be anything.

and above all be true to the Brand
beMatrix, the Brand

Ahead of the game in every respect

“We developed the first reusable aluminium frame system that can be built very quickly without any special tools and is suitable for panels, textile and LED applications. Innovation is in our DNA and has made beMatrix a genuine trendsetter in the international stand building world. Our mission is to reinvent systems for stand building and events”.

Stefaan and Edwin

A clear brand visualisation

beMatrix’s visual identity is a critical element of our overall brand strategy. It perfectly captures our essence and will help us deliver our business goals across the world. Our brand identity reflects and defines who we are and how we are viewed by our customers. Each of us bears a responsibility to respect and collaborate to maintain our identity in a consistent and precise manner. With these style guidelines we aim a consistent and proud representation of our brand, across all communication.
Inhoud

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Logo

Color Versions

To ensure that our logo suits every situation, we offer different color versions. Next to the full color version, we also provide with a variant for dark and light color backgrounds as well as a black and white version.
Don’ts

The beMatrix logo must at all times be used in the recommended way. Please always use the artwork provided and do not alter or recreate any of the elements. The following are just a few examples of possible violations to our brand identity.

▲ Do not alter the color of any element of the logo

▲ Do not change the typeface or font style

▲ Do not alter the proportions

▲ Do not add any effects to the logo (e.g., drop shadow)

▲ Do not rotate

▲ Do not stretch or distort
Clear Space

Clear space is the area required around the outside of our logo that must be kept free from other graphic elements. The clear space measurement is equivalent to 1/10 of the length of the beMatrix logo.
beMatrix is the only inheritor of the original big hole frame system, first established in 1993. That year marked the beginning of an ongoing adventure in reinventing stand building systems.
bePartner logo’s

bePartner • build

bePartner • LEDskin®

bePartner • LEDskin® content
bePartner • printed panels

bePartner • printed textiles

bePartner • print
bePartner • rental

beMatrix rental

bePartner • double deck

beMatrix double deck system
Award logo’s

Use of the Red Dot logo’s in combination with beMatrix

The Red Dot logo may only be used in conjunction with the corresponding product. The logo may therefore not be used separately. It is not the company, but the product that won the award. The Red Dot Design Award 2013: b62®, the Red Dot Design Award 2017: LEDskin®.

![Red Dot Design Award 2017 logo - full color](image)
![Red Dot Design Award 2017 logo - black & white](image)

![Red Dot Design Award 2013 logo - full color](image)
![Red Dot Design Award 2013 logo - black & white](image)

Use of the IF Design Award 2018 logo’s in combination with beMatrix

The IF Design Award 2018 logo’s may only be used in conjunction with the corresponding product: LEDskin®. The logo may therefore not be used separately. It is not the company, but the product that won the award.

![IF Design Award 2018 logo - full color (landscape)](image)
![IF Design Award 2018 logo - full color (portrait)](image)
Colors

Primary colors

Another crucial element to our visual identity is the use of color. It is essential that the beMatrix colors are used consistently across all applications.

- beMatrix green
  - Pantone 376 C
  - CMYK: 50-0-100-0
  - RGB: 151-191-13

- beMatrix grey
  - Pantone Cool Grey 11 C
  - CMYK: 0-0-0-68
  - RGB: 117-116-116

Secondary colors

Lighter tints of our primary colors can be used to support our brand visualisation.

- beMatrix green
  - Tint swatch 80%

- beMatrix grey
  - Tint swatch 80%

- beMatrix grey
  - Tint swatch 60%

- beMatrix grey
  - Tint swatch 40%

- beMatrix grey
  - Tint swatch 20%
Typefaces

Primary typeface

Our working typeface is ITC Franklin Gothic STD. This is to be used for all internal and external brand communication (business cards, letterhead, etc.) Also for all digital applications, such as Word, PowerPoint, e-mail, ...

ITC FRANKLIN GOTHIC STD BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ITC FRANKLIN GOTHIC STD MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ITC FRANKLIN GOTHIC STD DEMI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ITC FRANKLIN GOTHIC STD HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
Secondary typeface: PRINT

For all beMatrix commercial and technical brochures, such as the profile, 360°, seamless and LEDskin® documentation.

**TSTAR PRO BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

**TSTAR PRO REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

**TSTAR PRO LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

**TSTAR PRO LIGHT ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

**HELVETICA NEUE LT PRO MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

**HELVETICA NEUE LT PRO LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
Graphic Elements

Commercial imagery

Making your life easier and offer comfort, that is what we strive for. We don’t manufacture systems; we co-build an integral modular story with endless options. That is the vision behind our campaign. This point of view underlines the world of possibilities. Contrasts as well, and extremes. In visuals, in animations and in text.
Defragmentation

This graphic element is used to enrich our visual communication. It has multiple applications, as shown below. For the correct terms of use and source files of the defragmentation graphics, please contact the beMatrix marketing department.
Photography

When using our pictures, please mention copyright "Copyright © beMatrix - clients name". For example:

Copyright © beMatrix - Clip Display

Copyright © beMatrix - Bulik standbouw

Copyright © beMatrix - Enigma

Copyright © beMatrix - Concept expo
Applications

On paper

Some examples of the application of the beMatrix brand identity in our paper communication: technical and commercial documentation, business cards, letterhead, blocnotes, etc. These documents are property of beMatrix and can only be altered after approval of the marketing department.
On screen

Our guidelines also apply to online visualisation. For example: on websites, the beMatrix Mediabank and social media channels. But also in PowerPoint presentations, movies or other slideshows.
Demonstration items

The b62™ and b55™ demo sets are important promotion tools to explain our big hole frame system to our clients. The panel, textiles and even the packaging are all branded in line with the visual strategy.
Other applications

The beMatrix brand identity is implemented in every aspect of the company. Here below you’ll find the application to our merchandising. Bags, pens, USB sticks, lanyards, glasses, cups, ... everything is designed according to our style guidelines.
be different ☺ be the same
be anything.

beMatrix®
reInventing stand building systems

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info@beMatrix.com
www.beMatrix.com

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