

BRAND GUIDELINES

Version 2.0

April 2025

The logo consists of a stylized, three-lobed circular emblem in white and light purple, positioned above the brand name. The brand name 'BESPAK' is written in a bold, sans-serif font, with the letters 'BES' in white and 'PAK' in a vibrant teal color.

BESPAK

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Brand story

Our purpose, vision, positioning & promise

Our purpose

TO HELP MILLIONS BREATHE MORE EASILY

Our purpose is at the core of our brand. It is why we exist.

Our products reach millions of people with lung conditions, helping them to live life more freely. And our dedication to next-generation green propellants will mean we can all breathe a little easier, in the knowledge we're doing what's right for the climate.

Our vision

THE TRUSTED INNOVATION PARTNER AND SUSTAINABILITY LEADER

For inhaled and nasal drug delivery. Our vision is a picture of the future of our business.

Our positioning

FUTURE-FACING ESTABLISHED EXPERTS

Our positioning is how we're different to everyone else.

We're an agile company focused on the future, but built on decades of experience in every stage of the process.

Our promise

A PARTNER FOR EVERY SMALL STEP IN THE PROCESS AND EVERY GIANT LEAP IN THE INDUSTRY

Our promise is what our customers will always get from us.

A belief in partnerships is central to how we work, whether that's about guiding clients through the development and manufacturing process, or making the big shift to low carbon propellants.

Brand story

Our personality

Our personality is how we speak and act. It is a crucial part of how we connect with our customers, colleagues and partners.

By using a consistent voice we can reinforce the Bespak brand. We aim to always come across as insightful, energetic and meticulous.

Insightful

We're perceptive and open about where things are going because we look at the big picture.

Energetic

We share our excitement about what we can achieve, and move with momentum.

Meticulous

We are exacting, and have very high standards in every little detail.

Visual identity

Our symbol: The Breath

Our symbol is called 'The Breath'.

It is a 'B' formed of three parts to represent our coming together, and the continuous act of breathing.

It is the shorthand for our company and should be used with confidence.



Visual identity

Our logo

Our logo is our most important brand asset. It combines 'The Breath' and our bespoke Bespak wordmark.



Visual identity

Our logo:

Colourways

Our logo should be used consistently.

On Bespak Green, Bespak Stone and white backgrounds, we use a logo entirely in Bespak Purple.

On Bespak Purple backgrounds, we use a white symbol and Bespak Green logotype.

When printing in one colour, there are also monotone variations, in black for white backgrounds and in white for black backgrounds.

See colour specifications on page 17.

Files

Use PDF/AI files for print (CMYK), and PNG/SVG/JPG files for screen (RGB).

Only use original artwork files. These shouldn't be altered in any way.

For day-to-day company use and marketing use

All purple

For use on white, green and stone backgrounds



For marketing use

Green and white

For use on purple backgrounds



Monotone black

For one-colour use only (on white)



Monotone white

For one-colour use only (on black)



Monotone white

For use on purple backgrounds



Visual identity

Our logo: Orientation

We have two logo orientations: one horizontal and one vertical. How these are used depends on the format of the application and the space available.

For most day-to-day company applications, use the horizontal orientation.

Horizontal

For small sizes and for wide/landscape formats, e.g. footers, letterheads

For day-to-day company use



Vertical

For square and tall/portrait formats, e.g. covers, vertical banners

For marketing use



Visual identity

Our logo: In use

Clear space

Our logo deserves space around it in order to maintain a strong presence. It should sit a minimum distance from text or images, or from the page's edge.

Clear space is measured by the width of the letter 'B' in our logo as shown.

Minimum size

Our logo should be clear and legible on all applications. Ensure legibility by never using the logo smaller than the dimensions shown.

Clear space



Minimum size



Visual identity

Our logo: Misuse

Consistent and accurate use of our logo is paramount to the success and recognition of our brand.

Only use original artwork files. These shouldn't be altered in any way.

Don't stretch it or change its proportions in any way



Don't change the colour



Don't add anything to the logo



Don't change the position of the symbol



Don't outline the logo



Don't use effects on the logo



Don't recreate the logo in another typeface



Don't create a tagline



Don't tilt the logo



Visual identity

Typography

Our brand typeface is Spezia. It is a powerful brand asset and will give every piece of communication a distinctive Bespak personality.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

AaBbCc

Visual identity

Company-wide typography

Everyone at Bespak is licensed to use three weights of the font as shown here.

Please note

Use these fonts in Microsoft applications (Word/PowerPoint/Excel). Convert documents to PDF-for-printing before sending externally to retain the correct font styles.

Spezia Extra Condensed Medium

For use in titles and headlines

Spezia Narrow Bold

For use in subheads and short intro copy

Spezia Narrow Regular

For use as body copy. Everyone at Bespak is able to use these three fonts which will be installed on all computers.

Visual identity

Marketing typography

These six weights of Spezia are available to the marketing team and agencies, for use in professional external communications.

Headline fonts

Spezia Extra Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Spezia Expanded Medium

ABCDEFGHIJKLMN
abcdefghijklmn

Spezia Expanded Bold

ABCDEFGHIJKLMN
abcdefghijklmn

Body copy fonts

Spezia Narrow Regular

ABCDEFGHIJKLMN
abcdefghijklmn

Spezia Narrow Regular Italic

ABCDEFGHIJKLMN
abcdefghijklmn

Spezia Narrow Bold

ABCDEFGHIJKLMN
abcdefghijklmn

Visual identity

Marketing typography: In use

Spezia has expanded and condensed variations. By combining these variations, the brand concept of 'The Breath' can be reflected in the typography – it can inhale and exhale.

Use this combination for headlines and titles only, not body copy.

Use Spezia Extra Condensed Medium for the majority of the message and Spezia Expanded Medium to emphasise key words.

Headlines/cover pages

Spezia Extra Condensed Medium/
Spezia Expanded Medium

Upper case

Centred

Bespak Purple

**YOUR COMPLETE
PARTNER**

**LEADING THE
TRANSITION**

Visual identity

Marketing typography: In use

Our typography is distinctive, so it's important we use it consistently across all applications. Follow the general guidance here.

