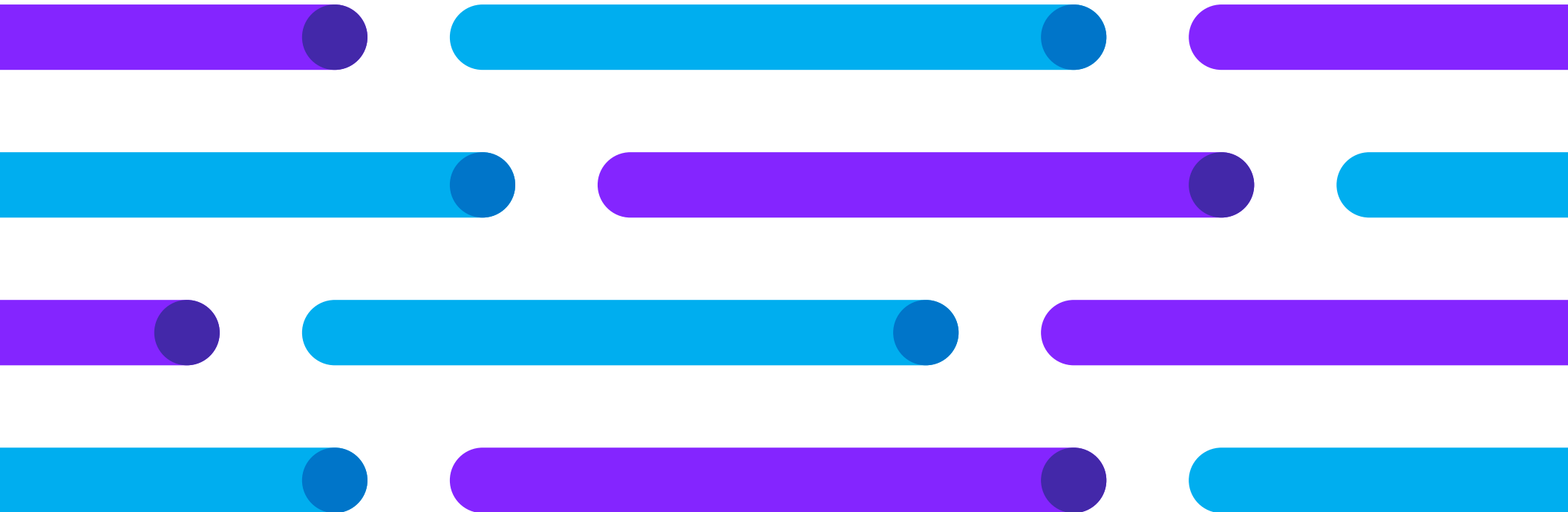




ICBC logo usage standards for ICBC Repair Network

Version 1.0 July 2024



ICBC logos

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We are on a path towards creating greater consistency in our visual representation.

Consistency is important to earn customer trust and support the positive perception of ICBC.

As a valued partner, these standards help you represent our marks in a consistent way.

Thank you for following these standards and for providing great service to our mutual customers.

When using ICBC logos, it is essential to follow these three principles:

Maintain logo integrity

The fundamental characteristics of the logo must always be maintained: proper safety space; colour scheme; the ICBC cube must appear with the entity lozenges.

(See page 6.)

No repetition

ICBC logos may only be used once in the same area. Repetition of an ICBC logo is not allowed.

Apply co-branding

ICBC logos must be used with your logo or company name but must appear smaller and less prominent.

These guidelines outline the permitted use of Repair Network and Repair Network Top Performer logos by Collision and Glass Repair Program Participants.

All usage of the ICBC Repair Network and/or ICBC Repair Network Top Performer logos is subject to the Collision and Glass Repair Agreements and Program Guides.

Program Participants wanting to use the ICBC Repair Network and ICBC Repair Network Top Performer logos or to otherwise promote the Program or services related to ICBC claims in advertising of any type are required to contact ICBC's Supplier Programs & Administration department (SupplierPrograms@icbc.com) for approval.

Such advertising is not permitted without ICBC's written approval of all advertising content, including web sites and social media. For more information, Participants may refer to the Agreement, or talk to a Supplier Programs Coordinator.

Important

if you move your sign from the original approved location, you need to submit a new request for approval.

Approval process

- Request logo files by emailing Supplier Programs & Administration at SupplierPrograms@icbc.com (do not copy logos from these guidelines or other sources as they won't reproduce properly).
- Please share these standards/guidelines with your designer or sign maker.
- You must get approval for each application where you wish to use an ICBC logo. Please ensure all new exterior and interior signage is submitted for approvals prior to production. Email SupplierPrograms@icbc.com for approvals.
- You may be required to make edits to your proposal to receive final approval.

