

v 1.04



Visual Identification System BP2

Welcome to the BP2 world, in which the most important values are quality, reliability and experience, and the fundamental bind are the people.



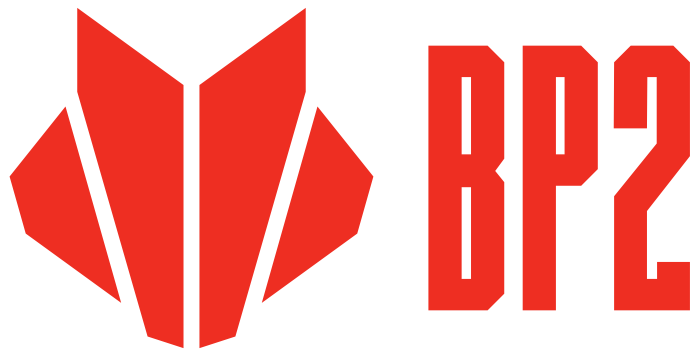


Where versatility goes side by side with esthetics and comfort, and the client can feel confident and safe.



Combination of the newest manufacturing technology and unique solutions allowed to create products and services of exceptional quality and highest standards of workmanship, which are reflected by brand's Visual Identification System.





1.1 LOGO

Basic version

Application: basic version of logo, red on white background, should be used wherever possible.



1.2 LOGO

Additional version

Its use is only allowed when the basic version of the company's logo is not possible to present.



1.3 LOGO

Signet

In particular cases, it is allowed to use only the signet,

e. g. stamping on the cover, buttons etc.



THE POWER OF ROOFS

THE POWER OF ROOFS



1.4 LOGO

Extended version

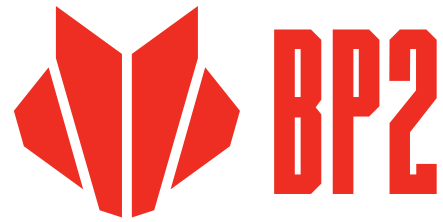
It is advised to use, whenever possible, extended version of sign consisting of logo and slogan.



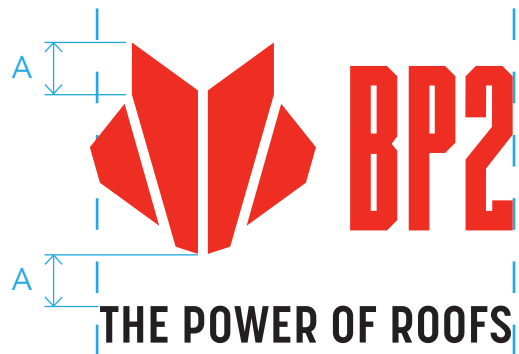
1.5 LOGO

Extended version - horizontal

System defines the minimal and maximal size of slogan in extended, horizontal logo and in particular cases (e.g. truck trailer) it allows the possibility of using the slogan separably, only when the logo and the slogan are in the horizontal layout. System defines the minimal and maximal size of slogan in extended, horizontal logo and in particular cases (e.g. truck trailer) it allows the possibility of using the slogan separably, only when the logo and the slogan are in the horizontal layout.



THE POWER OF ROOFS



1.6 LOGO

Extended version - vertical

In particular cases it possible to use logo in extended, vertical layout. It should be noted that suitable size and distance between elements should be kept.



1.7 LOGO

On uniform background

If the background is not white, it is recommended to use monochromatic logo.



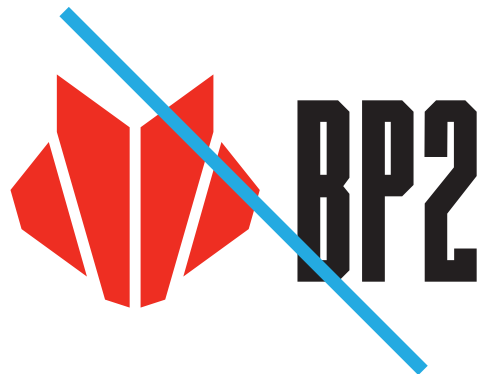
1.8 LOGO

Use of signs (logos and signets) on photos

In particular situations (book covers, calendars and posters), the logo can be used on photo. It should be noted that all elements of logo need to be readable.

If the logo in photos is illegible, it is advised to use white as the background in basic version or red as background in white, monochromatic version. In both cases, particular attention should be paid to keeping the isolation zone.

BP2
Visual Identification
System



1.9 LOGO

Unauthorized use

Logo cannot be freely modified, especially it is forbidden to
Logo cannot be freely modified, especially it is forbidden to:

- change the shape of logo,
- change the order or placement of logo elements,
- change to colors of logo.

