

Real-Time Virtual Support Visual Identity Guidelines

Rural Coordination Centre of BC

Date of brand development: 07/09/2021

Date of brand revamp: 23/12/2022

Logo designer:

Douglas Bear Horne

[Read more about Douglas Bear Horne](#)



Overview

The following guidelines are for the use of the Real-Time Virtual Support (RTVS) logo for the Rural Coordination Centre of BC (RCCbc) and its partners.

Design

The RTVS logo was created by Coast Salish artist Douglas “Bear” Horne. It consists of a hummingbird, which is considered a messenger. The logo also contains a sun, symbolizing peace and healing. The wordmark Real-Time Virtual Support has been added to complete the brand identity.

Non Graphical Use of Name

When using the RTVS name in text applications, such as in an email, an article or letter, it should always be represented by spelling it out in full at first mention and then including the acronym in brackets afterwards. There is a hyphen between Real and Time.

First mention:
Real-Time Virtual Support (RTVS)

Afterwards:
RTVS

Horizontal

The horizontal logo can be used as the default logo.



Vertical

The vertical logo can be used in places where a horizontal logo may not fit or looks unbalanced.

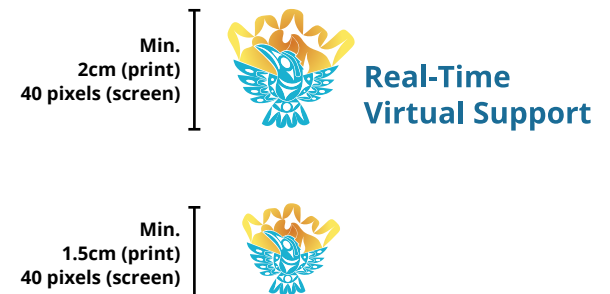


Situating the logo on a page

When producing printed materials or reports about RTVS, position the RTVS logo in the top of the printed page, ensuring adequate space is left from the logo to the edge of the page.

The minimum size for the RTVS logo with wording in print is 2 cm high. The minimum size for the RTVS logo without wording is 1.5 cm high.

For screen applications, a minimum of 40 pixels in height is required for both versions.





Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark.

How much space?

The amount of clear space required is roughly the same width and height of the o in the “Support” of Real-Time Virtual Support



Consultation to Conversation

Consultation to Conversation (C2C) enables three-way video communication between a patient, a provider and a specialist or specialized service provider. Since C2C is part of the RTVS family, a C2C logo was created using the RTVS logomark and the Open Sans brand typeface.



Consultation to Conversation

Instant Access Colours

CHARLIE ORANGE

CMYK 13-63-100-2
 RGB 212-117-40
 HEX #d47528
 PMS 152C

MaBAL PINK

CMYK 5-65-9-0
 RGB 229-121-163
 HEX #e579a3
 PMS 73-14C

ROCCI BLUE

CMYK 72-9-13-0
 RGB 22-176-208
 HEX #1db2d4
 PMS 4157C

RUDI BLUE

CMYK 89-53-23-4
 RGB 22-109-52
 HEX #196b95
 PMS 2139C

Quick Reply Colours

GREEN

CMYK 71-0-88-0
 RGB 73-184-91
 HEX #44b65a
 PMS 148-7C

CHARLIE ORANGE - YELLOW GRADIENT

Other colours

BLACK

CMYK 0-0-0-100
 RGB 0-0-0
 HEX #000000
 PMS BLACK

WHITE

CMYK 0-0-0-0
 RGB 255-255-255
 HEX #ffffff
 PMS WHITE

GREY

CMYK 00-0-0-65
 RGB 117-115-115
 HEX #757373
 PMS 179-10C

YELLOW

CMYK 3-4-76-0
 RGB 250-230-93
 HEX #fae65d
 PMS 120C

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()

Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()



The typeface family


Only one font style is used for the logo, typeface family: Open Sans.

When to use

Open Sans Bold is the primary font used for logo wording.

When to use

Open Sans is to be used for all other forms of standard body text, ranging from stationery, website design, brochures and all forms of general correspondence.



Do not - logomark

Do not resize or change the position of the logomark.



Do not - fonts

Do not use any other font, no matter how close it might look to Open Sans.



Do not - sizing

Do not stretch the logo. Any resizing must be in proportion.



Do not - colour

Do not change the colours even if they look similar. Use the actual colour specifications detailed in these guidelines.



Peer pathway logos

RTVS peer support pathways benefit from consistent branding with the RTVS family. Combining the RTVS hummingbird and sun with the peer pathway names helps end-users understand the pathway's connection to RTVS.



A variation of these logos was created for Zoom in order for the pathway names to be more legible in a small "avatar" space.



