

BCC

BRISTOL COMMUNITY COLLEGE

Fall River ■ New Bedford ■ Attleboro ■ Taunton ■ eLearning ■ eHealth

COLLEGE ATHLETICS LOGO IDENTITY USAGE GUIDELINE



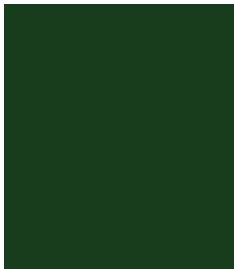
BRISTOL

BAYHAWKS

FULL COLOR LOGO (HAWK)

When the Bayhawks logo is displayed in its full color form, it contains two colors plus white.

- The primary color is Bayhawks Green. This makes up a majority of the body.
- The secondary color is Bayhawks Gray. This color makes up the head and outline of the body.
- The eye is displayed in white.



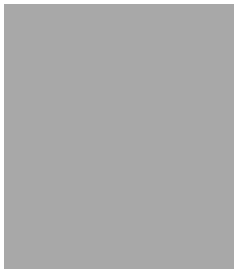
BAYHAWKS GREEN

HEX: #1c3d1d

CMYK: C: 81 M: 47 Y: 94 K: 58

RGB: R: 29 G: 61 B: 30

LAB: L: 23 a: -19 b: 15



BAYHAWKS GRAY

HEX: #a8a8a8

CMYK: C: 36 M: 29 Y: 29 K: 0

RGB: R: 168 G: 168 B: 169

LAB: L: 69 a: 0 b: -1



WHITE

HEX: #ffffff

CMYK: C: 0 M: 0 Y: 0 K: 0

RGB: R: 255 G: 255 B: 255

LAB: L: 100 a: 0 b: 0

LOGO VARIATIONS

There are a few variations to the Bayhawks logo. The following are the ONLY permitted variations.

VALUE REVERSALS (TYPE)

For athletics materials, the logo goes up against either the Bayhawks Green background or a white background.

- This is the primary logo.
- In the case of the green background, "BRISTOL" is displayed in white.
- In the case of the white background, "BRISTOL" is displayed in Bayhawks Green.
- In both cases, the colors of the logo remain Bayhawks Green and Bayhawks Gray.



OTHER LOGO VARIATIONS



1. BAYHAWK IDENTITY ONLY

BRISTOL
BAYHAWKS

2. LOGO TYPE ONLY



3. BAYHAWK HEAD ONLY



BRISTOL
BAYHAWKS

4. GRAYSCALE



5. BLACK



6. WHITE



7. GREEN



8. GRAY

OTHER LOGO VARIATIONS

BRISTOL
ATHLETICS

9. GENERAL ATHLETICS

BRISTOL
BASKETBALL

10. BASKETBALL

BRISTOL
SOCCER

11. SOCCER

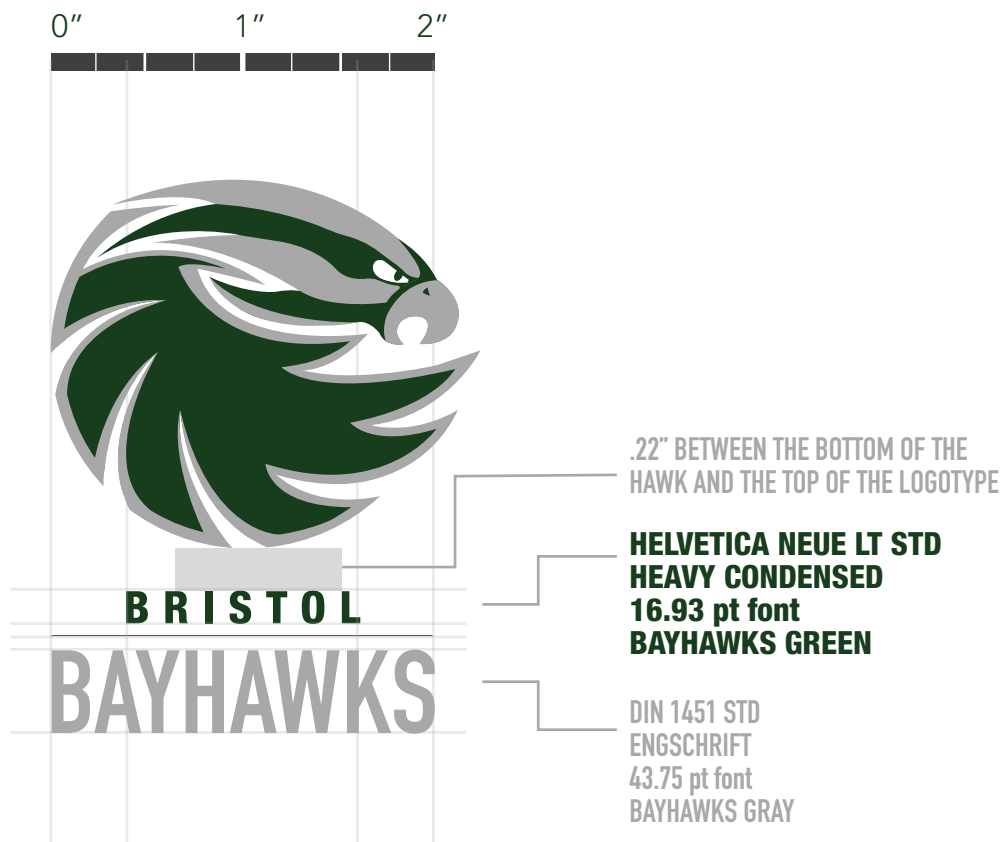
BRISTOL
TENNIS

12. TENNIS

TYPOGRAPHY AND NUMERALS

The following is the accepted typography for anything related to Bayhawks.

Specs. for a LOGOTYPE at a 2 inch scale.
All elements must be scaled proportionally.



**HELVETICA NEUE LT STD
HEAVY CONDENSED**

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

0 1 2 3 4 5 6 7 8 9

Helvetica Neue LT STD - Heavy Condensed is the typeface for the word “BRISTOL” in all Bayhawks material. It should follow the scale guidelines on the previous page and should always appear in all UPPERCASE. It should only be used for titles and headers, NOT body copy.

Helvetice Neue LT STD - Light Condensed should be used for any body copy found on Bayhawks print or web graphics. Body copy should be in sentence case, as seen in this copy.

DIN 1451 STD ENG SCHRIFT

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

DIN 1451 STD - ENG SCHRIFT is the typeface for the word "BAYHAWKS" or any word that falls in place of it i.e., "Basketball," "Soccer," "Tennis," etc. It should follow the scale guidelines on the previous page and should always appear in all UPPERCASE. It should only be used for titles and headers, NOT body copy.

