



BRAND
GUIDELINES

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Introduction

BEE CHENG HIANG started in 1933. As a food production of his unique and tasty homemade barbecued meat. Whic after on Mr Teo Swee Ee introduced this traditional cuisine as 'Bakkwa'.

Core Thoughts

Their vision is
To be Asia's leading food company
and **providing quality products** and
services to the global markets.

Their branding vision is
"To Be The Best At Helping People
To **Experience** and **Share Enjoyable Moments**
In Their Everyday Life"

Brand Beliefs

**"To Be The Best At Helping People To Experience
and Share Enjoyable Moments In Their Everyday Life"**

Tone Of Voice

**BEE CHENG HIANG give people a feel of traditional,
wise,cultured and most of all, a reliable brand.**

Signature

WHITE VERSION:



BLACK VERSION:



COLOURED VERION:



COLOURED VERION:



Logo Dos & Dont



Typeface

(For English BEE CHENG HIANG FONTS)

DIN Condensed Bold
(Bold)

Headlines: 25px
HEX: # fbed23

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#\$\$%^&*+_ -./1234567890

Typeface (Printing)

(For Packaging Printing)

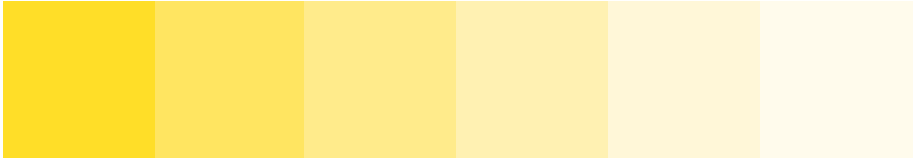
Certa Sans
(Medium)

Headlines: 8 px / 10px (for URL)
HEX: #b21f28

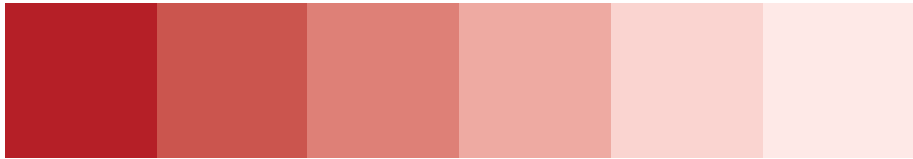
Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#\$\$%^&*+_ -./1234567890

Colour (Primary)



BEE CHENG HIANG YELLOW
PANTONE 107 C
CMYK: 4/0/93/0
RGB:251/237/35
HEX: # fbed23



BEE CHENG HIANG RED
PANTONE 7621 C
CMYK: 20/100/94/13
RGB: 178/31/40
HEX: # b21f28

Coporate Stationary



Gift Vouchers



Terms & Conditions
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Expiry Date

More Information

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