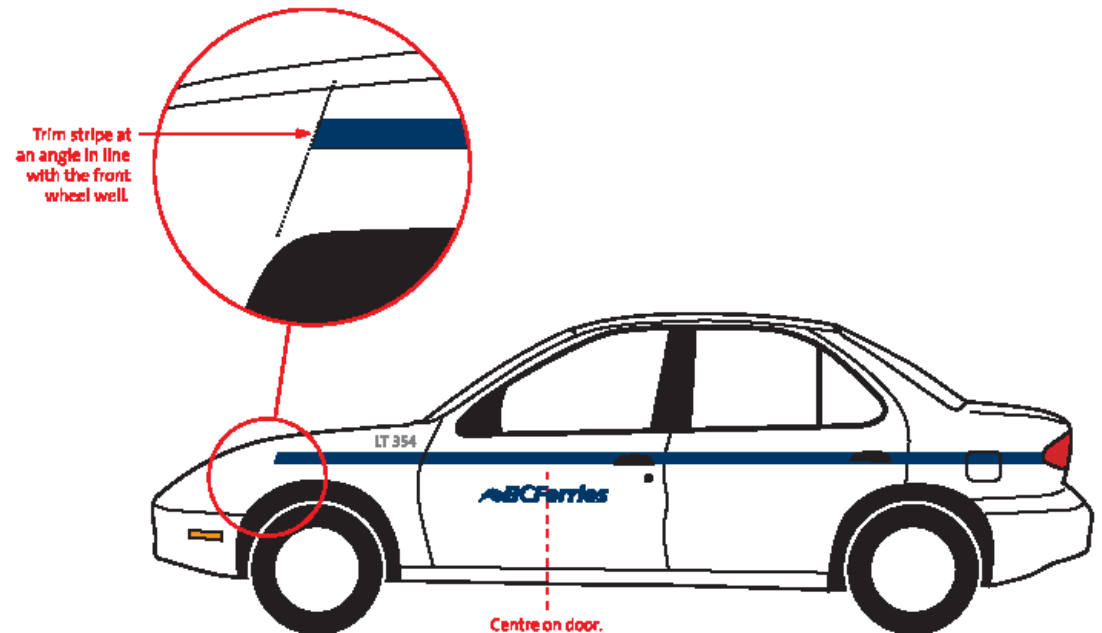


Cars carry the logo on the driver and passenger doors only. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the trunk and stops in line with the front wheel wells as shown. Since car wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on the trunk. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances the vehicle ID number may need to be positioned below the stripe. On trunks, the ID number is placed on the right below the blue stripe.

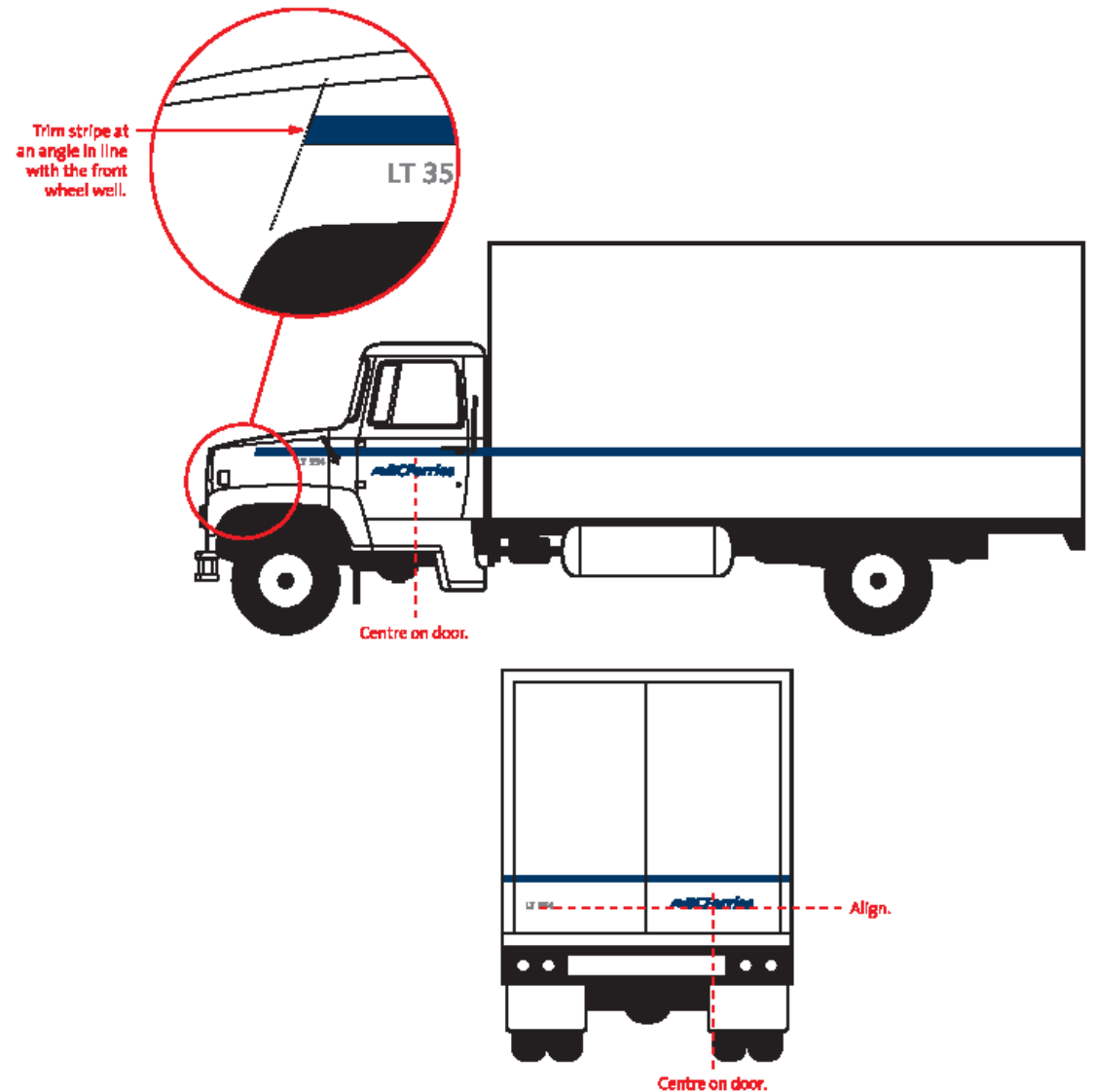


Heavy trucks carry the logo on the driver and passenger doors and on the right rear door. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the rear doors and stops in line with the front wheel wells as shown. Since truck wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on rear doors. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances the vehicle ID number may need to be positioned below the stripe. On rear doors, the ID number is placed on the left door, base-aligned to the logo.



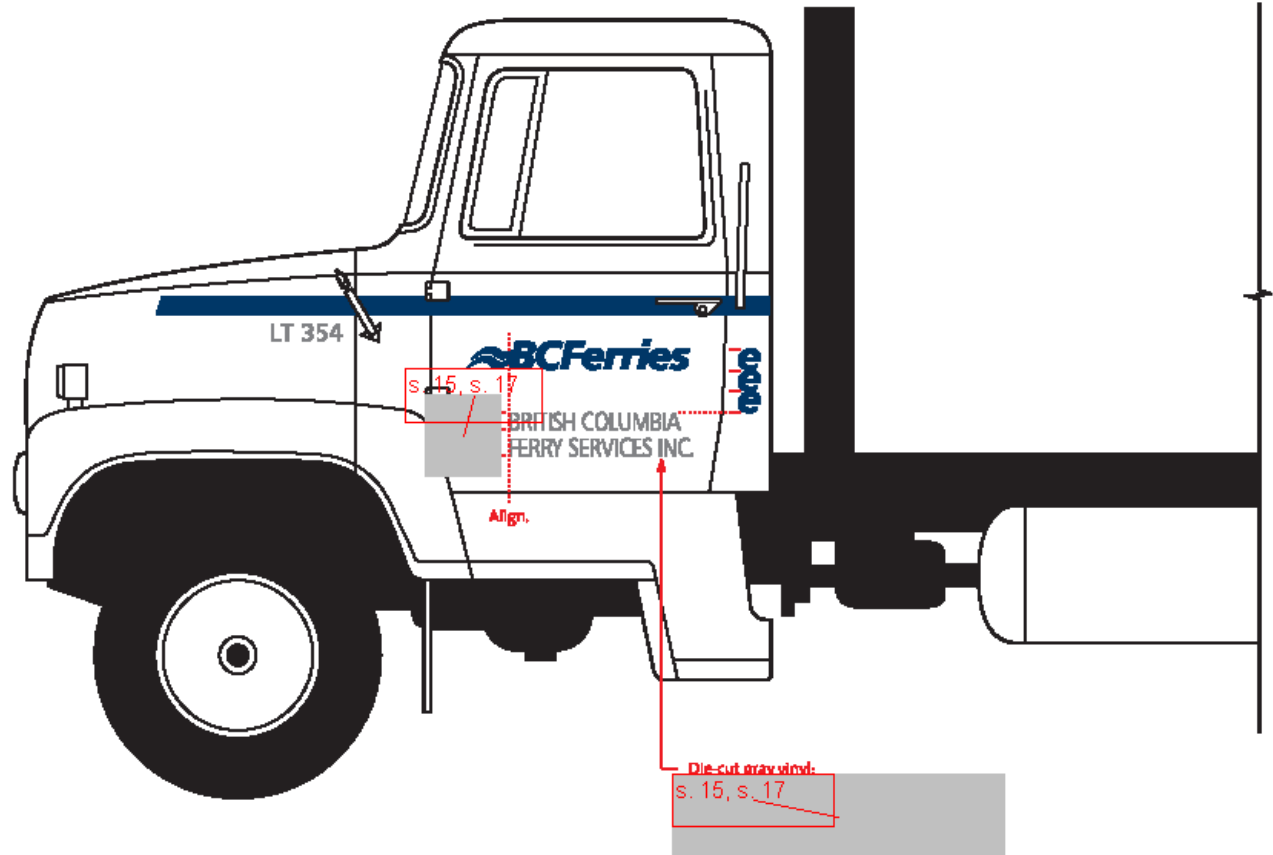
Commercial vehicles that weigh over 5500 kg are required to display the legal company name of the registered owner of the vehicle. The legal company name must be clearly identified with letters no smaller than s. 15, s. 17

Place the logo, striping and vehicle ID number according to the guidelines on 12.1.

Set the legal company name in s. 15, s. 17

s. 15, s. 47 upper case, grey vinyl. On commercial vehicles without a cargo box, the legal company name is applied on the driver and passenger doors below the logo and left aligned to the "B".

Where there are creases or other hindrances that will not permit placement of the logo and company name as shown, use this specification as a general guide.

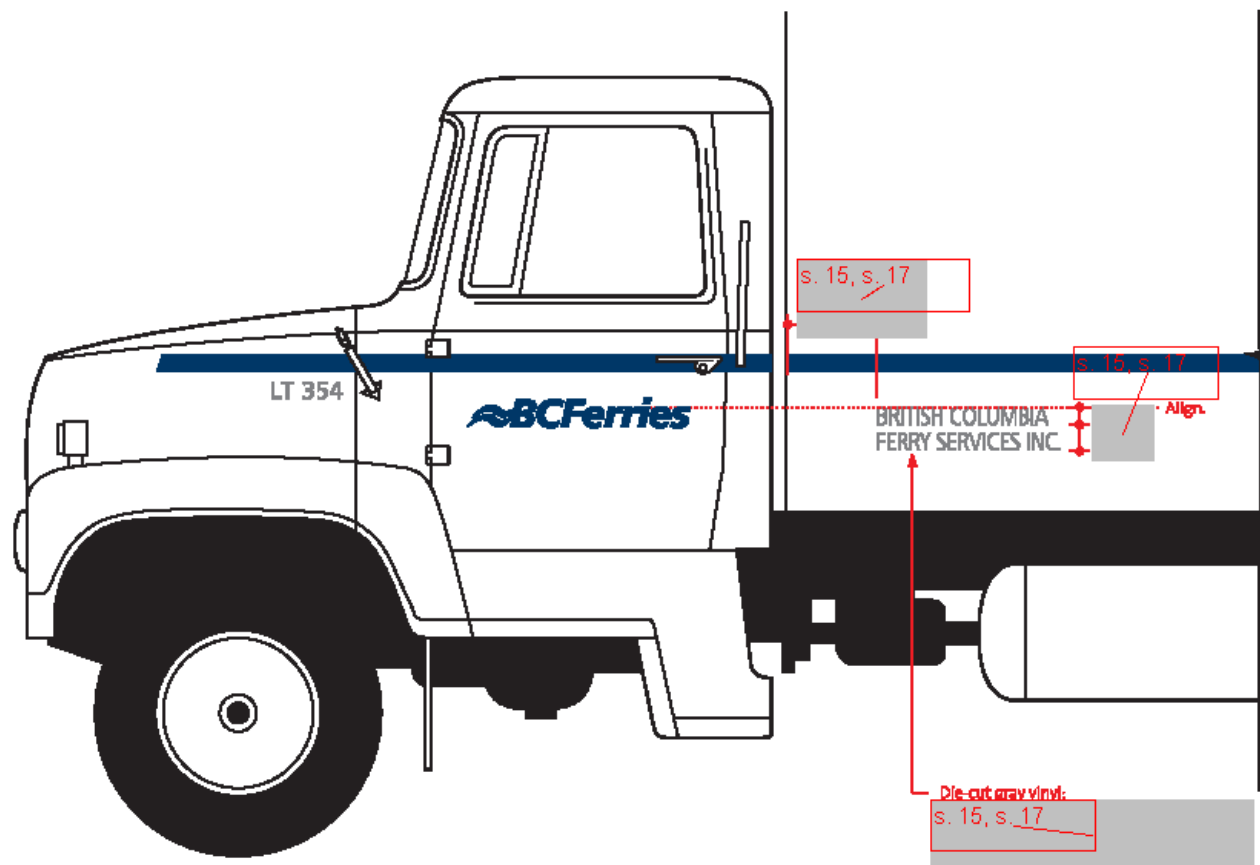


Commercial vehicles that weigh over 5500 kg are required to display the legal company name of the registered owner of the vehicle. The legal company name must be clearly identified with letters no smaller than s. 15, s. 17

Place the logo, striping and vehicle ID number according to the guidelines on 12.1.

Set the legal company name in s. 15, s. 17, upper case, grey vinyl. On commercial vehicles with a cargo box, the legal company name is applied on the cargo box, aligned with the logo as shown.

Where there are creases or other hindrances that will not permit placement of the logo and company name as shown, use this specification as a general guide.





**Logo**

BC Ferries Commercial Services (BCFS) vehicles have the logo on the driver and passenger doors. Pickup trucks, vans and heavy trucks also carry the logo on rear doors or tailgates. Always place the logo in a clear and well defined area on vehicle doors and tailgates\*. This helps to ensure immediate recognition of the logo and preserve the integrity of the logo wherever it is used. The logo is made up of individually cut vinyl elements. It is not acceptable to use a patch. Always remove old decals and prepare door surfaces of old vehicles before applying new logos.

**Size**

Door decals are typically s. 15, s. 17 wide. On smaller doors, reduce the logo to fit. Ensure there is adequate clear space around the logo. Use digital art provided.

**Clear space**

Leave a minimum clear space around the logo that is equal to the height of the lower case letters. This means that door handles, mirrors, etc. should not be positioned inside this area.

**Vehicle ID number**

Vehicle ID numbers are placed on driver and passenger front fenders and on vehicle rears. Numbers are always s. 15, s. 17 tall, set in Frutiger Roman grey vinyl.

**Stripe**

All licensed vehicles also carry a s. 15, s. 17 blue stripe that wraps around the sides and rear of the vehicle.



s. 15, s. 17



Logo

s. 15, s. 17

Die-cut blue vinyl:  
s. 15, s. 17

Stripe

s. 15, s. 17

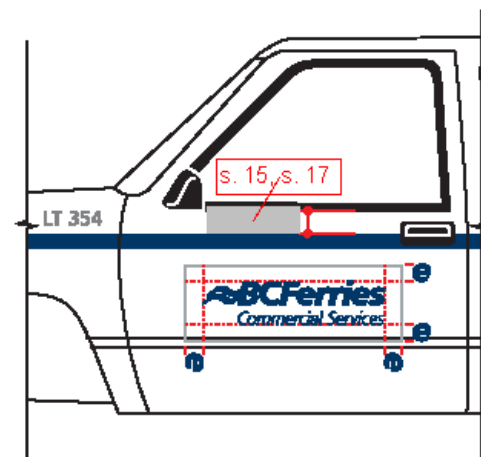
Die-cut blue vinyl:  
s. 15, s. 17

LT 354

Vehicle ID Number

s. 15, s. 17

Die-cut grey vinyl:  
s. 15, s. 17



s. 15, s. 17

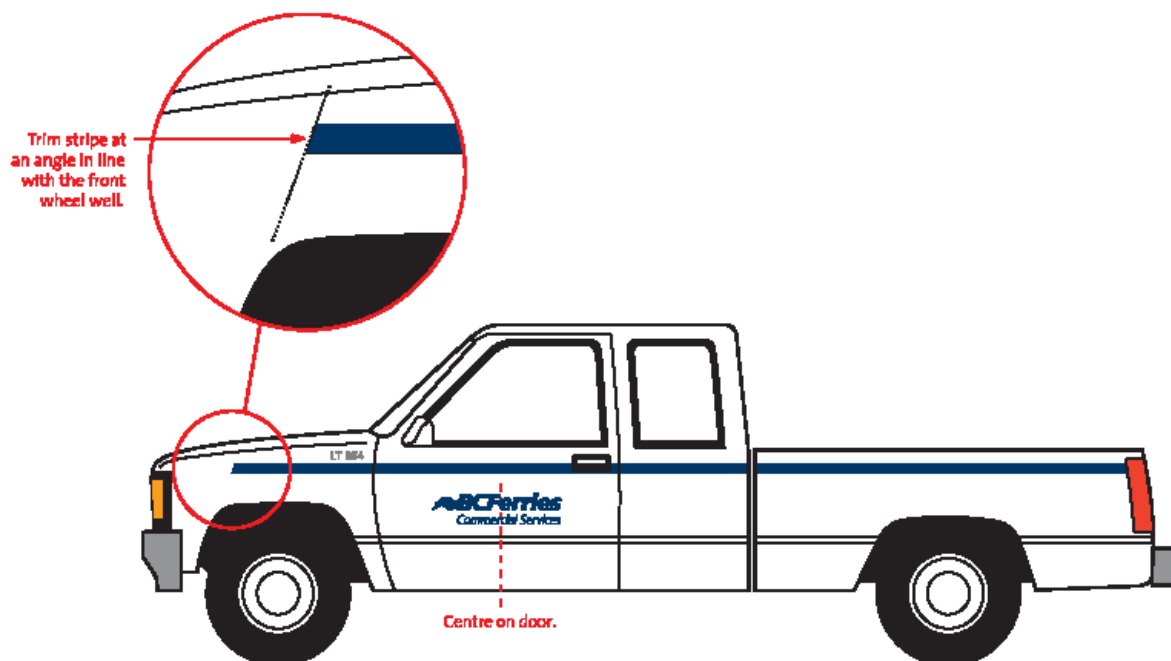
\* Exceptions on the tailgate placement may be necessary if it conflicts with manufacturer badging.

Pickup trucks carry the logo on the driver and passenger doors and on tailgates. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the tailgate and stops in line with the front wheel wells as shown. Since truck wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on tailgates. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances the vehicle ID number may need to be positioned below the stripe. On tailgates, the ID number is placed on the left side, base-aligned to the logo.

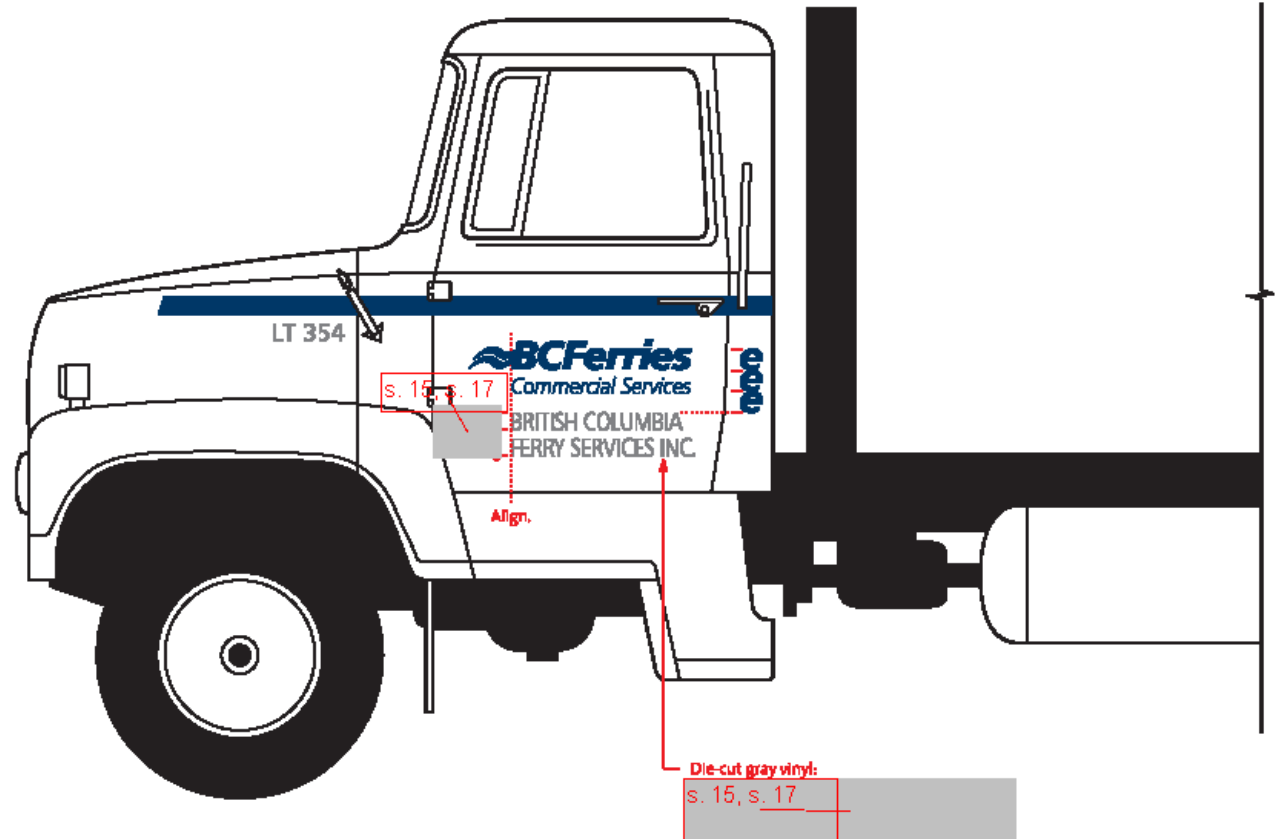


Commercial vehicles that weigh over 5500 kg are required to display the legal company name of the registered owner of the vehicle. The legal company name must be clearly identified with letters no smaller than s. 15, s. 17.

Place the logo, striping and vehicle ID number according to the guidelines on 12.1.

Set the legal company name in s. 15, s. 17 s. 15, s. 17 upper case, grey vinyl. On commercial vehicles without a cargo box, the legal company name is applied on the driver and passenger doors below the logo and left aligned to the "B".

Where there are creases or other hindrances that will not permit placement of the logo and company name as shown, use this specification as a general guide.

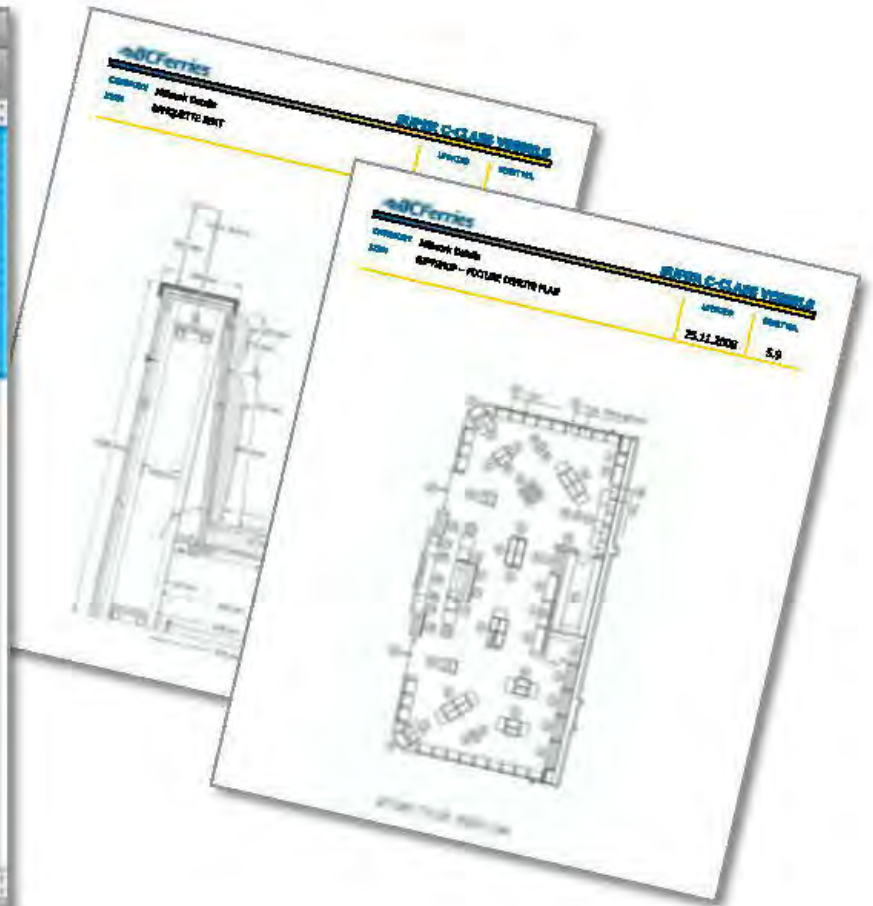
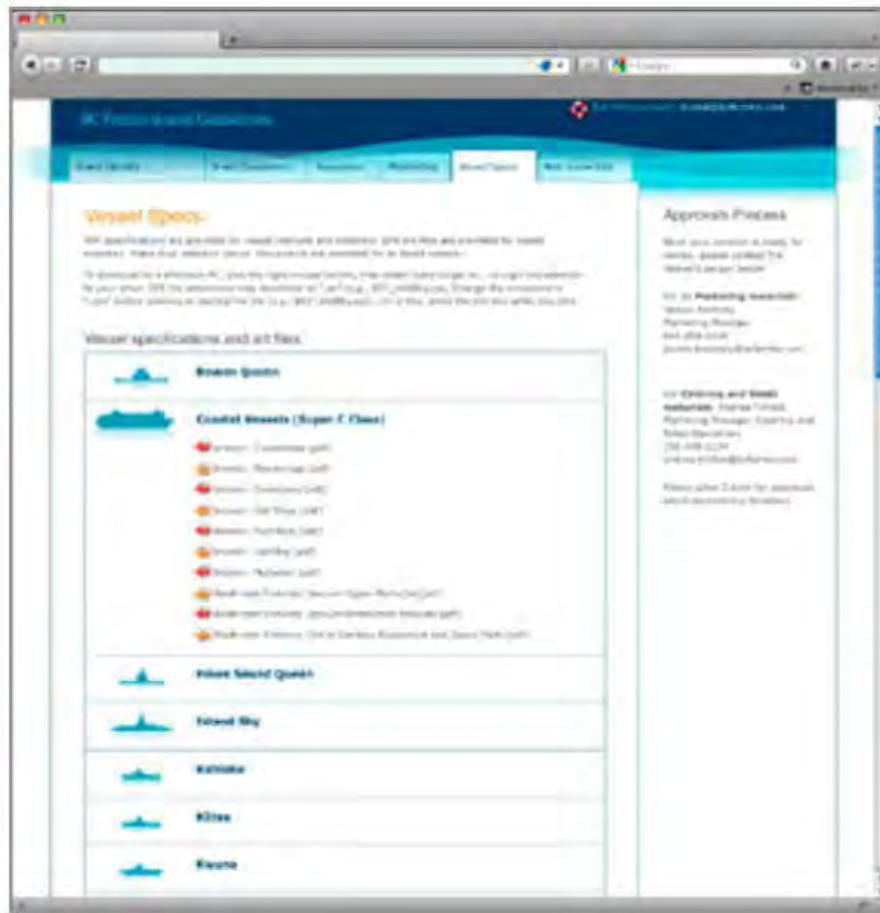





Detailed PDF specifications are provided for vessel Interiors and exteriors. EPS art files are provided for vessel exteriors. Documents are available for all listed vessels.

PDF and EPS documents are available as downloads via here:

s. 15




**Logo usage**

Do not use logo version with *Experience the difference* tagline. If logo is embroidered or is less than  wide.

 s. 15, s. 17

**Logo size**

The size of the logo on merchandise will vary, depending on the application. Always use digital art provided to reproduce the logo.

For most clothing items, the logo is  wide. The minimum size of the logo on other merchandise is determined by readability and clarity of the waves in the logo.

 s. 15, s. 17

 s. 15, s. 17

**Logo position**

On merchandise items, a centred position is most common, but the position may vary depending on the application. On shirts and jackets, centre the logo on the left chest. On hats, centre the logo on the front. Note that the visual centre of the logo is the right side of the "F" of "BCFerries".

**Clear space**

When sizing the logo, ensure the sizing is done proportionately and that there is a minimum clear space around the logo.



SIZE RECOMMENDED FOR CLOTHING



CLEAR SPACE



**Logo colours**

With one exception, logo colour rules are consistent with the colour guidelines detailed in "Logo and visual basics" of the brand identity website. On white or off-white fabrics use a BC Ferries Blue logo, equivalent to [grey box]. On light-coloured clothing, use a black logo. On dark-coloured clothing, use a white logo. The exception allows for tone-on-tone applications where subtle branding is desired. For example on a navy blue shirt, the logo can be a lighter blue. On silver jewelry or other silver or gold gift items, the logo can be polished or buffed to separate it from the background and appear as tone-on-tone.

**Secondary text colour**

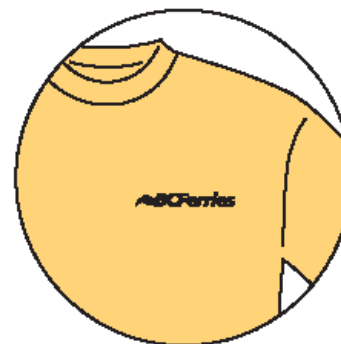
Secondary text is the same colour as the logo.

**Product colour**

The colour of products will vary and be determined, in part, by fashion trends. In general, choose colours that correspond to the brand identity primary colours (navy blue, white, grey) or other neutral colours, such as tan and light blue. Colours may also be chosen from the secondary colour palette illustrated in "Logo and visual basics" of the brand identity website.



BC FERRIES BLUE LOGO ON WHITE OR OFF-WHITE



BLACK LOGO ON LIGHT COLOURS



WHITE LOGO ON BC FERRIES BLUE AND DARK COLOURS

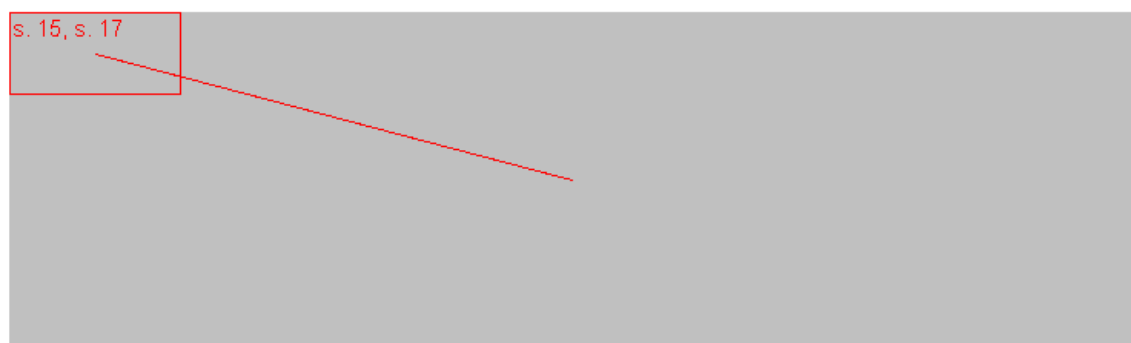
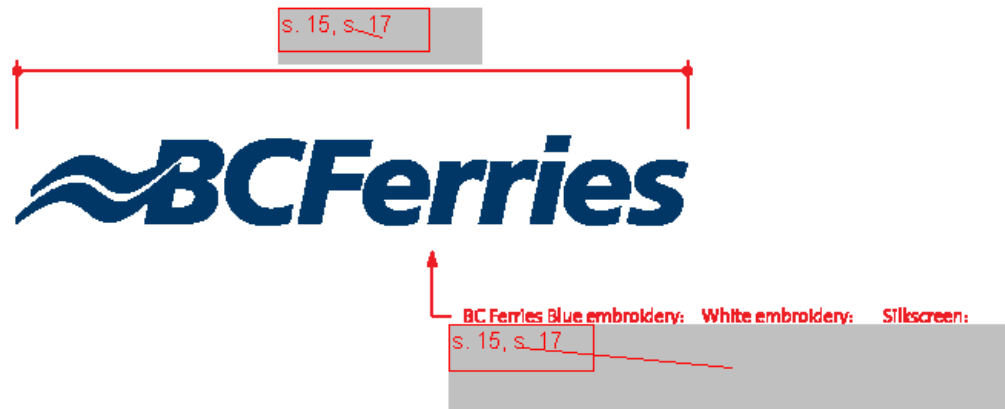


TONE-ON-TONE APPLICATION  
 Limited use only for subtle branding



On clothing and other fabric items, embroidery is preferred over screen printing, clarity is critical, however, and must not be compromised. For best results, the minimum height of the lower case letter of "BCFerries" is 7 mm. Where the brand name is smaller than 7 mm, the logo must be screen printed.