Example: Zoom avatars

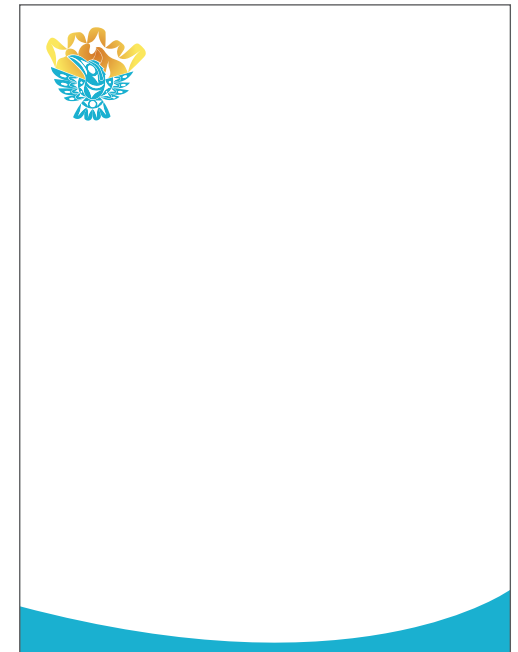
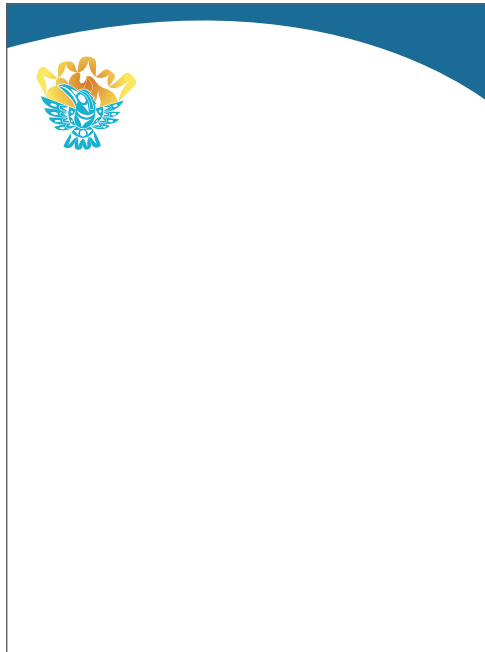


Blue & White arcs/waves

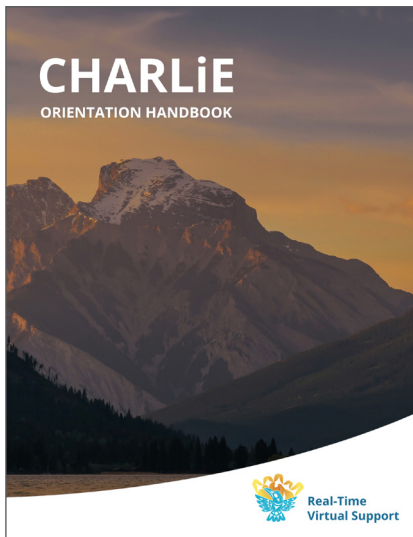
Using RTVS light or dark blue or 100% white, edges of pages or images can be framed with a blue or white arc/wave to add a subtle link to the RTVS main logo. The arc shape can vary but should remain concave in nature.

The arc can be used strategically to isolate copy lines or other graphic elements such as icons.

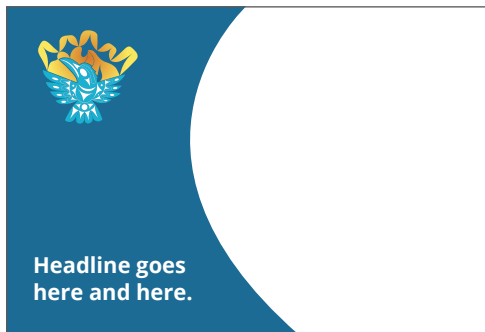
Layout examples - Lettersize



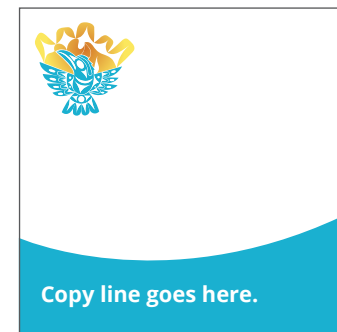
Layout example - with background image



Powerpoint slide

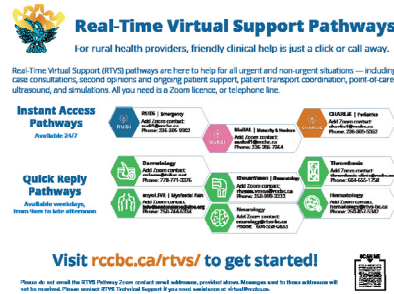


Social media tile



Graphical elements

Posters, information sheets and other collateral are all useful to disseminate information about RTVS. In order to have brand consistency, it is recommended that the same graphical elements be used throughout.



Hexagons

Hexagons are a simple graphical element that can be used to add colour to a design.



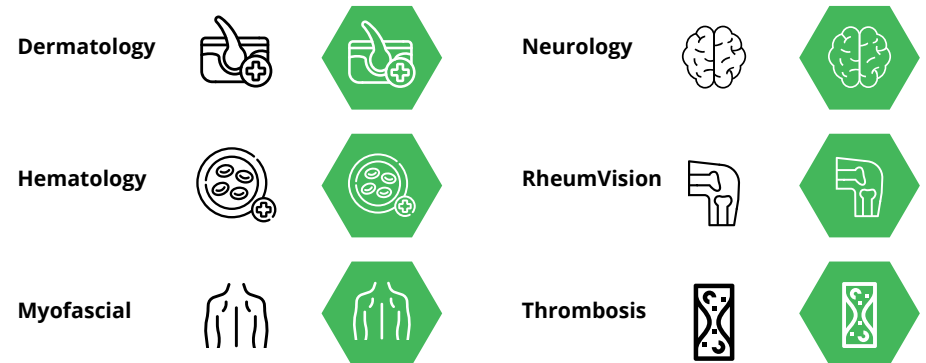
Rounded corners

Yellow squares with rounded corners create interest on posters and other collateral.



Icons

RTVS icons have been developed as modern, simplified icons to support RTVS communications. The icons shown below must be used with their corresponding topic. They may be placed in coloured hexagons or sit on their own. When displayed outside a coloured hexagon, the line colour must be one from the RTVS brand colour palette.



Application on a printed product

Use the full colour logo whenever possible.



