beroe

Brand Book

August 2026- V2

September 2025- V1



Contents

Four parts, from the foundations to support. Select a chapter to go straight to it.

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Logo · pages 8–23

Colour

Indigo	Midnight	Bumblebee	Fuscia	Aqua	White	Soft Gray
#4A00F8	#001137	#FFE61E	#C344C7	#35E1D4	#FFFFFF	#EAF1F5

pages 44–54

Typefaces

Clash Grotesk — Headlines

Inter — Body copy

Arial — Office files

Strap-line

In the know. Always.

Boilerplate: page 65.

Five rules everyone should know

1. Use master artwork and images from Brand Central.
2. Keep clear space around the logo: the height of the ‘o’.
3. Clash Grotesk for headlines, Inter for body copy.
4. White and Midnight lead; Bumblebee is the first accent.
5. Get approval from Shourya Asthana before anything goes external.

Find assets on **Brand Central** (page 122). Questions and approvals: **Shourya Asthana**, Associate Vice President, Brand Marketing.

KEY RULE If you read one page, read this one. **See also** p2

PART 1

Foundations

The building blocks every Beroe piece starts from: logo, architecture, colour, type and boilerplate.

Welcome 5

Logo 7

Brand architecture 24

Colour 43

Typefaces 55

Boilerplate 65

Welcome

These guidelines will help you implement the new Beroe brand style. They explain the core brand elements and demonstrate their correct use.

These elements – our logo, colour palette, and typography are the keys to creating a consistent brand presence and, when used appropriately and creatively, will help to convey a modern, confident and human image for Beroe.

They are purposely open enough to support ongoing development of the brand.

Beroe.
In the know.
Always.

KEY RULE Write the strap-line as “In the know. Always.”

Our logo

The Beroe logo is modern, versatile and full of personality that is responsive to the needs of the brand. These pages illustrate how the Beroe logo should be used to allow consistency, which helps to build brand recognition.

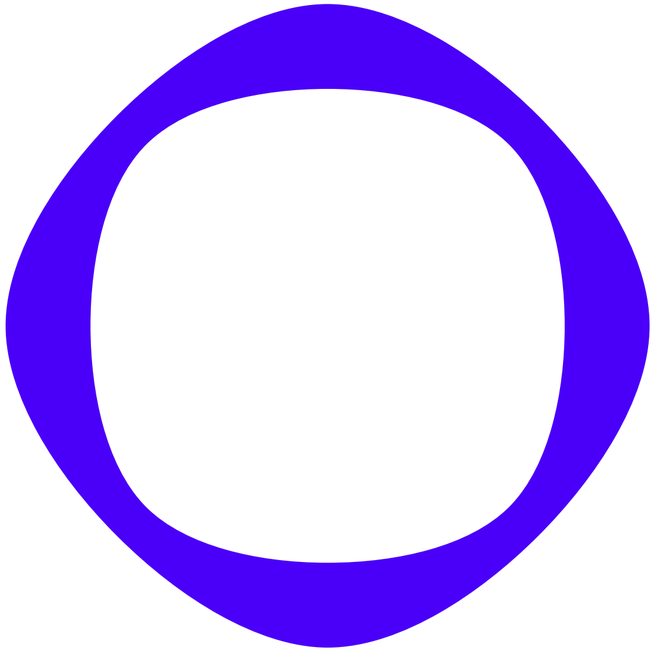


The essence of the mark’s narrative lies in Beroe’s ability to provide clarity and bring details into sharp focus.

All Beroe logos are available as master artworks. Only use master artworks in the ways described in these guidelines.

KEY RULE Only use master artwork of the logo.

KEY RULE The logo mark is two Squircles rotated 45°. Never redraw it.



The primary logo mark is constructed from two identical shapes rotated at 45 degrees. We call it the ‘Squircle’

beroe

The internal shape is echoed through the logo type, giving rhythm, consistency and connection.

10 Origin of the Squircle

KEY RULE The Squircle comes from the ‘o’ in beroe.

Our logo mark is not borrowed from anywhere else. It is drawn from our own name: zoom into the ‘o’ in beroe and the Squircle appears.

That move, bringing one detail into sharp focus, is what Beroe does for its clients. The animation below plays this story in six steps.



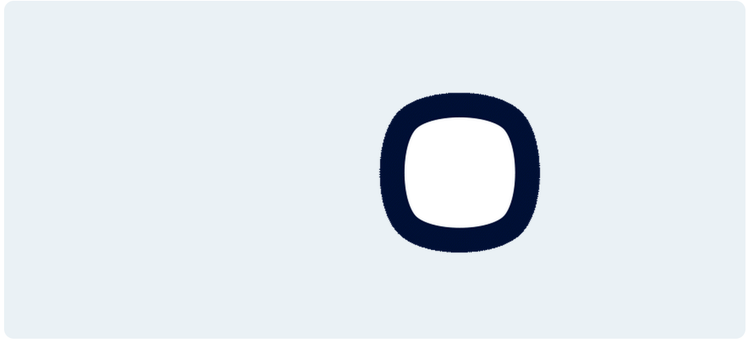
1 The logotype

It starts with our name, set in the Beroe custom typeface.



2 Focus on the ‘o’

The rest of the word steps back and the ‘o’ comes into focus.



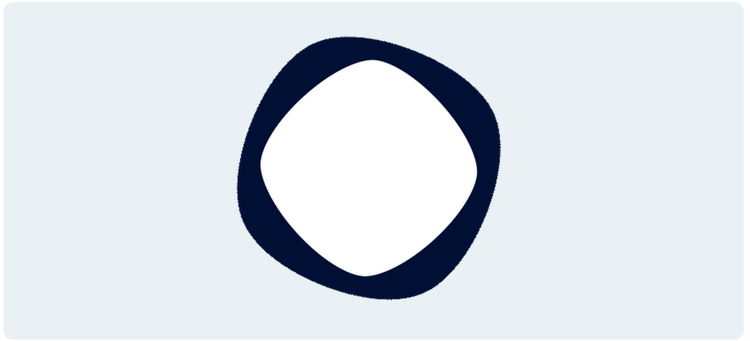
3 Isolate the shape

Inside the ‘o’ is our core shape: part square, part circle. The Squircle.



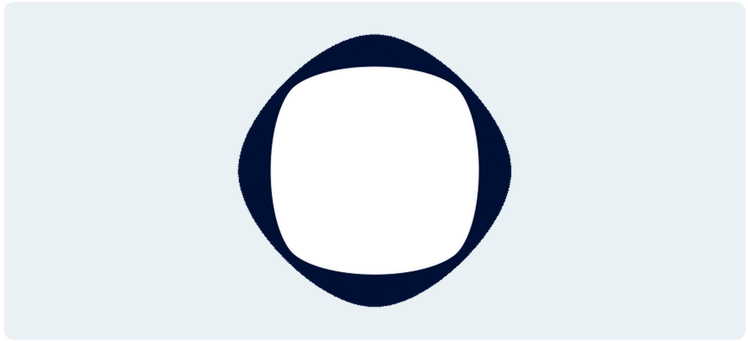
4 Bring it forward

The Squircle is scaled up to stand on its own.



5 Rotate 45˚

An identical Squircle turns 45 degrees.



6 Combine

The two Squircles lock together to form the Beroe logo mark.

Brand animation: Squircle origin · 67 frames · 25 fps · about 2.7 seconds



Care must be taken to ensure our brand assets are always presented clearly and consistently. Always keep the clear space free of any other design elements.

The shape for reference is the letter “o” in beroe. Please keep in mind that the font is used in a small case.

In numbers, the clear space is **about 12% of the logo’s width**. For the logo mark on its own, it is **37% of the mark’s height**.

Primary logo

Logo width	Clear space (X)	Logo width	Clear space (X)
85 px (minimum)	10 px	3 cm (minimum)	3.5 mm
200 px	24 px	5 cm	6 mm
300 px	35 px	10 cm	12 mm
400 px	47 px	20 cm	24 mm

Logo mark

Mark height	Clear space (X)	Mark height	Clear space (X)
48 px	18 px	1 cm	3.7 mm
100 px	37 px	3 cm	11 mm

Round up, never down. Favicons (16–48 px) need no extra clear space.

KEY RULE Clear space = height of the ‘o’, about 12% of the logo width.

See also p17

Logo mark on colour







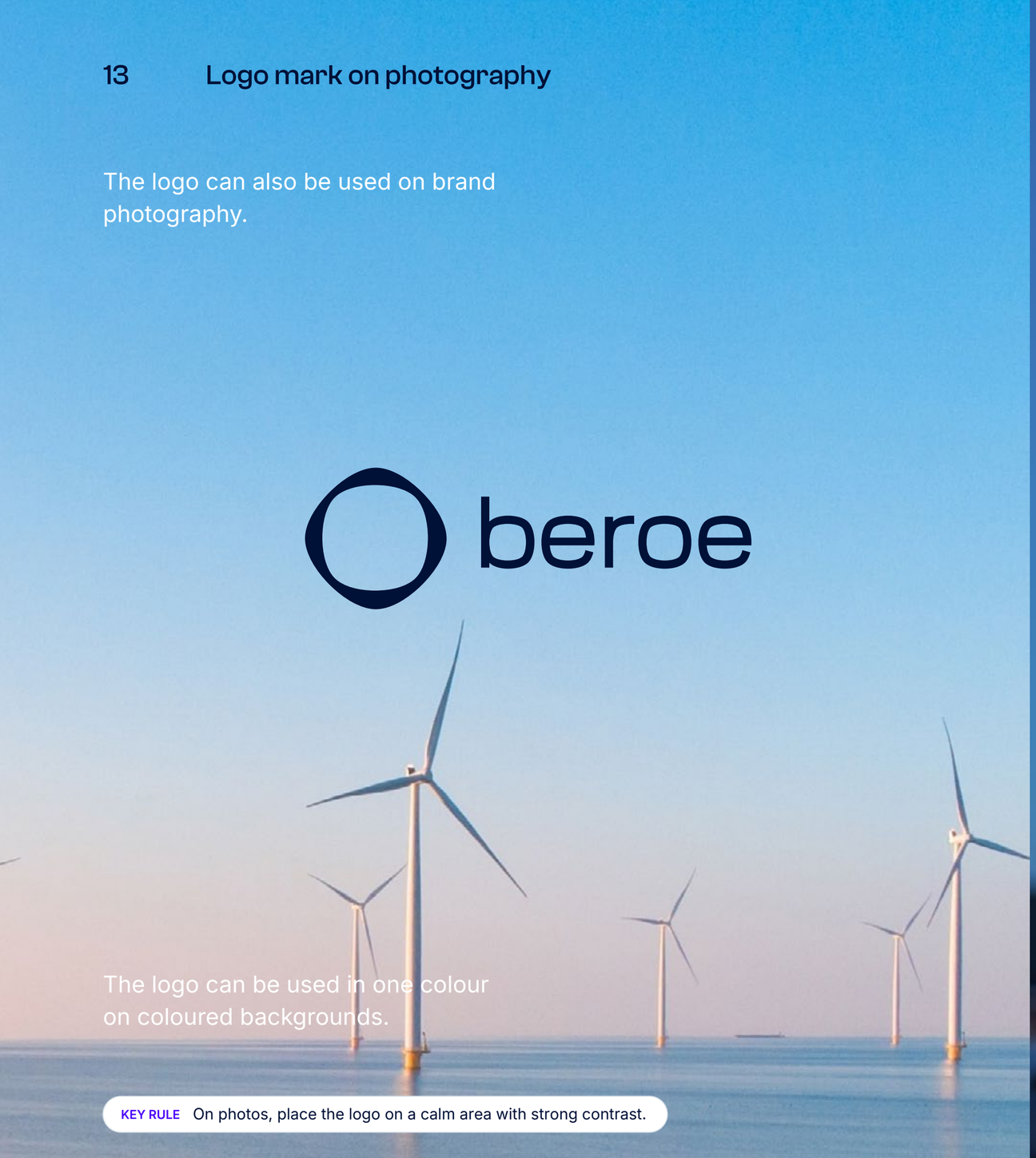
Monochrome



KEY RULE On colour, use the logo in one colour.

Logo mark on photography

The logo can also be used on brand photography.



The logo can be used in one colour on coloured backgrounds.

KEY RULE On photos, place the logo on a calm area with strong contrast.



Our logo is a distinctive feature of our brand and should be implemented consistently across all communications.

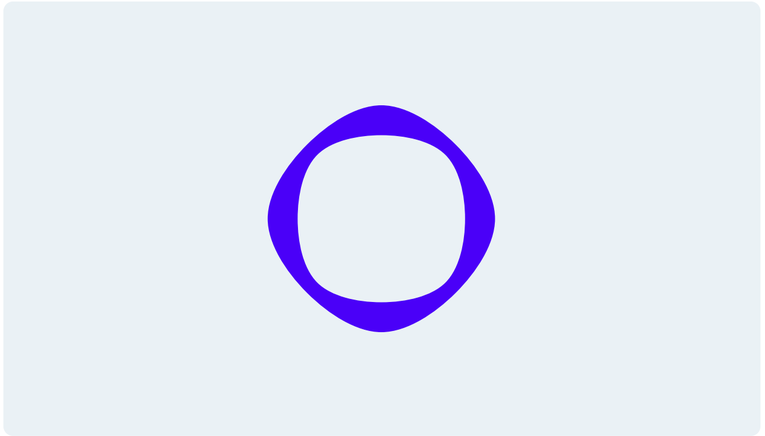
Here are a few logo combinations with the logo mark that can be used in a given artwork.



Primary logo: logo mark + logo type



Stacked logo



Logo mark

KEY RULE Use only the approved logo combinations.

See also p17

Logo mark + logo type

This is the most common and used logo combination that is used across the creatives.



KEY RULE Logo mark + logo type is the default lockup.

Use case without the logo mark

It is commonly used to associate the parent company with its extensions and sub brands.

These logos can be used without the need of the primary logo in creatives















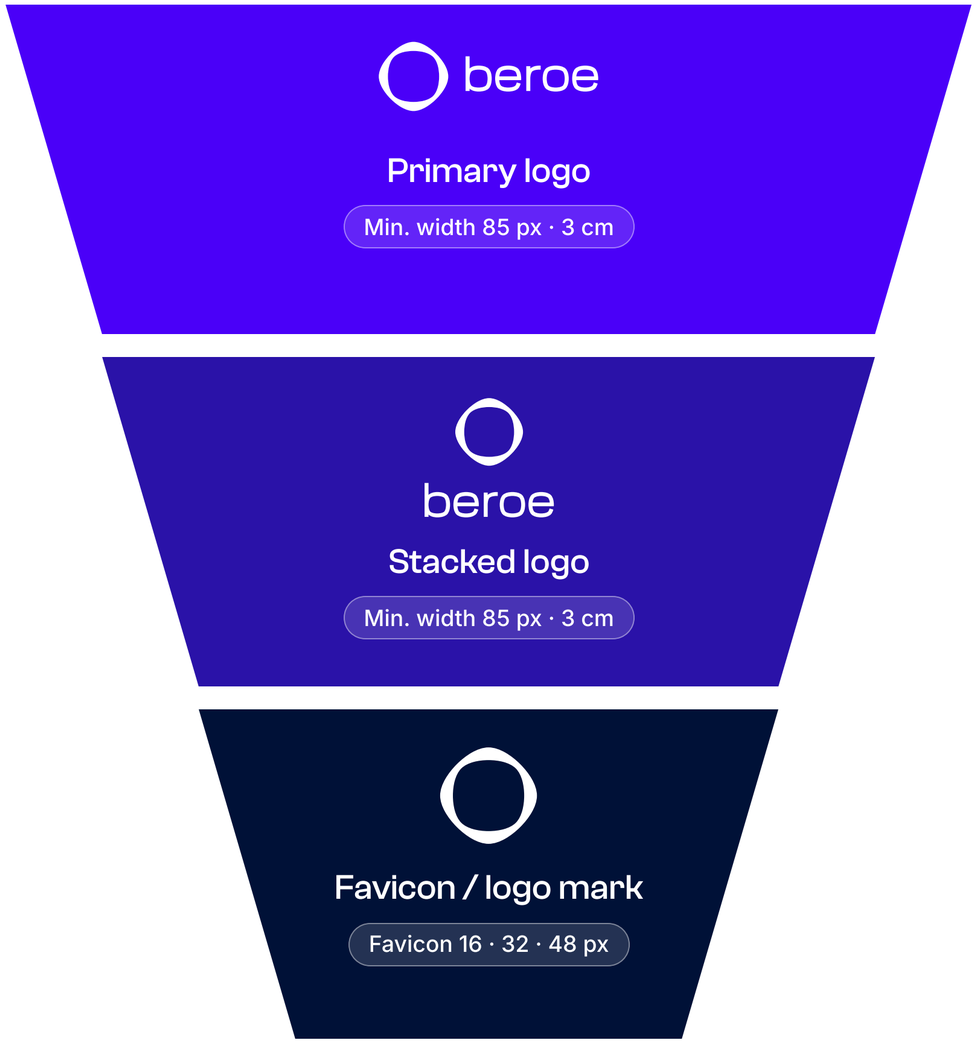


KEY RULE Sub-brands can appear without the logo mark.

Which logo to use

Start at the top with the primary logo. Move down only when the space cannot hold the version above it.

Most space



Least space

Primary logo

Use when
The space is wider than it is tall.

Use for
Website header, presentations, letterheads, email signatures, booth fascias, billboards, social banners

Stacked logo

Use when
The space is square or close to square, or too narrow for the primary logo.

Use for
Social posts and avatars with a name, event badges, tote bags, mugs, caps, stickers, square ads, booth counters

Favicon / logo mark

Use when
The logo would be under 85 px wide, or the name Beroe already appears nearby.

Use for
Browser favicon, app icons, social profile pictures, loading screens, small UI

KEY RULE Start with the primary logo; move down only when space runs out.

See also p18 p11

Logo usage

Our logo is a distinctive feature of our brand and should be implemented consistently across all communications.

These examples demonstrate possible mistakes made when implementing our logo and are not permissible.

1. Do not rotate or change the angle of the logo.
2. Do not add effects such as shadows, reflections or glow.
   Do not change the proportions of the logo.
3. Do not change the colour.
4. Do not use the logo as a watermark.
5. Do not alter the weight of the letters in the wordmark.
6. Do not outline or otherwise adjust or recreate the logo.
7. Do not alter the position or size of the wordmark.

1.



2.



3.



4.



5.



6.



7.



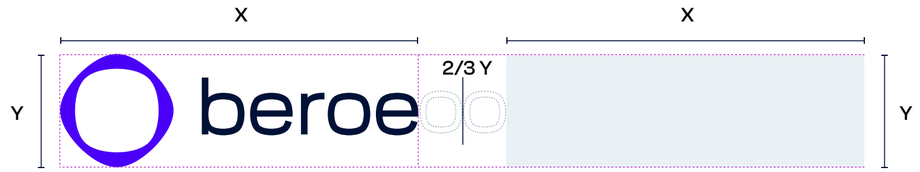
8.



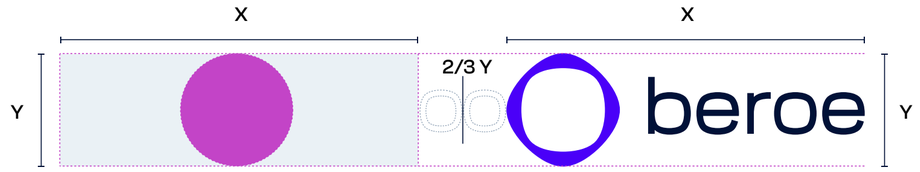
KEY RULE Never rotate, recolour, stretch or redraw the logo.

See also p17

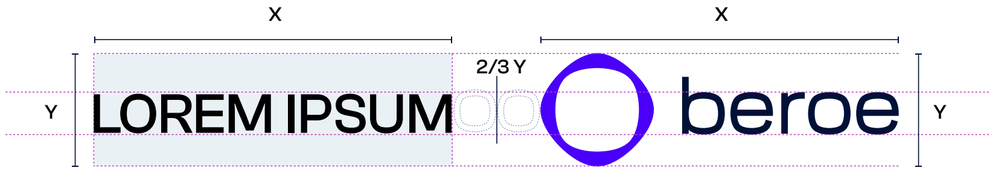
KEY RULE Partner logos never outsize the Beroe logo.



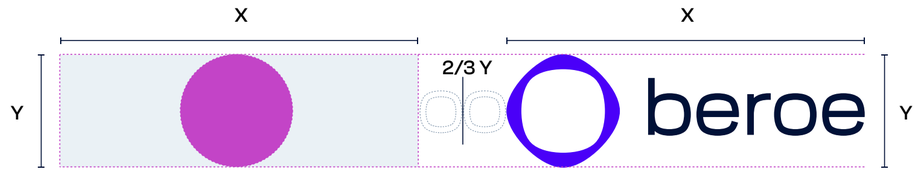
When Beroe is the lead brand, vertical divider line is 2/3rd the height of logo mark, the space between logos will be equal to 2 ‘o’s of logo mark, and the co-branding logo may not exceed the area dictated by the Beroe logo.



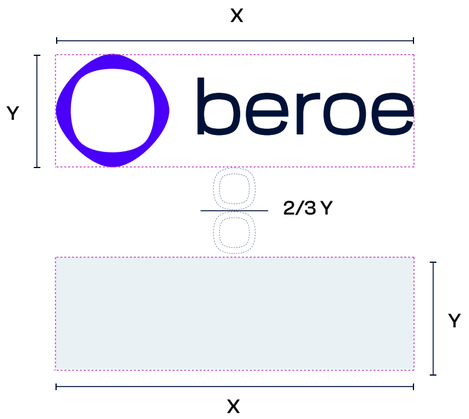
Height of the circular partner logo will be equal to Beroe logo mark.



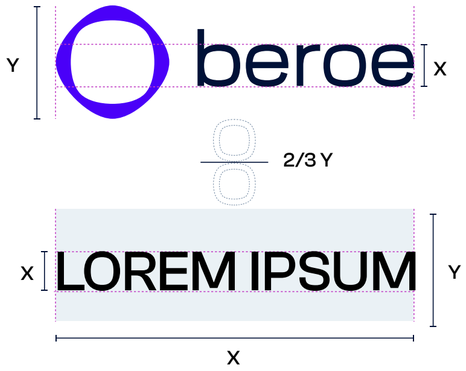
Height of the partner logo will be equal to Beroe word mark.