Line height (also known as leading) should be set 4pt or 5pt larger than the text size in body copy.

Alignment should primarily be to the left.

Hyphenation should be turned off.

Kerning should be set to 'optical' for best character spacing (in Adobe design applications).

Page heading

Spezia Extra Condensed Medium
Upper and lower case
Bespak Purple

Intro text

Spezia Extended Medium
Bespak Purple

Subhead

Spezia Narrow Bold
Black

Long body copy

Spezia Narrow Regular
Black

Bullet copy

Spezia Narrow Regular
Em-dash for bullets
Black

Meet Bespak

Your partner for inhaled and nasal drug-device combinations, from development to delivery.

What we do

We draw on our depth of technical expertise to deliver highly complex products that help millions breathe. And we're committed to leading the change to low carbon propellants, so we can all breathe a little easier. Meet your innovation partner for inhaled and nasal drug delivery.

- pMDI valves, actuators and dose counters
- Soft mist inhalers
- Nasal delivery
- Dry powder inhaler

Visual identity

Typography: Backup system font

All Bespak staff have the brand fonts installed as shown on page 12, so they can be used for all internal documents, and saved to PDF-for-printing to send externally.

If an open file needs to be sent and edited in Word, PowerPoint or Excel format by someone outside Bespak, we need to use Arial so that those receiving it will view it with the correct formatting.

This font should also be used in email.

Arial Regular (body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold (headlines and subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Visual identity

Colour palette

Our primary colour is Bespak Purple. Supporting brand colours are Bespak Green and Bespak Stone. Together they create a strong, recognisable identity, unique in our sector.

CMYK and PMS values have been specified for printed materials and RGB and Hex for digital formats.

In Microsoft software such as Word, PowerPoint and Excel, use RGB.

Our colours can be for headings and short text. 100% black should be used for longer body copy (like this).



Visual identity

Colour palette:
In use

In order to maintain legibility for all users we have rules about colour combinations. These are screen-based accessibility requirements but applicable across our whole brand.

On Bepak
Purple

Text
Bepak Green
Bepak Stone
White

Graphics

Green box to
highlight text or
facts and figures

Stone box to
highlight text or
facts and figures

White box to
highlight text or facts
and figures

On Bepak
Green

Text
Bepak Purple
Black

Graphics

Purple box to
highlight text or
facts and figures

White box to
highlight text or facts
and figures

On Bepak
Stone

Text
Bepak Purple
Black

Graphics

Purple box to
highlight text or
facts and figures

White box to
highlight text or facts
and figures

On white

Text
Bepak Purple
Black

Graphics

Purple box to
highlight text or
facts and figures

Green box to
highlight text or facts
and figures

Stone box to
highlight text or
facts and figures

Visual identity

Colour palette: Secondary

We have a secondary palette which is for use on in graphs, charts and technical illustrations, where more colours are required.

Secondary Yellow	C0 M30 Y100 K0 R255 G192 B0 HEX #ffc000	Secondary Orange	C0 M50 Y100 K0 R227 G133 B57 HEX #e38539
Secondary Purple	C70 M100 Y0 K0 R128 G0 B186 HEX #8000ba	Secondary Pink	C25 M77 Y0 K0 R192 G92 B194 HEX #c05cc2
Secondary Light Blue	C88 M31 Y0 K0 R0 G128 B255 HEX #0080ff	Secondary Dark Blue	C95 M70 Y0 K0 R9 G67 B166 HEX #0943a6
Secondary Teal	C80 M0 Y35 K0 R0 G165 B177 HEX #00a5b1		

Visual identity

Colour:
Misuse

Consistent and accurate use of our colours is paramount to the success and recognition of our brand.

Don't use Bespak Stone text on white backgrounds



Stone coloured text on white is not legible at small sizes

Don't use Bespak Green text on a white background

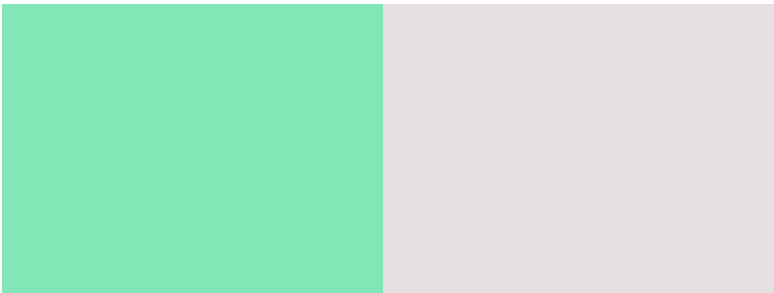


Green coloured text on white is not legible at small sizes

Don't mix text colours in headlines



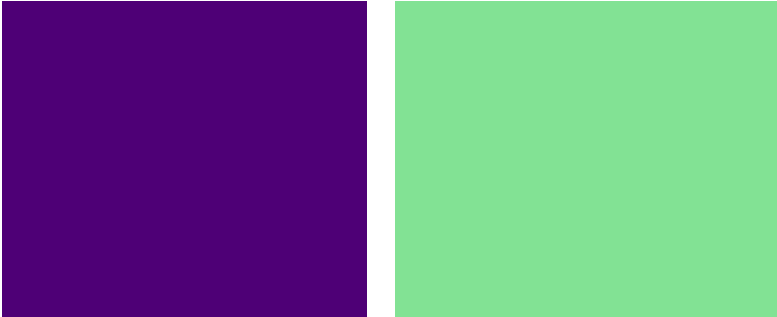
Don't use Bespak Green as lead colour without Bespak Purple



Don't use secondary colours as backgrounds



Don't use colours other than those specified



Don't use secondary colours in text



Who We Are

Visual identity

Our brand graphic

We have a brand graphic which builds on our logo by representing the continual act of breathing – inhaling and exhaling.

It is a key element to be used in the background of design applications.



Visual identity

Our brand graphic: In use

The brand graphic is flexible, with options for colour, orientation and scale.

