

bipi

Brand Guidelines

Press kit

—

01

Defining our brand



What is Bipi?

Bipi is a service that allows you to subscribe to a car by paying a monthly fee with everything included (insurance, maintenance, taxes, etc). That's fast and 100% digital.

Bipi is the mobility alternative where users can have a car with total flexibility, choose the duration of their contract from 1 to 36 months and change the car type or model at any time.

Bipi revolutionises access to a car: you no longer have to worry about visiting car dealerships, paying first instalments, comparing insurance, or dealing with maintenance. It transforms the way you own a car, as it adapts to your life at any given time . For example, if you have children, you can change your small car for an SUV to accommodate the baby seat.

IN CONTEXT

Over the past 50 years, the typical way of buying a car has not changed: the customer has to visit one or more dealerships to compare models, talk to the salesperson, fill in a thousand forms, ask for finance or have to pay for the car in cash. We are talking about a process that can take weeks or months. Bipi's unique approach is to eliminate all this unnecessary frustration and, in less than 2 minutes, the user can choose the car they like, subscribe and receive it the next day at their doorstep just like they would a pair of jeans.

It should be noted that consumer mentality has changed, we are moving from buying vehicles to paying for the use of vehicles.

Bipi Subscription



Everything is included in a single payment (insurance, roadside assistance, taxes, MOT, maintenance).



Customise your mileage to suit your needs during your subscription.



Change model during your subscription (from the sixth month).



Multiple makes and **hundreds of models available.**



Flexibility (set the time you need your car).



100% online process, sign up in less than 2 minutes.



Focus on the client.

bipi

Bipi Products

- **Bipi for employees**

How to subscribe to a car through your company.

- **Share your car**

Share your car subscription with up to 3 people, just like you share your Netflix subscription.

- **Brand Ambassador**

Represent the Bipi brand, share the benefits we offer and get rewarded for every subscription you sign up for.



