

**Business Council
of Canada**



**Conseil canadien
des affaires**

Brand Guidelines

Consistent application of our brand is key to its success. Please read through the guidelines laid out in this document before using any brand asset. To request assets, clarify use, or request a download code, please contact callum.smith@thebusinesscouncil.ca

In this document you will find:

- The BCC official colour palette
- Preferred and acceptable typefaces and weights
- The do's and don'ts of logo usage and application
- How to access brand assets and kits

Colour Palette

Blue and yellow are our primary colours. These are supported by our secondary accent colours. Never use a blue or yellow shade which is not listed above.



Typography

Wherever possible, the Business Council of Canada uses Proxima Nova in Bold and Regular weights. When not available, Helvetica or Arial are common acceptable substitutes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

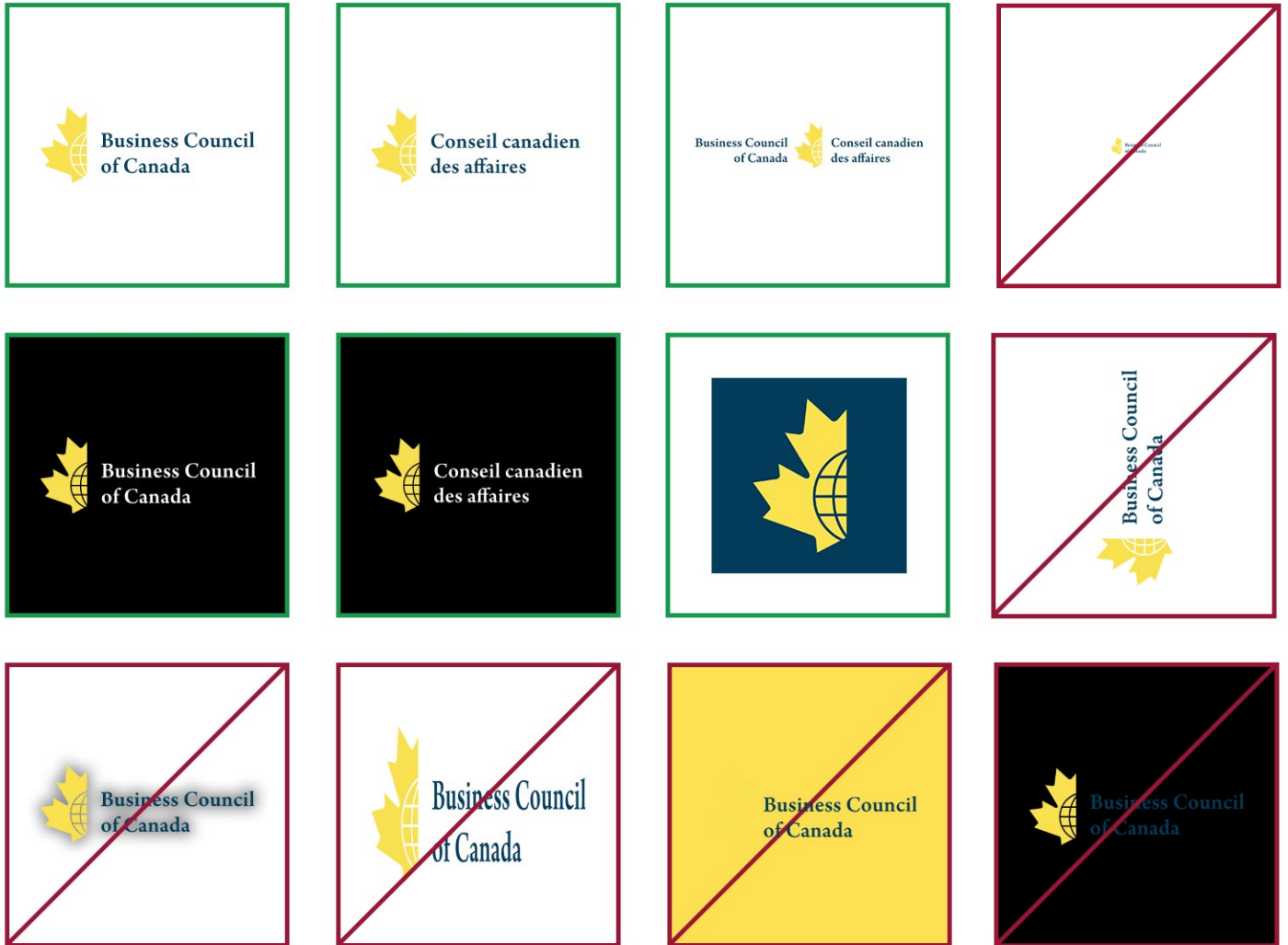
abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+-=

Logo Usage

Our logo comes in 7 variations. Please use the English or French only variations unless in a bilingual application. Never alter, stretch, distort, or place a logo on a busy or non-complimentary background.



Logo Usage

Never crowd the logos (allow white space around any logo application). A good rule of thumb is to take the height of the leaf emblem above the globe (in green above), and apply that amount of unobstructed white space around all sides of the logo (see illustration below).



Assets & Kits

A number of assets and downloadable kits are available from thebusinesscouncil.ca/assets.

These include:

- Logo Kit
- Video Kit
- Podcast Kit
- President Kit
- Template Kit
- Brand Kit
- Media Kit

[Access Kits](#)

