BIC

The space to build
a better business

Brand Guidelines

Contents

Introduction

These guidelines will give you the information you need to implement our brand effectively and consistently across a range of communication channels.

We all have a role to play in presenting the North East BIC brand correctly, whether you are delivering a presentation, commissioning a marketing campaign or simply sending an email.

We have created these guidelines to help you to communicate in a compelling and consistent way, reflect our vision and support recognition in who we are.

Audiences and their key messages

As part of creating a cohesive brand it is important to communicate our key messages consistently whilst recognising they differ between our audiences. We have set out our key messages into the main audience groups below.

The Workspace Seekers

Competitively priced
Flexible and fully serviced **BIC**Workspace to rent from only £49 per week.

Flexible
Downsizing, up-sizing and hybrid working is all easy when you locate
at the BIC.

Personalised
The BIC team will work with you to design and personalise your workspace, to make your space your own.

On-site services
All the services you need are taken care of: reception & on-site maintenance; meeting rooms; shared spaces & café; ultra-fast broadband; managed IT and telephony services; on-site business adviser support. Hassle free workspace so you can concentrate on running your business.

Well-being & Lifestyle
Located along the banks of the River Wear, the BIC is surrounded
by a relaxing outdoor environment and facilities designed to support your well-being.

Networking
Meet your peers and get introductions to other tenants at regular business networking events and workshops at the BIC.

The CoWorkers

Ideally suited to start-ups, consultants, freelancers and those on the move, **BIC**Coworking is designed for those who aren't yet ready for a fixed office space.

Wi-Fi, coffee and parking come as standard and you'll get a professional business address, 24/7 access and reception support,
all from £52 pcm.

You still get many of the benefits that come with renting a private office including access to meeting rooms, networking events and business advice from our on-site business adviser.

Working in a professional shared environment, you can eliminate the isolation of working from home and expand your network.

Sign up for **BIC**Coworking in Sunderland and you can also use our facilities at Business Central Darlington for free.

Audiences and their key messages

The Innovators

The SME Innovation Programme project

You could receive grant funding of up to 40% for your project, up to a project value of £50k. The maximum grant funding that an eligible business can receive is £20k.

Get help and support to develop a new product, service or process that will help your business to adapt and/or grow. Experienced **BIC**Innovation advisers have many years of experience of advising small businesses on using new ideas and technology to improve a business and boost growth.

You can find suppliers for your project on our Innovation Directory which lists industry experts who can support innovation projects on a consultancy basis. This is a searchable directory. All suppliers listed have been screened.

The Pre-Starts

A dedicated **BIC**StartUp adviser will 'hold your hand' throughout the journey of starting your business.

The 1-1 advice is client led and covers whatever aspect of start up advice you need.

Your adviser will signpost you to funding, grants and loans that are available to you.

Out of hours appointments can be arranged around your other commitments.

For those that prefer learning in a group, you can also choose from a wide range of workshops in subjects such as marketing, finance and record keeping.

The Social Enterprises

Get support from experienced **BIC**SocialEnterprise advisers who will help you with legal structure and set up; support to manage this specific type of business and to identify and apply for funding.

Apply to join the Innovate for Good Incubator, a 6 month programme helping social entrepreneurs to start, grow and scale their businesses.

Tone-of-voice

Our tone-of-voice is an expression of our brand personality.

We express our brand every time we communicate with people; whether we're talking to them, sending them direct marketing or interacting with them online.

Our personality can be summed up as:

Dynamic
We embrace change. We are forward-thinking and quick to respond
to the changing needs of our marketplace.
Our people are well-informed, ambitious and innovative. They stay ahead of the curve
and help others to do the same.

Credible
We have over 27 years of business behind us and a bright future ahead. We are known for our professional service delivery and our reliability as a partner. We are genuine, honest and trustworthy.
We are as good as our word.

Constructive
Our friendly and open style means people feel comfortable approaching us for help and advice. We welcome the opportunity
to build relationships, explore ideas and develop new solutions. We listen to our customers and respond to their feedback.

How to write in a 'Dynamic, Credible, and Constructive' way

Dynamic
Write with an active voice, not a passive one: 'The adviser was able to
help the new business.' (Not 'The new business was helped by the adviser.')

Write in the present tense where possible: 'BIC fundraising volunteers
are celebrating after they raised £1,000 during a skydive.' (Not 'Six months ago, the BIC raised £1,000 from doing a skydive.')

Avoid very long sentences: Our organisation isn't slow and ponderous, it's ambitious and exciting. Let's reflect this. Use a mixture of medium and short sentences. They add pace and impact.

Credible
Use concrete, positive words: 'We will support our clients, and you can help us create more opportunities. (Not 'We hope to support our clients, you might help us create more opportunities.')

Use a consistent way to refer to ourselves: When referring to ourselves we use 'the North East BIC' at the first mention of our name. Thereafter we use 'the BIC'.

Use trend, slang or formal language with care: Overly formal language sounds impersonal, while slang and trend words can sound unprofessional.

Constructive
Talk about people where possible: 'Our community volunteers picked litter around the riverside area.' (Not 'The BIC cleared litter around the riverside area.')

Talk directly to your audience: 'Behind every start-up is someone
like you.'

Remember our audiences are from a diverse range of backgrounds:
Avoid excluding anybody, and keep your writing accessible to everyone.

Use accessible grammar and everyday English:
Shorter sentences are more readable. Contractions (like that's) can help and reflect how people talk. Similarly, starting a sentence with a conjunction like 'and' or 'but' is acceptable – as long as it makes sense and isn't overused.

Brand hierarchy

We have three levels of branding; Core brand that represents the whole organisation, sub-brands that relate to operational activity and individual brand levels that are endorsed.

The sub-brands shown are approved for use, to create a new sub-brand please contact **marketing@ne-bic.co.uk** for approval. See pages 22/23 for further typographic guidance.

When instigating a new visual identity at the individual brand level, the colour and font palette from these guidelines should be observed. The new individual brand should be endorsed by the core BIC brand, see page 18 for guidance.

Core brand level

The core brand should be used as set out in the rest of these guidelines.

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Sub-brand level

When used in the context of the BIC visual identity, these sub-brands should be used in headers and body copy using the typographic treatment shown here. See pages 22/23 for further typographic guidance.

