

BRIDON | Branding Guidelines



BRIDON Logotype & Typefaces

The BRIDON corporate identity has been designed to reflect the recent developments within the organisation. This includes the new organisational structure to reflect one company and the strong customer focused approach.

In all communication we require consistency and professionalism across the globe to become the most respected and recognised name in the industry.

To maximise benefits from the BRIDON name, we must apply a structure and a control to ensure the correct application of logos, colours, type, layouts etc in all our communication materials.

This will be achieved by operating within the simple guidelines. The guidelines are designed to help not hinder. They act not just as a guide, but as a benchmark against which the quality may be judged.



Logotype Colours

When it is not possible to reproduce the logotype in BRIDON blue, the following alternatives are acceptable.



1. Black



2. White out of relevant colour

Minimum Clear Space

The illustration below indicates the minimum area of isolation around the BRIDON logotype. In all cases, the more space allowed around the logotype, the better will be the communication.

Using the 'x' landmark (i.e. the height of the logotype) and applying this to each edge of the logotype, the effective area of isolation is obtained.

This rule applies however large or small the logotype.



Logotype Colours

The BRIDON corporate colour for coated papers is Pantone 541c. For uncoated papers the colour is Pantone 287u.

The CMYK breakdown for the BRIDON corporate colour is as follows:



100%
Cyan



75%
Magenta



33%
Yellow

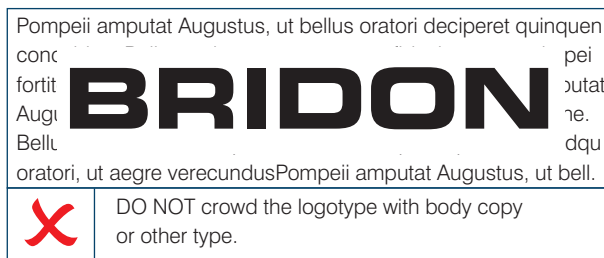


22%
Black

Misuse of Logotype

The following illustrations are a brief checklist of contraventions of the rules established in this manual to project the effectiveness in communication of the logotype.

Care must be taken not to make any mistakes made on this checklist.



Corporate Typefaces

The corporate typeface, as utilised on all promotional and marketing publications, is the Swiss 721 font. In order to ensure consistency across all media.

Swiss 721 Lt BT
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
1234567890 ;.?!£\$%&*()

Swiss 721 Ltt BT
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWX
YZ
1234567890 ;.?!£\$%&*()

Swiss 721 BT
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUV
WXYZ
1234567890 ;.?!£\$%&*()

Swiss 721 Bd BT
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUV
WXYZ
1234567890 ;.?!£\$%&*()

BRIDON Colours & Graphic Elements

Corporate Colour

In order to protect the integrity of the Bridon Corporate Identity, the corporate colour of Pantone 541c is incorporated across all Bridon divisions, as depicted below.

To support consistency, accurate production of the Bridon blue is essential. Always use the approved colour swatches. Suppliers should never be given previously produced materials as colour references.

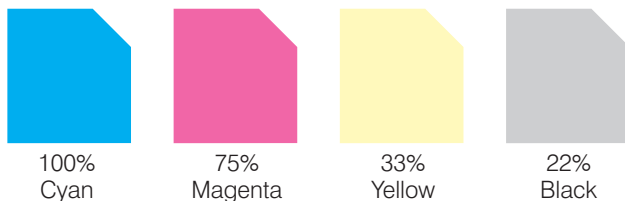
These pages have been digitally printed and the colours that appear here are not to be used for colour matching purposes.



Bridon Blue

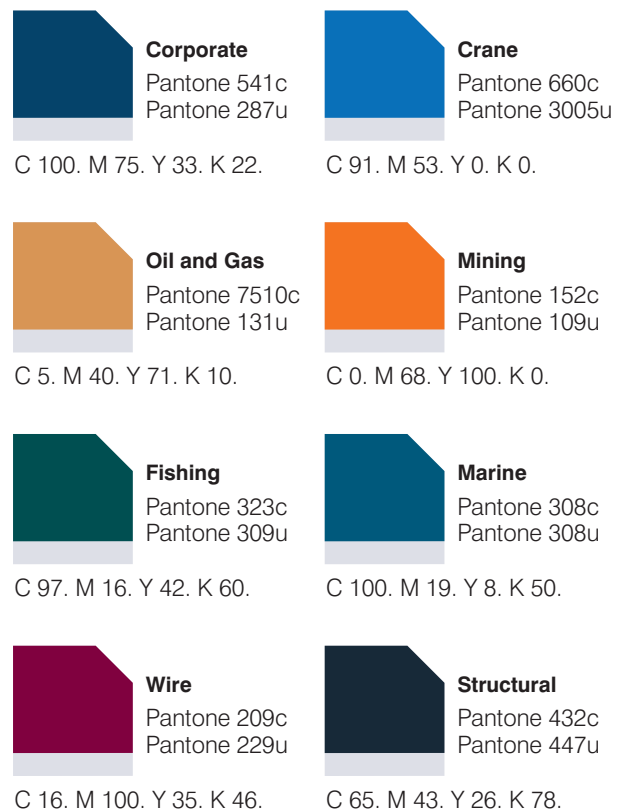
The BRIDON corporate colour for coated papers is Pantone 541c. For uncoated papers the colour is Pantone 287u.

