

THE GLOBAL BRAND

be anything.

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beMatrix is ahead of the game in every aspect.

We developed the first reusable aluminium frame system that can be built very quickly without any special tools and is suitable for panels, textile and LED applications. Innovation is our DNA and has made beMatrix a genuine trendsetter in live communication.

This brand guide shows how we represent the brand beMatrix internally and externally.

beMatrix, the brand

Mission

Our mission is to be the best system for easy and sustainable event building.

Brand vision

beMatrix is the one and only true inheritor of the original frame system with big holes, invented in 1993. Due to continuous innovation & offering a product range with endless possibilities, beMatrix has become a real game changer in the live communication industry.

Our values

RESPECT

We treat our stakeholders with respect. We listen to them and do everything to meet their needs and expectations, always taking the environment into account.

PASSION

We are proud of what we do and of our achievements. We communicate in an authentic, honest and straightforward manner. And that is also how we promote a warm, dynamic and positive place to work.

TEAMWORK

We value group over individual benefits. We work together as a team and we make sure that every co-worker is respected and successful. We choose to:

- Collaborate closely with clients and suppliers to share knowledge and insights.
- Be open to each other and support each other.
- Spot opportunities for innovation in all links in the value chain.
- Subscribe to an open and honest corporate culture.

Design principles

A clear brand visualisation

beMatrix's visual identity is a critical element of our overall brand strategy. It perfectly captures our essence and will help us deliver our business goals across the world. Our brand identity reflects and defines who we are and how we are viewed by our customers. Each of us bears a responsibility to respect and collaborate to maintain our identity in a consistent and precise manner. With these style guidelines we create a uniform and proud representation of our brand, products and services across our different offline, online and live communication tools. This means a worldwide uniformity in:

- The use of the logo.
- The use of the same scale of colours.
- The same way of writing our product names and services.
- The same setup for letterheads, business cards, greeting cards, email signatures, powerpoint presentations, ... In short, everything that bears the beMatrix logo.

To ensure uniform beMatrix communication, we have set some guidelines. You will find all of them in this brand guide.

Sustainability

Sustainability is high on the beMatrix agenda: when making strategic choices, but also in the day-to-day operations these ecological, economic and social needs are part of the decision process.

[Download sustainability charter →](#)



Brand identity

What is beMatrix like? And how do we talk to people? Bold, clear and positive are key values in our brand communication.

Bold

We are the original frame. The game changers and leader in our market. We communicate with confidence our expertise, always with an ambitious wink to the future.

► *trust, drive, proud, ambitious, powerful, adventurous, brave, unabashedly, fearless.*

Clear

Call us straight forward and authentic, we love it that way. We communicate clearly, share and demonstrate our knowledge with clients on a global scale.

► *pure, open, accessible, conversational simplicity, understandable, expertise, no excessive formality.*

Positive

Our people are ambitious and eager for the future. Thereby we speak in an encouraging and positive way cause we're dealing with people, not machines.

► *certain, mature, optimistic, sustainable, growth mindset, convincing, encouraged, cheerful.*

too boring
too simplistic
too factual

bold
clear
positive

too overwhelming
too technical
too naive



► *Writing, speaking (verbal and non-verbal) is... finding balance.*





LOGO Logos

Primary logo



[Download logo →](#)

Secondary logo

In some cases, the beMatrix landscape logo is not the right solution. That's why there is also a 'square' version available.



beMatrix

Guidelines

Color variations

To ensure that our logo suits every situation, we offer different color versions. Next to the full color version, we also provide a variant for dark/light colored backgrounds as well as a full white or black & white version.



▲ beMatrix logo (landscape) - dark background



▲ beMatrix logo (landscape) - light background



▲ beMatrix logo (landscape) - full white



▲ beMatrix logo (landscape) - black & white

Don'ts

The beMatrix logo must at all times be used in the recommended way. Please always use the artwork provided and **do not alter or recreate any of the elements**. The following are just a few examples of possible violations to our brand identity.



▲ Do not alter the color of any element of the logo



▲ Do not change the typeface or font style



▲ Do not alter the proportions



▲ Do not add any effects to the logo (f.ex. drop shadow)



▲ Do not rotate



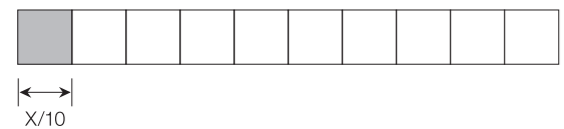
▲ Do not stretch or distort



Clear space

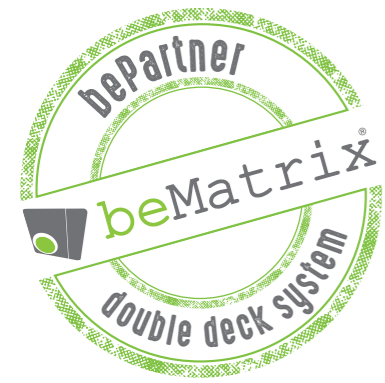
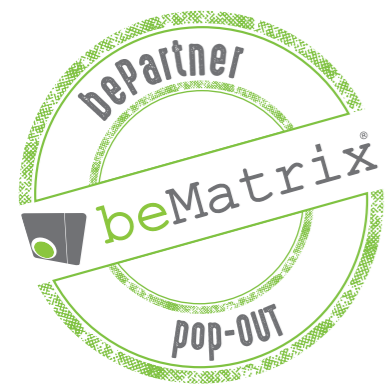
Clear space is the area required around the outside of our logo that must be kept free from other graphic elements. The clear space measurement is equivalent to 1/10 of the length of the beMatrix logo.

