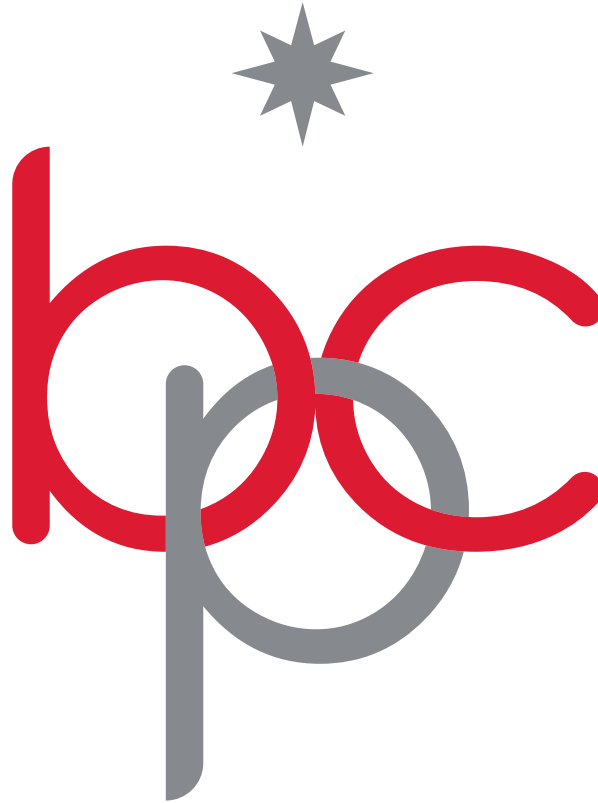A GUIDE TO
USING THE BRAND

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BPC LOGO

The BPC Brandmark

The BPC brandmark is a visual representation of the BPC's commitment to providing memorable, authentic, personalized branding experiences to our clients. It embodies BPC's passion to work together with our clients to make their time working with us something they will always remember.

Our brandmark combines the Northstar graphic with BPC's initials. The primary version should always be represented using a combination of BPC Red and BPC Gray.

BPC Brandmark Reversed

The reverse, or White, version of the BPC Brandmark may be used when the logo is placed on a solid field of color.

The Reversed BPC Brandmark should never be used over a heavily patterned background.
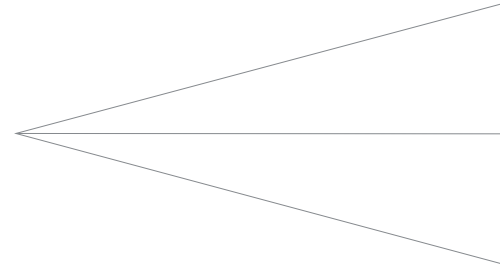
The BPC Primary Wordmark

The BPC Wordmark uses strong modern styled curves to make a statement that perfectly accents the BPC brand. It is an integral part of the BPC brand and can stand on its own as a representation of BPC. It may be used in circumstances where the use of a large graphic element is not appropriate.

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BPC Wordmark - Centrered

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BPC Wordmark - Centrered Reversed

The BPC Wordmark - Alternate Version

When the BPC Wordmark is used as the primary representation of the BPC brand, it should utilize the primary version of the wordmark. However, when space does not allow the primary wordmark to be used in an aesthetically pleasing way, it is acceptable to use the alternative version represented below.

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BPC Wordmark - Long Reversed

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BPC Wordmark - Long

The BPC Lock-up

BPC's Lock-up combines the Brandmark and the Wordmark into a single visual statement. While the Brandmark and Wordmark can be used separately, this is considered the final form of the logo.

For the sake of maintaining consistency across all mediums, the lock-up should never be altered in any way. The Lock-up should always be represented using either a combination of BPC Red and BPC Gray, or reversed in white.


BPC Lock-up - Centered

BPC Lock-up - Long

Minimum Clear Space

To protect the integrity and readability of the BPC brand, a minimum clear space should always be left on all four sides of the Brandmark, Wordmark, or Lock-up. When the Brandmark is used either by itself or as part of the Lock-up, that clear space is defined as one-half the x-height of the b. When the Wordmark is used, the clear space should be equal to the the x-height of the b in Brightpoint.

There are no exceptions to this requirement.
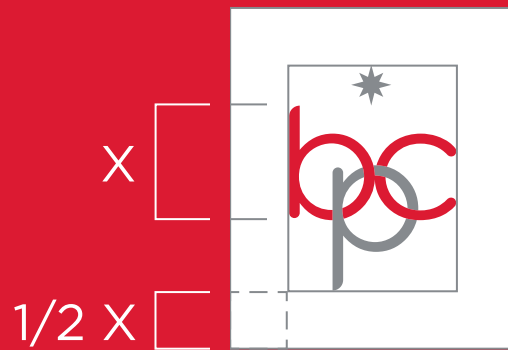
COLOR

BPC Color Usage

BPC's color palette combines reds and cool grays to create a strong visual statement. BPC Red is our primary branding color and should be used as the color-of-choice in most instances.

The colors used in BPC's branded communications should always be reproduced using the color formulas provided in this guide.

BPC RED

Pantone 186CP
CMYK 2, 100, 85, 6
RGB 200, 16, 46
HEX C8102E

BPC GRAY

Pantone COOL GRAY 7
CMYK 20, 14, 124, 40
RGB 151, 153, 155
HEX 97999B

TYPE

BPC Typography: Primary Fonts

Typography can be a powerful branding tool when it is used consistently. The font used in any communication will help set the visual tone of that communication. BPC's primary font is clean, easy to read, and it reflects the style of the organization. BPC communications should be designed using fonts from the Gotham HTF family of fonts. In most instances, the font should be used in its Book or Light weights, but variations for bolding or italicization are also acceptable.

Gotham HTF

Gotham HTF Book

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

abcdefghijkl
nopqrstuvw
xyz

1234567890

Bb
Gotham HTF
Thin

Bb
Gotham HTF
Xlite

Bb
Gotham HTF
Light

Bb
Gotham HTF

Bb
Gotham HTF
Black

Bb
Gotham HTF
Ultra

BPC Typography: Alternate Font

In those instances where BPC's primary font is not available—PowerPoint presentations, certain web-based applications, blog posts—Google's Montserrat may be used in its place. When used, Montserrat should be used in its Regular or Light weights whenever possible, but variations for bolding or italicization are acceptable.

Montserrat

Montserrat Regular

ABCDEFGHIJK
LMNOPQRSVW
XYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Bb
Montserrat
Thin

Bb
Montserrat
ExtraBold

Bb
Montserrat
Extra Light

Bb
Montserrat
Black

Bb
Montserrat
Light

Bb
Montserrat
Medium

Bb
Montserrat
SemiBold

Bb
Montserrat
Bold

*Working with you
to create custom
branding experiences
that you'll remember.*

bpc