BICWorkspace

BICBusinessSpace

BICWorkspaceManagement

BICCoworking

BICVirtualOffice

BICSocialEnterprise

BICStartUp

BICIT

BICTelecom

BICMeetingRooms

BICInternational

BICEvents

BICInnovation

Individual brand level

At this level brands have their own distinct look and feel such as the examples shown. They should be clearly endorsed by the BIC brand. See page 18 for further guidance.

BUSINESSCENTRAL
DARLINGTON

the **hub**

Sub-brands

When used as a title in BIC branded materials, a sub-brand should be typeset in BIC Blue using the relevant approved sub-brand descriptor, as illustrated opposite.

Please note that there are no spaces in the sub-brand title.

When using a sub-brand name in body copy it should be typeset in the following way at the first time of mentioning:

BICSocialEnterprise

Thereafter, the service should be described and typeset in the standard following way:

social enterprise

In body copy, the colour of the sub-brand should be the same as the rest of the body copy colour.

Mazzard
Bold

Mazzard
Regular

BICSocialEnterprise

Im ipsu ndelit atetem

x

2 x

3/4 x

Mazzard
Light

Approved sub-brand descriptors

BICWorkspace
As flexible as you need

BICSocialEnterprise
In business for good

BICMeetingRooms
Make the perfect first impression

BICWorkspaceManagement
Your property in safe hands

BICStartUp
Start your business today

BICInternational
Exploring Global Reach

BICCoworking
Space to network and collaborate

BICIT
Reliable and secure

BICEvents
Workshops for small businesses

BICVirtualOffice
Create a professional image

BICTelecom
Flexible and future-proof

BICInnovation
Funding to unlock innovation

Section 1:
Logo

Logo
Primary versions

Our logo is the linchpin of our visual identity and is designed to graphically represent the BIC. It is therefore crucial that we use it properly and preserve its integrity.

Wherever possible please use the primary logo on white, shown opposite. Alternatively, if needed, please use the Out of BIC Blue version.

The logos should always be reproduced from the master artwork provided and should never be redrawn or modified in any way.

Don't print the Primary Logo any smaller than 18mm wide or show it on a screen any smaller than 77px wide.

Care should be taken to ensure the logo and strapline is legible. If the Primary Logo needs to appear smaller then use the Logo without strapline.

To request logo artwork email **marketing@ne-bic.co.uk**

Primary Logo

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Primary Out of BIC Blue Logo

Primary Logo minimum size

>18mm / >77px

Logo without strapline

<18mm / <77px

Logo
Mono versions

Mono versions have been created for when our logo appears on one of our brand colours, the correct version should always be used to ensure good contrast, see opposite.

If our logo appears on a non BIC brand colour please use the mono versions shown below, the correct version should always be used to ensure good contrast.

The logo versions should always be reproduced from the artworks provided and should never be redrawn or modified in any way.

To request logo artwork email **marketing@ne-bic.co.uk**

Mono versions for use on brand colours backgrounds

Mono versions for use on non brand colour backgrounds

Dark background colour

Light background colour

Photographic image

In some instances the logo version opposite can be used to help improve logo fit and visibility.

This logo version should always be reproduced from the artworks provided and should never be redrawn or modified in any way.

To request logo artwork email marketing@ne-bic.co.uk

Alternative primary versions
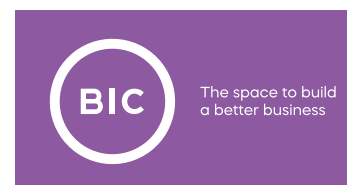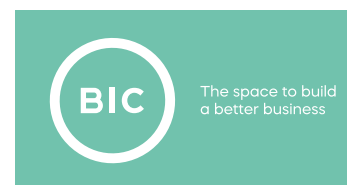
Mono versions for use on brand colour backgrounds
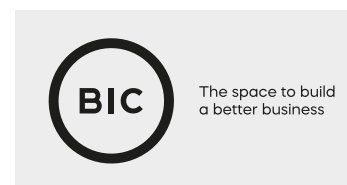
Mono versions for use on non-brand colour backgrounds

Logo
Strapline as a header

The strapline can also be used as a header, where this is the case the strapline should be removed from the logo and the header should align with the left edge of the 'B' wherever possible.

The logo should always be reproduced from the artworks provided and should never be redrawn or modified in any way.

To request logo artwork email **marketing@ne-bic.co.uk**

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An exclusion zone has been established in order to protect the BIC logo from being compromised by other elements and to allow it to stand out.

A space equal to, or more than the height of the 'B' must be left as clear space around the logo.

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BIC

BIC The space to build a better business

Logo
Positioning

We have two preferred positions for the placement of our logo; Primary position (top left) and Alternative position (bottom left).

Once the logo is scaled to an appropriate size, which is dependent on the application, position the logo as illustrated wherever possible.

Where space is limited due to the size of the application the positioning of the logo can be set using the clearance area as shown on page 14.

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BIC

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Logo
Scale

It is important to scale our logo consistently. Please refer to the diagram opposite for guidance on standard print size formats. For other sizes please scale to match the proportions illustrated.

