

BMI RoofPro brand guidelines



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1 Introduction

1.1 Introduction

Communicating the BMI RoofPro brand

BMI RoofPro is a programme unique to BMI, created to bring quality roofing contractors and installers together, support their businesses and give building owners an accredited source of installation expertise they can trust.

BMI RoofPro is an important brand and it is essential that we protect it and grow it in a strong, consist way.

That is why we have created these brand guidelines. They are here to help everyone involved in communicating the BMI RoofPro brand to follow the same principles, so that our audiences have the same great brand experience wherever and whenever they encounter us.

1.2 Our brand manifesto

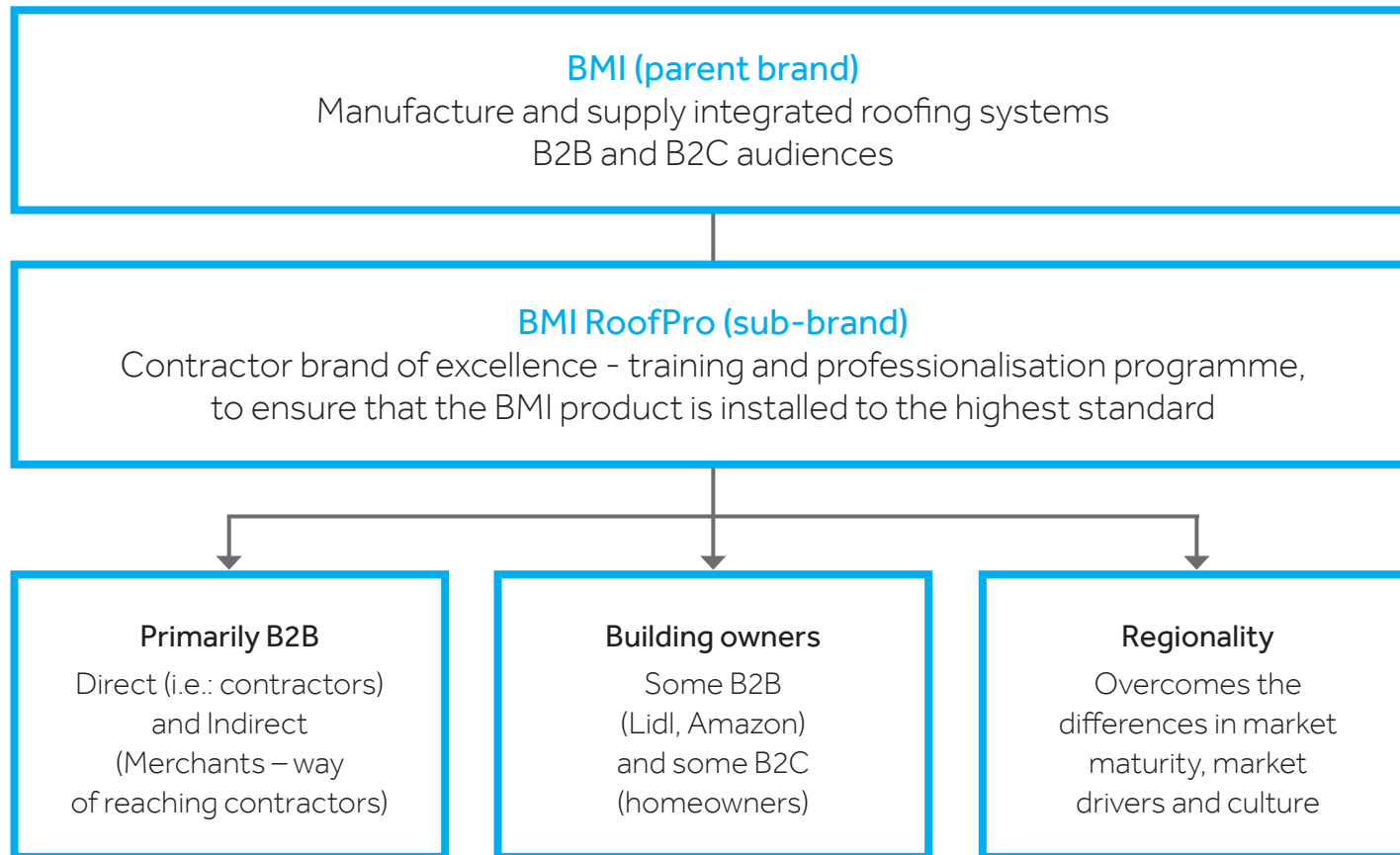
Whatever the project vision, from the simplest flat roof to the most ambitious architectural innovation, BMI's integrated roofing solutions can realise it.

Now, to make sure the quality of installation is as high as the quality of the technology, there's BMI RoofPro. A new kind of structured contractor programme that brings together the best contractors and guarantees the highest standards of workmanship.

