



BEI
PRECISION

Brand Standards Guide
March 7, 2019

Created by The Communications Group



ComGroup.com

INTRODUCTION

This Brand Standards Guide is provided to guide the use and application of BEI Precision brand name, brand mark, logo and other brand elements. Questions about the use and application of the BEI Precision logo or graphic identity should be directed to: [Steven Parker](#).

This guide is intended to ensure correct use of the BEI Precision brand to materials that are created. Those materials may include, but are not limited to, documents, business cards, tradeshow materials, signage, presentations, displays, sales materials, PowerPoints, premium items or any other official representation of the company.

This guide governs the composition, design and general look of our company's identity. Failure to properly use the BEI Precision brand reduces our ability to communicate with our customers and stakeholders, and it diminishes the BEI Precision brand's value.

BEI PRECISION

The BEI Precision brand mark and logo represent the technical, high quality, engineered, precision products created by the company. Proper application of BEI Precision brand standard ensures reliable identity recognition in a crowded marketplace. Proper application of the brand standards positions BEI Precision

competitively and helps us tell our story, both internally and externally to our customers and important stakeholders.

Our logo is a visual representation of our brand. It can invoke powerful meanings that allow our customers and stakeholders to instantly identify our technology and our product.

Our new logo is designed to represent BEI Precision in the aerospace, aeronautics, defense, space and other industries in which our products are used.

THE LOGO

The BEI Precision logo is the company's official identifying mark. It is the basic element that communicates about our organization.

The BEI Precision rings and wordmark are uniquely rendered. They were custom-designed for BEI Precision based on a variety of factors including: research, interviews with our stakeholders, a study of the industries in which BEI competes and a respect for the company's lengthy and storied heritage starting with the Baldwin Piano Company.

[The BEI Precision brand contains two parts: the wordmark and the rings.](#)

WORDMARK

The wordmark consists of two parts: BEI and “Precision.” The BEI portion of the wordmark is custom-drawn, one-of-a-kind lettering designed specifically to represent our product, our industry and our heritage. The BEI portion of the wordmark is completely unique to us.

The “E” in the BEI section of the wordmark is designed to resemble piano keys and represents an important part of the company’s legacy.

The “Precision” part of the wordmark:

- The word “Precision” represents our engineering and our promise to BEI Precision customers
- “Precision” is rendered in a high-tech typography favored by companies in the space and aeronautics industry, called AZONIX.
- The AZONIX font may be installed from the “fonts” asset folder.

THE RINGS

The rings in the logo are specific to BEI Precision and represent a unique way to tell our company’s story:

- When rendered in color, the ring’s colors represent the land, sea and space industries in which BEI Precision products are found

- The rings represent our precision product and the company’s best-in-class optical encoder products
- The rings are concentric to signify a target, a position to which our precision products guide the end-user.

In our branded material, the BEI rings can be applied in a variety of ways. See the following pages for additional guidance.

COLOR

BEI BLUE: The color palette in which the BEI Precision logo is rendered plays an important role in keeping all materials consistently recognizable. The logo colors were selected with industry positioning in mind.

The blue of the wordmark - “BEI blue” - is representative of the highly technical aeronautics, aerospace and defense industries and products in which BEI Precision’s products can be found.

LOGO & BRAND ASSETS

The individual elements of the BEI Precision logo and brand are available for use digitally. You can find them on the [V:Drive under BEI Precision Branding](#).

