LOGOTYPE

Primary Logotype

The B&M Logotype should be used where possible.

Contrast Logotype

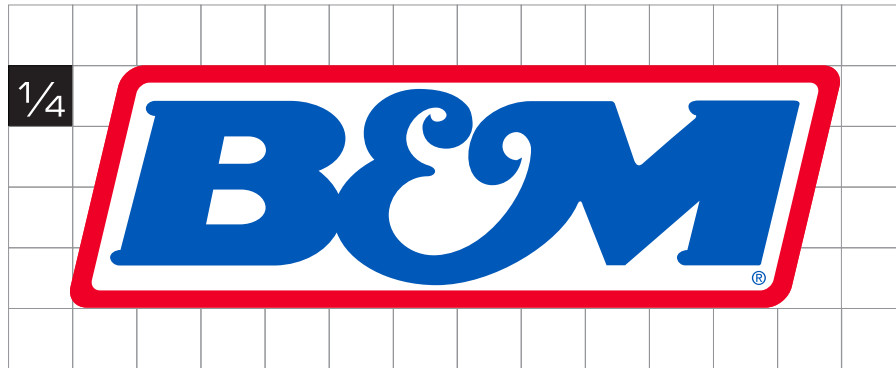When using a dark background, use a white Logotype.

B&W Logotype

It is acceptable to use a black Logotype in black and white print.

LOGOTYPE

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Spatial Relationship

The Logotype must always have a minimum area of negative space that equals 1/4 of the total height. Nothing else should reside within that space.

Common Logotype Mistakes

• **DO NOT** incorporate the B&M Logotype into your own company identity.

• **DO NOT** alter the shape or color.

• **DO NOT** use artwork that has been rendered to look three-dimensional or have a reflective shine.

• **DO NOT** add shadows, reflections or glowing effects.

• **DO NOT** use on cluttered or overly patterned backgrounds.

• **DO NOT** add a stroke to the Logotype.

• **DO NOT** make additions to the Logotype.

Palette

The colors for B&M is Blue (Pantone 2935 C) and Red (Pantone 185 C).
These colors are used to identify B&M on core items such as vehicle layout,
signage and official correspondences.
All B&M colors are not to be paired with any other colors

- **PANTONE** - 2935 C
- **CMYK** - C - 92.25 / M - 72.23 / Y - 4 / K - 0
- **RGB** - R - 0 / G - 85 / B - 184
- **HEX** - 0055b8

- **PANTONE** - 185 C
- **CMYK** - C - 1.63 / M - 100 / Y - 92.86 / K - 0.09
- **RGB** - R - 234 / G - 0 / B - 41
- **HEX** - ea0029

Facebook

B&M branded Facebook pages containing B&M in the name must use the square B&M Logotype image as the profile image. No additional text or imagery may be added to the image unless approved by B&M. The background must be white.

Instagram

B&M branded Facebook pages containing B&M in the name must use the square B&M Logotype image as the profile image. No additional text or imagery may be added to the image unless approved by B&M. The background must be white.

Other Images

Any other images and text (banners, shared content and posts) on social media may not contain other brands, logos or products.

Tagging

B&M's main account should be tagged first in all posts made from B&M branded pages.

BRAND MISSION

B&M strives to lead the aftermarket automotive industry through excellence in customer experience, branding and product quality and performance. Adhering to these guidelines assures that you are aligned with B&M's image, which projects these values.

TYPEFACE

Typeface Options

Eurostile is used to represent B&M in digital and print media. This typeface gives our words an accent that reflects the company's personality. It is available in a wide range of weights that can be used to create emphasis and differentation to our media. Italicized versions of this typeface are acceptable for headings and titles.

Eurostile Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Eurostile Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Eurostile Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Eurostile LT Extended #2

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Eurostile Bold Extended 2

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz