

B&S

Brand book



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Connecting brands and people globally

We are B&S.

We are a tech company in the consumer goods industry.

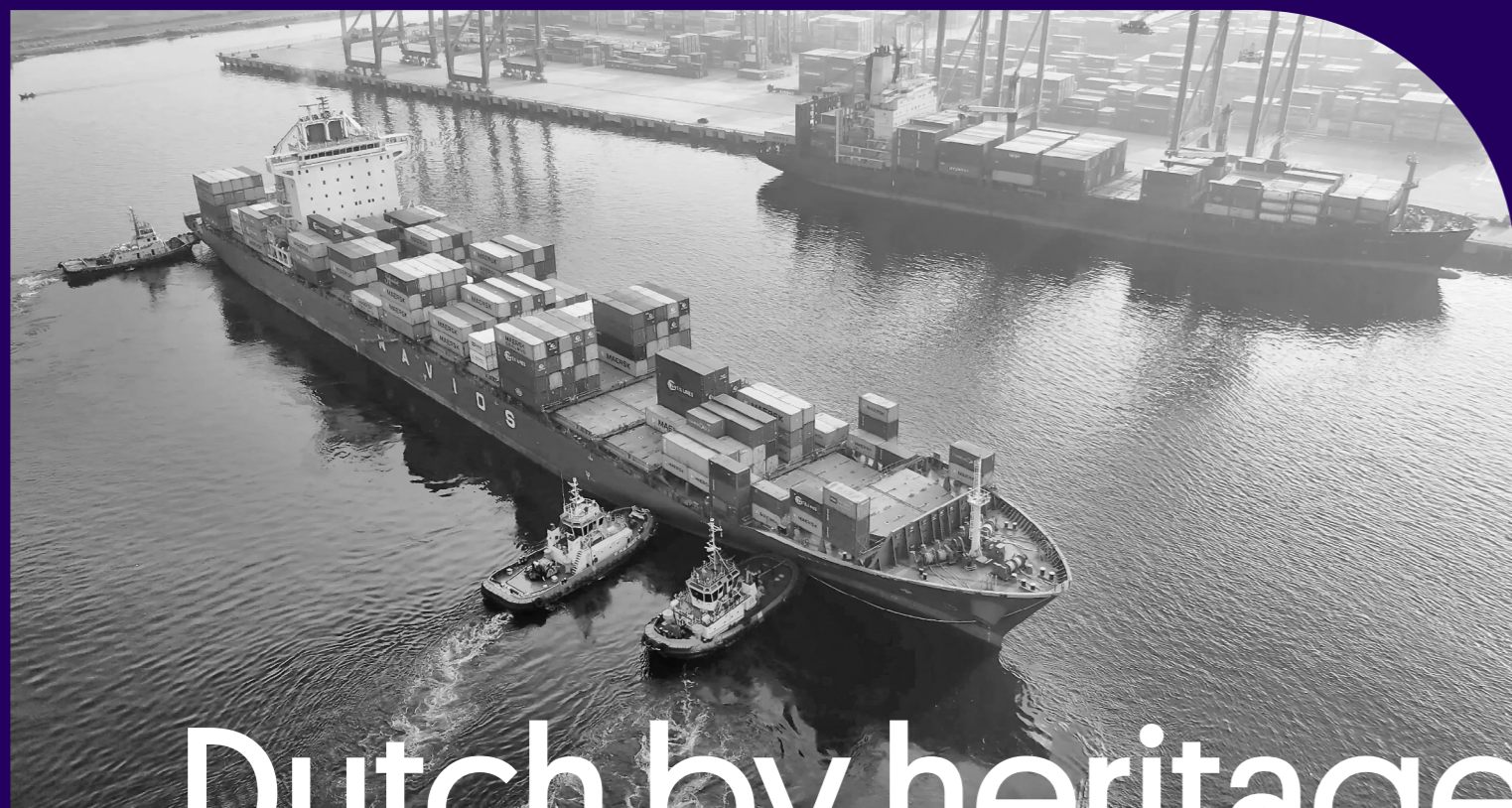
We connect the value chain through technology.

We are all about easy access and smart delivery.

We always explore new opportunities.

We are not limited by borders.

