

HE 44.91
S45 S9

ENVIRON.
DESIGN
LIBRARY

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.

SYMBOL

COLOR STANDARDS

REPRODUCTION ART

STATIONERY-FORMS

Partial view of the left edge of the page, showing the binding and the edge of the adjacent page. The binding features a repeating pattern of a square and the word "Duch".

The main body of the page is blank, showing a light beige or cream color with some minor discoloration and faint, illegible ghosting of text from the reverse side of the paper.



SUNDBERG · FERAR
INDUSTRIAL DESIGNERS

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.

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

Very truly yours,

SUNDBERG-FERAR, INC.

Carl W. Sundberg
President

cc: G. L. McDonald
cc: R. A. Heck

/dh

SYMBOL

COLOR STANDARDS

REPRODUCTION ART

STATIONERY-FORMS

ENVIRON DES. LIBRARY-UCB

ENVIRON.
DESIGN
LIBRARY

*Environ.
Design*

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.

Beck
1879

PROPERTY OF UNIVERSITY OF CALIFORNIA

Beck
1879

PROPERTY OF UNIVERSITY OF CALIFORNIA

Beck
1879

PROPERTY OF UNIVERSITY OF CALIFORNIA

Beck
1879

PROPERTY OF UNIVERSITY OF CALIFORNIA

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THE SYMBOL	
A. Two color against white	1
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COLOR STANDARDS	
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A. Symbol and type relationship	1
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F. News release	7
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SIGNAGE

Page

- | | |
|--|---|
| A. Station identification (minor sign) | 1 |
| B. Combined use | 2 |
| C. Building identification | 3 |

VEHICLE IDENTIFICATION

- | | |
|------------------|---|
| A. Car and truck | 1 |
| B. Transit car | 2 |

UNIFORM IDENTIFICATION

- | | |
|-------------|---|
| A. Patch | 1 |
| B. Badge | 2 |
| C. Hard hat | 3 |

Beck
Beck
Beck
Beck
Beck

Faint, illegible text and markings on the main page, possibly bleed-through from the reverse side.

SYMBOL

COLOR STANDARDS

REPRODUCTION ART

STATIONERY-FORMS

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.

BART
b

SIGNAGE

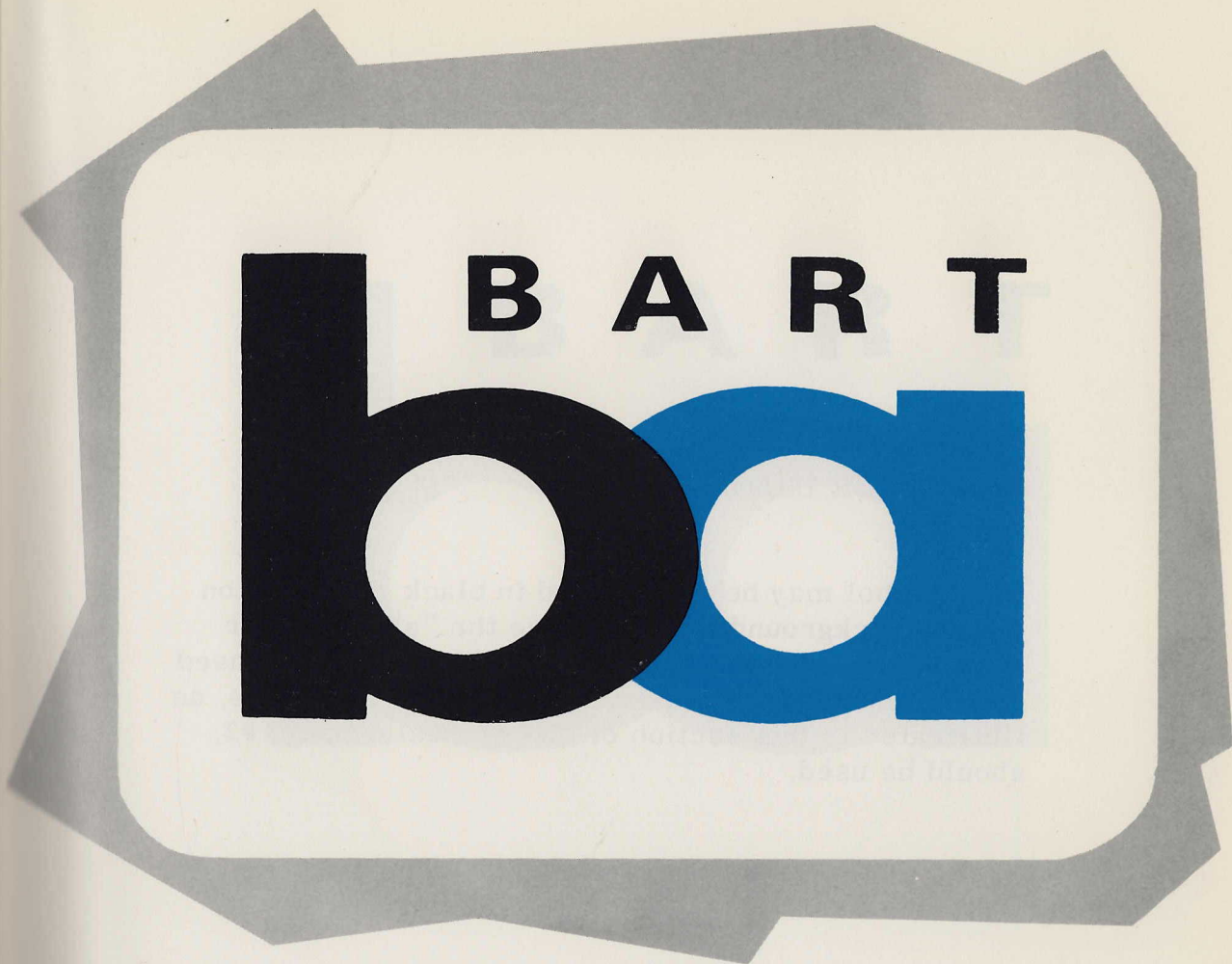
COLOR STANDARDS

REPRODUCTION ART

STATIONERY-FORMS

TWO COLORS ON OTHER THAN WHITE

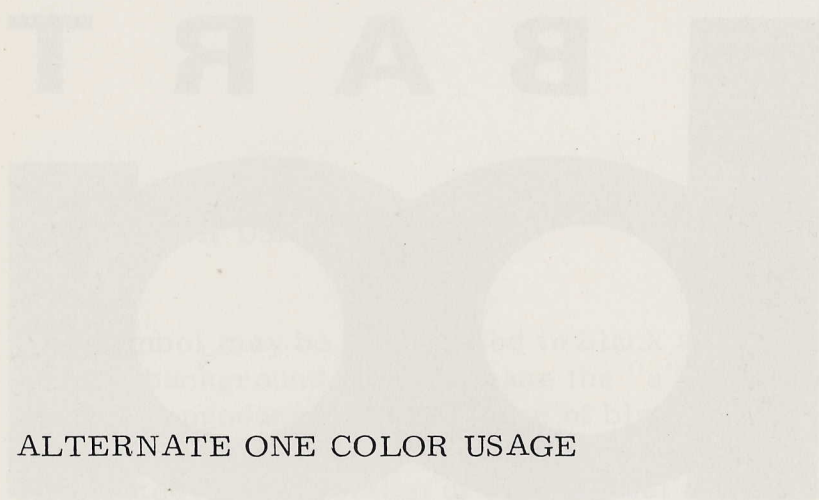
Whenever the symbol is used against any color other than white, the white background shape should be used as illustrated to separate the symbol from background color. Use of the shape is also recommended in signage or display applications where the symbol is suspended in space.



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.

BART
bart



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.

BART
b

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.

BOB BART

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.
4. Colors reversed.
5. Combination of outline and color.



Partial view of the left edge of the page, showing the binding and the edge of the adjacent page. The adjacent page contains handwritten text and circular stamps.

10

THE COMMISSIONERS OF THE GENERAL LAND OFFICE



IN WITNESS WHEREOF, the said Commissioners have hereunto set their hands and seals, at the City of London, this 10th day of January, 1881.

Wm. Lubbock, Esq., Secretary to the Commission.



Wm. Lubbock, Esq., Secretary to the Commission.

Wm. Lubbock, Esq., Secretary to the Commission.



Wm. Lubbock, Esq., Secretary to the Commission.

Wm. Lubbock, Esq., Secretary to the Commission.

