



The space to build
a better business

Brand Guidelines

Contents

Introduction	3
Audiences and their key messages	4
Tone-of-voice	6
Brand hierarchy	7
Sub-brands	8
Section 1: Logo	
Primary versions	10
Mono versions	11
Alternative strapline position	12
Strapline as a header	13
Clearance area	14
Positioning	15
Scale	16
Incorrect applications	17
Endorsement	18
Section 2: Type, colour & icons	
Typeface	20
Palette	21
Text on colour	22
Headline styling	23
Gradient specification	24
Icon styling	25
Icon use	26

Section 3: Circle graphic device	
Use of circle graphic device	28
Relative scaling	29
Relative thickness	30
Placement	31
Use on colour backgrounds	32
On colour transparency settings	33
Photography and videography	
Our spaces	35
Our buildings	36
Our people	37
Case studies	38
Photography application	39
Section 4: Best practice	
Best practice examples	41

Introduction

These guidelines will give you the information you need to implement our brand effectively and consistently across a range of communication channels.

We all have a role to play in presenting the North East BIC brand correctly, whether you are delivering a presentation, commissioning a marketing campaign or simply sending an email.

We have created these guidelines to help you to communicate in a compelling and consistent way, reflect our vision and support recognition in who we are.

Audiences and their key messages

As part of creating a cohesive brand it is important to communicate our key messages consistently whilst recognising they differ between our audiences. We have set out our key messages into the main audience groups below.

The Workspace Seekers

Competitively priced

Flexible and fully serviced **BIC**Workspace to rent from only £49 per week.

Flexible

Downsizing, up-sizing and hybrid working is all easy when you locate at the BIC.

Personalised

The BIC team will work with you to design and personalise your workspace, to make your space your own.

On-site services

All the services you need are taken care of: reception & on-site maintenance; meeting rooms; shared spaces & café; ultra-fast broadband; managed IT and telephony services; on-site business adviser support. Hassle free workspace so you can concentrate on running your business.

Well-being & Lifestyle

Located along the banks of the River Wear, the BIC is surrounded by a relaxing outdoor environment and facilities designed to support your well-being.

Networking

Meet your peers and get introductions to other tenants at regular business networking events and workshops at the BIC.

The CoWorkers

Ideally suited to start-ups, consultants, freelancers and those on the move, **BIC**Coworking is designed for those who aren't yet ready for a fixed office space.

Wi-Fi, coffee and parking come as standard and you'll get a professional business address, 24/7 access and reception support, all from £52 pcm.

You still get many of the benefits that come with renting a private office including access to meeting rooms, networking events and business advice from our on-site business adviser.

Working in a professional shared environment, you can eliminate the isolation of working from home and expand your network.

Sign up for **BIC**Coworking in Sunderland and you can also use our facilities at Business Central Darlington for free.

Audiences and their key messages

The Innovators

The SME Innovation Programme project

You could receive grant funding of up to 40% for your project, up to a project value of £50k. The maximum grant funding that an eligible business can receive is £20k.

Get help and support to develop a new product, service or process that will help your business to adapt and/or grow. Experienced **BIC**Innovation advisers have many years of experience of advising small businesses on using new ideas and technology to improve a business and boost growth.

You can find suppliers for your project on our Innovation Directory which lists industry experts who can support innovation projects on a consultancy basis. This is a searchable directory. All suppliers listed have been screened.

The Pre-Starts

A dedicated **BIC**StartUp adviser will 'hold your hand' throughout the journey of starting your business.

The 1-1 advice is client led and covers whatever aspect of start up advice you need.

Your adviser will signpost you to funding, grants and loans that are available to you.

Out of hours appointments can be arranged around your other commitments.

For those that prefer learning in a group, you can also choose from a wide range of workshops in subjects such as marketing, finance and record keeping.

The Social Enterprises

Get support from experienced **BIC**SocialEnterprise advisers who will help you with legal structure and set up; support to manage this specific type of business and to identify and apply for funding.

Apply to join the Innovate for Good Incubator, a 6 month programme helping social entrepreneurs to start, grow and scale their businesses.

Tone-of-voice

Our tone-of-voice is an expression of our brand personality.

We express our brand every time we communicate with people; whether we're talking to them, sending them direct marketing or interacting with them online.

Our personality can be summed up as:

Dynamic

We embrace change. We are forward-thinking and quick to respond to the changing needs of our marketplace. Our people are well-informed, ambitious and innovative. They stay ahead of the curve and help others to do the same.

Credible

We have over 27 years of business behind us and a bright future ahead. We are known for our professional service delivery and our reliability as a partner. We are genuine, honest and trustworthy.

We are as good as our word.

Constructive

Our friendly and open style means people feel comfortable approaching us for help and advice. We welcome the opportunity to build relationships, explore ideas and develop new solutions. We listen to our customers and respond to their feedback.

How to write in a 'Dynamic, Credible, and Constructive' way

Dynamic

Write with an active voice, not a passive one: 'The adviser was able to help the new business.' (Not 'The new business was helped by the adviser.')

Write in the present tense where possible: 'BIC fundraising volunteers are celebrating after they raised £1,000 during a skydive.' (Not 'Six months ago, the BIC raised £1,000 from doing a skydive.')

Avoid very long sentences: Our organisation isn't slow and ponderous, it's ambitious and exciting. Let's reflect this. Use a mixture of medium and short sentences. They add pace and impact.

Credible

Use concrete, positive words: 'We will support our clients, and you can help us create more opportunities.' (Not 'We hope to support our clients, you might help us create more opportunities.')

Use a consistent way to refer to ourselves: When referring to ourselves we use 'the North East BIC' at the first mention of our name. Thereafter we use 'the BIC'.

Use trend, slang or formal language with care: Overly formal language sounds impersonal, while slang and trend words can sound unprofessional.

Constructive

Talk about people where possible: 'Our community volunteers picked litter around the riverside area.' (Not 'The BIC cleared litter around the riverside area.')

Talk directly to your audience: 'Behind every start-up is someone like you.'

Remember our audiences are from a diverse range of backgrounds:

Avoid excluding anybody, and keep your writing accessible to everyone.

Use accessible grammar and everyday English:

Shorter sentences are more readable. Contractions (like that's) can help and reflect how people talk. Similarly, starting a sentence with a conjunction like 'and' or 'but' is acceptable – as long as it makes sense and isn't overused.

Brand hierarchy

We have three levels of branding; Core brand that represents the whole organisation, sub-brands that relate to operational activity and individual brand levels that are endorsed.

The sub-brands shown are approved for use, to create a new sub-brand please contact marketing@ne-bic.co.uk for approval. See pages 22/23 for further typographic guidance.

When instigating a new visual identity at the individual brand level, the colour and font palette from these guidelines should be observed. The new individual brand should be endorsed by the core BIC brand, see page 18 for guidance.

Core brand level

The core brand should be used as set out in the rest of these guidelines.



The space to build
a better business

Sub-brand level

When used in the context of the BIC visual identity, these sub-brands should be used in headers and body copy using the typographic treatment shown here. See pages 22/23 for further typographic guidance.

BICWorkspace

BICBusinessSpace

BICWorkspaceManagement

BICCoworking

BICVirtualOffice

BICSocialEnterprise

BICStartUp

BICIT

BICTelecom

BICMeetingRooms

BICInternational

BICEvents

BICInnovation

Individual brand level

At this level brands have their own distinct look and feel such as the examples shown. They should be clearly endorsed by the BIC brand. See page 18 for further guidance.



Sub-brands

When used as a title in BIC branded materials, a sub-brand should be typeset in BIC Blue using the relevant approved sub-brand descriptor, as illustrated opposite.

Please note that there are no spaces in the sub-brand title.

When using a sub-brand name in body copy it should be typeset in the following way at the first time of mentioning:

BICSocialEnterprise

Thereafter, the service should be described and typeset in the standard following way:

social enterprise

In body copy, the colour of the sub-brand should be the same as the rest of the body copy colour.



Approved sub-brand descriptors

BICWorkspace

As flexible as you need

BICSocialEnterprise

In business for good

BICMeetingRooms

Make the perfect first impression

BICWorkspaceManagement

Your property in safe hands

BICStartUp

Start your business today

BICInternational

Exploring Global Reach

BICCoworking

Space to network and collaborate

BICIT

Reliable and secure

BICEvents

Workshops for small businesses

BICVirtualOffice

Create a professional image

BICTelecom

Flexible and future-proof

BICInnovation

Funding to unlock innovation



Section 1:
Logo

Logo Primary versions

Our logo is the linchpin of our visual identity and is designed to graphically represent the BIC. It is therefore crucial that we use it properly and preserve its integrity.

Wherever possible please use the primary logo on white, shown opposite. Alternatively, if needed, please use the Out of BIC Blue version.

The logos should always be reproduced from the master artwork provided and should never be redrawn or modified in any way.

Don't print the Primary Logo any smaller than 18mm wide or show it on a screen any smaller than 77px wide.

Care should be taken to ensure the logo and strapline is legible. If the Primary Logo needs to appear smaller then use the Logo without strapline.

To request logo artwork email marketing@ne-bic.co.uk

Primary Logo



Primary Out of BIC Blue Logo



The space to build
a better business

Primary Logo minimum size



The space to build
a better business

—| |—
>18mm / >77px

Logo without strapline



—| |—
<18mm / <77px

Logo Mono versions

Mono versions have been created for when our logo appears on one of our brand colours, the correct version should always be used to ensure good contrast, see opposite.

If our logo appears on a non BIC brand colour please use the mono versions shown below, the correct version should always be used to ensure good contrast.

The logo versions should always be reproduced from the artworks provided and should never be redrawn or modified in any way.

To request logo artwork email marketing@ne-bic.co.uk

Mono versions for use on brand colours backgrounds



Mono versions for use on non brand colour backgrounds



Dark background colour

Light background colour

Photographic image

Logo

Alternative strapline position

In some instances the logo version opposite can be used to help improve logo fit and visibility.

This logo version should always be reproduced from the artworks provided and should never be redrawn or modified in any way.

To request logo artwork email marketing@ne-bic.co.uk

Alternative primary versions



The space to build
a better business



The space to build
a better business

Mono versions for use
on brand colour
backgrounds



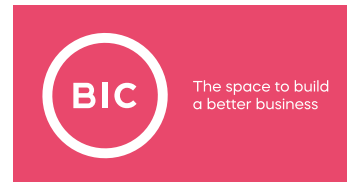
The space to build
a better business



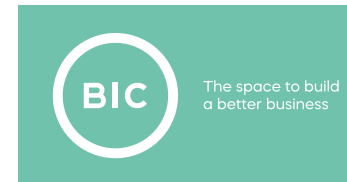
The space to build
a better business



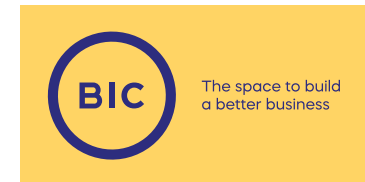
The space to build
a better business



The space to build
a better business



The space to build
a better business

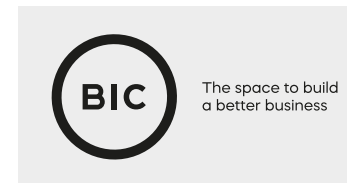


The space to build
a better business

Mono versions for use
on non-brand colour
backgrounds



The space to build
a better business



The space to build
a better business



The space to build
a better business

Logo

Strapline as a header

The strapline can also be used as a header, where this is the case the strapline should be removed from the logo and the header should align with the left edge of the 'B' wherever possible.

The logo should always be reproduced from the artworks provided and should never be redrawn or modified in any way.

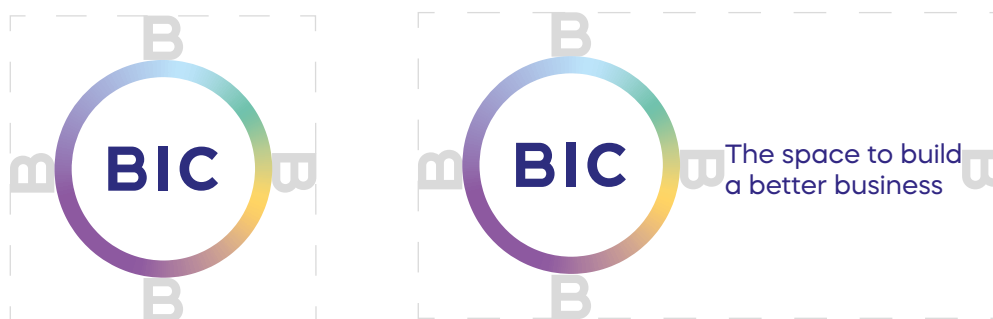
To request logo artwork email marketing@ne-bic.co.uk



Logo
Clearance area

An exclusion zone has been established in order to protect the BIC logo from being compromised by other elements and to allow it to stand out.

A space equal to, or more than the height of the 'B' must be left as clear space around the logo.

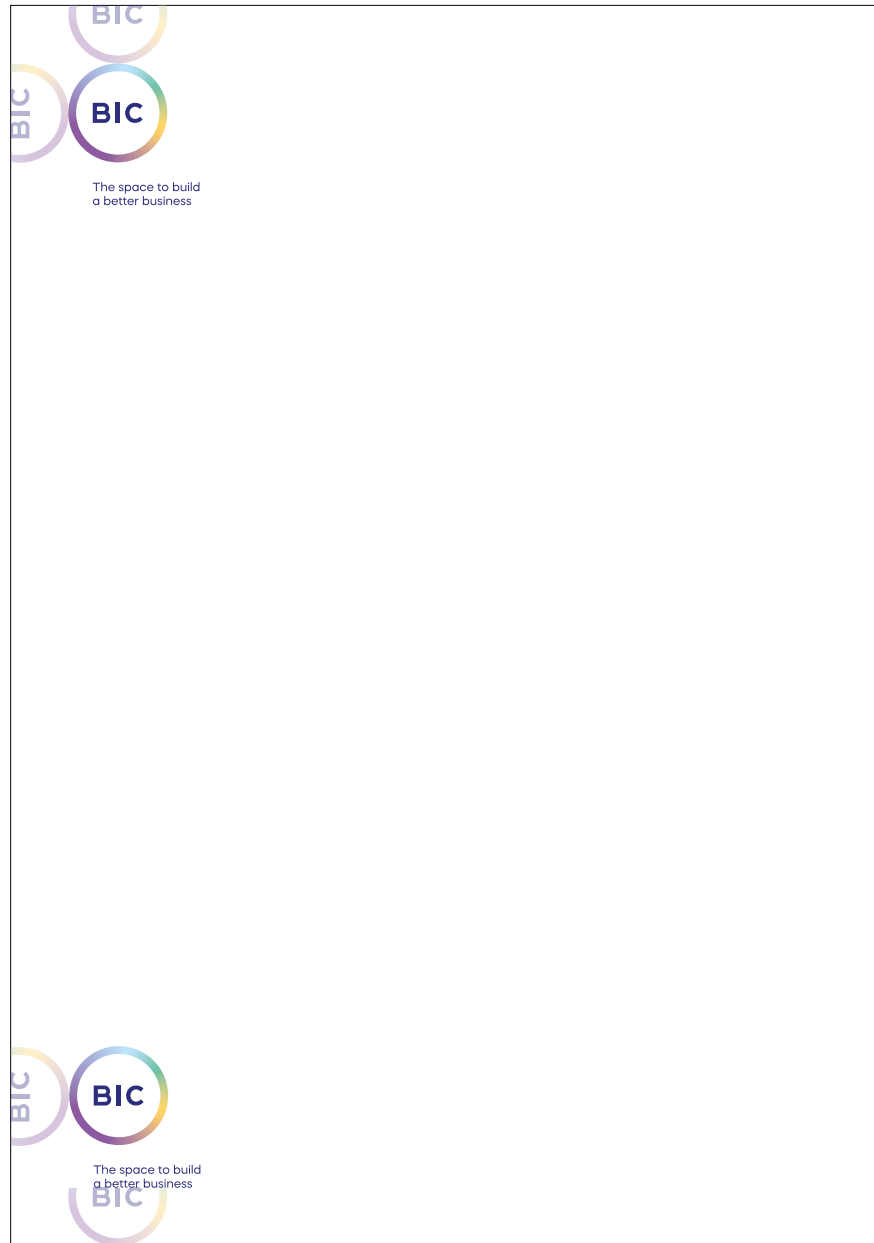


Logo Positioning

We have two preferred positions for the placement of our logo; Primary position (top left) and Alternative position (bottom left).

