BridgeValley
Community & Technical College

Graphic Standards Guide

MONTGOMERY•SOUTH CHARLESTON

Logo Standards Manual
March 2014

Table of Contents

Introduction

About This Logo Standards Manual

Most of the files referenced in this Logo Standards Manual are meant to be given to a commercial printer and printed professionally. All files are clearly labeled on the CD provided with this manual. Please remember that you will not be able to open most of these files unless you have the Adobe Illustrator, Adobe Photoshop or Adobe InDesign applications version 6.0 or higher. The files provided are for your records and print vendor's use. We have, however, provided all logos in PDF format for use on your color printer. and for you to view. Any manipulation you wish to make to the non-PDF files can be made by your local printer. If you have additional questions regarding logo usage, please contact the marketing department.

About Commercial Printing

Auge+Gray will be happy to provide you with specifications on your print jobs so you can shop for printing locally. If you do print locally, please make sure your printer can accept Adobe Illustrator CS6 and InDesign CS6 or Adobe Photoshop CS6 files on a Mac OSX platform. Please note that Auge+Gray will not be responsible for mistakes caught after final files are sent to press, so please review your final proofs carefully. We are always available to assist with your printing needs, and can shop printing locally with one of our preferred vendors to deliver competitive pricing and quality materials. If you choose to use our vendors, shipping costs may apply.

Color and Commercial Printing

Printing costs are determined by a number of things, one being the number of colors that are used. A separate printing "plate" must be used for each color up to three colors (spot colors). Any additional colors used will require the print job to use additional plates and possibly print runs, or most likely will be built and printed in four-color process.

In four-color process printing, four specific ink colors are used to print full color. These ink colors are: cyan (C), magenta (M), yellow (Y) and black (K). The perception of millions of colors is achieved, not by mixing these colors of ink, but by printing thousands of tiny dots in each color in different sizes and patterns. The viewer's eye "mixes" the colors and sees more than the four colors of CMYK — or the complete color picture.

For example, let's say you have a brochure and you need to use only three colors. In this case, your best choice is to use spot colors. The Pantone® Matching System (PMS) is the dominant spot color printing system in the United States. Most printers use a standardized mix of ink to achieve the color needed. Each spot color in the Pantone® system is assigned a name or number.

Many print customers don't realize that black ink is considered a color, but it is. So if you have a graphic or print job that just uses blue and black, for instance, it's considered a two-color job.

You can create the illusion of more colors in a job by using shades of your PMS colors: these are known as screens, shades or tints. For instance, the same spot color green can look like two different greens by making one item 20% lighter and another 40% lighter. This allows versatility and creativity with color in your design, while keeping in mind the lower cost of printing with fewer colors.

Color Quality

Many factors influence color on a printed product. The opacity and brightness of paper you use, the density of ink, the humidity of the press room and the calibration of the press, all influence the hue, saturation and value of the color you are seeking. Therefore, different print orders, or the same job from different printers, can have different shades of what is supposed to be the "same" color. If you need to ensure a match to a specific color, please bring a sample of the color to your printer.

Software

Your files were developed using the most recent design software on the market, including Adobe Illustrator CS6, Photoshop CS6 and InDesign CS6. If you or your printer do not have this software, please feel to call us to save files to the needed software version before printing.

Your Logo Standards Manual CD contains all the files you should need. You may not be able to open most of them, but this doesn't mean you can't attach them to an email and send them to your vendor! If your vendor requests Vector format, it simply means an Illustrator .AI, .EPS or .PDF file. You will find several versions in Vector format, including a one-color (B&W), four-color process and reverse of your logo on your Logo Standards Manual CD.

The BridgeValley CTC Logo

The following pages outline best practices for use of your logo, including correct and incorrect versions and usage, color and font guidelines, as well as size and placement recommendations.

(a)

Logo Design

The BridgeValley CTC logo was designed to function as a complete unit with or without the location lines (a), with just the Montgomery location line (b) or with just the South Charleston location line (c), and to be used interchangeably in appropriate design situations. The logotype should never appear without its accompanying bridge/valley graphic or CTC tag line. Version (a) is the primary version.
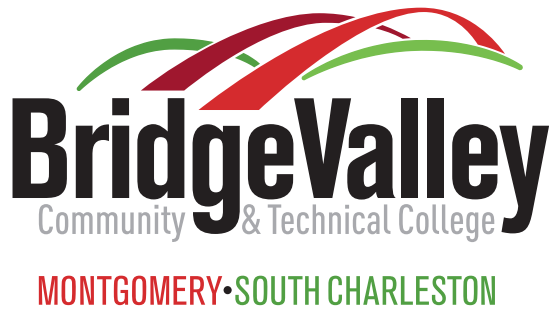
The colors in the logo should appear as shown to the right, except in cases described on the following pages.