bipi

02

Graphic identity

Logo

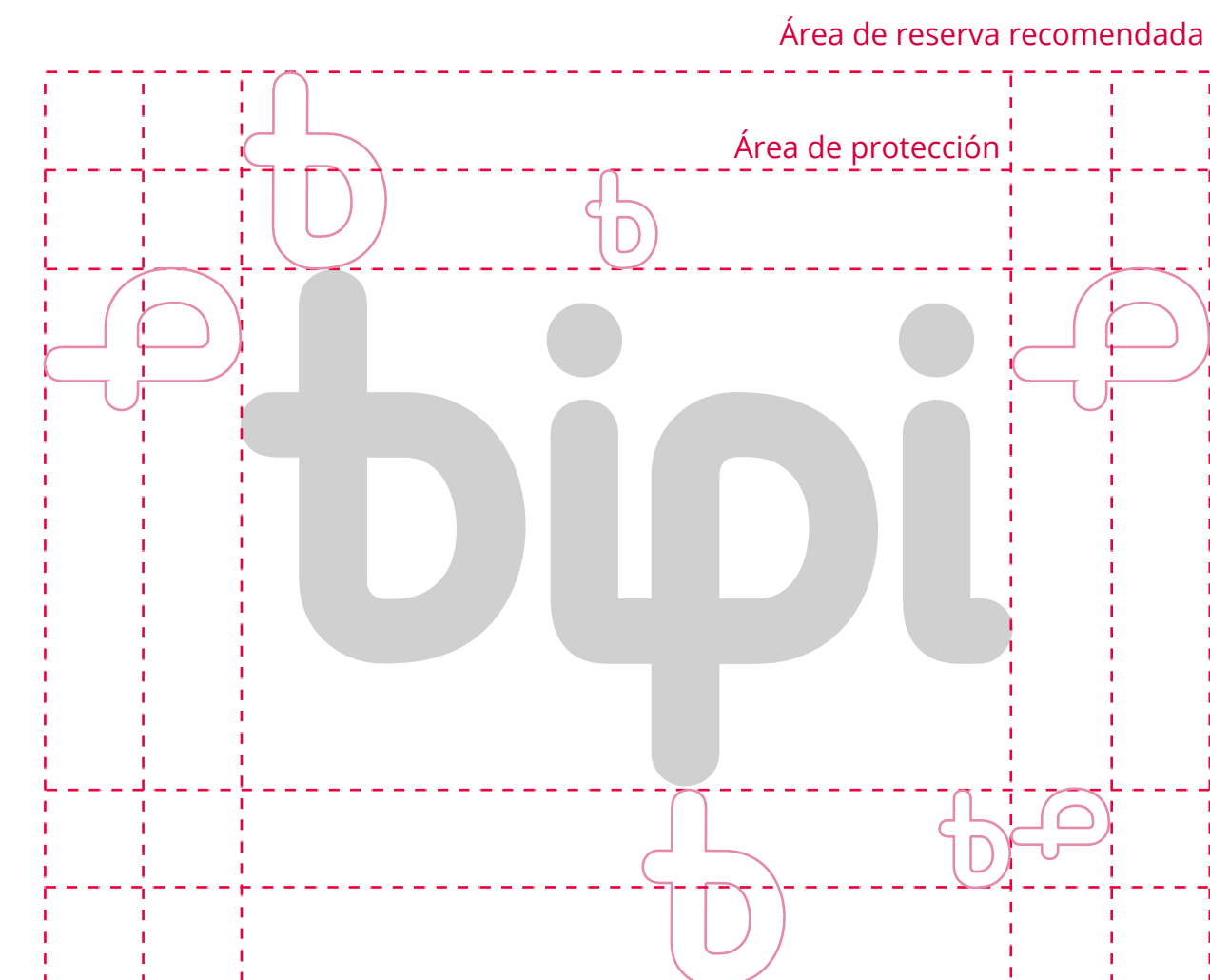
Our logo is the embodiment of everything we believe in, it reflects our values, and what represents and identifies us. Built with clean, curved shapes, it is flexible and bold.

How do we describe our brand?

In the text body, as it is a proper name, we will always write the first initial with a capital letter, for example: Subscribe to Bipi.

Buffer area

In order for the logo to remain legible, its buffer zone must be respected. **The boundary size shall be determined by half the height of the “b” in the logo.** In some cases, this will not be possible, in these exceptions, the recommended minimum area of is one quarter of the “b” of the logo.