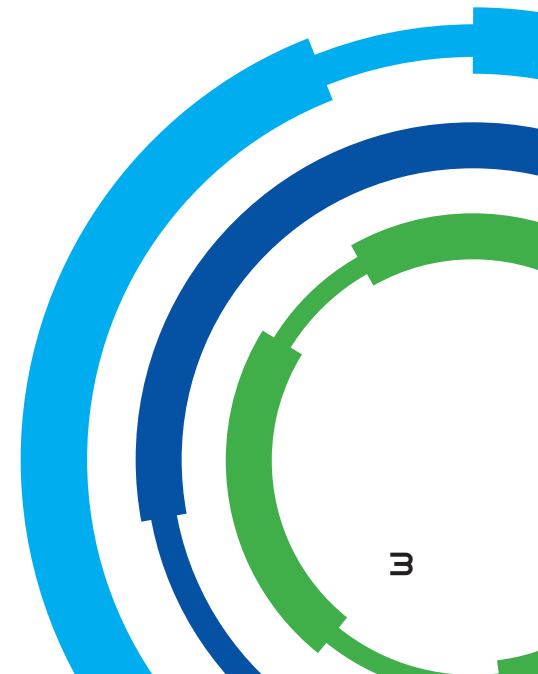
Questions about the use and application of the BEI Precision logo or graphic identity should be directed to: [Steven Parker](#).

corporate

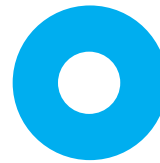
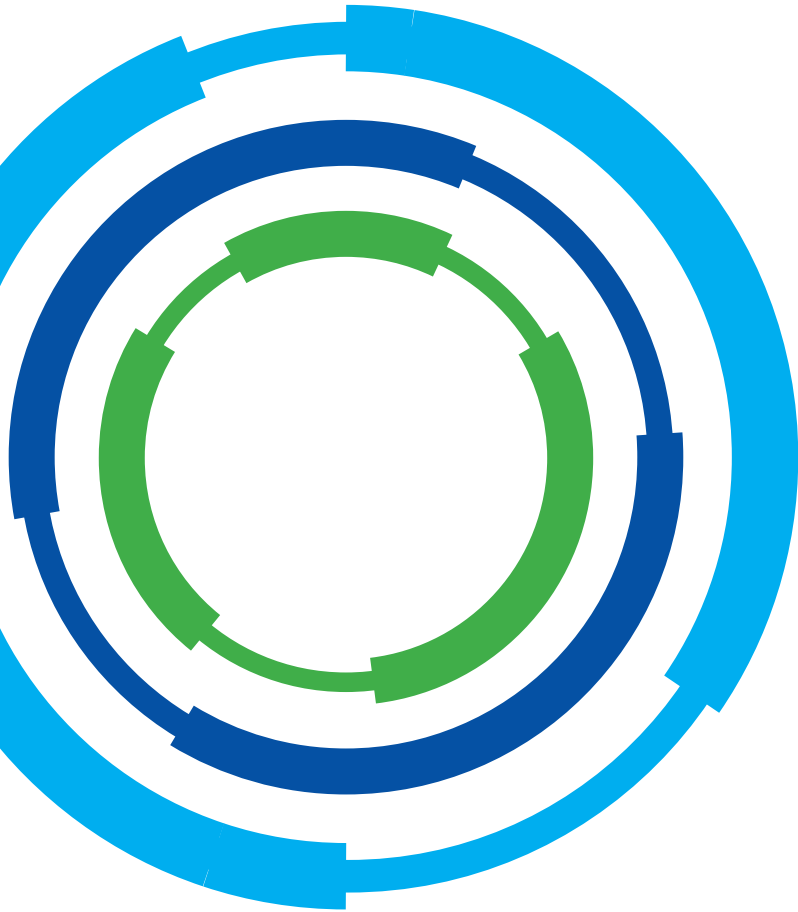
“Advanced Technology for
Rugged Performance in
Extreme Environments”

product offerings

Encoders,
Accelerometers,
Optical Scanners,
and Custom Space
Instrumentation for
Military, Space
and Aviation
Applications