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System

RED

C 0% / M 95% / Y 100% / K 0%

R 218 / G 41 / B 28

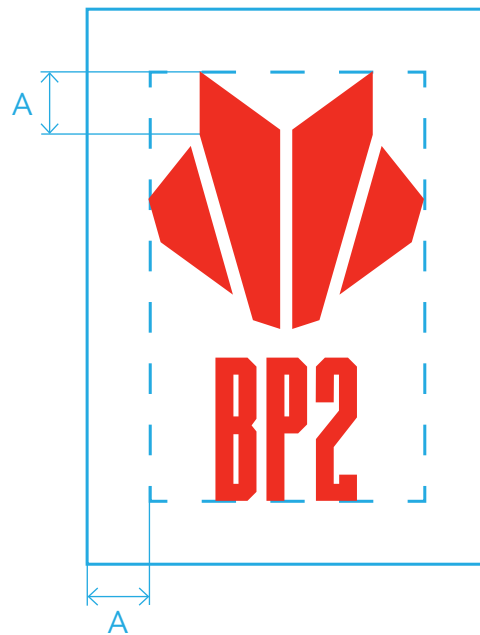
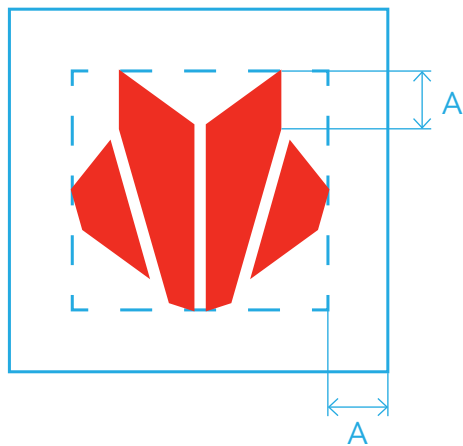
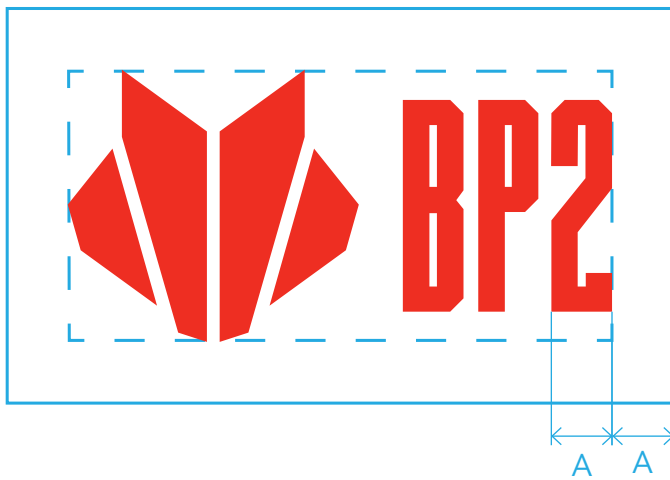
Pantone 485 C

RAL 3000 Feuerrot

1.10 LOGO

Color

The appropriate colors of logo should be always used.



1.11 LOGO

Isolation zone

It is not allowed to use any graphic element in the isolation zone.

Digital



DTP



Embroidery



1.12 LOGO

Minimal size

Logo both in basic and simplified version, should not be used in sizes smaller than minimal (it could cause illegibility of elements of symbol).

Gibson Book

aąbcćdeęfghijklłmnńóóprsśtuvwxyzź

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Gibson Medium

aąbcćdeęfghijklłmnńóóprsśtuvwxyzź

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Gibson Semibold

aąbcćdeęfghijklłmnńóóprsśtuvwxyzź

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Korolev Condensed Light

aąbcćdeęfghijklłmnńóóprsśtuvwxyzź

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Korolev Condensed Bold

aąbcćdeęfghijklłmnńóóprsśtuvwxyzź

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

2.1

TYPOGRAPHY

The basic typeface in BP2 materials is Gibson, in Book and Semibold varieties.

For slogans, headings and titles should be used Korolev, in Condensed Light and Condensed Bold varieties.

TIMMONS NY

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŻŻ

ABCDEFGHIJKLŁMNOPRSTUVWXYZ

0123456789

LAMBDA 2.0

IZI

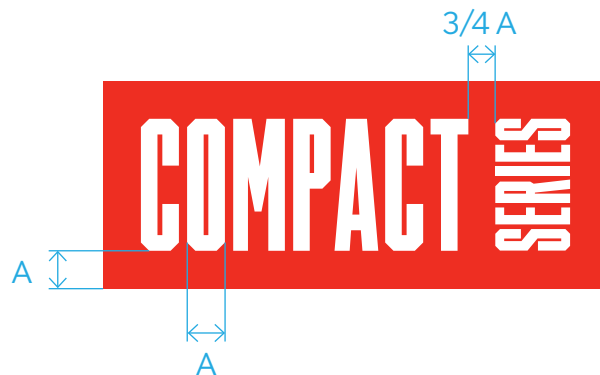
ALFA 2.0

2.2 TYPOGRAPHY

The font Timmons NY (with light 20) is used to write products names.

