

## APPROVED LOGOS

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### PRIMARY CORPORATE LOGO

Highest priority of use on any official documents, merchandise or marketing material.

### VARIABLE MARK

Can be used for various different positions, events, locations ect. (ie "foreman" or "electrician" replaces the word "construction")

### WORDMARK

Second priority of use for text only appropriate situations, 2 or less color applications, and wide aspect ratio graphic requirements

### SYMBOL

Can be used in replace of primary logo or wordmark when restricted by size, or in conjunction with Primary logo or wordmark as an added design element.

### ELECTRONIC FILE TYPES

original vector artwork .ai and .eps files or transparent background .png files should be used when possible

# APPROVED LOGOS

1. Primary Corporate Logo

2. Wordmark

3. Variable Wordmark

4. Variable Logo

5. Symbol

6.

7.

8.



1.



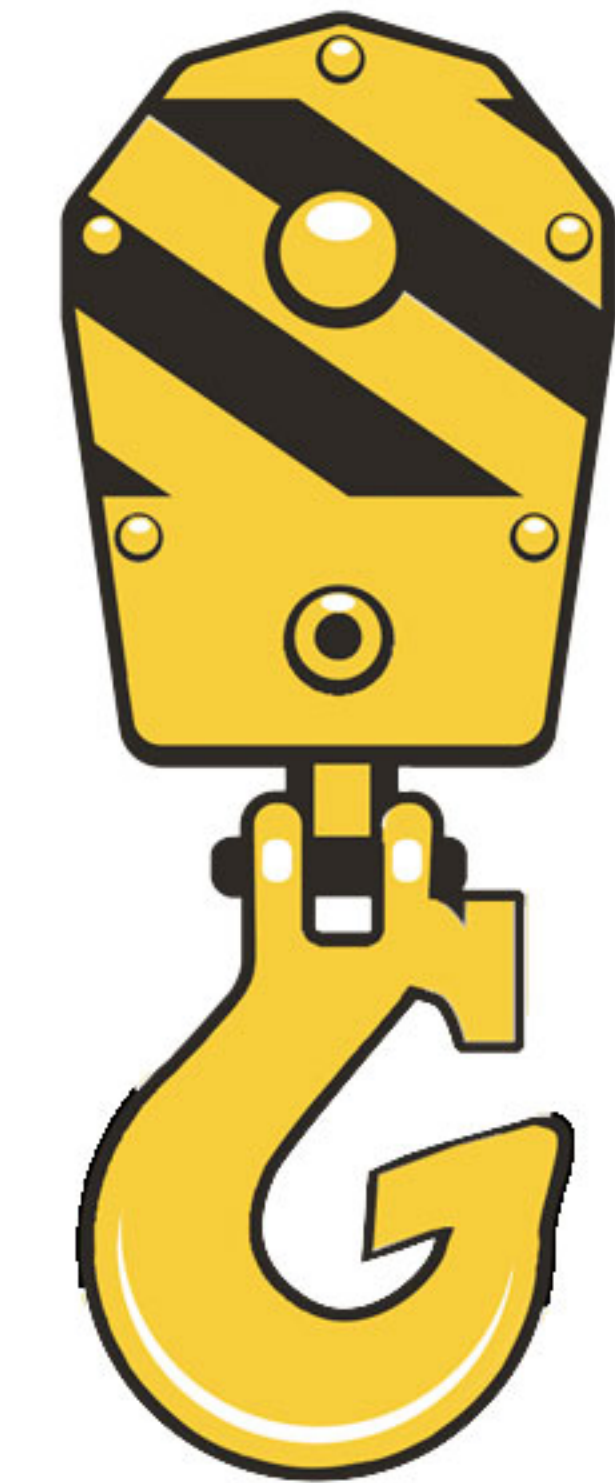
2.



3.



4.



5.

6.

