

# BIPC\*

**BRAND GUIDELINES**  
**VERSION 1.0**

# INTRODUCTION

These guidelines have been developed to introduce and explain how best to use the design elements that make up the BIPC brand and should be used whenever you are creating your marketing communications. By adhering to these guidelines we will develop a consistent brand for the Business & IP Centre National Network throughout the UK.

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# 1.0 THE LOGO

- 1.1 The Logo
- 1.2 Clear space & Minimum Sizes
- 1.3 Common Sizes
- 1.4 Colour
- 1.5 Associated Logotypes
- 1.6 Descriptor Lockup
- 1.7 Logo, Text & Manifesto
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# THE LOGO

## 1.1 THE LOGO

The BIPC logo is a key recognisable asset and should be used simply and consistently. Misuse of the logo will dilute the impact and effectiveness of communications. To protect the integrity of the logo, always refer to these guidelines and use the original master artwork files.



# THE LOGO

## 1.2 CLEARSPACE & MINIMUM SIZES

**Clearspace**  
There should be clear space surrounding the logo to maintain its visual integrity. The minimum amount of clear space is equal to the width of the asterisk character within the logo.

**Minimum Size**  
For clarity and legibility, a minimum size of w. 30mm has been set for the logo in print applications.

Clearspace



Minimum Size



# THE LOGO

## 1.3 COMMON SIZES

### Logo sizes on common formats

Here are the recommended sizes of the BIPC Logo that should be applied to formats that are used regularly.

The logos should be applied at large enough scale so that it has presence on the layout and does not get lost within the content.

A3 Size  
width 138mm



A4 Size  
width 95mm



A5 Size  
width 68mm



A6 Size  
width 40mm





**THE LOGO**  
**1.4 COLOUR**

In almost all instances the logo is applied in white on top of a colour. When applied on a white background the dark blue logo should be used.

When print restrictions apply, it may be reproduced in black. Use a whiteout version against a background colour or image. Do not use the colour yellow for the logo as this will affect the legibility of the text.

**BIPC\***

**BIPC\***

**BIPC\***





# THE LOGO

## 1.5 ASSOCIATED LOGOTYPES

The BIPC Logo must always appear with the British Library and the Business & IP Centre logo.

The Business & IP Centre logotype should always be positioned within the grid, locked to the top left hand corner of the communication.

It should always be sized to 80% of the height of the British Library logo. Our logotype must always be clearly visible and positioned to carry or endorse all of our communications in a consistent way.

Business &  
IP Centre  
London



80% height  
of the British  
Library Logo



BIPC\*

**THE LOGO**  
**1.6 DESCRIPTOR**  
**LOCKUP**

The BIPC logo is sometimes used in conjunction with a descriptor line 'Bright Ideas Inspiring People'. This sits below the BIPC logo and is always 50% of the height of the logo.

**BIPC\***

**BRIGHT IDEAS**  
**INSPIRING PEOPLE**



# THE LOGO

## 1.7 LOGO, TEXT & MANIFESTO

In addition to the BIPC logo and descriptor line, a strapline and manifesto has been written for BIPC to help explain what the centre does and the services on offer.

There is a hierarchy to these components starting with the logo, followed by the descriptor, then the strapline and finally the manifesto with a call to action sign off.

Logo:



Descriptor:

**BRIGHT IDEAS  
INSPIRING PEOPLE**

Strapline:

\*A thriving business community in your library.

Manifesto:

Libraries aren't just full of books. They're full of ideas. Bright ideas that change the world. Bright ideas imagined by inspiring people. Inspiring people like you and me.

The British Library is leading a revolution by inspiring a thriving community of new and existing business owners. It's free to join and open to everyone. And it's transforming the way ideas grow into successful businesses.

Whether you're just starting out, need advice on protecting your intellectual property, or are ready to take the next step in your journey, we're here to help.

Visit our website or come and say hello.  
[www.bl.uk/bipc](http://www.bl.uk/bipc)

## THE LOGO

### 1.7.1 STRAPLINE VARIANTS

There are slight variations to the strapline when it is used in conjunction with the main BIPC brand, the SILL Campaign and National Network communications.

These variations are due to where the applications and communications will be seen. The different straplines can be seen here, always be sure to match the correct strapline with the corresponding brand / service.

#### BIPC Strapline:

- \* A thriving business community in your library

#### National Network Strapline(s):

- \* A thriving business community in your city library
- \* A thriving business community in your central library
- \* A thriving business community in your local library

