

BRAND GUIDELINES.

TRADEUPBC
Upgrade your trade. Upgrade your future.



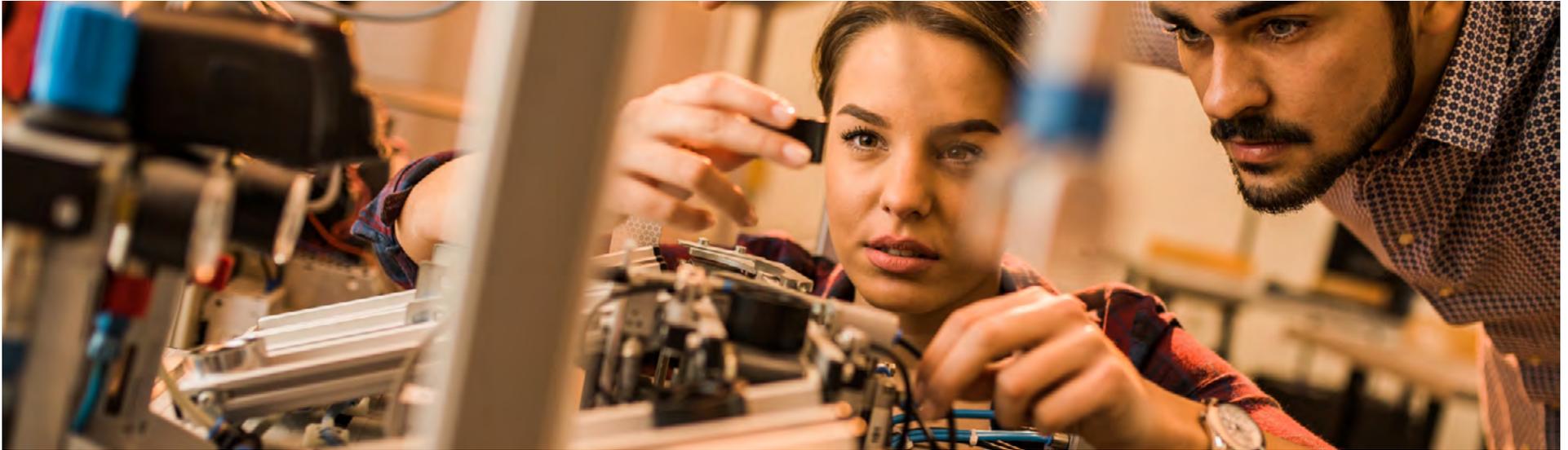
**BRITISH
COLUMBIA**

UP



WELCOME

A organization's brand personality says a lot about its promise and what the organization stands for. This personality is inherent in the brand's logo and visual identity.



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This brand guideline serves as the blueprint for TradeUpBC's visual and communicative essence, providing a comprehensive roadmap to maintain consistency and coherence across various media. This document is more than a set of rules and guidelines; it's a strategic tool that defines the brand's personality, visual elements, and messaging standards. By establishing clear guidelines, a brand ensures that every interaction, from the logo's usage to the color palette and typography, aligns seamlessly, fostering recognition and reinforcing a strong, unified brand identity. This essential document empowers both internal and external stakeholders to articulate the brand consistently, enhancing its impact and resonance in the minds of the audience.

TRADEUPBC

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BRITISH
COLUMBIA

01 LOGO

UP

LOGO VARIATIONS & MINIMUM SIZES

TradeUp BCs' brand identity or logo of TradeUpBC consists of two variations.