2.3 TYPOGRAFIA

Design of products logo.



The basic color



RED

C 0% / M 95% / Y 100% / K 0%
R 218 / G 41 / B 28
Pantone 485 C
RAL 3000 Feuerrot

The additional color



ORANGE

C 0% / M 51% / Y 98% / K 0%
R 242 / G 143 / B 2
Pantone 144 C
RAL 1028



GRAY

C 0% / M 0% / Y 0% / K 45%
R 168 / G 168 / B 168
Pantone Cool Grey 7 C
RAL 7042



GREEN

C 50% / M 0% / Y 100% / K 0%
R 148 / G 193 / B 31
Pantone 390 C
RAL 6018



BLACK

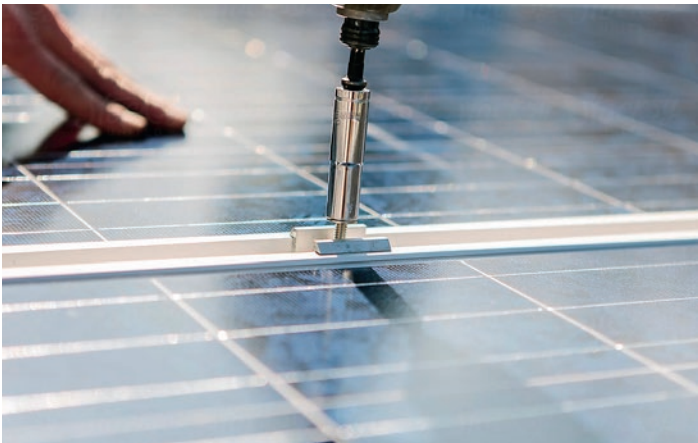
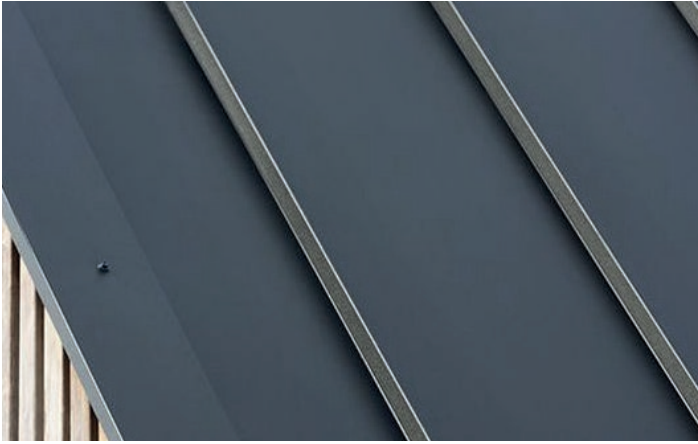
C 0% / M 0% / Y 0% / K 100%
R 0 / G 0 / B 0
Pantone Black
RAL 9005

3 COLORS

The basic color of BP2 is red.

While designing any graphic materials, both basic color palette and additional colors should be used.

