Bus Climate Control

Visual Identity Manual

Version 1.1. 2023

A successful business needs a clear and unique brand identity based on the brand culture, brand communication and brand visual identity. A uniform image brings added value to the brand, and a clear, unique and consistently applied visual identity reinforces our market position.

Our brand strategy is part of our business strategy because the brand determines to a great extent if and why customers buy our solutions and is, therefore, of considerable commercial and social value. We, the BCC's representatives, support and build our brand.

This visual identity manual lays down clear and definite foundations for all BCC visual communication. The guidelines in this manual cover a basis of information to help those who are required to apply this identity over time in various applications. These guidelines are compulsory for all BCC applications. It also corresponds with our other divisions, MCC (Mobile Climate Control) and MTS (Mobile Thermal Solutions). MCC have green as their primary color, and MTS have a grey profile.

Any variations or innovations not covered by the existing guidelines must be given clearance.

Please note that color rendition in the PDF document will depend on the quality of your monitor and printer.

Should you have any questions, please contact

Logiken Advertising Agency
Box 5168
S-402 26 Göteborg
Sweden
Tel: +46-(0)31-703 05 60
mail@logiken.se

The BCC logo consists of two elements: The BCC symbol and the Bus Climate Control logotype.
The logo must never be split up nor its appearance changed.
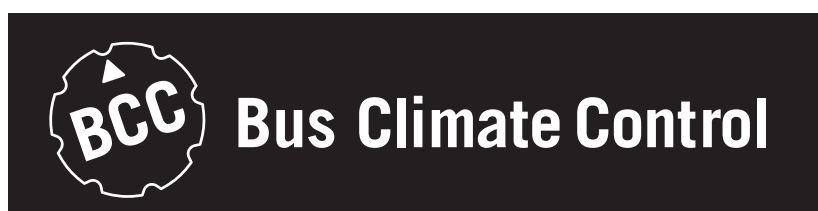

The horizontal version and…

Bus Climate Control
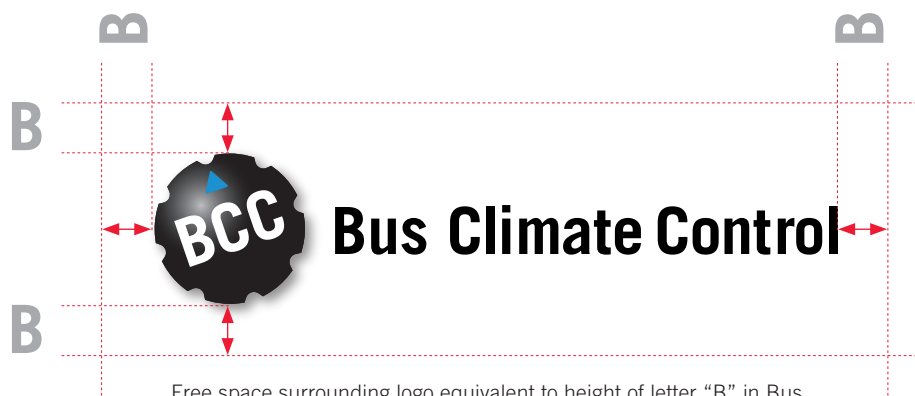
… the vertical version

To ensure a uniform design, any tagline, division or new acquisition may only be added to the logo by our advertising agency.

The logo may only be used against a light background or image

Logo for printing in black and white only

Free space surrounding logo equivalent to height of letter "B" in Bus.

Headings:

Twenty years from now

you will be more disappointed by the things that you didn't do than by the ones you did do.

So throw off the bowlines.

Sail away from the safe harbor.

Catch the trade winds in your sails.

Explore. Dream. Discover.

Mark Twain

For **headings** we use Trade Gothic in bold or light.

Continuous text:

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor.

For **continuous tex**t we use the classic and easily legible font Garamond.

Internet and PowerPoint:

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do.

For **internet** and **PowerPoint** we use Verdana, easy to read and available on all computers.

Colors

The Brand colours are bright, clear colors that draw attention and are easily reproduced in print. The Core colour for BCC is blue.

Primary Blue

PMS
2925C

CMYK
80C,30M

RGB
R7, G147, B205

Web
#0793cd

RAL
5015

Secondary Blue

RGB
R204, G220, B237

Web
#ccdced

Tertiary Blue

RGB
R231, G238, B246

Web
#e7eef6

Complimentary Brand colors

As a complement to the bright colors we can use a dark grey. It can be used for backgrounds, booth walls, headlines etc.