A3 = 55mm

A4 = 45mm

A5 = 35mm

DL = 35mm

When scaling our logo for digital media, please refer to best practice examples as a scaling guide.
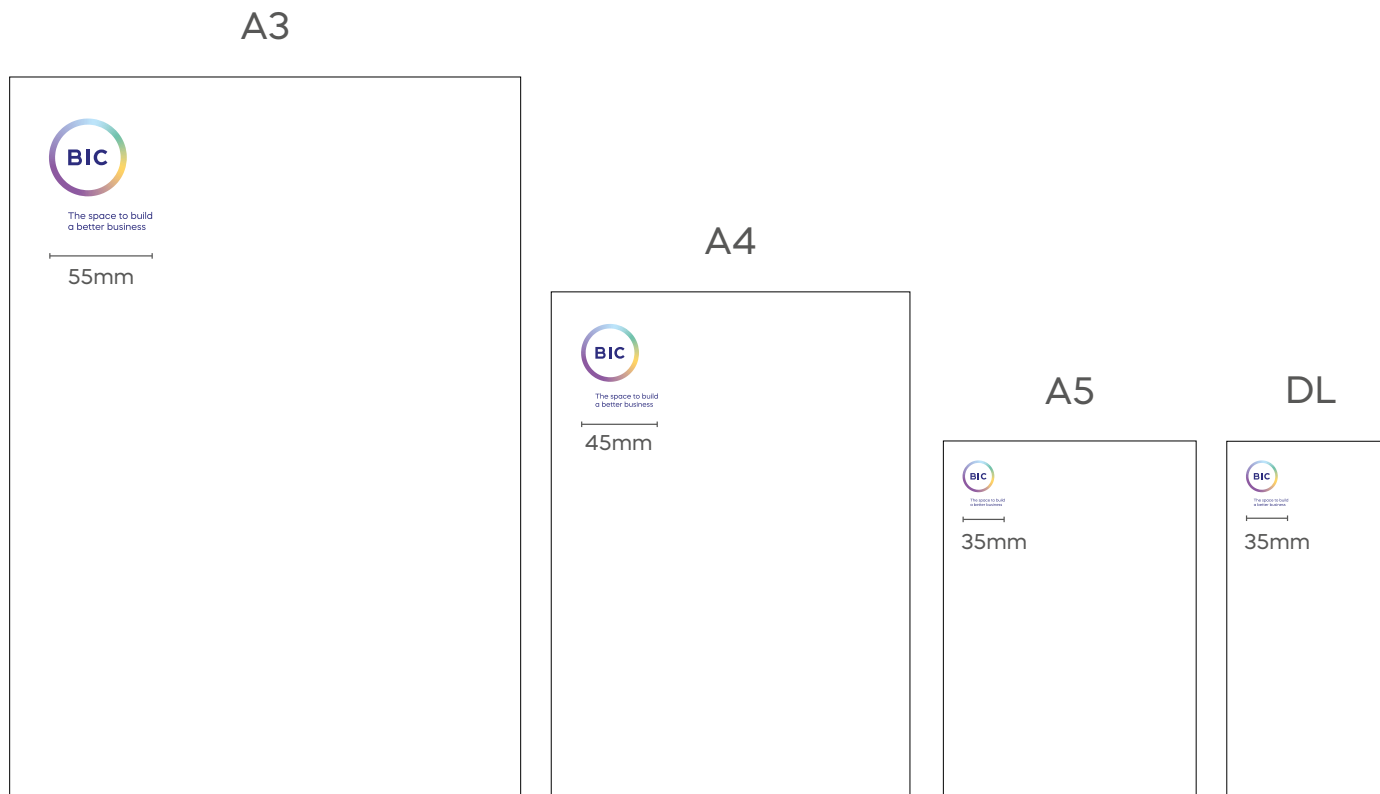
A3

BIC

The space to build
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55mm

A4

BIC

The space to build
a better business

45mm

A5

BIC

The space to build
a better business

35mm

DL

BIC

The space to build
a better business

35mm

The logo should always be reproduced from the artworks provided and should never be redrawn or modified in any way.

The diagram opposite shows some examples of incorrect logo application.

Do not rearrange the elements

The space to build a better business

Do not scale elements within logo

The space to build a better business

Do not recolour the elements

The space to build a better business

Do not apply graphic effects

The space to build a better business

Logo
Endorsement

When applying an Individual level brand it is important the connection to the BIC brand is maintained. In order to do this an endorsement is required. There are two approved endorsement descriptions:

Managed by the BIC

Delivered by the BIC

The endorsement should follow the typographic palette set out on page 20 and should be coloured BIC blue wherever possible.

The positioning should be under the Individual level brand, ranged left where appropriate, alternatively ranged left off the strongest visual vertical line. Spacing should be the equivalent of two cap heights as illustrated opposite.

To use the BIC endorsement please email **marketing@ne-bic.co.uk**

2 x

x

Managed by the BIC

BUSINESSCENTRAL
DARLINGTON

Managed by the BIC

Delivered by the BIC

INNOVATIONCENTRAL
DARLINGTON

Managed by the BIC

Section 2:
Type, colour & icons

The BIC typeface is Mazzard.

Mazzard Regular and Mazzard Semi Bold should be used for top level headlines.

Mazzard Regular and Mazzard Light should be used for body copy with the option of Mazzard Semi Bold to highlight text sections. Mazzard Bold is used for the typesetting of sub-brands.

Mazzard

Bold

Semi Bold

Regular

Light

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

Colour
Palette

The BIC colours have been chosen to help create a bright, modern and recognisable visual identity.

The diagram opposite shows colour breakdowns for Pantone and CMYK when designing printed materials. RGB and Hexadecimal specifications are provided for digital/screen applications.

Colours should always be reproduced at 100% tint value.

Please see best practice examples for visual guidance on using colour.

Primary palette

BIC Blue
Pantone 2756
CMYK 100/96/9/1
RGB 45/45/127
HEX 2D2D7E

BIC Purple
Pantone 2583
CMYK 54/73/0/0
RGB 141/89/160
HEX 8C58A0

BIC Light Blue
Pantone 291
CMYK 30/0/0/0
RGB 188/228/250
HEX BCE3FA

BIC Red
Pantone 198
CMYK 0/83/38/0
RGB 233/73/108
HEX E9486B

BIC Green
Pantone 338
CMYK 58/0/40/0
RGB 113/194/173
HEX 70C1AC

BIC Yellow
Pantone 134
CMYK 0/18/69/0
RGB 255/212/100
HEX FFD363

Body copy colour

BIC Grey
Pantone 425C
CMYK 0/0/0/80
RGB 87/87/86
HEX 575756

When considering the use of text on colour it is vital to ensure good legibility.

Whether it is headlines, large text or body copy, please see the diagram opposite for the approved colour combinations. Any other colour combinations should not be used.

✓ Headlines and Large Text

✓ **Body copy** volo bla qui ium quam endent eaquunt rerup aque atem.

✓ Headlines and Large Text

✓ **Body copy** volo bla qui ium quam endent eaquunt rerup aque atem.

✓ Headlines and Large Text

✓ **Body copy** volo bla qui ium quam endent eaquunt rerup aque atem.

✓ Headlines and Large Text

✓ **Body copy** volo bla qui ium quam endent eaquunt rerup aque atem.

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✓ Headlines and Large Text

✓ **Body copy** volo bla qui ium quam endent eaquunt rerup aque atem.

✓ Headlines and Large Text

✓ **Body copy** volo bla qui ium quam endent eaquunt rerup aque atem.

