bp pulse

BRAND BOOK · IN PRACTICE

Making charging extraordinarily helpful.

The bp pulse identity, and how I applied it across campaigns, events, sales collateral and product, 2021–2026.

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To make charging extraordinarily helpful.

Simplify

Remove the unnecessary from the charging experience, so getting powered up feels effortless.

Go beyond

Deliver the basics brilliantly, then find smart, extra ways to help drivers and fleet managers.

Be trusted

Backed by bp: reliable, safety-first and setting new standards as a Growth Engine brand.

01 · PERSONALITY

A savvy companion.

Every touchpoint should feel like a helpful friend who happens to know a lot about charging.

01

Smart

In the know, but wears it lightly. Never a bore or a geek; always keeps it simple.

02

Enthusiastic

Excited to find new ways to help. Listening, supporting and empowering.

03

On your side

Someone you can rely on to get things done, tell the truth and keep promises.

02 · CORE ELEMENTS

Nine elements, one system

Chosen by purpose: keep it simple to build brand presence, or add more elements to tell a story.

01
Logos
The bp pulse wordmark, endorsed by the Helios in its holding shape.

02
Brand devices
The EOM symbol and the message box, our savvy companion.

03
Colour
bp pulse blue and bp Engine green lead; secondary colours tell stories.

04
Typography
Univers for bp in print, Roboto for digital.

05
Photography
Cut-around, relatable people in the foreground.

06
Icons & illustration
EV icons joined by connecting lines.

07
Voice
Simple, humble and empowering.

08
Sonic
Easy, human and fresh.

09
Motion
Focuses attention and moves the story forward.

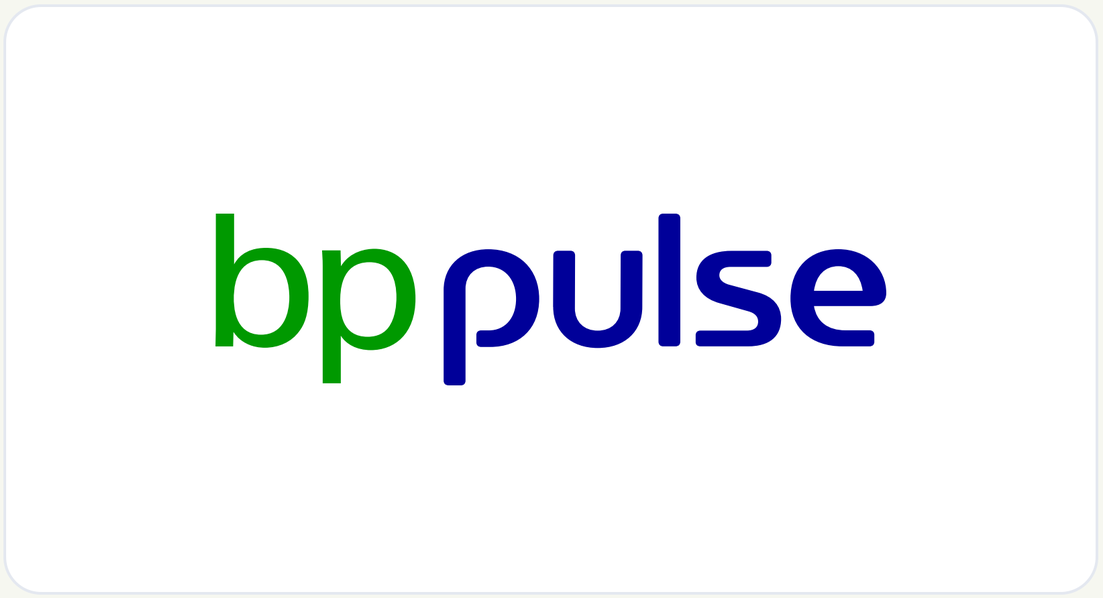
03 · LOGO

The bp pulse wordmark

A prominent bp prefix combined with the name of the energy solution, in two colours to highlight each part.



Primary · on bp pulse blue, wherever possible



Secondary · only on light or white backgrounds

Clear space & minimum size

The letter ‘b’ is the unit: it sets the clear space around the wordmark and its minimum height.