PMS
361C

CMYK
70C, 100Y

RGB
R75, G187, B69

Web
#4bbb45

RAL
6018

PMS
144C

CMYK
55M, 100Y

RGB
R240, G138, B0

Web
#F08A00

RAL
1037

PMS
123C

CMYK
25M, 90Y

RGB
R252, G197, B29

Web
#FCC51D

RAL
1018

PMS
185C

CMYK
100M, 85Y

RGB
R226, G0, B43

Web
#E2002B

RAL
3028

PMS
4278C

CMYK
65Black

RGB
R128, G128, B128

Web
#808080

RAL
7011

Product photos should be clear and informative. If all products are photographed in the same manner it will be easier to combine several photographs.

Here are some guidelines:

Lighting. Use a bouncer light source (a) for softer lighting without harsh shadows or glare. Place the light source at an approximate 45° angle to the camera and above the product. Large or dark objects may need additional lighting (b).

Sharpness. The product should be reproduced with sharpness all over. It is easier to remove the background in photographs that are sharp.

Background. The background will usually be removed from product photographs and this is much easier if the product is photographed against a white background. This also avoids undesired reflections.

Angle. Photographing the product at an approximate 30° angle from the side and from slightly above, shows the product and its proportions more clearly. However as products vary greatly in shape, size and complexity, it is preferable to to make each photo as clear and informative as possible, rather than closely following this specified angle.
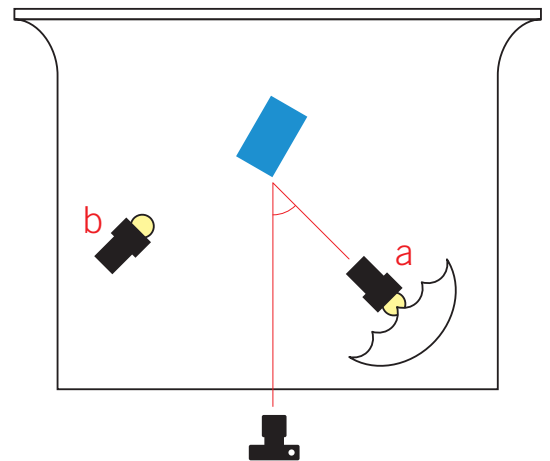
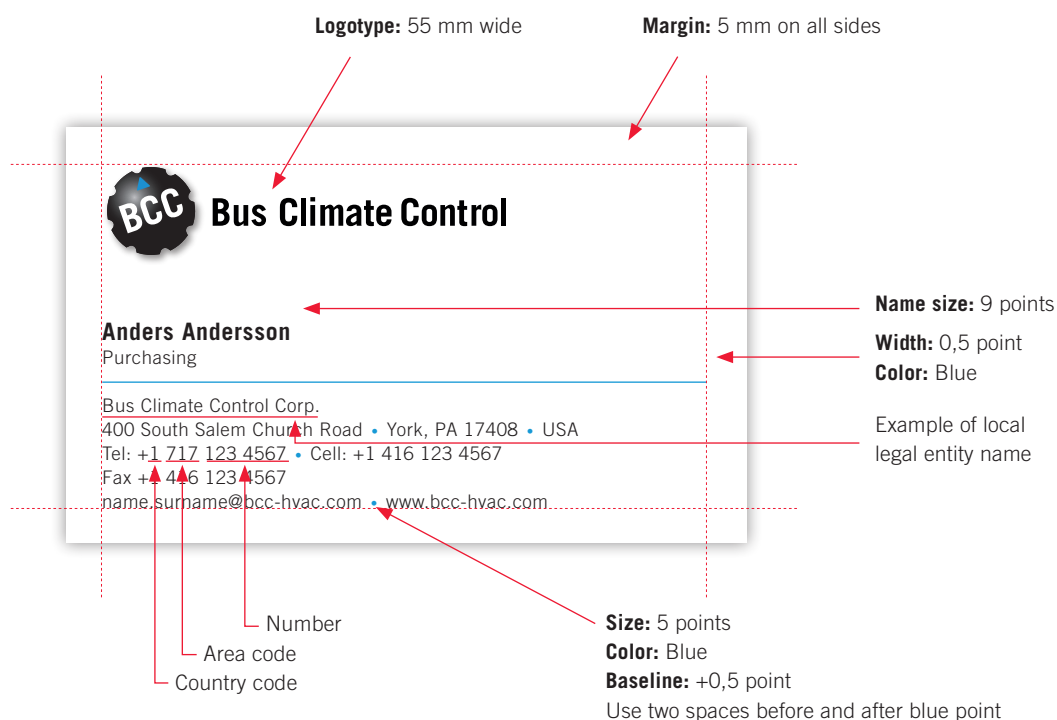**European size:** 90 mm x 55 mm (shown here)
American size: 3,5 in x 2 in
Paper: Uncoated 250 gram
Font: Trade Gothic light + bold
Size: 7 points, personal name in 9 points
Line spacing: 9 points
Character spacing: 30 (InDesign)