We are **King of Reach**



How it all started

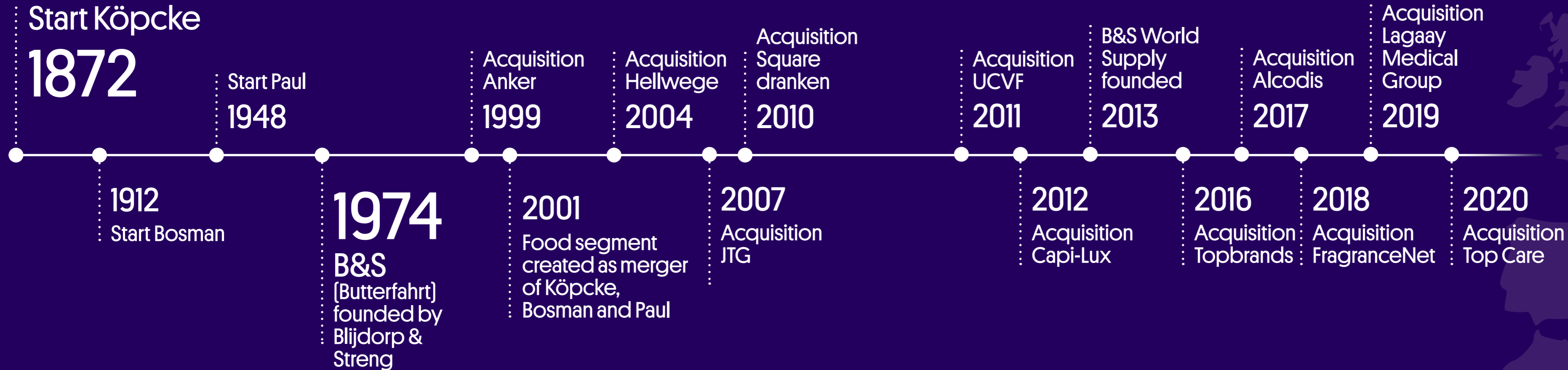
**Dutch by heritage,
entrepreneurs by nature**

It were the 1970s when two college friends took on a job for a local Dutch shipping company. The company offered sailing trips on international waters, providing passengers the opportunity to buy tax-free goods in a unique shopping experience.

Recognising the potential of this concept, the two friends (Blijdorp & Streng) developed compelling ads in local newspapers to attract even more passengers. A phenomenal business decision. Passenger demand grew significantly and with that, its sales. A few successful years later, the two friends took over the company.

It was the birth of what we know today as B&S.

Determined to expand its growth potential, B&S scaled up and grew its product and service portfolio in a rapid pace. Over the next decades, our supply chain capabilities, global network and trading expertise kept evolving in various distinctive markets and channels. Because of this drive to reach beyond the ordinary, B&S is the global player we are today. A company that excels in making premium consumer goods available to everyone.





B&S

“

Vision

By seamlessly connecting all parties in the value chain through technology, we become the world's leading network for easy access to premium consumer goods.

Mission

To make premium consumer goods available to everyone, anywhere.

Our core values

Our values revolve around our roots and our purpose. They underpin the way we work and how we make decisions. In the same way, we aim to have a positive influence throughout the value chain. This way we ensure our partners benefit from the same principles that have delivered exponential growth in our own business.



Reliable

We strongly believe that premium products and solutions can only come from trusted companies. We focus on long-term partnerships, delivering consistent quality and transparency in everything we do. Regardless of the circumstances, we keep our promises and commitments. It is how we ensure a culture of trust and openness. For our people, our partners and society.



Eager

Being passionate, ambitious and taking pride in our work is ingrained in our DNA. We empower and give great responsibility to every member of our team. At any level or function, and at any stage in their B&S journey. Having the freedom to reach beyond the ordinary and grow by leaps and bounds is what our people thrive on.



Agile

Drawing on more than 150 years of entrepreneurship, we have refined the way we excel at connecting supply and demand. Being flexible, innovative and resourceful, makes us always look for the best possible solutions and go where no one else ventures to go. We leverage our expertise while always trying to stay one step ahead, enabling us to react quickly to the ever-changing business environment in which we operate.



Curious

Our founders have built the company with their entrepreneurial spirit. That spirit still thrives. We are good listeners and embrace continuous learning. We stimulate ideas and encourage new initiatives that contribute to sustainable growth and new ways of fulfilling our mission.



