BPI

The Monogram

The BPI monogram consists of clean, simple, geometric shapes and monotone stroke weights. The logo has a light to dark blue gradient running diagonally across the letter forms to give it a cool, contemporary, sophisticated feel.

Whilst this image represents the logo in its simplest 'default' form, the creative is intended to be versatile, that can be applied in a range of colours and layouts where appropriate, although this must first be approved by the BPI Communications team.

The BPI monogram should be used on all print and web applications, eg. advertising, brochures and the Internet when representing the 'British Phonographic Industry'.

BPI 'British Phonographic Industry'

The Logotype

In more official and formal applications of the BPI brand, the artwork featuring the organisation's name in full – BRITISH PHONOGRAPHIC INDUSTRY – is preferred. The BPI Communications team can advise on this.

The 'British Phonographic Industry' text uses the font Futura.
This is used to complement this simple geometric logo.
It has an appearance of efficiency and forwardness.
The typeface is derived from simple geometric forms (near-perfect circles, triangles and squares) and is based on strokes of near-even weight, which are low in contrast. It has a modern yet timeless feel.

The BPI logo should be used on all print and web applications, eg. advertising, brochures and the Internet when representing the 'British Phonographic Industry'.
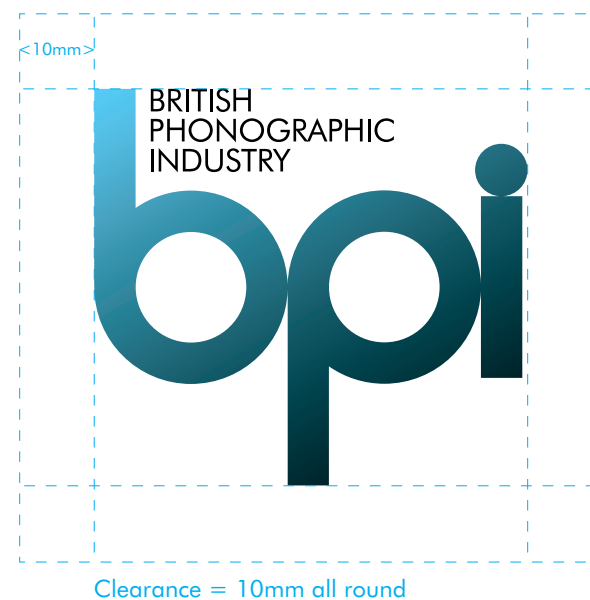
BRITISH
PHONOGRAPHIC
INDUSTRY

bpi

BPI 'British Phonographic Industry' logotype

The Elements

The BPI logo to be used on all applications consists of the BPI monogram and the 'British Phonographic Industry' text. When the logo is 57mm wide the space between these two elements is 3mm between the ascender of the letter 'b' and the left aligned edge of the 'British Phonographic Industry' text.

This will then reduce or enlarge in pro.

Clearance Zone

All logos need 'breathing space' between them and other elements. This ensures the logo stands out and is not visually compromised by any other elements that may be placed within the same field of vision. Please allow 10mm space all round the logo.

British Phonographic Industry Text

BPI Monogram

<10mm>

Clearance = 10mm all round

BPI 'British Phonographic Industry' logotype

Minimum Size

To keep the integrity of the BPI 'British Phonographic Industry' logo there are two suggested minimum sizes. The logo should never appear too small that it is illegible. The first suggested minimum height is 15mm.
In this instance the 'British Phonographic Industry' text should appear ranged left to the letter 'i' of the 'bpi' monogram.

The second suggested minimum height is 25mm.
In this instance the 'British Phonographic Industry' text should appear range left to the ascender of the letter 'b' of the 'bpi' monogram.

Minimum size version one

Minimum
Size 15mm high

Minimum size version two

Minimum
Size 25mm high

'British Phonographic Industry' fonts

Fonts

The 'British Phonographic Industry' text uses the font Futura Book.
It has an appearance of efficiency and forwardness.
The typeface is derived from simple geometric forms (near-perfect circles, triangles and squares) and is based on strokes of near-even weight, which are low in contrast.

Futura should also be used for any accompanying text which sits with the overall logo. Three different weights can be used. Book, Medium and Bold.

