BPI™
NETWORK

Brand Identity guidelines

Introduction

Who we are and what we do.

BPI network (Business Performance Innovation Network) helps advance the understanding of business performance Innovation and its techniques, technologies, and processes in global enterprises. The Network brings together influential business line managers and senior executives overseeing enterprise finance, operations, and technology functions.

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.
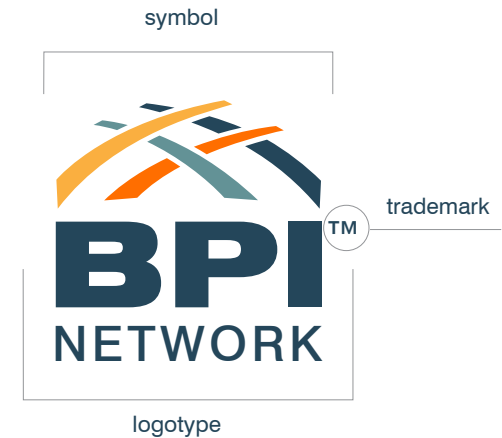
Introduction

Logo

Color

Typography

Artwork

Icons

Print

Web

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.

symbol
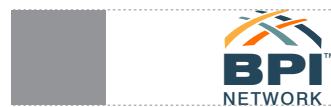
trademark

logotype

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.
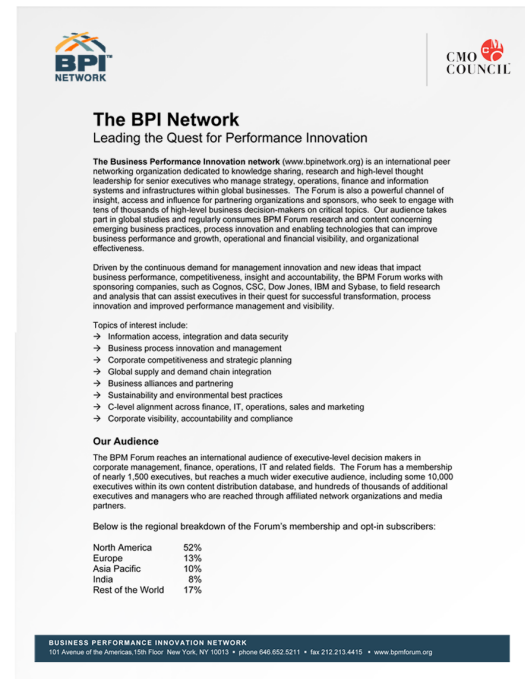
0.85 inch

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.

The BPI Network
Leading the Quest for Performance Innovation

The Business Performance Innovation network (www.bpinetwork.org) is an international peer networking organization dedicated to knowledge sharing, research and high-level thought leadership for senior executives who manage strategy, operations, finance and information systems and infrastructures within global businesses. The Forum is also a powerful channel of insight, access and influence for partnering organizations and sponsors, who seek to engage with tens of thousands of high-level business decision-makers on critical topics. Our audience takes part in global studies and regularly consumes BPM Forum research and content concerning emerging business practices, process innovation and enabling technologies that can improve business performance and growth, operational and financial visibility, and organizational effectiveness.

Driven by the continuous demand for management innovation and new ideas that impact business performance, competitiveness, insight and accountability, the BPM Forum works with sponsoring companies, such as Cognos, CSC, Dow Jones, IBM and Sybase, to field research and analysis that can assist executives in their quest for successful transformation, process innovation and improved performance management and visibility.

Topics of interest include:
→ Information access, integration and data security
→ Business process innovation and management
→ Corporate competitiveness and strategic planning
→ Global supply and demand chain integration
→ Business alliances and partnering
→ Sustainability and environmental best practices
→ C-level alignment across finance, IT, operations, sales and marketing
→ Corporate visibility, accountability and compliance

Our Audience
The BPM Forum reaches an international audience of executive-level decision makers in corporate management, finance, operations, IT and related fields. The Forum has a membership of nearly 1,500 executives, but reaches a much wider executive audience, including some 10,000 executives within its own content distribution database, and hundreds of thousands of additional executives and managers who are reached through affiliated network organizations and media partners.

Below is the regional breakdown of the Forum's membership and opt-in subscribers:

North America	52%
Europe	13%
Asia Pacific	10%
India	8%
Rest of the World	17%

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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.

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%.