Human

We believe in the power of working together, wherever we are - across time zones, regions and locations. Our diversity of thought and background is what makes us the global company we are today. We strive to build strong relationships and teams by valuing, respecting and learning from each other in order to achieve mutual success in an inclusive environment.



How we get there

- ▶ We use **business acumen**, **smart logistics** and **IT** to bring suppliers, logistics partners, wholesalers, retailers and consumers all over the world together.
- ▶ We don't own a fleet, our **ever growing network** is our vehicle: we optimise the value chain by efficiently linking parties that are in many ways difficult to connect.
- ▶ Via our **high-tech platform** we provide easy access to premium consumer goods in every corner of the world.



Who we connect

Our network is our vehicle.



Suppliers



Wholesalers



A-brands



Retailers



Logistics partners



Consumers



Service providers

“We go above and beyond to offer our assortment to a wide variety of markets through various channels”

Our focus areas



What we have to offer

E-commerce solutions to match growth objectives

Digital commerce

Top-notch products from the world's best brands

Sourcing

Complete solutions that optimise supply chains

Logistics/warehousing

Efficient and timely delivery all over the world

Distribution

Unmatched exposure to fast-forward sales

Marketing

Brand growth beyond expectations

Brand development

We move fast
to stay ahead

King
of Reach



Visual identity guidelines



Let the love flow

Our brand is more than pretty appearances. It's how people experience us. Every opportunity we get, we make people love the B&S brand (even more).

Our design principles make it easy to bring our brand to life. And to represent it consistently, confidently.

And remember: crowning ourselves King means we dare to go bold.

Our brand approach to build recognition

Our brand, marketing, and communications activities focus on building and strengthening the B&S Brand.

We unite our activities under the same B&S brand to build brand recognition and expand our reach in every business activity.

- For our operating segments we use B&S Liquors / B&S Beauty / B&S Personal Care / B&S Food / B&S Health / B&S Retail. They all use the B&S visual identity guidelines in their outings.
- For owned brands in our portfolio, we add “by B&S” to their brand logo. They operate their own visual identity, yet always incorporate a clear visible link to the B&S parent.

B&S Liquors

Branded premium liquors for wholesalers, e-commerce platforms and consumers

B&S Beauty

Branded premium fragrances and cosmetics for consumers, wholesalers and e-commerce platforms

B&S Personal Care

Branded premium personal and home care products for value retailers

B&S Food

Branded premium food and beverages for duty-free, remote, retail and marine markets

B&S Health

Branded premium medical products and equipment for remote markets, pharmacies and travel clinics

B&S Retail

Branded premium consumer electronics and multi-category assortments for consumers at travel locations

B&S Liquors

ALCODIS
By B&S

UCVF
UNION COMMERCIALE DES VINS DE FRANCE
By B&S

ANKER
SPIRITS
By B&S

HW HELLWEGE
SPIRITUOSEN
By B&S

square
By B&S

Topdrinks
By B&S

B&S Beauty

J.T.G
By B&S

SIGNATURE BEAUTY
By B&S

Fragrance.com
By B&S

CHECKPOINT
By B&S

Parfum.nl
By B&S

B&S Personal Care

Topbrands
By B&S

B&S Food

Kingofreach.com
By B&S

B&S Health

LAGAAY MEDICAL
WORLDWIDE MEDICAL SUPPLIER SINCE 1879
By B&S

europorpharmaceuticals
ROTTERDAM
By B&S

Dutch Care Supplies
ROTTERDAM
By B&S

B&S Retail

CAPI
By B&S

Logo

B&S logo

B&S is identified by the B&S logotype. It's the most important element in our corporate identity and appears only in black or white.

B&S Logo with payoff

The B&S logo can also appear in a lock-up together with our payoff "King of Reach". The payoff is always the same color as the logotype.

When to use our logo with payoff? 'King of Reach' is a tagline that feeds our purpose. When it is relevant and when it reinforces your message, you can use our B&S payoff, as a logical ending of your message.



