



BRAND GUIDELINES

BRAND UNIVERSE - OUR IDENTITY



**CRAFTING
INGENIOUS BATTERY SOLUTIONS
FOR ALL THE POWERSPORT
APPLICATIONS**



**BATTERY
CHARGER
TESTER
BOOSTER**

OUR PURPOSE

OUR DNA



**BS[®]
BATTERY**

OUR SOLUTIONS

OUR CULTURE



**QUALITY
INNOVATION
RACING
PERFORMANCE**



**HUMAN DIMENSION
SERVICES ORIENTED
CUSTOMER SATISFACTION
PASSION ABOVE**

BRAND UNIVERSE - TONE OF VOICE



TECHNICAL
COMMUNITY HUMAN
CRAFT SERVICES RELIABLE
OES INNOVATION PREMIUM
DEVELOP QUALITY POWER PARTNERS
HUMAN PERFORMANCE
VICTORIES TESTED & APPROVED RACING
INNOVATE PASSIONATE
INVENT BOOST TEAMS OEM SUCCESS

BRAND UNIVERSE - KEY VISUALS



> We develop solutions for all powersport applications.

BRAND UNIVERSE - KEY VISUALS



> We craft reliable solution with all technologies, for all type of bikes.

BRAND LOGO - LOGO

BS BATTERY MAIN LOGO



Please use this logo for all your communication focus on BS BATTERY brand or products

- > Products information
- > Sponsoring
- > Online communication
- > Printing materials
- > Others...

BS BATTERY ALTERNATIVE LOGO



This logo is an alternative version if you want to highlight our French DNA.

You can use it for all usages except for products information & sponsoring.

Logos available [here](#)  B2B PORTAL 

BRAND LOGO - CLEAR SPACE & MINIMUM SIZE

BS BATTERY MAIN LOGO

PROTECTION ZONE



MINIMUM SIZE



BACKGROUND



On all backgrounds



On red backgrounds



For black and white printing **only**

BS BATTERY ALTERNATIVE LOGO

PROTECTION ZONE



MINIMUM SIZE



BACKGROUND



On all backgrounds



On red backgrounds

COLORS - BRAND PALETTE

BS BATTERY MAIN LOGO



RED

CMYK 15 | 100 | 100 | 0
RVB 204 | 0 | 0
#CC0000



WHITE

CMYK 0 | 0 | 0 | 0
RVB 250 | 250 | 250
#ffffff

BS BATTERY ALTERNATIVE LOGO



RED

CMYK 15 | 100 | 100 | 0
RVB 204 | 0 | 0
#CC0000



WHITE

CMYK 0 | 0 | 0 | 0
RVB 250 | 250 | 250
#ffffff



BLUE

CMYK 100 | 70 | 0 | 5
RVB 0 | 51 | 153
#003399

BRAND LOGO - THINGS TO AVOID



Don't change the opacity of the trademark.



Don't change the proportions of the trademark and don't apply any distortion such as perspective, warp or other.



Don't apply creative effects such as drop shadow, inner glow...



Don't remove the background.



Don't change colors.



Don't enlarge or reduce the background.



> For all your creative development, please consult BS BATTERY Team before any production.

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ROBOTO ITALIC

*ABCDEFGHIJKLMNO P Q
RSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789*

ROBOTO BOLD ITALIC

***ABCDEFGHIJKLMNO P Q
RSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789***

ROBOTO BOLD

**ABCDEFGHIJKLMNO P Q
RSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789**

Fonts available [here](#) 


BRAND LOGO - BASELINE

The Power you need...

RULES

- Please use the baseline below BS BATTERY logo as per the rules below.

COLORS

 **RED**
CMYK 15 | 100 | 100 | 0 - RVB 204 | 0 | 0 - #CC0000

MINIMUM SIZE

The Power you need...
4 cm

FONT

Century Gothic Italic

BS BATTERY MAIN LOGO



The Power you need...

BS BATTERY ALTERNATIVE LOGO



The Power you need...

Baseline available [here](#)  B2B PORTAL 

The Power you need...

> If background is white or clear:
please use the **red baseline**.

> If background is red, black or dark:
please use the **white baseline**.



The Power you need...



The Power you need...



The Power you need...

PRODUCTS LOGOS

BATTERY RANGE

LITHIUM
LiFeP04

SLA
FACTORY ACTIVATED

MF
BATTERY

DRY
BATTERY

SLA **MAX**
FACTORY ACTIVATED

PLUG & PLAY SOLUTION

PLUG AND PLAY
SOLUTION



> Please use this logo to promote our "ready to use" solutions (SLA, SLA MAX & LITHIUM range only).

CHARGERS

BK 20

BS 10

BS 30

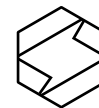
BS 15

BS 60

TESTER

BST1000

BOOSTER



POWER BOX

Logos available [here](#)  **B2B PORTAL**

ICONOGRAPHY

> Icons are effective visual tools for highlighting key information about our products.



BLACK

CMYK 0 | 0 | 0 | 100
RVB 0 | 0 | 0
#000000



GREY

CMYK 0 | 0 | 0 | 70
RVB 112 | 111 | 111
#706F6F



BS BATTERY icons are available [here](#) B2B PORTAL

SPECIAL LOGOS - RACING



- › For all your communication focus on BS BATTERY racing partners : please use thie right sponsor logo. More options next page.
- › For your local sponsoring: please consult BS BATTERY Team before signing any agreements.

SPECIAL LOGOS - RACING



All our logos are available [here](#)  B2B PORTAL 

SPECIAL LOGOS - CO-BRANDED



- › Logo provided by BS BATTERY team upon request.
- › For BS BATTERY Authorized Distributors only.
- › All names using the BS BATTERY trademark must be approved by BS BATTERY Team.