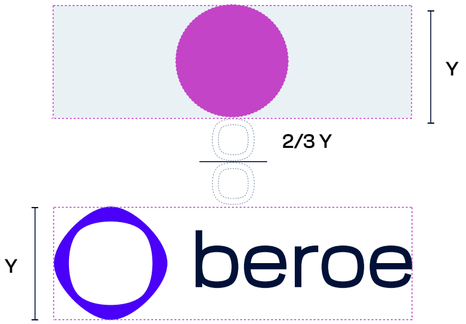
When the partner logo is the lead brand, their logo should be placed on the left side of the lockup. The cobranding logo may not exceed the area dictated by the Beroe logo



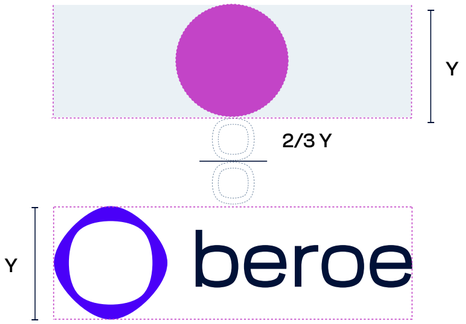
When Beroe is the lead brand, horizontal divider line is 2/3rd the height of logo mark, the space between logos will be equal to 2 ‘o’s of logo mark, and the co-branding logo may not exceed the area dictated by the Beroe logo.



Height of the partner logo will be equal to Beroe word mark.



Height of the partner circular logo will be equal to Beroe logo mark.



When the partner logo is the lead brand, their logo should be placed on the left side of the lockup. The cobranding logo may not exceed the area dictated by the Beroe logo

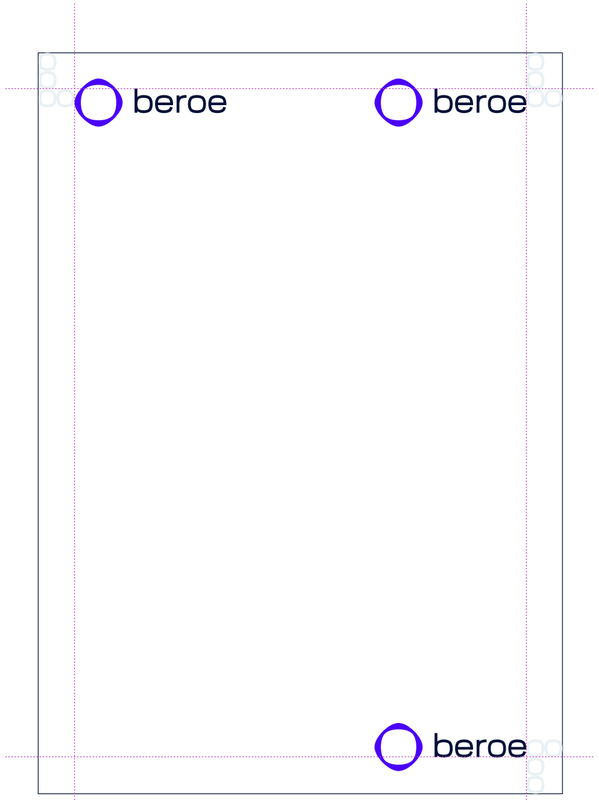
We allow flexibility when placing our logo mark on our communications.

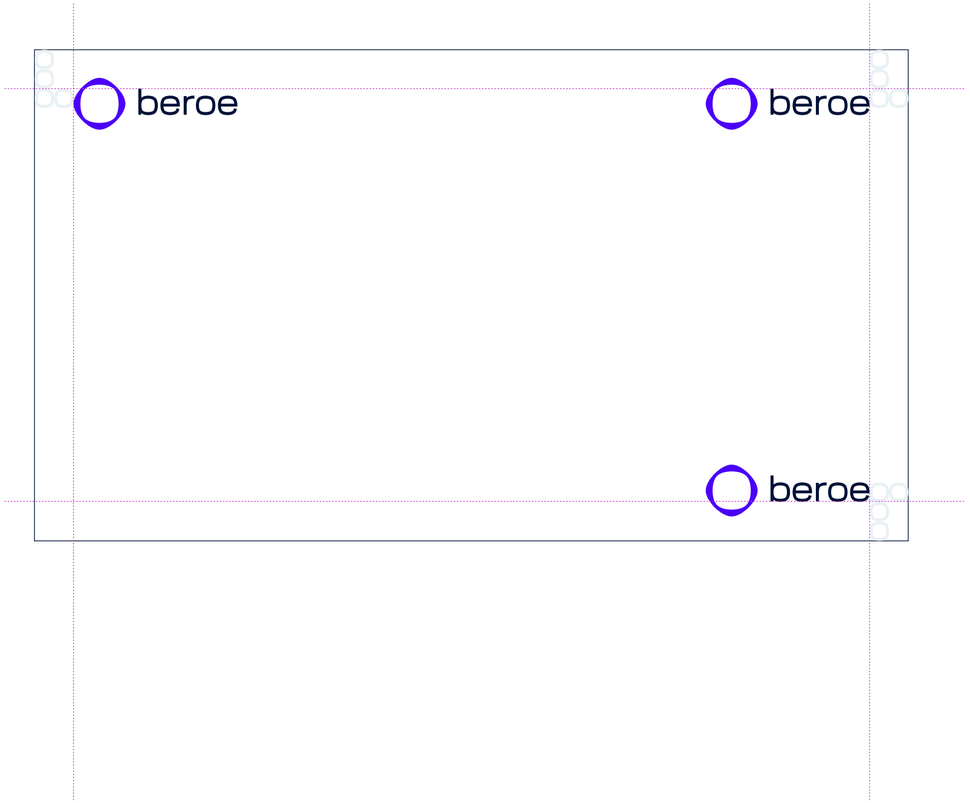
However, the top and bottom right positions are preferred as indicated on the diagram on this page.

In certain instances such as websites, follow the usual convention of placing the logo mark in the top left position.

When producing outdoor advertising the top or bottom right-hand corner creates most standout.

Whenever possible avoid centering the brand mark.





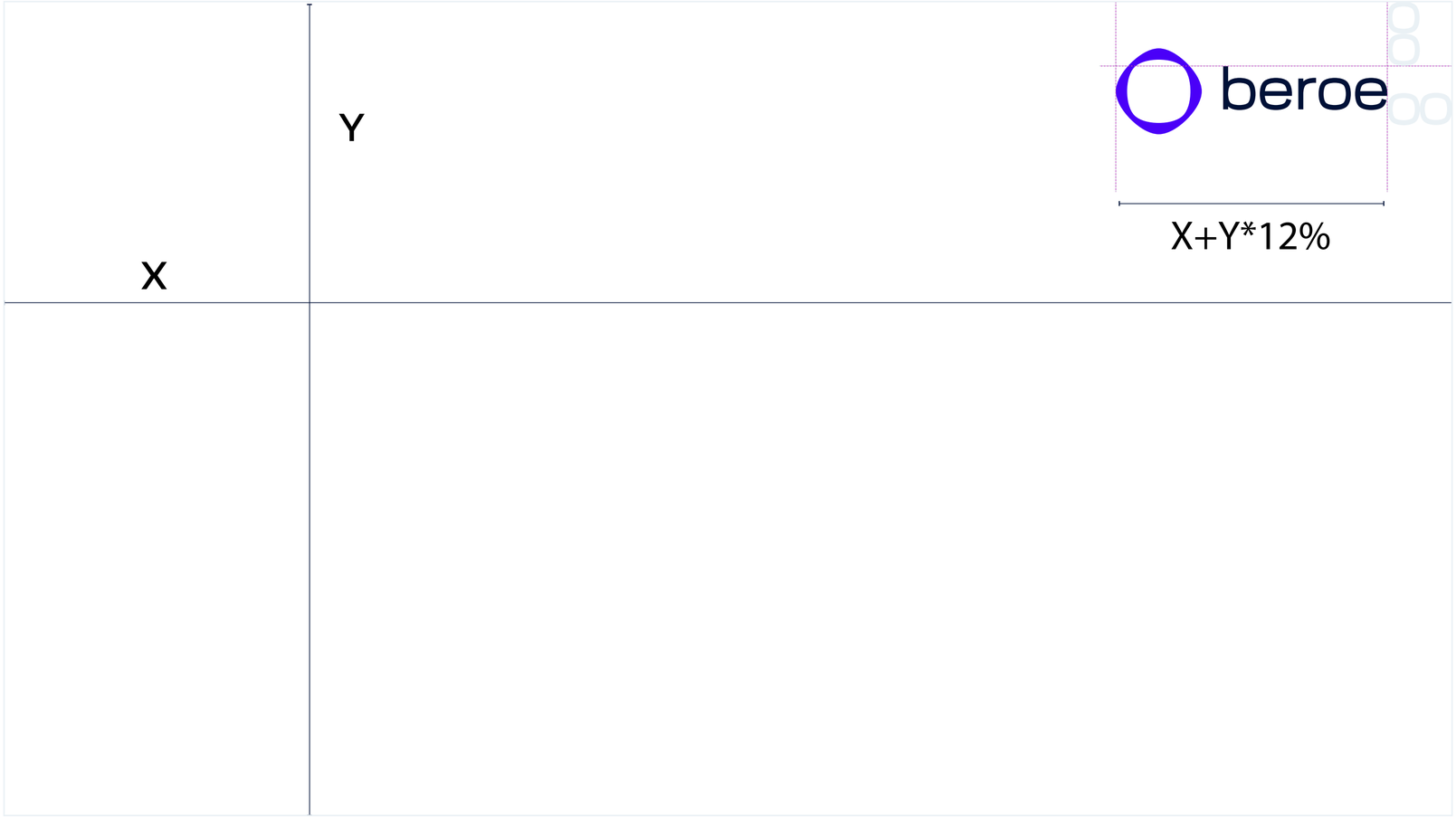
KEY RULE Place the logo top-right or bottom-right; avoid centring it.

See also p11

21 Minimum logo size on a creative

The width of the Beroe logo should be equal to at least 12% of the sum of two adjacent sides of the layout, subject to a minimum width of 3 cm (or 85 pixels).

The lowest resolution/size and use case of the logo is in the form of logo mark, which is used in favicon in the dimensions of **16×16px**



KEY RULE Logo width: at least 3 cm or 85 px.

See also p17

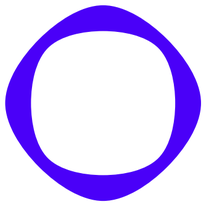
Dimension of artboard - 1920x1080



Min Width- 300px



Min Width- 300px



Min Width- 180px

Since the logo mark is in a circular shape, we use **W+H/6%**

23 Best logo sizes on different platforms

Website logo dimensions for horizontal layouts:

250px by 150px

350px by 75px

400px by 100px

Website header image dimensions:

160px by 160px

Website favicon image dimensions:

16px by 16px

32px by 32px

48px by 48px

Note :

Website logo file sizes should always be under 200 KB to keep your load times low. Sometimes, a logo or image will look good on one device or one web browser but appear blurry and distorted on another. It's important to quality check your logo to see how it shows up live on desktop web browsers of all kinds and on mobile.

Facebook sizing dimensions:

Facebook profile picture: 170px by 170px

Facebook cover image: 851px by 315px

Instagram sizing dimensions:

Instagram profile picture: 110px by 110px

LinkedIn sizing dimensions:

LinkedIn profile picture: 400px by 400px

LinkedIn personal profile cover image: 1536px by 396px

LinkedIn company profile cover image: 1128px by 191px

X sizing dimensions:

X profile picture: 400px by 400px

X header image: 1500px by 500px

Logo size for email signature.

300-400 pixels wide by 70-100 pixels

Keeping your email signature logo file size as small as possible is ideal for emails. Make sure your file is under 30 KB, but aim for under 10 KB.

Standard logo size for print:

When you want to print your logo on business cards, letterheads, or company merch like T-shirts and tote bags, you need a logo that fits in your designated print area.

You'll have to switch up your logo dimensions from product to product. While a tote bag often has a maximum print area of 14×16 inches, a logo on a hat may be limited to a 3.5-inch width.

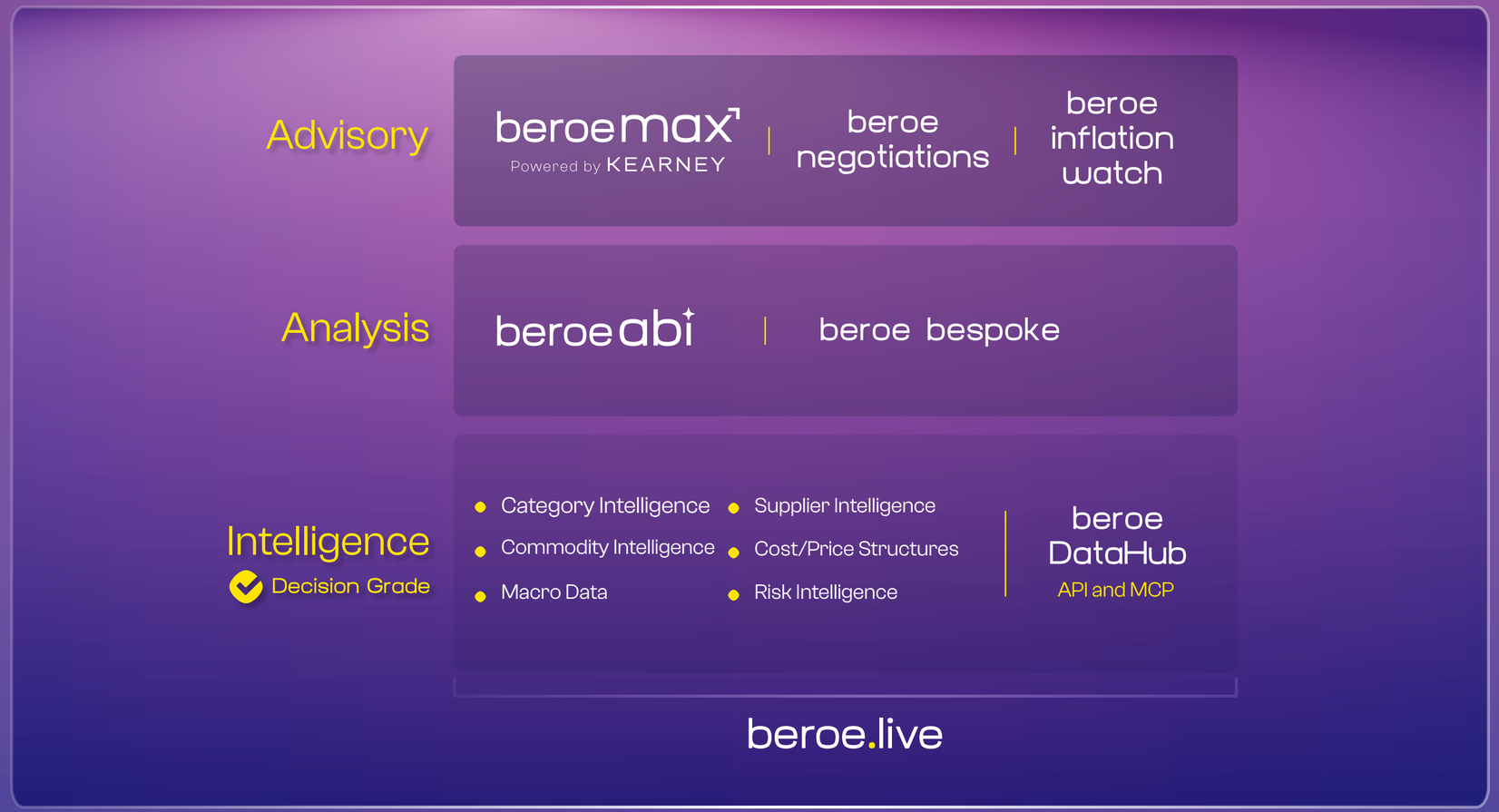
The best rule of thumb: Check with the printing company you're working with for a recommended logo size.

KEY RULE Check the platform size before exporting a logo.

Our brand architecture

Our brand architecture defines how we consistently display our brand, product and content in the market.

Beroe's Decision Intelligence Ecosystem

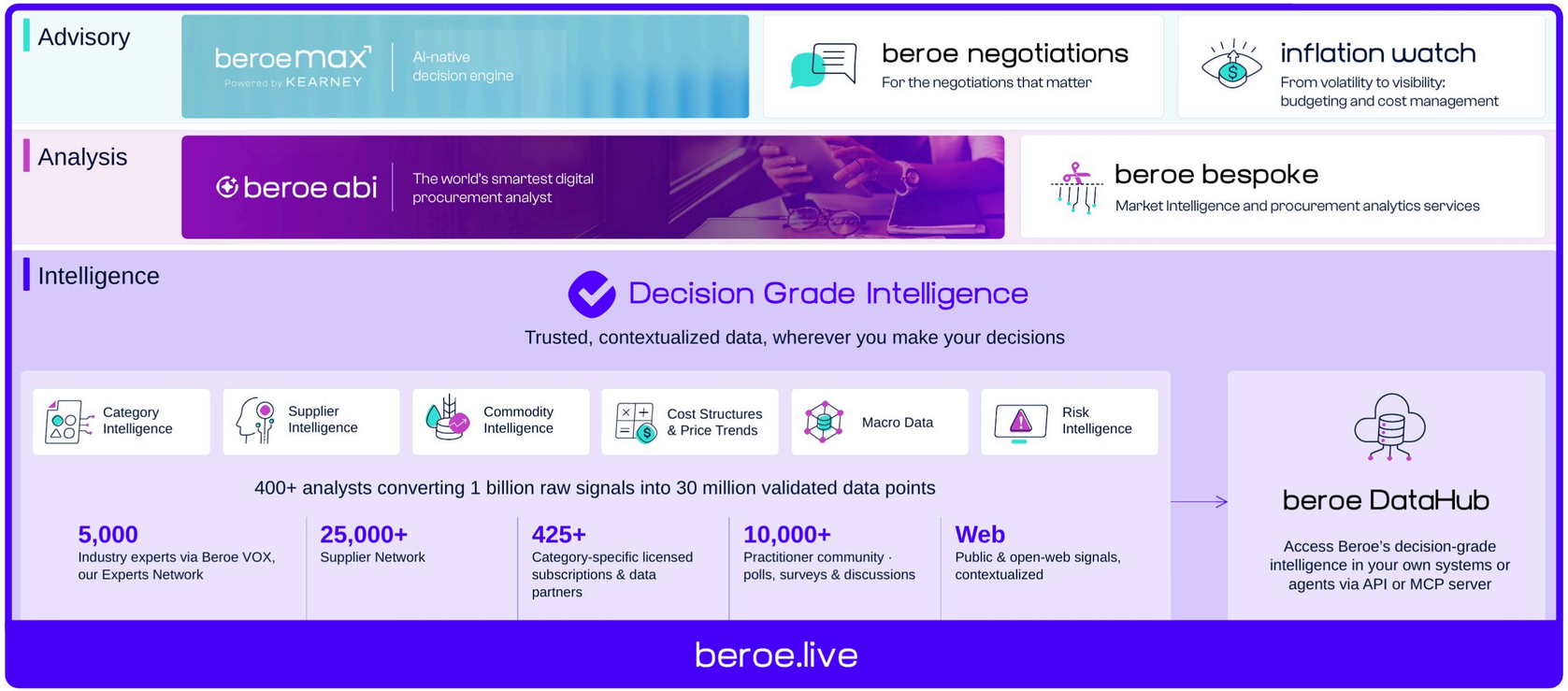


KEY RULE Use the ecosystem artwork as supplied; don't rebuild it.

The PowerPoint version of the ecosystem diagram, for use in decks.

Text stays editable in PowerPoint. Use this version in presentations instead of placing the artwork from page 25 as an image.

Source file:
Beroe Decision Intelligence Ecosystem – FINAL.pptx



KEY RULE In decks, use the PowerPoint version of the ecosystem.

Brand architecture

HOUSE OF BRANDS

beroe

PILLAR OF STRENGTH

Decision Grade Intelligence

PRODUCTS

- beroe max — Powered by KEARNEY
- inflation watch
- beroe negotiations
- beroe abi
- beroe bespoke

- Category Intelligence
- Cost Structures & Price Trends
- Supplier Intelligence
- Macro Data
- Commodity Intelligence
- Risk Intelligence

beroe DataHub

ONE PLATFORM — beroe.live

EVENTS

- beroe LIVE
- ProcureTEX

COMMUNICATIONS

INTERNAL

- beep beroe
- beroe INSIDER Newsletter
- beroe UNIVERSITY
- beroe broadcast

EXTERNAL

- The Procurement Beige Book
- beroe espresso
- In the Know Webinar Series
  - Category Insights
  - Customer Stories
  - Future Vision
  - Partner Series
  - Product Showcase

PILLAR OF STRENGTH

beroe VOX — The Verified Xpert Network

Powered by Beroeites

KEY RULE Every product sits in one Beroe house of brands.

beroe
broadcast

Primary

beroe
broadcast

White

beroe
broadcast

Inverted

KEY RULE Use sub-brand logos from master artwork, in approved colourways.

beroe
bespoke

Primary

beroe
bespoke

White

beroe
bespoke

Inverted

KEY RULE Use sub-brand logos from master artwork, in approved colourways.

beroe
negotiations

Primary

beroe
negotiations

White

beroe
negotiations

Inverted

KEY RULE Use sub-brand logos from master artwork, in approved colourways.

inflation
watch

Primary

inflation
watch

White

inflation
watch

Inverted

KEY RULE Use sub-brand logos from master artwork, in approved colourways.

In a world overwhelmed with data, Beroe Live.ai cuts through the noise, delivering precise, actionable insights through a seamless blend of human expertise and advanced AI.

Unlike other solutions, Beroe Live.ai is designed specifically for procurement - providing deeper analysis and more strategic foresight tailored to your individual needs.

beroe.live

Primary

beroe.live

White

KEY RULE Use sub-brand logos from master artwork, in approved colourways.