Positioning

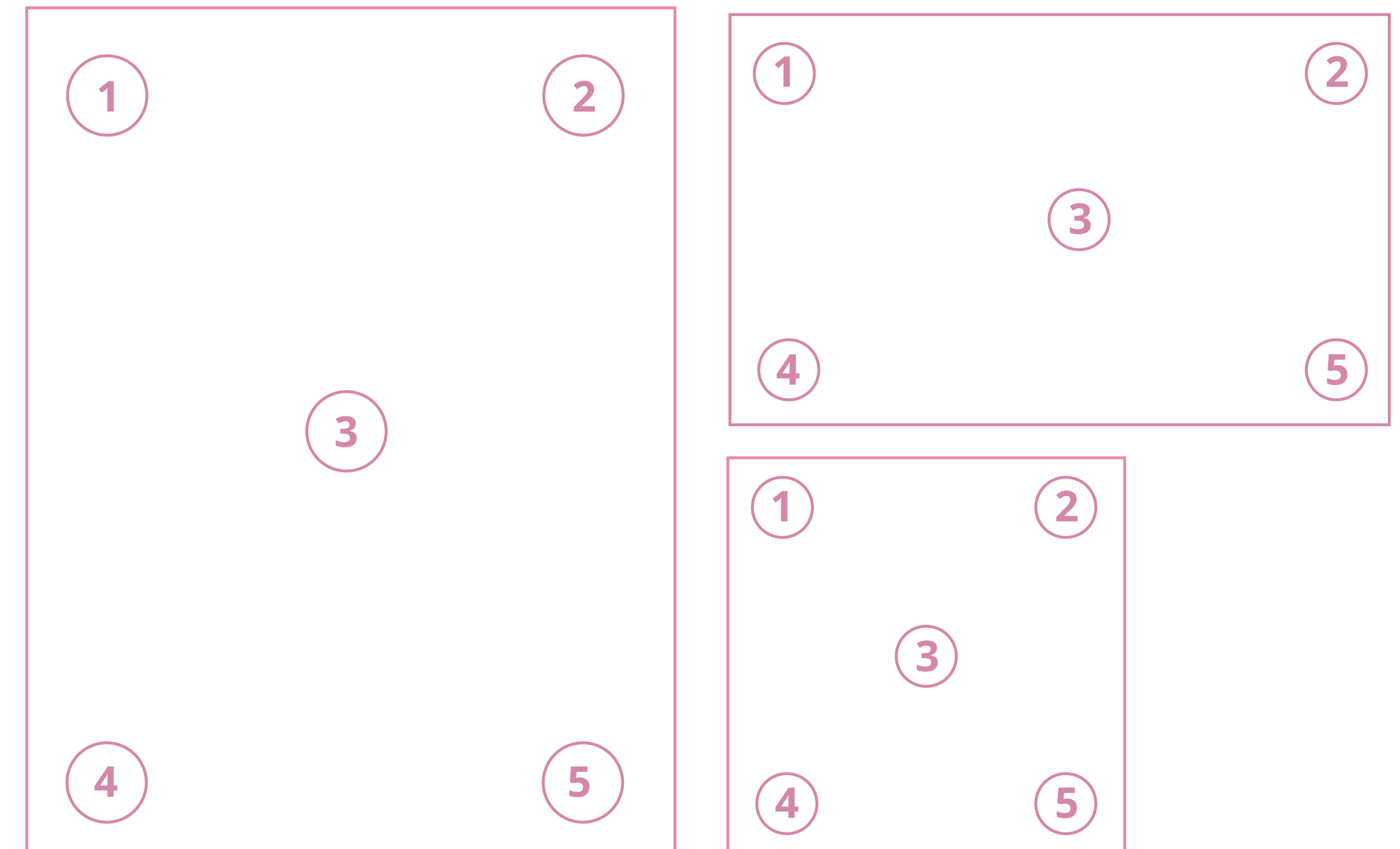
Regardless of the size or dimension of the communication, the logo **can only be placed in 5 specific locations**.

This makes the placement of the logo simple and consistent while providing flexibility to the rest of the graphic elements.

The buffer zone must always be taken into account when placing our logo.

In no particular order, the options are:

1. Top left corner
2. Top right corner
3. Centred
4. Bottom left corner
5. Bottom right corner



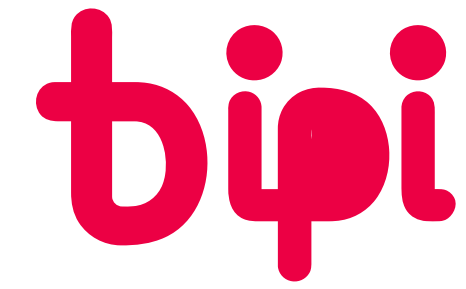
Incorrect usage

Below you can find some practical examples of what not to do.

Do not rotate the logo



Do not alter any of the elements



Do not add any type of effect



Do not change the typeface



Do not distort the logo



Do not position on a coloured background where it is not legible. In this case we will use the logo in white.



Do not add shadow



Do not use any corporate colours other than red or white.

