

BUILDING AUTOMATION PRODUCTS INC.

---

# BRANDING GUIDE

## 2026



# BAPI VISION & VALUES

## MISSION

At BAPI, we design, manufacture and deliver high quality sensor solutions, as well as provide high quality services for our business partners to effectively save their customers money and energy, therefore reducing dependency on natural resources.

## VISION

To grow as a global, innovative leader by providing unique, customer driven solutions while inspiring our employees to be their best, delivering quality products and services that exceed our customers' expectations.

## VALUES

### **Employees -**

We value our employees by encouraging open dialogue, a sense of community and work-life balance for a healthy culture.

### **Quality -**

We value processes and services that are metric driven to continually exceed our customers' expectations.

### **Innovative -**

We value new and improved solutions that are creative and unique, we continue to find ways to provide distinct advantages for our customers and employees.

### **Collaborative Partnership -**

We value our collaborative partnerships that lead to superior solutions and facilitate healthy, productive, and comfortable building environments.

### **Integrity & Ethics -**

We value being deliberate, thoughtful and intentional with behaviors that match our every word.



# BAPI ORIGIN STORY



Over the past 30 years BAPI has forged a place in the HVAC/R industry, with their area of expertise focused on advanced sensor technology for HVAC/R applications. Originating in Cross Plains, WI in 1993, BAPI's first facility was literally conducted out of a small two-car garage. Today, BAPI serves customers around the globe from their 52,000 sq. foot facility based in rural southwestern Wisconsin. BAPI continues the "...it's in the details" tradition, using the highest quality sensing elements paired with state-of-the-art manufacturing, meticulous testing and quality assurance procedures to ensure a reliable product time after time.

# PRIMARY AUDIENCE

- HVAC Techs
- Contractors
- Small Business Owners (WAM)
- Project Engineers

## VERTICALS

- Health Care
- Education
- Greenhouses
- Data Centers
- Office Environments
- Manufacturing
- Etc.

# BAPI TAGLINES

- “Changing the way you think about sensors.”
- “Changing the way you think about sensors since 1993.”
- ...It’s in the details
- Another BAPI Original
- Seamless wireless integration for your existing BAS
- People. Building. Sensors.
- BAPI-Backed

# BRAND PERSONALIT Y

We want to try to convey a personality that matches these 4 types below:

- Expert
- Technical
- Professional
- Lighthearted



# tone & voice

## VOICE

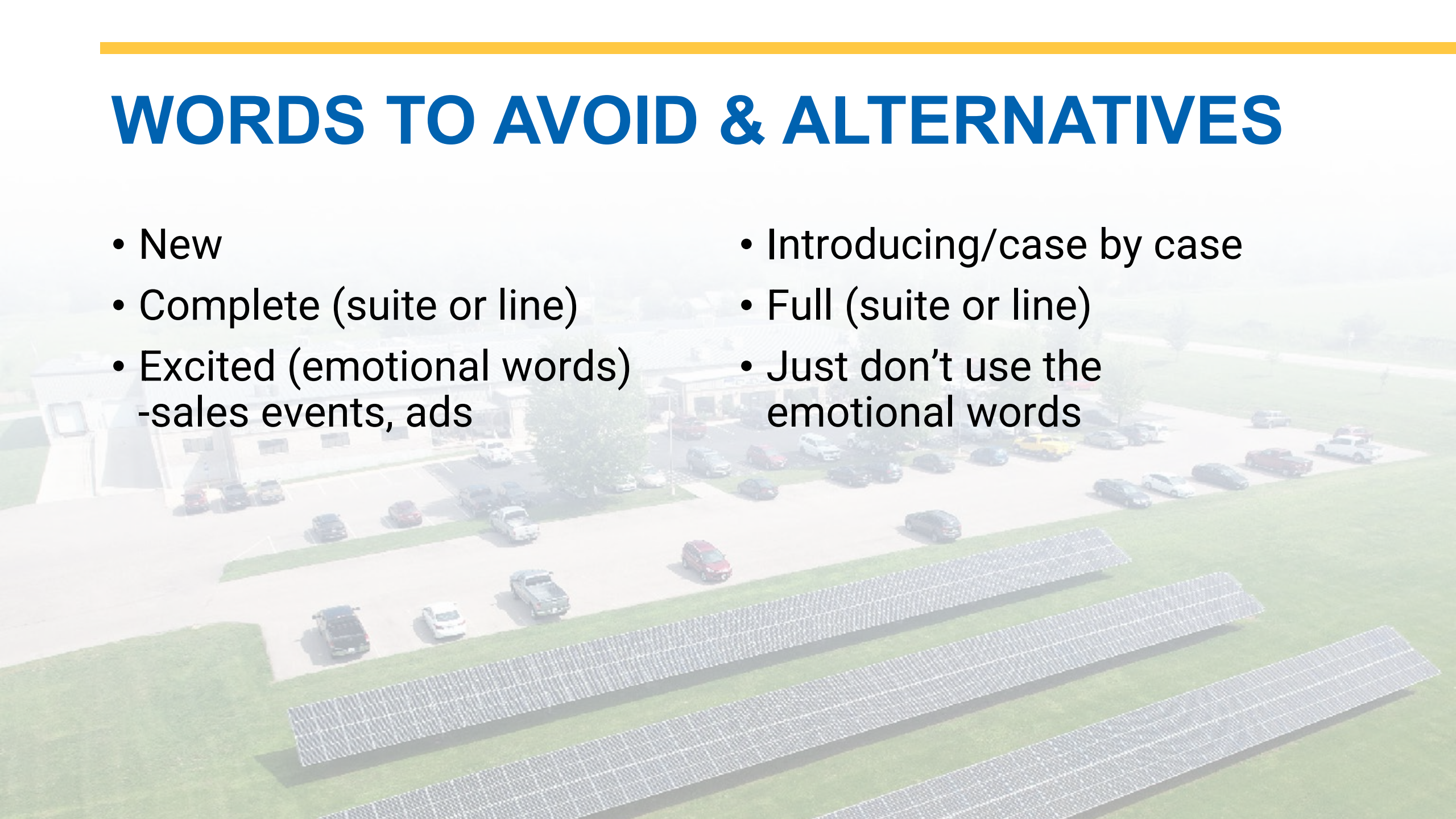
- Our voice is technical made simple. Professional warm and confident
- Can be more casual in our social media postings that do not pertain to our product. This includes holiday postings, community events, employee posts, etc.