The logo shown is s. 15, s. 17 wide. This size is standard to clothing items, such as shirts, jackets and caps. It is also appropriate for many other fabric items, such as tote bags.





Secondary text is permitted up to four words, provided it is set according to these guidelines. The text can be positioned below the logo or away from the logo, e.g., on a sleeve, or back of a mug.

### Typography

Set secondary text in s. 15, s. 17. The size of the secondary text is based on the size of the BC Ferries logo. The height of the capital letters of the secondary text should be half the height of the capital letters (Cap height) of the BC Ferries logo.

### Text position

When the text is positioned below the logo, left align the text to the "B" of "BCFerries". Leave a minimum clear space between the logo and the text that is equal to height of the "e" of "BCFerries".

When the text is separate from the logo, it can be centre aligned, but still needs to be the height of the "e" of "BCFerries".



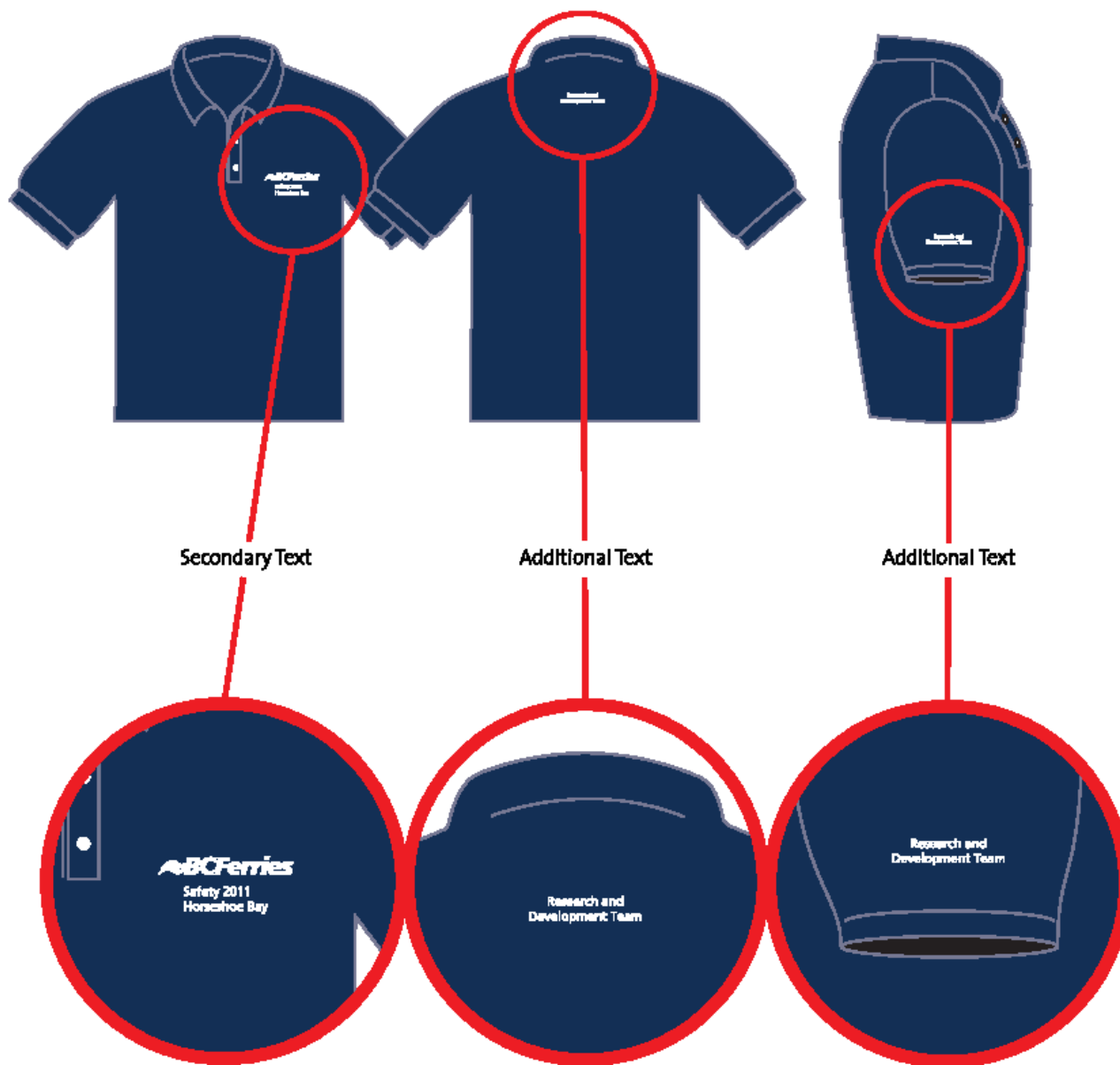
Additional text is allowed over and above the secondary text, but it must conform to these standards.

### Typography

Similar to secondary text, it must be set in s. 15, s. 17. The size of the text is based on the size of the BC Ferries logo. The height of the capital letters of the additional text should be half the height of the capital letters (Cap height) of the BC Ferries logo.

### Text position

If additional text is necessary, it must be separate from the logo and secondary text. For shirts, it can be placed either on the right sleeve or on the back of the shirt.



Secondary Text

Additional Text

Additional Text

Consistency is a key component of our visual identity. It is important that typography is used properly in all applications. The layouts below are examples of misuse.



DO NOT HAVE THE SECONDARY TEXT BE LARGER THEN ALLOWED. WHEN LOCKED WITH THE LOGO, IT MUST BE ALIGNED CORRECTLY AS SEEN ON 15.4

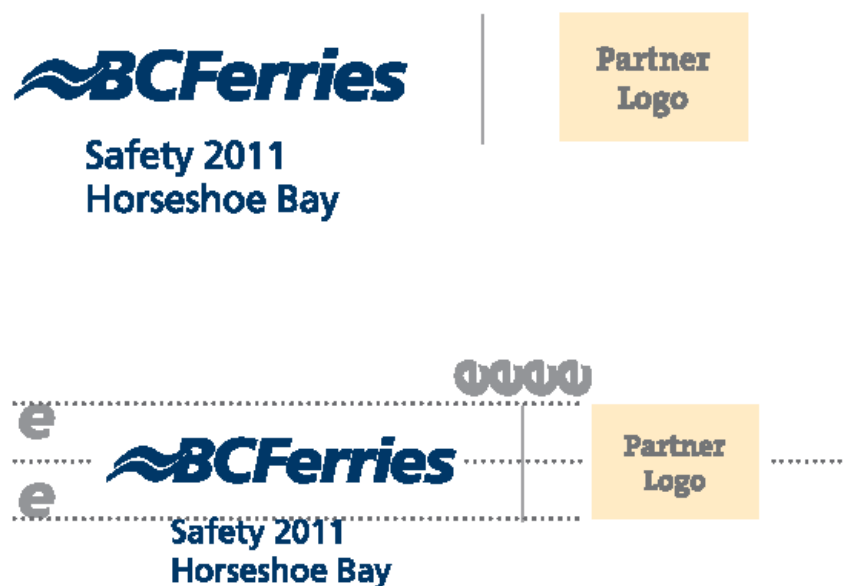


DO NOT USE SECONDARY LOGOS OR GRAPHICS UNLESS IT IS A PARTNER LOGO. IF IT IS A PARTNERSHIP, THEN IT MUST CONFORM TO INSTRUCTIONS AS SEEN ON 15.7.

The BC Ferries logos may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BC Ferries logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BC Ferries project, and where it is appropriate that both companies are represented.

The position of the partner logo is at the right of the BC Ferries' logo and separated by a vertical bar. The BC Ferries logo always appears first. It is separated from the partner logo with a s. 15, s. 17 vertical bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BC Ferries logo.

If secondary text is necessary, it must stay with the BC Ferries logo and cannot cross over the separation bar and into the partner logo area.



BC Ferries is involved in community sponsorship initiatives. For instances when BC Ferries branded sponsorship gear is required, it needs to adhere to these parameters. If the gear requirement is shirts, they need to be set up using the specifications as on 15.7.

When ball caps are needed, the sponsored event is to be separate on the front and BC Ferries on the back.

#### Logo

s. 15, s. 17

A   wide logo is embroidered on the back of the cap. Use digital art provided and set the stitch pattern as illustrated on 15.3. Visually centre the logo on the back panel of the cap. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F".



s. 16, s. 17

Centre seam on cap.

BC Ferries



**Can I use "BCFS" to abbreviate our legal name?**

Yes, you can use "BCFS" as well as "BCF". These are the only abbreviations permitted for our legal and brand names. Otherwise, you must spell out the legal and brand names. Our legal name is British Columbia Ferry Services Inc. and our brand name is BC Ferries. Typically abbreviations are used on internal, not external communications.

**Can anyone use the logo?**

Any employee can use the logo if they are preparing documents or materials that pertain to BC Ferries operations. If the logo is being used on something that will appear outside BC Ferries, it must be approved by the Marketing Department. The logo cannot be used on personal items.

**What colour is the logo?**

The logo is BC Ferries Blue. It is equivalent to s. 15, s. 17. PMS stands for "Pantone Matching System", a standard colour system used around the world. The logo may also be white or black. For merchandise and special approved applications only, the logo may be a colour that would create a tone-on-tone appearance. For example a dark grey logo on a silver background, or a tan logo on a brown background.

**If I am printing something in a single colour other than BC Ferries Blue, can the logo be that colour?**

No, the logo can be only BC Ferries Blue, white, black or tone-on-tone, as described above.

**Can I add anything to the logo, such as my terminal name, or my division name?**

No, nothing can be added to the logo. You can place secondary text near the logo, but it must be positioned a minimum distance away. This distance is easily measured. It is the height of the letter "e" of "BCFerries".

**Can I use the wave graphic on its own to create an interesting design?**

No, the wave graphic cannot be separated from the logo. It is used alone only on the ships' funnels and on the flag. No other use is permitted. With approval from the Identity manager, you can zoom in on the wave graphic and use a portion of it.

**Can I alter the logo?**

No, the logo may not be altered under any circumstances. It can be enlarged or reduced proportionately, but it cannot be changed.

**What logo file format should I use?**

The most commonly used formats are WMF and JPG. These can be used with any Microsoft Office software. WMF is the most versatile as it can be sized up or down and it prints well at any size. Also, it has a transparent background, so a white logo, for example, can be placed against a coloured background. The problem with WMF files is that they don't look great on the screen. JPGs look better on the screen, which makes them good for PowerPoint presentations and other Word documents that are viewed only on the screen. The problem with JPG files is that they don't enlarge well. When they are enlarged,

they look jagged around the edges on the screen and when printed. Also, JPG files have an opaque background, which means they are not available in white, since the background would have to be the exact same background colour as the colour you wanted to place the logo against. TIFF files are like JPG files, in that they can't be enlarged. They are a larger file size, however, which makes them less versatile. EPS files are for professional use with programs such as Adobe Illustrator or QuarkXpress/InDesign.

#### Why do I have to use either

s. 15, s. 17

Typography is an important part of our brand identity. It helps to establish a consistent look on all our materials. This helps us to appear organized and professional. These typefaces are the most versatile and readily available to all employees. They are also universally available on PCs running Windows operating systems, which means that you can be sure your documents are received outside the company as you have prepared them. Your typefaces and formatting will not be substituted.

#### Can I personalize my e-mail signature with graphics and colours?

No, personalizing e-mail signatures is not permitted. Since e-mail is part of BC Ferries' business correspondence, e-mail signatures should appear professional and consistent across the company.

#### A supplier told me that all he needed was a fax of the logo to make a pin. Is this correct?

No, using a fax means the logo will not be reproduced accurately. Always provide a digital file that you can download from this site and e-mail to the supplier. Never suggest that the supplier scan or redraw the logo from a business card or other piece of stationery. This will not be accurate.

#### Who do I go to for help?

Go to the Marketing Department, they are the identity manager and responsible for the maintenance of the identity program. They can help you to prepare materials and provide approval for new materials before they are printed or manufactured.



If you have any questions about the BC Ferries brand, elements, or applications, please contact:

**MARKETING DEPARTMENT**

**Jackee Kasandy**  
604-673-2458  
jackee.kasandy@bcferries.com

**Angela Soucie**  
604-673-2457  
angela.soucie@bcferries.com

|                   |    |
|-------------------|----|
| <<                | >> |
| <                 | >  |
| Table of Contents |    |

# BC Ferries Graphic Standards Guide

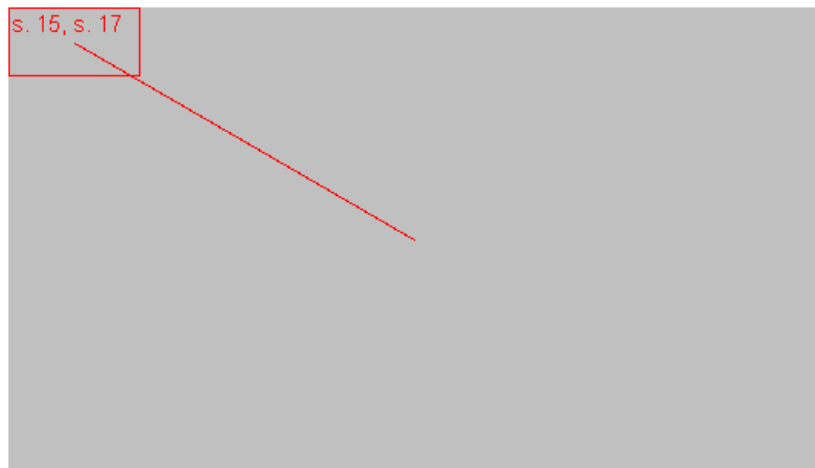


Table of  
Contents

The Graphic Standards Guide assists us to consistently deliver the BC Ferries brand promise and identity to our customers.

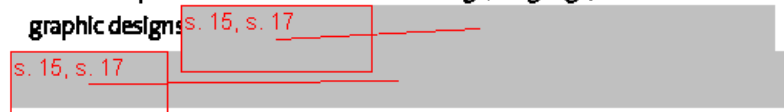
The BC Ferries brand is trusted to provide safe, reliable and efficient marine transportation services. BC Ferries is committed to providing a continuously improving West Coast travel experience that consistently exceeds customer expectations and reflects the innovation and pride of BC Ferries' employees.

The total integration of BC Ferries' identity, behaviour and core values represented in this Guide will allow us to uphold the essential promise of our brand: To provide a safe, reliable and unique travel experience.



The Graphic Standards were created to give a technical understanding of the components and structure of our Image. Keep In mind that this Guide is a living document that will be continuously updated as BC Ferries and the world of media evolves.

Throughout this document, users will find exact guidelines governing the use and implementation of the BC Ferries logo, language, creative and graphic designs.



|  |                                       |   |  |
|--|---------------------------------------|---|--|
| <b>2.0 PARENT BRAND</b>                | <b>6.13 Sustainability Icon</b>       | <b>9.0 IMAGERY</b>                          | <b>12.0 SERVICE VEHICLES</b>             |
| ▶ 2.1 BC Ferries Logo                  | ▶ 6.14 Sailsafe Logo                  | ▶ 9.1 Introduction                          | ▶ 12.1 Decals                            |
| ▶ 2.2 Logo Size Relationships          |                                       | ▶ 9.2 Vessels                               | ▶ 12.2 Decals – Pickup Trucks            |
| ▶ 2.3 BC Ferries Brand Name            | <b>7.0 CATERING/RETAIL</b>            | ▶ 9.3 People                                | ▶ 12.3 Decals – Vans                     |
| ▶ 2.4 BC Ferries Legal Name            | ▶ 7.1 Overview                        | ▶ 9.4 Groups                                | ▶ 12.4 Decals – Cars                     |
| ▶ 2.5 Wave Component Icon Usage        | ▶ 7.2 On BCF Property                 | ▶ 9.5 Onboard Amenities                     | ▶ 12.5 Decals – Heavy Trucks             |
| ▶ 2.6 Marketing Communications         | ▶ 7.3 Off BCF Property                | ▶ 9.6 On-Site Outdoor Images                | ▶ 12.6 Decals – No Cargo Box             |
| Wave Elements                          | ▶ 7.4 On BCF Website                  | ▶ 9.7 Conceptual                            | ▶ 12.7 Decals – With Cargo Box           |
| ▶ 2.7 Partner Logos                    | ▶ 7.5 Passages Gift Shop Logo         | ▶ 9.8 Conceptual (Wide)                     |  |
| ▶ 2.8 Branding Merchandise             | ▶ 7.6 Pacific Buffet Logo             | ▶ 9.9 Misuse                                |  |
|  | ▶ 7.7 Seawest Lounge Logo             | ▶ 9.10 Usage in Advertisements              |  |
| <b>3.0 RESTRICTIONS</b>                | ▶ 7.8 Coastal Cafe Logo               |   | <b>13.0 COMMERCIAL SERVICES VEHICLES</b> |
| ▶ 3.1 Logo Misuse                      | ▶ 7.9 Coastal Cafe Express Logo       | <b>10.0 BROCHURES</b>                       | ▶ 13.1 Decals                            |
|  | ▶ 7.10 Sitka Coffee Place Logo        | ▶ 10.1 Standards                            | ▶ 13.2 Decals – Pickup Trucks            |
| <b>4.0 COLOUR PALETTE</b>              | ▶ 7.11 Lands End Café Logo            | ▶ 10.2 Samples                              | ▶ 13.3 Decals – Highway Tractors         |
| ▶ 4.1 Primary Colours                  | ▶ 7.12 Canoe Cafe Logo                |   | ▶ 13.4 Decals – TICO Tractors            |
| ▶ 4.2 Secondary Colours                | ▶ 7.13 The Raven Lounge Logo          | <b>11.0 TERMINAL WAYFINDING AND SIGNAGE</b> |  |
|  | ▶ 7.14 Aurora Lounge Logo             | ▶ 11.1 Typical Terminal Components          | <b>14.0 VESSELS</b>                      |
| <b>5.0 TYPOGRAPHY</b>                  | ▶ 7.15 Vista Restaurant Logo          | ▶ 11.2 Colour Palette                       | ▶ 14.1 Specifications                    |
| ▶ 5.1 Corporate                        |                                       | ▶ 11.3 Sign Design and Proportions          |  |
| (Primary, Secondary                    | <b>8.0 STATIONERY</b>                 | ▶ 11.4 Terminology                          | <b>15.0 EMPLOYEE GEAR</b>                |
| and Correspondence)                    | ▶ 8.1 Introduction                    | ▶ 11.5 Advance Signage                      | ▶ 15.1 Logo Use                          |
| ▶ 5.2 Marketing Communications         | ▶ 8.2 Communications                  | ▶ 11.6 Advance Signage (continued)          | ▶ 15.2 Colours                           |
| ▶ 5.3 Misuse                           | ▶ 8.3 Email Body and Signature for    | ▶ 11.7 Ticket Booths                        | ▶ 15.3 Embroidery Specifications         |
|  | New Outgoing Emails                   | ▶ 11.8 Ticket Booths (continued)            | ▶ 15.4 Secondary Text                    |
| <b>6.0 SUB-BRANDS</b>                  | ▶ 8.4 Email Body and Signature for    | ▶ 11.9 Vehicle Holding                      | ▶ 15.5 Additional Text                   |
| ▶ 6.1 BC Ferries Vacations             | Replies and Forwarded Emails          | ▶ 11.10 Vehicle Holding (continued)         | ▶ 15.6 Typography Misuse                 |
| ▶ 6.2 BCFV – Logo Size Relationships   | ▶ 8.5 Setting Email Signatures        | ▶ 11.11 Vehicle Holding (continued)         | ▶ 15.7 Secondary Text with Partner Logos |
| ▶ 6.3 BCFV – Partner Logos             | ▶ 8.6 Business Cards                  | ▶ 11.12 Pedestrian Safewalk                 | ▶ 15.8 Sponsorships                      |
| ▶ 6.4 BCFV – Branding Merchandise      | ▶ 8.7 Binder Covers and Spine Inserts | ▶ 11.13 Parking and Pickup/Drop-Off         | ▶ 15.9 Departments (Shirt & Jacket)      |
| ▶ 6.5 BC Ferries Commercial Services   | ▶ 8.8 Envelope                        | ▶ 11.14 Foot Passenger Building             |  |
| ▶ 6.6 BCF-CS – Logo Size Relationships | ▶ 8.9 Fax Cover Page and Memos        | ▶ 11.15 Foot Passenger Building (continued) | <b>16.0 BRANDING QUESTIONS</b>           |
| ▶ 6.7 BCF-CS – Partner Logos           | ▶ 8.10 Mailing Label                  | ▶ 11.16 Exterior Berth Identification       | ▶ 16.1 Answers                           |
| ▶ 6.8 BCF-CS – Branding Merchandise    | ▶ 8.11 Letterhead (Generic)           | ▶ 11.17 Exterior Berth Identification       | ▶ 16.2 Answers (continued)               |
| ▶ 6.9 BC Ferries Academy               | ▶ 8.12 External Forms                 | ▶ 11.18 Regulatory and Security Signage     | ▶ 16.3 Contact                           |
| ▶ 6.10 BCF-A – Logo Size Relationships | ▶ 8.13 Notice to the Public           |   |  |
| ▶ 6.11 BCF-A – Partner Logos           | ▶ 8.14 PowerPoint                     |   |  |
| ▶ 6.12 BCF-A – Branding Merchandise    | ▶ 8.15 Internal Newsletter            |   |  |



The parent logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure that the logo is in full colour on a white background.** The black and white versions are intended for applications that are restricted in colour. Where possible, the logo should be placed on the bottom right-hand side of all documents, templates, posters and signs.

The parent logo would be used for ship exteriors, terminal entrance signage, corporate identifiers and corporate stationery, and on materials placed or distributed outside of BC Ferries property. The logo is also used on instructional or safety signage on BC Ferries property. The logo is not used on wayfinding signage on BC Ferries property.



FULL COLOUR (PREFERRED USAGE) WITHOUT TAGLINE

s. 15, s. 17



BLACK



REVERSED

\*\*\* Reversed Logo Usage \*\*\*  
This option should only be used as an absolute last resort. The full-colour option should be used at all times.



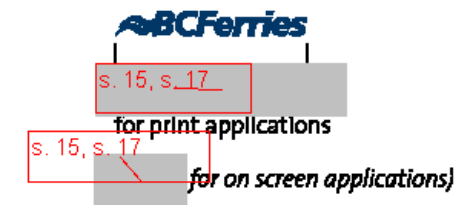
Allow a minimum clear space around the logo as indicated by the Xs below. The height of the “F” in “Ferries” determines the amount of clear space around our logo.

Where possible, the logo should be placed in the bottom right-hand corner of marketing and communication materials.

Please adhere to the following guidelines:



MINIMUM CLEAR SPACE



MINIMUM SIZE WITHOUT TAGLINE

BC Ferries has a brand name, a legal name and an accepted abbreviation (BCF or BCFS). We must be consistent with the use of our company names and abbreviations in order to eliminate confusion and to maintain the integrity and homogenous look and feel of our brand.

The brand name of our company is BC Ferries. This name is used in the logo and is the common name of the company.

The logo for BC Ferries, featuring a stylized blue wave icon to the left of the text "BC Ferries" in a bold, blue, sans-serif font.

NAME IN LOGO FORM

The text "BC Ferries" in a large, black, sans-serif font, underlined.

CORRECT SPELLING IN TEXT FORMAT

MISUSE:

~~B.C. Ferries~~

~~BC  
Ferries~~

The legal name of the company is British Columbia Ferry Services Inc. This name must be used on all external legal documents. The legal name is always on the first line, and is followed by the address information.

**British Columbia Ferry Services Inc.**

British Columbia Ferry Services Inc.  
The Atrium  
Suite 500, 1321 Blanshard St.  
Victoria, BC V8W 0B7

---

CORRECT USAGE

**MISUSE:**

---

~~BC Ferry Services~~

~~BC Ferry Services Inc.~~

~~B.C. Ferries Services Inc.~~

~~B.C. Ferries Inc~~



The wave icon should only be used for flags, funnels and favicons that benefit from additional branding support. There needs to be a visible parent logo nearby. It should not be used in conjunction with the Marketing Communications wave (see next page), in order to avoid confusion with competing graphics.



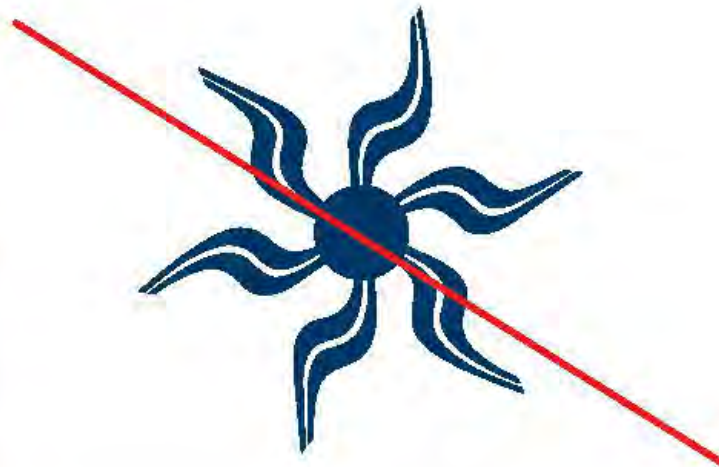
FLAG DESIGN






FUNNEL (PROFILE)



FAVICON

**MISUSE:**

-  Lorum ipsum nostio doluptat ing esectem eniscipit nulla facing ero ero et, velit, quamet, quis! ut nulla faccum et dit veliquat
-  Lorum ipsum nostio doluptat ing esectem eniscipit nulla facing ero ero et, velit, quamet, quis! ut nulla faccum et dit veliquat
-  Lorum ipsum nostio doluptat ing esectem eniscipit nulla facing ero ero et, velit, quamet, quis! ut nulla faccum et dit veliquat

The wave motif is primarily used in customer-facing marketing and communications materials to support the brand personality. It is optional, and is used primarily as a design element. It can divide the imagery from the content while also creating a white background for the logo. It is made up of three separate EPS files that are overlaid with varying opacities. Ideally, when scaling, it is best to scale proportionally, rather than stretching. Please note that there are different tints and opacities when working with full colour or black and white. It can also be used as a design element where applicable (similar to the cover and title bar). As a design element, the scale, rotation and opacity settings are flexible.

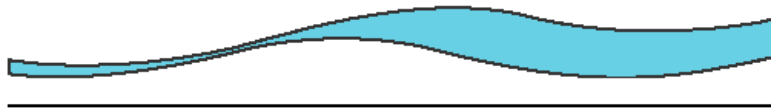
**Vertical formats are not acceptable.**

#### FULL-COLOUR PRINTING



COLOURWAVE.EPS (TOP)

s. 15, s. 17



COLOURWAVE.EPS (MIDDLE)

s. 15, s. 17



COLOURWAVE.EPS (BOTTOM)

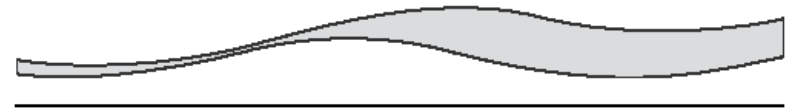
s. 15, s. 17

#### BLACK & WHITE PRINTING



GREYWAVE.EPS (TOP)

s. 15, s. 17



GREYWAVE.EPS (MIDDLE)

s. 15, s. 17



GREYWAVE.EPS (BOTTOM)

s. 15, s. 17

The BC Ferries logos may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BC Ferries logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BC Ferries project, and where it is appropriate that both companies are represented.

The guidelines below demonstrate how to position the logos together in horizontal formats. The position of the partner logo is to the left of the BC Ferries logo and is separated with a [s. 15, s. 17](#) vertical bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BC Ferries logo. A third logo may be added as shown.



Logos are embroidered on clothing items and applied to gift shop merchandise. Embroidered logos should be stitched according to the pattern shown. Other stitch patterns must be avoided, as they do not render the logo in an optimal manner. Wherever possible, use [s. 15, s. 17](#)

[s. 15, s. 17](#)



Our logo is a key element of our visual identity and lives at the heart of our brand. It doesn't need modification and should not be redrawn, distorted or modified in any way. For all applications, use the files as supplied by BC Ferries.

DO NOT APPLY DROP SHADOWS



DO NOT CHANGE HORIZONTAL/VERTICAL SCALE



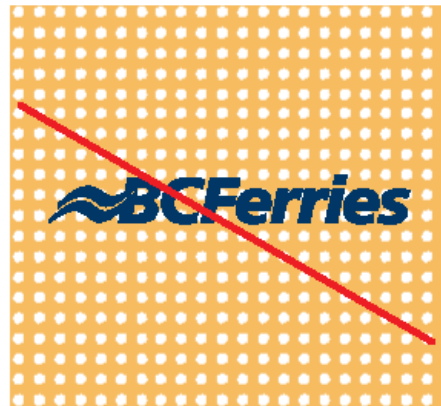
DO NOT CHANGE AXIS OF LOGO



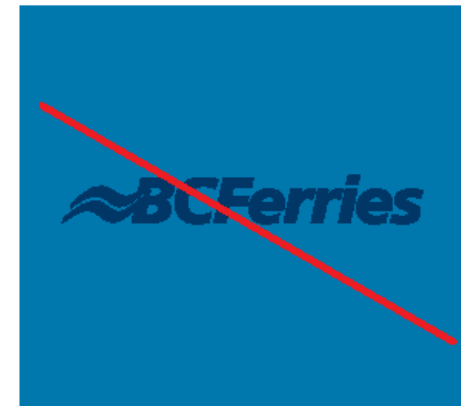
DO NOT PLACE IN A CONTAINER



DO NOT PLACE ON BUSY BACKGROUNDS



DO NOT PLACE ON SIMILAR COLOURS



We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognized colour matching system based on lithography printing inks. The process match breakdowns (CMYK) are provided for printing applications with limited budgets. Also included are RGB equivalents for use in Word, Excel or PowerPoint, as well as HEX equivalents for emitted light and web applications.

#### BC Ferries Blue

s. 15, s. 17

LOGO COLOUR

#### Aqua Green

s. 15, s. 17

#### Medium Blue

s. 15, s. 17

|                   |                     |  |  |  |
|-------------------|---------------------|--|--|--|
| <b>Light Blue</b> |                     |  |  |  |
| s. 15, s. 17      | [Grey gradient bar] |  |  |  |
|                   |                     |  |  |  |
| <b>Ochre</b>      |                     |  |  |  |
| s. 15, s. 17      | [Grey gradient bar] |  |  |  |
|                   |                     |  |  |  |
| <b>Yellow</b>     |                     |  |  |  |
| s. 15, s. 17      | [Grey gradient bar] |  |  |  |
|                   |                     |  |  |  |
| <b>Black</b>      |                     |  |  |  |
| s. 15, s. 17      | [Grey gradient bar] |  |  |  |
|                   |                     |  |  |  |

*Spot colours are derived from the Pantone (PMS) solid colour guide*

The integrity of the chosen BC Ferries font must be maintained at all times – no vertical or horizontal scaling, no added stroke, etc. To format all internal corporate preprinted materials (e.g., business cards, letterhead, envelope), the specified typefaces are to be used following these recommendations. Reference Section 8 (Stationery) for exact formatting.