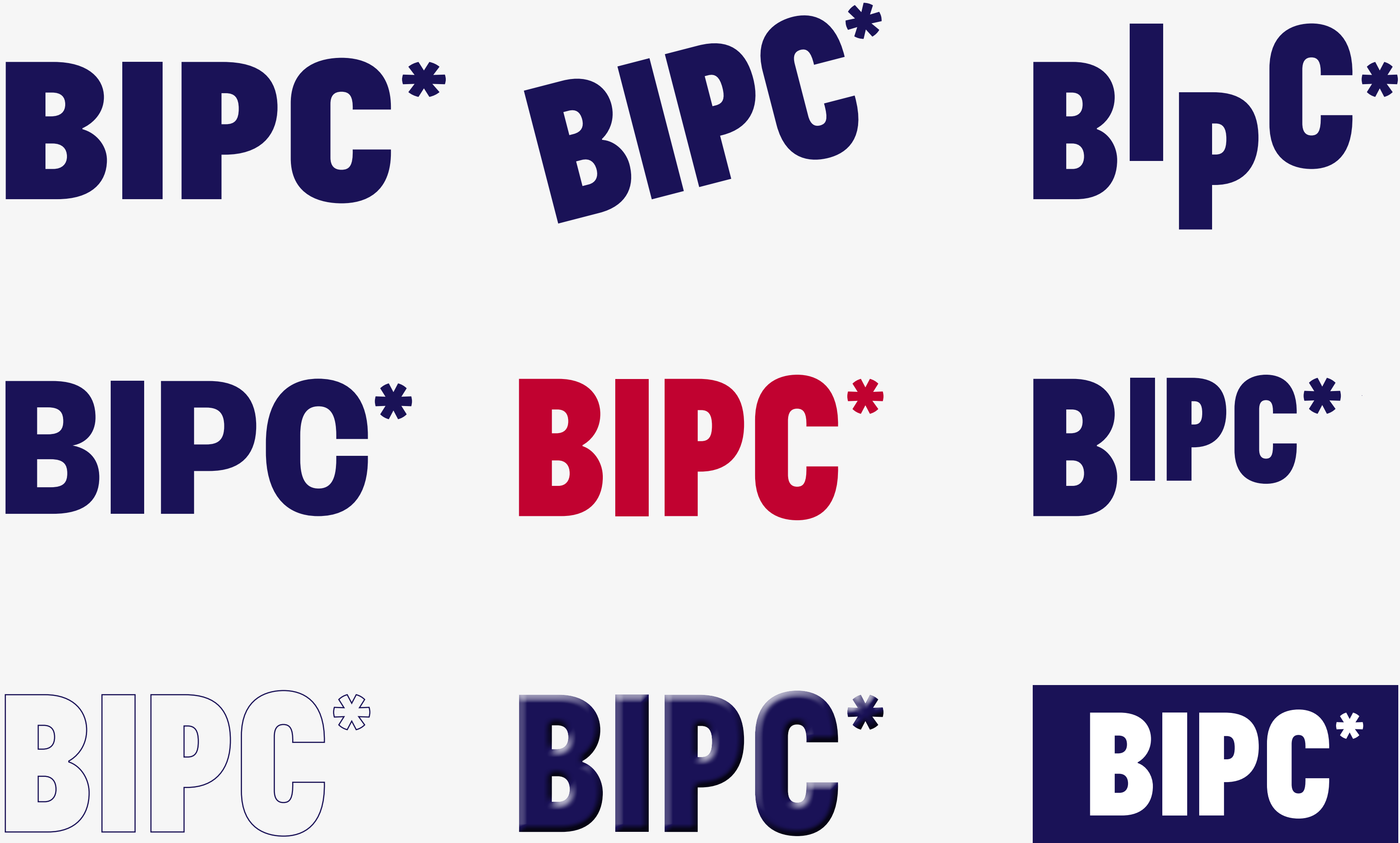
# THE LOGO

## 1.8 MISUSE

The logo has been specially created – it must never be redrawn or altered in any way. By using the original digital artwork files and referring to the example applications in these guidelines, consistency will be maintained.

Misuse of the logotype will dilute the strength, impact and effectiveness of communications, so please always use it with care and consideration.

- 1 Do not stretch or distort
- 2 Do not rotate to an unspecified angle
- 3 Do not re-arrange or re-position
- 4 Do not recreate
- 5 Do not use unspecified colours
- 6 Do not change the scales
- 7 Do not outline
- 8 Do not apply effects
- 9 Do not place in a box or frame



# 2.0 COLOURS

## 2.1 The palette

## 2.2 National Network Palette

## 2.3 Tints

Our range of colours have been carefully selected to create a varied palette that can be easily toned up or down.

Colour can be a powerful tool – always choose wisely. Actively make pairings and combinations that set the tone for your communication.



# COLOUR

## 2.1 THE PALETTE

Our colour palette consists of seven main colours (plus white).

**Pantone**

Printers match colour by using the Pantone Matching System (PMS). These references give the exact recipe, so that the printers can reproduce colours accurately.

**CMYK**

If Pantone inks are unavailable, then please use the four colour process (CMYK) values. These provide close representations of the Pantone colours. They will vary in tone depending on the paper stock, the printing method and any finishes that are specified.

**RGB**

These values should be used when creating screen based applications.

**Hex**

For use when defining colours online.

**BIPC Blue**

Pantone 2758  
C100 M95 Y5 K39  
R26 G18 B87  
#1A1257

**BIPC Yellow**

Pantone 123  
C0 M19 Y89 K0  
R255 G207 B33  
#FFCF21

**Aqua**

Pantone 632  
C75 M5 Y20 K0  
R65 G187 B201  
#41BBC9

**Pink**

Pantone 1767  
C0 M39 Y10 K0  
R242 G176 B207  
#F2B0CF

**Green**

Pantone 362  
C75 M5 Y100 K0  
R65 G173 B73  
#41AD49

**Lime**

Pantone 380  
C25 M0 Y100 K0  
R203 G219 B42  
#CBDB2A

**Purple**

Pantone 2066  
C23 M49 Y0 K0  
R177 G131 B181  
#D28DD3

**White**

C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

**Process Black**

C0 M0 Y0 K100  
R0 G0 B0  
#000000

# COLOUR

## 2.2 NATIONAL NETWORK PALETTE

For National Network communications, a reduced colour palette has been selected from the main brand palette.

This palette includes Pantone 2758 and Pantone 2066, examples of how these colours are used together on National Network applications can been seen on page 32.