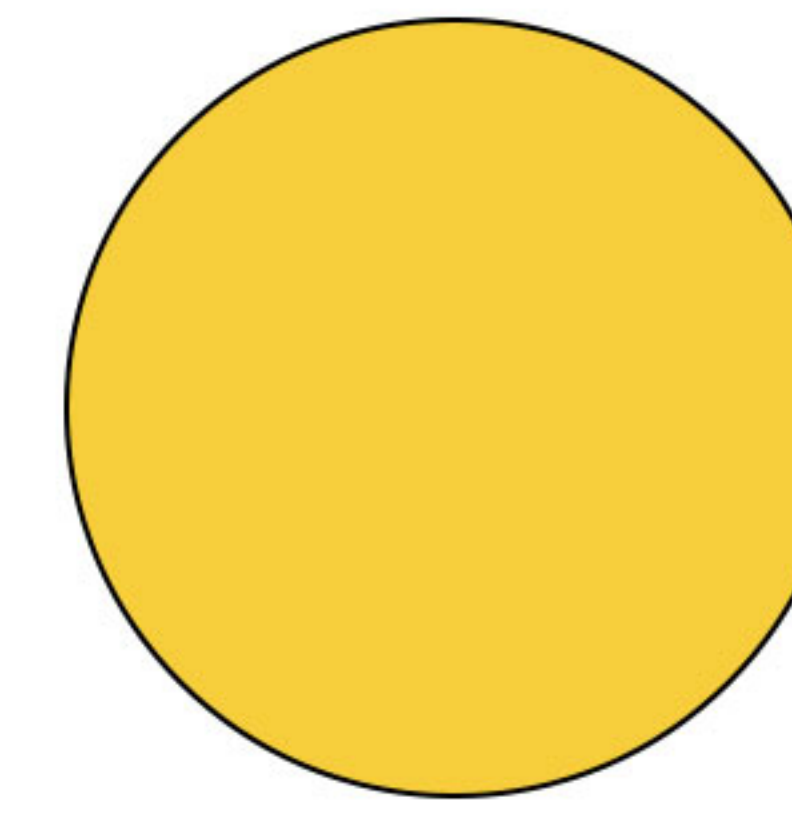
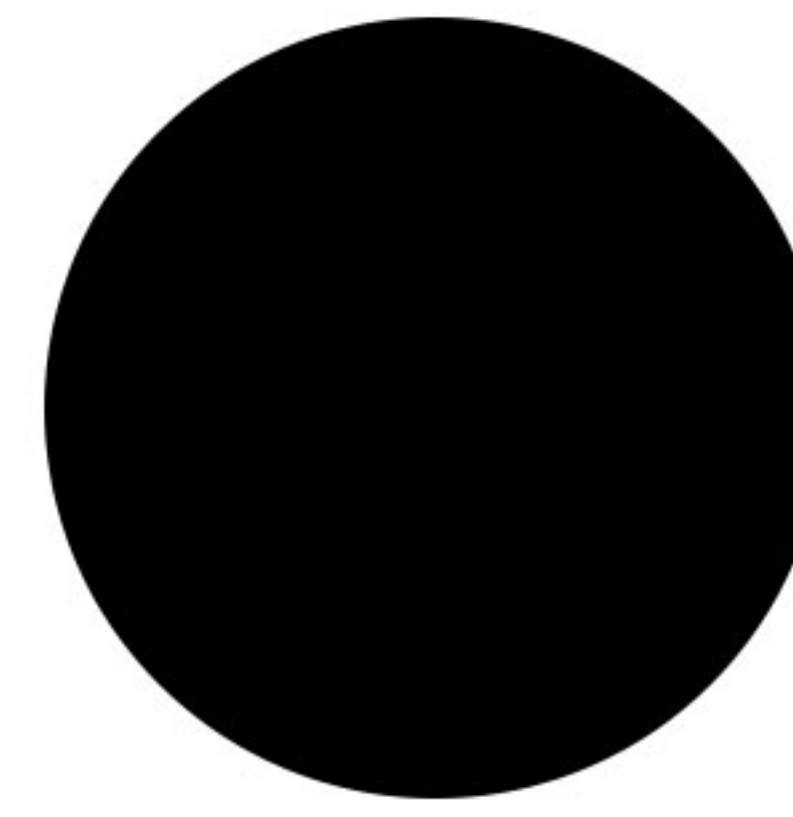
7.