1. BCID TradeUpBC Lockup



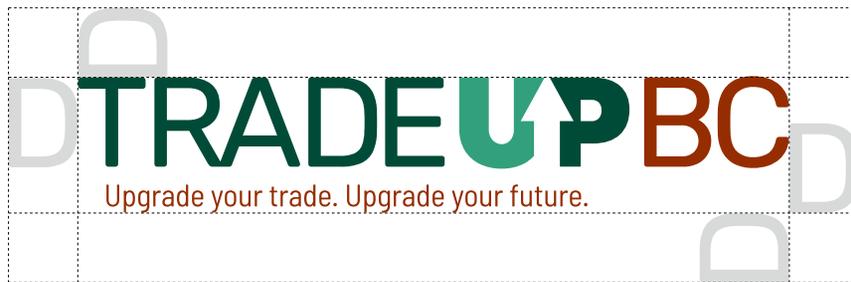
2. TradeUpBC Wordmark:



The TradeUpBC Wordmark (#2) may be used separately from the BC Mark, provided the BC Mark is visible in another location. For example: back cover; inside front cover; or at the bottom of the page. Only in these cases can the scale of BC Mark be altered in relation to the TradeUpBC wordmark.

CLEAR SPACE & MINIMUM SIZES

Surrounding these logo marks is an area of protective or Clear Space.



The logo requires a defined area around the elements to “breathe” correctly. This area is referred to as the Clear Space and should never contain other graphic or typographic elements.

The clear space is based on distances calculated from within the logo itself and should always be considered as the minimum distance between the logo and other elements. Because the clear space is derived from the logo, it will scale up and down based on usage.

The approximate measurement is defined by the width of the letter “D” from the word “TRADE”. This distance is then used to define the logo’s surrounding clear space.

LOGO USAGE

It is important to protect the logo and it's to ensure a consistent message is conveyed across all mediums.

Full Colour:

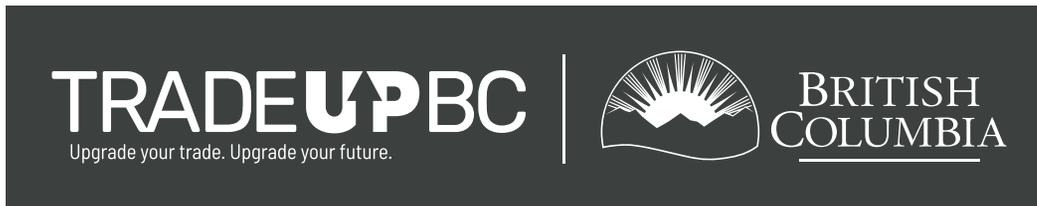


Correct usage of the logo and its visual elements is critical to ensure that TradeUpBC's brand has the greatest impact.

Black or brand dark grey (see page 11)



Reversed out of black or brand colours dark grey, green or red (see page 11)



UNACCEPTABLE LOGO USAGE

Unauthorized alterations to the logo compromise brand integrity and are deemed unacceptable, risking confusion and dilution of the intended visual identity.

DO NOT use a greyscale version



DO NOT scale individual elements



DO NOT change the colour lock-up



DO NOT apply additional effects



DO NOT rotate the logo



DO NOT scale logo disproportionately



DO NOT reposition elements



DO NOT use low-resolution artwork



DO NOT skew the logo



Any deviation from or misinterpretation of the guidelines is considered an incorrect usage. When displaying the logo, always use the correctly proportioned master artwork provided.

THUMBNAIL MARK

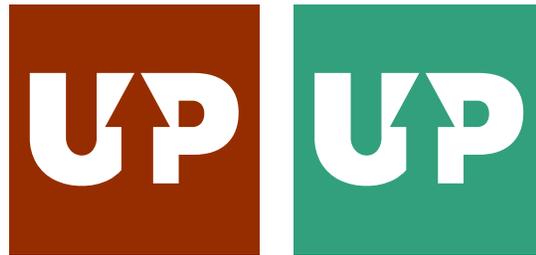
The word UP with the negative-space arrow can be used as a stand alone graphic element.



Used in full colour



Reversed out of any of the brand colours (see page 11)



As a tint or watermark





2022 COLOURS

UP

BRAND COLOURS

Corporate brand colours add life to a brand's visual elements. Always use the colour palette shown here whenever creating any printed or online applications.

