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# ABC FP Logo Use Policy

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**POLICY**

## CONTENTS

THE OFFICIAL LOGO	3
Elements	3
Colours	3
Signature	3
Typeface	4
OFFICIAL LOGO USE BY MEMBERS	4
Acceptable Version	4
Guidelines	4
Permissible Member Usage	5
Prohibited Use of the Logo	5
Authorization for Use	5
OTHER OFFICIAL SYMBOLS	5
RPF Symbol	5
RFT Symbol	6
ExpoFor Symbol	6
Use of Other Symbols by Members	6
Permissible Member Usage	8
Prohibited Use of the Symbols	8
Authorization for Use	8
OTHER USERS OF THE OFFICIAL LOGO	8
ENFORCEMENT	9



## THE OFFICIAL LOGO

The logo of the Association of BC Forest Professionals (ABCFP) is a proprietary symbol and an official mark of the association. It (and other symbols created by the association) may only be used by individuals who are members of the association, or by external organizations authorized by the association for the purposes outlined in the policy set out below.



The logo of the Association of BC Forest Professionals depicted above is an official mark of the association. It symbolizes professionalism, high standards and a focus on forest stewardship. Guidelines governing its use are spelled out in this policy.

### Elements

The official logo consists of two elements:

- The stylized tree under the arc is the official mark owned by the ABCFP under federal official mark legislation. The tree represents the forest resources of British Columbia. The arc illustrates that these resources are cared for by competent forest professionals who adhere to high standards of practice and are dedicated to forest stewardship.
- The signature, “ASSOCIATION OF BC FOREST PROFESSIONALS.”

### Colours

The logo may be printed in colour, black & white or reverse black & white:

- The official colours are ABCFP Blue, which is Pantone 300 and ABCFP Green, which is Pantone 368. When the logo is printed in colour, the signature and the arc are printed in ABCFP Blue and the stylized tree is printed in ABCFP Green.
- The logo may be printed in black & white. When printed in black, solid black versions of the elements are to be used. No percentage screens to obtain a two-colour effect may be used on any of the elements.
- The logo may be printed in reverse black & white only on white paper stock. When printed in reverse black & white, the white elements will assume the colour of the paper stock.
- No other colour combinations are acceptable without the written approval of the association.

### Signature

- The signature is comprised of the words “ASSOCIATION OF BC FOREST PROFESSIONALS.” It is set in the official type face, FOLIO BOLD CONDENSED.
- The signature is composed of two lines. The first line “ASSOCIATION OF” is printed in the official typeface, FOLIO BOLD CONDENSED, in ALL

CAPITALS and in a smaller size than the second line.

- The second line “BC FOREST PROFESSIONALS” is printed in the official typeface, FOLIO BOLD CONDENSED, in ALL CAPITALS and in a larger size than the first line.

## Typeface



The official typeface, **FOLIO BOLD CONDENSED**, is the only typeface that can be used in the logo. There are no exceptions.

## OFFICIAL LOGO USE BY MEMBERS

Members are encouraged to include this logo to identify that they are members of the ABCFP. In addition to use of the logo, individual members are strongly encouraged to use their professional designation (RPF, RFT, Limited Licensee, Visiting Professional Forester, Transferring Professional Forester, Forester-in-Training, Forestry Pupil or Trainee Forest Technologist) to indicate their legal right to practise professional forestry in British Columbia.

### Acceptable Version

The acceptable version of the ABCFP logo includes the logo and signature, as described in the previous section, and “MEMBER OF” clearly stated above the signature (as shown above).

### Guidelines

The logo should be proudly displayed and used according to the following guidelines:

- The stylized tree, arc and signature and the words “MEMBER OF” must be present and the design not altered in any way.
- The logo must be printed using official, first generation (original) reproduction material in order to produce a clear image. Members can download digital images from the ABCFP website ([www.abcfp.ca](http://www.abcfp.ca)).
- A minimum space must be maintained surrounding the logo to separate it from other components of a communications piece. The amount of space depends on the size of the logo. Please contact the association if you have any questions.
- The logo design must always be used on its own; it must not be included as part of another design.
- If the logo is used in conjunction with other logos, its printed size must not be smaller than the minimum size described below.
- The printed size must not be smaller than 0.9 inches wide by 0.355 inches in height.
- The logo must not be printed with a resolution less than 300 dpi, or on the web

with a resolution of less than 72 dpi.

