



Forest Enhancement
Society of BC

IDENTITY AND LOGO

GRAPHIC STANDARDS MANUAL JANUARY 2026

WELCOME

This Graphic Standards Manual contains the tools necessary for using the Forest Enhancement Society of BC (FESBC) logo and brand in various media formats.

TABLE OF CONTENTS

INTRODUCTION

UNDERSTANDING THE FILES	2
-------------------------	---

FILE FORMATS	3
--------------	---

TYPOGRAPHY

UNDERSTANDING FONTS	4
---------------------	---

INSTALLING FONTS	5
------------------	---

USING FONTS	6
-------------	---

USING THE LOGO

ORIENTATION	7
-------------	---

SPACING	8
---------	---

MINIMUM SIZING	9
----------------	---

BACKGROUNDS	10
-------------	----

COLOUR OPTIONS	11
----------------	----

COLOUR SWATCHES	12
-----------------	----

IMPROPER USAGE	13
----------------	----

UNDERSTANDING THE FILES

All of the electronic file names contain key segments that identify the format.

The illustration below outlines these segments and what they refer to for file naming.

FESBC_Horizontal_FullColour_CMYK.eps



FILE FORMATS

You will notice there are different formats for your digital files:

.JPG or .PNG:

A JPG or PNG file can be used for quick and easy use and can be placed in programs such as Microsoft Word or Power Point. A JPG is like a snapshot of the original file, and can be e-mailed for easy viewing, used for web, and sized up and down easily in many programs. A PNG is similar to a JPG but contains a transparent background so the file can be placed on colours other than white.

EPS (Also Known as Vector):

An EPS file is the logo in its original format, and is used by the designer, a sign company, or a publication's creative department (ie. newspaper) whenever the isolated logo needs to be printed in high quality. These files cannot be opened on computers without design software, but it is important to keep these safely filed for future use and sending to publications and designers.

.PDF

This is a print-ready file of a layout piece, such as a business card or letterhead.

UNDERSTANDING THE FONTS

There is one font used in the FESBC brand named "Kanit" and is available in 18 different weights. These weights, along with the use of varied size, colour, cases, and spacing attributes, allow varied contrast and typographic emphasis throughout the brand. This is a Google Font and can be downloaded for free at: fonts.google.com

The fonts have been provided for your use with the logo files and this manual.

Kanit

Thin	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	
<i>Thin Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</i>	
Extra Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	
<i>Extra Light Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</i>	
Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	
<i>Light Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</i>	
Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	
<i>Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</i>	
Medium	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	Preferred Weights
<i>Medium Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</i>	
SemiBold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	
<i>SemiBold Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</i>	
Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	
<i>Bold Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</i>	
Extra Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	
<i>Extra Bold Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</i>	
Black	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	
<i>Black Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</i>	

INSTALLING FONTS

To Add a New Font on Your WINDOWS PC

Under Windows 8/7/Vista

1. Unzip the folder containing your fonts (right click > extract all > extract). The extracted folder will appear as a new folder in the same location as the zipped folder.
2. Locate the fonts in the unzipped folder. Standard font files end in either .OTF or .TTF extensions. NOTE: It is common to have several files because each weight (bold, italic, extra bold) is a separate file. You will want to install each file in order to enjoy the full spectrum.
3. Right Click on the .OTF or .TTF file and click Install. Give your computer 30 seconds to install the font.
4. Open up your relevant software (Word, Power Point) and you are now able to type using that specific font. Installation is only required once.
5. Keep the zipped fonts in a safe place with the rest of your brand in case you need to send these files to other designers or agencies.

To Add a New Font on Your MAC

1. Unzip the folder containing your fonts (double click the folder). The extracted folder will appear as a new folder in the same location as the zipped folder.
2. Locate the fonts you wish to install. Standard font files for desktop use end in either .OTF or .TTF. NOTE: It is common to have several files because each weight (bold, italic, extra bold) is a separate file. You will want to install each file in order to enjoy the full spectrum.
3. Double click on the .OTF/.TTF file.
4. You will notice a new program called Font Book open up. Give it around 30 seconds to open fully. Now you should notice a small install button appear with all the fonts characters laid out A-Z. When it does, click Install.
5. Give it another 15-30 seconds to install itself.
6. Open up your relevant software (Word, Power Point) and select the font from the relevant dropdown list. Installation is only required once.
7. Keep the zipped fonts in a safe place with the rest of your brand in case you need to send these files to other designers or agencies.

USING THE FONTS

When creating a document for FESBC, you may build contrast between headings, subheadings, pull quotes and body text using varied weights of Kanit in addition to colour, sizing, and spacing. Below is an example of how you can use the brand typography.

Kanit is to be used in ALL UPPERCASE primarily for large headings with limited amounts of text. Medium or SemiBold weights can be used for Subheadings in Title case and Regular or Light is preferred for large bodies of text.

SAMPLE HEADING

Subheading Goes Here

This is a sample of body text. Body text (paragraphs) should always be in typical sentence case, not all caps or all lowercase. Paragraphs are preferred to be in black or gray text on a white background. White text on a black, gray, or green background is permitted, but in some cases, a bolder font may be required in order to produce sufficient contrast and legibility. Consider your audience and the printing method when determining if the body text is legible.

"This is an example of a callout. It uses italic font to produce emphasis and to stand apart from the paragraph of text."