The CMYK breakdown for the BRIDON corporate colour is as follows:



In order to protect the integrity of the Bridon Corporate Identity, the corporate colour of Pantone 541c is incorporated across all Bridon divisions, as depicted below. (A 10% tint of the corporate colour features within the divisional colours).

The divisions are illustrated with the use of various colours as shown.



Graphic Elements

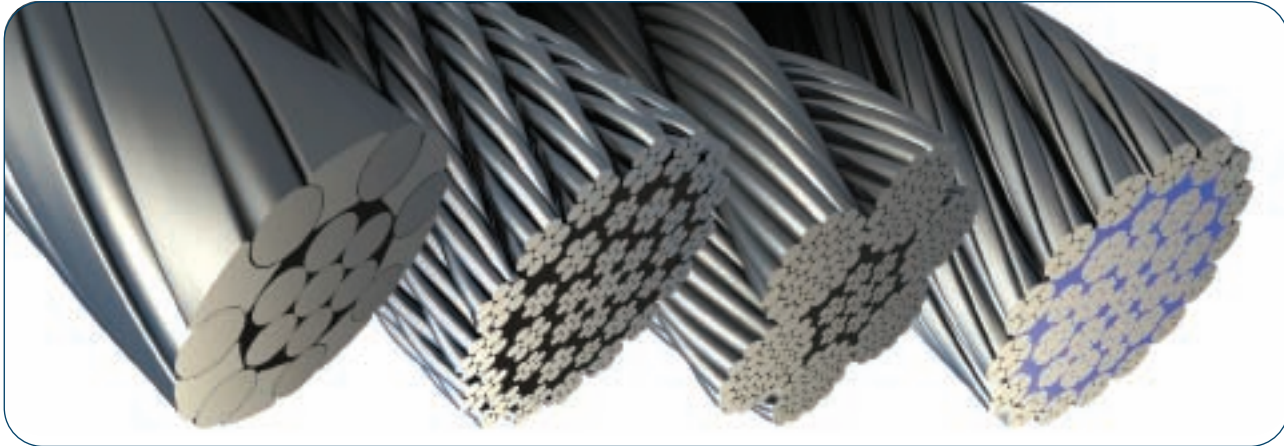
The BRIDON corporate identity can be further enhanced with this graphic 'band'.



BRIDON Exhibitions

Bridon 3D Ropes

Wherever possible on marketing material, eg. posters and exhibition stands, the Bridon 3D ropes can be used. To support accuracy of Bridon products, only high quality images supplied by Bridon should be used.



Exhibitions

This page offers examples of best practise for exhibition layout and design. Using the correct logotype, corporate typefaces and corporate colour, it is possible to design exhibitions that have both a common look and feel without locking the design into a rigid format.