Once the logo is scaled to an appropriate size, which is dependent on the application, position the logo as illustrated wherever possible.

Where space is limited due to the size of the application the positioning of the logo can be set using the clearance area as shown on page 14.



Primary
position

Alternative
position

Logo Scale

It is important to scale our logo consistently. Please refer to the diagram opposite for guidance on standard print size formats. For other sizes please scale to match the proportions illustrated.

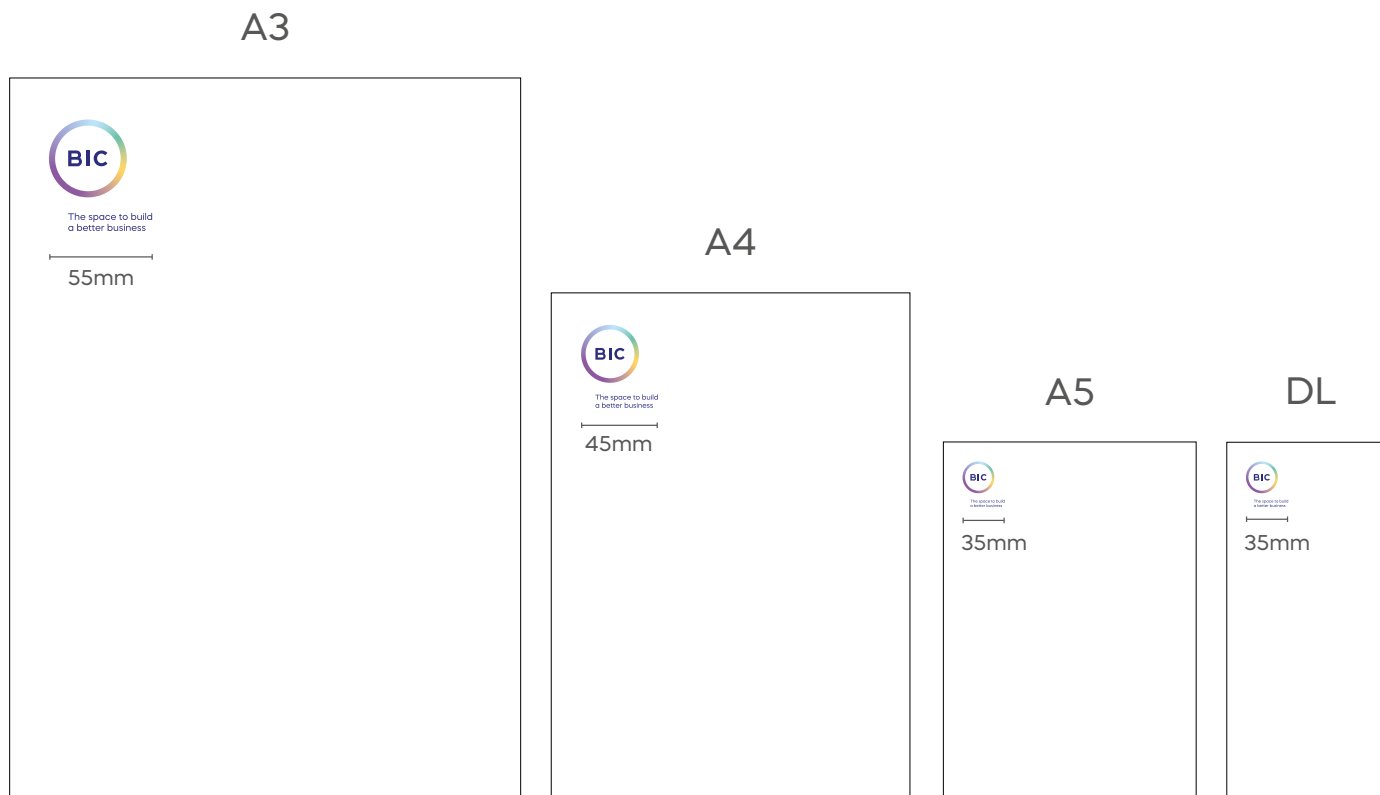
A3 = 55mm

A4 = 45mm

A5 = 35mm

DL = 35mm

When scaling our logo for digital media, please refer to best practice examples as a scaling guide.



Logo Incorrect applications

The logo should always be reproduced from the artworks provided and should never be redrawn or modified in any way.

The diagram opposite shows some examples of incorrect logo application.



Do not rearrange the elements



The space to build
a better business



Do not scale elements within logo



The space to build
a better business



Do not recolour the elements



The space to build
a better business



Do not apply graphic effects



The space to build
a better business

Logo Endorsement

When applying an Individual level brand it is important the connection to the BIC brand is maintained. In order to do this an endorsement is required. There are two approved endorsement descriptions:

Managed by the BIC

Delivered by the BIC

The endorsement should follow the typographic palette set out on page 20 and should be coloured BIC blue wherever possible.

The positioning should be under the Individual level brand, ranged left where appropriate, alternatively ranged left off the strongest visual vertical line. Spacing should be the equivalent of two cap heights as illustrated opposite.

To use the BIC endorsement please email marketing@ne-bic.co.uk



2 x

x

Managed by the BIC



BUSINESSCENTRAL
DARLINGTON

Managed by the BIC



Delivered by the BIC



INNOVATIONCENTRAL
DARLINGTON

Managed by the BIC



Section 2:

Type, colour & icons

Type Typeface

The BIC typeface is Mazzard.

Mazzard Regular and Mazzard Semi Bold should be used for top level headlines.

Mazzard Regular and Mazzard Light should be used for body copy with the option of Mazzard Semi Bold to highlight text sections. Mazzard Bold is used for the typesetting of sub-brands.

Mazzard

Bold

Semi Bold

Regular

Light

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Colour Palette

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

The diagram opposite shows colour breakdowns for Pantone and CMYK when designing printed materials. RGB and Hexadecimal specifications are provided for digital/screen applications.

Colours should always be reproduced at 100% tint value.

Please see best practice examples for visual guidance on using colour.

Primary palette



Body copy colour



Type

Text on colour

When considering the use of text on colour it is vital to ensure good legibility.

Whether it is headlines, large text or body copy, please see the diagram opposite for the approved colour combinations. Any other colour combinations should not be used.

✓ Headlines and Large Text	✓ Body copy volo bla qui ium quam endent eaquunt rerup aque atem.
✓ Headlines and Large Text	✓ Body copy volo bla qui ium quam endent eaquunt rerup aque atem.
✓ Headlines and Large Text	✓ Body copy volo bla qui ium quam endent eaquunt rerup aque atem.
✓ Headlines and Large Text	✓ Body copy volo bla qui ium quam endent eaquunt rerup aque atem.
✓ Headlines and Large Text	✓ Body copy volo bla qui ium quam endent eaquunt rerup aque atem.
✓ Headlines and Large Text	✓ Body copy volo bla qui ium quam endent eaquunt rerup aque atem.
✓ Headlines and Large Text	✓ Body copy volo bla qui ium quam endent eaquunt rerup aque atem.
✓ Headlines and Large Text	✓ Body copy volo bla qui ium quam endent eaquunt rerup aque atem.

