



BSP Bureau de la
Sécurité privée

**Graphic Standards
Guide**

March 2025

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1. Introduction

The Bureau de la sécurité privée (BSP) plays a key role in protecting the public and promoting the different areas of expertise in the private security sector. This graphic standards guide aims to standardize and clarify the visual identity of the BSP, ensuring optimal consistency across all communications, whether internal or external.

This manual, which neatly gathers all the guidelines for using the BSP's logo, colour palette, fonts, and related visual elements, ensures that all stakeholders—including internal teams, collaborators, vendors, and agencies—can consistently and effectively represent the BSP's visual identity.

Compliance with these standards will help to humanize communication and promote members, while facilitating recognition of the BSP among the general public.

2. Visual Identity

2.1 Logo and Variations

Main logo and protection zone



Simplified logo



The logo of the Bureau de la sécurité privée (BSP) has established its brand identity.

It is registered as an official trademark under the Trade Marks Act, R.S.C. (1985), ch. T-13. The BSP therefore has the exclusive ownership and use of its logo.

However, it may authorize the granting of user licenses to other individuals, according to the terms and conditions it has established in this policy.

Reversed colour versions



Black and white version



Reversed black and white version



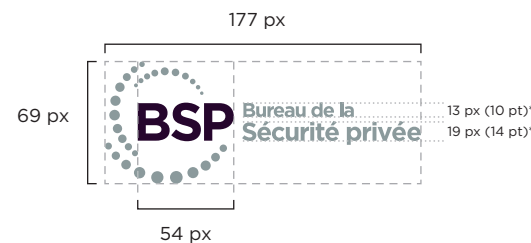
Minimum printed size

The width of the BSP acronym must be at least 12.7 mm (0.5 in).



Minimum web and digital size

At screen resolution, this rule must be translated into pixels. The minimum width of the acronym ensuring a good reading of the scanner is 54 pixels, totalling 177 X 69 pixels for the complete logo without the protection zone.



Important: At screen resolution, this rule must be translated into pixels. The minimum width of the acronym ensuring a good reading of the scanner is 54 pixels, totalling 177 X 69 pixels for the complete logo without the protection zone.

*These sizes comply with WCAG recommendations (*Web Content Accessibility Guidelines*).

Source: <https://webaim.org/techniques/fonts/>

2. Visual Identity

2.1 Logo and Variations

BSP License Holder

To prevent the BSP brand identity from being mistaken for that of BSP license holders, the latter must only use the designated version of the BSP acronym with the number(s) of their valid agent or agency permit. They are also authorized to use this logo on their stationery, their website, their equipment (uniforms, cars, etc.), or on any other medium accepted by the BSP.

The font to be used for the overprinting of the license number(s) is **Montserrat ExtraBold**.

Licence holder



Adding a category



Font: Gotham Black (or Montserrat ExtraBold)
Colour: K 100 (or reversed white)
Vertical alignment: centred with the acronym BSP

2. Visual Identity

2.1 Logo and Variations

Examples of improper use of the logo



Do not stretch the logo.



Do not distort the logo.



Do not change the proportions or position of the elements.



Do not modify the typography.



Do not modify the colours of the logo.



Do not use background colours other than those recommended.



Do not convert the official colours of the logo to shades of grey.



Never place the official logo on a complex image. Opt instead for the black and white and reverse colour versions, on an open area, free of details, offering sufficient contrast.



In an image, do not use the official logo in reverse colour in a box.

2. Visual Identity

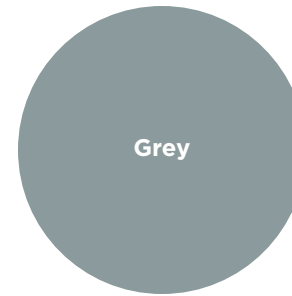
2.2 Colour Palette

For **printed materials**, it is preferable to use black or aubergine writing on a white background.

On the **web**, on the other hand, it is preferable to use the primary colours (and their colour charts) in the background with white text.

Accent **yellow** will be used to highlight calls to action or key elements. It will be used sparingly.

