BCE

BAR CODE EXPANSION

Department of
Veterans Affairs

*Raising the Bar
on Patient Safety*

Bar Code Expansion (BCE)
Graphic Identity Standards

The need for
graphic identity standards

The focus of a graphic identity is usually a symbol or logo and it can say a lot about an organization. However, an identity *system* is much more than the utilization of a symbol. A comprehensive graphic system is a structure for communicating and presenting information logically, clearly, and with distinction. It embodies the enduring values and goals of the organization—the message that the organization wants to send to both internal and external audiences.

Bar Code Expansion (BCE) has such a system and this document helps explain it.

The purpose of this document

As Bar Code Expansion (BCE) continues to establish its presence in the Department of Veteran's Affairs, it is imperative that we all work together to communicate a clear and consistent identity to our internal and external audiences. The development of visual identity standards that are applicable to the BCE group is critical to achieving this objective.

BCE's logo, three figures holding a barcode, provides the basis around which the BCE identity system and this graphics standards manual have been developed. The manual provides guidelines for proper use of the BCE logo in a variety of settings. The material is presented in a simple and concise manner that provides easy access to a range of information that will help assure consistency in the way we utilize our new logo.

Although no single logo can tell the whole story of a far-reaching and comprehensive medical initiative, the visual identity presented in this manual conveys a sense of BCE as a progressive program positioned to be a crucial component of healthcare in the VA.

The standards and guidelines presented in this manual have firm institutional support and are intended to be a guide to the basic components of the identity system. Implementing these standards in electronic and print media will promote greater awareness of BCE and its value to the VA. From the clinicians to the patients, from the press to the public, it's important that these audiences see a consistent message from the BCE initiative.

The BCE message

The values and strategies behind BCE have been carefully established to reflect the quality and integrity of this important healthcare initiative.

The technology and the process that captures, stores, and moves patient data is an amazing system. Such technology has made healthcare better today than ever before. But it can sometimes be clinical and impersonal. And though it's an integral and necessary component of patient care, one can sometimes loose sight of the individual--the veteran--who benefits from that care. So we have introduced the human figure to the logo to imply the presence in BCE of this caring sensibility.

The typeface for the BCE acronym in this design uses is a bold weight to convey a solid, trustworthy feel. It is positioned to balance with the vertical elements at the top of the graphic. It also provides a visual mooring for the smaller text positioned below it.

Quality and Coordination

Logo Usage Steward contact information:

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Versions of the logo available for use can be found [URL]

The BCE Logo

The BCE logo is available for use on a white background and on a blue background which matches the official BCE blue detailed below. *These are the only background colors to be used in the BCE logo*.

The official colors of the BCE logo are:

BCE Blue:
Pantone Reflex Blue U
RGB: Red-59 Green-77 Blue-160
CMYK: Cyan-89% Magenta-80% Yellow-1% Black-0%

BCE Gold:
Pantone 872 U
RGB: Red-168 Green-143 Blue-109
CMYK: Cyan-34% Magenta-40% Yellow-61% Black-5%

White:
RGB: Red-255 Green-255 Blue-255
CMYK: Cyan-0% Magenta-0% Yellow-0% Black-0%

Backgrounds

The BCE logo is available for use on a white background or on a blue background which matches the official BCE blue. This applies to Powerpoint, brochures, email, Word, or any other electronic or print media. *These are the only background colors to be used with the BCE logo*. If there are any questions regarding this issue, please contact the Logo Usage Steward for guidance.

Reproduction and Positioning

Electronic reproduction art is available from the Logo Usage Steward: for high-resolution printing and posters, promotional collateral (mugs, shirts, key chains, etc), and video/multimedia production. Use only authorized electronic files to reproduce the BCE logo. Do not use third-generation art, scanned copies, or any other reproduction process. Never use the logo or any part of the signature as a watermark.

Size

Adjustments have been made to the logo art for different sizes; it's important to use only the size required. Do not reduce or enlarge any electronic version of the logo more than 25 % (75% of its original size). Never reproduce the logo any smaller than 1 inch in height.

Clear Zone

The integrity of the BCE logo demands that no words, graphics, or images should crowd, overlap or merge with it. All words and images used in proximity to the logo should be placed no closer than the torso width of one of the human figures in the logo.

Special Print Needs

The BCE logo may be embossed, engraved, etched, or carved in a variety of different materials such as metal, wood, glass, etc. In these instances, special arrangements for reproduction will be governed by the Logo Usage Steward and subject to approval. Artwork that specifically meets a vendor's needs will be created or adapted on an individual basis.

