

# Logo Standards



The following is a guide to the proper usage of the Anglican Diocese of British Columbia logo.

## Full logo



**One Colour:**  
Black or any dark colour may be used.



**Two Colour:**  
PMS 1797 Red  
100% Pantone Process Black  
15% Pantone Process Black  
45% Pantone Process Black



**Four Colour:**  
c:0 m:100 y:100 k:0  
c:0 m:0 y:0 k:100  
c:0 m:0 y:0 k:15  
c:0 m:0 y:0 k:45



**Reversed on black**

## Typographic logo

ANGLICAN DIOCESE  
OF BRITISH COLUMBIA

**One Colour:**  
Black or any dark colour may be used.



ANGLICAN DIOCESE  
OF BRITISH COLUMBIA

**Two Colour:**  
PMS 1797 Red  
Pantone Process Black



ANGLICAN DIOCESE  
OF BRITISH COLUMBIA

**Four Colour:**  
c:0 m:100 y:100 k:0  
c:0 m:0 y:0 k:100



ANGLICAN DIOCESE  
OF BRITISH COLUMBIA

**Reversed**

## Spacing

Allow at least 1" of white space around the logo:



## Font Usage

**Ikaros font family:**  
Ikaros sans regular

**Recommended typefaces for typesetting:**  
Avenir regular/**demi/bold**  
Avant Garde book/**demi/bold**

The following are **unacceptable** ways of reproducing the Anglican Diocese of British Columbia logo\*:



Do not reproduce in a tint or screen.



Do not alter the signature in any way, including changing the typeface or colour.



Do not add effects, including a drop shadow, bevel, or glow.



Do not reproduce in colour on a dark background.