Primary colours



Pantone	7449 C	443 C
CMJK	68 / 85 / 29 / 74	46 / 29 / 33 / 5
RVB	47 / 21 / 46	148 / 157 / 158
HEX	#2F152E	#949D9E

Colour charts



50%
#978A96



25%
#CBC4CB



12,5%
#E5E2E5



50%
#C9CECE

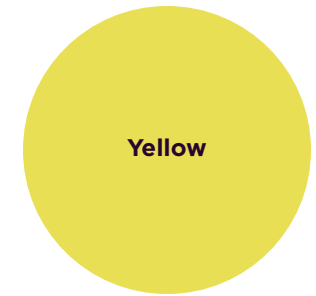


25%
#E4E6E7



12,5%
#F2F3F3

Accent colour



Pantone	603 C
CMJK	10 / 4 / 80 / 0
RVB	236 / 227 / 84
HEX	#ECE354



75%
#EFE584



50%
#F4ECAB



25%
#F8F4D3

2. Visual Identity

2.2 Colour Palette

Examples of use on various backgrounds

Recommended main uses



Colour logo on shaded background



Monochrome on shade or solid colour



Examples of prohibited uses

Colour logo on shade of yellow



Colour logo on too dark a shade



Reversed colour logo on too light a shade



2. Visual Identity

2.3 Fonts

Main font

Gotham is the font used in BSP's visual identity and must never be replaced by any other font, including the alternate typeface. It may be used for print or static digital applications—i.e., those that do not require editable dynamic text. This font is protected by a usage license.

Gotham

Light *Italic*
Book *Italic*
Medium *Italic*
Bold *Italic*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. *Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.* Duis autem vel eum iriure dolor in hendrerit in vulputate. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euismod tincidunt laoreet dolore.

Alternative font

For digital applications requiring editable dynamic text—including websites, email clients, PowerPoint presentations, Microsoft Word documents, and others—the default font must be replaced with the Google font **Montserrat**. This font is free to download and can be installed on all Mac and PC operating systems. For the sake of consistency and uniformity, this font must also be used in the production of agency licenses.

› <https://fonts.google.com/specimen/Montserrat>

Montserrat

Light *Italic*
Regular *Italic*
SemiBold *Italic*
Bold *Italic*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. *Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.* Duis autem vel eum iriure dolor in hendrerit in vulputate. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euismod tincidunt laoreet dolore.

Internal communications

Aptos is the default Microsoft platform font to be used for internal communications.

