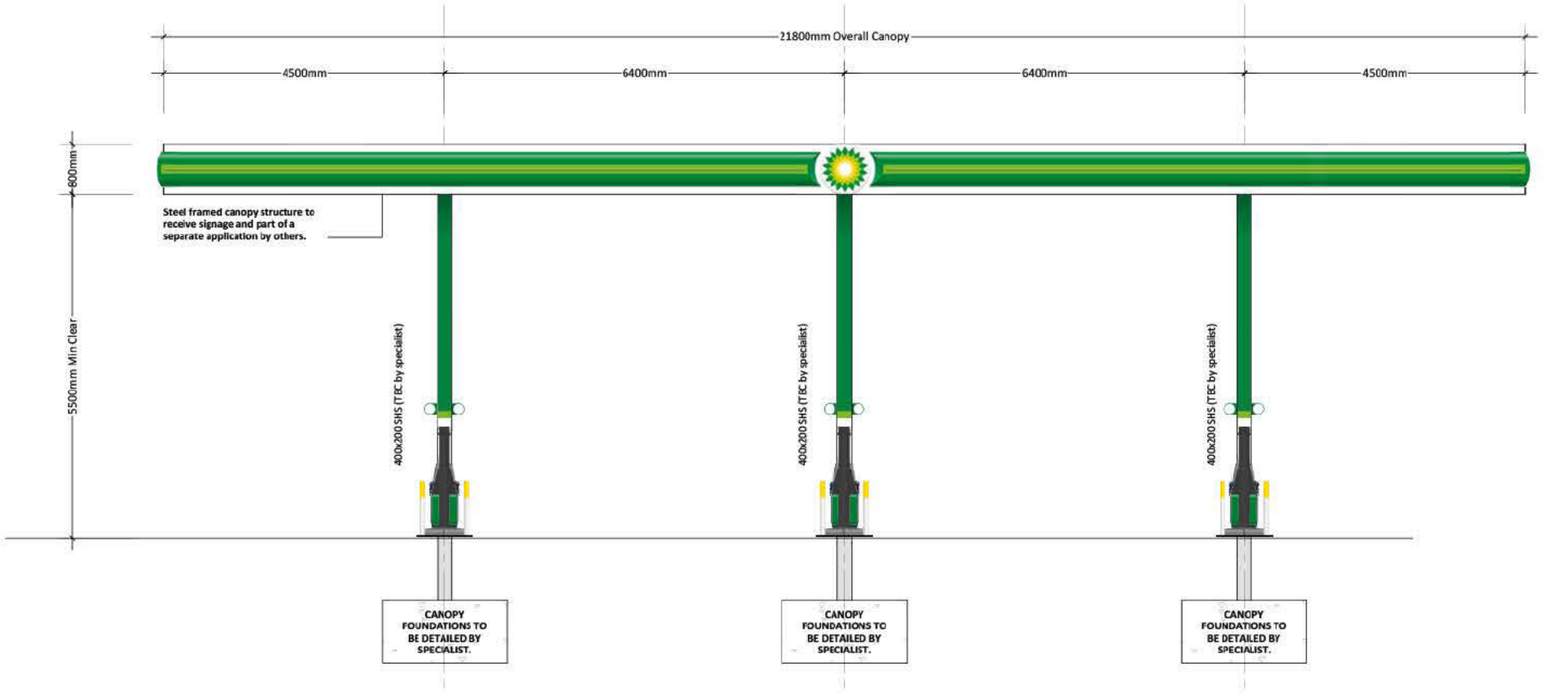
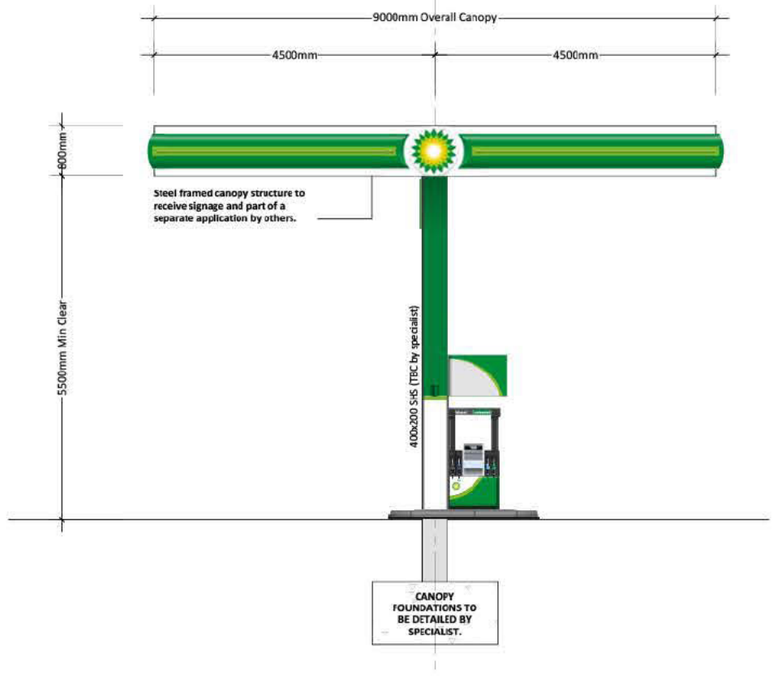
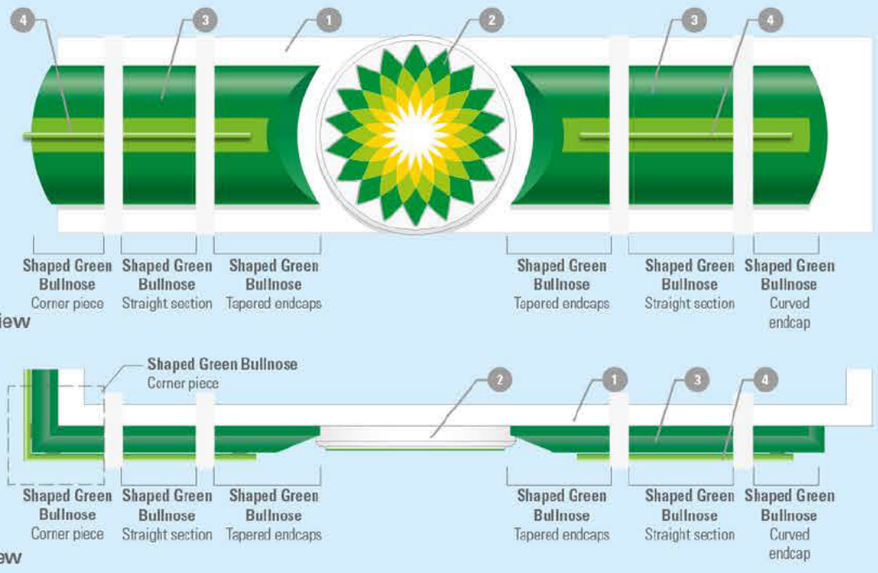