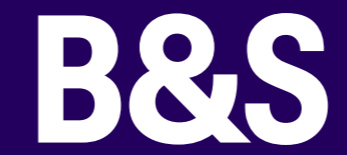
B&S



B&S



B&S
King of Reach



B&S



B&S



B&S



B&S

How to use the B&S Logo

To ensure maximum impact and awareness of the B&S brand, it's important to treat the logotype according to the following guidelines.

Minimum size

The standard smallest practical size to use our logo is a width of 5mm. Make sure that the reproduction is accurate and detailed.

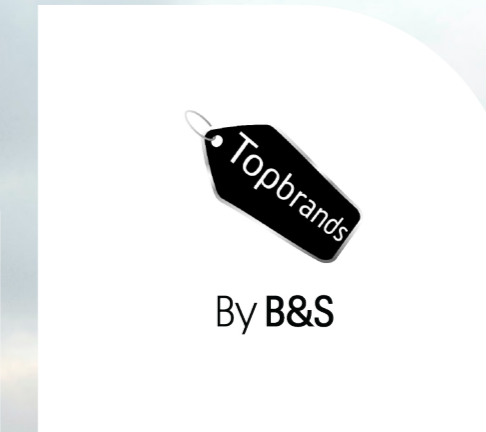
Bounding box

Our logo is surrounded by a bounding box, a white space around the logo based on parts of the logo and its used size. This clear space is a guideline for not placing any other elements too close to our logo.



By B&S logo

The By B&S logo is used for customer facing brands to show they are part of the B&S family.



A bold new typeface



Platform is our primary typeface

We use this typeface where possible, in particular for headings and large text. It's also the typeface used for the B&S logo. Platform is a paid font, please ask our brand squad for help

This is Platform regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Inter is our secondary typeface

This typeface is used for larger amounts of body copy (anything over 50 words) or for text that needs to be produced in small size. Inter is free to download.

This is Inter Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This is Inter Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography system

Headlines (H1): Platform regular
(Font size = Line spacing)

Subheadlines (H2): Platform regular
(Font size = Line spacing)

Smaller Copy (H3): Inter medium
(AV:-50, Font size = Line spacing x 0,72)

Body Copy (H4): Inter light
(AV:-50, Font size = Line spacing x 0,72)

Ready for the next.

Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum, Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem.

Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus.

faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus.



Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus.

Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus.

B&S Example

Fallback font

In scenarios where it is not possible to use the B&S primary fonts (Platform Regular or Inter), the system font Roboto can be used as a fallback solution. For example in mailings programs or intranet.

Roboto has similar visual characteristics to the Platform Regular typeface family and is available on all popular desktop computer operating systems or programs for PC.

This is Roboto Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

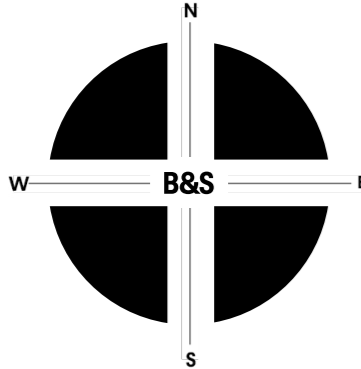
This is Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Shape