The minimum width of the beMatrix logo is 62 mm!



Global Rental Network logos





Other logos

ProjectC!

Logo used for our sustainability projectC!.



GOE

Logo used for the LEDskin® feature: Glue On Edge.



Award logos

Red Dot

The Red Dot logo may only be used in conjunction with the corresponding product. The logo may therefore not be used separately. It is not the company, but the product that won the award. The Red Dot Design Award 2013: b62®, the Red Dot Design Award 2017: LEDskin®.



▲ Red Dot Design Award 2017 logo - full color



▲ Red Dot Design Award 2017 logo - black & white



▲ Red Dot Design Award 2013 logo - full color



▲ Red Dot Design Award 2013 logo - black & white

IF Design Award

The IF Design Award 2018 logo's may only be used in conjunction with the corresponding product: LEDskin®. The logo may therefore not be used separately. It is not the company, but the product that won the award.



▲ iF Design Award 2018 logo - full color (landscape)



▲ iF Design Award 2018 logo - full color (portrait)





02 Branding

Colors

Primary colors



<p>Original green Pantone 376 C CMYK: 50-0-100-0 RGB: 151-191-13 HEX: #97BF0D RAL: 6039 Vezelgroen Multiple use</p>	<p>Camo green CMYK: 72-25-100-10 RGB: 82-135-16 HEX: #528710 Multiple use</p>	<p>Kind green CMYK: 24-0-37-0 RGB: 209-231-182 HEX: #d1e7b6 Multiple use</p>	<p>Ash black CMYK: 75-65-60-80 RGB: 30-31-31 HEX: #1e1f1f Multiple use</p>	<p>Pale white CMYK: 0-0-0-0 RGB: 255-255-255 HEX: #ffffff Multiple use</p>
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Lighter tints of our primary colors can be used to support our brand visualisation.

Secondary colors



<p>Forest green CMYK: 78-42-100-41 RGB: 52-85-10 HEX: #34550a Multiple use</p>	<p>Soft green CMYK: 14-0-27-0 RGB: 230-251-205 HEX: #e6fbcd Multiple use</p>	<p>Petrol blue CMYK: 92-47-55-53 RGB: 0-67-70 HEX: #004346 Multiple use</p>	<p>Nighttime blue CMYK: 94-73-50-59 RGB: 23-42-57 HEX: #172a39 Multiple use</p>	<p>Denim blue CMYK: 69-29-37-11 RGB: 80-137-145 HEX: #508991 Multiple use</p>
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<p>Dark gray CMYK: 67-57-53-57 RGB: 62-63-64 HEX: #3e3f40 Multiple use</p>	<p>Tarmac gray CMYK: 59-48-47-38 RGB: 91-92-92 HEX: #5b5c5c Multiple use</p>	<p>Cloudy gray CMYK: 5-4-4-0 RGB: 245-245-245 HEX: #f5f5f5 Multiple use</p>	<p>Sunny heart CMYK: 8-23-95-1 RGB: 237-192-5 HEX: #edc005 <u>ProjectC! & carbon footprint calculator only</u></p>
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Specific use:

<p>beCAD web & Inventor</p>   <p>Denim blue CMYK: 69-29-37-11 RGB: 80-137-145 HEX: #508991</p>	<p>Kontainer</p>   <p>Camo green CMYK: 72-25-100-10 RGB: 82-135-16 HEX: #528710</p>
<p>bePartner network</p>   <p>Forest green CMYK: 78-42-100-41 RGB: 52-85-10 HEX: #34550a</p>	<p>3D files</p>   <p>Tarmac gray CMYK: 59-48-47-38 RGB: 91-92-92 HEX: #5b5c5c</p>
<p>Technical leaflets</p>   <p>Dark gray CMYK: 67-57-53-57 RGB: 62-63-64 HEX: #3e3f40</p>	<p>beUniversity Academy Masterclass</p>     <p>Petrol blue CMYK: 92-47-55-53 RGB: 0-67-70 HEX: #004346</p>
<p>beMasters</p>   <p>Nighttime blue CMYK: 94-73-50-59 RGB: 23-42-57 HEX: #172a39</p>	<p>ProjectC! Carbon footprint calculator</p>    <p>Sunny heart CMYK: 8-23-95-1 RGB: 237-192-5 HEX: #edc005</p>

RAL paint colors (by Boss Paints)

Available at [Colora](#):

- Ck A 22-f
- We M185 Blended Green
- We Y45 Gainsbaro White
- We Y115 Racing Green
- We Y01 Gentle Green



Typography

Graphic typeface

The **Inter & Syne font family** are to be used for all internal and external brand communication (letter-head, online banners, PowerPoint presentations, etc.). But also and more importantly, for all beMatrix brochures, such as the be anything, Xtreme solutions...

INTER BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

INTER BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

INTER EXTRABOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

INTER EXTRALIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

INTER LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

INTER MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

INTER REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

INTER SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

INTER THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SYNE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SYNE EXTRABOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SYNE MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SYNE REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SYNE SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

[Download fonts →](#)

Product names

A product name is not just chosen to differentiate us from competition. It is also an emotional tie establishing an expectation of quality and consistency. Registered names must always carry the ® symbol.