Type

Headline styling

When creating headlines or large text, please use either Mazzard Regular and Mazzard Semi Bold. These font styles can be used individually or together.

Please see the diagram opposite, of how best to use both approved headline font styles.



Here is an example how you can treat headlines and large text.



Here is an example how you can treat headlines and large text.



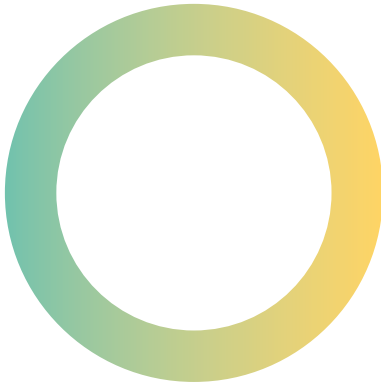
Here is an **example** how you can treat **headlines** and **large text**.

Gradients Specification

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.

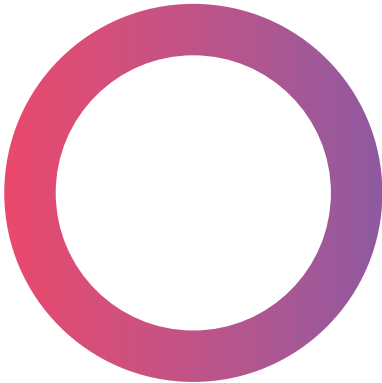
Gradients should only be used to colour the circle graphic devices.



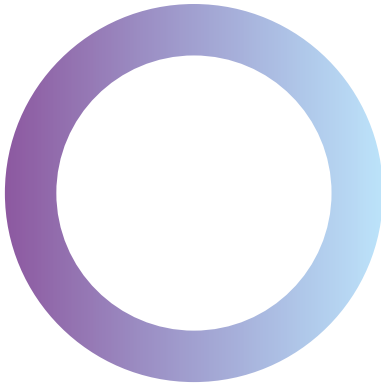
BIC Green > BIC Yellow



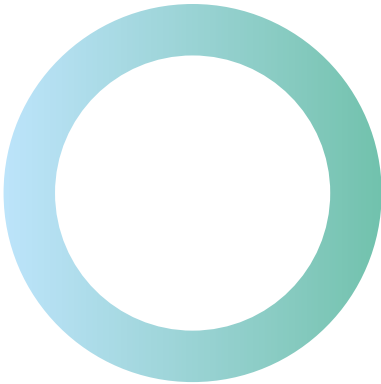
BIC Yellow > BIC Red



BIC Red > BIC Purple



BIC Purple > BIC L.Blue

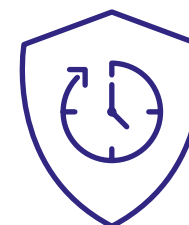
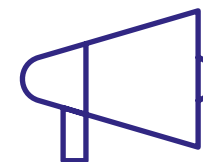
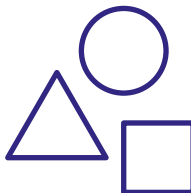
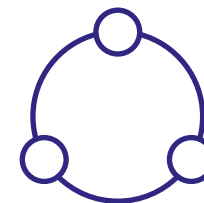


BIC L.Blue > BIC Green

Icons Styling

The BIC visual identity has a specific icon design style. Icons should have consistent line thickness's in order to maintain a clean and modern look. When resizing please ensure the line thickness is scaled proportionally.

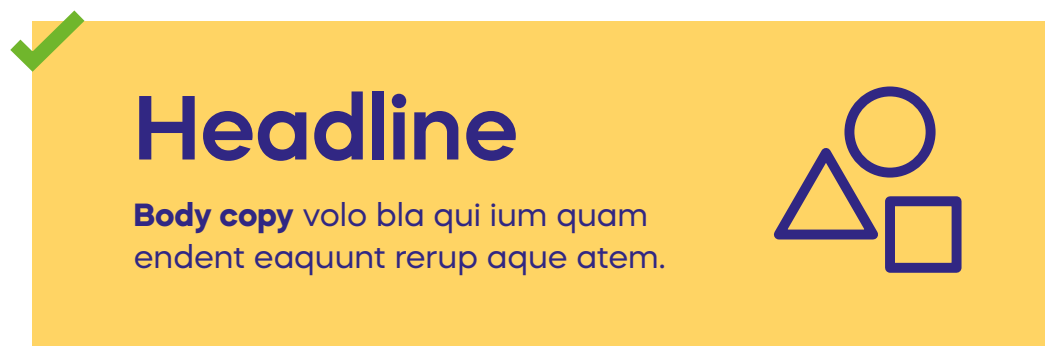
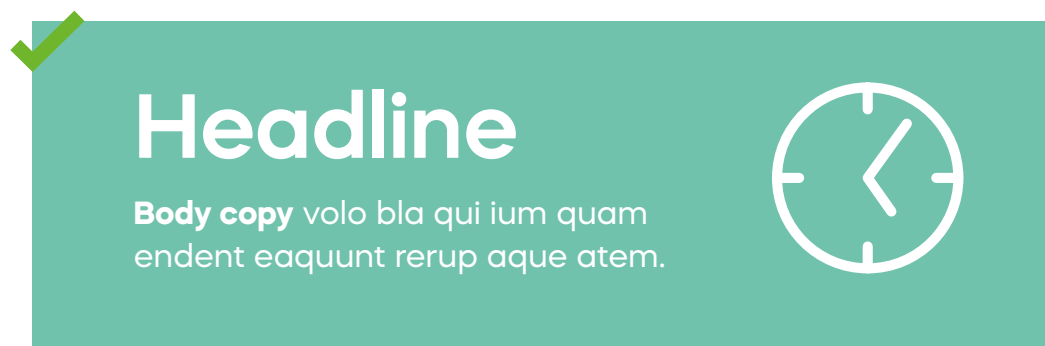
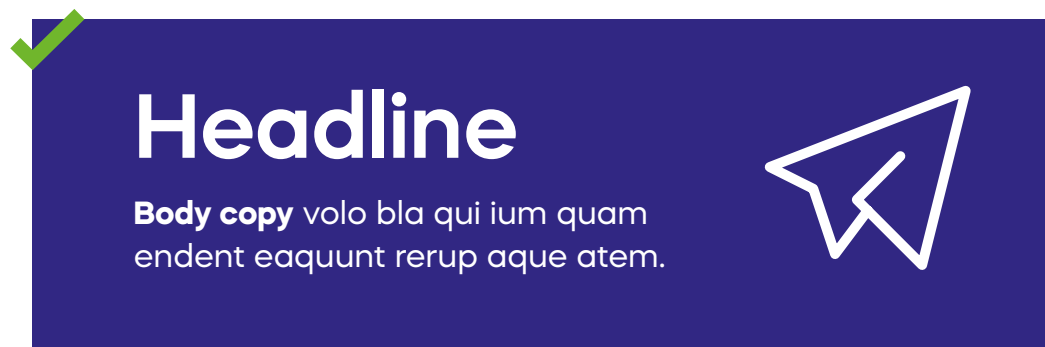
Icons should be created in either BIC Blue on white, or white out of the BIC colour palette (see page 21).



Icons Use

To maintain a consistent look and feel, icons must follow the same rules as the text - i.e. the colour of the icon should match that of the text.

The diagram opposite shows some examples of this rule.