3D Bullnose Fascia







3D bullnose

1. **White fascia**
   Metal fascia finished white to match RAL 9003
2. **Helios sign**
   The Helios sign is constructed of formed plastic with the full colour Helios printed onto it. The sign is fully illuminated from behind with LEDs, and is mounted directly onto the white fascia.
3. **3D bullnose**
   The dimensional bullnose is constructed of curved metal, finished bp Retail Green, Pantone 348C. Along the centre is a bp Light Green strip. The 3D bullnose decoration consists of 3 parts: straight sections, tapered endcaps which are reversible for right hand and left hand, and a terminating encap.
4. **LED laser line**
   The LED laser line consists of formed plastic material, concealing a continuous LED strip light. The light bar is installed directly on the face of the 3D bullnose.

bp Helios logo
Standard format of the bp Helios logo

bp Helios Logo
The bp Helios logo colours are to match the Bp brand colours. Refer to the bp brand websites for more information on the use of the bp logo and colours.



Finishes & sign colours
Architectural paint and bullnose vinyl colours

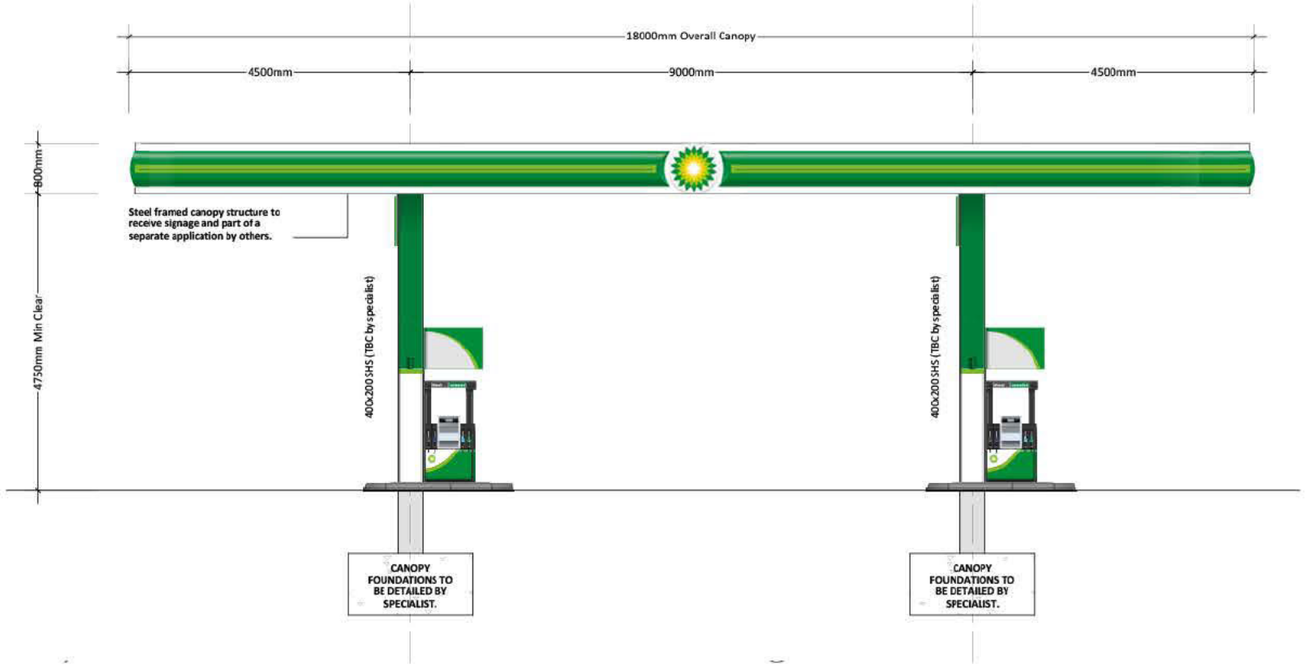
Canopy Fascia & Bullnose
The canopy fascia is painted white with the light grey used for stepped sections of over height canopy fascias.