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4 PHOTOS

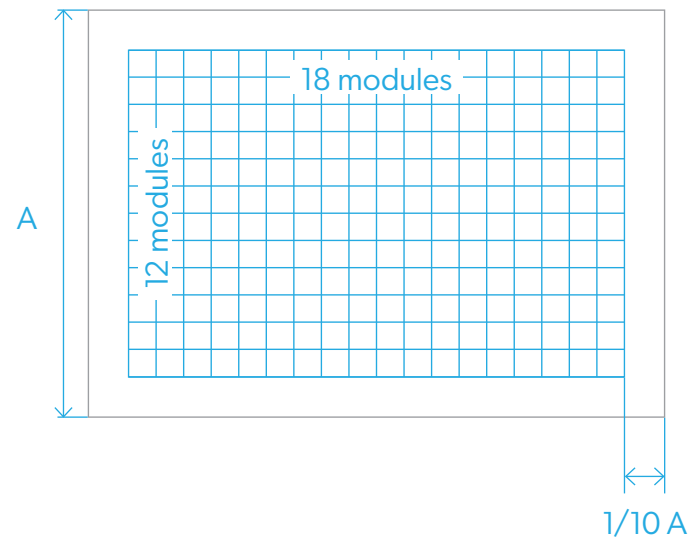
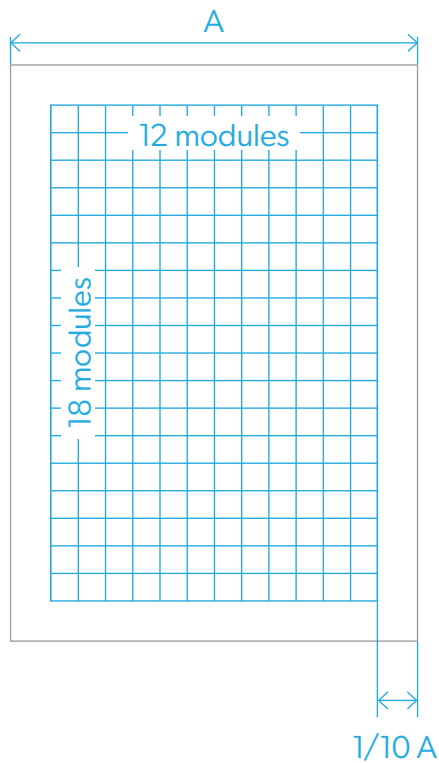
Product photos: photos showing high quality of products, focusing on details.

Lifestyle: photos showing the finished construction projects using the BP2 products.

It is possible to use photos showing people, while the main purpose of the photo is still presenting the products or buildings.

In particular situation, it is possible to use photos from photo stock while remaining consistency.

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5 LAYOUT OF PUBLICATION

Layout

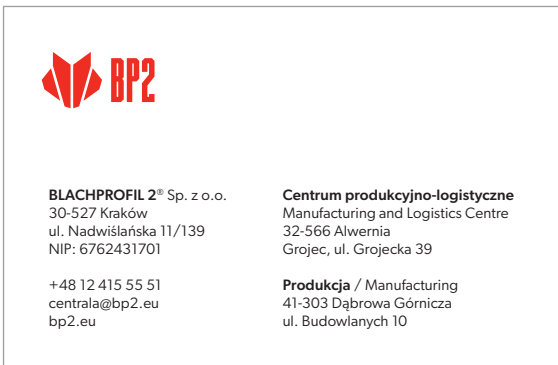
Layout consists of 12 modular divisions on shorter side and 18 modular divisions on longer side of format.

It should be noted that the margin should always be the tenth part of length of the shorter side.

Using the layout is mandatory when designing marketing materials and preparing all kinds of publications.



