BCS, The Chartered Institute for IT

Brand guidelines

bcs
The
Chartered
Institute
for IT

CONTENTS

Welcome

At BCS, The Chartered Institute for IT, we're on a mission to support the people working in the IT industry and help them build a safe and bright digital future for everyone in society.

How do we do this? By working with key partners and a global membership community to improve IT education, influence ethical practice, share expertise, raise professional standards and support career progression. It's all set out in our royal charter.

Oh, and we're also the awarding body for BCS Professional Certification and digital skills qualifications; a leading assessment organisation for digital apprenticeships; and the regulatory body for Chartered IT Professional (CITP) and Register for IT Technicians (RITTech) registration, recognising the work and commitment of the exceptional people who design, build and maintain the digital world around us.

OUR MISSION & VISION

Our purpose is rooted in our Royal Charter: "To promote and advance the education and practice of computing for the benefit of the public".

Our vision is for everyone in society to benefit from good IT; they need a profession that will champion and deliver access to the right technology, knowledge and skills required for all of us to be resilient and thrive in our digital world.

That vision requires a diverse and inclusive IT profession that truly represents all the needs of society. It needs to be plentiful in talent and demanding of itself the highest standards of professional competence, ethical thinking and practice. Only then can it truly make IT good, for everyone.

We are the UK's professional body for computing, with a global relevance and impact. We help make IT good for society through the incredible work and support of our members, volunteers, staff, partners and like-minded organisations who share our vision.

OUR PURPOSE

To promote and advance the education and practice of computing for the benefit of the public.

OUR BRAND ELEMENTS

BCS LOGO

The BCS logo lock-up's primary usage is black. It is the centrepiece of the brand's identity as it anchors to the brand's core principles, vision and goals.
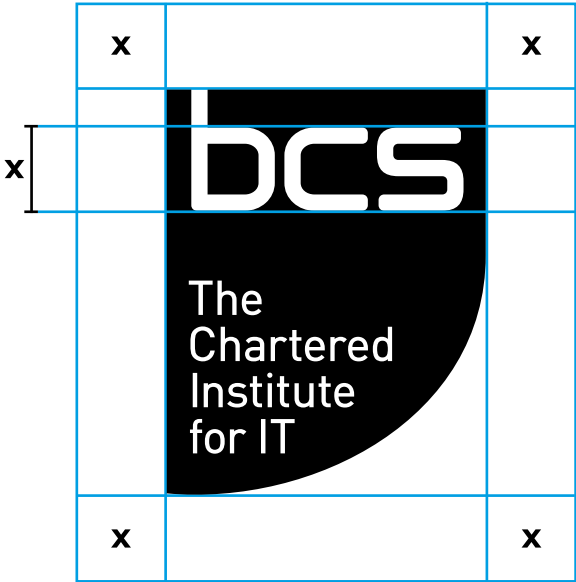
BCS LOGO

Exclusion zone

A minimum amount of clear space is required around the logo to ensure the BCS logo has high visibility and impact.

It is essential that a clear space is maintained between the BCS logo and other graphic elements such as logos, type or images, and that the logo remains unobstructed.

The exclusion zone should be equal to the height and width of the 's' in 'bcs'.

BCS LOGO

Minimum size & colour

Minimum size
The following is a guide to keep our logo size consistent across all print and digital materials.

The measurements are taken from the full width of our logo.

• Print - minimum logo width 15mm;
• Digital - minimum logo width 100px.

Colour variations
The primary colour for our logo is black. The white variation can be used on dark backgrounds.

The green variant
Our green logo should not be applied to any new designs, but should still be used where it exists today.

Minimum size

Print

Digital


15mm

100px

Colour variations

BCS LOGO

Logo sizing

It's important that our logo is a consistent size across similar-sized marketing collateral and publications.

A1
Logo width: 80 mm
Margins: 40 mm

A3
Logo width: 40 mm
Margins: 20 mm

A4
Logo width: 25 mm
Margins: 12 mm

Letterhead/Compliment slip
Logo width: 22 mm
Margins: 12 mm

Continuation sheet
Logo width: 18 mm
Margins: 12 mm

A5/DL
Logo width: 22 mm
Margins: 10 mm

Book cover
Logo width: 22 mm
Margins: 12 mm

A6
Logo width: 18 mm
Margins: 10 mm

Business card
Logo width: 15 mm
Margins: 5 mm
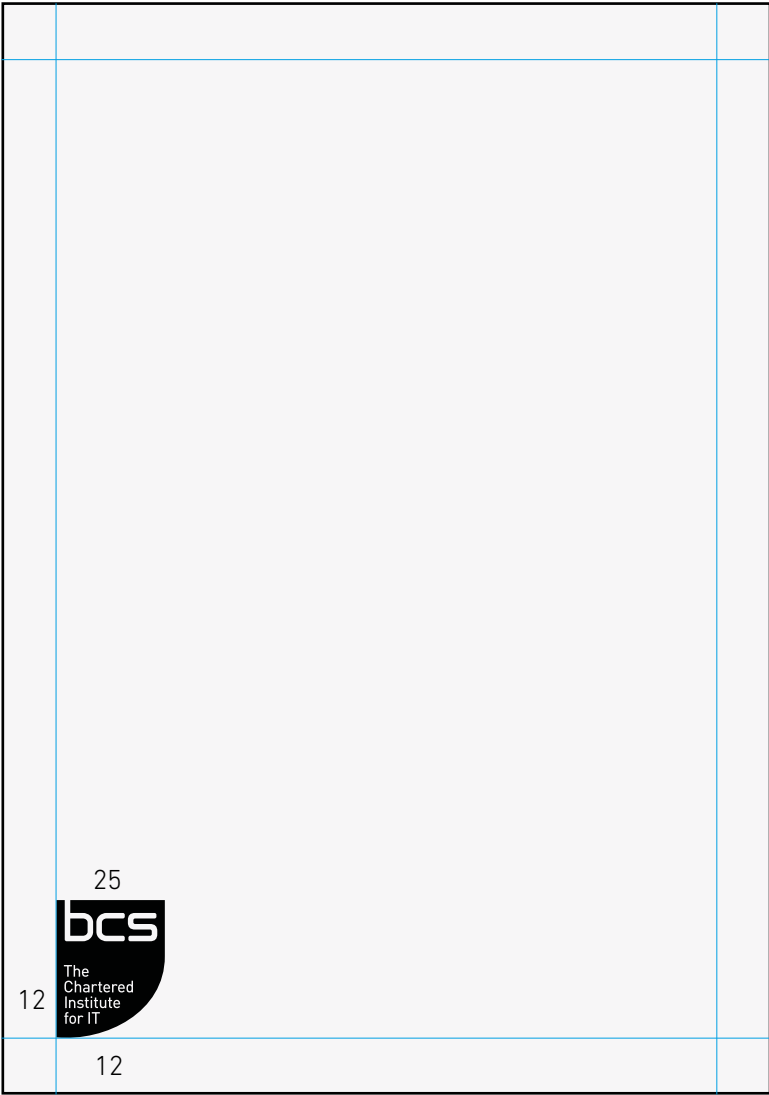
A4 example

BCS LOGO

Incorrect usage

The effectiveness of the BCS logo depends on correct and consistent use.
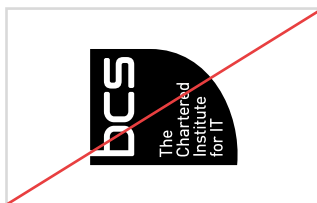

Don't stretch or skew the logo.

Don't use any effects on the logo.

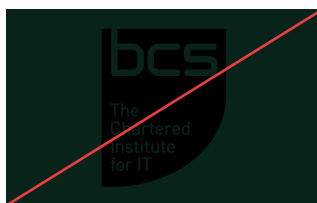Don't reduce the logo's transparency from 100%.