PRODUCT NAME	DESCRIPTION
FRAMES	
b62°	Modular wall frame system with big holes, according to the 62mm grid.
b55™	Smaller frame system, with the same benefits as b62.
XTREME SOLUTIONS	
beTruss	Stand construction system that allows to build stands of any size, no matter how big.
b310°	b310 frames are designed to provide the necessary bearing capacity to the structure, within the same 62 mm matrix, where the strength of the b62 frame is insufficient.
beConstruct	beConstruct is a construction profile to build big and open non-load bearing constructions.
Double Deck	Compatible modular system to provide a safe and stable second floor.
IZI-RANGE	
iZi-bar	Versatile reception desk that can just as well serve as a bar or cupboard.
iZi-table	Ready-made tables or columns that can be covered with all kinds of infills.
ELECTRONICS	
LEDskin°	Innovative modular LED display that can be integrated seamlessly to the frame system.
SideLED lightbox	Easy to mount side-lit lightboxes integrated in the frame system or as stand-alone.
BackLED lightbox	Easy to mount back-lit lightboxes integrated in the frame system or as stand-alone.
CElight	LED spotlight, easy to mount on top of the frames.
SAM Light	Innovative lighting solution which can be used for both accent and general lighting.
Big Light	Floodlight for uniform lighting of large surfaces. Easy mounting on the big holes.
Big SAM	Floodlight which can be used for both accent and general lighting.
Track Light System	Adaptable lighting system that can seamlessly be integrated to the frame system.
beTV	A TV integrated in a beMatrix frame.
PARTS	
Toolless connector	The big hole connector: manual Ø30 clamp to connect Ø30 frames in a 180° angle.
Fast Clamp	Fast Clamp allows an even faster, easier, stronger and more sustainable connection between frames.
T-REX	Cutting tool to cut out parts of the silicon edge in order to mount the textile over multiple frames.
GEKKO	Specially developed tool to easily install and replace one magnetic LEDskin° module.
Platypus	Double-sided pull & push tool. The wide side easily clicks each panel out of a frame, with the narrow side a textile is easily stretched into a frame.
DIGITAL PRODUCTS	
MybeMatrix	A digital and customer friendly platform for stand builders, which includes beCAD.
beCAD	Online design tool to create, control and calculate your beMatrix project.

SERVICES	
Global Rental Network	Every beMatrix solution within reach.
PACKAGES	
beCompact	A compact unit with 6 different set-ups, specifically for the MICE industry.
Kickoff Packs	Ready to use stand building packs, with which you can start straight away.
UnderCovr	Outdoor concept designed and reinforced to withstand weather conditions like wind and rain.
pop-OUT	Flexible product for outdoor pop-up activities.
pop-IN	Flexible concept for indoor pop-up activities.

Photography

When using our pictures, please mention copyright **"Copyright © beMatrix - clients name"**. For example:



▲ Copyright © beMatrix - Clip Display



▲ Copyright © beMatrix - Bulik standbouw

Commercial imagery

be anything

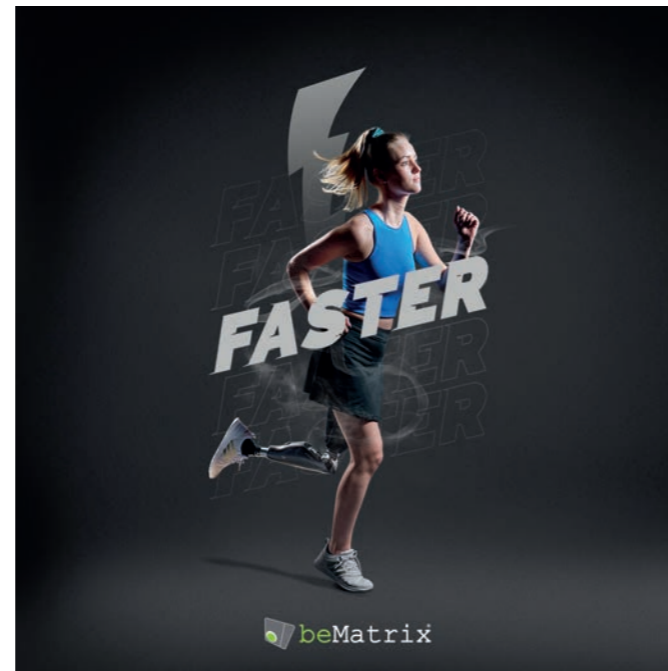
Making your life easier and offering comfort is what we strive for. We don't manufacture systems; we co-build an integral modular story with endless options. That is the vision behind our campaign. This point of view underlines the world of possibilities. Contrasts as well as extremes in visuals, in animations and in text.