Built on a foundation of Beroe's comprehensive, curated market intelligence datasets - spanning category developments, supplier alerts, and in-depth benchmarks - Abi uses cutting-edge LLM technology to distill critical insights and deliver them directly to you in digestible and actionable formats.



Primary



White



Inverted

KEY RULE Use sub-brand logos from master artwork, in approved colourways.

beroe
espresso

Primary

beroe
espresso

White

beroe
espresso

Inverted

KEY RULE Use sub-brand logos from master artwork, in approved colourways.



Primary



White



Inverted

KEY RULE Use sub-brand logos from master artwork, in approved colourways.



Primary



White



Inverted

KEY RULE Use sub-brand logos from master artwork, in approved colourways.



Primary



Inverted

KEY RULE Use sub-brand logos from master artwork, in approved colourways.



Primary



White



Secondary

KEY RULE Use sub-brand logos from master artwork, in approved colourways.



Primary



Inverted



White

KEY RULE Use sub-brand logos from master artwork, in approved colourways.



Primary



Inverted



Flag

KEY RULE Use sub-brand logos from master artwork, in approved colourways.

Primary



Inverted



White



KEY RULE Use sub-brand logos from master artwork, in approved colourways.



Ochre (light backdrop)



Beige (dark backdrop)

KEY RULE Use sub-brand logos from master artwork, in approved colourways.

Our colours

Colour is highly communicative and plays an important role within our brand. A range of primary and supporting colours are available. A consistency in approach to colour is integral.

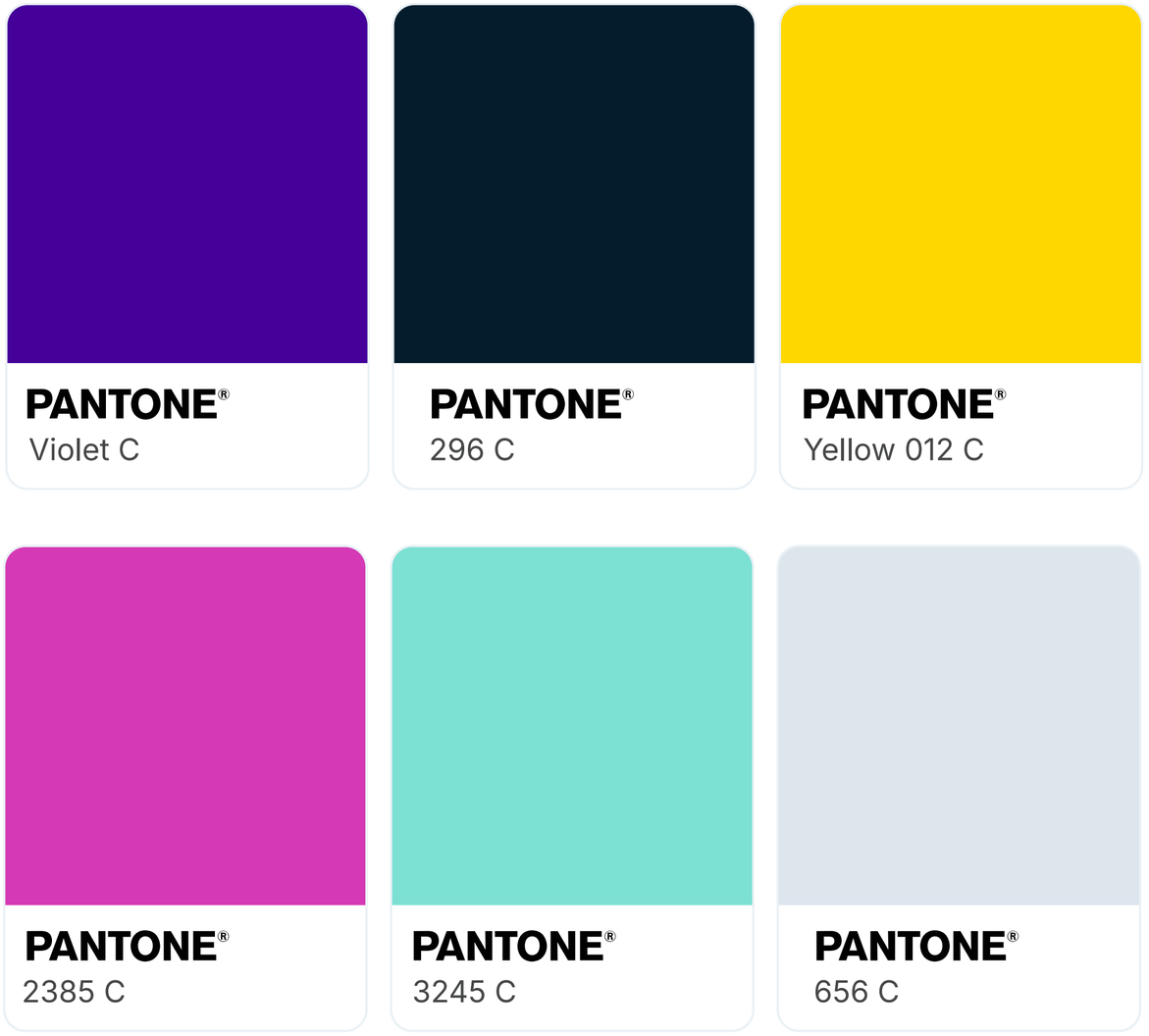
KEY RULE Use the exact colour values, never approximations.

See also p54 p53

Brights and Dark	Indigo	Midnight	Bumblebee	Fuscia	Aqua
HEX	#4A00F8	#001137	#FFE61E	#C344C7	#35E1D4
RGB	R74.G0.B248	R0.G17.B55	R255.G230.B30	R195.G68.B199	R53.G225.B212
CMYK	C81.M78.Y0.K0	C100.M90.Y44.K59	C2.M4.Y96.K0	C36.M81.Y0.K0	C58.M0.Y27.K0
PANTONE	Violet C	296 C	Yellow 012 C	2385 C	3245 C

Neutrals	White	Soft Gray
HEX	#FFFFFF	#EAF1F5
RGB	R255.G255.B255	R234.G241.B245
CMYK	C0.M0.Y0.K0	C7.M2.Y2.K0
PANTONE	-	656 C

Pantone colors are used to standardise colours in design and printing, ensuring consistent colour reproduction across different materials and locations.



KEY RULE Use Pantone references to match colour in print.

	Risk Red	Risk Amber	Risk Green
			
HEX	#CF4548	#F0BC41	#6EC457
RGB	R207.G69.B72	R240.G188.B65	R110.G196.B87
CMYK	C13.M87.Y73.K2	C06.M26.Y86.K0	C59.M0.Y87.K0

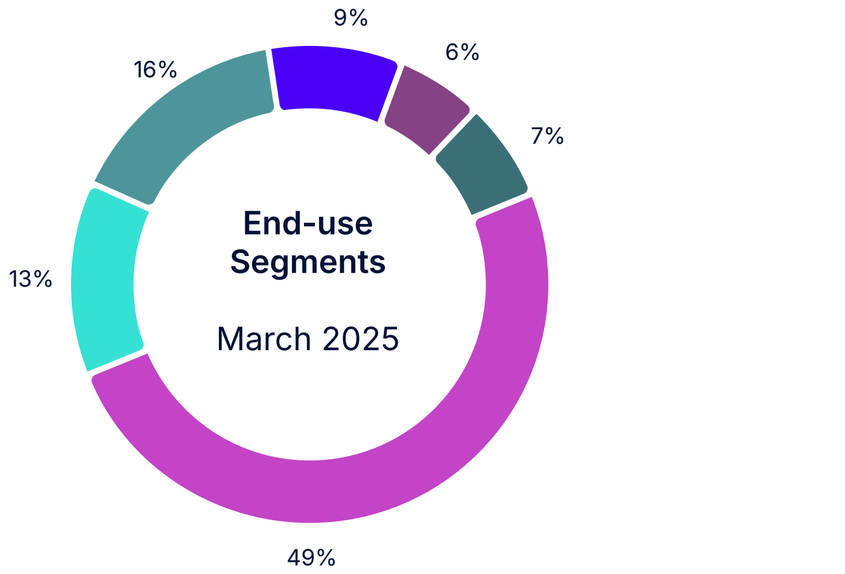
Risk Band



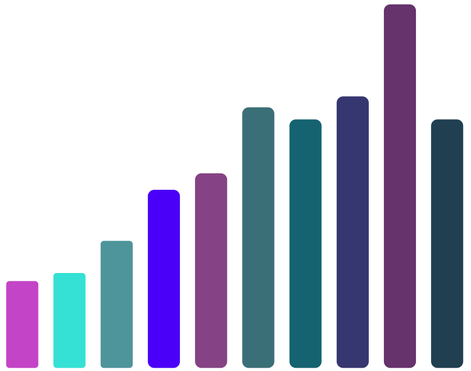
KEY RULE Risk colours are only for risk ratings.

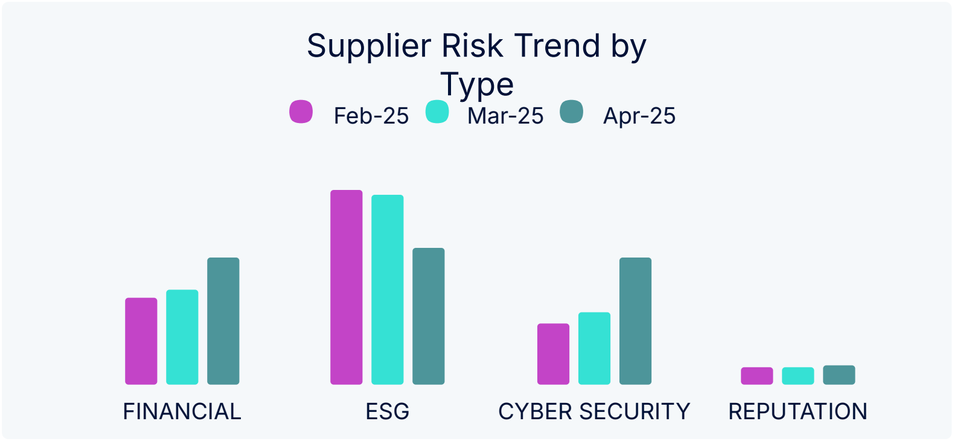
Colour Sequence for Charts and Graphs











KEY RULE Use chart colours in the set order.

Colour Sequence for Charts and Graphs

					
HEX	#C344C7	#35E1D4	#4D9599	#4A00F8	#854184
RGB	R195.G68.B199	R53.G225.B212	R77.G149.B153	R74.G0.B248	R133.G65.B132
CMYK	C36.M81.Y0.K0	C58.M0.Y27.K0	C71.M28.Y36.K2	C81.M78.Y0.K0	C56.M88.Y16.K2

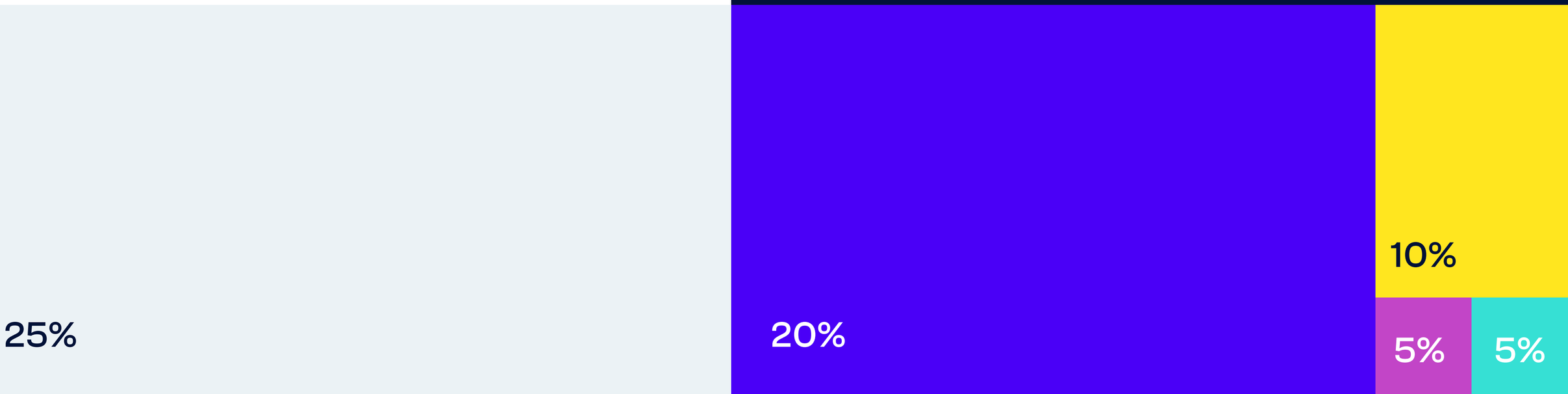
					
HEX	#3B6F77	#156370	#363570	#66336D	#204052
RGB	R59.G111.B119	R22.G99.B112	R54.G53.B112	R102.G51.B109	R32.G64.B82
CMYK	C79.M44.45.K14	C89.M48.Y45.K19	C93.M92.Y26.K13	C68.M93.Y27.K13	C90.67.Y48.K37

KEY RULE Use chart colours in the set order.

Proportion of colour

The proportions of colour represented here help understand how and when to use colour in on and offline execution.

KEY RULE White and Midnight lead; accents stay small.



Primary Background Colour
White

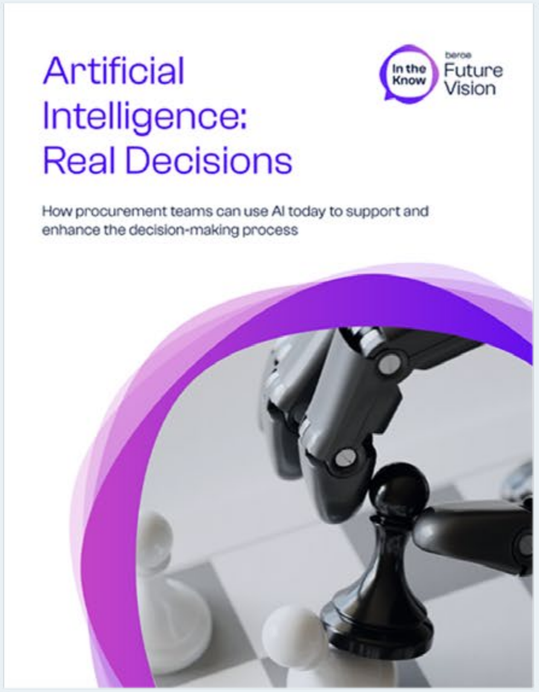
Secondary Background Colour
Midnight

Tertiary Background Colour (for emphasis)
Indigo

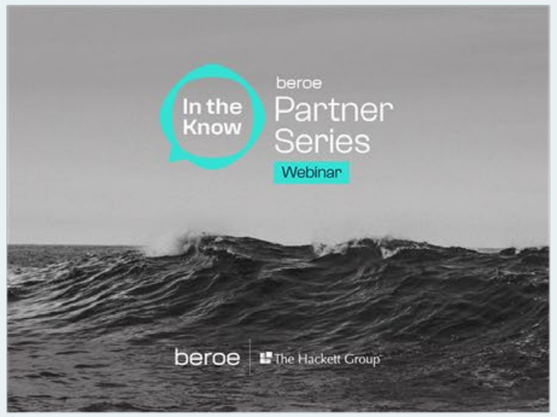
Primary Accent Colour
Indigo (Used to emphasize text and for other graphical elements)

Secondary Accent Colour
Bumblebee Yellow, Fuscia and Aqua (used for graphical elements on the page)

Proportion
Use bumblebee yellow more frequently among the secondary accent colours to maintain the design's visual hierarchy.









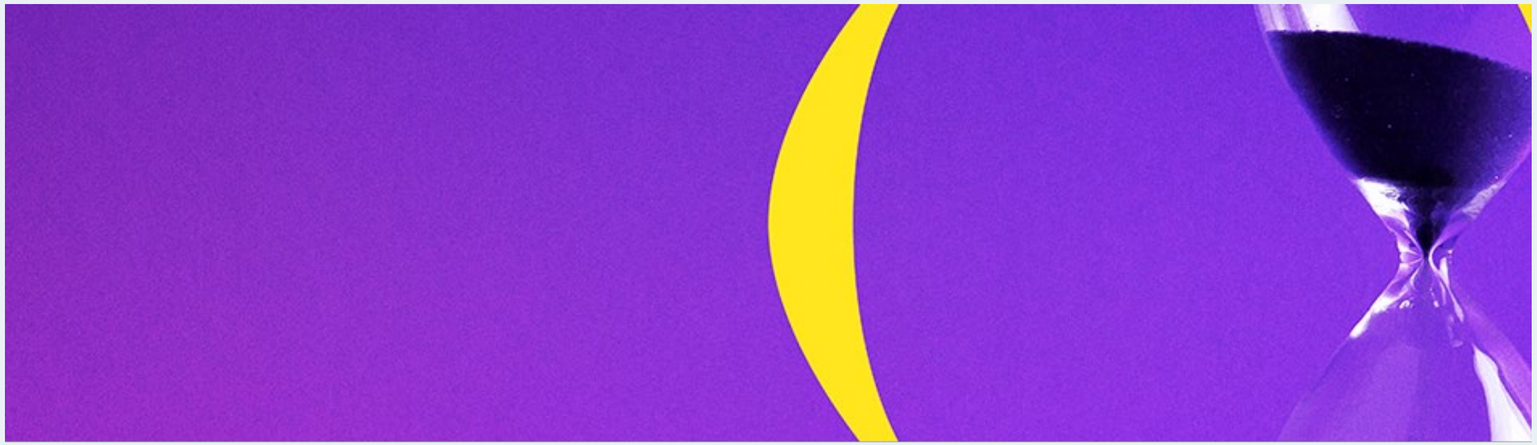


KEY RULE Bumblebee is the first accent colour.

Colour within photography.

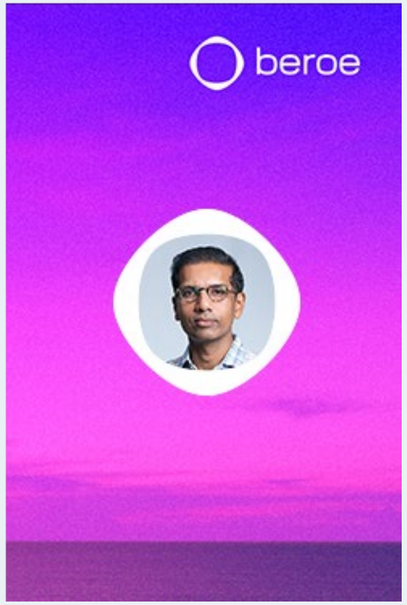
Indigo based photography
To add an additional dimension to our brand language, photography can be used in place of solid Indigo within layouts. See the photography section for more information.

Accent colour based photography
Photography can also be used to communicate the accent colours within the brand palette, as shown in the example to the right containing an image that suggests the Bumblebee yellow.









KEY RULE Photography can stand in for solid Indigo.

See also p52







Analyst portraits lit in Indigo and pink, as used in our videos. The brand colours carry into the light itself, so people photography feels part of the same world.

KEY RULE Light people in brand colours: Indigo and pink.

Please comply with the following recommended text and background colour combinations.



KEY RULE Only use the approved text and background pairs.

See also p54

54 Colour do’s and don’ts

Colour is the fastest way to recognise Beroe. Use it consistently.

Do

- ✓ Use the exact HEX, RGB, CMYK and Pantone values (page 44).
- ✓ Let White and Midnight lead and keep accents small, following the proportions on page 49.
- ✓ Use Bumblebee as the first accent, then Fuscia and Aqua.
- ✓ Pair text and backgrounds only as shown on the accessibility page (page 53).
- ✓ Use the Indigo-to-pink gradient for hero imagery.
- ✓ Use the chart colour sequence in order (page 47).

Don’t

- ✗ Create tints, shades or new colours.
- ✗ Pick colours from images, screenshots or PDFs with an eyedropper.
- ✗ Set body text in Bumblebee, Fuscia or Aqua on white.
- ✗ Use risk red, amber and green for anything other than risk ratings.
- ✗ Add gradients other than the brand gradient.
- ✗ Use more than two accent colours in one layout.

KEY RULE No tints, no new colours, no eyedropper colours.

See also p44 p53

Our typefaces

Typography plays a critical role in establishing a unified personality and plays a large role in our overall brand expression.

Clash Grotesk

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

Medium
Regular

Clash Grotesk is our primary brand font and is used for headlines across all brand touch points.



https://www.fontshare.com/?q=Clash%20Grotesk

KEY RULE Clash Grotesk is for headlines.

See also p64

Inter

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

Medium
Regular
Light

We use an additional font for our body copy. Inter is used across all our products in conjunction with Clash Grotesk.

Abc

https://fonts.google.com/specimen/Inter

KEY RULE Inter is for body copy.

See also p64

Arial

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

Bold
Regular

Arial is our tertiary brand font and is used for headlines across Text_Light PPT touch points.

Abc

KEY RULE Arial is only for Microsoft Office files.

Beroe Custom

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

Regular

Beroe font is used to create logo type sub-brands and brand extensions



KEY RULE Beroe Custom is only for sub-brand logo types.

Please note that sizes are for illustration purposes. If you need actually Heading, copy, etc sizes then please refer to the Figma file.

There are Desktop and Mobile options available.

Hierarchy

Heading XXXL
Heading XXL
Heading XL
Heading L
Heading M
Heading S
Heading XS

Caption L
Caption M
Caption S
Caption XS

Caption L
Caption M
Caption S
Caption XS

Button L
Button M
Button S
Button XS

Label L
Label M
Label S
Label XS

Input Label L
Input Label M
Input Label S

Input Value L
Input Value M
Input Value S

Form helper
Form error

Body L. Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

Body L Underline. Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

Body L Bold. Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

Body L Bold. Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

Body L. Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

Body L Underline. Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

Body L Bold. Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

Body L Bold. Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

Body L. Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

Body L Underline. Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

Body L Bold. Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

Body L Bold. Most fonts have a particular weight which corresponds to one of the numbers in Common weight name mapping.