Dark Green

Hex: 004B37

RGB: 0, 75, 55

CMYK: 90, 43, 79, 46

Light Green

Hex: 32A07D

RGB: 50, 160, 125

CMYK: 77, 14, 65, 0

Red

Hex: 962D00

RGB: 150, 40, 0

CMYK: 26, 90, 100, 26

Dark Grey

Hex: 3C413F

RGB: 60, 65, 63

CMYK: 71, 66, 63, 68

Mid Grey

Hex: 7C8482

RGB: 124, 132, 130

CMYK: 54, 40, 44, 7

Light Grey

Hex: C2CAC8

RGB: 194, 202, 200

CMYK: 24, 14, 18, 0

The BC Mark

The BC Mark is used for the "BCID TradeUpBC Lockup" version of the logo in partnership with the Province of British Columbia. These colours should only be used for that portion of the logo and not anywhere else.

BCID Blue

Hex: 234075

RGB: 35, 64, 117

CMYK: 100, 80, 6, 32

BCID Yellow

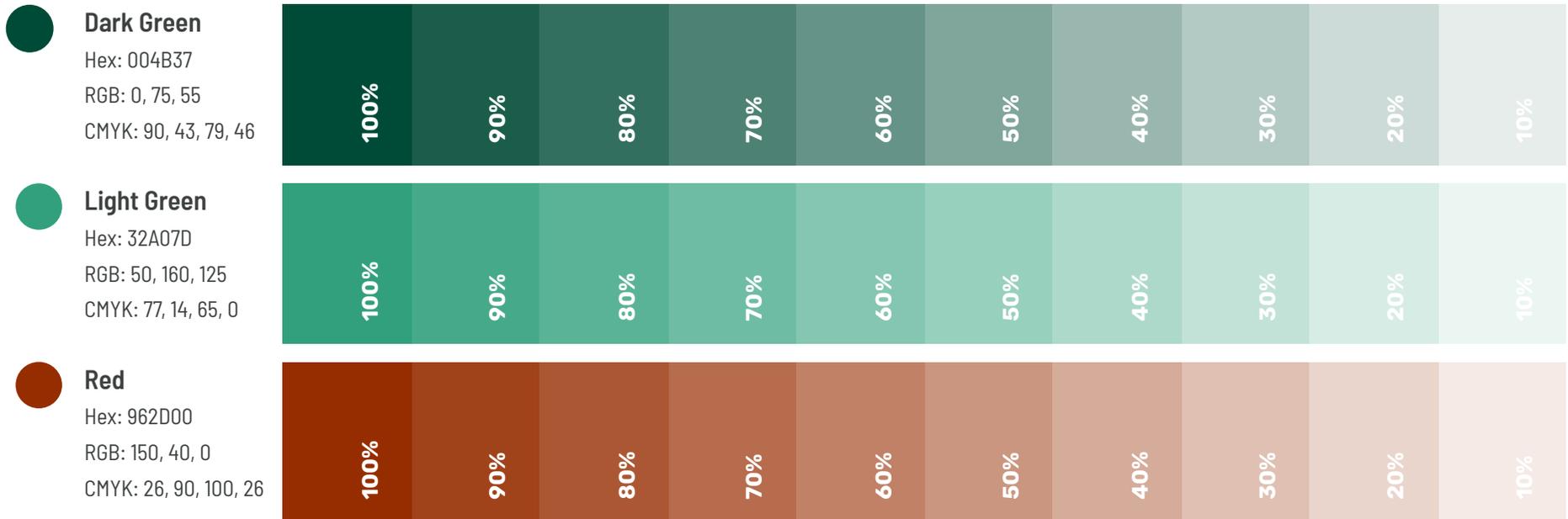
Hex: E3A82B

RGB: 227, 168, 43

CMYK: 0, 30, 100, 0

COLOUR TINTS

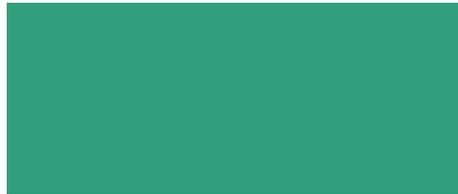
Colors tints add depth and dimension, enhancing visual appeal.