#### External Communications

s. 15, s. 17

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

**Internal Communications** (For all non-preprinted scenarios. Usage includes letters, labels, memos, emails, PowerPoint and Invoices).

s. 15, s. 17

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**



The integrity of the chosen BC Ferries communications font must be maintained at all times – no vertical or horizontal scaling, no added stroke, etc. To format all formal external marketing communications (e.g., publications, advertising, reports and web applications), the specified typefaces are to be used following these recommendations.

s. 15, s. 17

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

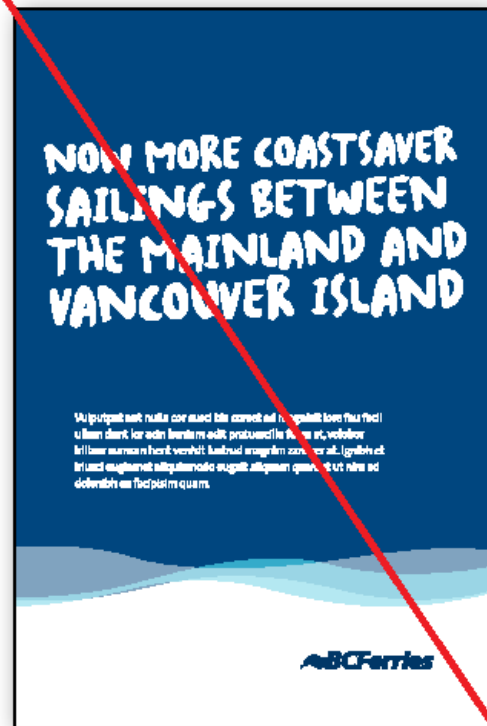
**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)  
abcdefghijklmnopqrstuvwxyz 1234567890

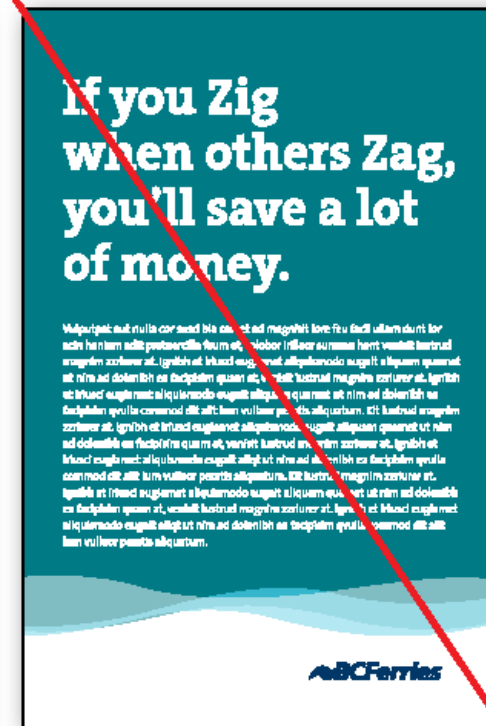
**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (.,,:?!@&%\$)**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

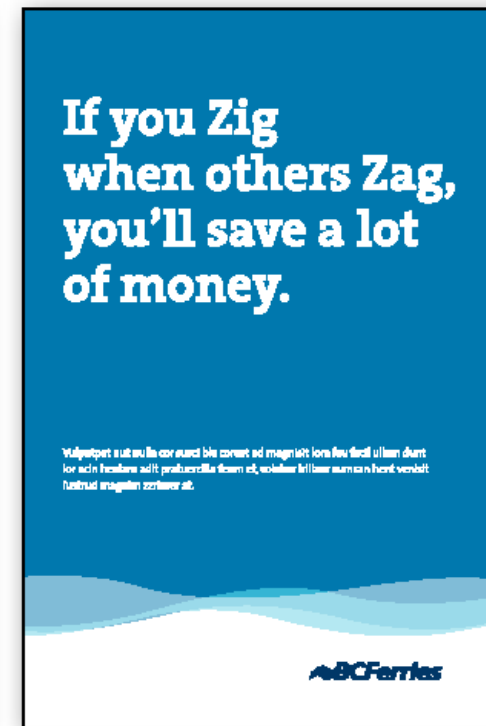
Typography is a key component of our visual identity. It is important that typography is used properly and consistently in all applications. The layouts below are examples of typography misuse.



**DO NOT USE STANTON –**  
IT IS NO LONGER A STANDARD FONT



**DO NOT USE LARGE BLOCKS OF REVERSE TYPE,**  
ESPECIALLY BODY COPY



**CORRECT USAGE**

The BC Ferries Vacations (BCFV) logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure that the logo is in full colour on a white background.** The black and white versions are intended for applications that are restricted in colour. Where possible, the logo should be placed on the bottom right-hand side of all documents, templates, posters and signs.



BC Ferries  
Vacations™

s. 15, s. 17

FULL COLOUR (PREFERRED USAGE)



BC Ferries  
Vacations™

BLACK



BC Ferries  
Vacations™

REVERSED

\*\*\* Reversed Logo Usage \*\*\*  
This option should only be used as an absolute last resort. The full-colour option should be used at all times.

The BC Ferries Vacations logo continues the reflection of our fresh, open and optimistic brand look and feel. For best impact, the BC Ferries Vacations logo needs room to breathe. Allow a minimum clear space around the logo as indicated by the Xs below. The height of the “F” in “Ferries” determines the amount of clear space around the logo.

Please adhere to the following guidelines:

- This logo option should appear on all marketing communications materials specific to BC Ferries Vacations: posters, print ads, schedules, flyers, online, office signage, and collateral.
- The logo should NOT be used in conjunction with the parent logo.



MINIMUM CLEAR SPACE



s. 15, s. 17

for print applications

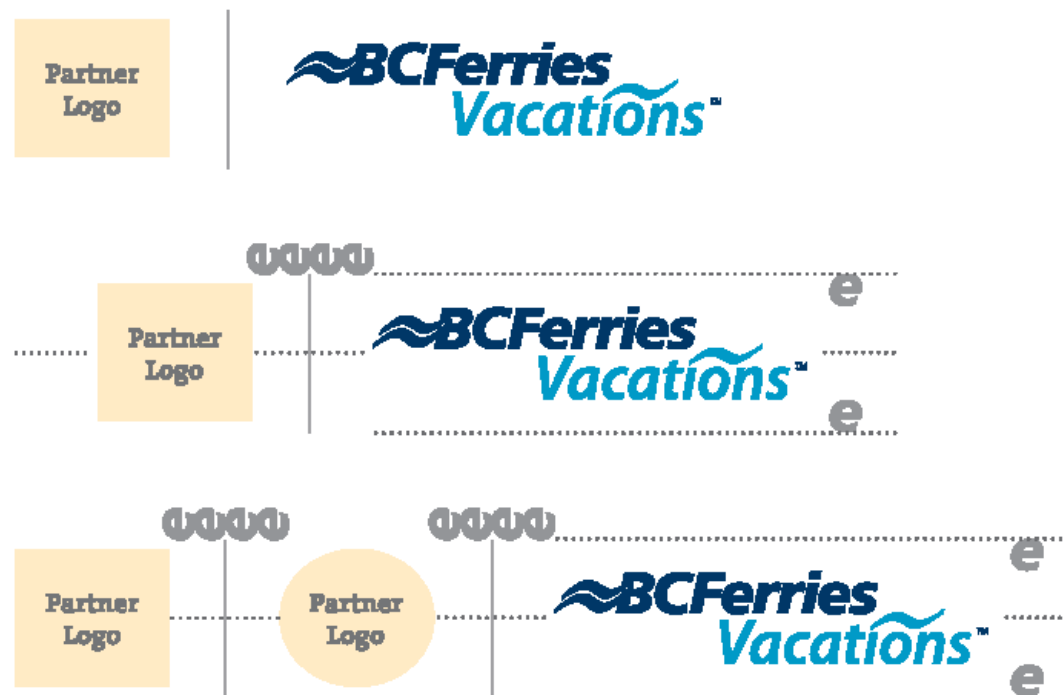
s. 15, s. 17

for on screen applications)

MINIMUM SIZE

The BC Ferries Vacations logo may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BCFV logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BCFV project, and where it is appropriate that both companies are represented.

The guidelines below demonstrate how to position the logos together in horizontal formats. The position of the partner logo is to the left of the BCFV logo and separated by a vertical bar. It is separated from the partner logo with a s. 15, s. 17 vertical or horizontal bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BCFV logo. A third logo may be added as shown.



Logos are embroidered on clothing items and applied to gift shop merchandise. Embroidered logos should be stitched according to the pattern shown. Other stitch patterns must be avoided, as they do not render the logo in an optimal manner. Wherever possible, use [s. 15, s. 17](#)

[s. 15, s. 17](#)



The BC Ferries Commercial Services (BCF-CS) logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure that the logo is in full colour on a white background.** The black and white versions are intended for applications that are restricted in colour. Where possible, the logo should be placed on the bottom right-hand side of all documents, templates, posters and signs.



**BCFerries**  
Commercial Services

s. 15, s. 17

FULL COLOUR (PREFERRED USAGE)



**BCFerries**  
Commercial Services

BLACK



**BCFerries**  
Commercial Services

REVERSED

\*\*\* Reversed Logo Usage \*\*\*  
This option should only be used as an absolute last resort. The full-colour option should be used at all times.

Spot colours are derived from the Pantone (PMS) solid colour guide

For best impact, the BC Ferries Commercial Services logo needs room to breathe. Allow a minimum clear space around the logo as indicated by the Xs below. The height of the “F” in “Ferries” determines the amount of clear space around the logo.

Please adhere to the following guidelines:

- This logo option should appear on all marketing communications materials specific to BC Ferries Commercial Services: posters, print ads, schedules, flyers, online and collateral.
- The logo should NOT be used in conjunction with the parent logo.



MINIMUM CLEAR SPACE

**BCFerries**  
Commercial Services

s. 15, s. 17

for print applications

s. 15, s. 17

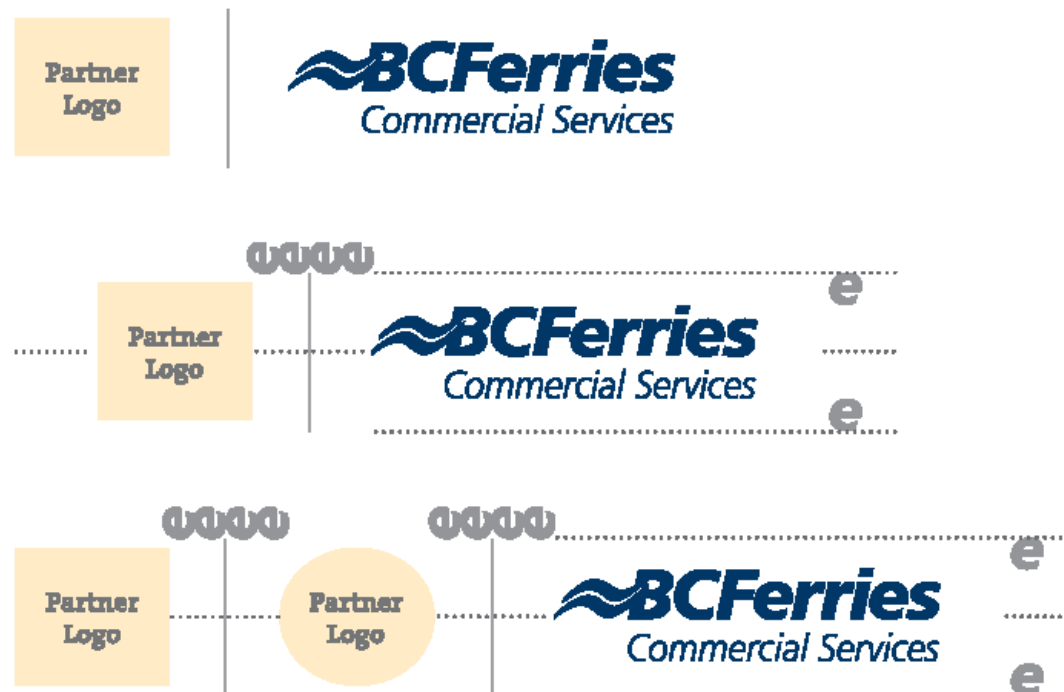
for on screen applications)

MINIMUM SIZE



The BC Ferries Commercial Services (BCF-CS) logo may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BCF-CS logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BCF-CS project, and where it is appropriate that both companies are represented.

The guidelines below demonstrate how to position the logos together in horizontal formats. The position of the partner logo is to the left of the BCF-CS logo and separated by a vertical bar. It is separated from the partner logo with a [s. 15, s. 17](#) vertical or horizontal bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BCF-CS logo. A third logo may be added as shown.



Logos are embroidered on clothing items and applied to other items. Embroidered logos should be stitched according to the pattern shown. Other stitch patterns must be avoided, as they do not render the logo in an optimal manner. Wherever possible, use s. 15, s. 17



The BC Ferries Academy (BCF-A) logo is provided in several colour variations to accommodate various usage needs. **All attempts should be made to ensure that the logo is in full colour on a white background.** The black and white versions are intended for applications that are restricted in colour. Where possible, the logo should be placed on the bottom right-hand side of all documents, templates, posters and signs.



FULL COLOUR (PREFERRED USAGE)



**BLACK** For use in instances where only a single colour may be used, such as silk-screening, embroidery or fax transmission and where the tagline is not desired or reproduction size is too small for the tagline to be legible.



REVERSED

\*\*\* Reversed Logo Usage \*\*\*

This option should only be used as an absolute last resort. The full-colour option should be used at all times.

Spot colours are derived from the Pantone (PMS) solid colour guide

For best impact, the BC Ferries Academy (BCF-A) logo needs room to breathe. Allow a minimum clear space around the logo as indicated by the Xs below. The height of the “F” in “Ferries” determines the amount of clear space around the logo.

Please adhere to the following guidelines:

- This logo option should appear on all marketing communications materials specific to the BC Ferries Academy: posters, print ads, schedules, flyers, online and collateral
- The logo should NOT be used in conjunction with the parent logo
- In certain, approved instances, and at very small sizes, the 'Excellence through learning' tagline may be omitted



MINIMUM CLEAR SPACE



s. 15, s.17

for print applications

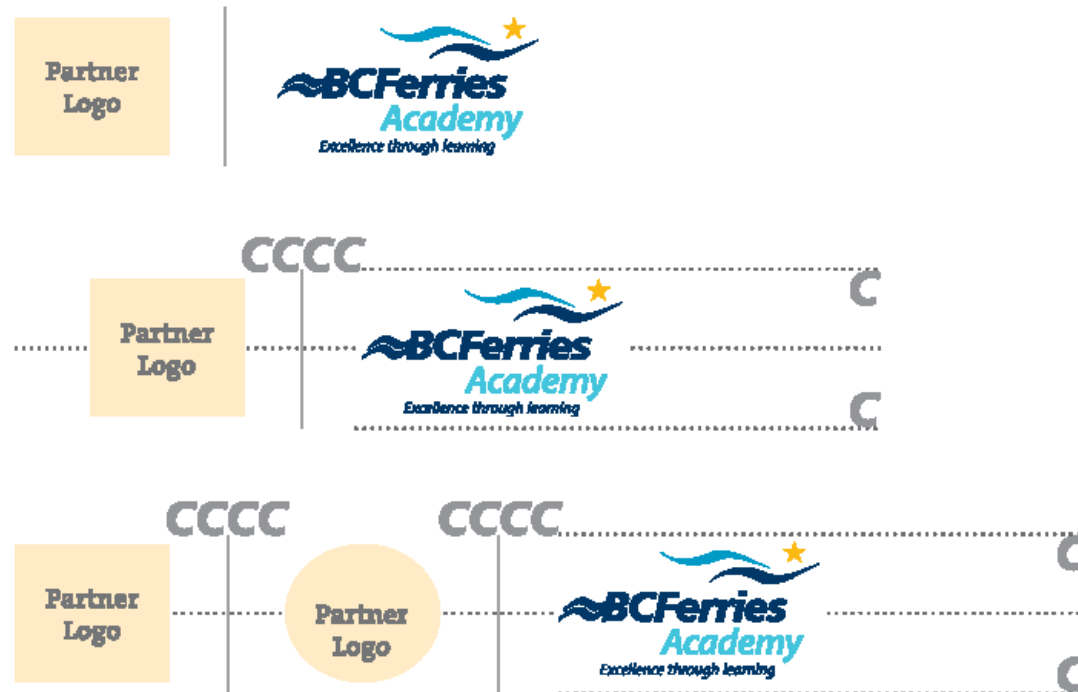
s. 15, s.17

for on screen applications)

MINIMUM SIZE

The BC Ferries Academy (BCF-A) logo may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BCF-A logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BCF-A project, and where it is appropriate that both companies are represented.

The guidelines below demonstrate how to position the logos together in horizontal formats. The position of the partner logo is to the left of the BCF-A logo and separated by a vertical bar. It is separated from the partner logo with a s. 15, s. 17 vertical or horizontal bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BCF-A logo. A third logo may be added as shown.



Logos are embroidered on clothing items and applied to other items. Embroidered logos should be stitched according to the pattern shown. Other stitch patterns must be avoided, as they do not render the logo in an optimal manner. Wherever possible, use [s. 15, s. 17](#). Due to legibility concerns, the tagline **should not** be included on the merchandise.

[s. 15, s. 17](#)



This icon is to be used in all communication material surrounding sustainability practices. The BC Ferries Sustainability icon is provided in colour and grey variations to accommodate various usage needs. **All attempts should be made to ensure that the icon is in full colour on a white background.** The grey version is intended for applications that are restricted in colour.

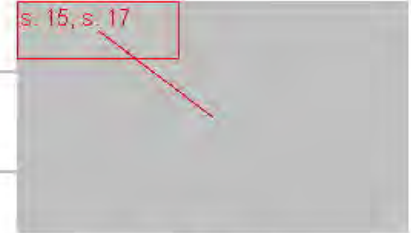
s. 15, s. 17



FULL COLOUR (PREFERRED USAGE)

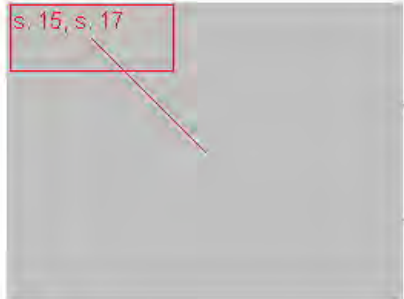


s. 15, s. 17



GRADIENTS

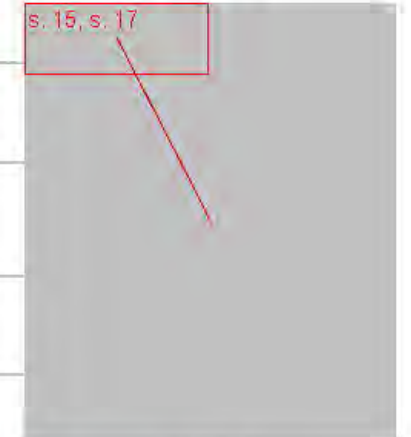
s. 15, s. 17



GREY VERSION

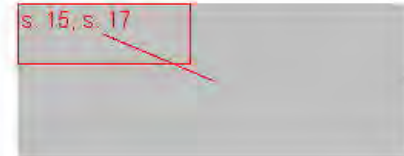


s. 15, s. 17

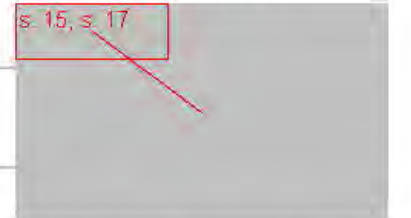


GRADIENTS

s. 15, s. 17



s. 15, s. 17



Spot colours are derived from the Pantone (PMS) solid colour guide

This logo is used internally to describe and promote the Sailsafe program. If this logo is to be used for external purposes, it must be accompanied by the parent BC Ferries logo. The BC Ferries Sailsafe logo is provided in colour and black variations to accommodate various usage needs. **All attempts should be made to ensure that the logo is in full colour on a white background.** The black version is intended for applications that are restricted in colour. In certain, approved instances, and at very small sizes, the 'A CLEAR COMMITMENT' tagline may be omitted.\*



FULL COLOUR (PREFERRED USAGE) WITH TAGLINE



BLACK



REVERSED

**\*\*\* Reversed Logo Usage \*\*\***  
This option should only be used as an absolute last resort. The full-colour option should be used at all times.

*Spot colours are derived from the Pantone (PMS) solid colour guide*



BC Ferries has a wide variety of amenities catering to all passengers. Amenity marketing should have a balance between corporate graphic standards and flexibility to best promote retail/restaurant offers in an effective, industry-appropriate manner.

Amenity marketing is broken down into three silos, dependent on where the materials are displayed:

- On BC Ferries property
- Off BC Ferries property
- Online

Process colours (CMYK values) must be used to maintain colour consistency for all BC Ferries amenity logos. This will ensure correct replication of amenity logos in all applications.



75



76



77



78



79



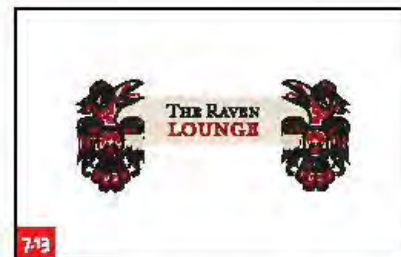
710



711



712



713



714

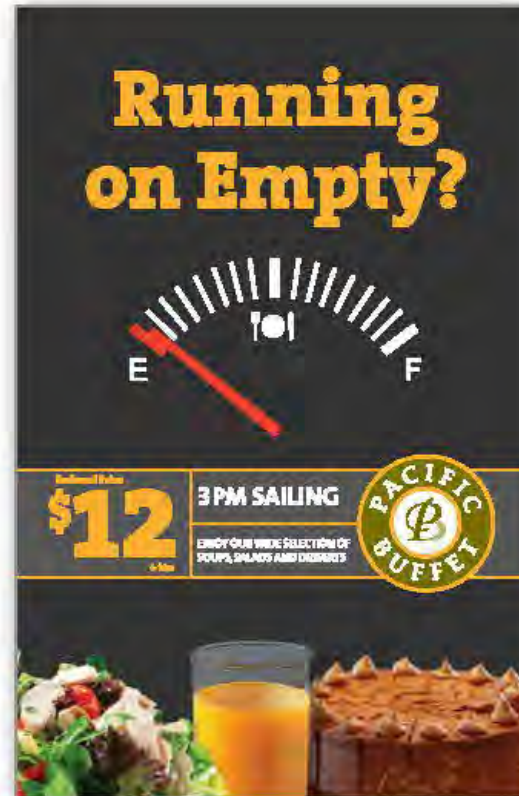


715

BC Ferries has a wide variety of amenities catering to all segments of passengers. Amenity marketing should have a balance between corporate graphic standards and flexibility to best promote retail/restaurant offers in an effective, industry-appropriate manner.

For amenity marketing on BC Ferries property (e.g., vessels, terminals):

- Fonts must be s. 15, s. 17  
Style, weighting and colour are flexible (see Section 5.2).
- The overall look, feel and imagery are flexible. Image and font size must work together with clear hierarchy and not overpower each other or get too 'busy'.
- "Wave" transition is not encouraged. It can be used if it benefits design, but only with BC Ferries' parent logo.
- Amenity logo will be featured. No BC Ferries logo will be used.
- When amenity creative material is in the location being advertised (e.g., a Passages Gift Shop poster in Passages), no amenity logo is necessary.
- Where possible, place logos in the lower right-hand corner of marketing materials.



BC Ferries has a wide variety of amenities catering to all segments of passengers. Amenity marketing should have a balance between corporate graphic standards and flexibilities to best promote retail/restaurant offers in an effective, industry-appropriate manner.

For amenity marketing off BC Ferries property (e.g., mass media, off-site signage):

- Fonts must be s. 15, s. 17  
Style, weighting and colour are flexible (see Section 5.2).
- The overall look, feel and imagery are flexible. Image and font size must work together with clear hierarchy and not overpower each other or get too 'busy'.
- "Wave" transition is not mandatory. It can be used if it benefits design, but only with BC Ferries' parent logo.
- The BC Ferries parent brand logo will be featured.
- No amenity logo will be used. Amenity should be predominantly referenced in the copy.



### Escape to the inner sanctum

Need a place to work or unwind on your trip between Vancouver Island and the Mainland? Visit the **Seawest Lounge** on select vessels. For an all-inclusive price, you'll enjoy Starbucks™ coffee, pastries, Wi-Fi and the latest business news TV. And peace and quiet.

Go to [bcferries.com/seawest](http://bcferries.com/seawest)  
for additional information



BC Ferries has a wide variety of amenities catering to all segments of passengers. Amenity marketing should have a balance between corporate graphic standards and flexibilities to best promote retail/restaurant offers in an effective, industry-appropriate manner.

- Fonts must be **s. 15, s. 17**  
Style, weighting and colour are flexible (see Section 5.2).
- The overall look, feel and imagery are flexible. Image and font size must work together with clear hierarchy and not overpower each other or get too 'busy'.
- Amenity logo will be featured if space permits. If not, predominantly reference amenity name in the copy.
- No BC Ferries logo will be used.



The Passages Gift Shop offers West Coast lifestyle products from apparel to giftware, with an audience skewing towards women aged 35+. Designs are flexible and diverse. Fonts, colours and Imagery are adaptable for each specific product line offered, allowing them to be designed with their own personality and focused on the product benefit and demographic they are targeting.

s. 15, s. 17



s. 15, s. 17

FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



s. 15, s. 17

MINIMUM SIZE

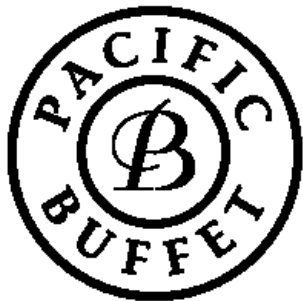
Spot colours are derived from the Pantone (PMS) solid colour guide

Pacific Buffet offers an indulgent, varied West Coast dining experience with an audience skewing towards males aged 35+. Designs are flexible and diverse. Fonts, colours and Imagery are adaptable for each unique food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.

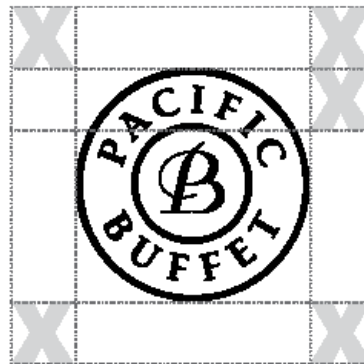


s. 15, s. 17

FULL COLOUR



BLACK



MINIMUM CLEAR SPACE



s. 15, s. 17

MINIMUM SIZE

*Spot colours are derived from the Pantone (PMS) solid colour guide*

The Seawest Lounge caters primarily to customers looking for a quiet area to unwind or focus on their work. Designs are flexible and diverse. Fonts, colours and Imagery are adaptable for each unique product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting.



FULL COLOUR (PREFERRED USAGE)

**seawest**  
LOUNGE

BLACK



MINIMUM CLEAR SPACE

**seawest**  
LOUNGE

s. 15, s. 17

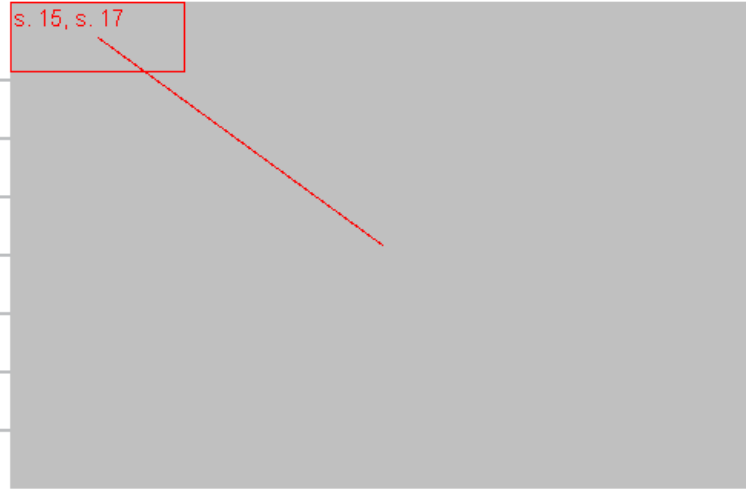
MINIMUM SIZE

*Spot colours are derived from the Pantone (PMS) solid colour guide*

The Coastal Cafe is a family-friendly environment offering a wide selection of food options. Designs are flexible and diverse. Fonts, colours and Imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.



s. 15, s. 17



FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



s. 15, s. 17

MINIMUM SIZE

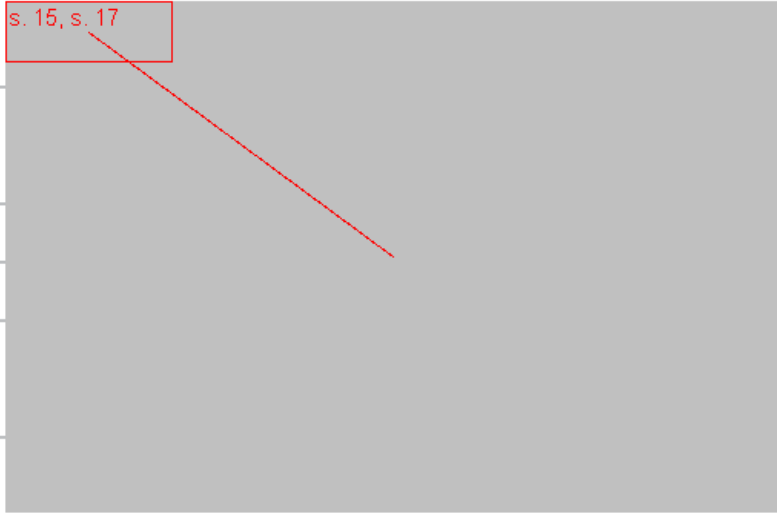
Spot colours are derived from the Pantone (PMS) solid colour guide





The Coastal Cafe Express is a family-friendly spot to grab a delicious sandwich or a quick snack. Coastal Cafe Express also serves up hot and cold drinks. Designs are flexible and diverse. Fonts, colours and Imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.

s. 15, s. 17



FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



s. 15, s. 17

MINIMUM SIZE

Spot colours are derived from the Pantone (PMS) solid colour guide

The Sitka Coffee Place is a family-friendly spot to grab a delicious sandwich or a quick snack. Sitka Coffee Place also serves up hot and cold drinks. Designs are flexible and diverse. Fonts, colours and Imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.



FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



MINIMUM SIZE

Spot colours are derived from the Pantone (PMS) solid colour guide

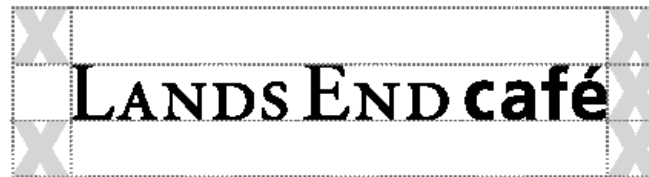
The Lands End Café is a family-friendly spot to grab a delicious sandwich or a quick snack. Lands End Café also serves up hot and cold drinks. Designs are flexible and diverse. Fonts, colours and Imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.

# LANDS END café

s. 15, s. 17

FULL COLOUR (PREFERRED USAGE)

## LANDS END café



MINIMUM CLEAR SPACE

## LANDS END café

s. 15, s. 17

MINIMUM SIZE

BLACK

*Spot colours are derived from the Pantone (PMS) solid colour guide*

The Canoe Cafe is a family-friendly environment offering hot and cold entrees. Canoe Cafe also serves up hot and cold drinks. Designs are flexible and diverse. Fonts, colours and Imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.



FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



MINIMUM SIZE

Spot colours are derived from the Pantone (PMS) solid colour guide

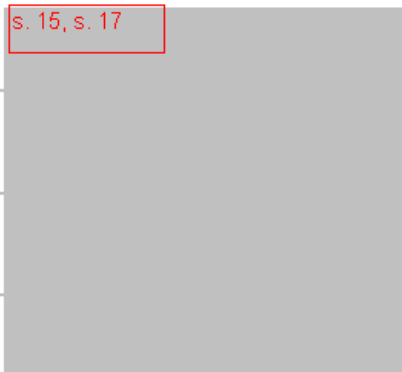
The Raven Lounge offers a relaxing environment with movies that can be viewed on one of three 40-inch screens. Designs are flexible and diverse. Fonts, colours and Imagery are adaptable.



THE RAVEN  
LOUNGE



s. 15, s. 17



FULL COLOUR (PREFERRED USAGE)



THE RAVEN  
LOUNGE

BLACK



THE RAVEN  
LOUNGE

MINIMUM CLEAR SPACE



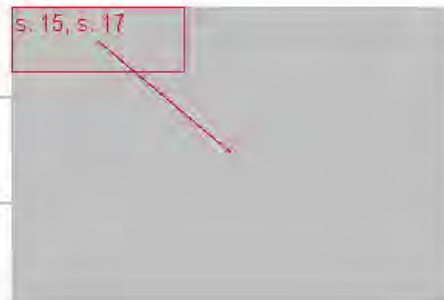
s. 15, s. 17



MINIMUM SIZE

Spot colours are derived from the Pantone (PMS) solid colour guide

The Aurora Lounge is a licensed lounge offering a wide selection of food options. Designs are flexible and diverse. Fonts, colours and imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.