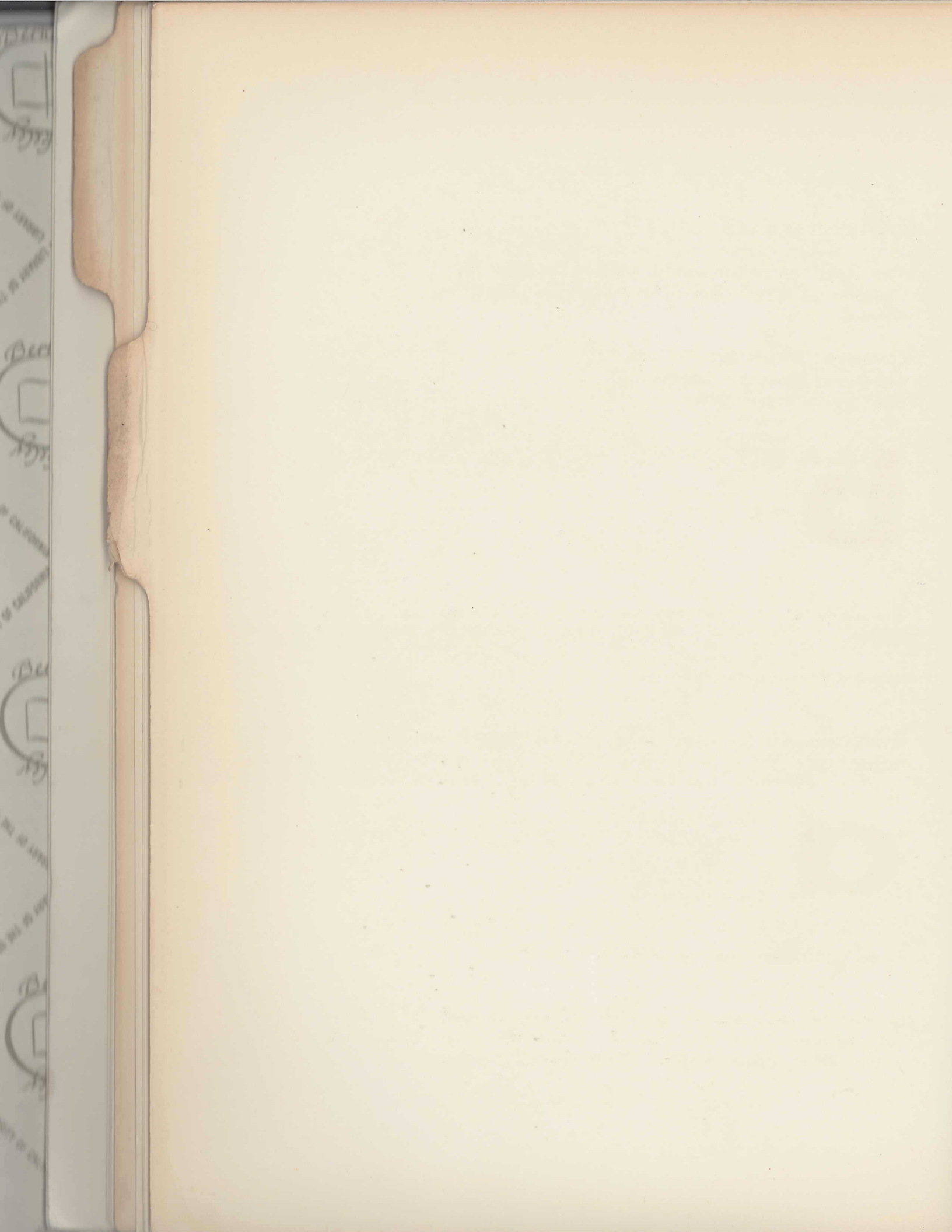


SIGNAGE

COLOR STANDARDS

REPRODUCTION ART

STATIONERY - FORMS



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



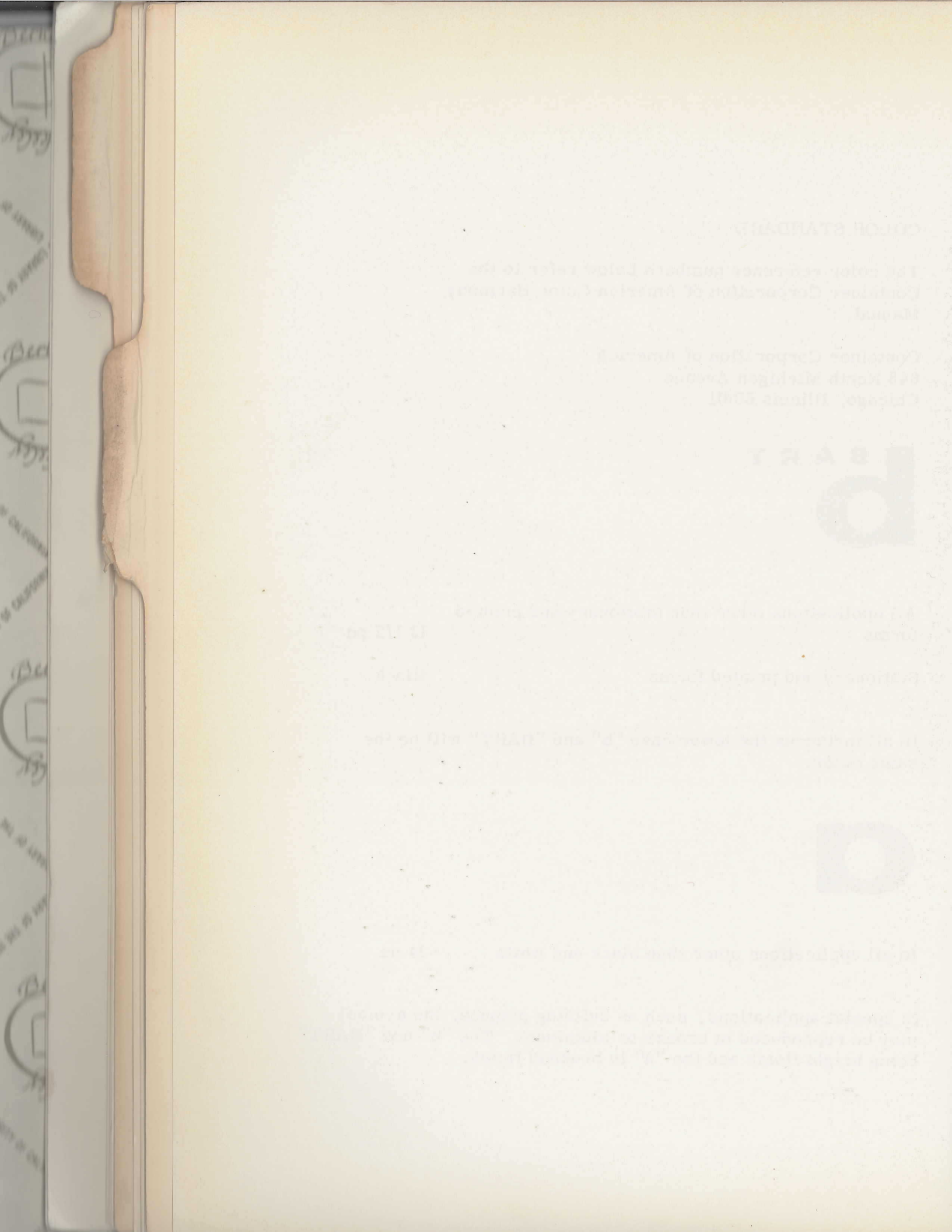
All applications other than stationery and printed forms	13 1/2 pn
Stationery and printed forms	Black

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



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.



Fragmentary text visible on the left edge of the page, including the word "Library" and a small square symbol.

