

# BCCAT Logos

## Guidelines for Usage



BC COUNCIL ON ADMISSIONS & TRANSFER  
bccat.ca | bctransferguide.ca | info@bccat.ca  
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# Guidelines for BCCAT Logo Usage

BC Transfer System member institutions are welcome to use current, official logos for the purpose of identifying themselves as BC Transfer System members. These files are also available to non-members. All users are expected to follow the guidelines outlined below.

## BC Transfer System Institutional Members:

[BC Transfer System member institutions](#) are welcome to use these graphic files to indicate their membership within the BC Transfer System. Please note that BCCAT logos should be displayed in conjunction with this wording: **<Institution Name> is a member of the BC Transfer System.**

## Non-Members:

Institutions (or organizations) that are *not* formal members of the BC Transfer System should contact BCCAT by email ([info@bccat.ca](mailto:info@bccat.ca)) outlining their proposed plans for application of BCCAT logo files (i.e. the proposed nature, purpose, and context).

**BCCAT reserves the right to restrict usage of these files. If, for any reason, BCCAT deems that usage of these files should *not* be permitted, the user must remove them immediately and confirm in writing to BCCAT that it has done so.**

If anyone has questions or requires assistance regarding using BCCAT visual identity materials, they are invited to contact us at [info@bccat.ca](mailto:info@bccat.ca).

## Other notes regarding logo files:

- 2-colour (for placement on a white or light neutral background)
- Black (for placement on a white or light neutral background)
- White (for placement on a dark or black background)
- Print versions: JPG, 300 dpi, CMYK (for Microsoft Word, InDesign, laser printing)
- Web versions: JPG, 72 dpi, RGB (for online display)
- Re-sizing: When resizing logos, please remember to hold the <SHIFT> key down while expanding or contracting the logo. This will ensure the proportions are maintained and the logo is not distorted.
- Logo colour: The background colour will inform the appropriate logo file to use.
- Minimum sizes: The preferred size for logo-to-letter-sized paper is no smaller than 8mm high
- Colour specifications:
  - CMYK (Orange– 0/48/100/0; Blue – 100/0/8/13)
  - Pantone (Orange – 100% PMS 144; Blue – 100% PMS 313)