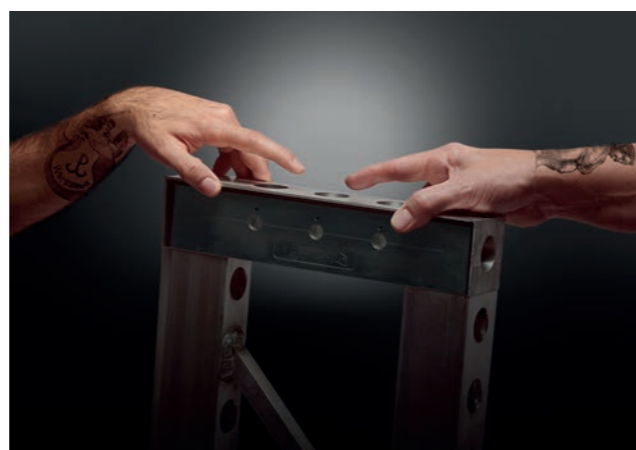
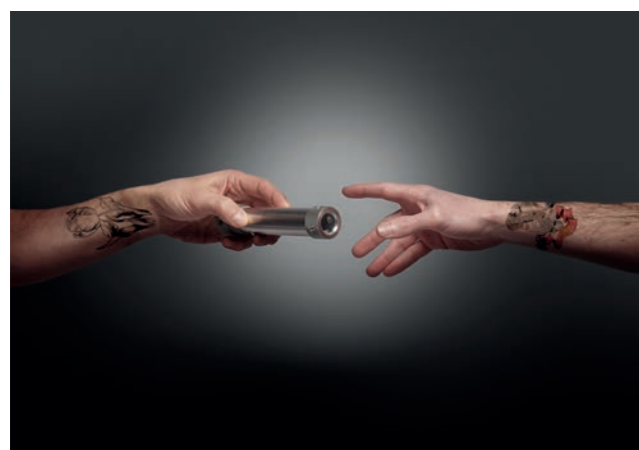
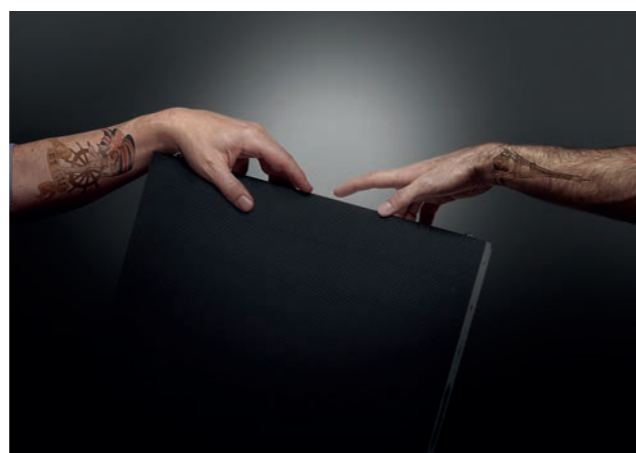
The campaign images must always be used as shown: split image, green separation line, white circle with left/right arrows on semi-transparent background, slogan corresponding the image and 'be anything' right below it. Only enlarging and reorienting (portrait or landscape) the images is allowed.

Better, faster, stronger, greener

With our campaign #better #faster #stronger #greener we show that every product and innovation we make with beMatrix is based on one of these principles. All designs and stands built by stand builders who work with beMatrix are better, faster, stronger and greener through collaboration and innovation aimed at reducing the ecological footprint.



Global Rental Network



The Global Rental Network campaign images can be used with the title and tagline, as you see on your left.

beCAD



The beCAD campaign image with spacy hand can be used in square or rectangle dimensions and is available in 5 languages (English, Dutch, French, German and Spanish).



ProjectC!

ProjectC!™ is the masterplan of beMatrix to become Carbon Neutral as a company by 2026 & to create awareness among our employees.



Iconography

General icons

We have a set of graphic elements that make our communications more recognizable. These icons add visual interest and enhance our storytelling. They convey the message at a glance.



New

This label can be used in both online & offline communication with the launch of new products/services.



Patent pending

This label can be used when a patent application for one of our products or processes has been filed, but the patent hasn't been issued yet.

PATENT PENDING

Font: "High Voltage Rough".

The "X"



MybeMatrix

These icons help identify our services within MybeMatrix: 3Ds, beCAD, beMasters, bePartners, beUniversity, Kontainer, Masterclass, technical leaflets & Academies.