MONTGOMERY•SOUTH CHARLESTON

(b)

MONTGOMERY

## Incorrect Logo Usage

The logo should never be distorted in size and shape, nor rotated as shown in the examples at the bottom (d).

(c)

·SOUTH CHARLESTON

The full color logo should never print on a color background, nor should colors be substituted (e). The logo type and graphic should never be substituted, rearranged, separated or altered (f).

(d)

(e)

(f)

5

PMS 7738　PMS 360　PMS 7427　PMS 711

Black　40% Black
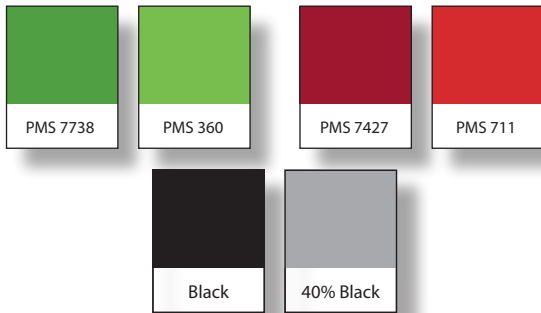
The color swatches shown here are for reference only — computer monitors and printers may vary in depiction. Always refer to the PMS (Pantone Matching System®) swatch number or four-color process formulas when applying color to the logo and working with outside vendors.

Your Logo's PANTONE® Colors

The colors illustrated to the left are the only approved logo colors when printing the logo as a full color (5-spot or process) job. Any variation from these pre-determined and pre-approved colors should never occur.

(a)

MONTGOMERY·SOUTH CHARLESTON

(b)

Logo Size Recommendations

It is recommended that the primary logo (a) never be used smaller than 1.5" wide in print or web applications because the CTC tagline will become unreadable. There is no maximum size for enlarging the logo.

A version of the logo without its tagline or locations line has been provided for this special use (b). This logo should never be used smaller than 1" in width or wider than 1.5".

MONTGOMERY·SOUTH CHARLESTON

Logo Usage with Other Elements

Graphic elements of typography used with the logo should be positioned to give the logo breathing room. An area of isolation the distance of the height of the letter "B" in the word "BridgeValley" in the logo should be kept clear around the logo unit.

Primary Logo Fonts

The primary typeface used in the BridgeValley CTC logo type unit is Berthold AkzidenzGroteskBE-Bold Condensed. The tag line and location lines are set in Dince Bold Condensed. The logo should never be recreated using other fonts.

Berthold AkzidenzGroteskBE –Bold Condensed →

Dince Bold Condensed

BridgeValley
Community & Technical College

MONTGOMERY•SOUTH CHARLESTON

Primary Logo Fonts

Berthold AkzidenzGroteskBE-Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Dince Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Shown to the left are the typefaces used in the BridgeValley CTC logo: Berthold AkzidenzGroteskBE-Bold Condensed and Dince Bold Condensed. These fonts may be used in all print materials, as well as the entire Berthold AkzidenzGroteskBE and Dince Condensed font families.

Auxiliary Fonts (Text and Body Copy)

Helvetica Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HelveticaBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica is the preferred primary font family to complement the corporate identity of your institution's logo in print collateral and stationery items.
If Helvetica is not available, Arial may be substituted.

PMS 7738	PMS 360	PMS 7427	PMS 711	Black	40% Black

Process, Spot Color, or RGB Logo

Primary BridgeValley CTC Logo — Color

Illustrated below are the only acceptable versions of the Primary BridgeValley CTC logo. There must be no variations or substitutions in color, form or typography.

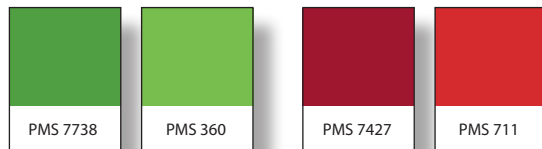**Primary logo as it appears in 4-color process, 5-Spot color and RGB applications.**
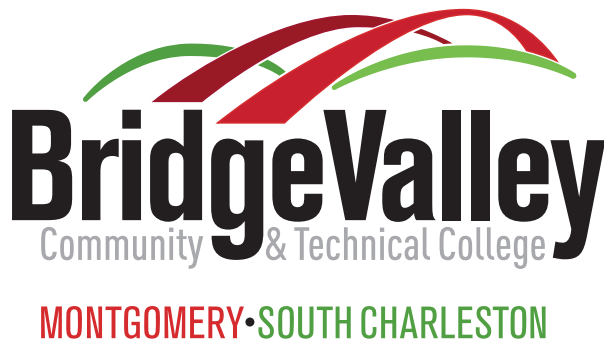
Primary logo as it appears in 4-color process, 5-Spot Color and RGB applications with the location line and variations.
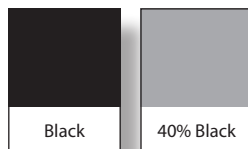
Primary Four-Color Process Usage

The logo uses the five spot colors shown below, but it is more cost effective to print it with process color. When using the logo in four-color process applications, such as full-color print jobs where no spot colors are used, only use the CMYK files provided on your CD, as they will correctly convert to process color.

