

RFP # BV2445-001 Main Campus Signage Addendum # 1 – Q&A

- 1. Can you provide detailed sign specifications such as material, thickness, depth, mounting details and whether it is to be illuminated or non-illuminated?**

The sign must be internally illuminated. We expect bidders to make recommendations on all other specifications not expressly outlined in the RFP.

- 2. Can you provide Bridge Valleys brand guidelines?**

Yes – the brand guidelines are attached below.

- 3. Does this project fall under Prevailing Wage requirements?**

No.

- 4. Is a bid or performance bond required?**

No.

- 5. Do you have a cost estimate for the above project?**

No.

- 6. Do you have a planholder's list or any addenda for the above project?**

No.

- 7. Is there existing primary electric service at the sign location?**

Yes.

- 8. If there is no existing primary electric service at the sign location, will the school be responsible for running electrical service to sign location?**

N/A

- 9. Is the rail structure adequate to support the weight of the large sign?**

Yes.

- 10. Are there engineer sealed drawings to confirm rail structure is adequate to support the weight of the sign?**

No, but the winning design will be sent to the engineer for such confirmation.

- 11. Is sales tax to be included in the proposal price?**

Bridge Valley CTC is a tax-exempt agency; therefore, sales tax is not applicable.

**12. Is there a completion date/project schedule?**

The project should be completed within 30 days of contract award.

**13. Are permits required?**

Yes. The West Virginia Regional Technology Park, of which Bridge Valley CTC is a tenant, requires permits.

**14. Are there any special warranties or guarantees?**

No.

**Graphic Standards Guide**



# Logo Standards Manual

## March 2024



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# 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.

# Print Production Basics

## 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.

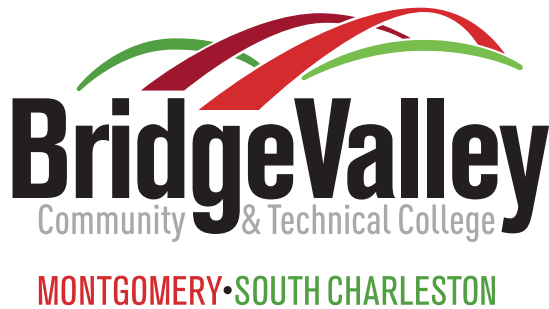
# The Primary Logo Mark

## 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.







## Logo Design

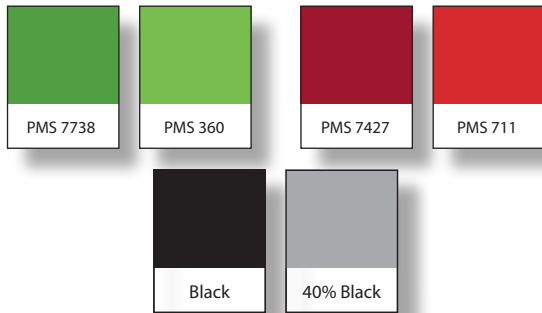
The BridgeValley CTC logo was designed to function as a complete unit with or without the location lines (a), with just the Montgomery location line (b) or with just the South Charleston location line (c), and to be used interchangeably in appropriate design situations. The logotype should never appear 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.

## Incorrect Logo Usage

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

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).



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

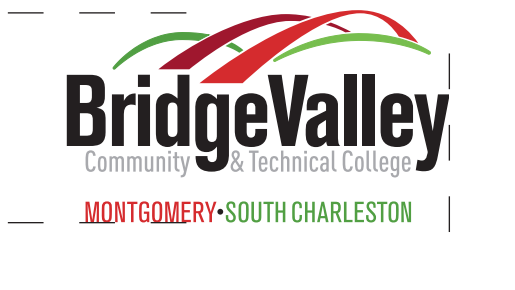
The colors illustrated to the left are the only approved logo colors when printing the logo as a full color (5-spot or process) job. Any variation from these pre-determined and pre-approved colors should never occur.



