



Corporate Identity Guide **B&S**

Contents

P4	P14	P16
Our brand story	Our segments	Styleguide





Dutch by heritage,
entrepreneurs by nature

How it all started

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 (**B**lijdorp & **S**trengh) 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, anywhere.

Who we are today

B&S is a company in the consumer goods industry with a strong global network. We connect parties across the value chain worldwide that are often difficult to bring together.

By partnering with the world's leading consumer brands in beauty, liquors, personal care, food, and travel retail, we serve millions of consumers every day—either directly or through our wholesale and reseller partners.

Powered by our high-tech platform and built on supply chain expertise, we offer sourcing, warehousing, distribution, digital commerce, marketing, and brand development solutions that enhance choice, accelerate delivery, drive conversion, and expand reach.



B&S

Our mission

**Make branded consumer
goods available to
everyone, anywhere**



We connect brands with consumers everywhere.
We believe that access to consumer products that
bring joy and comfort to everyday life should be
effortless - anywhere in the world

A background image showing a woman with curly hair and large hoop earrings smiling as she applies makeup to another woman's face. The image is partially obscured by a large, dark purple diagonal shape on the right side of the page.

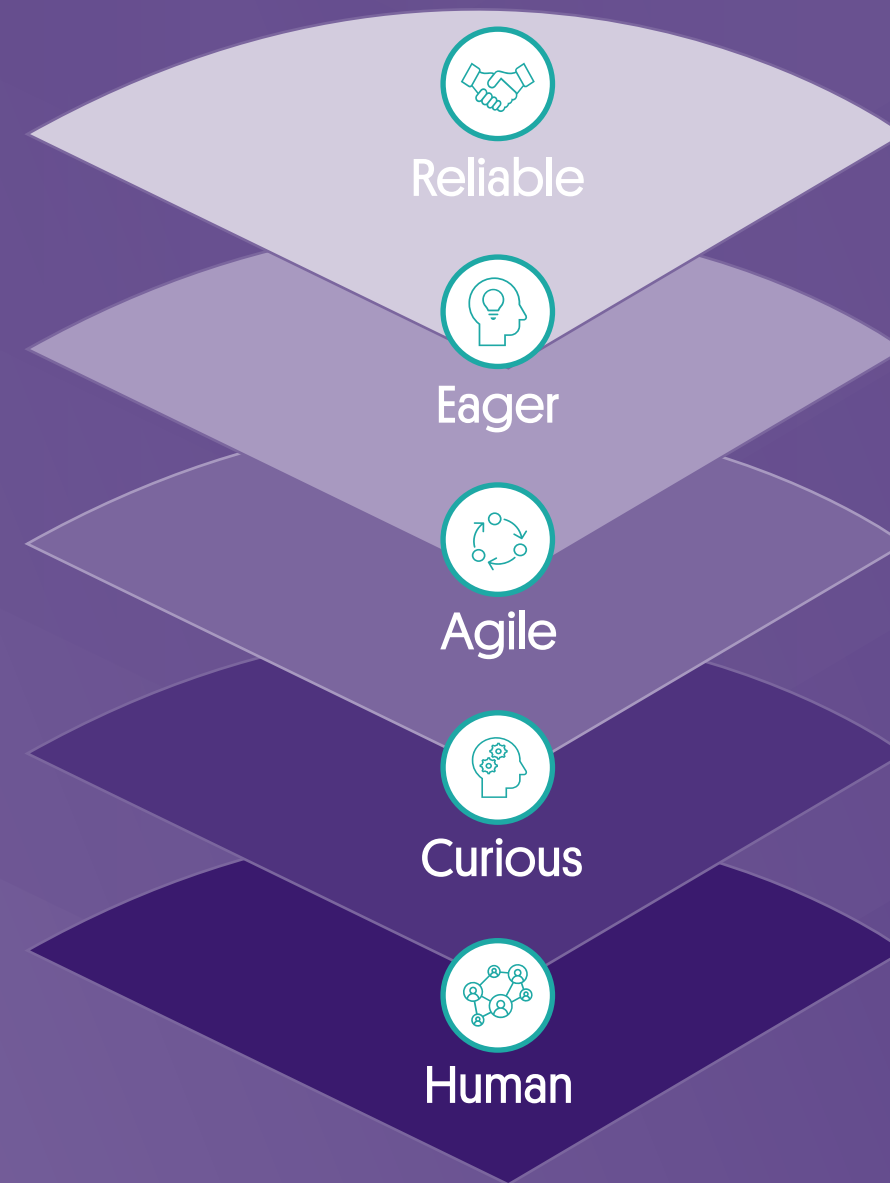
Connecting brands and people globally

We create value through:

- Distributing branded consumer goods globally
 - Building sustainable partnerships
 - Solving complexities in the value chain
 - Providing easy access and smart delivery
 - Empowering people and partners with technology
 - Portfolio management and continuous improvement

Our Core Values

Our way of working aims to ensure that our customers benefit from the same guiding principles that have delivered the exponential growth of our own business.



