

Branding Guidelines



For further information contact marketing@bpf.co.uk

Branding Guidelines

This is a guide to help you better understand the basic elements that make up the **British Plastics Federation (BPF)** branding. You will find everything you need to represent the BPF visually. The BPF is more than a logo—it's a reflection of who we are as a trade association and the British plastics industry as a whole.

Member companies using the BPF logo must do so in a responsible manner and the company's behaviour towards all its stakeholders must live up to the standards of business practice represented by the BPF.

Table of contents

About the BPF

Brand Positioning

Our Mission

Logo Variations & Usage

Colour Palette

Typeface System

Imagery

Advertising

About the BPF

Established in 1933, the British Plastics Federation (BPF) is the principal trade association for the UK plastics industry and is composed of over 550 members representing in excess of 80% of the plastics industry by turnover.

The BPF is unique amongst plastics trade associations in Europe as its' members encompass the whole plastics industry supply chain including raw material suppliers, processors, machinery suppliers, recyclers and service providers to the industry.



Providing your
customers and
suppliers with
confidence

Representing a
seal of industry
approval

Differentiating
member firms
from others with
confidence

Branding

The new icon is inspired by the theme of supply chain collaboration, taking inspiration also from the plastic resin identification symbols, and the mobius recycling loop. The environmental colours of blue, green and yellow are used to help convey a sustainable, forward-thinking industry, with a memorable visual presence.

This is the main logo that will be used across primary brand applications.



The smallest logo should usually be at least 1.5" wide.

Secondary Logos

The BPF's secondary logos can be used in replace of the primary logo (but should never be used directly next to the primary logo). For instance, don't use A as the profile picture if the primary logo is used for the header – it looks repetitive and isn't a good use of the brand elements.

The triangular symbol can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the triangular icon can be used as a profile picture on Twitter or LinkedIn since the username will be adjacent to it in plain text.



How NOT to use the logo



How to use the logo



The triangular icon should always be facing forward with the yellow segment on the furthest right. The white version of the logo should never be on a yellow background and the deepest blue and yellow shouldn't be used together.

Member Badges



When resizing
please ensure the
proportions remain
the same so it
does not appear
'squashed'.

Available in EPS, JPEG, PNG or PDF from: www.bpf.co.uk/logo

Official members of the British Plastics Federation will have a copy of the BPF membership badge, which can be displayed on their website or any promotional content to show that they are a verified member of the BPF.

Colour Palette

Consistent colour usage for the British Plastics Federation is crucial to reinforce cohesiveness of the brand, but colour also serves a psychological purpose by communicating a certain feeling to the audience.

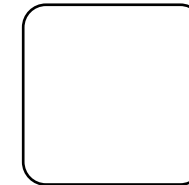
The blues and greens are the primary colours for the brand and are reminiscent of the fresh, modern but sustainable approach the BPF are advancing alongside their members. The blues help convey the high standards of professionalism and trust that the BPF upholds, while greens symbolise growth and sustainability.

All secondary colours should be used sparingly. The yellow should never be used on its own but can be used when paired with one of the primary brand colours.