KEY RULE Follow the type sizes for each format.

Hierarchy

This is a heading.

This is a sub heading or lead-in copy.

Beroe powers the decisions that drive procurement, from intelligence to execution. Building on 20 years of deep category experience, the company provides decision-grade intelligence that combines the benefits of cutting-edge AI with ‘human-in-the-loop’ expertise, trusted by the world’s largest enterprises.

Additional notes:
InDesign templates are available upon request where paragraph and character styles are provided.

Indicative offline breakdowns

Headings
Clash Grotesk
48pt/auto/medium
48pt/auto/regular

Sub-headings
Clash Grotesk
24pt/auto/medium
24pt/auto/regular

Body
Inter
11pt/auto/medium
11pt/auto/regular
11pt/auto/light

KEY RULE Follow the type sizes for each format.

Hierarchy

This is a heading.

This is a sub heading or lead-in copy.

Beroe powers the decisions that drive procurement, from intelligence to execution. Building on 20 years of deep category experience, the company provides decision-grade intelligence that combines the benefits of cutting-edge AI with ‘human-in-the-loop’ expertise, trusted by the world’s largest enterprises.

Additional notes:
InDesign templates are available upon request where paragraph and character styles are provided.

Headings
Arial - H1
20pt/auto/bold

Sub-headings/Body
Arial - H2, H3, H4, H5
18pt/auto/bold
18pt/auto/regular
16pt/auto/regular
14pt/auto/regular
12pt/auto/regular

KEY RULE Arial in research decks.

Hierarchy

This is a heading.

This is a sub heading or lead-in copy.

Beroe powers the decisions that drive procurement, from intelligence to execution. Building on 20 years of deep category experience, the company provides decision-grade intelligence that combines the benefits of cutting-edge AI with ‘human-in-the-loop’ expertise, trusted by the world’s largest enterprises.

Additional notes:
InDesign templates are available upon request where paragraph and character styles are provided.

Headings
Clash Grotesk

32pt/auto/medium
32pt/auto/regular

Sub-headings/ Body
Arial - H2, H3, H4, H5

18pt/auto/bold
18pt/auto/regular
16pt/auto/regular
14pt/auto/regular
12pt/auto/regular

KEY RULE Clash Grotesk headings in pitch decks.

Two typefaces do almost everything. Arial is only for Microsoft Office files.

Do

- ✓ Use Clash Grotesk Medium or Regular for headlines.
- ✓ Use Inter Light, Regular or Medium for body copy.
- ✓ Use Arial in PowerPoint, Word and Excel so files open correctly everywhere.
- ✓ Write headings in sentence case.
- ✓ Left-align body text.
- ✓ Follow the type sizes for each format (pages 60–63).

Don’t

- ✕ Use any other typeface.
- ✕ Set long body copy in Clash Grotesk.
- ✕ Stretch, condense, outline or add effects to type.
- ✕ Set long passages in capitals.
- ✕ Centre long paragraphs.
- ✕ Use Beroe Custom outside sub-brand logo types (page 59).

KEY RULE Two typefaces: Clash Grotesk and Inter.

See also p61

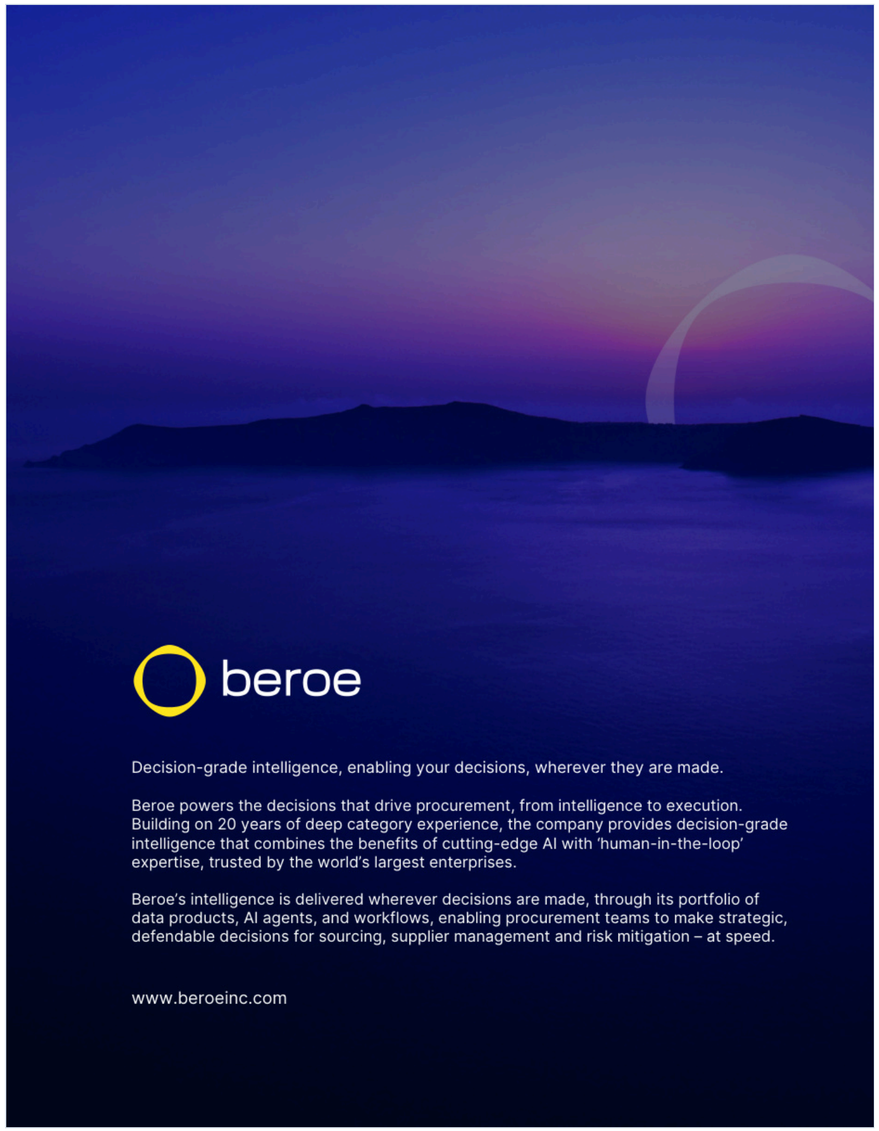
Use this boilerplate as written. It closes every Beroe guide, report and press release.

Decision-grade intelligence, enabling your decisions, wherever they are made.

Beroe powers the decisions that drive procurement, from intelligence to execution. Building on 20 years of deep category experience, the company provides decision-grade intelligence that combines the benefits of cutting-edge AI with ‘human-in-the-loop’ expertise, trusted by the world’s largest enterprises.

Beroe’s intelligence is delivered wherever decisions are made, through its portfolio of data products, AI agents, and workflows, enabling procurement teams to make strategic, defendable decisions for sourcing, supplier management and risk mitigation – at speed.

www.beroeinc.com



Back cover of the Inflation Management Guide

KEY RULE Use the boilerplate word for word.

PART 2

Visual language

How the brand looks and moves: photography, icons, graphic elements and motion.

Photography 67

Graphic elements 72

Brand in motion 80

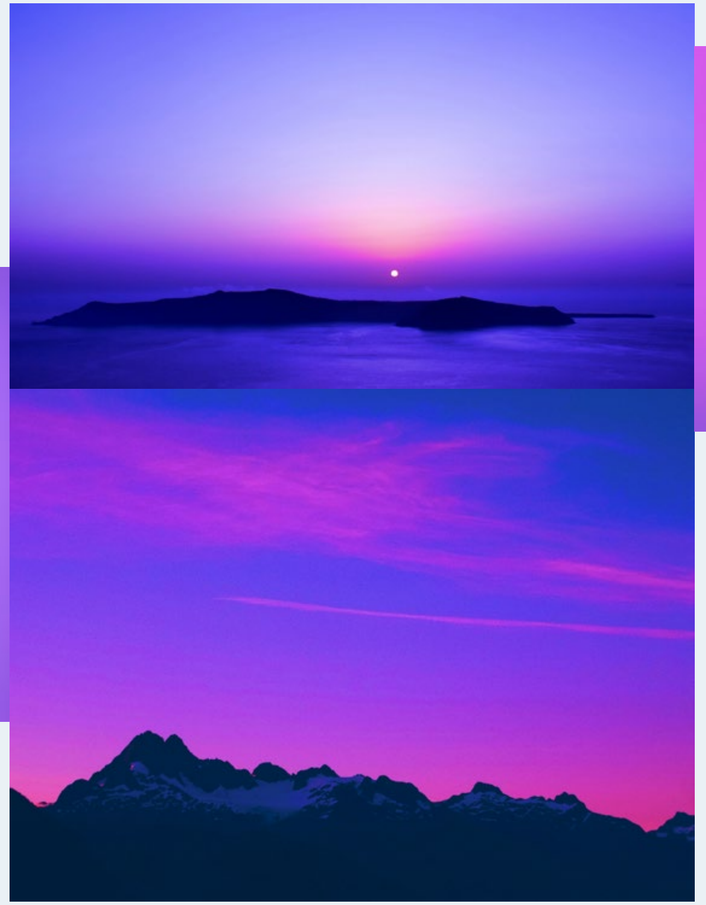
Our photography

The style for photography is broken down into hero, supporting, editorial and people imagery.

Placement of subjects in compositions and narrative should reflect a symmetrical aesthetic and balance.

The hero brand imagery incorporates an indigo → pink gradient within the photography. This adds an analogue but modern element to the brand without adding to the overall brand palette.







KEY RULE Hero images carry the Indigo-to-pink gradient.

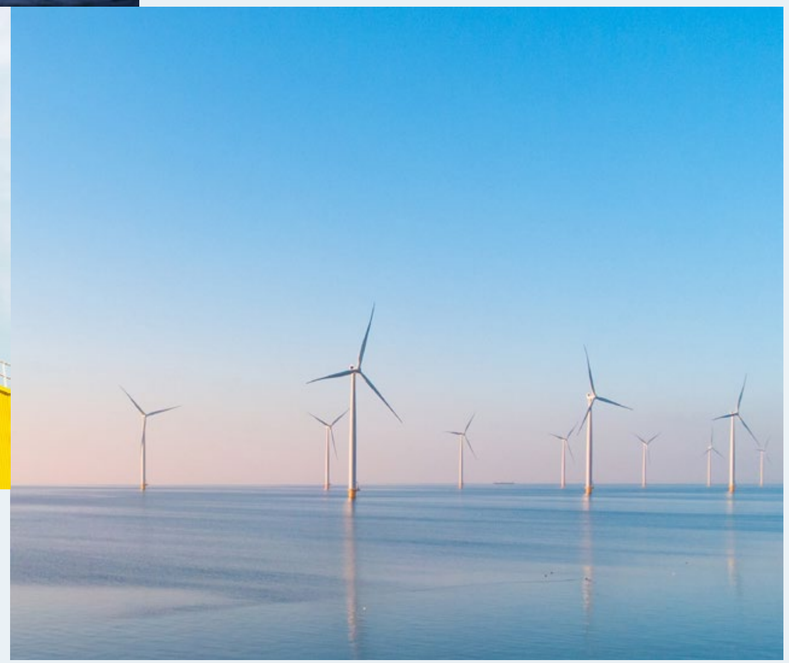
See also p71







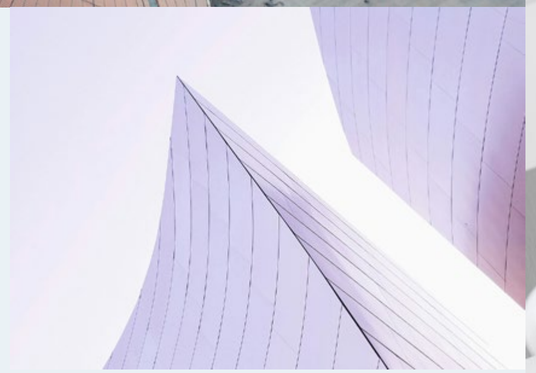




The supporting imagery is calm, spatial, reflective and leans into the brands colour palette.

KEY RULE Supporting images are calm, spatial and on-palette.









The editorial imagery for publications like editorial and newsletters, leans into the principles of the supporting imagery with a more crafted and considered narrative that extends the narrative.

KEY RULE Editorial images tell a considered story.

RULE

Only use images from Brand Central.

Every image on Brand Central is licensed and approved for Beroe use. If you cannot find what you need, ask the brand team. Do not source images yourself.

Do

- ✓ Pick images that match our hero, storytelling or editorial styles (pages 68–70).
- ✓ Use high resolution: 300 ppi at final size for print, at least 2× display size for screens.
- ✓ Keep compositions balanced and symmetrical, with calm space around the subject.
- ✓ Leave clear areas for the logo and headline.
- ✓ Use the Indigo-to-pink gradient treatment for hero imagery.

Don’t

- ✕ Download images from Google, social media or other websites.
- ✕ Use stock images bought outside Brand Central.
- ✕ Stretch, squash or crop people awkwardly.
- ✕ Add filters, colour casts or effects outside the brand gradient.
- ✕ Use AI-generated images of real people, customers or employees.
- ✕ Place text or the logo over busy parts of an image.
- ✕ Use low-resolution screenshots or images with watermarks.

KEY RULE Only use images from Brand Central.

See also p122

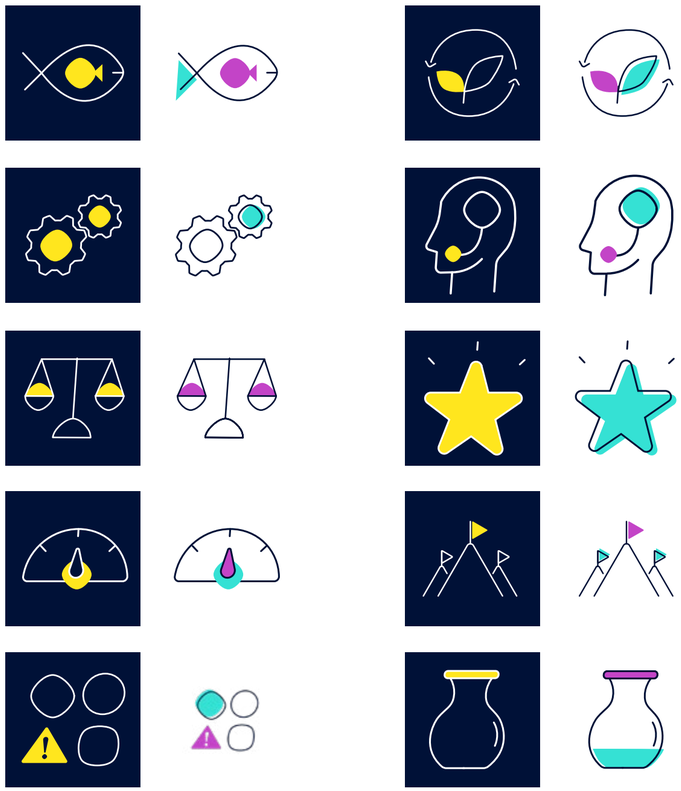
Our graphical elements

We have many graphical elements to support, elevate and amplify the brand.

Iconography can help simplify complex ideas or translate messages quickly. Whether a brand or supporting icon, each type should share a similar style and structure to unify our communications and create a consistent brand experience.

The shape can be isolated to focus attention and frame content. The shape can also be incorporated in a pattern. Our pattern consists of an assembly of identical shapes linked together, some of which can be highlighted with a different colour.

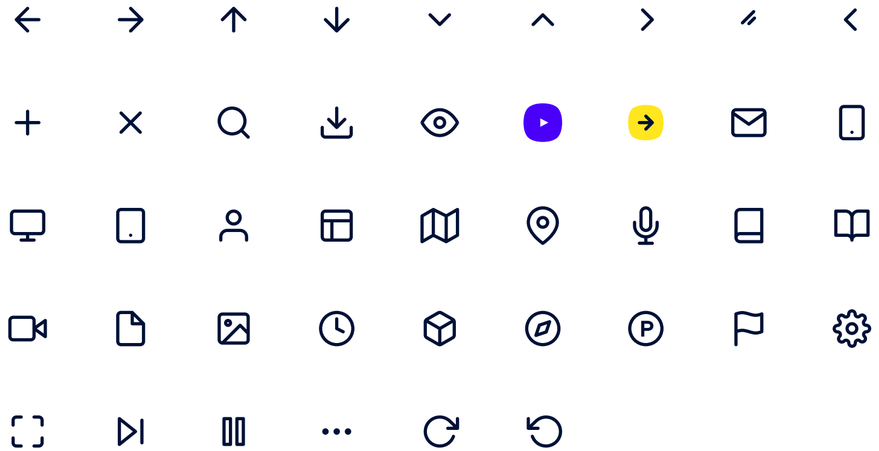
Brand icons



Social media icons



Supporting icons



Website menu icons

The full set of website menu icons is on page 74.

Icon Finder

Search and download every approved Beroe icon:

beroe-icon-finder.pages.dev →

Additional notes:
Icons should be built with a consistent line weight to unify our family of icons and use the brand colours for highlights.

KEY RULE Use one line weight across every icon.

See also p75 p74

KEY RULE Website icons: white glyph in an Indigo Squircle.

Solutions
By role

- For CPO / Procurement Leadership
- For Procurement / Sourcing Excellence
- For Category Managers
- For Digital Transformation & AI Leaders

Solutions
By business need

- Integrate Market Intelligence
- Build Category Strategy
- Find and Evaluate Suppliers
- Negotiate Smarter
- Reduce and Control Costs
- Manage Supply Risk

Solutions
By intelligence type

- Category Intelligence
- Commodity Intelligence
- Macro Data
- Supplier Intelligence
- Cost Structures and Price Trends
- Risk Intelligence

Products

- Beroe abi
- Beroe Bespoke
- Beroe DataHub
- Beroe MAX
- Beroe Negotiations
- Inflation Watch

Partners

- Data Partners
- Solution Partners
- Technology Partners

Resources

- Insights
- Webinars
- In the Press
- Category Focus
- News
- Events
- White Papers

Company

- About Beroe
- Leadership
- Careers
- Life at Beroe
- Corporate Social Responsibility

All 37 icons in the beroeinc.com navigation menu, grouped as they appear on the site. White glyph in an Indigo (#4A00F8) Squircle. Product icons use the glyph cut out of the Squircle.

Draw every brand icon on the Beroe icon grid.





Artboard 100 × 100 pt, 6.25 pt padding: 87.5 pt live area
Keylines circles Ø 56.25, 39.5 and 18.7 pt · portrait 66.7 × 100 and landscape 100 × 66.7 pt rectangles · centre and diagonal guides
Line 1 pt Midnight stroke at 100 pt, round caps and joins
Highlight one accent shape (Aqua, Fuscia or Bumblebee), offset behind the line

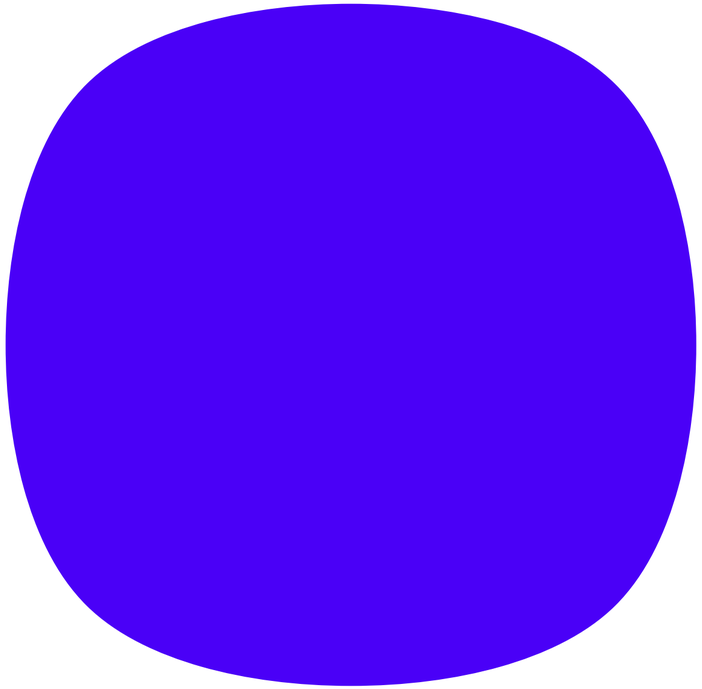
Do

- ✓ Take icons from the Beroe branded icon library on Brand Central (835 icons) before drawing new ones.
- ✓ Build new icons on the 100 × 100 pt grid and keep the drawing inside the 87.5 pt live area.
- ✓ Keep one stroke weight across the set (1 pt at 100 pt) and scale stroke with the icon.
- ✓ Use a single accent highlight per icon, offset behind the line, in Aqua, Fuscia or Bumblebee.
- ✓ Export SVG for web and test at 16, 24, 32 and 48 px.
- ✓ Keep at least 3:1 contrast against the background (WCAG 2.1, 1.4.11).
- ✓ Pair icons with a text label, or give them alt text on screen.

Don’t

- ✗ Mix outline and filled styles in the same group.
- ✗ Stretch, skew or rotate icons.
- ✗ Add shadows, gradients, glows or 3D effects.
- ✗ Mix icons from other libraries with ours.
- ✗ Use one icon for different meanings, or different icons for the same meaning.
- ✗ Use more than one accent colour in an icon, or colours outside the brand palette.
- ✗ Scale icons below 16 px.

KEY RULE Draw icons on the 100 pt Beroe icon grid. See also p73



The logo mark can be used in brand collateral especially on the website and publication covers.

The internal shape can be isolated and used for many purposes, including framing content and pullout boxes.

KEY RULE Use the Squircle to frame content.



