



**BRITISH COLUMBIA'S
NATUROPATHIC DOCTORS
BRAND GUIDELINES**

[WWW.BCND.CA](http://www.bcnd.ca)



[WWW.BCND.CA](http://www.bcnnd.ca)

CONTENTS

OUR VISION

5

BRAND IDENTITY

7

Clear Space
Minimum Sizing
Incorrect Usage

9

11

13

COLOUR

15

Colour Standards
Brand Identity Use on Backgrounds

17

19

SECONDARY BRAND IDENTITY

27

Clear Space
Minimum Sizing
Incorrect Usage
Colour Standards

29

29

29

29

TYPOGRAPHY STYLE

31

Digital
Print

31

33



BC NATUROPATHIC
DOCTORS

WWW.BCND.CA

OUR VISION

“First, do no harm”

BCND makes a meaningful difference in improving health care for British Columbians by working alongside our members to achieve quality patient care through engagement, collaboration, and naturopathic physician leadership.



Licensed Naturopathic Doctors Work Here.

Make sure your health care provider is a regulated, licensed and accountable professional.

Licensed naturopathic doctors:

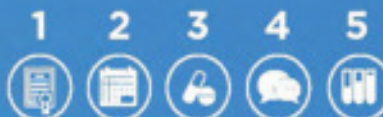
- graduated from an accredited naturopathic college
- passed rigorous professional entrance exams
- keep their knowledge and skills current
- act in the best interest of patients
- carry professional liability insurance
- are accountable to a regulatory college that upholds professional standards
- provide consults that can be claimed on most extended health plans and all personal health spending accounts
- provide consultations and in-clinic services which are tax free

BC NATUROPATHIC DOCTORS

For more information on finding a licensed ND in your area, contact the BCNA at bcna.ca

NATUROPATHIC DOCTOR BENEFITS

TOP 5 BENEFITS OF SEEING A NATUROPATHIC DOCTOR IN BC



- 1. EDUCATION**
NDs have extensive training. They must be certified for each province. They must be certified for each province. They must be certified for each province.
- 2. HEALTH PLAN**
NDs are accountable to a regulatory college that upholds professional standards. They must be certified for each province. They must be certified for each province.
- 3. ACCOUNTABILITY**
NDs are accountable to a regulatory college that upholds professional standards. They must be certified for each province. They must be certified for each province.
- 4. PATIENT INTEREST**
NDs are accountable to a regulatory college that upholds professional standards. They must be certified for each province. They must be certified for each province.
- 5. TAX FREE**
NDs are accountable to a regulatory college that upholds professional standards. They must be certified for each province. They must be certified for each province.

BC NATUROPATHIC DOCTORS

PROFESSIONAL MEMBERSHIP HAS ITS BENEFITS

BCND advances naturopathic medicine in BC. BCND conducts business which results in success for its members. www.bcnd.ca



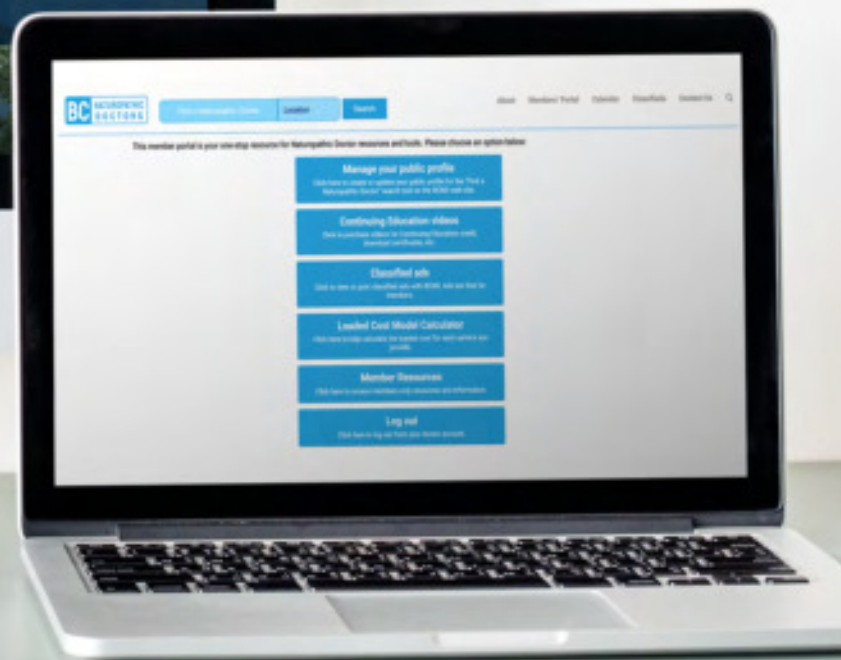
A huge amount of member benefits can be found on the member resources tab online. Login to access benefits.

BC NATUROPATHIC DOCTORS
<https://members.bcnd.ca/>

BRAND IDENTITY

The BCND brand identity represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality and assurance. It is and should always be, the most consistent component in our communications. In order to maintain this consistency, these guidelines should be applied and followed.





BRAND IDENTITY

CLEAR SPACE

Clear space refers to the area around the brand identity which must remain free from other copy or graphic elements to ensure that it is not obscured. As the diagram indicates, the 'clear space' is equal to **half the height** of the BCND logo, on all sides. Whenever possible, this amount of clear space should be implemented.



Text can be safely displayed **OUTSIDE** the dotted line.



BRAND IDENTITY

MINIMUM SIZING

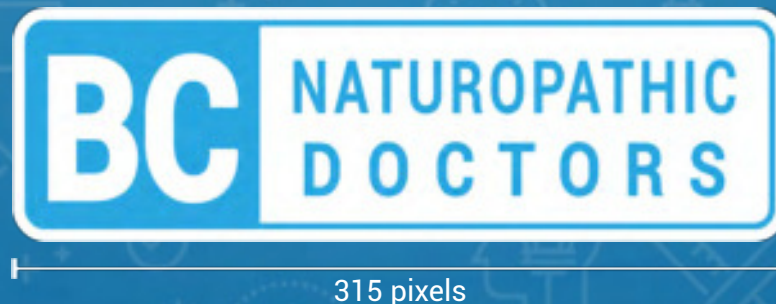
PRINT

To ensure the clarity and legibility of the brand identity in print applications it is recommended that it never be reproduced less than 55 mm in width.



DIGITAL

To ensure the clarity and legibility of the brand identity in print applications it is recommended that it never be reproduced less than 315 pixels in width.





BRAND IDENTITY

INCORRECT USAGE

Our brand identity is very important to us and much time has been spent carefully crafting it. Do not alter or add to the brand identity, nor create your own version of it. Use only the official brand identity files in all communications. The examples set out below show many – but by no means all – common errors that must be avoided. Whilst they do not cover every possible scenario, they demonstrate what is acceptable and what is not.

X DO NOT ALTER, SEPARATE OR REMOVE ANY ELEMENTS.



X DO NOT STRETCH, SQUASH OR DISTORT THE BRAND IDENTITY.



X DO NOT USE IT AS A WATERMARK OR DECORATIVE DEVICE.



X DO NOT RECREATE THE BRAND IDENTITY IN ANY TYPEFACE.



X DO NOT ROTATE THE BRAND IDENTITY.



X DO NOT FLIP THE BRAND IDENTITY.



X DO NOT CROP OR USE ANY PART IN ISOLATION.



X DO NOT CHANGE THE COLOURS OF THE BRAND IDENTITY.



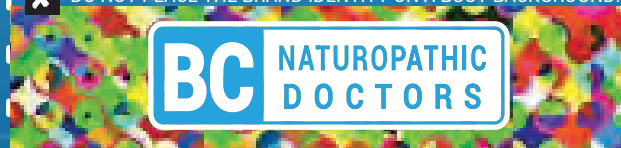
X DO NOT ADD VISUAL EFFECTS TO THE BRAND IDENTITY.



