

COMMUNITY TOURISM OPPORTUNITIES PROGRAM –
Required logo use and graphic standards – May 2012

ALL COVER DESIGNS AND TABLE OF CONTENTS PAGES MUST BE PRE-APPROVED PRIOR TO PRINTING Email your draft design to: community@totabc.com

Content and Graphic Standards for publications and or website landing pages are as follows, until further notice.

- Logo options available with various colors. Contact us for the hi-resolution files for your production.
 - Link logo to: <http://www.hellobc.com/tota>
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1) Your community identity is dominant at the top of the guide, brochure or landing page. Regional/provincial identity is secondary on the front cover at the base of the guide, brochure or landing page.

2) For publications that have a **Table of Contents** insert the following at the footer of the TOC page.

“SUPER, NATURAL BRITISH COLUMBIA and VISITOR CENTRE and all associated logos are registered trademarks of the Province of British Columbia”

3) Minimum sizes are required for use of the “**Thompson Okanagan Region / Super, Natural British Columbia, Canada**” combined logo series.

Option A)

Using the Super Natural BC logo section as your point of reference, the height between the bottom of the word Canada and the top of the logo (oval) must be no less than **13** millimetre or **.5** of an inch, this applies to either the horizontal or vertical orientation. (ACTUAL MINIMUM SIZE). Refer to Tourism BC Guide for more details.

Thompson
Okanagan
REGION



Option B)

Vertical logo sample only.

Thompson
Okanagan
REGION

