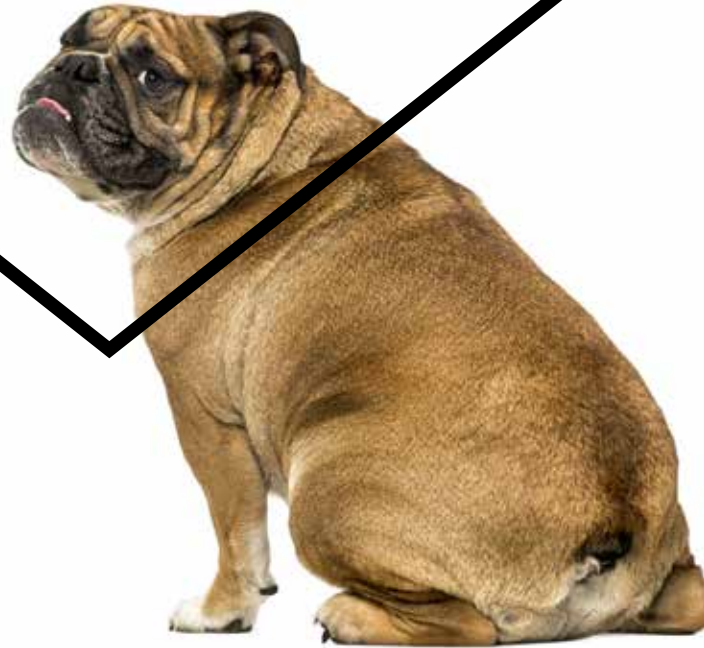


**brand
guardian.**



guideline contents

PAGE OVERVIEW

master logo	02
logo colour & use	03
tagline & lockup	04
product identifiers	05
product extensions	06
colour palette	07
typeface	08
accredited master logo	09
accredited logo colour & use	10
accredited logo digital use	11
accredited logo vehicle signage	12
accredited logo uniforms	13
accredited showroom guidelines	14
colour palette for showrooms	15
product identifiers for showrooms	16
exterior facade	17
internal signage	18
product demonstrations	19

master logo

A contemporary typeface which is interlocked within the diamond shape. The letters 'b' and 'd', form the peak of a roof. Please aim to use the colour version of the logo at all times unless it is impossible.

PRIMARY LOGO



PRIMARY LOGO MONO

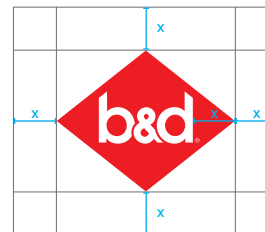


MINIMUM SIZE



15mm

CLEAR SPACE



logo colour & use

Our Red block master logo should be used in most instances. We use the mono version when in non-colour applications or special uses when master logo is illegible.

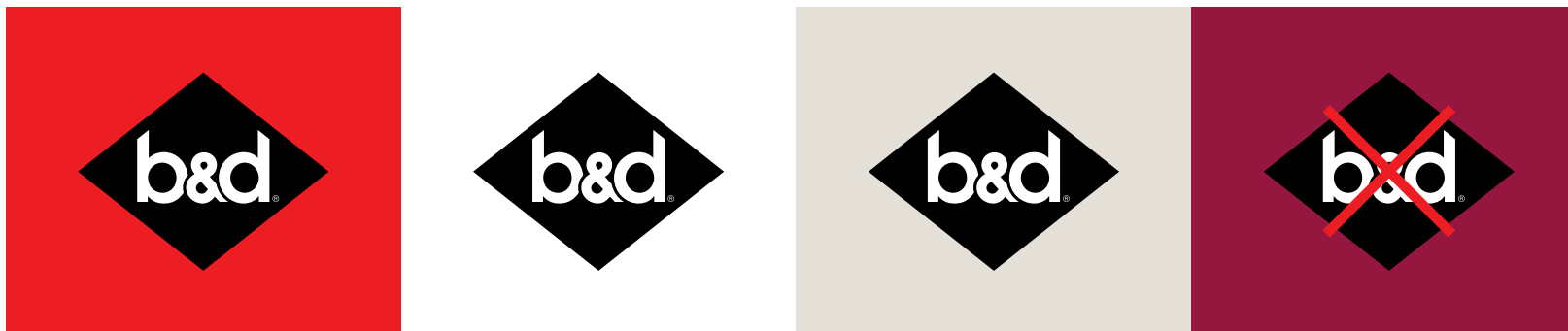
Our logo needs to be as legible as possible and should take into consideration the background colour it is placed on and the size at which it should appear.