It is only used in white on a background colour. It can be used at different scales depending on the needs of the specific piece of communication.

Files

Artwork files are available for the brand graphic. It is set up so it can be tessellated when needed.

There are two versions:

- One version for use on Bespak Purple backgrounds.
- One for use on Bespak Green and Bespak Stone backgrounds.

Only use original artwork files. These shouldn't be altered in any way.

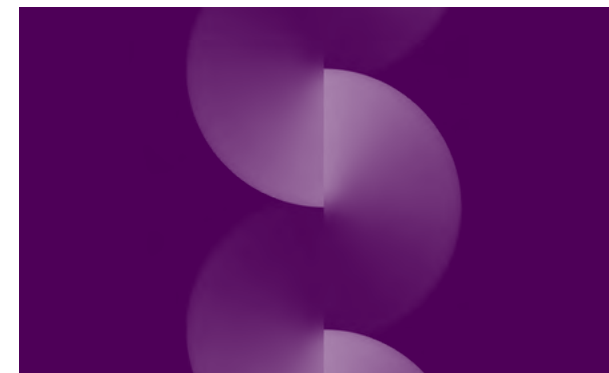
On brand colours

Purple, Green or Stone



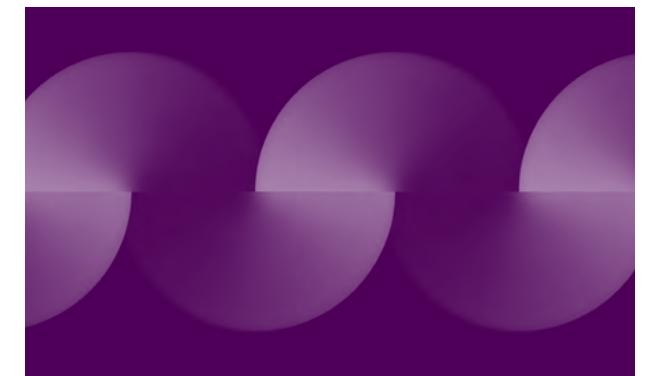
Orientation

Horizontal or vertical



Scale

Several inhales/exhales or one



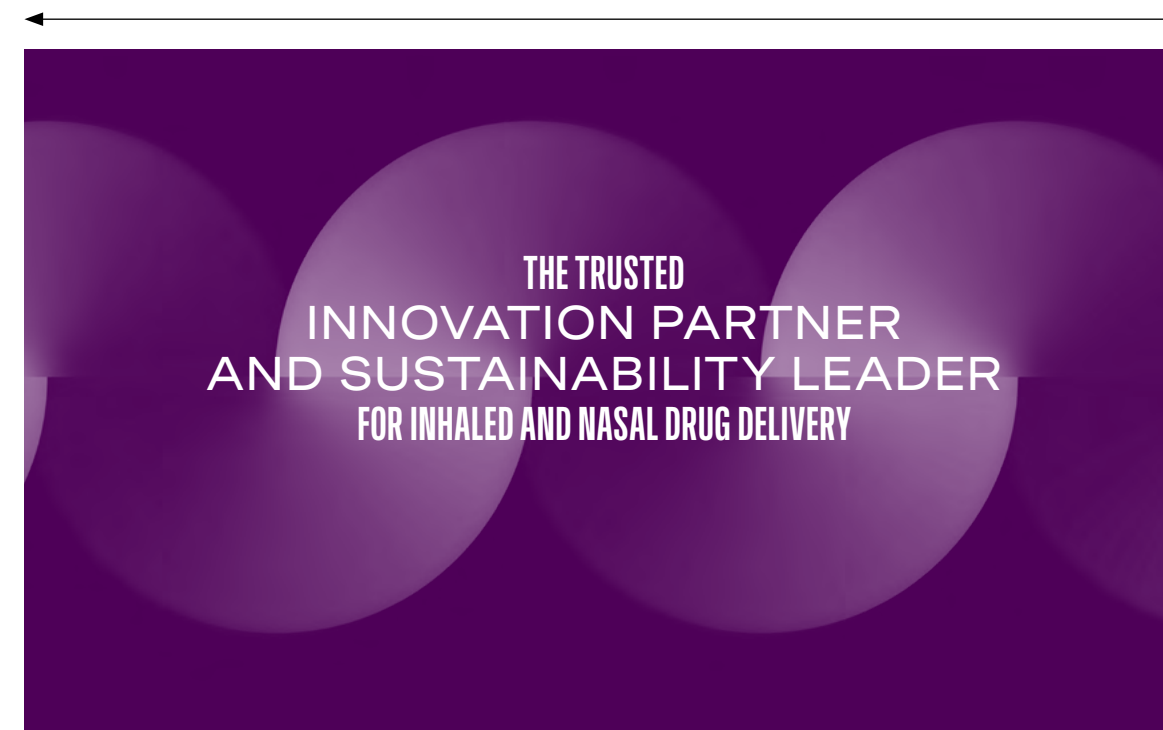
Visual identity

Our brand graphic: In use

The graphic should usually be used as a continuous visual, running from edge to edge, as one continuous 'breath'.

On occasion, it can be used running from one edge but stopping short for content requiring a clear background.