- Enlarging and reducing the logo must be undertaken using proportional scaling only, in order to maintain the original proportions of the logo.
- Members must include the text “MEMBER OF” above the logo signature.

### **Permissible Member Usage**

The logo may be used on signage, business letterhead, business cards, brochures, professional advertising, report covers, fax sheets, publicity leaflets and websites. For any other use, please contact the association.

### **Prohibited Use of the Logo**

The ABCFP’s official logo may not be used on any commercial product or publication that directly or implicitly conveys that the content is authorized or associated with the association, without the express written permission of the association. This includes, but is not limited to, placing the official logo and signature on any article, book, software or any other publication or product offered for sale by a member.

### **Authorization for Use**

All members of the ABCFP who have met the professions’ requirements for membership and are currently in good standing are authorized to use the association’s official logo without prior written approval.



## **OTHER OFFICIAL SYMBOLS**

The stylized RPF , RFT and ExpoFor symbols shown below are also official marks of the association. Guidelines governing their use are spelled out in this policy.

### **RPF Symbol**

The RPF logo symbolizes professionalism, competence, experience and high standards for the RPF designation.

- The stylized RPF is an official mark of the ABCFP.
- The logo may be printed in colour, black & white or reverse black & white:
- The official colour is ABCFP Green, which is Pantone 368.
- The logo may be printed in black & white. When printed in black, a solid black version of the element is to be used. No percentage screens to obtain a two-colour effect may be used.
- The logo may be printed in reverse black & white. When printed in reverse

black & white, the white element will assume the colour of the paper stock.

- No other colour combinations are acceptable without the written approval of the association.

### **RFT Symbol**

The RFT logo symbolizes professionalism, competence, experience and high standards for the RFT designation.

- The stylized RFT is an official mark of the ABCFP.
- The logo may be printed in colour, black & white or reverse black & white:
- The official colour is ABCFP Blue, which is Pantone 300.
- The logo may be printed in black & white. When printed in black, a solid black version of the element is to be used. No percentage screens to obtain a two-colour effect may be used.
- The logo may be printed in reverse black & white. When printed in reverse black & white, the white element will assume the colour of the paper stock.
- No other colour combinations are acceptable without the written approval of the association.

### **ExpoFor Symbol**

The logo of ExpoFor as depicted above is an official mark of the association's annual forestry conference and AGM. Guidelines governing its use are spelled out in this policy.

- The stylized ExpoFor is an official mark of the ABCFP.
- The logo may be printed in colour, black & white or reverse black & white:
- The official colours are ABCFP Green, which is Pantone 368 and ABCFP Blue at 12% and 44%, which is Pantone 300
- The logo may be printed in black & white. When printed in black, a solid black version of the element is to be used. No percentage screens to obtain a two-colour effect may be used.
- The logo may be printed in reverse black & white. When printed in reverse black & white, the white element will assume the colour of the paper stock.
- No other colour combinations are acceptable without the written approval of the association.

### **Use of Other Symbols by Members**

#### **RPF Symbol**

Registered Professional Foresters in good standing are encouraged to include this logo to indicate their legal right to practice professional forestry in British Columbia. The logo should be proudly displayed and used according to the following guidelines:

- The stylized RPF must be present and the design not altered in any way.

- The logo must be printed using official, first generation (original) reproduction material in order to produce a clear image. Members can download digital images from the ABCFP website ([www.abcfp.ca](http://www.abcfp.ca)).
- A minimum space must be maintained surrounding the logo to separate it from other components of a communications piece.
- The logo design must always be used on its own; it must not be included as part of another design.
- The printed size must not be smaller than 0.45 inches wide by 0.2 inches in height.
- If the logo is used in conjunction with other logos, its printed size must not be smaller than the minimum size described above.
- The logo must not be printed with a resolution less than 300 dpi, or on the web with a resolution of less than 72 dpi.
- Enlarging and reducing the logo must be undertaken using proportional scaling only, in order to maintain the original proportions of the logo.