### BIPC Blue

Pantone 2758  
C100 M95 Y5 K39  
R26 G18 B87  
#1A1257

### White

C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

### Purple

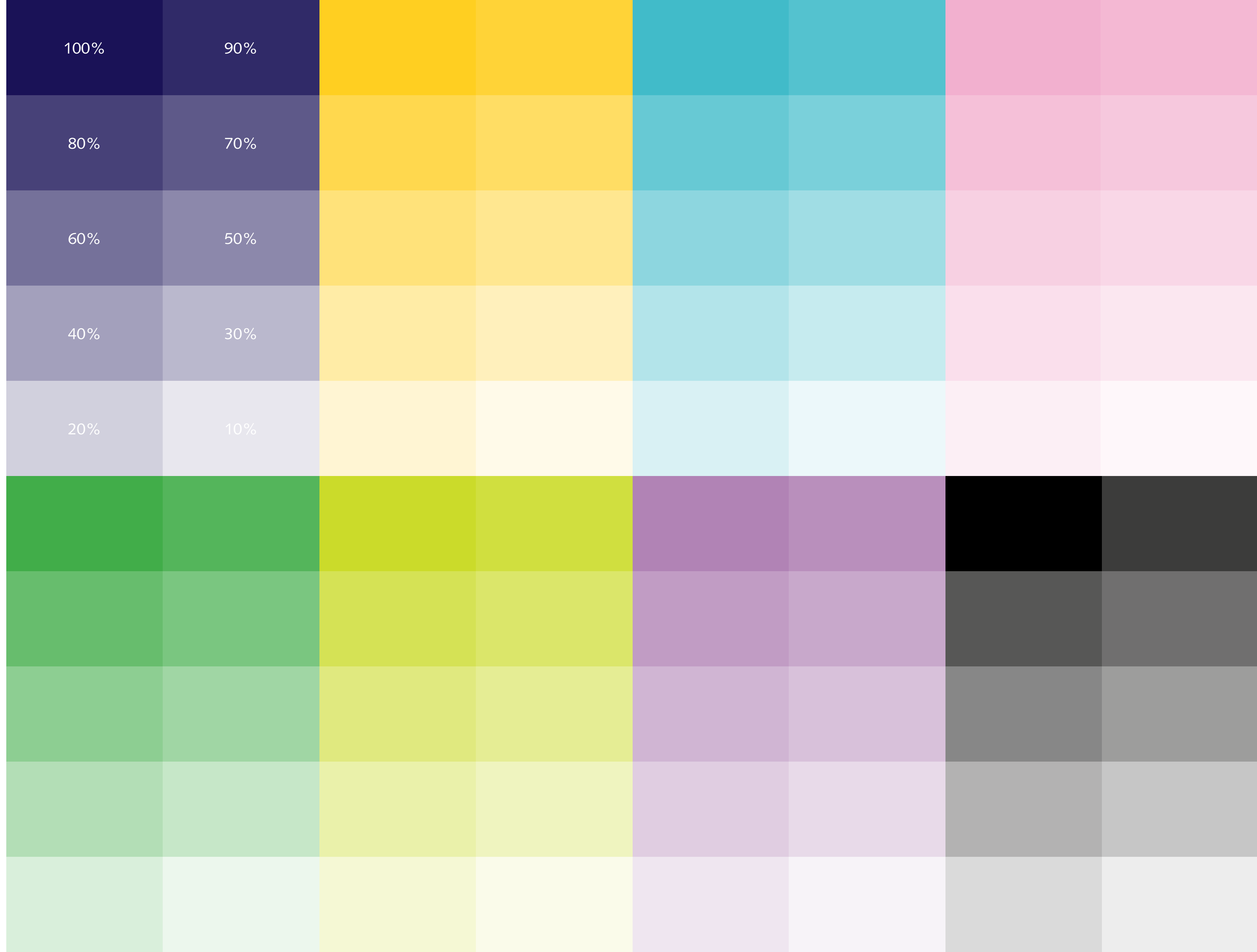
Pantone 2066  
C23 M49 Y0 K0  
R177 G131 B181  
#D28DD3

### Process Black

C0 M0 Y0 K100  
R0 G0 B0  
#000000

## COLOUR 2.3 TINTS

All colours in the palette can be used as a solid colour or as tints / opacities. Palette tints bring greater breadth and flexibility to our range of colours. Tints however should only be used in specific instances such as producing supporting graphics like maps and charts.



# 3.0 TYPEFACES

- 3.1 Brand Typefaces
- 3.2 Typeface Exceptions

The BIPC typefaces are a key part of a flexible system, that have the chance to be bold and powerful even when there is no imagery available. Or quieter and classical where appropriate.

# TYPEFACES

## 3.1 BRAND TYPEFACES

### Jean Luc

Jean Luc is our headline typeface and should be used at larger display sizes. This is to be used throughout all design communications. There is one weight of Jean Luc that has been selected for our brand; Jean Luc Bold.

Jean Luc Bold has tittle on top of the ‘i’ character as standard. An alternate tittle-less ‘i’ is available in the typeface glyphs, please use this character when using Jean Luc for headlines.

### Syntax

Syntax is our body copy typeface, for use at text sizes. Four weights from the Syntax family have been selected for our brand; Roman, Roman Italic, Bold and Black.

Jean Luc Bold  
Headline Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZ  
123456789  
!£&@%()+=

Jean Luc Bold  
Stylistic Alternate ‘i’

i → I

Syntax Roman  
Body Typeface

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 !£&@%()+=

Syntax Italic  
Body Typeface

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*123456789 !£&@%()+=*

Syntax Bold  
Body Typeface

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**123456789 !£&@%()+=**

Syntax Black  
Body Typeface

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**123456789 !£&@%()+=**

TYPEFACES  
3.2 TYPEFACE  
EXCEPTIONS

A computer system may not have the Jean Luc or Syntax typefaces installed on the font library. In this situation the system font Arial can be used.