ICBC Repair Network logo

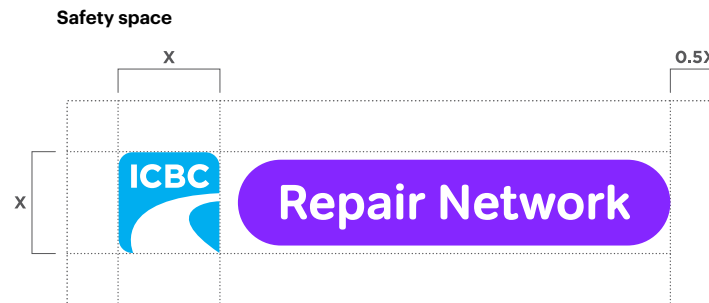
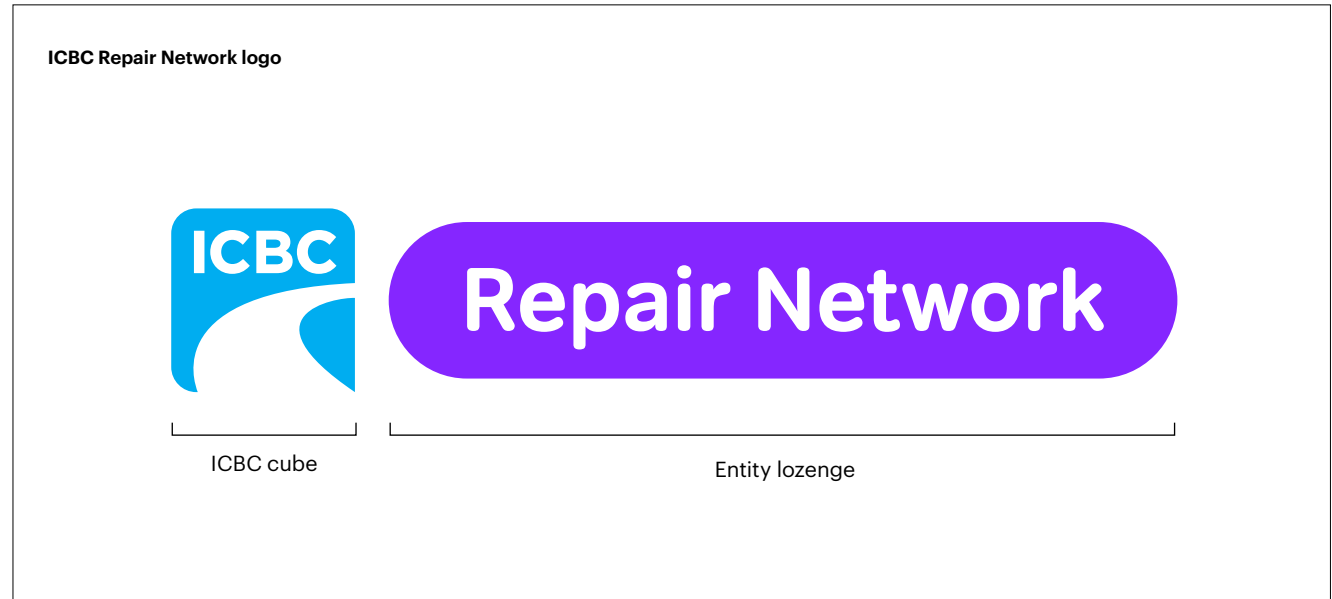
The ICBC Repair Network logo consists of the ICBC cube and Repair Network within a lozenge. It should always be used in accordance with these guidelines and should not be altered in any way. Always use the high-resolution logo files provided by us, and not versions from these or other materials.

Safety space

To maintain clarity and impact, make sure the logo is always clear of copy, photographs and other design elements. Refer to the example shown here for the recommended safety space. When used in signage applications, a larger safety space is recommended.

Minimum size

To protect its legibility, don't reproduce the ICBC Autoplan logo smaller than the sizes indicated.



To ensure maximum visibility and legibility of the ICBC Repair Network logo, minimum safety space is determined by half the width/height of the ICBC cube.