#### **RFT Symbol**

Registered Forest Technologists in good standing are encouraged to include this logo to indicate their legal right to practice aspects of professional forestry in British Columbia. The logo should be proudly displayed and used according to the following guidelines:

- The stylized RFT must be present and the design not altered in any way.
- The logo must be printed using official, first generation (original) reproduction material in order to produce a clear image. Members can download digital images from the ABCFP website ([www.abcfp.ca](http://www.abcfp.ca)).
- A minimum space must be maintained surrounding the logo to separate it from other components of a communications piece.
- The logo design must always be used on its own; it must not be included as part of another design.
- The printed size must not be smaller than 0.45 inches wide by 0.2 inches in height.
- If the logo is used in conjunction with other logos, its printed size must not be smaller than the minimum size described above.
- The logo must not be printed with a resolution less than 300 dpi, or on the web with a resolution of less than 72 dpi.
- Enlarging and reducing the logo must be undertaken using proportional scaling only, in order to maintain the original proportions of the logo.

#### **ExpoFor Symbol**

The use of this symbol is reserved for members of the ExpoFor standing host committee according to the following guidelines:

- The stylized ExpoFor must be present and the design not altered in any way.
- The logo must be printed using official, first generation (original) reproduction material in order to produce a clear image.
- A minimum space must be maintained surrounding the logo to separate it from other components of a communications piece.
- The logo design must always be used on its own; it must not be included as part of another design.
- The printed size must not be smaller than 0.45 inches wide by 0.2 inches in height.
- If the logo is used in conjunction with other logos, its printed size must not be smaller than the minimum size described above.
- The logo must not be printed with a resolution less than 300 dpi, or on the web with a resolution of less than 72 dpi.
- Enlarging and reducing the logo must be undertaken using proportional scaling only, in order to maintain the original proportions of the logo.

### **Permissible Member Usage**

These symbols may be used on signage, brochures, professional advertising, report covers, fax sheets, publicity leaflets, websites and business letterhead (official ExpoFor letterhead must be obtained from the association).

### **Prohibited Use of the Symbols**

The RPF, RFT and ExpoFor symbols may not be used on any commercial product or publication that directly or implicitly conveys that the content is authorized or associated with the association, without the express written permission of the association. This includes, but is not limited to, placing the official logo and signature on any article, book, software or any other publication or product offered for sale by a member.

### **Authorization for Use**

Only registered members of the ABCFP who have met the professions' requirements for membership and are currently in good standing are authorized to use the RPF or RFT symbols (as appropriate) without prior written approval. Only members of the current standing host committee are authorized to use the ExpoFor symbol for ExpoFor-related activities without prior written approval.

## **OTHER USERS OF THE OFFICIAL LOGO**

Use of the official ABCFP logo is a privilege, not a right. The association may authorize external organizations and sponsors to use the official logo, without the text "MEMBER OF" as outlined in this policy, on promotional materials including posters, pamphlets, t-shirts, websites and reports, to indicate ABCFP sponsorship. No other use of the official logo is permitted without the express written permission of ABCFP. Please contact the association for authorization.



## ENFORCEMENT

The logo and other symbols are official marks of the Association of BC Forest Professionals and are regulated by federal, official mark legislation. Permission to use the logo or other symbols will be suspended indefinitely for contravention of these guidelines. Any questions regarding corporate identity or use of the logo should be directed to:

Association of BC Forest Professionals  
Director of Communications  
330 - 321 Water Street  
Vancouver, BC V6B 1B8  
Tel: 604.687.8027 Fax: 604.687.3264  
E-mail: [info@abcfp.ca](mailto:info@abcfp.ca) Website: [www.abcfp.ca](http://www.abcfp.ca)