When creating headlines or large text, please use either Mazzard Regular and Mazzard Semi Bold. These font styles can be used individually or together.

Please see the diagram opposite, of how best to use both approved headline font styles.

✔
Here is an example how you can treat headlines and large text.

✔
Here is an example how you can treat headlines and large text.

✔
Here is an **example** how you can treat **headlines** and **large text**.

Gradients
Specification

The BIC visual identity uses five specially created gradients that are constructed from the brand colours.

Gradients should only be created as indicated opposite. The angle of the gradient can be rotated to suit the design layout.

Gradients should only be used to colour the circle graphic devices.
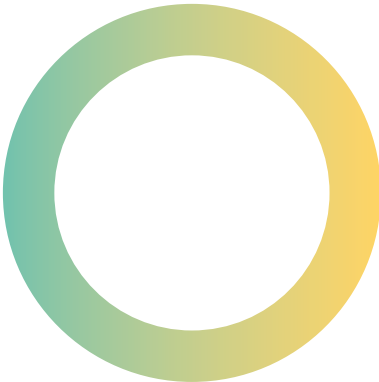
BIC Green	>	BIC Yellow
BIC Yellow	>	BIC Red
BIC Red	>	BIC Purple
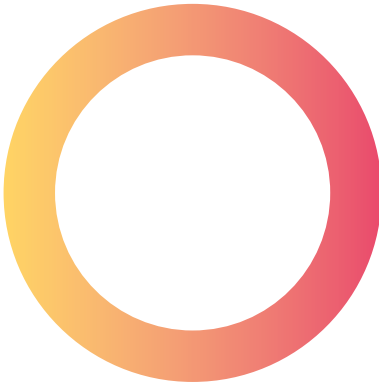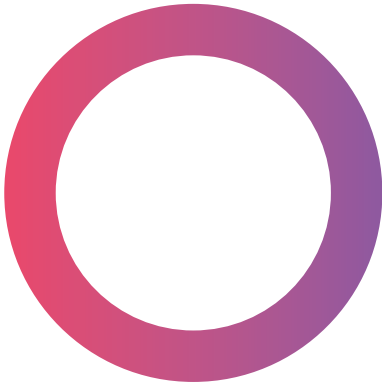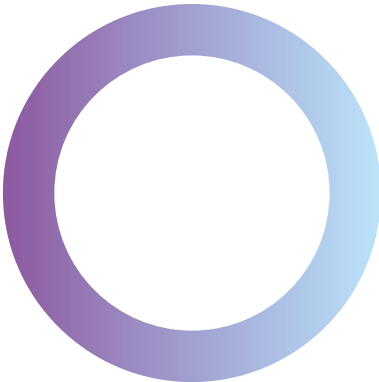
| BIC Purple | > | BIC L.Blue |
| BIC L.Blue | > | BIC Green |

Icons
Styling

The BIC visual identity has a specific icon design style. Icons should have consistent line thickness's in order to maintain a clean and modern look. When resizing please ensure the line thickness is scaled proportionally.

Icons should be created in either BIC Blue on white, or white out of the BIC colour palette (see page 21).
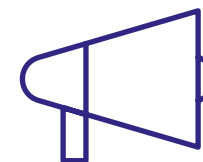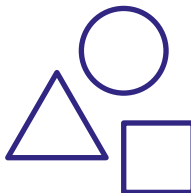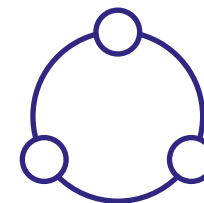
To maintain a consistent look and feel, icons must follow the same rules as the text - i.e. the colour of the icon should match that of the text.

The diagram opposite shows some examples of this rule.

Headline

Body copy volo bla qui ium quam endent eaquunt rerup aque atem.

Headline

Body copy volo bla qui ium quam endent eaquunt rerup aque atem.

Headline

Body copy volo bla qui ium quam endent eaquunt rerup aque atem.
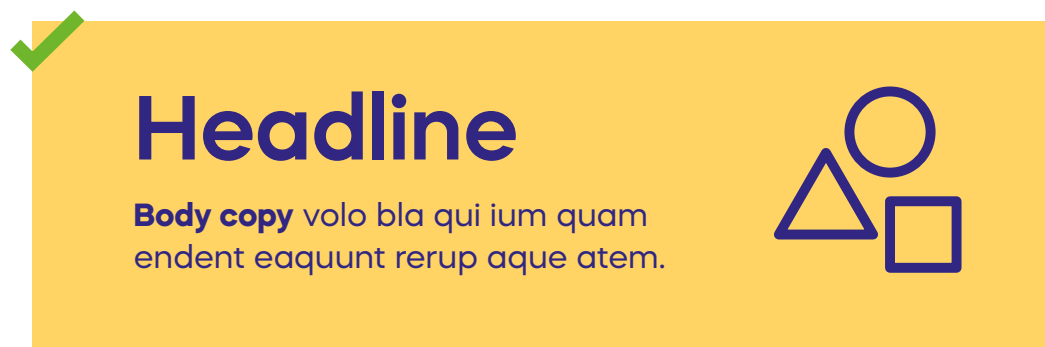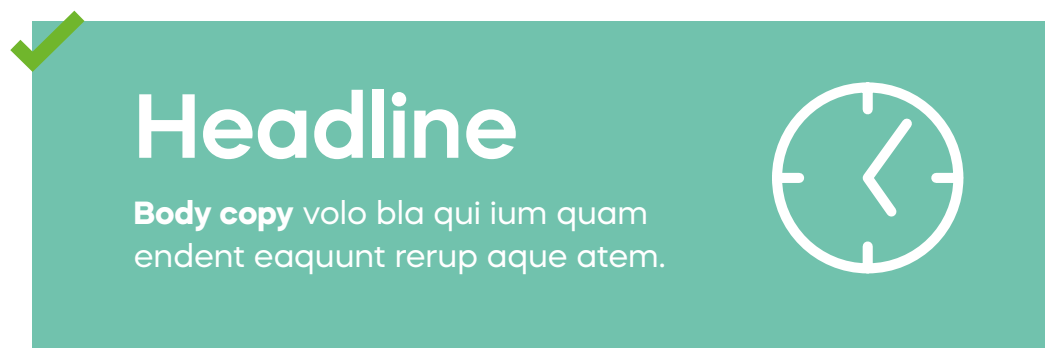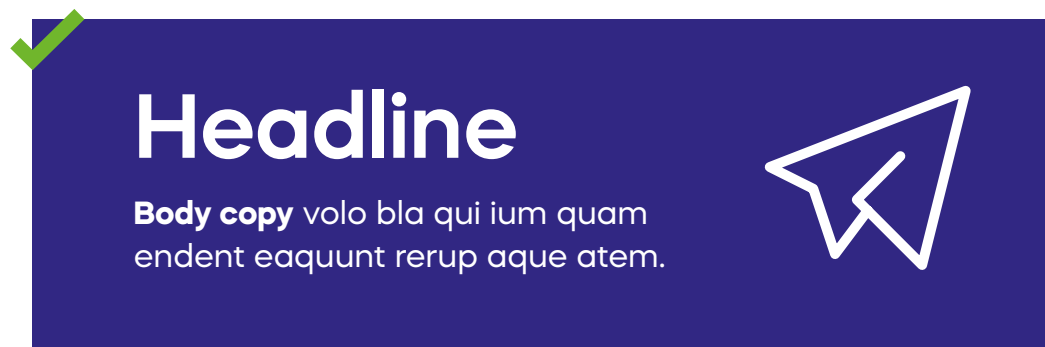
Section 3:
Circle graphic device

