

# BRAND STANDARDS GUIDE

# MISSION STATEMENT

## 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.



# LOGO

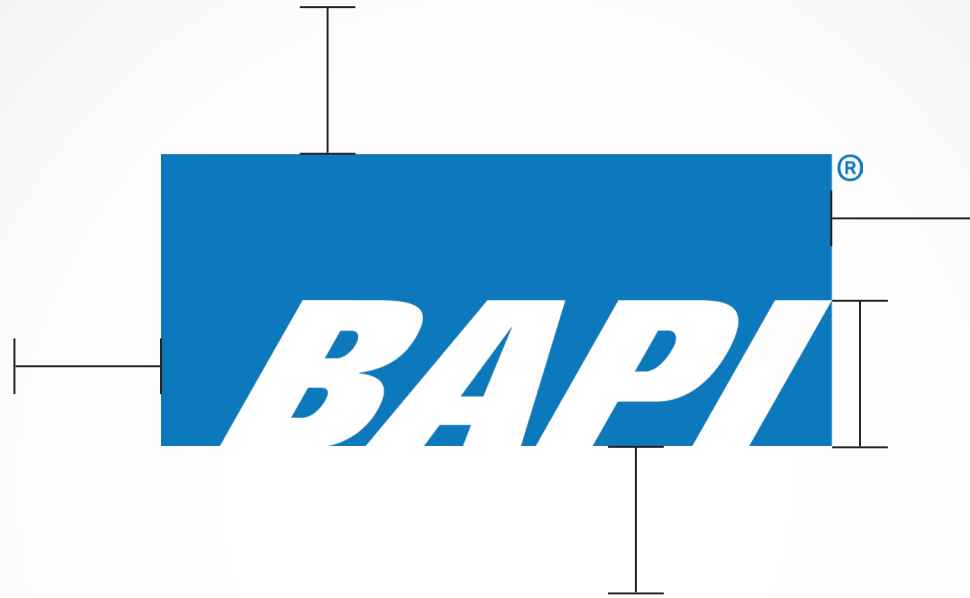


Any use of the BAPI logo needs to be approved by BAPI. Please send all inquiries to [BAPI\\_Marketing@bapisensors.com](mailto:BAPI_Marketing@bapisensors.com).

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.

# LOGO STAGING



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.

# LOGO DON'TS



Do not stretch or distort the logo.



Do not place the logo over a busy background.



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



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



Do not rotate the logo.

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.

# LOGO SIZE

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





# 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.

# LOGO VARIATIONS

## Acumin Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*()\_

## Acumin Pro Semi-Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*()\_

**HEADING** — Condensed, Bold, Upper Case

**Subheading** — Condensed, Bold

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

— Semi-Condensed, Regular



# BAPI COLORS



## BAPI BLUE

Pantone 2935 C

85, 47, 1, 0

20, 121, 188

#1479BC

RAL 280 40 45



## 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

In general, use the 60, 30, 10 rule when applying color to the page.



60% white or gray

30% BAPI Blue

10% BAPI Yellow

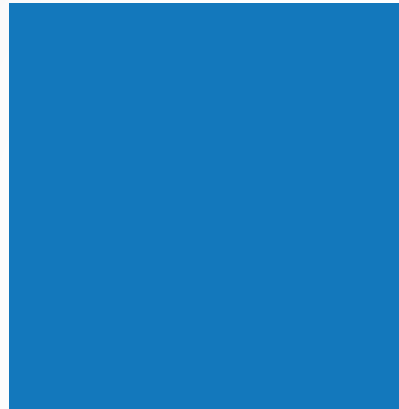
# BAPI BLUE COLORS



## BAPI BLUE

### Blue to achieve for print

Pantone 300 C  
100, 49, 0, 28  
0, 94, 184  
#005eb8



## 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

# PRODUCT FAMILY ICONS



TEMPERATURE



HUMIDITY



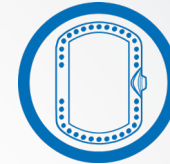
PRESSURE



AIR QUALITY



WIRELESS



ACCESSORIES



TEST INSTRUMENTS



TEMPERATURE



HUMIDITY



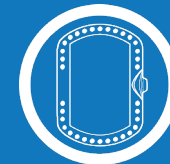
PRESSURE



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.