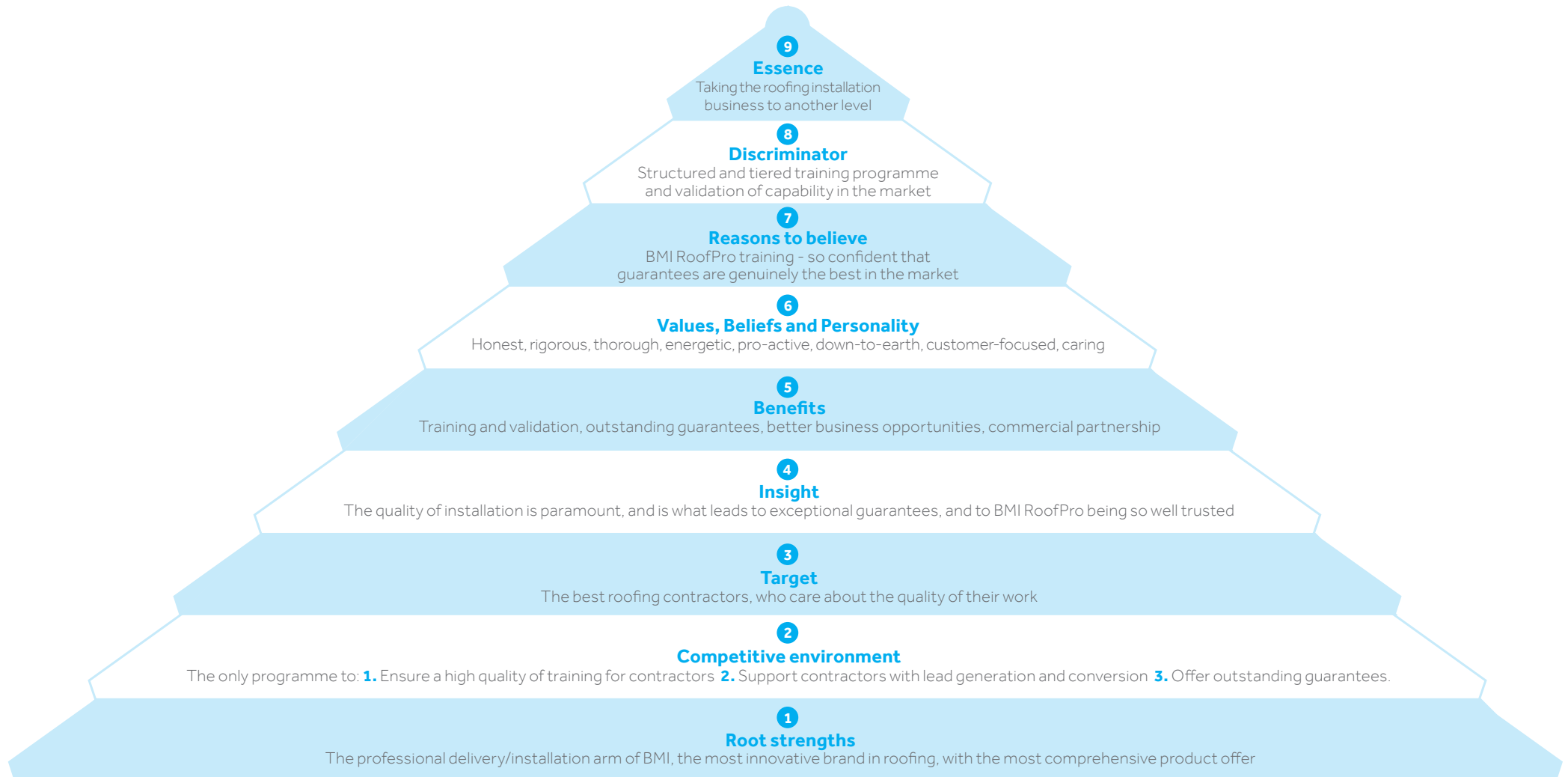
For members, BMI RoofPro means high quality training, valuable support and better business opportunities. For building owners, BMI RoofPro creates a network of trusted installers offering exceptional guarantees and the peace of mind that they can maximise the value of their project.

BMI RoofPro. Taking the roofing installation business to another level.

