



Brand Guidelines.

Table of Contents.

CORPORATE LOGO APPLICATION	01
CORPORATE LOGO EXPANSION	02
SLOGAN	03
TAGLINE	04
GROUP STRUCTURE	05
COLOUR PALETTE	06
SUPPORTING ELEMENTS	07
TYPOGRAPHIC STYLE	08
PHOTOGRAPHIC STYLE	09
ICONOGRAPHIC STYLE	10
INFOGRAPHIC STYLE	11
CORPORATE STATIONERY	12
DIGITAL MEDIA	13
VEHICLE BRANDING	17
PRESENTATION TEMPLATE	18
PROMOTIONAL MATERIAL	19



Corporate Logo Application.

Corporate Logo

Light Background



Logo Composition & White Space

Dark Background



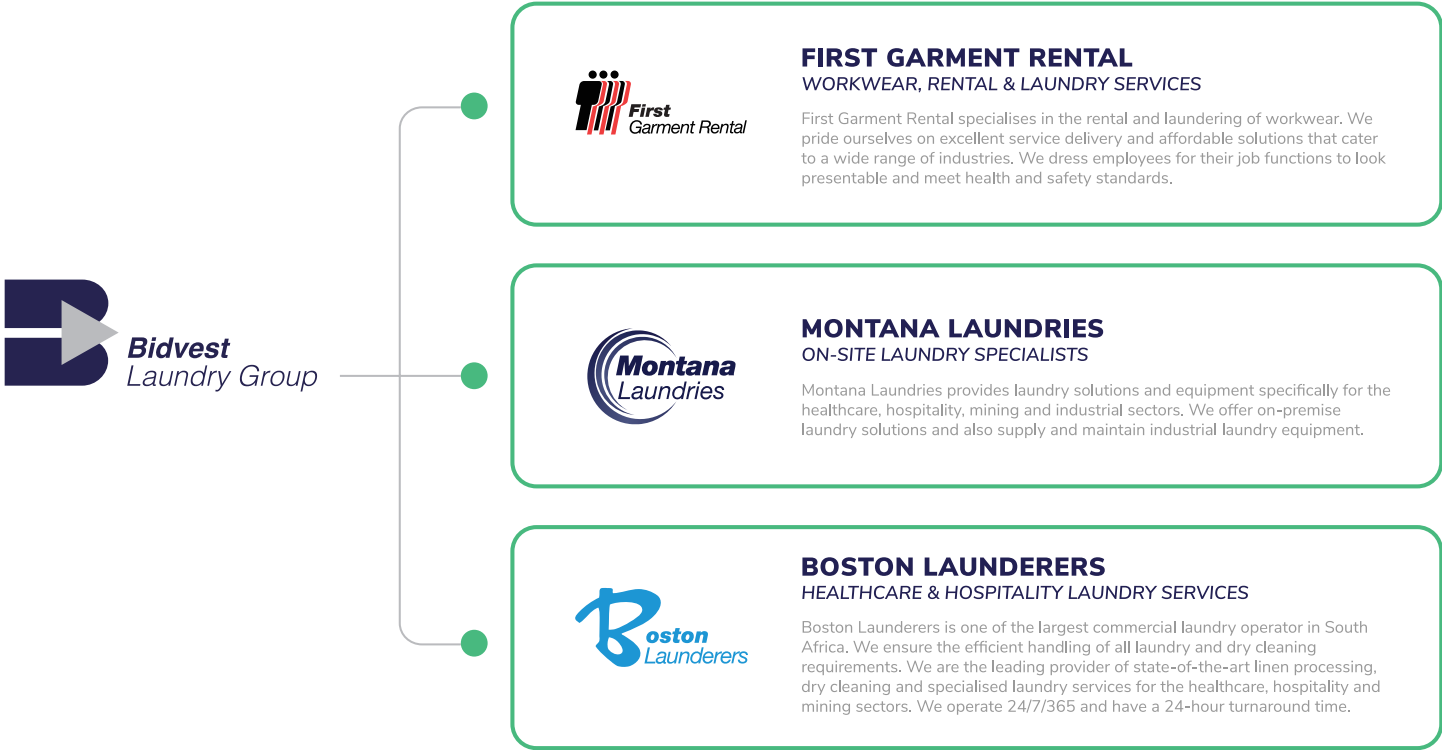
Corporate Logo Expansion.



