

## A GUIDE TO USING BSAP LOGO FILES

Here's what is included in this logo zip file and a guide to which file to use for what. Follow instructions in the Brand Book to use all versions of the logo properly.

		icon only	Horizontal	Vertical	Usage	For white or dark backgrounds?
Full color	EPS	✓	✓	✓	printing at large scale	white
	AI	✓	✓	✓		
	PNG	✓	✓	✓	web/digital, small print pieces	
	email sig PNG		✓		for email signatures only	
White	EPS	✓	✓	✓	printing at large scale	dark
	AI	✓	✓	✓		
	PNG	✓	✓	✓	web/digital, small print pieces	

Horizontal and vertical lockup files have built-in CLEAR SPACE (dotted lines shown here will not show in actual files).

Do not overlap any text or objects over the boundaries of the image file.

icon only



horizontal



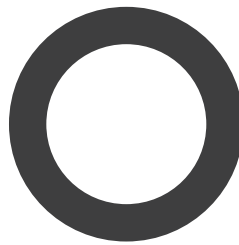
vertical



## BCM COLOR PALETTE

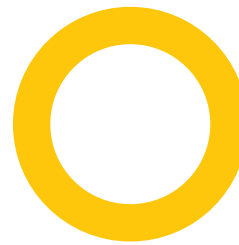


**Pantone 7597**  
C10 M90 Y100 K0  
R220 G65 B40  
HEX DC4128



**BCM DARK GRAY**

**90% Gray**  
C0 M0 Y0 K90  
R25 G25 B25  
HEX 191919



**FIYA GOLD**

**Pantone 7548**  
C0 M23 Y100 K0  
R255 G201 B61  
HEX FFC60B



**NEW LIFE  
GREEN SHADE**

**Pantone 2955**  
C75 M24 Y100 K8  
R74 G140 B64  
HEX 4A8C40