BSAC at a glance

A quick-reference guide to working with BSAC's brand identity

Logo

Primary

Recommend 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

Never place on a red background, squash, twist or recolour the BSAC logo.

Imagery

Great images are at the heart of the BSAC brand, with dynamic, creative and authentic photography driving our identity forward.
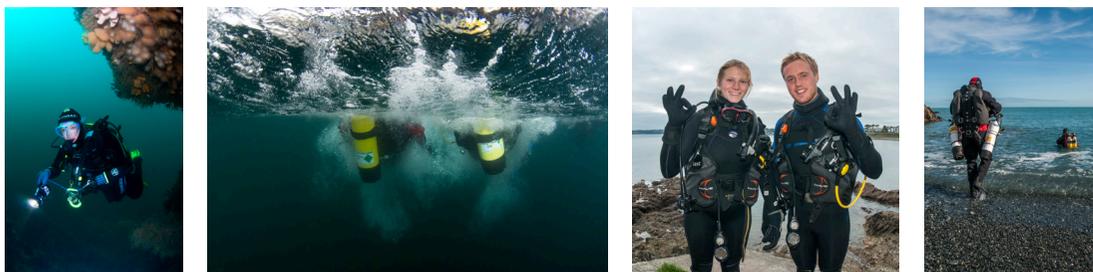
Colours

Primary

100 | 86 | 4 | 0
#23398B
Pantone 7687C

0 | 100 | 100 | 0
#E30613
Pantone 485C

Secondary

67 | 2 | 0 | 0
#36BCEE
Pantone 298C

79 | 13 | 38 | 1
#009FA4
Pantone 2234C

Grey for text/supporting graphics

20 | 0 | 0 | 85
#3C4448
Cool Grey 11C

5 | 3 | 5 | 11
#E1E2E0
Cool Grey 2C

0 | 0 | 0 | 0
#FFFFFF

0 | 0 | 0 | 100
#000000

Typography

Ubuntu light
Used for main headers
(Set to -15 tracking)

Ubuntu bold
Used for emphasis
and impact (sparingly)

Ubuntu regular
Used for standard body copy
display and marketing

Ubuntu italic
Used to highlight areas
of body copy (sparingly)

Arial
Used for body copy in documents
and learning materials

Our Tone of Voice is always...

Engaging   consistent, positive and personal

Vibrant   sociable, informal and friendly

Inclusive   always accessible/easy to understand

Active   passionate and with a sense of adventure

Confident   knowledgeable, accurate and inspiring

Contact

Any questions about these guidelines or the BSAC logo use, please email the BSAC Brand Team:
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Or call:
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