Primary brand colours



Dark Blue
#1B2745



White
#FFFFFF

Secondary brand colours



Turquoise
#267A83



Yellow
#FFD22E



Sky Blue
#75CAE9



Green
#86BD36

Colour Usage



BPF | British
Plastics
Federation

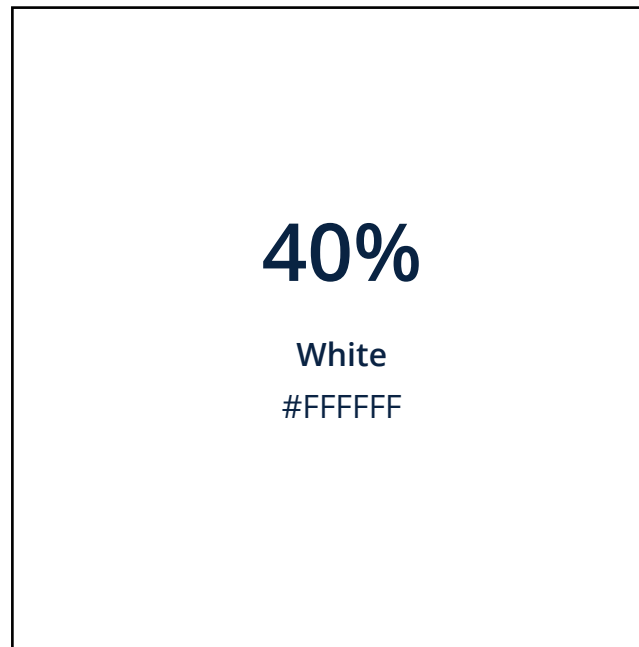
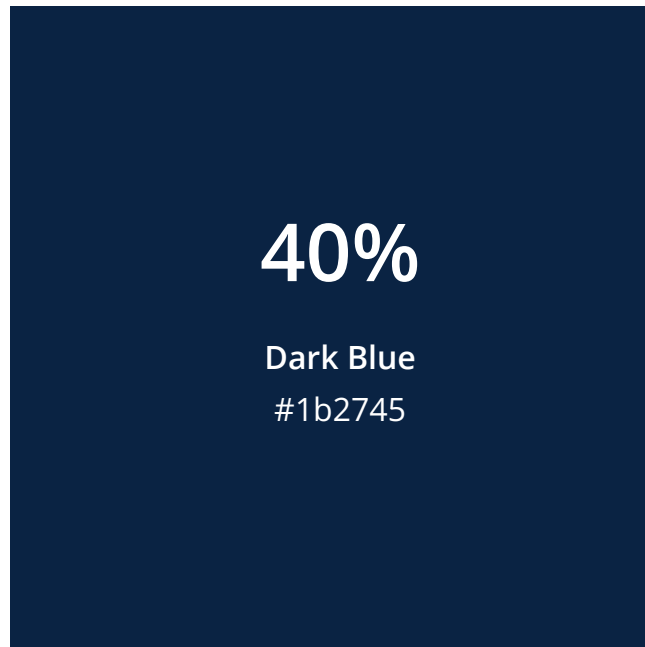


BPF | British
Plastics
Federation

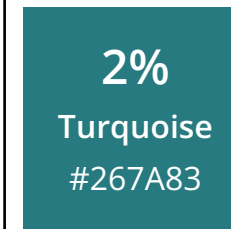
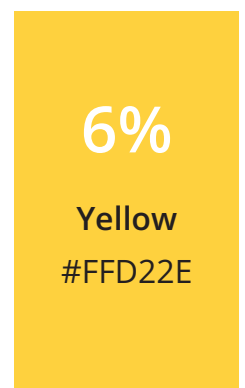
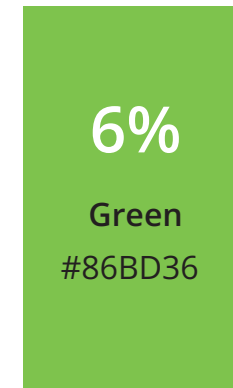
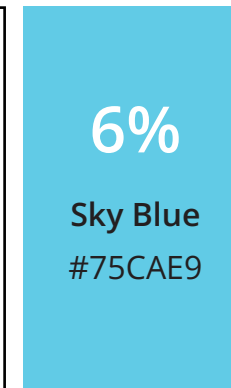


Colour Usage

Main Colours



Secondary Colours



Typography

The only typeface that should be used across all print and web applications is the Open Sans typeface.

When used as a heading the text should be Dark Blue.
Normal body text can be the colour black as well as bolded text.

Open Sans - Bold

**Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Headlines

Open Sans - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Body Text

Photo background

The logo should be used with care when used on top of an image. In most cases you can use a solid white, black or dark blue version of the logo on an image. Make sure the logo doesn't obstruct the image so that the logo and any text accompanied with it is legible.

Tips:

- Photo with shallow depths-of-field work best
- Avoid using busy images with too much detail
- Applying a dark transparent overlay helps text become more readable