COLOUR BACKGROUNDS

PRIMARY LOGO



PRIMARY LOGO MONO



PLEASE NOTE: Any usage of the B&D logo on advertising or marketing material must be submitted and approved by the B&D Marketing Department. Please email artwork proof to: bndmarketing@bnd.com.au.

tagline & lockup

Our tagline is how we encapsulate our guiding philosophy. A simple and easily remembered line it helps to define our brand. Our tagline will be used in various B&D advertising and marketing materials, as well as selectively used in our customers' materials.

The tagline must not be used without the prior permission of B&D Marketing. If you wish to seek permission, please contact B&D Marketing at bndmarketing@bnd.com.au

LARGER LOGO USE

PREFERRED SIZE:

AS A GUIDE, TAGLINE SHOULD BE WIDTH OF SPACE BEFORE & AFTER 'B&D' WORDMARK



SMALL LOGO USE



PLEASE NOTE: For any customer marketing, the tagline must always be locked up with the master logo (as illustrated).

product identifiers

When using the logo with our product identifiers - it is imperative to maintain maximum legibility and impact. Be mindful of the background colour and space available.



IDENTIFIER OVERVIEW



PLEASE NOTE: For a full list of B&D product identifiers contact B&D Marketing at: bndmarketing@bnd.com.au

product extensions

For those products that require an extension to the name please use similar treatment and ensure maximum legibility.



b&d **Controll-A-Door.**
Advance

EXTENSIONS OVERVIEW

EXTENSION REVERSED

PLEASE NOTE: For a full list of B&D product extensions contact B&D Marketing at: bndmarketing@bnd.com.au

b&d **Controll-A-Door.**
Advance

b&d **Panelift Icon.**
with Deadlock

b&d **Controll-A-Door.**
Advance

b&d **Panelift Icon.**
with Deadlock

colour palette

Red and Black are our primary B&D colours. These are supported by a secondary palette that provides a warmth to balance the boldness of our hero colours.

COLOUR BREAKDOWN

BLACK PMS PROCESS BLACK CMYK 0, 0, 0, 100 RGB 0, 0, 0 HEX # 000000 DULUX BLACK_PG1-A9	B&D RED PMS 485 C / 2035 U CMYK 0, 100, 100, 0 RGB 255, 28, 36 HEX # FF1C24 DULUX HOT LIPS_P05-H9	DEEP RED PMS 7637 C / 7427 U CMYK 0, 93, 38, 45 RGB 162, 35, 68 HEX # A22344	WHITE CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX # FFFFFFFF DULUX VIVID WHITE_PW1-H9	CONCRETE PMS WARM GRAY 1 CMYK 2, 3, 7, 8 RGB 219, 213, 205 HEX # DBD5CD DULUX BLEACHES_P13-A1
---	---	---	--	---

typeface

ITC Avant Garde is our primary typeface and is used throughout all our printed collateral, from headings through to body copy.

Our Secondary typeface, Century Gothic is used for any online or Microsoft applications.

PRIMARY TYPEFACE

**avant garde
demi**

AVANT GARDE DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

`1234567890-=()\\;',./~!@#\$\$%^&*()_+{}|:”<>?



Headings (lowercase)
& Sub-Heads

**avant garde
book**

AVANT GARDE BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

`1234567890-=()\\;',./~!@#\$\$%^&*()_+{}|:”<>?



Body Copy

SECONDARY TYPEFACE

century gothic bold

century gothic regular

Accredited master logo

An Accredited Dealer logo has been created to represent B&D and our Accredited Dealers. The logo must always be used as shown below to maintain consistency and reflect both the B&D master brand and the Accredited program. **This logo can only be used by Accredited Dealers.**

The master Accredited Dealer logo can also be used on darker backgrounds as shown below.

The B&D Accredited logo can only be used by B&D Accredited Dealers.

MASTER LOGO

MASTER LOGO ON DARKER BACKGROUNDS



MINIMUM SIZE

CLEAR SPACE



A clear space area (X) consisting of the height of the letter '&' has been created so that the Accredited logo has its own space and must not be encroached upon by type or imagery.

Accredited logo colour & use

The Accredited logo should be used in all instances if you are a B&D Accredited Dealer. The logo needs to be as legible as possible and should take into consideration the background colour it is placed on and the size at which it should appear.

The B&D Accredited logo can only be used by B&D Accredited Dealers.

COLOURED BACKGROUNDS



PLEASE NOTE: Any usage of the B&D Accredited logo on advertising or marketing material must be submitted and approved by the B&D Marketing Department. Please email artwork proof to: bndmarketing@bnd.com.au.