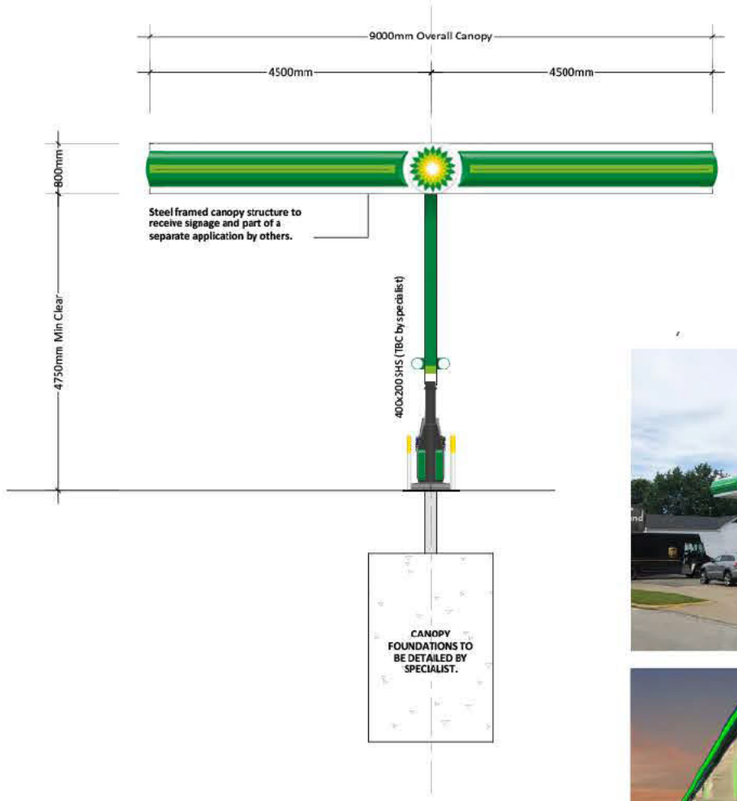
The 3D bullnose is painted bp Retail Green with the light green strip through the centre.

The vinyl bullnose decal is based on bp Retail Green with highlights based on an overprint of white gradient tone and the shadow an overprint of a black gradient tone. Artwork supplied by bp should be used for printing.

bp Green	bp Light Green	bp Yellow	White
Pantone 355C	Pantone 368C	Pantone 109C	
C100 M0 Y100 K0 R0 G153 B0 HEX 009900	C55 M0 Y100 K0 R153 G204 B0 HEX 99CC00	C0 M12 Y100 K0 R255 G203 B0 HEX FFE600	C0 M0 Y0 K0 R255 G255 B255 HEX FFFFFF

bp Retail Green	bp Light Green	White	bp Light Grey
Pantone 348C	Pantone 368C	RAL 9003	Pantone Cool Grey 5C
C96 M0 Y100 K12 R0 G132 B61 HEX 00843D	C55 M0 Y100 K0 R153 G204 B0 HEX 99CC00	C0 M0 Y0 K0 R255 G255 B255 HEX FFFFFF	C0 M0 Y0 K32 R153 G153 B153 HEX 999999

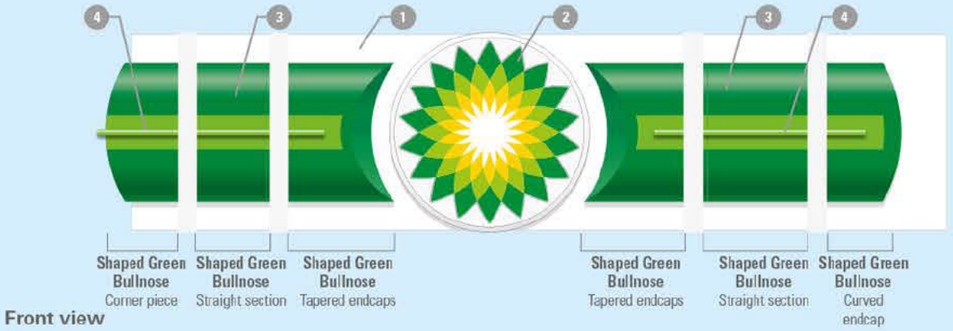








3D Bullnose Fascia



3D bullnose

1. **White fascia**
   Metal fascia finished white to match RAL 9003
2. **Helios sign**
   The Helios sign is constructed of formed plastic with the full colour Helios printed onto it. The sign is fully illuminated from behind with LEDs, and is mounted directly onto the white fascia.
3. **3D bullnose**
   The dimensional bullnose is constructed of curved metal, finished bp Retail Green, Pantone 348C. Along the centre is a bp Light Green strip.

