



Brand Guidelines

Version 1.0

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Our Name and How We Use It

The BCI brand is the first impression our community receives of the organization. It's down to all stakeholders to make sure that the way in which our community experiences the BCI brand is consistent. This is partly achieved through adherence to these brand guidelines.

By ensuring the BCI looks, feels and expresses itself in the same way wherever our community encounters us, we increase our brand value and the likelihood of individuals & organizations receiving a positive experience that they will want to repeat. It also increases the value of affiliation with the BCI for our members and partners.

These brand guidelines provide guidance on how we should communicate our narrative to our community both visually and in the words we use to ensure a consistent, positive experience for everyone.



Leading the way to resilience

We live in uncertain times. Political and social upheaval, climate volatility, disruptive business models and constantly advancing technology all mean that no organisation can be sure what it will be facing next.

We can, however, prepare for the unexpected. Because preparation creates resilience.

Resilience is the art of ensuring your business understands its threats and opportunities, considers every eventuality and has clear, robust plans in place to deal with the most difficult issues.

Resilience is what BCI is all about.

With our established strength in business continuity at the core, we are changing the way organisations of all kinds think about the future. That means helping your business thrive as well as survive – taking a strategically-led approach that covers every facet of your planning and operations.

From sharing insights and best practice, to informing commercial priorities and political debate, we're here to ensure resilience is central to today's business agenda – whatever challenges tomorrow brings you.

Brand personality

These are the qualities that we want to shine through the BCI's communications. They are NOT values. They are the factors that shape the way BCI looks and speaks. Ultimately these are things we want audiences to take away from the brand. For that reason they are written from the audience's perspective:

- You are welcoming
- You are curious
- You are principled
- You are productive



Managing Our Brand Identity

We all play a part in ensuring that the BCI brand is used effectively so that it retains its value and meaning for our community. Please read through these brand guidelines carefully and if you have any questions please reach out to the Marketing Team.

Using the Assets

Working templates such as Word Documents and PowerPoint presentations can be found within the BCI Public folder.

For marketing collateral and specific design requests please contact the Marketing Team who will be happy to assist you.

Please note that branding assets should not be modified by external parties. Please check with the Marketing Team if you are unsure.





Primary Logo With Slogan



Primary Logo



Logo Grid

The BCI logo has two variants which are outlined in this section. Sizing of the logo is important to consider when being applied to multiple mediums from print to web. This is to ensure legibility is always maintained.

Logo sizing in A size

The format of a communication determines the size of our primary logo. These sizes have been specified to ensure that the primary logo is always clear and legible. NOTE: The height size should be to these sizes where possible:

Print Sizing

A3 (297 x 420mm) Logo height = 15mm
A4 (210 x 297mm) Logo height = 13mm (55mm wide)
A5 (148 x 210mm) Logo height = 11mm
A6 (105 x 148mm) Logo width = 9mm

Web / Digital Sizing

- Website suggested Logo height = 30–45px
- General digital Logo height = between 30–90px
- No smaller than 20px high for legibility
- Scale the above for retina devices

Where to use the logos

- **Primary Logo With Slogan Colour** – To be used in most cases where possible.
- **Primary Logo With Slogan White** – To be used on colour backgrounds, or on the primary blue colour as a background.
- **Primary Logo With Slogan – White text** – To be used on colour backgrounds where the grey is not legible.
- **Primary Logo With Slogan Black** – To only be used when a black version is required and requested.
- **Primary Logo Colour, White and Black** – These icon only versions are available as an option. Ideally use the logo with the tag-line where possible, however use this version in circumstances where the tag-line isn't needed, or marketing allows.

Logo variations

Primary Logo With Slogan Colour



Primary Logo Colour



Primary Logo With Slogan White



Primary Logo White



Primary Logo With Slogan – White text



Primary Logo Black



Primary Logo With Slogan Black



Clear space around logo



Logo on coloured backgrounds



Spacing is judged by taking the letter “C” from the logo marque and decreasing it to the percentages outlined to the right depending on which logo you are using. This will then give you the appropriate clear spacing around the logo.

NOTE: Some collateral will not always allow for you to apply this rule.



Do not place the logo over a dark or complicated section of imagery.



Do not place the white version of the logo over light background/section of imagery.



Ensure you use a high quality version of the logo and not a low resolution. See "Using Our Logo With Partner Logos" section for more info.



Do not apply any effects to the logo.



Do not rotate the logo.



Do not add wording to the logo.



