BHS

BRAND GUIDE

CONTENTS

1.1 BRAND STORY

Rooted in Collaboration

BHS Kinetic (BHS) was established in 1975 as Bee Hup Seng during Singapore's rapid industrialisation, capturing the entrepreneurial zeitgeist of the country's developing years.

Bee Hup Seng is a hokkien translation of "success through beautiful collaboration". BHS is all about connectivity, and helping our partners maintain an uninterrupted supply chain depends on each link working together seamlessly. Our founding team lived by that mantra, laying the foundations of a solid logistics network in Singapore and the region.

The baton has since been passed to the second generation. Our leadership team consists of three brothers continuing in the spirit of creative collaboration. They each bring to the table different perspectives and areas of expertise, all for the singular goal of delivering efficient, timely and impactful solutions for our clients.

Mission-Critical Delivery

We move the things that help move the world forward. For over 40 years BHS has been a trusted partner to the semiconductor sector, handling and transporting highly-sensitive and valuable equipment. The same equipment used to manufacture components that go into essential devices from ventilators to smartphones, where any unforeseen downtime is unacceptable.

In recent years we have grown our capabilities to serve the needs of vertical markets such as the life sciences, aviation and project logistics. While each new industry has different specialised needs, we put the same care and commitment to excellence into our projects as we have done since day one. Plainly speaking, we ensure your shipments are delivered safely, on time.

Driving the Future

Having served the fast-moving technology industry for decades, we know what it means to adapt to change. BHS continues to innovate and modernise to keep pace with the ever-evolving needs of our customers. Integration of information technology has been a key driver to increasing efficiency and accuracy in our operations. We continue to offer sustainable multi-modal solutions to meet our clients' unique delivery requirements across the globe.

1.2 BRAND NAME

New Streamlined Identity

A streamlined and reinforced visual presence and identity.

Growth and Global Presence

The new web/online domain name represents and supports the growth and expansion of BHS into a strong global corporation.