1.3 Our brand framework



1.4 Our brand key



2 Our Voice

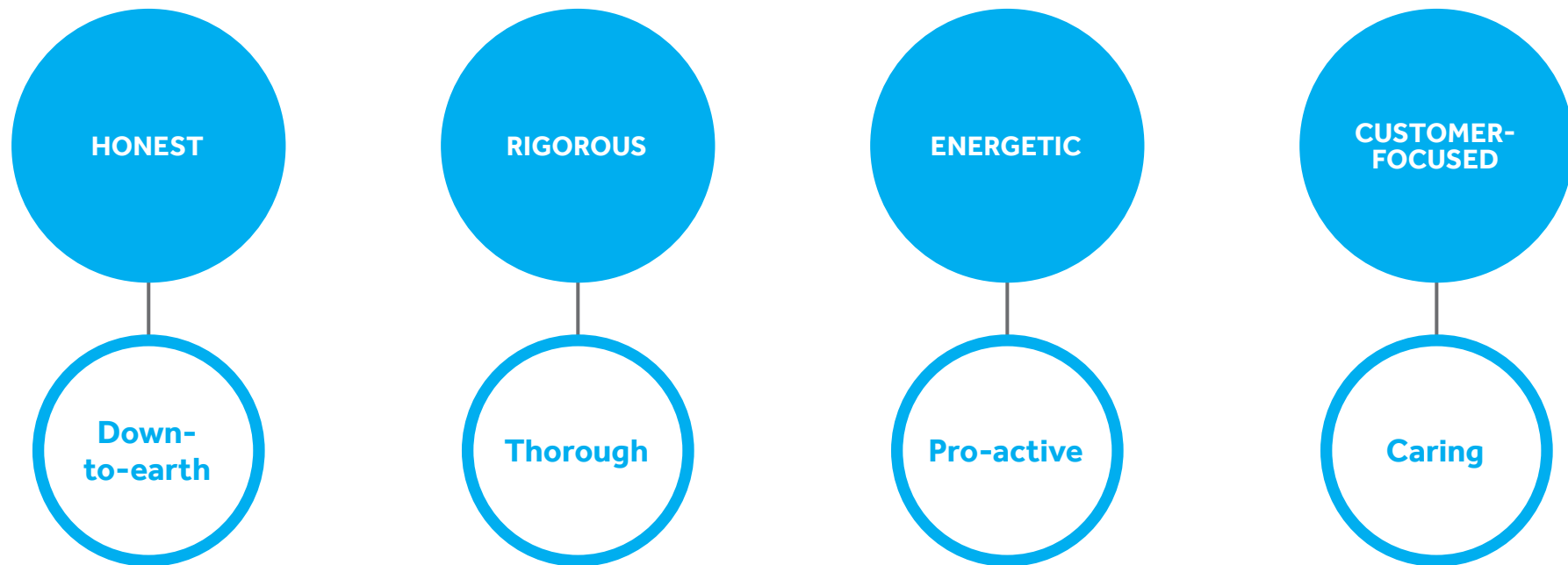
2.1 Our Voice

As BMI RoofPro grows as a programme and expands across communications channels and across regions, it becomes more and more important that we use one clear and consistent voice when communicating with customers, with roof owners, with suppliers, and with every one of our audiences, everywhere. This is our Voice.

Our Voice is an important part of our brand. Use this simple guide to help you make sure all your BMI RoofPro communications consistently reflect our brand and help to make it stronger and stronger.

2.1 Our Voice

These are the values that our Voice must reflect



2.2 The theory

How these values define our Voice

Honest and Down-to-earth

In all our communications, we never over-claim or over-promise. We rely on truth to get our message over and let the facts speak for themselves. We avoid extravagant language like 'incredible; and 'sensational' and we do not say we're 'the best' unless we can prove that we are.

Example

We do not say

'The totally incredible BMI RoofPro is taking the contractor world by storm'

We say

'BMI RoofPro is a new kind of contractor programme designed to take roofing installation to the next level'

2.2 The theory

How these values define our Voice

Rigorous and Thorough

When we write or talk about BMI RoofPro, we show our understanding of the details of our subject. We sound expert and professional. We use the correct terms and language our audience uses. Our messages are always clear and precise, and we make sure we give audiences the information they need.

Example

We do not say

'BMI RoofPro members get lots of things to help their business.'

We say

'Through BMI RoofPro, you gain access to a range of business-building tools including roofing system training, digital project management tools and enhanced guarantees.'

2.2 The theory

How these values define our Voice

Energetic and Pro-active

Energetic and Pro-active BMI RoofPro is a dynamic and fast-growing programme designed to excite our professional; and consumer audiences. We reflect this energy in our Voice. Our language is active, never passive. We say clearly what we will do and what you and we make sure our passion always comes through.

Example

We do not say

'Services and support are available through BMI RoofPro aimed at business growth.'

We say

'We're ready to give you all the support and services you need to make the very most of your business.'

2.2 The theory

How these values define our Voice

Customer-focused and Caring.

BMI RoofPro is a totally customer-focused programme. In our communications, we show our understanding of our audiences and their needs and focus on how our programme meets them. We show that we have created BMI RoofPro because we care deeply about helping installers grow their businesses, and about making sure building owners have a programme they can trust to deliver the roofing solution they need.

Example

We do not say

'BMI RoofPro can help you grow your business.'

We say

'We have created BMI RoofPro because we know that, as a contractor, you build your business on your reputation for high standards and achieving customer satisfaction.'

2.3 In practice

Getting the tone right for professional and consumer audiences

These guidelines will help shape your BMI RoofPro communications for all of our audiences. But it is also important to understand the differences between our two key audiences – roofing contractors (professionals) and building owners (consumers).

Tips on the right tone for professionals.

Messages

80:20 focus on the commercial benefits of BMI RoofPro – business growth, better customer retention, enhanced reputation, smarter project control. Secondary messaging focused on emotive benefits – pride in the job, sense of personal expertise.

Language

Use technically correct terms, treating the audience respectfully, as experts.

Particular focus on 'Rigorous and Thorough' values.

Tips on the right tone for customers

Messages

80:20 focus on the emotive benefits of BMI RoofPro – confidence in contractor choice, peace of mind when committing to a costly project, pride in the finished job. Secondary messaging focused on commercial benefits – maximise project value and ROI. (NOTE Secondary messages may become primary messages when talking to a procurement audience).

Language

Clear use of personal language, 'you' and 'we'.

Avoid industry jargon, or explain it if necessary.

Particular focus on 'Customer-focused and Caring' values.

