



Brand Identity Guidelines

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Introduction

Who we are and what we do.

The Business Performance Innovation (BPI) Network (www.bpinetwork.org) is an influential group of senior-level executives driving transformation, process re-invention, organizational innovation, lean operation, and competitive adaptability in multi-national enterprises worldwide. Members of this change-centered affinity network represent companies with combined annual revenues of more than \$1 trillion. The aim is to share thinking and advance best practices in how enterprises can “transform to better perform” as they seek to tap more complex, cost-sensitive, growth markets with large, diverse and evolving consumer and infrastructure needs.

These guidelines define the basic elements of the BPI network brand.

There are very few rules, but please take time to read and understand how they work, and how they can be used to ensure a fresh and vital brand identity. It is crucial that the brand appears correctly and consistently in every communication.

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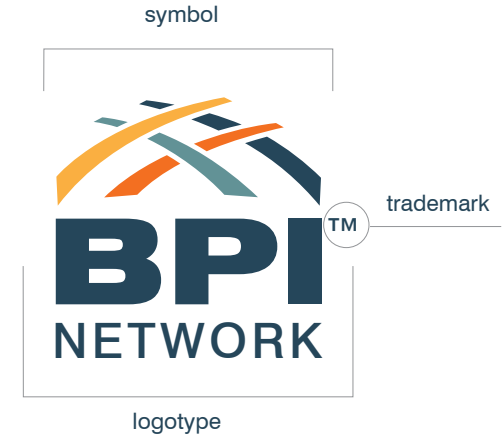
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Our Logo

An instantly recognizable symbol of BPI forum, the logo is the most valuable asset of the brand. It is very important to reproduce logo correctly and consistently.



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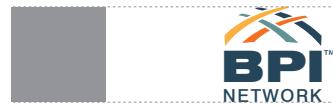
Preferred and Minimum Size

Preferred size for BPI network is 0.85 inch measuring from the top to the bottom of the logo vertically.

The minimum size is defined to preserve logo readability. BPI network should never be used smaller than 0.5 inch vertically.



0.85 inch



0.5 inch

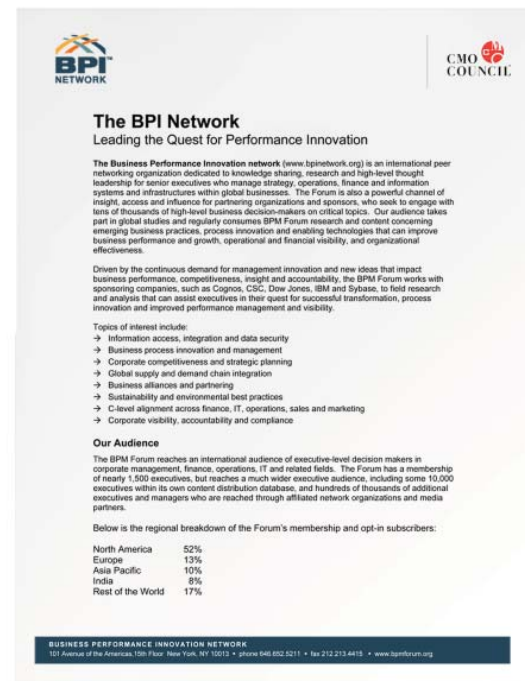


Logo Positioning

Clear Space is a minimum area around the logo that must remain clear of typography or any graphic element. The clear space is defined by the height of BPI logotype. The formula of clear space is shown here and applies to all sizes and versions of the logo.



In addition to allowing proper clear space around the logo, more space is needed when positioning the logo close to the edge of a page.



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Logo variations and applications

BPI network logo should be used in full color whenever possible. Use reverse logotype signature when the dark background tint is more than 60%. Black or Grey logo - no lighter than 30% tint- can be used for monochromatic applications or if full color print is not available.



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Applications on white or colored background

The preferred color background for BPI network logo is white. If other than white background used, please make sure that all symbol colors contrast equally from the background. Background color tint should not exceed 30% and for darker colors 20%.