The BIC visual identity system uses intersecting circular lines as a graphic device within design layouts.

The intersecting circular lines should only be coloured in the approved gradients (see page 22).

The circles should always intersect and only two should be used in any one design layout, e.g. a double page spread, advert or website page.

The scale of each circle can vary to compliment design layouts - please see page 29 for further guidance. The thickness of each circle can also vary - please see page 30 for further guidance

Where the circles overlap a 'multiply' effect should be applied.

The intersecting circular lines work best when they are cropped, i.e. only sections of the circles can be seen in a design layout.
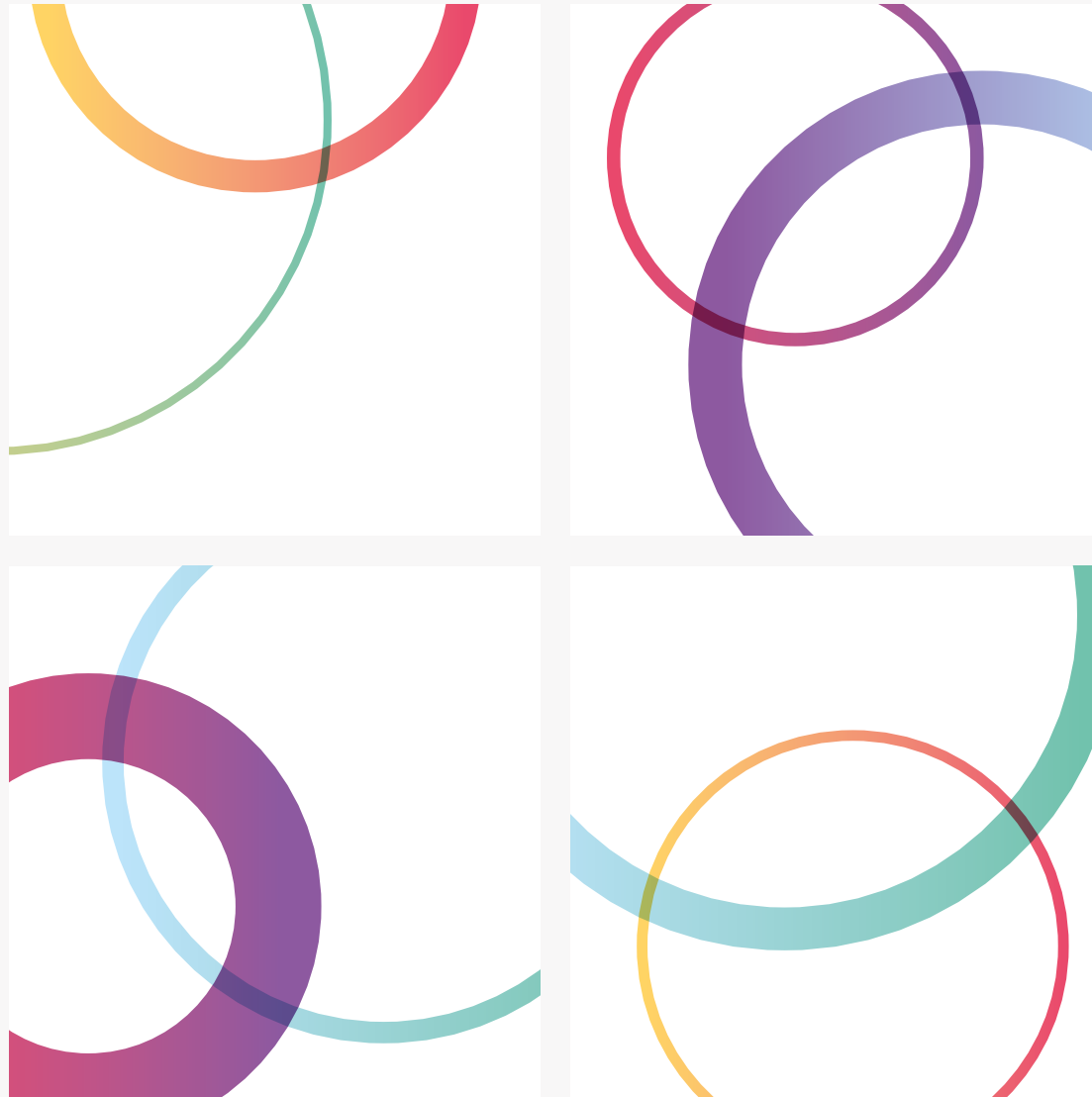
Circle graphic device
Relative scaling

To maintain good visual balance between both elements, the relative scale is an important consideration. Please insure the smaller graphic device is between 1/2 to 3/4 size of its larger counterpart.

For example, in the diagram opposite, the larger device is shown at 80mm. So the smaller device size must be between 40 - 60mm.