3 Logo



3.1 Primary BMI RoofPro logo

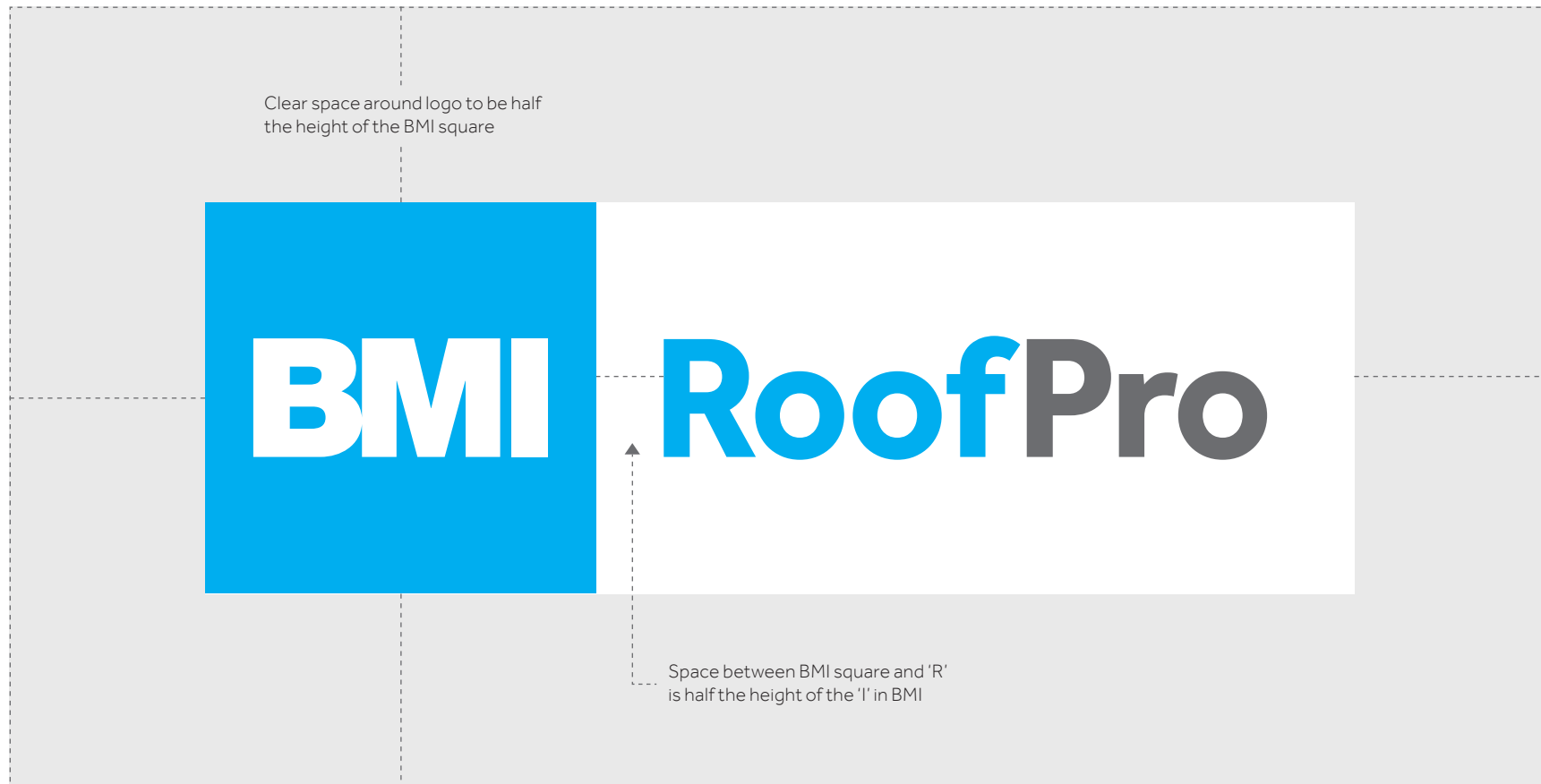
Our primary logo is to be used on all materials relevant to the BMI RoofPro Programme.



3.1 Primary BMI RoofPro logo

Our primary logo is to be used on all materials relevant to the BMI RoofPro Programme.

Colours used within primary logo:  BMI Cyan  BMI Grey



3.2 Primary BMI RoofPro logo | Plus strapline



3.2 Primary BMI RoofPro logo | Plus strapline

Colours used within primary logo: ■ BMI Cyan ■ BMI Grey



3.3 Secondary BMI RoofPro logos

Our secondary logos can be used on merchandise and occasions when the primary logo is not legible on the background.



Colours used within logo:  BMI Cyan  White

Colours used within logo:  Black  BMI Grey

Note: BMI grey is 70% black therefore this logo is a one colour.
BMI Grey: CMYK: 0.0.0.70 RGB: 111.111.110 HEX #70706f
Black: CMYK: 0.0.0.100 RGB: 0.0.0 HEX #000000

3.4 Tier logos

The tier logos represent the three levels of the BMI RoofPro Programme.

Horizontal logo lock-up

Partner  BMI Cyan outline

Expert  BMI Cyan

Elite  BMI Platinum



The tier name is set in Effra bold, at the same point size as the RoofPro logo type.

3.5 Guarantee logos

The guarantee logos represent all levels of cover offered by the BMI RoofPro Programme.

Horizontal logo lock-up

Elite  BMI Navy



Logo lock-ups with shield icons - year duration - Number of years can be variable



This product guarantee reassures you that the materials have been correctly produced to meet all relevant standards over the lifetime of the guarantee.