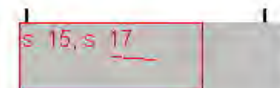
FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



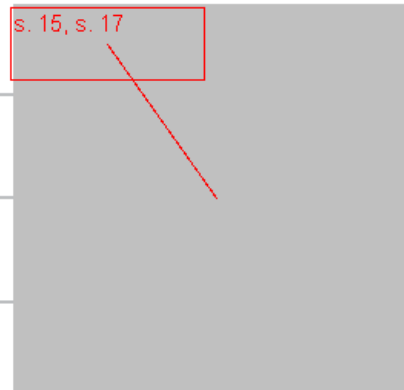
MINIMUM SIZE

*Spot colours are derived from the Pantone (PMS) solid colour guide*

The Vista Restaurant is a family-friendly environment offering a gourmet menu and panoramic views. Designs are flexible and diverse. Fonts, colours and Imagery are adaptable for each different food product or offer, allowing them to be designed with their own personality and focused on the demographic they are targeting. Whenever possible, food imagery should be used to prompt appetite appeal.



s. 15, s. 17



FULL COLOUR (PREFERRED USAGE)



BLACK



MINIMUM CLEAR SPACE



s. 15, s. 17



MINIMUM SIZE

Spot colours are derived from the Pantone (PMS) solid colour guide

All templates can be found on the Resources page of the Brand Guidelines website at

s. 15

**These templates include:**

- Document Cover Pages
- Fax Cover Pages and Memos
- Labels
- Letterhead
- Notice to the Public
- PowerPoint

**Note:** Business cards and envelopes are available for ordering through our on-line ordering system (DataBOSS) accessible through the BC Ferries intranet at s. 15 and selecting "Print Management".

**BC Ferries employees can also access templates within Microsoft Office 2003 applications following these steps:**

- Selecting *New* in the Microsoft Word *File* menu. A Task Pane will appear on the right of your screen.
- Under *Templates*, click on *My Computer* and choose the template you need. Selecting the template will open it as a new untitled document within the application.
- Prepare your document, print it and save it to your directory for future reference if desired.

**Note:** Microsoft Office 2010 templates are currently available through the Brand Guidelines website as mentioned above. Similar steps to access these templates through Microsoft Office 2010 applications will be made available following BC Ferries' move to a Windows 7 platform.



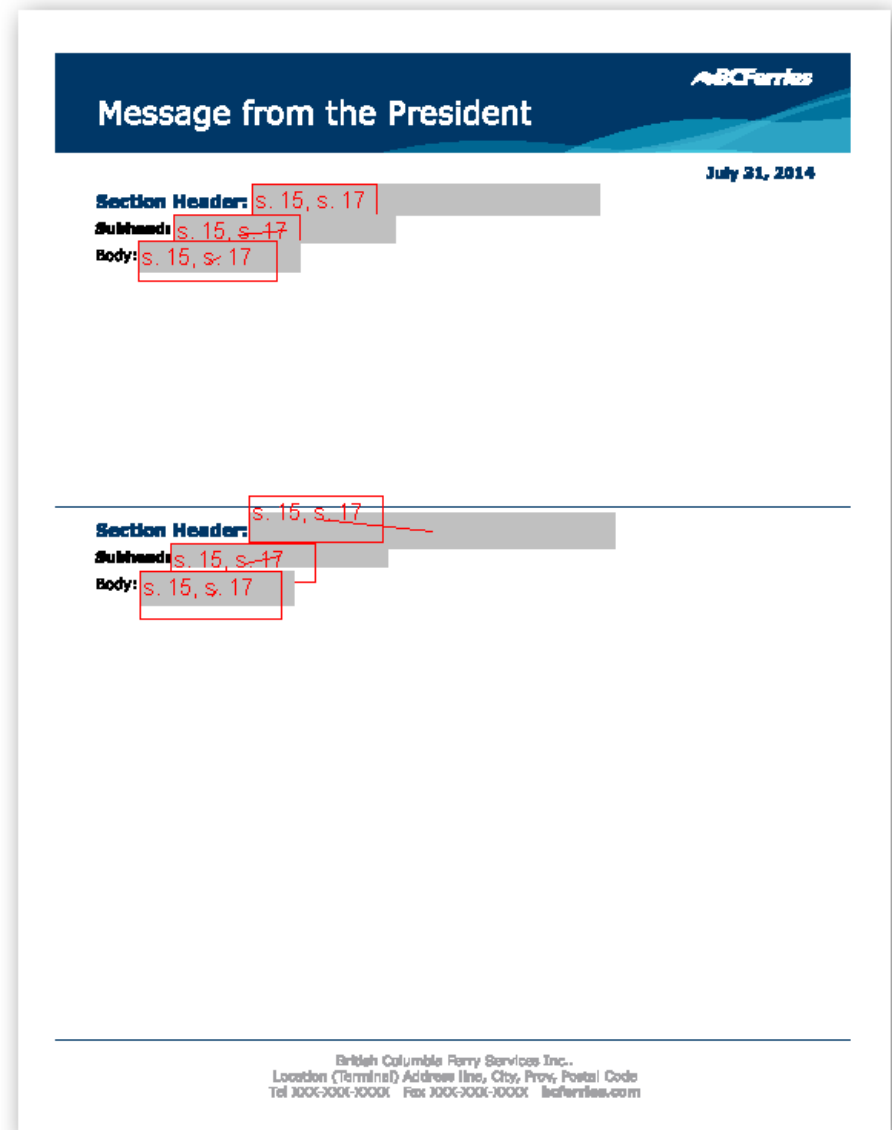


This template is ideal for internal communications, employee newsletters and announcements. The specification shown demonstrates the position of the template header on an 8.5" x 11" document, as well as the size of elements and the typeface used to create the title of the template.

This template can be found on the Resources page of the BC Ferries Brand Guidelines website:

s. 15

It can be downloaded and saved on your desktop for future use.



## 8.3 Stationery – Email Body and Signature for New Outgoing Emails

Use these specifications for all *new outgoing* BC Ferries emails. No variations are accepted outside of this approved template.

### Typography

- The body of the email is set in **s. 15, s. 17**
- The signature block is set in **s. 15, s. 17**
- The privacy statement below your signature is **s. 15, s. 17** font **s. 15, s. 17**
- British Columbia Ferry Services Inc., "T", "C", "F", and hyperlinks in your signature are **bolded**.

### Social Media

Email signatures should not use images (e.g., a stylized "T" or "F") that link to BC Ferries social media accounts, because many email programs block imagery and may cause formatting issues with the text parts of the email signature. Spell out the name of the social media program, but set the hyperlinks to the applicable accounts.

### Hyperlinks to Use in Signature

**bcferries.com:** <http://www.bcferries.com/>

**Facebook:** <https://www.facebook.com/pages/BC-Ferries/119019564797374>

**Twitter:** <https://twitter.com/BCFerries>

To set each hyperlink, go into your signature template, highlight the word you wish to link and paste the specific URL from above into the **Address** pane.

s. 15, s. 17

Employee name  
Position, Expertise,  
Department  
**British Columbia Ferry Services Inc.**  
Address, City, Province, Postal Code  
T: \*\*\*\*-\*\*\*-\*\*\*\* C: \*\*\*\*-\*\*\*-\*\*\*\* F: \*\*\*\*-\*\*\*-\*\*\*\*  
Email Address  
**bcferries.com | Facebook | Twitter**

Set as hyperlinks

### Notice:

This message, including any attachments, is confidential and may contain information that is privileged or exempt from disclosure. It is intended only for the person to whom it is addressed unless expressly authorized otherwise by the sender. If you are not an authorized recipient, please notify the sender immediately and permanently destroy all copies of this message and any attachments.

### Example;

s. 22

Manager, Web Services and Customer Information Network,  
Corporate Marketing  
**British Columbia Ferry Services Inc.**  
The Atrium  
Suite 500, 1321 Blanshard St., Victoria, BC V8W 0B7  
T: 250-978-1153 C: s. 15, s. 19 F: 250-978-1240  
**bcferries.com | Facebook | Twitter**

### Notice:

This message, including any attachments, is confidential and may contain information that is privileged or exempt from disclosure. It is intended only for the person to whom it is addressed unless expressly authorized otherwise by the sender. If you are not an authorized recipient, please notify the sender immediately and permanently destroy all copies of this message and any attachments.

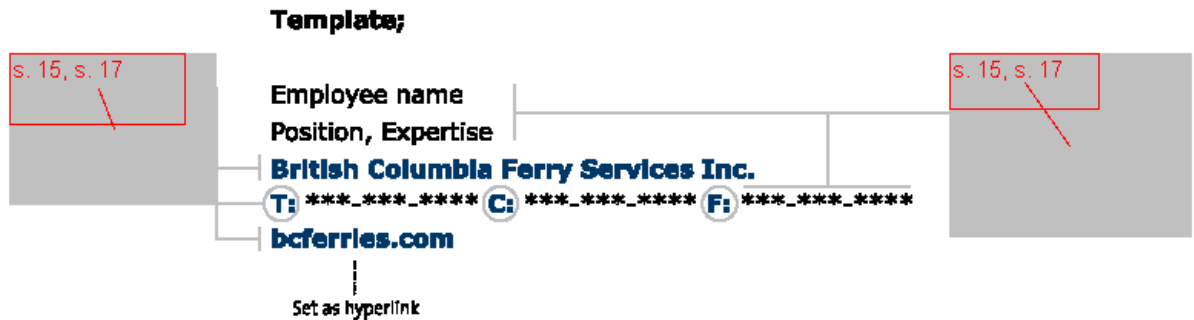
Use these specifications for all *replies and forwarded* BC Ferries emails. No variations are accepted outside of this approved template.

This email signature is in a concise format, highlighting only key contact information. There are no links to social media; the addresses and privacy notice have been omitted, and only the [bcferries.com](http://bcferries.com) hyperlink is included.

#### Typography

- The body of the email is set in s. 15, s. 17
- The signature block is set in s. 15, s. 17
- British Columbia Ferry Services Inc., "T", "C", "F", and hyperlink in your signature are **bolded**.

**Note:** Ensure your name, position, expertise, and contact numbers are all set in process black. In certain instances, leaving these set in automatic will allow them to be displayed in another colour.



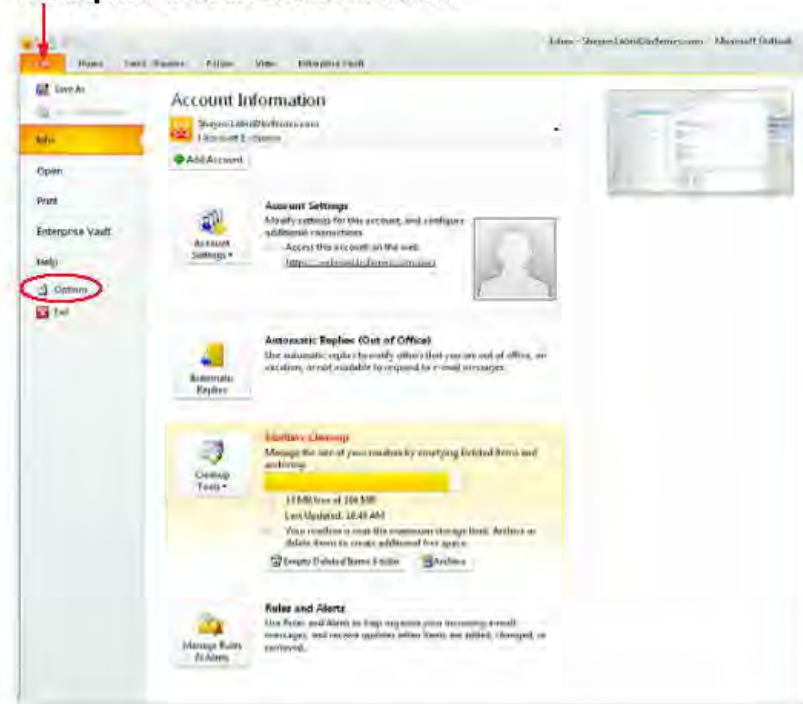
#### Example;

s. 22  
Manager, Web Services and Customer Information Network  
**British Columbia Ferry Services Inc.**  
**T: 250-978-1153** s. 15, s. 19 **F: 250-978-1240**  
**bcferries.com**

These steps are for setting your email signature in Microsoft Outlook for Windows 7.

### Step 1:

When in Outlook, select **file** from the top left menu; a new page will appear like shown. Select **options** from the column on the left.

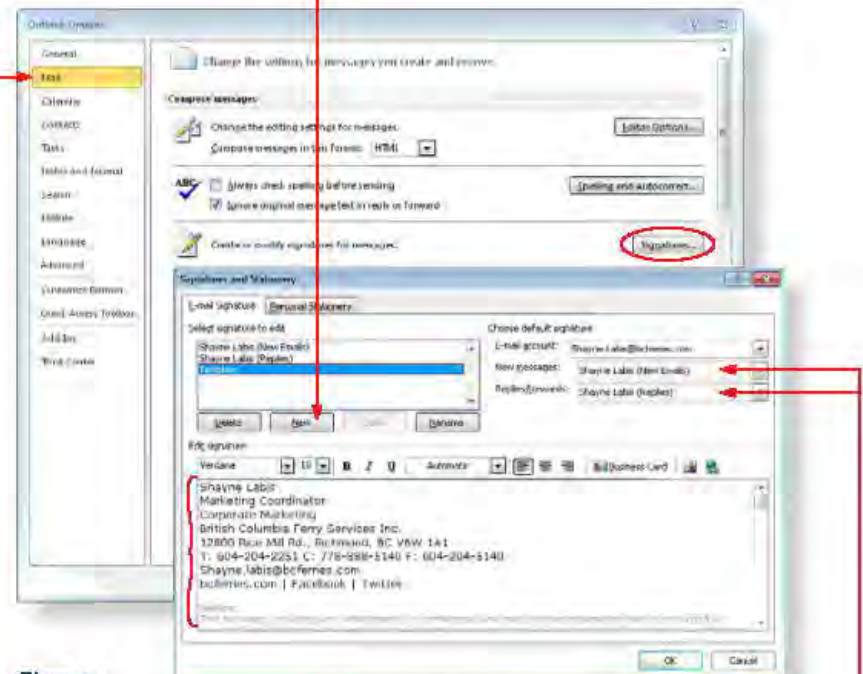


### Step 2:

A new window will have appeared. Select **Mail** from the left column and then click the **"Signatures..."** button on the right. The **Signatures and Stationery** window will appear like shown.

### Step 3:

From the **Signatures and Stationery** window, click the **"New"** button and label your template NEW outgoing emails. Insert your personal information as outlined; confirm your information and formatting is correct, and the privacy notice is included, then press **"Save"**. Repeat these steps again to create your signature for **REPLIES** and **FORWARDED** emails.



### Step 4:

After saving, set **New messages** to the NEW (or outgoing emails) template you first created, and set the **Replies/forwards** to the REPLIES (or abbreviated signature template) created last.

Use these specifications for all general BC Ferries business cards. No variations are accepted outside approved templates.

**Note:** Business cards and envelopes are available for ordering through our on-line ordering system (DataBOSS) accessible through the BC Ferries Intranet at s. 15 and selecting "Print Management".

**Colours**

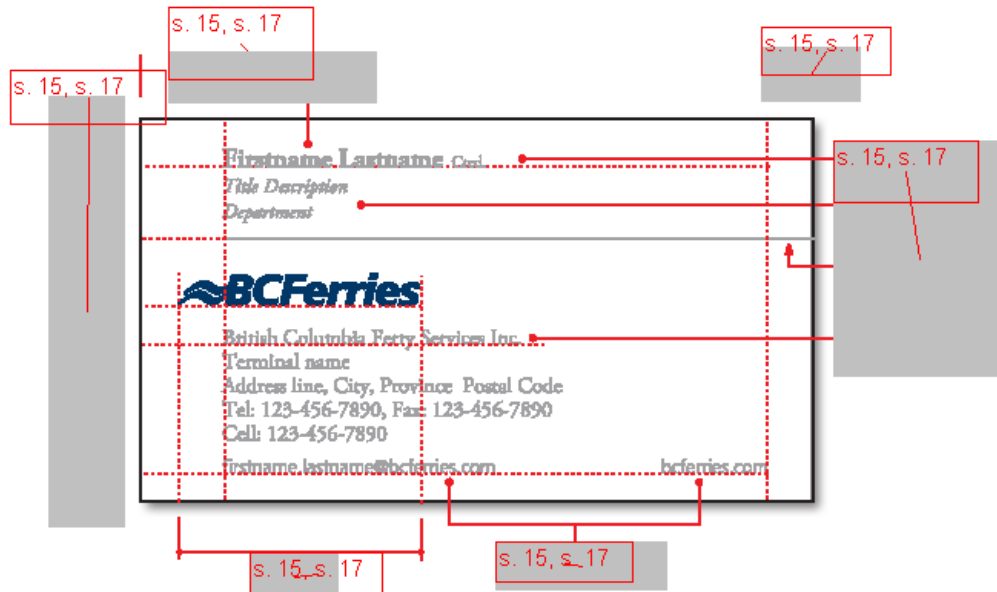
The logo is BC Ferries Blue, equivalent to s. 15, s. 17. The rule and address block are dark grey, equivalent to s. 15, s. 17.

**Typography**

All text is set in s. 15, s. 17.

**Stock**

Rockland, Bright White, Smooth, 80 lb. cover.



\*ALL MEASUREMENTS ARE IN MILLIMETRES

Spot colours are derived from the Pantone (PMS) solid colour guide

Microsoft Word templates are available for title/cover pages; however, use these specifications to create consistent document covers and spine inserts.

Elements that must remain constant include the logo size and placement, the rule size and placement, and the primary title. Secondary title, date and other details are included only where necessary.

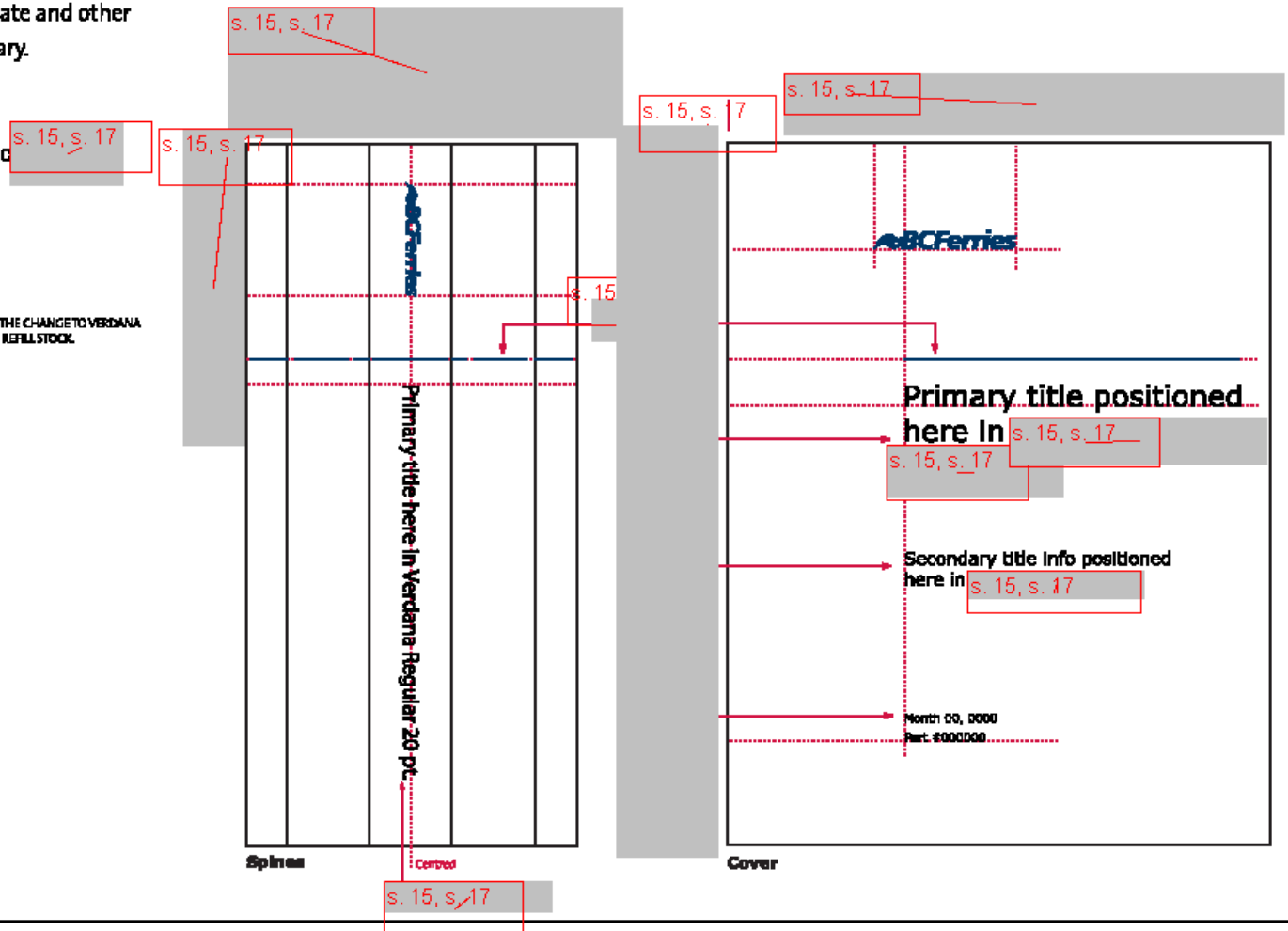
#### Colours

The logo is BC Ferries Blue, equivalent to s. 15, s. 17  
The rule and the text are Process Black.

#### Typography

All text is set as s. 15, s. 17

\*NOTE: ORIGINAL TYPEFACES WERE FRUTIGER AND ADIÖBE GARAMOND. THE CHANGE TO VERDANA WILL NOT BE RETROACTIVE, AND WILL BE CONVERTED AS NECESSARY TO REFILL STOCK.



Use these specifications for envelopes that require a return address.

**Note:** Business cards and envelopes are available for ordering through our on-line ordering system (DataBOSS) accessible through the BC Ferries intranet at

s. 15 and selecting "Print Management".

### Colours

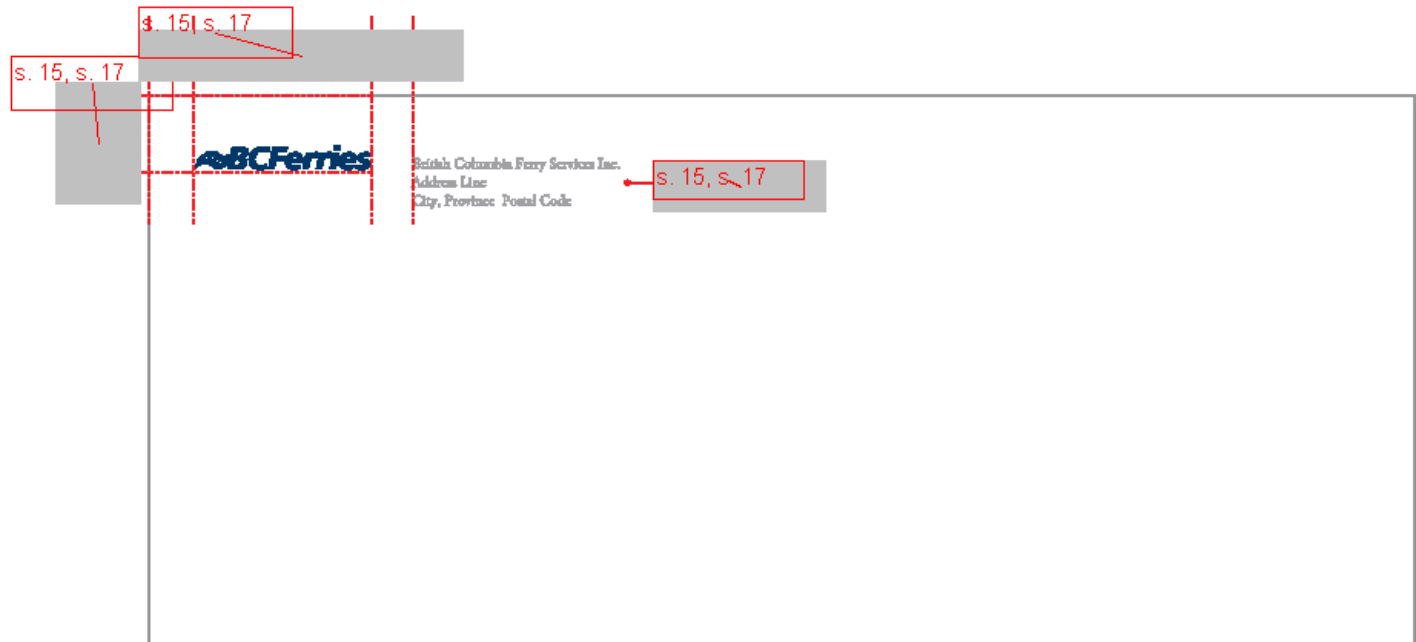
The logo is BC Ferries Blue, equivalent to s. 15, s. 17. The address block is dark grey, equivalent to s. 15, s. 17.

### Typography

All text is set in s. 15, s. 17.

### Stock

Synergy, Pure White, Smooth, 24 lb. writing.



\*ALL MEASUREMENTS ARE IN MILLIMETRES

The specifications shown demonstrate the position of the template header on an 8.5" x 11" document, as well as the size of elements and the typefaces used.

These templates should be used when sending faxes or memos. The templates can be found on the Resources page of the Brand Guidelines website at

s. [redacted]

s. 15, s. 17

s. 15, s. 17

s. 15, s. 17



Memo

Rule opt.

Date s. 15, s. 17

To  
From  
Subject

s. 15, s. 17

s. 15, s. 17

s. 15, s. 17

s. 15, s. 17



Fax

Rule opt.

To  
Company

Fax  
Phone

From  
E-mail

Fax  
Phone

Date

Pages (including cover)

Message

E-mail

s. 15, s. 17

s. 15, s. 17

\*ALL MEASUREMENTS ARE IN MILLIMETRES



Use these specifications for all general BC Ferries mailing labels. No variations are accepted outside approved templates.

**Colours**

The logo is BC Ferries Blue, equivalent to s. 15, s. 17. The text is dark grey, equivalent to s. 15, s. 17.

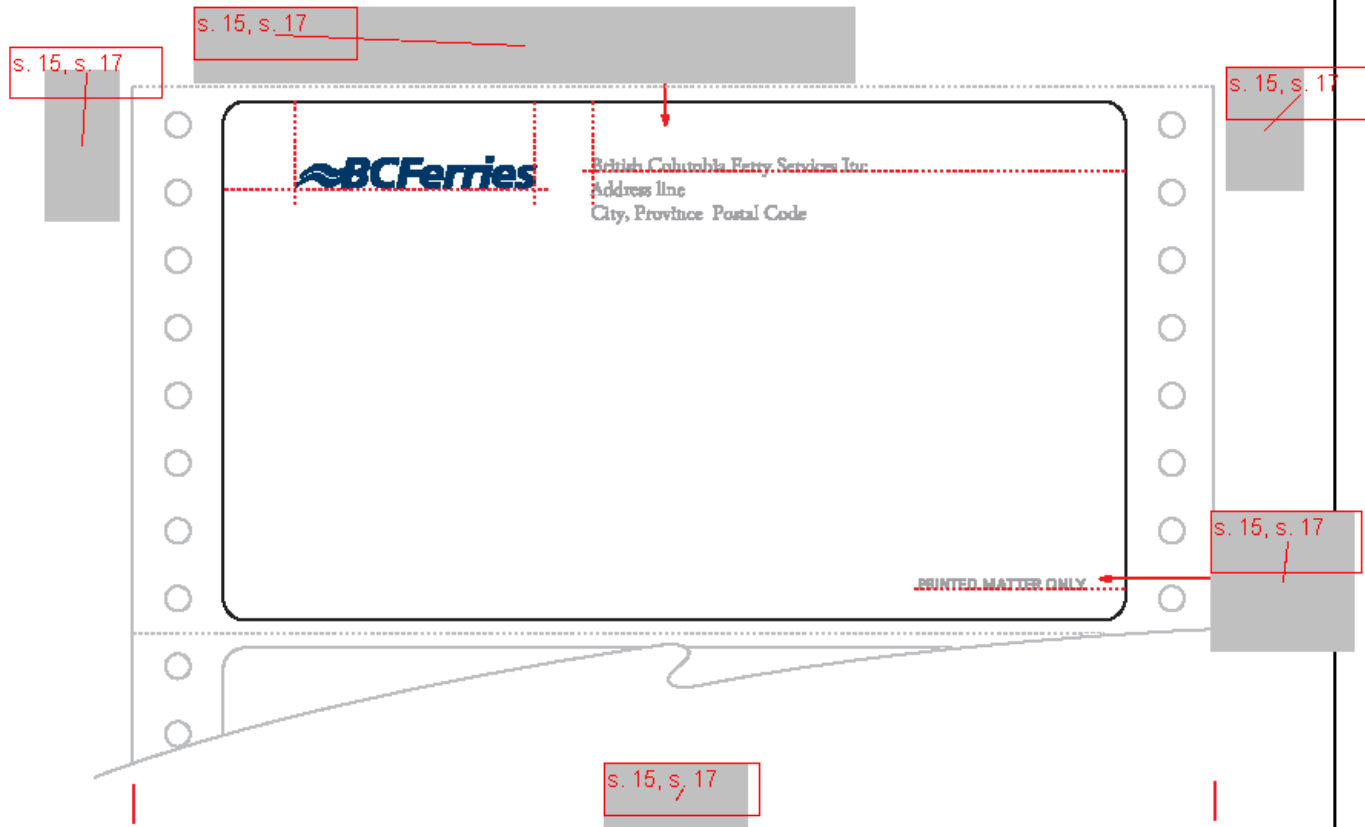
**Typography**

The address block is set in s. 15, s. 17. "Printed Matter Only" is set in s. 15, s. 17 all upper case. The body text is to be set in s. 15, s. 17.

**Stock**

Continuous feed label roll, self-adhesive stock, white, matte finish.

\*ALL MEASUREMENTS ARE IN MILLIMETRES



Spot colours are derived from the Pantone (PMS) solid colour guide

Use these specifications for all general BC Ferries letterhead. This template is available with or without a logo.

### Colours

The logo is BC Ferries Blue, equivalent to s. 15, s. 17

The rule and address block are dark grey, equivalent to s. 15, s. 17

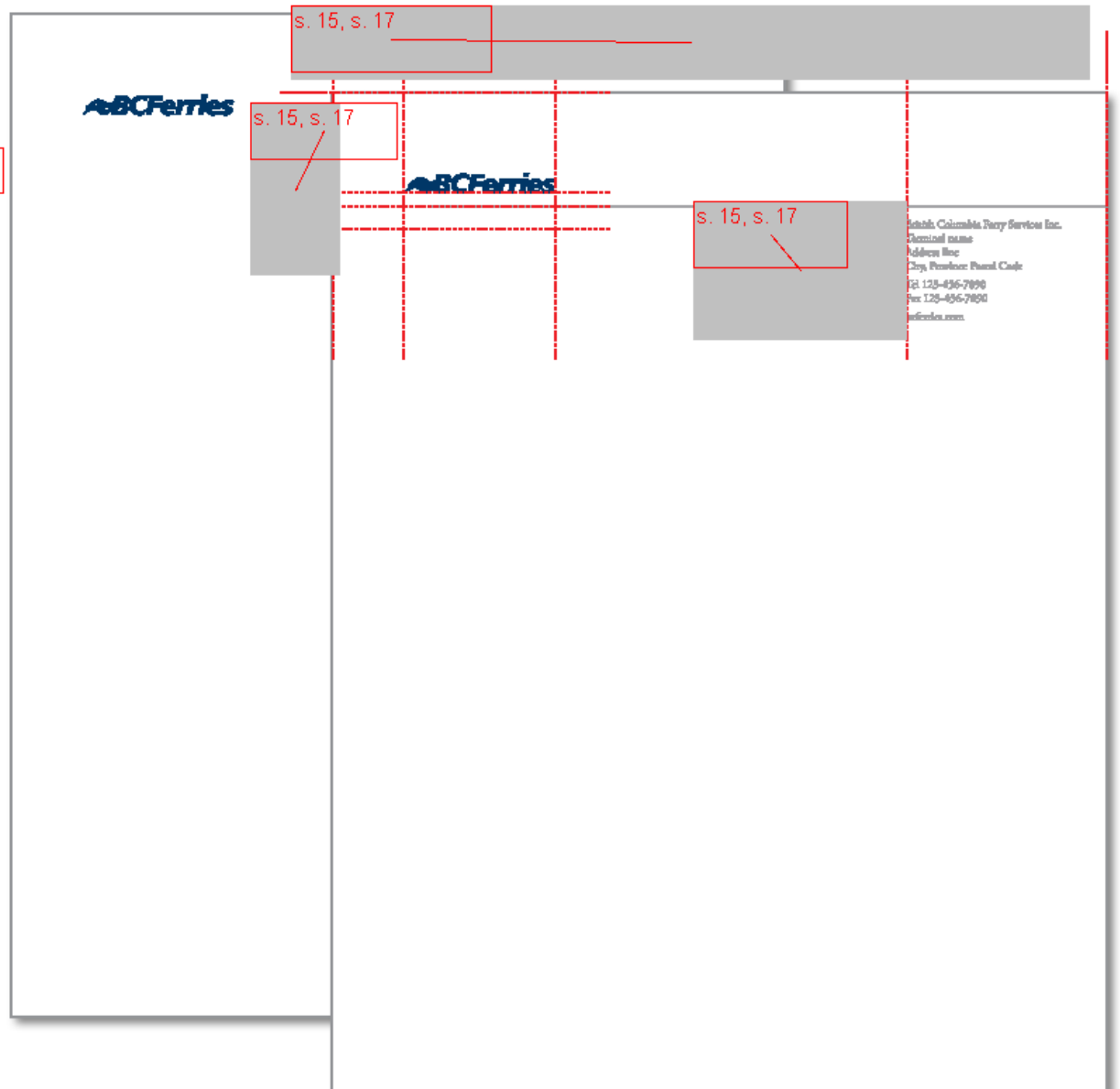
### Typography

The address block is set in s. 15, s. 17

All body text is to be set in s. 15, s. 17

### Stock

Synergy, Pure White, Smooth, 24 lb. writing.