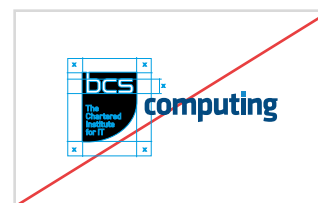
Don't change the logo's orientation.
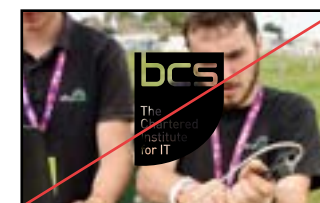

Don't change the logo's colour.

Don't create/add additional taglines.

Don't use logo on similar colours or colours with poor contrast.

Don't place logos, text or imagery within the exclusion zone.

Don't use the logo on busy photographs, patterns or images with poor contrast.


Don't crop the logo.

BCS LOGO

Partnership lock-ups

The BCS partnership logos should be presented as shown. For maximum brand protection for both brand partners, we suggest using double the space of 'X' which represents the height and width of the letter 'S' in BCS.

Exclusion zone
It is important to maintain an exclusion zone around the partnership logo to protect it from other visual or graphic elements. The minimum amount of clear space is shown here.
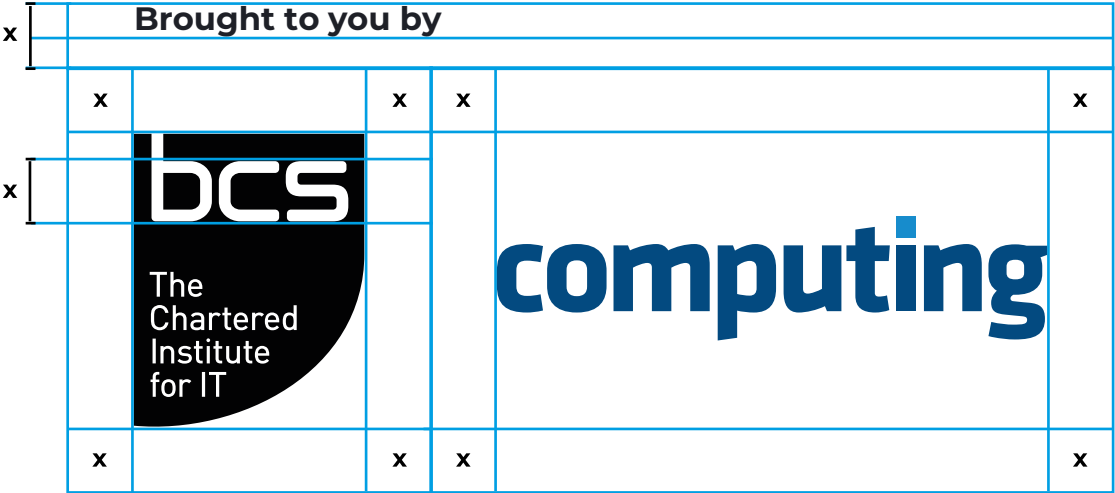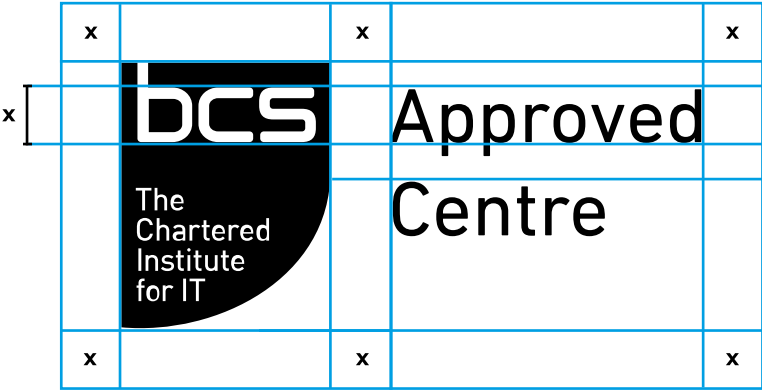
BCS LOGO

Accreditation lock-ups

Our accreditation logos should only appear in black. #000000.

On printed collateral our preferred position for our accreditation logos is bottom left, or in special circumstances, bottom right.

Please note, our accreditation logos should not be modified in any way.

Exclusion zone
It is important to maintain an exclusion zone around the accreditation logo to protect it from other visual or graphic elements. The minimum amount of clear space is shown here.

BCS LOGO

Accreditation lock-ups

Universities and colleges

Please note, our accreditation logos should not be modified in any way.

Exclusion zone
It is important to maintain an exclusion zone around the accreditation logo to protect it from other visual or graphic elements. The minimum amount of clear space is shown here.
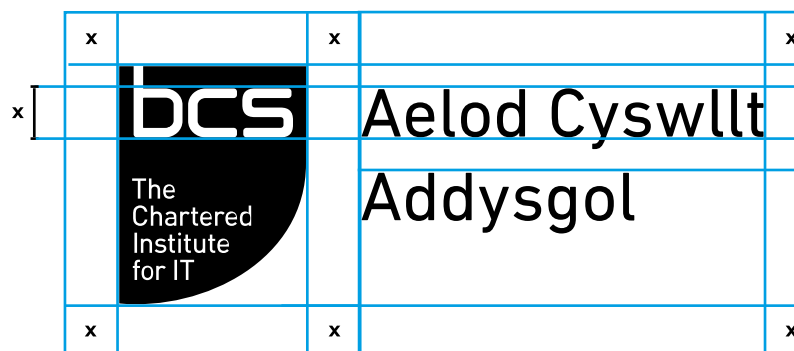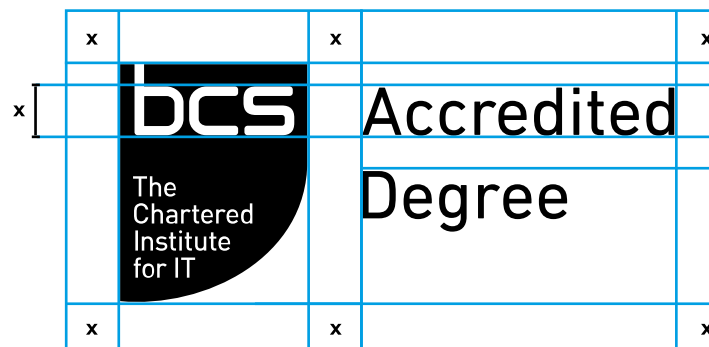
BCS LOGO

Affiliate lock-up

These logos are for use by our BCS-accredited training partners.

Our affiliate logos should only appear in black. #000000.

On printed collateral our preferred position for our affiliate logos is bottom left, or in special circumstances, bottom right.

Please note, our affiliate logos should not be modified in any way.

Exclusion zone
It is important to maintain an exclusion zone around the affiliate logo to protect it from other visual or graphic elements. The minimum amount of clear space is shown here.

BCS LOGO

Specialist groups lock-up

These logos are for use by BCS specialist groups.

Our specialist groups logos should only appear in black. #000000.

On printed collateral our preferred position for our specialist groups logos is bottom left, or in special circumstances, bottom right.

Please note, our specialist groups logos should not be modified in any way.

Exclusion zone
It is important to maintain an exclusion zone around the specialist groups logos to protect it from other visual or graphic elements. The minimum amount of clear space is shown here.
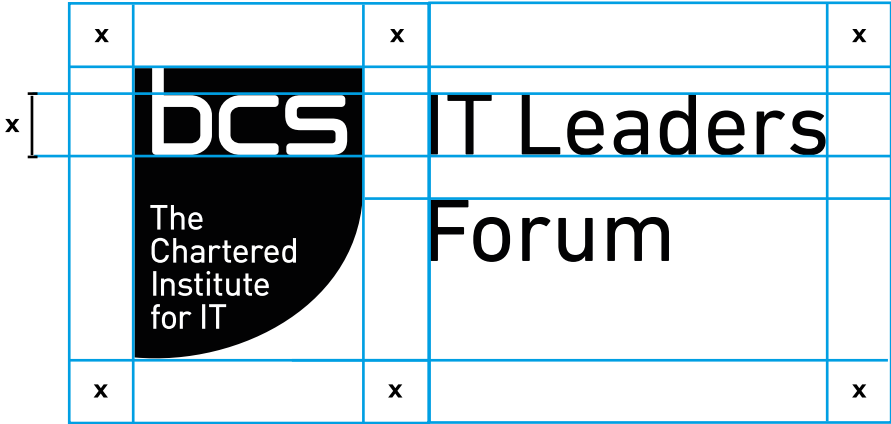
TYPOGRAPHY

Primary typeface

Din Next Pro is the primary typeface for BCS, The Chartered Institute for IT.