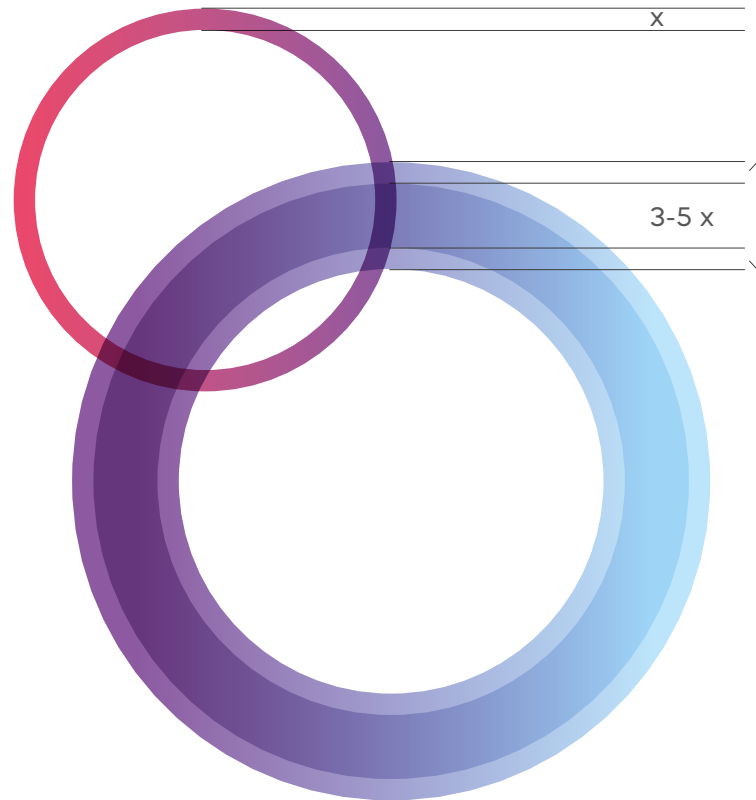When considering the devices scale, ensure the designs match visually to the examples set out in the best practice section.

x

3/4 x

1/2 x
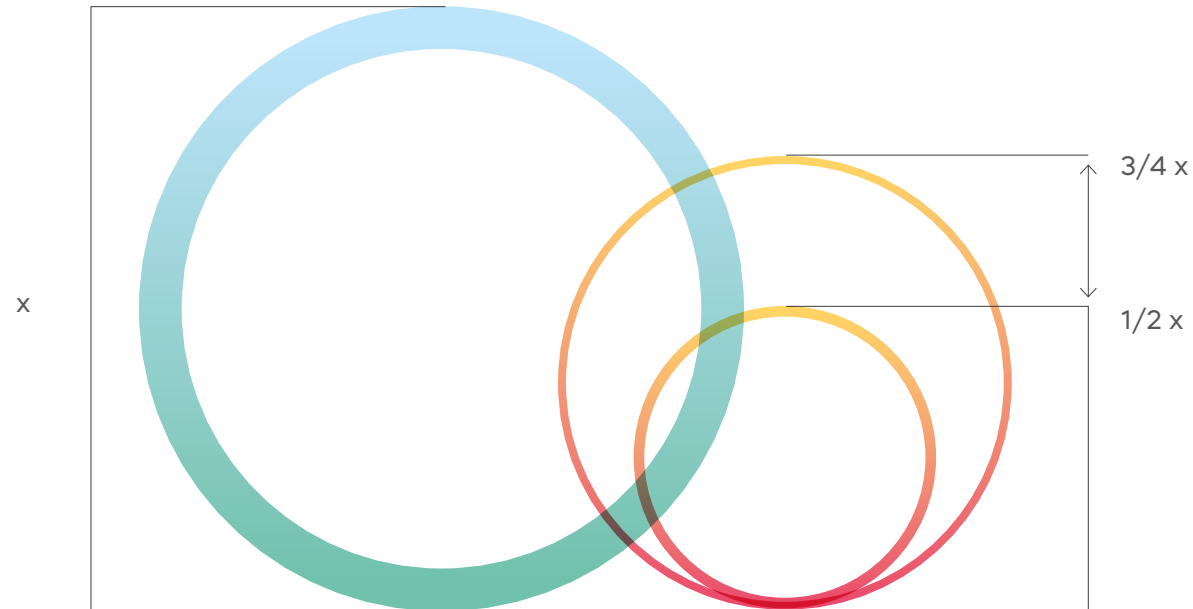
Circle graphic device
Relative thickness

To maintain good visual balance between both elements, the relative thickness is an important consideration. Please insure the thicker circle graphic device, is between 3 and 4 times thicker than its counterpart.

For example, in the diagram opposite, the thinner graphic device line thickness is 8pt. So the thick graphic device must be between 24pt and 32pt.

When selecting a thickness, ensure the designs match visually to the examples set out in the best practice section.

x

3-5 x

Circle graphic device
Placement

Correct placement of the circle devices is integral to our visual identity. Placement should always be carefully considered, ensure the designs match visually to the examples set out in the best practice section.

The diagram opposite shows some examples of incorrect device application.
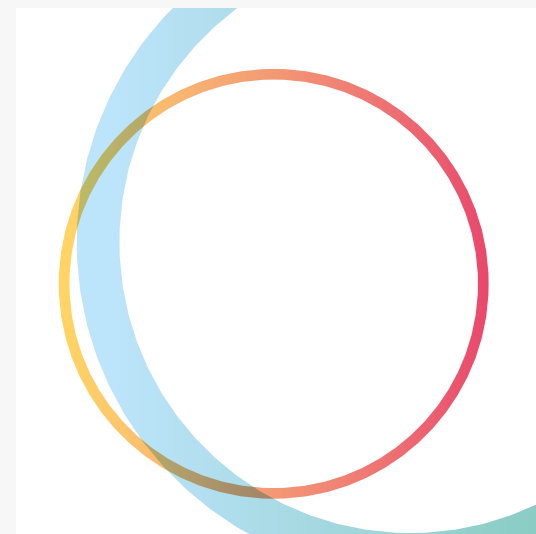
Do not hide away devices at the media edges

One should not surround the other

Devices must intersect

Do not overlap circles too closely

Circle graphic device
Use on colour backgrounds

The use of our circle devices on coloured backgrounds must be applied consistently.

To achieve this, one colour of the gradient from each of the devices should match the colour background chosen, as shown in the examples opposite.