Leaders in garment rental and industrial laundry solutions

Technology | Efficiency | Sustainability

Group Structure.



Colour Palette.

Primary colour palette

The Bidvest Laundry Group’s primary colour palette consists of the Bidvest Blue, Silver and a bright Apple Green. The Bidvest Blue should always be applied in moderation as the overall feel of Bidvest Laundry Group should be clean and fresh. This colour palette will be used on all of the main collateral within the brand.

Secondary colour palette

The secondary colour palette compliments the primary colour palette and provides a comprehensive range of colours for use in infographics & presentations.

Primary colour palette

1 Bidvest Blue

HEX: #262350

2 Silver Foil

HEX: #BBBDC0

3 Apple Green

HEX: #56B05C

Secondary colour palette

1 Warm Red

HEX: #E75734

2 Golden Yellow

HEX: #E2A936

3 Lime Green

HEX: #BED749

4 Turquoise

HEX: #47A6A0

5 Deep Teal

HEX: #1E6779

Supporting Elements.

The texture has been developed to reinforce the branding of Bidvest Laundry Group. Applied as a vector graphic element, its purpose is to signify the freshness associated with clean laundry.

Textures can also be animated to create movement on digital platforms, should there be an opportunity to do so.

Texture application



Visual Device with Texture



Typographic Style.

PRIMARY

Used for headings or primary text. Always use uppercase (and in select instances italics may be used). Headings should always be at least twice the size of secondary or tertiary text.

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!@&*()

SECONDARY

Used for body copy or sub-text to create a sense of hierarchy. May be used in both upper- and lowercase.

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!@&*()

TERTIARY

Used for body copy or sub-text when more type variations are needed. May be used in upper- or lowercase.

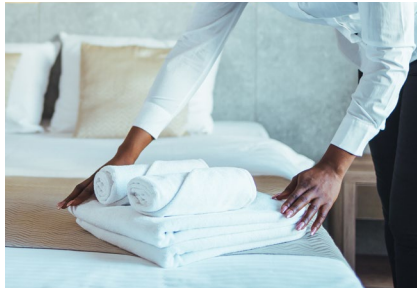
Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!@&*()

Photographic Style.

The photographic style used for Bidvest Laundry Group must be clean, and fresh and should convey professionalism in line with the related divisions and service lines.

Photographic Style



Iconographic Style.

Product Icons



Sector Icons





Corporate Stationery.

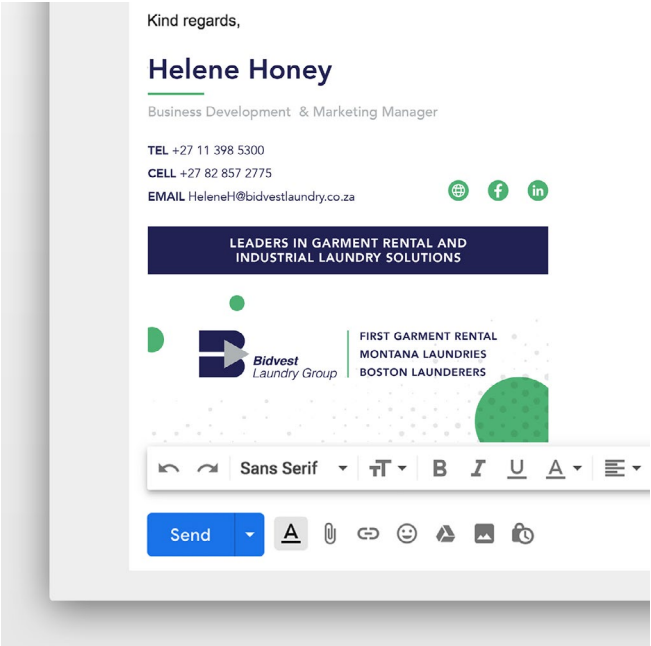
Business Card



Letterhead



Email Signature



Digital Media.

