



**c.p. bourg**®

Your Partner in Print Finishing

# Corporate identity guidelines

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**January 2015**



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# WHY & HOW TO USE OUR CORPORATE IDENTITY

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## Introduction

These guidelines describe the visual and verbal elements that represent C.P. Bourg's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

These guidelines provide you with clear graphical guidance and suggest solutions for the creation of information and communication support.

Sending a consistent and controlled message of who we are is essential to presenting a strong, consistent and unified image of our company. These guidelines reflect C.P. Bourg's commitment to quality, innovation and efficiency.

The C.P. Bourg brand, including the logo, name, colors and identifying elements, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the C.P. Bourg name and logo. Whether you are a staff member, a distributor, a partner, the graphic designer of a distributor/partner, etc. these guidelines are for your benefit and the C.P. Bourg Group, so please use it appropriately!

If you have any questions regarding these guidelines, please contact Cathy Vaessen at +32 10 622 332 or [c\\_vaessen@cpbourg.com](mailto:c_vaessen@cpbourg.com)



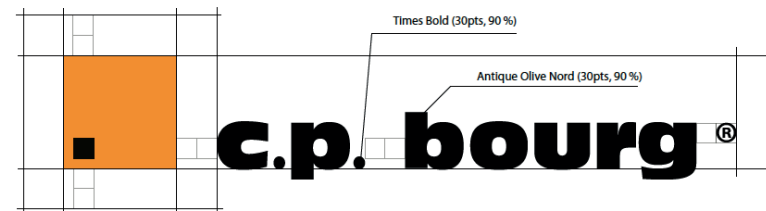
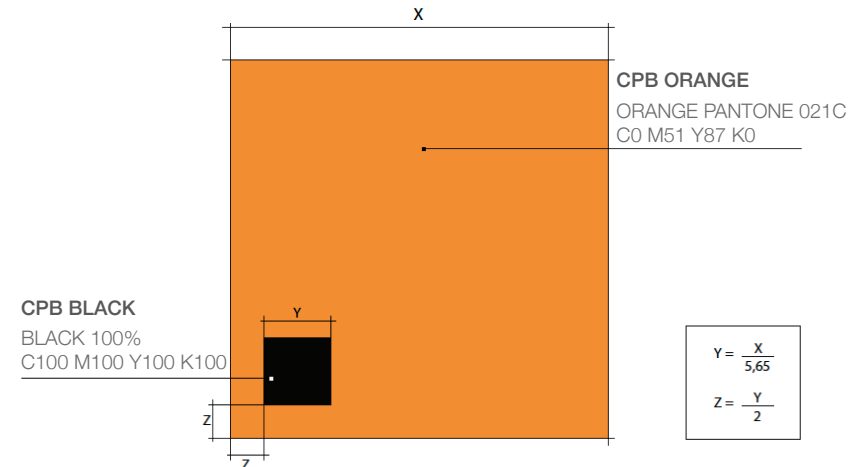
## Elements and usage

The C.P. Bourg logo includes two components: the orange and black square symbol and the C.P. Bourg logotype. The C.P. Bourg logotype refers to the specially created spaced letter forms and may not be modified in any way or used without the orange and black square symbol. It is a registered trademark.

Our logo can however be used with or without the baseline “Your Partner in Print finishing”, depending of the uses and needs.

The C.P. Bourg logo appears on all of the company’s visual communications, including printed and online media supports, machines, stationeries, vehicles and signages.

Our logo represents more than just our name – it is the primary means of identifying our company and our brand’s presence in the marketplace. Appropriate use of the C.P. Bourg logo is necessary for maintaining the integrity of our brand and presenting a unified image of the company.



The logo can be downloaded in the My C.P. Bourg section of our website (reserved to distributors & partners), in the “Support and download” category: <http://www.cpbourg.com/be/en/my-cpbourg>

If you have no access to the My C.P. Bourg section, please email Cathy Vaessen at [c\\_vaessen@cpbourg.com](mailto:c_vaessen@cpbourg.com) to get our logo.

Staff members have access to the C.P. Bourg logo on the CPB common server, section «logo»



## Minimum clearance configurations

The C.P. Bourg logo should always be surrounded by a generous amount of open space to keep it free from any visually distracting elements.



## Preferred color applications

The preferred appearance of the C.P. Bourg logo is on a white or black background for maximum visibility.