Business Performance Innovation Network

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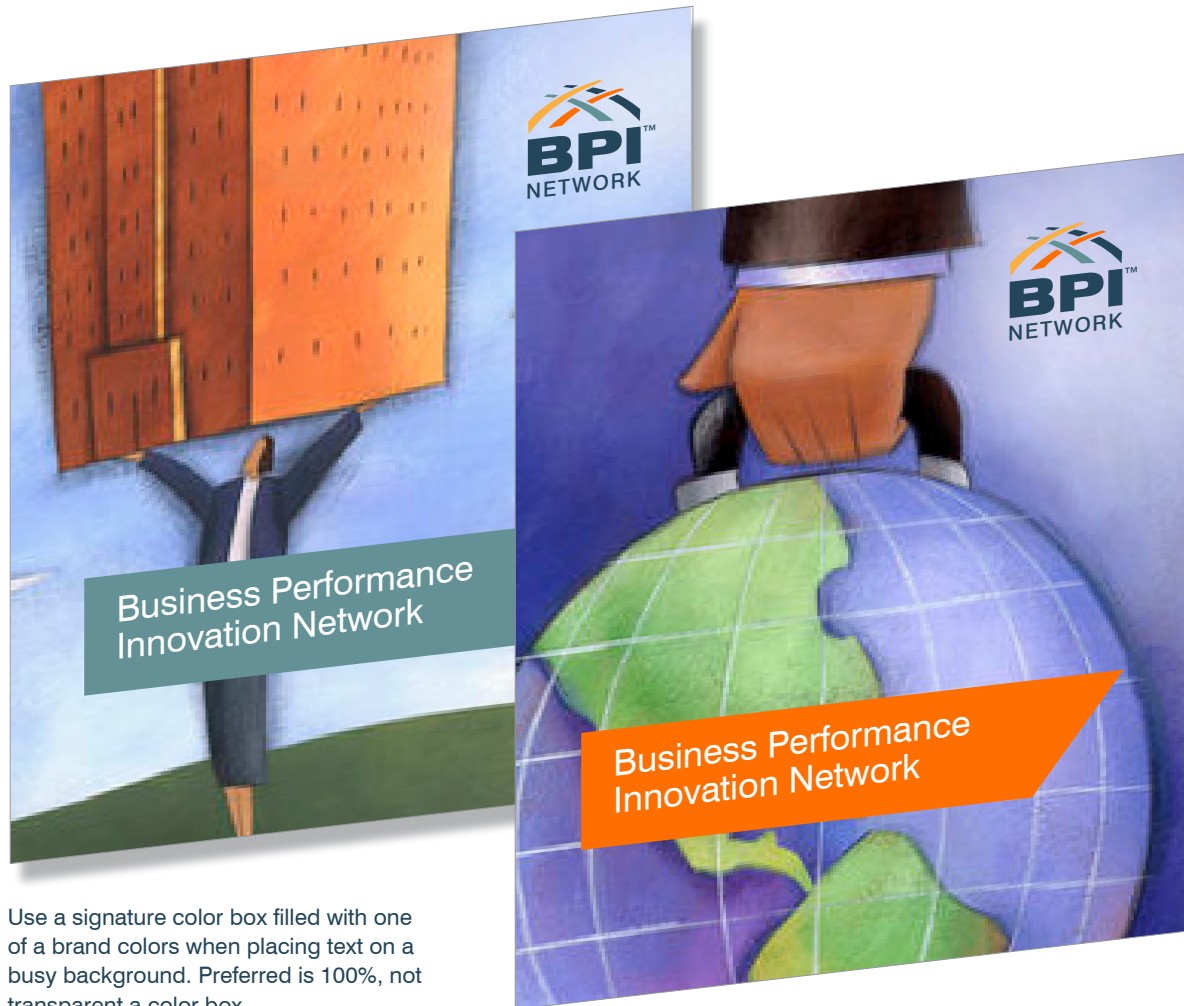
Use a signature color box filled with one of a brand colors when placing text on a busy background. Preferred is 100%, not transparent a color box.

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 bacgrounds that interfere with logo readability and color.

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.

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.

BPI Blue

CMYK 88-65-45-32

RGB 36-70-90

Webhex 436071

BPI Turquoise

CMYK 64-30-37-2

RGB 99-146-150

Webhex 639296

BPI Blue

CMYK 0-34-84-0

RGB 250-175-64

Webhex FAAF40

BPI Blue

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.

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.

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.

Web

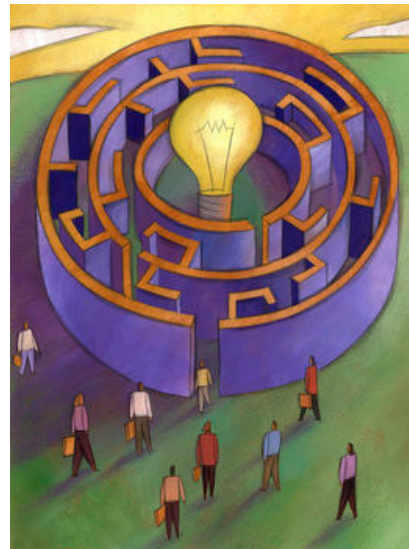## Our window to the world.