Minimum size



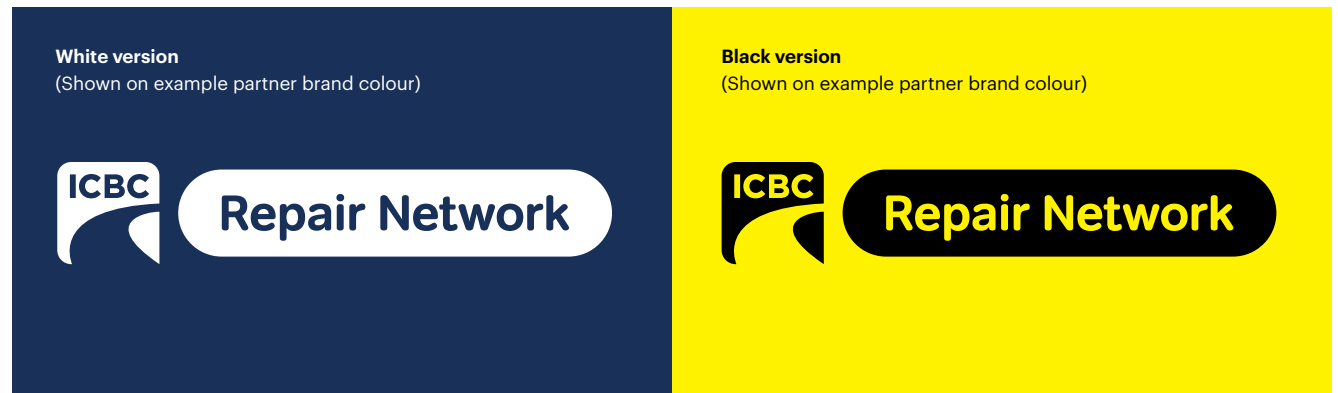
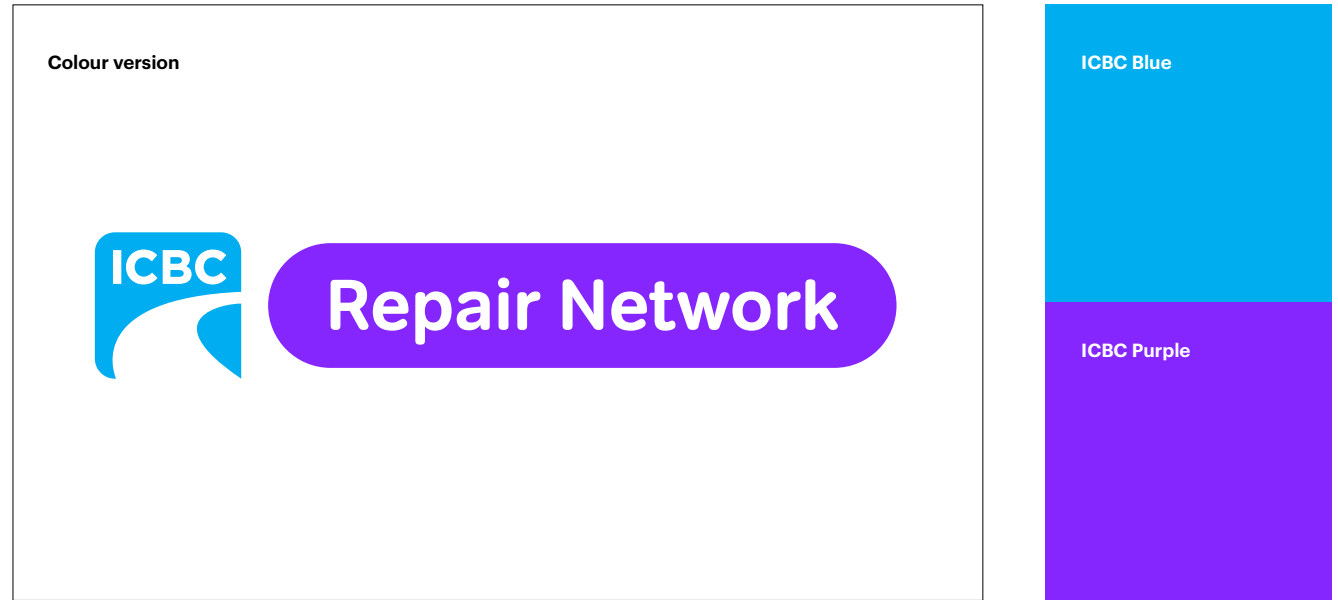
The minimum reproduction size for the ICBC Repair Network logo in print is 10mm high, based on the height of the ICBC cube. The minimum size on-screen is 30px high.

ICBC Repair Network logo versions

There are fixed colours the ICBC Repair Network logo appears in. Only ever use these versions, do not mix or match or create different versions. The versions are based on the background colour the logo is being applied to.

On a white background the logo can appear in colour, with a ICBC Blue cube and a ICBC purple lozenge with white type.

Background colours other than white should align to your brand colours, and can not be confusingly similar to ICBC Blue or ICBC Purple. Logos on your brand colours should appear as shown below, reversed white out of the background colour or as black on the background. Which version to use is determined by the percentage of contrast as outlined in the examples below.



The ICBC Repair Network logo may be reversed out of a solid colour, or out of black if the contrast is darker than 25%.

The ICBC Repair Network logo may be used in single-colour black on backgrounds lighter than 25%. If reversing the entity logo out of a partner brand colour would result in insufficient contrast, also use this version.

ICBC logo usage standards for ICBC Repair Network

ICBC logos

Colour values and usage

Shown opposite are colour values for use on a variety of substrates and mediums.

Signage and physical materials

For all signage applications (paint, vinyl decals, canopies, illuminated fascia signs, banners, sandwich boards etc), the material references shown opposite should be used. Other physical materials like merchandise (including clothing), must be matched to the Pantone Coated references.