Spot Color Palette with CMYK Builds for Four-Color Apllications

PMS 7738	PMS 360	PMS 7427	PMS 711
C=75 M=13 Y=100 K=1	C=61 M=0 Y=96 K=0	C=25 M=100 Y=82 K=21	C=12 M=98 Y=92 K=2

Black	40% Black
K=100	K=40% screen of Black

RGB Usage

When using the logo for any type of screen viewing such as television, Website, email or Power Point, use the RGB files provided on your CD. RGB is an electric color module based on values of red, green and blue commonly used in electronic media.

PMS 7738

PMS 7427

Black
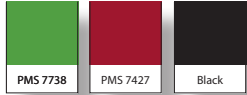
Alternative BridgeValley CTC Logo — 3 Spot Colors

Some small commercial printers or specialty companies will not have four-color process printing available. A secondary logo variation in three spot colors is provided. Illustrated below are the only acceptable versions of the Optional three-color BridgeValley CTC logo. There must be no variations or substitutions in color, form or typography.

Primary logo as it appears in three spot colors.

BridgeValley
Community & Technical College

Primary logo as it appears in a three spot color application with the location line and variations.

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BridgeValley
Community & Technical College

SOUTH CHARLESTON

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Community & Technical College

MONTGOMERY

Alternative Spot-Color Usage

When spot color is the only option for reproducing your logo, use the EPS files provided on your CD which contain the proper separations for a commercial printer. The secondary logo variation in three spot colors is shown to the left and the three spot colors used below.
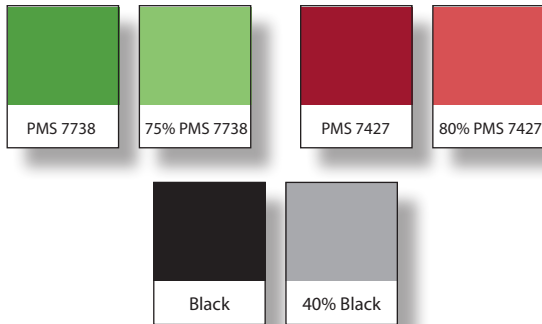
Color Palette for a Three Spot Color Application

PMS 7738	75% PMS 7738	PMS 7427	80% PMS 7427

Black	40% Black

(a)

BridgeValley
Community & Technical College

(b)

BridgeValley
Community & Technical College

One Color Usage

When using the logo for any type of one color usage, the entire logo printed in black (a), or entire logo printed in gray scale (b), are the only acceptable options.

Primary BridgeValley CTC Logo — Black

Illustrated below are the only acceptable versions of the Black Primary BridgeValley CTC logo. There must be no variations or substitutions in color, form or typography.

Primary logo as it appears in black and white spot applications.

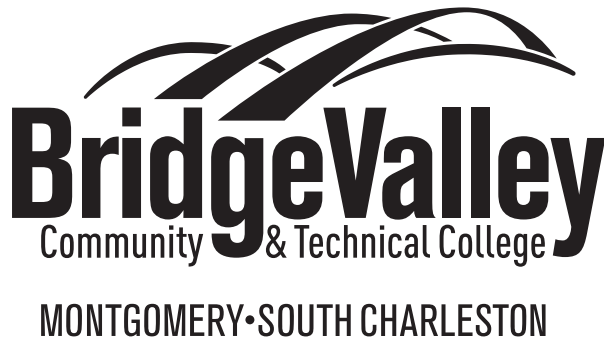**Primary logo as it appears in black and white spot applications with the location line and variations.**
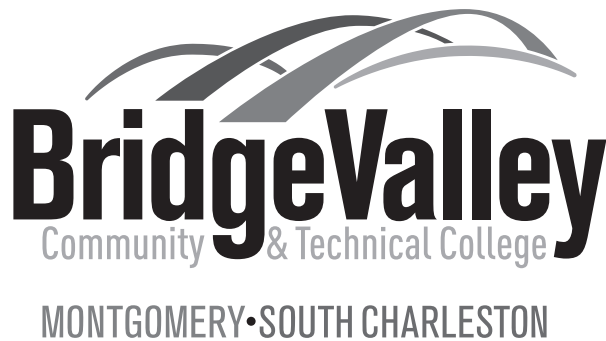
Primary BridgeValley CTC Logo — Grayscale

Illustrated below are the only acceptable versions of the Grayscale Primary BridgeValley CTC logo. There must be no variations or substitutions in color, form or typography.

Primary logo as it appears in black and white grayscale spot applications.

BridgeValley
Community & Technical College

Primary logo as it appears in black and white grayscale applications with the location line and variations.