LIBRARY

For more information, please refer to the
University Corporation of America, Library
Chicago, Illinois 60601

University Corporation of America
525 North Dearborn Street
Chicago, Illinois 60601

LIBRARY


University Corporation of America
Chicago, Illinois 60601

University Corporation of America
Chicago, Illinois 60601



University Corporation of America
Chicago, Illinois 60601

University Corporation of America
Chicago, Illinois 60601

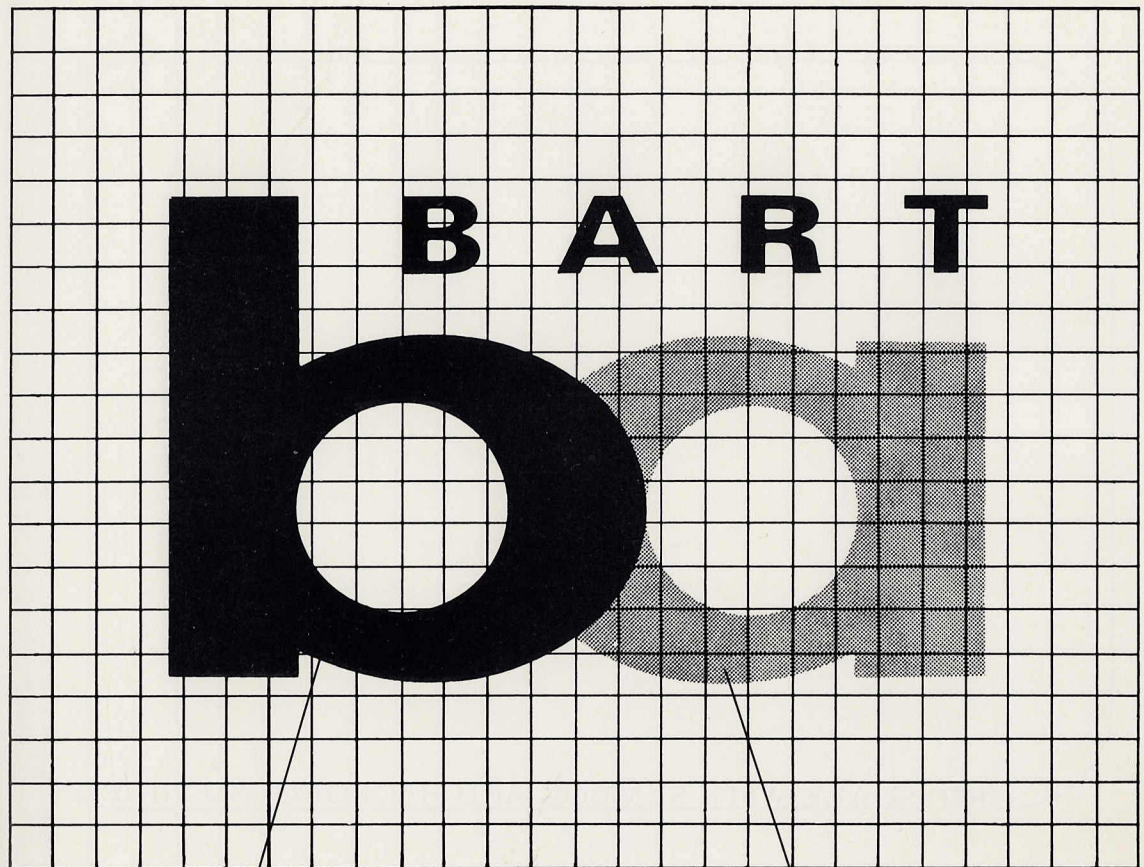
SIGNAGE

VEHICLE IDENT.

REPRODUCTION ART

STATIONERY - FORMS

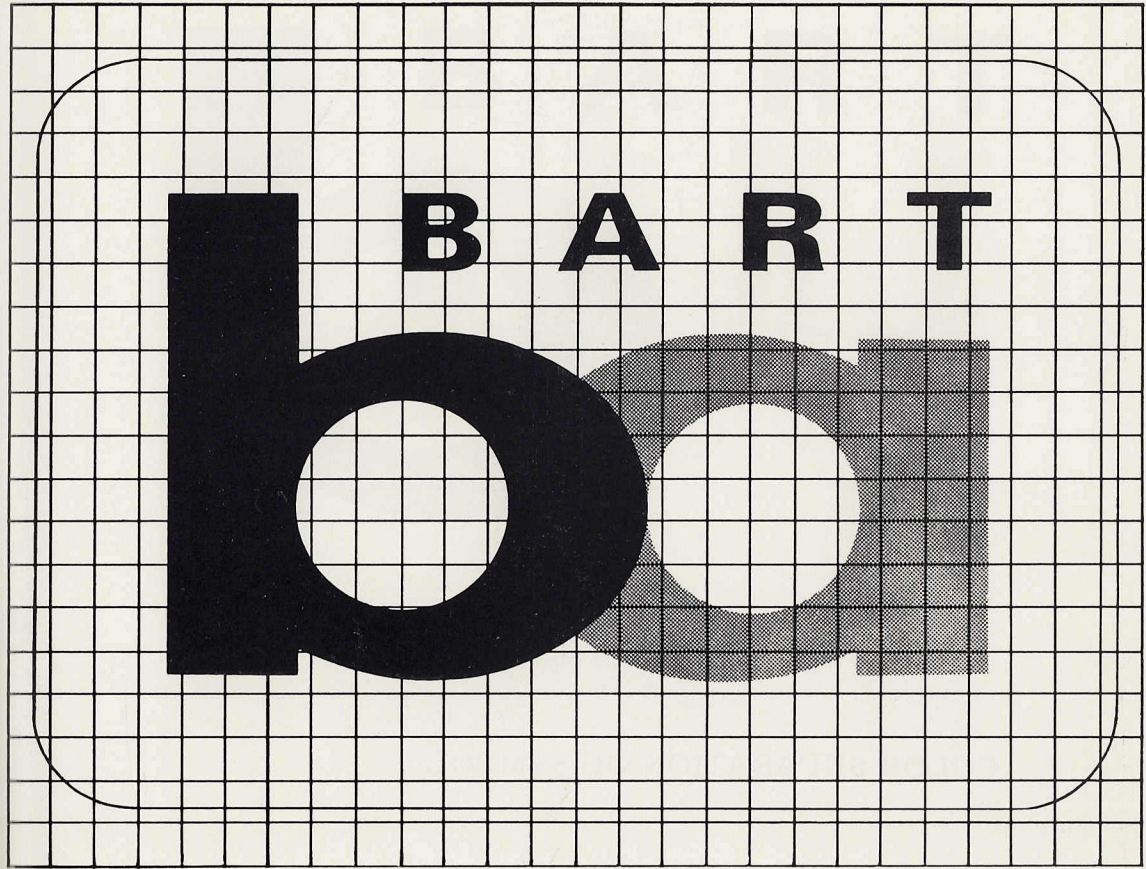
GRID SCALE WITH SYMBOL



SOLID BLACK

55% TONE OF BLACK

GRID SCALE WITH SYMBOL AND BACKGROUND SHAPE

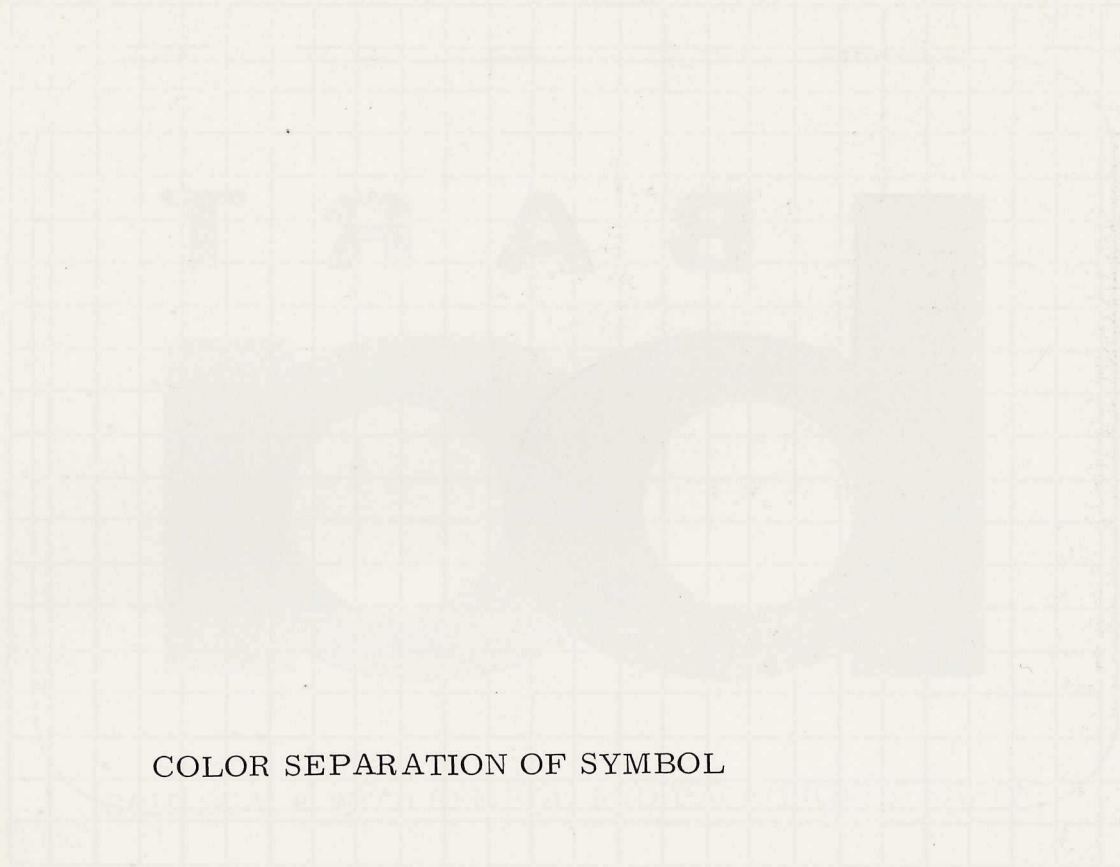


SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

STATIONERY - FORMS



COLOR SEPARATION OF SYMBOL

b BART

a



BART



SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

STATIONERY - FORMS



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.