## tone

- Formal when talking about products
- Serious for all posts, banners, etc
- Technical for technical documents, landing pages, application notes.
- Simple for social posts, holiday and banners
- Energetic – Calm: We are in the middle, we use minimal emotion

# WORDS TO AVOID & ALTERNATIVES

- New
- Complete (suite or line)
- Excited (emotional words)
  - sales events, ads
- Introducing/case by case
- Full (suite or line)
- Just don't use the emotional words





# BAPI LOGO RULES

Any use of the BAPI logo needs to be approved by BAPI. Please send all inquiries to [BAPI\\_Marketing@bapisensors.com](mailto:BAPI_Marketing@bapisensors.com).

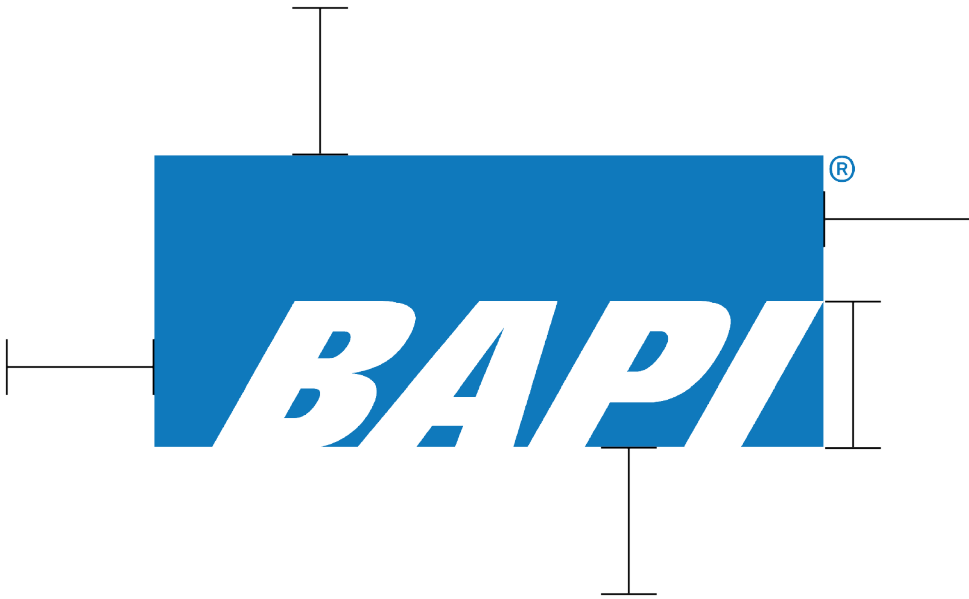
The BAPI logo is a registered trademark of Building Automation Products, Inc. All usage of the BAPI logo needs to be approved by BAPI. Please send all inquiries to [BAPI\\_Marketing@bapisensors.com](mailto:BAPI_Marketing@bapisensors.com).