Business card - front



Business card



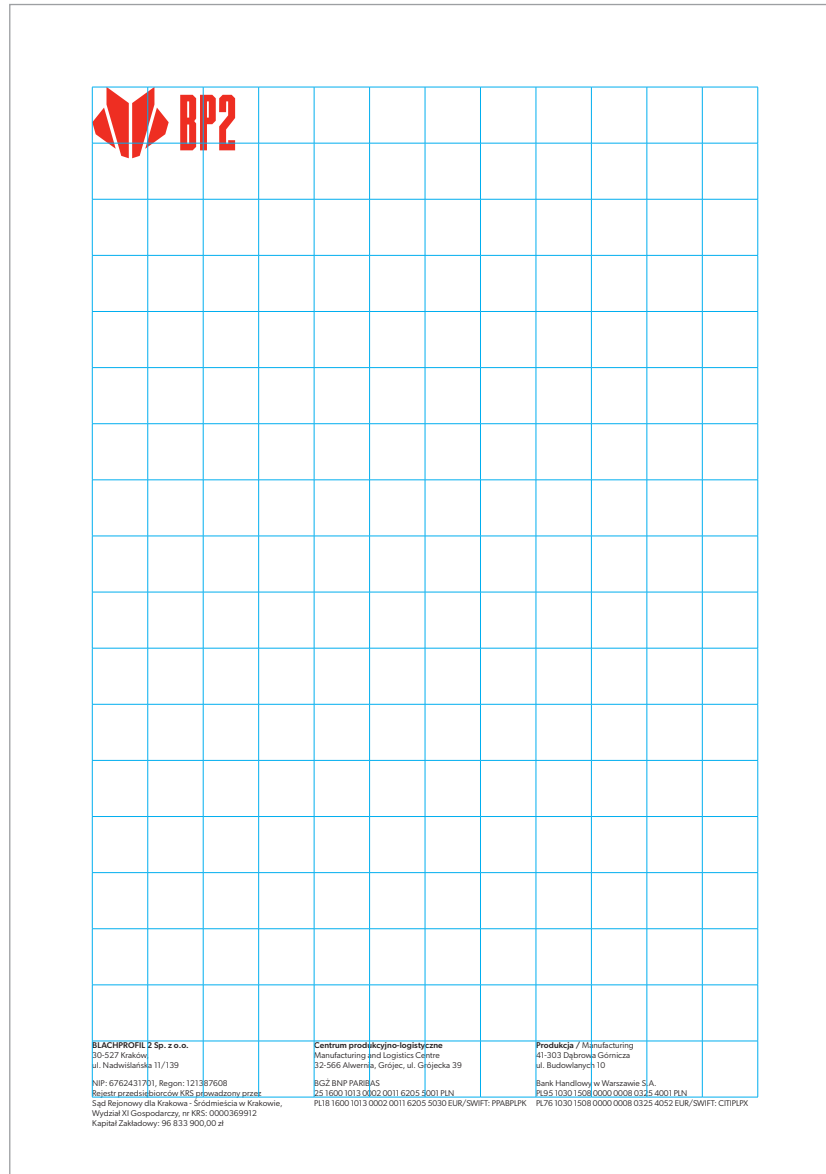
Personal business card

6.1 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

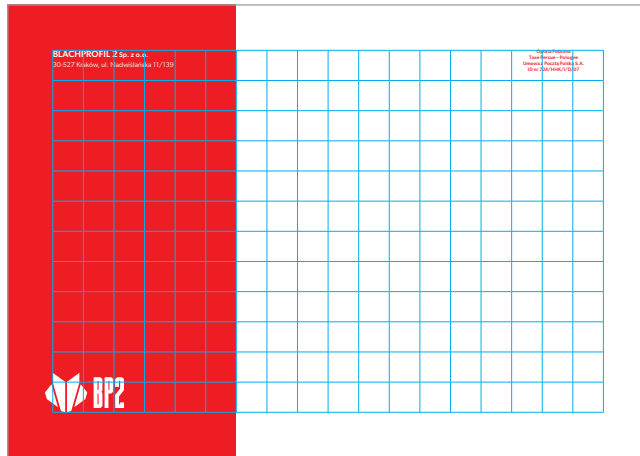
Business card

6.2 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

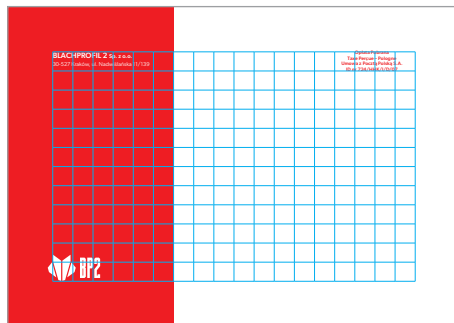
Letterhead



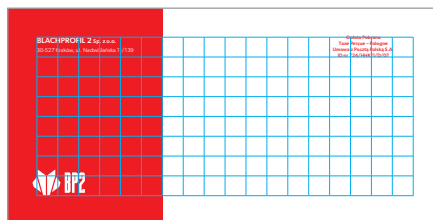
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Visual Identification
System



