Logo: BPA Worldwide Logo “Lock-Up”

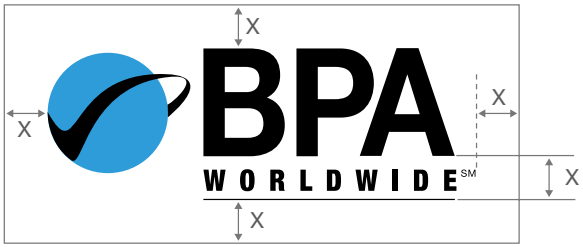
The BPA Worldwide logo should be used, except in very specific cases, in the “lock-up” form shown at right. The correct size relationship between the logo and market segment descriptor line are also indicated.

The BPA Worldwide logo lock-up should always be “isolated” from other copy or art elements as indicated in the specifications below.

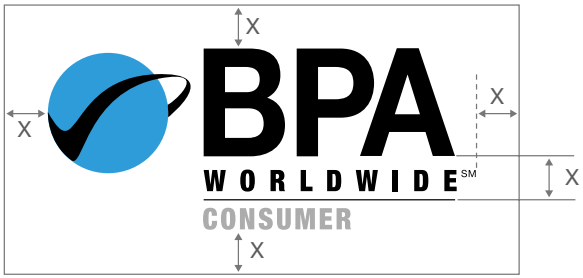
Isolate the BPA Worldwide logo lock-up from other copy or art elements by creating an empty “zone” all around it of at least the distance indicated by the “X” in the diagram below.

The “X” distance is equal to the distance from the baseline of the letters “BPA” to the rule under the descriptor line. This “X” distance applies regardless of the size of the logo in use.

Area of isolation - Master logo



Area of isolation - Consumer Market Segment Logo



BPA Worldwide logo lock-up

100% black and 50% black usage

“Knockout” with 50% black usage

Do not reproduce the BPA Worldwide logo in any color other than PMS 2925, PMS 423 and black, or in black only. Always include the “SM” mark as shown.

Market segment descriptor line

Logo: Color Usage

The BPA Worldwide logo is comprised of 3 colors, PMS 2925 blue, PMS 423 gray and 100% black.

Where one-color printing is required, the BPA Worldwide logo should appear in black and a 50% tint of black as indicated on the previous page.

The BPA Worldwide logo should appear against a white background when printed, except in certain specific cases described in this style guide. When the logo must be surprinted onto non-white backgrounds, avoid surprinting it against any color that is darker than 30% black. However, if the background is darker than 30% black, the logo may be dropped out as white.

While the BPA Worldwide logo may be “dropped out” of a background in 100%, do not drop the logo out of any background that is lighter in value than 30% black. Avoid dropping the logo out of images.

Logo: Partner Usage

When using the BPA Worldwide logo in conjunction with partner logos, provide sufficient “isolation” area—separation of the logo from other visual or copy elements in a published piece—as indicated on the previous page. Follow other logo usage guidelines herein.