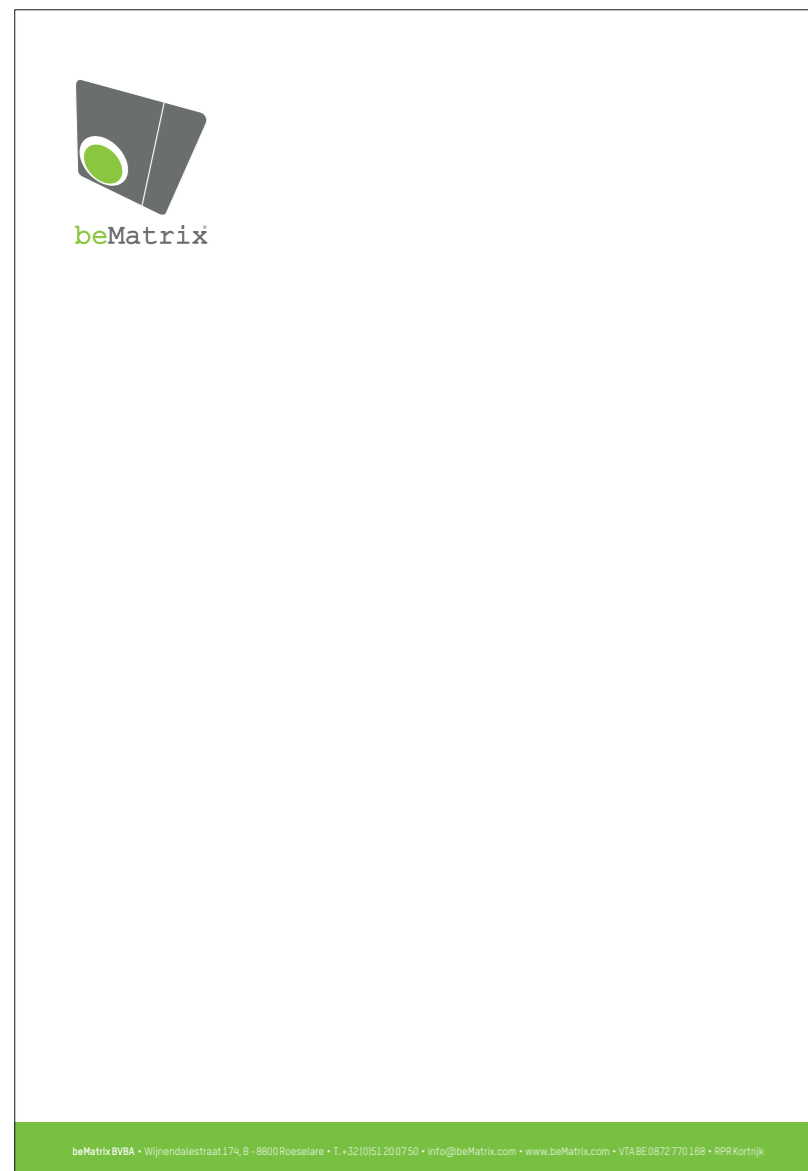
03

Applications

Stationary

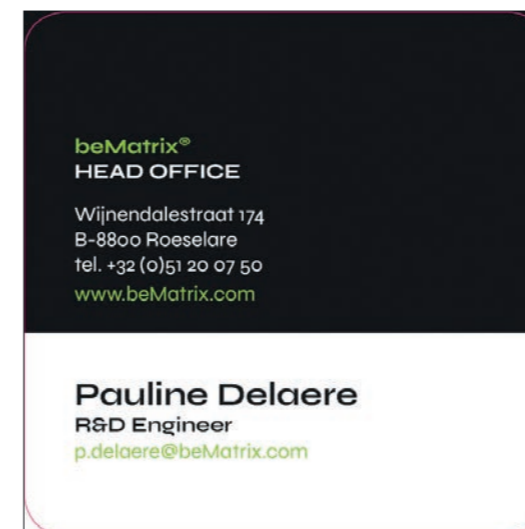
Letterhead

The official beMatrix letterhead is used for all official correspondence, but also for quotations, order confirmations, invoices, etc.



Business cards

This is the beMatrix business card template, using the same design for our worldwide offices. The creation and ordering of this corporate tool is managed by the beMatrix HQ marketing team.



Printed matter

Commercial brochures

We created a template to guarantee the uniformity of our commercial and technical documentation. The style elements per individual page are explained below. All new documentation must be approved by HQ.