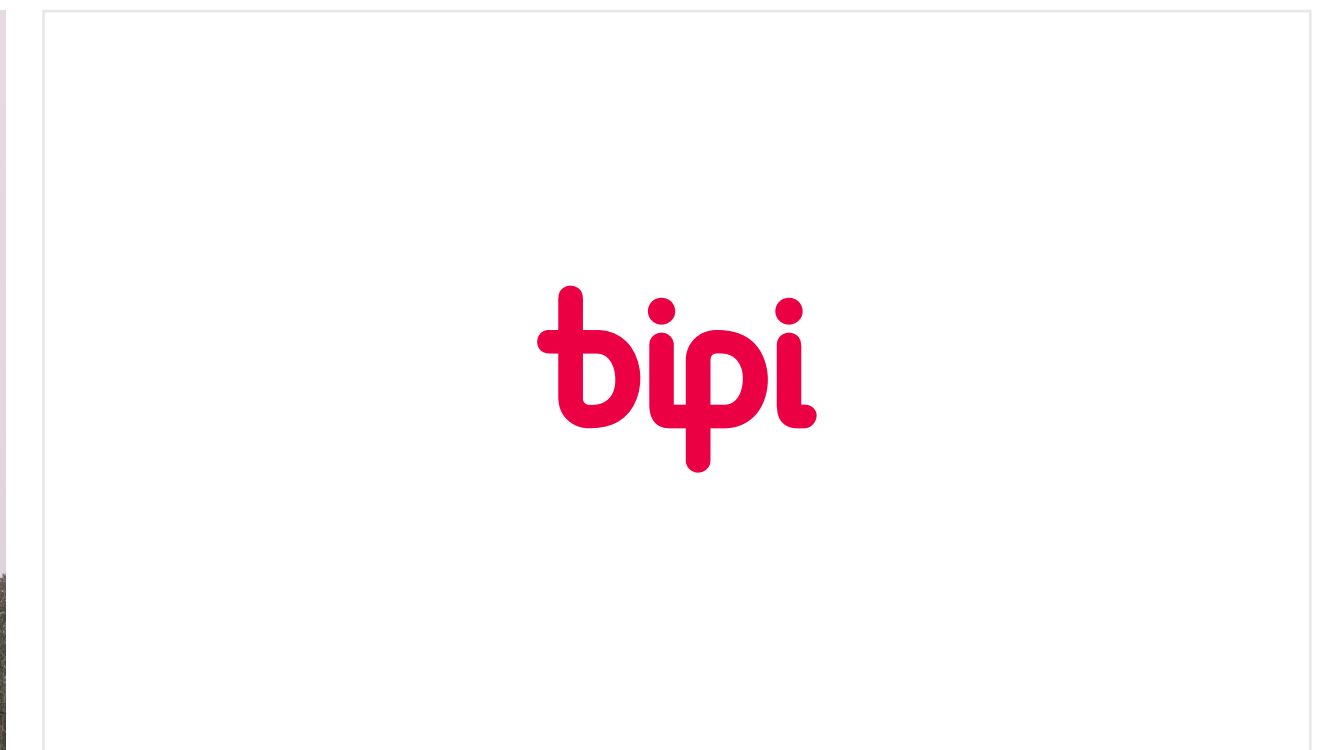
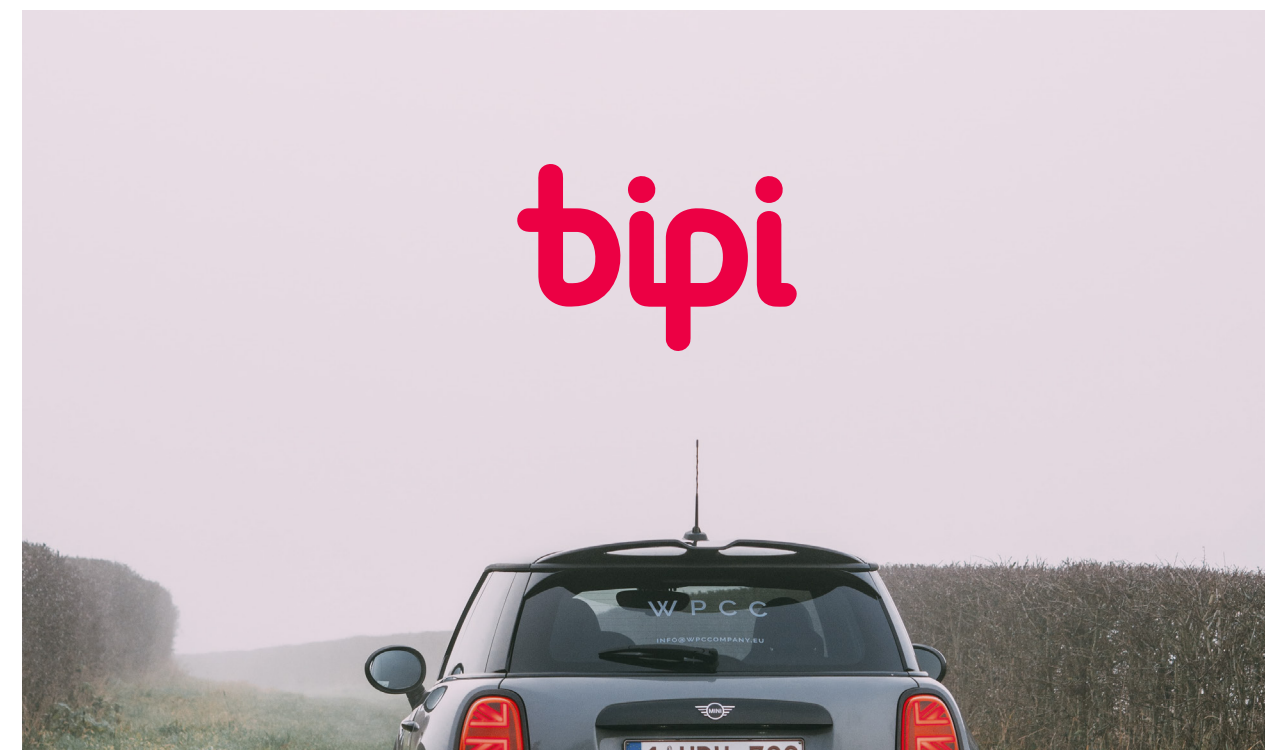
