

Better Cotton Initiative

Logo Guidelines

2018



Logo: Anatomy

The landscape logo is the BCI default logo and should be used at all times.

The BCI logo consists of three elements:

- a** acronym BCI
- b** graphic with copy Better Cotton Initiative
- c** url

The logo must always contain these three elements.

! Important
Never recreate the BCI yourself,
always request a version from the
BCI Communications Team



Logo: Exclusion zone

The exclusion zone is the clear area around the logo in which nothing else should appear.

It helps to ensure clarity and readability and improve the overall impact of the logo.

You must not insert any additional words, images or graphic details within the exclusion zone.

This exclusion zone is defined by the height of the gap between the terminals of the C in the acronym.



Logo: Colour variants

The logo may only be used in the colour variants listed here.

Full-colour logo

The full-colour logo, which uses the BCI green is the primary colour variant and should be used whenever possible.



Black logo

Use the black logo when the full-colour logo does not offer enough contrast to the background or when printing is likely to be undertaken using only black ink.



White logo

Use the white logo on a solid background if there is insufficient contrast between the background and the full-colour/black logo.



BCI Green

CMYK: C: 60, M: 0, Y: 90, K: 0
RGB: R: 117, G: 184, B: 67
HEX: 75b843

! Important

Please note that the logo should never appear in an isolated box or frame (the example shown here is for illustrative purposes only).

Logo: Incorrect use

Take care to ensure that the logo is used correctly at all times. The examples below show uses that should be avoided.

Do not separate or use the graphic elements on their own



Do not add drop shadows or any other effects to the logo



Do not modify the layout of the logo



Do not apply colour behind the graphic block



Do not distort or stretch the logo



Do not rotate the logo



Do not change the colour of the logo to anything other than the examples shown on the previous page



Do not place the logo in a holding box or frame



Logo: Size – Printed Communications

Below are the recommended logo sizes on some common print publication sizes.

NB. these sizes relate to the width of the logo:

- A4 - 55mm
- A5 - 45mm
- DL - 45mm

Other document sizes

If working with an alternative document size, you should scale the logo relative to the recommended A4 size.

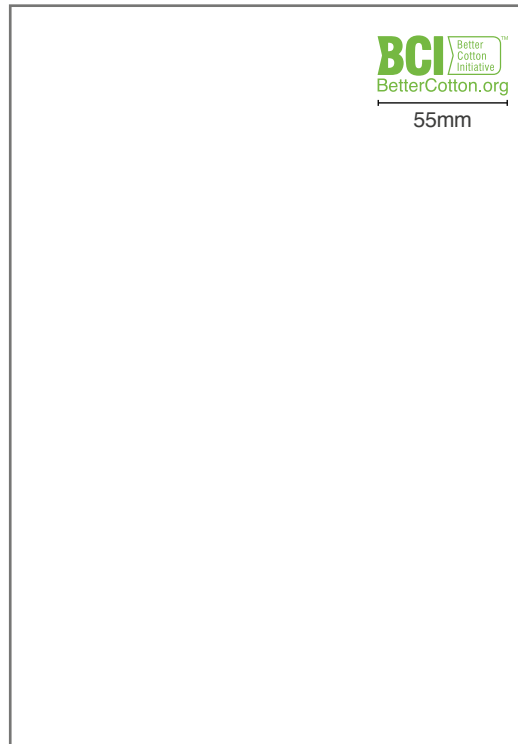
Minimum size

25mm is the minimum printed size for the BCI logo. This is appropriate where space is limited.

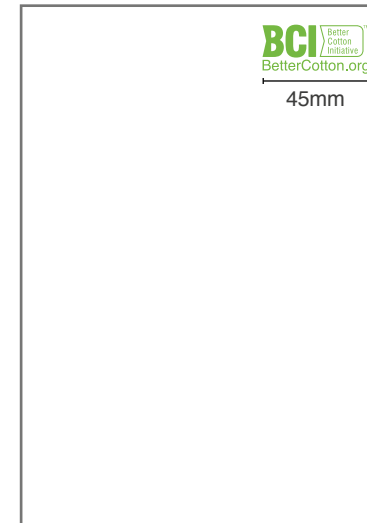


! Important

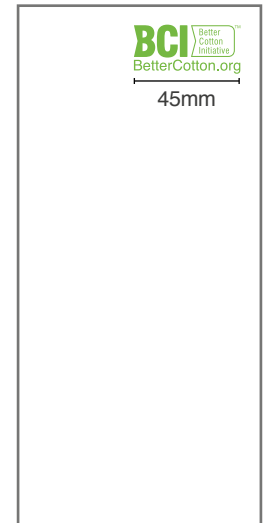
The logo must always be scaled up in proportion.



A4



A5



DL

Logo: Size – Digital Communications

The logo will often need to be used in a digital context and the following guidelines should be followed to ensure brand visibility.

Standard Formats

The logo size for online use within more ‘standard’ formats (such as square or rectangular) is calculated at one third of the width of the longest edge.

MPU (300x250px)



Unusual Formats

The logo size for online use within more ‘unusual’ formats is calculated at a fifth of the width of the longest edge.

Skyscraper (160x600px)



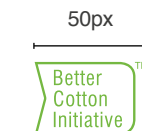
Minimum Size

To ensure legibility at all times, the minimum logo size is 110px wide.

In digital instances where a smaller logo is needed, it may be possible to use a ‘graphic only’ version of the logo.



The ‘graphic only’ logo version works at smaller pixel dimensions than the full version but should never be scaled smaller than 50px wide or else its legibility will be compromised.



! Important
Use of the ‘graphic only’ logo version requires authorisation from the BCI Communications Team.

Logo: Use on backgrounds

Full-colour logo

The logo may be used on any background, including photographs, as long as it is legible and clearly recognisable. Use the full-colour logo wherever possible.

Black logo

Use the black logo on a solid background colour if the full-colour or white logo is not clearly visible.

White logo

Use the white logo on dark or vibrant backgrounds if the full-colour or black logo is not clearly visible.

Incorrect use

Do not place any variant of the logo over a complicated background with uneven tones.