Logotype: 55 mm wide

Margin: 5 mm on all sides

BCC Bus Climate Control

Anders Andersson
Purchasing

Bus Climate Control Corp.
400 South Salem Church Road • York, PA 17408 • USA
Tel: +1 717 123 4567 • Cell: +1 416 123 4567
Fax +1 416 123 4567
name.surname@bcc-hvac.com • www.bcc-hvac.com

Name size: 9 points

Width: 0,5 point
Color: Blue

Example of local
legal entity name

Number

Area code

Country code

Size: 5 points
Color: Blue
Baseline: +0,5 point
Use two spaces before and after blue point

BCC Bus Climate Control

Anders Andersson
Director, Sales North America

Bus Climate Control Corp.
400 South Salem Church Road • York, PA 17408 • USA
Tel: +1 717 123 4567 • Cell: +1 416 123 4567
Fax +1 416 123 4567
name.surname@bcc-hvac.com • www.bcc-hvac.com

European size: 105 mm x 148,5 mm (shown here)
American size: 4,25 in x 5,5 in
Paper: Uncoated 250 gram
Font: Trade Gothic light + bold
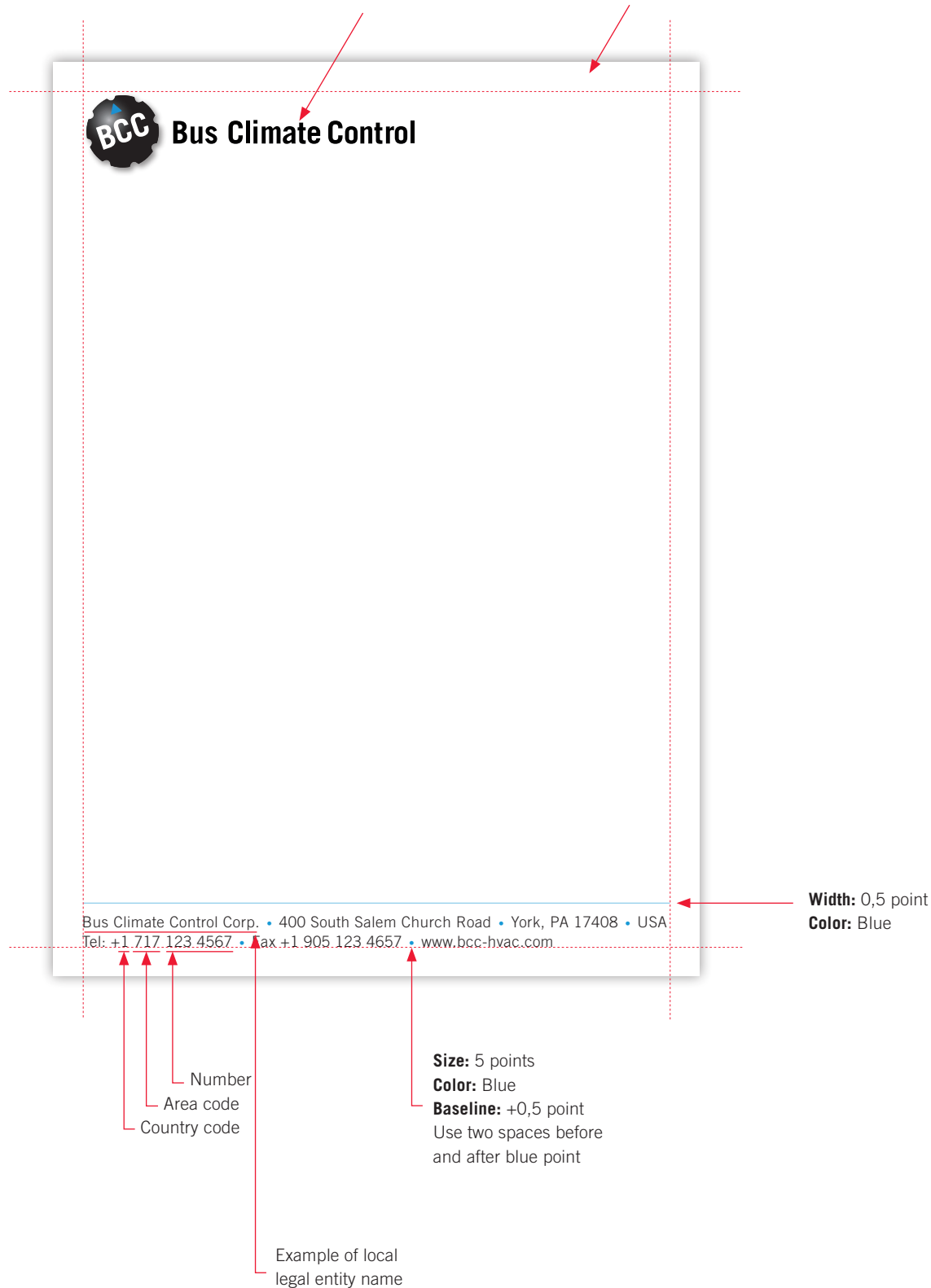**Size:** 7 points
Line spacing: 9 points
Character spacing: 30 (InDesign)