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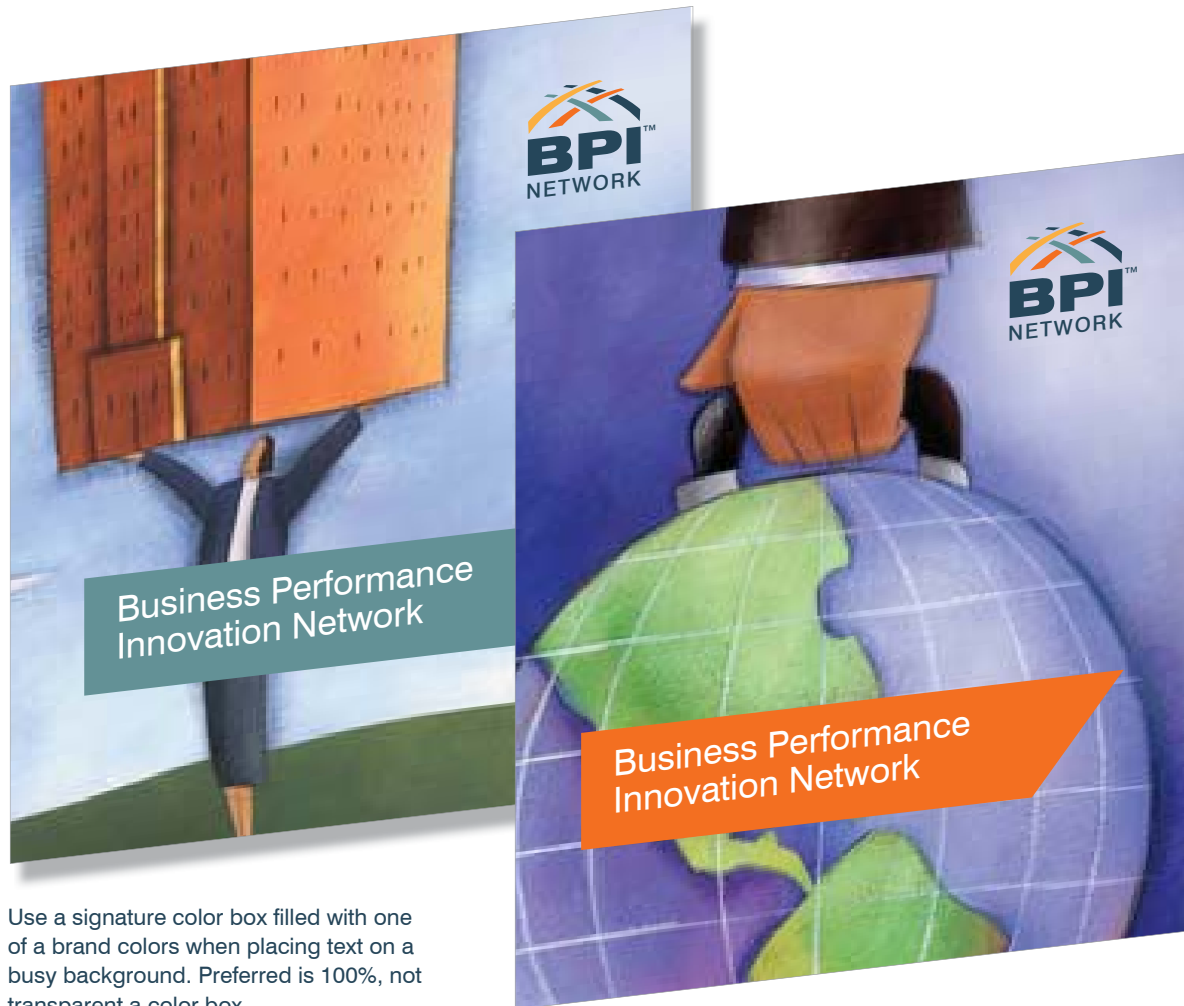
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Use a signature color box filled with one of a brand colors when placing text on a busy background. Preferred is 100%, not transparent a color box.

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Don't even consider it...