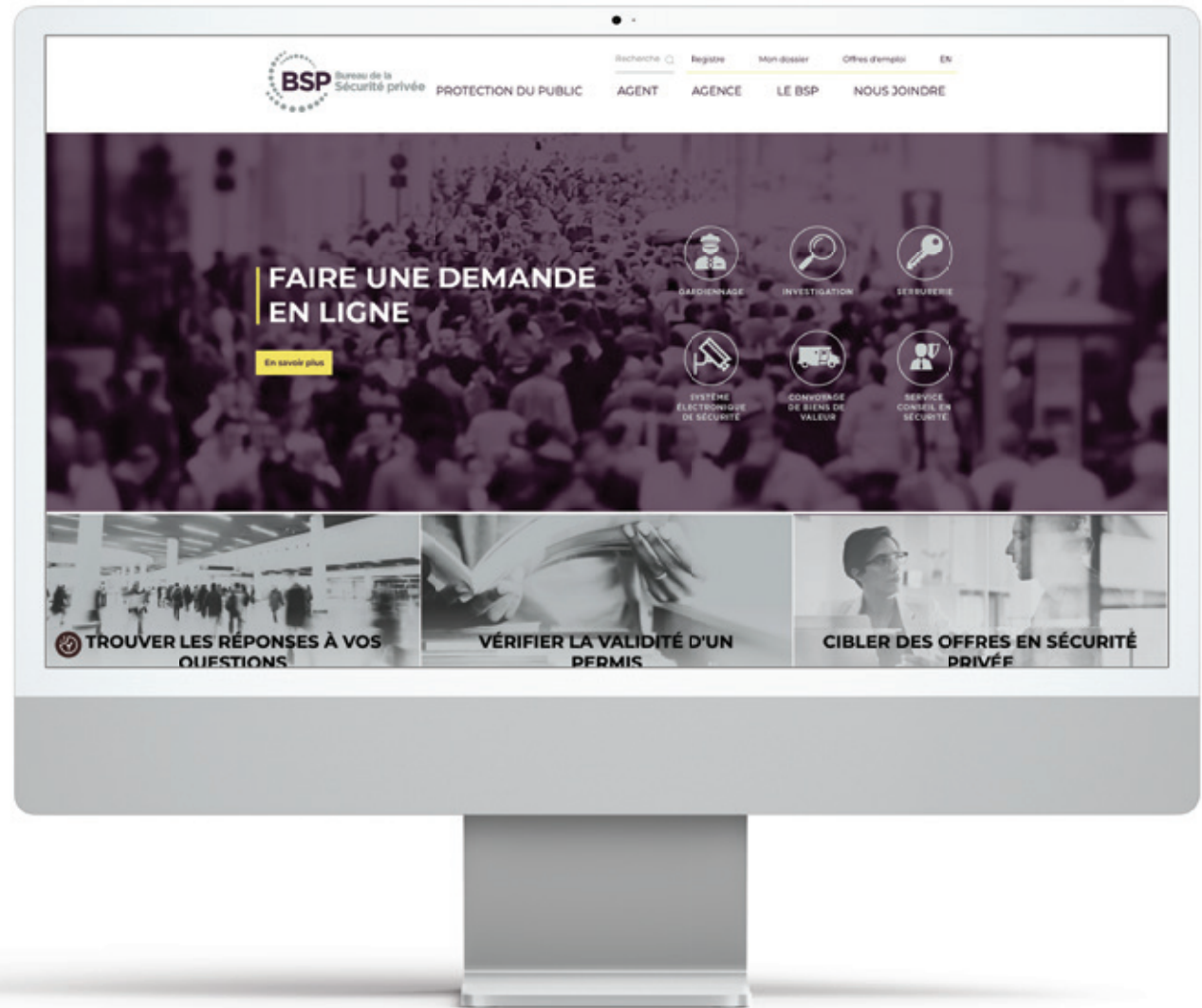
Aptos

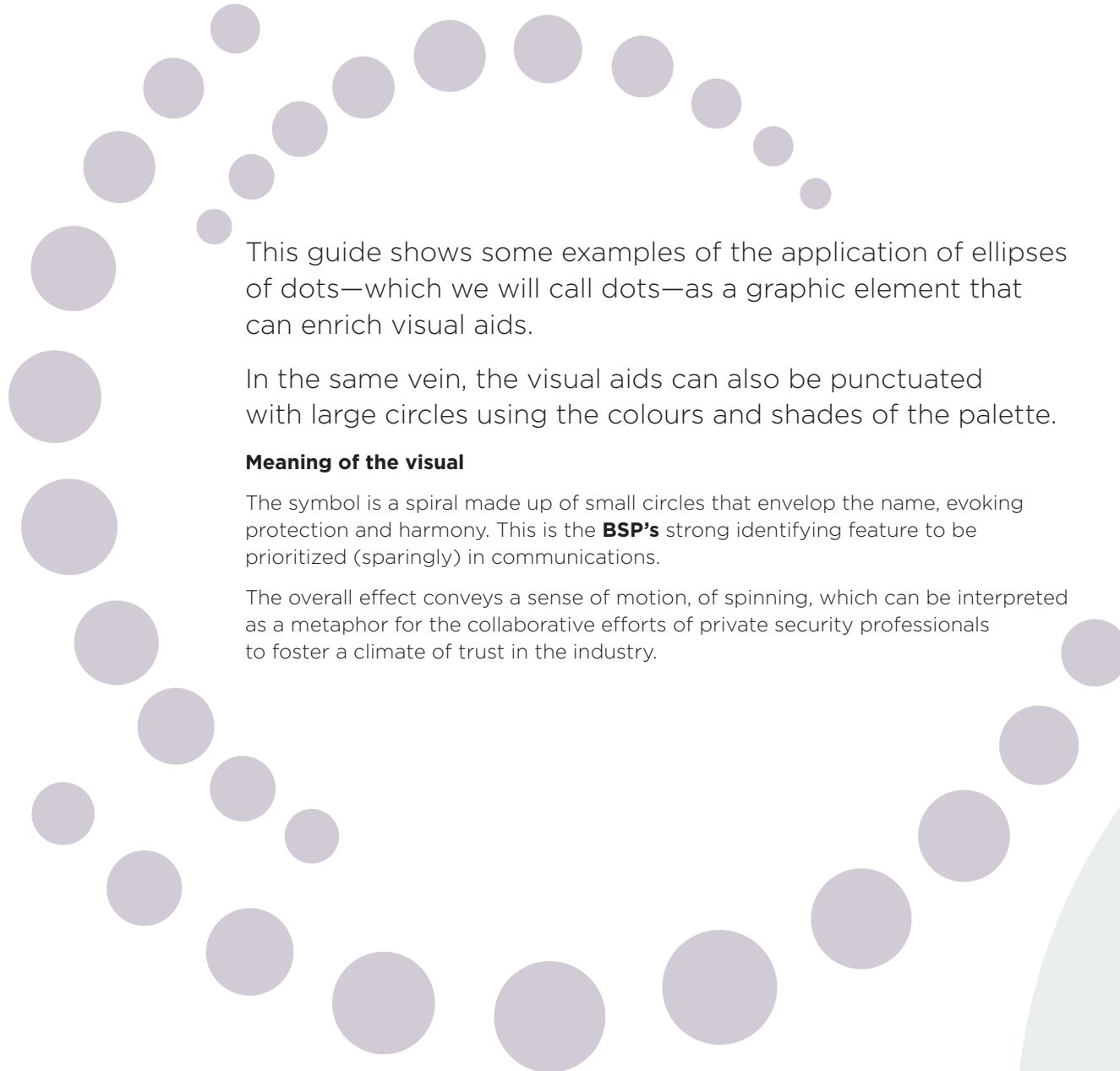
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. *Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.* Duis autem vel eum iriure dolor in hendrerit in vulputate. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euismod tincidunt laoreet dolore.