Social Media

All social media communication should incorporate the elements as defined (Photographic styles, iconography etc) and adhere to the Bidvest Laundry Group's brand guidelines.

Website Launch



Digital Media.

Social Media

There are multiple post styles for Bidvest Laundry Group. A combination of all the looks should be used depending on the content and never just one.

Logo placement will depend on the image use and layout. Call-to-actions should always be a part of the captions on social media platforms.

Core Garment Range



ESG



Hiring

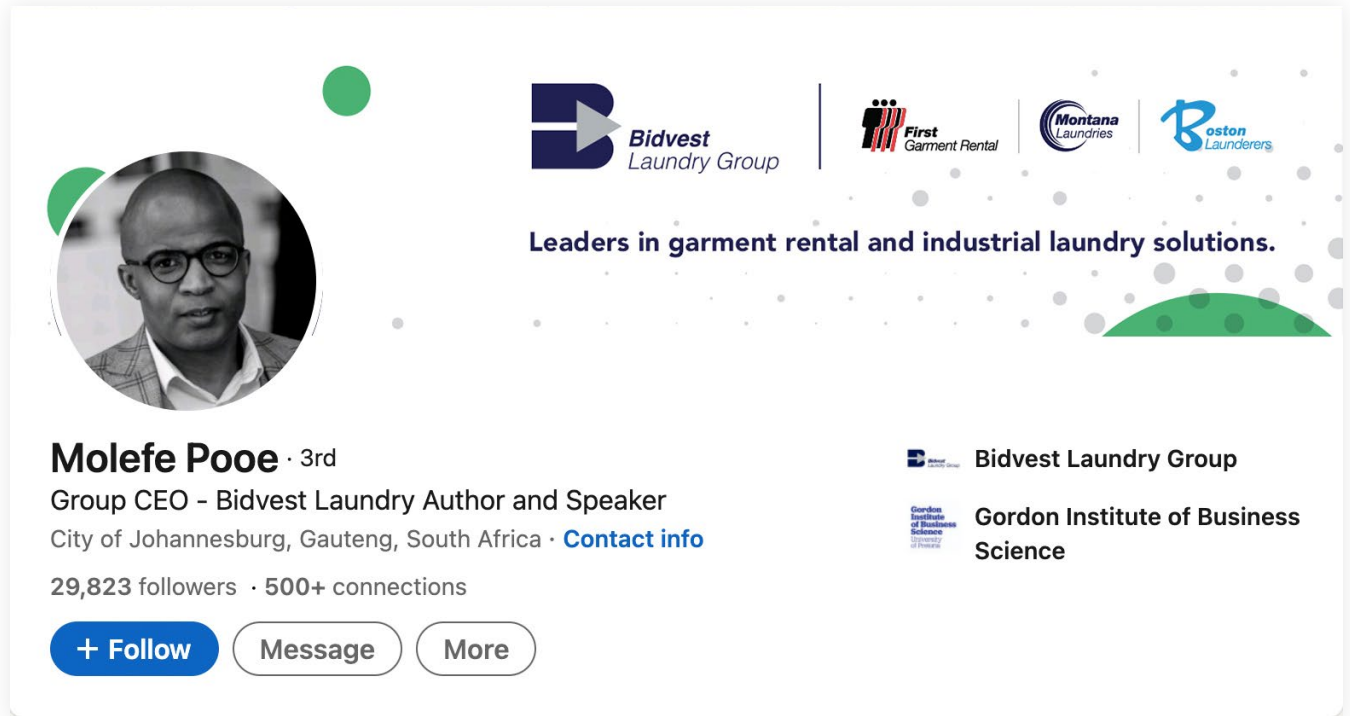


Digital Media.