C4



C5

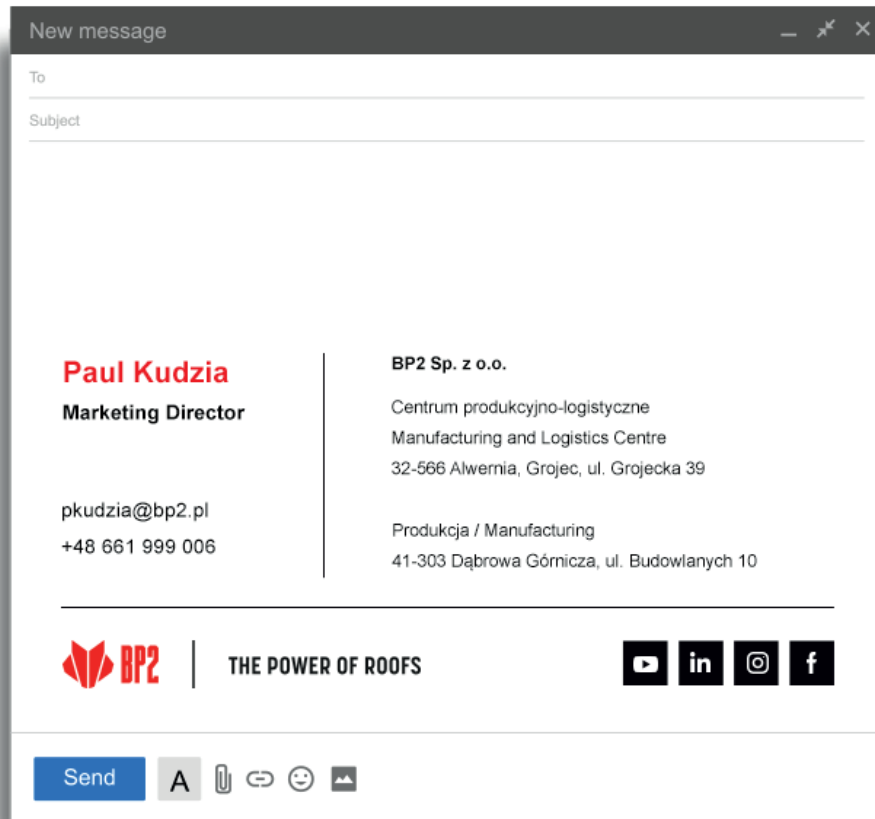


DL

6.3 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

Envelopes

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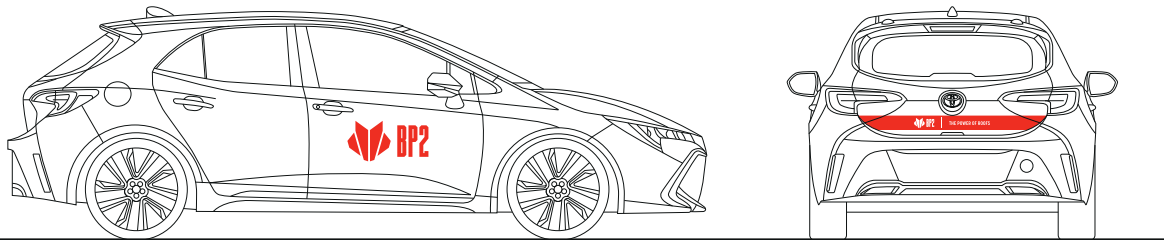


6.4 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

Mail footer

6.5 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

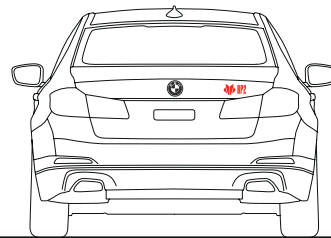
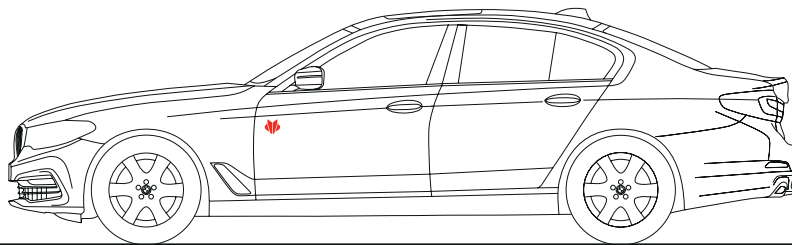
Car - economy class



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Visual Identification
System