3. Iconography and Graphic Elements

3.1 Icons and Pictograms

-  GUARDING
-  INVESTIGATION
-  LOCKSMITHING
-  SURVEILLANCE
-  SECURE TRANSPORT
-  CONSULTING





This guide shows some examples of the application of ellipses of dots—which we will call dots—as a graphic element that can enrich visual aids.

In the same vein, the visual aids can also be punctuated with large circles using the colours and shades of the palette.

Meaning of the visual

The symbol is a spiral made up of small circles that envelop the name, evoking protection and harmony. This is the **BSP's** strong identifying feature to be prioritized (sparingly) in communications.

The overall effect conveys a sense of motion, of spinning, which can be interpreted as a metaphor for the collaborative efforts of private security professionals to foster a climate of trust in the industry.

4. Photography Guidelines

The images in this manual are meant to spark ideas and illustrate how the brand can be applied. They do not at all relate to any existing resources or possessions of the BSP. These visual indications are intended solely as a reference.

The photography style reflects authenticity and captures real moments.

Images are bright and well contrasted.

When possible, the brand's colour palette should inspire the choice of tones.



5. Practical Applications

5.1 Communication Materials



5. Practical Applications

5.1 Communication Materials



5. Practical Applications

5.2 Promotional Material and Apparel



The two primary colours (Aubergine and grey) are preferred for promotional material.

5. Practical Applications

5.3 Workspace and Vehicle Branding (For Agencies or Licensed Companies)



6. Eco-design and Best Practices

To minimize the environmental impact, it is advisable to follow these simple principles:

- In digital, favour a reduced colour palette, preferably dark colours (black). Opt for clean graphic montages, without complex details, in order to reduce unnecessary energy consumption.
- When printing communication materials becomes essential, make sure to leave ample white space in your designs. This will help avoid visual clutter and reduce ink consumption.

7. General Usage Rules

BSP licensees

Holders of valid agent and agency licenses issued by the BSP must use the “Licensee” version of the logo, consisting of the BSP acronym accompanied by their license number(s). Under no circumstances may they use the “Signature” version of the logo.

General public

Anyone who is not an agent or agency licensee must use the “Signature” version of the logo.

Request for authorization

Anyone wishing to use the BSP logo must first submit a request to the Communications Department by e-mail to communications@bspquebec.ca, specifying:

- the version of the logo requested: Signature, Acronym, or Licensee;
- the colour version requested: Original, Reverse Eggplant, Reverse Grey, Black and White, Reverse Black;
- the file format requested: EPS, PDF, JPEG, PNG;
- the intended use.

Furthermore, any reproduction must be made from an authorized original format, and may only be used for the purpose declared by the individual to whom the BSP has granted permission.

The BSP reserves the right to deny authorization for the use of its logo if, at its sole discretion, the intended use by the applicant is incompatible with its brand or mission.

Anyone using the logo must ensure that it is not presented in a way that could imply that the advertisement or document originates from, or is endorsed by, the BSP.

Terms of use

Any use of the BSP logo that violates these graphic standards infringes upon the official BSP’s official trademark and is strictly prohibited.

It is also essential that all parties rigorously apply the established rules governing the use of the visual identity. As a public-facing organization, the BSP must safeguard the integrity of its image and brand. Its logo should convey a strong, coherent, and unified identity that is easily recognizable by the public.

In this regard, collective compliance with the terms of use helps to strengthen the BSP’s reputation, reinforce the identity of its licensees, and ultimately contribute to the protection of the public.

In the event of a breach or failure to comply with these usage rules, the BSP may, at its sole discretion, require the user to make corrections or cease using the logo. If the user fails to comply within a reasonable time frame, the BSP reserves the right to take any necessary action to halt the unauthorized use of its official trademark.



For more information

If you have any questions about graphic standards, including logo use and parameters, please contact our communications department at the following:

Communications Department

communications@bspquebec.ca
514 748-7480 | 1 877 748-7483

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March 2025