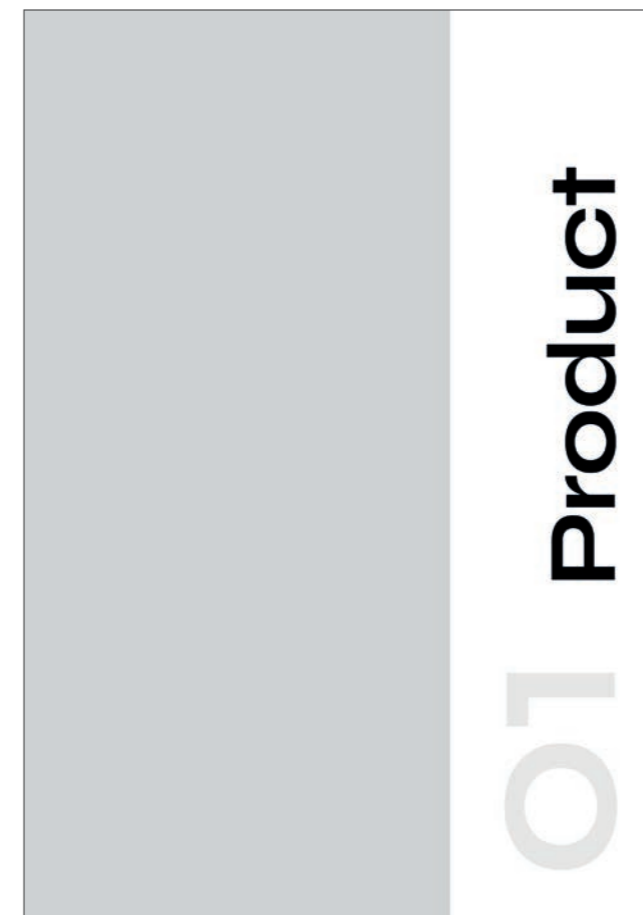
Cover



Index



Front page

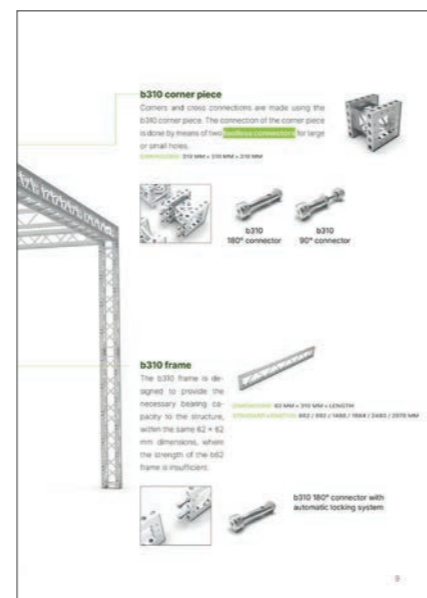
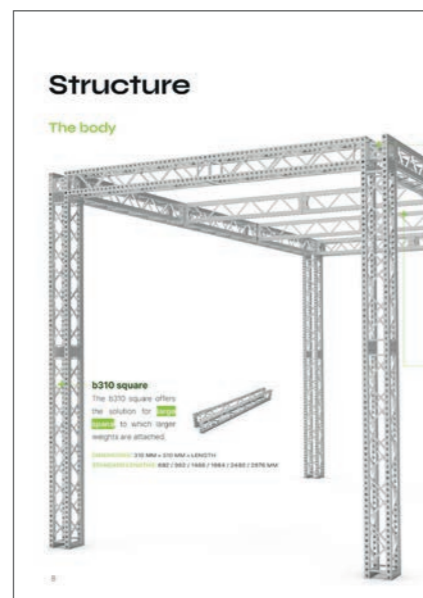
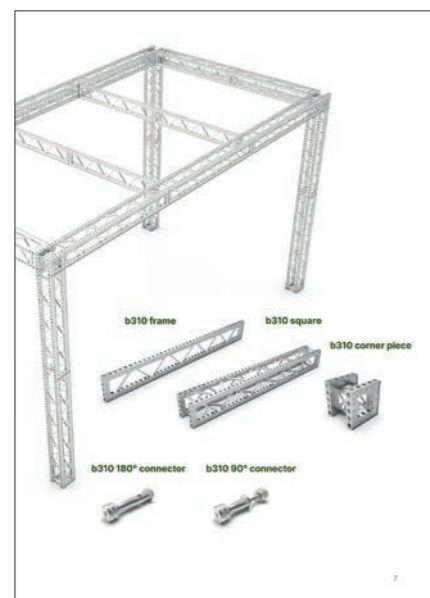
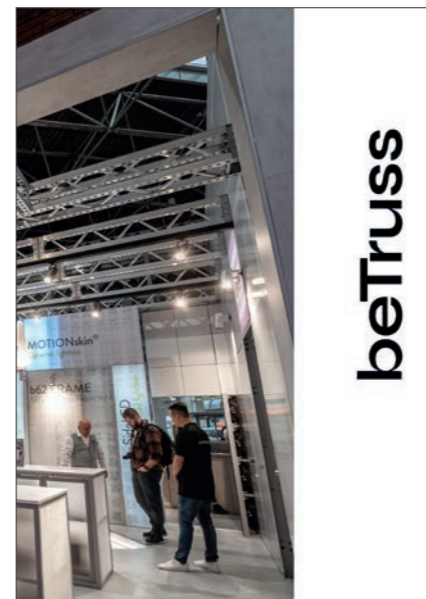
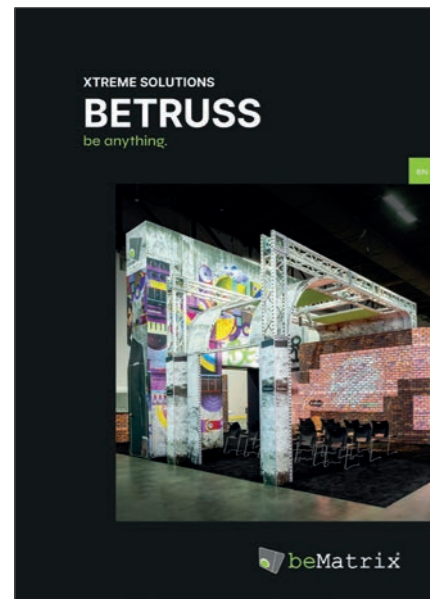


Page layout





Example: beTruss



Print advertisement



beMatrix est producteur et fournisseur du système original de cadres à grands trous.

Le cadre en aluminium léger est durable, réutilisable à l'infini et peut être monté rapidement et sans outils. Le système idéal pour votre stand, événement, showroom, pop-up ...

beMatrix HQ

Wijnendalestraat 174, B-8800 Roeselare
T. +32 51 20 07 50 • info@beMatrix.com
www.beMatrix.com f t in @ v

Digital

Online advertisement

UnderCovr
one integrated solution for outdoor event building!

EXPLORE NOW

NEW

pop-OUT
The modular solution for your next outdoor event!

EXPLORE NOW

NEW

UnderCovr
one integrated solution for outdoor event building!