The 3D bullnose decoration consists of 3 parts: straight sections, tapered endcaps which are reversible for right hand and left hand, and a terminating encap.

4. **LED laser line**
   The LED laser line consists of formed plastic material, concealing a continuous LED strip light. The light bar is installed directly on the face of the 3D bullnose.

bp Helios logo
Standard format of the bp Helios logo

bp Helios Logo
The bp Helios logo colours are to match the Bp brand colours. Refer to the bp brand websites for more information on the use of the bp logo and colours.

bp Green	bp Light Green
Pantone 355C	Pantone 368C
C100 M0 Y100 K0 R0 G153 B0 HEX 009900	C55 M0 Y100 K0 R153 G204 B0 HEX 99CC00
bp Yellow	**White**
Pantone 109C	
C0 M12 Y100 K0 R255 G203 B0 HEX FFE600	C0 M0 Y0 K0 R255 G255 B255 HEX FFFFFF

Finishes & sign colours
Architectural paint and bullnose vinyl colours

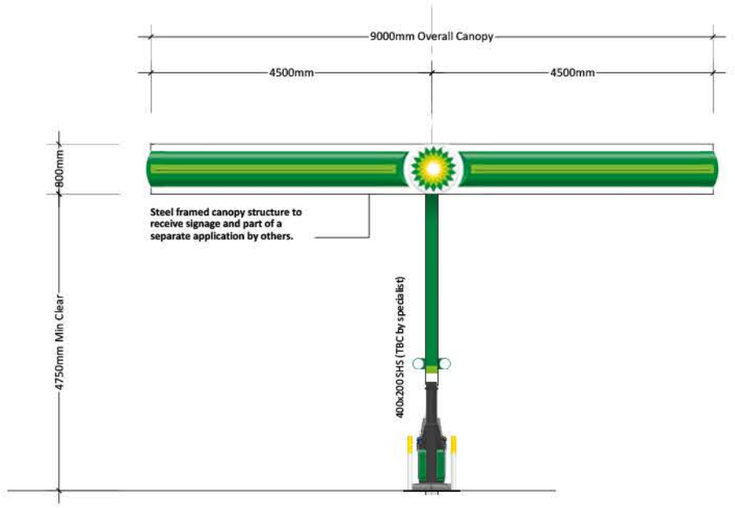
bp Retail Green	bp Light Green
Pantone 348C	Pantone 368C
C96 M0 Y100 K12 R0 G132 B61 HEX 00843D	C55 M0 Y100 K0 R153 G204 B0 HEX 99CC00
White	**bp Light Grey**
RAL 9003	Pantone Cool Grey 5C
C0 M0 Y0 K0 R255 G255 B255 HEX FFFFFF	C0 M0 Y0 K32 R153 G153 B153 HEX 999999

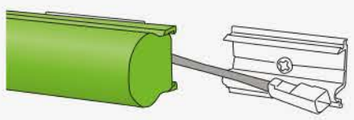
Canopy Fascia & Bullnose
The canopy fascia is painted white with the light grey used for stepped sections of over height canopy fascias.

The 3D bullnose is painted bp Retail Green with the light green strip through the centre.

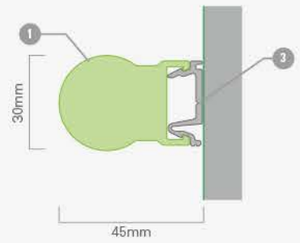
The vinyl bullnose decal is based on bp Retail Green with highlights based on an overprint of white gradient tone and the shadow an overprint of a black gradient tone. Artwork supplied by bp should be used for printing.







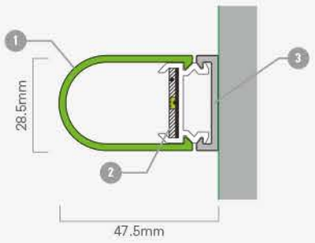
Typical global detail 1



Sectional detail 1



Typical global detail 2



Sectional detail 2

Typical details

1. Semi-translucent rigid plastic lens to match Bp Light Green, Pantone 368C.
2. Continuous white LED light strip.
3. Clip system bracket to fix to the canopy fascia.

The LED laser line is a proprietary system sourced by the manufacturer to suit the Bp sign specifications. In Europe the common system is the Visive HiLite 30 and in north America it is a Blair industries system.

The LED laser line consists of a semi-translucent rigid plastic lens to match Bp Light Green, Pantone 368C, enclosing a continuous white LED light strip. The green light produced should be bright and continuous with no hotspots. The lens is to be fastened to the canopy fascia using a clip system.

The nominal design diameter of the lens is 25mm, however typical systems vary between 27mm and 30mm. Typical lengths vary between 1.23m and 3.08m.