Minimum height · print

8 mm

Minimum height · digital

22 px

Clear space

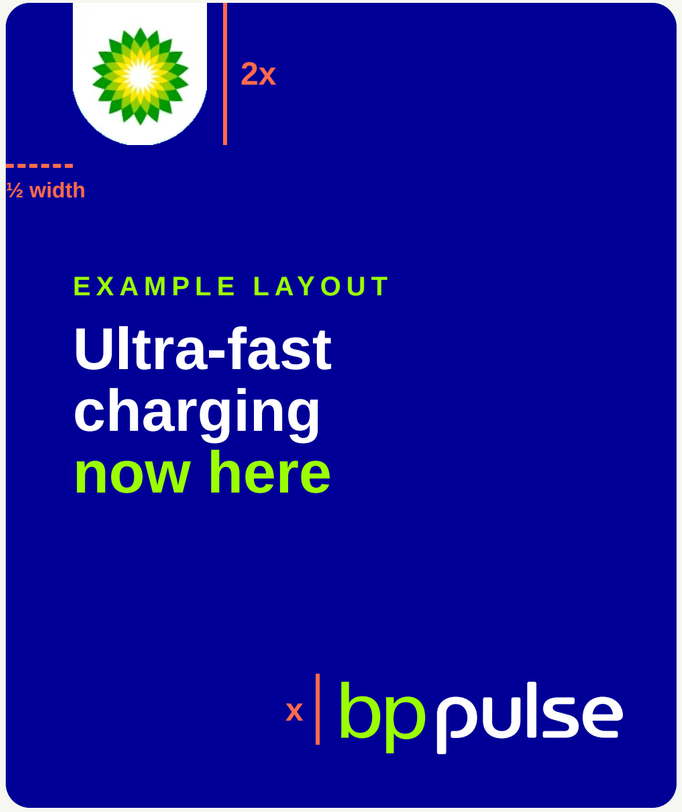
1 × ‘b’ height

Sign-off position

Bottom right

Endorsed by bp

Every bp pulse layout carries the bp Helios in a white holding shape.
Three rules place it.



1

Top left

The holding shape hangs from the top edge, set in from the left by half its own width.

2

Twice the ‘b’

It is always 2× the height of the ‘b’ in the wordmark, so the endorsement stays in balance.

3

Wordmark signs off

The bp pulse wordmark sits bottom right. The two never lock up together.

A4 print
b 10 mm · shape 20 mm

Social 1080 px
b 35 px · shape 70 px

1920 px banner
b 63 px · shape 126 px

Where it could go wrong

Six rules that keep the wordmark and Helios clear and consistent.

- Stack the bp letters over pulse
- Place the wordmark on secondary colours
- Put the wordmark directly on photography
- Lock the holding shape up to the wordmark
- Centre the holding shape or let it touch an edge
- Resize the Helios inside its holding shape

04 · COLOUR

Primary & functional

Blue reflects clean energy; green links to bp. bp pulse blue is the bold background, bp Engine green the highlight.

bp pulse blue

HEX #000096
RGB 0 / 0 / 150
CMYK 100 / 90 / 0 / 7
Pantone 072 C

bp Engine green

HEX #9BFF00
RGB 155 / 255 / 0
CMYK 40 / 0 / 100 / 0
Pantone 375 C

bp green

HEX #007F00
RGB 0 / 127 / 0
CMYK 100 / 0 / 100 / 0
Pantone 355 C

bp Black
#000000

Digital black
#111111

White
#FFFFFF

Warm grey
#F6F7F0

Mid grey
#878787

Secondary colours

Backgrounds for storytelling. Energising colours for upbeat messages, relaxing colours for calm, reassuring ones.

ENERGISING

Invigorating pink

HEX #F692EC
RGB 246 / 146 / 236
Pantone 211 C

ENERGISING

Uplifting coral

HEX #FF9794
RGB 255 / 151 / 148
Pantone 177 C

RELAXING

Calming blue

HEX #AFDFFC
RGB 175 / 223 / 252
Pantone 310 C

RELAXING

Refreshing aquamarine

HEX #79E5C5
RGB 121 / 229 / 197
Pantone 3533 C

Pair pink with calming blue, or coral with aquamarine.

Two secondary colours at most per campaign.

Balance all four across a campaign so none dominates.

04 · COLOUR

Accessible by default

Only colour pairs that meet WCAG 2.1 AAA carry text. In the message box, headlines lead in white with bp Engine green as the highlight.