The ® should appear the first time the logo appears in collateral. In the case of a multi-page document the symbol only needs to appear the first time. Some exemptions may apply. Some exceptions include certain logo plates, building signage, and internal signage.

# BAPI LOGO RULES

- Our logos must remain in the orientation they are set. (no rotating)
- If the logo is placed over a complex image, then you can put a white slightly transparent box behind the logo to allow it not to get lost.
- The logo must only be the colors of White, BAPI Blues
- It must never be distorted or added to a similar colored background
- Brand elements should be kept equidistant from the logo.
- All other design elements and text should be placed at a minimum distance from the logo that is equal to the height of the lettering in the logo. This also applies to distance from the edge of the page.
- The logo should be sized appropriately to the piece it is on. It should be clearly identifiable and sized relative to the other elements around it. The BAPI letters should always be legible and not moved or stretched in any way. 3.2 Color: Palette tables with HEX, RGB, CMYK, Pantone, usage
- Tag lines should be sized appropriately to fit underneath the logo and within the width of the logo.
- In situations where the logo will be sized smaller than 0.75" the tag line and registered trademark can be dropped
- Multiple Logo variations: All these logo variations have been standardized and the elements can be found in the creative cloud library so that there are no discrepancies between different project uses. There should be no need to write the tag lines. You can use the white logos over darker colors as well.

# BAPI LOGO RULES



- Brand elements should be kept equidistant from the logo.
- All other design elements and text should be placed at a minimum distance from the logo that is equal to the height of the lettering in the logo. This also applies to distance from the edge of the page.

# BAPI LOGO RULES



Do not stretch or distort the logo.



Do not add on to the logo or place the logo on a similar color background.



Do not place the logo over a busy background.



Do not use another color outside of the specified brand colors.



If the logo is placed over a complex image, then you can put a white slightly transparent box behind the logo to allow it not to get lost. The transparency of the white box should always be at 90% opacity.



Do not rotate the logo.



# BAPI LOGO RULES

The logo should be sized appropriately to the piece it is on. It should be clearly identifiable and sized relative to the other elements around it. The BAPI letters should always be legible and not moved or stretched in any way.

Tag lines should be sized appropriately to fit underneath the logo and within the width of the logo.

In situations where the logo will be sized smaller than 0.75" the tag line and registered trademark can be dropped



# BAPI LOGOS

Sensors for HVAC/R



# BAPI LOGOS

Plain

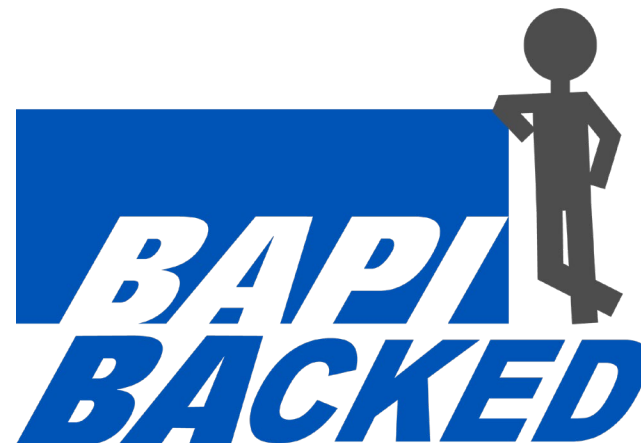
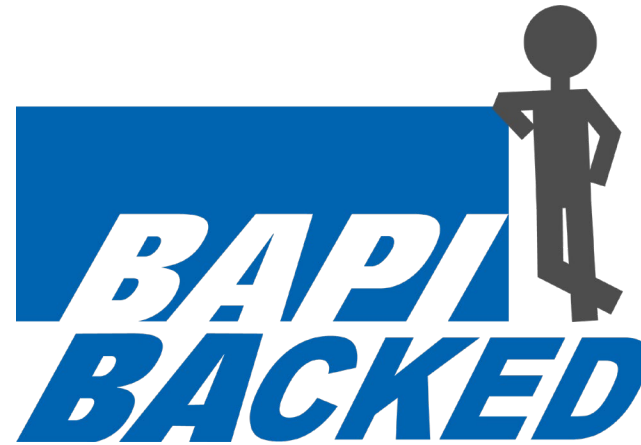
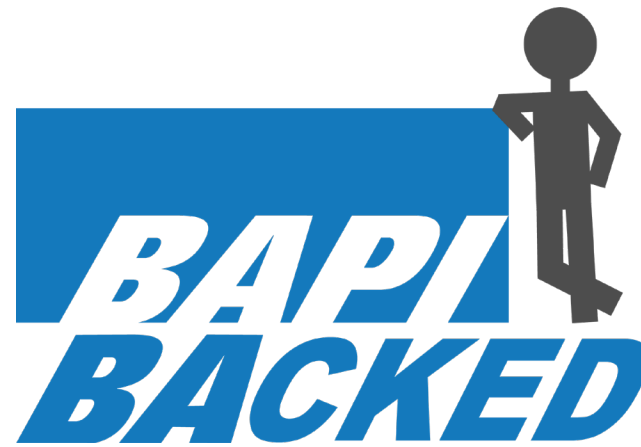