If needed, the logo can be used on a different color background such as the blue cover of our main catalogue or our machines but it must remain visible.

The orange and black square symbol can only appear white with a black border when it is used for black and white documents, such as fax and stamped envelopes.





## Unacceptable color applications

The examples shown here demonstrate a few, but not all, potential misuses of color applied to the logo.

Do not reverse the logo and the orange and black square symbol.



Do not change the font of the logotype to another.



Do not print any part of the logotype in a second color.



Do not distort the logo (adherence of the established proportions).



Do not print the background color in orange or any color that would make the logo less visible.



Do not print the orange and black square symbol in any color other than shown in these guidelines.





## Logo placement

The C.P. Bourg logo must always be displayed prominently on all design collateral. The normal position of the logo is on the bottom right. Alternatively, the logo may be positioned at the bottom left or in the middle of a page if no other design elements appear.

A minimum distance between the logo and any other element as indicated on page 4 “Minimum clearance configuration” must be observed in all applications.





## Primary, secondary and other colors

### Primary colors

CPB Orange and CPB Black are the primary colors for C.P. Bourg. Use them as the dominant color palette for all internal and external visual presentations of the company.

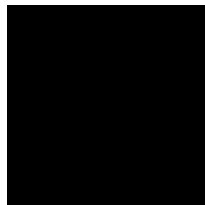
#### CPB ORANGE

ORANGE PANTONE 021C  
C0 M51 Y87 K0



#### CPB BLACK

BLACK 100%  
C100 M100 Y100 K100



### Secondary color

CPB Blue is the secondary color. It corresponds to the color of our machines.

#### CPB BLUE

RAL 5008  
C81 M65 Y53 K47



### Product lines colors

CPB Light Green, CPB Pink, CPB Light Blue, CPB Yellow, CPB Dark Blue, CPB Orange, CPB Red are the colors determined for each of our product line. It makes it easier to recognize for which product line a communication tool has been designed.

#### CPB LIGHT GREEN

MUST BE USED ONLY FOR THE FEEDER PRODUCT LINE  
C38 M9 Y100 K0



#### CPB PINK

MUST BE USED ONLY FOR THE BOOKLET MAKER PRODUCT LINE  
C18 M92 Y22 K4



#### CPB LIGHT BLUE

MUST BE USED ONLY FOR THE PERFECT BINDER PRODUCT LINE  
C60 M8 Y11 K0



#### CPB YELLOW

MUST BE USED ONLY FOR THE COLLATOR PRODUCT LINE  
C0 M9 Y100 K9



#### CPB DARK BLUE

MUST BE USED ONLY FOR THE TRIMMER PRODUCT LINE  
C82 M43 Y0 K22



#### CPB ORANGE

MUST BE USED ONLY FOR THE ACCESSORY PRODUCT LINE  
C0 M51 Y87 K0





### Variation of greys

CPB Light Grey and CPB Medium Grey are used when referring to C.P. Bourg in general or for texts for example.

#### **CPB LIGHT GREY**

C0 M0 Y0 K23



#### **CPB MEDIUM GREY**

C0 M0 Y0 K44



CMYK process color mix is provided for 150 line screen.

When using the Pantone Matching System, check Pantone Inc.'s standard for color reproduction and color reproduction materials.



## RGB and HEX equivalents for online media

The RGB and hexadecimal (HEX) color spaces are used primarily for visual communications online (i.e., our website & our newsletters), mobile devices and on film.

### Primary colors

**CPB ORANGE**  
R254 G125 B25  
HEX # FE7D19



### Secondary colors

**CPB BLUE OF OUR MACHINES**  
R43 G58 B68  
HEX # 2B3A44



### Product lines colors

**CPB LIGHT GREEN**  
FEEDER PRODUCT LINE  
R177 G190 B0  
HEX # B1BE00



**CPB PINK**  
BOOKLET MAKER PRODUCT LINE  
R202 G39 B112  
HEX # C92770



**CPB LIGHT BLUE**  
PERFECT BINDER PRODUCT LINE  
R100 G185 B216  
HEX # 64B9D8



**CPB YELLOW**  
COLLATOR PRODUCT LINE  
R240 G208 B0  
HEX # F0D000



**CPB DARK BLUE**  
TRIMMER PRODUCT LINE  
R37 G115 B200  
HEX # 2573C8



**CPB ORANGE**  
ACCESSORY PRODUCT LINE  
R254 G125 B25  
HEX # FE7D19



### Variation of greys

CPB Light Grey and CPB Medium Grey are used when referring to C.P. Bourg in general (e.g., texts).