Aa

White on bp pulse blue · 14.6 : 1

Aa

bp Engine green on bp pulse blue · 11.6 : 1

- ✕ bp Engine green for body text
- ✕ Secondary colours for headlines or copy
- ✕ bp Engine green as a background
- ✕ Secondary colours on wayfinding

Roboto · digital

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 · kW · % · $

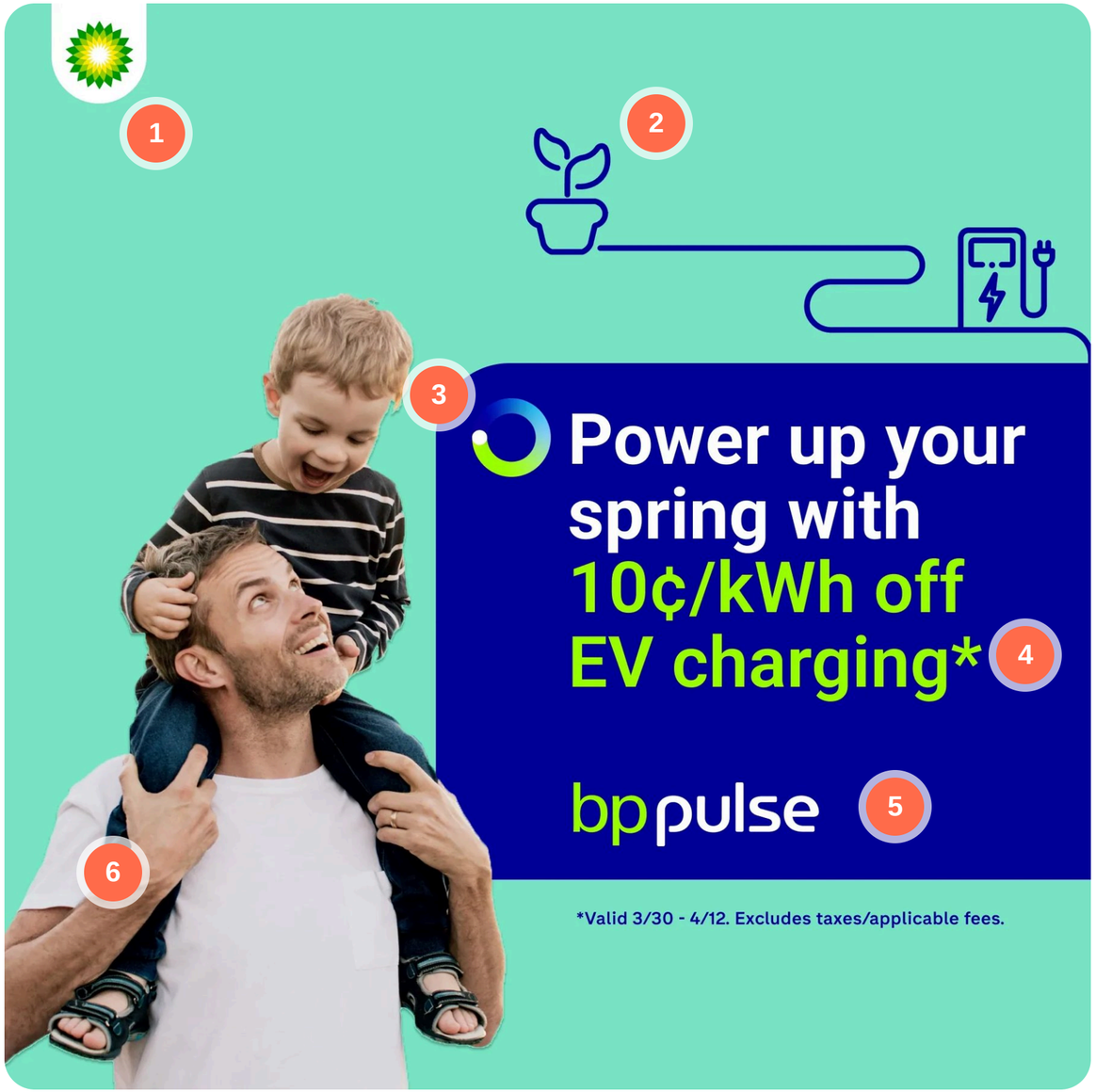
Univers for bp is used for print. Both keep the brand accessible and consistent.

Going on a trip? See you there

Find bp pulse chargers near you — Body · 22 px

*Valid at participating sites. Terms apply. — Legal · 16 px

Headline cap height never exceeds the height of the ‘b’ in the wordmark.



06 · MESSAGE BOX

Anatomy of a story

The message box is the savvy companion in visual form. Icons and a connecting line flow into its straight corner; people take the foreground.

1. Helios in holding shape, top left
2. EV icons + connecting line
3. EOM opens the message
4. Highlight in bp Engine green
5. Wordmark signs off the box
6. Cut-around photography

My spring campaign for bp pulse, US.

06 · MESSAGE BOX

Space ratios

Each storytelling element gets a share of the layout, so the design stays simple and clear.

