

# British Caving Association

## Logo Usage Document

In order to maintain brand identity only logos supplied in this logo pack or from the BCA website press page should be used. No modifications should be made without approval from the BCA council.

### Standard Logo

- Usual main logo - white text on black background – PNG, PDF, PSD
- Alternative main logo - black text on transparent background – PNG, PDF, PSD (may be used with or without a black border).
- Aspect ratio of 1.833 must be used at all sizes.
- Minimum width: 100 pixels or 40mm (72ppi)
- Maximum width: 2200 pixels or 776mm (72ppi)



### Mini Logo

- White on black monochrome – PNG, PDF, PSD
- Aspect ratio of 1.455 must be used at all sizes.
- Minimum width: 60 pixels or 10mm (72ppi)
- Maximum width: 900 pixels or 300mm (72ppi)



### Member Club

- Only for use by current BCA member clubs.
- White on black monochrome – PNG
- Aspect ratio of 2.158 must be used at all sizes.
- Minimum width: 60 pixels
- Maximum width: 300 pixels



### Approved Provider

- Only for use by current BCA approved providers.
- White on black monochrome – PNG
- Aspect ratio of 2.158 must be used at all sizes.
- Minimum width: 60 pixels
- Maximum width: 300 pixels