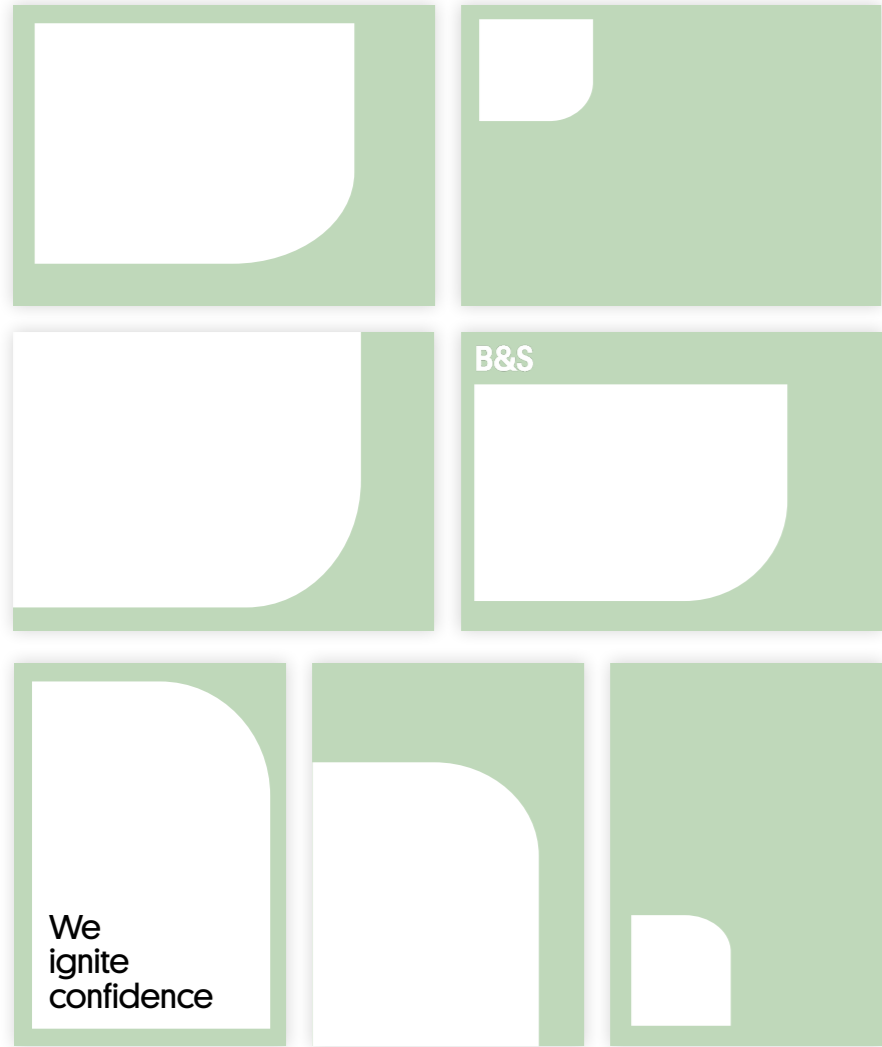
At B&S we use the world as our playing field.

We continuously expand our global footprint in all four corners of the world. From North to South, from East to West.

That presence in every corner of the world is the concept on which our shapes are built. We use these shapes to enrich visual communication and build recognition for our brand.



Do's



Don'ts



Feel free
to share
ideas

To keep
evolving
our brand

Primary colors

Our color scheme is inspired by the colors of the earth. It reflects our reach to all the far corners of the world.



White

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Deep Blue Purple

HEX: #24005E
RGB: 36, 0, 94
CMYK: 97, 100, 22, 33

Black

HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Variations

If there is a desire for more variety or contrast when using the primary colors, you can use different shades of Deep Blue Purple for call to actions, shapes or text.



HEX: #24005E
RGB: 36, 0, 94
CMYK: 97, 100, 22, 33



HEX #4F337E
RGB: 79, 51, 126
CMYK: 37, 60, 0, 51



HEX #7B669E
RGB: 123, 102, 158
CMYK: 22, 35, 0, 38



HEX #A899C0
RGB: 168, 153, 192
CMYK: 13, 20, 0, 25



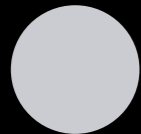
HEX #D3CCDE
RGB: 211, 204, 222
CMYK: 5, 8, 0, 13



HEX #E8E5EE
RGB: 232, 229, 238
CMYK: 3, 4, 0, 7

Secondary colors

Our secondary colors complement our primary set, but it's important not to overuse them. As a rule of thumb, combine max. 2 secondary colors in one shot. We use secondary colors after or combined with primary colors, but never as stand alone.