Logotype: 55 mm wide

Margin: 7 mm on all sides

Bus Climate Control

Bus Climate Control Corp. • 400 South Salem Church Road • York, PA 17408 • USA
Tel: +1 717 123 4567 • Fax +1 905 123 4657 • www.bcc-hvac.com

Width: 0,5 point
Color: Blue

Number
Area code
Country code

Size: 5 points
Color: Blue
Baseline: +0,5 point
Use two spaces before
and after blue point

Example of local
legal entity name

European size: 105 mm x 99 mm (shown here)
American size: 4,25 in x 3,66 in
Font: Trade Gothic light + bold
Size: 7 points
Line spacing: 9 points
Character spacing: 30 (InDesign)
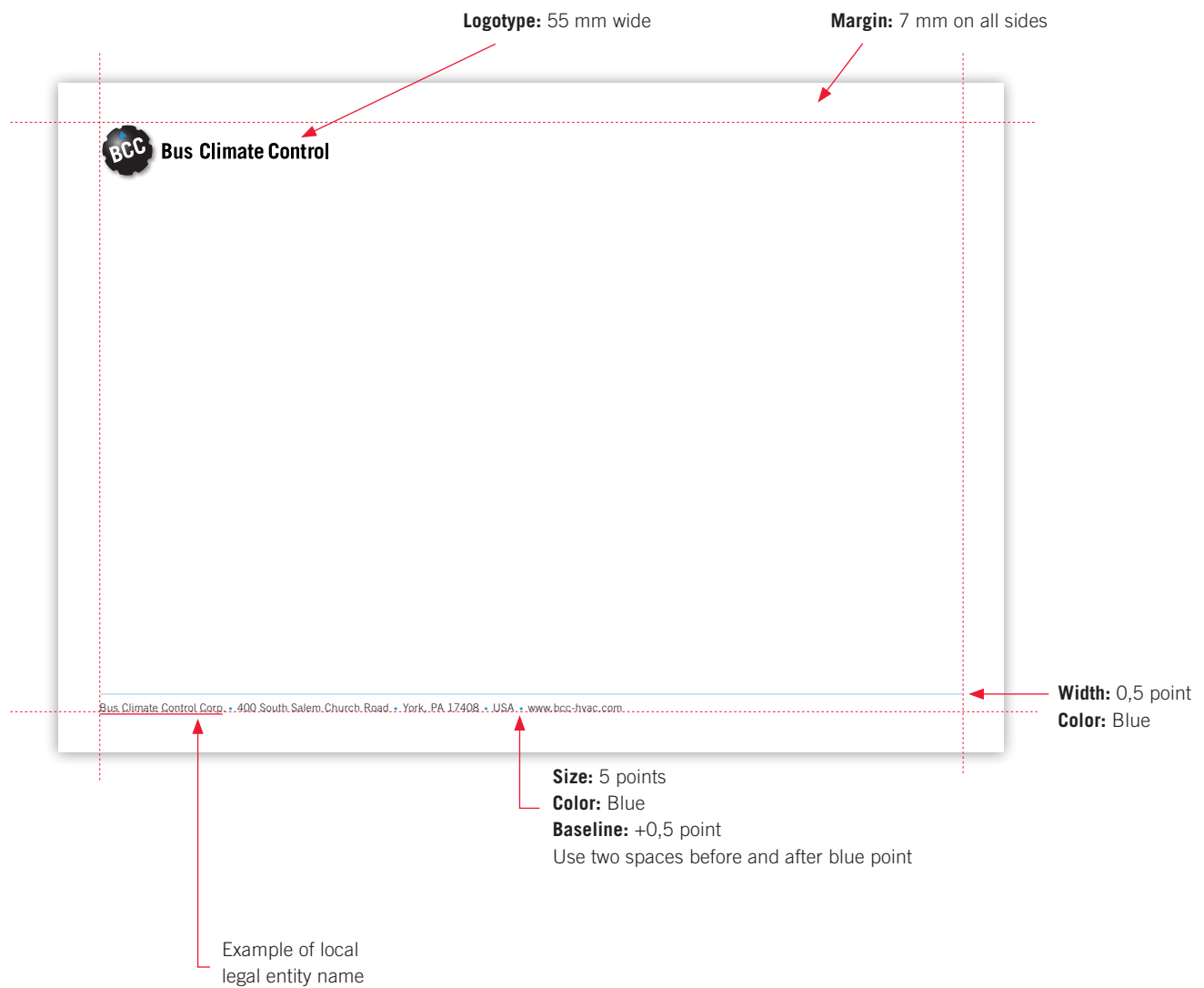
Logotype: 55 mm wide   **Margin:** 7 mm on all sides