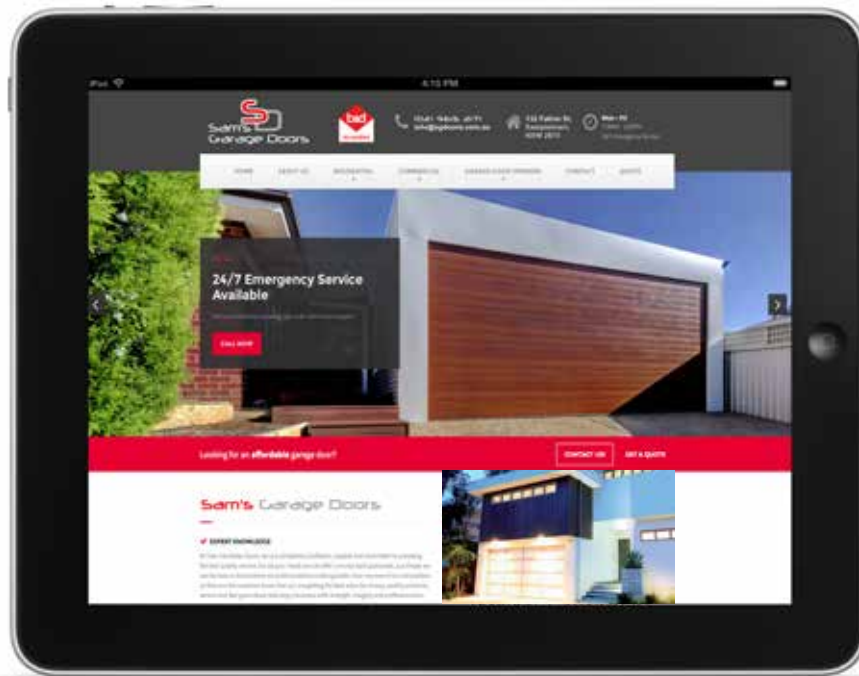
Accredited logo digital use

The Accredited logo has been designed to work seamlessly on websites and social media platforms.

The B&D Accredited logo can only be used by B&D Accredited Dealers.

WEBSITE

SOCIAL MEDIA



- B&D Accredited logo should be in close proximity to dealer's own logo.
- B&D Accredited logo should always feature on the right hand side of the Dealer logo.
- The B&D Accredited logo and Dealer logo should be optically equal in size.
- Use the B&D Accredited logo in full colour at all times.

B&D product content, copy & logos for digital applications will be supplied by B&D Marketing.

Contact the B&D Marketing Department at: bndmarketing@bnd.com.au to access these files.

Accredited logo vehicle signage

Applying the B&D Accredited Dealer identity to trucks, cars and other vehicles is an important and highly visible part of our company's image. This section shows how the B&D Accredited Dealer brand should be applied to motor vehicles.

**The B&D Accredited logo
can only be used by B&D
Accredited Dealers.**

VAN SIGNAGE

UTE SIGNAGE



The following elements should be included on all signage:

- Your Company logo
- B&D Accredited Logo
- Contact phone number / website
- Minimal, simplistic and easy-to-read type.

Accredited logo uniforms

When the B&D Accredited logo is shown in close proximity with a company's logo, the B&D Accredited logo should always be placed on the right. Where not possible, for example on caps, the Accredited logo may appear on the sides, whereas a company's logo may be displayed across the front. Where polos shirts are being produced, the B&D Accredited logo should appear on the right side torso to support your company logo.

The B&D Accredited logo can only be used by B&D Accredited Dealers.

ACCREDITED

	CAPS	BEANIES	HI-VIS LONG SLEEVE POLO	HI-VIS SHORT SLEEVE POLO	BLACK SHORT SLEEVE POLO	HI-VIS HOODIE
B&D						
B&D Accredited						
B&D Accredited / Co-branded						

Accredited showroom guidelines

This showroom guideline is aimed to help you design your showroom in line with B&D's corporate identity to ensure uniform appearance of B&D Accredited Dealers nationwide.

The B&D Accredited logo can only be used by B&D Accredited Dealers.

INTRODUCTION

- It will not only guide you to decorate your showroom more attractively, but will also help you to utilise your showroom area as effectively as possible, to increase the attention and appreciation paid to B&D products by your customers and to present the brand and products in the best way possible.
- The guidelines comprises of several modular elements and can be fitted to showrooms of all different sizes to achieve a premium appearance in line with our brand identity.
- By following the guidelines you'll create an environment that gives the brand the high quality presence it deserves, while reflecting the fact that you are a trusted B&D Accredited Dealer.

GENERAL GUIDELINES

As a B&D Accredited Dealer you have made a commitment to promote ONE brand boasting a sales mix of 100% B&D branded products. This will be reflected in the promotion of B&D branded products in your showroom.