Cloudy grey

CBCCD1

R:203 G:204 B:209

C:24 M:17 Y:15 K:0



Grey blue

C1DADB

R:193 G:218 B:219

C:29 M:6 Y:15 K:0



Wave

1EA8A5

R:30 G:168 B:165

C:75 M:7 Y:40 K:0



Dark green

0F626B

R:15 G:98 B:107

C:86 M:38 Y:45 K:29

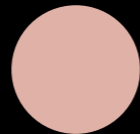


Dark blue

073947

R:7 G:57 B:71

C:96 M:61 Y:49 K:50



Cloudy pink

E0B1A7

R:224 G:177 B:167

C:12 M:36 Y:30 K:2



Moss

BDF8BA

R:191 G:216 B:186

C:31 M:4 Y:34 K:0



Grass

4AB43F

R:74 G:180 B:63

C:70 M:0 Y:93 K:0



Forest

1F4318

R:31 G:67 B:24

C:84 M:47 Y:100 K:55

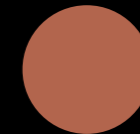


Earth brown

3F0D12

R:63 G:13 B:18

C:48 M:93 Y:67 K:76

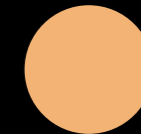


Clay

B2654D

R:178 G:101 B:77

C:24 M:64 Y:67 K:15

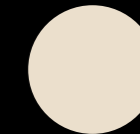


Dune

F2B375

R:242 G:179 B:117

C:4 M:36 Y:59 K:0



Sand

EBD FCC

R:235 G:223 B:204

C:10 M:12 Y:22 K:0

Color combinations

Primary colors

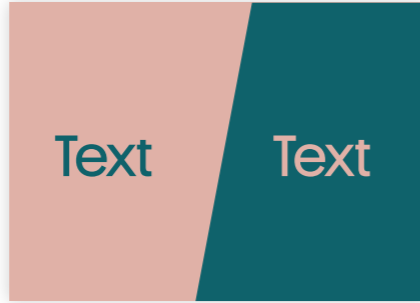


Black + white

Secondary colors



Dark blue + grey blue



Cloudy pink + dark green



Clay + sand



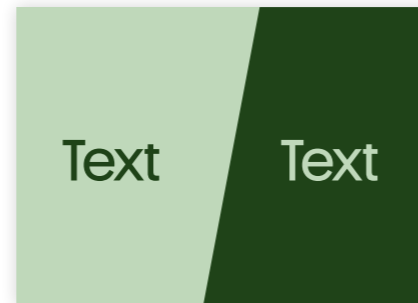
Deep blue purple + white



Sand + forest



Earth brown + dune



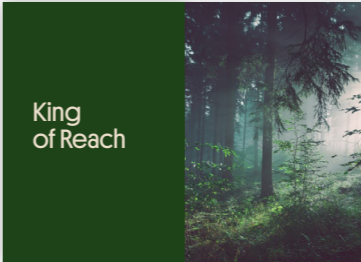
Moss + forest

Primary colors



Deep blue purple + white

Secondary colors



Forest + sand



Dark green + grey blue



Sand + clay



White + white



Cloudy pink + white



Dark blue + white



Sand + white



White + black



Sand + white



Moss + white



Grey blue + white

Photography outlines

Our photography shines a light on our unmatched reach to make fast moving consumer goods available to everyone, anywhere. It captures movement and feels as if you are there.

In our photography we make use of our earthy color palette as much as possible. Either through natural settings or single-colored backgrounds. Generally, our images can be divided into three separate categories: People, Products and Atmosphere.

We can combine stock imagery with imagery from photoshoots as long as we keep the guidelines at heart. Black and white photography is allowed, but only when combined with primary colors.



People



Products



Atmosphere

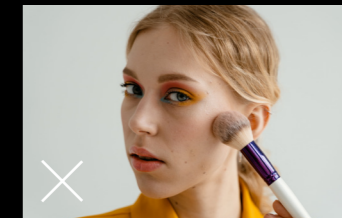
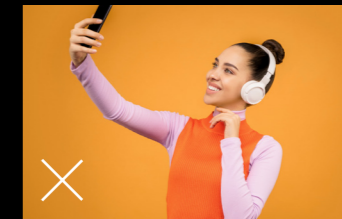
Do's

- Images with natural lighting and earth tones, that match our color palette
- Atypical images, that feel like they capture reality (not too staged)
- Representation and diversity (in age, gender, ethnicity, sexuality)
- Images that show motion in some form
- Images that convey a feeling, message or emotion, and tell a story
- Realistic environments

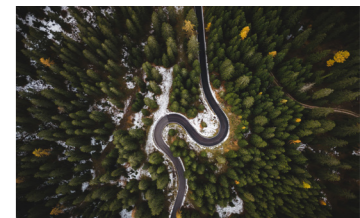
Don'ts

- Bright or bland images that don't match our color palette
- Traditional stock photos
- Images that don't convey a feeling, message or emotion
- Images that don't show a natural environment
- Images with vehicles as leading topic
- Images that lack motion

What we don't want:



The better alternative:



People

Our people photography is vibrant, dynamic, and emotive.