Section 3:

Circle graphic device

Circle graphic device

Use of circle graphic device

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

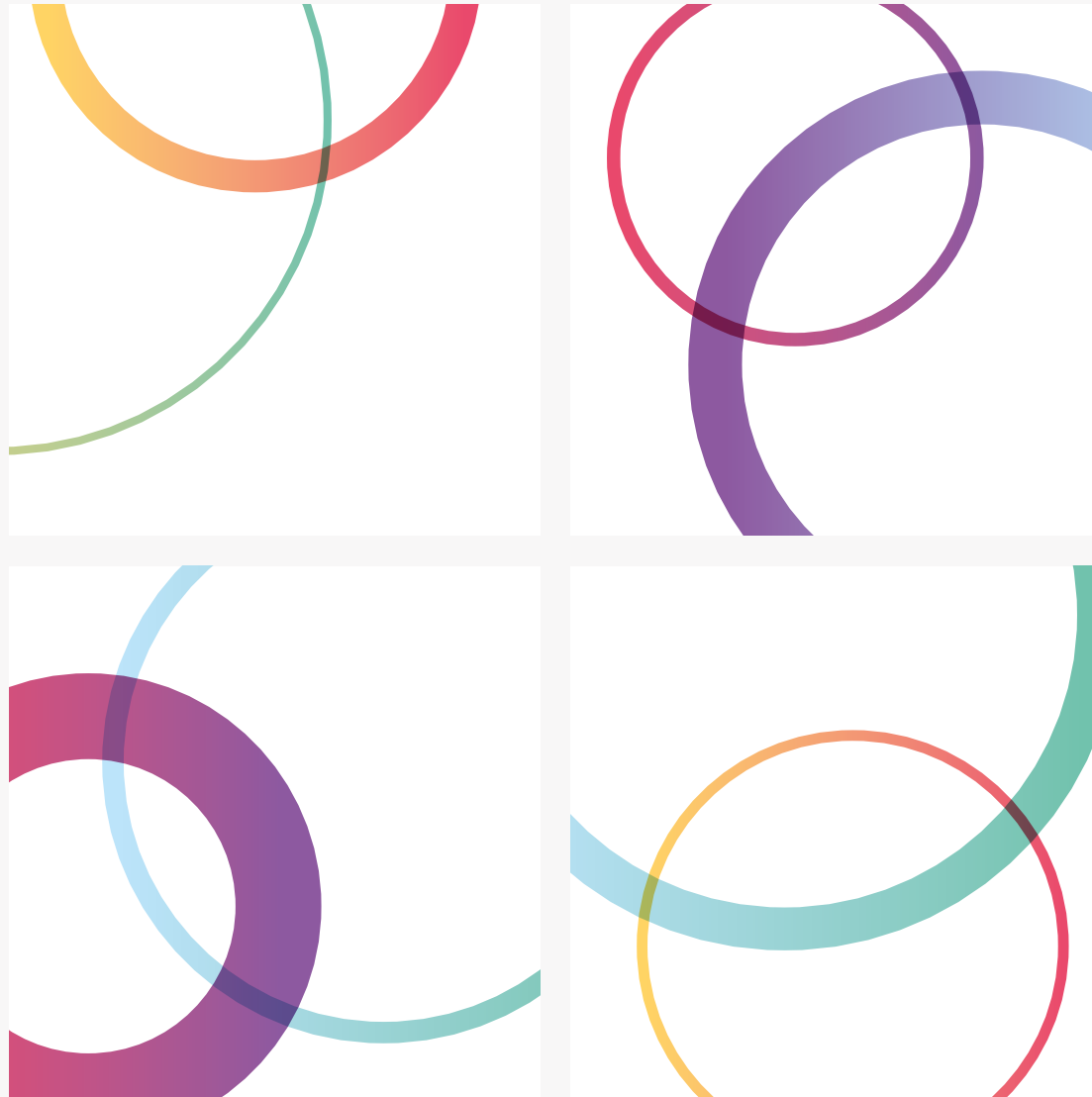
The intersecting circular lines should only be coloured in the approved gradients (see page 22).

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 - please see page 29 for further guidance. The thickness of each circle can also vary - please see page 30 for further guidance

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.



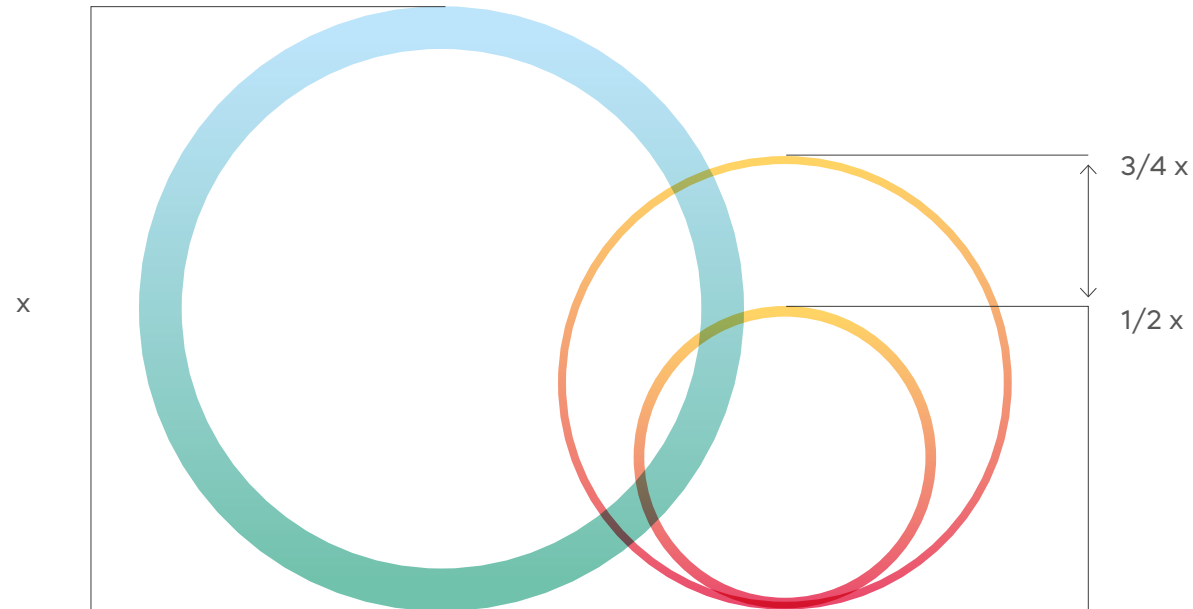
Circle graphic device

Relative scaling

To maintain good visual balance between both elements, the relative scale is an important consideration. Please insure the smaller graphic device is between 1/2 to 3/4 size of its larger counterpart.

For example, in the diagram opposite, the larger device is shown at 80mm. So the smaller device size must be between 40 - 60mm.

When considering the devices scale, ensure the designs match visually to the examples set out in the best practice section.



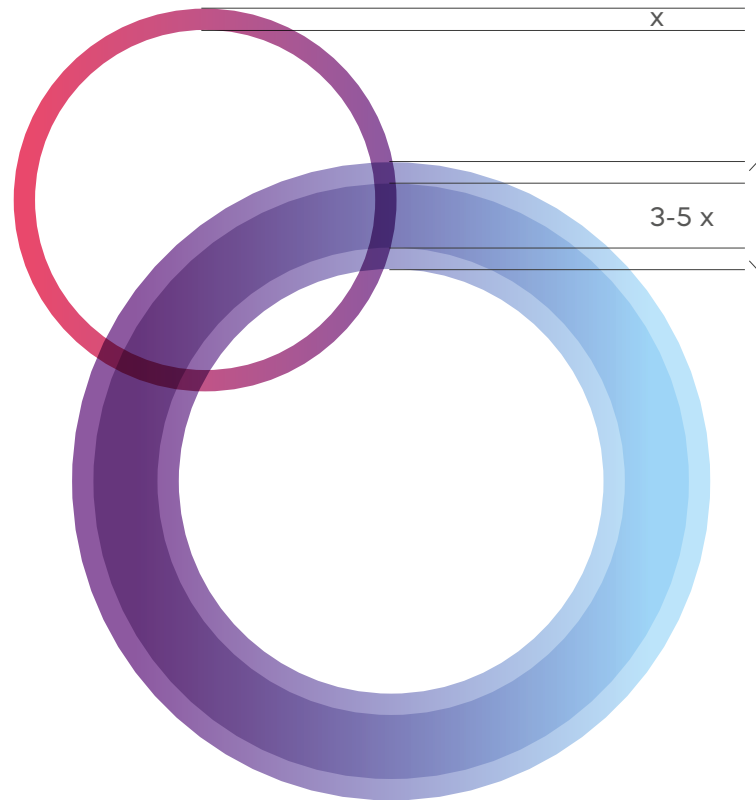
Circle graphic device

Relative thickness

To maintain good visual balance between both elements, the relative thickness is an important consideration. Please insure the thicker circle graphic device, is between 3 and 4 times thicker than its counterpart.