Old Logo

↓

BHS

New Logo

bhskinetic.com

↓

bhs.global

asia.bhs.global
eu.bhs.global
us.bhs.global

1.3 BRAND ARCHITECTURE

Main Brand

BHS

Sub-Brands

BHS⁺   **BHS** MOVE   **BHS** BUILD   **BHS** ACADEMY

BHS PROTECT   **BHS** FLEET   **BHS** STORAGE
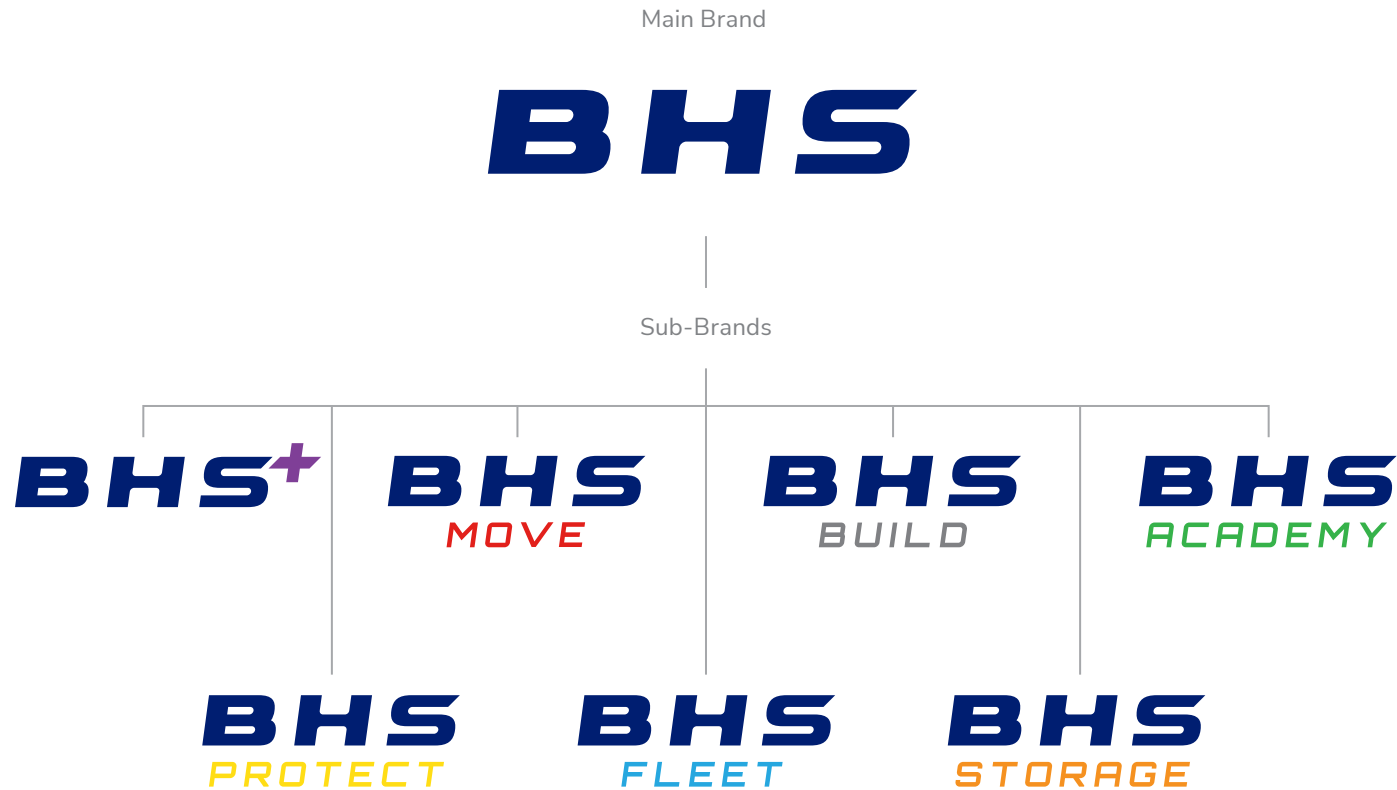
BHS, the main brand, is supported by multiple, individual
sub-specialties that work together towards its main objective.

1.4 BRAND VISION, MISSION & VALUES

Vision

We move the things that move the World *forward*

Mission

Global Engineering Logistics Champion in providing Quality, Integrated and Risk Assured Services To our Clients

Constant Innovator in developing customised solutions for our clients

Driver for sustainability Stewardship

Values

Trust
Binding the company and stakeholders together

Grit
Rising up to any occasion

Enterprising
Executing the most effective Solutions

Living Our Values

Conduct, Behaviour and Speech

Communication, Accountability and Responsibility

Technological Advancement, Experience and Improvement

1.5 BRAND ESSENCE

Reliability

Reliable any time, every time.

BHS's brand essence is all about "reliability". In all that we do, we do our best to put our clients' mind at ease. We continue to offer sustainable multi-modal solutions to meet our clients' unique delivery requirements across the globe. BHS is always on the cutting edge when it comes to increasing efficiency and accuracy in our operations. Plainly speaking, we ensure your shipments are delivered safely on time, every time.

1.6 BRAND KEY MESSAGES

① **Brand**
We are a reputable and leading logistics company that provides comprehensive multi-modal solutions, headquartered in Singapore.

② **Expertise**
Philosophy of creative collaboration and specialist skills effects the singular goal of delivering efficient, timely and impactful solutions.

③ **Leadership**
We move the things that help move the world forward. For over 40 years BHS has been a trusted partner to the advanced manufacturing sector, handling and transporting highly-sensitive and valuable equipment.

④ **Advancement**
We continue to innovate and modernize to leverage on technology to ensure efficiency and accuracy in our multi-modal solutions.

⑤ **Commitment**
While each client has different specialised needs, we put the same care and commitment to excellence into our projects as we have done since day one. Plainly speaking, we ensure your shipments are delivered safely on time, every time.

1.7 BRAND TAGLINE

A Connected World, Delivered.

Our tagline is a short phrase that conveys the essence of our brand to inspire those who come in touch with our brand - "A Connected World, Delivered".

At BHS, we are Logistics Architects that move the things that help move the world forward. Beyond a delivery or storage, our approach is guided by 3 thrusts:

Rooted in Collaboration
Mission-Critical Delivery
Driving the Future

It is our mission, our calling and our promise to you. When used properly and consistently, our tagline will stay in the mind of each person who comes into contact with BHS.