The person(s) in the photograph should seem approachable and friendly, and feel natural to the environment they are captured in.

Our people photography represents diversity of gender, age and ethnicity.





Products

In communicational product photography, we highlight the interaction between person and product and the emotive aspect of it.

The picture should capture the use of the product in a natural real-life setting.





Atmosphere

In atmospheric photography, we let natural outside scenery take the lead, reflecting our reach to all the far corners of the world.

It is allowed to have people or vehicles present in these photographs, as long as they are not the primary focus.





Icons

In general, we limit the use of icons in our visual communication where possible.

Our icons show objects from the front and use flattened perspective. We only use outlined icons, which means they have no fill.

All icons are available in our primary colors; white, black and deep blue purple.

Our icon library is continually updated as / when new icons are required.

Deep blue purple

used only on white



Black

used on light colors or on white



White

used on dark colors or on black



Motion

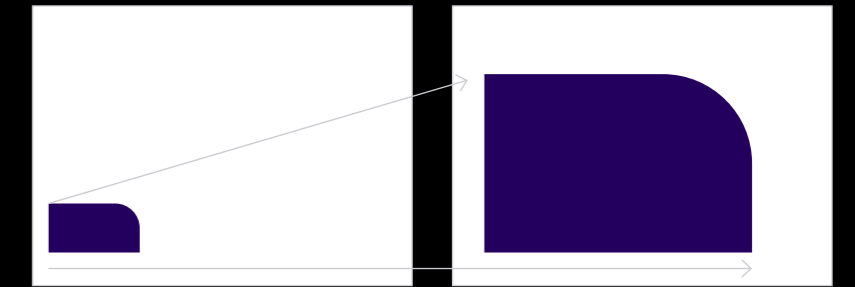
Templates

For video production, templates are available to download in formats 1:1, 5:4, 9:16 and 16:9.



Shapes

We visualise reach by using the strength of motion. The shape always originates from the base, the logo.



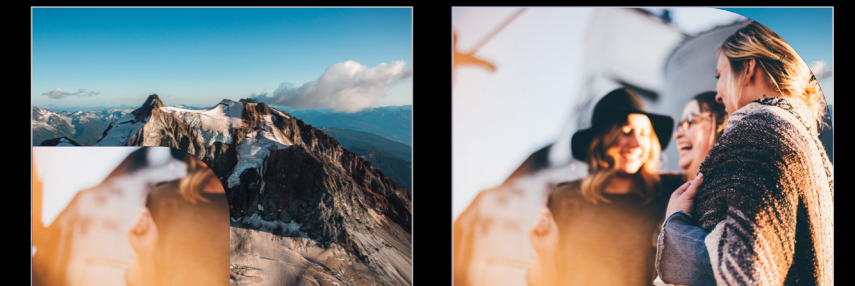
Type

Typography always originates from the base, the logo. A simple characteristic animation symbolises reach.



Transitions

There are different variations of how the shape is used to create a transition between two shots.





B&S is a publicly listed company. This has consequences for our internal and external communications and messaging.

When writing and publishing communications for B&S, make sure to follow our *communications guidelines for a listed company*

Brand voice



Remember
we are
talking to
people

We tell stories that resonate

Stories we would be proud to share with friends or family. Made to remember.

Even though we are a tech company focused on connecting the value chain of consumer goods, we always target human decision makers in our communications. Our brand voice reflects this at all times.



People connect
with brands that
sound approachable
and human

Hitting the right tone

- ▀ Be bold but equally realistic
- ▀ Claim only what you can realise
- ▀ Use active voice and keep it simple
- ▀ Sound open and friendly, but professional
- ▀ Know your audience: understand what they are interested in and how we can make our story resonate with them

Language, grammar and punctuation.

- Always use British English grammar
- When writing about us, always use our trade name "B&S." Use legal names only when writing legal documents or contracts
- Capitalise branded terms such as our operating segment names 'B&S Food' or 'B&S Beauty'
- Use lowercase for descriptive products or services, like 'drop-shipment' or 'order platform' or 'e-commerce'
- Don't write entire words or sentences in capital letters unless it's an abbreviation.
- Write dates in [month day, year]: January 1, 2035

B&S

King of Reach