Both edges full bleed



One edge full bleed



Visual identity

Our brand graphic:
In use examples

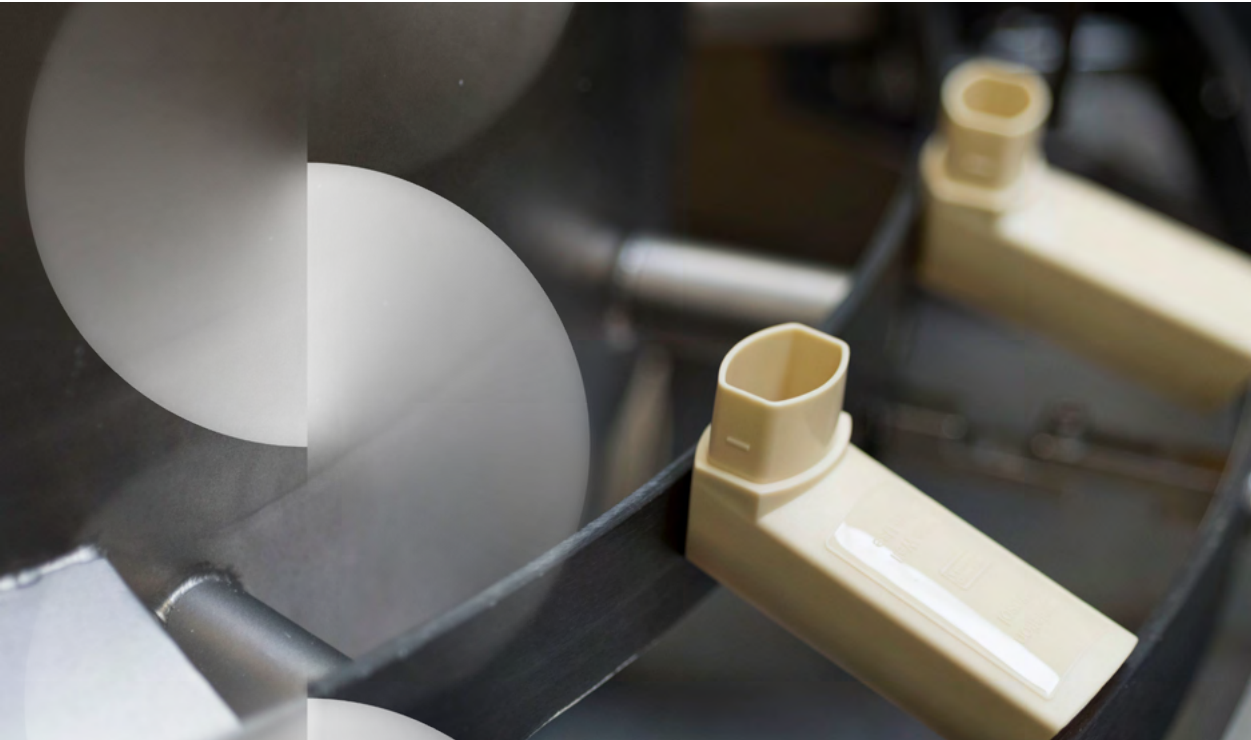
Behind logo



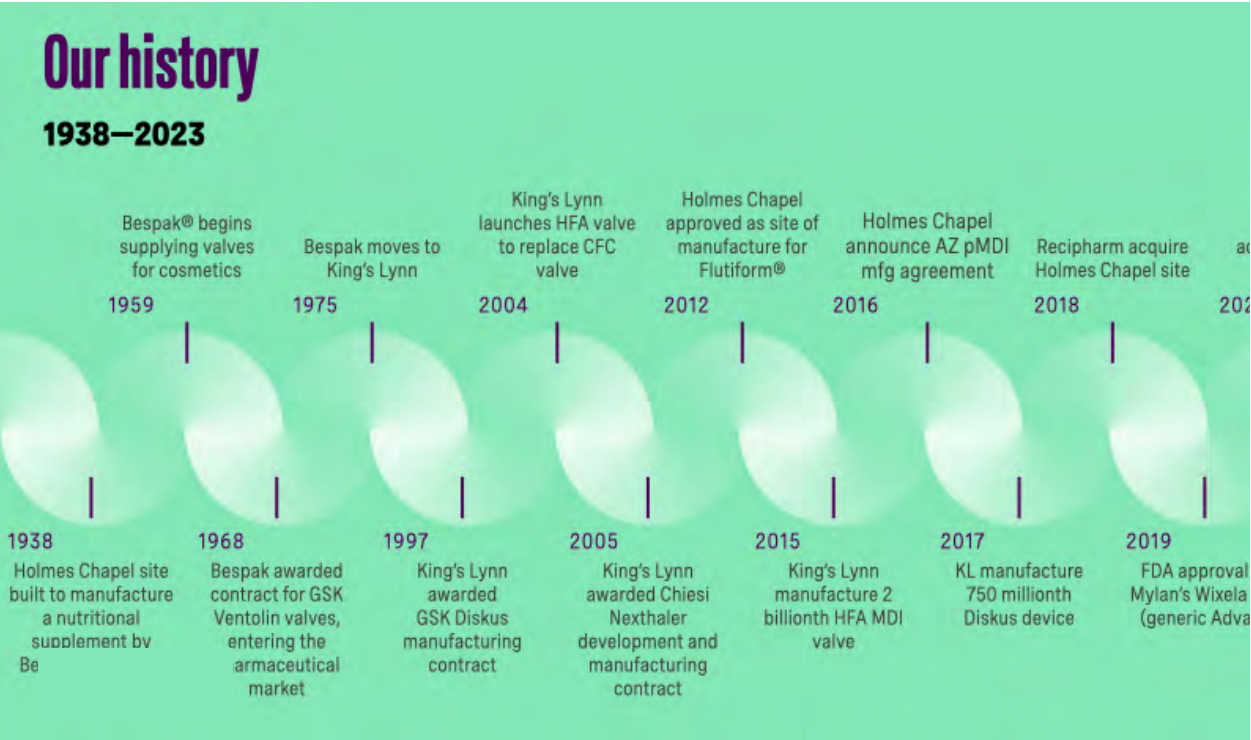
Behind text



On images



As infographics

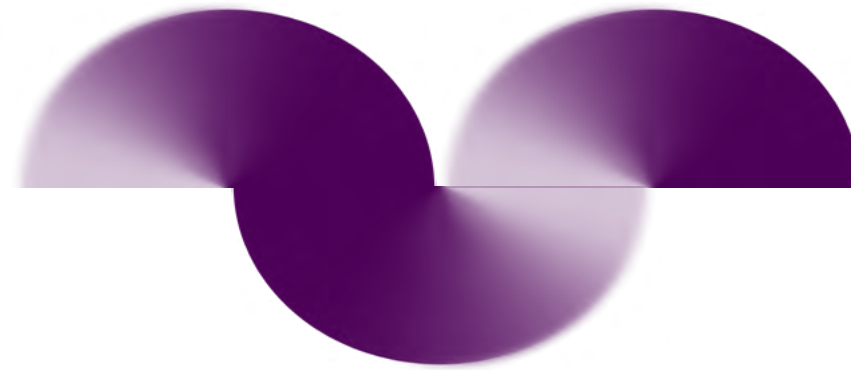


Visual identity

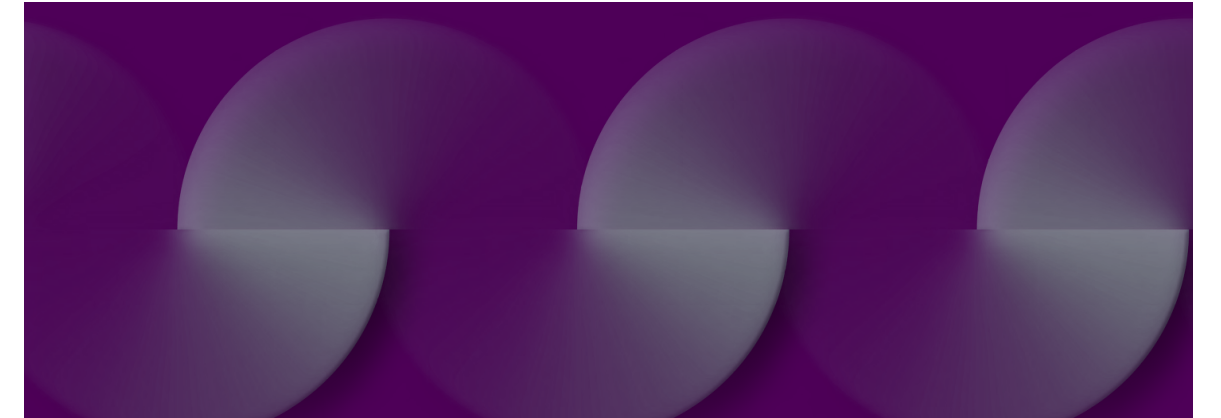
Our brand graphic: Misuse

Consistent and accurate use of our brand graphic is paramount to the success and recognition of our brand.

Don't use the graphic in colour



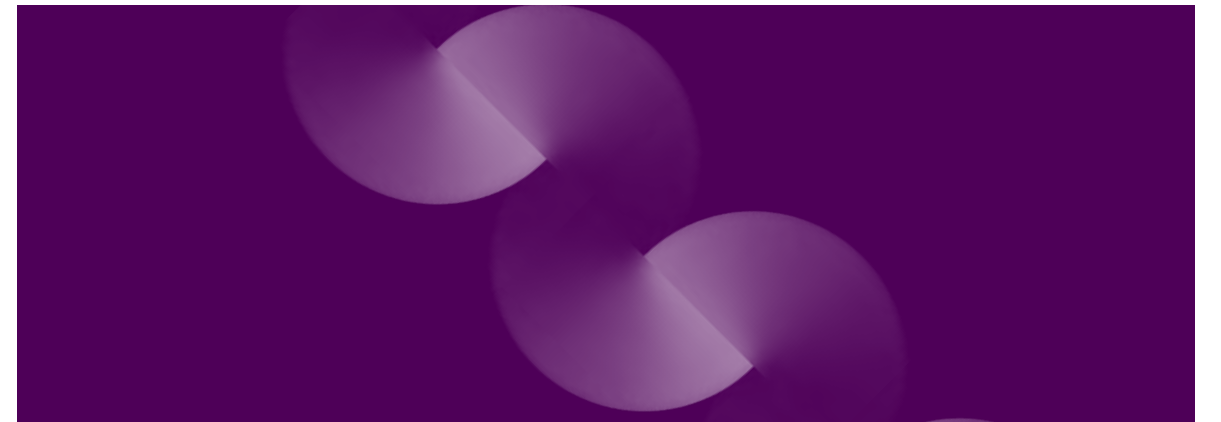
Don't use effects on the graphic



Don't use over complex images where it can't be seen



Don't use it on a diagonal



Visual identity

Our brand shape

We also have a brand shape, based on the half-circles in our logo and brand graphic. It is not a replacement for the main brand graphic but a supporting element.