2.1 COMPANY LOGO

Main Logo + Rationale

BHS

Main Logo

The BHS main logo consist of one main element - the logotype.

The main logo is represented in BHS' primary colour (refer to colour palette), to convey trust in the brand.

The slightly angled forward slant of the alphabets "B", "H" and "S" conveys forward thinking and speed.

2.2 LOGO VARIATIONS

Full Colour + Reverse Logo

BHS

BHS

Full Colour Variant

Reverse Logo
on Dark Background

The full colour on white background is always the preferred option and should be used when presenting the brand.

Whenever possible, the original full colour brand logo should appear against a white background.

In situations where a white background is not possible, the reverse logo should be used.

2.2 LOGO VARIATIONS

Black and White Variants

Black Variant

White Variant

Single colour variations of the logo, either black or white, are to be used when there is restricted or single colour applications of the brand logo.

These variations are to be used when the logo is placed against a coloured background that may clash with or obscure the colours on the brand logo.

Please always ensure that sufficient contrast is provided between the single colour variations and the background it is placed on.

The black logo variant should only be used against white, light or bright-coloured backgrounds.

Whenever possible, it should appear against a white background or the brand colours.

The white logo variant should always be used against black, dark or strong coloured backgrounds.

Whenever possible, it should appear either against the brand colours or against a black background.

2.3 LOGO USAGE

Minimum Size

To ensure the visibility and clarity of the logo, please ensure that the BHS main logo is never smaller than the minimum size defined here.

2mm
(8px)   **BHS**

Main Logo Min. Size

2.3 LOGO USAGE

Minimum Clear Space

To ensure prominence of the logo, an area of clear space is required to be kept around the BHS logo.

The clear space is defined by 'x', which is derived from the height of 'H' in the logo. The clear space should be free of all graphic elements.

Whenever possible, more than the minimum clear space should be given around the logo, to enhance its visual impact.

Main Logo Min. Clear Space

2.3 LOGO USAGE

Positioning and Alignment

The BHS logo should be applied appropriately on all relevant online and print materials.

For printed materials of both portrait and landscape orientations, the BHS logo should preferably be positioned and aligned to the right of the medium.

The BHS logo should preferably be placed against a background that has enough contrast for maximum impact.

Envelope (9" x 4")

Letterhead (Colour)
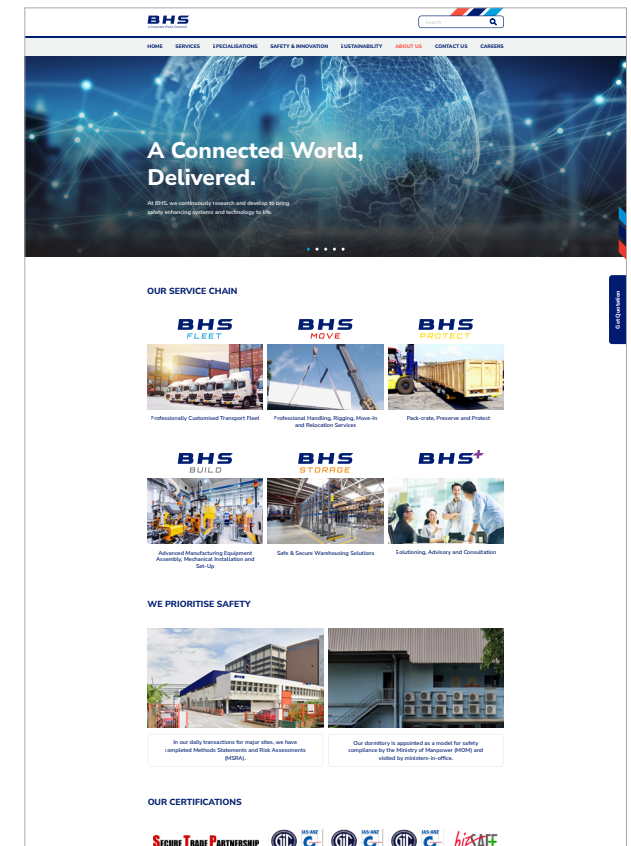
2.3 LOGO USAGE

Positioning and Alignment

The BHS logo should be applied appropriately on all relevant online and print materials.