BEI PRECISION COLOR STANDARDS



Process Blue

RGB:
0,133,202

CMYK:
100,0,0,0

HEX:
#0085CA



Pantone 286

RGB:
0, 82,164

CMYK:
100,77,0,0

HEX:
#0000FF



Pantone 354

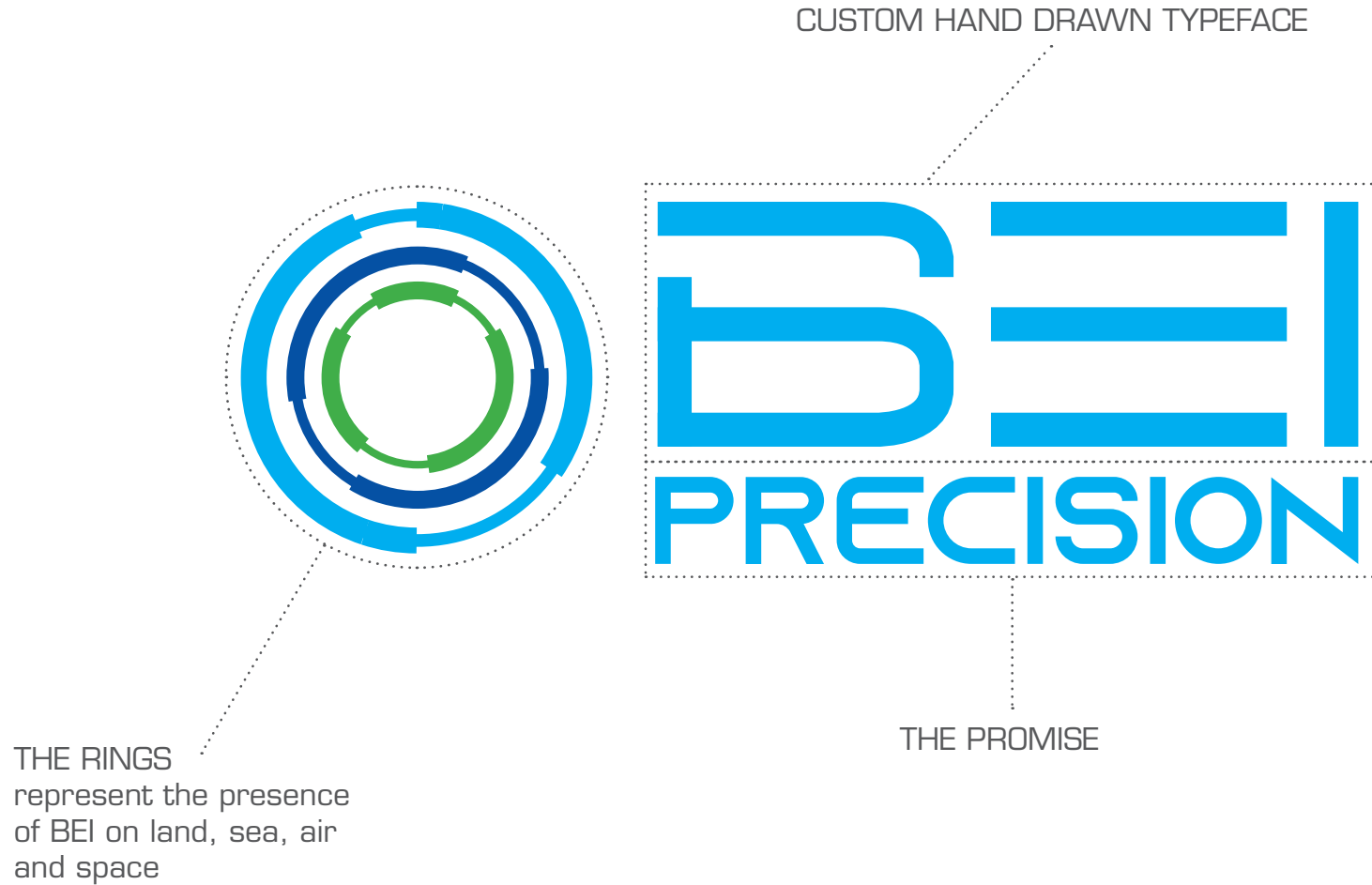
RGB:
0,177,64

CMYK:
81,0,92,0

HEX:
#00B140



THE ELEMENTS OF THE BEI PRECISION MARK



TYPOGRAPHY

AZONICS (USED AS DISPLAY/HEADLINE FACE ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890-+ /!@#\$%&*()_+

AZONICS (USED AS DISPLAY/HEADLINE FACE ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890-+ /!@#\$%&*()_+