Printing on paper

When printing on coated and uncoated paper, whenever possible, use PMS colours. When using CMYK, whenever possible it is recommended to add ICBC purple as an additional Pantone colour to ensure the best reproduction possible.

Coated paper stocks

Use the coated Pantones and coated CMYK values at right. Use coated stocks that have a smooth or matte finish and a neutral brightness to ensure accurate colour reproduction.

Uncoated paper stocks

Use the uncoated Pantones and uncoated CMYK values at right. Use uncoated stocks that have a smooth finish and a neutral brightness to ensure accurate colour reproduction.

On-screen/digital assets

For digital assets (e.g. websites, social posts, banners), use the RGB/HEX values at right.

ICBC blue		ICBC purple	
PMS Coated	Use 100% Process Cyan ink	PMS Coated	Pantone 2665C
PMS Uncoated	Use 100% Process Cyan ink	PMS Uncoated	Pantone 2665U
CMYK Coated	100 c	CMYK Coated	56 c / 73 m
CMYK Uncoated	100 c	CMYK Uncoated	39 c / 57 m
RGB	0 r / 174 g / 239 b	RGB	133 r / 38 g / 255 b
HEX	#00AEEF	HEX	#8526FF
Vinyl (Opaque)	Oracle 951 Series 053 "Light Blue"	Vinyl (Opaque)	Oracle 751 Series 403 "Light Violet"
Vinyl (Translucent)	Oracle 8500 Series 053 "Light Blue"	Vinyl (Translucent)	Oracle 8500 Series 403 "Light Violet"
Paint	Matthews Paint "Process Cyan U" (MP09133)	Paint	Matthews Paint 79369 N Satin-V1.1 2665C

Our approved material specifications for vinyl and paint have been provided above to help you achieve the best outcome. Digitally printed vinyl should not be used for signage.

ICBC logo usage standards for ICBC Repair Network

ICBC logos

The ICBC Repair Network Top Performer logo

The guidelines for usage of the ICBC Repair Network Top Performer logo follow all of the same rules for the ICBC Repair Network logo.

The only difference is with the addition of the year and details, the safety space is slightly increased, but maintains the same ratios.

If you have specific questions related to the use of the ICBC Repair Network Top Performer logo, please reach out to your Account Services Representative.

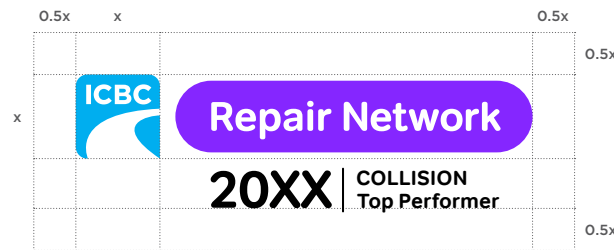
Annual updates

ICBC Top Performer logos are updated by ICBC on an annual basis for use by Participants who achieve this status. Please email Supplier Programs & Administration at SupplierPrograms@icbc.com with your specific use case and a current Top Performer logo will be provided.

ICBC Repair Network Top Performer logo



Safety space



Always maintain the minimum safety space around the logo to ensure clarity and impact. The logo must never appear to be linked to or crowded by copy, photos, or other graphic elements.

The safety space for the ICBC Repair Network Top Performer is half the width of the height of the cube, as per the safety space for the ICBC Repair Network logo.

Minimum size



The minimum reproduction size for the ICBC Repair Network Top Performer logo in print is 10mm high, based on the height of the ICBC cube. The minimum size on-screen is 30px high.

Creating new signage

The overall impression created by your exterior signage needs to ensure that your logo or company name has visual prominence over the ICBC Repair Network logo.

Before you create new signage with the ICBC Repair Network logo, be sure to do the following:

- Review these guidelines, and share them with your designer or sign maker.
- Only use the logo files provided by ICBC and make sure they are not changed or distorted in any way.
- Check your tenancy or leasehold agreement and building regulations to see if they have any specific signage requirements. (i.e. some sites only allow a business name to be advertised on storefronts).
- Check your city or municipality's signage by-laws.
- Submit your signage artwork for approval prior to production by emailing Supplier Programs & Administration at SupplierPrograms@icbc.com.
- For any other concerns or questions contact your Account Service Representative.

Co-branding versions

Clear identification

We want to help you promote your business and make it clearer to customers that you are a part of the ICBC Repair Network. Co-branding, or displaying your logo or company name along with the ICBC Repair Network logo, helps prevent confusion among customers. Always be sure to display your name or logo larger and more prominently than the ICBC Repair Network logo.

Greater flexibility

There are three exceptions to co-branding for signage where the ICBC Repair Network logo may be used on its own:

- Pylon signage in strip malls (see page 15)
- Interior window signage. Either blacklit or decal. (see page 16)
- decals on vehicles

In order to use ICBC Repair Network logo in this way, your name or logo must be clearly identified on the exterior of building or storefront.

White background



Bleed patch



Inset patch



The full colour version may only be used on a white background.

