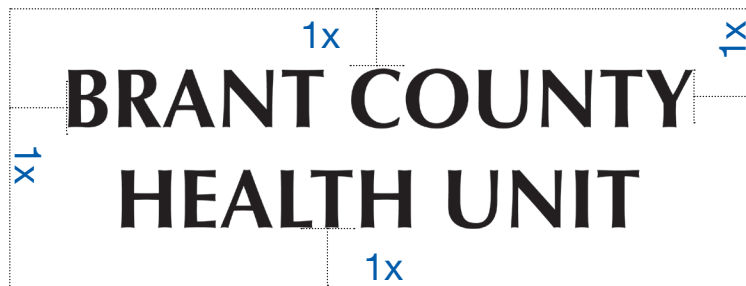


Minimum Surrounding Space

In order to maximize the impression, the BCHU logo requires sufficient clear space isolating it from other graphic elements. A minimum amount of protected space should always surround the logo in order to separate it from headlines, text, imagery and the outer edge of a document.

BRANT COUNTY 1x
HEALTH UNIT

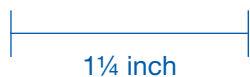


The protected space (1x) = the height of a line of the text, as shown above.

Minimum Size

To protect the integrity and clarity of the BCHU logo, the logo should never appear smaller than 1¼ inch wide.

**BRANT COUNTY
HEALTH UNIT**



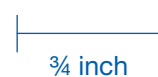
Minimum Size

**BRANT COUNTY
HEALTH UNIT**



Too Small





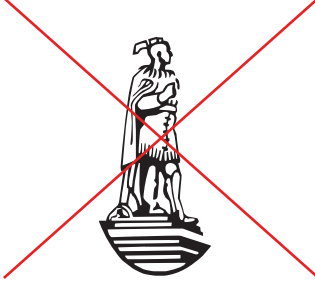




**BRANT COUNTY
HEALTH UNIT**



Too Small

Inappropriate Logo Use

The consistent application of the BCHU logo is essential to building and maintaining brand identity. The logo should never be altered or redrawn in any way. While not an exhaustive list, the examples below illustrate some incorrect uses and deviations to avoid.

		
<p>DO NOT rotate the logo</p>	<p>DO NOT add extra text</p>	<p>DO NOT change the colour</p>
		
<p>DO NOT distort or alter the logo proportions</p>	<p>DO NOT use pieces of the logo</p>	<p>DO NOT change the logo configurations</p>
		
<p>DO NOT use a background with insufficient contrast.</p>	<p>DO NOT add graphic elements (like a drop shadow)</p>	<p>DO NOT use a web site logo in print materials</p>