Creation

The graphic shape is a rectangle with two square corners and two rounded

The length or width can be extended depending on the needs of the content.

The proportions of the rounded end should never change.

It can be rotated freely.



Visual identity

Our brand shape: In use

The brand shape can be used to house images, facts or highlight text.



1000+

People per second
use our products

1m

pMDI components
produced everyday

Stay in touch

We'll send you regular updates from Bespak and let you know when the full website launches.

First name

Surname

Email address

Visual identity

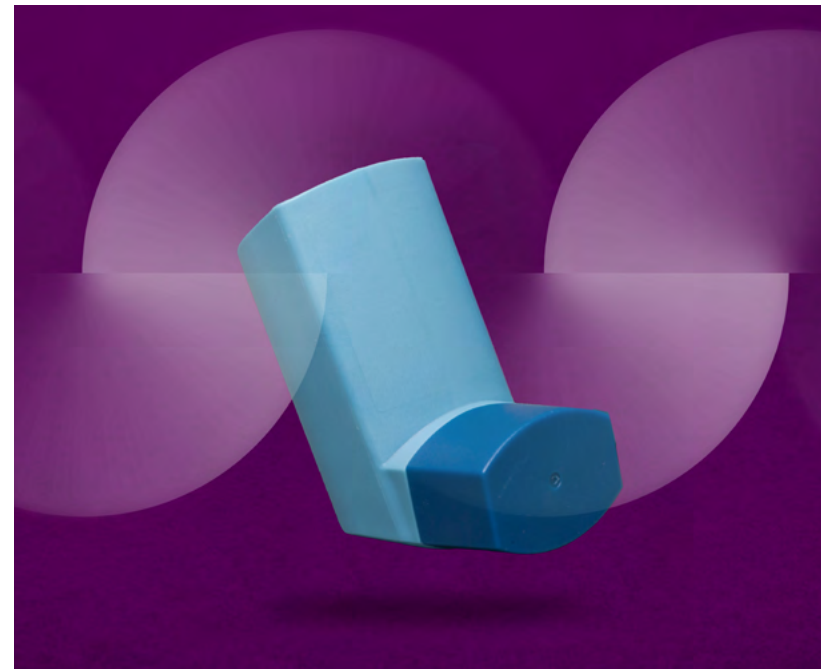
Product images

Showcasing our products is an important aspect of our brand.