VIDEO DEVELOPMENT - POST-PRODUCTION

RULES

- > For all your production, please add our Animated Logo at the end of each video.

COLORS



RED

CMYK 15 | 100 | 100 | 0

RVB 204 | 0 | 0

#CC0000



Animated logo available [here](#) 

ONLINE COMMUNICATION - SOCIAL MEDIA



FACEBOOK

> www.facebook.com/bsbattery

[@bsbattery](https://www.facebook.com/bsbattery)

For all your publications promoting BS BATTERY (photos, videos...) on Facebook:

- > Mention [@bsbattery](https://www.facebook.com/bsbattery) on the caption
- > Tag [@bsbattery](https://www.facebook.com/bsbattery) on the image
- > Use the hashtags #BSBattery #PoweredbyBSBattery



INSTAGRAM

> www.instagram.com/bsbatteryofficial

[@bsbatteryofficial](https://www.instagram.com/bsbatteryofficial)

For all your publications promoting BS BATTERY (photos, videos...) on Instagram:

- > Mention [@bsbatteryofficial](https://www.instagram.com/bsbatteryofficial) on the caption
- > Tag [@bsbatteryofficial](https://www.instagram.com/bsbatteryofficial) on the image
- > Use the hashtags #BSBattery #PoweredbyBSBattery



LINKEDIN

> www.linkedin.com/company/bs-battery/

[@bsbattery](https://www.linkedin.com/company/bs-battery/)

For all your publications promoting BS BATTERY (photos, videos...) on LinkedIn:

- > Mention [@bsbattery](https://www.linkedin.com/company/bs-battery/) on the caption
- > Tag [@bsbattery](https://www.linkedin.com/company/bs-battery/) on the image
- > Use the hashtags #BSBattery #PoweredbyBSBattery



YOUTUBE

> www.youtube.com/channel/

For any video including BS BATTERY on YouTube, please add the following video description:

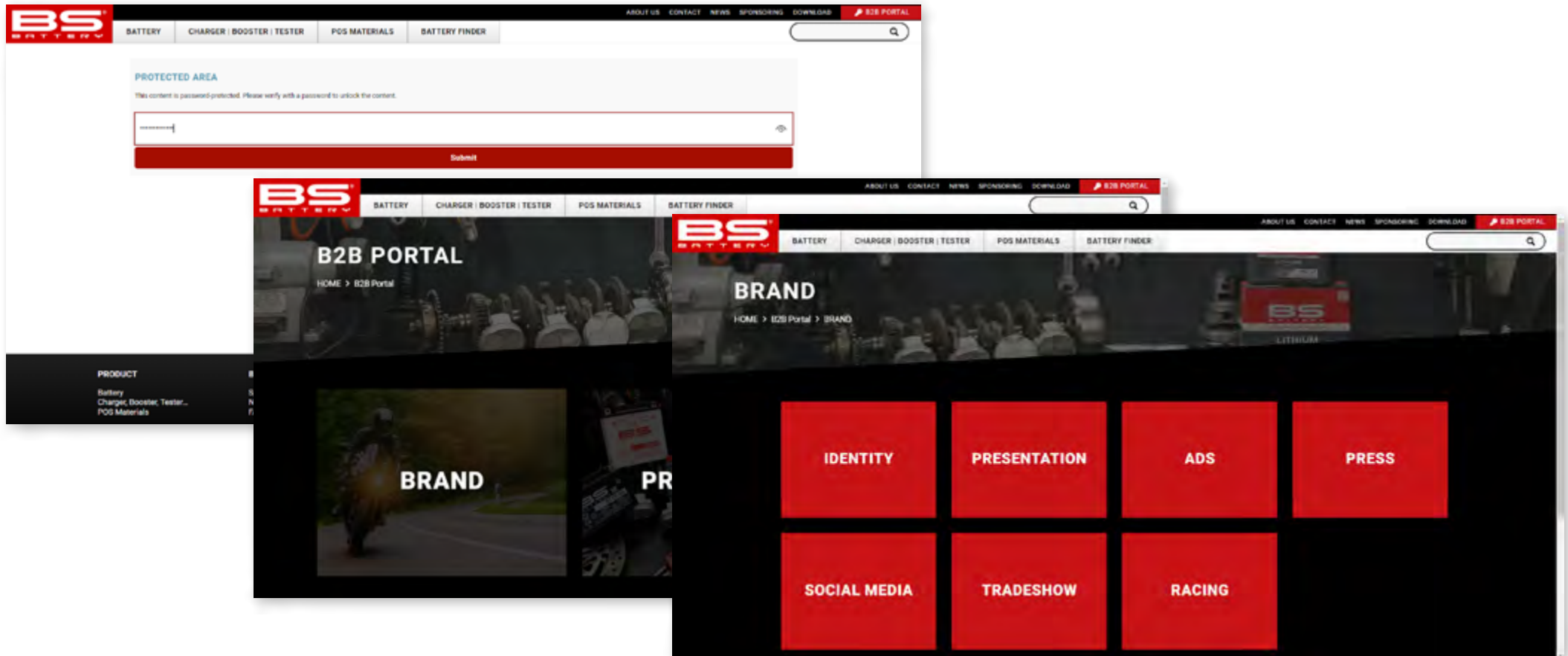
Find out more about BS BATTERY: www.bs-battery.com
And check out BS BATTERY's social media!
www.facebook.com/bsbattery
www.instagram.com/bsbatteryofficial

B2B PORTAL

WHERE TO FIND ALL OUR GRAPHIC ELEMENTS?

B2B Portal is a private access dedicated to our main partners only. You'll find here all our graphic elements & marketing content.

<https://bs-battery.com/b2b-portal/>  B2B PORTAL





The Power you need...