If **DIN Next Pro** is not available, **Arial** is our secondary typeface.

Aa
DIN NEXT PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Typeface weights

Din Next Pro Light

Din Next Pro Regular

Din Next Pro Medium

Din Next Pro Bold

TYPOGRAPHY

Typography hierarchy - example

Here's an example of our typography hierarchy.

The rules
- It is preferred that headings and subheadings are in all caps on printed collateral but for web application it's important all copy is normal case for accessibility.
- Headings and subheadings increase in a multiple of 4.
- Headings and subheadings should always appear in bold.
- Body copy should always appear in Din Next Pro - Light.

36pt Din Next Pro - Bold Uppercase	**HEADING**
24pt Din Next Pro - Bold Uppercase	**SUB HEADING 1**
20pt Din Next Pro - Bold Uppercase	**SUB HEADING 2**
16pt Din Next Pro - Bold Uppercase	**SUB HEADING 3**
12pt Din Next Pro - Bold Uppercase	**SUB HEADING 4**
10pt Din Next Pro - Light Lowercase	Paragraph
10pt Din Next Pro - Bold Lowercase	**Bold**
8pt Din Next Pro - Light Lowercase	Disclaimer

TYPOGRAPHY

Typesetting

Here we've broken down how to typeset Din Next Pro consistently.

Leading – body text
Leading refers to the spaces between lines of type and is measured in points. As a general rule, for body text the leading should be **120% of the font size**.

Leading – headings
For headings the leading can be reduced by a couple of points. For example, a 24pt heading could have 22pt leading.

BCS, The Chartered Institute for IT, promotes wider social and economic

line spacing or leading

Correct use

BCS, The Chartered Institute for IT, promotes wider social and economic progress through the advancement of information technology, science and practice.

DIN Next Light 11.5/13.8pt

Incorrect use

BCS, The Chartered Institute for IT, promotes wider social and economic progress through the advancement of information technology, science and practice.

DIN Next Light 10.5/9.5pt
Optically this appears a little too tight

TYPOGRAPHY

Typesetting

Tracking
The spaces between letters control the number of characters on a line. They contribute to the visual appeal and legibility of text.

Adjusting the letter spacing to entire blocks of text is called tracking. Adjusting the space between individual letters is called kerning.

DIN Next Pro is set with **10 tracking** for body copy, subheadings and headings.

Line length
The line length or measure is the width of a line of text. Line lengths should be kept short to aid legibility. An approximate average of 13 words and an approximate minimum of 5 words should be maintained in all communications. Legal text is the only exception to this rule where line length will be wholly determined by the volume of text and space available.

BCS, The Chartered Institute for IT, promotes wider social and economic progress through the advancement of information technology, science and practice.

10 tracking

BCS, The Chartered Institute for IT, promotes wider social and economic progress through the advancement of information technology, science and practice.
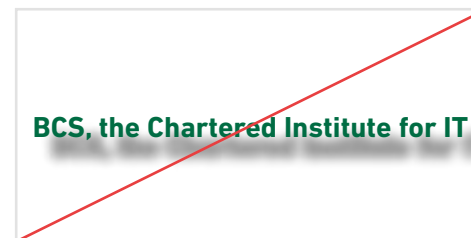
–20 tracking

BCS, The Chartered Institute for IT, promotes wider social and economic progress through the advancement of information technology, science and practice.

Minimum line length, 5 words approx

BCS, The Chartered Institute for IT, promotes wider social and economic progress through the advancement of information technology, science and practice.

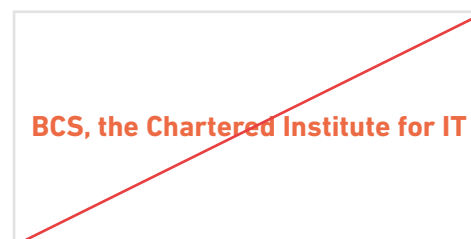**Maximum line length, 13 words approx**

TYPOGRAPHY

Incorrect usage

BCS, the Chartered Institute for IT

Don't set the type on a background with poor contrast.

BCS, the Chartered Institute for IT

Don't apply any effects (glow, shadow etc-) to the type.

BCS, the Chartered Institute for IT

Don't outline the type.

BCS, the Chartered Institute for IT

Don't use any unspecified colours.

BRAND DEVICE

BCS dots

At the heart of our communications is our brand device, BCS dots. The dots represent society, community and networking.

The dots are used as a responsive device with the flexibility to work across any application and serve to unify the BCS suite of marketing collateral.

The dots create a design system and can be used to add character to elements of the BCS brand.
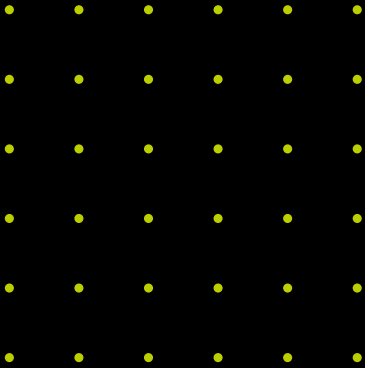
6x6
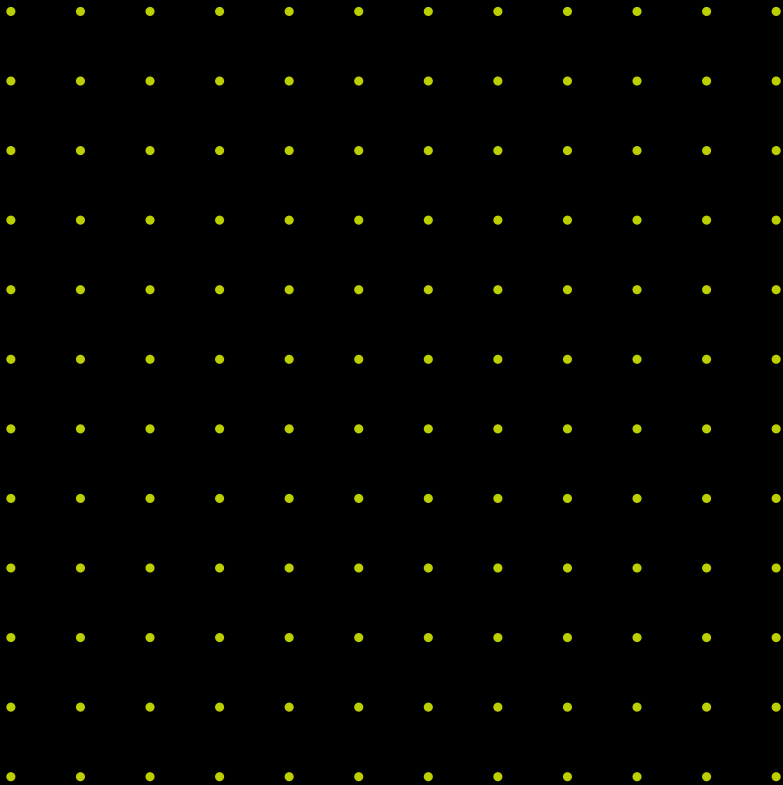
12x12

BRAND DEVICE

Using the dots

It's important to use the correct size for the format to make sure the dots appear at a consistent size across similar sized marketing collateral and publications.

Sizing
The dots should be a multiple of 0.4mm diameter and must never exceed the size of 1.6mm diameter for small print jobs or digital assets. The dots are evenly spaced in multiples of 4mm.