For website of both portrait and landscape orientations, the BHS logo should preferably be positioned and aligned to the left or centre of the medium for the ease of navigation and familiarity.

The BHS logo should preferably be placed against a background that has enough contrast for maximum impact.
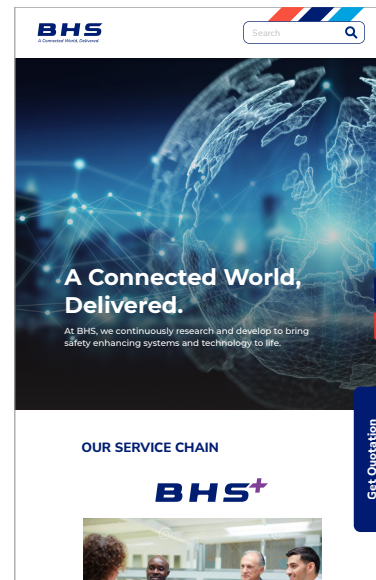
Mobile Page Centre Align
Logo with Tagline

Web Page Left Align
Logo with Tagline

2.3 LOGO USAGE

Prohibited Usage

DO NOT separate the logo

DO NOT crop the logo

DO NOT apply effects or patterns on the logo

DO NOT add any outlines, drop-shadows or glows around the logo

DO NOT scale the logo disproportionally

DO NOT place the logo on a background that does not provide sufficient contrast

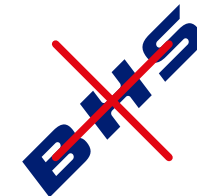DO NOT place the logo on a cluttered or multiple coloured background

DO NOT adjust the placement, spacing and state of the logo

DO NOT change, adjust or alter the logotype

DO NOT change the colours of the logo apart from the variants approved in this guide

DO NOT place the brand logo at an angle that is neither parallel nor perpendicular to the format of the medium

2.4 TAGLINE USAGE

Guidelines

The tagline should always appear in title caps and using "Nunito Sans Semibold Italic" typeface.

It should appear, whenever possible (in blue) from the brand's colour palette.

The tagline can also appear in black or white when there is restricted or single colour applications. The black or white versions should also be used when it is placed against a strong coloured or busy background that may clash with or obscure the coloured tagline.

This font can be downloaded from:
https://fonts.google.com/specimen/Nunito+Sans

A Connected World, Delivered.

A Connected World, Delivered.

A Connected World, Delivered.

2.4 TAGLINE USAGE

Logo Application
Logo with tagline

The tagline can be used in concurrent with the BHS main logo. When used together, the tagline has to be in corresponding colour as the BHS main logo.

The tagline should also be placed directly at the below the BHS main logo and centrally aligned to the BHS main logo (as shown in the construction grid).

The clear space between BHS main logo and tagline is defined by 'y', which is derived from the height of the tagline. The clear space should be free of all graphic elements.

BHS
A Connected World, Delivered.

Logo with Tagline

BHS
A Connected World, Delivered.

x
y
y

Logo with Tagline
Construction Grid

2.4 TAGLINE USAGE

Logo Application

Full colour + Reverse Logo with tagline

BHS
A Connected World, Delivered.

BHS
A Connected World, Delivered.

Full Colour Variant

Reverse Logo
on Dark Background

The full colour on white background is always the preferred option and should be used when presenting the brand.

Whenever possible, the original full colour brand logo should appear against a white background.

In situations where a white background is not possible, the reverse logo should be used.

2.4 TAGLINE USAGE

Logo Application

Black and White Variants with tagline

BHS
A Connected World, Delivered.

Black Variant

BHS
A Connected World, Delivered.

White Variant

Single colour variations of the logo, either black or white, are to be used when there is restricted or single colour applications of the brand logo.

These variations are to be used when the logo is placed against a coloured background that may clash with or obscure the colours on the brand logo.

Please always ensure that sufficient contrast is provided between the single colour variations and the background it is placed on.