For example, in the diagram opposite, the thinner graphic device line thickness is 8pt. So the thick graphic device must be between 24pt and 32pt.

When selecting a thickness, ensure the designs match visually to the examples set out in the best practice section.



Circle graphic device

Placement

Correct placement of the circle devices is integral to our visual identity. Placement should always be carefully considered, ensure the designs match visually to the examples set out in the best practice section.

The diagram opposite shows some examples of incorrect device application.



Do not hide away devices at the media edges



One should not surround the other



Devices must intersect



Do not overlap circles too closely



Circle graphic device

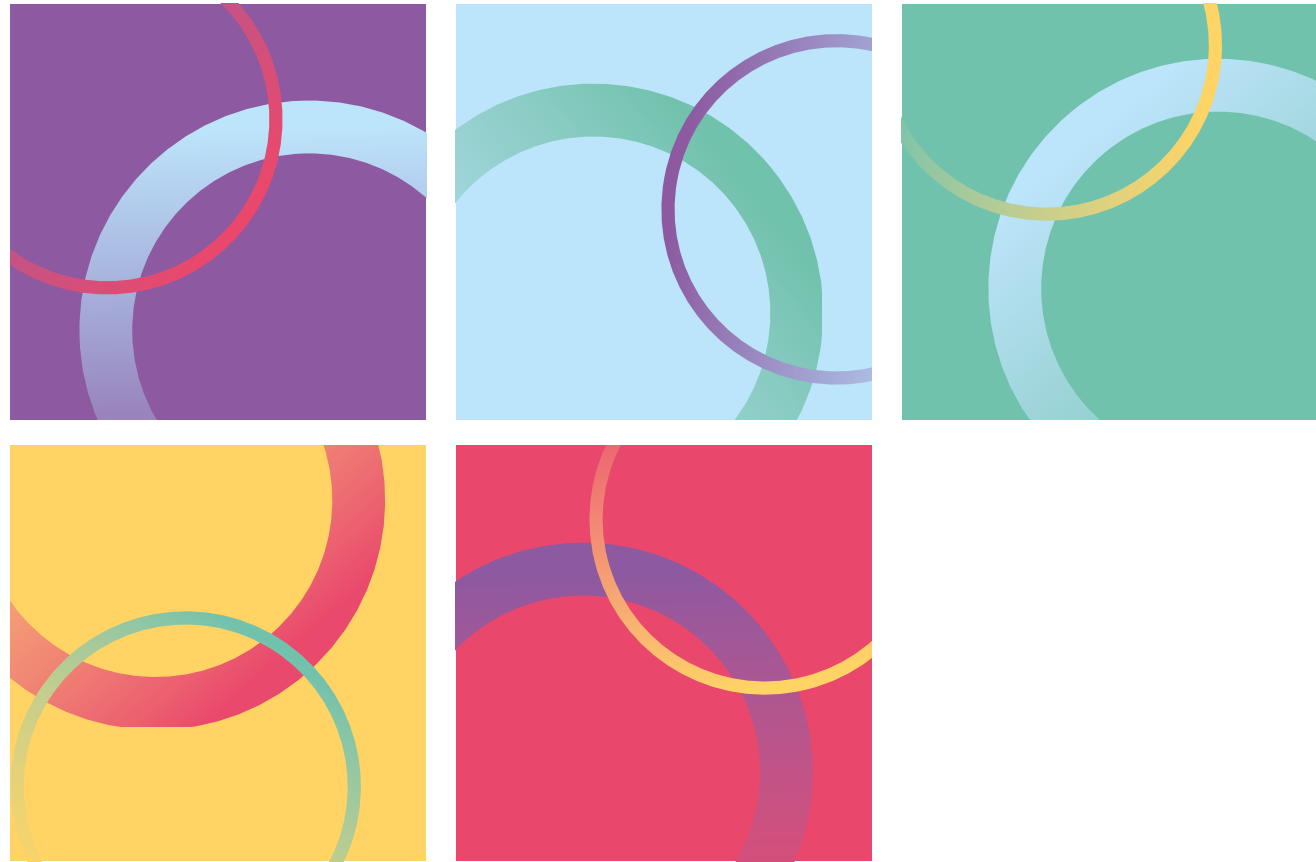
Use on colour backgrounds

The use of our circle devices on coloured backgrounds must be applied consistently.

To achieve this, one colour of the gradient from each of the devices should match the colour background chosen, as shown in the examples opposite.

For example, when using a purple background, use the BIC L.Blue/Purple and the BIC Red/Purple.

When placing two circles on a white background any two approved colour gradients are permitted, other than using two identical colour gradients.



Circle graphic device

On colour transparency settings

We have developed a simple three step process that allows the circle graphic device to maintain a transparency effect whilst on a coloured background:

Step 1. Place photographic image, circular image frame (indicated in magenta opposite for visualisation purposes in these instructions) and circle graphic devices in the desired positions. Group circle devices.

Step 2. Duplicate grouped circle devices using 'Paste in place' to ensure accurate positioning.

Step 3. Add multiply effect to pasted circle devices only. Group with image then cut and paste into circular image frame.

Step 4. Finally, ensure the grouped elements i.e. image and multiplied circles devices are brought to the top layer.

Step 1



Step 2



Step 3



Step 4





Section 4:

Photography and videography

Our spaces

Photography and videography of our spaces should show them in their best light by portraying the spaces as:

- Bright
- Accessible
- Clean
- Modern
- Uncluttered
- Flexible

Photography and videography of our spaces should show a combination of factual images, illustrating the scale of a particular space for example, as well as detail shots that convey the quality of the space such as fixtures, decor or furniture.



Our buildings

Outdoor photography and videography of our buildings should show them in their best light by portraying the spaces as:

- Dynamic
- Modern
- Welcoming
- Well maintained

Photography and videography of our buildings should use a combination of wide angle shots to help show how big a building is, as well as close-up shots to highlight interesting or unique building details.

Showing people interacting with the environment will help add scale and a human touch to the shots.



Our people

Photography and videography of our staff and customers should show them in their best light by portraying people as:

- Friendly
- Natural
- Relaxed
- Competent

Photography and videography of our staff and customers should show them interacting with one another and going about their day-to-day business.

Please ensure clothing isn't too heavily patterned or has bold graphic slogans or inappropriate imagery.

A model release form should always be signed by anyone appearing in a video sequence or photograph.



Case studies

Case study photography and videography should show people in their best light by portraying them as:

- Friendly
- Natural
- Relaxed
- Competent

When taking case study photography or videography try to use natural light whenever possible.

With photography consider either 'eyes-to-camera' shots or images where the person is doing something connected to the case study subject. Take a variety of options in different crops and orientations in order to have a selection suitable for applications eg. Instagram, Twitter and print.

If using a camera on a phone take care to ensure the phone is steady.

Ensure clothing isn't heavily patterned or has bold graphic slogans or inappropriate imagery.

A model release form should always be signed by anyone appearing in photographs.



Photography application

Photography can appear in three ways:

Squared up

Within a circle

Cut-out

Care should be taken not to over use the techniques of placing images within a circle or use too many cut outs. It is recommended to use these techniques sparingly on any one page layout, advert or social media post etc.

