

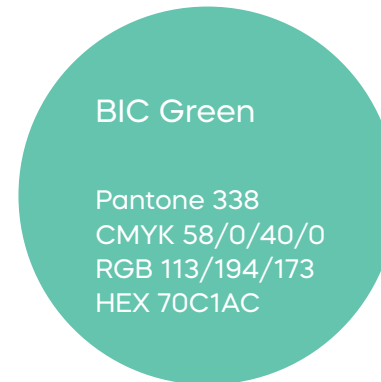
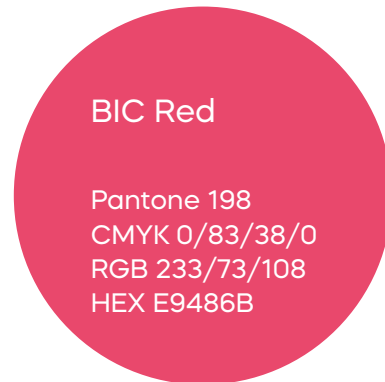
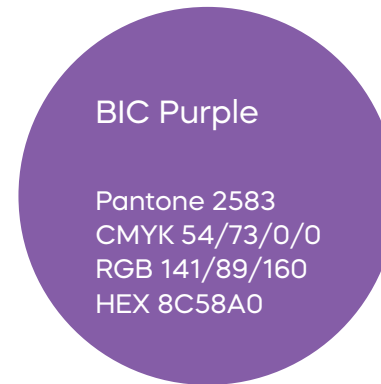
## Colours

The BIC colours have been chosen to help create a bright modern and recognisable visual identity.

The diagram opposite shows colour breakdowns for Pantone, CMYK for colour printed materials and RGB/Hexadecimal for digital/screen applications.

Colours should always be reproduced at 100% tint value.

Use BIC Blue when overlaying text on to the BIC Light Blue or BIC Yellow to ensure good legibility.

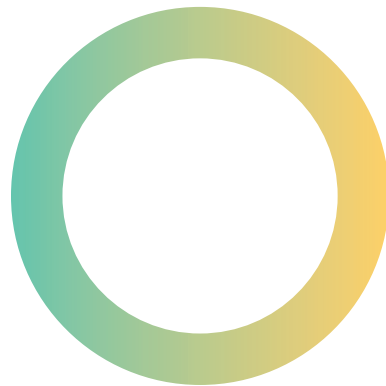


## Gradients

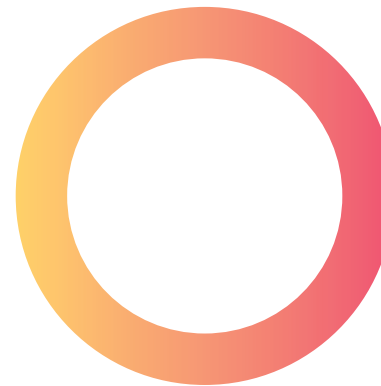
The BIC visual identity uses five specially created gradients that are constructed from the brand colours.

Gradients should only be created as indicated opposite. The angle of the gradient can be rotated to suit the design layout.

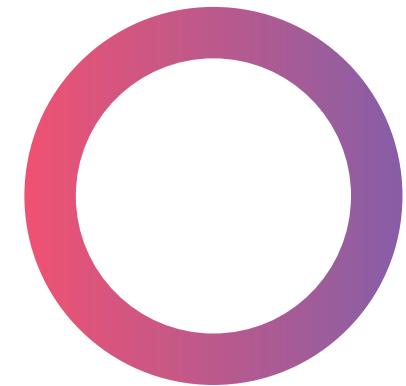
Gradients should only be used to colour the circle graphic devices (see page 22).



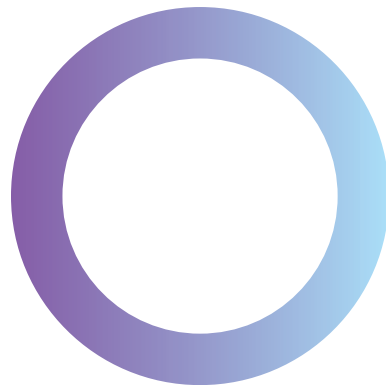
BIC Green > BIC Yellow



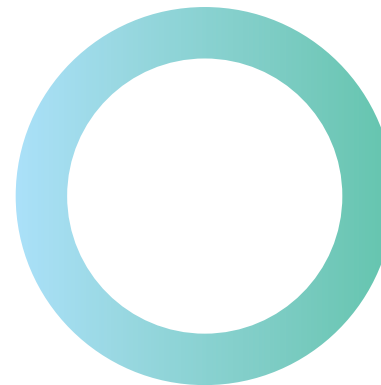
BIC Yellow > BIC Red



BIC Red > BIC Purple



BIC Purple > BIC L.Blue



BIC L.Blue > BIC Green

## Circles graphic device

The BIC visual identity uses intersecting circular lines as a graphic device within design layouts.

The intersecting circular lines should only be coloured in the approved gradients (see page 21).

The circles should always intersect and only two should be used in any one design layout, e.g. a double page spread, advert or website page.

The scale of each circle can vary to compliment design layouts. The thickness of each circle can also vary, though please take care to ensure the variation in thickness is clear.

Where the circles overlap a 'multiply' effect should be applied.

The intersecting circular lines work best when they are cropped, i.e. only sections of the circles can be seen in a design layout.