You can also use them as a pattern. See **page 35**.

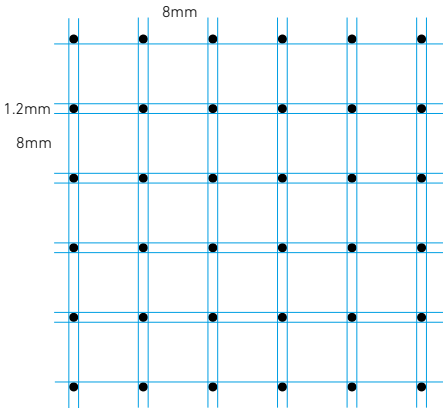|	
A1 Dots diameter: 1.6mm	**Book cover** Dots diameter: 0.8mm
A2 Dots diameter: 1.6mm	**A6** Dots diameter: 0.8mm
A3 Dots diameter: 1.2mm	**Business card** Dots diameter: 0.8mm
A4 Dots diameter: 1.2mm	**Digital** Dots diameter: 3.2px Dots spacing is the same as A5: 11.339px.
A5/DL Dots diameter: 0.8mm	

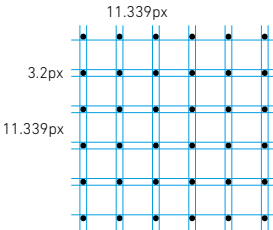**Print example A5**

0.8mm diameter

4mm spacing
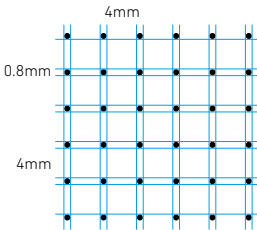
Print example A4

1.2mm diameter

8mm spacing

Digital example

3.2px diameter

11.339px spacing

BRAND DEVICE

Design system

The dots are the centre of the BCS design system. They're used to create dynamic layouts, patterns and iconography and they add character to our imagery.

The dots are used as a responsive device with the flexibility to work across any application and serve to unify the BCS suite of marketing collateral.

There are more examples of the dots in use on **page 45.**

Dots shown on the right are not actual size and for example only.

Dynamic layout

Image details

Pattern

Iconography

COLOUR GUIDE

Primary colours

These are the brand colours; any application should use this palette.

Our primary colour is Green Pantone 3425.

**Grey should only be used for backgrounds and not for text.**

CMYK
To be used across 4-colour printed collateral.

Please check with your printer to see if you are able to print using the RGB colour values as this achieves the best colour vibrancy when printed correctly. We always recommend doing a print test to work out the best approach for your requirements.

RGB
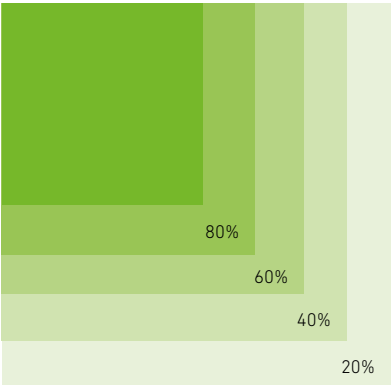Please use for screen and digital.
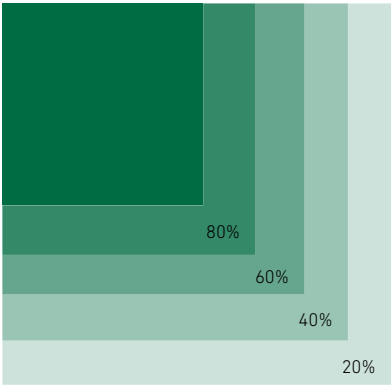
Specifications for print
Pantone 3425
Process CMYK

C100 **M**0 **Y**80 **K**40

Specifications for screen & digital

R0 **G**105 **B**65

Specifications for print
Pantone 369
Process CMYK

C60 **M**0 **Y**100 **K**0

Specifications for screen & digital

R85 **G**166 **B**24
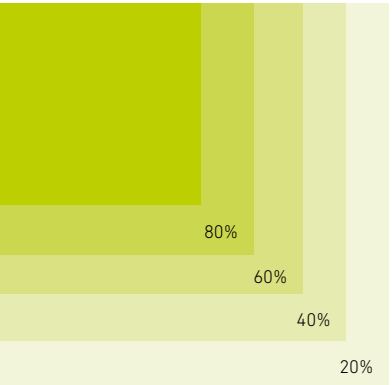
Specifications for print
Pantone 382
Process CMYK

C35 **M**0 **Y**100 **K**0

Specifications for screen & digital

R190 **G**214 **B**0

Essential colours

| **Black** | **Grey**
Hex #F1F1F1 | **White** |
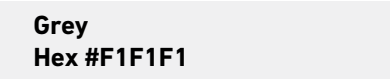
COLOUR GUIDE

Secondary colours

Our secondary colours have been introduced to add depth and vibrancy to our applications.

These are used to complement the primary BCS colours.

The secondary colour pallet should only be used as background colours.
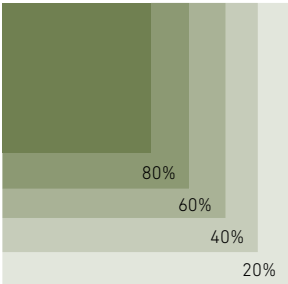
CMYK
To be used across 4-colour printed collateral.

Please check with your printer to see if you are able to print using the RGB colour values as this achieves the best colour vibrancy when printed correctly. We always recommend doing a print test to work out the best approach for your requirements.
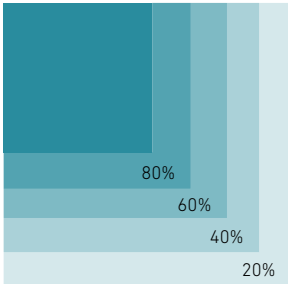
RGB
Please use for screen and digital.

80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%

Specifications for print

Pantone 5763 C

Process CMYK

C35 **M**5 **Y**60 **K**50

Specifications for screen & digital

R98 **G**120 **B**79

Specifications for print

Pantone 7474 C

Process CMYK

C70 **M**5 **Y**20 **K**30

Specifications for screen & digital

R30 **G**138 **B**153
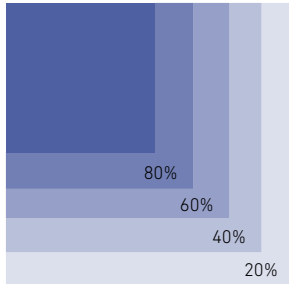
Specifications for print

Pantone 273 C

Process CMYK

C75 **M**60 **Y**0 **K**10

Specifications for screen & digital

R74 **G**98 **B**164
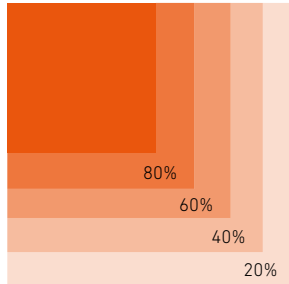
Specifications for print

Pantone 165 C

Process CMYK

C0 **M**77 **Y**100 **K**0

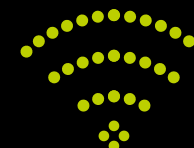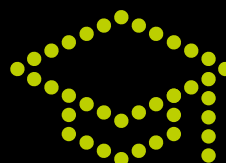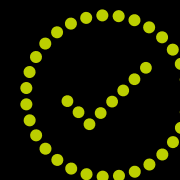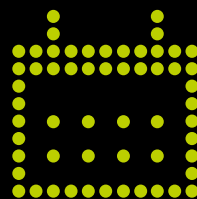*Specifications for screen & digital*

R242 **G**97 **B**34

ICONOGRAPHY

A family of icons

Simple iconography can help explain complex concepts quickly. We've created a range of icons for use online and within printed collateral.