**CPB LIGHT GREY**  
FOR BORDERS OF TABLES  
R196 G196 B196  
HEX # C4C4C4



**CPB MEDIUM GREY**  
FOR SUB-MENUS TITLES  
R142 G142 B142  
HEX # 8E8E8E



**CPB DARK GREY**  
FOR TEXTS  
R59 G66 B68  
HEX # 3B4244



## Typography

### Corporate communications font

Typography is a strong extension of our brand's personality and plays a major role in creating a consistent look for C.P. Bourg across all communications and promotional materials.

Helvetica Neue is the primary font to be used in all visual presentations of the company. (Trade Gothic can only be used for titles in print communication). It offers many weights and styles which provide a large amount of design flexibility. The integrity of the font should be maintained at all times. No scaling, no added stroke, etc. are permitted.

#### TRADE GOTHIC LT STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Utilisation : titles (for print only)

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#### HELVETICA NEUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Utilisation : sub-titles and secondary information  
such as legends

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#### HELVETICA NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Utilisation : body

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#### Alternate font

When Helvetica Neue is not readily available, Arial is an acceptable substitute. No other fonts are permitted.

#### ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Utilisation : sub-titles and secondary information  
such as legends

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#### ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Utilisation : body

### Product photography

C.P. Bourg provides you with a wide variety of high-quality product photos on the My C.P. Bourg section of the website. Use only current product photos designated for use by C.P. Bourg, and preferably the photos that include the words “Main-Image” in their filename (e.g., BM-e-Main-Image.tif). Please ensure that you use C.P. Bourg product photos at a resolution appropriate to the output size.



Official C.P. Bourg photos can be downloaded in the My C.P. Bourg section of our website (reserved to distributors & partners), in the “Support and download” category: <http://www.cpbourg.com/be/en/my-cpbourg>

If you have no access to the My C.P. Bourg section, please email Cathy Vaessen at [c\\_vaessen@cpbourg.com](mailto:c_vaessen@cpbourg.com) to get the needed photos.

### Unacceptable usage of product photography

Do not place a C.P. Bourg product image on a busy, colorful, textured, or patterned background. C.P. Bourg product photos can be placed only on a white, off-white, light gray, or black background or on a promotional background provided as part of the image.

Do not alter C.P. Bourg product photos or add type or other graphics.



### Marketing messages

A consistent and clear communication aims to position C.P. Bourg uniquely in the international market. Our marketing messages have been developed for each product, based on its unique selling points and to respond to the needs of customers. Use only C.P. Bourg marketing messages that are provided as part of the sales tools.

“ Our success is based on our core company values:  
**quality, innovation and efficiency.**”

“ The Bourg Binder BB3002 EVA enables you to produce up to  
**350 books/hour** (up to 650 cycles/hour).”

Brochures for each product can be downloaded on the related product page on the website (i.e., by clicking on the button “download brochure”).

The main catalogue as well as extra selling tools can be downloaded in the My C.P. Bourg section of our website (reserved to distributors & partners), in the “Support and download” category: <http://www.cpbourg.com/be/en/my-cpbourg>

If you have no access to the My C.P. Bourg section, please email Cathy Vaessen at [c\\_vaessen@cpbourg.com](mailto:c_vaessen@cpbourg.com) to get the needed selling tool.

# 05 | CORPORATE STATIONARIES & MEDIUM OF COMMUNICATION



## Business cards

This page shows the approved layout of the C.P. Bourg business card.

Business cards are printed double sided and in full color.

The front is used for representation, containing the logo, the name, the function and the contact details of the holder.

The back is reserved to display the QR code and the url link to our website.

Always use the recommended text size found in the business card template.



Staff members can order their business cards via our purchase department.



## Corporate C.P. Bourg emails signature

This page shows the approved layout of the C.P. Bourg email signature.

Individual email signatures contain the logo, the name, the function, the department unit, the contact details of the sender and the url link to the website.



Staff members can request the incorporation of their email signature in their emails to the CTI department.