\*ALL MEASUREMENTS ARE IN MILLIMETRES



All printed forms should appear similar. The example shown illustrates a typical header and footer on an external portrait-format form where the legal name and address are required and are not included in the body of the form.

Create all new forms using these guidelines for the placement and size of primary identity elements. Make adjustments, as required, when adapting old forms or to accommodate serial numbers or other text elements of new forms. In general, all forms should appear as close as possible to the example shown.

### Colours

Logo can be BC Ferries Blue, equivalent to s. 15, s. 17 or Process Black. All other text and elements are Process Black.

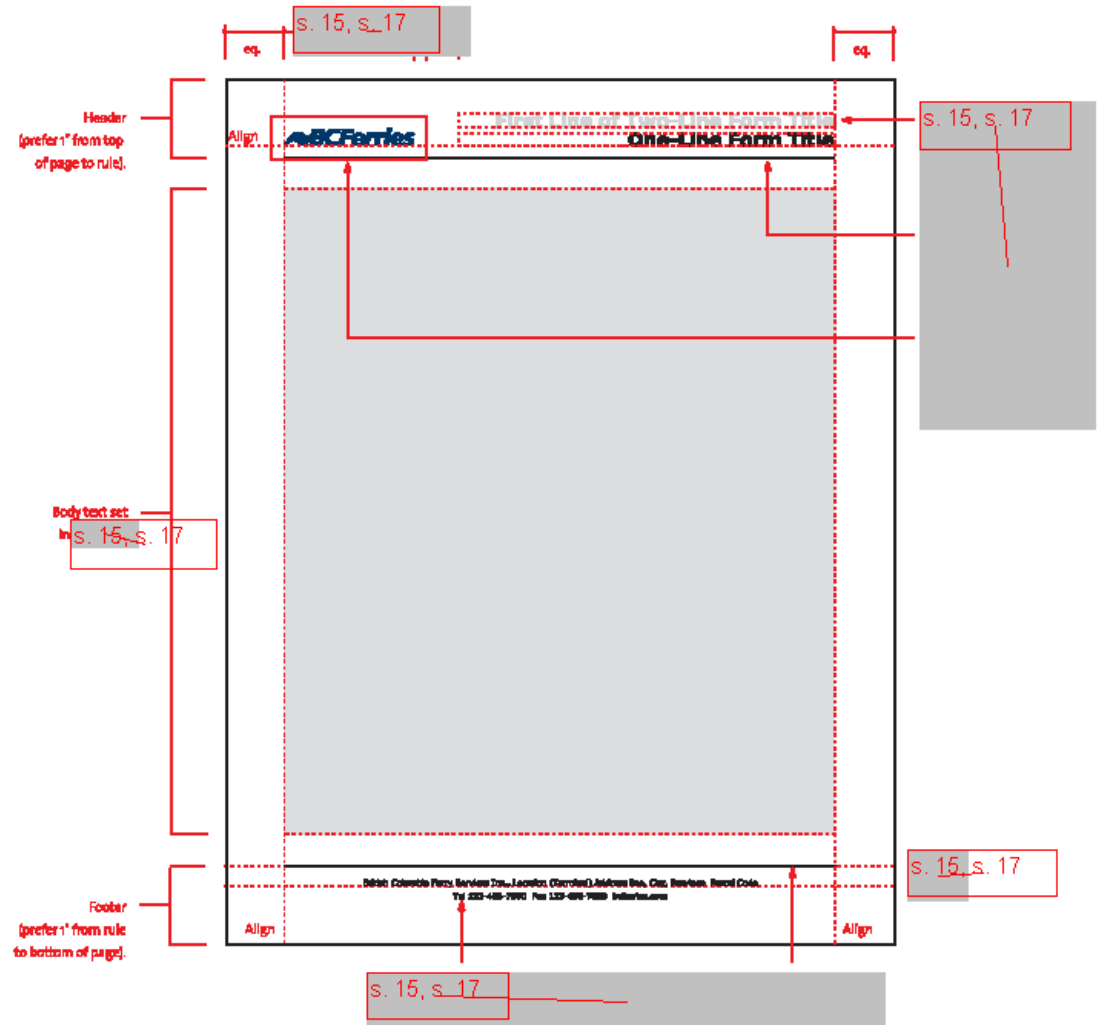
### Typography

All text is set in s. 15, s. 17

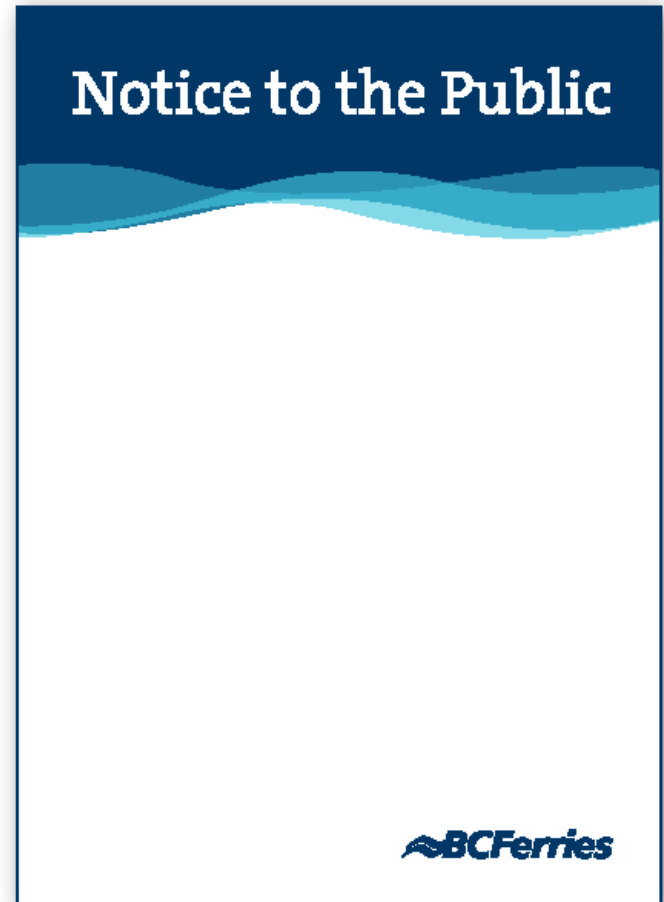
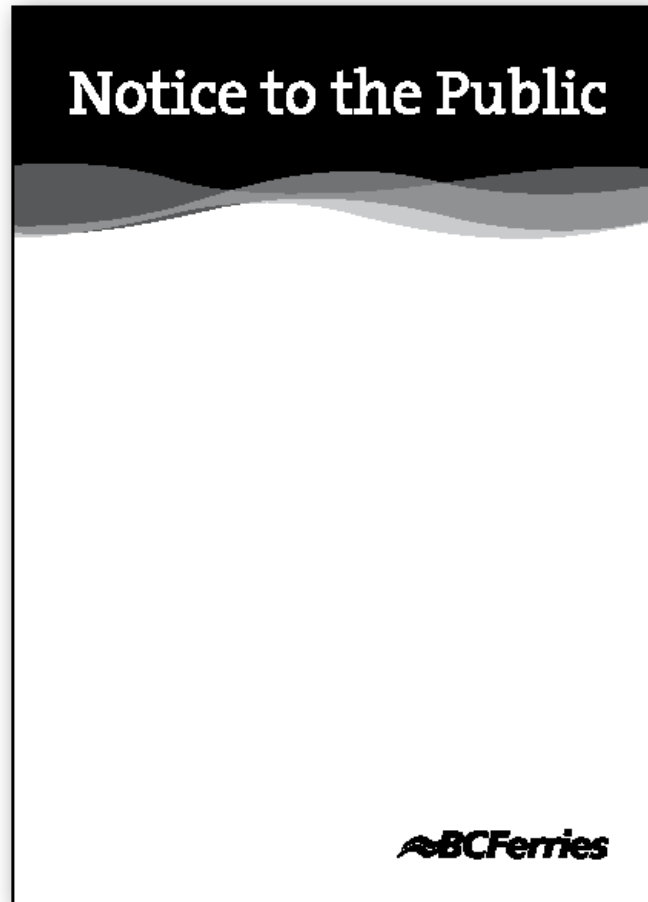
\*NOTE: ORIGINAL TYPEFACES WERE THE CHANGE TO s. 15, s. 17 WILL NOT BE RETROACTIVE, AND WILL BE CONVERTED AS NECESSARY TO REFILL STOCK.

### Body

The body of the form will vary depending on the purpose of the form. Align margins to the logo and title, as shown.



These templates are used for external notices to the public and can be found on the Resources page of the BC Ferries Brand Guidelines website [s. 15](#). They can be downloaded and saved on your desktop for future use.



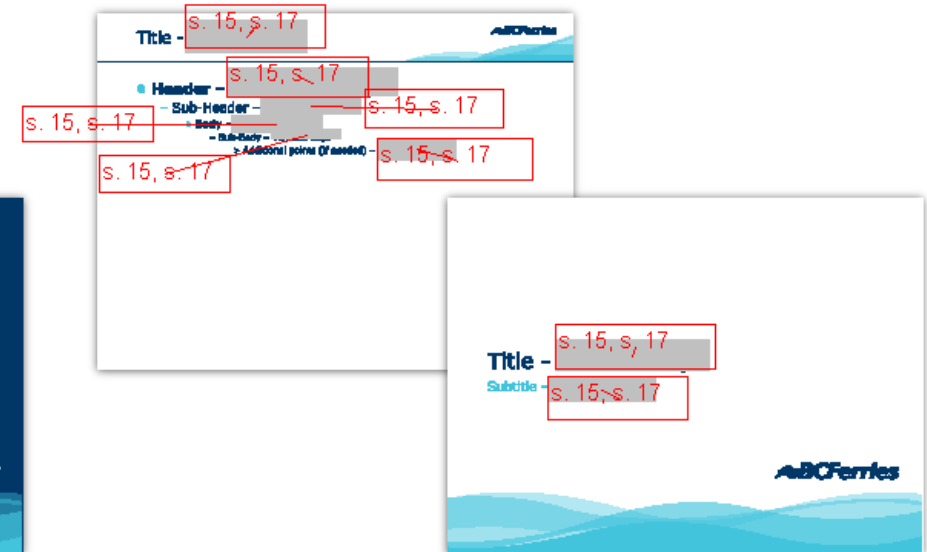
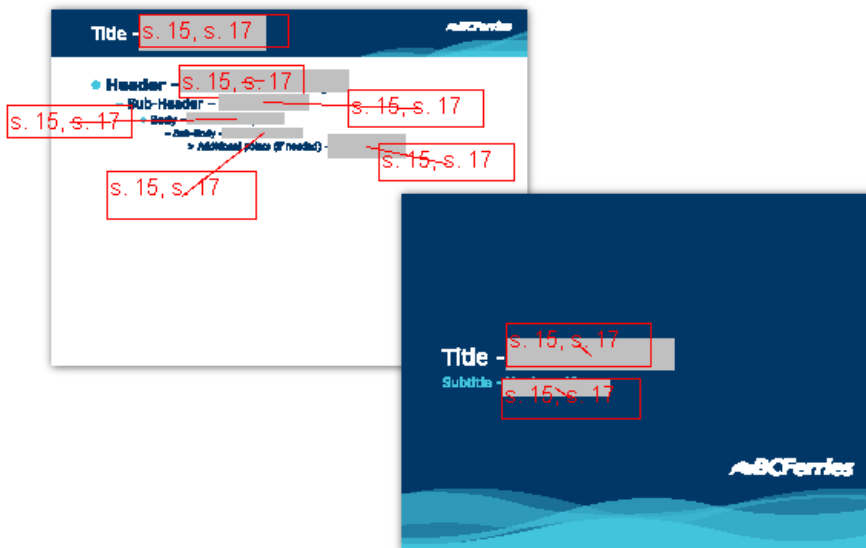
Two variations of the BC Ferries branded PowerPoint templates exist (one in blue and one in white) and they can be used interchangeably.

**BC Ferries employees can access 2003 PowerPoint templates by following these steps:**

- Selecting *New* in the PowerPoint *File* menu. A Task Pane will appear on the right of your screen.
- Under *Templates*, click on *My Computer* and choose the template you need.
- Templates for Office 2010, in addition to the following templates, can be found at the bottom of the Resources page of the Brand Guidelines website at [s. 15](#)

BLUE BACKGROUND:

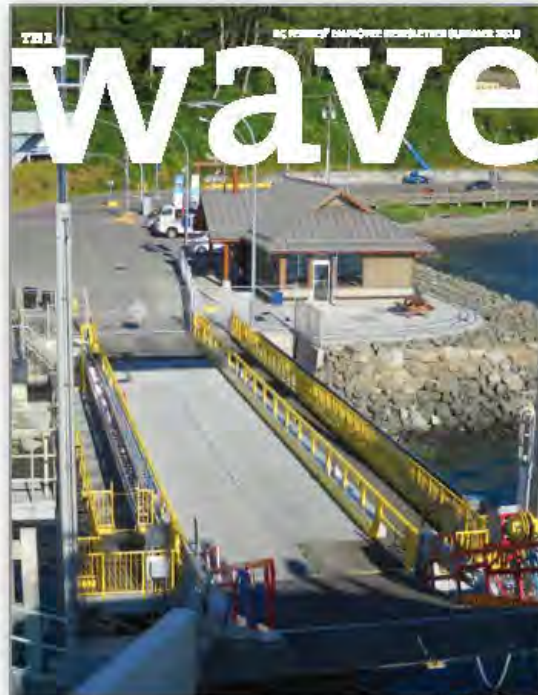
WHITE BACKGROUND:



When producing Internal newsletters, please use one of the approved fonts from section 5.1 and 5.2, and adhere to the imagery guidelines outlined in section 9.

**Stock**

FSC Certified – Winner Gloss Text 80 lb.



**Department Update**

**Examples of Security On Operational Security are employees making headlines in the subject.**

**Security On Operational Security**

Security On Operational Security (SOOS) is a program that is designed to help you understand the importance of security in your daily work. It is a program that is designed to help you understand the importance of security in your daily work. It is a program that is designed to help you understand the importance of security in your daily work.

**Department Update**

**Examples of Security On Operational Security are employees making headlines in the subject.**

**Security On Operational Security**

Security On Operational Security (SOOS) is a program that is designed to help you understand the importance of security in your daily work. It is a program that is designed to help you understand the importance of security in your daily work. It is a program that is designed to help you understand the importance of security in your daily work.

**A Moment with a Security Officer**

What's like to be a Security Officer at BC Ferries? Derek Brown gives you a sneak peek...

One of the other articles in this edition of the newsletter is a sneak peek into the life of a Security Officer at BC Ferries. Derek Brown gives you a sneak peek into the life of a Security Officer at BC Ferries. Derek Brown gives you a sneak peek into the life of a Security Officer at BC Ferries.



Table of Contents

In the interest of maintaining quality, consistency and brand integrity, the photography guidelines for BC Ferries have been divided into five sections:

1. Vessels
2. People
3. Groups
4. On-Site
5. Conceptual

The different groupings allow maximum flexibility and variation throughout the various BC Ferries publications and communications materials. The images shown on the following pages demonstrate the creative distinction necessary to promote our style of communication.

Specifically, we emphasize a creative style that conveys our desire to express [s. 15, s. 17](#)

[s. 15, s. 17](#). All imagery should be simple, and feel dynamic and colourful.

Every prominent vessel image in brochures, advertising, or communications materials **must** have a visible BC Ferries logo identifier. Vessel shots should feature vistas of BC's coastline. Whenever possible, the vessel should appear large and prominent in all applications.

Avoid the use of images that are strongly generic and impersonal. Instead, choose images that embody a strong focus and personal view of the relevant objects and metaphors to do with the ferry experience and the destination experience.







**People/senior management portraits are to be shot using the following guidelines:**

- Where possible, natural outdoor or available light is preferred, rather than ambient or artificial light. If there is not adequate available light, then the artificial light should strive to mimic natural lighting conditions.
- Composition should be simple, with the focus on the individual in the foreground.
- Backgrounds are to be out of focus, to create interesting depth and to serve as subtle background texture. Where possible, look for interesting angles that enhance background perspective.
- Strive for relaxed and natural expressions, with the individual looking either directly into the camera or into the distance.
- To reflect the leadership position within the organization, clothing should be business professional, with a simple pattern.
- There should be no third-party logos on any of the clothing (unless the logos are small and illegible).



**Group photos have the following guidelines:**

- As with portraits, preferred lighting is natural, outdoor and available, rather than ambient or artificial light. If there is not adequate available light, then the artificial light should strive to mimic natural lighting conditions.
- Composition is simple, with the focus on the group. Backgrounds should be out of focus, to create interesting depth as well as to further emphasize the subjects. Where possible, look for interesting angles that enhance background perspective.
- Refrain from photographing groups of more than three, as the image will become increasingly cluttered.
- The expressions of the people in the shot should be relaxed and upbeat.
- The clothing for each individual should be of one dominant colour, refraining from fussy, busy patterns or details. Where possible, refrain from having dominant colours that clash (e.g., orange and blue, or green and red).
- There should be no third-party logos on any of the clothing (unless the logos are small and illegible).



**Onboard amenities are to be shot using the following guidelines:**

- As with all BC Ferries Images, lighting should be natural, outdoor and available, rather than ambient or artificial light. If there is not adequate available light, then the artificial light should strive to mimic natural lighting conditions.
- Where possible, look for interesting angles that enhance background perspective.
- Images of onboard amenities must have BC Ferries-specific logo identifiers.

**If images will include people:**

- Composition is simple, with the focus on one or two key people. Both background and foreground elements should be out of focus to create interesting depth.
- In scenarios where there are many people, they should act as textual, out-of-focus background.
- Expressions should be completely natural and relaxed – as if the subjects are unaware of the photographer.



**On-site shots are to use the following guidelines:**

- As the majority of these images are taken outdoors, lighting should be natural and available, rather than ambient or artificial light.
- If there is not adequate available light, then the artificial light should strive to mimic natural lighting conditions.

**If images will include people:**

- Composition is simple, with the key focus on the vessel, environment or building while also incorporating people as a secondary element where possible.
- In scenarios where there are many people, they should act as a textual, out-of-focus background.
- Expressions should be completely natural and relaxed – as if the subjects are unaware of the photographer.

Whenever possible, have BC Ferries-specific logo identifiers or, if no identifiable on-site images are available, the concept should be very clearly about BC Ferries to ensure the Imagery stays relevant and identifiable to BC Ferries.



**Conceptual images are to be shot/chosen based on the following guidelines:**

- Composition is critical to these images. It should be strong through the use of dynamic angles or well-balanced proportions.
- There should be one central focus to the image, and the composition should be dynamic and uncluttered.
- Where possible, the dominant colour for each of the images should be BC Ferries Blue, to represent the BC Ferries brand, or earthy colours to represent nature, travel and holidays.
- Conceptual images are to be used in appropriate publications and communication materials with the approval of Corporate Marketing.



**Conceptual wide images are to be shot/chosen based on the following guidelines:**

- To reinforce brand recognition, the BC Ferries branding should be prominent.
- There should be one central focus to the image, and the composition should be dynamic and uncluttered.
- Where possible, the dominant colour for each of the images should be either BC Ferries Blue, to represent the BC Ferries brand, or earthy colours to represent nature, travel and holidays.



Avoid the use of images that are strongly generic and impersonal, have no real focus, or are cluttered. Instead, choose images that embody a strong focus and personal view of the relevant objects and metaphors to do with the ferry experience and the destination experience.

Always ensure you are using images in the highest resolution possible. Credit photographers whenever it is necessary or required to, and ensure image release documents are received and filed when using images from outside of the BC Ferries Corporate approved image bank.



This format is image-dominant, but also uses creative headlines and bold typography to command attention. One main idea is conveyed through the use of clever copywriting.

All headlines must be approved by the Marketing and Communications department.

Headlines may be reversed out of the image or overprinted in black, depending on the image and what creates the best contrast.

The height of the image box varies according to the overall shape of the advertisement but, as a general rule, the box should have a height between 50 and 65% of the total height of the ad.

Body copy should be kept as minimal as possible, be set in one column, and always be placed directly underneath the image.

**Discover British Columbia with BC Ferries.**

**Unbeatable scenery, experiences and value.**

Whether you are travelling to the coastal city of Victoria for the historic charm or the west coast of Vancouver Island for the miles of beaches and surf, BC Ferries provides you a prelude to the awe-inspiring scenic BC coast.

Travel through the breathtaking Inside Passage to whale watch, spot eagles overhead or discover historic villages. Marvel at the northern fjords along the Discovery Coast Connector service or take in the rugged beauty of the Haida Gwaii.

We take you to the beautiful British Columbia everyone keeps telling you about. Contact our partners at [IsaTravel](http://IsaTravel) to create the vacation of a lifetime.

[bcferries.com](http://bcferries.com)

**BC Ferries**

Victoria, BC  
Tofino, BC  
Cariboo Chilcotin Coast, BC  
Gulf Islands, BC  
Inside Passage, BC  
Haida Gwaii, BC  
Sunshine Coast, BC



### Brochure Variations

There is a range of brochure “templates” that can be used depending on the amount of information in each brochure. The information in both categories has the same level of importance.

### Brochure Sizes

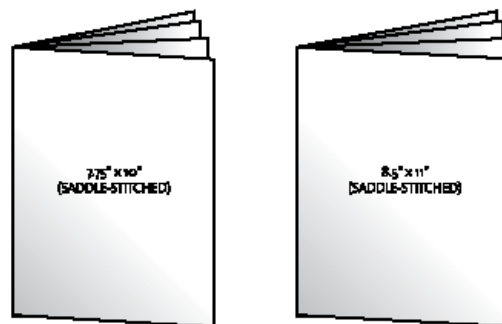
There are two brochure categories:

#### PRIMARY

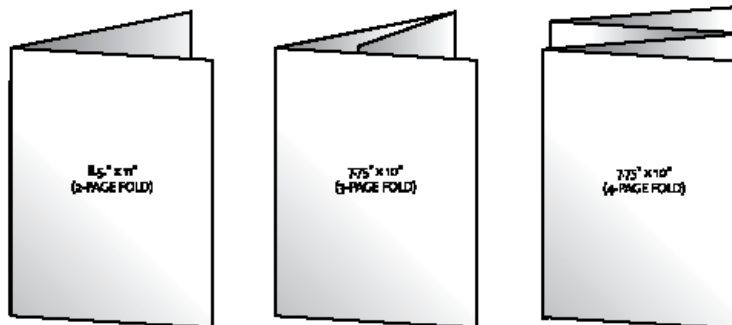
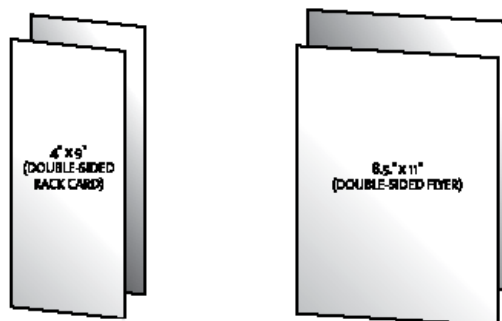
These brochures come in limited sizes (shown) and should be saddle-stitched to accommodate a greater amount of information. There is no maximum number of pages.

#### SECONDARY

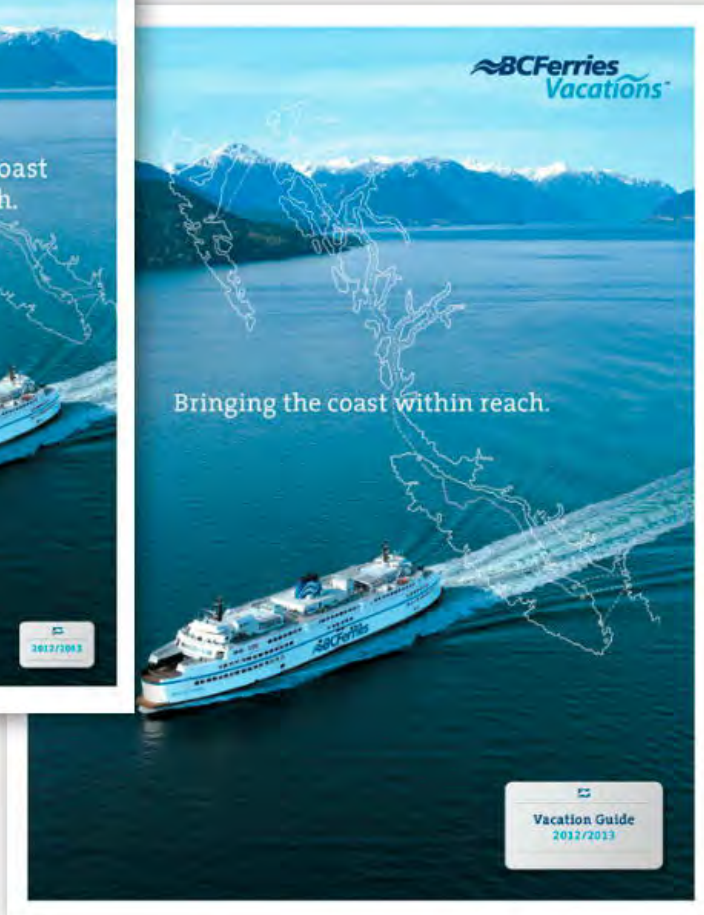
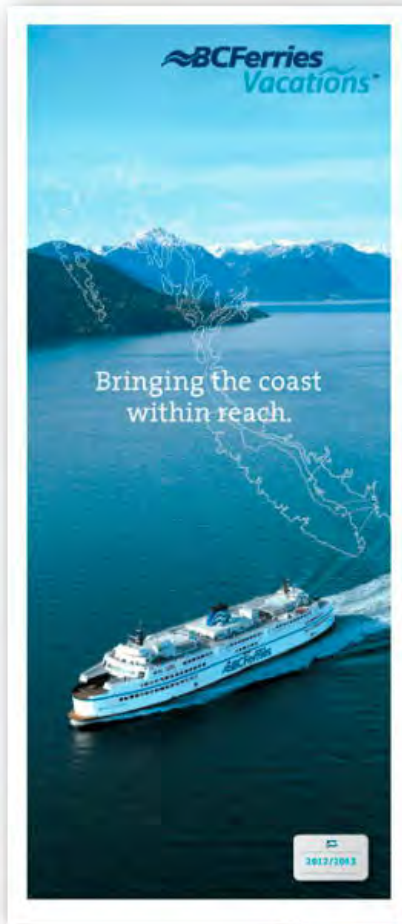
These brochures are used when a lesser amount of information is required (e.g., a rack card or a single-/double-sided flyer). They may also take the form of a 3-panel or 4-panel folding brochure. A 6-panel brochure is the maximum number of panels (a saddle-stitched brochure is recommended for anything larger).



PRIMARY BROCHURES



SECONDARY BROCHURES



s. 15, s. 19



Table of Contents

| Ink:                                   | Digital: | Analog:  |
|--|----------|--|
| <b>BC Ferries Blue</b><br>s. 15, s. 17 |          | <b>Paint:</b><br>Match s. 15, s. 17<br>s. 15, s. 17<br><b>Vinyl:</b><br>s. 15, s. 17<br><b>Reflective Vinyl:</b><br>s. 15, s. 17 |
| <b>Dark Blue</b><br>s. 15, s. 17       |          | <b>Paint:</b><br>Match s. 15, s. 17<br>s. 15, s. 17<br><b>Vinyl:</b><br>s. 15, s. 17<br><b>Reflective Vinyl:</b><br>s. 15, s. 17 |
| <b>Light Yellow</b><br>s. 15, s. 17    |          | <b>Paint:</b><br>Match s. 15, s. 17<br>s. 15, s. 17<br><b>Vinyl:</b><br>s. 15, s. 17<br><b>Reflective Vinyl:</b><br>s. 15, s. 17 |
| <b>Black</b><br>s. 15, s. 17           |          | <b>Paint:</b><br>Match s. 15, s. 17<br>s. 15, s. 17<br><b>Vinyl:</b><br>s. 15, s. 17<br><b>Reflective Vinyl:</b><br>s. 15, s. 17 |
| <b>Red</b><br>s. 15, s. 17             |          | <b>Paint:</b><br>Match s. 15, s. 17<br>s. 15, s. 17<br><b>Vinyl:</b><br>s. 15, s. 17<br><b>Reflective Vinyl:</b><br>s. 15, s. 17 |
| <b>Dark Red</b><br>s. 15, s. 17        |          | <b>Paint:</b><br>Match s. 15, s. 17<br>s. 15, s. 17<br><b>Vinyl:</b><br>s. 15, s. 17<br><b>Reflective Vinyl:</b><br>s. 15, s. 17 |
| <b>Green</b><br>s. 15, s. 17           |          | <b>Paint:</b><br>Match s. 15, s. 17<br>s. 15, s. 17<br><b>Vinyl:</b><br>s. 15, s. 17<br><b>Reflective Vinyl:</b><br>s. 15, s. 17 |
| <b>White</b><br>s. 15, s. 17           |          | <b>Paint:</b><br>Match s. 15, s. 17<br>s. 15, s. 17<br><b>Vinyl:</b><br>s. 15, s. 17<br><b>Reflective Vinyl:</b><br>s. 15, s. 17 |



Table of Contents

*Spot colours are derived from the Pantone (PMS) solid colour guide*

**Symbols**

Wayfinding best practices utilize International symbols as the primary means of communication in the best of situations. A significant percentage of BC Ferries customers are tourists. Much like an airport, the ferry system has international clientele as first-time visitors, not to mention a significant amount of the local population using English as a second language.

**Hierarchy**

Symbols are an inherent part of the current system. The new objective is to create a visible hierarchy by elevating the importance of symbols (where possible) as the primary means of communication, with text in a supporting role. This, along with consistent sizing and plain, succinct terminology, will communicate effectively to International travellers.

**Design Refinement**

The creative exercise is minimal in comparison to the other requirements that will make this a successful program, which is the presentation of clean, consistent and legible

information that is executed correctly. The current brand guidelines are updated with progressively enhanced elements that include colour and typography – the key components that effective signage is based on.

The new signage design borrows from the clean progressive approach to layout. It does not utilize any unnecessary elements but focuses on symbol, arrow and typographic relationships.

**Symbol-to-Text Ratio**  
The rule of thumb for symbol-to-text ratio is 3:1. Slight variances may occur only when viewing distance for text is a concern, such as highway advance signs.



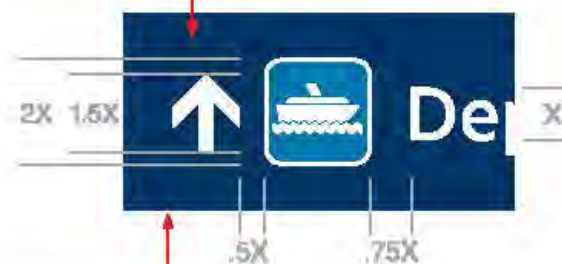
**Symbol**

- Major means of communication
- Changed to reverse application for stronger presence that focuses on the symbol
- Medium blue background PMS 309, part of BC Ferries' primary colour palette and a subtle yet appropriate complement to the blue background

**Typography**

- Supporting role only where additional clarity is required
- Message is 1 to 3 words maximum
- Size is based on sign proportions and viewing distance
- Font weight is optimized to suit white text on a dark background, as dictated by the BC Ferries accessibility document

**Background**  
BC Ferries Blue PMS 540



**Symbol-to-Text Ratio**  
To maintain symbol dominance, the text cap height can be no larger than half the symbol height.



**Symbol-to-Arrow Ratio**  
Signs, with symbols and arrows only, share equal proportions on the sign. The arrow has been visually sized for balance.



**Highway Advance Signs**  
3:1 symbol-to-text ratio to compensate for viewing distance.

**Messaging**

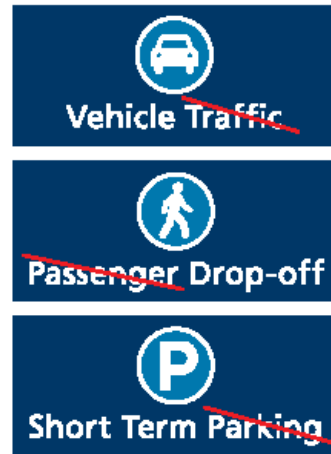
As symbols take the forefront of the signage information, simplifying the messaging will be critical to allow for larger text size.

When text becomes the main message of a sign, it should follow the same proportions as a symbol.

Simplifying means letting the symbols represent some of the unnecessary text. It also means re-evaluating which messages are required. Wayfinding is for first-time users. Do taxis need specific wayfinding information? They would follow the path of foot passenger drop-off; furthermore, they are repeat users who are familiar with the routine.

Rule of thumb: 2 to 3 words maximum, and use plain universal English terms.

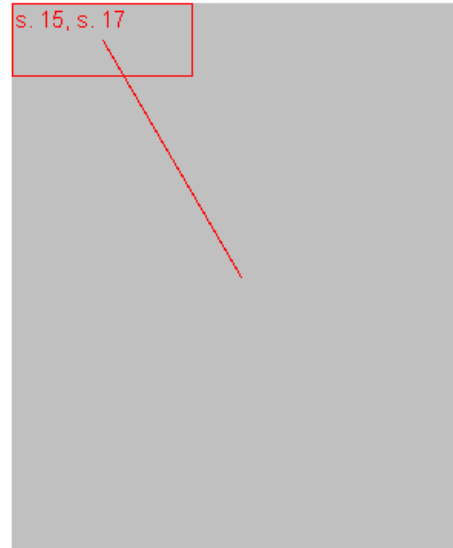
As well, to further simplify messaging, the number of signs will be reduced and replaced with fewer, larger signs. This approach will be more successful in that it will allow for longer sightlines and reduce the amount of visual clutter in the area.



**Unnecessary Elements**



These words are represented by the symbols or are obvious, given the customer's environment. Simple is better.



**Font Weight**

The typeface for all signage is s. 15, s. 17. This weight is optimized to suit white text on a dark background.

The only instances where s. 15, s. 17 is acceptable is when the typeface is positive on a light background (i.e. dark text on a light background), such as the regulatory signs.

**Abbreviations**

Abbreviations are primarily used for electronic messaging signs where character space is limited. For permanent, non-changeable signs, abbreviations should only be used as a last resort. If abbreviations are absolutely required, they must follow the conventions outlined in the Abbreviations Table.

For a full list of abbreviations, see Section 4.4 of the BC Ministry of Transportation and Infrastructure Guidelines for the Operation of Changeable Message Signs (CMSs) and Portable Changeable Message Signs (PCMSs).

| Word                  | Abbreviation |
|-----------------------|--------------|
| Ahead                 | AHD          |
| Alternating/Alternate | ALT          |
| Construction          | CONST        |
| Emergency             | EMER         |
| Information           | INFO         |
| Kilometre             | KM           |
| Lane                  | LN           |
| Left                  | LFT          |
| Minutes               | MIN          |
| Maintenance           | MAINT        |
| Parking               | PKING        |
| Required              | REQ'D        |
| Road                  | RD           |
| Right                 | RT           |
| Slippery              | SLIP         |
| Speed                 | SPD          |
| Traffic               | TRAF         |
| Warning               | WARN         |
| Vehicle               | VEH          |



**Customer Mindset**

*What is the customer thinking?*  
 I'm rushing to make my ferry.  
 I'm looking for my destination.  
 I will be dropping someone off.

**Actions**

*What information is required?*  
 Advance notification of sailing status.  
 Advance decision-making.  
 Legibility while driving at high speeds.

**Electronic Messaging**

Each location requires advance electronic messaging. Alerting customers to the sailing status of the ferries, prior to their arrival at the ticket booths, will eliminate stress and confusion for the customers and potential abuse towards front-line staff.

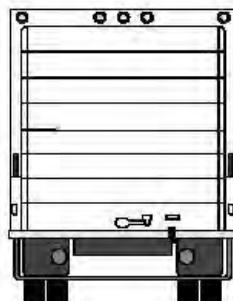
For effective communication, the text height should be **s. 15, s. 17** cap height to allow for viewing **s. 15, s. 17** away. This allows for approximately 12 – 15 seconds of viewing when travelling at 80 km per hour. The audience will require at least 3 – 4 seconds to comprehend 6 – 8 groupings of content. This allows for

messages to alternate if longer, or if multiple messages are required. Abbreviations should be avoided. These recommendations are for external electronic messaging only. Interior electronic messaging should be considered on a per site basis, with an approximate text height of **s. 15, s. 17**

When displaying departures, the first line of major electronic messaging should state city destination, rather than terminal name.



**Message Emphasis**  
 Focus on the major piece of information and make it larger.



**LED Technology**  
 New high amber-coloured resolution full matrix display allows for flexibility and symbols.

**Static Messaging**

The advance signage takes its cue from the BC Ministry of Transportation and Infrastructure Manual of Standard Traffic Signs for freeway and custom guide signs. Successful custom guide signing involves combining technical signing knowledge and applying principles of various human factors. Human factors include traveller navigation needs, vehicle control, perception and understanding of the sign message.

Signs are used to communicate information to the motorist through a combination of messaging, (letters, numerals, symbols, diagrams or combinations of these) sign shape and colour, and retro-reflective qualities. These criteria, combined in certain ways and sizes, directly affect the sign legibility.

BC Ferries' sign theory is to have symbol preference over words where possible. Text size meets or exceeds minimal requirements for highway legibility at a distance. Reflectivity is utilized.

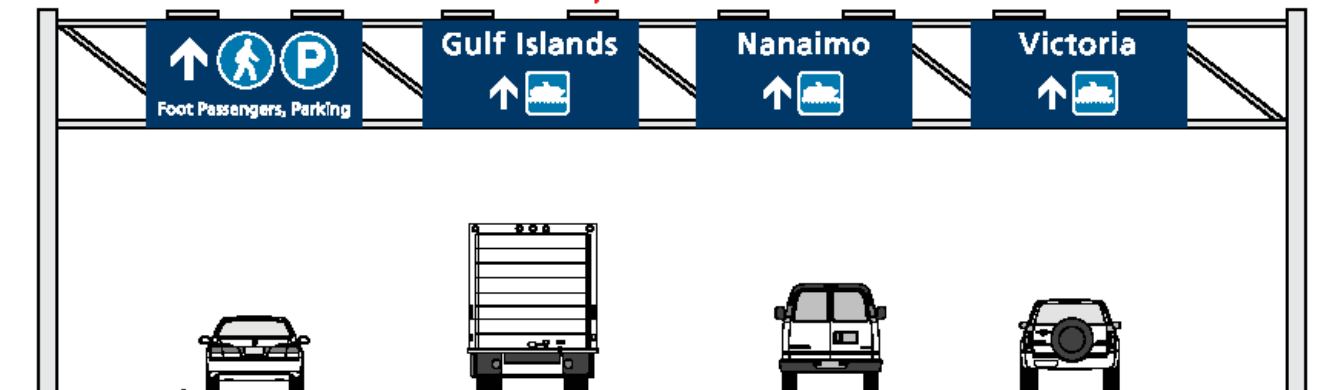
A maximum of nine conceptual units or major words shall appear on the signs.

Text height ranges between s. 15, s. 17 s. 15, s. 17 upper case height, depending on freeway or conventional highway locations. Abbreviations should be avoided.

**Arrows Up**  
Upward-pointing arrows are used to indicate lane destination and direction.



**Conceptual Units**  
This example shown uses 8 conceptual units. 9 units is the maximum recommended.





**Customer Mindset**

*What is the customer thinking?*

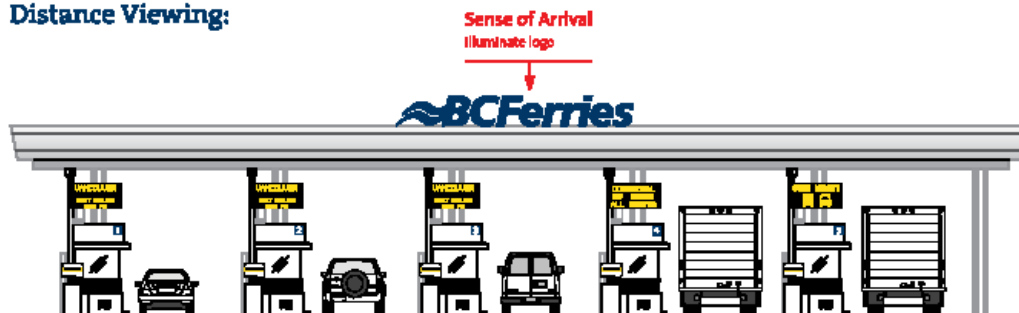
Which booth is for my destination?  
I'm slowing my vehicle and getting my payment, so I need to concentrate.  
I'm going to speak to the attendant for my needs.

**Actions**

*What information is required?*

Decision-making in advance with electronic displays.  
Remove all signage distractions.  
Personal customer service.

**Distance Viewing:**



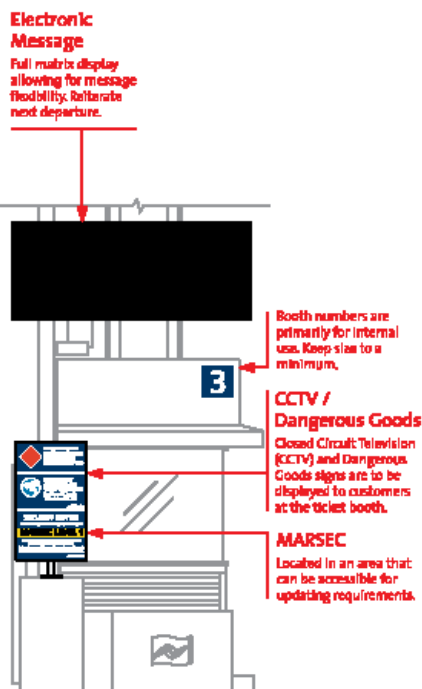
**Distance Viewing**

Ticket booths are the figurative entrance to the BC Ferries terminal. This is an ideal location to announce the BC Ferries logo. The canopy level offers the best position. At this point, customers are aware of which terminal they are at. No terminal name would be required here.

**Approach Viewing**

The most effective change at ticket booths is the removal of existing signage clutter, as noted in the sign audit. The only signage allowed upon approach will be the electronic message sign, ticket booth number, MARSEC level, Dangerous Goods and CCTV Information. Other necessary safety signage and information will be relocated at other effective areas on a terminal-by-terminal basis.

**Approach Viewing:**

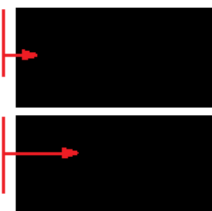


**Electronic Messaging**

For effective communication, the major text height should be s. 15, s. 17 viewing, with no more than 10 characters. Messages can alternate, but each message should remain onscreen for 4 – 6 seconds before switching. Terminology for the electronic display should avoid abbreviations where s. 15, s. 17 (HxWxD) {dimensions possible. Effective message examples are shown below.

**Composition**  
Allow for clear space between primary and secondary messages.

**LED Technology**  
New high amber-coloured resolution full matrix display allows for flexibility and symbols



**Ticket Booth Electronic Messaging Sign Size**

Though each electronic sign manufacturer's sizes vary, the recommended electronic messaging sign size for above each individual ticket booth is approximately s. 15, s. 17 based on dynamic message sign manufacturer, s. 15, s. 17

**International Words**  
"Departure" should be considered in place of "Sailing", as this is better recognized, especially when abbreviated.



**Employee Interaction**

Much of the former signage information is conveyed by the ticket booth attendant.

**Insert Holder**

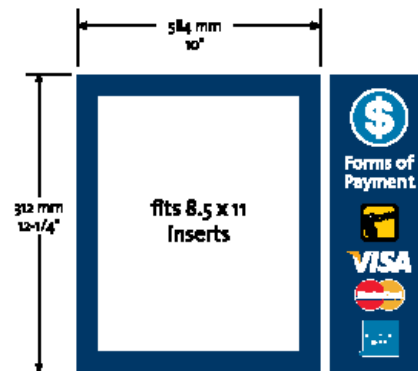
The insert holders and the Code of Conduct are located at eye level next to the attendant. This will allow the customer to observe the information while the transaction is taking place.

Holders will generally contain a letter-size insert. Marketing and communications should confirm the desired size for their needs.

Content will need to be effective, short and succinct. Observation time is short – approximately 15 seconds.

**Restricted Access Sign**

Restricted Access signs are to be placed on the door to each ticket booth. This will clearly inform customers that only BC Ferries employees are granted access to the interior of the ticket booths.



**Insert Holder**

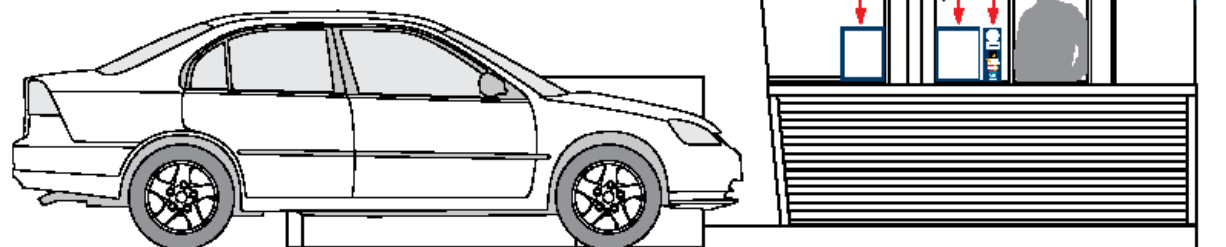
Insert Holder and Code of Conduct / Restricted Cell Phone Use and Forms of Payment Signage  
Generally at eye level.



**Restricted Access Sign**

Restricted Access  
Located on door to ticket booth.

Employee/  
Customer Interaction  
The ticket booth employees are effective at relaying previous signage information to customers.



**Customer Mindset***What is the customer thinking?*

I'm looking for my lane as noted on my ticket.

I've parked and now I need to:

- › Go to the washroom
- › Eat/drink/shop
- › Walk my dog
- › Entertain my kids

**Actions***What information is required?*

Legibility of lane numbers, in all weather conditions.

Enhance sign graphics, easily seen from a distance.

Make foot travel safe, with clearly marked pedestrian crossing lanes.

**Lane Markings**

Enhanced products are available that are permanent and offer high reflectivity that is visible through all weather conditions other than snow-covered. These systems (Lafrentz System 300) are a proven product, according to the British Columbia Ministry of Transportation and Infrastructure Recognized Product List.

When applying road markings, paint is the minimum requirement; however, due to numerous advantages, it is recommended that all road markings be completed in the Inlaid/Profiled Road Markings technique.

**Minimum****PAINTED ROAD MARKINGS TECHNIQUE**

Painted road markings are the most common type of application but least permanent. The minimum requirement for painted road markings is to use alloy (oil-based) paints. Due to environmental concerns, preference should be given to lead-free pigments.

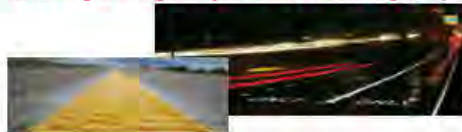
**Advantages include:**

- Lower initial cost and faster to apply than inlaid road markings
- Very versatile and can be applied in most shapes and sizes

**Combination of Techniques**

The Inlaid/Profiled Road Markings technique is recommended for all road markings. However, if cost prohibits all road markings to be completed in this manner, the two techniques may be used in conjunction in the following manner only:

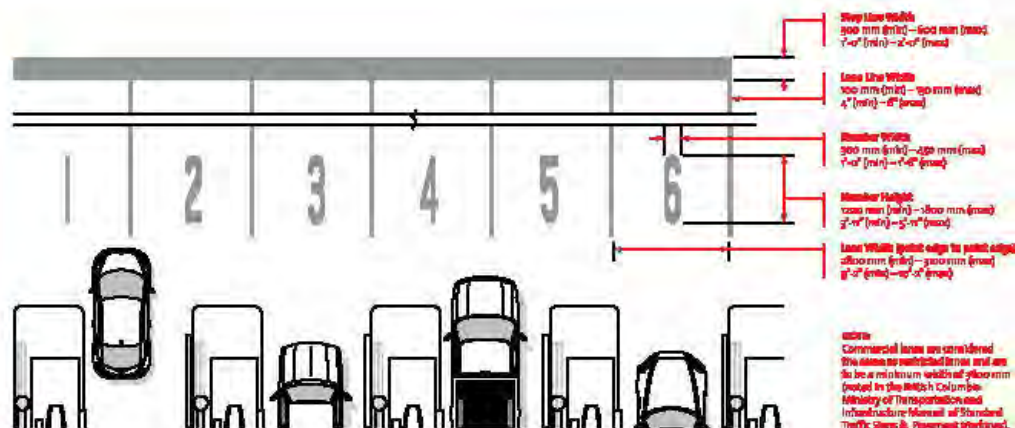
- Lane numbers are completed in the Inlaid/Profiled Road Markings technique
- The first 3,000 mm (9'-10") of lane lines are completed in the Inlaid/Profiled Road Markings technique
- The remaining road markings are completed in the Painted Road Markings technique

**Best****INLAID/PROFILED ROAD MARKINGS TECHNIQUE**

The inlaid road markings technique is to scrape/prioritise existing road and then filling it with molten plastic. Advantages include:

- 2x more durable than surface-applied markings (on average) (lasts as long as the road)
- Profiled road markings allow for an increased number of glass beads and thus high retro-reflectivity

- Can be flush or 2-3 mm above road
- No maintenance required for 7-10 years (on average)
- Minimal damage from snowplow blades
- Great for longitudinal or transverse lines
- Good water-shedding abilities, skid-resistant

**Pavement Markings Colour**

As according to the Manual of Uniform Traffic Control Devices for Canada (MUTCDC), longitudinal pavement markings (for traffic travelling in the same direction), symbols and words should be white.

**Lighting**

Ambient lighting colour does not enhance road marking visibility; however, large amounts of ambient lighting can reduce their reflectivity. Road markings are most effective in direct lighting (i.e., headlights). Site lighting should follow standard ambient lighting as directed by area lighting engineers (for further details for exterior passenger walkway

lighting, see the BC Ferry Services Accessible Design Criteria manual).

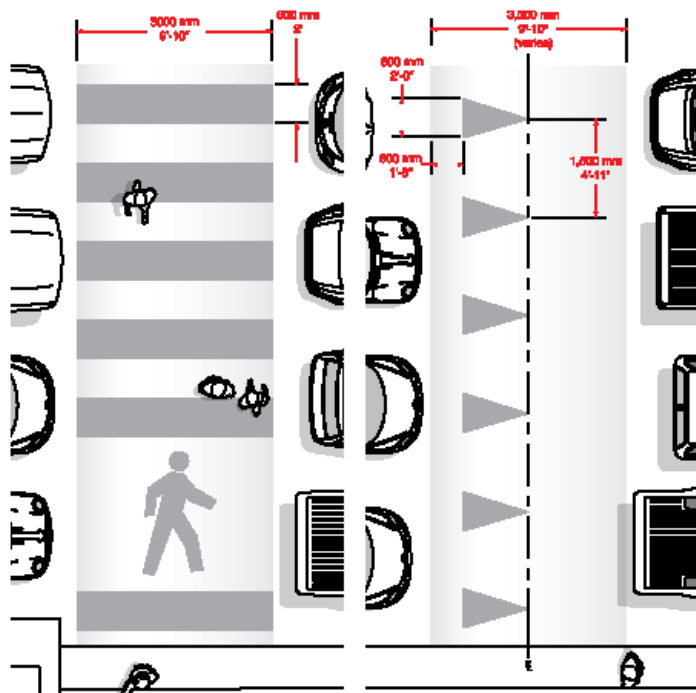
**Skid Resistance**

For areas where an increased need for traction is required, such as pedestrian crossings and accessible parking stalls, it is recommended that a durable skid-resistant material be used in conjunction with the chosen pavement markings.

**Pedestrian Pathways Markings**

Speed bumps in the vehicle holding areas serve as natural and safe pedestrian crosswalks. Vehicles intuitively avoid parking on them. Adding pedestrian graphics will further encourage the use and discourage vehicles parking on them.

Banding and graphics follow BC Ministry of Transportation and Infrastructure guidelines for crosswalks.



**Speed Bump Markings**

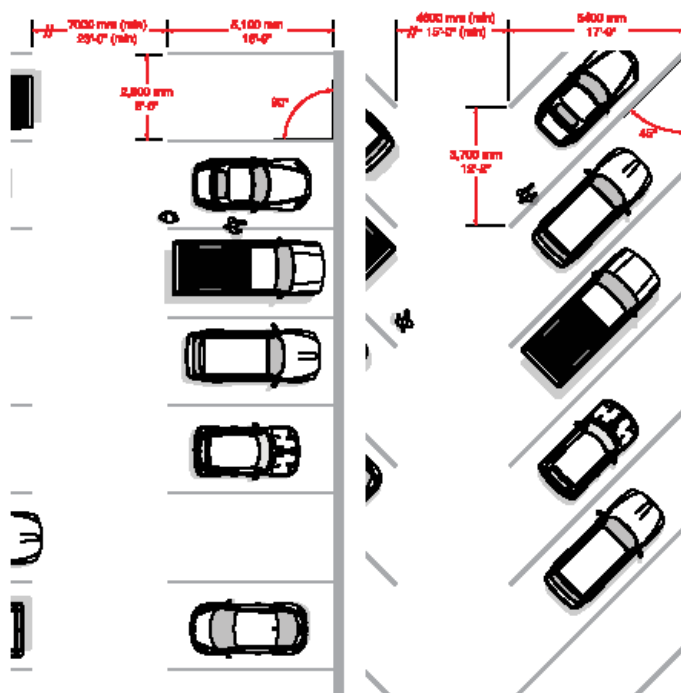
Speed bumps serving primarily as traffic calming measures and not as pedestrian crosswalks should be marked as such and should follow the guidelines as outlined in the Manual of Uniform Traffic Control Devices for Canada (MUTCDC).

Arrows should point in the direction of traffic flow and are to be installed as solid white pavement markings.

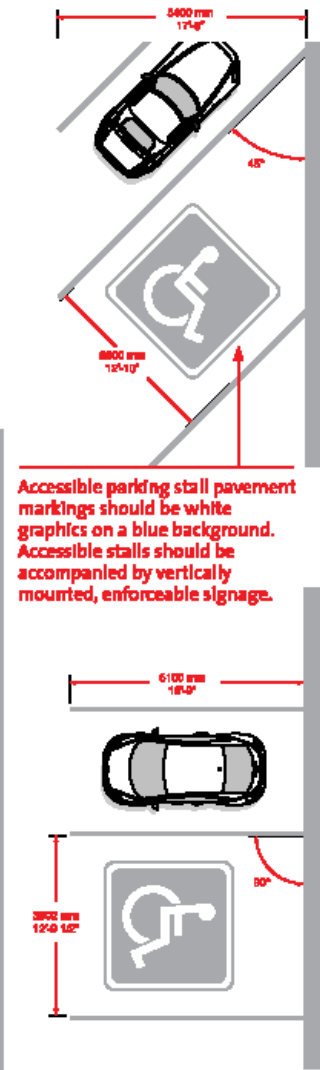
**Parking Pavement Markings**

Parking lines (100 mm to 150 mm thick) are used to delineate separate stalls and should be completed in white markings.

Current practice in marking stalls varies widely; however, general dimensions have been outlined as suggested in the City of Victoria's zoning bylaw guidelines (90° and 45° angle parking shown).



As noted in the BC Ferry Services Accessible Design Criteria manual, accessible parking stalls should have firm, level (less than 2% slope) slip-resistant surfaces and be a maximum distance of 30 metres to an accessible entrance. Each accessible parking stall should be clearly marked with vertical signage at the front of the space using the international symbol.



Accessible parking stall pavement markings should be white graphics on a blue background. Accessible stalls should be accompanied by vertically mounted, enforceable signage.



**Customer Mindset**  
*What is the customer thinking?*

I need to find my way to my berth.  
It may be day/night and dry/wet conditions.

There are a lot of vehicles out here,  
I need to be careful.

**Actions**  
*What information is required?*

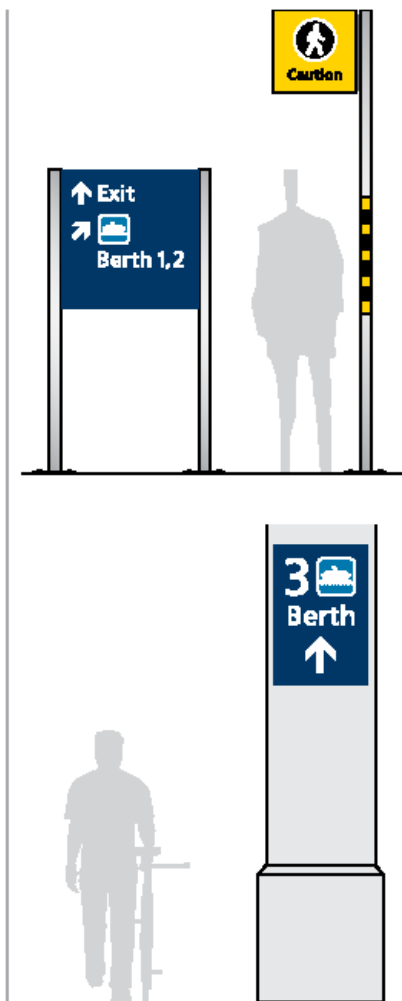
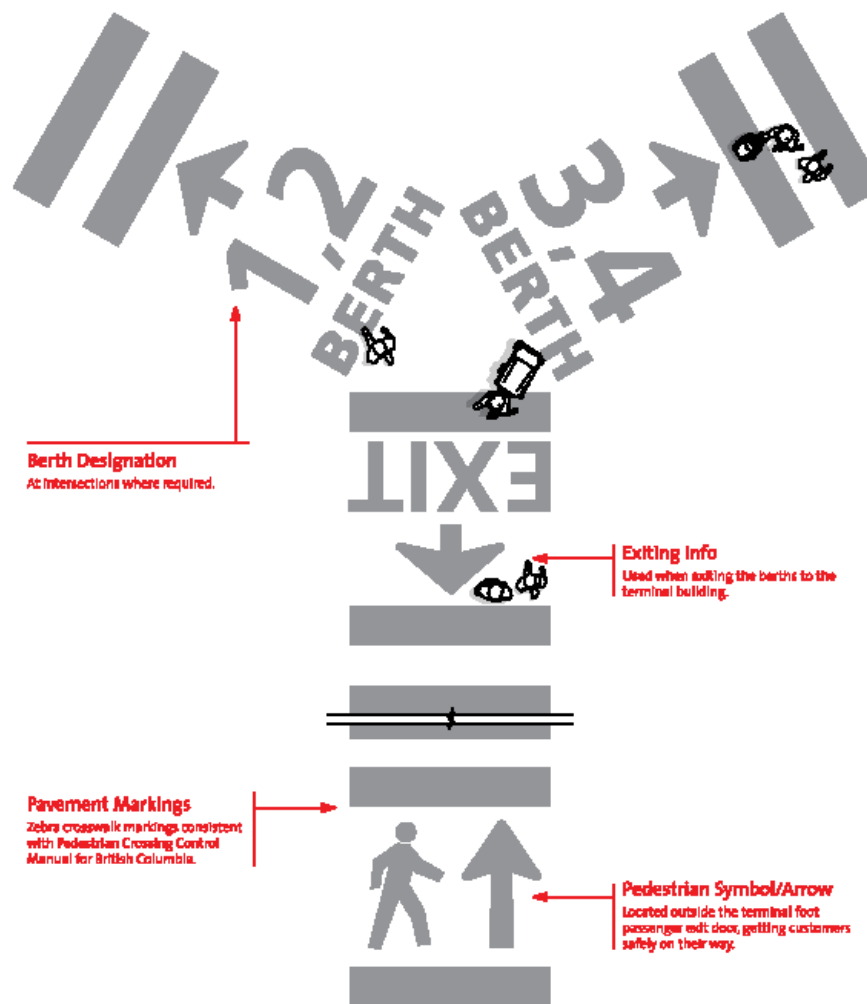
Safewalk paths need to be clearly defined at each terminal.

Safewalk paths need to be understood in all weather conditions.

Vehicle holding areas offer inherent safety issues with a space shared by vehicles and pedestrians. The safewalk areas require clearly defined routes to ensure that foot passengers arrive safely at the correct destination.

Follow the pavement markings quality options as described in the Vehicle Holding Area.

In some instances, additional wayfinding signage will be required to assist on the journey. Free-standing pillar-mount or post signs will be utilized in obvious locations where direction and safety are a concern.



**Customer Mindset**  
*What is the customer thinking?*

**Vehicular Traffic**  
Where is the:  
 › Short-term parking?  
 › Long-term parking?  
 › Passenger drop-off area?

Where do I pay for parking?

I'm picking someone up – where do I go?  
Where do I exit?

**Pedestrian Traffic**  
Where is the:  
 › Departures entrance  
 › Arrivals entrance  
Where is the transit stop?

**Actions**  
*What information is required?*

Effective wayfinding in BC Ferries style and strategy.

Departures and arrivals entrances are clearly marked – no action required.

**Parking Signage**

As parking areas vary in size, the free-standing sign sizes will be determined by viewing distance, available space and sign content requirements.

Directional sign types will include larger units for first point of contact onto the terminal building road,

smaller signs for secondary decision points and entrance identification, and single post signs for pedestrian pathways.

The International symbols will be dominant. Where symbols cannot be utilized, text will play the dominant role. Messaging is short, succinct and

in plain language. Vehicular messaging will focus on established parking and drop-off areas. Pedestrian directional signage will focus on pickup areas and public transit locations. All signs are located perpendicular to roads or walkways.



**Sign Message Order**  
Per wayfinding best practices, messages on signs should be in the same order as the arrival or the destination.

**Parking Management**  
At an appropriate scale and significance so as not to disrupt wayfinding.



Table of Contents

**Customer Mindset***What is the customer thinking?*

- I need to buy my ticket.
- How much does my trip cost?
- Where do I catch my ferry?
- I have to drop off my bag.
- I have my bike/canoe/dog with me.
- Where do I go?

**Actions***What information is required?*

- Ticket purchase counter has a strong brand presence to attract the customer's attention. Lineup is self-explanatory and requires no further information.
- Monitors display fares and sailing information.
- Ticket receipt information needs to work in conjunction with wayfinding signage.
- Enhanced use of International symbols.
- Update baggage drop-off procedure.

s. 15, s. 17

**Ticket information matches wayfinding**  
 Locate the line number prominently at the top of the ticket. White letters on a black field are the most effective.

s. 15, s. 19

s. 15, s. 19

s. 15, s. 19



**Signage System**

Foot passenger building signage utilizes the latest version of the wayfinding sign system. It follows the principles of terminology, symbology and typography that have been established and it is recommended that it is carried forward. It will be updated with the new colour palette and mounting hardware.

To assist further with the wayfinding, an effective directory map (highlighting berths and services) should be implemented at each terminal. It should be located after the ticket purchase in a visible area clear of the traffic flow.

**Waiting Rooms**

Some locations have wayfinding to waiting rooms rather than berths (Waiting Room A, B, etc.). In order to avoid confusion and remain consistent across the system, efforts should be made to refer to berth numbers only for wayfinding information. A wayfinding review of these locations will be required to determine if this is possible from a procedural perspective.

**Accessible Signage Criteria**

Signage will follow BC Ferry Services Accessibility Design Criteria. This includes:

- › Typographic stroke weight
- › Non-glare surfaces
- › No reflective background material
- › Positioning
- › High contrast
- › International symbols
- › Braille and raised lettering



All washrooms will have accessible symbols where required (located latch side of door per the BC Ferry Services Accessibility Design Criteria manual).