## 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".



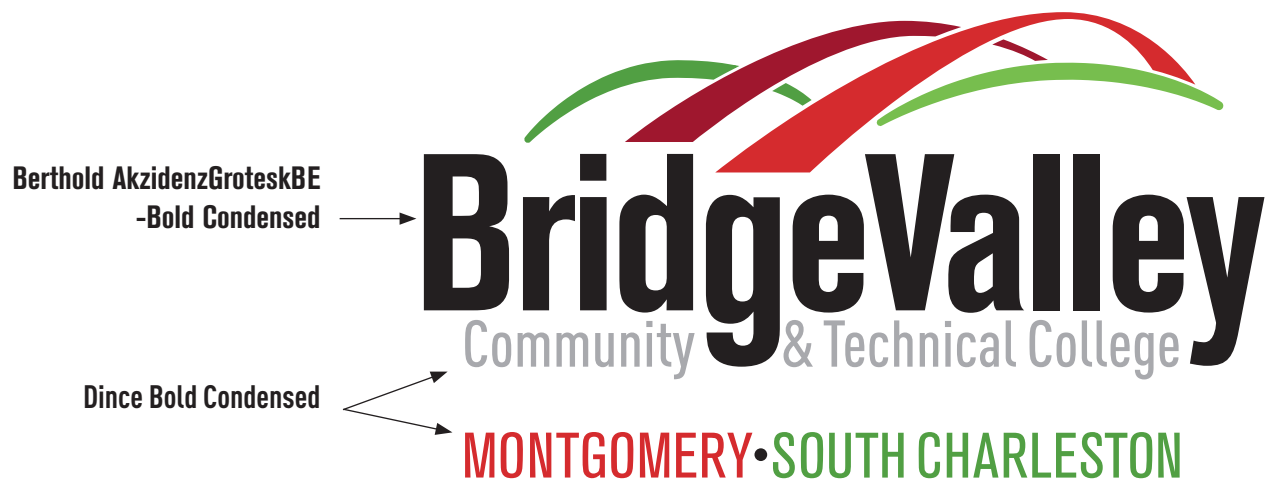
## Logo Usage with Other Elements

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.

# The Logo Fonts

## 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.



## 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

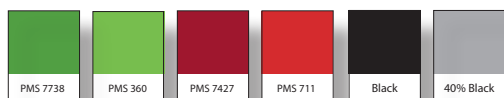
**HelveticaBold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*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.



## 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.



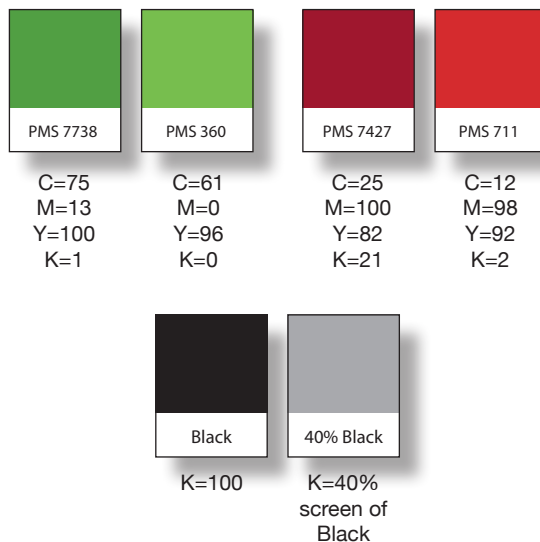
Primary logo as it appears in 4-color process, 5-Spot Color and RGB applications with the location line and variations.





## 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.

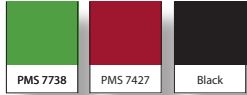


## Spot Color Palette with CMYK Builds for Four-Color Applications

## 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.





## Alternative 3-Color Spot Logo

### 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.



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

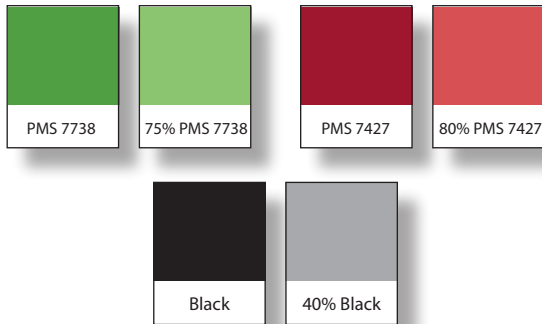
MONTGOMERY • SOUTH CHARLESTON





### 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





## One Color Black Logo



### One Color Usage

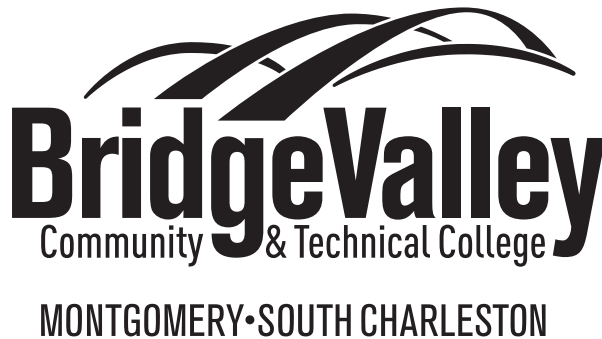
When using the logo for any type of one color usage, the entire logo printed in black (a), or entire logo printed in gray scale (b), are the only acceptable options.