Eurostile (for all running copy in print and digital) Google equivalent: Michroma

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-+ /!@#\$%&*()_+

Eurostile (for all running copy in print and digital) Google equivalent: Michroma

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-+ /!@#\$%&*()_+

HOW THE MARK SHOULD BE USED

ALL UP LOGO
(HORIZONTAL)

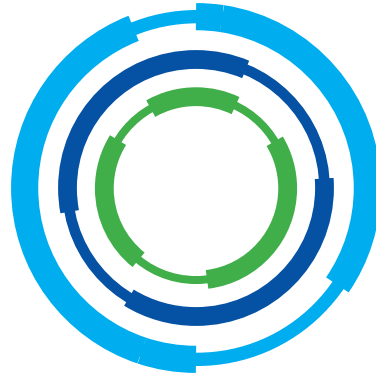


NAME ONLY
(HORIZONTAL)

The logo for BEI Precision is displayed in a bright blue color. The letters 'BEI' are in a large, bold, sans-serif font. The 'B' and 'E' are connected, and the 'I' is a simple vertical bar. Below 'BEI', the word 'PRECISION' is written in a smaller, all-caps, sans-serif font.

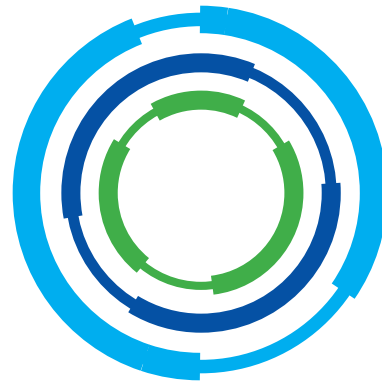
TO BE USED ONLY AFTER
THE ALL UP LOGO HAS
BEEN INTRODUCED

MARK ONLY



TO BE USED ONLY AFTER
THE ALL UP LOGO HAS
BEEN INTRODUCED

ALL UP
(STACKED)

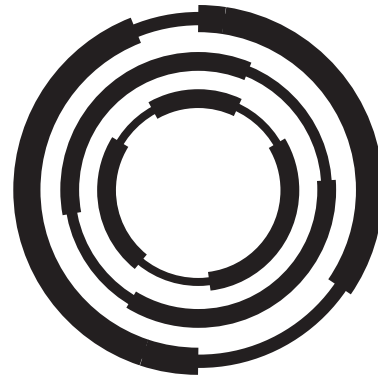


BEI
PRECISION

ALL UP
BLACK/WHITE



ALL UP
BLACK/WHITE
(STACKED)



BEI
PRECISION

ALL UP
(REVERSE)



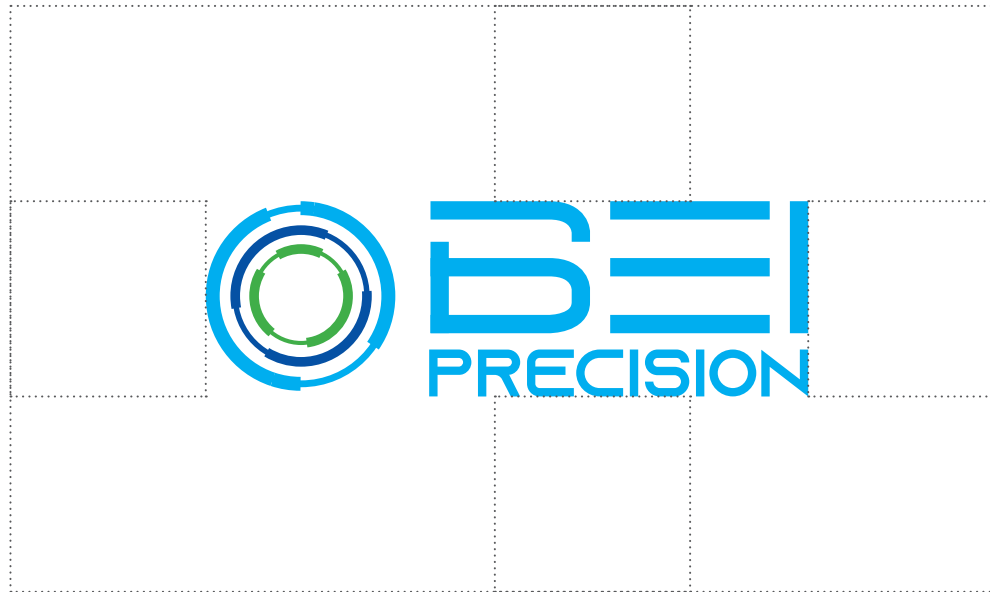
ALL UP
(REVERSE/
STACKED)