BCC Bus Climate Control

Bus Climate Control Corp. • 400 South Salem Church Road • York, PA 17408 • USA
Tel: +1 717 123 4567 • Fax +1 905 123 4657 • www.bcc-hvac.com

Width: 0,5 point
Color: Blue

Example of local
legal entity name

Number
Area code
Country code

Size: 5 points
Color: Blue
Baseline: +0,5 point
Use two spaces before
and after blue point
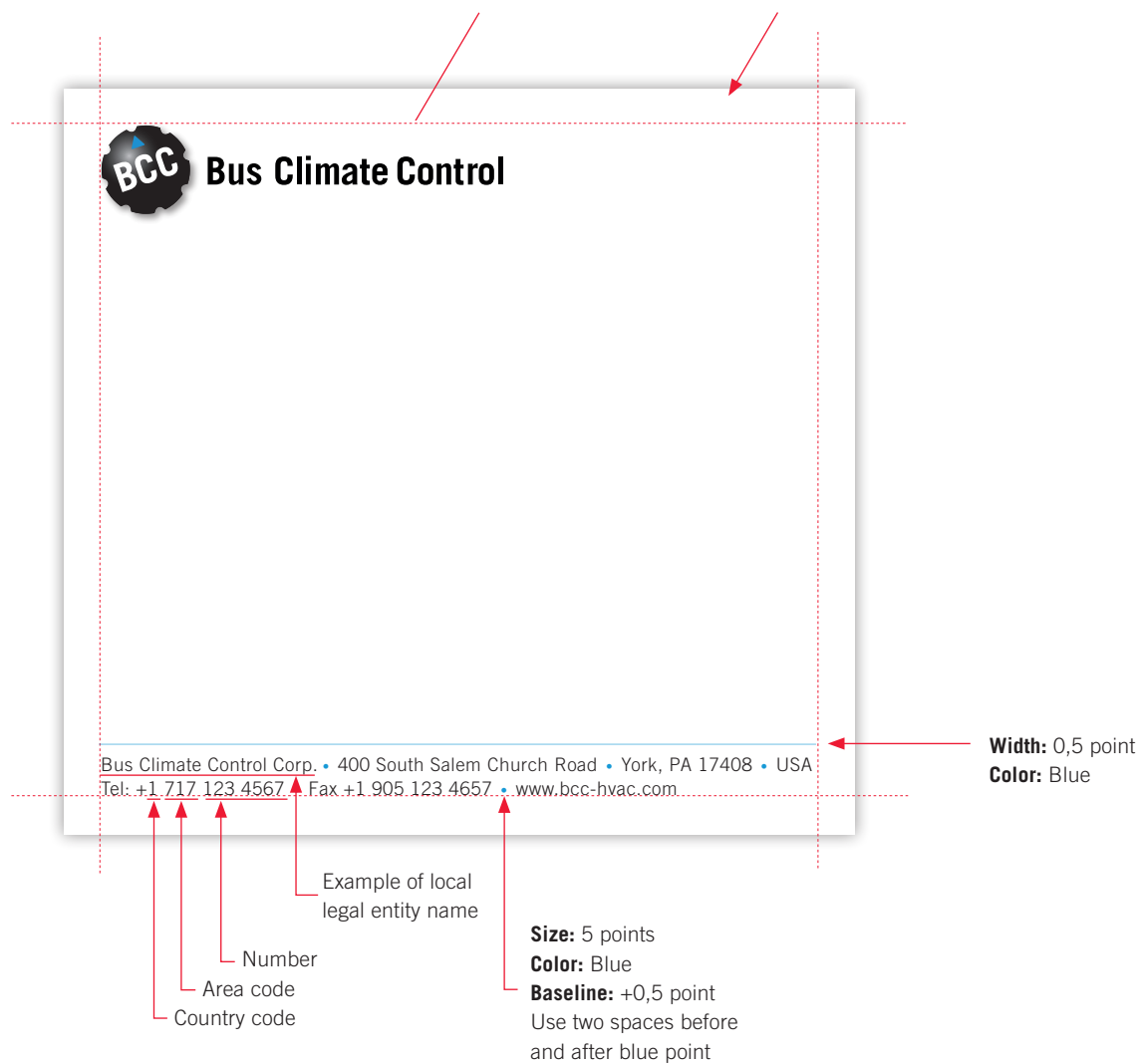
For all envelope sizes (example is European C5 shown in 70%)
Font: Trade Gothic light + bold
Size: 7 points
Line spacing: 9 points
Character spacing: 30 (InDesign)