1 inch

Signatures

The term *signature* refers to the joining of two primary elements in the graphic identity system — the BCE logo and the logotype. The logo is composed of the bar code, three human figures, the "BCE," and the text "Bar Code Expansion." The logotype consists of the other word identifiers — *Department of veterans Affairs* and its VA symbol, and the phrase *Raising the Bar on Patient Safety* set in the Humanst521 BT typeface: bold italic style. The VA text/symbol is exactly its own height away from the bottom of the logo and is centered. The tag line *Raising the Bar on Patient Safety* is positioned underneath the VA at a distance equal to the distance between the top of the R and the bottom of the word "on." It is also centered.

The BCE signature has a unique proportion or format and must not be altered in any way. When a signature is reduced or enlarged, it should always be treated as one unit. All elements should be sized proportionately. Enlarge to any size that is practical and necessary, but do not reduce to a size which reduces the BCE signature height to less than 1 inch.

Examples: Correct and Incorrect Usage

Correct Usage

The following four examples demonstrate the correct usage of the BCE signature.

Two color on white

Two color on Blue

One color - for use *only* when two-color is not feasible: engraving, promotional collateral, etc. The only colors permitted for this one color version are BCE Blue and Black.

Incorrect Usage

The following examples demonstrate some common errors that can be made regarding the usage of the BCE signature. Many of these occur when end-users attempt to create or recreate elements of the signature or logo. If in rare instances an individual is required to make a decision regarding the BCE signature, the first step is to contact the Logo Usage Steward for guidance.

Incorrect - **Different typeface**
The Humanst521 BT typeface is the only one used in the signature and logo.

Incorrect - **Improper proportion**
No part of the signature or Logo will be scaled, skewed, or distorted in any way.

Incorrect – **Improper arrangement of elements**
The elements in the signature, including text components of the logo, have been carefully arranged and balanced. No part of the signature or logo will be moved or replaced by another visual element in any way.
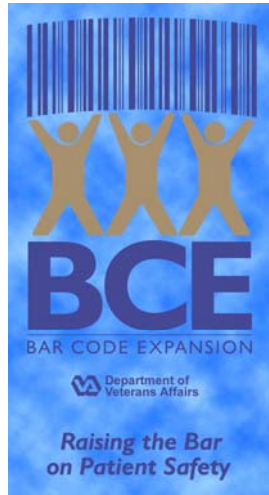

Incorrect - **Framing or enclosure**
No part of the signature or logo will be placed in or surrounded by a graphical border, frame or boundary in any way.
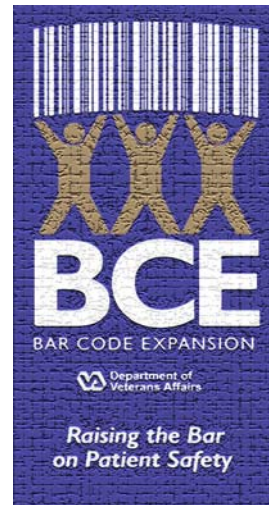

Incorrect - **Improper alignment**
No part of the signature or logo will be realigned in any way.

Incorrect – **Background**
No part of the signature or logo will be placed on a graphical or photographic background in any way.

Incorrect - Gradient, textures, shadows
No gradient, texture, shadow, or any other graphical treatment will be applied to any part of the signature or logo.

Incorrect – **Overlap**
No other graphical or photographic elements will be introduced over the signature or logo or obscure any part them. (See *Clear Zone*)

Incorrect - **Improper color**
No color substitution will occur to any component of the signature or logo, regardless of holiday, event or season. (See *The BCE Logo* for exact color usage.)

Incorrect - Distortion
The signature and logo will never be altered in relation to its original orientation. This includes twisting, slanting, or turning the logo on its side.

Checklist

All publications, advertising, print collateral, and electronic and audio visual materials must display an approved application of a signature or logo in a reasonably prominent, but not necessarily dominant, location.

Check the following reminders when using the BCE signature or logo:

1. Signature and log should always be taken directly from authorized electronic files sanctioned by the Logo Usage Steward.

2. When a signature or logo is reduced or enlarged, it should be treated as one unit. Resize all elements proportionately.

3. Check all color for accuracy and make sure the signature or logo is legible in the chosen usage context.

4. A signature or logo should never be integrated into illustrations, cartoons or other symbols or logos.

5. A signature or logo does not have to be large to be effective — but it should have ample space around it for legibility and integrity.