The circles graphic devices can be placed over the image using a multiply effect, or behind the image.

Squared up



Within a circle



Cut out



The page features two large, overlapping curved shapes. A wide, light purple band curves from the top left towards the right. A thinner, red band curves from the bottom left towards the right, overlapping the purple band.

Section 5:

Best Practice

Best practice examples

The following examples show how the visual identity can be implemented successfully.



BICWorkspace
As flexible as you need

Private offices from just £49 per week

Offices, coworking & meeting rooms in a prime riverside location, Sunderland.
To arrange a viewing or to find out more call **0191 516 6066** or email info@ne-bic.co.uk

BIC The space to build a better business



Private offices from just £49 per week

Flexible workspace that works for your business

The option to scale up or scale back is easy. Super flexible agreements, powerful and reliable IT and telecoms, on-site business advisers and a wide choice of workspaces (offices, labs, light industrial and coworking) mean you can move around the business park as your needs change.

Free parking	Flexible terms
Reception	Meeting Rooms
Café	On-site support
24 hr security	Outdoor spaces
IT & Telecoms	Nursery

To arrange a viewing or to find out more contact the team:
Call **0191 516 6066**
or email info@ne-bic.co.uk

www.ne-bic.co.uk
North East BIC, Wearfield, Enterprise Park East, Sunderland SR5 2TA

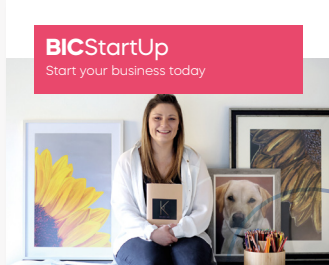


BICCoworking
Space to network & collaborate

From £60 per month

Tired of working from home and fancy a change of scenery?

BIC The space to build a better business



BICStartUp
Start your business today

Kelley Wilson, Kelbri Art

Got a burning desire to turn your hobby into a business? Are you tiring of the monotonous 9-5 routine? Our free, fully funded workshops and one-to-one business support could help you finally become your own boss.

BIC The space to build a better business




BICTelecoms
Flexible and future-proof

Paul Hampton, Approved Mortgage Solutions

Save up to 40% on your business phone bills

Work from anywhere and improve your business communications with our flexible, future-proof, cloud-based phone system.

BIC The space to build a better business



BICMeetingRooms
Make the perfect first impression

From £9 per hour

Whether you are planning a large corporate gathering, an important board meeting or just an informal get together, the BIC has the right space for you.

BIC The space to build a better business

Best practice examples

BIC
The space to build
a better business

Dear John

Facius id etur molupti buscien dendus ut dolorer uptat. Quiasimus ium ipis aut dolupientio. Nam volles unt vit quae liqui ut aut vororum facest, con esequodici dunt magnatur alique eossi berentio blaborrovit occust estia dus eiundescime ipienienimo quiam lit erum evendis sequas aperepr epelit errore berectatis pe ium explaut expernatur sedit il moloraes eatur si sus aliquam labores debis intin cone num apit pe vition prestiam int lique quam apera velis aut et ma volupta tecture peliqui sim eos es doluptas iunt.

Bus adis cus quia quati dolendit quia alique dus doluptat labor acerrum quis sim dolumeniscid eaita sam apel mollit quaerem re, tet et volore, cone conet, eleseque re dem fugiatis asperias escipid quat ex everum et, que netum volorehenes venducis vollarro qui sit quiderum qui dem eic te pel id quas ut officis aut everatia endebistecea dolo tem nectur ma valor min cus ea culpa consequis evelibe rcillore lant fugia doluptibusa dolorem. Ur, sitae et odit que di nihilluptae nihil illacie ntiumqui nient.

Yours sincerely

Jane Smith
Director

T +44 (0) 191 516 6000
E info@ne-bic.co.uk
W www.ne-bic.co.uk

North East Business and Innovation Centre (BIC)
Wearfield, Enterprise Park East,
Sunderland, SR5 2TA

Registered in England & Wales 2441306. VAT no. 569268195

BIC
The space to build
a better business

With Compliments

T +44 (0) 191 516 6000
E info@ne-bic.co.uk
W www.ne-bic.co.uk

North East Business and Innovation Centre (BIC)
Wearfield, Enterprise Park East,
Sunderland, SR5 2TA

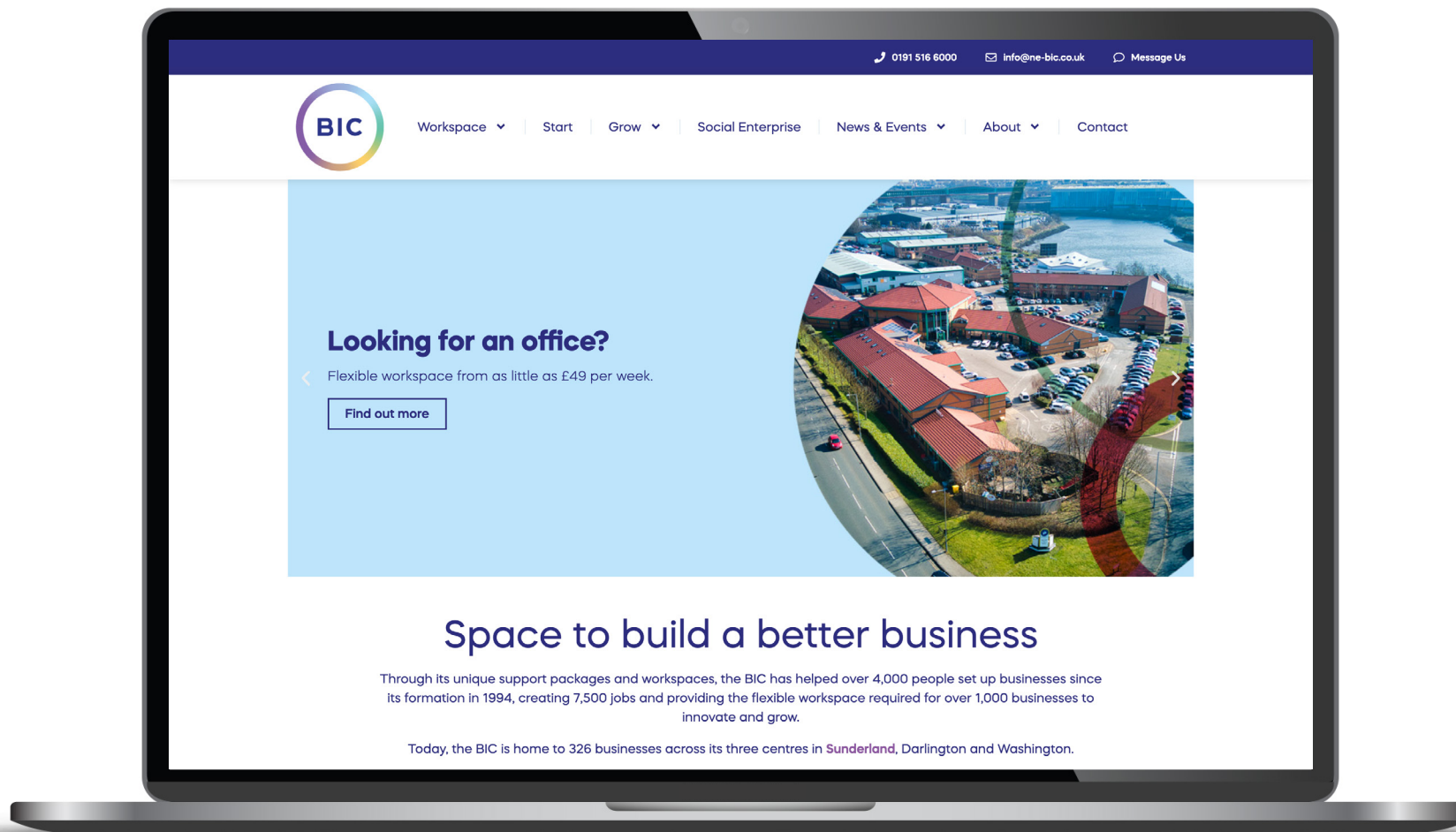
BIC
The space to build
a better business