Futura Book

BRITISH PHONOGRAPHIC INDUSTRY

Futura Book

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Futura Medium

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Futura Bold

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
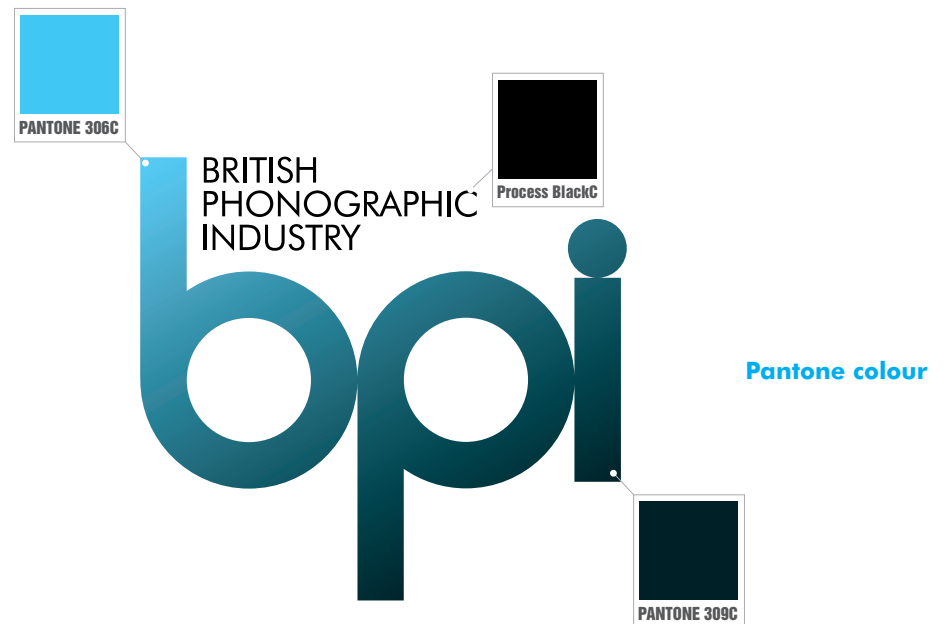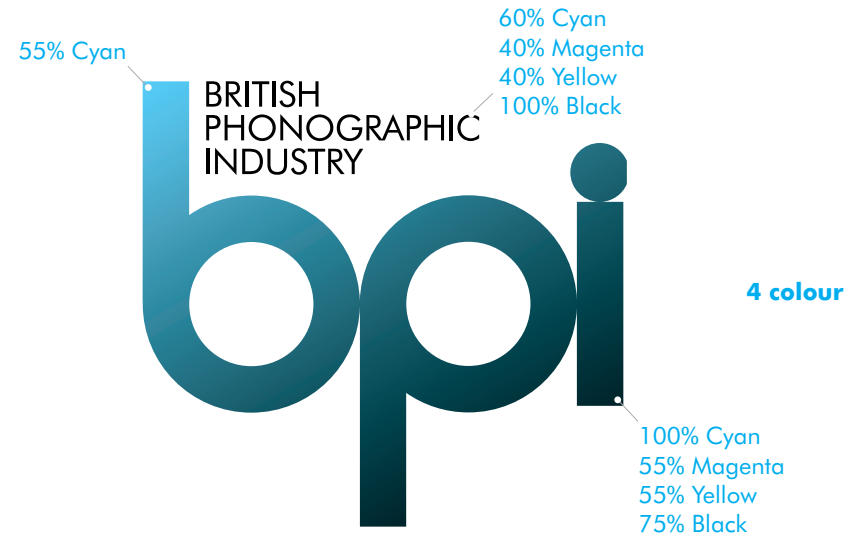
BPI 'British Phonographic Industry'

Colour Palette

The 'bpi' monogram uses a light to dark blue gradient running diagonally across the letter forms to give it a cool, contemporary, sophisticated feel.

The gradient colour starts top left with 55% cyan and blends through to 100% cyan, 55% magenta, 55% yellow, 75% black.
The 'British Phonographic Industry' text is 60% cyan, 40% magenta, 40% yellow, 100% black.

55% Cyan

60% Cyan
40% Magenta
40% Yellow
100% Black

4 colour

100% Cyan
55% Magenta
55% Yellow
75% Black

When created in Pantone colours the colour starts top left with Pantone 306C and blends through to Pantone 309C bottom right. The 'British Phonographic Industry' text is Pantone Process Black C.