BridgeValley
Community & Technical College

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BridgeValley
Community & Technical College
SOUTH CHARLESTON

BridgeValley
Community & Technical College
MONTGOMERY

(a)

Reversed Logo Usage

When placing the logo on any type of colored or photo background, the entire entire logo must be reversed out in white. (a)

When reversing the logo from a photo, do not impair the readability of the logo by placing it on an extremely busy or light colored background. (b)

(b)

Primary BridgeValley CTC Logo — Reversed

Illustrated below are the only acceptable versions of the Reversed Primary BridgeValley CTC logo. There must be no variations or substitutions in color, form or typography.

Primary logo as it appears reversed in white from a colored background.

Primary logo as it appears reversed in white from a colored background with the location line and variations.

BridgeValley
Community & Technical College
Workforce Development

BridgeValley
Community & Technical College
Workforce Development

Departmental Treatments
Variations of the BridgeValley CTC logo have been developed for use by individual departments. Illustrated are the only acceptable arrangements for individual departmental treatments. The font used in the departmental designation is Dince Medium Condensed. There must be no variation or substitution in color, form or typography. Colors used for the color bar must conform to PMS colors designated for use on page 6.

BridgeValley
Community & Technical College
Nursing Department

BridgeValley
Community & Technical College
Engineering Department

BridgeValley
Community & Technical College
Nursing Department

BridgeValley
Community & Technical College
Engineering Department

Special Arrangement Logo – Banner

Special Arrangement Logo — Banners

Vertical arrangements of the BridgeValley CTC logo have been developed for use on banners only. Illustrated below are the only acceptable versions of the BridgeValley CTC Banner logo. There must be no variations or substitutions in color, form or typography. Color version. (a) Black and white version. (b)

(a)

(b)

Secondary Minimum Size Logo

This version of the logo may print no larger than 1.5" wide (a) and no smaller than 1" wide (b) and its main intent is for specialty items or use where the logo is so small that the CTC tag line would be unreadable. In most cases, a specialty vendor will need to use an AI or EPS vector file. *Grayscale is not recommended as the screen variations would not hold up.*

Illustrated below are the only acceptable versions of the Minimum Size BridgeValley CTC logo. There must be no variation in size or substitutions in color, form or typography.

1" minimum

1 1/2" maximum

Minimum and Maximum Size Specialty logo as it appears in 4-color process, spot and RGB applications.

Minimum and Maximum Size Specialty logo as it appears in black and white spot applications.

Minimum and Maximum Size Specialty logo as it appears in reverse applications.

The Advanced
Technology Center Logo

The Advanced Technology Center Logo

The Advanced Technology Center logo has been designed as a companion to, and reflects the same look and feel as, the BridgeValley CTC logo .

Logo Design Advanced Technology Center

The Advanced Technology Center logo was designed to function as a complete unit, with or without the location line, and to be used interchangeably in appropriate design situations. The logotype should never appear without its accompanying bridge/valley graphic.

The colors, usage and size recommendations are the same as for the BridgeValley CTC logo. Please reference those standards when using the Advanced Technology Center logo. **Reference detailed usage beginning on page 5.**

Logo as it appears in 4-color process, 5-Spot color and RGB applications.

Logo as it appears in 4-color process, 5-Spot Color and RGB applications with the location line.

Logo Design Advanced Technology Center

Illustrated below are the only acceptable versions of the Advanced Technology Center logo. There must be no variations or substitutions in color, form or typography.

Logo as it appears in three spot colors. Reference pages 11-12 for detailed usage.

Logo as it appears in black and white spot applications. Reference pages 13-15 for detailed usage.

Logo as it appears in black and white grayscale spot applications. Reference pages 13-15 for detailed usage.

**Logo as it appears reversed in white from a colored background. Reference pages 16-17 for detailed usage.**

This alternative co-branded BridgeValley Icon has been developed for special applications that include, but are not limited to, specialty apparel. (Ball caps, badges, etc.)

As in all cases, the use of the official icon for BridgeValley must be submitted for review and approval prior to any first application.

Icon as it appears in four colors. It incorporates PMS 361C green, PMS 186C red, PMS 427C gray, and PMS Bright White. *NOTE: Thread colors used for embroidery should be PMS 361C green, PMS 186C red, PMS 427C, and Bright White.*
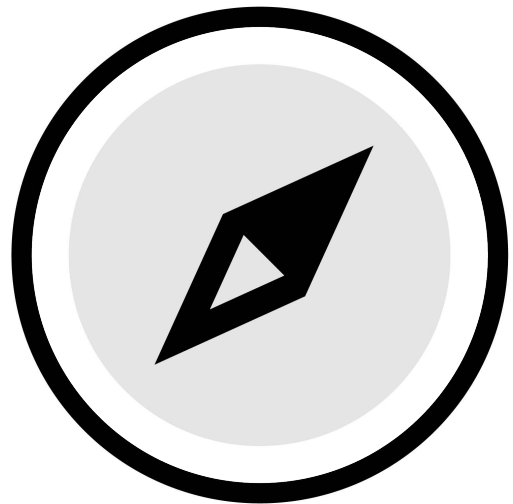
Icon as it appears in black and white grayscale. It incorporates 100% black, bright white, and light gray. NOTE: *Thread colors used for embroidery should be Black, PMS 427C gray, Bright White.*

Images for the applications shown above are for reference only. They are not to be used for art, nor is art provided for these items.