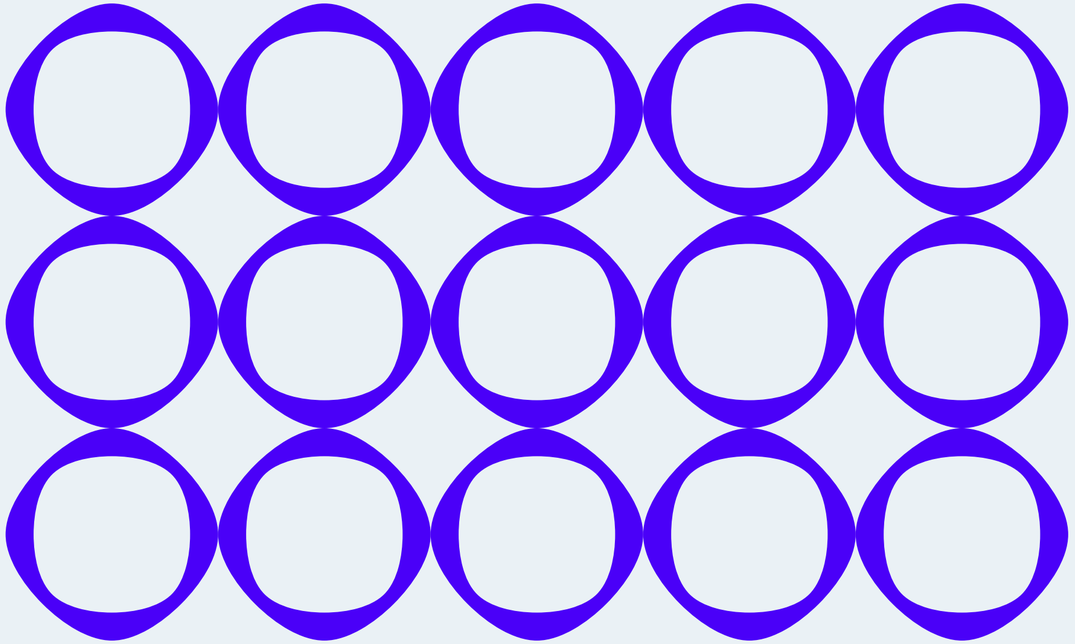


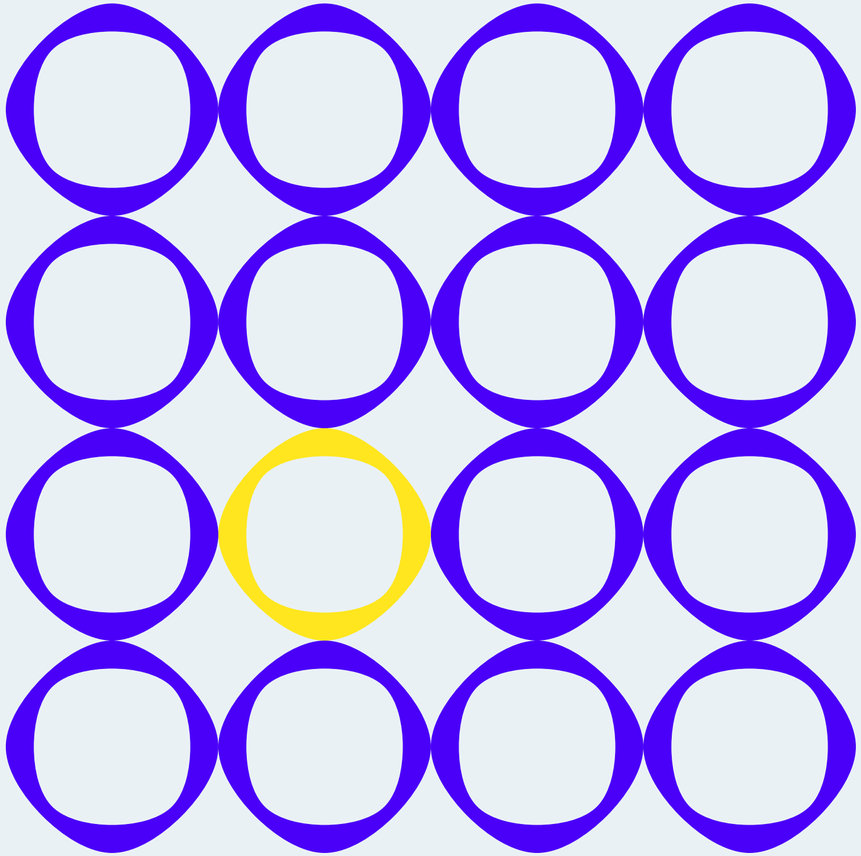
Prompt:

Create a 3d frosted glass version of the attached image on a dark background, keep color the same as the original image

Only to be used in Beroe MAX branding*

KEY RULE The 3D glass treatment is for Beroe MAX only.





The logo mark can also be repeated
to make a brand pattern.

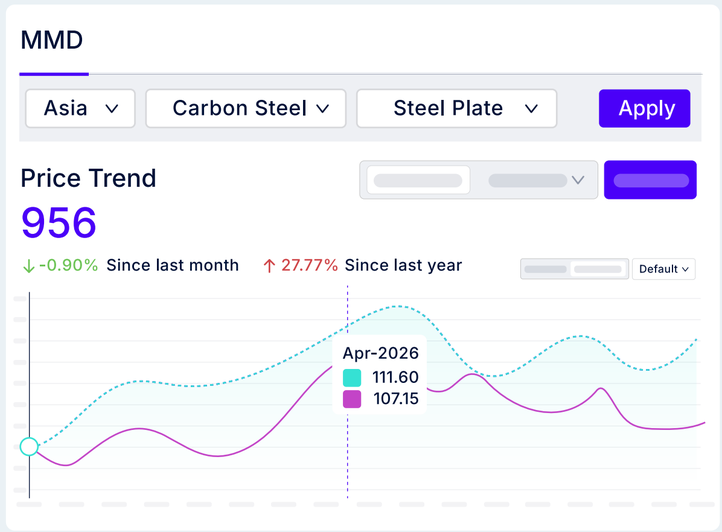
KEY RULE Build patterns from the repeated logo mark.

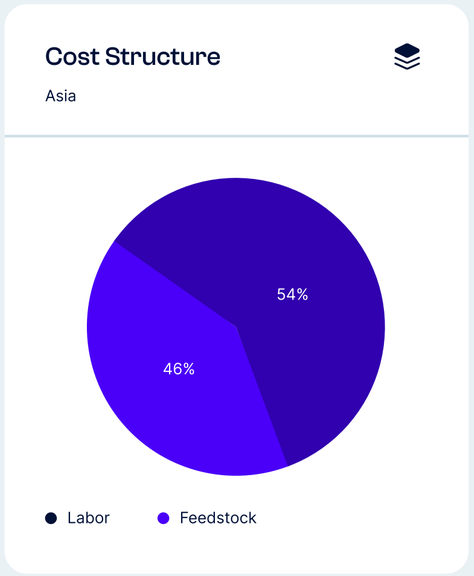
Data communicates complex concepts, trends and patterns in an impactful way.

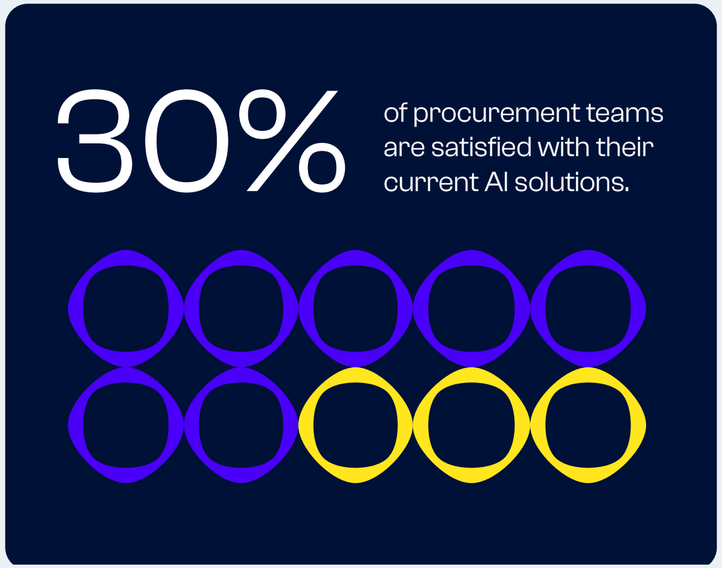
Data visualization allows us to make dense information clear, accessible, and easy to understand.

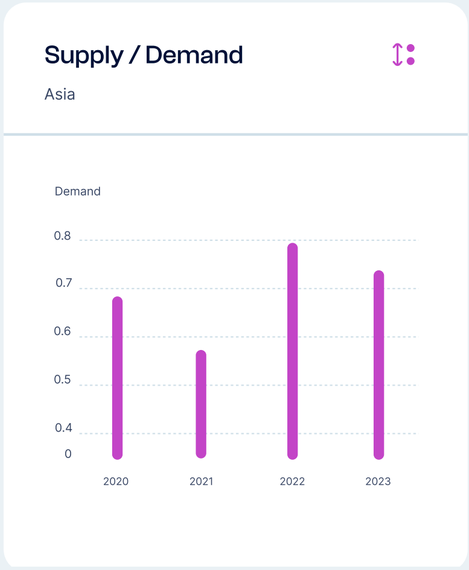
We use data visualization across a wide range of media, including online, social media, and presentations.

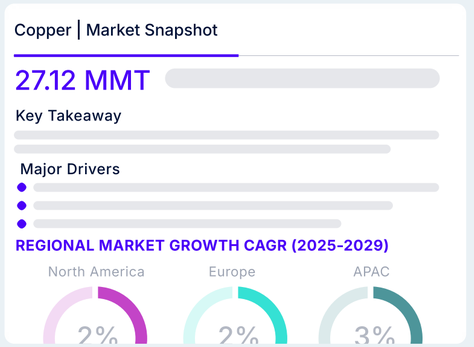










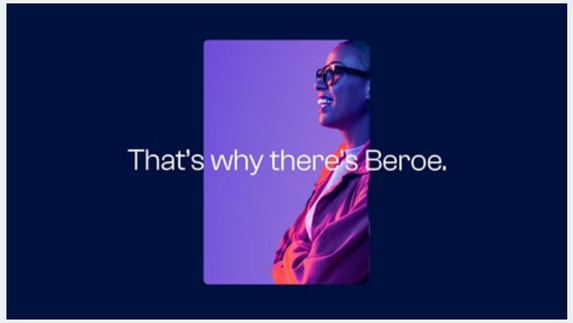


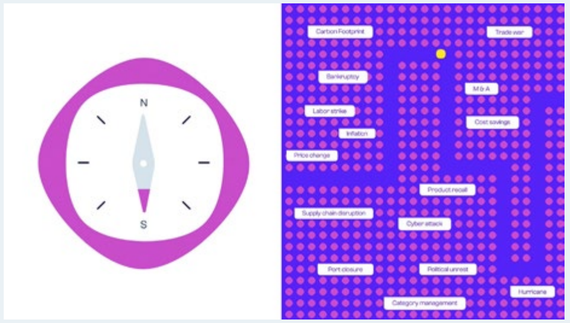
KEY RULE Use charts to make dense data clear.

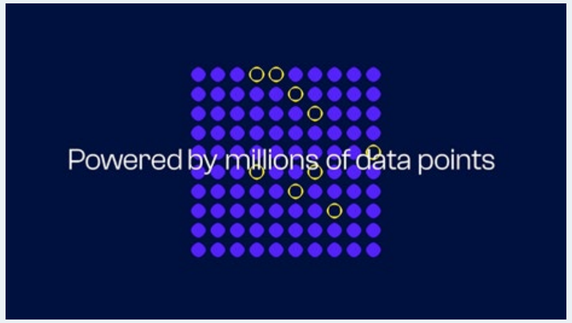
Brand in motion

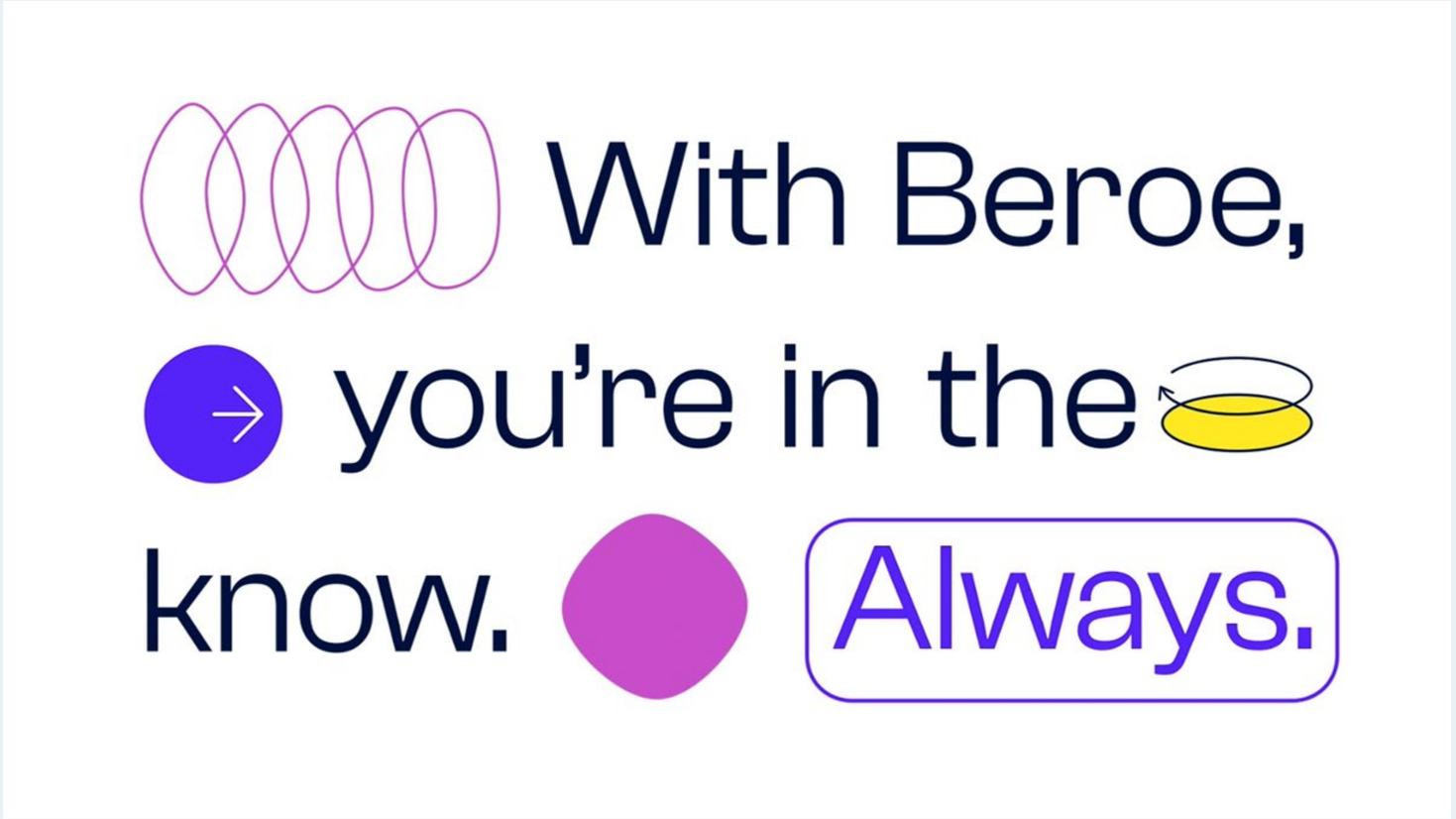
Motion brings the Beroe brand to life on video, social and at events. These pages show how our logo, type and brand elements move, and the formats to export them in.









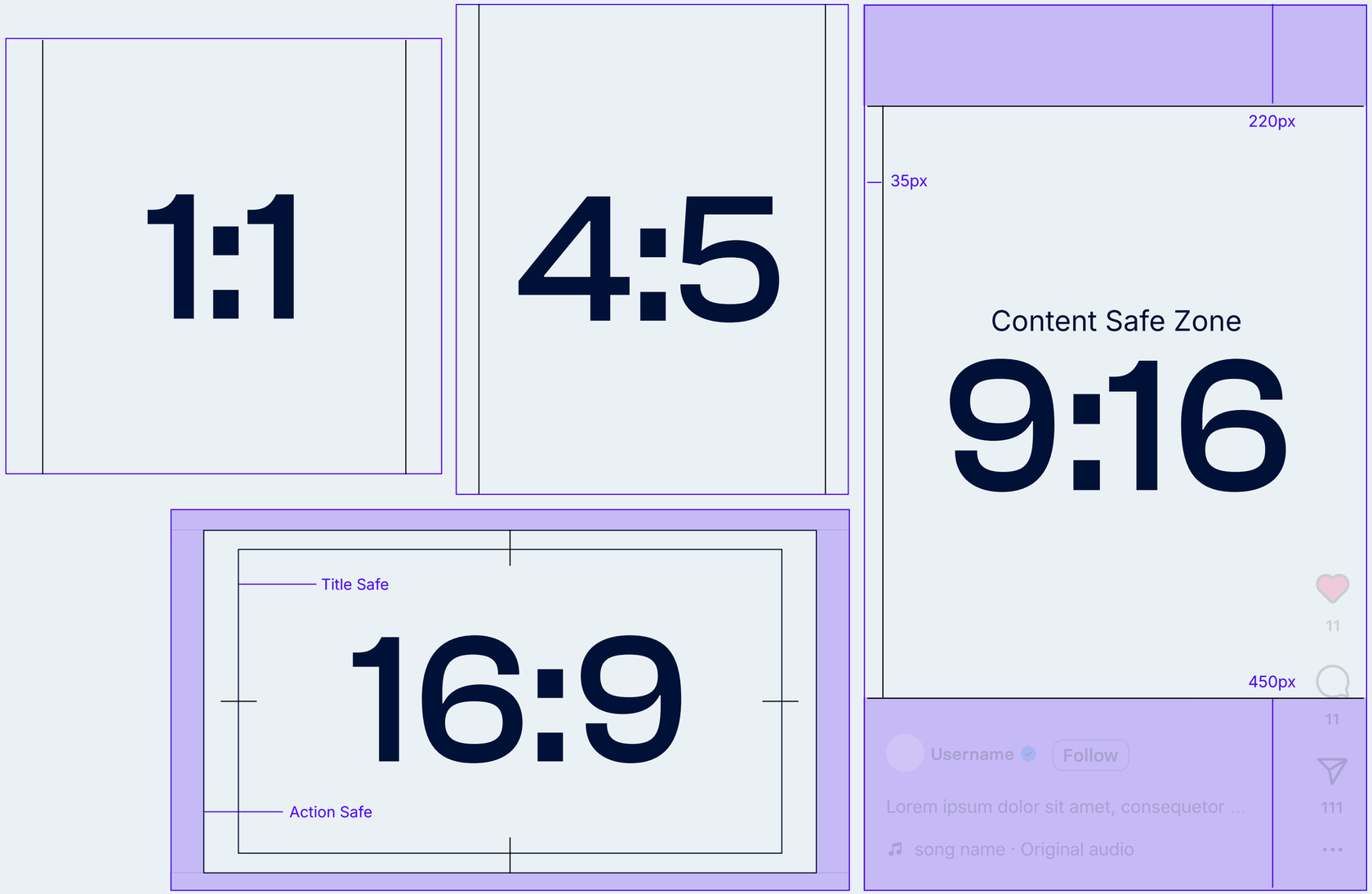


Beroe Brand Video

Storytelling is at the heart of Beroe. Using video, parallax photography and animation techniques help elevate the brand expression and amplify key messaging.

KEY RULE Motion is quick, smooth and purposeful.

Instagram Reels use a 9:16 aspect ratio (1080x1920), while standard widescreen videos follow a 16:9 ratio (1920x1080). Always keep key text, logos, and graphics within the safe area—around 10% inside the frame—to avoid cropping or UI interference. This ensures clarity across devices and maintains a clean, professional look. For Reels, center important content to avoid overlapping Instagram elements. Using safe zones improves both usability and visual consistency.

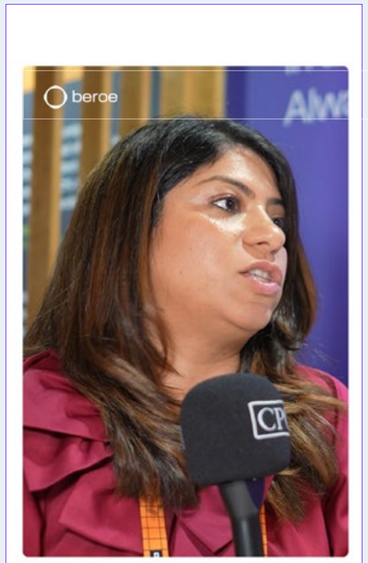


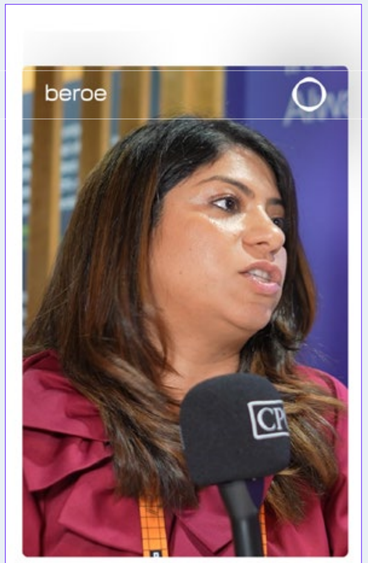
KEY RULE Keep key content inside the safe area.

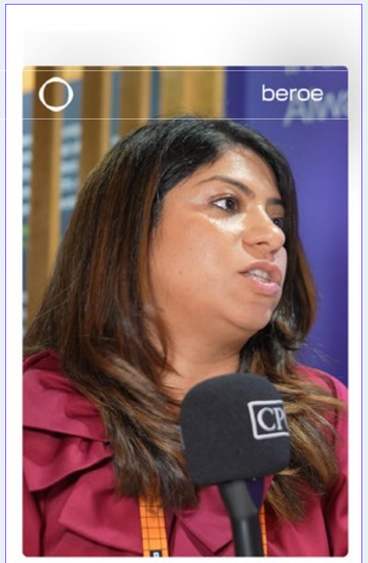
When placing Beroe's logo over video footage, position it on either the left or right side of the screen. Ensure there is ample clear space around the logo, defined by the height and width of the squircle. Maintain a minimum margin of 195x195px from the top and side edges to preserve visual clarity and brand integrity.