Colour backgrounds with single colour ICBC Autoplan logos



The ICBC Autoplan logo may be reversed out of a solid colour if the contrast is darker than 25%.



The ICBC Autoplan logo may be used in single-colour black on backgrounds lighter than 25%.

Positioning

Your logo or company name should be displayed above or to the left of the ICBC logo, depending on horizontal or vertical signage applications.

Spacing

The space between your logo or company name should be, at minimum, equal to the width of the appropriately sized ICBC cube.

For notes on the sizing relationship between your logo or company name and the ICBC Autoplan logo see pages 12–13.

Positioning

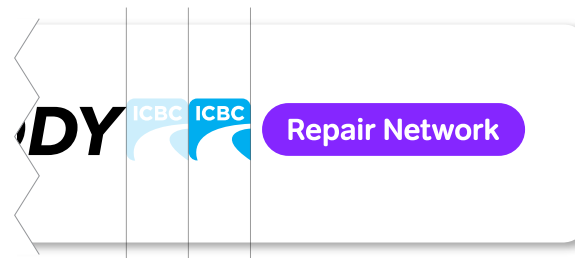


Horizontal example



Vertical example

Spacing



Horizontal example



Vertical example

Sizing ratio

Horizontal signage

In order for the Participant's logo to maintain prominence, keep ICBC Repair Network logo lockup at 50% the width of the Participant's logo. Where possible, the Participant's logo and ICBC Repair Network logo lockup should reside on opposite sides of the canvas. If not possible, spacing should be at minimum, equal to two widths of the proportionate ICBC logo.

When submitting co-branded signage for approval, we may offer design advice in order to refine the sizing relationship before approving the signage request.

Vertical signage

In order for the Participant's logo to maintain prominence, keep the ICBC Repair Network logo lockup at 60% the width of the Participant's logo. Spacing should be equal to the full height of the proportionate ICBC logo mark.

Sizing ratio



Horizontal example



Vertical example

ICBC logo usage standards for ICBC Repair Network

Exterior signage

Sizing ratio — patches

In order for the Participant's logo to maintain prominence, keep ICBC Repair Network logo lockup at 50% the width of the Participant's logo. Where possible, the Participant's logo and ICBC Repair Network logo lockup should reside on opposite sides of the canvas. If not possible, spacing should be at minimum, equal to two widths of the proportionate ICBC logo.

When submitting co-branded signage for approval, we may offer design advice in order to refine the sizing relationship before approving the signage request.

Sizing Ratio



Bleed patch – horizontal example



Inset patch – horizontal example



Inset patch Vertical example

These signage examples feature the ICBC Repair Network inset patches scaled to a maximum of 50% of the size of the broker name. In addition, they use a minimum safety space equal to the ICBC cube to provide separation between the two entities and ensure that the Participant's logo or name is more prominent.

ICBC logo usage standards for ICBC Repair Network

Exterior signage

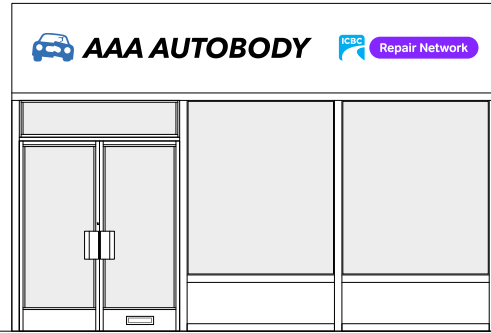
Storefront signage (Awning)

The example below shows the proper use of the ICBC Repair Network logo for your storefront or awning. Your logo or company name must be displayed significantly larger and more prominently and the ICBC Repair Network logo must be legible and have an appropriate amount of white space.

Neon signage

Neon signage is not permitted for ICBC logos.