Available only with BMI Roof Pro qualified contractors, this guarantee covers the full BMI system solution, from membrane to accessories to installation. Cover includes BMI repair for up to 30 years depending on the BMI System.



By selecting all the components of the BMI System (tile, underlay, component fittings, membrane, details, fixings, insulation and VCL), this 'Edge to Edge' cover is guaranteed for up to 25 years, depending on the BMI System.

3.6 Training icons

The training logos represent the development courses offered by the BMI RoofPro Programme.

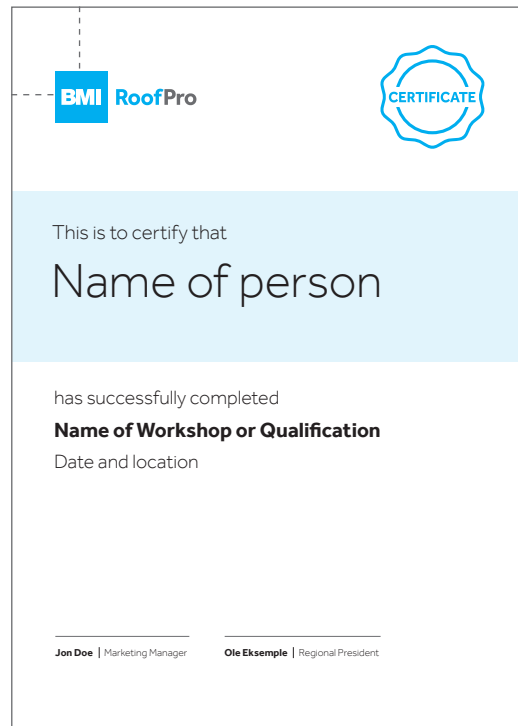
Horizontal logo lock-up



3.7 How these logos work on certificates

Certificates and guarantees should be printed at A4.

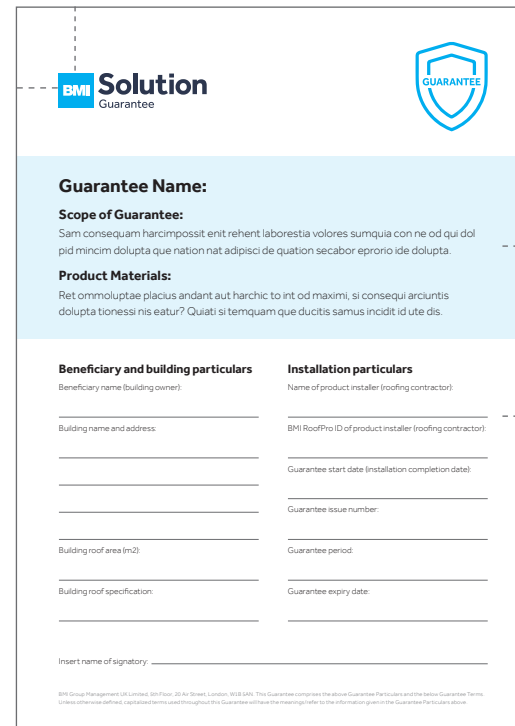
BMI RoofPro logo to be placed:
17mm margin and 26mm from top edge



The certificate template features a light blue header with the BMI RoofPro logo on the left and a circular 'CERTIFICATE' seal on the right. Below the header, a light blue band contains the text 'This is to certify that' followed by a large space for the 'Name of person'. Below this band, the text 'has successfully completed' is followed by a space for the 'Name of Workshop or Qualification' and 'Date and location'. At the bottom, there are two signature lines with the names 'Jon Doe | Marketing Manager' and 'Ole Eksemple | Regional President'.

A4 - Certificate

BMI guarantee logo to be placed:
17mm margin and 26mm from top edge



The guarantee template features a light blue header with the BMI Solution Guarantee logo on the left and a shield-shaped 'GUARANTEE' seal on the right. Below the header, a light blue band contains the text 'Guarantee Name:' followed by 'Scope of Guarantee:' and 'Product Materials:'. Below this band, the template is divided into two columns: 'Beneficiary and building particulars' and 'Installation particulars'. Each column contains several lines for text entry, including fields for building name, address, roof area, specification, product installer, start date, issue number, period, and expiry date. At the bottom, there is a line for the 'Insert name of signatory'.

A4 - Guarantee

----- Tint of BMI Cyan - 10%

----- Allow adequate line space for written copy.