BAY AREA RAPID TRANSIT DISTRICT
500 Market Street
San Francisco, California 94102
Telephone 455-4100



FOR USE WITH FULL ADDRESS

SYMBOL AND TYPE RELATIONSHIPS

Illustrated are the forms in which the symbols and types should be used. The first series is for use on the stationery letterhead and the second series is for use on the stationery letterhead.

STATIONERY LETTERHEAD



CENTERS

BAY AREA RAPID TRANSIT DISTRICT — CENTERS



FOR USE WITHOUT ADDRESS



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

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

J. DOHERTY
 PRESIDENT

M. BILLIMAN
 VICE PRESIDENT

F. R. STOKES
 GENERAL MANAGER

DIRECTORS

ALABAMA COUNTY

W. D. ANDERSON

EDWARD D. CLARK

H. R. LANGE

W. M. BILLIMAN

ALTA COSTA COUNTY

W. J. BIANCO

J. E. ROBERTY

W. T. BRYDYK

W. S. SILVA

SAN FRANCISCO COUNTY

W. S. BLAKE

W. S. WHESTER

W. S. GRAVES

W. S. REEDY

TYPISTS GUIDE TO STATIONERY



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

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

JAMES P. DOHERTY
 PRESIDENT

June 7, 1971

GEORGE M. SILLIMAN
 VICE PRESIDENT

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

B. R. STOKES
 GENERAL MANAGER

DIRECTORS

Re: BART Symbol Manual

ALAMEDA COUNTY

Dear Mr. Stokes:

ARNOLD C. ANDERSON

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.

RICHARD O. CLARK

H. R. LANGE

GEORGE M. SILLIMAN

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.

CONTRA COSTA COUNTY

HELLO J. BIANCO

JAMES P. DOHERTY

STANLEY T. GRDYDK

JOSEPH S. SILVA

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.

SAN FRANCISCO COUNTY

WILLIAM C. BLAKE

WILLIAM H. CHESTER

IRLAND D. GRAVES

WILLIAM M. REEDY

Very truly yours,

BAY AREA RAPID TRANSIT DISTRICT

John R. Thornton
 Director of Sales

cc: R. A. Heck

/dh

ENVELOPE AND CALLING CARD



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



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

KAY SPRINGER JAYNES
PUBLIC RELATIONS ASSISTANT

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

TYPICAL FORMS

EMPLOYEE NAME	SOCIAL SECURITY NO.	POSITION	SHIFT
CC	LOC	P.P.	DATE
DATE	POSITION CODE	PAY CODE	HOURS
			AMOUNT
TOTALS			

FORM 0108



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

No. 1643

MATERIAL RECEIVING REPORT

Purchase Contract No. _____ Date _____ The date MRR prepared _____
 Shipper's Name Supplier or Vendor City and State material received from _____
 Delivering Carrier Transportation Co. & Truck Number F.O.B. Point _____
Railway Line Co. & Rail Car Number Waybill No. If available
 Condition of Shipment: Good Order Damaged Over, Short, or Damaged Report No. If OS&D is required
 Remarks: In your own words report any broken packing crates --
If receiving machinery or equipment, note any oil leaks etc.

ITEM	QUANTITY RECEIVED	DESCRIPTION OF ITEMS	ORDERED	OVER	SHORT	DAMAGED
1	How Many	GIVE A BRIEF BUT THOROUGH DESCRIPTION OF ITEM OR ITEMS RECEIVED. NOTE THE SERIAL NUMBER, MANUFACTURE MODEL OR TYPE: OR ANY IMPORTANT	How Many			
2		MIGHT BE USED TO DESCRIBE THIS ITEM IN WITH WHAT WAS COMPLETE" OR "L SHIPMENT" MUST ALWAYS APPEAR ON EVERY MRR.				



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

ORIGINAL

SHOW THIS NUMBER ON ALL INVOICES, SHIPPING PAPERS, AND CONTAINERS

PURCHASE ORDER
NUMBER _____

MAIL INVOICES IN DUPLICATE TO ABOVE ADDRESS
ATTN: ACCOUNTING DIVISION

CONTRACT NO. OR AGREEMENT REF. DEPT. REG. NO. ACCOUNT NO. DATE

SUPPLIER

DELIVER TO
↓

ITEM NO.	QUANTITY	UNIT	DESCR

2-2007

00073
UARCO BUSINESS FORMS
OAKLAND, CALIF.

FORM NO. C-11



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

INVOICE

DATE _____

REFERENCE NUMBER _____

INVOICE NO. _____
(PLEASE REFER TO INV. NO. WHEN MAKING INQUIRIES)

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

DESCR



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

GENERAL FUND WARRANT CHECK No. 10704

1124
1210

PAY TO THE ORDER OF

DATE CHECK NO. _____

AMOUNT

464 CALIFORNIA STREET
WELLS FARGO BANK
SAN FRANCISCO, CALIFORNIA

⑆ 210 00 24 900 1 58 10 24 ⑆

DATE	REFERENCE	AMOUNT

PLEASE DETACH THIS REMITTANCE ADVICE BEFORE DEPOSITING CHECK

THE ATTACHED CHECK IS IN PAYMENT OF THE ITEMS LISTED ABOVE

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

TYPICAL FORMS

127

WOBBER BROTHERS



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

CONTROL INFORMATION

JOB NAME		JOB NO
DATE SUBMITTED	DATE DUE	DATE RETURNED
SOURCE		CARD TYPE
BATCH CONTROL CARD		
CONTROL TOTAL (COL. 46-55)	BATCH NO. (COL. 77-79)	(COL. 80)
		8

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:

Department	Name
Position	

SECTION B - SPECIFIC AUTHORIZATION

Type of Expenditure



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

G. L. McDONALD
PUBLIC RELATIONS

NEWS RELEASE

APPROVALS UNDER THIS DELEGATION MUST BE
OTHERWISE SPECIFIED, FOR ONLY INVOICE A

SECTION C - DEPARTMENT MANAGER'S APPROVAL

Department or Function
Effective Date

INSTRUCTIONS
Fill out Sections A, B, C.
Read each authorization carefully. Must
state limitation. Example: "Check Requ
Fill out one (1) form for each delegate.
Make two triplicate: Original to Contr
Department file.



BLUE CROSS[®]
HEALTH PLAN

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

NEWS RELEASE

BLUE CROSS
HEALTH PLAN

NEWS RELEASE



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

McDONALD
PUBLIC RELATIONS



SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

TORONTO TOWNSHIP CIVIL SERVICE
2000-2001
2000-2001

SYSTEM SEAL

NEW YORK



SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

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.