Lilla Preston
Special Projects Manager

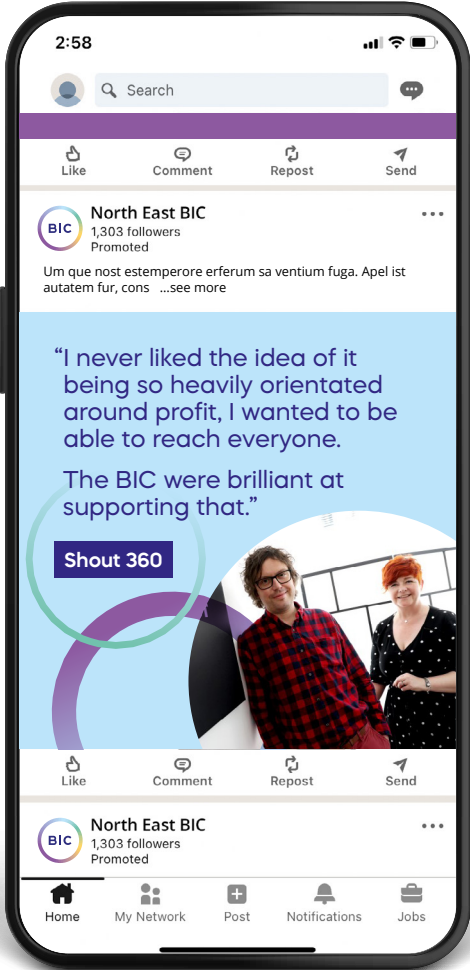
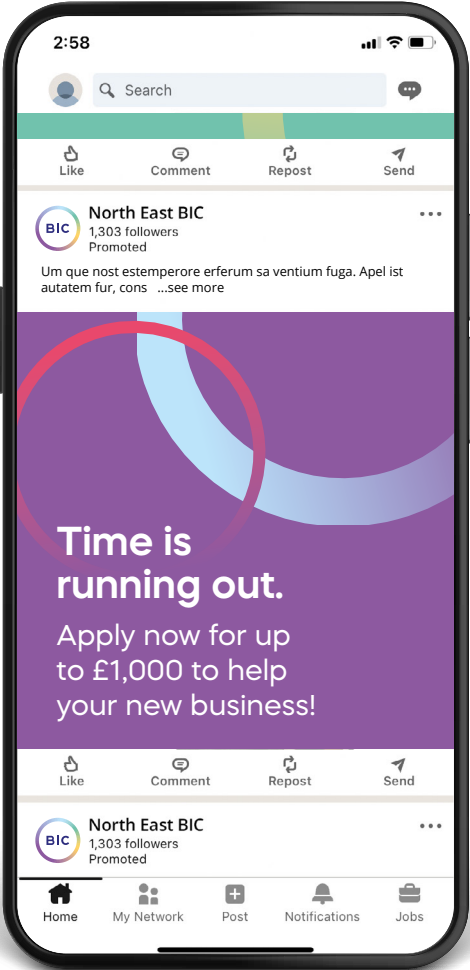
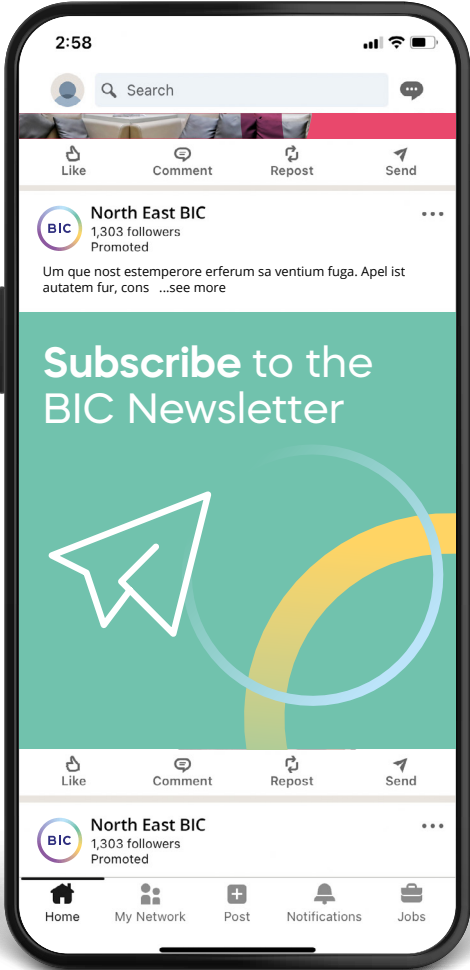
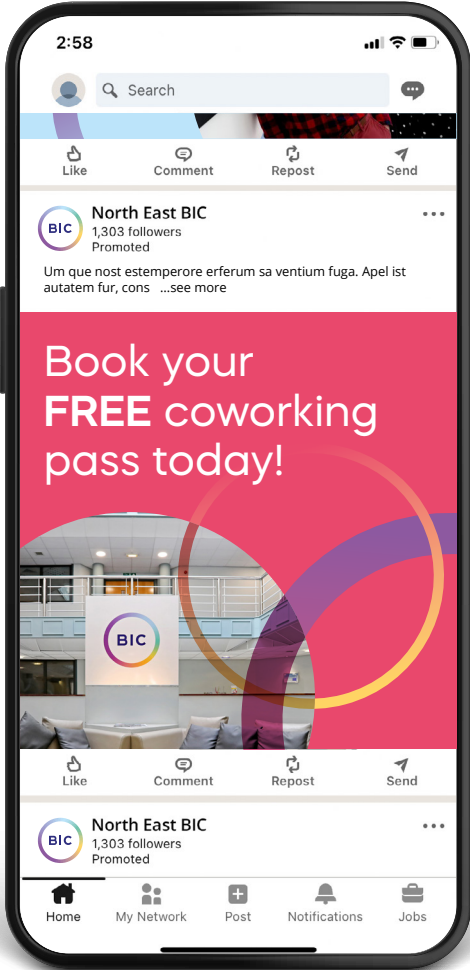
T +44 (0) 191 516 6021
M +44 (0) 7764 695 503
E lilla.preston@ne-bic.co.uk

North East Business & Innovation Centre (BIC),
Wearfield, Enterprise Park East,
Sunderland, Tyne and Wear SR5 2TA

T +44 (0) 191 516 6200
E info@ne-bic.co.uk
W www.ne-bic.co.uk



Best practice examples



BIC

Be your own boss
with help from the BIC

Start your journey today!

If you want to find out more
information contact our team at:
0191 516 6000, info@ne-bic.co.uk

The poster features a woman with long brown hair, wearing a white jacket and dark jeans, sitting on a black desk. She is smiling and holding a small wooden box with a black 'K' logo. On the desk in front of her is a wooden pencil holder filled with colorful pencils. Behind her are several framed artworks, including a large sunflower and a dog's portrait. The background is a bright yellow with large, overlapping circular shapes in shades of green and orange. The BIC logo is in the top left corner, and the main text is centered. A dark blue button with white text is positioned below the headline. At the bottom, contact information is provided in a clean, sans-serif font.





BICWorkspace
As flexible as you need

From just £49 per week

Offices, coworking & meeting rooms in a prime riverside location, Sunderland.

- Free parking
- Reception
- Café
- 24 hr security
- Nursery
- Meeting Rooms
- Onsite support
- Outdoor spaces

To arrange a viewing or to find out more contact the team:
0191 516 6000, info@ne-bic.co.uk



The space to build a better business

North East BIC
Wearfield, Enterprise Park East
Sunderland, Tyne and Wear SR5 2TA
ne-bic.co.uk