# 05 | CORPORATE STATIONARIES & MEDIUM OF COMMUNICATION



## A4 letterhead

This page shows the approved layout of the C.P. Bourg stationery for letterhead and envelopes.

The letterhead template provided is standard A4 size (210 mm × 297 mm). US partners may adapt the design to American letterhead size (8.5 x 11 in), if needed.

The logo is centered on the top of the letterhead. The company contact and legal information are displayed at the bottom.

Preferred size for letterhead body text is 10 pt (Arial).

Letterheads can be published either in color (red/white/black) or in black and white.



Staff members can download the A4 letterhead template on the CPB common server, section “A4 letterhead template”.

Distributors & partners can download the A4 letterhead template on the My C.P. Bourg section of our website, in the “Support and download” category: <http://www.cpbourg.com/be/en/my-cpbourg>

If you have no access to the My C.P. Bourg section, please email Cathy Vaessen at [c\\_vaessen@cpbourg.com](mailto:c_vaessen@cpbourg.com) to get the needed A4 letterhead template.

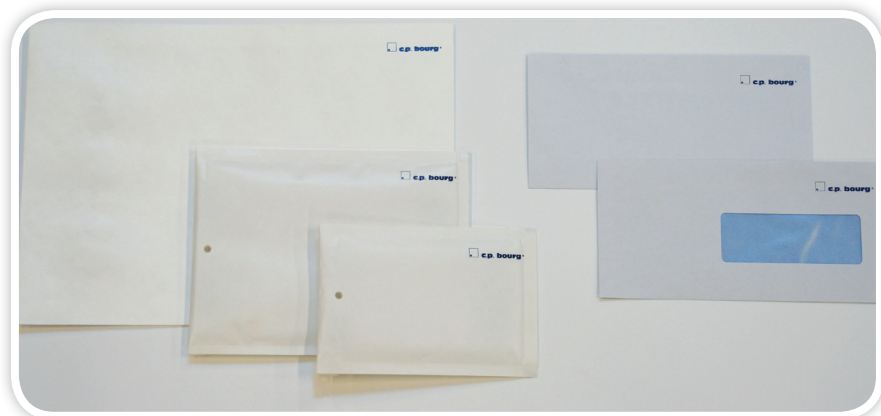
# 05 | CORPORATE STATIONARIES & MEDIUM OF COMMUNICATION



## Envelopes

Envelopes are printed with dark blue ink. Black ink is acceptable too.

The logo is printed on the top right corner of the envelope or on the top left side of the printed stamp.



Staff members can order several sizes of envelopes directly by contacting the C.P. Bourg “store” department.

# 05 | CORPORATE STATIONARIES & MEDIUM OF COMMUNICATION



## PowerPoint presentation template

The marketing department has created a PowerPoint template to assist you in creating presentations. It is a quick and simple way to apply corporate identity standards to your next presentation.

It contains a template for title slides, bullet points, and images. Specific pages related to each product category using the appropriate colors have been created. The layout is designed to be flexible and to fit to a variety of content.



Staff members can download the PowerPoint template on the CPB common server, section “PowerPoint template”.

Distributors & partners can download the PowerPoint template on the My C.P. Bourg section of our website, in the “Support and download” category: <http://www.cpbourg.com/be/en/my-cpbourg>

If you have no access to the My C.P. Bourg section, please email Cathy Vaessen at [c\\_vaessen@cpbourg.com](mailto:c_vaessen@cpbourg.com) to get the needed PowerPoint template.



### Working cloths

During all events, the C.P. Bourg team and their distributors must always wear the official C.P. Bourg white business shirts.

The commercial and technical support team of the C.P. Bourg Group must always wear the official C.P. Bourg white business shirts or the black T-shirts (depending on their activities).

In the factory, the C.P. Bourg workers must always wear the official C.P. Bourg black t-shirt with the official C.P. Bourg trousers or the official C.P. Bourg complete outfit (depending on their activities). Extra security equipment may be required (e.g., gloves, mask, safety glasses, rubber outfit, security shoes) depending on the work.



Distributors can order their C.P. Bourg business shirt or T-shirt by contacting Stéphanie Terwagne: [s\\_terwagne@cpbourg.com](mailto:s_terwagne@cpbourg.com)



### Vehicle identifications

This page shows the approved used of the C.P. Bourg logo & contact information on vehicles used by the commercial and technical support team of the C.P. Bourg Group.