X DO NOT ADD ELEMENTS TO THE BRAND IDENTITY.



X DO NOT PLACE THE BRAND IDENTITY ON A BUSY BACKGROUND.



X DO NOT THE BRAND IDENTITY AS A REPEAT PATTERN.





BC NATUROPATHIC
DOCTORS

2220 Pine Street Vancouver, BC V6J 5B4
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+1 604 581-12 12

BC NATUROPATHIC
DOCTORS

BC NATUROPATHIC
DOCTORS

BCND

COLOUR

COLOUR

Colour is an integral part of our visual vocabulary and helps to quickly identify our brand. Colour promotes a unified brand identity when carried through all points of communication. It is important to be consistent in our use of colour.

Our signature colour is fundamentally important to our visual style and is the only colour that may be applied to our brand identity.

It is essential that it is used and reproduced well to ensure brand recognition.

Stock, printing technique and media can affect the appearance of our colours.

The colour swatches below give an indication of colour matching for full colour printing and digital applications.

COLOUR PALETTE FOR BCND BRAND IDENTITY

BCND Blue

C	M	Y	K	R	G	B	HEX
71	19	0	0	45	164	221	#2DA4DD



COLOUR

COLOUR STANDARDS

The colours used in our brand identity treatments play a critical role in strengthening its overall impact. Our brand identity should always be used in colour. In instances where this is not possible, a single colour version of it is permitted.

COLOUR BRAND IDENTITY



SINGLE COLOUR BRAND IDENTITY



BC NATUROPATHIC
DOCTORS

WWW.**BCND**.CA

COLOUR

BRAND IDENTITY USE ON BACKGROUNDS

It is preferable to use background colours and photography that showcases the brand identity. Avoid using the **SINGLE COLOUR** brand identity on a busy background or on a background of similar colours. The Master logo with white outline should be used,