The black logo variant should only be used against white, light or bright-coloured backgrounds.

Whenever possible, it should appear against a white background or the brand colours.

The white logo variant should always be used against black, dark or strong coloured backgrounds.

Whenever possible, it should appear either against the brand colours or against a black background.

2.4 TAGLINE USAGE

Logo Application

Min. Size for Logo with Tagline

To ensure the visibility and clarity of the logo and tagline, please ensure that the logo with tagline is never smaller than the minimum size defined here.

7mm
(27px)

BHS
A Connected World, Delivered.

Logo with Tagline
Min. Size

2.4 TAGLINE USAGE

Logo Application
Min. Clear Space for Logo with Tagline

To ensure prominence of the logo and tagline, an area of clear space is required to be kept around the BHS logo.

The clear space is defined by 'x', which is derived from the height of 'H' in the logo. The clear space between BHS main logo and tagline is defined by 'y', which is derived from the height of the tagline. The clear space should be free of all graphic elements.

Whenever possible, more than the minimum clear space should be given around the logo, to enhance its visual impact.

Logo with Tagline
Min. Clear Space

2.5 TYPOGRAPHY

Corporate Typeface

Nunito Sans

/ExtraBold
/Bold
/Semibold

Nunito Sans

/Regular
/Light
/ExtraLight

The Nunito Sans font family is the main typeface.

This typeface was chosen as it is readable, modern and neutral. Nunito Sans font family is used for the BHS tagline and it pairs well with the BHS logo.

With a wide range of weight, the Nunito Sans family can be used for both the header and body text.

This font can be downloaded from:
https://fonts.google.com/specimen/Nunito+Sans

As headers, this sans serif font in extra bold, bold or semibold can be used for added emphasis in titles.

The regular, light and extra light weights can be used in paragraph/body text of all print and web materials.

2.5 TYPOGRAPHY

Correspondence Typeface

Open Sans

/Bold

/Semibold

Open Sans

/Regular

/Light

The Open Sans font family is to be used when one may not have access to the corporate typeface.

This typeface is to be used on hard/soft copy letters, presentations and other correspondences.

This typeface was chosen as it is readable, modern and neutral.

This font can be downloaded from:
https://fonts.google.com/specimen/Open+Sans

As headers, this sans serif font in bold or semibold can be used for added emphasis in titles.

The regular and light weights can be used in paragraph/body text.

2.5 TYPOGRAPHY

System Typeface

Helvetica

/Bold

Helvetica

/Regular

/Light

The Helvetica font family is to used as a last resort, usually when editable files are sent to external parties who may not have the Open Sans font family. This typeface was chosen as it is a neutral sans serif typeface available on all platforms.

As headers, this sans serif font in bold or semibold can be used for added emphasis in titles.

The regular and light weights can be used in paragraph/body text.

2.5 TYPOGRAPHY

Chinese Language

Noto Sans SC
思源黑体简体中文

/Bold

/Medium

Noto Sans SC
思源黑体简体中文

/Regular

/Light

The Noto Sans SC font family is used when information needs to be presented in the Chinese Language.

This typeface was chosen as it is readable, modern and neutral.

This font can be downloaded from:
https://fonts.google.com/specimen/Open+Sans

As headers, this sans serif font in medium or bold can be used for added emphasis in titles.

The light and regular weights can be used in paragraph/body text. In medium, it gives emphasis to body text.

2.6 COLOUR PALETTE

Primary

This colour palette should be used for both internal and external communications to complement the logo and for cohesion among communication materials.

BHS Royal Blue

#001B71
C:100, M:93, Y:24, K:22
R:0, G:27, B:113

PANTONE 2747C

2.6 COLOUR PALETTE

Secondary

These colours can be used in addition to the primary colour palette to add vibrancy to communication materials.