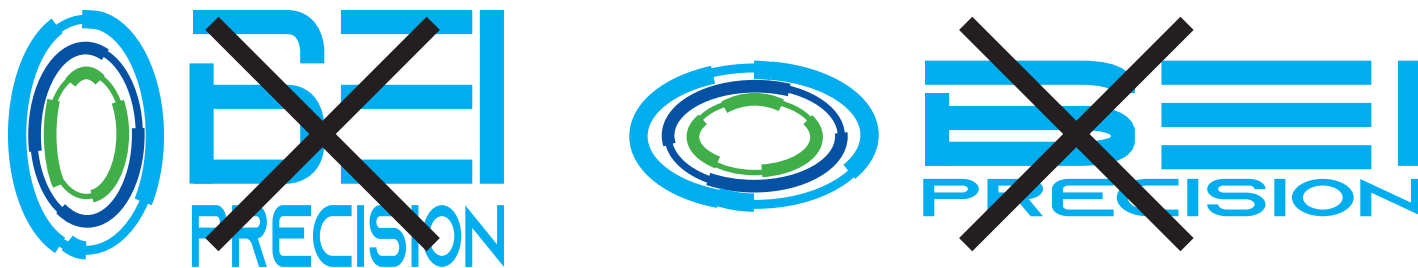
BEI
PRECISION

PADDING AND RATIOS

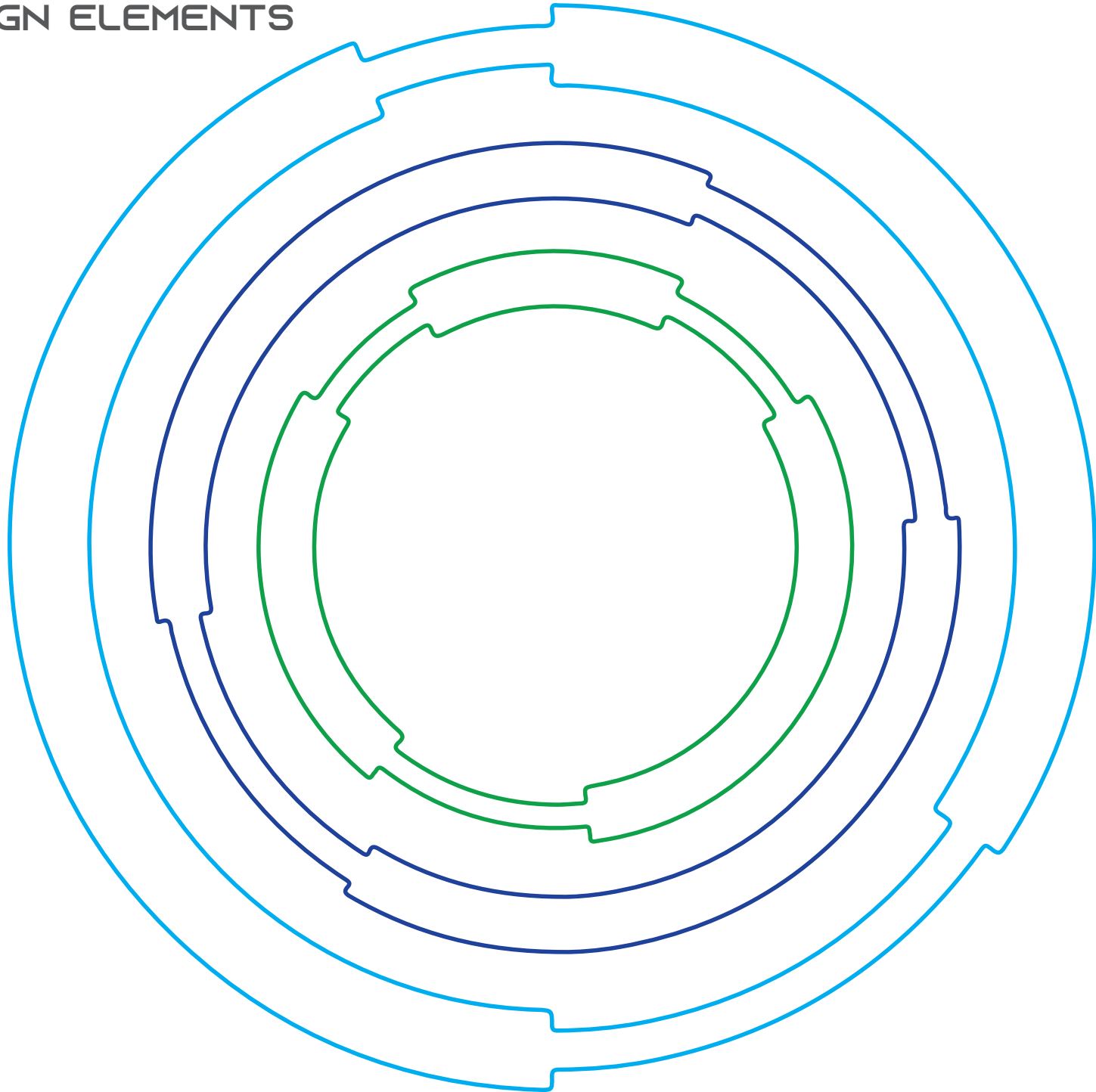
PLEASE ALLOW FOR TOTAL HEIGHT OF LOGOMARK
ON ALL 4 SIDES WHEN ENCOUNTERING ANY
OFF-BRAND CONTENT

