



GRAPHIC STANDARDS MANUAL

Logo Use Policy

Introduction

The logo of the Bureau de la sécurité privée (BSP) constitutes its brand identity. It is registered as an official mark under the *Trade-Mark Act* (R.S.C., 1985, c. T-13). BSP therefore owns and has exclusive use of its logo. However, it may authorize licences to use the logo to be granted to third party, in accordance with the terms and conditions set out in this policy.

Visual Meaning

The symbol is a spiral made up of small dots that surround the name, suggesting protection and harmony.

The image as a whole gives the impression of moving and turning, which can be interpreted as a symbolic representation of private security stakeholders joining forces to promote an industry of trust.



Official Logo

The BSP Logo is available in two versions: “Signature” and “Licensee”.

“Signature”



“Licensee”



“Addition of Class”



Colors and Equivalences

The “Signature” logo is available in five (5) different colors, while there is three (3) variations of the “Licensee” logo.

When possible, the logo is used in color and must comply with the color chart provided hereby. The typographical characters must be grey, black or white, depending on the version chosen.

If the color is not available in the production of printed documents, the logo shall be reproduced entirely in black and white or in reverse black.

When the logo is used on an image, a reversed version is mandatory.

“Original”



“Reversed Eggplant”



“Reversed Grey”



“Black and White”



“Reversed Black”



Printed Média

Pantone : 7449
CMYK : 68/85/29/74

Pantone : 443
CMYK : 46/29/33/5

Digital Média

RGB : 60-38-57

RGB : 148-157-158

Protection Zone

A protection zone is necessary in order to highlight the image of the BSP. This zone shall be of a size equivalent to the height of a “B” and be free from any text or graphic element.



Minimum Size

For legibility reasons, the width of the BSP word should be at least 12.7 mm (0.5 in).



Entire Logo

Regardless of the medium used (paper, computer, or other), the logo must always be used in its entirety and must respect the following rules:

- The position of the elements of the logo, with respect to each other, must be respected.
- The logo must always distinguish from the background. It is therefore necessary to ensure that the surrounding area is free of any graphic or typographical element.
- No part of it may be used separately for decorative or other purposes.
- The words “BSP” and the words “Bureau de la sécurité privée” or the license number (depending on the version of the logo) are an integral part of it.
- Typographic characters must always appear in the Gotham font.
- The logo should never be redrawn. We can neither distort it nor incorporate other elements.
- The logo can be reduced or enlarged, but it must always retain its current proportions (do not stretch the logo in width or height).



Do not change proportions or position of elements.



Do not use the official logo on an image.



Do not use elements for decorative or other purposes.



Do not use “BSP” without the words “Bureau de la sécurité privée” or a licence number.



Do not change typography.



Do not distort the logo.



Do not stretch the logo.



Do not change the colors of elements.

General Terms of Use

BSP LICENSEES

Agent and agency holding a valid licence issued by BSP, must use the “Licensee” version of the logo, consisting of the “BSP” with their licence number(s). Under no circumstances can they use the “Signature” version of the logo.

GENERAL PUBLIC

Any person, other than an agent of an agency licence holder, must use the “Signature” version of the logo.

AUTHORIZATION REQUEST

Anyone wishing to use the BSP logo must first request it to the Communications Department, by email at communications@bspquebec.ca, indicating:

- In which version the logo requested: “Signature” or “Licensee”.
- In which color the logo is requested: Original, Reversed Eggplant, Reversed Grey, Black and White, Reversed Black.
- The required format: EPS, PDF, JPEG, PNG.
- The intended use.

In addition, any reproduction must be made from an authorized original format and may only be made for the intended use declared by the person to whom BSP has granted an authorization.

BSP reserves the right to refuse to authorize the use of its logo if it considers, at its sole discretion, that the intended use is incompatible with its trademark or mission.

Any person using the logo must ensure that it is not represented in such a way as to suggest that the advertisement or documents originate from or are approved by BSP.

Compliance with Terms of use

Any use of the BSP logo in breach of these graphics standards violates the official BSP mark and is strictly prohibited.

In addition, it is important that everyone is committed to rigorously enforcing the rules on the use of visual identity. Indeed, an organization such as the BSP must respect its image and signature. Its logo must support a solid, coherent and homogeneous image, easily recognizable by the public. The collective respect of these terms of use is a means of reinforcing BSP's notoriety and the licence holders' identity, thus contributing to the protection of the public.

In the event of a breach of these terms of use, BSP may, in its sole discretion, require the user to make corrections or to cease to use the logo. The persons concerned shall comply as soon as possible, failing which any procedure necessary to put an end to this violation of BSP official mark may be taken.

FOR MORE INFORMATION

Please do not hesitate to contact our Communications Department if you have any questions about the logo, including its use or parameters, at the following contact information:

Communications Department
514 748-7480, ext. 1706 | 1 877 748-7483
communications@bspquebec.ca



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Saint-Laurent (Québec) H4T 1Z9

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