June 7, 1971

Mr. B. R. Stokes
General Manager
Bay Area Rapid Transit District
800 Madison Street
Oakland, California 94607

Re: BART Symbol Manual

Dear Mr. Stokes:

In accordance with our contract we are pleased to transmit to you a detailed manual covering present and possible future uses of the adopted BART symbol -- the lower case ha.

In final design, the lower case ha with the capital letters BART in the upper right-hand corner represent a strong new symbol which will certainly become an internationally known and respected transit mark.

We suggest that you make widespread distribution of this manual, both within your organization and to outside agencies and individuals who might have reason to apply the mark. Because of the precision of the overlapping b and a and because of the need for the mark to be placed in a rectangle in certain applications, we strongly suggest that you exercise great control over all mark applications, both hardware and non-hardware.

It has been a pleasure to refine such a strong new transit symbol.

Very truly yours,

SUNDBERG-FERAR, INC.

Carl W. Sundberg
President

c: G. L. McDonald
c: R. A. Heck /dh
PURPOSE

The purpose of this manual is to set forth a system for the use of the BART System Symbol. It is important that the Bay Area Rapid Transit District project a consistent image to the public it serves. For this to take place all those persons employing the symbol must follow and reinforce the directions set forth in this manual.
THE BART SYSTEM LOGO & SYMBOL

The BART mark, be it in color or in black and white, must be well-delineated, bold and unambiguous to the reader, viewer or patron.

The mark's principal function is to serve the general public by identifying District staff, equipment and facilities of interest to the general public.

Wherever the public needs no reminding of the District's presence (e.g., station interiors), the mark is superfluous, obtrusive and undesirable.

The mark should not be in close proximity to other graphics.
THE SYMBOL

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Two color against white</td>
<td>1</td>
</tr>
<tr>
<td>B</td>
<td>Two color against other than white</td>
<td>2</td>
</tr>
<tr>
<td>C</td>
<td>One color usage</td>
<td>3</td>
</tr>
<tr>
<td>D</td>
<td>Alternate one color usage</td>
<td>4</td>
</tr>
<tr>
<td>E</td>
<td>Special tool stamp usage</td>
<td>5</td>
</tr>
<tr>
<td>F</td>
<td>Incorrect usage</td>
<td>6</td>
</tr>
</tbody>
</table>

COLOR STANDARDS

REPRODUCTION ART

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Grid scale symbol</td>
<td>1</td>
</tr>
<tr>
<td>B</td>
<td>Grid scale symbol with background shape</td>
<td>2</td>
</tr>
<tr>
<td>C</td>
<td>Color separation of symbol</td>
<td>3</td>
</tr>
</tbody>
</table>

STATIONERY AND FORMS

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Symbol and type relationship</td>
<td>1</td>
</tr>
<tr>
<td>B</td>
<td>Stationery</td>
<td>2</td>
</tr>
<tr>
<td>C</td>
<td>Typists guide to stationery</td>
<td>3</td>
</tr>
<tr>
<td>D</td>
<td>Envelope and calling card</td>
<td>4</td>
</tr>
<tr>
<td>E</td>
<td>Examples of typical forms</td>
<td>5-6</td>
</tr>
<tr>
<td>F</td>
<td>News release</td>
<td>7</td>
</tr>
<tr>
<td>G</td>
<td>Seal</td>
<td>8</td>
</tr>
<tr>
<td>H</td>
<td>Poster and map application</td>
<td>9</td>
</tr>
<tr>
<td>I</td>
<td>Map application</td>
<td>10</td>
</tr>
<tr>
<td>SIGNAGE</td>
<td>Page</td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td>A. Station identification (minor sign)</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>B. Combined use</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>C. Building identification</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VEHICLE IDENTIFICATION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Car and truck</td>
<td>1</td>
</tr>
<tr>
<td>B. Transit car</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UNIFORM IDENTIFICATION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Patch</td>
<td>1</td>
</tr>
<tr>
<td>B. Badge</td>
<td>2</td>
</tr>
<tr>
<td>C. Hard hat</td>
<td>3</td>
</tr>
</tbody>
</table>
TWO COLOR SYMBOL

The symbol for the Bay Area Rapid Transit District as illustrated above is designed to be used in two colors on a white background, or in black on a white background. If used on any color other than white, then it should be used in the controlled white shape as shown on page #2 of this section.