Message box

1/2 – 1/4 of layout



Shrinks to about 1/4 when photography is included

Photography

1/3 – 1/4 of layout



Always larger than icons, never covered by them

Icons & lines

1/3 – 1/5 of layout



About 1/3 without photography, 1/5 with it

06 · MESSAGE BOX

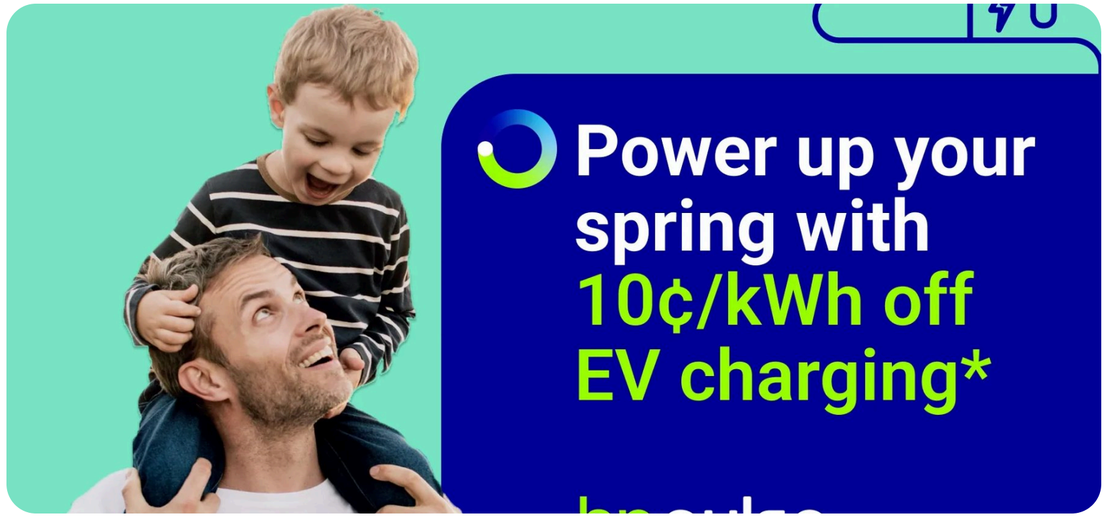
Presence or story

Choose elements by purpose. Keep it simple to build recognition; add colour, icons and people to tell a story.



Brand presence

Primary colours, wordmark and EOM, one short message. For signage, wayfinding and events.



Storytelling

Adds a secondary colour, the message box, icons with connecting lines and cut-around photography.

07 · ICONS & ILLUSTRATION

Simple. Functional. Human.

EV icons link bp pulse to charging, joined by a single connecting line. Illustrations exist to solve a customer need, never as decoration.

Simple

Line drawings only, one consistent weight, nothing filled. 2D over 3D.

Functional

Every line has a purpose. Up to three icons, all the same colour, the smallest no less than 70% of the largest.

Human

Flowing lines and rounded corners. Lines connect to the message box’s straight corner and never cross photography.

bp pulse blue on white & secondary

bp Engine green on blue

White on blue

Simple.
Humble.
Empowering.

We sound like a savvy, loyal and helpful friend: human and easy to be around.

> “Going on a trip? See you there.”
>
> “Chase sticks, not chargers.”
>
> “I’m ready! Plug me in. Tap to pay.”

Sonic and motion follow the same voice: easy, human and fresh.

09 · IN PRACTICE

The brand, applied.

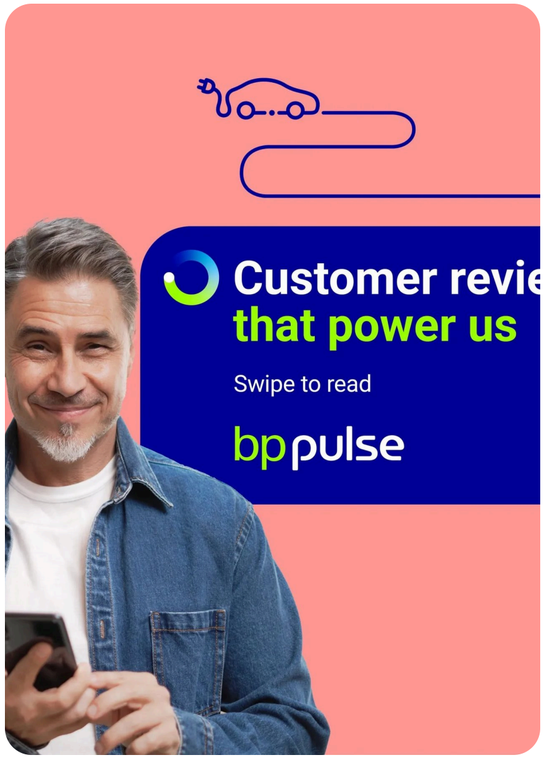
From social campaigns to trade-show booths, a selection of bp pulse work I designed within this system.