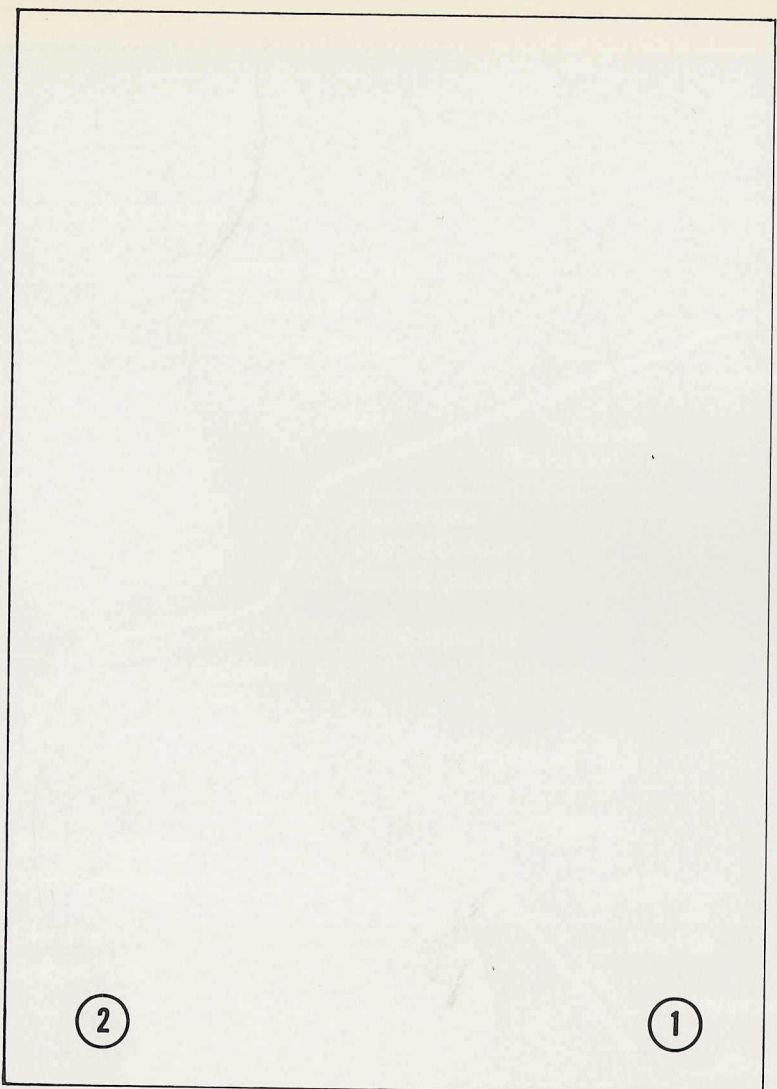
#1 Preferred location

#2 Alternate location

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.



MAP APPLICATION

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.