We can vary the style to suit the communication. In marketing, we can place them in a strongly branded environment. In technical content, a simple isolated image is sufficient.

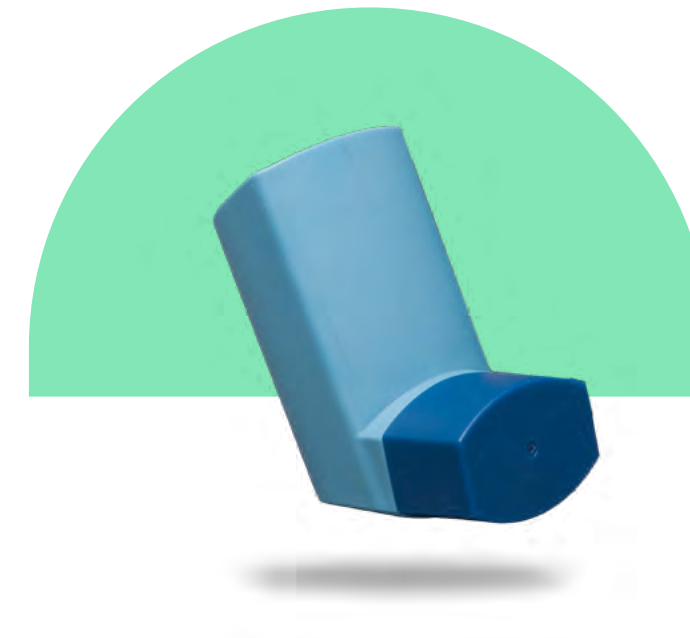
Primary

Photographed in a branded full colour environment



Secondary

An isolated image floating over a brand shape



Tertiary

A straightforward isolated image on white



Visual identity

Documentary images

When choosing photography of people, our machinery, or our processes, think about the following principles.

1. A singular subject

Our labs and factory floors can be visually busy places. Focus on a single subject.



2. Go close

Celebrating the details of components or processes in close up can be engaging.



3. Act naturally

Capturing people unaware of the camera is always better than posed set ups.



Visual identity

Core values

To visually represent our core values and enhance understanding and engagement, we have developed a set of individual icons and colours for each value.

These icons are designed to symbolise our core values and should be used consistently across all communications and materials.

When white icons are used together on one solid background, it should be on the Bespak purple (see page 17).



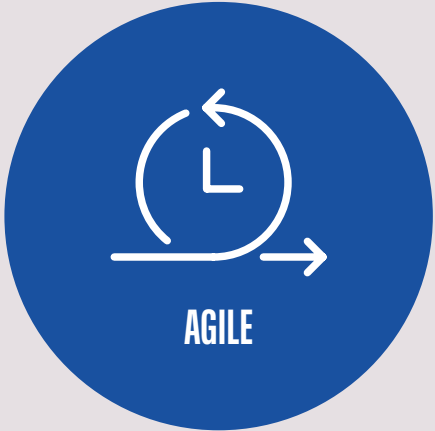
C70 M0 Y58 K0
R28 G195 B140
HEX #1cc38c



C0 M50 Y97 K0
R243 G146 B0
HEX #f39200



C53 M83 Y0 K0
R142 G68 B147
HEX #8e4493



C95 M70 Y0 K0
R25 G81 B160
HEX #1951a0



Visual identity

ESG

To enhance visual communication and clarity in our ESG (Environmental, Social, and Governance) reporting, we have introduced a set of distinctive icons in different colours, each representing a specific aspect of ESG. These icons are designed to be easily recognisable and consistent across all our materials.

Icons should be used consistently across all ESG reports, presentations, and marketing materials.

Each icon should maintain its assigned colour to ensure clarity and recognition.

Ensure that icons are scaled proportionally to maintain their integrity and legibility.

HEX colour codes are shown to the right, they are all based on colours found on pages 17 & 19 in this document.

ENVIRONMENT



Teal
#00a5b1



Teal 20%
#ccedef

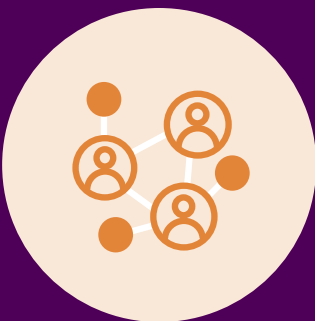


White
#ffffff

SOCIAL



Orange
#e38539

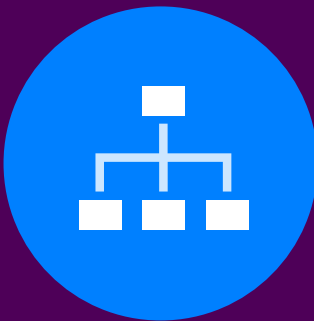
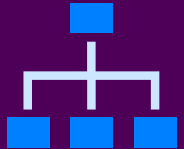