BRAND IDENTITY USED CORRECTLY ON SUITABLE BACKGROUND IMAGE

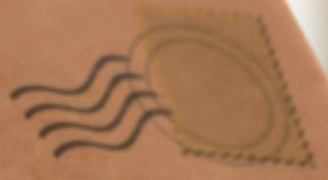


BRAND IDENTITY ON SUITABLE BACKGROUND IMAGE



BC NATUROPATHIC DOCTORS

BC's Naturopathic Doctors
2238 Pine St
Vancouver BC
V6J 5G4
www.bcnat.ca



COLOUR

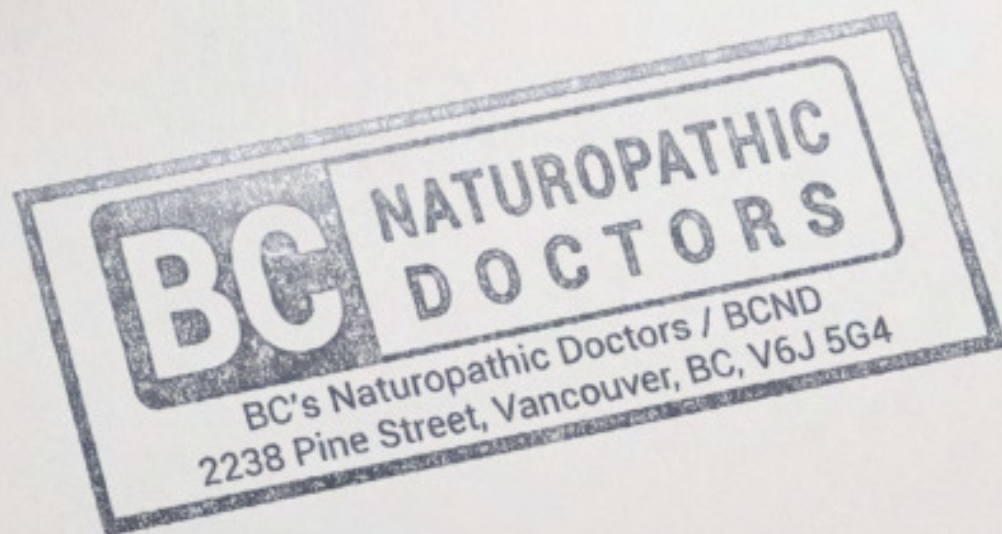
COLOUR STANDARDS CONTINUED

SINGLE COLOUR BRAND IDENTITY ON BCND BLUE



SINGLE COLOUR BRAND IDENTITY ON BLACK AND WHITE





COLOUR

SINGLE COLOUR BRAND IDENTITY USE ON BACKGROUNDS

The below examples show incorrect uses of the single colour brand identity. The brand identity could be moved to a higher area of contrast or the master logo can be used.

SINGLE COLOUR BRAND IDENTITY USED INCORRECTLY



SINGLE COLOR BRAND IDENTITY USED INCORRECTLY





BC NATUROPATHIC
DOCTORS

COLOUR

SINGLE COLOUR BRAND IDENTITY USE ON BACKGROUNDS

When using the single brand identity on a busy background instead of the white outlined master logo always place the logo in a corner of higher contrast. Again, the master brand with white outline is preferred where design allows.

SINGLE COLOUR BRAND IDENTITY USED CORRECTLY



SINGLE COLOUR BRAND IDENTITY USED CORRECTLY



A close-up photograph of a person wearing a white lab coat. Their arms are crossed over their chest. They are wearing a blue lanyard around their neck. On the left side of the lab coat, there is a blue and white logo that reads "BCND".

BCND

SECONDARY BRAND IDENTITY

In certain applications it may be preferable to use the BCND Secondary Logo. It is smaller and more compact whilst still retaining the impact and message of the Master Logo





SECONDARY BRAND IDENTITY

**PLEASE APPLY THE SAME USAGE GUIDELINES
AS FOUND ON PAGES 9 - 25 OF THIS DOCUMENT**





Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

www.bcnd.ca

TYPOGRAPHY STYLE

Typography is a very powerful communications tool and is of paramount importance in creating our distinctive corporate style and bringing our brand to life.

DIGITAL

Our brand identity uses a neo-grotesque sans-serif typeface family developed by Google called; **Roboto**

The entire typeface family is available for free here:
<https://fonts.google.com/specimen/Roboto>

All official correspondence should use Roboto Normal.
Bold, Italic, Thin & Black are reserved for design.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



Killian Stone

Communications Manager

BC's Naturopathic Doctors

 kstone@bcnd.ca

 www.bcnd.ca



TYPOGRAPHY STYLE

PRINT

Our brand identity uses a humanist sans-serif typeface designed by Dutch designer Martin Majoor called Scala Sans Pro for print publications.

The Scala Sans Pro font family consists of a number of weights and when used together, from headlines to body copy, they convey a strong visual message.

Scala Sans Pro

The entire typeface family is available for a cost here:
<https://www.fontshop.com/families/ff-scala-sans>

All printed correspondence should use Scala Sans Pro.

Scala Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*DO NOT use typefaces other than the ones specified.

This clinic has a **BC NATUROPATHIC DOCTORS**
Naturopathic Doctor
Certified in *Immunization*



Talk to your ND about
Immunization today!

VIRTUAL
NATUROPATHIC MEDICINE

BC NATUROPATHIC DOCTORS

WWW.BCND.CA



Licensed naturopathic doctors in BC are available for in-person clinic visits and also via virtual care. Secure video calls offer patients and families flexibility to receive care without an in-clinic visit, often right from your smartphone. Not having to travel by vehicle can reduce stress, when used appropriately. Virtual visits are covered by most extended health plans.



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BCND branding, artwork and guidelines designed by
Killian Stone - BCND Communications Manager