# BAPI LOGOS

## BAPI BACKED

Most sensor manufacturers will replace their defective products, but only BAPI has the confidence to go beyond the industry standard.

BAPI-Backed means we stand behind everything we do. We are so confident in the quality of our products that if one fails within the warranty period, we will not only repair or replace it, but we'll provide a product credit to offset your incurred cost.\*





# BAPI LOGOS

## ANOTHER BAPI ORIGINAL

At BAPI, we strive to be leaders in our industry by providing innovative, high quality products and services designed with you in mind. Products displaying the “Another Original” stamp are unique to BAPI and the inspiration for these designs come from our valuable customers, talented employees and respected vendors. These three ingredients combined create industry leading, original solutions created to solve common HVAC/R problems



# BAPI LOGOS

IT'S IN THE DETAILS



# ICONS



TEMPERATURE



HUMIDITY



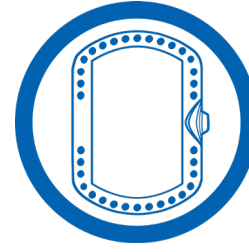
PRESSURE



AIR QUALITY



WIRELESS



ACCESSORIES



TEST  
INSTRUMENTS



TEMPERATURE



HUMIDITY



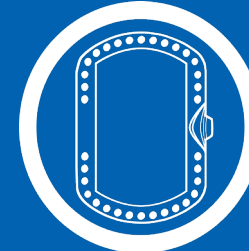
PRESSURE



AIR QUALITY



WIRELESS



ACCESSORIES



TEST  
INSTRUMENTS

Product category icons should always be in the order of Temperature, Humidity, Pressure, Air Quality, Wireless, Accessories, then Test Instruments. If you can only fit 6 in the space you are designing, you can either eliminate Accessories or Wireless dependent on the audience.

The icons can be in either blue or white (on blue background) and must be equidistant from each other either horizontally or vertically.

# ADDITIONAL BAPI LOGOS



***Blü-Test***  
TEST INSTRUMENT SUITE



**WAM**

**LIFETIME  
LIMITED  
WARRANTY**

**5**  
YEAR  
WARRANTY



**WAM**  
Wireless Asset  
Management



# BLÜ-TEST



# 5 YEAR WARRENTY

Our products are designed and manufactured to last. We back up that claim by offering a 5-year warranty across all our products.



# 5 YEAR WARRENTY

A lifetime limited warranty is also available on many of our single point, room and non-room temperature sensors.\*

---

**LIFETIME  
LIMITED  
WARRANTY**

---

---

**LIFETIME  
LIMITED  
WARRANTY**

---

---

**LIFETIME  
LIMITED  
WARRANTY**

---

---

**LIFETIME  
LIMITED  
WARRANTY**

---



# BAPI TYPOGRAPHY

Roboto

a b c d e f g h i j k l m

n o p q r s t u v w x y z

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

Roboto Condensed

a b c d e f g h i j k l m

n o p q r s t u v w x y z

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

**HEADINGS  
HEADINGS**

Roboto, or Roboto Condensed, Black  
or Bold, UPPERCASE

***HEADINGS***

Roboto Condensed, Bold, Italic

**Paragraphs/ sentence text -**

**Roboto**

Dipsumquiam la duciund itatur maior aut aute  
molectur? Em accabore custrum rempori tionem.  
Ut quia consenimi, optaes modipita sa duntemo  
ditatque volum issite eos et asinto endis inctiis  
dolupti usapele sequiscia qui conseni hiliquas sus  
eremod qui bernam, ut esectorpore eum quidus  
quatint otatiaes eiciis ipiciduntion enis alibustibus  
dolore nobitent