Glossary of Industry Standards and Terminology

Industry Terminology

Theis a a glossary of industry terms to help guide you through this document.

Area of isolation: The minimum allowable open space that should surround the symbol, logotype or signature.

BMP (Bitmap) file: A *raster* graphic format for saving image files. This method of storing image information allows for crisp, high-quality graphics, but also produces large file sizes.

Brand Identity: A visual and verbal definition of an organization's personality and goals. The image of a corporation, business, organization or service adapted visually through the use of a logo or logotype, used for signage, stationery, advertising, etc.

Collateral: Term in the printing industry to mean printed items such as brochures, direct mail, etc.

Color palette: A limited or selected number of colors to be used in a design.

CMYK: Initials which stand for process colors Cyan, Magenta, Yellow and Black.

Electronic media: Broadcast or storage media that take advantage of electronic technology. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity or digital encoding of information.

EPS file: "Encapsulated PostScript" — Unlike many other graphic formats, EPS files preserve all the graphic elements which have been created. A type of *vector* file.

Four-color process: In printing, the four colors used to reproduce color photography, type or solids: cyan, magenta, yellow and black. Known as four-color process printing.

GIF file: A low resolution *raster*-based file, best used for simple images or logos. It does not support much detail and is commonly used for web design.

Halftone: The process of breaking down a continuous tone image into a series of dots by a cross-ruled dot screen. The graduated tones of the original are obtained by the size and density of the dots.

JPG or JPEG file: "Joint Photographic Experts Group" — For monitor or online display, such as on the World Wide Web, JPEG offers you the best color and the smallest file size. Jpgs are *raster* files.

Layout: The visual arrangement of various elements on a page.

Logo: Initials or words or symbols cast as a single unit, usually for a company signature or trademark.

Logo Mark: A term given to describe the icon portion of a logo which is generally separate from the logo type, but part of the whole logo unit. Often times, a logo mark is used as a stand alone icon when branding a business or organization.

Logo standards manual: A manual explaining how the corporate identity of an organization, corporation, etc., is to be used.

Logotype: Formalization of letterforms of a company, service, products, etc., used in conjunction with a logo or alone as the corporate identity of a company, corporation, business, service or individual.

Pantone® matching system: A color communication system used to communicate uniform ink colors with printers.

PNG (Portable Network Graphics): A *raster* graphics file format designed for transferring images on the Internet, not for professional-quality print graphics, and therefore does not support non-RGB color spaces such as CMYK.

Print media: Term referring to items distributed to the general public, usually containing paid advertising, that are printed, e.g., magazines, newspapers.

Process colors: In printing, the four colors used to reproduce color photography, type or solids: cyan, magenta, yellow and black.

PSD file: "Photoshop Document" — This is a file, usually containing layers of art, which has not been flattened and saved as an exportable files such as a TIFF or JPEG.

RGB: An electronic color module based on values of red, green and blue commonly used in electronic media.

Raster graphic: An image made of hundreds (or thousands or millions) of tiny squares of color information, referred to as either pixels or dots. Raster images become pixelated (aka grainy) when enlarged, and are therefor better used for electronic media, rather than printing. The most common type of raster graphic is a photograph. Other raster graphics include: jpg/jpeg, psd, png, tif/tiff, bmp and gif.

Reverse (negative): A graphic image created by printing the background and allowing the color of the printing surface to show through.

Screen: Application of a dot pattern to a solid area to reduce the intensity of or lighten a color. These screens are available in a variety of varying percentages.

Screen printing: A method of printing where the image is formed photographically on a screen or by a cut stencil that adheres to the fabric of the screen. The ink is then forced through the screen and onto the surface.

Signage: The public display of corporate identity (logo/logotype) on buildings, walls, vehicles, etc.

Spot color: Any given color or colors of ink printed as a solid or screen and not created by four-color process printing.

Stitch count: Term in embroidery applications to mean the density of the stitching within a given area. The higher the stitch count, the more detailed and costly the embroidery.

Stitch count: Term in embroidery applications to mean the density of the stitching within a given area. The higher the stitch count or larger the embroidery size, the more detailed and costly the embroidery.

TIF or TIFF: The Tagged-Image File Format (TIFF) — A flexible *bitmap* image format that is supported by virtually all paint, image-editing and page-layout applications. Tifs are *raster* files.

Vector file: Made of lines and curves defines by mathematical objects called vectors. A vector graphic is resolution-independent — that is, it can be scaled to any size and printed on any output device at any resolution without losing its detail or clarity. EPS and AI files are vector files.