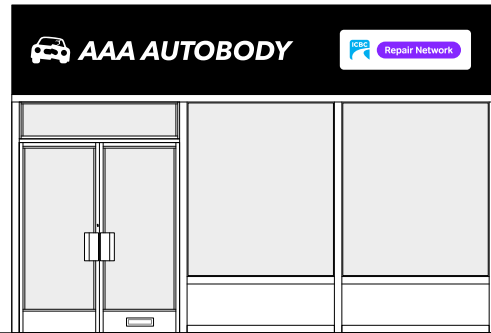
Storefront Signage



Co-branded sign — on white



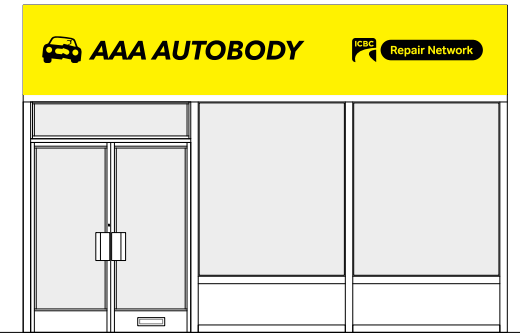
Co-branded sign — bleed patch



Co-branded sign — inset patch



Co-branded sign — white on dark



Co-branded sign — black on light

ICBC logo usage standards for ICBC Repair Network

Exterior signage

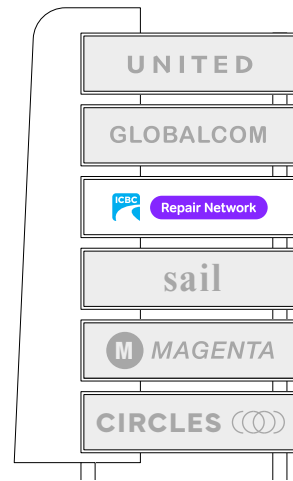
Pylon signage in strip malls

The examples to the right show how the ICBC Repair Network logo may be displayed in specific strip mall (pylon) applications. Occasionally space restrictions do not allow for effective co-branding. In these situations, the ICBC Repair Network logo may be displayed on its own as long as your logo or company name is clearly identified on the storefront. No additional information is permitted on such signs (e.g., hours of operation, address, etc.).

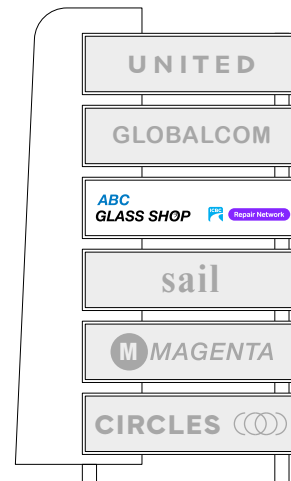
Sandwich boards

Sometimes space restrictions do not allow for a side-by-side display of your logo or company name and the ICBC Repair Network logo, such as on a sandwich board. In such cases, stacking is permitted as long as you apply co-branding, use the correct amount of white space and ensure your logo or company name is larger and more prominent.

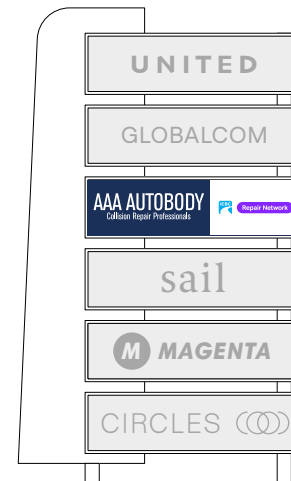
Pylon signage



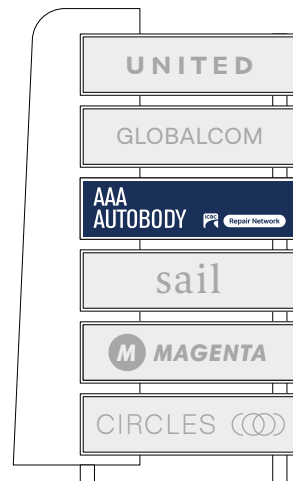
Stand-alone — on white



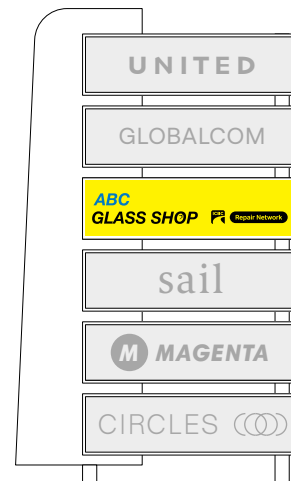
Co-branded — on white



Co-branded — bleed patch

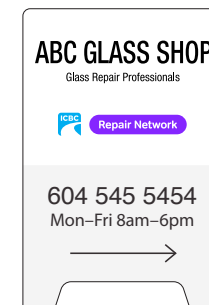


Co-branded — on dark background

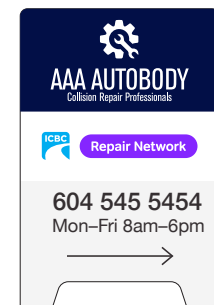


Co-branded — on light background

Sandwich boards



Co-branded — on white



Co-branded — bleed patch

Window signage

Sometimes co-branding is not possible because of space restrictions. You may choose to display the ICBC Repair Network logo on its own on an interior backlit sign in your storefront window. Your logo or company name must be clearly identified and displayed prominently on the storefront as shown in this example.