However, this should be limited to email communications and internal materials that are not professionally designed. Every effort should be made to use Jean Luc and Syntax – the typography is an integral part of the identity.

Arial Bold  
Substitute Digital Typeface

abcdefghijklmn  
ABCDEFGHIJK  
123456789  
!£&@%()+=

Arial Regular  
Substitute Digital Typeface

abcdefghijklmn  
ABCDEFGHIJK  
123456789  
!£&@%()+=



# 4.0 PHOTOGRAPHY

- 4.1 Primary Image Style
- 4.2 Secondary Image Style
- 4.3 Tertiary Image Style



# PHOTOGRAPHY

## 4.1 PRIMARY IMAGE STYLE

### Bright & Inspiring People Portraits

The key primary photography used throughout the BIPC brand is a series of vibrant portraits of key business founders who have used the services of the Business and IP Centre, as well as members of staff who work at the Centre.

Each individual has been photographed against 2-3 different background colours from the brand colour palette, allowing images to be selected to match the colour scheme of the application they are used on.

All commissioned photography  
by Elliott Wilcox.





## PHOTOGRAPHY 4.2 SECONDARY IMAGE STYLE

In addition to the primary portraits, there is a secondary suite of images featuring the business founders showcasing the products their company produces.

These images can be used effectively on particular applications such as social media posts to tell more of the story behind each of the businesses.





## PHOTOGRAPHY

### 4.3 TERTIARY IMAGE STYLE

Where the primary and secondary image styles focus on specific individuals, the tertiary image style is a broader set of images that encompasses everything else related to the Business and IP Centre. This includes images of the Centre itself, BIPC workshops, events and talks and imagery of the libraries where BIPC services are delivered.

This imagery will mainly appear on the inside of pages of print applications or on social media / online to give further insight into the Centre and the activities that take place.

When selecting imagery of this type, always make sure it is confident, candid, in-focus, well shot and well lit.





# 5.0 ADDITIONAL ELEMENTS

- 5.1 Hand-Drawn Elements
- 5.2 BIP Lockups
- 5.3 Asterisk Icon

The BIPC brand toolkit features special elements that can be used selectively on applications, either decoratively or more functionally to pull out and highlight key information.

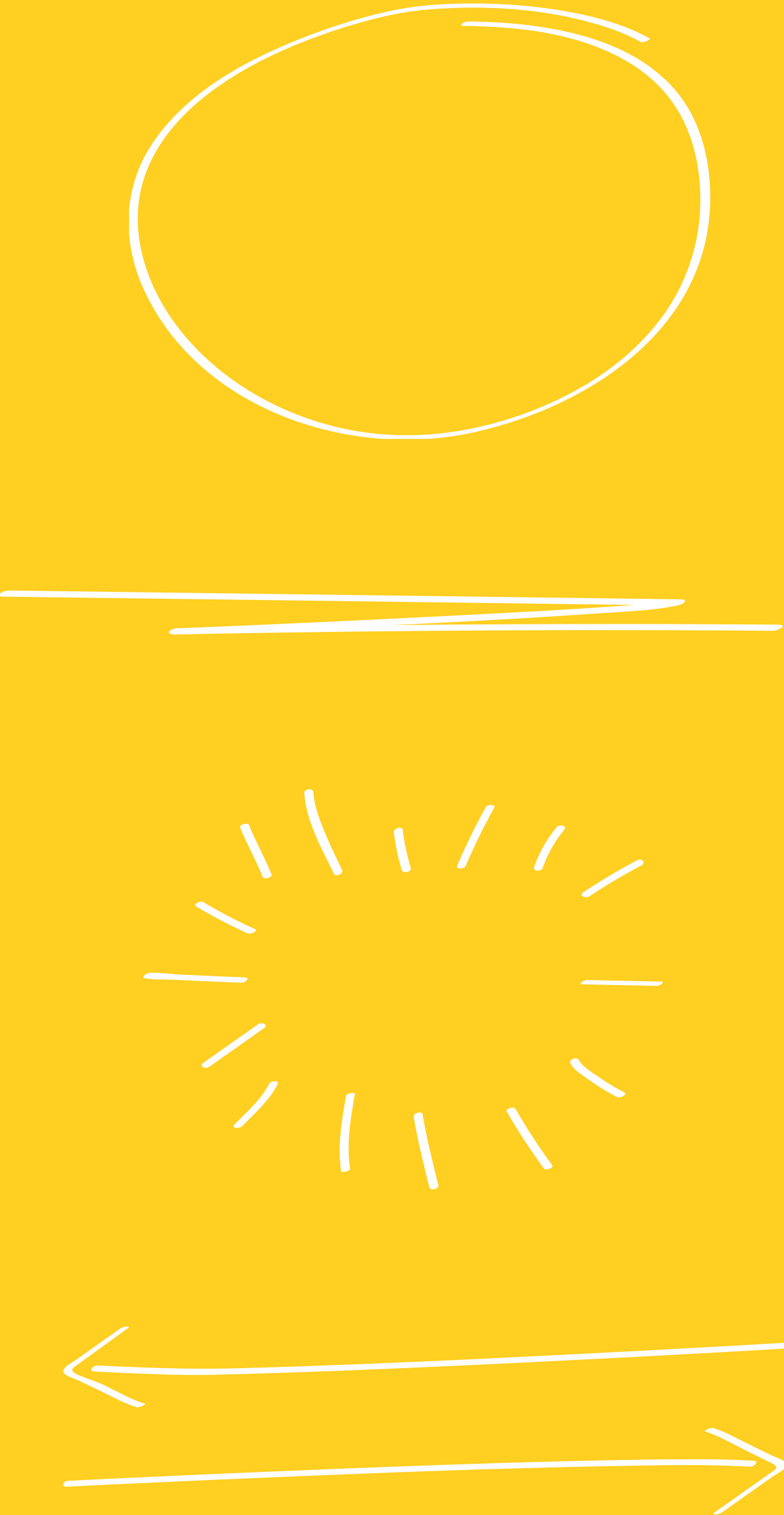
# ADDITIONAL ELEMENTS

## 5.1 HAND-DRAWN ELEMENTS

A suite of expressive hand-drawn style graphic elements can be used to highlight titles and lines of text.