Logotype: 55 mm wide

Margin: 7 mm on all sides

BCC Bus Climate Control

Width: 0,5 point
Color: Blue

Bus Climate Control Corp. • 400 South Salem Church Road • York, PA 17408 • USA • www.bcc-hvac.com

Size: 5 points
Color: Blue
Baseline: +0,5 point
Use two spaces before and after blue point

Example of local
legal entity name

European size: A4, 210 mm x 297 mm (shown here in 70%)
American size: Letter
Font: Trade Gothic light + bold
Size: 7 points
Line spacing: 9 points
Character spacing: 30 (InDesign)

Logotype: 55 mm wide

Margin: 10 mm on all sides

BCC Bus Climate Control

Vaughan, January 17, 2023

Left margin 25 mm
Text in Garamond
12 points and line spacing
18 points

Dear Anders,
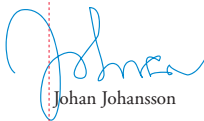
Ibh elesequissi tem eum zzriure dolortie facipismodit amcore dunt at. Borem num iril exerostisit wis augait utatis erostionum doloreet alisl utatetum vero od magna commolummod euiscil issisi blamcon sectet, con hendrem velismolum zzriure mod modignit am, corperos aliquisl et, consectem vero odipissi.

It dolor sisim duisim augiam vercili smolor si tisci tie magna feumsan erosto cor sum venisim zzril dio dolum vullut iure con ent lummodit praesequis autatio nsequis et ilis adipit, sumsan venis autpat.

Susto conulput luptatum quatinc ipsusto ercidunt prat. Ci tat velit ing etum euipsum zzriureet, sum niamconum ipsusci pismod delent do exerat veliqua tumsand reetue magnim illuptatin ute tatumsandit lam dolobortie do et lorperatet in exeril il dolobore diam dunt praesed dolorero commy nos augiam, veleniam, quam nulluptat nisim dolobore magna commolessi. Metum dolore diatuerostie feuiscil ipsum vercidunt volorer adiatie min utpat. An eum nummy nibh eummy nulla facipit la facinci duismol oreet, commodigna faccum quatio ese modolore doloreet adiat utpate dunt ero dit adiamet la am dolor si tis autpat do consequis duis dunt wis eliqui bla feu facin vulputat, sum alit vel eum volore del utpatuer sequat.

Volore veniscil in ut aliquam ipisl exer sum eros enis alit praessed magna aliquis nullandio consequisim dip exer ipis nos niamcoreet nim nibh estie faccumsan elis dolor acipsuscilis alis doloreet ipit ulputet inim ad tincili scipsummod te doluptate ea aliquis dolore tionsequat loreet diam iriure molum dolorer sendio conseniscil et inim ipsum quis nissed tem et, quisim verat wissi tem velit ad minisl et ut autpat, quatet, quat. Ut ver sent nim vullumsandre molorti.

