



*World Class  
World Wide*

## BDI Style Guide

Precise, consistent reproduction of the BDI logo is essential in reflecting BDI's high standards of excellence. Through careful use, we communicate the same attention to detail we bring to the products and services we offer our customers.

BDI's World Wide branding message will be maintained by adhering to the following specifications. The Logo types cannot be modified, rearranged, disassembled or redrawn.

To download logos simply click on the image needed. Preferred Usage – BDI Red PMS 485 on white background



*BDI Full Color logo only*



*BDI Full Color logo with side tagline*



*BDI Full Color logo with  
bottom tagline*



*BDI Black and White logo*

Please note, not all variations of the BDI logo can be found on the website. Large, hi-resolution files as well as 2-color vector art used for signs and banners can be obtained by contacting the BDI Marketing Department.

BDI Marketing Dept, 8000 Hub Parkway, Cleveland, OH 44125  
216-642-9100 P / 216-642-9573 /F or

e-mail: Bill Shepard at [bshepard@bdi-usa.com](mailto:bshepard@bdi-usa.com)

Unacceptable Uses of the BDI Logo type

