

CELEBRATE 125 YEARS WITH THE BPIF

We're delighted you want to get involved in celebrating the BPIF's 125th anniversary by sharing our 125 badge far and wide! Here's a quick guide and some fun ideas to help you join the celebration...

CREATIVE GUIDE

- ♦ The primary position for the 125 badge is in the top left corner of the document or artboard, when this is not possible, the logo can be used in the bottom right (see fig.1).
- ♦ The size of badge should be 400pixels wide based on a 1080pixel by 1080pixel document or 80mm wide when on A4, any other formats used should reflect the ratio of this (see fig.2).
- ♦ The badge should never be edited or alternated in any way (see fig.3). Ensure the following rules are strictly adhered to. This list is not exhaustive.
- ♦ The badge should always be given clear space.
- ♦ Do not screenshot and reuse.
- ♦ Use only approved, high-resolution versions of the badge. The badge is supplied CYMK and in RGB, these should be used accordingly depending on if the use is for print or for screen.
- ♦ For any further guidance on the use of the badge, please contact the BPIF Marketing team at marketing@bpif.org.uk

FIG.1 - PLACEMENT



FIG.2 - SIZE



80mm / 400 pixels

FIG.3 - INTEGRITY



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USAGE GUIDE

DO'S:

- ◆ Add to relevant social media posts.
- ◆ Add to your social media cover photo.
- ◆ Include on your website and apply to web banners.
- ◆ Include in your emails and apply to email banners.
- ◆ Use generally to promote being a member of our historic organisation.
- ◆ Use generally to help celebrate the BPIFs 125th anniversary.
- ◆ Tag us on socials or drop us an email so that we can like and reshare.

DON'T'S:

- ◆ Use in an illegal or immoral manner, including but not limited to: The promotion of violence or hatred, pornographic, defamatory or in violation of any industry codes or regulations.
- ◆ Align or associate the BPIF brand with controversy or disrepute.
- ◆ Use to falsely represent, impersonate or imitate the BPIF, to speak on the behalf of the BPIF or a BPIF employee without permission, use as part of your own brand, logo, identity or trademark, or use in an otherwise deceptive or misleading way.
- ◆ Use alongside stolen, unlicensed or uncredited photos, videos, audio, content and other intellectual property.
- ◆ The badge should only be applied during our 125th year (2026) and we wouldn't recommend adding it to any permanent materials. However, if you want to get involved after this or would like assets suitable for long term use to highlight that you're a member of the leading trade association for British print, get in touch.



IDEAS

- ◆ Add to historical and recent photos showing to show where you started and how different your business looks today.
- ◆ Use in posts sharing your predictions for what the industry will look like in another 125 years.
- ◆ Apply over a quote about your personal experiences and favourite memories of working with the BPIF.
- ◆ Share with testimonial about how the BPIF has impacted your businesses journey.
- ◆ Overlay onto photo's you've taken at BPIF events over the years.

If you have any questions or would like to discuss other exciting possibilities, get in touch today at marketing@bpif.org.uk.