Tactile For Accessibility  
Icons and text should be tactile for the visually impaired.



**INFORMATION**



**Customer Mindset**  
*What is the customer thinking?*

**Vehicular Traffic**  
I'm proceeding ahead and following the BC Ferries employee direction or following the vehicle in front of me.

I should see the berth number for confirmation soon.

Environmental conditions may not be ideal.

**Pedestrian Traffic**  
I'm waiting at the designated area for my berth and will proceed onboard when instructed by the BC Ferries employee.

I need to walk my bicycle on board.

**Actions**  
*What information is required?*

Clear and effective berth identification and/or directional information.

Add procedural and safety information for foot traffic.

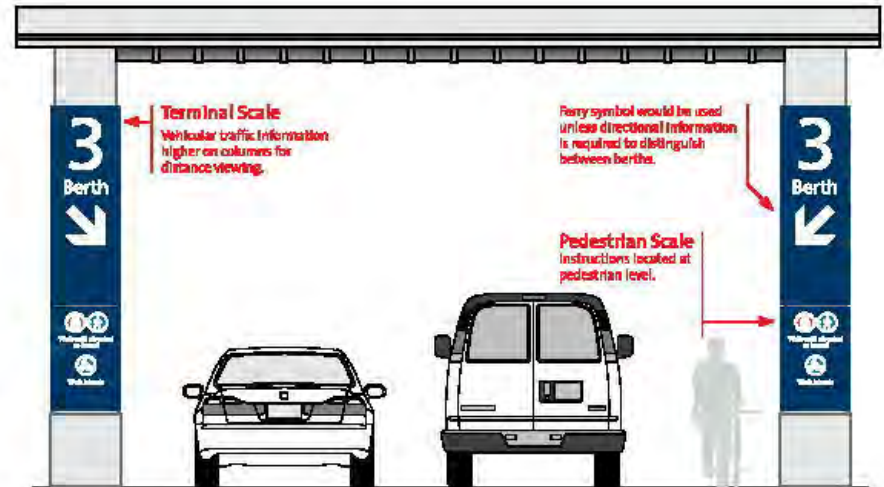
The approach is less panels (postage stamp effect) and more scale-appropriate signage integrated with the environment.

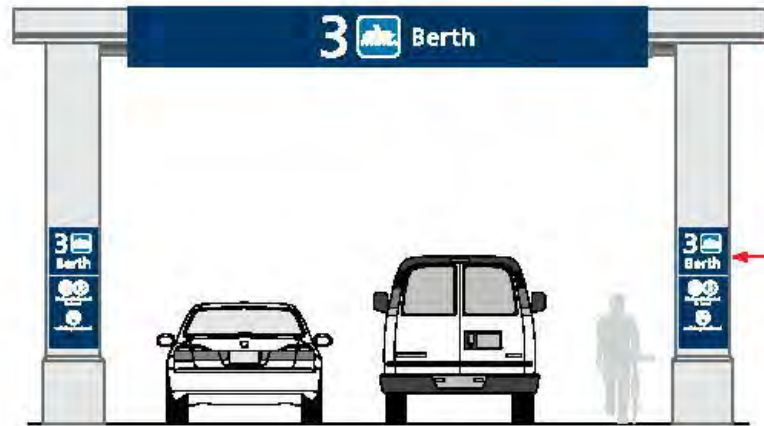
**Pillar Obstructions**

In order to make this successful, coordination will be required with facilities to reroute conduit and other obstructions on some columns. Locations vary and some obstructions may need to stay; however, every attempt should be made to maintain the spirit and impact of the column graphics and will be determined on a location-by-location basis.

**Locations with No Pillars**

Single-level berths without columns will require berth identification on posts or other available structures, as determined on a location-by-location basis.





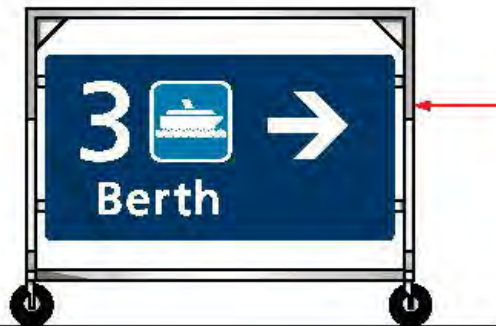
**Horizontal Option**  
For instances where the columns cannot be utilized.

**In these instances, identify the berth at the pedestrian level.**

**Column Messaging**  
Reflective materials to be used for both icons and messaging on columns.

**Customer Service**  
Employee direction is a critical part of the wayfinding equation.

**Portable Wayfinding**  
Content based on each terminal requirements.



Regulatory and security signs communicate information, restrictions and warnings about conditions at the terminals. They are broken down into three levels. Each level displays the information in the BC Ferries sign style, with colour changed based on its level of urgency and safety. The logo should only be used for off-site signs or where it is required for liability reasons.

Standard traffic signs will follow BC Ministry of Transportation and Infrastructure regulatory standards. They should be located in co-operation with the appropriate municipal roads department.

### Information Signs

Signs that give information about BC Ferries terminal procedures and notices.

### Prohibitory Signs

Signs that restrict movement at BC Ferries terminals.

### Safety Signs

Signs that identify a safety risk to customers.

### Information Signs



In on-site regulatory signs that require a logo, the logo should be placed at the bottom right.



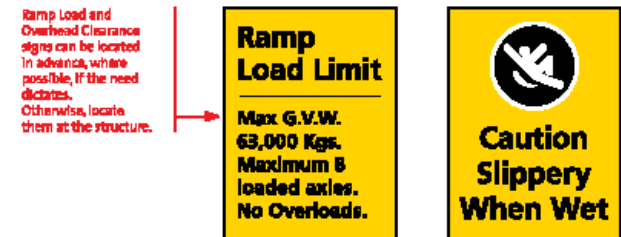
Some information and prohibitory signs may share the same sign panel.

### Prohibitory Signs



Icon artwork in front of diagonal stroke for clarity.

### Safety Signs



All BC Ferries licensed vehicles are outlined in this section. When branding vehicles that are not outlined in this section, adhere to these guidelines as closely as possible in order to maintain the homogeneity and integrity of the BC Ferries brand.

**Logo**

All licensed vehicles carry the BC Ferries logo on the driver and passenger doors. Pickup trucks, vans and heavy trucks also carry the logo on rear doors or tailgates. Always place the logo in a clear and well-defined area on vehicle doors and tailgates\*. This helps to ensure immediate recognition of the logo and to preserve the integrity of the logo wherever it is used. The logo is made up of individually cut vinyl elements. It is not acceptable to use a patch. Always remove old decals and prepare door surfaces before applying new logos.

**Size**

Door decals are typically s. 15, s. 17 wide. On smaller doors, reduce the logo to fit. Ensure there is adequate clear space around the logo. Use digital art provided.

**Clear Space**

Leave a minimum clear space around the logo that is equal to the height of the lower case letters. This means that door handles, mirrors, etc. should not be positioned inside this area.

**Vehicle ID Number**

Vehicle ID numbers are placed above the blue stripe on driver and passenger front fenders and on the left side, base-aligned to the logo on the rear. Numbers are always s. 15, s. 17 tall, set

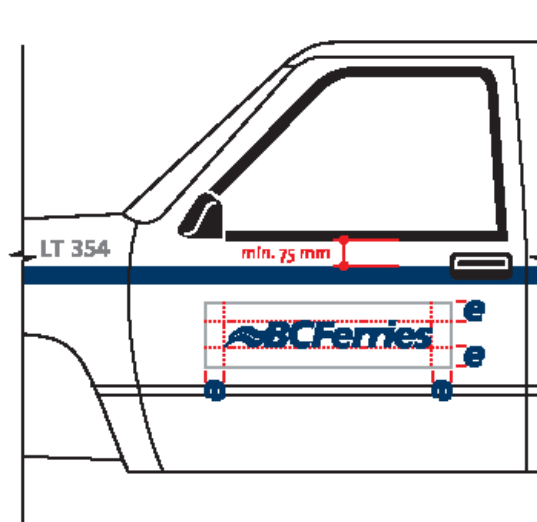
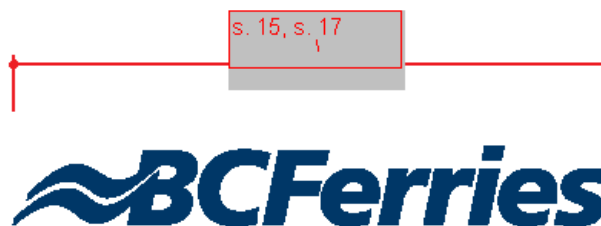


in s. 15, s. 17

All attempts should be made to ensure the ID numbers are placed above the blue stripe. When ideal placement is prohibited, use these specifications as a guide.

**Stripe**

All licensed vehicles also carry a s. 15, s. 17 blue stripe that wraps around the sides and rear of the vehicle.



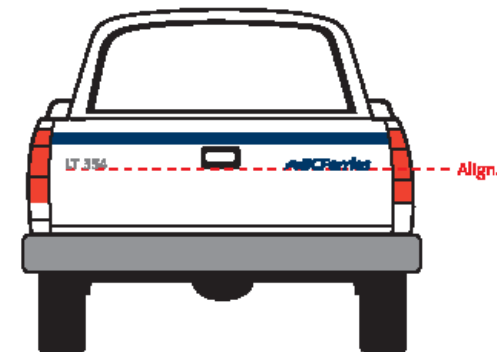
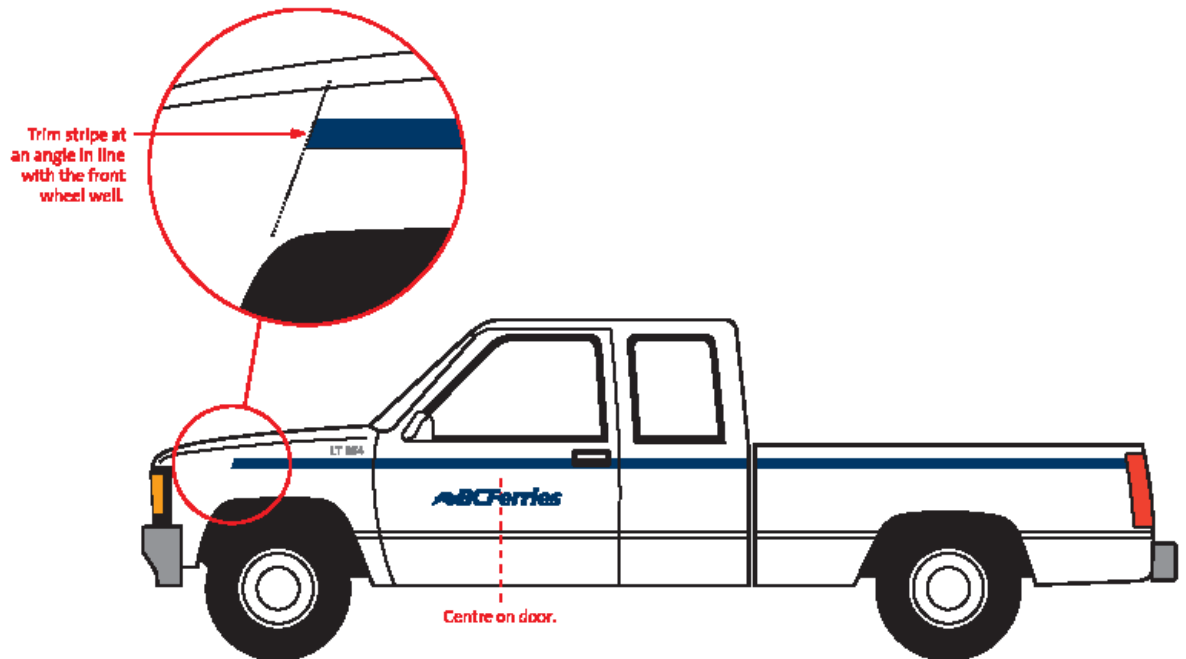
\* Exceptions on the tailgate placement may be necessary if it conflicts with manufacturer badging.

Pickup trucks carry the logo on the driver and passenger doors and on tailgates. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the tailgate and stops in line with the front wheel wells as shown. Since truck wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on tailgates. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances, the vehicle ID number may need to be positioned below the stripe. On tailgates, the ID number is placed on the left side, base-aligned to the logo.

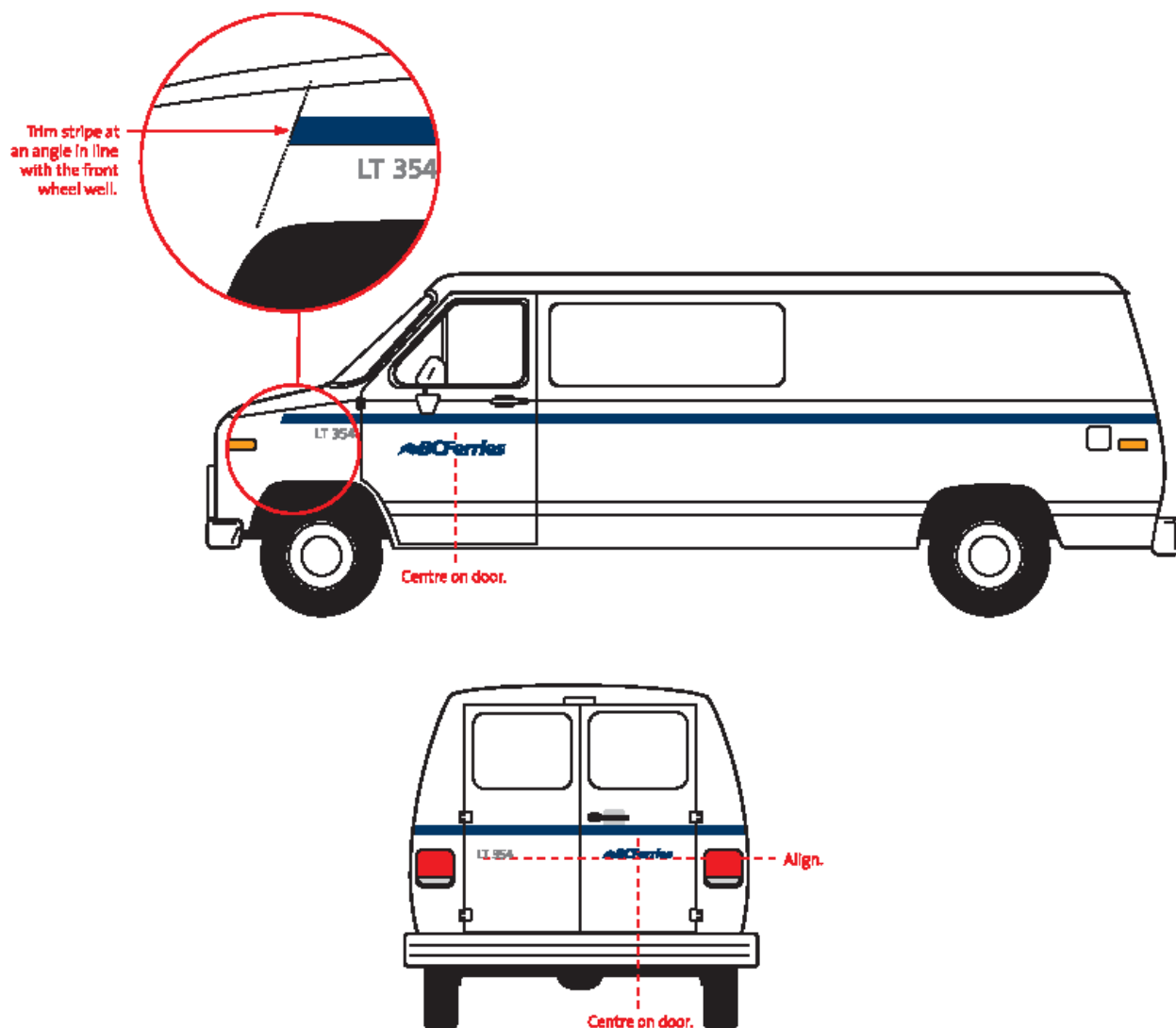


Vans carry the logo on the driver and passenger doors and on the left rear door. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the rear doors and stops in line with the front wheel wells as shown. Since van wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on rear doors. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances (as shown here) where the vehicle ID number doesn't fit, it may be positioned below the stripe. On rear doors, the ID number is placed on the left door, base-aligned to the logo.



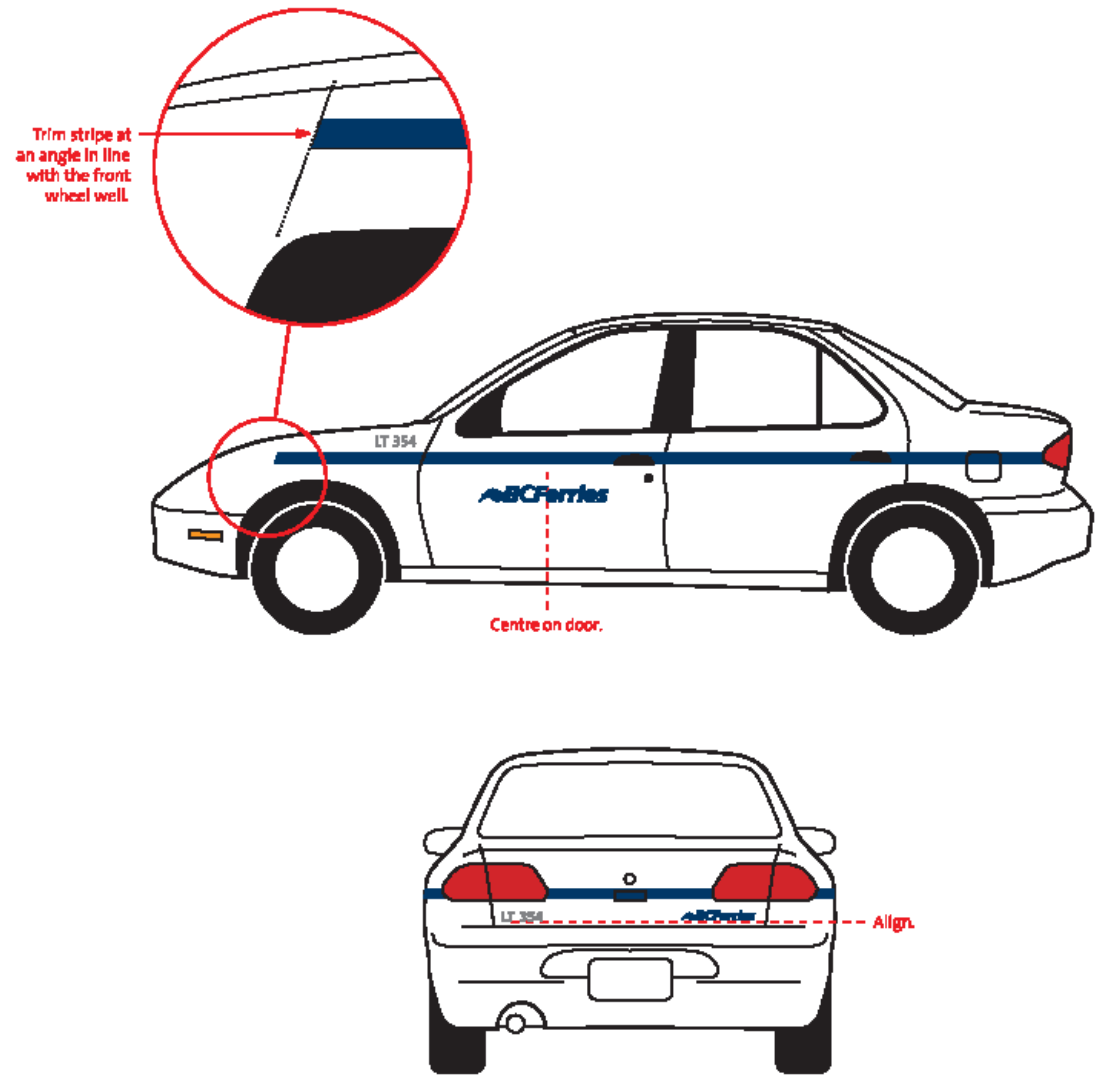
Cars carry the logo on the driver and passenger doors. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the trunk and stops in line with the front wheel wells as shown. Since car wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on the trunk. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances where the vehicle ID number doesn't fit, it may be positioned below the stripe. On trunks, the ID number is placed on the left, base aligned to the logo.

In instances where a logo cannot be both visible and fit on the trunk under the blue stripe, it may be omitted.



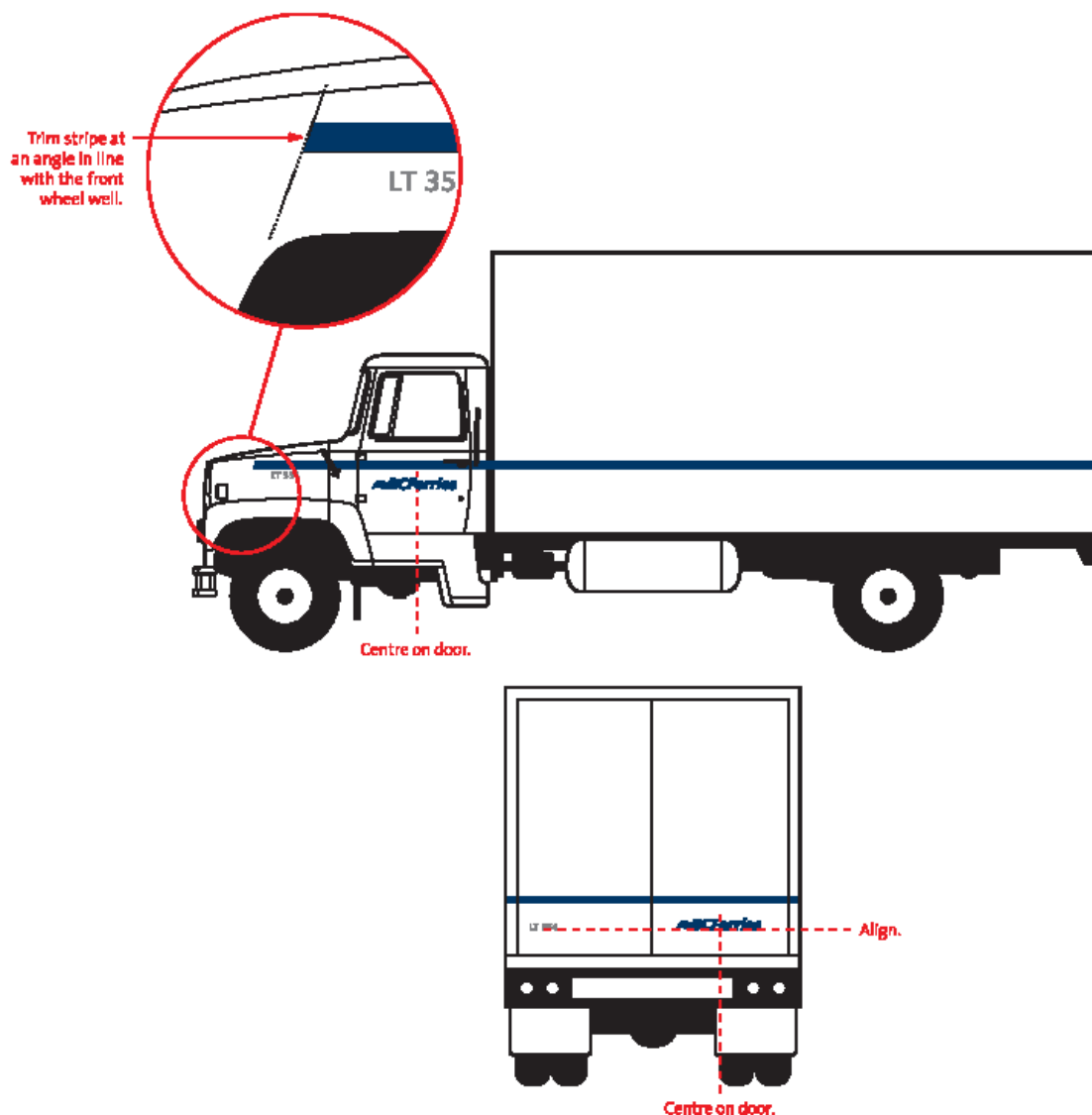


Heavy trucks carry the logo on the driver and passenger doors and on the right rear door. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue stripe wraps around the rear doors and stops in line with the front wheel wells as shown. Since truck wheel well heights will vary, use this specification as a general guide.

Vehicle ID numbers appear on the front fenders and on rear doors. On fenders, the ID number is ideally placed above the blue stripe. However, in some instances where the vehicle ID number doesn't fit (as shown here), it may be positioned below the stripe. On rear doors, the ID number is placed on the left door, base-aligned to the logo.

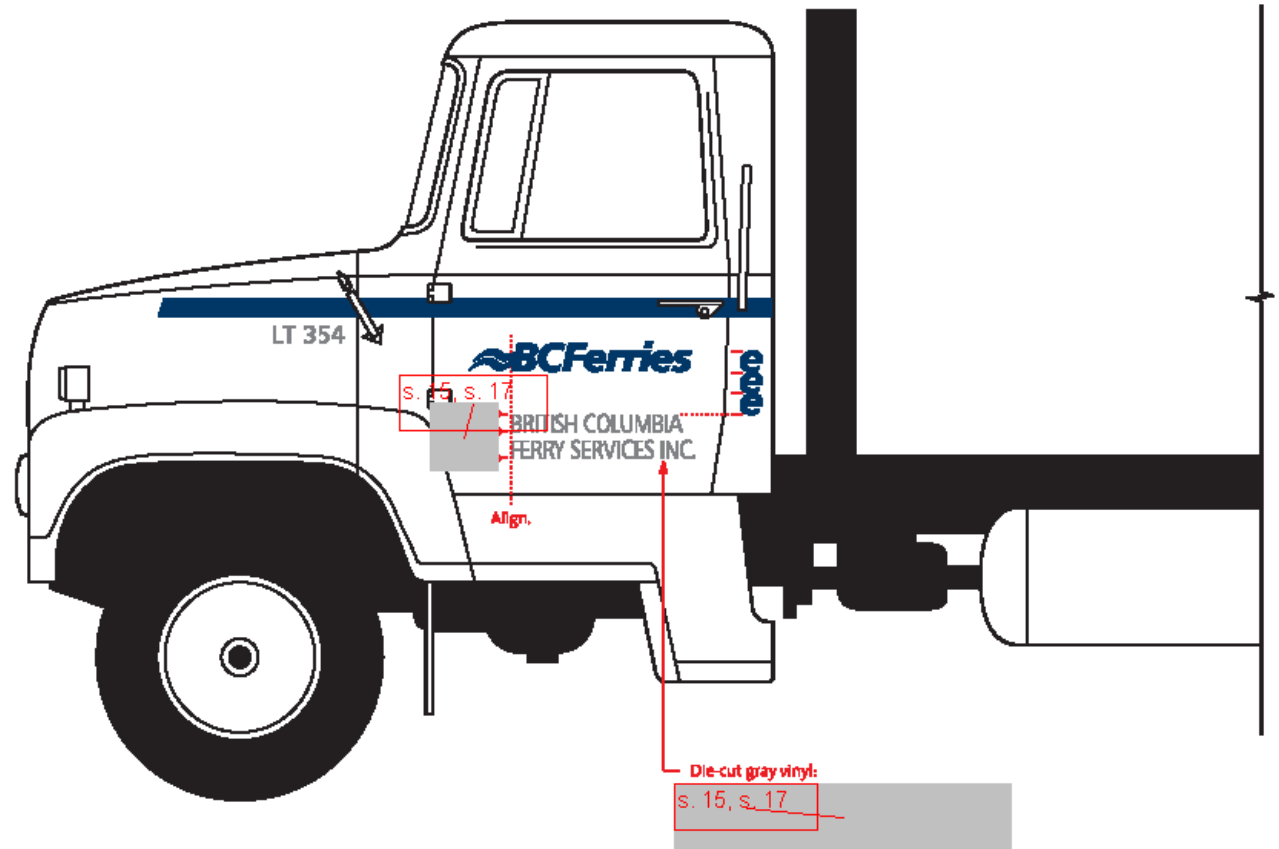


Commercial vehicles that weigh over 5,500 kg are required to display the legal company name of the registered owner of the vehicle. The legal company name must be clearly identified with letters no smaller than s. 15, s. 17

Place the logo, striping and vehicle ID number according to the guidelines in Section 12.1.

Set the legal company name in s. 15, s. 17 s. 15, s. 17 upper case, grey vinyl. On commercial vehicles without a cargo box, the legal company name is applied on the driver and passenger doors below the logo and left aligned to the "B".

Where there are creases or other hindrances that will not permit placement of the logo and company name as shown, use this specification as a general guide.

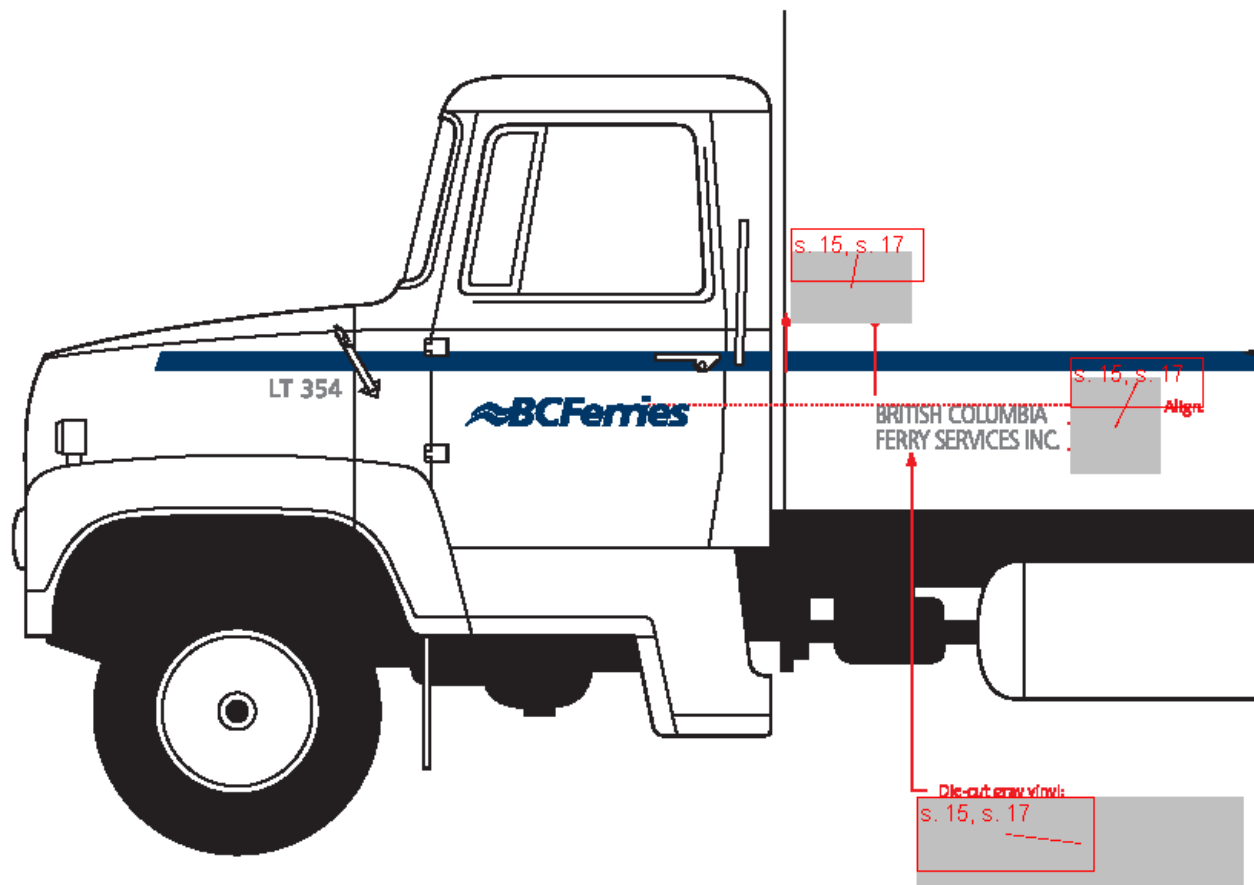


Commercial vehicles that weigh over 5,500 kg are required to display the legal company name of the registered owner of the vehicle. The legal company name must be clearly identified with letters no smaller than s. 15, s. 17

Place the logo, striping and vehicle ID number according to the guidelines in Section 12.1.

Set the legal company name in s. 15, s. 17 upper case, grey vinyl. On commercial vehicles with a cargo box, the legal company name is applied on the cargo box, aligned with the logo as shown.

Where there are creases or other hindrances that will not permit placement of the logo and company name as shown, use this specification as a general guide.