PANTONE 306C

Process BlackC
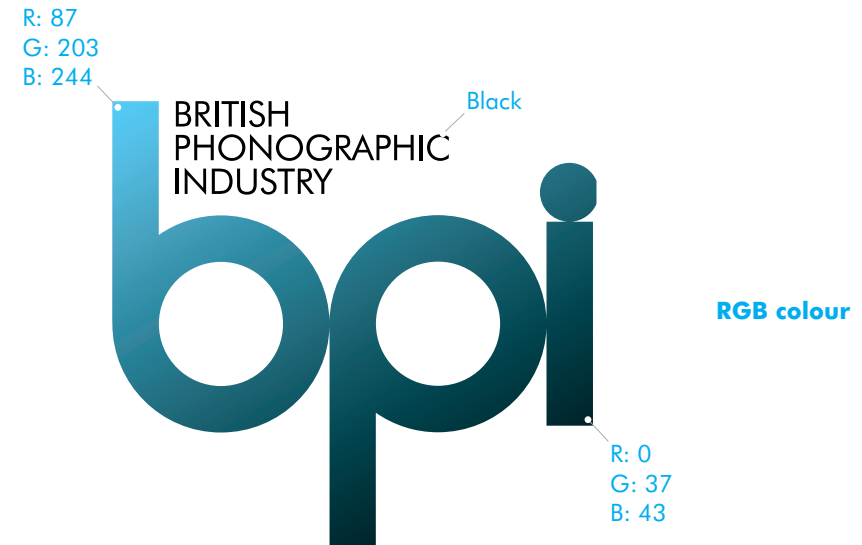
Pantone colour

PANTONE 309C

BPI 'British Phonographic Industry'

Digital Colour Palette

RGB: The gradient colour starts top left with R:87, G:203, B:244 and blends through to R:0, G:37, B:43.
The 'British Phonographic Industry' text is black.

R: 87
G: 203
B: 244

Black

RGB colour

R: 0
G: 37
B: 43

HEX: When created in Hex colours the colour starts top left with #57cbf4 and blends through to #00252b bottom right.
The 'British Phonographic Industry' text is Black.

Hex: #57cbf4

HEX colour

Hex: #00252b

BPI 'British Phonographic Industry'

Alternative Logotype Configurations

The BPI 'British Phonographic Industry' logotype has other alternative configurations which can be used for certain situations for both print and on-line use.

BPI 'British Phonographic Industry'

Logo On Backgrounds

Place the logo on backgrounds that provide good contrast and legibility to ensure that it is clearly recognisable. **NEVER** tilt, rotate, condense, expand distort, misinterpret or modify the logo in any way.
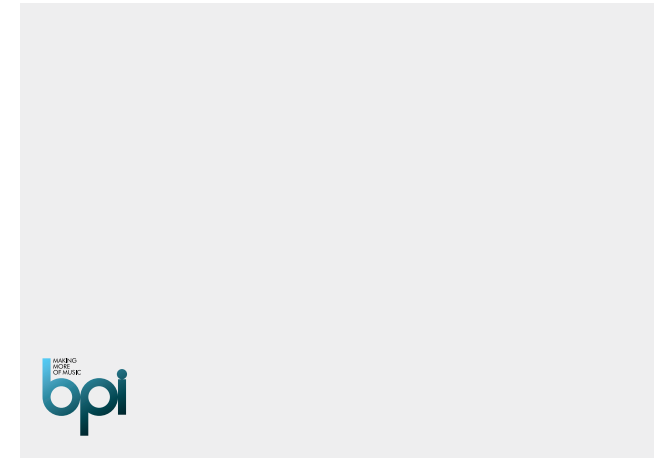
BPI 'British Phonographic Industry'

Logotype Position

Where possible, in print, the BPI 'British Phonographic Industry' logotype should always appear in the bottom left-hand position of the page. It should be placed NO closer than 10mm from the trimmed edge.
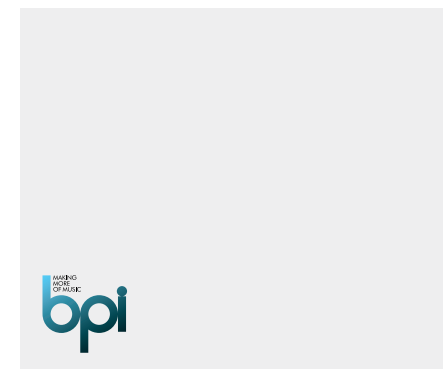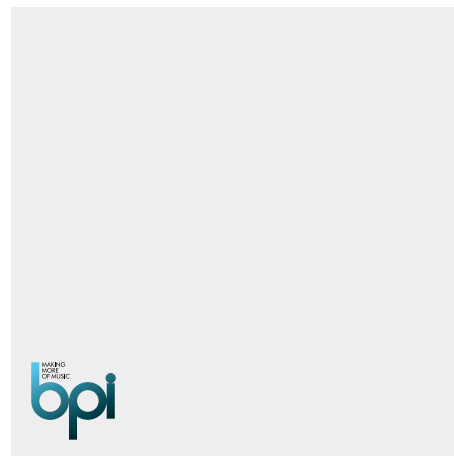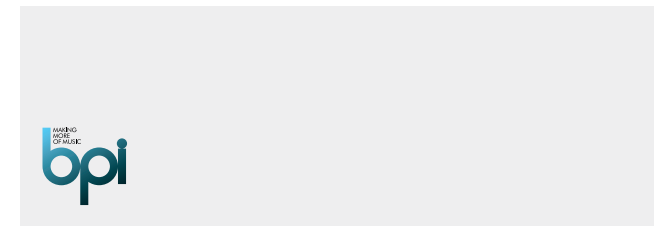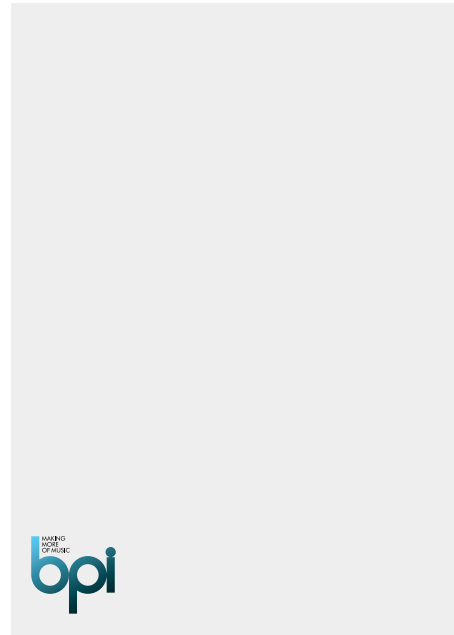
BPI 'Copyright Protection Unit'