Where the sections butt together, the light from the forecourt at night should look continuous. Where the standard lens lengths need to be cut, either on-site on in the factory, the ends should be sealed by authorised technicians.

Illumination specifications
LED Laser Light daytime colour bp Light Green, Pantone 368C. Night-time illuminated colour green 525nm.

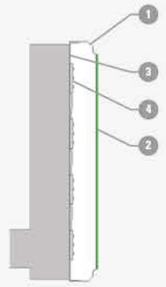
Illumination levels
The illumination level is 55 Cd/m^2. Illumination levels should be recorded under factory conditions 1m from the surface as the average for the Sign area.



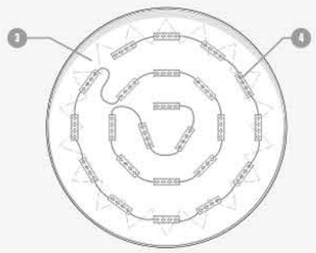
Exploded view



Helios sign colours



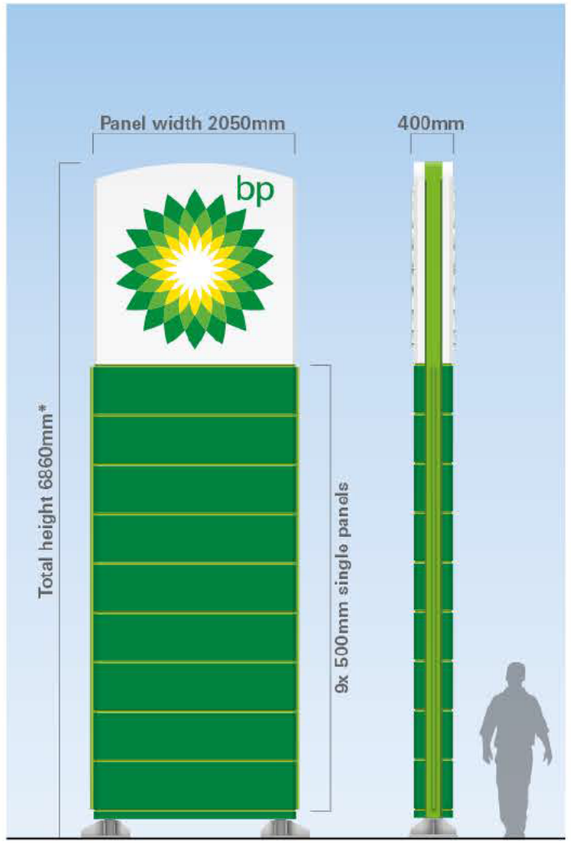
Sectional view



Back tray with LED lighting

Helios sign

1. **Moulded sign-face**
   Internally illuminated translucent white/opal acrylic or polycarbonate.
2. **Embossed bp Helios logo**
   Flat embossed bp Helios logo with translucent vinyl decoration to bp brand colours.
3. **Moulded back-tray**
   Translucent white/opal acrylic or poly carbonate. The return edge of the back-tray to be translucent to allow for full illumination of the sign edge. Back-tray fixed flat to the canopy fascia.
4. **LED light array**
   White LED array to give bright, even illumination. Colour temperature of the LEDs 4000K. Preferred illumination level 300 Cd/m^2. Illumination levels recorded under factory conditions 1m from the surface as the average for the sign area.



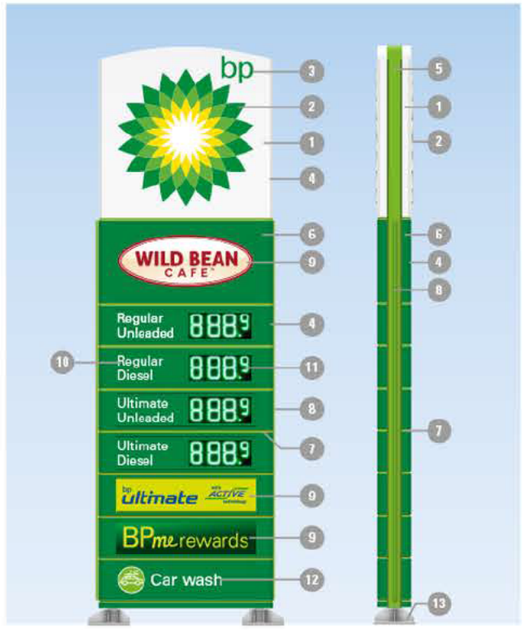


7m
2050mm wide
Monolith MID

Monolith Signs

Monolith signs have panels which go down to the ground level. Monolith signs are the preferred sign type. They are defined by their height (number of panels) and the two widths.





The MID is one of the most important branding elements on a bp site for the communication of the bp brand and the offers available on a bp site.

Topped by the bp Helios logo, it displays the fuels, their prices and the convenience food offers, food for now (FFN) offers and the customer facilities on site.