Do not resize elements of the logo.



Do not stretch or change the proportions of the logo in any way.



Do not change the colour of the logo.



Do not attempt to redraw or recreate the logo.

This page shows examples of incorrect usage of the BCI logo. To maintain consistency in the application of the BCI identity, it is important to avoid these incorrect uses of the logo.

It is important to select the appropriate file type depending on how the logo is being used.

- If the logo is being used digitally (e.g. website, social media, email, powerpoint presentations) use the logos in the "PNG (Web)" folder. **PNG file should always be used when placed on non-white collateral for print and digital.**
- If the logo is going to be printed, use the logo in the "JPG (Print)" folder.
- Logos in the "EPS or Ai (Design)" folder are for designer use only. **Primarily the Ai file should always be used when "placing" the logo into collateral. This is to avoid the following effect appearing.**





Partner Logo



It is important that partner logos are used consistently and correctly to ensure proper representation across all of our communications.

Where possible, the BCI logo should sit on the bottom right of the page, with the partner logo on the bottom left. This ensures clear visibility of the partner logo, while the sizing differences of the logos and styling make sure the communications stand out as being BCI-led.

Be sure when using imagery or graphic language that space is afforded to both the bottom left and right of the collateral if BCI and partner logos are required.

NOTE: Ensure the resolution for the BCI logo is of a high quality. This is to maintain a consistent and high standard. Do get in touch with the marketing team for assistance and advice.

Primary Brand Colours

BCI
Primary Blue

CMYK 90 / 0 / 0 / 0
RGB 12 / 183 / 235
#0cb7eb

BCI
Primary Navy

CMYK 100 / 90 / 40 / 40
RGB 13 / 35 / 76
#0d234c

BCI
Primary Yellow

CMYK 0 / 20 / 100 / 0
RGB 251 / 202 / 65
#fbc441

Secondary Brand Colours

BCI
Secondary Blue

CMYK 100 / 80 / 0 / 0
RGB 1 / 57 / 154
#01399a

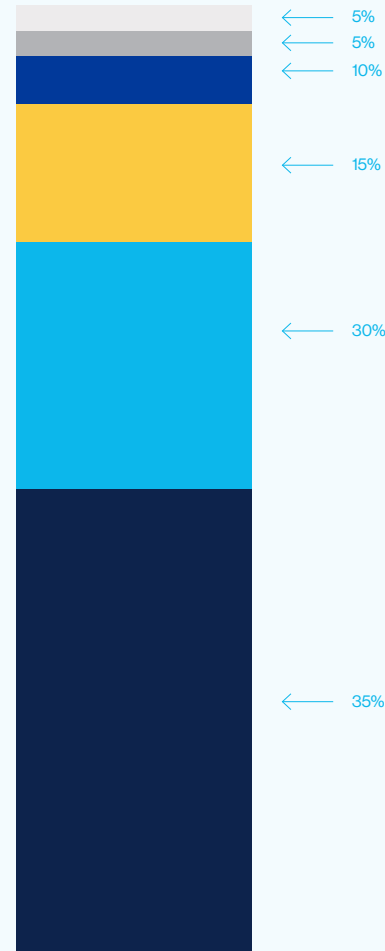
BCI
Secondary Dark Grey

CMYK 19 / 11 / 11 / 28
RGB 178 / 179 / 182
#b2b3b6

BCI
Secondary Light Grey

CMYK 4 / 3 / 6 / 7
RGB 237 / 235 / 236
#edebec

Colour Usage Chart



The above chart shows a rough breakdown of the quantity of colour usage on branding and marketing material when used together.

Colour is a powerful means of visual recognition and the BCI colour palette creates a strong and consistent look across all our communications.

The colours shown here are the primary palette to be used across our communications. Do not change the colour values shown.

The secondary colours can be used when it is required. Please review details below on where and how these colours should be used.

- **Primary Navy:** This colour is primarily used for:
 - Text colour
 - Backgrounds, shadow.
- **Primary Blue:** This colour is primarily used for:
 - Making up the colour of the logo this colour
 - Accent / highlight colour
 - Simple graphics and backgrounds where appropriate.
- **Primary Yellow:** This colour is primarily used for:
 - Highlight important points of text or accentuate graphical elements to grab the attention of readers.
 - In rare cases to be used as a background colour.
- **Primary Mid Blue:** This colour is primarily used for:
 - Sparingly used for complimenting the Primary Navy colour in order to add variety to series of collateral.
 - Coloured backgrounds is where this colour should be used for variation
- **Primary Dark Gray:** This colour is primarily used for:
 - Titles in the BCI logo or sub logos
 - Very small print copy such as terms and conditions.
 - Diagrams, chart axis, arrows
- **Primary Light Gray:** This colour is primarily used for:
 - Sectioning where a white background is required but a subtle divide colour can be utilised.