X-height or Cap-height: Usually refers to any letters without ascenders or descender, e.g., o, x. However, in the terms of this manual, we regard it as the total height of the letter "B" in the word "BridgeValley" (or the "T" in the Advanced Technology Center logo).

Logo Directory

## Guide to the
BridgeValley CTC Logos

This section contains a directory of the files provided to you. This guide has been designed to help you easily find the various logos, color applications and configurations you may require. Please contact the marketing department for additional questions or tech support.

BridgeValley CTC Logos — Full Color

Primary_BVCTC_Logo

BVCTC_Logo.ai
BVCTC_Logo.eps
BVCTC_Logo.jpg
BVCTC_Logo.pdf
BVCTC_Logo.png
BVCTC_Logo.tif
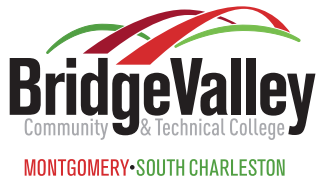
Locations_BVCTC_Logo

Locations_BVCTC.ai
Locations_BVCTC.eps
Locations_BVCTC.jpg
Locations_BVCTC.pdf
Locations_BVCTC.png
Locations_BVCTC.tif

Mont_BVCTC_Logo

Mont_BVCTC.ai
Mont_BVCTC.eps
Mont_BVCTC.jpg
Mont_BVCTC.pdf
Mont_BVCTC.png
Mont_BVCTC.tif

SoChas_BVCTC_Logo

SoChas_BVCTC.ai
SoChas_BVCTC.eps
SoChas_BVCTC.jpg
SoChas_BVCTC.pdf
SoChas_BVCTC.png SoChas_
BVCTC.tif

BridgeValley CTC Logos — 3-Color

Primary_BVCTC_Logo

BVCTC_3C_Logo.ai
BVCTC_3C_Logo.eps
BVCTC_3C_Logo.jpg
BVCTC_3C_Logo.pdf
BVCTC_3C_Logo.png
BVCTC_3C_Logo.tif

Locations_BVCTC_Logo

Locations_3C_BVCTC.ai
Locations_3C_BVCTC.eps
Locations_3C_BVCTC.jpg
Locations_3C_BVCTC.pdf
Locations_3C_BVCTC.png
Locations_3C_BVCTC.tif

Mont_BVCTC_Logo

Mont_3C_BVCTC.ai
Mont_3C_BVCTC.eps
Mont_3C_BVCTC.jpg
Mont_3C_BVCTC.pdf
Mont_3C_BVCTC.png
Mont_3C_BVCTC.tif

SoChas_BVCTC_Logo

SoChas_3C_BVCTC.ai
SoChas_3C_BVCTC.eps
SoChas_3C_BVCTC.jpg
SoChas_3C_BVCTC.pdf
SoChas_3C_BVCTC.png
SoChas_3C_BVCTC.tif

BridgeValley CTC Logos — Black

Primary_BVCTC_Logo

BVCTC_Logo_BLACK.ai
BVCTC_Logo_BLACK.eps
BVCTC_Logo_BLACK.jpg
BVCTC_Logo_BLACK.pdf
BVCTC_Logo_BLACK.png
BVCTC_Logo_BLACK.tif

**Locations_BVCTC_Logo_
BLACK**

Locations_BVCTC_BLACK.ai
Locations_BVCTC_BLACK.eps
Locations_BVCTC_BLACK.jpg
Locations_BVCTC_BLACK.pdf
Locations_BVCTC_BLACK.png
Locations_BVCTC_BLACK.tif

Mont_BVCTC_Logo

Mont_BVCTC_BLACK.ai
Mont_BVCTC_BLACK.eps
Mont_BVCTC_BLACK.jpg
Mont_BVCTC_BLACK.pdf
Mont_BVCTC_BLACK.png
Mont_BVCTC_BLACK.tif

SoChas_BVCTC_Logo

SoChas_BVCTC_BLACK.ai
SoChas_BVCTC_BLACK.eps
SoChas_BVCTC_BLACK.jpg
SoChas_BVCTC_BLACK.pdf
SoChas_BVCTC_BLACK.png
SoChas_BVCTC_BLACK.tif

BridgeValley CTC Logos —Grayscale

Primary_BVCTC_Logo_GRAY

BVCTC_Logo_GRAY.ai
BVCTC_Logo_GRAY.eps
BVCTC_Logo_GRAY.jpg
BVCTC_Logo_GRAY.pdf
BVCTC_Logo_GRAY.png
BVCTC_Logo_GRAY.tif

Locations_BVCTC_GRAY

Locations_BVCTC_GRAY.ai
Locations_BVCTC_GRAY.eps
Locations_BVCTC_GRAY.jpg
Locations_BVCTC_GRAY.pdf
Locations_BVCTC_GRAY.png
Locations_BVCTC_GRAY.tif