NEW

E-mail signature



Jana Buffel
Creative Marketing Coordinator

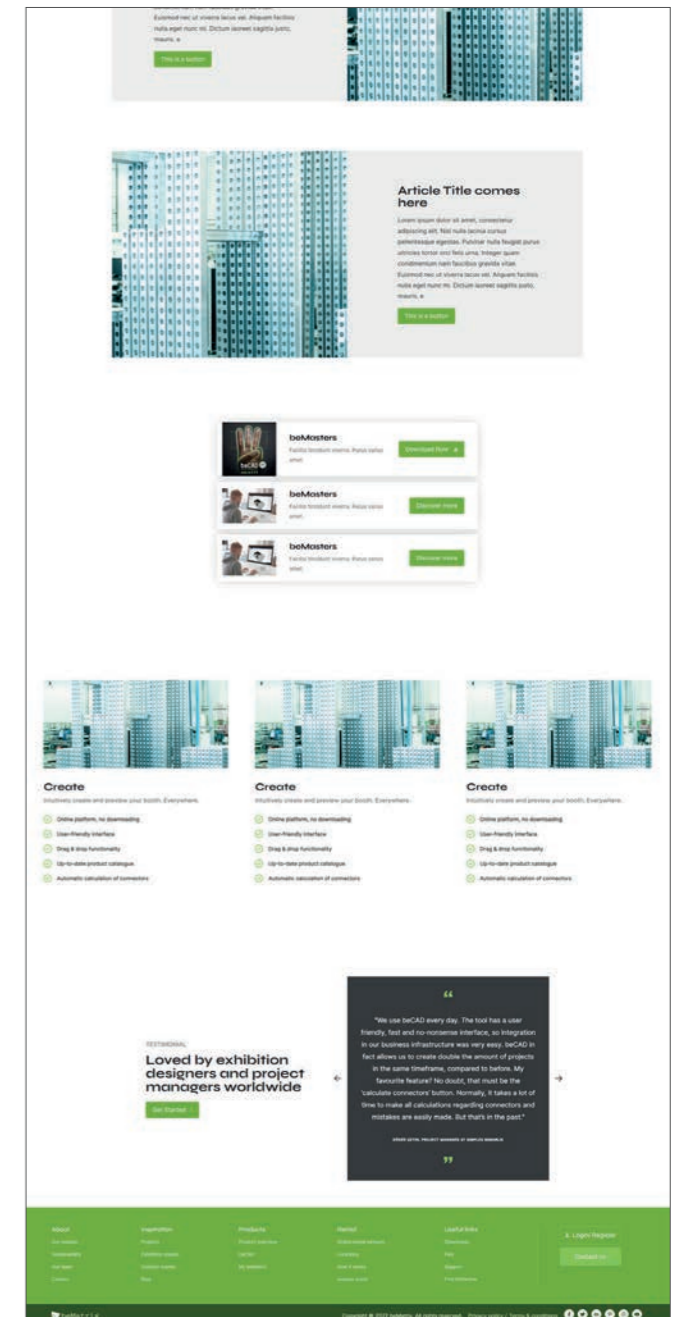
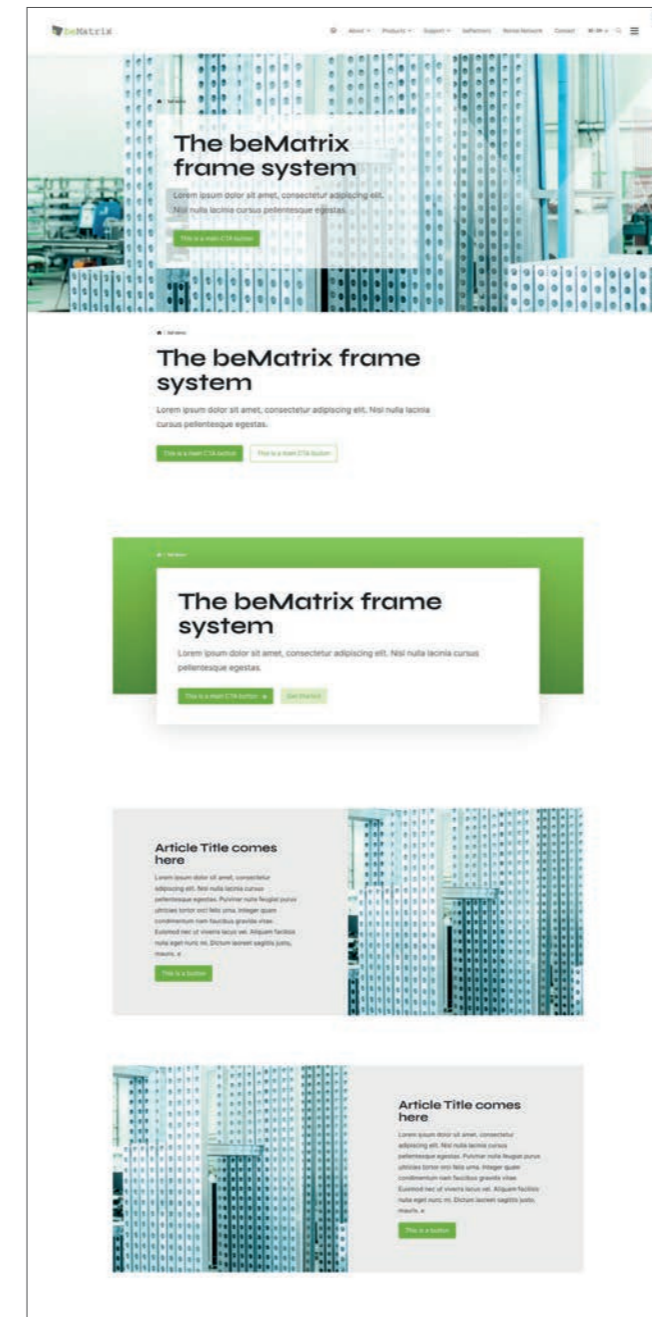
beMatrix HQ
Wijnendalestraat 174
Roeselare
Belgium