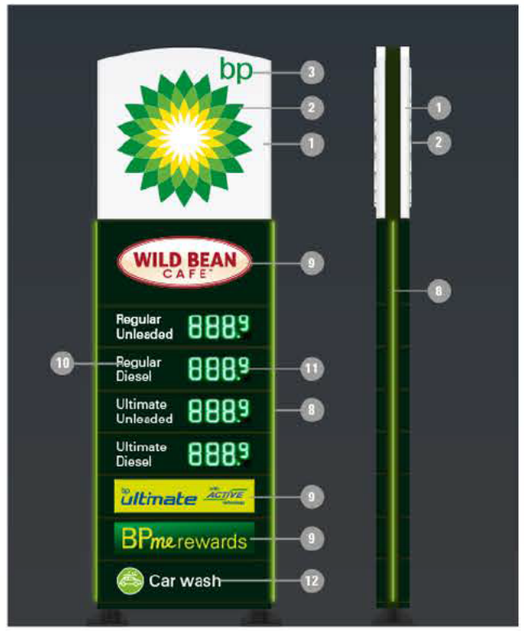
This toolkit covers the global brand standards for bp MID signs and is broken down into multiple sections covering:

- Standard types of MIDs
- Design principles for the various detail elements
- General principles for the panel hierarchy
- Guidelines for the selection and locating of the MID on the site

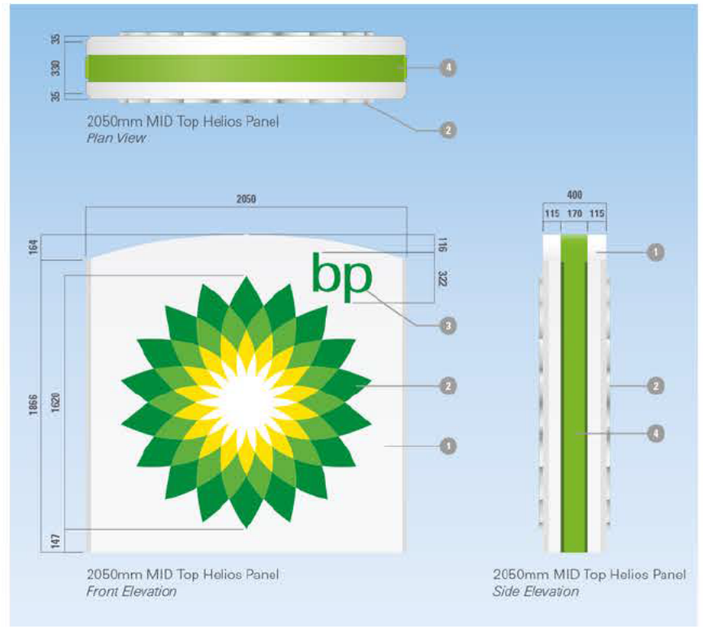
Note all dimensions shown are in millimetres (mm) unless stated otherwise.

Below are is a list of the main elements of the MID design.

1. **bp Helios panel**
   Fully illuminated translucent white panel.
2. **Helios logo**
   Illuminated embossed logo with vinyl graphics.
3. **"bp" letter mark**
   Illuminated flush "bp" letters.
4. **Chamfered edge**
   35mm x 35mm chamfer to the vertical edges of all the panels.



5. **Light green edge**
   bp Light Green trim down the centre of the sides of the MID.
6. **Offer panels**
   bp Retail Green offer panels, single or double panel heights.
7. **Panel reveal**
   25mm high bp Light Green panel reveal.
8. **LED laser line**
   Light green LED strip light fixed vertically to the sides of the MID, aligned with the green offer panels.
9. **Illuminated brand graphics**
   Backlit offer panel graphics. These are either rectangular graphics windows or fret cut graphics.
10. **Illuminated price panel**
    Backlit fuel grade description letters.
11. **EPCU unit**
    Proprietary Electronic Price Change Unit (EPCU) with light green LED digits.
12. **Illuminated offer graphics**
    Backlit circular icon and text.
13. **MID footing**
    The exposed section of the structural frame where the MID is fixed.



The bp Helios panels are fully illuminated, including the front, top, sides of the panel.

The Helios logo is embossed one level, and the green and yellow colours are applied to the raised surface only. The side of the embossed shape remain white. The "bp" letters are not embossed and their green colour is applied to the flat surface.

Notes

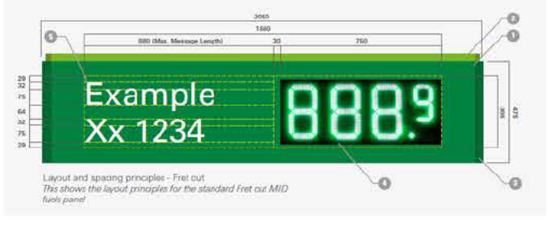
1. bp White (Ral 9003) panel with 35mm x 35mm chamfers running down the length of each side. (Not on top radius)
2. Helios logo decoration on top of flat 25mm embossment. Graphic does not overlap on emboss draft. Draft angle remains white.
3. 'bp' brandmark letters to be cut from flat vinyl.
4. Surrounding edge detail running down each side of the Helios panel. Painted bp Light Green to match Pantone 368C 80% gloss finish (80 GUs @ 60° angle).