## 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.



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



# Reversed Logo



## Reversed Logo Usage

When placing the logo on any type of colored or photo background, the 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)



## 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.**



## Departmental Treatments



### 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.

# 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)

# Minimum Size Logo – Specialty Items

## 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.

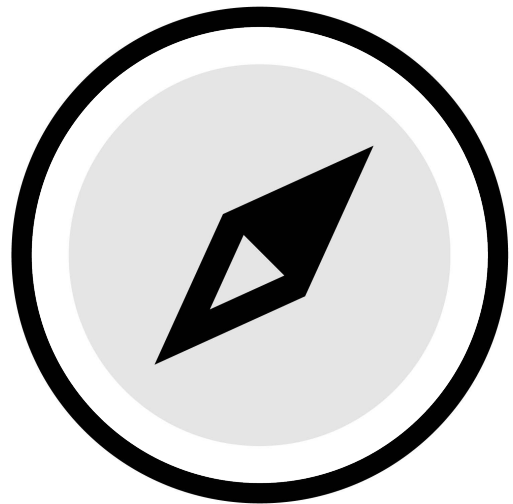
## Supporting Bridge Valley Icon

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.*

# Official Bridge Valley Seal and Gonfalon Applications



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

This is 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 therefore 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

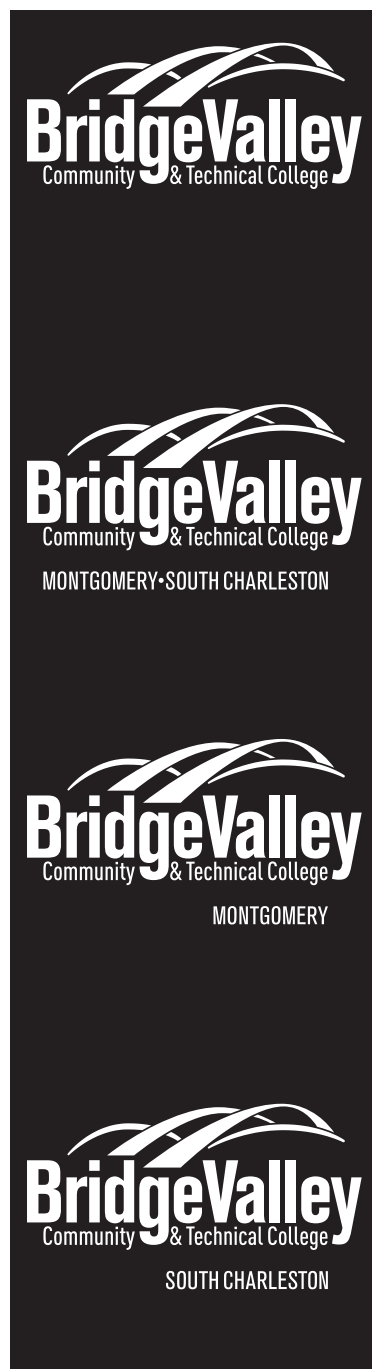
Mont\_BVCTC\_GRAY.ai  
Mont\_BVCTC\_GRAY.eps  
Mont\_BVCTC\_GRAY.jpg  
Mont\_BVCTC\_GRAY.pdf  
Mont\_BVCTC\_GRAY.png  
Mont\_BVCTC\_GRAY.tif



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

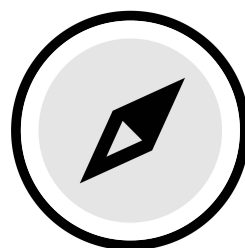
BVCTC\_Banner-Narrow\_BW.ai  
BVCTC\_Banner-Narrow\_BW.eps  
BVCTC\_Banner-Narrow\_BW.pdf

***\*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 — 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 — 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 — 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

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