# BAPI TYPOGRAPHY

Acumin Semicondensed

a b c d e f g h i j k l m

n o p q r s t u v w x y z

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

Acumin Condensed

a b c d e f g h i j k l m

n o p q r s t u v w x y z

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

**HEADINGS**

**HEADINGS**

***HEADINGS***

Acumin Semi-Condensed, or Acumin

Condensed, Black or Bold or Semibold,

UPPERCASE

Acumin Semi-Condensed, or Acumin

Condensed, Bold or Semibold, Italic

Paragraphs/ sentence text –

Acumin Semi-Condensed

Dipsumquiam la duciund itatur maior aut aute  
molectur? Em accabore custrum rempori tionem. Ut  
quia consenimi, optaes modipita sa duntemo ditatque  
volum issite eos et asinto endis inctiis dolupti usapele  
sequiscia qui conseni hiliquas sus eremod qui bernam,  
ut esectorpore eum quidus quatint otatiaes eiciis  
ipiciduntion enis alibustibus dolore nobitent



# EMAIL TEMPLATE

**First & Last Name**

*Job Title*

Building Automation Products, Inc.

750 North Royal Avenue

Gays Mills, WI 54631 USA

Phone: +1-608-735-4800 ext. XXX

Email: [www.bapihvac.com](http://www.bapihvac.com)

*(This is an example) BAPI believes that indoor air quality is a human right, and that's why we make a full line of sensors to cover nearly every aspect of air quality. Visit our [website](#) or [contact](#) your BAPI sales representative to learn more today!*

# BAPI COLORS



## **BAPI BLUE**

Pantone 2935 C  
85, 47, 1, 0  
20, 121, 188  
#1479BC  
RAL 280 40 45



**BAPI BLUE**  
**Blue to achieve**  
**for print**  
Pantone 300 C  
100, 49, 0, 28  
0, 94, 184  
#005eb8

These are the  
PANTONES we are  
trying to achieve when  
printing and in digital  
applications.

# BAPI COLORS

These are the colors that have been curated to best represent the colors we are trying to achieve in each application.



**BAPI BLUE**  
**Business**  
**Cards/BAPI**  
**Booths**  
100, 85, 1, 0  
#1479bc



**BAPI BLUE**  
**Internal Printing**  
100, 63, 0, 0  
#0063bc



**BAPI BLUE**  
**Web/ Digital**  
**Applications**  
#0054b6



**BAPI YELLOW**  
  
Pantone 1225 C  
0, 22, 84, 0  
255, 200, 67  
#ffc843  
RAL 080 80 90



**BAPI GRAY**  
  
Cool Gray 7 C  
20, 14, 12, 40  
151, 153, 155  
#97999b  
RAL 000 50 00



---

# BAPI GRADIENTS

#f89623



#ffc843



#044976



#1479bc



# BAPI GRAPHICAL ELEMENTS

Yellow buttons have black text no drop shadow on text

**LEARN  
MORE**

**LEARN  
MORE**

All buttons have a drop shadow.

Blue buttons have white text and a slight drop shadow on the text.

**LEARN  
MORE**

**LEARN  
MORE**

**LEARN  
MORE**

# BAPI VIDEO ELEMENTS

## Link to Lower Third

[https://stock.adobe.com/search/templates?load\\_type=search&is\\_recent\\_search=&search\\_type=usertyped&k=lower+third&native\\_visual\\_search=&similar\\_content\\_id=&asset\\_id=379436727](https://stock.adobe.com/search/templates?load_type=search&is_recent_search=&search_type=usertyped&k=lower+third&native_visual_search=&similar_content_id=&asset_id=379436727)

Most videos will use the box variation of the BAPI logo as seen below



# BAPI SOCIAL POST ELEMENTS

All Social posts include:

- BAPI logo
- Link to products/product families or website

Tone of Social Posts:

- Follow the Tone and Voice slide

All Tradeshow Social posts include:

- BAPI logo
- show logo
- names of sales reps
- link to the show
- link(s) to sales contact(s) are in most posts, if not all

Tone of Tradeshow Social Posts:

- Warm/inviting for pre-show & at-the-show
- gratitude for post-show