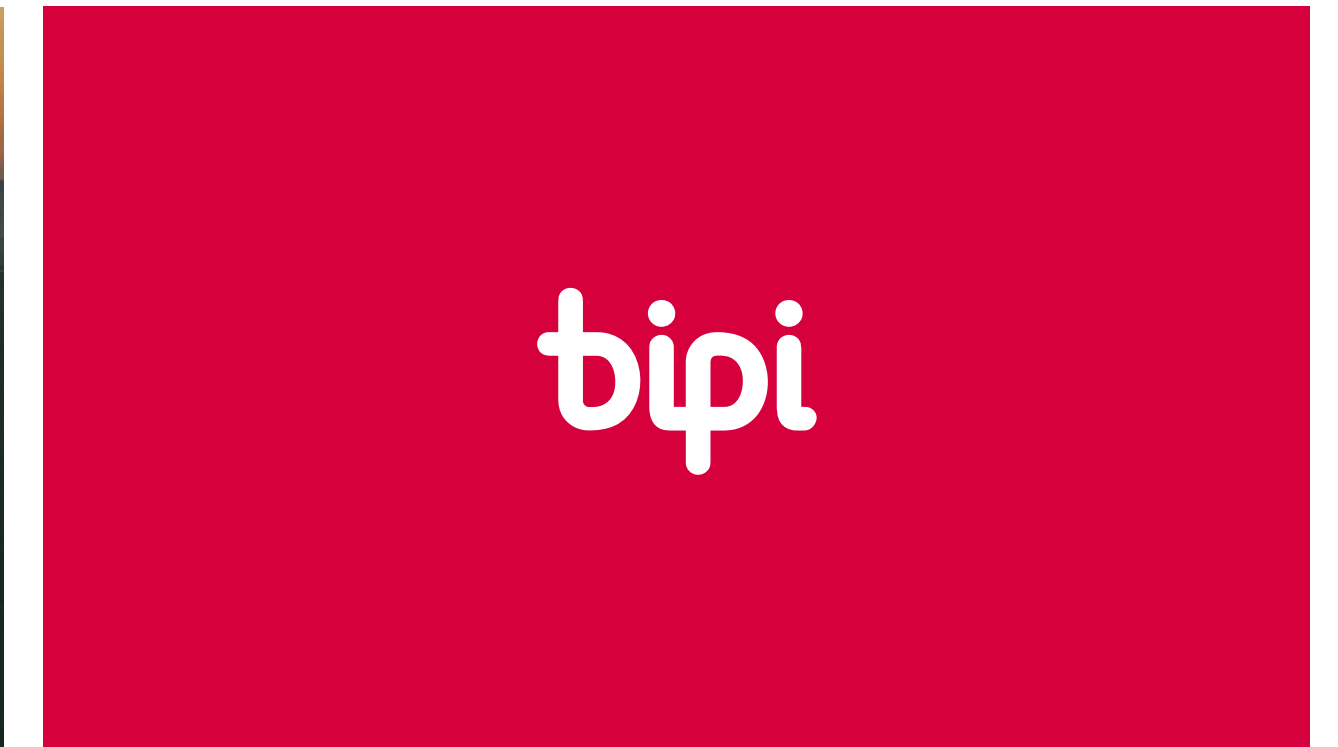