The use of these hand-drawn elements can make designs feel more human and work well on large application such as posters, or digital applications such as social media posts or web banners.

For examples of how these hand-drawn elements are applied, see the Applications section (Page 28).





# ADDITIONAL ELEMENTS

## 5.2 BIP LOCKUPS

BIPC business founders are referred to as BIPs (Bright and Inspiring People) in brand communications. Two bespoke lockups have been created to highlight this phrase and can be used in conjunction with founder portraits.

Examples of the BIP lockups can be seen in the Applications section on (page 28).

BECOME A  
BIP\*

PROUD TO BE A  
BIP\*



# ADDITIONAL ELEMENTS

## 5.3 ASTERISK ICON

A key component of the BIPC logo is the asterisk icon at the end of the wordmark.

When the logo is next to a BIP portrait, the asterisk can be used to highlight further information about that person.

In instances where space is limited, or a reference to the BIP is not needed, the asterisk can be used to link to the BIPC strapline.

Note: The asterisk should only highlight one element, either the BIP or the strapline, never both at the same time.

BIPC\*



**BRIGHT &  
INSPIRING  
PERSON**

BIP Name,  
Founder of Company Name,  
Proud BIP since date

\*A thriving business  
community in your library.



**BRIGHT &  
INSPIRING  
PERSON**

Marcela Livingston,  
Founder of Sacpot,  
Proud BIP since 20XX



# 6.0 APPLICATIONS

- 6.1 Applying the Key Elements
- 6.2 Poster Wall
- 6.3 A5 Leaflet
- 6.4 National Network A5 Leaflet
- 6.5 Totems
- 6.6 Posters
- 6.7 Social Media
- 6.8 Web Banners
- 6.9 Jargon Busting Applications

The following section demonstrates the guidelines in use. It shows how the brand and its distinct kit of parts can come to life and reflect BIPC personality.

When designing print and screen communications always consider the following:

1. Use a master template(s) to create applications.
2. Choose colour(s) from the palette.
3. Review, considering the typographic details as well as the overall impact and clarity of the design.

# APPLICATIONS

## 6.1 APPLYING THE KEY ELEMENTS

Here is an example of all the key BIPC brand elements applied on one application, in this case a portrait poster.

This is a typical setup, featuring a full bleed image of the a BIPC business founder. The British Library and Business and IP Centre logo are applied at the top, followed by the BIPC logo, headline, strapline and finally the descriptor paragraph.

Note the type scales and hierarchy of the headline, strapline and manifesto text as described on page 10.

British Library and Business & IP Centre London  
Logo Lockup

Business & IP Centre  
London

LIBRARY  
HSILIRB

Founder Portrait

Bright & Inspiring  
Person icon

BIPC Logo

Headline

Strapline

Descriptor

\*  
BRIGHT & INSPIRING  
PERSON  
Annie Campbell  
Campbell Medical Illustration  
Proud BIP Since 20XX

BIPCC\*

BRIGHT IDEAS  
INSPIRING PEOPLE

A thriving business community in your library.

Whether you're starting or growing your own business,  
or need advice on protecting your assets, we're here to help.  
Visit our website or come and say hello. [www.bl.uk/bipc](http://www.bl.uk/bipc)



APPLICATIONS  
6.2 POSTER  
WALL





# APPLICATIONS

## 6.3 A5 LEAFLET



Libraries aren't just full of books.

They're full of ideas. Bright ideas that change the world. Bright ideas imagined by inspiring people. Inspiring people like you and me. The British Library is leading a revolution by inspiring a thriving community of new and existing business owners.

It's free to join and open to everyone. And it's transforming the way ideas grow into successful businesses. Whether you're just starting out, need advice on protecting your assets, or are ready to take the next step in your journey, we're here to help.

### HOW CAN THE CENTRE HELP YOU?

- ★ Learn the skills you need to start and grow your business
- ★ Get to know your customers and research your market
- ★ Protect your ideas and make money from them
- ★ Gain confidence and inspiration and meet fellow entrepreneurs
- ★ Get expert advice

We support entrepreneurs and innovators from that first spark of inspiration to successfully launching and growing a business. We hold workshops and events and offer advice on a whole host of subjects, from setting up your business to protecting your intellectual property.

So whether you're looking to start, grow or run a business, Business & IP Centre can help.

### WHAT CAN YOU DO IN THE CENTRE?

#### Business and intellectual property (IP) information

We have one of the largest collections of business and IP information in the UK, with expert staff on hand to guide you to the resources you need.

With market research databases, company information and more, you can pinpoint customers, keep track of your competitors and find an opportunity in your market.

#### Workshops and networking events

We hold a wide range of workshops on the topics that matter to businesses, from intellectual property to market research, social media to digital growth support. These sessions are relaxed and interactive and are either free or highly discounted.

We also hold networking events where you can meet like-minded entrepreneurs.

#### One-to-one expert advice

Our expert staff can discuss your business idea in confidence and help you identify the most useful information and resources. With our Innovator in Residence, along with a whole host of business partners, you are also able to meet local experts in industry, share ideas and build your networks.