EXCEPTION

The two color symbol may, in special cases such as the transit car or identification badges, be used on a silver background without the background shape.
TWO COLORS ON OTHER THAN WHITE

Whenever the symbol is used against any color other than white, the white background shape should be used as illustrated to separate the symbol from background color. Use of the shape is also recommended in signage or display applications where the symbol is suspended in space.
ONE COLOR USAGE

The symbol may be reproduced in black and white on a white background in which case the "a" or lighter area is reproduced in a 55% tone of black. When used on any other than white background the white shape, as illustrated in this section of this manual on page #2, should be used.
ALTERNATE ONE COLOR USAGE

The symbol may be used as shown with the "a" being reproduced in outline instead of the 55% tone of grey. This version is not preferred.
TOOL IDENTIFICATION

In applications where the symbol must be stamped into metal for identification purposes such as tool stamps it may be used in the form shown. This is the only way in which the symbol may be used in outline form.
INCORRECT USAGE

The examples illustrated show forms in which the symbol should not be used.

1. Two color symbol on other than white background without background shape.

2. Entire symbol reproduced in outline. The only exception is the tool stamp.

3. Entire symbol reproduced in one solid color.


5. Combination of outline and color.
MEMORANDUM

August 9, 1971

To: Assistant General Manager-Administration
Assistant General Manager-Operations and Engineering
Assistant General Manager-Planning and Public Service
Department Heads

From: General Manager

Subject: Logo Manual

Attached is your copy of the Sundberg-Ferar Logo Manual.

Effective immediately, it is to dictate whatever use you make of the symbol adopted by the Board of Directors. It is critical to the success of the mark that the manual be adhered to in every instance.

I am transmitting a copy of the Logo Manual to all of the governmental agencies with an interest in BART design, so you can expect these people to be aware of our desires in this regard.

In order that we maintain strict control within our own organization, I am appointing W. R. McCutchen, our Chief of Design, to approve any and all hardware applications of the mark. I am appointing G. L. McDonald, Director of Public Relations, to approve any and all non-hardware applications of the mark.

Please discuss your particular problems with these two people.

B. R. Stokes

BRS:ht
May 31, 1972

To: BART Logo Manual Recipients

From: W. R. McCutchen, Chief of Design

Subject: BART Color Standards

Wherever the color standard reference number 14na of Container Corporation of America's Color Harmony Manual is specified in the BART Symbol Manual, the following two reference numbers of other manufacturers are considered equivalent:

Plochere #723

Glidden #A-211-D

Wherever the color standard reference number 13½pn is specified in the BART Symbol Manual, the following reference numbers are considered equivalent:

Plochere #657

Pantone #296
COLOR STANDARD

The color reference numbers below refer to the Container Corporation of America Color Harmony Manual.

Container Corporation of America
645 North Michigan Avenue
Chicago, Illinois 60611

b

All applications other than stationery and printed forms

13 1/2 pn

Stationery and printed forms

Black

In all instances the lower case "b" and "BART" will be the same color.

a

In all applications other than black and white

14 na

In special applications, such as building plaques, the symbol may be reproduced in bronze or aluminum. The "b" and "BART" being bright finish and the "a" in brushed finish.
GRID SCALE WITH SYMBOL
GRID SCALE WITH SYMBOL AND BACKGROUND SHAPE
COLOR SEPARATION OF SYMBOL
TYPOGRAPHY

The symbol when used in conjunction with the system title and address as in stationery or any printed forms should be used as indicated on the following pages.