8.

## ELECTRONIC FILE TYPES

original vector artwork .ai and .eps files or  
transparent background .png files  
should be used when possible

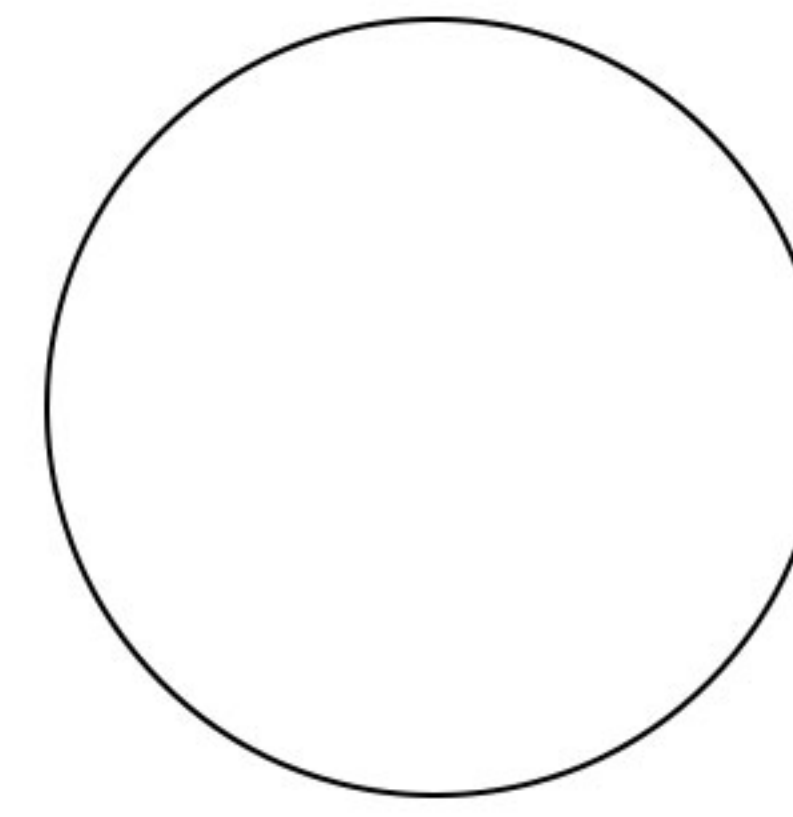
# APPROVED COLORS



Pantone  
Web  
CMYK  
RGB

**BLACK**  
Black  
#000000  
C:75 M:68 Y:67 K:90  
R:0 G:0 B:0

**YELLOW**  
7404 U  
#FFCE51  
C:0 M:18 Y:84 K:0  
R:255 G:206 B:81



Pantone  
Web  
CMYK  
RGB

**WHITE**  
White  
#FFFFFF  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255

All Bridgeport Construction logos are designed with Pantone Solid Uncoated Color Guide colors.

