

# BCRF Logo Dos and Don'ts

BCRF has two official logos (right).

Where possible, use the logo with BCRF's full name. But when it is not legible or space is tight, use the short format logo.

BCRF's logos can be downloaded [here](#).

ORIGINAL



SMALL FORMAT USES WITHOUT DESCRIPTOR



*The BCRF logo should only be used alongside images that are respectful and non-violent. Please refrain from showing BCRF's logo in graphics and social media assets next to any content or images sexualizing breasts or showing extreme violence, blood, and death.*

The BCRF logo should never be altered, cropped, or redesigned. Avoid putting the logo on patterned, dark/similar-colored backgrounds or it may not be readable.



DO NOT CHANGE THE SIZE OF THE TEXT, OR ALTER THE TYPOGRAPHY OF THE LOGO



DO NOT CHANGE THE LOGO'S COLOR



DO NOT CHANGE THE LOGO'S PROPORTION



DO NOT ADD DROP SHADOWS OR OTHER EFFECTS TO THE LOGO



DO NOT USE LOWERCASE FOR THE LOGO



DO NOT OUTLINE THE LOGO



DO NOT ROTATE THE LOGO



DO NOT CROP THE LOGO



DO NOT MODIFY THE DESCRIPTOR TEXT



DO NOT USE BCRF WITHOUT THE ICON



DO NOT USE THE LOGO ON A DARK BACKGROUND



DO NOT USE THE LOGO IN A HOLDING BOX OR OTHER SHAPE



DO NOT MODIFY THE RIBBON SHAPE



DO NOT USE THE LOGO IN A HOLDING BOX OR OTHER SHAPE



DO NOT USE THE LOGO IN A HOLDING BOX OR OTHER SHAPE