You can request the icon pack from **creativeservices@bcs.uk**
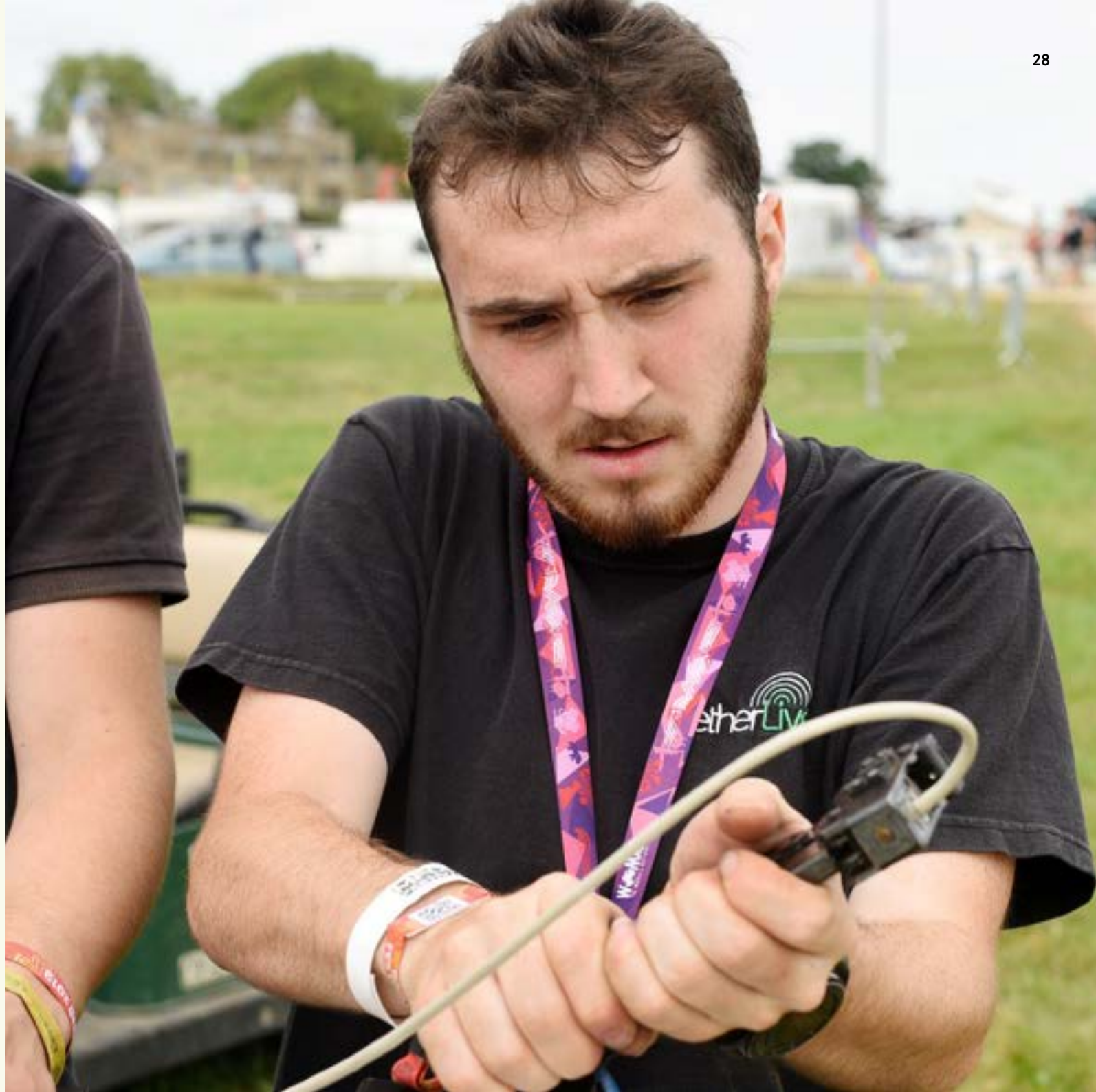
PHOTOGRAPHY

Insitu imagery

In situ photography is important to our brand. We prefer to show real environments where people are unposed and natural, showing their concentration and dedication to a task; or interacting in some way with computing technology.

We understand that photoshoots are not always possible and using stock imagery may be the best option. If this is the case, the photos need to be unposed.

Style
The style is bright, light and clean. To help achieve this we have an Adobe Lightroom preset to help edit the photographs. You can find this on **page 34.**

We try to avoid green tones as it tends to clash with our primary colour palette.

PHOTOGRAPHY

Portrait individuals

Our individual photography captures the subject's personality; we mainly use these shots for case studies.

The technical bit
We edit our individual photography using the threshold effect within Adobe Photoshop. This creates the duo tone silhouette graphic. It's important to work with the brightness and contrast settings to achieve the best results.

Once the image has been edited, it is then paired with the dots using the rule of quarters shown on the right.

Printing
The threshold artwork has to be a vector graphic for large format printing to ensure a high resolution finish. You can achieve this by using a working path from Photoshop to Illustrator.

Rule of quarters

PHOTOGRAPHY

Collages

Collages enable us to build up imagery to show the diversity of our membership and audience base.

BCS is dedicated to improving diversity within the UK science and technology community. We support the Declaration on Diversity, Equality and Inclusion, and are publicly committed to delivering a workforce that is more representative of those it serves.

When looking to use imagery please consider this in your choices.

The technical bit

PHOTOGRAPHY

Photography compositions
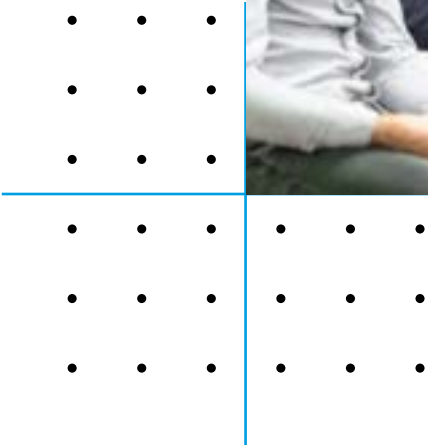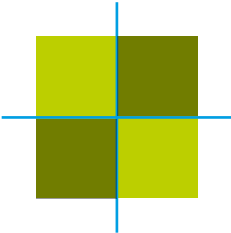
Dynamic layouts
BCS is proud to represent an industry that is always looking to improve and evolve. We express this visually through our dynamic layout design system.

Our brand device is paired with photography and squares to create interesting layouts for our suite of marketing collateral.