Richmond

Concord

El Cerrito Del Norte

El Cerrito Plaza

North Berkeley

Berkeley

Ashby

Orinda
Rockridge

Lafayette

Pleasant Hill

Walnut Creek

MacArthur

19th St Oakland

12th St Oakland

Transfer Stations

Lake Merritt

Oakland
West

Fruitvale

Coliseum

San Leandro

Bay Fair

Hayward

South Hayward

Union City

Fremont

Embarcadero
Montgomery St
Powell St
Civic Center

16th St Mission

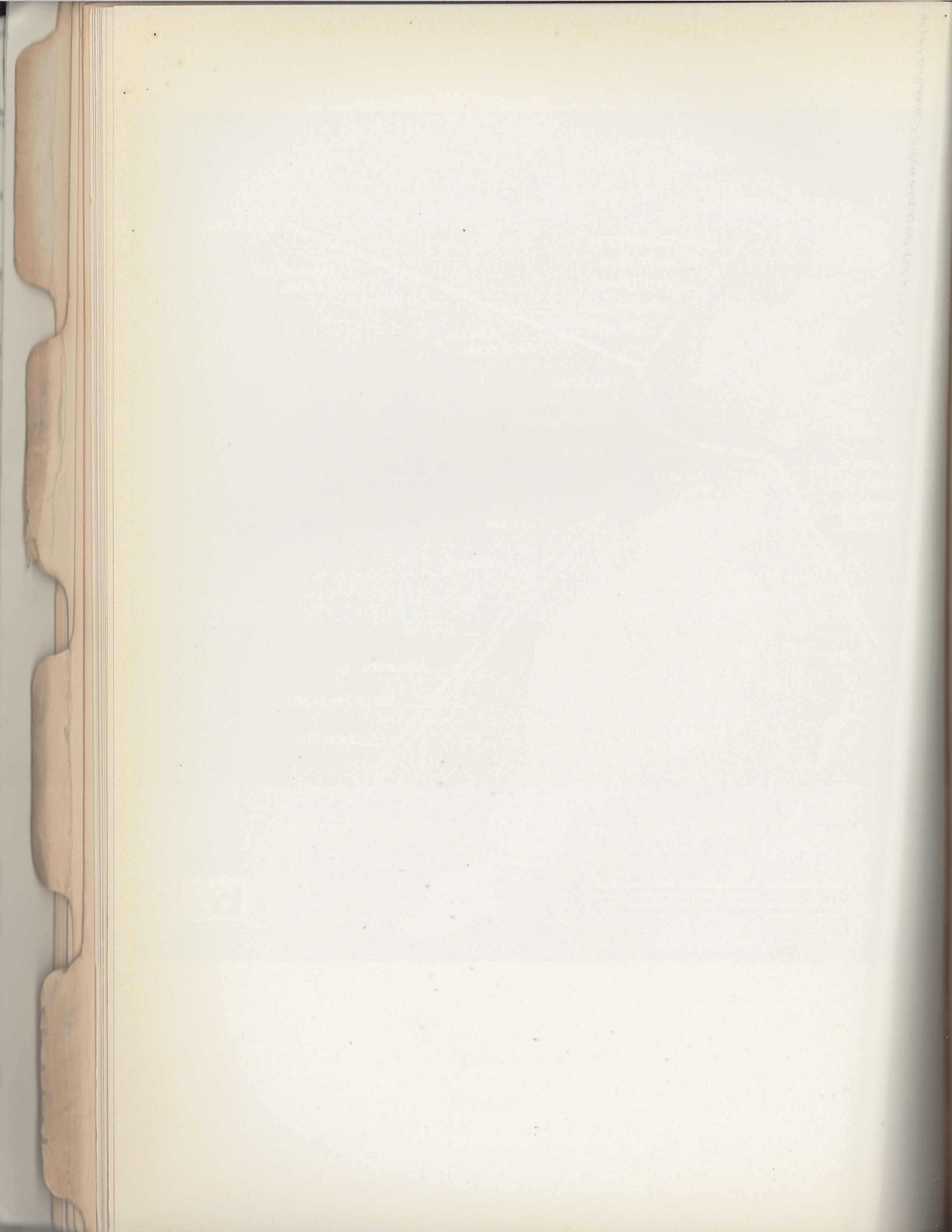
24th St Mission

Glen Park

Balboa Park

Daly City





SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

SIGNAGE

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

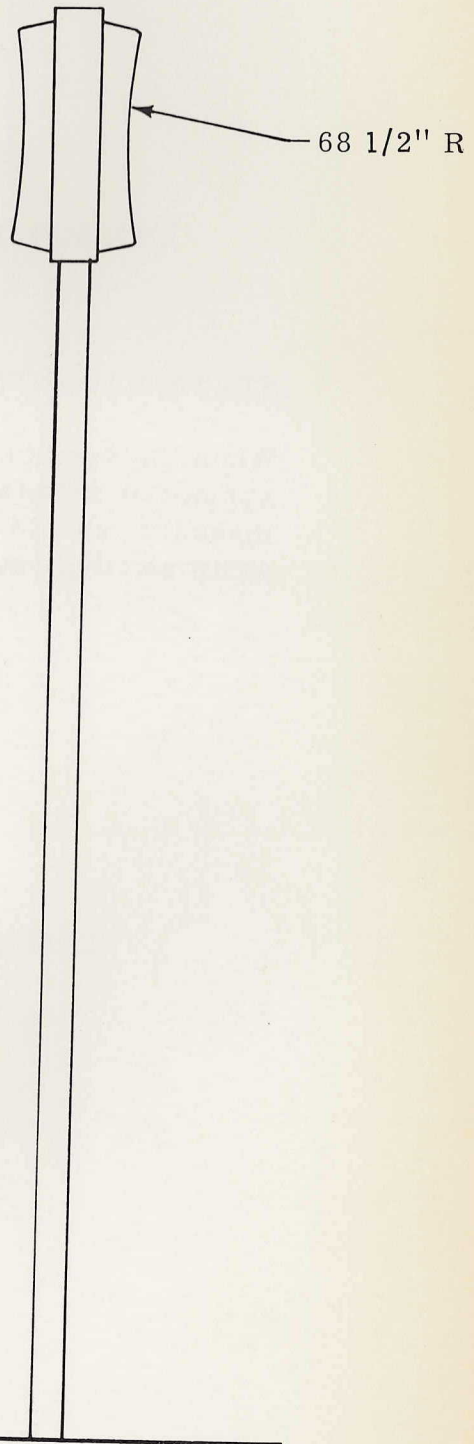
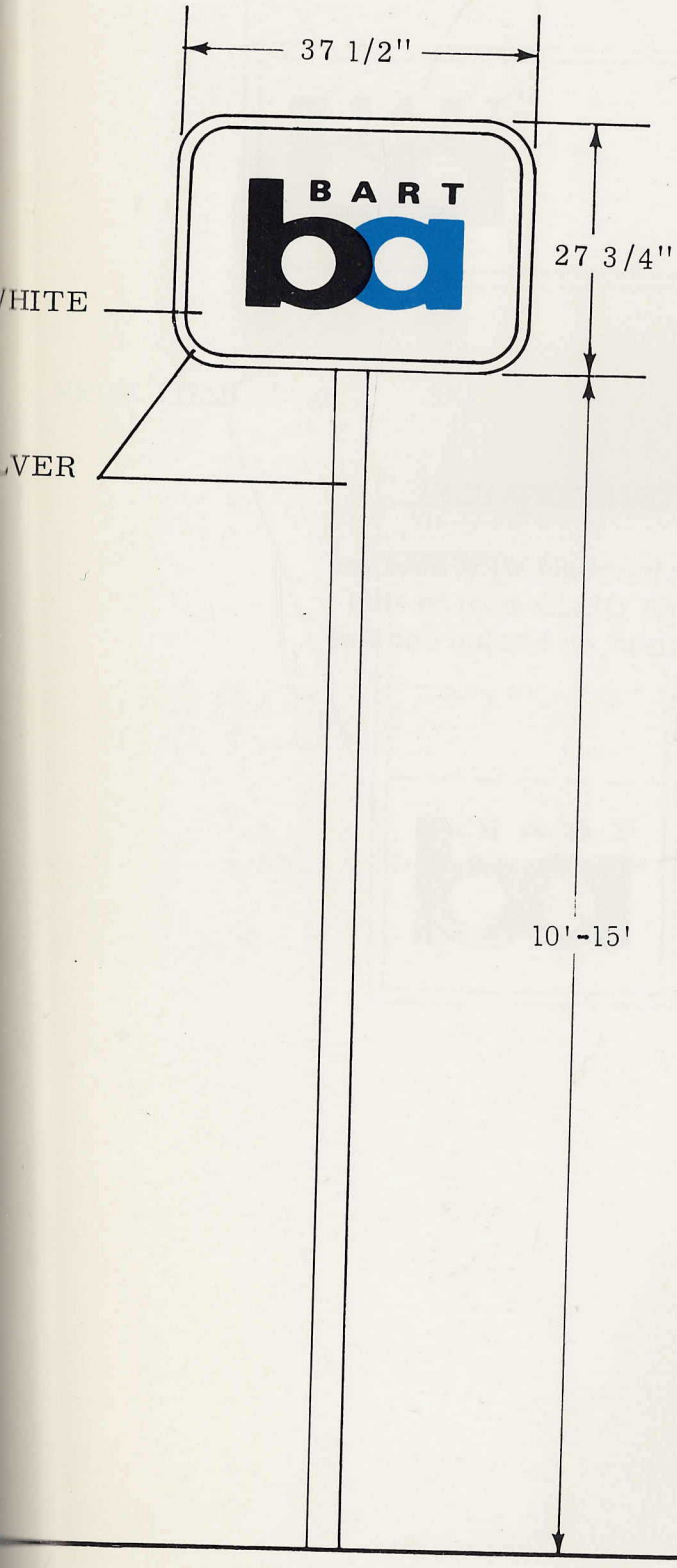
The purpose of these signs is to identify and guide the passenger to the BART station.

VEHICLE IDENT.

UNIFORM IDENT.

STATION IDENTIFICATION SIGN (MINOR)

The minor sign is designed to be used to define and identify station entrances to passengers in the immediate vicinity.



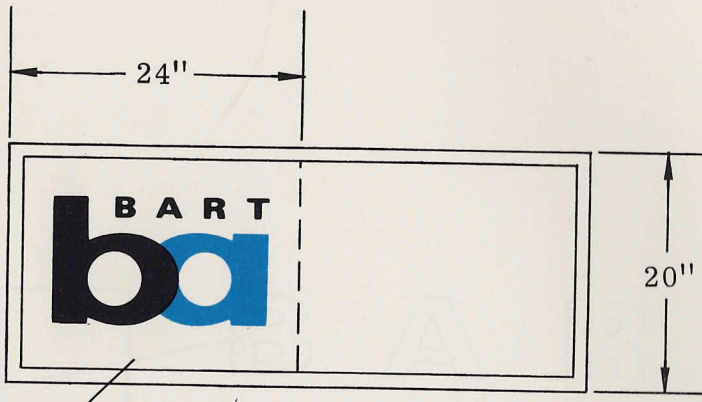
VEHICLE IDENT.

UNIFORM IDENT.



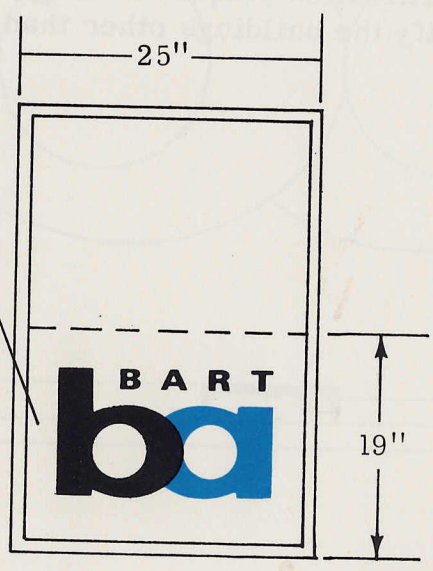
STATION IDENTIFICATION (COMBINED USE)

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.



HORIZONTAL FORMAT

WHITE FIELD



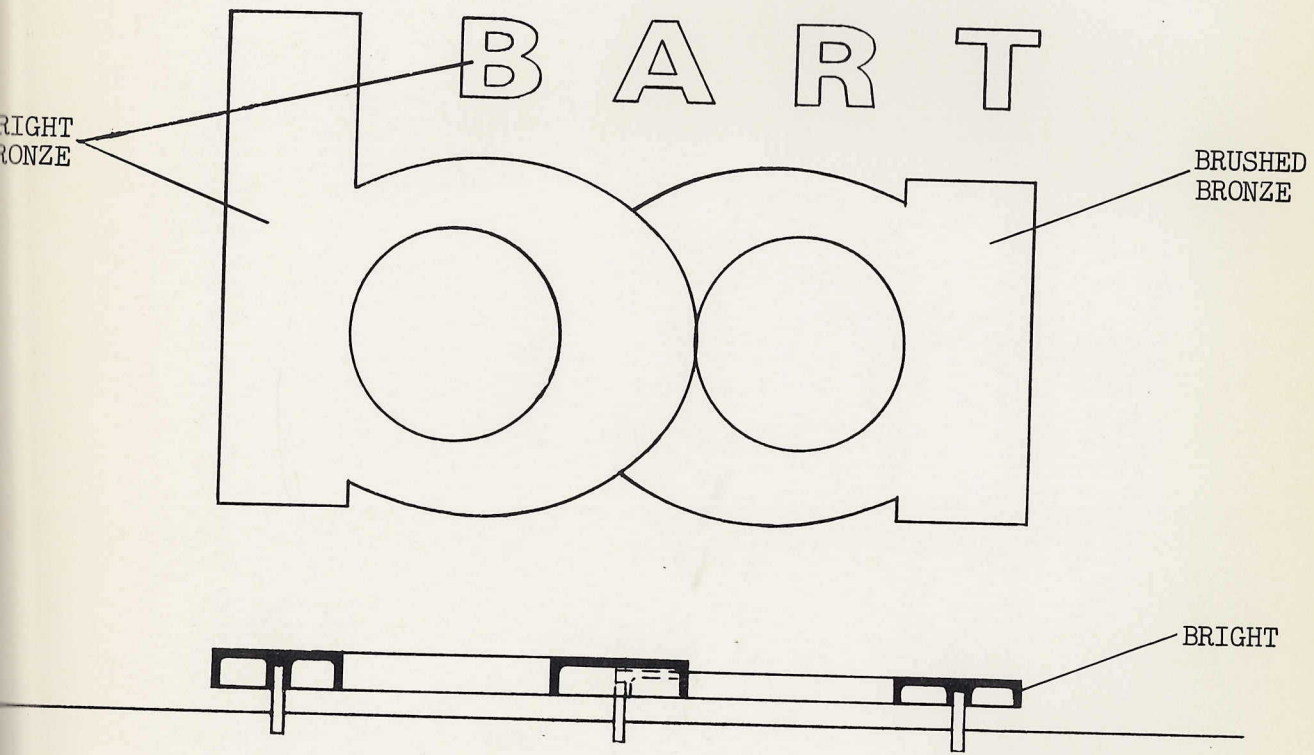
VERTICAL FORMAT

VEHICLE IDENT.