Mont_BVCTC_GRAY

Mont_BVCTC_GRAY.ai
Mont_BVCTC_GRAY.eps
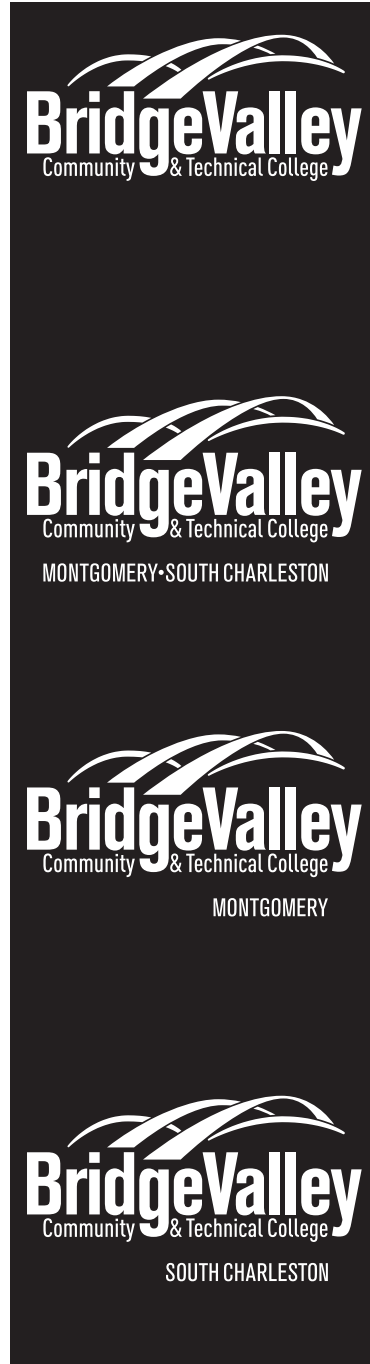Mont_BVCTC_GRAY.jpg
Mont_BVCTC_GRAY.pdf
Mont_BVCTC_GRAY.png
Mont_BVCTC_GRAY.tif

SoChas_BVCTC_GRAY

SoChas_BVCTC_GRAY.ai
SoChas_BVCTC_GRAY.eps
SoChas_BVCTC_GRAY.jpg
SoChas_BVCTC_GRAY.pdf
SoChas_BVCTC_GRAY.png
SoChas_BVCTC_GRAY.tif

BridgeValley CTC Logos — Reverse*

BVCTC_Logo_REVERSE

BVCTC_Logo_REVERSE.ai
BVCTC_Logo_REVERSE.eps
BVCTC_Logo_REVERSE.jpg
BVCTC_Logo_REVERSE.pdf
BVCTC_Logo_REVERSE.png
BVCTC_Logo_REVERSE.tif

Locations_BVCTC_REVERSE

Locations_BVCTC_REVERSE.ai
Locations_BVCTC_REVERSE.eps
Locations_BVCTC_REVERSE.jpg
Locations_BVCTC_REVERSE.pdf
Locations_BVCTC_REVERSE.png
Locations_BVCTC_REVERSE.tif

Mont_BVCTC_REVERSE

Mont_BVCTC_REVERSE.ai
Mont_BVCTC_REVERSE.eps
Mont_BVCTC_REVERSE.jpg
Mont_BVCTC_REVERSE.pdf
Mont_BVCTC_REVERSE.png
Mont_BVCTC_REVERSE.tif

SoChas_BVCTC_REVERSE*

SoChas_BVCTC_REVERSE.ai
SoChas_BVCTC_REVERSE.eps
SoChas_BVCTC_REVERSE.jpg
SoChas_BVCTC_REVERSE.pdf
SoChas_BVCTC_REVERSE.png
SoChas_BVCTC_REVERSE.tif

BridgeValley CTC Logos — Minimum

BVCTC_ Color_Minimum

BVCTC_ Color_Minimum.ai
BVCTC_ Color_Minimum.eps
BVCTC_ Color_Minimum.jpg
BVCTC_ Color_Minimum.pdf
BVCTC_ Color_Minimum.png
BVCTC_ Color_Minimum.tif

BVCTC_ 3C_Minimum

BVCTC_ 3C_Minimum.ai
BVCTC_ 3C_Minimum.eps
BVCTC_ 3C_Minimum.jpg
BVCTC_ 3C_Minimum.pdf
BVCTC_ 3C_Minimum.png
BVCTC_ 3C_Minimum.tif

BVCTC_ Black_Minimum

BVCTC_ Black_Minimum.ai
BVCTC_ Black_Minimum.eps
BVCTC_ Black_Minimum.jpg
BVCTC_ Black_Minimum.pdf
BVCTC_ Black_Minimum.png
BVCTC_ Black_Minimum.tif

BVCTC_ Reverse_Minimum*

BVCTC_ Reverse_Minimum.ai
BVCTC_ Reverse_Minimum.eps
BVCTC_ Reverse_Minimum.jpg
BVCTC_ Reverse_Minimum.pdf
BVCTC_ Reverse_Minimum.png
BVCTC_ Reverse_Minimum.tif

*BridgeValley CTC — Reverse logos shown above are on a black background as an example only. The logos may be reversed out of, or print white on, any color or background .