# APPLICATIONS

## 6.4 NATIONAL NETWORK A5 LEAFLET



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They're full of ideas. Bright ideas that change the world. Bright ideas imagined by inspiring people. Inspiring people like you and me. The British Library is leading a revolution by inspiring a thriving community of new and existing business owners.

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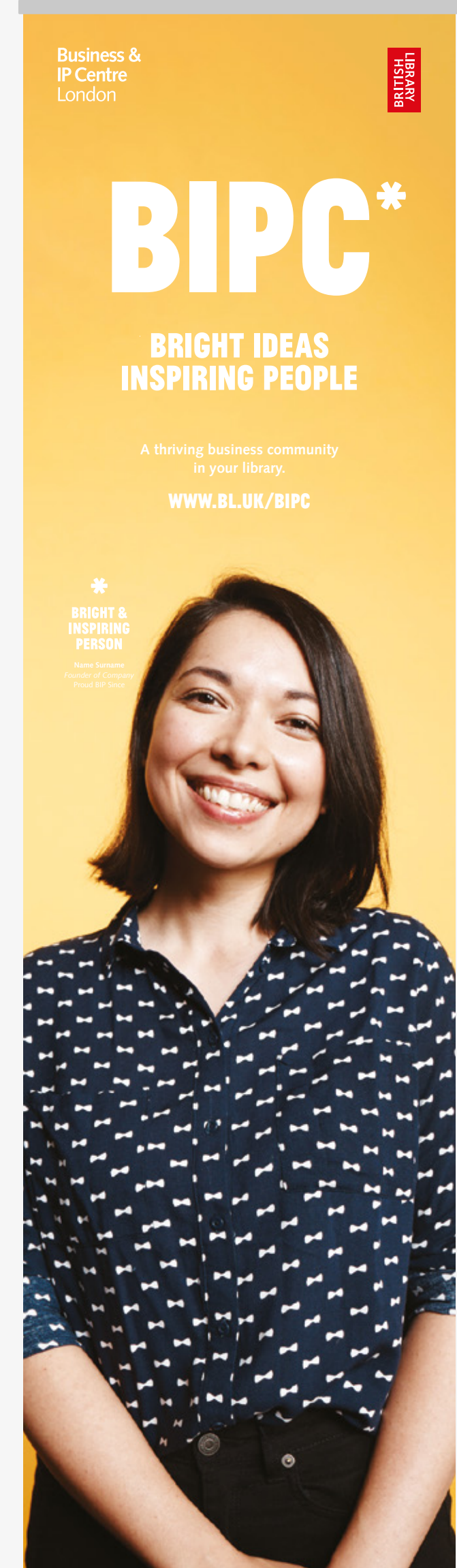
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# APPLICATIONS