Background uses

We use our logo only in our main colour and in white.

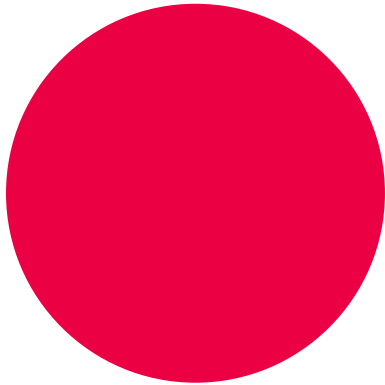
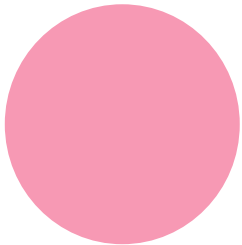
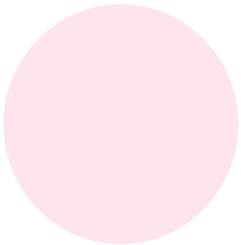

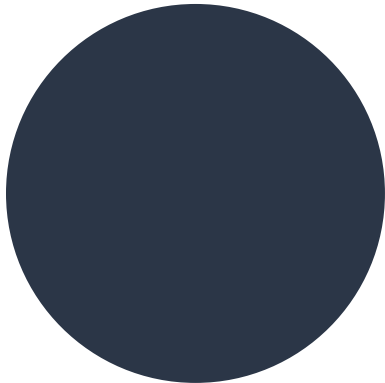
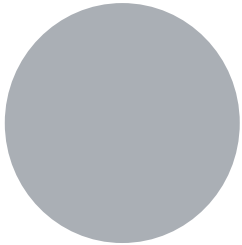


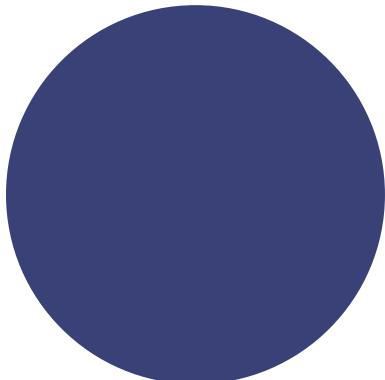
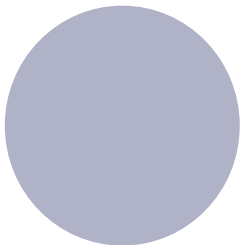


As it is a monochrome logo, we will use these two combinations depending on its readability on the background.

