



#**BESTUNDERPRESSURE**

 **ENGINEERED
IN GREAT BRITAIN**

BRAND GUIDELINES 2023

COLOUR PALETTE

Primary Colour System



BGA GREEN
CMYK: 81% / 0% / 75% / 67%
HEX: #105415
RGB: 16, 84, 21



BGA YELLOW
CMYK: 0% / 14% / 100% / 0%
HEX: #FFD71B
RGB: 255, 215, 27



BGA GREY
CMYK: 67% / 59% / 50% / 53%
HEX: #424145
RGB: 66, 65, 69

BGA LOGOS

Request .eps versions from marketing.



BGA SLOGAN

Best under pressure. This slogan relates to every single one of our products. Always functioning to their best ability under pressure.

#BESTUNDERPRESSURE



TYPOGRAPHY

Font: Helvetica Neue

Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

CONDENSED BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

BRAND MESSAGING

Mission Statement

BGA SUPPLIES OVER 40,000 OE QUALITY ENGINE & STEERING PARTS AND IS PART OF 4BG GROUP, AN OE MANUFACTURER ESTABLISHED IN 1929.

4BG Group achieves over £214M turnover producing 28 million products annually. Specialising in Engine components, the group is an Original Equipment Manufacturer (OEM) with 8 factories manufacturing in 8 industries.

4BG are manufacturers for some of the largest blue chip companies such as caterpillar, BMW, Ford, Nissan, Hoover, Hitachi, Mini, Aston Martin and Jaguar Land Rover.

BGA uses OE (Original Equipment) parameters and tolerances as the mandatory MINIMUM requirements to pass our quality controls - meaning that our components can and will often surpass OE.



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MARKETING SUPPORT

Whether you are planning a large campaign, requesting content or in need of promotional material, email marketing@bgautomotive.co.uk