Reliable

We focus on long-term partnerships, delivering consistent quality and transparency in everything we do. Whatever the circumstances, we stand by our promises and commitments.

Eager

Being passionate and proud of our work is what we are known for. Each of our people has the confidence to go beyond the ordinary and grow by leaps and bounds.

Agile

We match our expertise with flexibility and resourcefulness, always with a problem-solving attitude. This allows us to react quickly to the ever-changing environments in which we operate.

Curious

We are driven by our distinctive entrepreneurial spirit. We always seek new opportunities, take calculated risks and embrace continuous learning. We strive to find new ways to fulfil our mission and contribute to sustainable growth.

Human

We believe in the power of working together. Our diversity of thought and background is what makes us the global company we are today. We prioritise building strong relationships and teams by valuing and learning from each other.

Our strategy

Transforming towards autonomous and accountable segments



Beauty

Food

Liquors

Personal Care

Travel Retail

Autonomous

because we want decentralised companies that operate close to their markets.

Accountable

because we want to maximise the value we create by optimising entrepreneurship and minimising risks.

Styleguide

Our visual identity

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. They represent our story of entrepreneurship and unifying knowledge in order to serve customers worldwide.

P18

Logo

P22

Font

P24

Shape

P28

Colors

P34

Photography
& motion

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

B&S

B&S

B&S

B&S

B&S

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.

S B & S S

B&S typeface

Headlines

Platform
regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Subheadlines

Inter
Semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body copy

Inter
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fallback font

Roboto
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto
Medium

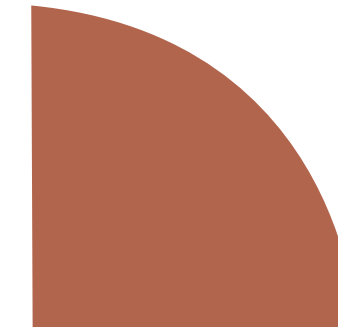
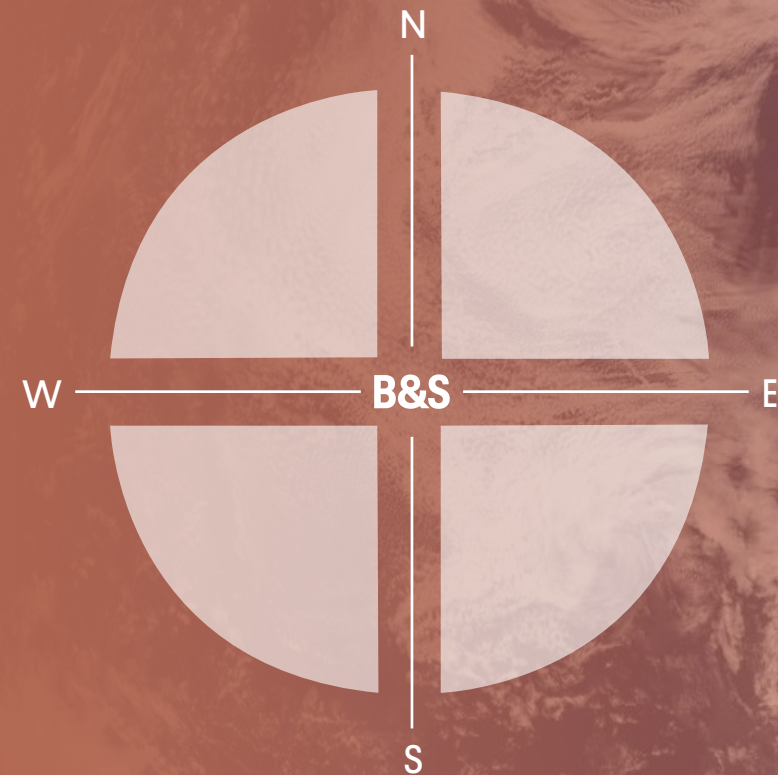
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

B&S 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.



Coming together

At the heart of our organization are five operating segments. Together, they form the backbone that enables us to deliver premium consumer goods to people everywhere.

To bring this to life visually, we use our signature shapes - combining them in creative ways: fitting them together like puzzle pieces, stacking 3D versions on top of one another, and more. Let your creativity guide you.



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

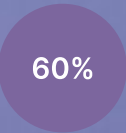
Black

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

Deep Blue Purple

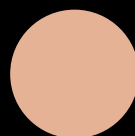
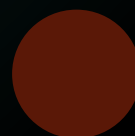
HEX: #24005E
RGB: 36, 0, 94
CMYK: 97, 100, 22, 33

Variations Deep Blue Purple



Secondary colors

Our secondary colors are an addition to our primary set, and are also inspired by the earth. They are vibrant and expressive, and compliment each other well. Feel free to blend them, by using a gradient and by find creative ways to combine the colors.