KEY RULE Keep the logo 195 px from the frame edges.

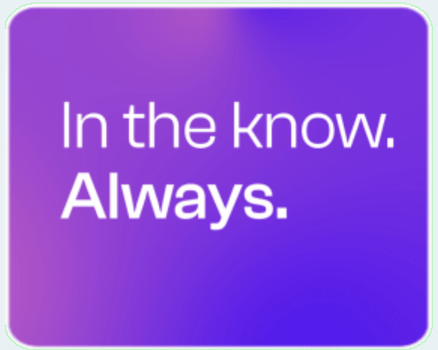
Position



Scale



Rotation



Opacity



Character



Color



Our type animations embody our mission of enabling smarter, faster, and better decision-making. The motion is designed to be quick, smooth, and purposeful—ensuring clarity, precision, and a seamless visual experience.

KEY RULE Type animates quickly and cleanly.



Intro



Outro

In the Know Outro

Apply the brand logo animation at the opening and/ or closing of videos, depending on the context and requirement.

KEY RULE Open or close videos with the logo animation.



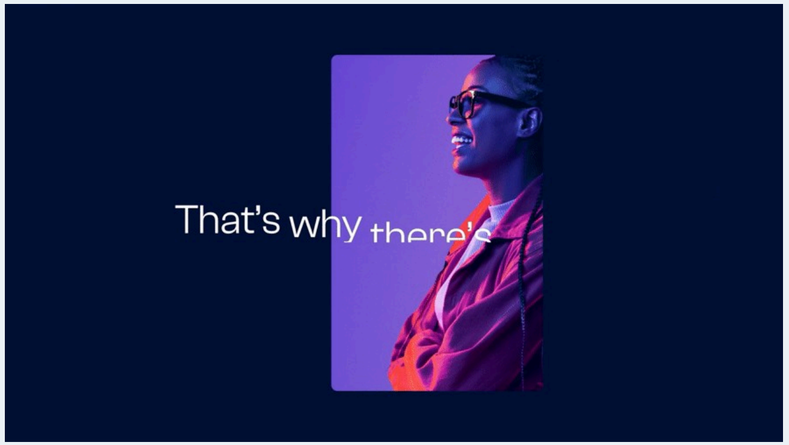


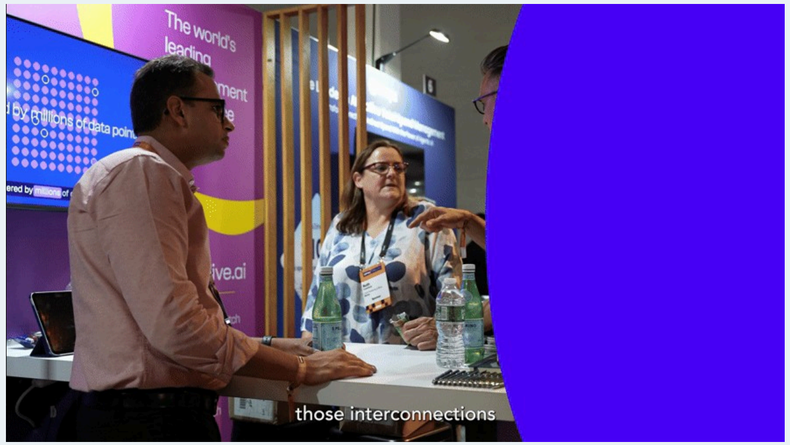


A collection of animated logos for Beroe’s sub-brands, designed for appropriate use depending on the product video type.

KEY RULE Use the animated sub-brand logos as supplied.







Transitions between frames should be smooth and seamless, like the examples here.

KEY RULE Transitions are smooth, never jarring.

Subtitles should always be placed within the action-safe zone (approximately 90% of the frame), to ensure they remain visible across all screen types and platforms. Use a legible font size that's readable even on smaller mobile screens. To enhance readability against varying backgrounds, apply a subtle drop shadow or place the subtitles over a semi-transparent dark overlay of 75% - 80%. This improves contrast and ensures accessibility without distracting from the video content.

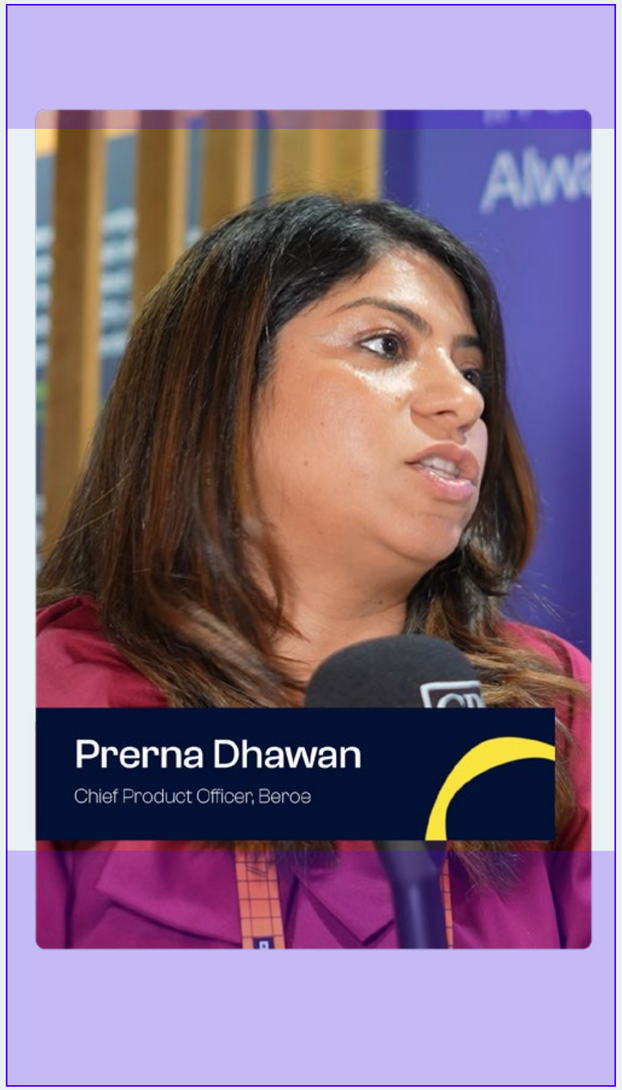


KEY RULE Subtitles sit in the action-safe zone on a 75–80% overlay.



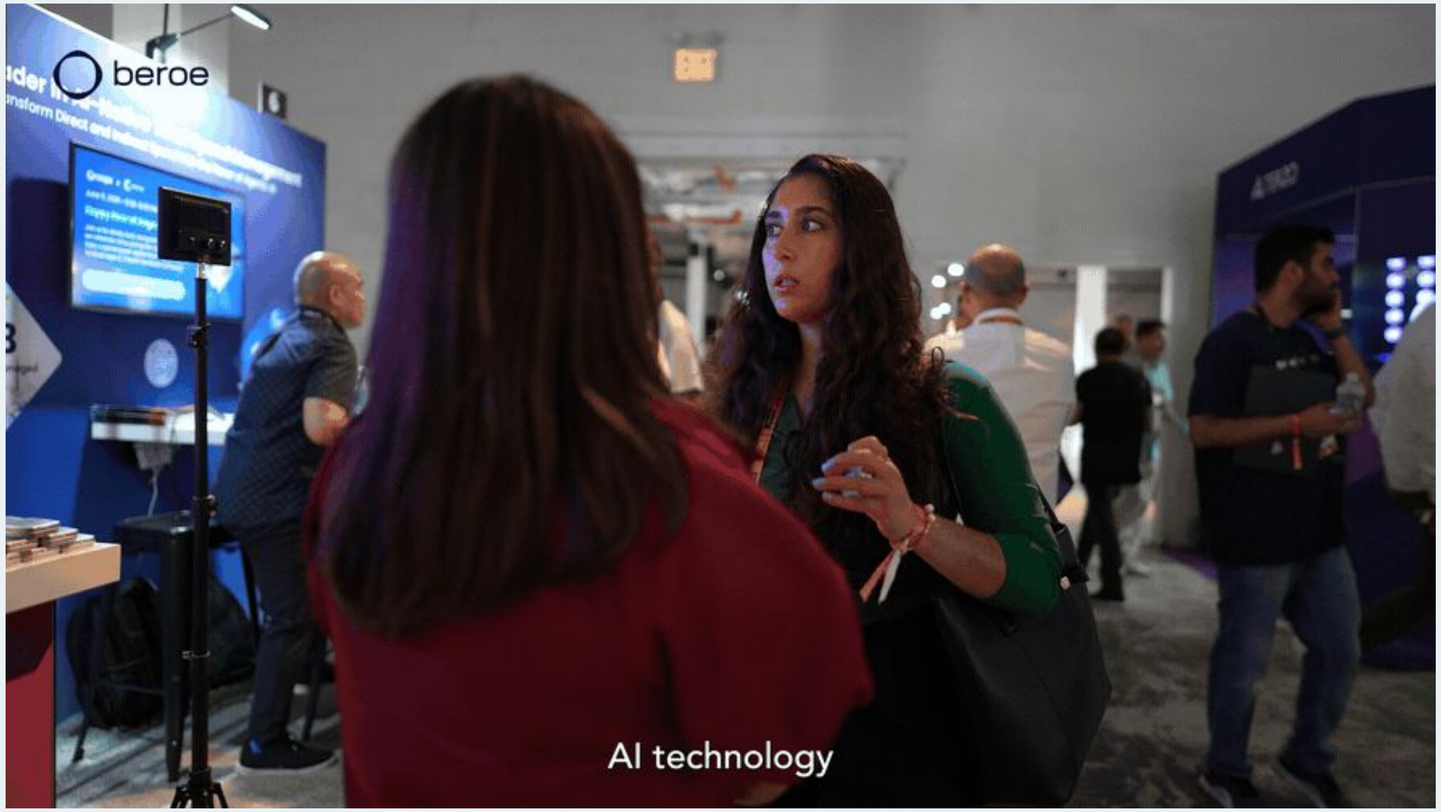
Clash Grotesk
Medium 105 pt

Clash Grotesk
Light 52.5 pt



Lower thirds are best placed on the bottom-left of the screen, aligning with natural left-to-right reading behavior. This placement helps avoid visual clutter and ensures better visibility. Use a font size of 100pt for the name, with the designation at 50pt—maintaining a 2:1 size ratio for clarity and hierarchy.

KEY RULE Lower thirds bottom-left; name and title at 2:1.



Location tag band & CTA button animations.

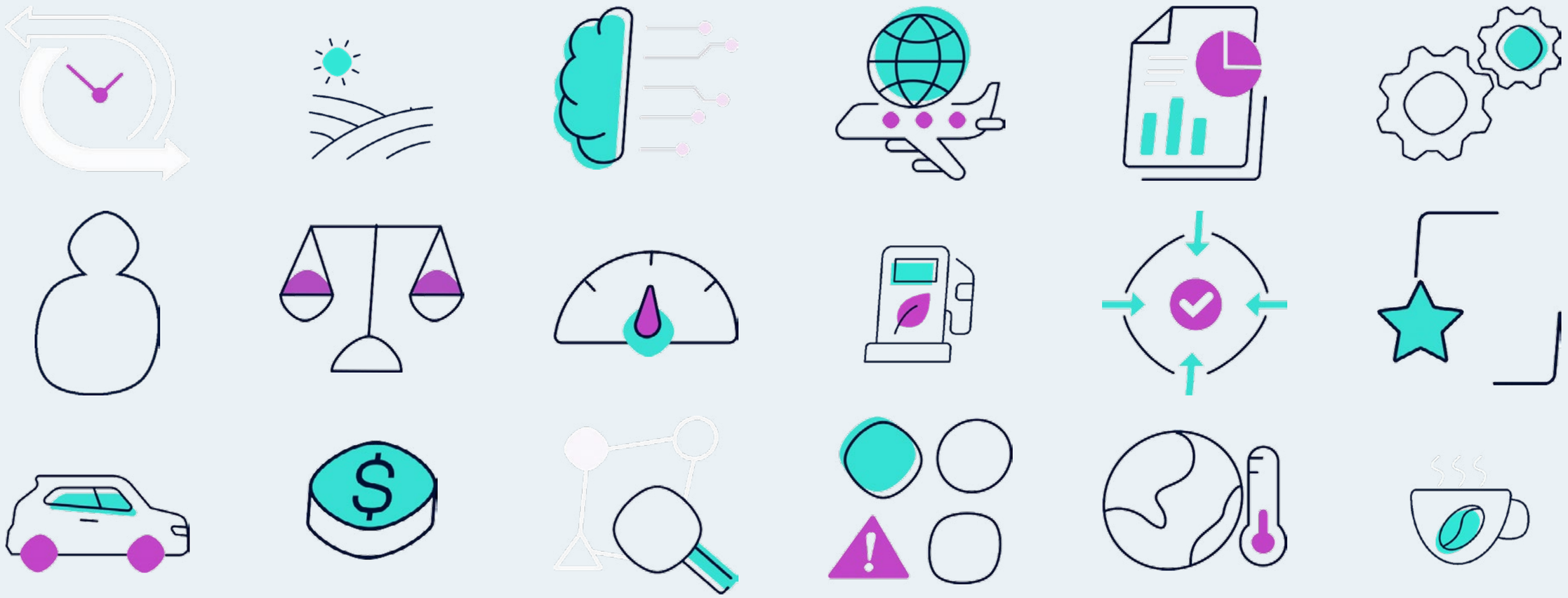
beroe

beroeinc.com

beroe

beroeinc.com

KEY RULE Animate brand elements simply.



Library of brand Icons in animated gifs format. The animation shouldn’t be too complex, it needs to be simple and smooth.

KEY RULE Icon animations: simple, smooth and loopable.

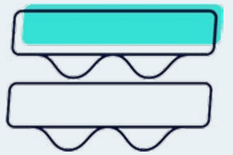
Quick tips for animating icons



Duration
Keep animations under 4 seconds. Short animations feel snappy and natural.



Loopability
Whenever possible, design icons to loop seamlessly. Looping animations are ideal for creating a sense of continuity.



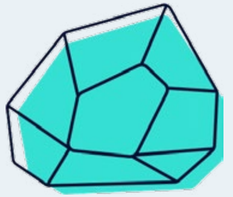
Frame Rate
Set the frame rate to 10–12 FPS. This lower frame rate allows for a stylized, lightweight motion that remains smooth without adding unnecessary complexity or file size.



Simplicity in Motion
Aim for clean and minimal movements. Avoid overly complex transitions or effects. The motion should enhance the icon’s clarity and purpose—not overshadow it.



Ease & Timing
Use consistent easing curves (e.g., ease-in-out) to maintain a cohesive feel across animations. Avoid sudden or jarring transitions.



Respect Brand Language
All motion should align with the brand’s personality—whether that’s energetic, calm, playful, or sophisticated. Maintain consistent rhythm and tone in your animations.

KEY RULE Under 4 seconds, 10–12 fps, consistent easing.





Dynamic gradients to add depth to backdrops and video elements.

KEY RULE Gradients add depth, not distraction.

Instagram Reel

Aspect Ratio: 9:16

Resolution: 1080 x 1920 px

Frame Rate: 25, 30 fps (or 60 fps for smoother motion)

Format: MP4 (H.264 codec)

Audio: AAC, 44.1 kHz, stereo

Bitrate: ~5,000–10,000 kbps

Safe Area: Keep key text and graphics within central 1080 x 1350 px

Wide Screen Video/YT Video

Aspect Ratio: 16:9

Resolution: 1920 x 1080 px (Full HD) or 3840 x 2160 px (4K)

Frame Rate: 25, 30, or 60 fps (match source footage)

Format: MP4 (H.264)

Bitrate:

HD (1080p): 8,000–12,000 kbps

4K: 35,000–45,000 kbps

Audio: AAC, 48 kHz

Linkedin Video

Aspect Ratio: 16:9 or 1:1 (for feed)

Resolution: 1280 x 720 px or 1080 x 1080 px

Frame Rate: 25 fps or 30 fps

Format: MP4

Max File Size:
LinkedIn recommends under 200 MB

KEY RULE Export MP4 (H.264) at each platform's settings.

PART 3

In use

The brand applied: social, events, merchandise and collateral, with real examples.

Social channels 96

Brand in action 101

Merchandise 105

Brand collateral 108

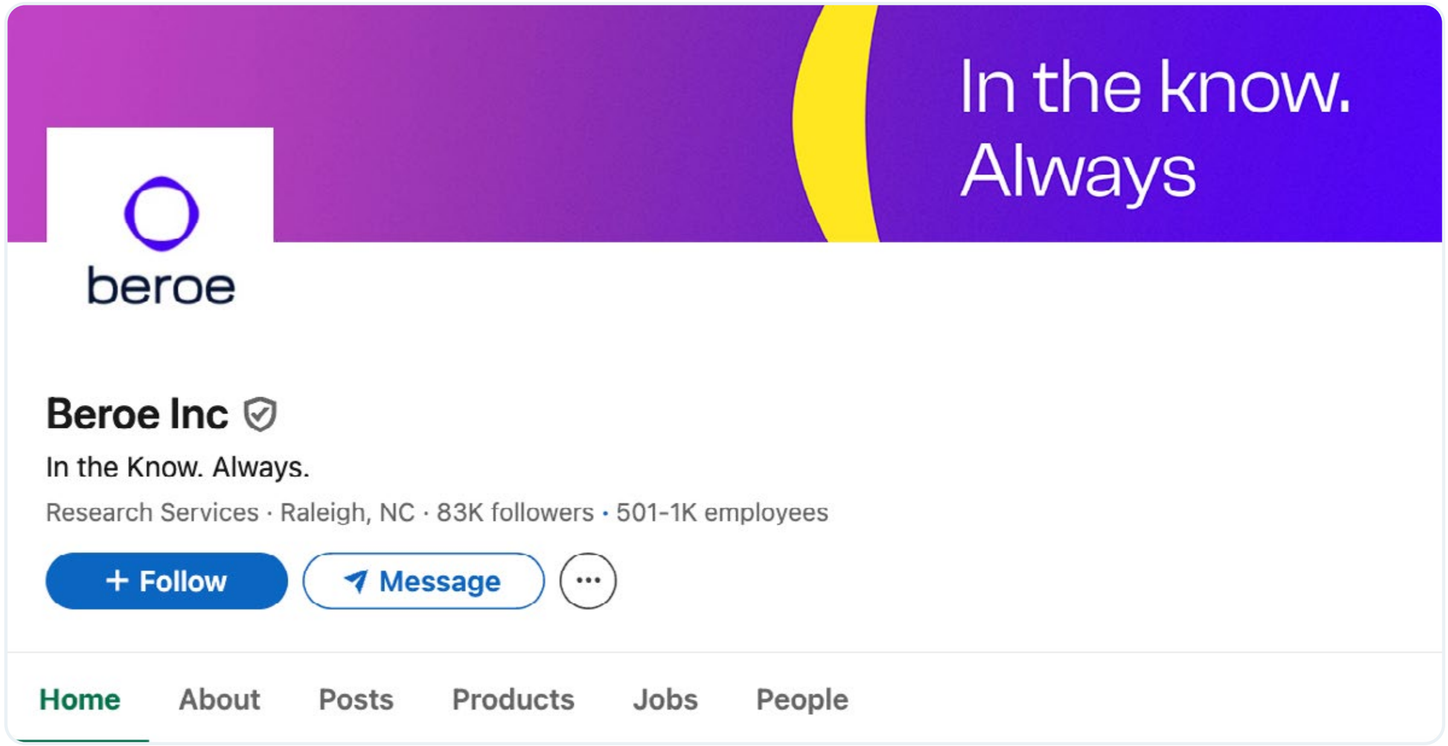
Social channels

Our social media channels are an extension of our brand and are reflected through a consistent visual and verbal expression of the brand.

The Beroe social media logo is used within platforms such as Facebook, X, LinkedIn and YouTube.

Avatar

Social media profile icon and suggested banner image



All Beroe logos are available as master artworks. Only use master artworks in the ways described in these guidelines.

KEY RULE Use the master social avatar; never crop the logo.

See also p100

Facebook



YouTube



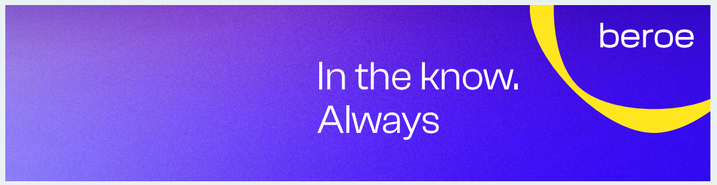
LinkedIn Company



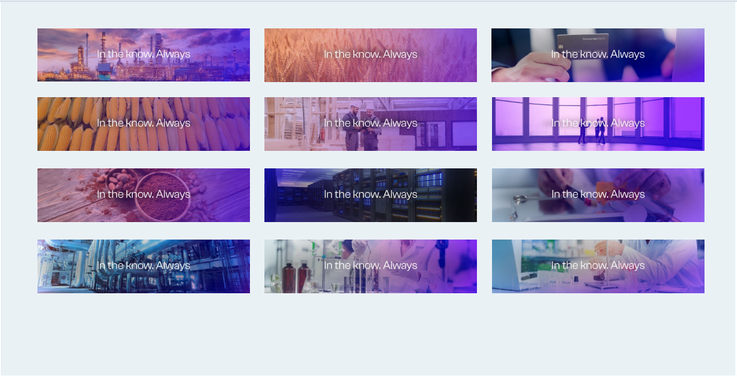
LinkedIn Personal



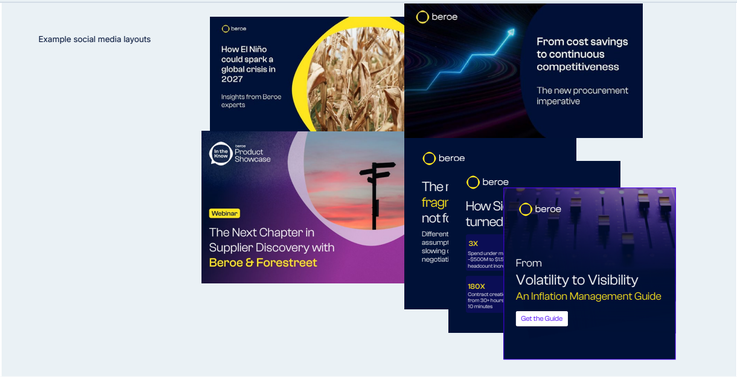
X



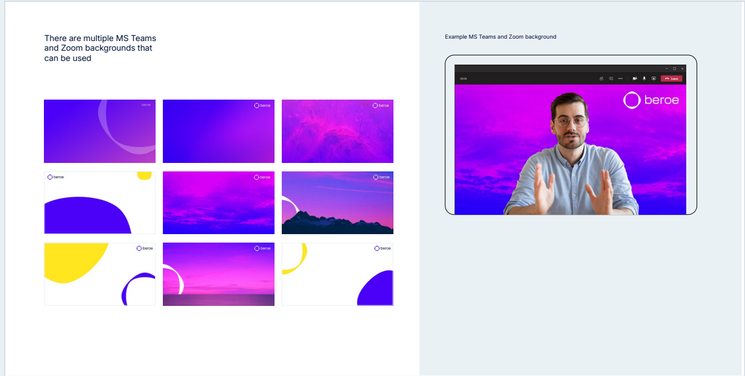
KEY RULE Use the approved cover size for each platform.



