



The Vancouver Branch Logo

In the fall of 2015 the Vancouver Branch Board decided to commission a new Logo as a centerpiece for a branding process by which the Vancouver Branch could more effectively – and consistently – present itself to the public and its membership. Previous to that, a crest designed by Wilson Youngson, appeared sporadically on various Branch promotions but was never a formal graphic identifier for the Branch. It can still be found on the wall of the Cairngorm hall at the USCC. The Branch, in the past, has also used the RSCDS graphic from Scotland – the coronet and strapline, “dance scottish”.

A Graphics Committee was formed and in September of 2016 presented 5 options to the Branch Board. The current logo was chosen by the Board as it spoke most clearly to what we do and where we do it – dance Scottish ... on the West Coast ...

Specifications:

- **Blue – Pantone 300** (specified by Scotland)
- **Green – Pantone 340** (in the Branch logo)
- **Font – Verdana** (specified by Scotland)

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The selected logo was then incorporated into a range of publicity materials. In July of 2017 these items were presented to the Board and were all approved by the Board. They include:

- Letterhead
- Presentation cards
- Promotional Rack cards listing Clubs and Classes
- Banners – 1 retractable banner, 2 ‘feather’ banners and 3 parade banners
- A-frame Event Boards – 1 generic, 1 for Dancing in the Park
- Mementos – including bookmarks, note cards, event promotion, etc.

In order for our Vancouver Branch Branding to be easily recognized, it is important that our Branch logo is presented consistently in all promotional materials and is used as widely as possible.

The logo should appear in the top left corner of all Board documents, mailings and promotional material for any Branch event. A second logo used for a particular Branch function should sit separately and be smaller.

For further guidance please contact the **Graphics Consultant** Appointed Position – see the Branch website – About Us – Appointments).

For information regarding the existing publicity materials please see the **Publicity Materials Use, Management & Distribution** document.