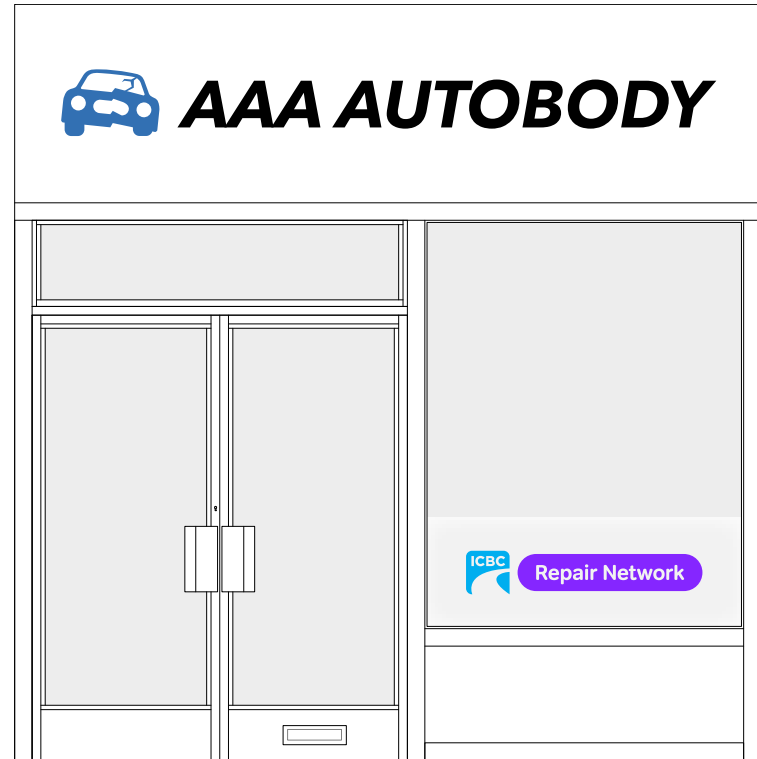
The ICBC Repair Network logo should only appear once per storefront side on window signage.

Vinyl decals

We have window decals available in two sizes: 24" x 6" and 36" x 9" available for use. Please contact your Account Services Representative to request one.

Window signage

Your interior backlit sign should not exceed 180 cm wide by 80 cm high (or 72" wide by 32" high) and must not violate the 50% rule.

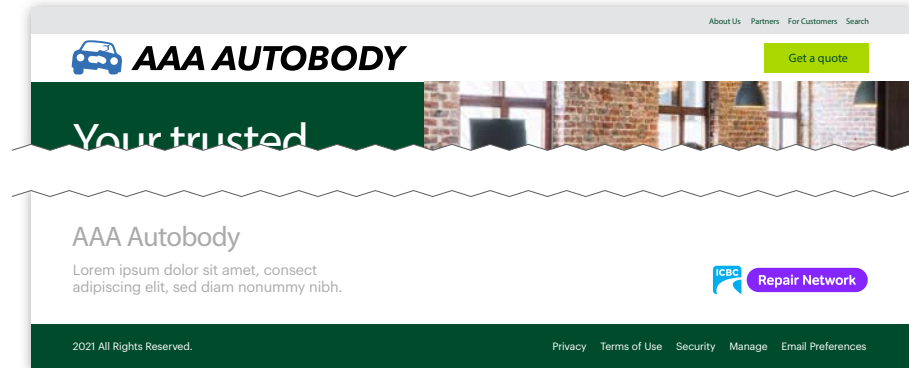


Similar to signage, when promoting your company in any medium, your logo or company name needs to be more prominent than ICBC Repair Network. It needs to be clear it is an ad for your company, and not ICBC Repair Network.

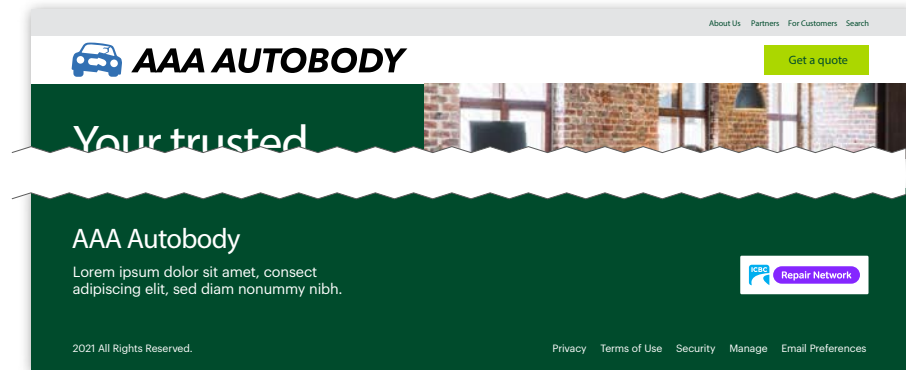
Digital material

When using the ICBC Repair Network logo in electronic formats (such as on your website, within a pdf file, digital advertising, social media or an email signature), apply co-branding, use the correct amount of white space and ensure your logo or company name is larger and more prominent.

Websites

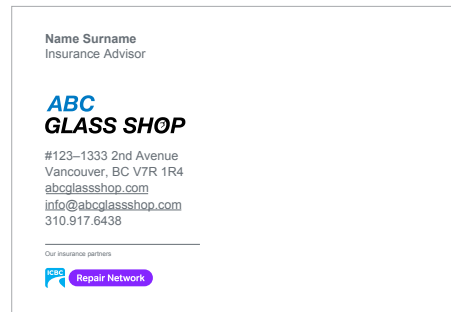


On white



Inset patch

Email signature



Website guidelines

Your website must adhere to ICBC website guidelines.