In addition to the Hex, RGB or CMYK versions of the primary palette, percentage tints of these colors is one of the most effective ways to maintain a feeling of involvement and consistency with the brand.

SECONDARY COLOURS

Secondary colours can play a crucial role and contribute to the overall visual identity.



Yellow

Hex: E8C650
RGB: 232, 198, 80
CMYK: 10, 19, 82, 0

Orange

Hex: C88819
RGB: 200, 136, 25
CMYK: 21, 48, 100, 0

Secondary colours can be used to create a visual hierarchy or to guide the audience's attention to specific elements within printed and digital applications. This can enhance readability, highlight important information and improve overall communication effectiveness.

Blue

Hex: 005C99
RGB: 0, 92, 153
CMYK: 96, 67, 13, 0



03 TYPE

UP

FONTS

TradeUpBC uses 2 Google fonts: Rubik and Barlow Semi Condensed, which were chosen for their legibility and multiples weights.

RUBIK

Rubik is used primarily for main titles and primary sub-titles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 @ # \$ % ? !

Light
Light Italic

Regular
Italic

Medium
Medium Italic

SemiBold
SemiBold Italic

Bold
Bold Italic

ExtraBold
ExtraBold Italic

Black
Black Italic

Barlow Semi Condensed

Barlow Semi Condensed is used for secondary sub-titles and body copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 @ # \$ % ? !

Light
Light Italic

Regular
Italic

Medium
Medium Italic

SemiBold
SemiBold Italic

Bold
Bold Italic

ExtraBold
ExtraBold Italic Italic

Black
Black Italic

HIERARCHY

A typographic hierarchy is an organizational system that defines how page content is read.

Print

PAGE TITLE

Rubik Bold, 20pt, Uppercase

Page Subtitle 1

Rubik Bold, 15pt, Sentence Case

Page Subtitle 2

Barlow Semi Condensed Semi Bold , 12pt, Sentence Case

Body Copy

Barlow Semi Condensed Regular , 10pt, Sentence Case

Web

H1 TITLE

Rubik Bold, 50pt, Uppercase

H2 TITLE

Rubik Bold, 40pt, Uppercase

H3 Title

Barlow Semi Condensed Semi Bold , 32pt, Sentence Case

H4 Title

Barlow Semi Condensed Medium , 26pt, Sentence Case

H5 Title

Barlow Semi Condensed Medium , 22pt, Sentence Case

Body Copy

Barlow Semi Condensed Regular , 18pt, Sentence Case

SPACING, COLOUR & WEIGHT

The use of spacing, colour size & weight help emphasize or de-emphasize information and further define visual hierarchy and page readability.



TRADES PATHWAYS

Explore a wide array of offerings across BC specifically designed to empower tradespeople. Learn about seminars, workshops, courses, and microcredentials that further elevate your skills and knowledge in your field. The following will provide resources and insights to help you maximize your experience and expertise towards advancing your career.



Hospitality

Advance your advanced management strategies, cutting-edge customer service techniques, and the latest industry trends. Whether you're aiming to climb the corporate ladder, open your own business, or refine your skills, these offerings provide the tools and knowledge you need to excel in this journey.



Construction Trades

Advances skills, cutting-edge technologies, and industry insights are necessary to thrive in this industry. Whether you're looking to refine your current skills, explore new opportunities, or advance into supervisory roles, these offerings will direct you towards the path to success.



Environmental Trades

Get equipped with the skills and knowledge required to expand your expertise. Learn about sustainability, renewable energy, green construction, and eco-friendly technologies to get ahead in your field and make a meaningful impact on the planet.