4 Colour palette

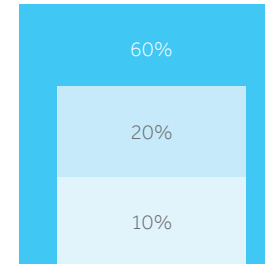
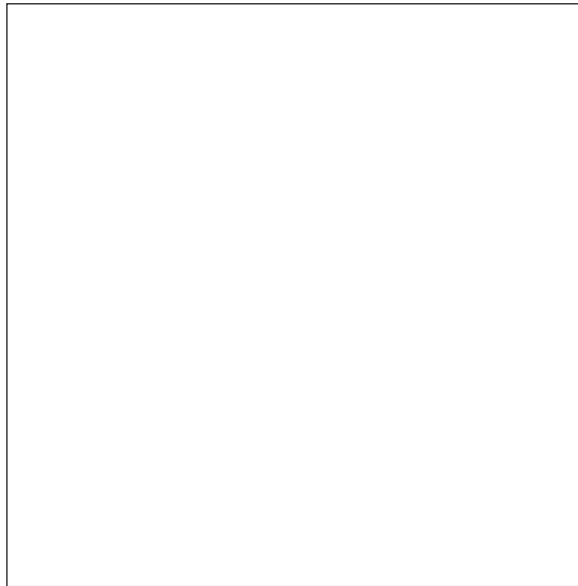
4.1 Primary colour palette

Our primary colour is cyan. We also use white as a key colour to create breathing space and help elements of the design stand out. Grey is used for the 'Pro' in RoofPro.

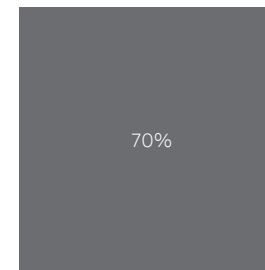
BMI Cyan (Pantone: Process Cyan)
CMYK: 100.0.0.0
RGB: 0.159.223
HEX #009fe3



White
CMYK : 0.0.0.0
RGB : 255.255.255
HEX #ffffff



BMI Cyan
Tints for charts and
backgrounds only



BMI Grey (70% black)
Text and table rules only
CMYK: 0.0.0.70
RGB: 111.111.110
HEX #70706f

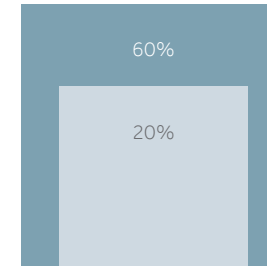
4.2 Secondary colour palette

The secondary colour palette has been developed to differentiate the tier and guarantee logos.
The secondary colour palette consists of two colours and two additional tints of each colour.

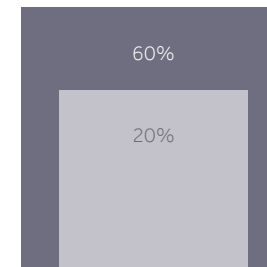
BMI Teal (Pantone 315)
CMYK : 83.39.34.9
RGB : 0.103.127
HEX #20778e



BMI Navy (Pantone 7546)
CMYK : 83.73.43.42
RGB : 53.56.78
HEX #35384e



BMI Teal
Tints for charts and
backgrounds only



BMI Navy
Tints for charts and
backgrounds only

5 Typography

5.1 Typography | Typeface

Effra is a great font for versatility and modernity. Its characters have a geometric, rounded quality but they subvert the traditional features of a grotesque (or sans serif) font with soft, humanist details.

These give a level of warmth not often found in sans serif fonts. They also provide extra legibility, as well as creating a friendly, approachable tone.

AaBbCc

5.2 Typography | Hierarchy

Designed and professionally printed documents,
Powerpoint and Word documents.

For headings and subheads

Effra bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%

For introductions

Effra bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%

For callouts

Effra regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%

For body copy

Effra light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%

For highlighting in body copy

Effra light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%

The corporate solution for use on
Google Slides, Docs etc is Lato.

For introductions

Lato bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%

For callouts

Lato regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%

For body copy

Lato light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%

For highlighting in body copy

Lato light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%

5.2 Typography | Hierarchy

Headline Effra bold

**Intro copy Effra Bold que min rem int acit
erovid que laccullabo. Liqui occabor ectata si ut es
et excero ipid ullaces cor rerum.**

Body copy Effra light cusa comniet officienis estotatatior aut quo
consequis evel minienis rersperiaspe volum expero quam faccus iliquide
culpa ium est ullique et magnis sitatia simagni aturis.

SUBHEAD ALL CAPS EFFRA BOLD

Que nonempo rerspel ipsant aut aspelen dentem veliciet incta que amusda
nobit que voluptas illum rerovidebis vitam rehenditaqui as et volupist et vel
ium idelesed ut est, sit lautatur? Faccae. *Nam, nobisi* occae nonet laborunt
eiumquis sinis escid mod quilpsa aut facianiminus aute si utemquodia qu

Nemque nes ent qui quatesedicae ipsapicient res ene vendi si vel iscil
molorep edipieniam nis esciamus audae volum re quam atis et harum
harunt quamusd *antorem* perumquas ea quaspe por seque non rem quatur
a dolupic te lateni dollaut evendi.

SUBHEAD ALL CAPS EFFRA BOLD

La nicavena des no. Aperit; no. An de conessuli, qua si is volum non sus.

CALLOUT EFFRA BOLD

Body copy Effra regular
ent qui quatesedicae
ipsapicient res ene vendi si
vel iscil molorep edipieniam
nis esciamus audae volum
re quam atis et harum
harunt quamusd antorem
perumquas ea quaspe por
seque non rem quatur a
dolupic te lateni dollaut.