Posters



Pop Ups



Bespoke Exhibition Stands



BRIDON Stationery

A4 Letterheads

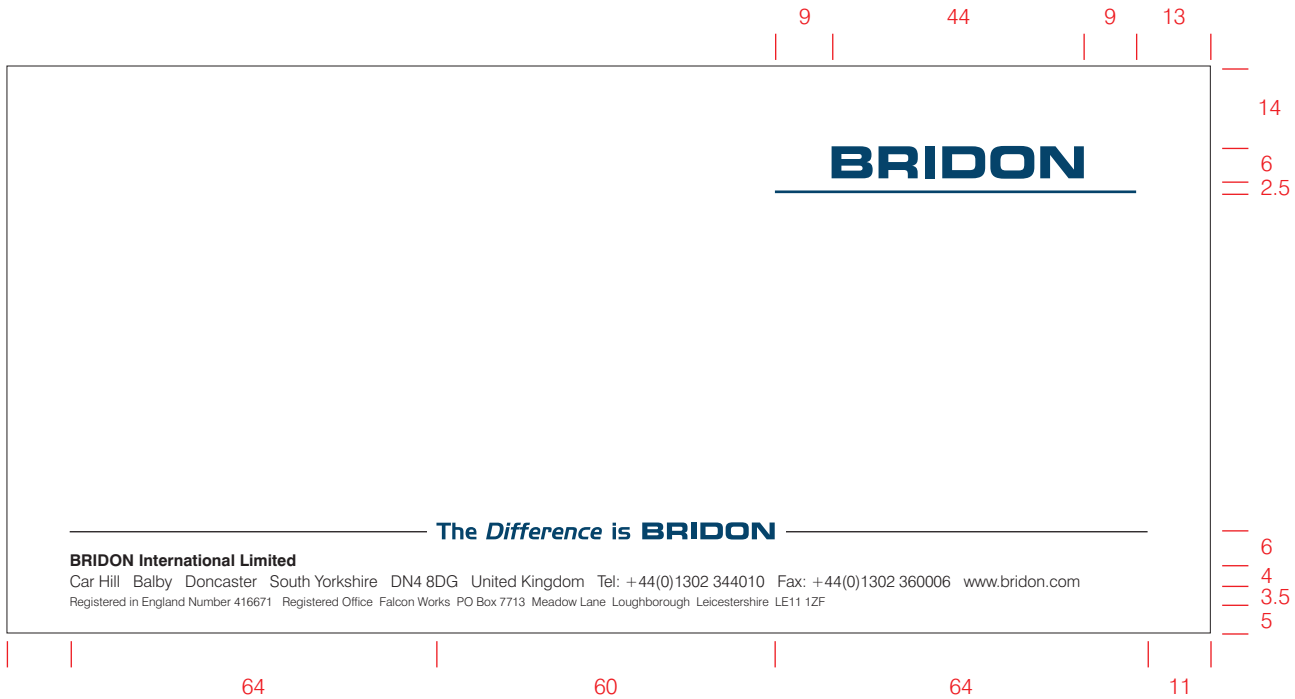
Here you see the model for an A4 letterhead. All the elements of the Bridon identity, the logotype, colours and typography should be positioned and used in the way specified here.



Logotype Horizontal Rule: 1pt rule in the position shown and printed in BRIDON blue.
Company Name: Swis721 Bd BT 8pt.
Address and Telecommunication Details: Swis721 Lt BT 8pt.
Legal Information: Swis721 Lt BT 6pt.

Compliment Slips and Business Cards

Here you see the model for a compliment slip and business card. All the elements of the Bridon identity, the logotype, colours and typography should be positioned and used in the way specified here.



Logotype Horizontal Rule: 1pt rule in the position shown and printed in BRIDON blue.

Company Name: Swis721 Bd BT 8pt.

Address and Telecommunication Details: Swis721 Lt BT 8pt.

Legal Information: Swis721 Lt BT 6pt.



Logotype Horizontal Rule: 1pt rule in the position shown and printed in BRIDON blue.

Name: Swis721 Bd BT 8pt.

Position: Swis721 Lt BT 8pt.

Address and Telecommunication Details: Swis721 Lt BT 7pt.

BRIDON Screen Presentations

Powerpoint Templates

Heading Here

- Text Here
- Text Here
- Text Here
- Text Here

Heading: Tahoma 55pt

Body Copy: Tahoma 40pt

BRIDON Email Signature

Here you see the model for an email signature. All the elements of the Bridon identity, the logotype and typography should be positioned and used in the way specified here.

Name Here | Job Title Here

Tel +00 (1234) 123456 | Fax +00 (1234) 123456 | Mob +00 123456789

Icon Building, Ground Floor | Balby Carr Bank | Doncaster | DN4 5JQ | United Kingdom



BRIDON Desktop Background

Here you see the model for a desktop background. All the elements of the Bridon identity, the logotype and typography should be positioned and used in the way specified here.



BRIDON Supporting Logotypes

Umbrella Brands

Where brands/products are mentioned the following logo's should be used.

Crane



Mining



Marine



Structures



Other Brands (CRANE)

DYFORM[®]

DYFORM[®] **BRiSTAR**[®]

BRiSTAR[®]



Zebra

Other Brands (OIL & GAS)



DYFORM[®] DB2K

DYFORM[®]
Service Strand

Hydra 

Other Brands (MARINE)



BRIDON

SUPERLINE

Other Brands (FISHING)

DYFORM® starfish

starfish

marblue®

SeaPURSE

SeaBEAM

Other Brands

The *Difference* is
BRIDON



BRIDON
INTERNATIONAL
SERVICES 

The logo icon for BRIDON International Services is a circular emblem with a blue background, a red diagonal stripe, and white wavy lines representing a rope or wave.



BRIDON

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