Hair & Esthetics

Stay on top in this industry expertise on staying current with trends and techniques. Whether you're aiming to master new styling techniques, enhance your esthetics skills, or open your own business, these offerings provide a pathway to realizing your aspirations.



Manufacturing

Advanced techniques, cutting-edge technologies, and leadership skills are necessary to thrive in manufacturing. Whether you're aiming to optimize production processes, work in quality control, or step into managerial roles, these offerings provide a pathway to success.



Maritime Trades

Use into advanced navigation techniques, cutting-edge machine technologies, and leadership skills in this dynamic industry. Whether you're aspiring to captain your vessel, operate in marine engineering, or step into maritime management, these courses provide the knowledge and skills to navigate the seas of opportunity.



Transportation Trades

Support the advanced logistics strategies, cutting-edge technologies, and leadership skills that are essential in this fast-paced sector. Whether you aspire to become a transportation manager, specialize in innovative logistics solutions, or take on a leadership role, these offerings provide a pathway to achieve your goals.



ALTERNATIVE CAREER JOURNEYS FOR TRADESPEOPLE

When it comes to trades training and education, there is no one-size-fits-all path to success. Discover the remarkable journeys of individuals who embarked on diverse and fulfilling career journeys using their transferable trade skills.



Anonymous

CONSTRUCTION TRADES
In from Columbia Institute of Technology, Burnaby BC

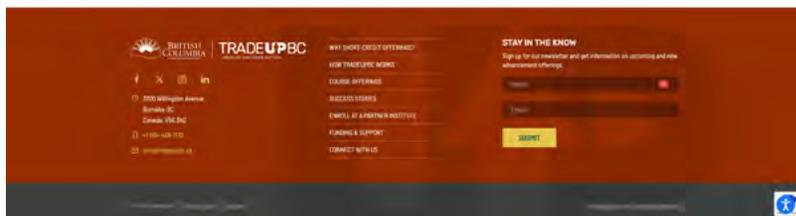
“Taking a microcredential program marked a turning point in my career. The decision to return to school for this short program opened unexpected doors of opportunity. The microcredential’s curriculum, aligned with industry trends and best practices, transformed my understanding of the construction field.”



Anonymous

TRANSPORTATION TRADES
From Columbia Institute of Technology, Burnaby BC

“I got my Red Seal in automotive when I was very young. I never knew that could be something else. While attending school, I discovered that my instructors were people from the industry who changed their career to education. From then on, I changed my career and took Adult Education. I am a full-time educator.”



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04 **BRAND**

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IMAGERY

Inclusive, diverse and natural-looking images enhance authenticity and connects with users on a relatable level.



Incorporating inclusion and diversity in imagery, while maintaining a natural, unstaged look is a crucial part of creating a welcoming brand.

By featuring a variety of faces, backgrounds, and experiences, images communicate a commitment to representing the richness of the audience. This inclusivity not only reflects societal diversity but also resonates with a broader range of visitors, fostering a sense of belonging and relevance.



ICONOGRAPHY

Icons simplify communication, conveying information quickly and intuitively in a visually engaging manner.



Changes in Technology



Climate Change



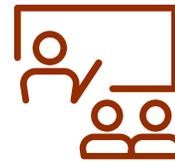
Leadership Skills



Mentorship Training



Inclusive Workplaces



Educator Training

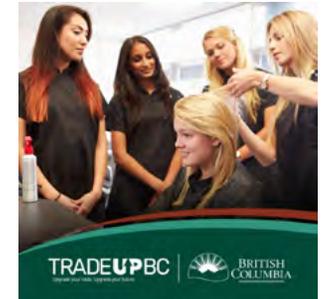


Advanced Safety Skills



SOCIAL MEDIA

Consistency in social media builds trust and reinforces your brand identity.



Reversing the TradeUpBC logo from a solid color rather than overlaying it on a photograph ensures optimal visibility and maintains brand clarity. Using a solid background provides a consistent backdrop. This prevents visual clutter or distortion that may occur when a complex logo is superimposed on a variety of diverse images.

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