6 Photography

6.1 A guide to photography

Library or commissioned

Photography that focuses on the roofing process – roofers working, rooves under construction, close-ups of the detail of roofing work, hands holding tools

Our images are:



Light



Contemporary

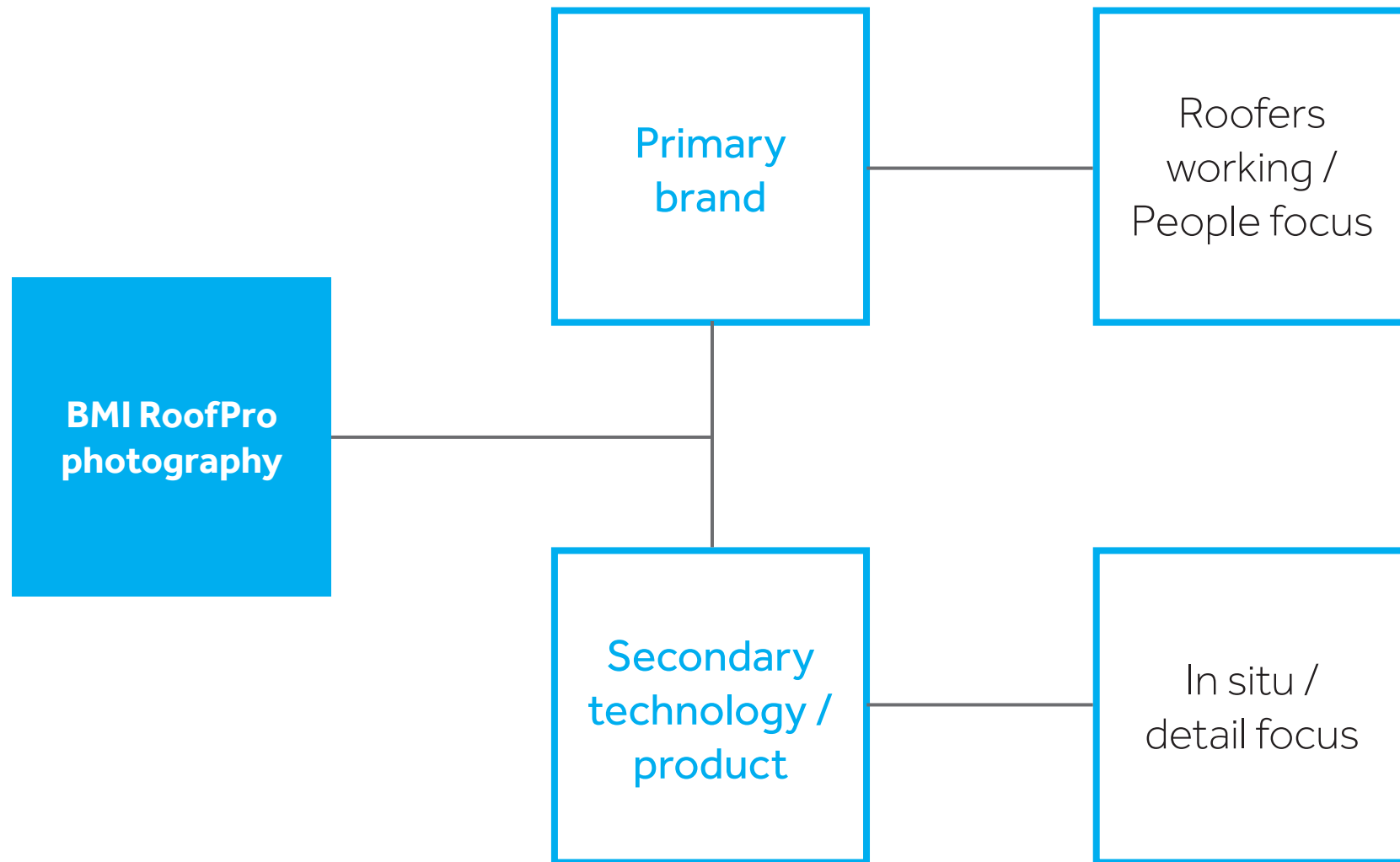


Vibrant



Naturally shot

6.2 Photography | Hierarchy



6.3 Primary Photography | Brand level

BMI RoofPro photography celebrates roofers and the skills of the expert installer. We aim to capture real moments in the installation process.

The photography should include roofers or roofing teams and highlight the care and craft that goes into every installation. They must always be wearing appropriate safety equipment.

This photography should be a natural evolution of the BMI brand photography – the process that leads to an outstanding finished project.

Composition

There is a human element to all shots, images showing a tablet being used reflect BMI RoofPro's technical support.

Compositions are clean and uncluttered with a strong focal point. Featuring expanses of sky can make shots bright and uplifting.

Authenticity

Shots should tell a story, a 'moment in time' so they feel authentic. People should be shown in their natural environment, doing what they do best. Shots must not feel staged, exaggerated or artificial.

Depth of field

Shallow depth of field highlights the subject of the shot and creates a bright, clean, neutral background that gives the photograph impact.