LinkedIn group banners: brand photography with the Indigo gradient and the strap-line.



Social posts: one bold headline, one strong image, Bumblebee for emphasis.



Teams and Zoom backgrounds: keep the centre clear for the speaker, logo in a corner.

KEY RULE Examples, not templates: follow the rules pages.

Every post is a small piece of the brand. Keep them consistent.

Do

- ✓ Use the master Beroe avatar and the approved cover sizes (pages 97–98).
- ✓ Lead with one clear message per post.
- ✓ Set headlines in Clash Grotesk.
- ✓ Use images from Brand Central only.
- ✓ Add alt text to images and captions to videos.
- ✓ Use the strap-line exactly: In the know. Always.

Don’t

- ✗ Crop, recolour or redraw the logo in an avatar.
- ✗ Use the Beroe logo as a personal profile picture.
- ✗ Fill images with long text.
- ✗ Use low-resolution or stretched images.
- ✗ Mix in other fonts, colours or emoji-heavy designs.
- ✗ Post brand artwork without approval.

KEY RULE One clear message per post.

See also p97 p98

Brand in action

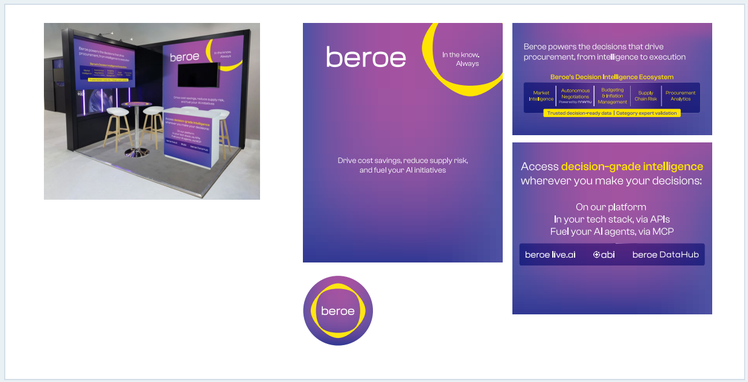
Examples of bringing the Beroe brand together through a variety of executions across various touchpoints.



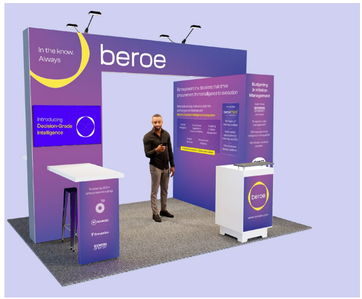
Campaign hero: strap-line, gradient photography and the logo.



Out of home: strap-line at scale, logo in the bottom-right corner for standout.



Booth graphics: one message per panel, logo mark on the counter.





Booth mockups: logo high on the fascia, messages at eye level.

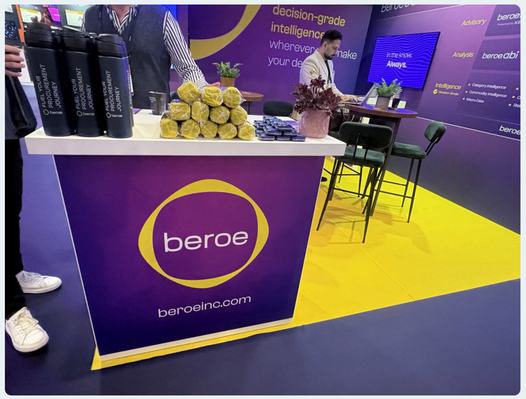
KEY RULE Examples, not templates: follow the rules pages.











Booth #66, Hall 10, RAI Amsterdam. Midnight structure, Indigo-to-pink walls and a Bumblebee floor: one system, with the Decision Intelligence Ecosystem on the main wall.

KEY RULE Events use one consistent booth system.

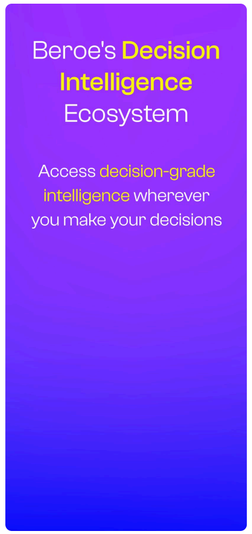


A three-panel back wall and a branded counter: the logo and a hero Squircle on the left, the Decision-Grade Intelligence message in the centre and the ecosystem on the right.

Panel artwork



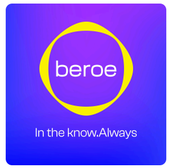
Left panel



Centre panel



Right panel



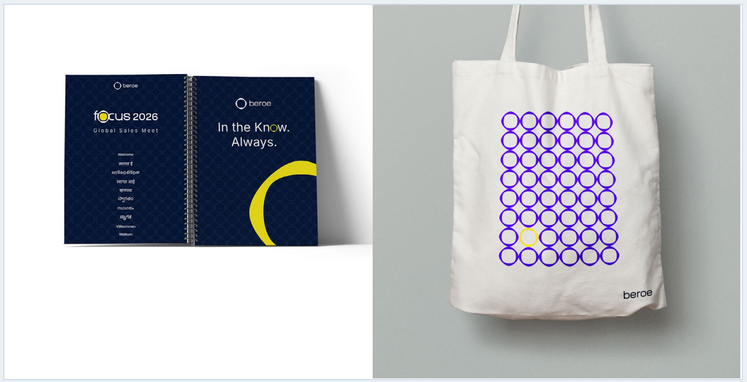
Counter front: stacked mark and strap-line. The magenta area on the left panel marks the screen position.

KEY RULE One message per panel, logo high on the wall.

Our merchandise

Examples of how the Beroe brand is used in event, onboarding and corporate merchandise. A clear and simple execution is recommended on premium product.

Merchandise examples (1/2)



Notebook and tote: logo mark pattern and the strap-line, one idea per item.



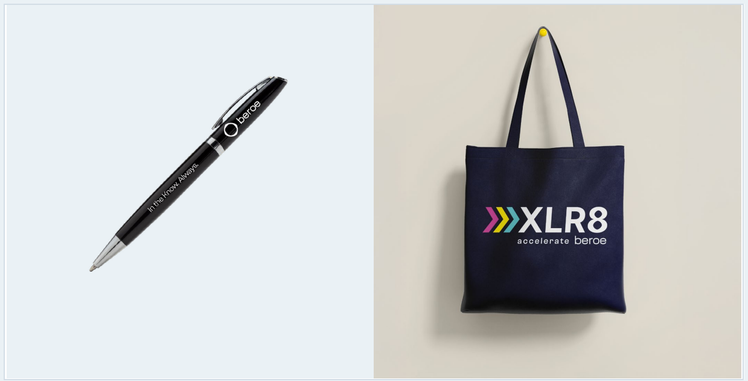
Lanyard and T-shirt: Bumblebee and Indigo with the strap-line.



Polo and cap: logo small on the chest or cap front, never oversized.



Fleece: tonal logo on dark fabric.



Pen and tote: logo along the barrel; sub-brands keep their own logo.



Mint tin: logo mark on the lid, white on Indigo.

KEY RULE Examples, not templates: follow the rules pages.

Merchandise examples (2/2)



Badges and stickers: playful, but always built from master artwork.



Socks and teddy: logo mark patterns in brand colours.



Birthday box: Midnight base with Bumblebee and Aqua accents.



Notebooks: event branding on the cover, Beroe logo on the back.



Umbrella: brand pattern with the logo near the edge.

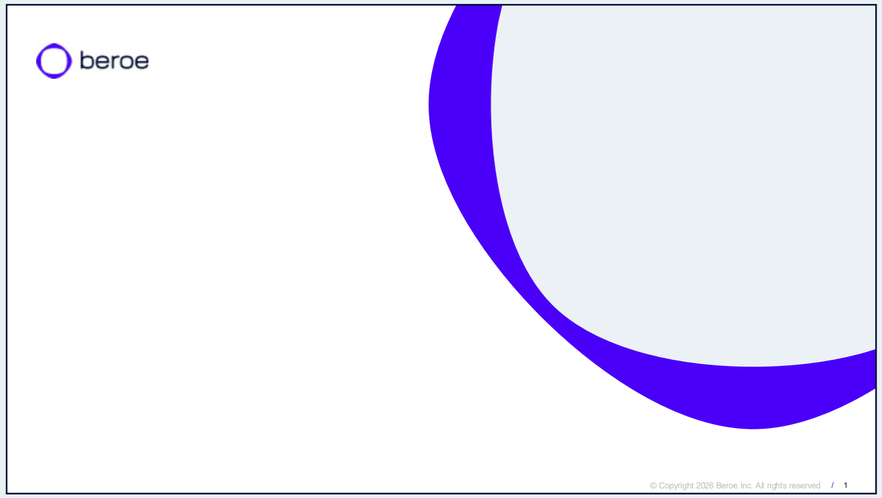
KEY RULE Examples, not templates: follow the rules pages.

Our brand collateral

Examples and visual illustration of how the Beroe brand is used across print, presentations and email

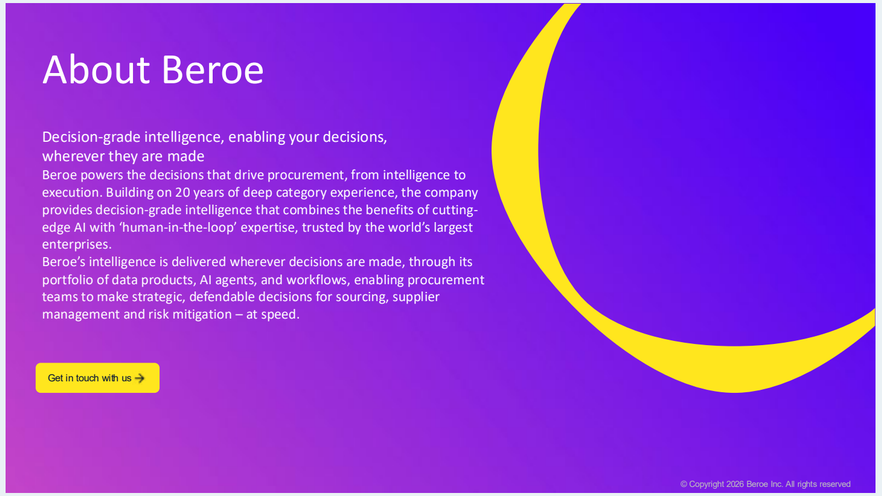
The presentations are set to 16:9 and use an eight column grid.

The header and footer are set with sufficient clear space to allow the slide content space.







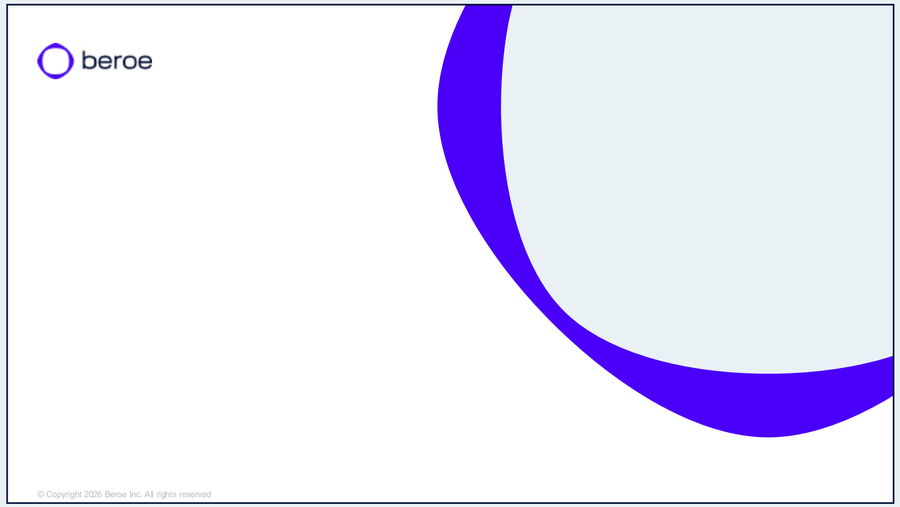


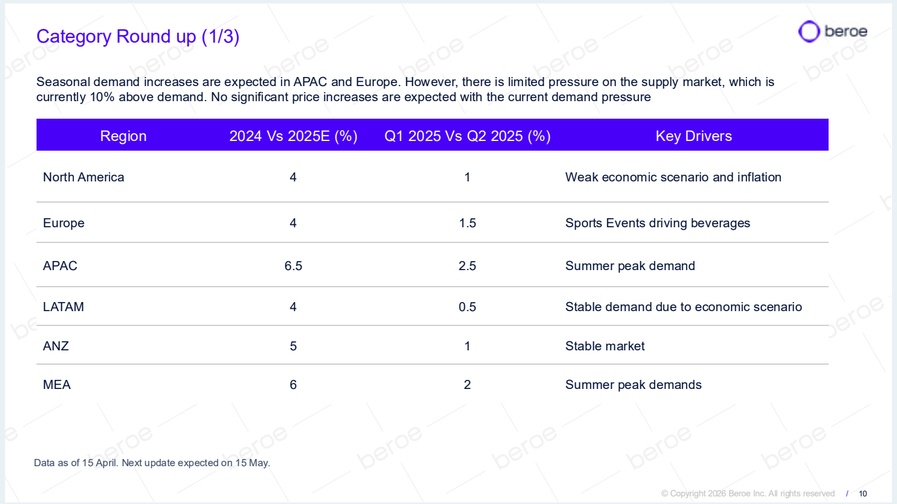
KEY RULE Use the TextLight template for business decks.

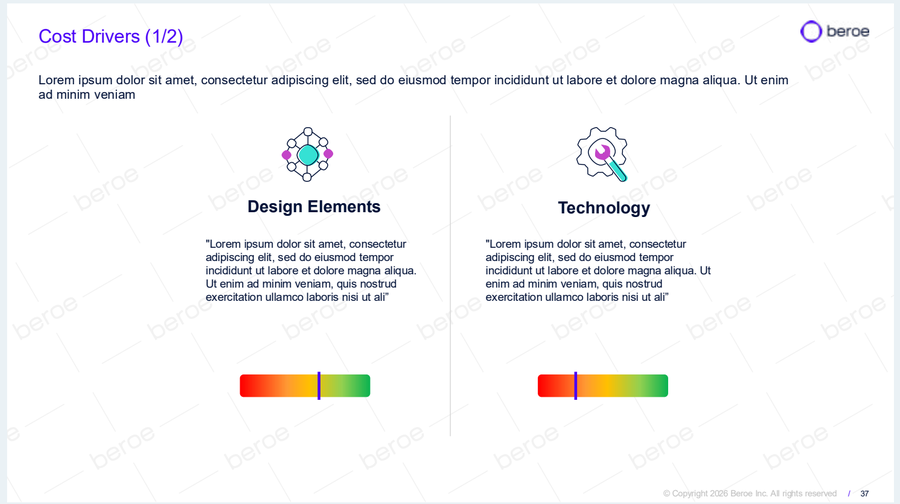
The presentations are set to 16:9 and use an eight column grid.

The header and footer are set with sufficient clear space to allow the slide content space.









KEY RULE Use the TextRich template for research decks.

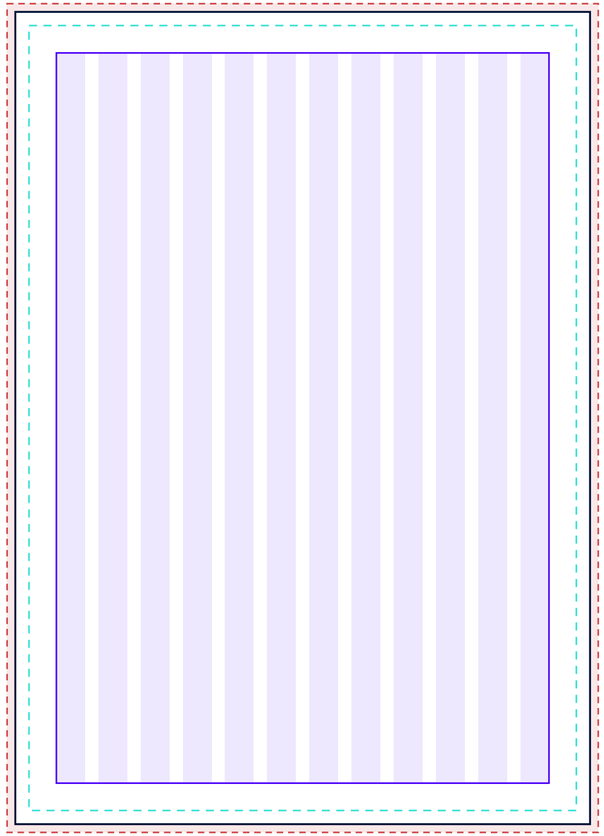
Product/Solution
Clash Grotesk Regular 68 pt



Logo

*open file attached

KEY RULE Thumbnail headlines: Clash Grotesk Regular 68 pt.

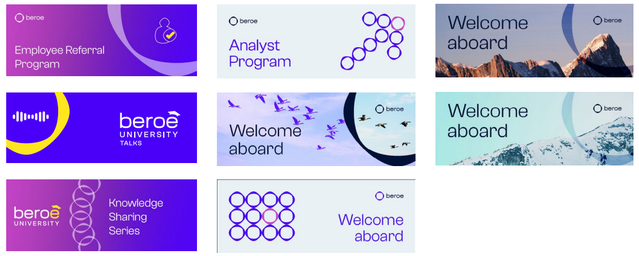


3 mm bleed 5 mm safe zone 15 mm margin, 12 columns

Set-up	Standard
Format	A4, 210 × 297 mm. US Letter, 8.5 × 11 in, for North American print.
Bleed	3 mm on every edge (⅛ in for US Letter). Extend backgrounds and images into the bleed.
Safe zone	Keep text, logos and key content at least 5 mm inside the trim.
Margins	15 mm minimum. Use 20 mm on the inside edge of bound documents.
Grid	12 columns with 5 mm gutters for A4 portrait. Align text and images to columns.
Baseline grid	14 pt for Inter 11 pt body copy (page 61). Snap body text to the baseline grid.
Images	300 ppi at final size, from Brand Central only.
Colour	CMYK for process print. Pantone for spot colour (pages 44–45). Rich black C60 M40 Y40 K100 for large black areas, 100% K for small text.
Type	No text smaller than 7 pt. Embed or outline all fonts.
Export	PDF/X-1a or PDF/X-4 with crop marks and 3 mm bleed.

Presentations follow their own 16:9, eight-column grid (page 109).

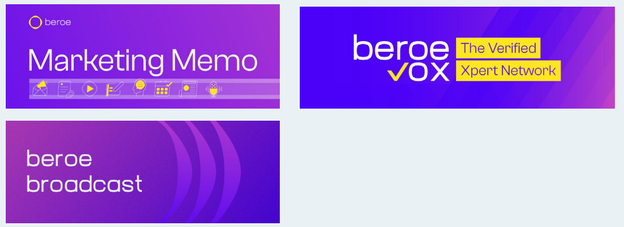
KEY RULE 3 mm bleed, 5 mm safe zone, 300 ppi images.



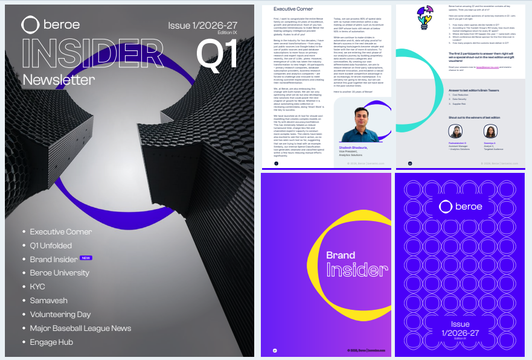
HR email headers: programme name on the left, logo top-right.



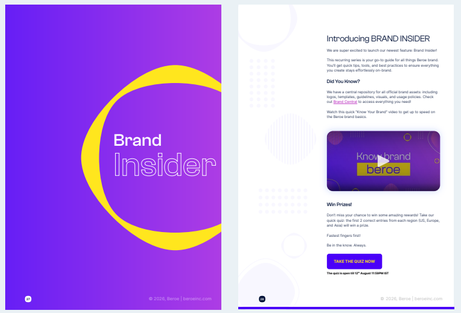
Email signature banners: strap-line and logo, 300–400 px wide.



Marketing email headers: sub-brands appear in their own colourways.



Beroe Insider newsletter: masthead, contents and brand pattern.