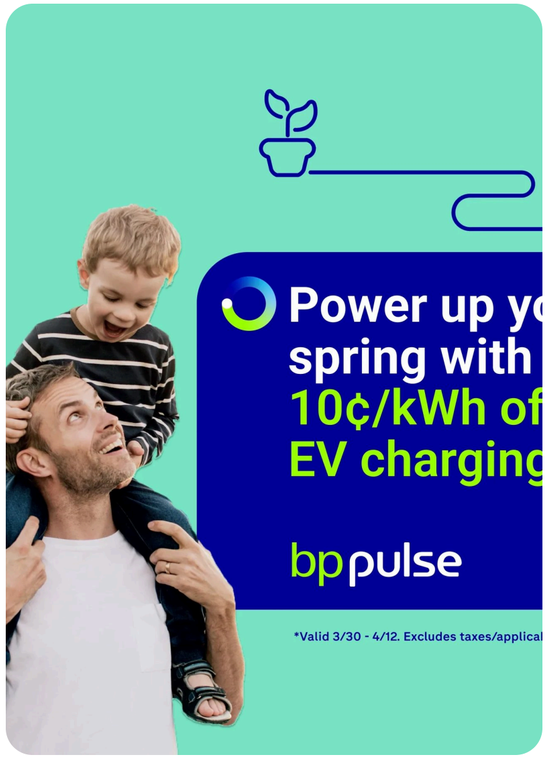
09 · IN PRACTICE

Campaigns & social

Photography, a rounded message box, the EOM opening every headline and the wordmark signing off.









09 · IN PRACTICE

Moments & messages

Seasonal and product stories keep the same message box, so every post is recognisable before you read it.

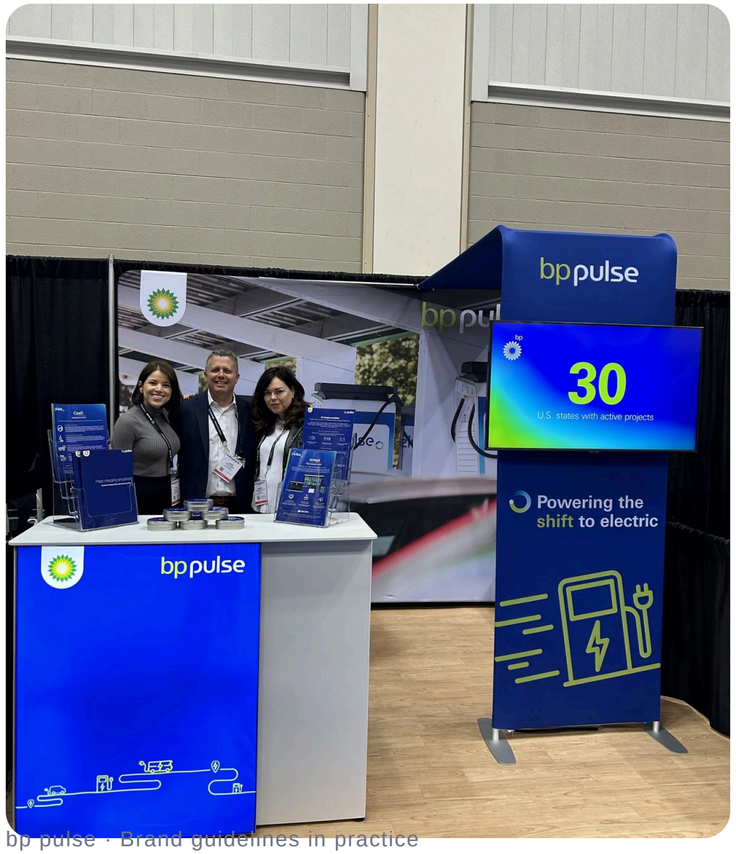




09 · IN PRACTICE

Events & environments

At trade shows and launch events the brand scales up: bp pulse blue structures, bold wordmarks and short, helpful messages.











09 · IN PRACTICE

Sales & print

Brochures and product sheets lead with bp pulse blue and clean product photography, keeping complex charging offers easy to scan.



bp pulse

Thank you.

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