Logo is important, it needs to be protected. It should never be redrawn, stretched, taken apart or modified in any way. Avoid placing logo on a busy backgrounds that do not create enough contrast and compromise logo readability.



Do not stretch the logo. Hold Shift/Alt keys when resizing.



Do not change color combination of the logo in any case.



Do not change proportions of the logo.



Never change or alter fonts in any way.



Do not apply gradients or filters to the logo.



Do not use any other color than black, white or grey if using monochromatic logo.



Never position logo on an angle



Never change position of the symbol and logotype.



Avoid adding effects to the logo such as gradients or outlines.



Avoid adding effects to the logo such as drop shadows or 3D effects.



Do not place logo on busy backgrounds that jeopardize logo readability.



Do not place logo on busy backgrounds that interfere with logo readability and color.

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Don't even consider it...

Logo is important, it needs to be protected. It should never be redrawn, stretched, taken apart or modified in any way. Avoid placing logo on a busy backgrounds that do not create enough contrast and compromise logo readability.



Do not use signature logotype separately from the logo. Type BPI NETWORK™ instead.



Avoid using full color symbol separately from the logo. Use enlarged, monochromatic or preferably reversed symbol if needed for design.



Section1

Avoid using symbol in other ways than indicated previously.

Color

And how we apply it.

In the BPI network palette 4 colors dominate supported with black, grey and white.

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BPI Blue

PMS 7477C

CMYK 88-65-45-32

RGB 36-70-90

Webhex 436071

BPI Turquoise

PMS 5483C

CMYK 64-30-37-2

RGB 99-146-150

Webhex 639296

BPI Yellow

PMS 143C

CMYK 0-34-84-0

RGB 250-175-64

Webhex FAAF40

BPI Orange

PMS 1505C

CMYK 0-70-100-0

RGB 255-110-0

Webhex FF6F00

Black

Grey

CMYK 0-0-0-50

RGB 147-149-152

Webhex 939598

White

Don't forget white, it can be used very creatively.

Color in Use

Use color to highlight information and to create impact. Color application will look stronger if one color is used per page. Avoid using gradients and transparencies.

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Typography

And Swiss font family.

Swiss is the main font family. Use different weights and sizes to communicate idea or to achieve bigger impact. Use Arial for web and Microsoft Office applications.

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Swiss

Swiss bold

Swiss roman

Swiss light

Swiss condensed

Swiss extended

Artwork

And our image style.

BPI network brand uses images purposely to built on a theme or communicate an idea.
The image style is colorful illustrated artwork.

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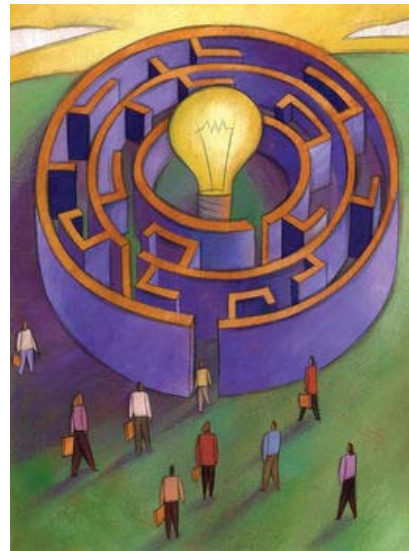
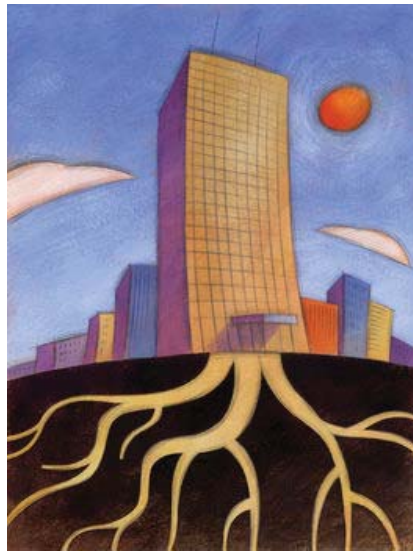
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Our window to the world.

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