UNIFORM IDENT.

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 IDENT.

UNIFORM IDENT.



BAR



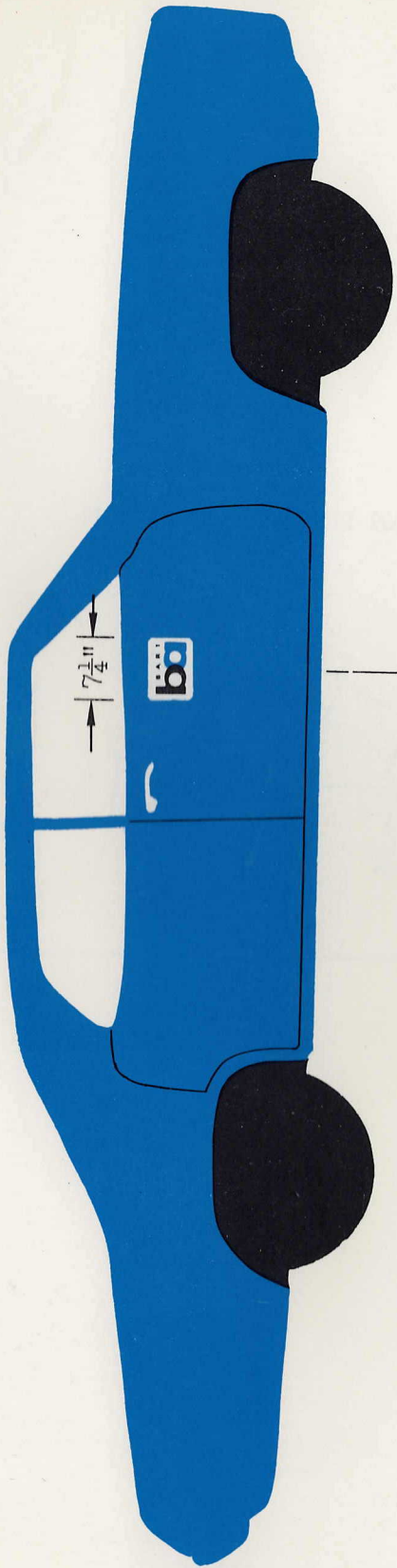
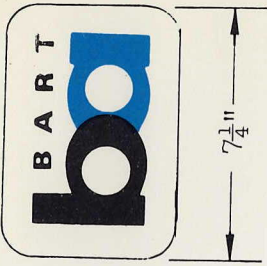
1888

VEHICLE IDENT.

UNIFORM IDENT.

VEHICLE IDENTIFICATION

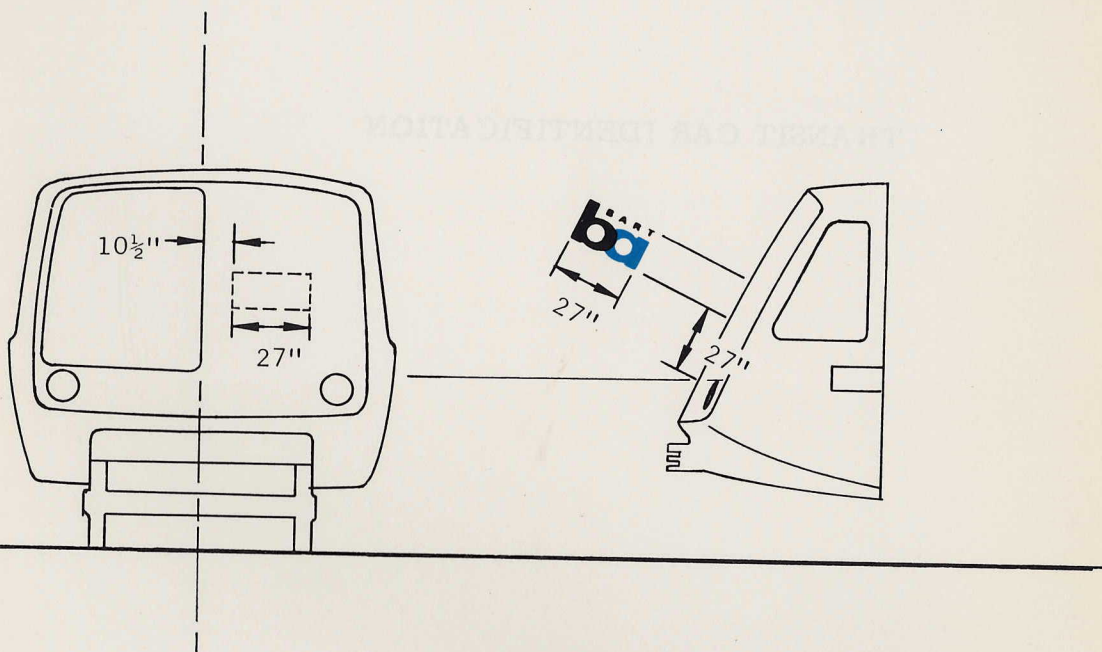
The symbol should be used as shown on vehicles, centered on the door panel, approximately 3" below the window.



CENTER OF DOOR

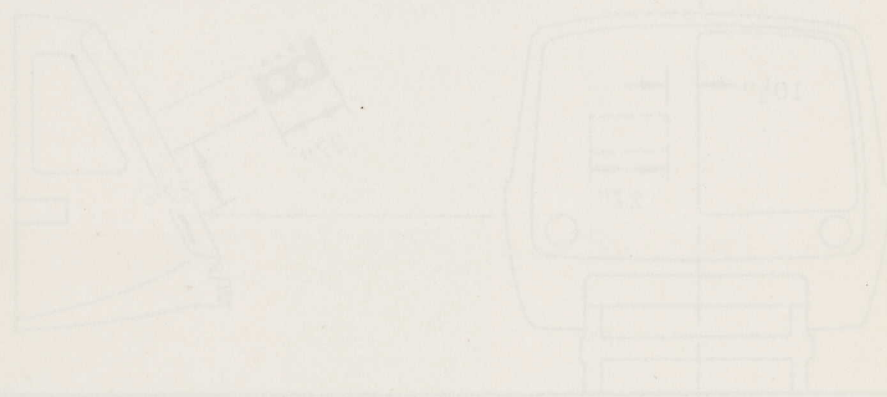
UNIFORM IDENT.