The rule of quarters
The dynamic layouts work by the rule of quarters from a square. Design elements should only overlap by **1/4** of another design element.
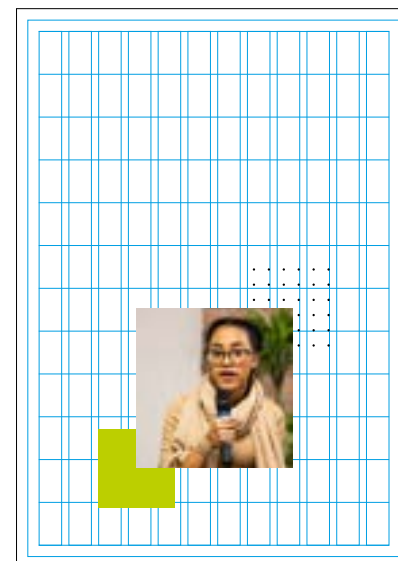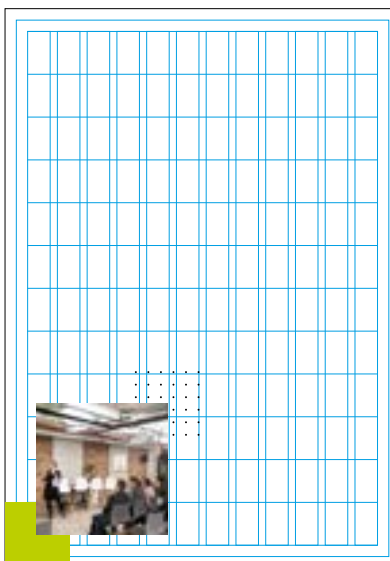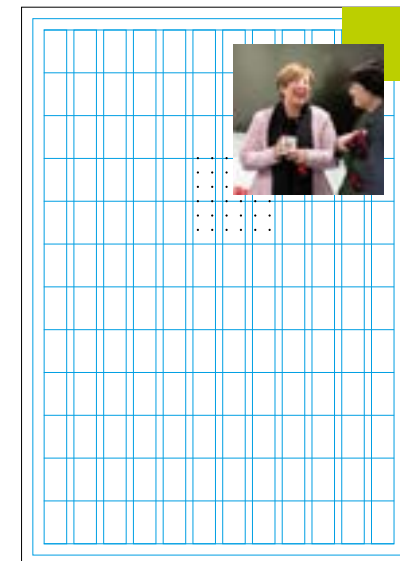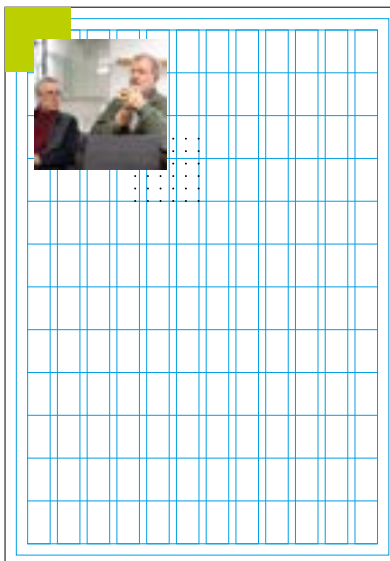
Rule of quarters

PHOTOGRAPHY

Photography compositions - A4 examples

Dynamic layouts
Dynamic layouts There are various ways to apply the dynamic layout. They mostly bleed off the page, although in some cases you can use them to highlight a subject within a body of text.

Here are a few examples showing how to compose the dynamic design system.

PHOTOGRAPHY

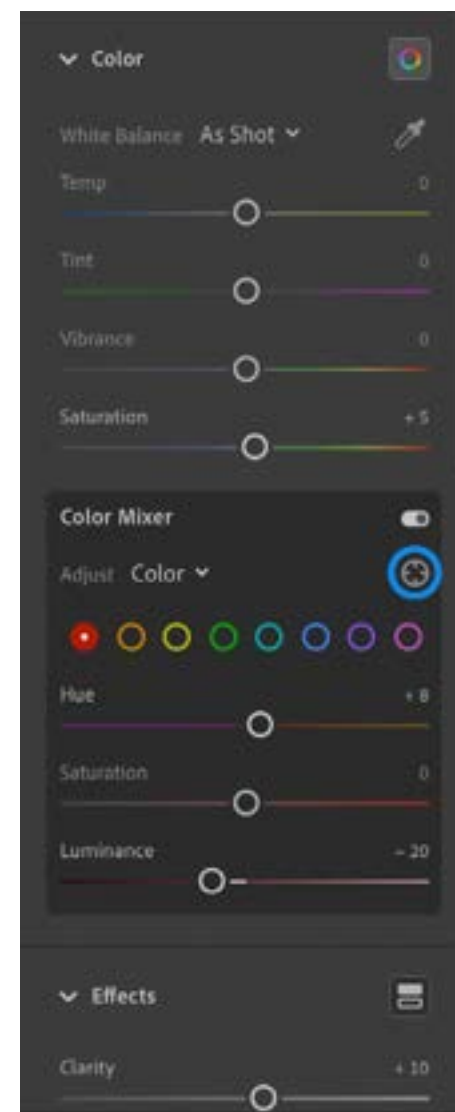## Adobe Lightroom preset

We have a specific preset to ensure all of our photography has the correct editing.

You can request the preset by emailing **creativeservices@bcs.uk**

PATTERN

The dots can be used as a pattern with a gradient overlay, as shown in these examples. The patterns are used for backgrounds only.

The pattern must be applied as a vector graphic to ensure a high-resolution result.

ILLUSTRATION

Style

Illustrations are an important visual component of any brand. They can reflect a certain mood and support certain information when a photograph might struggle to.

We've included guidelines to maintain overall brand consistency and increase the speed of work.

The BCS illustration style is **flat vector graphics**. Illustrations are mostly used within animations, but can also be used to visualise complex BCS products.
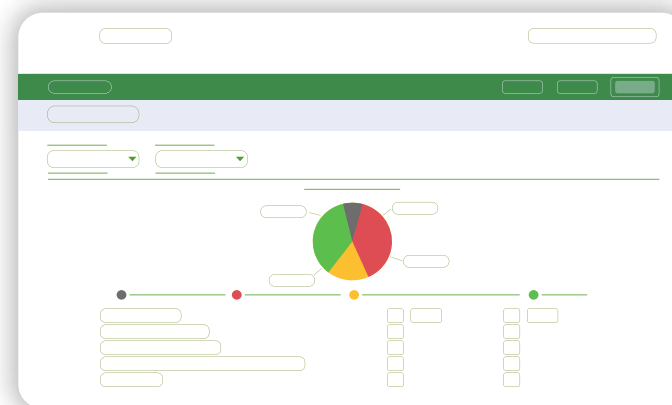
MOTION

Video introduction

Logo animation
At BCS we like to keep things simple and let the content do the talking. The BCS logo should simply fade in and out as in this example.

https://www.youtube.com/watch?v=UwftSU0QMNg

The BCS logo should not be displayed for the full length of the video.

Typography
We treat motion the same as any other piece of marketing collateral. The typography hierarchy structure should follow the example on **page 19.**

Logo example

Title example

MOTION

Lower thirds

We like to keep the graphics simple in videos to allow the content to have breathing room.

Animation
The BCS dots appear from the right and the text fades up.

JOHN HIGGINS CBE FBCS
BCS president

MOTION

Video outro

Logo animation
The BCS logo should simply fade in and out followed by the call to action, as in this example:

www.youtube.com/watch?v=fXeKJft3thA

Logo lock-up example

Call to action example

MOTION

Webinar

We create a lot of educational content, it is vital that the branding is consistent throughout all of our webinars.

Introduction
The BCS logo and webinar title should simply fade in and out. The introduction and main content is sperarated by a dot transition. An example of our webinar template is below.

Lower thirds
Lower thirds are the same as any other video. In webinars they appear from the right.

Outro
The BCS logo should simply fade in and out followed by the call to action, as in this example:

www.youtube.com/ watch?v=UwftSU0QMNg&t=293s

You can request the webinar template from **creativeservices@bcs.uk**

Webinar composition

Outro example

MOTION

Animation

Illustration style
Our illustration style must remain the same throughout the BCS brand. The BCS illustration style is **flat vector graphics**.

Logo
The BCS logo must appear during the intro and outro of the animation. The BCS logo should simply fade in and out followed by the call to action.

Typography
We treat motion the same as any other piece of marketing collateral. The typography hierarchy structure should follow the example on **page 19.**

Voice
Our animations can be quite informative so it's important to use simple language and leave out any acronyms. We want the audience to feel comfortable when interacting with our content; the voice must be positive, trusting and inspiring.