The system name is in UNIVERS #65 upper case and the address is in both upper and lower case.
SYMBOL AND TYPE RELATIONSHIPS

Illustrated are the forms in which the symbol should be used in conjunction with the system title and address.
BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

FOR USE WITH FULL ADDRESS

FOR USE WITHOUT ADDRESS
TYPISTS GUIDE TO STATIONERY
June 7, 1971

Mr. B. R. Stokes
General Manager
Bay Area Rapid Transit District
800 Madison Street
Oakland, California 94607

Re: BART Symbol Manual

Dear Mr. Stokes:

In accordance with our contract we are pleased to transmit to you a detailed manual covering present and possible future uses of the adopted BART symbol -- the lower case ba.

In final design, the lower case ba with the capital letters BART in the upper right-hand corner represent a strong new symbol which will certainly become an internationally known and respected transit mark.

We suggest that you make widespread distribution of this manual, both within your organization and to outside agencies and individuals who might have reason to apply the mark. Because of the precision of the overlapping b and a and because of the need for the mark to be placed in a rectangle in certain applications, we strongly suggest that you exercise great control over all mark applications, both hardware and non-hardware.

Very truly yours,

BAY AREA RAPID TRANSIT DISTRICT

John R. Thornton
Director of Sales

c: R. A. Heck

/dh
ENVELOPE AND CALLING CARD
TYPICAL FORMS
Form 6003 (Rev. 4/65)
Formerly Form C-12

BAY AREA RAPID TRANSIT DISTRICT

AUTHORIZED DELEGATION TO APPROVE INVOICES AND CHECK REQUESTS

SECTION A - IDENTITY OF AUTHORIZED SIGNATURE
Authority is delegated to Approve Invoices and Check Requests as follows:

[Name]
[Department]
[Position]

SECTION B - SPECIFIC AUTHORIZATION

Type of Expenditure

[Department or Function]

Effective Date

Special Instructions:
1. Fill out Sections A, B, C.
2. Define each authorization carefully. Must explicitly specify dollar limitation. Example: "Check Request Up to $1,000.
3. Fill out one (1) form for each delegate.

NOTE: APPROVALS UNDER THIS DELEGATION MUST BE OTHERWISE SPECIFIED, FOR ONLY INVOICE/EXPENDITURE SPECIFIED.

SECTION C - DEPARTMENT MANAGER'S APPROVAL

[Department or Function]

Effective Date

[Signature]

Fill out Sections A, B, C. Define each authorization carefully. Must explicitly specify dollar limitation. Example: "Check Request Up to $1,000." Fill out one (1) form for each delegate. Keep in file.

BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

O. L. McDONALD
PUBLIC RELATIONS

BLUE CROSS HEALTH PLAN
POSTER AND MAP APPLICATION OF SYMBOL

The symbol should be used as shown on maps and posters. Exact location is not specified because of the variation of formats, but the symbol should be isolated from any other graphic elements and should stand by itself.

#1 Preferred location

#2 Alternate location
MAP APPLICATION
SIGNAGE

The following pages illustrate the approved sign styles for the system symbol.

The purpose of these signs is to identify and guide the passenger to the BART station.
STATION IDENTIFICATION SIGN (MINOR)

The minor sign is designed to be used to define and identify station entrances to passengers in the immediate vicinity.
STATION IDENTIFICATION (COMBINED USE)

When the symbol is used in conjunction with another symbol or message on a sign not illustrated in this manual it should have its own field or background of white as illustrated.
BUILDING PLAQUE

The building identification plaque is designed to be used as required to identify the buildings other than stations related to the system.
VEHICLE IDENTIFICATION

The symbol should be used as shown on vehicles, centered on the door panel, approximately 3" below the window.
TRANSIT CAR IDENTIFICATION
TRANSIT CAR IDENTIFICATION
TRANSIT CAR IDENTIFICATION
UNIFORM IDENTIFICATION PATCH
LOCATION:

1/4" ABOVE & CENTERED ON
THE LEFT BREAST POCKET
IDENTIFICATION BADGE
BRUSHED SILVER

13 1/2 PN

14 NA

BART

1 1/8"

1 7/16"

BRIGHT
HARD HAT IDENTIFICATION
TANGENT OF RADIUS FROM BRIM

2 3/4"
Bay Area Rapid Transit – BART