The Logotype

The BPI also operates a Copyright Protection Unit (formerly the Anti-Piracy Unit), and the logo for this, which is a variation of the standard BPI brand artwork, may be used as appropriate.

Please refer to pages 5-9 for clearance zone, minimum size, accompanying fonts and colour.
Any queries should be discussed with the BPI Communications team.

BPI 'Copyright Protection Unit'

Alternative Logotype Configurations

The BPI 'Copyright Protection Unit' logotype has other alternative configurations which can be used for certain situations for both print and on-line use.

BPI 'Awards'

The Logotype

The BPI administers the iconic Certified Awards Programme, which awards Platinum, Gold and Silver disc certification status to music recordings as they achieve particular sales milestones.
This is the separate logo for this.

The 'Platinum Gold Silver' text uses the font Futura Book.
The 'Awards' text uses the font Futura Medium.

Please refer to pages 5-7 for clearance zone, minimum size, and accompanying fonts.

The BPI Awards logo should be used on all print and web applications, eg. advertising, brochures and the Internet when representing the 'Awards'.

PLATINUM
GOLD
SILVER

bpi

AWARDS

BPI 'Awards'

Colour Palette

The 'bpi' monogram uses a light to dark gold gradient running diagonally across the letter forms.

The gradient colour starts top left with 20% cyan, 25% magenta, 70% yellow and blends through to 20% cyan, 25% magenta, 70% yellow, 89% black. The 'Platinum Gold Silver'and 'Awards' text is 60% cyan, 40% magenta, 40% yellow, 100% black.

20% Cyan
25% Magenta
70% Yellow

60% Cyan
40% Magenta
40% Yellow
100% Black

PLATINUM
GOLD
SILVER

4 colour

AWARDS

20% Cyan
25% Magenta
70% Yellow
89% Black

When created in Pantone colours the colour starts top left with Pantone 117C and blends through to Pantone 448C bottom right. The 'Platinum Gold Silver'and 'Awards' text is Pantone Process Black C.

PANTONE 117C

PLATINUM
GOLD
SILVER

Process BlackC

Pantone colour

AWARDS

PANTONE 448C

BPI 'Awards'

Digital Colour Palette

The 'bpi' monogram uses a light to dark gold gradient running diagonally across the letter forms.

RGB: The gradient colour starts top left with R:209, G:181, B:107 and blends through to R:51, G:45, B:13.
The 'Platinum Gold Silver'and 'Awards' text is black.

R: 209
G: 181
B: 107

Black

PLATINUM
GOLD
SILVER

bpi

AWARDS

R: 51
G: 45
B: 13

RGB colour

HEX: When created in Hex colours the colour starts top left with #d1b56b and blends through to #372e0d bottom right.
The 'Platinum Gold Silver'and 'Awards' text is black.

Hex: #d1b56b

Black

PLATINUM
GOLD
SILVER

bpi

AWARDS

Hex: #372e0d

HEX colour

BPI 'Awards'

Alternative Logotype Configurations

The BPI 'Awards' logotype has other alternative configurations which can be used for certain situations for both print and on-line use.

BPI 'Awards'

Logo On Backgrounds

Place the logo on backgrounds that provide good contrast and legibility to ensure that it is clearly recognisable. **NEVER** tilt, rotate, condense, expand distort, misinterpret or modify the logo in any way.

Always use the BPI logotype supplied from the master artworks

Don't alter the BPI logotype in anyway

Always allow plenty of space around the BPI logotype

Always use the colour palette supplied in all print and web applications

Always use the accompanying/system fonts

Always refer to the minimum size guide