**Logo**

BC Ferries Commercial Services vehicles have the logo on the driver and passenger doors. Pickup trucks, vans and heavy trucks also carry the logo on rear doors or tailgates. Always place the logo in a clear and well-defined area on vehicle doors and tailgates\*. This helps to ensure immediate recognition of the logo and preserve the integrity of the logo wherever it is used. The logo is made up of individually cut vinyl elements. It is not acceptable to use a patch. Always remove old decals and prepare door surfaces before applying new logos.

**Size**

Door decals are typically s. 15, s. 17 wide. On smaller doors, reduce the logo to fit. Ensure there is adequate clear space around the logo. Use digital art provided.

**Clear Space**

Leave a minimum clear space around the logo that is equal to the height of the lower case letters. This means that door handles, mirrors, etc. should not be positioned inside this area.

**Vehicle ID Number**

Vehicle ID numbers are placed on driver and passenger front fenders and on vehicle rears.

Numbers are always s. 15, s. 17 tall, set in s. 15, s. 17 and cut in blue vinyl. s. 15, s. 17

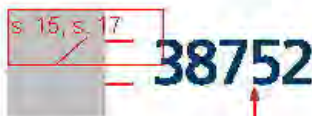
**Wave Stripe**

Refer to the vector-based wave detail in Section 13.4.



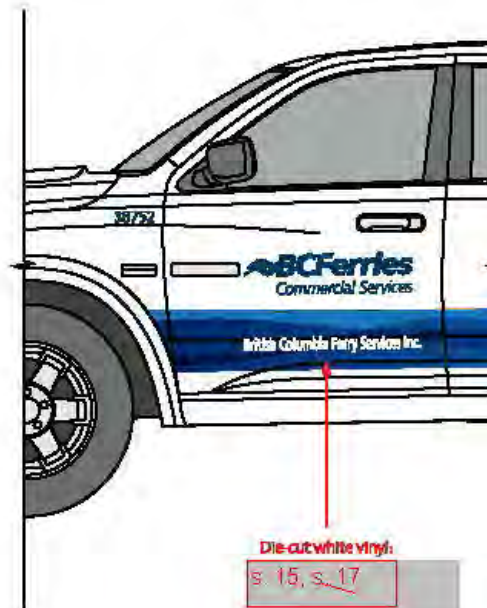
Logo

Die-cut blue vinyl:  
s. 15, s. 17



Vehicle ID Number

Die-cut blue vinyl:  
s. 15, s. 17



Die-cut white vinyl:  
s. 15, s. 17

\*Exceptions on the tailgate placement may be necessary if it conflicts with manufacturer badging.

**Logo**

Pickup trucks carry the logo on the driver and passenger doors and on tailgates. Where there are creases or other hindrances that will not permit placement of the logo as shown, use this specification as a general guide.

In general, the logo should appear visually centred on the door, as shown. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F". Door handles, mirrors, etc. should not encroach on the clear space required around the logo. Try not to reduce the size of the logo.

The blue wave stripe wraps around the tailgate as shown. Since truck wheel well heights will vary, use this specification as a general guide.

**Vehicle ID Number**

Vehicle ID numbers appear on the front fenders and on tailgates. On fenders, the ID number should be placed as shown. On tailgates, the ID number is placed on the left side, base-aligned to the logo.

**Wave Stripe**

Refer to the vector-based wave detail in Section 13.4.



**Logo & Company Name**

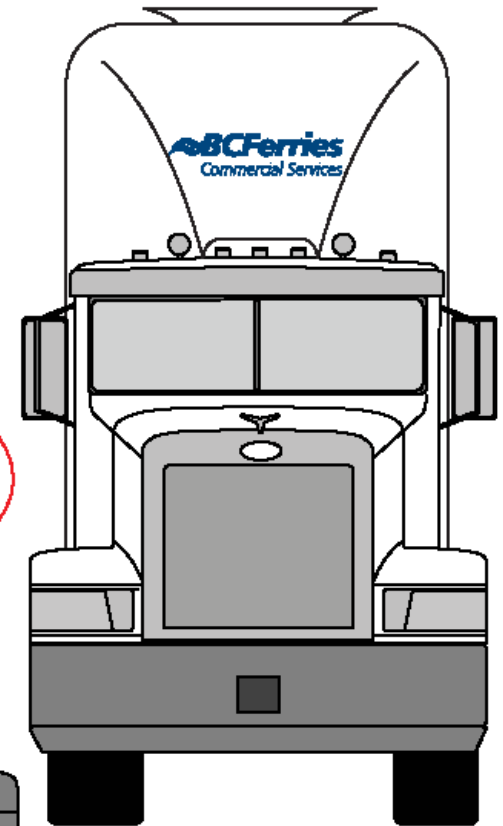
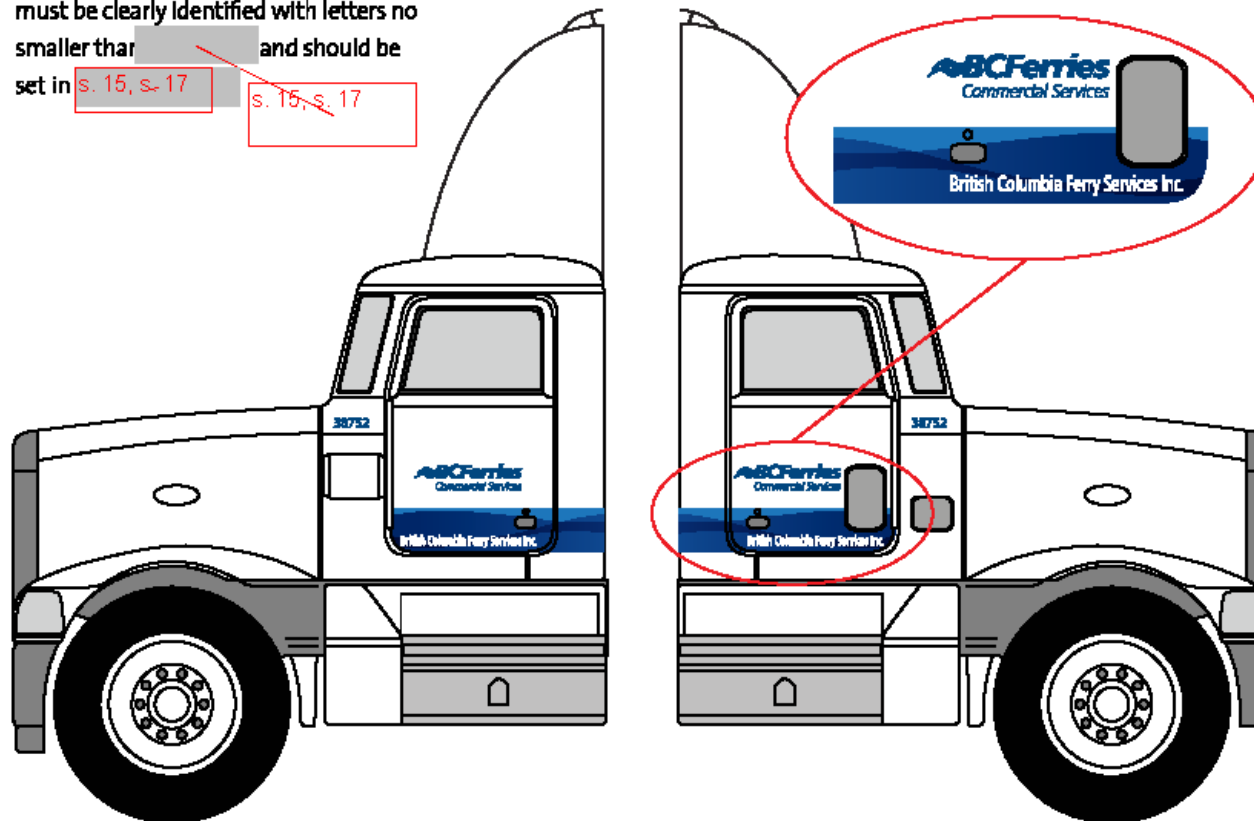
Tractors carry the logo on the driver and passenger doors and on wind deflectors (if applicable).

Commercial vehicles that weigh over 5,500 kg are required to display the legal company name of the registered owner of the vehicle. The legal company name must be clearly identified with letters no smaller than [redacted] and should be set in s. 15, s. 17 [redacted] s. 15, s. 17 [redacted]

On commercial vehicles without a cargo box, the legal company name is applied on the driver and passenger doors below the logo aligned as shown.

**Vehicle ID Number & Wave Stripe**

Place the vehicle ID number as shown. Refer to the vector-based wave detail in Section 13.4.



Where there are creases or other hindrances that will not permit placement of the logo and company name as shown, use this specification as a general guide.

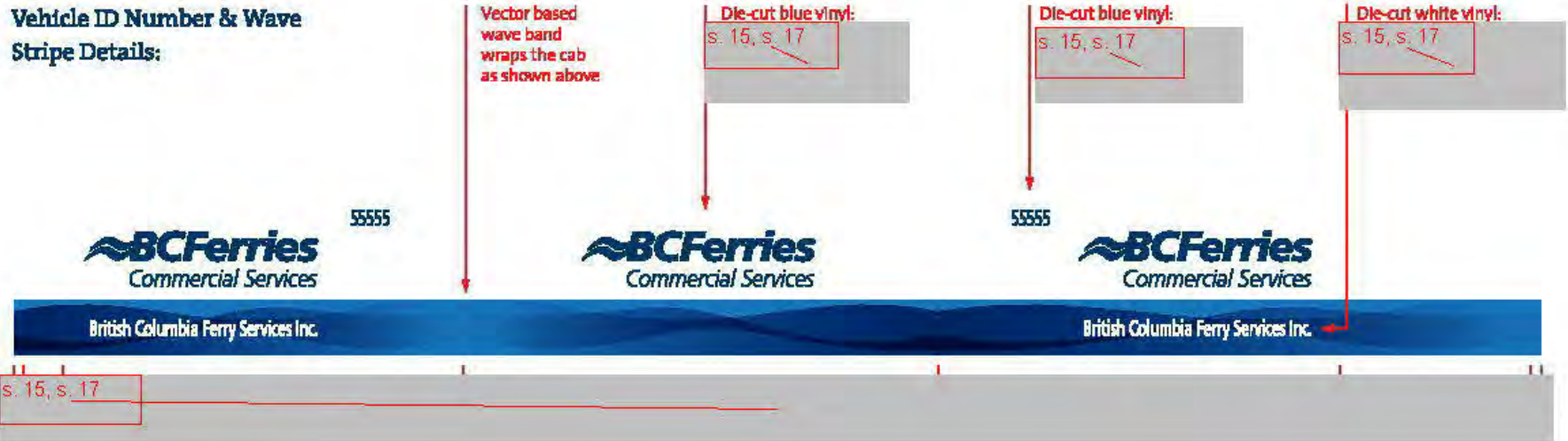
Logo & Company Name

TICO Tractors carry the logo on both sides and the front of the cab.

Commercial vehicles that weigh over 5,500 kg are required to display the legal company name of the registered owner of the vehicle. The legal company name must be clearly identified with letters no smaller than [red box: s. 15, s. 17] and should be set in [red box: s. 15, s. 17]. The legal company name is applied below the logo aligned as shown. [red box: s. 15, s. 17]

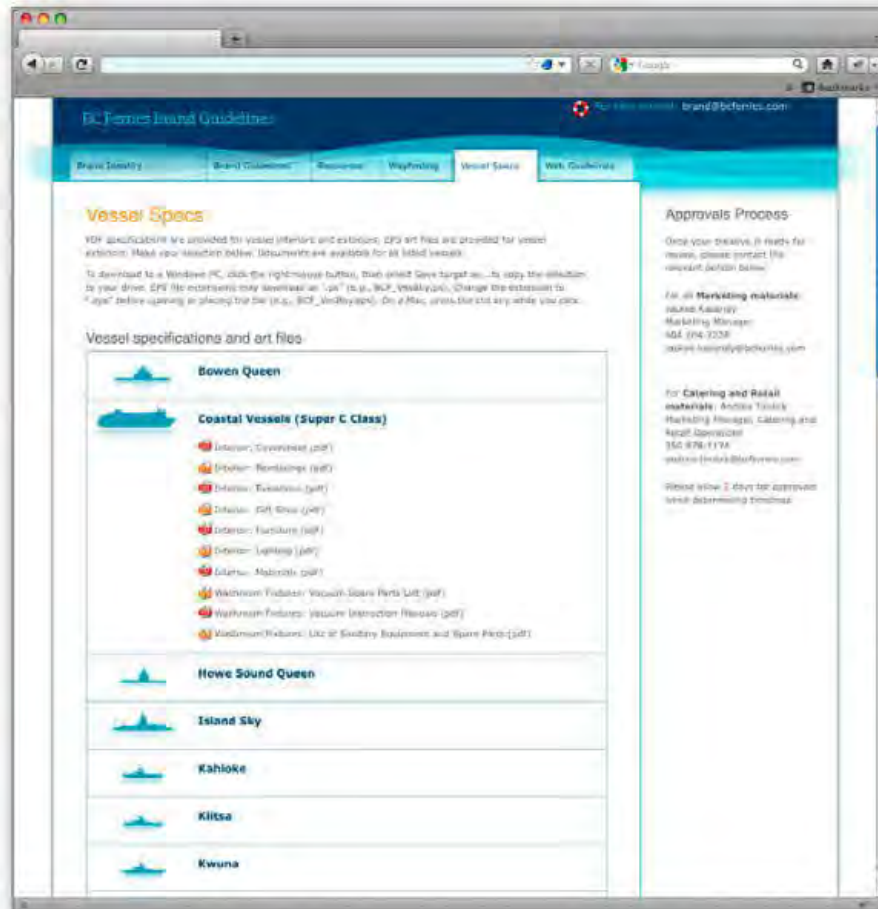
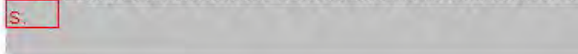


Vehicle ID Number & Wave Stripe Details:



Detailed PDF specifications are provided for vessel Interiors and exteriors. EPS art files are provided for vessel exteriors. Documents are available for all listed vessels.

PDF and EPS documents are available as downloads from:





### Logo Size

The size of the logo on merchandise will vary, depending on the application. Always use digital art provided to reproduce the logo.

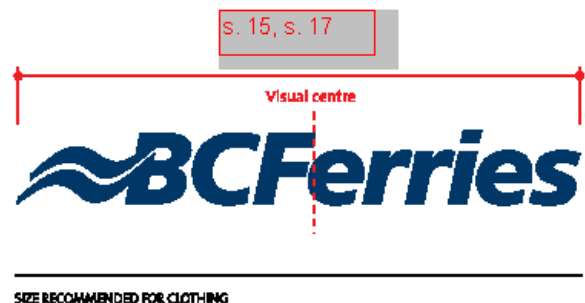
For most clothing items, the logo is s. 15, s. 17 wide. The minimum size of the logo on other merchandise is determined by readability and the clarity of the waves in the logo.

### Logo Position

On merchandise items, a centred position is most common, but the position may vary depending on the application. On shirts and jackets, centre the logo on the left chest. On hats, centre the logo on the front. Note that the visual centre of the logo is the right side of the "F" in BC Ferries.

### Clear Space

When sizing the logo, ensure that the sizing is done proportionately and that there is a minimum clear space around the logo.



SIZE RECOMMENDED FOR CLOTHING




CLEAR SPACE



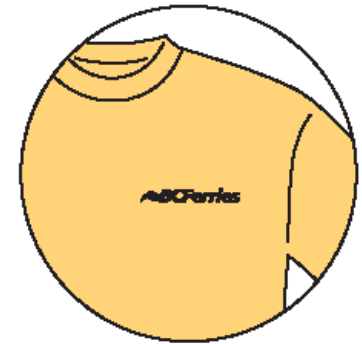
s. 15, s. 17

**Logo Colours**

On white or off-white fabrics use a BC Ferries Blue logo, equivalent to . On light-coloured clothing, use a black logo. On dark-coloured clothing, use a white logo. Tone-on-tone applications are acceptable where subtle branding is desired. For example, on a navy blue shirt, the logo can be a lighter blue. On silver jewelry or other silver or gold gift items, the logo can be polished or buffed to separate it from the background and appear as tone-on-tone.



BC FERRIES BLUE LOGO ON WHITE OR OFF-WHITE



BLACK LOGO ON LIGHT COLOURS

**Secondary Text Colour**

Secondary text is the same colour as the logo.

**Product Colour**

The colour of products will vary and be determined, in part, by fashion trends. In general, choose colours that correspond to the brand identity primary colours (navy blue, white, grey) or other neutral colours, such as tan and light blue. Colours may also be chosen from the secondary colour palette illustrated in “Logo and visual basics” on the brand identity website.



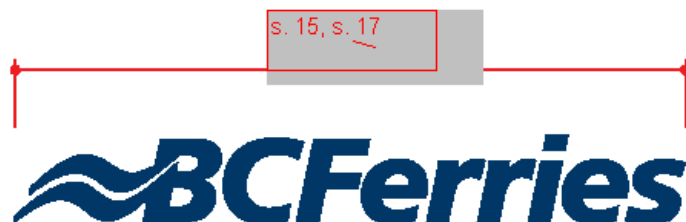
WHITE LOGO ON BC FERRIES BLUE AND DARK COLOURS

TONE-ON-TONE APPLICATION  
Limited use only for subtle branding

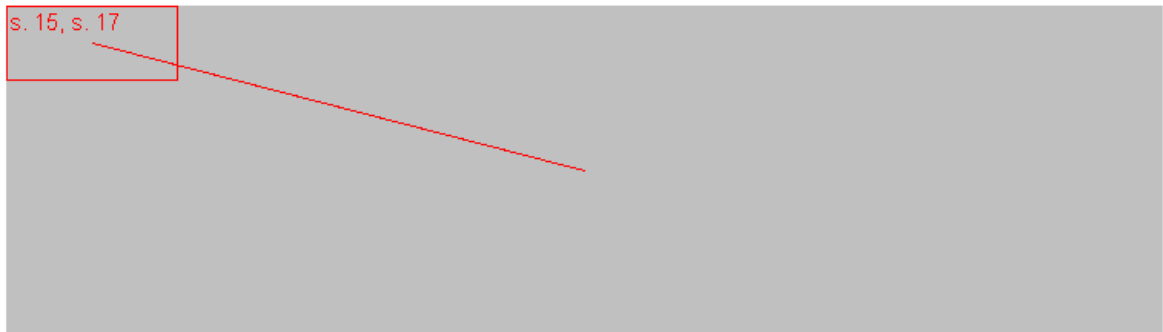
On clothing and other fabric items, embroidery is preferred over screen printing. Clarity is critical, however, and must not be compromised. For best results, the minimum height of the lower case letter of BC Ferries

is [redacted]. Where the brand name is smaller than [redacted] the logo must be screen printed.

The logo shown is [redacted] wide. This size is standard to clothing items such as shirts, jackets and caps. It is also appropriate for many other fabric items, such as tote bags.



BC Ferries Blue embroidery: White embroidery: Silkscreen:



Secondary text of up to four words is permitted, provided it is set according to these guidelines. The text can be positioned below the logo or away from the logo, e.g., on a sleeve, or on the back of a mug.

### Typography

Set secondary text in s. 15, s. 17. The size of the secondary text is based on the size of the BC Ferries logo. The height of the capital letters of the secondary text should be half the height of the capital letters (cap height) of the BC Ferries logo.

### Text Position

When the text is positioned below the logo, left-align the text to the "B" of BC Ferries. Leave a minimum clear space between the logo and the text that is equal to height of the "e" of BC Ferries.

When the text is separate from the logo, it can be centre-aligned, but still needs to be the height of the "e" of BC Ferries.



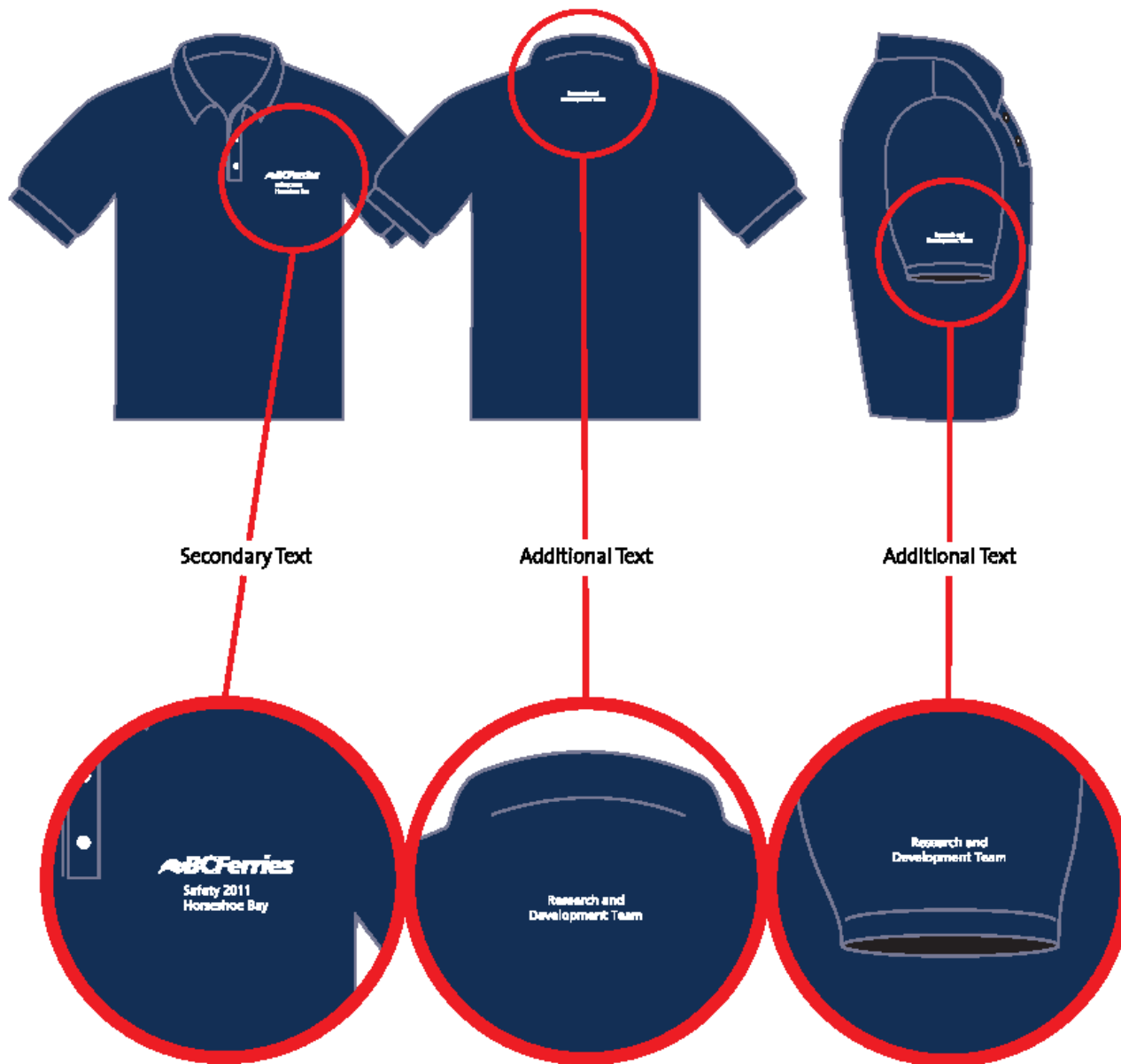
Additional text is allowed over and above the secondary text, but it must conform to these standards.

**Typography**

Similar to secondary text, it must be set in s. 15, s.17 The size of the text is based on the size of the BC Ferries logo. The height of the capital letters of the additional text should be half the height of the capital letters (cap height) of the BC Ferries logo.

**Text Position**

If additional text is necessary, it must be separate from the logo and secondary text. For shirts, it can be placed either on the right sleeve or on the back of the shirt.



Consistency is a key component of our visual identity. It is important that typography is used properly in all applications. The layouts below are examples of misuse.



DO NOT MAKE THE SECONDARY TEXT LARGER THAN ALLOWED. WHEN LOCKED WITH THE LOGO, IT MUST BE ALIGNED CORRECTLY AS SEEN IN SECTION 15.4

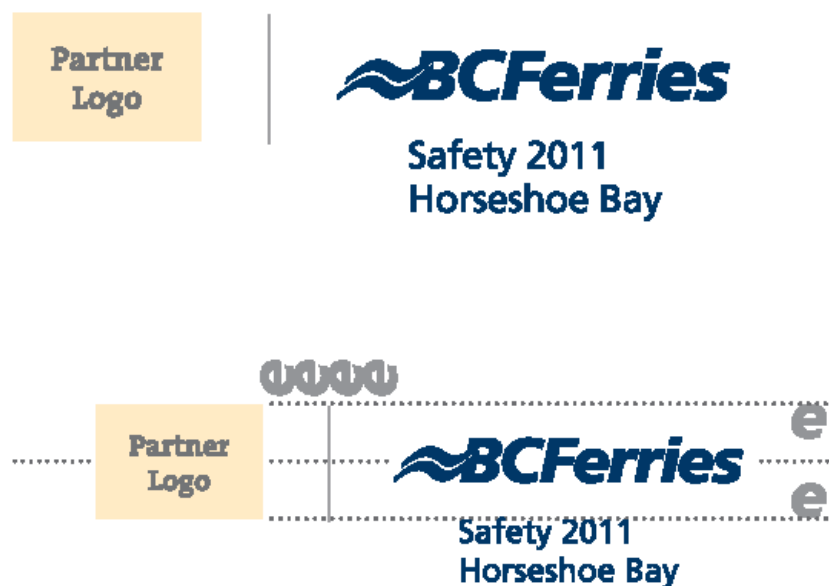


DO NOT USE SECONDARY LOGOS OR GRAPHICS UNLESS IT IS A PARTNER LOGO. IF IT IS A PARTNERSHIP, THEN IT MUST CONFORM TO INSTRUCTIONS IN SECTION 15.2.

The BC Ferries logo may be used in conjunction with a partner logo for joint marketing or promotions. To retain consistent branding, the primary logo positioning remains unchanged, and the partner logo is an added element. The BC Ferries logo may appear with logos of other companies, where the other company has participated significantly if not equally in a BC Ferries project, and where it is appropriate that both companies are represented.

The position of the partner logo is to the left of the BC Ferries logo and separated by a vertical bar. It is separated from the partner logo with a s. 15, s. 17 vertical bar. The distance between the logos is illustrated below and must not be altered. The partner logo is sized to appear equal in weight to the BC Ferries logo.

If secondary text is necessary, it must stay with the BC Ferries logo and cannot cross over the separation bar and into the partner logo area.

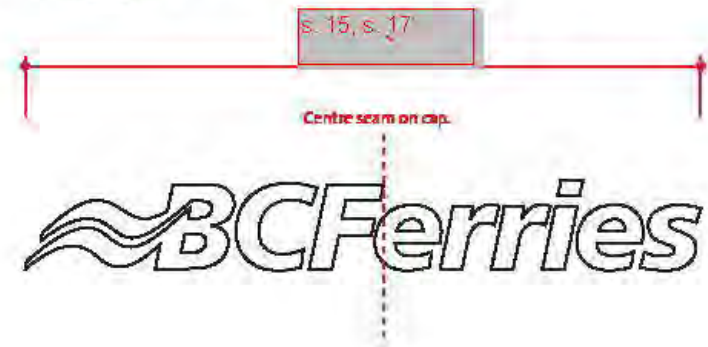


BC Ferries is involved in community sponsorship initiatives. For instances when BC Ferries-branded sponsorship gear is required, it needs to adhere to these parameters. If the gear requirement is shirts, they need to be set up using the specifications in Section 15.7.

When ball caps are needed, the sponsored event is to be separate and on the front, with the BC Ferries logo on the back.

Logo s. 15, s. 17

A [redacted] wide logo is embroidered on the back of the cap. Use digital art provided and set the stitch pattern as illustrated in Section 15.3. Visually centre the logo on the back panel of the cap. Note that the visual centre of the logo is not the actual centre. The visual centre is the right side of the "F".








**Can I use “BCFS” to abbreviate our legal name?**

Yes, you can use “BCFS” as well as “BCF”. These are the only abbreviations permitted for our legal and brand names. Otherwise, you must spell out the legal and brand names. Our legal name is British Columbia Ferry Services Inc. and our brand name is BC Ferries. Typically, abbreviations are used in internal, not external communications.

**Can anyone use the logo?**

Any employee can use the logo if they are preparing documents or materials that pertain to BC Ferries operations. If the logo is being used on something that will appear outside BC Ferries, it must be approved by Corporate Marketing. The logo cannot be used on personal items.

**What colour is the logo?**

The logo is BC Ferries Blue. It is equivalent to  PMS stands for Pantone Matching System, a standard colour system used around the world. The logo may also be white (reversed) or Process black in applications that are restricted in colour. For merchandise and special approved applications only, the logo may be a colour that would create a tone-on-tone appearance. For example, a dark grey logo on a silver background, or a tan logo on a brown background.

s. 15, s. 17

**If I am printing something in a single colour other than BC Ferries Blue, can the logo be that colour?**

No, the logo can be only BC Ferries Blue, white (reversed), Process Black or tone-on-tone, as described above.

**Can I add anything to the logo, such as my terminal name or my division name, on employee gear?**

No, nothing can be added to the logo. You can place secondary text near the logo, but it must be positioned a minimum distance away (the height of the letter “e” in BC Ferries). See Sections 15.4 to 15.9 for more details.

**Can I use the wave graphic on its own to create an interesting design?**

No, the wave graphic cannot be separated from the logo. It is used alone only on the ships’ funnels and on the flag. No other use is permitted. With approval from Corporate Marketing, you can zoom in on the wave graphic and use a portion of it.

**Can I alter the logo?**

No, the logo may not be altered under any circumstances. It can be enlarged or reduced proportionately, but it cannot be modified.

**What logo file format should I use?**

The most commonly used formats are WMF and JPG. These can be used with any Microsoft Office software. WMF is the most versatile, as it can be sized up or down and it prints well at any size. Also, it has a transparent background, so a white logo, for example, can be placed against a coloured background. The problem with WMF files is that they don’t look great on the screen. JPGs look better on the screen, which makes them good for PowerPoint presentations and other Word documents that are viewed only onscreen. The problem with JPG files is



that they don't enlarge well. When they are enlarged, they look jagged around the edges on the screen and when printed. Also, JPG files have an opaque background, which means they are not available in white, since the background would have to be the exact same background colour as the colour you wanted to place the logo against. TIFF files are like JPG files, in that they can't be enlarged. They are a larger file size, however, which makes them less versatile. EPS files are for professional use with programs such as Adobe Illustrator or QuarkXpress/InDesign.

#### Why do I have to use either s. 15, s. 17?

Typography is an important part of our brand identity. It helps to establish a consistent look on all our materials. This ensures that we remain consistent and professional. These typefaces are the most versatile and readily available to all employees. They are also universally available on PCs running Windows operating systems, which means that you can be sure your documents are received outside the company as you have prepared them. Your typefaces and formatting will not be substituted.

#### Can I personalize my email signature with graphics and colours?

No, personalizing email signatures is not permitted. Since email is part of BC Ferries' business correspondence, email signatures should appear professional and consistent across the company.

#### A supplier told me that all he needed was a fax of the logo to make a pin. Is this correct?

No, using a fax means the logo will not be reproduced accurately. Always provide a digital file that can be downloaded from the site and emailed to the supplier. Never suggest that the supplier scan or redraw the logo from a business card or other piece of stationery. This will not be accurate.

#### Who do I go to for help?

Go to the Marketing Department. They are the identity manager and responsible for the maintenance of the identity program. They can help you to prepare materials and provide approval for new materials before they are printed or manufactured.

If you have any questions about the BC Ferries brand, elements or applications, please contact:

#### APPROVALS PROCESS

For **Corporate Marketing materials** & terminal signage production:

Rosa Marinelli

Marketing Manager

604-673-2449

[rosa.marinelli@bcferries.com](mailto:rosa.marinelli@bcferries.com)

For **Catering and Retail materials** including vessels & terminal signage ordering:

Andrea Timlick

Marketing Manager, Catering and Retail Operations

250 978-1174

[andrea.timlick@bcferries.com](mailto:andrea.timlick@bcferries.com)

For **Website and Digital Signage programs**:

Paul Curtis

Manager, Web Services and Customer Information Network, Corporate Marketing

250 978-1153

[paul.curtis@bcferries.com](mailto:paul.curtis@bcferries.com)

*Please allow 2 days for approvals when determining timelines.*



British Columbia Ferry Services Inc.

Mailing Address:

British Columbia Ferry Services Inc.  
The Atrium  
Suite 500, 1321 Blanshard St.  
Victoria, BC V8W 0B7

|                   |    |
|-------------------|----|
| <<                | >> |
| <                 | >  |
| Table of Contents |    |