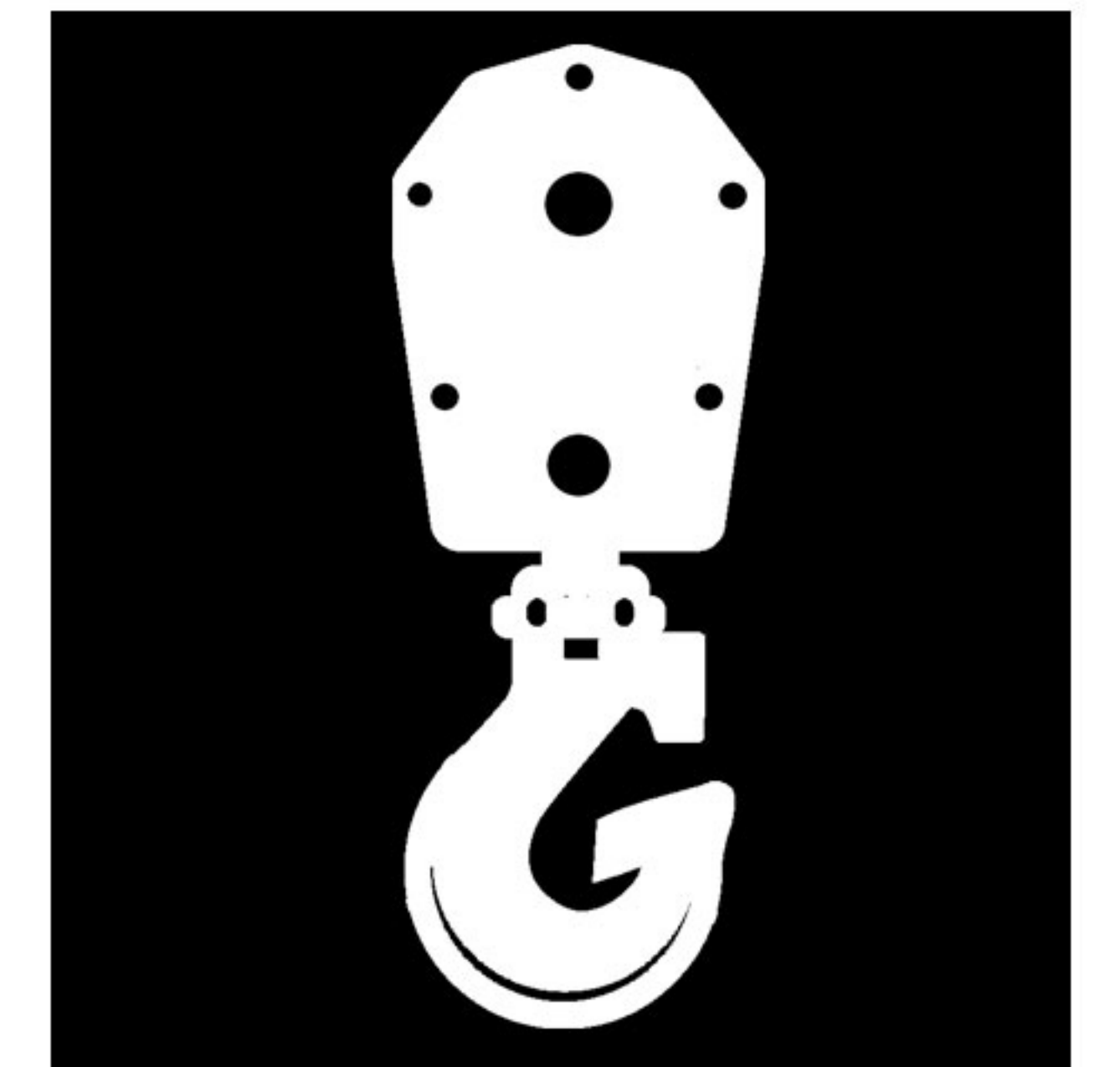
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**Black, Yellow, and White are the official approved colors of Bridgeport Construction.**

**Black and Yellow are the primary brand colors and take the first priority for one color applications. White should be used as secondary accent color.**

# APPROVED COLORS

## One Color Variations



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## TYPOGRAPHY

Bridgeport Construction utilizes two fonts, **Cambria Bold** as the primary font and **Nissan** as the secondary font and should not be used unless **Cambria Bold** is also present within the design.

Original font files are available upon request. Fonts were not created by Pressd Apparel.

**Cambria Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



**Nissan**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890