Orange 20%
#f9e7d7

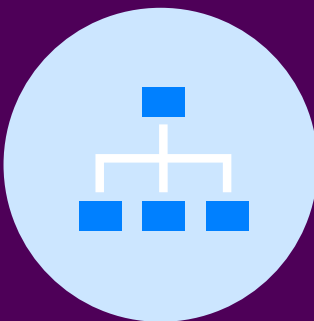


White
#ffffff

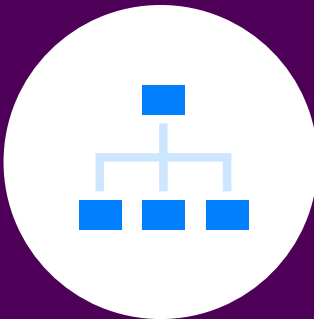
GOVERNANCE



Light Blue
#0080ff



Light Blue 20%
#cce6ff

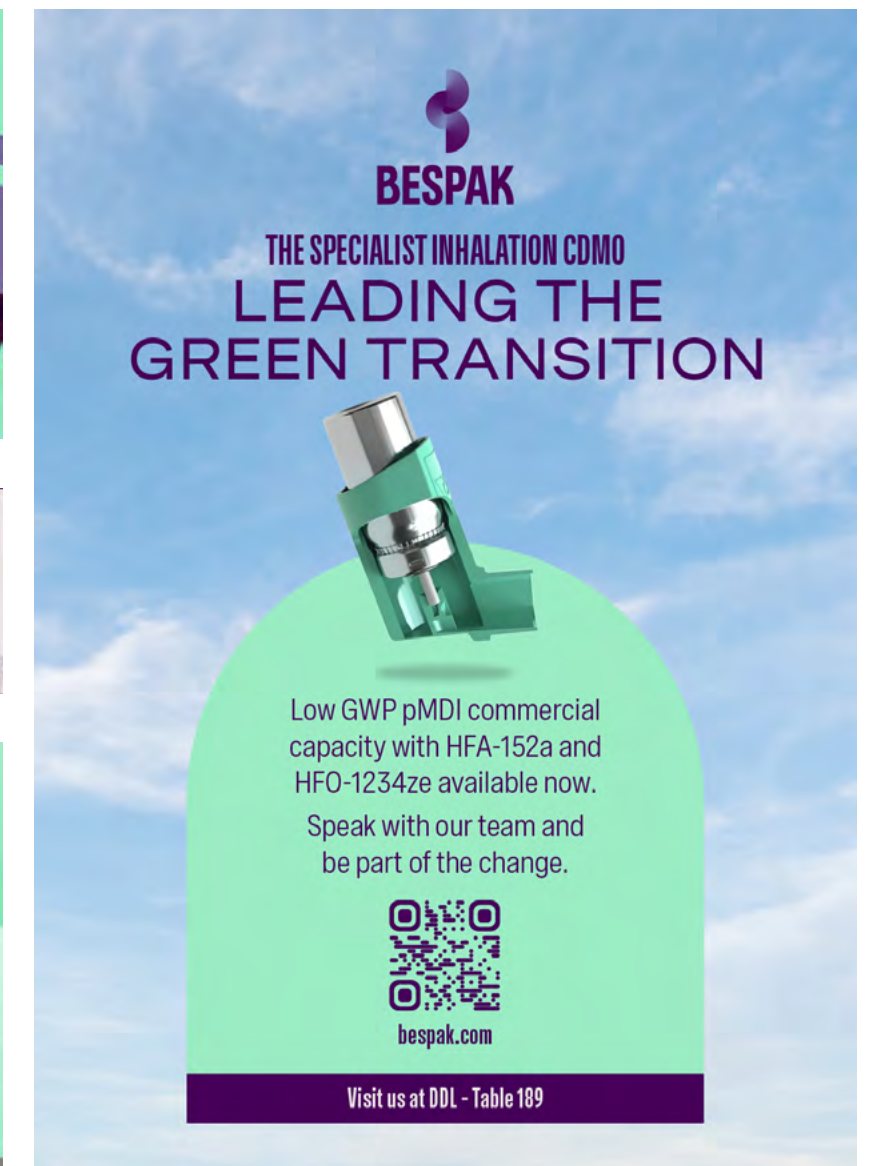
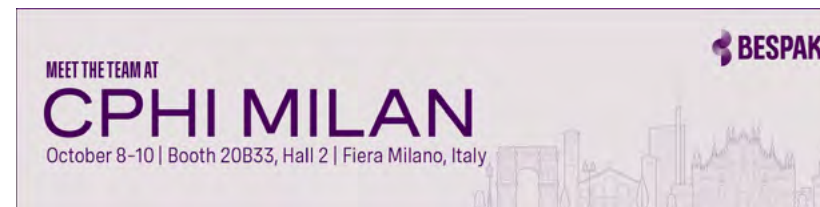