Casting the right voice actor can be challenging. Always ensure the voice fits the purpose of the content.
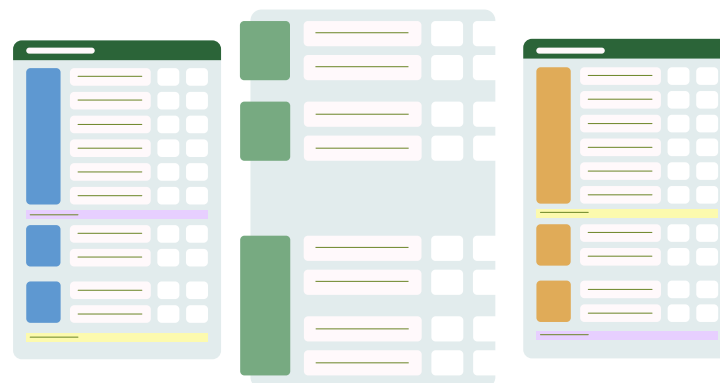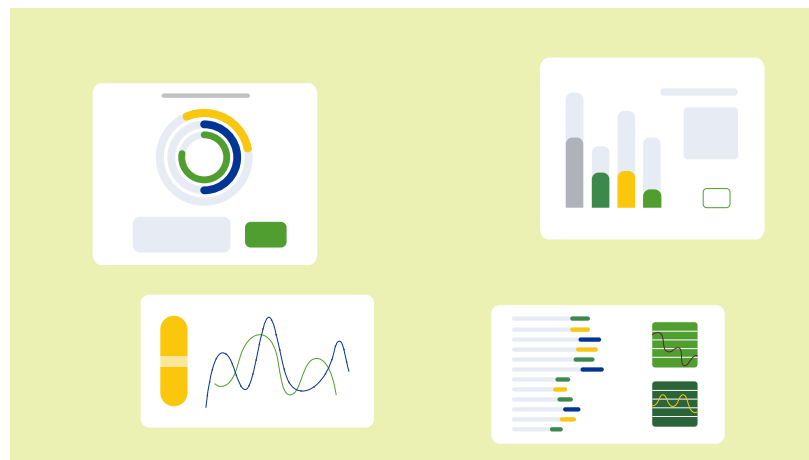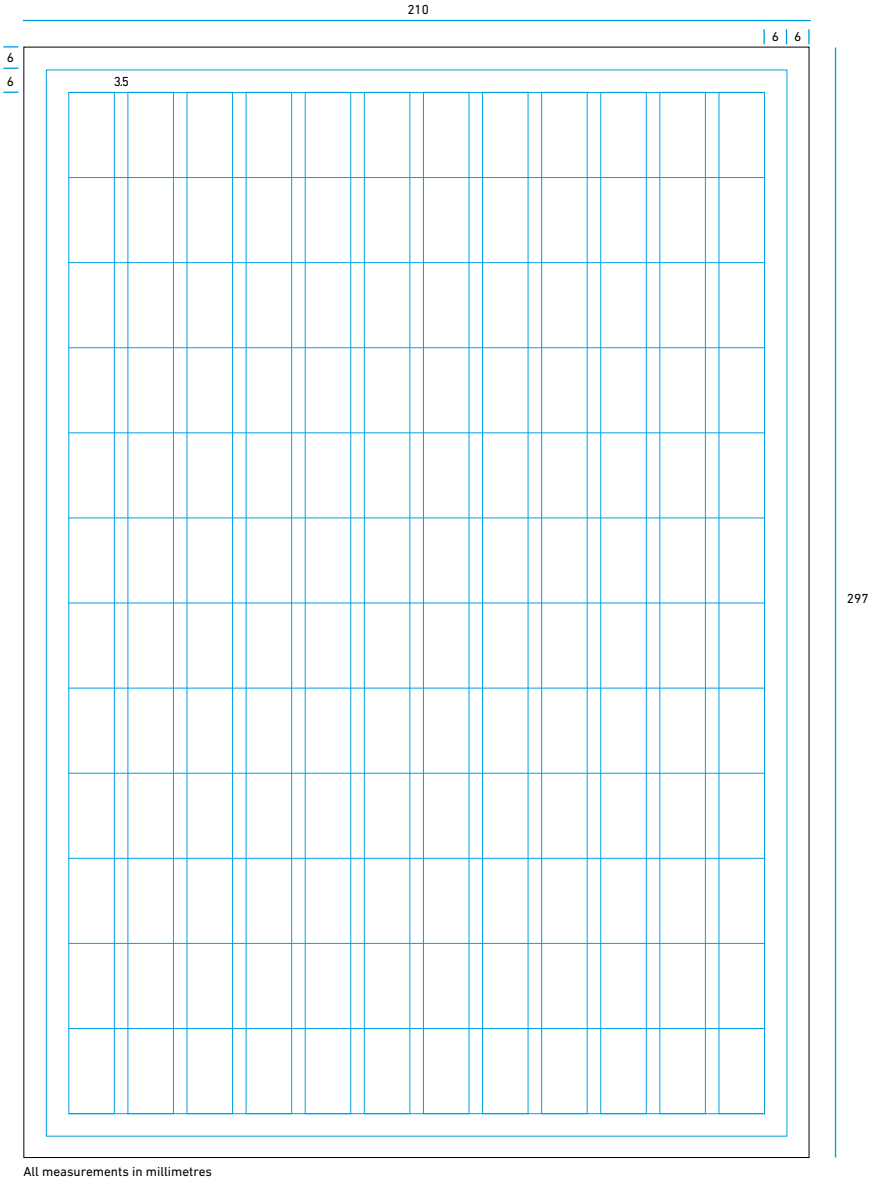
GRIDS

A4

This page demonstrates the grid system used on A4 covers and inside spreads. The dimensions for A4 are 210mm x 297mm.

The vertical grid has an initial border of 6mm and the central area is sectioned equally into 12 columns with a 3.5mm gutter and a horizontal grid that is divided into 12 rows. These measurements are taken from within the second margin.

These guides should not be altered.
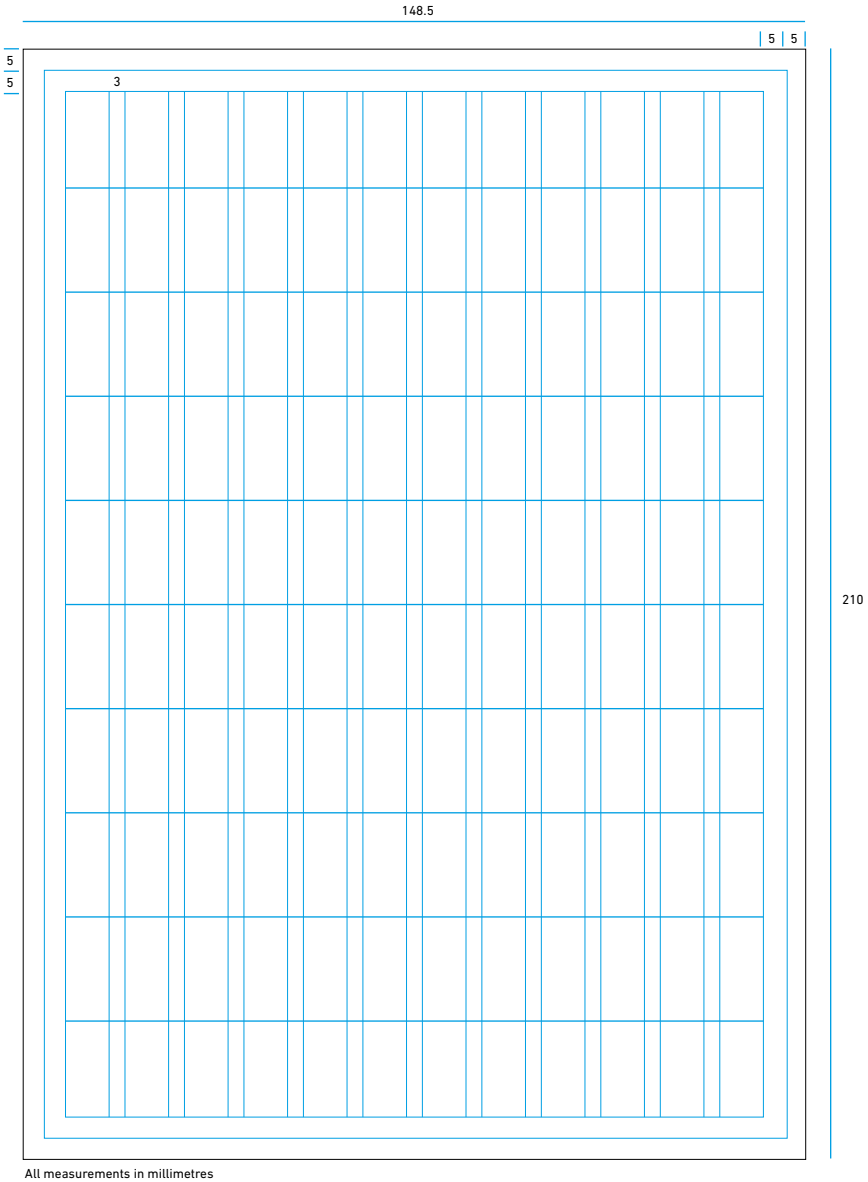
All measurements in millimetres

GRIDS

A5

This page demonstrates the grid system used on A5 covers and inside spreads. The dimensions for A5 are 148.5mm x 210mm.