Lighting Principles

A. Fully illuminated white panel including return sides and chamfered edges using white LED lighting array to give bright even illumination.

B. Translucent vinyl Helios logo graphics with no visible overlay or gaps between colours.

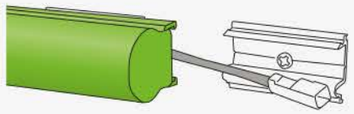
C. Translucent vinyl "bp" letters.



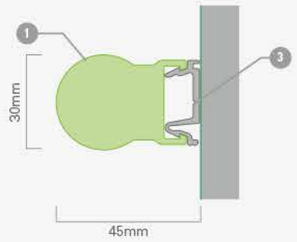
Layout and spacing principles - Fret cut
This shows the layout principles for the standard Fret cut MID fuels panel

Notes

1. Fabricated aluminium MID panel painted bp Retail Green to match Pantone 348C 80% gloss finish (80 GUs @ 60° angle).
2. Panel reveals painted bp Light Green to match Pantone 368C 80% gloss finish (80 GUs @ 60° angle).
3. 35mm chamfers on front side corners of MID panels.
4. Electronic Price Control Unit (EPCU) with bp Light Green numbers and unit background finished black. Unit in the layout shown is a maximum of 750mm wide.
5. Fuel description text fret-cut opal acrylic letters, Univers 55 regular.



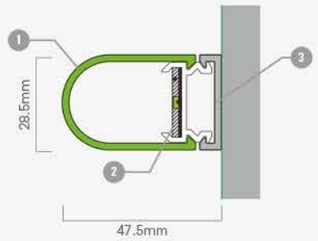
Typical global detail 1



Sectional detail 1



Typical global detail 2



Sectional detail 2

Typical details

1. Semi-translucent rigid plastic lens to match Bp Light Green, Pantone 368C.
2. Continuous white LED light strip.
3. Clip system bracket to fix to the canopy fascia.

The LED laser line is a proprietary system sourced by the manufacturer to suit the Bp sign specifications. In Europe the common system is the Visive HiLite 30 and in north America it is a Blair industries system.

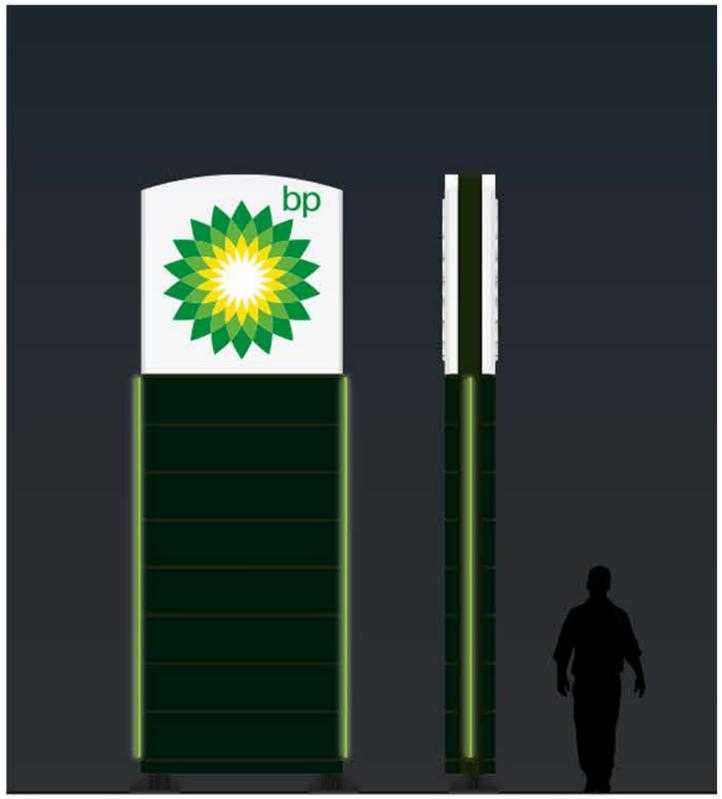
The LED laser line consists of a semi-translucent rigid plastic lens to match Bp Light Green, Pantone 368C, enclosing a continuous white LED light strip. The green light produced should be bright and continuous with no hotspots. The lens is to be fastened to the canopy fascia using a clip system.

The nominal design diameter of the lens is 25mm, however typical systems vary between 27mm and 30mm. Typical lengths vary between 1.23m and 3.08m.

Where the sections butt together, the light from the forecourt at night should look continuous. Where the standard lens lengths need to be cut, either on-site on in the factory, the ends should be sealed by authorised technicians.

Illumination specifications
LED Laser Light daytime colour bp Light Green, Pantone 368C. Night-time illuminated colour green 525nm.

Illumination levels
The illumination level is 55 Cd/m^2. Illumination levels should be recorded under factory conditions 1m from the surface as the average for the Sign area.



Monolith MID
LED Laser Line

LED laser lines are a standard requirement on monolith MIDs and post type MIDs with 3 or more offer panels.

The LED laser line runs the full height of the offer panels but not along side the fully illuminated white bp Helios panel. It does not go below the bottom usable offer panel along side any lower trim panel.