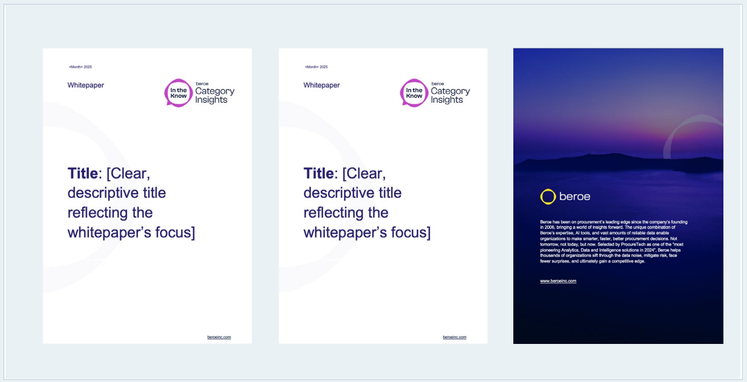


Brand Insider feature: points readers to Brand Central.

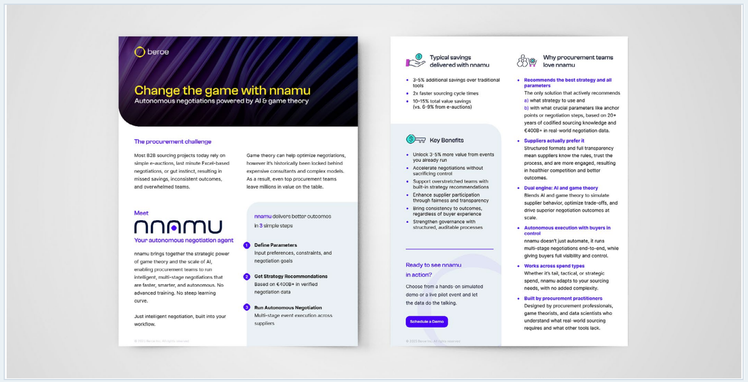


The Beige Book keeps its own Ochre identity alongside the Beroe logo.

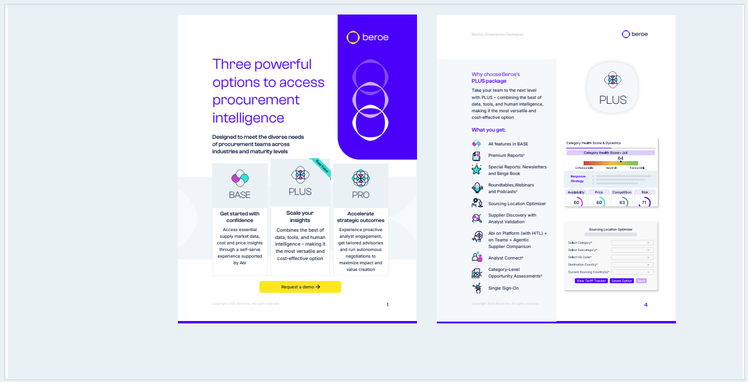
KEY RULE Examples, not templates: follow the rules pages.



Whitepaper covers: series logo top-right, title in Clash Grotesk.



Product brochures: dark hero cover, Inter body copy inside.



Sales collateral: clear hierarchy, one accent colour per section.



Report covers: gradient photography with the Squircle.

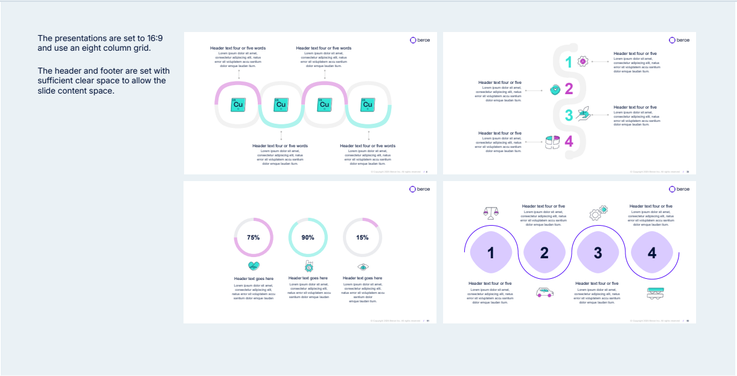


Reports: hero image cover, series logo, Inter body copy.



Report spreads: white pages, Indigo for highlights.

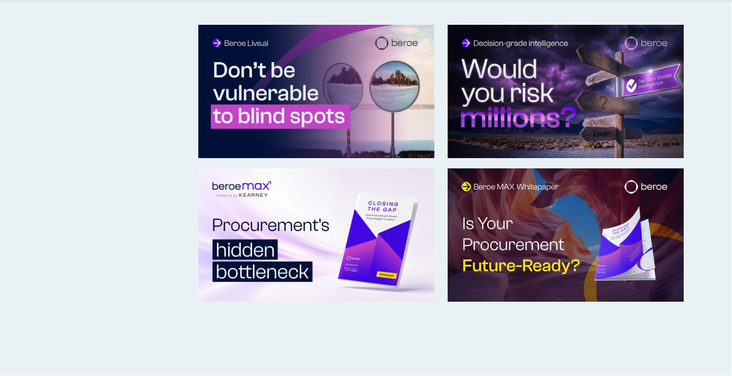
KEY RULE Examples, not templates: follow the rules pages.



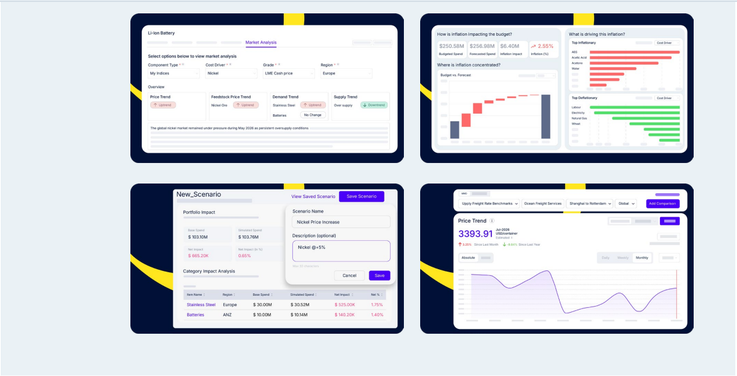
Infographic slides: use the template slides instead of drawing new ones.



Beroe MAX decks use the TextLight-MAX template.

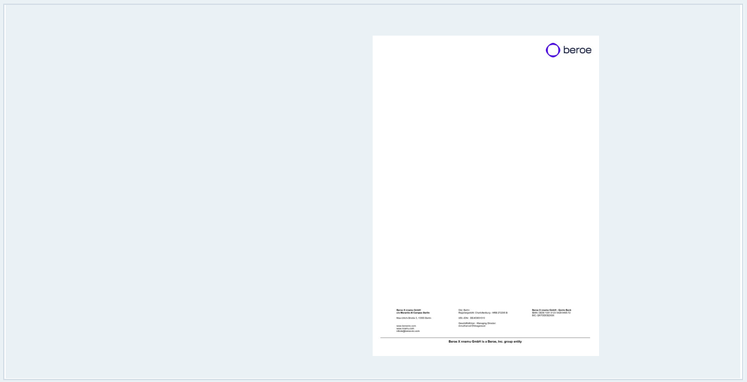


YouTube thumbnails: Clash Grotesk headline, logo top-right.



Product screenshots: Midnight frames with a Bumblebee accent.

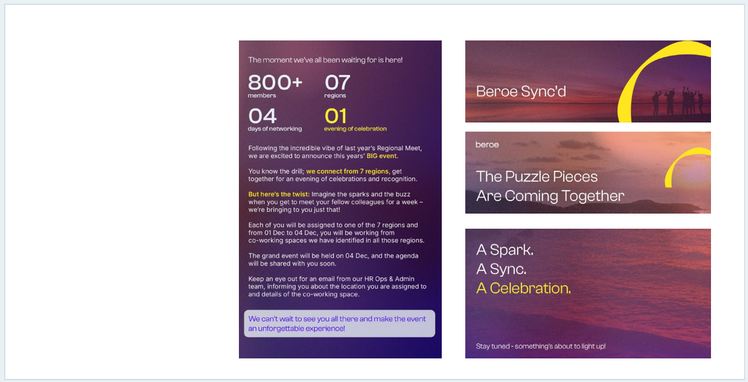
KEY RULE Examples, not templates: follow the rules pages.



Letterhead: logo top-right, Squircle detail at the foot.



Envelopes: logo and strap-line, Indigo Squircle on the flap.



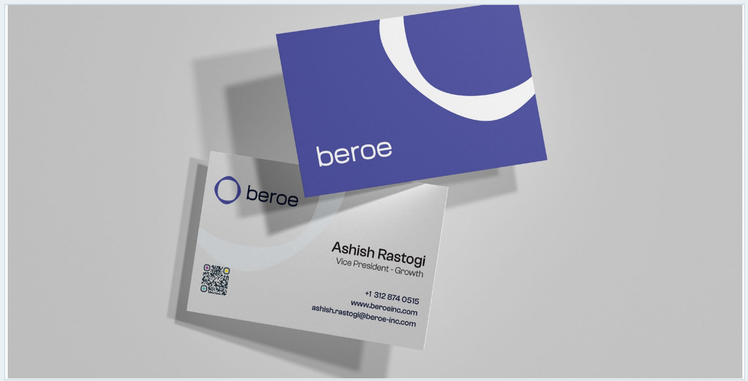
Internal events: event name over brand photography with the Squircle.



Roll-up standees: headline at the top, QR code at the base.



Certificates: award title in Clash Grotesk, programme logo at the top.



ID cards: logo on the front, name in Clash Grotesk.

KEY RULE Examples, not templates: follow the rules pages.

PART 4

Support

Help when you need it: AI tools, Brand Central and the history of this book.

AI and uses 118

Brand Central 122

Version history 123

AI and Uses

Using key visual elements from the Beroe brand will help to elevate content and extend narrative across the multiple touchpoints.

KEY RULE Review every AI output before it is used.

Clueso.io



Smart editing of screen recordings: Automatically converts raw screen captures into polished tutorials or demos—no manual editing required

AI-powered script and voiceover generation: Generates scripts from slides or screen activity and offers multiple AI voice options—fully editable—in minutes

Visual enhancements & animations: Includes zooms, callouts, and spotlights to direct viewer attention to important actions

Saves time and effort: Enables creation of studio-quality content in minutes, ideal for tutorials, onboarding, and product demos

Synthesia



Create without filming: Generate professional presenter videos using AI avatars and automatic voiceovers—no camera, studio, or mic needed

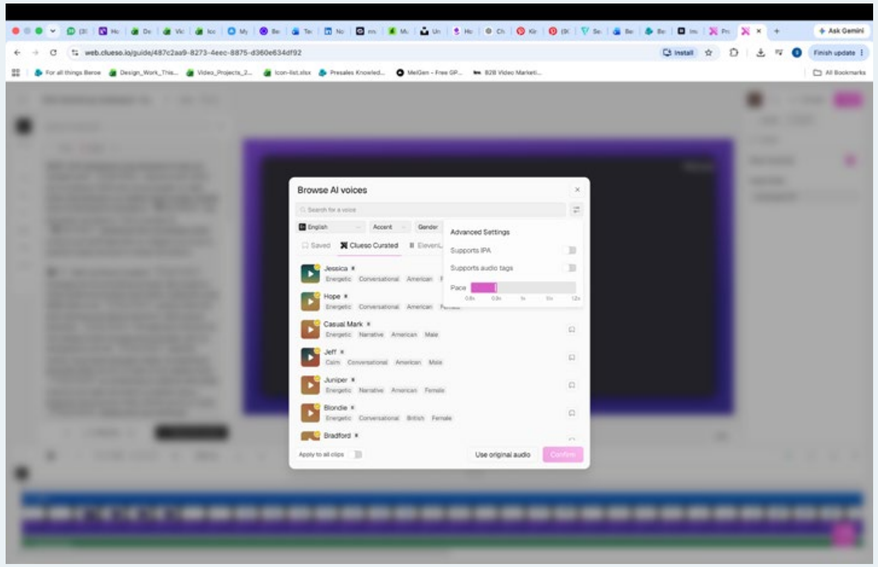
Built-in voice + avatar animation: Offers multilingual AI voices, expressive avatars, and simple animation triggers—script to final visual in minutes

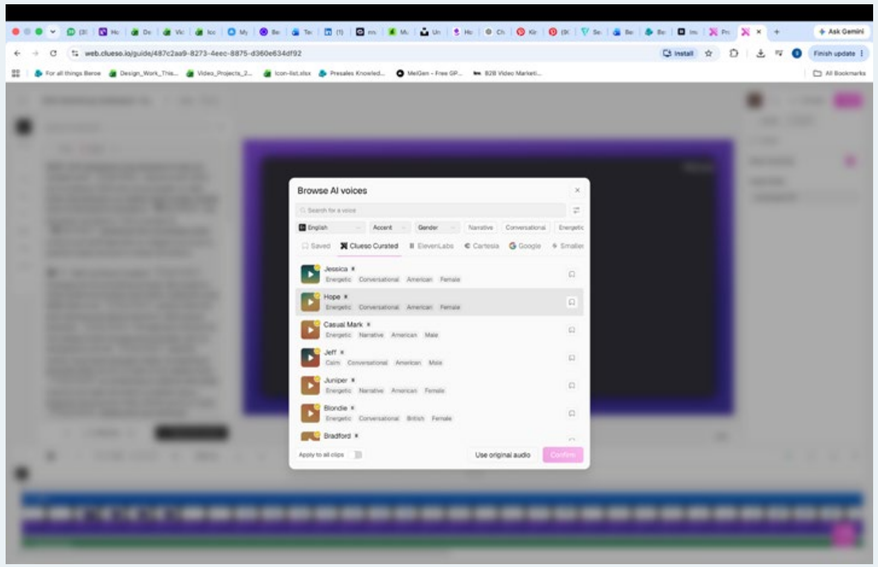
Template-based & scalable: Access 300+ templates, collaborate in real-time, edit brand assets, and localize videos in 140+ languages

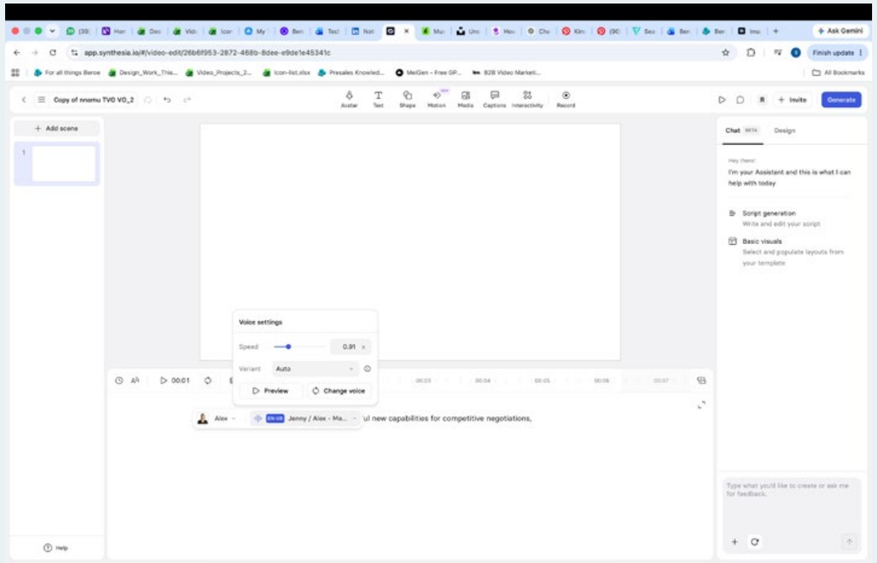
VO Name: Alex

Speed: .08x–1.2x

Feature	Clueso	Synthesia
Source Media	Screen recordings, slides	Text-based scripts
Automation	Script, voice, zooms, callouts	Avatars, voices, animations, templates
Editing Speed	Minutes per video	Minutes per video
Ideal Use Cases	Demos, tutorials, documentation	Explainer, training, marketing videos
Multilingual Support	37+ languages	140+ languages







KEY RULE Set up AI tools with brand assets first.

Use case :

1. Image editing
2. Script editing

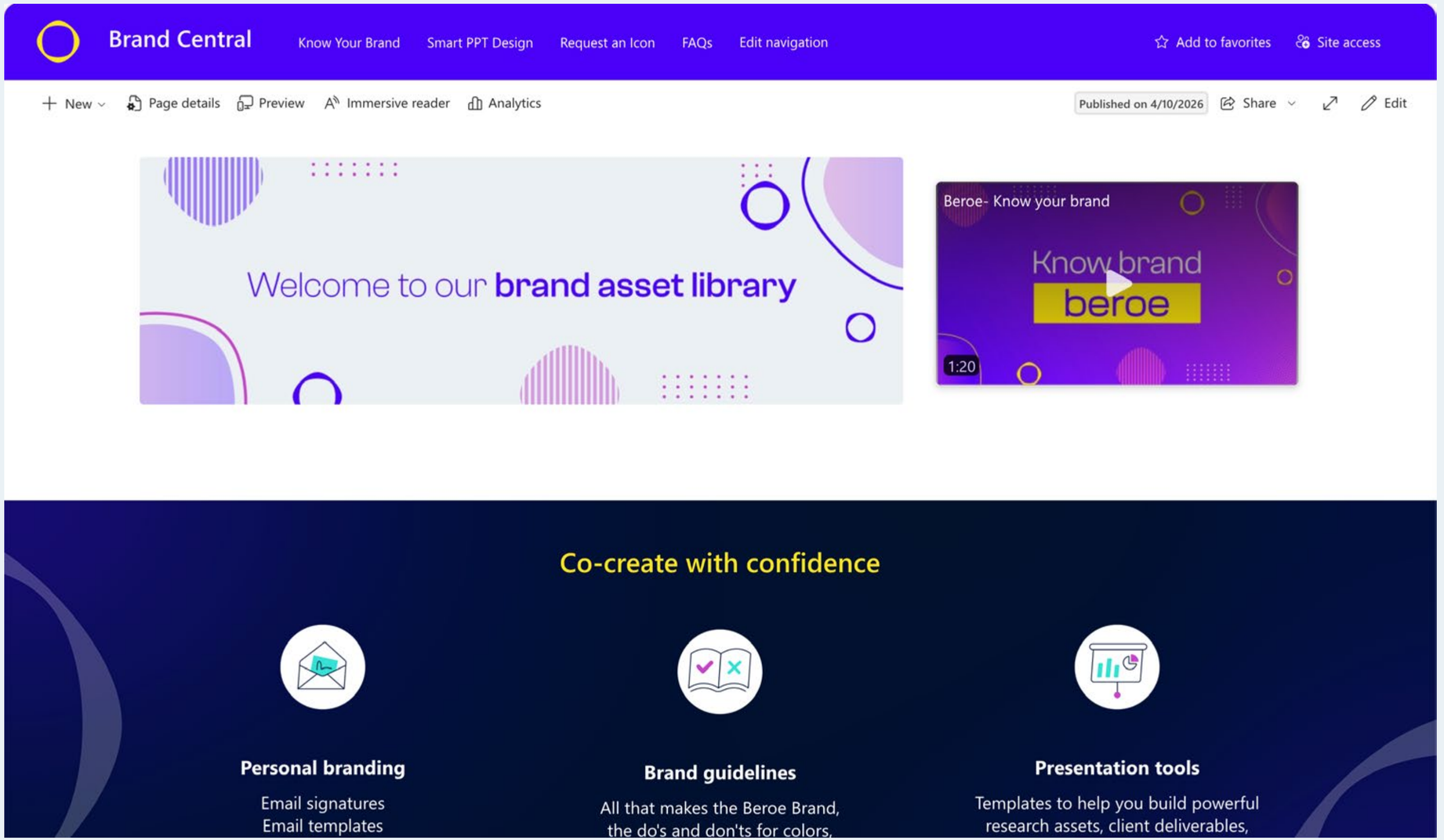
Prompt:

Convert this headshot into a professional studio-quality portrait. Preserve the subject's exact facial features, skin tone, expression, head angle, and body posture without any alteration — do not reshape, retouch, or change facial structure, and do not alter the pose. Keep the clothing exactly as it is, with no changes to style, color, or fit — only subtly enhance fabric texture, remove wrinkles or lint, and correct minor lighting/shadow inconsistencies on the clothing.
Replace the background with a solid, seamless studio backdrop in the exact hex color #eaf1f5, evenly lit with a soft gradient falloff typical of professional studio photography (slightly lighter directly behind the subject, gently darkening toward the edges).
Apply professional studio lighting: soft, even key light on the face with gentle fill light to reduce harsh shadows, subtle rim/hair light for separation from the background, and natural skin tone rendering (no plastic or over-smoothed skin). Increase overall image sharpness and clarity, correct white balance and exposure, and ensure the final result looks like it was shot in a professional photo studio with a high-end DSLR and softbox lighting setup.
Standardize the camera setup across all images so the full set looks like it was shot in one continuous session: use the same camera distance and focal length (medium-format portrait framing, roughly head-and-shoulders to mid-chest), the same subject-to-camera distance so head size is consistent across all images, the same eye-level camera height, and the same lighting setup, intensity, and color temperature for every photo. Keep consistent framing margins on all sides so every subject appears at the same scale and position within the frame.
Do not add accessories, change hairstyle, alter body shape, or crop/reframe the subject beyond what's needed to standardize framing and scale. Maintain the same aspect ratio across the full set.






KEY RULE Never change a person's features with AI.



KEY RULE Find every approved asset on Brand Central.

123 Version history

Version	Date	What changed
V1	September 2025	First edition of the Beroe Brand Book.
V2	August 2026	Second edition.
V3	November 2026 Draft	**New structure:** four parts (Foundations, Visual language, In use, Support) with part dividers, a grouped contents page with links, and Brand on a page (p3). **New on every page:** one merged headline, a key rule in the footer, and See also links between related pages. **New pages:** Origin of the Squircle · Logo usage · Clear space · Which logo to use · Ecosystem PowerPoint version · People in our colours · Boilerplate · Colour, type, photography, icon and social do’s and don’ts · Icon grid · Website menu icons · Print grid · DPW Amsterdam · ProcureTEX booth. **Condensed:** about 45 merchandise, event and collateral pages are now captioned example grids. **Fixed:** page numbering, section labels, UK spelling of “colour”, X replaces Twitter, typos, motion pages now show a still from each animation, and the approved boilerplate replaces lorem ipsum on the type pages.

Brand Book owner: Brand team. Approvals: Shourya Asthana, Associate Vice President, Brand Marketing.