For example, when using a purple background, use the BIC L.Blue/ Purple and the BIC Red/Purple.

When placing two circles on a white background any two approved colour gradients are permitted, other than using two identical colour gradients.

Circle graphic device
On colour transparency settings

We have developed a simple three step process that allows the circle graphic device to maintain a transparency effect whilst on a coloured background:

Step 1. Place photographic image, circular image frame (indicated in magenta opposite for visualisation purposes in these instructions) and circle graphic devices in the desired positions. Group circle devices.

Step 2. Duplicate grouped circle devices using 'Paste in place' to ensure accurate positioning.

Step 3. Add multiply effect to pasted circle devices only. Group with image then cut and paste into circular image frame.

Step 4. Finally, ensure the grouped elements i.e. image and multiplied circles devices are brought to the top layer.

Step 1

Step 2

Step 3

Step 4

Section 4:
Photography and videography

Our spaces

Photography and videography of our spaces should show them in their best light by portraying the spaces as:

- Bright
- Accessible
- Clean
- Modern
- Uncluttered
- Flexible

Photography and videography of our spaces should show a combination of factual images, illustrating the scale of a particular space for example, as well as detail shots that convey the quality of the space such as fixtures, decor or furniture.

Our buildings

Outdoor photography and videography of our buildings should show them in their best light by portraying the spaces as:

- Dynamic
- Modern
- Welcoming
- Well maintained

Photography and videography of our buildings should use a combination of wide angle shots to help show how big a building is, as well as close-up shots to highlight interesting or unique building details.

Showing people interacting with the environment will help add scale and a human touch to the shots.

Our people

Photography and videography of our staff and customers should show them in their best light by portraying people as:

- Friendly
- Natural
- Relaxed
- Competent

Photography and videography of our staff and customers should show them interacting with one another and going about their day-to-day business.

Please ensure clothing isn't too heavily patterned or has bold graphic slogans or inappropriate imagery.

A model release form should always be signed by anyone appearing in a video sequence or photograph.

Case studies

Case study photography and videography should show people in their best light by portraying them as:

- Friendly
- Natural
- Relaxed
- Competent

When taking case study photography or videography try to use natural light whenever possible.

With photography consider either 'eyes-to-camera' shots or images where the person is doing something connected to the case study subject. Take a variety of options in different crops and orientations in order to have a selection suitable for applications eg. Instagram, Twitter and print.

If using a camera on a phone take care to ensure the phone is steady.

Ensure clothing isn't heavily patterned or has bold graphic slogans or inappropriate imagery.

A model release form should always be signed by anyone appearing in photographs.

Photography application

Photography can appear in three ways:

Squared up

Within a circle

Cut-out

Care should be taken not to over use the techniques of placing images within a circle or use too many cut outs. It is recommended to use these techniques sparingly on any one page layout, advert or social media post etc.

The circles graphic devices can be placed over the image using a multiply effect, or behind the image.

Squared up

Within a circle

Cut out

Section 5:
Best Practice

Best practice examples

The following examples show
how the visual identity can be
implemented successfully.

BICWorkspace

As flexible as you need

Private offices from
just £49 per week

Offices, coworking & meeting rooms in a
prime riverside location, Sunderland.

To arrange a viewing or to find out more call
0191 516 6066 or email **info@ne-bic.co.uk**

BIC The space to build
a better business

Private offices from
just £49 per week

**Flexible workspace that works for
your business**

The option to scale up or scale
back is easy. Super flexible
agreements, powerful and reliable
IT and telecoms, on-site business
advisers and a wide choice of
workspaces (offices, labs, light
industrial and coworking) mean
you can move around the business
park as your needs change.

Free parking	Flexible terms
Reception	Meeting Rooms
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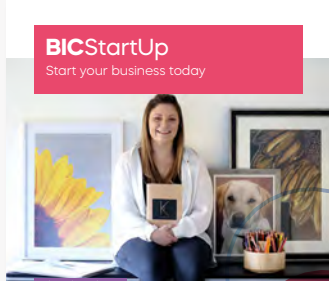
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Best practice examples

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Dear John

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Yours sincerely

Jane Smith
Director

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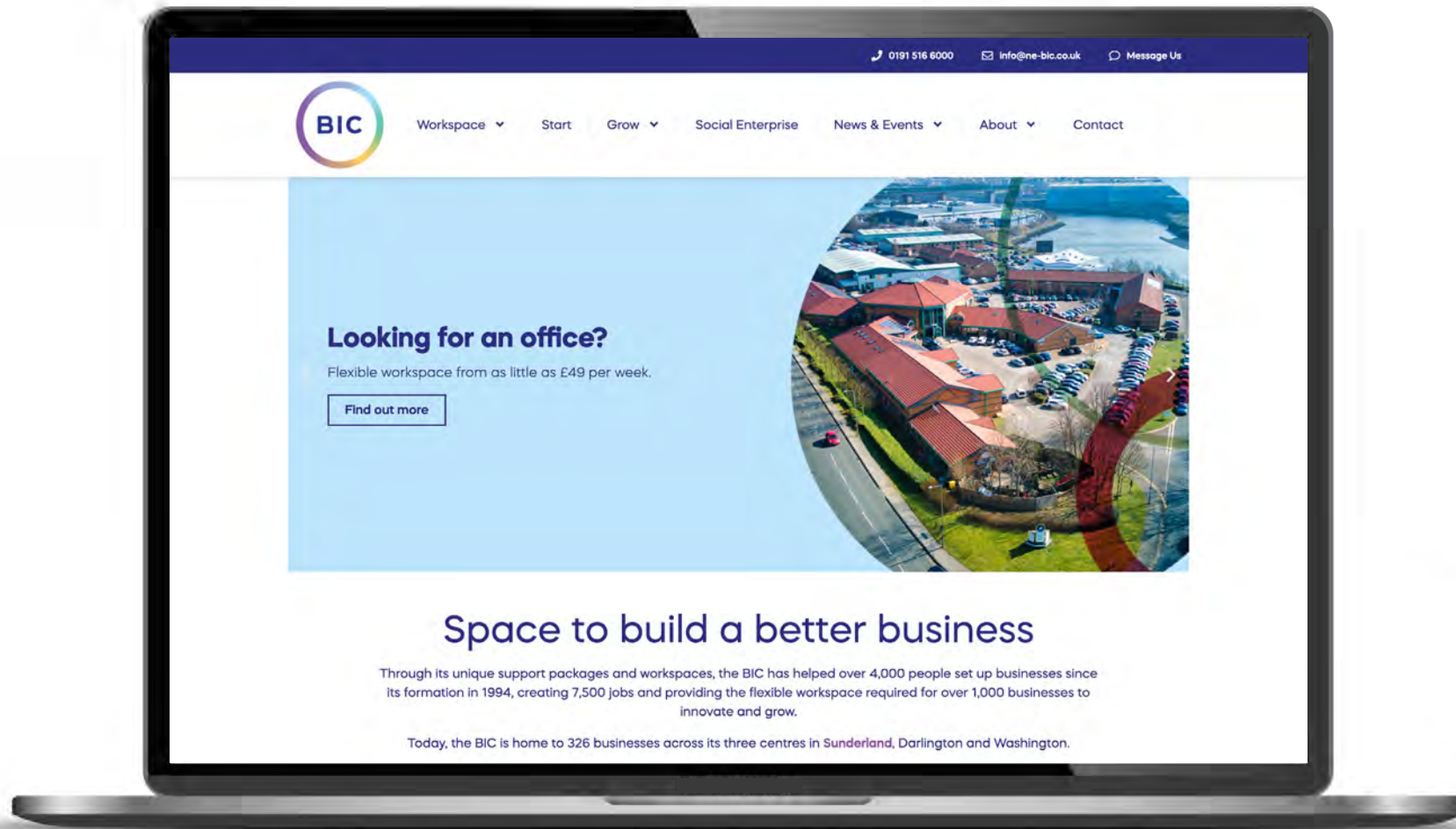**The space to build a better business**