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

Rose taupe

1EA8A5

R:30 G:168 B:165

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

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

5A1807

R:90 G:24 B:7

C:37 M:89 Y:93 K:58

Clay

B2654D

R:178 G:101 B:77

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

Peach

EFBC9B

R:230 G:178 B:150

C:8 M:33 Y:39 K:0

Sand

EBD FCC

R:235 G:223 B:204

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



Everyday life
is full of color

don't be afraid to show it

Photography

Our photography shines a light on our unmatched reach to make premium 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, through natural settings and by showcasing real people and diversity. Generally, our images can be divided into three separate categories:

People & Products

Our people

Atmospheric

People & Products

Our five segments and the premium consumer products that they provide are at the heart of our organisation. Our photography reflects the daily lives of consumers anywhere in the world enjoying these products in a natural environment.

We use these images to enrich our story both off-and online.



Our people

Our most important asset as a company is our people. We have a collection of images that showcase the diverse and driven group of employees who make the B&S mission a reality every day.

These images are used primarily - but not exclusively - in internal communications, policies, and employer branding.



Atmospheric

In order to create an image library that is versatile, we change up the images of people with atmospheric photographs. We use these images only when the topic is more general and an image of a person does not match the content.

The atmospheric images we use are mostly wide nature shots that all have dynamics and motion in them.



Motion

In our corporate videos, we bring our brand to life through motion. By incorporating animations and transitions that reflect our visual identity, we ensure consistency across all touchpoints - static and dynamic alike. Motion is not just an add-on; it's an extension of our brand language, helping us tell our story in a clear, engaging, and recognizable way.

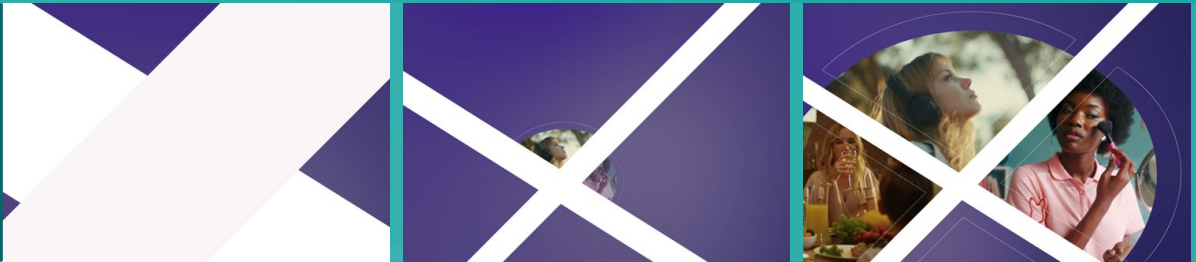
In this chapter, we showcase a selection of animations and transitions that demonstrate how motion supports and enhances our brand.

Carousel



1. a corner rounds off
2. zoom out reveals it to be part of the Multiple B&S shapes
3. shape rotates to the next B&S Shape
4. the new shape shows the new video footage

Crosssection



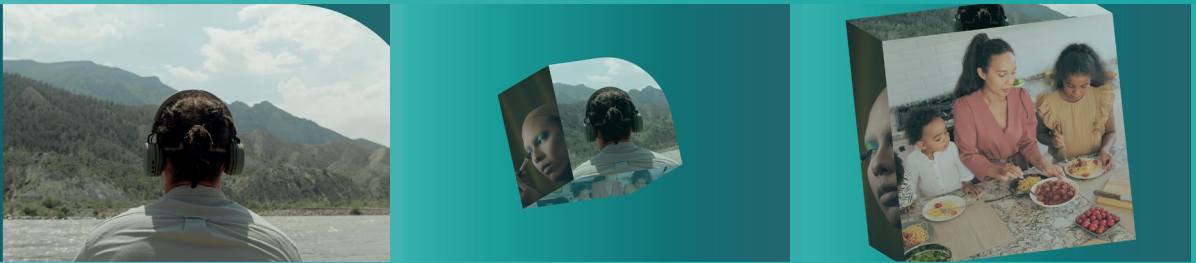
1. cross comes in the video covering the screen
2. when the cross becomes smaller it reveals multiple B&S shapes showing different visuals
3. option to transition into one of these B&S shapes for full video again

Drawn on lines



1. lines of the B&S shapes are being drawn on
2. eventually when the drawing is finished it zooms in suddenly in the outline of the shape
3. the outline of the shape gets filled in and so it transitions to the next scene

3D B&S Shape



1. corner gets rounded off
2. it rotates and it's revealed that the B&S shape is 3D.
3. We use the other side of the shape to transition into to the next scene

Sidearrow



1. current footage gets compressed by multiple side arrows
2. whenever everything is compressed, a different side arrow opens up and transitions to the next footage
3. Some side arrow can also be colored if necessary

Coloured wave



1. simple transition but over the footage comes a subtle wave of color
2. this transitions to a motion graphics scene or a specific colorful part of the video

Reversecarousel



1. at the edge of the video, the video gets converged into a sharp point
2. the background shows other B&S shapes as well
3. we transition from the bigger footage into the smaller B&S shape

B&S