



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**
OEM
INVENT BOOST TEAMS **SUCCESS**

BRAND UNIVERSE | KEY VISUALS

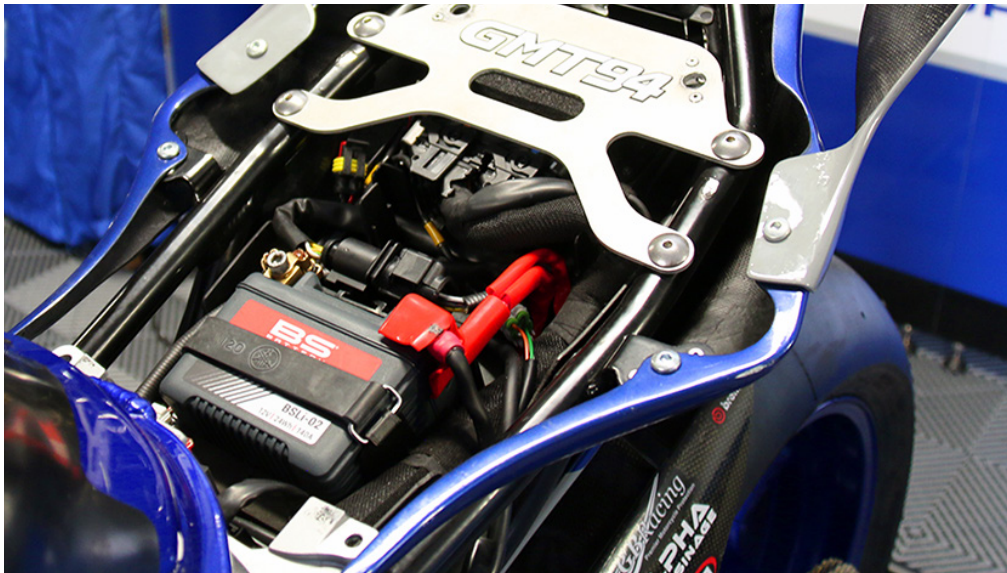
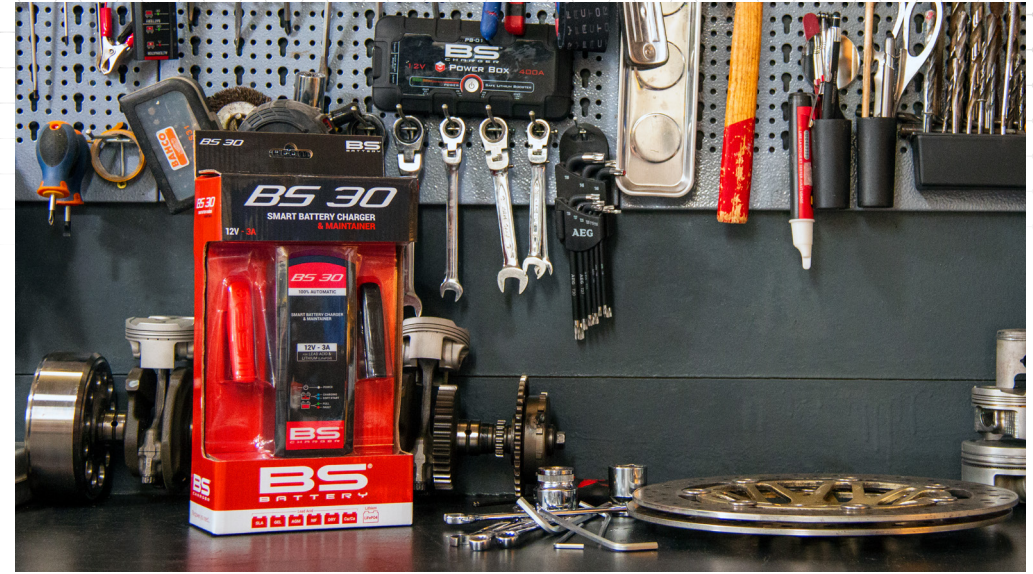


The Power you need...



› 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 0 | 100 | 100 | 0
RVB 227 | 6 | 19
#E30613



WHITE

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

BS BATTERY ALTERNATIVE LOGO



RED

CMYK 0 | 100 | 100 | 0
RVB 227 | 6 | 19
#E30613



WHITE

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



BLUE

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

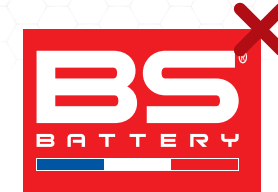
BRAND LOGO | THINGS TO AVOID



Don't change the opacity of the brandmark.



Don't change the proportions of the brandmark 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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

ROBOTO ITALIC

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z

a b c d e f g h i j k l m n o p q

r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

ROBOTO BOLD ITALIC

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z

a b c d e f g h i j k l m n o p q

r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

ROBOTO BOLD

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z

a b c d e f g h i j k l m n o p q

r s t u v w x y z

0 1 2 3 4 5 6 7 8 9



The Power you need...