BHS Bold Orange

#F3523F
C:0, M:83, Y:79, K:0
R:243, G:81, B:63

PANTONE 2027C

BHS Tech Blue

#00A0DF
C:81, M:18, Y:0, K:0
R:0, G:160, B:223
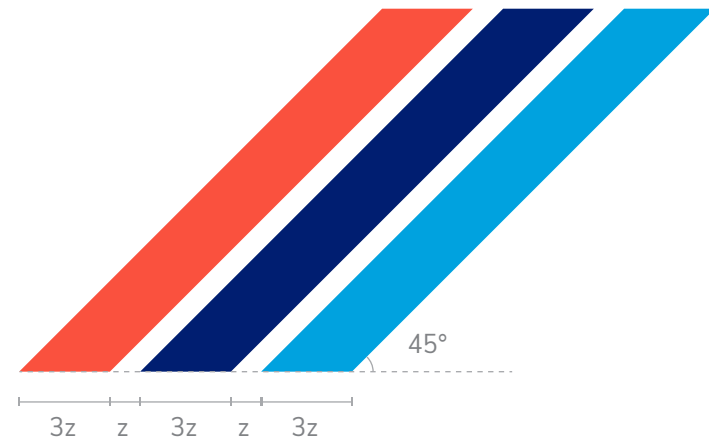
PANTONE 299C

2.7 GRAPHICAL ELEMENTS

The RRC Mark

The secondary supporting element is a set of 3 stripes angled at 45° in full BHS colour palette.

BHS Royal Blue symbolises Reliability; BHS Bold Orange represents Risk Management and BHS Tech Blue signifies Connectivity.

The clear space between individual stripes are defined by 'z'. which is derived the width of a single stripe. The clear space should be free of all graphic elements.

Primary Element

Primary Element
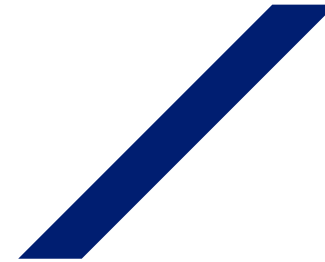with Proportions

45°

3z   z   3z   z   3z

2.7 GRAPHICAL ELEMENTS
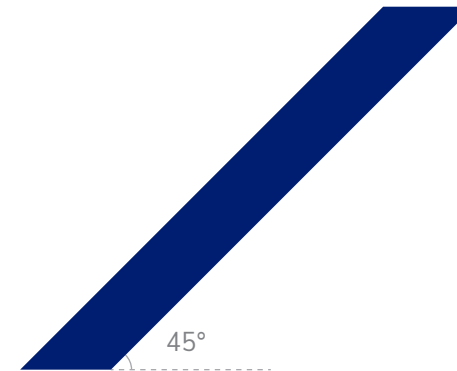
The Reliability Mark

Here is a selection of graphical elements/features that should be used to reinforce the BHS Brand.

The primary supporting element is a singular stripe angled at 45° in BHS' primary colour palette.

BHS Royal Blue symbolises Reliability.

Secondary Element

45°

Secondary Element
with Proportions

2.7 GRAPHICAL ELEMENTS

Prohibited Usage

DO NOT separate the RRC mark

DO NOT crop the RRC mark
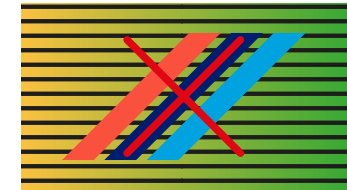
DO NOT apply effects or patterns on the RRC mark

DO NOT add any outlines, drop-shadows or glows around the RRC mark

DO NOT scale the RRC mark disproportionally

DO NOT place the RRC mark on a background that does not provide sufficient contrast

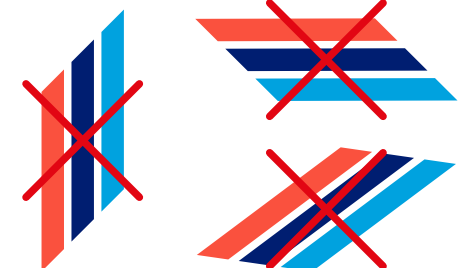DO NOT place the RRC mark on a cluttered or multiple coloured background

DO NOT adjust the placement, spacing and state of the RRC mark

DO NOT change, adjust or alter the angle of the RRC mark

DO NOT change the colours of the RRC mark apart from the variants approved in this guide

DO NOT rotate the RRC mark at any angles

2.8 CONTACT

For more information, contact:
Mark Chin at mark.chin@bhs.global

BHS