6.6 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

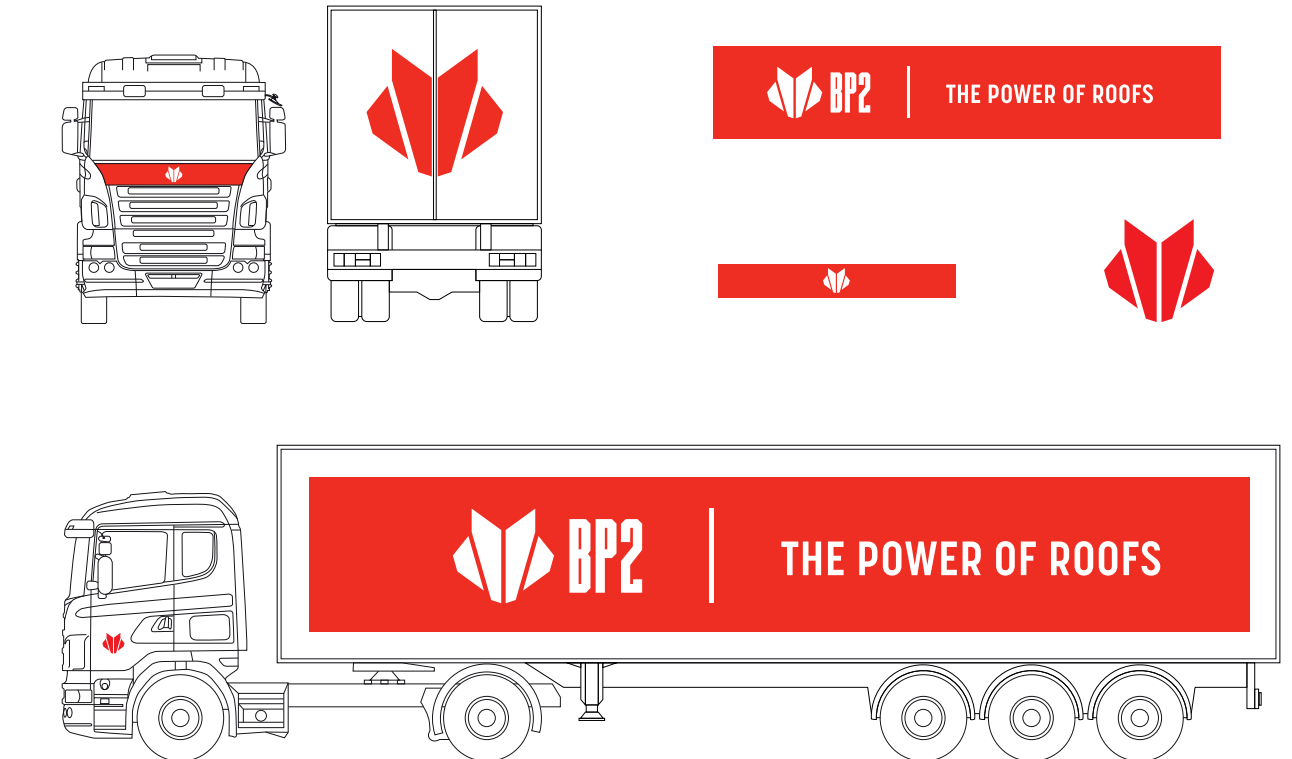
Car - premium class



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Visual Identification
System

6.7 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

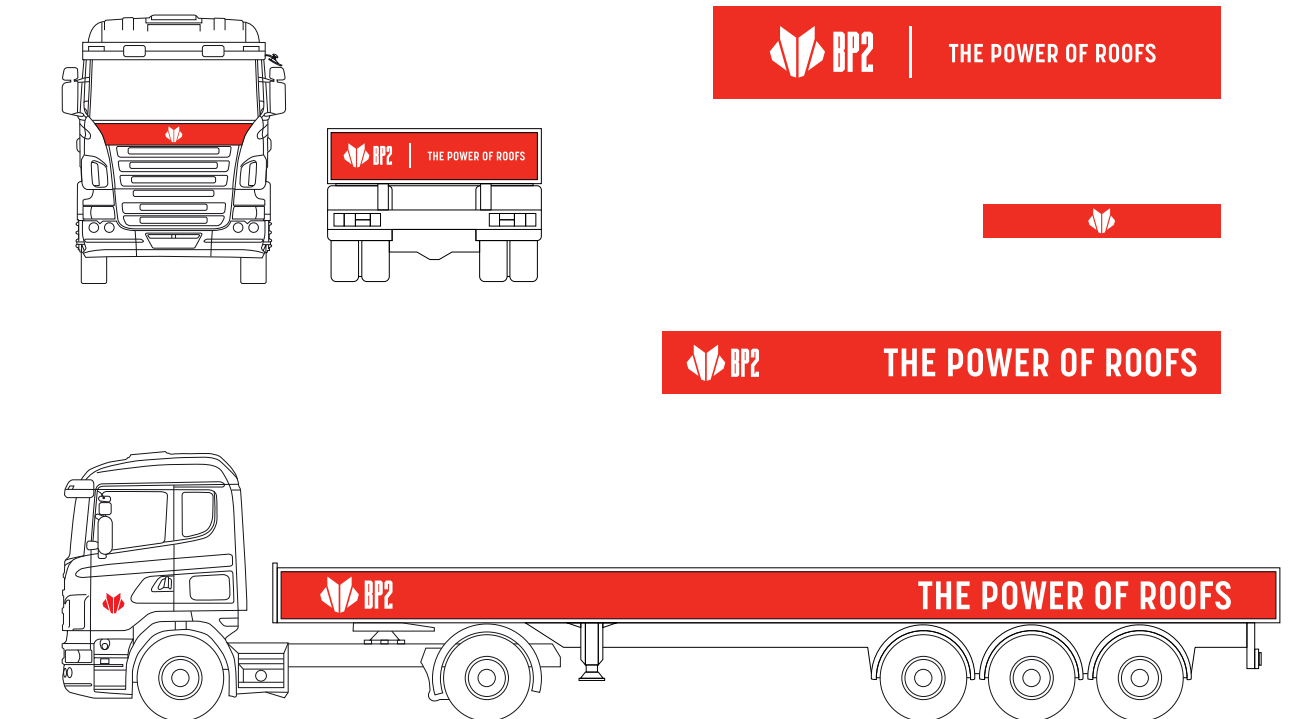
HGV 1



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6.8 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