- B&D Doors & Openers products are to be displayed clearly and given preference over any other brands.
- For showrooms selling other non-garage door products, clear separation of these items in terms of demonstration space and signage needs to be given consideration.
- Showrooms must be clean and tidy in appearance with comfortable seating (if space permits).

colour palette for showrooms

Red and Black are our primary B&D colours. These are supported by a secondary palette that provides a warmth to balance the boldness of our hero colours.

COLOUR BREAKDOWN

BLACK

PMS PROCESS BLACK
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX # 000000
DULUX BLACK_PG1-A9

B&D RED

PMS 485 C / 2035 U
CMYK 0, 100, 100, 0
RGB 255, 28, 36
HEX # FF1C24
DULUX HOT LIPS_PO5-H9

WHITE

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX # FFFFFFFF
DULUX VIVID WHITE_PW1-H9

CONCRETE

PMS WARM GRAY 1
CMYK 2, 3, 7, 8
RGB 219, 213, 205
HEX # DBD5CD
DULUX BLEACHES_P13-A1

product identifiers for showrooms

When using the logo with our product identifiers - it is imperative to maintain maximum legibility and impact. Be mindful of the background colour and space available.

The B&D Accredited logo can only be used by B&D Accredited Dealers.



IDENTIFIER OVERVIEW

- Wherever possible, your showroom should appear clean and clear of any obstructions or items that may detract from the B&D branding. By selecting a white background you will ensure that prominence is given to accentuating the B&D brand.

- B&D Product Identifier logos MUST be fixed above the working display door, preferably centred. Sufficient clearspace should be left around the product identifiers as per the master guidelines.

- Product Identifiers should be constructed using the following materials:

B&D Diamond: Laser cut 20mm Red Acrylic with white vinyl adhesive "B&D" lettering applied as per logo specifications.

Product Name: Laser cut 20mm Black Acrylic.

Full Point Diamond: Laser cut 20mm Red Acrylic.



For a full list of B&D product identifiers contact B&D Marketing at: bndmarketing@bnd.com.au

exterior facade

The B&D Accredited logo can be used alongside your company logo on your showroom's exterior facade.

The B&D Accredited logo can only be used by B&D Accredited Dealers.



- The B&D Accredited logo should ALWAYS feature on the right hand side of the dealer brand logo with suitable clear space as detailed in the core brand usage guidelines.
- The B&D Accredited logo and Dealer logo should appear optically equal in size.
- Wherever possible the signage on the facade of the building should be constructed of laser cut acrylic and be fixed to the building securely.
- If acrylic signage is not possible die cast vinyl cut lettering with a durable and long lasting lifespan should be used and applied to suitable backing material.
- Materials chosen for external signage must be as colourfast as possible to avoid degradation over time.

INCORRECT APPLICATIONS



Please ensure you submit any designs incorporating the B&D brand and associated logos, imagery or intellectual property for approval prior to commencing work to bndmarketing@bnd.com.au

internal signage

Interior signage has been carefully designed to reflect a mixture between lifestyle and product and how these two features work together.

The B&D Accredited logo can only be used by B&D Accredited Dealers.



- Showroom signage should consist between a mixture of carefully selected B&D approved lifestyle imagery (people orientated) and B&D approved product photography (home with garage doors).
- Ideally, any lifestyle imagery should be used in situations where an operating door opens to reveal lifestyle behind. This may not always be possible so where this happens you are permitted to use the imagery as is.
- Lifestyle imagery should be produced as adhesive wall decals and mounted to your walls.
- Product signage should be produced as printed adhesive vinyl prints mounted to 3mm Composite Panel and matt laminated for durability or can be produced using 3mm PVC. These product signs can be mounted using high quality double sided adhesive tape as specified by B&D.

Artwork used is for illustrative purposes only. Final showroom signage may differ from images shown. Contact B&D Marketing at: bndmarketing@bnd.com.au to obtain any imagery you may require.

product demonstrations

A major aim in keeping your customers interested and in your showroom is to create working models where customers can “touch and feel” B&D products and be made aware of the superior quality they will get from a trusted brand.

This is achieved by creating demonstration areas where your customers can operate doors and compare the features and benefits that make a B&D product the trusted choice.

The B&D Accredited logo can only be used by B&D Accredited Dealers.



The following demonstration doors must be displayed in your showroom:

1. Panelift® Icon™
2. Panelift®
3. Roll-A-Door®
4. Openers
5. Demo Smart Phone Control Kit
6. Colour Display

If space permits, it is recommended that one set of the following B&D Accessories be displayed:

1. Wireless Safety Beams
2. Battery Back-up
3. Wireless Keypad



treasure.