Workers' Safety and Compensation Board

— Yukon —

Brand
Standards

Third edition 2024

Brand identity

Graphics are one aspect of an organization's brand. They include a wordmark, font family and colour palette. Graphics help an audience relate to the brand -—they convey its promise and embody its unique qualities.

The following pages provide guidance for using the wordmark and other standard graphic elements of the Workers' Safety and Compensation Board (WSCB) brand.

The Board's brand and the use of standard graphics are administered by the Corporate Services Branch.

WSCB wordmark

As our primary visual identifier, the board's wordmark is used in development, promotional, marketing, recruitment and outreach materials including, but not limited to, print, apparel and online communications.

The wordmark consists of the Y symbol and our name.

A wordmark file is not available for general use. Contact Corporate Services to aquire the wordmark most appropriate for your needs (via email at wcb-cs@wcb.yk.ca).

The colour palette is an intrinsic part of a brand. Design and graphic applications representing the Board, particularly our wordmark, are limited to the following colours.

Pantone 2735C

C98 | M100 | Y9 | K9

R49 | G43 | B126
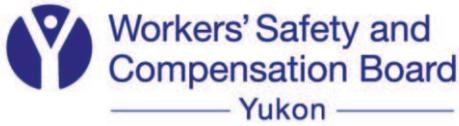
Full-colour application for use on white backgrounds only. Do not place on pattern or texture.

100 Black

Black application for use on white or light-coloured backgrounds only. Do not place on pattern or texture.
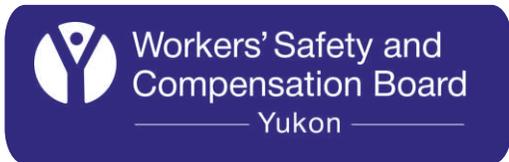
White

White (reversed) application for use on black, dark or solid-colour backgrounds only. Do not place on pattern or texture. The wordmark must never appear in more than one colour (i.e., the Y symbol cannot be in a different colour than the name text).

Typography

Calibri Light is used as main body copy in all applications. Calibri regular or bold is to be used as sub-headings. Alternate fonts can be used for emphasis in large headings and display.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Display font

Calibri Bold

Calibri Light
main body

Display area

Ut aut raeperum

Taquundio. Ut eos il magniaspis magnis que odicient lit ipsa volesectem fuga. Ut aut raeperum fugia ipsam, qui am doluptaquae officium et arum illicimperum hilia voluptate que inctus iuste lacerna tempost erio berit officillita nes sunto etum labor alia dolorrum, alignis as alit rest denda vero tem quam quam

The Board's wordmark needs sufficient visual space for its impact not to be degraded. Items such as text, images or graphic elements should be kept away from the wordmark by a minimum of half the circle diameter.

Position

News releases and media advisories

In news releases and media advisories, the Board's wordmark goes in the top left. If the news release is being issued jointly with another organization, the lead organization's wordmark goes on the left and the other organization's wordmark goes on the right.

Tender and recruitment advertising

For tender and recruitment advertising, the wordmark and supporting type must appear flush left with copy in the advertisement near or at the bottom of the ad. Ad copy must align with the left edge of the circle in the symbol. (See Text and image alignment section.)

Display advertising, signage, reports, brochures and other publications

The usual placement of the wordmark is near, or at the bottom of, the product. The wordmark may appear left, centre or right, depending on the design.

On publications, the wordmark must appear on at least one outside front or back cover. In a folded document such as a brochure, the wordmark must appear on one outside front or back page/panel.

The wordmark is never to be used as part of a title or heading, or as a design element in any product.

Forms

The wordmark appears at the top left of forms.

Wordmark size

The wordmark must not appear in sizes smaller than shown. This ensures that it is legible and prominent in various media.

1.5 in. / 3.8 cm
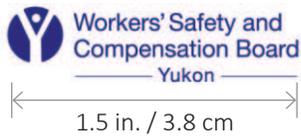
Backgrounds

The full-colour wordmark is only to be used on a white background. The white/reverse wordmark is intended for use on dark backgrounds. The black wordmark is intended for light backgrounds.

There may be instances where the wordmark needs to be placed on a photograph. The black version may be used on light photographs, and the white/reverse version on dark photographs. Be sure that the wordmark is placed in an area of the photograph that provides sufficient contrast so that the appearance of the wordmark is not diminished in any way.

Text and image alignment

When lining-up text or images to the left, align the logo slightly beyond the left edge. This balances the wordmark visually with the content.

When lining-up text or images to the right, align them with the right edge of the final "d" in Compensation.

Dos & Don'ts

Do

- Ensure that the wordmark appears on all electronic and print communication products referring in whole or in part to the Board.

- Use the wordmark in the official colours on corporate documents and signage (for example, stationery, business documents, website home page).

- Follow the rules in this guide for all communications products.

- Contact Corporate Services with questions and for clarification.

Do not

- Use any graphic effects such as drop shadows, bevels, animation, 3D effects, embosses, glows or outlines on the wordmark.

- Surround the wordmark with a keyline or box.

- Alter the wordmark proportions or rescale it to other than the official format.

- Change or manipulate the font.

- Tilt or rotate the wordmark or any part of it.

- Alter the size and spacing ratio of the elements (font and symbol).

- Place the wordmark inside another graphic.

- Use the wordmark at less than 100% colour saturation.

- Photocopy the full-colour version. Doing so creates shades of grey and weakens the image.

Graphic elements

While the Board's wordmark is the cornerstone of our brand identity, secondary graphic elements are also available to add breadth to our design options.

As shown, our secondary graphic elements are capsule shaped. Evolving from the wordmark circle, their shapes are versatile and have the effect of supporting and lending emphasis to the wordmark itself.

The colour palette used for the secondary graphic "capsules" is also a common element that brings coherence to the graphic style.

Together, the wordmark, capsules and colour palette create a clear, consistent, recognizable graphic style and identity.

These secondary graphic elements are for in-house use, for advertisements and publications only. Discuss with Corporate Services how to use them in your project.

Secondary colours

CMYK: 64,45,11,1
RGB: 103,12,175

CMYK: 17,0,74,28
RGB: 165,174,81

The Board's corporate colour palette includes two secondary colours.

These can be used in the graphic capsules, as background colours or to highlight an area.

They were chosen to complement and create contrast with the primary corporate colour used in our wordmark.