HGV 2



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6.9 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

Business partner's car



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6.10 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

Business partner's car



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6.11 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

Banner

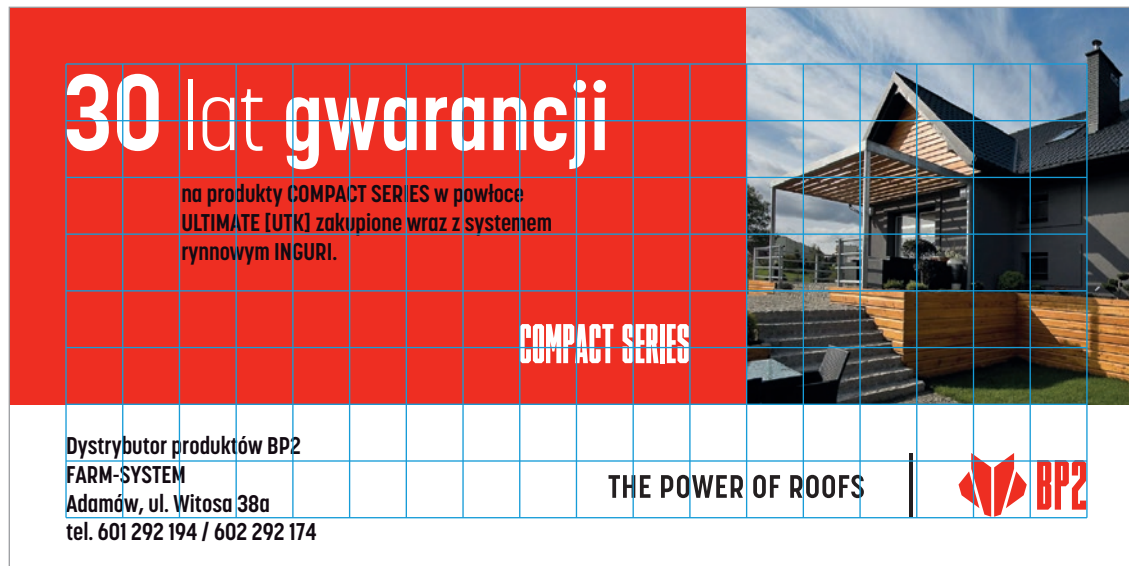


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6.12 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

Billboard

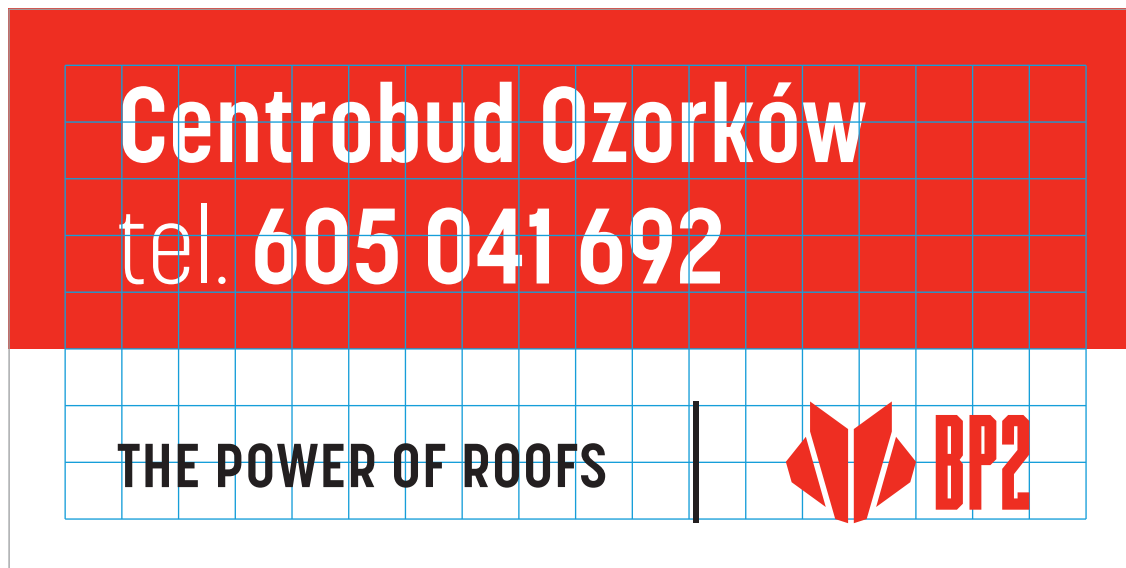


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6.13 APPLICATION EXAMPLES OF VISUAL IDENTIFICATION SYSTEM

Display banner



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