Kind regards

Johan Johansson

Bus Climate Control Corp. · 400 South Salem Church Road · York, PA 17408 · USA · Tel: +1 717 123 4567 · Fax: +1 123 456 7890 · www.bcc-hvac.com

Width: 0,5 point
Color: Blue

Example of local
legal entity name

Number

Area code

Country code

Size: 5 points
Color: Blue
Baseline: +0,5 point
Use two spaces before and after blue point

E-mail signature

Font: Verdana regular + bold
Size: 7 points

text text text text text text text text text text text text text text text text text
text text text text text text text text text text text text text text text text text
text text text text text text text text text text text text text text text text text
text text text text text text text text text text text text text text text text text
text text text text text text text text text text text.

Best regards,
Anders

Anders Andersson
Director, Sales North America

BCC Bus Climate Control

Bus Climate Control Corp.
400 South Salem Church Road • York, PA 17408 • USA
Tel: +1 717 123 4567 • Cell: +1 123 456 7890 • Fax: +1 123 456 7890
name.surname@bcc-hvac.com • www.bcc-hvac.com

Message in Verdana
9 points or more

Example of local
legal entity name

Use image "BCC_logo-mail.png"

Point
Color: Blue (R 71 G 147 B 205)
Use two spaces before and after blue point

Teams recommend uploading images with an aspect ratio of 16:9 and a resolution of 1920 x 1080.