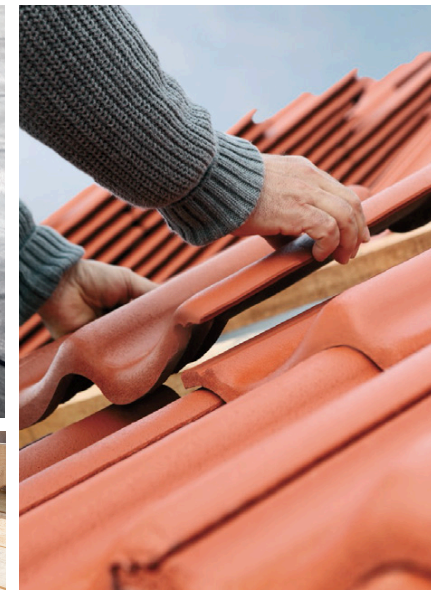
6.3 Primary Photography | Brand level



6.4 Secondary Photography | Brand level

Secondary photography follows the same rules as the Primary photography in terms of authenticity and celebrating the roofer's skills, but does so using close-ups of the installation process.

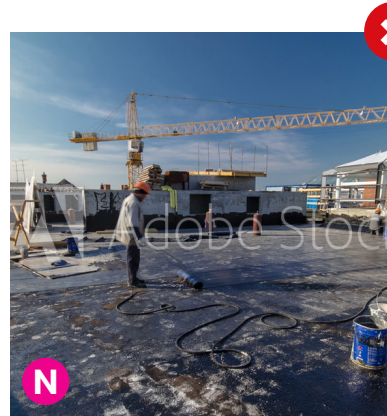
Again there is always a human element, even if it is only a roofer's hand. Tools and equipment must be authentic and technically correct. These shots must also be clean and uncluttered, to give a sense of professionalism and control.



6.5 Photography | Don'ts



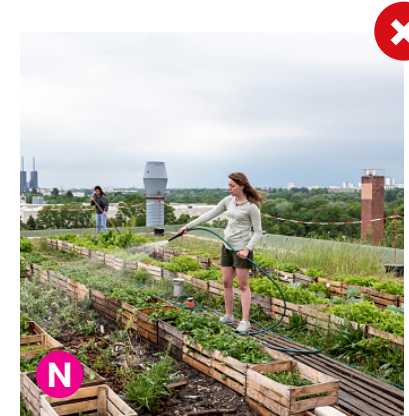
DO NOT use overly stylized actions or emotions. Images should always feel natural and unposed



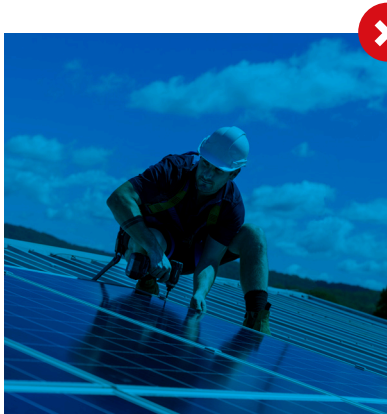
DO NOT use image that are dull or depict an unsafe working environment.



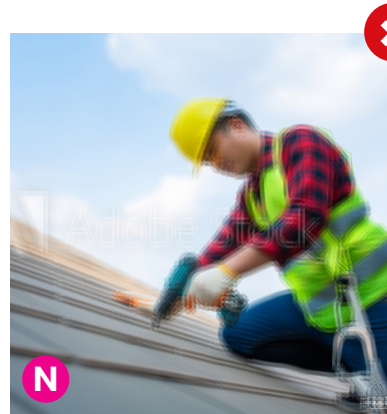
DO NOT use outdated roofing materials



DO NOT use lifestyle roof images.



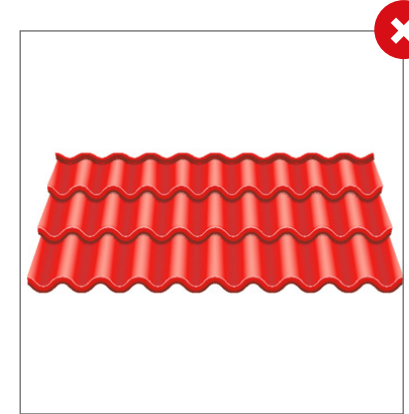
DO NOT use colour overlay images.



DO NOT use low resolution images or out of focus.



DO NOT use images that are not shot together and do not contextually reflect our brand



DO NOT use illustration or 3D renders that are unrealistic or cartoonish.

6.6 Photography | Photoshoot tips

Light and weather

BMI RoofPro photography should feel real and show the way roofers work. Sunlight and colourful skies (such as at dawn or dusk) give shots impact. Shots can also feature more challenging weather such as rain to reflect the conditions roofers face.

Use of angles

Look for unusual angles to make conventional subjects more dramatic and highlight details of roofing construction.

Use of people

Include a human element where possible. People must accurately represent our audiences and use the right tools and safety equipment. Avoid posed shots and artificial smiles. Allow them to be authentic studies of experts at work.

Shoot for variety

Make sure your photoshoot delivers a range of shots including wide angles, close-ups and shots of both people and installation work. Use the sky to create clear spaces for text and logos.



6.7 Photography | Video-making tips

The guidelines that apply to photography apply equally when filming.

The goal is to show the reality of the installer's job and his role as an expert. If you are not filming real roofers, make sure models/performers look authentic. The correct clothing, tools and PPE are essential.

Make sure you know your narrative, the story the film needs to tell. This is the role of a storyboard. When filming, make sure you also include a variety of shots such as close-ups. This will give you more choice and freedom when editing.

Consider whether you may need to feature captions or graphics over the film and make sure you shoot in ways that allow space for them.

For a different perspective, use of a drone generates footage that is dramatic and relevant.





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