Social Media

Social media banners should always be light and fresh in colour. The use of the Bidvest blue should be minimal.

LinkedIn Banner



The LinkedIn banner for Molefe Pooe features a circular profile picture on the left. To the right of the profile picture is a green circle. The banner itself is white with a green and blue abstract design on the right side. It includes the Bidvest Laundry Group logo, the First Garment Rental logo, the Montana Laundries logo, and the Boston Launderers logo. Below the logos is the text "Leaders in garment rental and industrial laundry solutions." At the bottom right, there are two logos: Bidvest Laundry Group and Gordon Institute of Business Science.

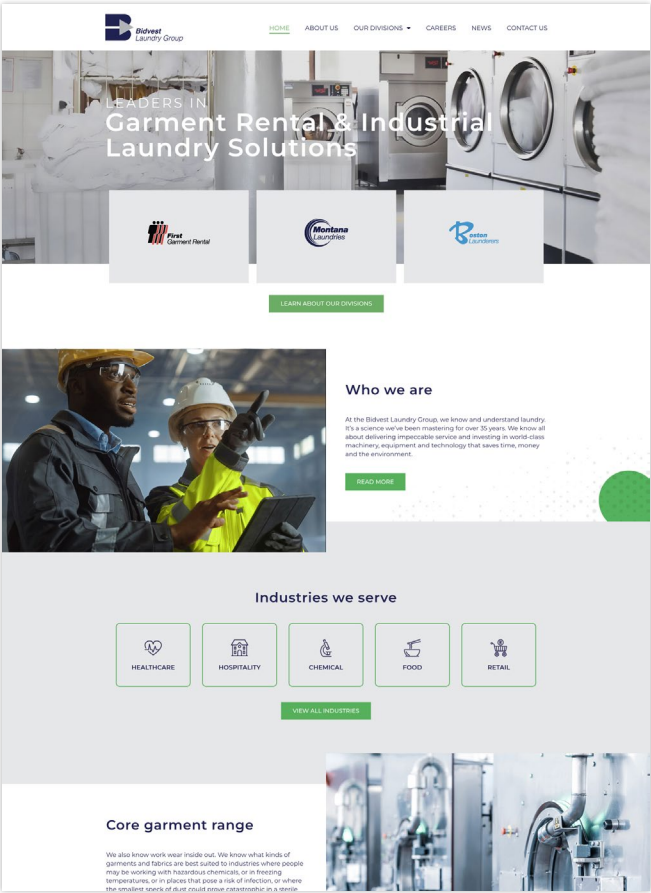
Molefe Pooe · 3rd
Group CEO - Bidvest Laundry Author and Speaker
City of Johannesburg, Gauteng, South Africa · [Contact info](#)
29,823 followers · 500+ connections

[+ Follow](#) [Message](#) [More](#)

Bidvest Laundry Group
Gordon Institute of Business Science

Website

The website should incorporate the elements as defined (Photographic styles, iconography etc) and adhere to the Bidvest Laundry Group's brand guidelines.



Vehicle Branding.

The vehicle branding should incorporate the elements as defined and adhere to the Bidvest Laundry Group's brand guidelines.

Avoid the use of photos on vehicle branding as these tend to fade over time.



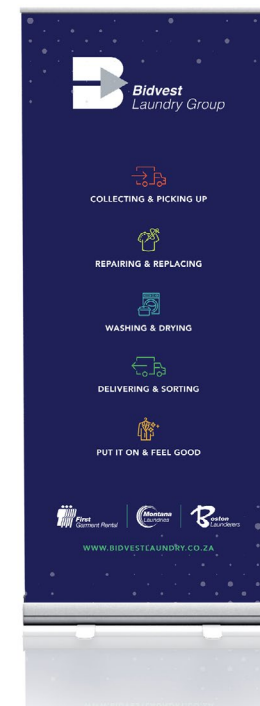


Promotional Material.

Teardrop Banners



Pull-up Banners





WWW.BIDVESTLAUNDRY.CO.ZA