



Bata Industrials[®]

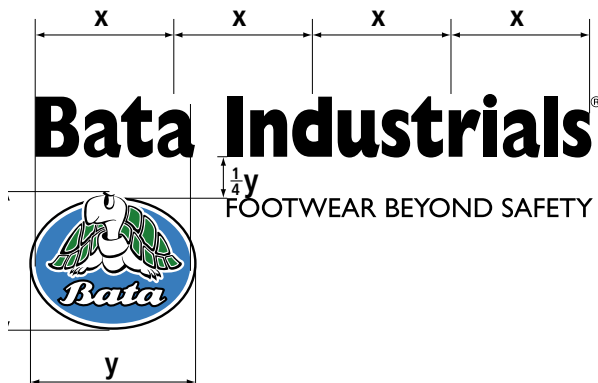
Guidelines for Bata Industrials corporate style

This guide is intended for the use of everyone who is involved with the corporate style of Bata Industrials. It contains both rules and guidelines. The rules are for those issues that really require them such as the use of the logo, while the guidelines are for use where appropriate. The most important thing when using this guide is that Bata Industrials wants to present itself in public with consistency. As a user of this guide, you have a great influence on the degree to which that aim is successful. It is a challenge to ensure that Bata Industrials is a strong brand and has a strong presence, by means of an effective and consistent application of the corporate style.

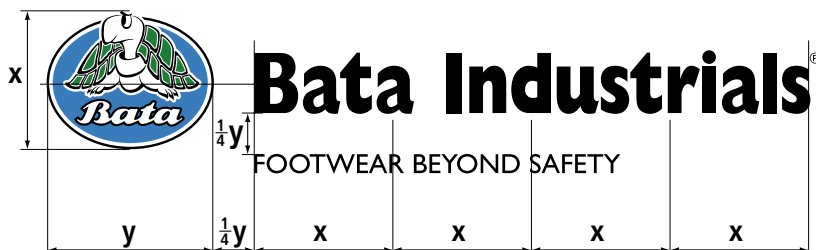
The visual and literal logos of Bata Industrials

The logo of Bata Industrials consists of a literal symbol (Bata Industrials) and a visual symbol (the ellipse with tortoise) that are inseparable from one another. The ellipse with the tortoise has two positions with regard to the literal logo of Bata Industrials: either in front of or beneath the word Bata. The format of the ellipse is also a fixed element: the ellipse has the same width as the word Bata.

The pay-off 'FOOTWEAR BEYOND SAFETY' can also be used in addition to the logo. This pay-off primarily gives information about the philosophy at Bata Industrials. It is a pay-off with value. It is therefore used on communication media where the philosophy of Bata Industrial is central. The pay-off is not used in media such as packaging that focuses on the product.



The most important point of departure for the proportions between the visual and the literal logos is that the word Bata is as wide as the blue shield.



The visual logo is represented in the corporate style colours of Bata Industrial: green and blue. The letters of the literal logo are produced in black. The visual logo can be applied in colour or in black and white. There are two variations for the black and white version. The grey variation is the preferred one. However, there are situations in which it is not possible to use the screens. Take a screen print for example or inferior quality printing. The black variation can be used for this.

The use of the visual logo in colour is preferred. If the visual and literal logos are represented on a full colour background, a soft scan should be applied in the place in question so that the full colour part is weakened sufficiently. The logo will remain clearly visible as a result. When applied to a black or other dark background, the visual logo will stay normal in white.



The letters 'B' and 'I' are not longer permitted in blue and green!

~~Bata Industrials®~~

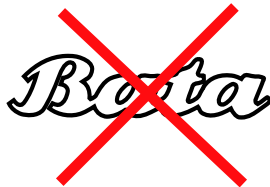


The literal logo cannot be used without the ellipse

The ellipse cannot be used without the literal logo without authorisation

The visual logo as a single entity

The tortoise and the written letters of Bata must not be used separately. These two elements are included inseparably within the ellipse in a fixed indicated position and given proportions.



Use of colour

Colour engenders recognition. Colour can be seen and felt. That is the power of colour: Colour evokes associations. These associations have a meaning for the spectator. By choosing the colours that fit with Bata Industrials, associations can be elicited that fit with the identity of Bata Industrials. The combination of blue and green has been selected on the basis of this identity.

The colour black has been chosen for the text Bata Industrials.



PMS C : 3005

PMS U : Process blue
CMYK : 100/30,5/0/6
RAL : 5015



PMS C : 356

PMS U : 355
CMYK : 100/0/100/25
RAL : 6024-F81

Colour range

In addition to the colours blue and green, several other colours have been defined which enrich the visual language and therefore expand the possibilities in the design of various representations.

These colours have the same intensity as the main colours. They broaden the character of Bata Industrials and give the brand the opportunity to display other facets of itself. The colour range reinforces the quality image of Bata Industrials. The colours give the theme 'Footwear beyond safety' an extra charge. This revolves around a mentality. Bata Industrials goes further than the norm, is constantly active in offering wearers of its shoes more support, protection and above all comfort. The quality of the organisation being represented is expressed in the colour range.

PMS 547

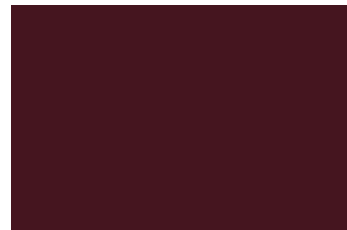
C=100, M=35, Y=25, K=67



C=80, M=40, Y=40, K=30



C=90, M=100, Y=50, K=20



C=50, M=100, Y=90, K=50



C=40, M=100, Y=80, K=20



C=40, M=70, Y=100, K=30



C=70, M=40, Y=100, K=40



C=70, M=50, Y=100, K=0



C=10, M=40, Y=90, K=20



C=45, M=20, Y=0, K=50

The colours below are used in situations in which the main colours are insufficient. For example, when extra emphasis has to be placed on certain elements in text or visuals. The colour blue PMS 547 is added as the most important colour. This colour blue supports the corporate image. If the logo is used as a diapositive, the preference is for it to be placed on this colour.