Place the logo up in the right corner to be visible.
Use an image with a calm background and without people, if possible, with a glimpse of a suitable vehicle.
Depending on the period, you can use an image with a cold or warm climate focus.
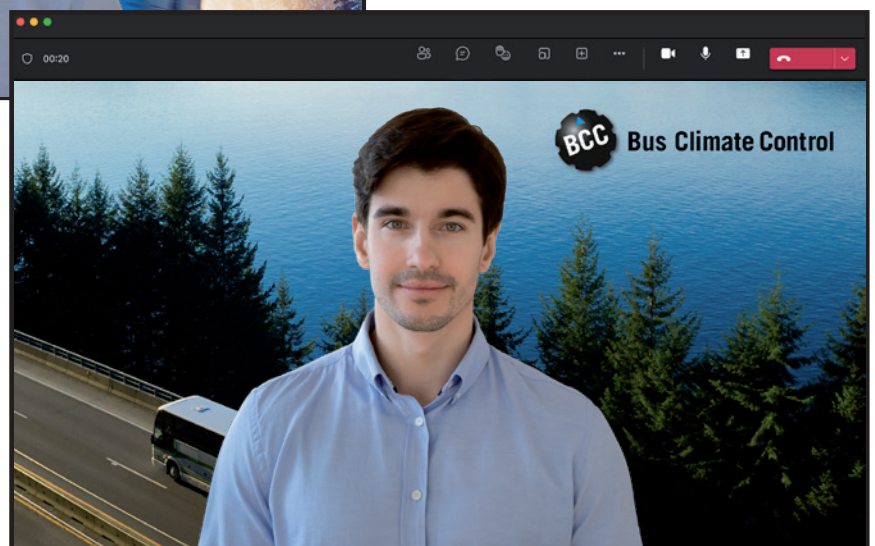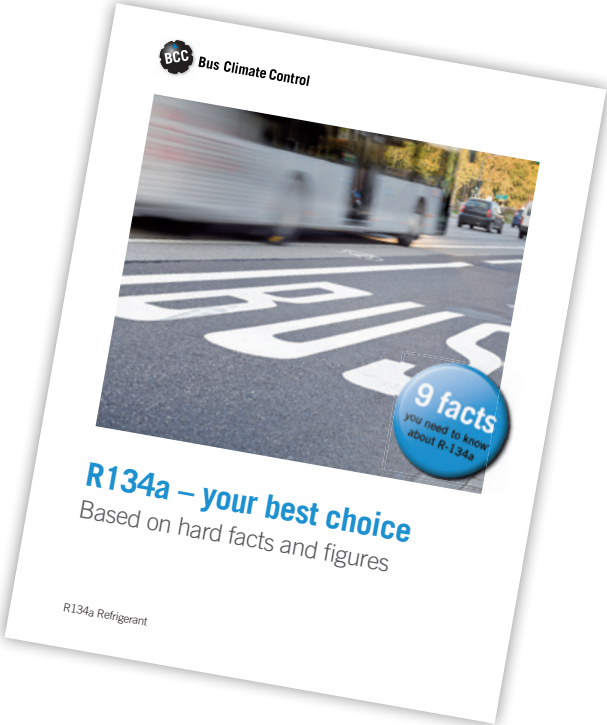
The same design elements are used in both print and digital material.
Use the BCC color and typography themes in the BCC PowerPoint template.
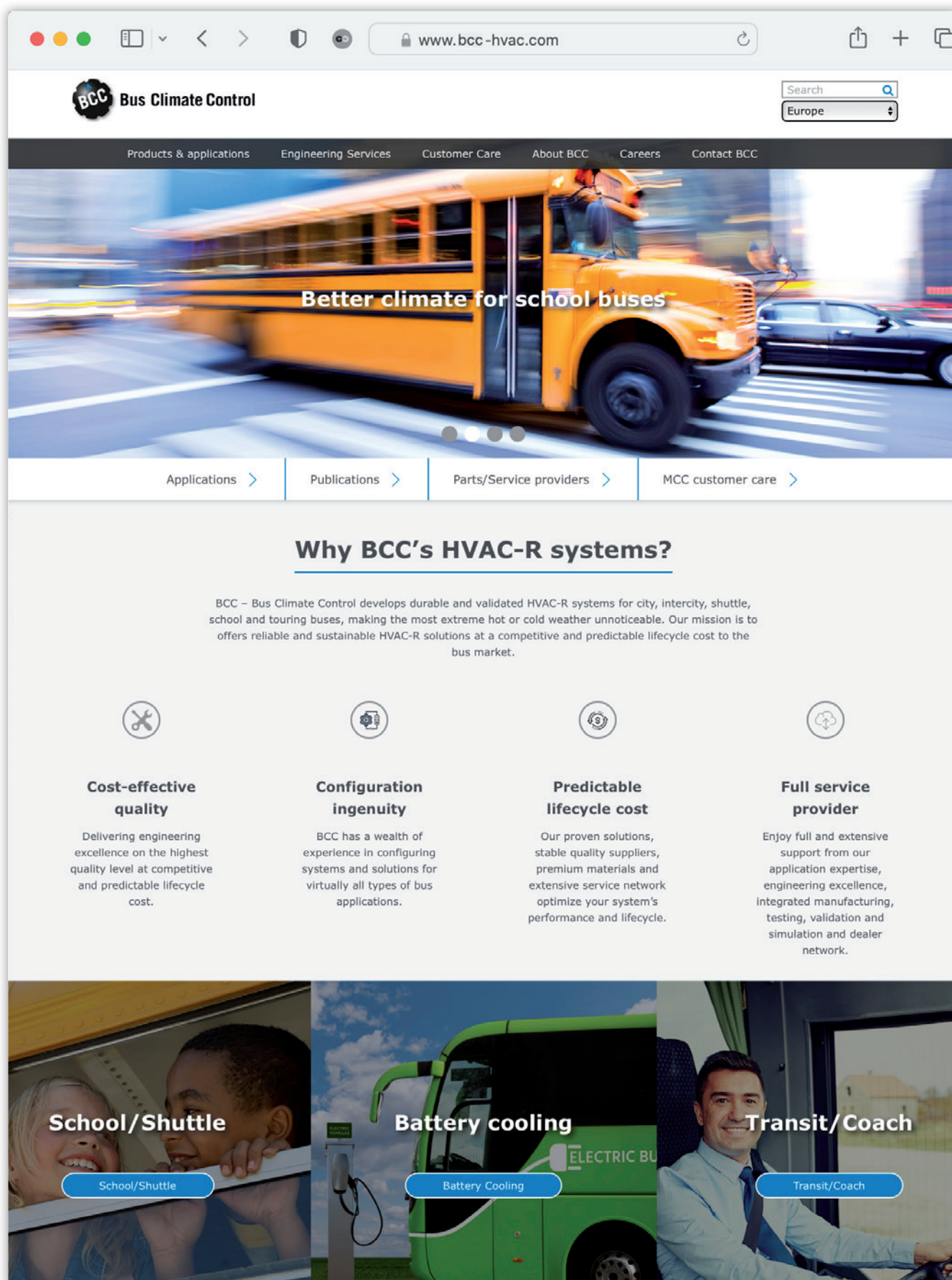
The website is easily navigated and information easily found with a tried and tested layout and clear menus.

BCC Bus Climate Control

Flexibility is the key to success

Fully automatic modular
climate control system
with a full range of options

Exhibition display

BCC Bus Climate Control

9 facts you need to know about R-134a

R134a – your best choice
Based on hard facts and figures

R134a Refrigerant

Product brochure

BCC Bus Climate Control

400 South Salem Church Road

Exterior sign

BCC Bus Climate Control

Flags (always white)

Note: To ensure a uniform design, any tagline, division or plant name may only be added to the logo by our advertising agency.

Airport display

Print ad

Note: To ensure a uniform design, any tagline, division or plant name may only be added to the logo by our advertising agency.