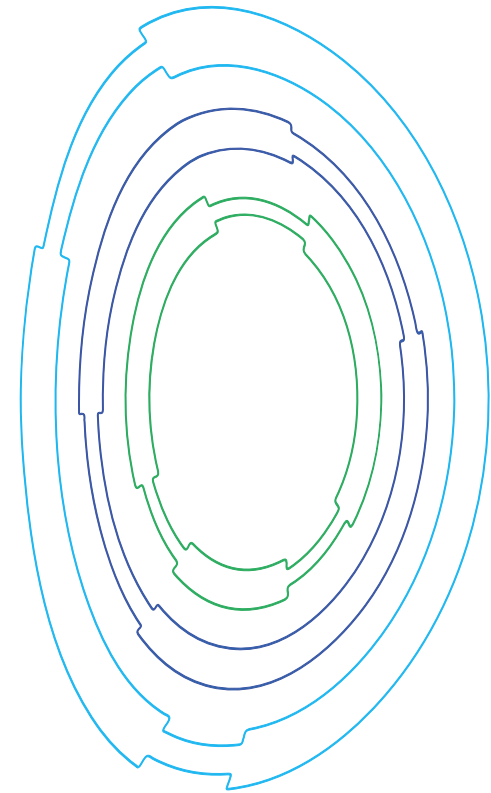


ALWAYS AVOID STRETCHING

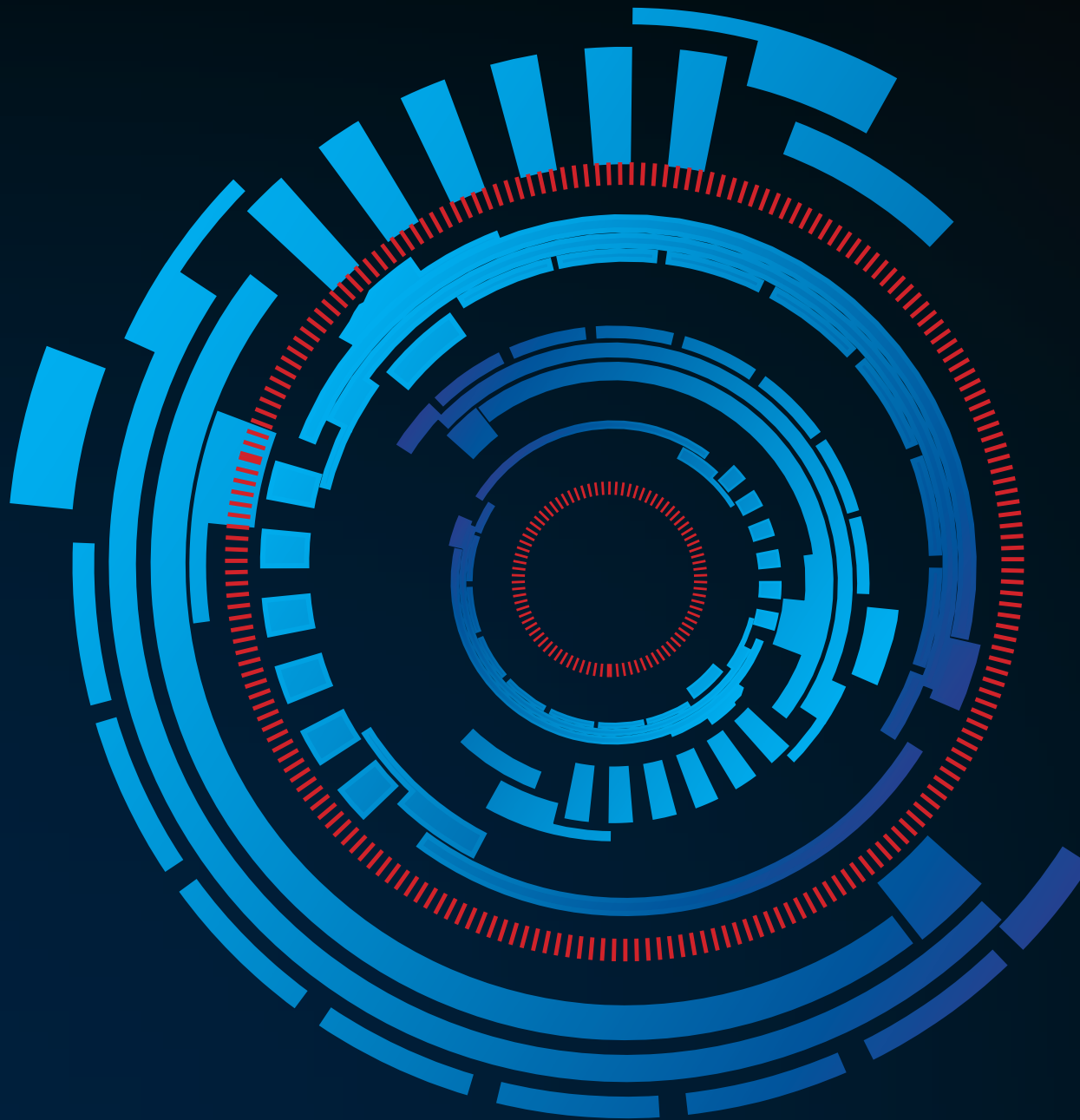


DESIGN ELEMENTS

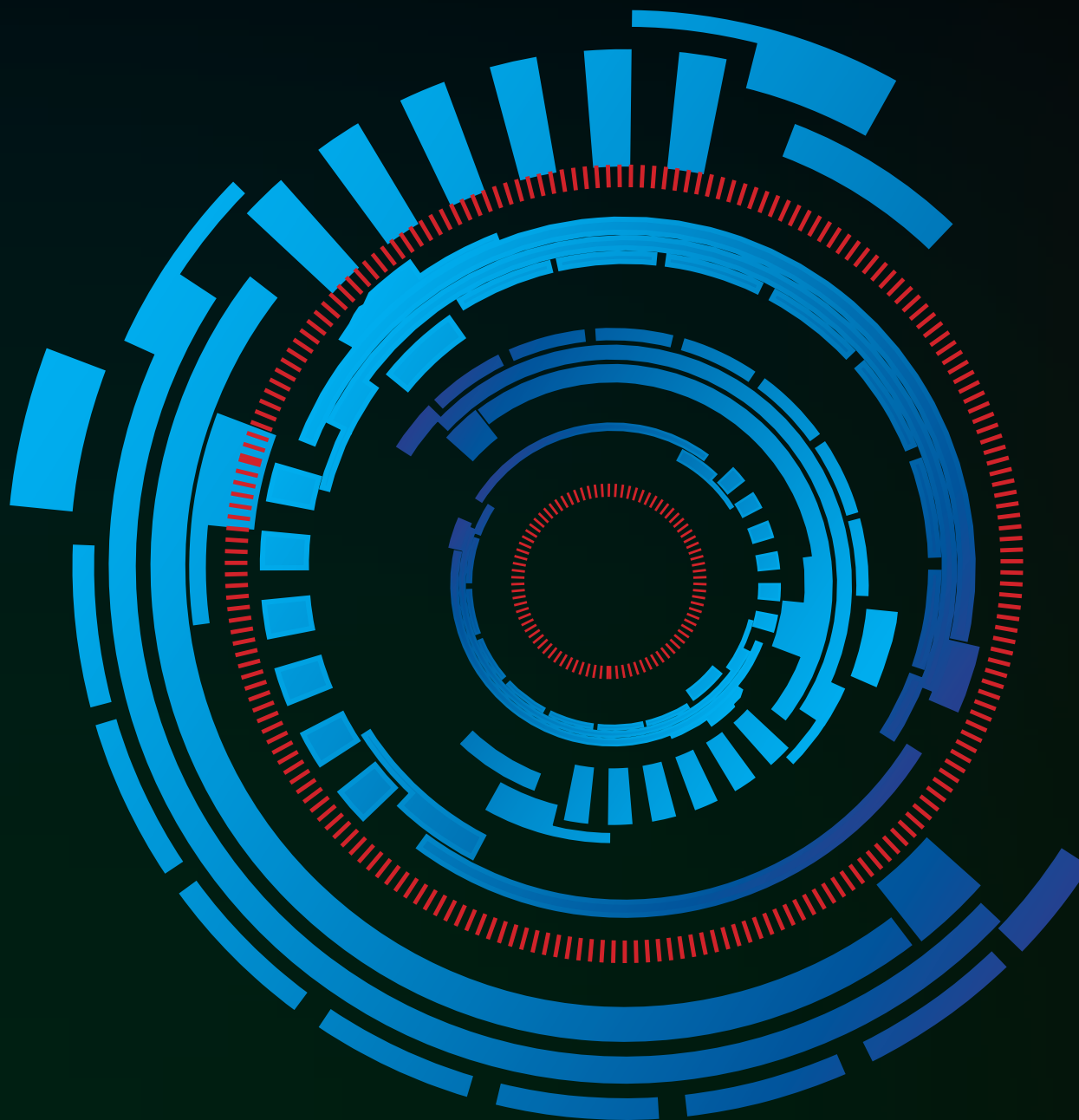












APPROVED INDUSTRY PHOTOGRAPHY



APPROVED INDUSTRY PHOTOGRAPHY ARRANGEMENTS



CORPORATE IDENTITY

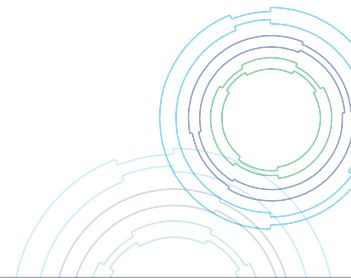


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Position/Title

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Business Overview and Dither Scanner Technology Discussion

Raytheon SAS, Plano, TX – 27 September 2018



WEARABLES



TRADE SHOW SUPPORT



BRANDED PREMIUMS



Created by The Communications Group



ComGroup.com