White
#ffffff

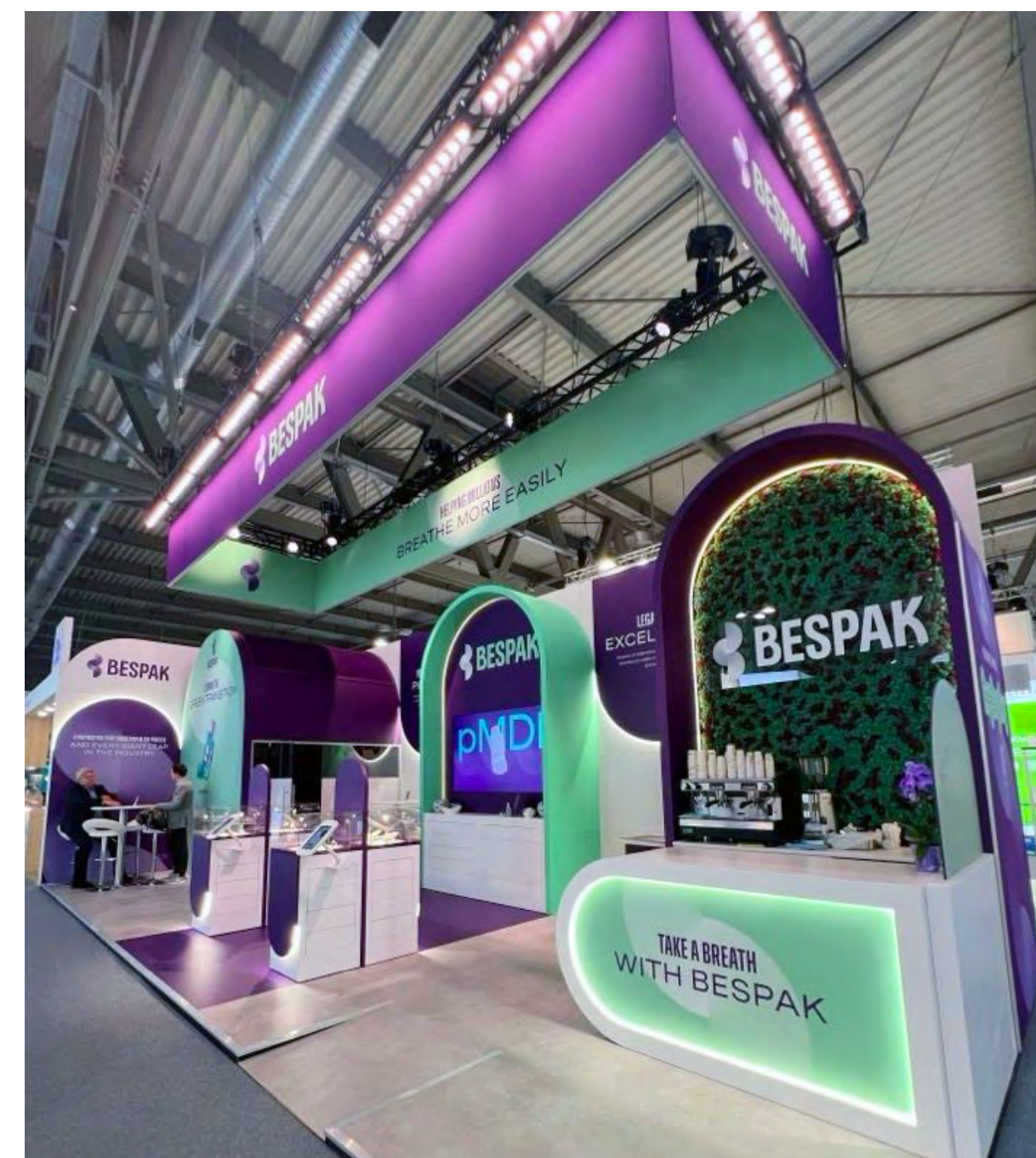
In application

Layout principles

The visual identity elements are flexible and can be combined in several ways, depending on the needs of the application. Not all elements need to be used at once.



In application Events



In application Templates

To ensure a consistent and professional appearance, we have developed a set of standard templates.

Business Cards

By request, please contact Marketing.

Word Letterhead & PowerPoint

Use the official Microsoft templates for all presentations. Maintain the provided slide layouts, fonts, and colour schemes. When the company font can't be used, template versions in Arial have been created. Available on BESNET via the Marketing page.

Email signatures

We have established the guidelines on the right for email signatures. Managed via IT.

Business cards | 85x55mm



Name: Spezia Extra Condensed Medium, 24 pt

Title: Spezia Extra Medium, 12 pt

Details:

Spezia Narrow Regular, 12 pt

Word & PowerPoint



Email signature

Name in Arial Bold 10 pt

Title in Arial Regular 7,5 pt



Address

Phone/mobile

www.bespak.com

(Arial Regular 7,5 pt)

In application

Embroidery

As the Bespak logo uses opacity elements, the example to the right visualises how the logo should be handled in on colour.

For colour codes, see page 17.

Files available on request:
PDF (PMS), PNG (RGB).

For more complex external-facing applications, consult the marketing department.

Purple

For use on stone, green and white



White

For use on purple or black

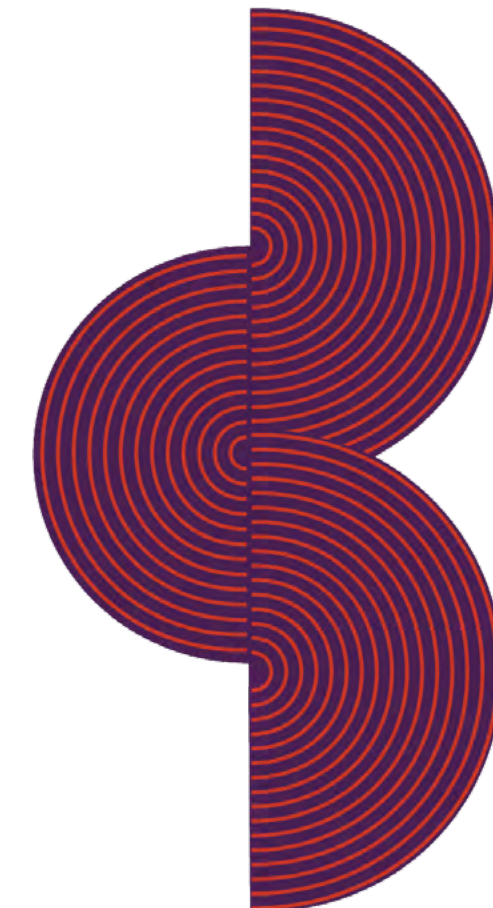


Black

For use on white, only when colour is not an option



Embroidery direction



In application

Trademarks

Wherever we use a brand / wording of something that carries a trademark the relevant TM/[®] will be applied in any headlines, chart, table, diagram etc (not in long form body text).

Acknowledging the [®] symbol once per document/webpage is sufficient. Wherever possible we should use the trademarks as an adjective rather than a noun e.g.:

Bespak[®] valve

Bespak[®] actuator

Bespak[®] consulting services

Bespak[®] Injection Moulding Academy

NasaDose[®] unit dose nasal spray

Where third party trademarks are used we should correctly attribute their proper owner e.g. Advair[®] and Diskus[®] are trademarks of Glaxo Group Limited.

Our trademarks

Bespak[®]

Resyca[®]

NasaDose[®]

PFSI[™]

Pulmospray[™]

Respi Lever Drive[™]

3rd party trademarks

It is the responsibility of the author(s) to highlight any third-party trademarks / details, to the best of their knowledge, where this should be carried.

Approvals for use. No need to seek approval from a third party to cite their trademark; only where we use customer/supplier images.

A statement is to be added where this is the case. "XXXX is a Registered trademark of XXXX" for each TM/[®] cited letter size are not relevant when using a trademark.

If you need to check whether a word is trademarked, you can use:
<https://www.tmdn.org/tmview/#/tmview>



For any questions, please contact:

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