28pt Kanit Bold
30+ Character Spacing
Uppercase, Left Align

14pt Kanit Medium
30+ Character Spacing
Title Case, Left Align

10pt Kanit Medium Italic
14pt Leading
0 Character Spacing
Sentence Case, Left Align

10pt Kanit Light
15pt Leading
0 Character Spacing
Sentence Case, Left Align

USING THE LOGO

Orientation

The FESBC logo graphic has been created in two orientations: Horizontal and Vertical. These can be used across a wide range of promotional materials while maintaining impact and contrast.

Horizontal Orientation

The horizontal orientation of the logo is the primary orientation which should be used in most cases.

Vertical Orientation

The vertical orientation of the graphic should be used only when the horizontal format is compromised with spacing issues or where the graphic layout is not ideal.



Forest Enhancement Society of BC

Horizontal Logo



Forest Enhancement Society of BC

Vertical Logo

USING THE LOGO

Spacing

To ensure legibility and impact, the protective spacing rule should always be in place. The minimum protective spacing is indicated here with "B", where "B" equals the height of the large "B" in the acronym FESBC. This spacing is required on all sides of the graphic.

It is acceptable to have a larger quiet area than "B", but never less.



The gray area indicates
the "quiet area"



The gray area indicates
the "quiet area"

USING THE LOGO

Minimum Sizing

To ensure legibility and impact, the logo graphic must never appear smaller than the minimum size displayed below. It is acceptable to have a larger logo than indicated below, but never less.



Forest Enhancement
Society of BC

1.35" width
0.46" height



Forest Enhancement
Society of BC

0.65" width
0.65" height

USING THE LOGO

Backgrounds

When using the FESBC logo, the placement and the background should always be considered. Contrast is key to clear, legible design.



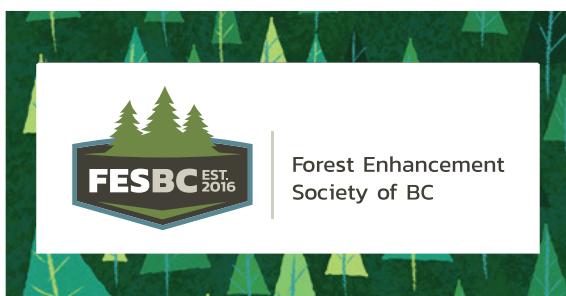
Forest Enhancement
Society of BC

On a white background (preferred).



On a light coloured background
(acceptable).

Note: the .EPS or .PNG file format must be used in order for the background graphic to show through.



On a "busy" or clashing background,
a white box (including the "quiet
area") must be employed.

Note: the .JPG file automatically adds
a white background behind the logo.



On a dark background, the reverse
(all-white) variation is preferred.

Note: the .EPS or .PNG file format must
be used in order for the background
graphic to show through.

USING THE LOGO

Colour Options

When using the FESBC logo, the placement and the background should always be considered. Contrast is key to clear, legible design.



Forest Enhancement Society of BC

Full Colour Version

CMYK: for all digital printing

PANTONE: for offset printing

The full colour version is to be used in all on-screen and full colour print publications.



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Single Colour: Grayscale

The "Grayscale" colour mode uses two tones of black to give the illusion of a two-colour logo. This can be used in newspapers, photocopies, and faxes.



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Forest Enhancement Society of BC



Forest Enhancement Society of BC

Single Colour: On Light Backgrounds

When printing specifications or budget restrictions do not permit full colour printing, the single colour variation can be used. The black, gray, blue, and green options use 100% of a single colour. This version can be used for instances such as silk screening where tone variation is not permitted.



Single Colour: On Dark Backgrounds

The reverse (all-white) or Light Gray variation is to be used on dark backgrounds.

THE COLOURS

The values of the brand colours are listed below in various colour formats.

PANTONE: A universal colour matching system based on lithography printer inks.

This file format is only used in offset printing, however, the Pantone "swatch" is helpful for accurately matching the true colour: for example, paint swatches or vinyl awning material should be matched to the Pantone swatch as opposed to a printout from a laser printer.

CMYK: Cyan / Magenta / Yellow / Black percentages. This is the most common print output for digital / laser printing.

RGB: Red / Green / Blue values are used in on-screen applications. These values can be input into Word, Outlook, or Power Point to create a custom colour swatch.

NOTE: The appearance of colour shifts between on-screen applications and print applications. The type of paper and the type of printer can also affect colour output.

PANTONE COATED (OFFSET PRINTING)	CMYK (LASER PRINTING)	RGB (ON-SCREEN)	
BLACK 2 C	63, 60, 76, 66	50, 47, 33	Black
2212 C	72, 36, 37, 5	79, 132, 144	Blue
575 C	62, 31, 98, 13	105, 131, 58	Green
WARM GRAY 11 C	53, 53, 59, 24	110, 98, 89	Dark Gray
7534 C	18, 15, 24, 0	209, 204, 190	Light Gray

IMPROPER USAGE

To successfully reinforce your brand, the logo graphics must be presented accurately when used. Under no circumstance should any part of the logo graphic be redrawn, modified or altered in any way. Reproduction must always use the approved electronic files. This page demonstrates examples of unacceptable usage.



Insufficient Contrast

Ensure the correct logo is used based on the colour and contrast of the background.



Insufficient Spacing

Maintain a minimum "safe area" around the logo as shown on page 8.



Altering Fonts & Colours

No fonts, colours or proportions should be altered in the logo.



Altering Axis

The logo should never appear on an angle or slant.



Graphic Treatments

Shadows, reflections, glows or opacities may not be used.



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