The vertical grid has an initial border of 5mm and the central area is sectioned equally into 12 columns with a 3mm gutter and a horizontal grid that is divided into 10 rows. These measurements are taken from within the second margin.

These guides should not be altered.

148.5

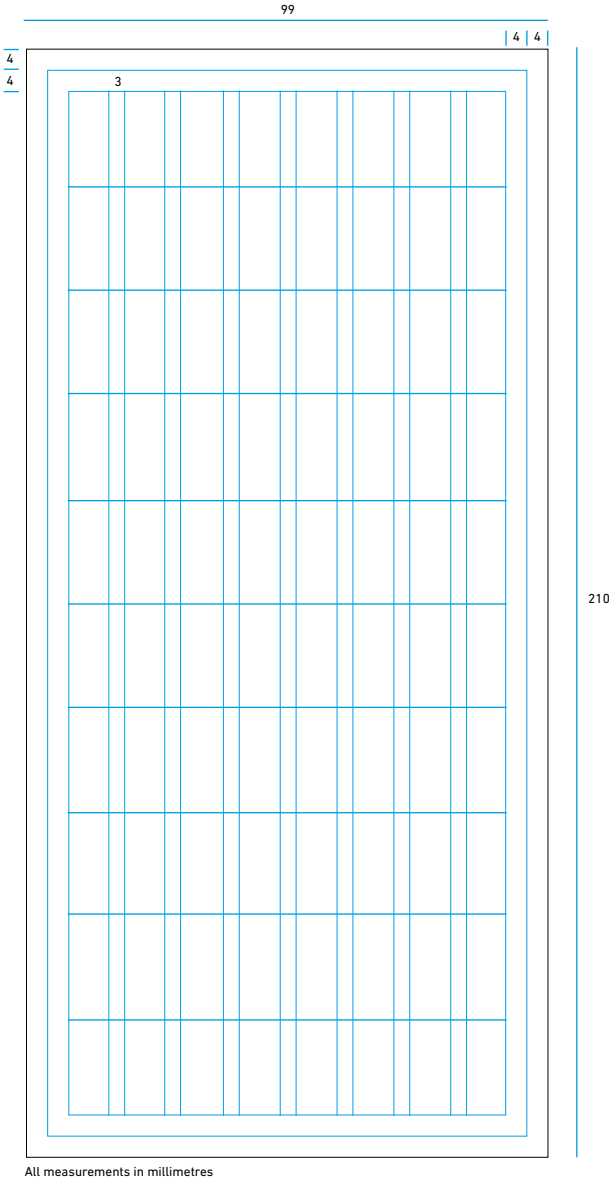5 | 5

5
5

3

210

All measurements in millimetres

GRIDS

DL

This page demonstrates the grid system used on DL covers and inside spreads. The dimensions for DL are 99mm x 210mm.

The vertical grid has an initial border of 4mm and the central area is sectioned equally into 8 columns with a 3mm gutter with a horizontal grid that is divided into 10 rows. These measurements are taken from within the second margin.

These guides should not be altered.

All measurements in millimetres

GRIDS

A3

This page demonstrates the grid system used on A3 covers and inside spreads. The dimensions for A3 are 297mm x 420mm.

The vertical grid has an initial border of 10mm and the central area is sectioned equally into 12 columns with a 3.5mm gutter with a horizontal grid that is divided into 12 rows. These measurements are taken from within the second margin.

These guides should not be altered.

297

10 | 10

10

10

3.5

420

All measurements in millimetres
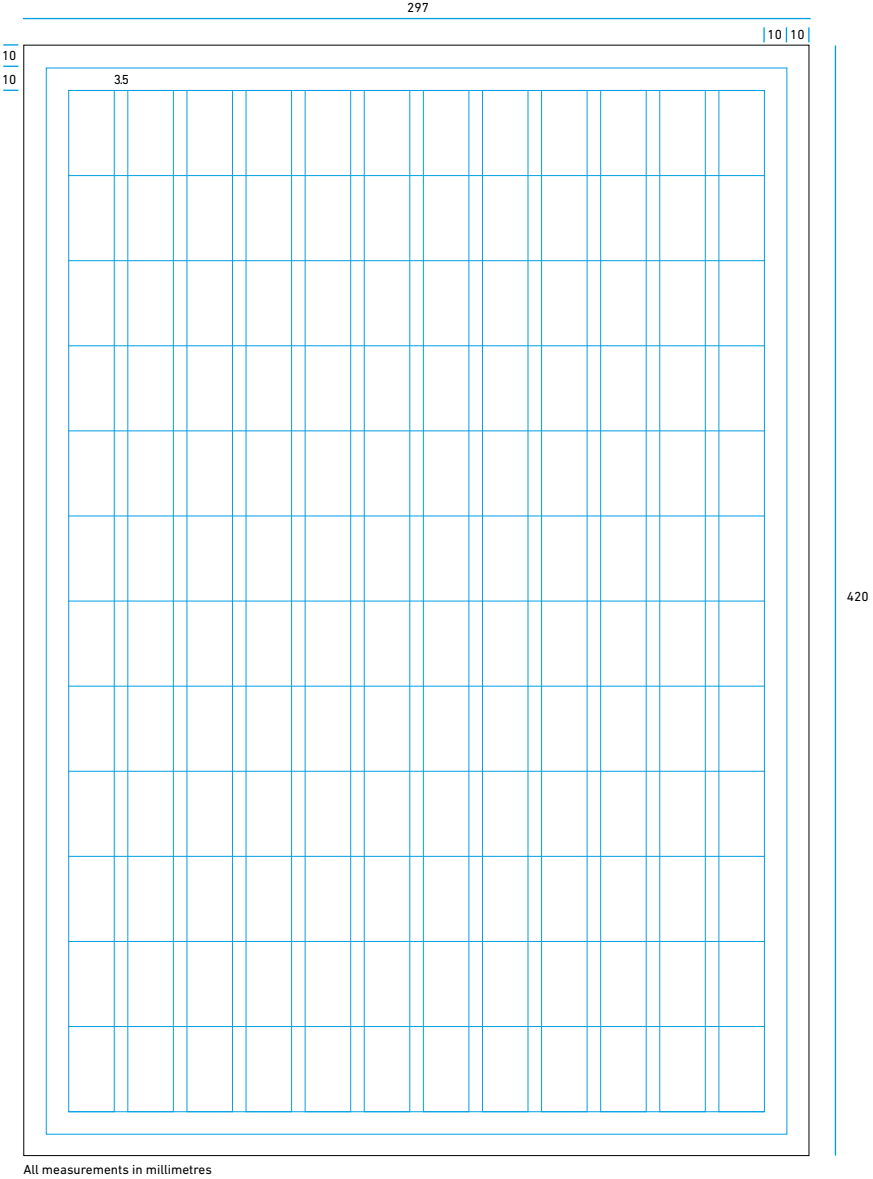
BRAND EXAMPLES

Brochure

BRAND EXAMPLES

Brochure

BRAND EXAMPLES

Decal

BRAND EXAMPLES

Lanyard

BRAND EXAMPLES

Social media

bcs

The
Chartered
Institute
for IT

CONTACT

If you have any queries, please email
creativeservices@bcs.uk