We use the logo in full colours on a light background and white on dark backgrounds.



Main colours

Our brand is built around 3 main colours. Primary, secondary and tertiary. Each one includes 3 variants in order to be able to prioritise and add dimension to the designs.

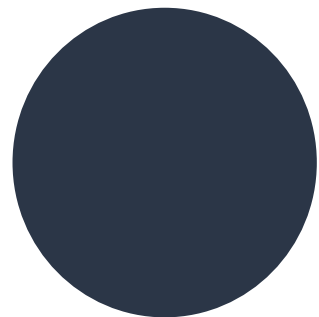
	PRIMARY COLOUR HEX: #EC0044 RGB: 236, 0, 68 CMYK: 0, 93, 58, 0 Pantone: 192 C %: 100		HEX: #F799B4 RGB: 247, 153, 180 CMYK: 0, 54, 9, 0 Pantone: 183 C %: 40		HEX: #FEE5EC RGB: 254, 229, 236 CMYK: 0, 16, 2, 0 Pantone: 705 C %: 10		HEX: #FEF2F6 RGB: 254, 242, 246 CMYK: 0, 8, 1, 0 Pantone: 7436 C %: 5
	SECONDARY COLOUR HEX: #2B3647 RGB: 43, 54, 71 CMYK: 91, 71, 46, 48 Pantone: 2380 C %: 100		HEX: #AAAFB5 RGB: 170, 175, 181 CMYK: 37, 24, 23, 4 Pantone: 429 C %: 40		HEX: #E9EBEC RGB: 233, 235, 236 CMYK: 10, 6, 7, 0 Pantone: 649 C %: 10		HEX: #F4F5F6 RGB: 244, 245, 246 CMYK: 5, 3, 4, 0 Pantone: 656 C %: 5
	TERTIARY COLOUR HEX: #394176 RGB: 57, 65, 118 CMYK: 93, 80, 22, 9 Pantone: 2118 C %: 100		HEX: #B0B3C8 RGB: 176, 179, 200 CMYK: 36, 26, 13, 1 Pantone: 5295 C %: 40		HEX: #EBECF1 RGB: 235, 236, 241 CMYK: 9, 6, 4, 0 Pantone: 649 C %: 10		HEX: #F5F6F9 RGB: 245, 246, 249 CMYK: 5, 3, 2, 0 Pantone: 656 C %: 5

Typeface

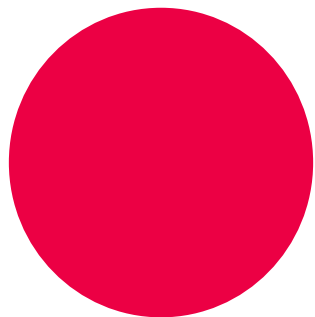
Aa
Open Sans

Bipi's typeface is Open Sans.
It is used for all types of communication and text for print, web or internal use. It is notable for being a very legible and versatile typeface.

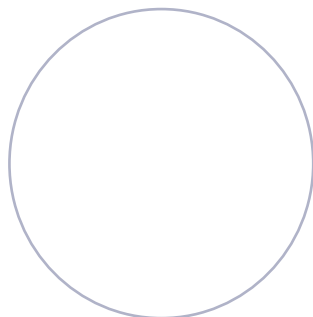
We will only use these **3 colours** in the texts:



#2B3647



#EC0044



#FFFFFF

Depending on the background colour, we will use one or the other, to create the maximum possible **contrast and legibility**.

We will never use typography in other colours or in pure black.

Aa

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,,:?ÀÁ!@#Û\$%&*)

Aa

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,,:?ÀÁ!@#Û\$%&*)

Aa

Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,,:?ÀÁ!@#Û\$%&*)

Aa

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,,:?ÀÁ!@#Û\$%&*)

Aa

Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,,:?ÀÁ!@#Û\$%&*)



Thanks