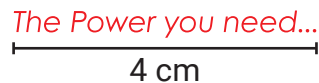
RULES

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

COLORS



MINIMUM SIZE



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
LiFePO4

SLA
FACTORY ACTIVATED

MF
BATTERY

DRY
BATTERY

SLA
FACTORY ACTIVATED **MAX**

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



Ready to use



Power



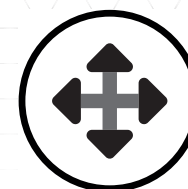
Power



Warning



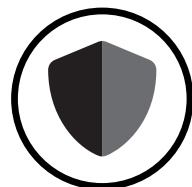
Weight



Positioning



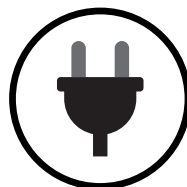
Cycle



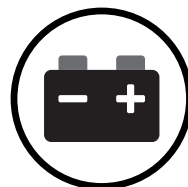
Safe



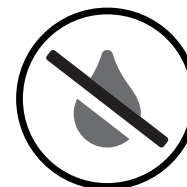
Security



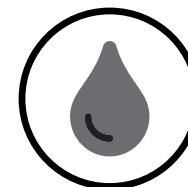
Charging



Discharge



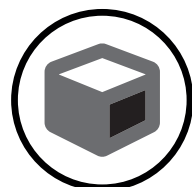
No acid



With Acid



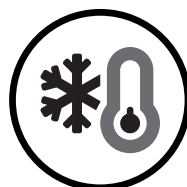
Voltage



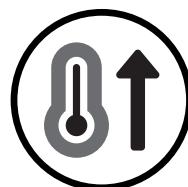
Storage



Long shelf life



Cold



Hot



Time



Validation



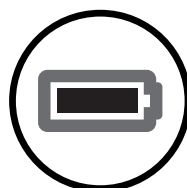
Certificate



Internal gaz



Periodically



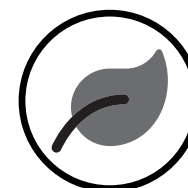
Superior capacity



Maintenance free



Vibration resistance



Environment



Time

BS BATTERY icons are available [here](#)

SPECIAL LOGOS | RACING



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

SPECIAL LOGOS | RACING



Fabio QUARTARARO #20



OFFICIAL SPONSOR



OFFICIAL SPONSOR



OFFICIAL SPONSOR



OFFICIAL SPONSOR



OFFICIAL SPONSOR



OFFICIAL SPONSOR



OFFICIAL SPONSOR



OFFICIAL SPONSOR

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 0 | 100 | 100 | 0

RVB 227 | 6 | 19

#E30613



Animated logo available [here](#)

 B2B PORTAL

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

> <https://www.youtube.com/@bsbatteryofficial>

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

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

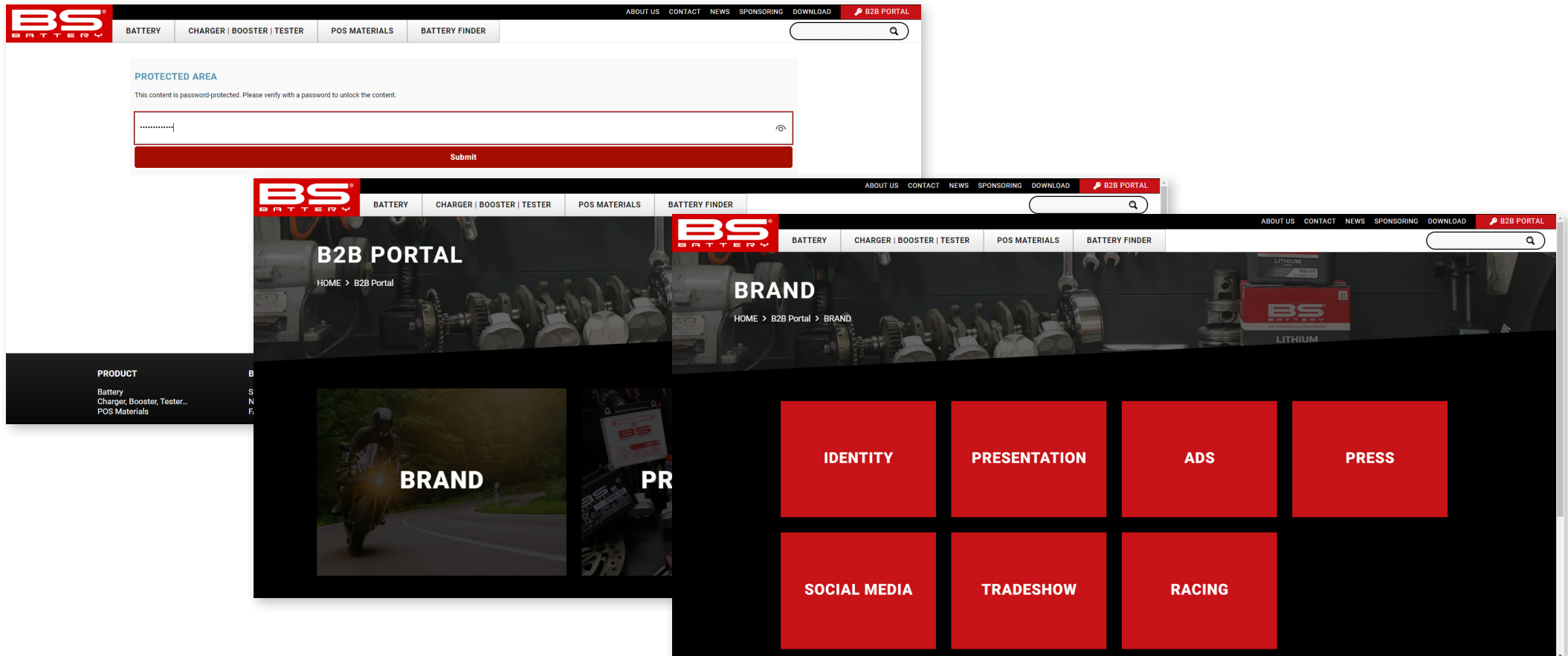
Find out more about BS BATTERY: www.bs-battery.com
And check out BS BATTERY's social media!
www.facebook.com/bsbattery
www.instagram.com/bsbatteryofficial

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...