Distributors can replace the generic C.P. Bourg logo by the C.P. Bourg Official Reseller logo.

Partners can replace the generic C.P. Bourg logo by the C.P. Bourg Official Partner logo.



The commercial and technical support team of C.P. Bourg can order their vehicle identification via our purchase department.

Distributors and partners can order their vehicle identification via Stéphanie Terwagne: [s\\_terwagne@cpbourg.com](mailto:s_terwagne@cpbourg.com)



### Giveaways

All giveaways are branded with the C.P. Bourg logo. How the logo is applied depends on the shape and size of the giveaways. All giveaways must be presented to the C.P. Bourg Headquarters for approval before production.

Find some examples of giveaways below.





### Cycling reflective vests

To promote healthy and eco-friendly means of transportation to work, C.P. Bourg created the official C.P. Bourg cycling reflective vests.



To order your C.P. Bourg cycling reflective vest, contact Stéphanie Terwagne: [s\\_terwagne@cpbourg.com](mailto:s_terwagne@cpbourg.com)



### Sponsored clothes of sportive events

All sponsored clothes of sportive events are branded with the C.P. Bourg logo. How the logo is applied depends on the shape and size of the sponsored clothing item. All sponsored clothing items must be presented to the C.P. Bourg Headquarters for approval before production.

Find some examples of sponsored clothes of sportive events below.





Ref: C.I.G.\_Eng.V01.2015

The C.P. Bourg corporate identity guidelines are being updated regularly as new corporate stationeries and other elements are created and developed. Once new/updated information is approved, it will be added to this document.



## Presentation folders

This page shows the approved layout of the C.P. Bourg stationery for presentation folders. Presentation folders are ideal to include product page brochure and quotes.

Presentation folders can be downloaded on the My C.P. Bourg section of our website, in the “Support and download” category: <http://www.cpbourg.com/be/en/my-cpbourg>

If you have no access to the My C.P. Bourg section, please email Cathy Vaessen at [c\\_vaessen@cpbourg.com](mailto:c_vaessen@cpbourg.com) to get the needed presentation folder.



## Variation of greys

CPB Light Grey and CPB Medium Grey are used when referring to C.P. Bourg in general or for texts for example.

### CPB LIGHT GREY

C0 M0 Y0 K23



### CPB MEDIUM GREY

C0 M0 Y0 K44



CMYK process color mix is provided for 150 line screen.

When using the Pantone Matching System, check Pantone Inc.'s standard for color reproduction and color reproduction materials.

## RGB and HEX equivalents for online media

The RGB and hexadecimal (HEX) color spaces are used primarily for visual communications online (i.e., our website & our newsletters), mobile devices and on film.

## Primary colors

### CPB ORANGE

R254 G125 B25  
HEX # FE7D19



### CPB BLACK

R3 G0 B0  
HEX # 000000



## Secondary colors

### CPB BLUE OF OUR MACHINES

R43 G58 B68  
HEX # 2B3A44



## Product lines colors

### CPB LIGHT GREEN

FEEDER PRODUCT LINE  
R177 G190 B0  
HEX # B1BE00



### CPB PINK

BOOKLET MAKER PRODUCT LINE  
R202 G39 B112  
HEX # C92770



### CPB LIGHT BLUE

PERFECT BINDER PRODUCT LINE  
R100 G185 B216  
HEX # 64B9D8



### CPB YELLOW

COLLATOR PRODUCT LINE  
R240 G208 B0  
HEX # F0D000



### CPB DARK BLUE

TRIMMER PRODUCT LINE  
R37 G115 B200  
HEX # 2573C8



### CPB ORANGE

ACCESSORY PRODUCT LINE  
R254 G125 B25  
HEX # FE7D19





**Contact/Corporate identity:**

Cathy Vaessen: [c\\_vaessen@cpbourg.com](mailto:c_vaessen@cpbourg.com)

Marketing department

To register on the My C.P. Bourg.com section (reserved to partners):

<http://www.cpbourg.com/be/en/my-cpbourg>

Ref: C.I.G.\_Eng.V01.2015

The C.P. Bourg corporate identity guidelines are being updated regularly as new corporate stationeries and other elements are created and developed. Once new/updated information is approved, it will be added to this document.