**BridgeValley CTC Logos
Departmental Treatments**

**BridgeValley_Department
_treatments.ai**

BridgeValley CTC Logos — Special Arrangement — Banners — Color*

BVCTC_Banner-Narrow

BVCTC_Banner-Narrow.ai
BVCTC_Banner-Narrow.eps
BVCTC_Banner-Narrow.pdf

**BridgeValley CTC Logos — Special Arrangement — Banners — BW***

BVCTC_Banner-Narrow_BW

BVCTC_Banner-Narrow_BW.ai
BVCTC_Banner-Narrow_BW.eps
BVCTC_Banner-Narrow_BW.pdf

*Only Vector files in AI, EPS and PDF formats are provided for banners, as these are the only type file used by banner companies. They may be enlarged or resized as necessary.

BridgeValley Icon*

BV_Icon_Color.ai
BV_Icon_Color.eps
BV_Icon_Color.pdf
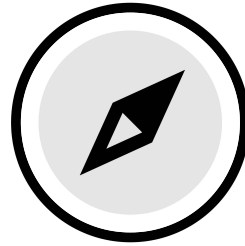
BV_Icon_BW.ai
BV_Icon_BW.eps
BV_Icon_BW.pdf

*Only Vector files in AI, EPS and PDF formats are provided for the Alternative Icon, as these are the only type file used by banner companies. They may be enlarged or resized .

Guide to the Advanced Technology Center Logo

Logos also are provided for the Advanced Technology Center. The following is a guide to help you easily find the type of file you may need for any given use. Call the marketing department for additional questions or tech support in the proper use of these files.

Advanced Technology Center Logos — Full Color

ATC_Primary_Logo

ATC_Logo.ai
ATC_Logo.eps
ATC_Logo.jpg
ATC_Logo.pdf
ATC_Logo.png

ATC_Logo_Location

ATC_Logo_Location.ai
ATC_Logo_Location.eps
ATC_Logo_Location.jpg
ATC_Logo_Location.pdf
ATC_Logo_Location.png
ATC_Logo_Location.tif

Advanced Technology Center Logos — Black

ATC_Logo_Black

ATC_Logo_Black.ai
ATC_Logo_Black.eps
ATC_Logo_Black.jpg
ATC_Logo_Black.pdf
ATC_Logo_Black.png

ATC_Logo_Location_Black

ATC_Logo_Location_Black.ai
ATC_Logo_Location_Black.eps
ATC_Logo_Location_Black.jpg
ATC_Logo_Location_Black.pdf
ATC_Logo_Location_Black.png
ATC_Logo_Location_Black.tif

Advanced Technology Center Logos — 3-Color

ATC_Logo_3C

ATC_Logo_3C.ai
ATC_Logo_3C.eps
ATC_Logo_3C.jpg
ATC_Logo_3C.pdf
ATC_Logo_3C.png

ATC_Logo_3C_Location

ATC_Logo_3C_Location.ai
ATC_Logo_3C_Location.eps
ATC_Logo_3C_Location.jpg
ATC_Logo_3C_Location.pdf
ATC_Logo_3C_Location.png
ATC_Logo_3C_Location.tif

Advanced Technology Center Logos — Grayscale

ATC_Logo_Grayscale

ATC_Logo_Grayscale.ai
ATC_Logo_Grayscale.eps
ATC_Logo_Grayscale.jpg
ATC_Logo_Grayscale.pdf
ATC_Logo_Grayscale.png

ATC_Logo_Grayscale_Location

AATC_Logo_Grayscale_Location.ai
ATC_Logo_Grayscale_Location.eps
ATC_Logo_Grayscale_Location.jpg
ATC_Logo_Grayscale_Location.pdf
ATC_Logo_Grayscale_Location.png
ATC_Logo_Grayscale_Location.tif

37

**Advanced Technology Center Logos —
Reverse**

ATC_Logos_REVERSE

ATC_Logos_REVERSE.ai
ATC_Logos_REVERSE.eps
ATC_Logos_REVERSE.jpg
ATC_Logos_REVERSE.pdf
ATC_Logos_REVERSE.png

ATC_Logo_ ATC_Logos REVERSE_
Location

ATC_Logos_REVERSE_Location.ai
ATC_Logos_REVERSE_Location.eps
ATC_Logos_REVERSE_Location.jpg
ATC_Logos_REVERSE_Location.pdf
ATC_Logos_REVERSE_Location.png
ATC_Logos_REVERSE_Location.tif