

BSAC

Dive with us



The BSAC logo

The BSAC logo has been designed to represent the whole organisation and to reinforce our core brand message: dive with us. The diver ident is an abstract representation of all divers and the freedom and sense of adventure scuba and snorkelling brings.

Our logo is the 'anchor' to all our written and visual communications – and as our brand mark must be used consistently and clearly.

Primary logo



Recommended size on A4:
42mm wide

When reversed out, the diver's fins remain red



Recommended minimum size



Print: 24mm
Screen: 70px

The clear area is the width of the diver's head



BSAC logo – don'ts

To ensure our logo appears as consistent as possible throughout our communications, we've identified the ways we do not want the BSAC logo to appear.

For further guidance or to have a design checked by BSAC, please contact marketing@bsac.com or call 0151 350 6201.



Never place on a red background



Never stretch or distort the proportions of the logo



Never re-colour the logo



Never tilt the logo at an angle



Never attempt to recreate the logo using different fonts



Never rearrange the logo elements to form a different lock up



Never isolate elements of the logo to appear on their own

