

BSA Logo

Color



Black



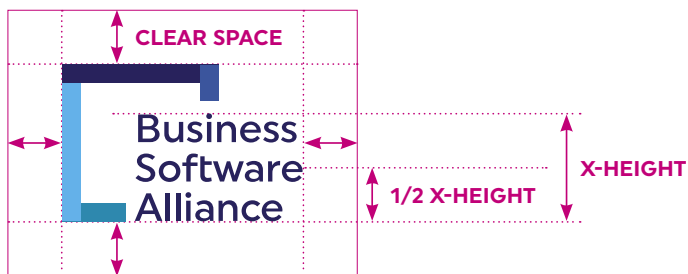
White



Clear Space

Consistent application of the BSA logo serves to reinforce the brand. To ensure the prominence and legibility of the BSA's logo, a clear space area, free of all other text and graphic elements, should be maintained.

The minimum amount of clear space required is equal to 1/2 the X-height of the type.



Minimum Size

The minimum reproduction size allowable is based on the height of the logo. See the diagram below for the minimum acceptable reproduction size.



Logo Misuse

Incorrect and inconsistent use of the BSA logo can dilute the effectiveness of the brand. Below are examples of possible misuses of the BSA logo.



Do not change the color.



Do not use the type alone.



Do not add effects to the logo.



Do not rotate the logo.



Do not distort the logo.



Do not skew the logo.



Do not place the logo on a dark background.



Do not place the logo on a complicated background or image.

BSA Logo

Colors



Pantone 662

CMYK 100.87.0.20

RGB 0.26.112

HEX 001A70



Pantone 2935

CMYK 100.52.0.0

RGB 0.87.184

HEX 0057B8



Pantone 314

CMYK 100.5.14.17

RGB 0.127.163

HEX 007FA3



Pantone 2995

CMYK 83.1.0.0

RGB 0.169.224

HEX 00A9E0

Fonts

A B C D E F G H I J K L a b c d e f g h i j k l
A B C D E F G H I J K L a b c d e f g h i j k l

Uniform Bold
Uniform Medium

Files

Vector-Based Files (AI & EPS)

For printing purposes. All .ai and .eps files have a clear background.

These are hi-resolution vector logo files that should be used for printed materials, such as, letterhead, business cards or signage, mugs, pens, tshirts, etc.

FILE NAME	
BSA-logo-4c.ai / .eps	Full color versions of the logo used for process printing
BSA-logo-black.ai / .eps	Black versions of the logo
BSA-logo-white.ai / .eps	White (knocked-out) versions of the logo

Pixel-Based Files (JPG & PNG)

For web & office programs. All JPG files have a white background. All PNG files have a transparent background.

These files are to be used for anything printed in the office such as Word docs and PowerPoint presentations. They should not be used for printing professional brochures or large signage and should never be enlarged.

FILE NAME	
BSA-logo-rgb / .png	Color versions of the logo
BSA-logo-black.jpg / .png	Black versions of the logo
BSA-logo-white.png	White (knocked-out) versions of the logo