TRANSIT CAR IDENTIFICATION

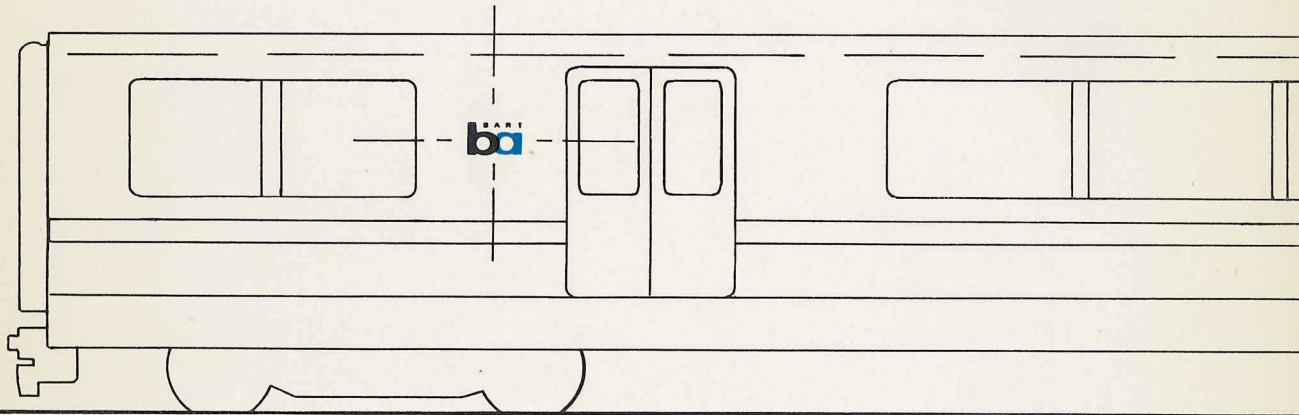


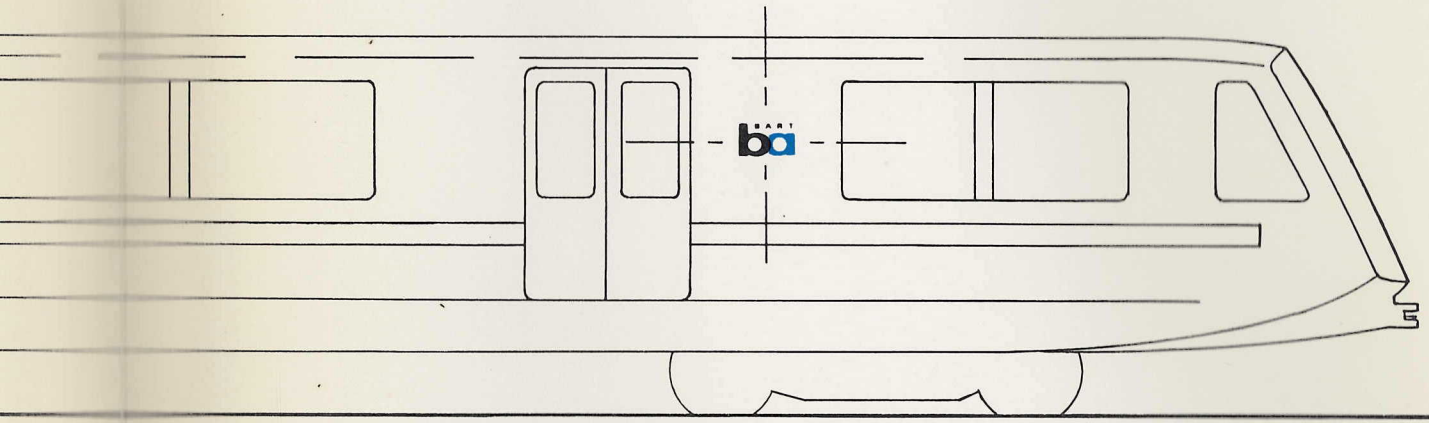
UNIFORM IDENT.

TRANSIT CAR IDENTIFICATION



UNIFORM IDENT.



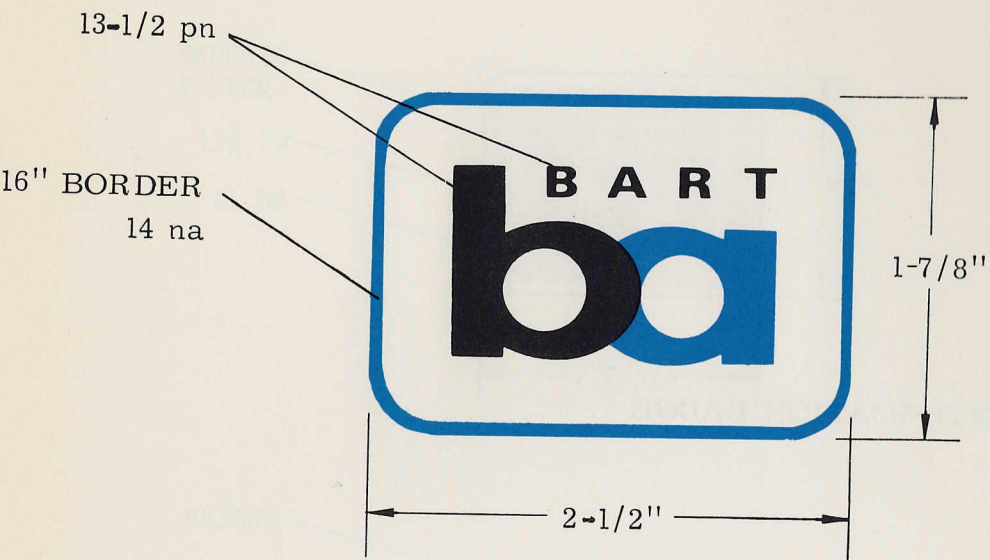




THE UNIVERSITY OF CHICAGO
LIBRARY

UNIFORM IDENT.

UNIFORM IDENTIFICATION PATCH



LOCATION:

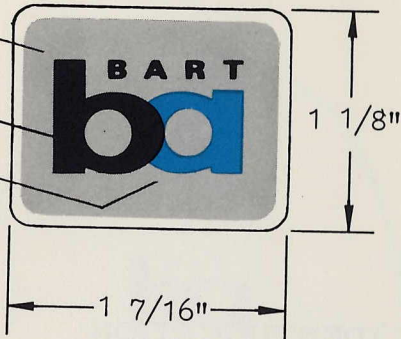
1/4" ABOVE & CENTERED ON
THE LEFT BREAST POCKET

IDENTIFICATION BADGE

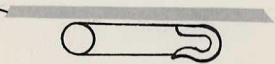
BRUSHED
SILVER

13½ PN

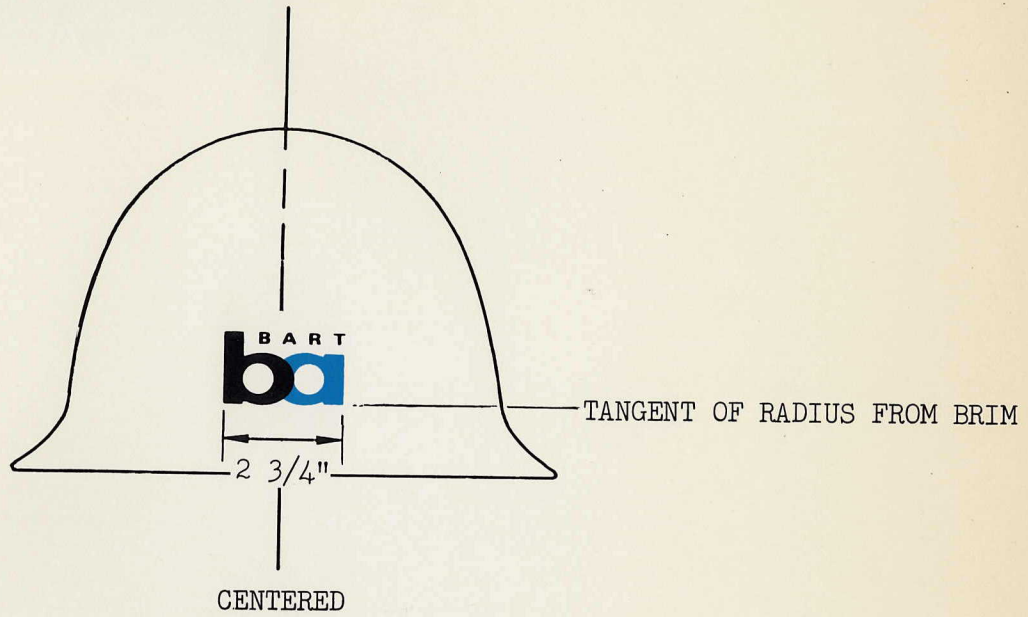
14 NA



BRIGHT



HARD HAT IDENTIFICATION



RETURN ENVIRONMENTAL DESIGN LIBRARY
TO → 210 Wurster Hall 642-4818

LOAN PERIOD 1	2	3
QUARTER		
4	5	6

ALL BOOKS MAY BE RECALLED AFTER 7 DAYS
 Return books early if they are not being used

DUE AS STAMPED BELOW

OCT 01 1998	DEC 2001	SEP 19 2005
UC BERKELEY ENVI	UC BERKELEY ENVI	UC BERKELEY ENVI
DEC 2001	MAY 27 2003	MAY 18 2007
UC BERKELEY ENVI	UC BERKELEY ENVI	UC BERKELEY ENVI
APR 21 2001	MAY 16 2003	JAN 23 2011
UC BERKELEY ENVI	UC BERKELEY ENVI	UC BERKELEY ENVI
APR 23 2001	DEC 22 2004	
UC BERKELEY ENVI	UC BERKELEY ENVI	
DEC 20 2001	UC BERKELEY ENVI	
ENVI	DEC 21 2005	

UNIVERSITY OF CALIFORNIA, BERKELEY
 FORM NO. DD13, 30m, 4'77 BERKELEY, CA 94720 ©s

U. C. BERKELEY LIBRARIES



C058350328