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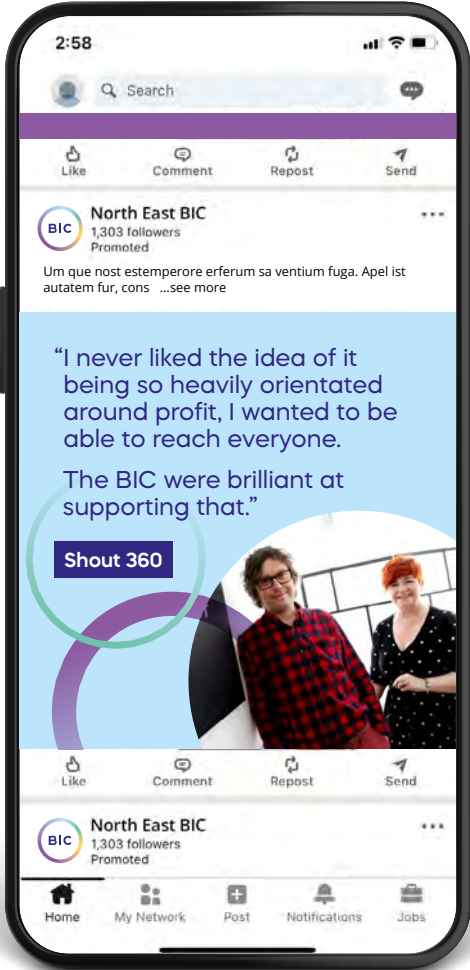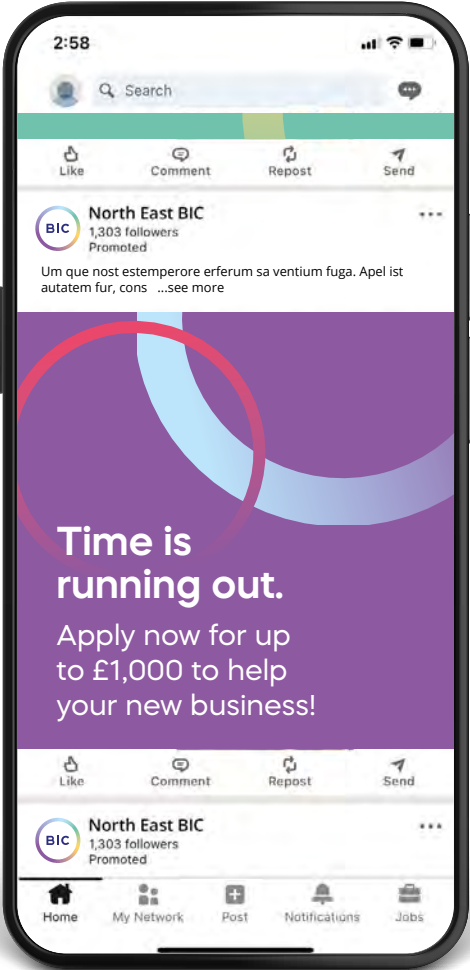M +44 (0) 7764 695 503
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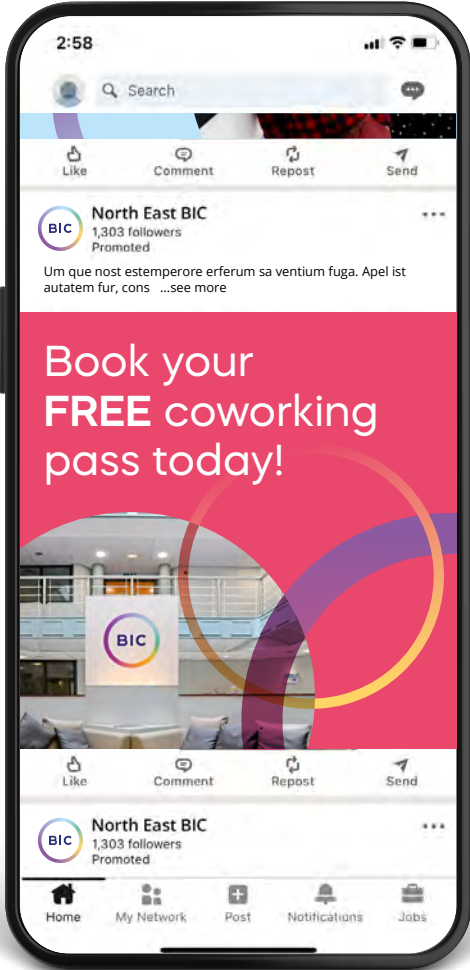Wearfield, Enterprise Park East,
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