## 6.5 TOTEMS



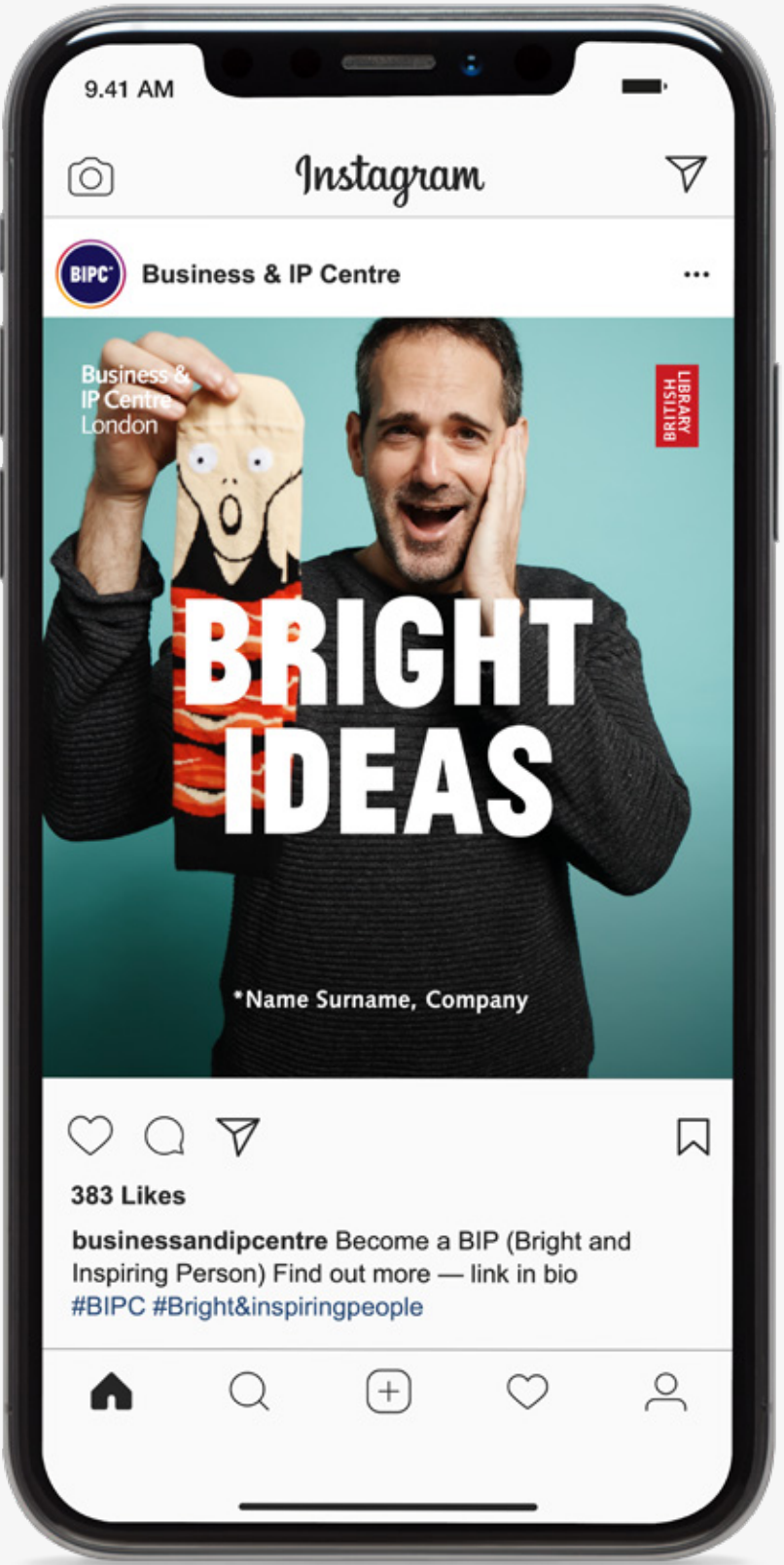
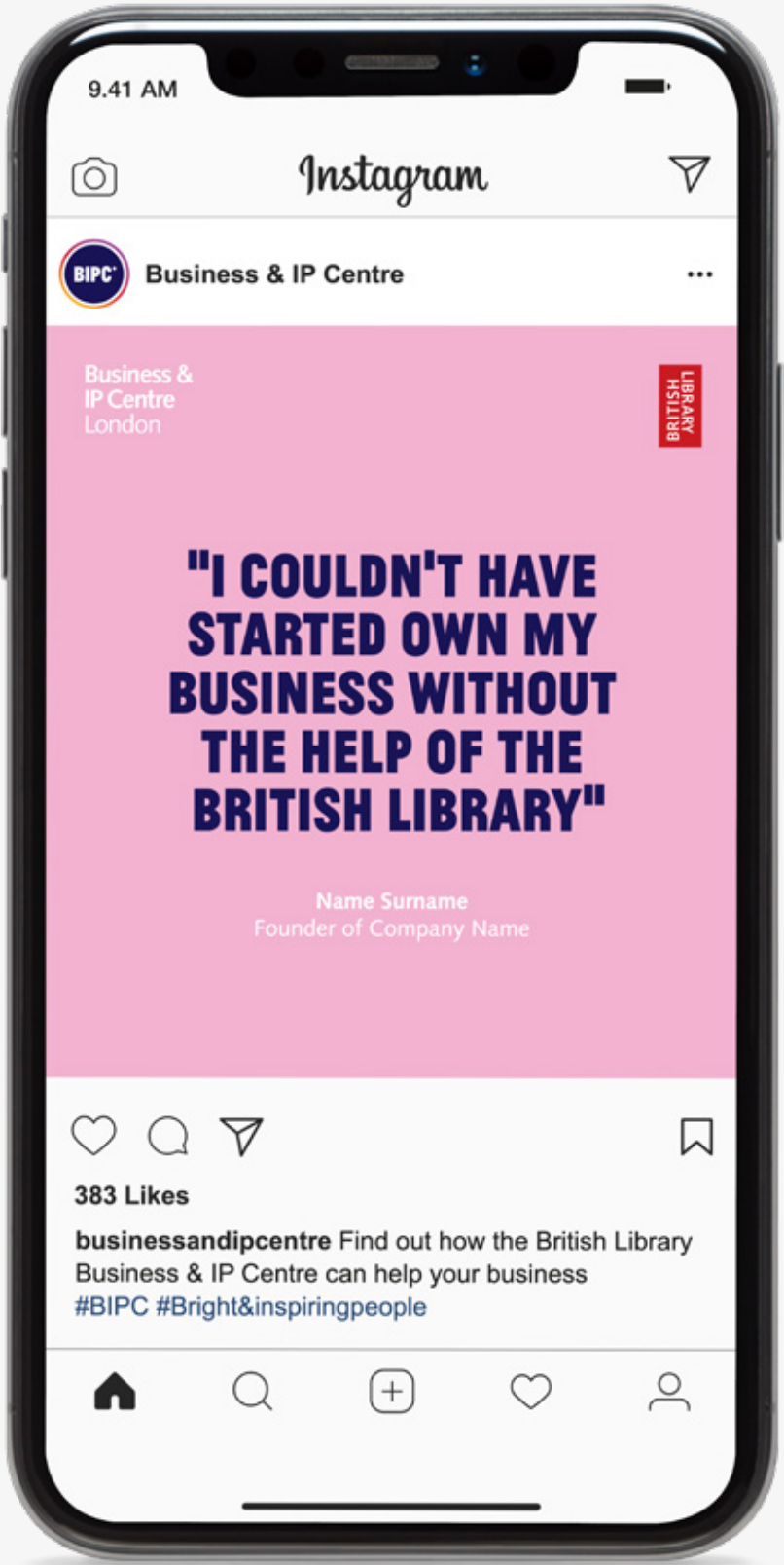
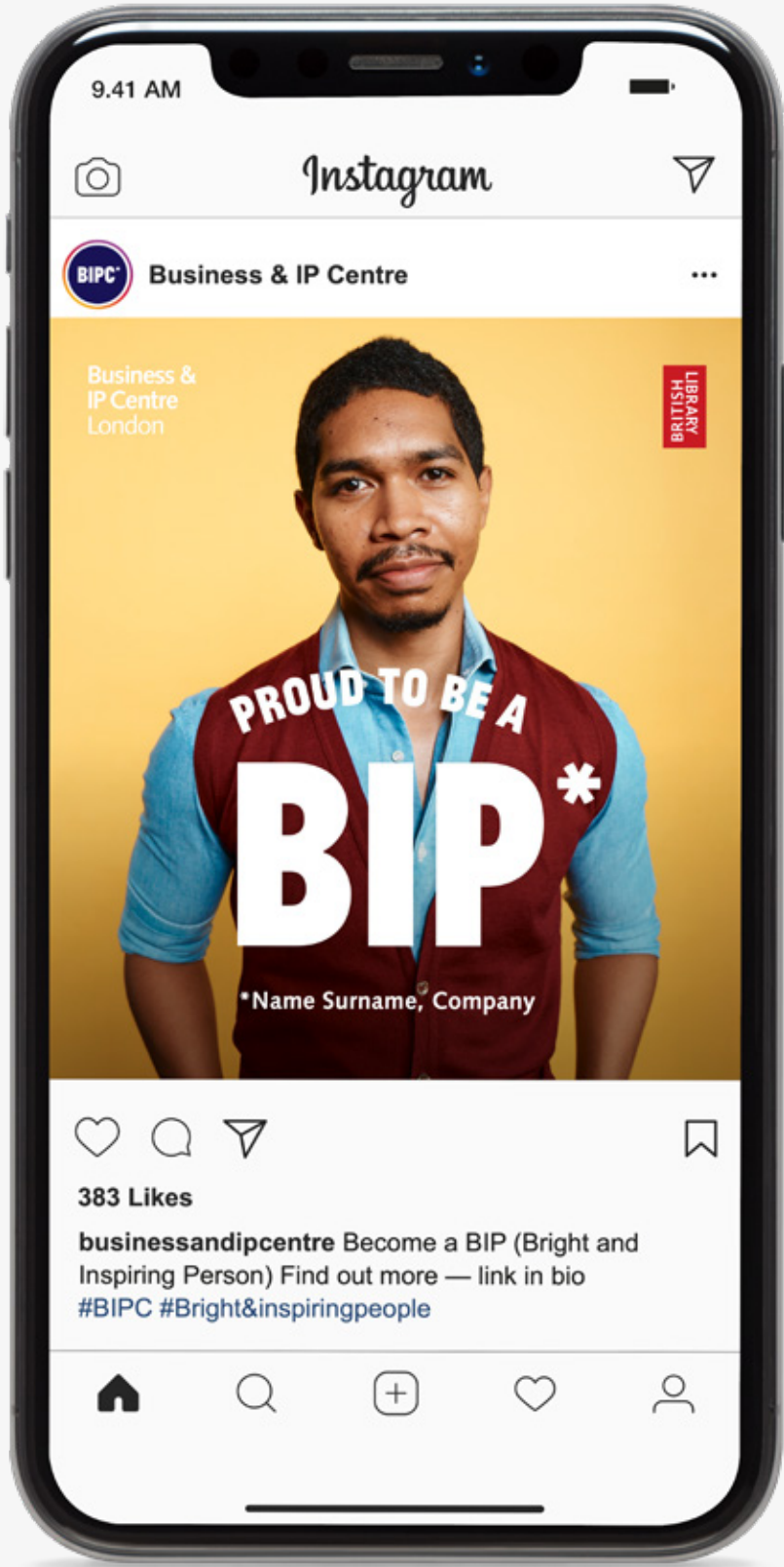