Domain name

The domain name of your website must NOT contain “ICBC” or other ICBC word marks used, adopted by or registered to ICBC, such as Repair Network, or RoadsidePlus.

Example:

Domain name “www.repairnetworkICBCfacility.com” is not permitted.

Appearance of ICBC logo

Your website must clearly display your logo or company name on the homepage of the website, and every page that contains an ICBC logo. It should appear as if the page is ‘owned’ by the repair facility, and not ICBC Repair Network (see sizing ratios on page 12).

Links to ICBC content

Your website may link to an appropriate content or section on icbc.com, and must not link to any content on www.icbc.com/partners. (The partners site is for ICBC business partners.)

Privacy

The repair facility must ensure that the privacy laws and regulations in respect to customer information are followed. e.g. BC’s Freedom of Information and Protection of Privacy Act (FIPPA) and Canada’s Anti-Spam Legislation (CASL).

ICBC logo usage standards for ICBC Repair Network

Printed material

Printed material

When using the ICBC Repair Network logo on your company stationery, in newspapers or magazine ads, apply co-branding, use the correct amount of safety space and ensure your name or logo is larger and more prominent.

Written references

In a sentence, use our word mark "ICBC Repair Network". You may refer to ICBC Repair Network as a noun i.e. We are an ICBC Repair Network facility.

Printed material

ABC GLASS SHOP
Glass Repair Professionals

The better choice
in auto glass repairs.

868 Bernard Ave, Kelowna, Mon-Fri 8am-6pm, Sat 10am-5pm, Phone 250.866.8866

RES:
rs
adership
eries
lips
ION
TER 2011
ession
er, 2010
-Tech
Pass/Hons
munications
ics & Control
il Technology

John Smith & Sons
Auto Repair Shop

GET A FREE QUOTE
604-565-6655

TAKI
98
Dealer Invoice pr
'99
CO
98
19
Dealer Invoice pr
70
YEARS

**ABC
GLASS
SHOP**

Name Surname
Specialist

ABC Glass Shop
#123-1333 2nd Ave
Vancouver, BC V7R 1R4

310 917 6438
abcglassshop.com

Auto

Generic
Auto
Repairs

Further information

If you have any questions about these standards please talk to your Material Damage Account Services Representative.

Attribution and disclaimer statements

For all marketing collateral and packaging, the following attribution statements are required:

-
- (a)** The following statement must appear in online or print marketing materials and packaging where the ICBC Repair Network logo is published:

“The ICBC Repair Network logo is a trademark of the Insurance Corporation of British Columbia, used under licence.”

-
- (b)** The following disclaimer statement must appear in all online or print marketing publications where the ICBC Repair Network logo is used to promote the sale of ICBC Repair Network products:

“All representations about Repair Network products, licensing, registration and permits in this publication are those of [INSERT COMPANY NAME] and not of the Insurance Corporation of British Columbia.”

ICBC logo usage standards for ICBC Repair Network

Incorrect usage

Incorrect usage

Please take a moment to look at these examples and ensure you're using our logos correctly. These examples apply to both the ICBC Repair Network Top Performer logo.



✗ Never use the logo over ICBC blue or confusingly similar colours



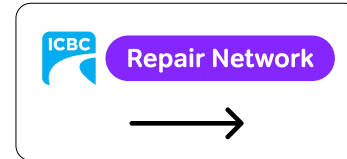
✗ Never show the logo's negative space.



✗ Never outline or stylize the logo in any way.



✗ Never apply any effects (rotate, distort, glow, shadow, etc.).



✗ Never use the logo as a stand-alone directional sign



✗ Never use the ICBC Autoplan logo in place of writing ICBC Autoplan.



✗ Never repeat the logo in the same space or area.



✗ Never repeat the logo as a pattern or use transparency.



✗ Never crowd the white space around the logo. Never use the ICBC Autoplan logo more prominently than your logo.

ICBC logo usage standards for ICBC Repair Network

Incorrect usage

Incorrect usage

Please take a moment to look at these examples and ensure you're using our logos correctly.



✗ Never replace the original colour scheme. Only use the approved logo versions



✗ Never substitute the logo in any way.



✗ Never disconnect the cube element from the wordmark. Never change the original logo.



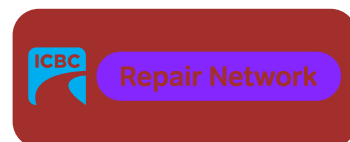
✗ Never alter the size, spacing, or position of the Autoplan lozenge.



✗ Never use the logo in any form over photographs.



✗ Never use the logo without the cube element.



✗ Never use the colour logo over a coloured background



✗ Never use the logo over a pattern



✗ Never treat the logo as an illustrative element.

Questions?

Please contact your Material Damage Account Services Representative.