On post signs the laser line is only used for MIDs with three or more offer panels. It does not continue down along side the white cladded post or the lower white trim panel below the green offer panels.

Price signs which are based on the MID panels do not have LED laser lines as standard, even if there are 3 panels or more. Laser lines are an option for large sites where the MID is remote from the price sign.

Colours & fonts

BP Helios logo

BP Green	BP Light Green	White	BP Yellow
Pantone 355C	Pantone 368C		Pantone 109C
C100 M0 Y100 K0	C55 M0 Y100 K0	C0 M0 Y0 K0	C0 M12 Y100 K0
R0 G153 B0	R153 G204 B0	R255 G255 B255	R255 G203 B0
HEX 009900	HEX 99CC00	HEX FFFFFF	HEX FFE600

MID Colours

BP Retail Green	BP Light Green	White
Pantone 348C	Pantone 368C	
C96 M0 Y100 K12	C55 M0 Y100 K0	C0 M0 Y0 K0
R0 G132 B61	R153 G204 B0	R255 G255 B255
HEX 00843D	HEX 99CC00	HEX FFFFFF

bp Helios Logo
The bp Helios logo colours are to match the bp brand colours. Refer to the bp Brand websites for more information on the use of the bp logo and colours.

MID Sign Colours
The MID sign colours follow the BGB sign standards. The main sign colour is bp Retail Green, Pantone 348C, with bp Light Green trim for the sign edge, panel reveals and LED laser lines.

The bp Helios logo is always shown on a white background.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&,.-

Univers 55 Regular
Price and offer panels

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&,.-

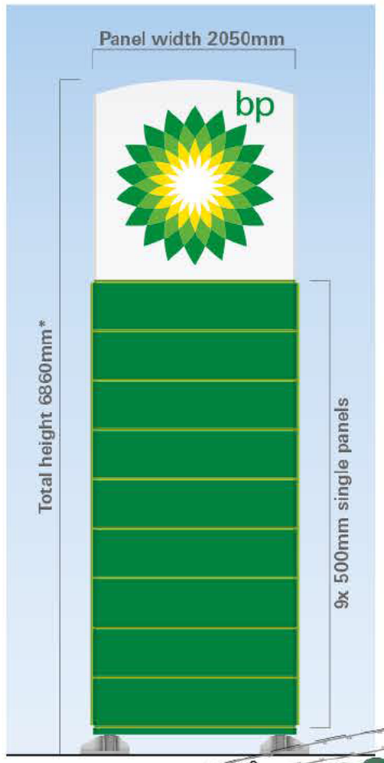
Univers 65 Bold
Manual Price Signs

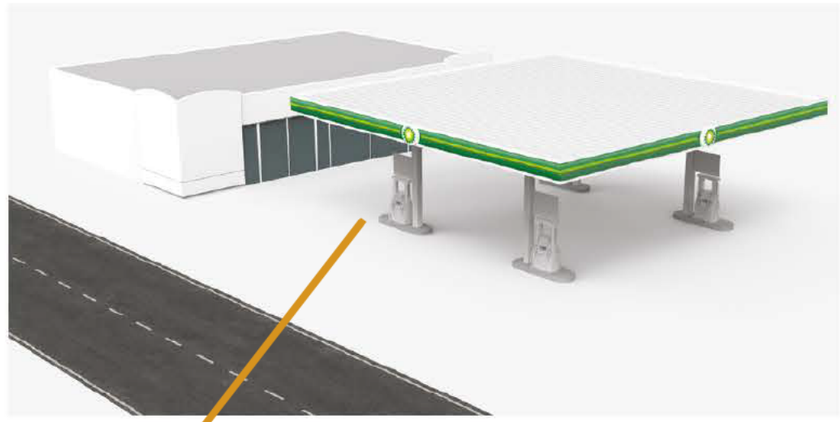
Univers 55 Regular
This is the main sign font inline with the BGB sign design standards. It is used for fuel descriptions, surprising offer text with the icons and other secondary text which may be required.

Univers should be used for all languages using Latin and Cyrillic alphabets. Versions of the font are available with special characters not shown on this page. For other alphabets refer to the individual country visual standards drawings.

Univers 65 Bold
This font is used on manual price tiles for the numbers. It may be used in special circumstances for small, important text on secondary messages.

It is also used on legacy MIDs as the main font and should be used in like-for-like replacements.


Panel width 2050mm
bp
Total height 6860mm*
9x 500mm single panels




A1 (M)
A1 (M) - JUNCTION 15 SLIP ROAD
A1 (M) - JUNCTION 15 SLIP ROAD
Coach Bays
Motorcycle Bays
Standard Car Bays
Fuel Filling Station
HGV Bays
38 No. HGV PARKING BAYS
HGV Bays
HGV
Fuel Filling Station
25m TURNING CIRCLE
Amenity Building
Standard Car Bays
Standard Car Bays
Standard Car Bays
Standard Car Bays
EV Car Bays
Standard Car Bays
SUB STA
TOLL BAR WAY
TOLL BAR WAY
TOLL BAR WAY