APPLICATIONS  
6.6 POSTERS





APPLICATIONS  
6.7 SOCIAL  
MEDIA



# APPLICATIONS

## 6.8 WEB BANNERS





**APPLICATIONS**  
**6.9 JARGON**  
**BUSTING**  
**APPLICATIONS**





# 7.0 STYLE GUIDE

## Referring to the British Library

- Refer to the British Library in full
- Use Library for short
- Avoid using BL.

## Referring to the Business & IP Centre

- Use the Business & IP Centre in full
- Use Centre for short or BIPC. No other variation can be used.

## Punctuation

- Use single spaces after sentences
- No commas after and, e.g. we offer free workshops, advice and training
- Use sentence case for headings e.g. 'Business planning' rather than 'Business Planning'
- Write one to nine in full. Use figures for numbers 10 and over (same rule applies first to ninth, then 10th and over)
- 24 hour clock to be used when referring to times. Full point to separate hours from minutes, not colon. i.e. 09.00 – 20.00
- Numbers over 1,000 to use a comma.

## Writing for the web

- Keep web content as short and punchy as possible – one or two lines per paragraph
- Be aware of 'the fold' – the point where a screen will cut off your text. If the reader has to scroll down to find your crucial information it may get missed
- Use bullets, photos and videos to break up text
- Assume that people will skim read your text
- Take search engine optimisation into account – use titles that reflect the content on the page and use key words
- Use links at the end of articles/sections rather than within the text where possible.

## General writing style

- Dates always to be written number, month, year i.e. 8 January 2021 (never th, st, nd, rd after number)
- Telephone numbers to be written T +44 (0)20 7412 7000
- Avoid jargon and cliched business terms e.g. innovator. Use plain English wherever possible. For example, never use a long word where a short word will do. Use words of Saxon origin instead of Latin, e.g. 'buy' instead of 'purchase'
- Avoid cut-and-pasting the same copy for different formats, e.g. a web page, press release, news article, etc. Each format needs a slightly different approach. Focus on calls to action e.g. 'book now'
- Focus on benefits rather than features. Speak directly to the reader, g. 'you can do this.' Be direct. Be friendly: use 'we' and 'our' instead of The Library's ...'
- **When writing web addresses, do not include the www.**
- Only the last bullet in a sequence to have a full stop.



# THANK YOU

If you have any questions regarding this document or how to use or implement the BIPC brand then please get in touch.

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