+32 (0)51 20 07 50
j.buffel@beMatrix.com
www.beMatrix.com

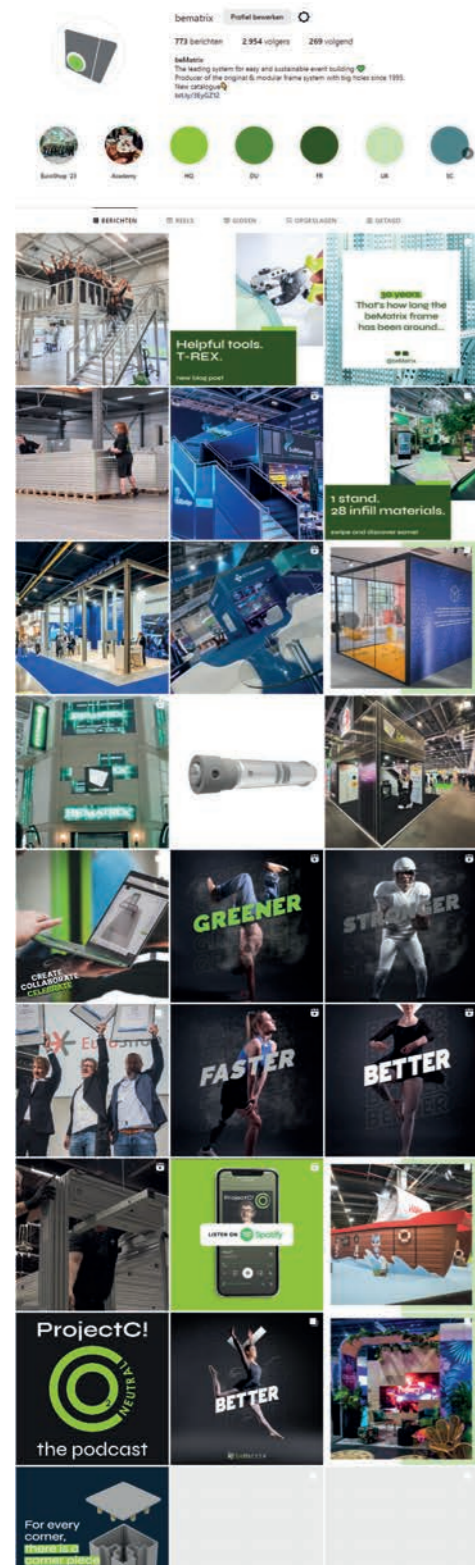


Landing pages

The landing pages are fully aligned with the look and feel of the beMatrix website. Some lay-outs:

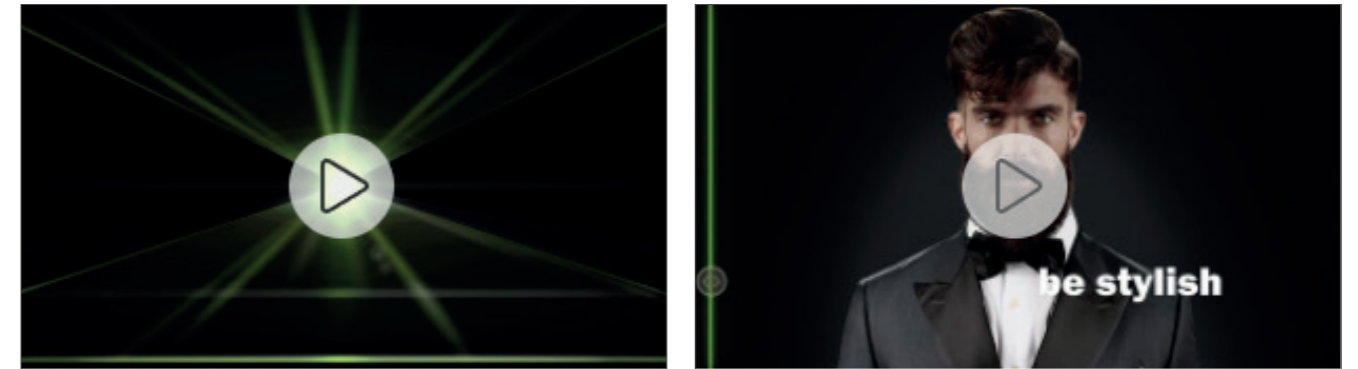


Social media



Video

The laser intro and outro is used for all beMatrix movies.



Powerpoint template



Other

Gadgets

The beMatrix brand identity is implemented in every aspect of the company, so also in the application to our merchandising. Bags, pens, lanyards, cups, glasses, ... everything is designed according to our style guidelines.

Tote bag



Pen



Lanyard



Cup



Glass



Clothes

Hat



Polo



T-shirt



Jacket





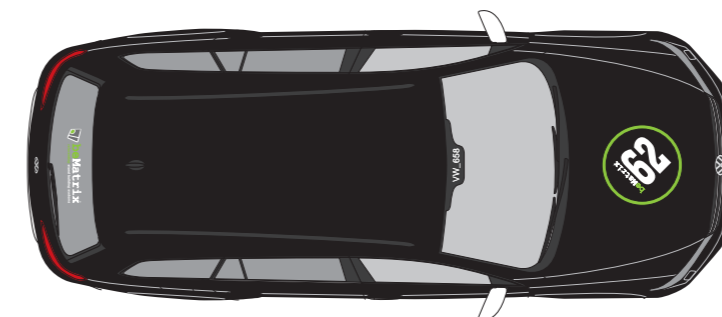
Flags

These banner flags are displayed at the beMatrix headquarters. In addition, beach flags are also available, designed with the campaign images.



Car wrapping

The beMatrix HQ pool car & light truck were given a complete metamorphosis with the wrapping below, fully in line with the beMatrix corporate identity and campaign images.





be strong  **be stylish**
be anything.

Come say hi

HQ Belgium
Wijnendalestraat 174
8800 Roeselare

get in touch

+32 (0)51 20 07 50
info@beMatrix.com

or boost your inspiration

www.beMatrix.com
socials @beMatrix
