



Forest Enhancement  
Society of BC

A large, scenic landscape photograph serves as the background for the lower half of the page. It depicts a calm lake in the foreground, reflecting the sky. The middle ground is filled with a dense forest of tall, green coniferous trees. In the background, rugged, rocky mountains rise against a sky filled with heavy, grey clouds. A small, dark structure, possibly a cabin, is visible among the trees on the left side of the lake.

# 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.

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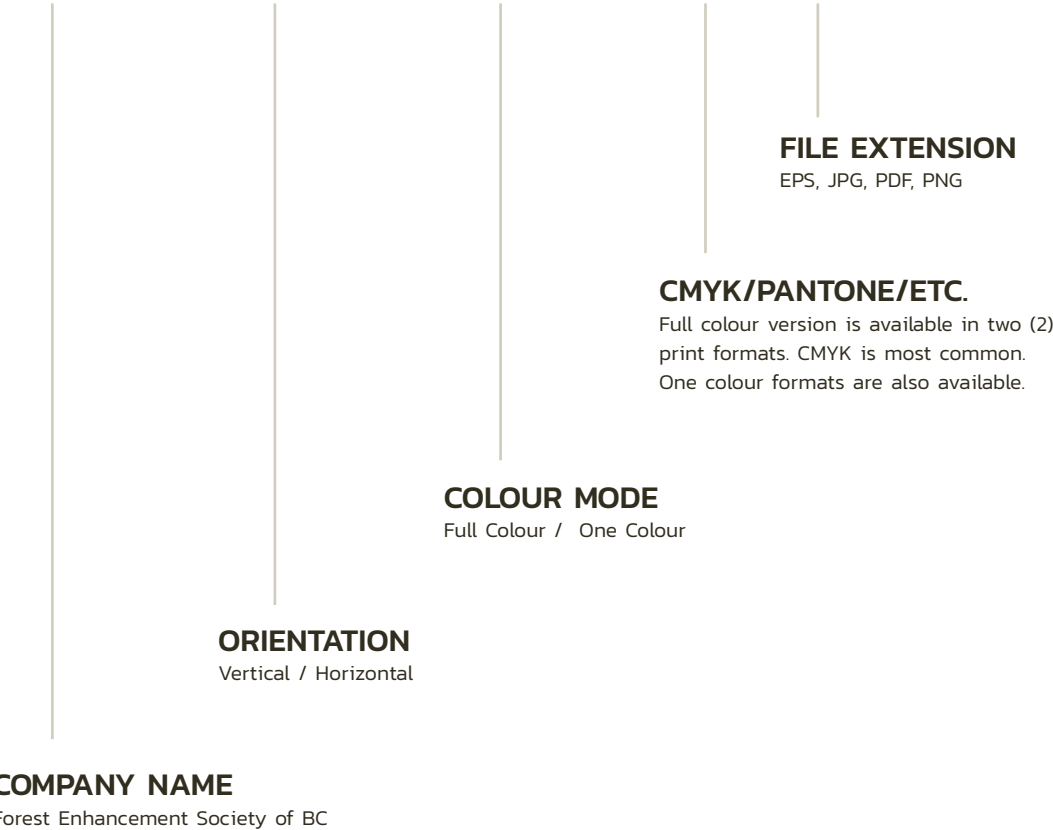
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# UNDERSTANDING THE FILES

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](https://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.



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Horizontal Logo



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Vertical Logo

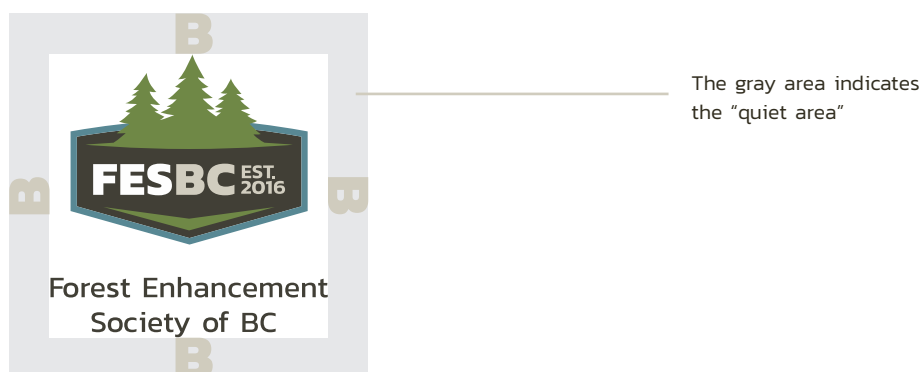
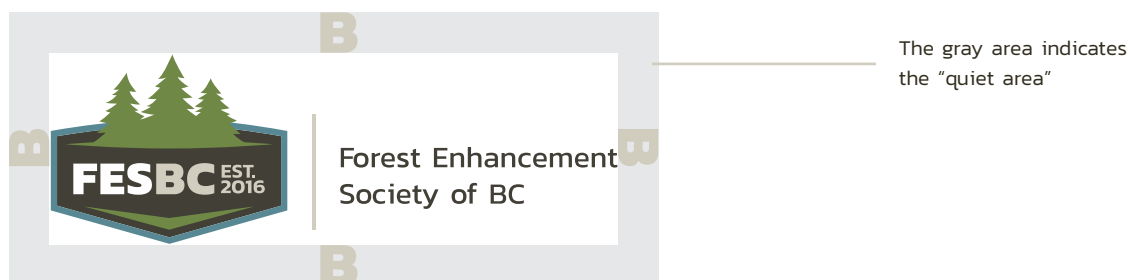


# USING THE LOGO

## 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.



# 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.



# 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.



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On a white background (preferred).



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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.



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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.



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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.



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### 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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### 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.



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### 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<br>(OFFSET PRINTING) | CMYK<br>(LASER PRINTING) | RGB<br>(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.



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Ovid exipermque ilasped  
ut que aut ex aut alid.  
Ut odiam ut minum qui  
denihil mo core re niat.  
Colum inveni atibus as pe  
lent quati doluptassem  
illabo. Que omnis sum  
veria quibus evelicampore  
consequibus rem. Ut labo.

## Insufficient Spacing

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



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## Altering Fonts & Colours

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



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## Altering Axis

The logo should never appear on an angle or slant.



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## Graphic Treatments

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



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Updated by Signet Studio • [signetstudio.com](http://signetstudio.com)