NOTE: You'll find many items to reference for usage of colour in section "Bringing Everything Together".



Conference

BCI
Conference Green

CMYK 70 / 0 / 77 / 0
RGB 70 / 181 / 98
#46b562



Corporate Partnership

BCI
Corporate Grey

CMYK 65 / 43 / 37 / 22
RGB 92 / 112 / 124
#5c707c



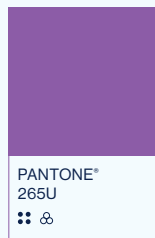
Membership

BCI
Membership Blue

CMYK 88 / 72 / 0 / 0
RGB 52 / 57 / 255
#3439ff



News

BCI
News Purple

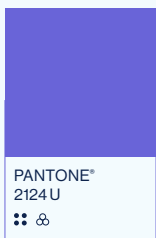
CMYK 54 / 71 / 0 / 0
RGB 140 / 92 / 167
#8c5ca7

Subject area colour sets are to help distinguish BCI's different departments. These colours should only be used when collateral is directly part of the subject area its being used for. Such as only using the Education colour for an Education brochure and so on.

The colours shown here are the subject area colour palette, please do not change the colour values shown.



Education

BCI
Education Violet

CMYK 73 / 65 / 0 / 0
RGB 105 / 100 / 216
#6964d8



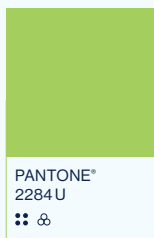
Awards

BCI
Awards Yellow

CMYK 9 / 38 / 95 / 1
RGB 229 / 164 / 21
#e5a415



Forum Events

BCI
Forum Events Lime

CMYK 44 / 0 / 75 / 0
RGB 164 / 207 / 95
#a4cf5f



Research

BCI
Research Orange

CMYK 1 / 62 / 92 / 0
RGB 236 / 121 / 35
#ec7923

Neue Haas Grotesk

Neue Haas 45 Light

BCI

Leading the way
to resilience

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789 ?!.,;''()* *&

Neue Haas 55 Roman

BCI

Leading the way
to resilience

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789 ?!.,;''()* *&

GT Eesti

BCI

Leading the way
to resilience

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789

Education Font

Neue Haas 65 Medium

BCI

Leading the way
to resilience

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789 ?!.,;''()* *&

Neue Haas 75 Bold

BCI

Leading the way
to resilience

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789 ?!.,;''()* *&

Arial

BCI

Leading the way
to resilience

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789 ?!.,;''()* *&

System font

Common typefaces ensure a consistent thread runs through all communications. The BCI's main font is Neue Haas Grotesk. Arial is the BCI's alternative system font.

Neue Haas should mainly be used by designers and marketing professionals.

How To Use The Fonts:

Copy (use either of the below, in priority order)

- = Neue Haas 55 Roman
- = Neue Haas 45 Light

Titles, headlines, introductions

- = Neue Haas 75 Bold
- = Neue Haas 65 Medium

Quotes, statistics (use any of the below)

- = Neue Haas 45 Light
- = Neue Haas 55 Roman
- = Neue Haas 65 Medium
- = Neue Haas 75 Bold

Arial should be used by BCI staff for the following material:

- Word documents
- Excel documents
- PPT Presentations
- Email and e-newsletters

I need to use the Neue Haas Grotesk font, how do I get this?

Please get in touch with the Marketing team who will be happy to assist.

I need to use the GT Eesti font, how do I get this?

This font can be purchased via the link below. Do however ask the Marketing team if they are able to assist first.

[GT Eesti purchase link](#)

Be advised also that this font is specifically designated the Education font for its representation of a single tier "a" which helps with reader legibility.

Graphic Language: **Level 1**Graphic Language: **Level 3**Graphic Language: **Level 2**Graphic Language: **Level 4**

Here is what the BCI's graphical language devices (GLD) comprise of. GLD's can be used on a variety of collateral from print to digital. The BCI's GLD items consist of four different levelled items, each of which are designed to be used for certain collateral which is stated below. Having different GLD's offers variety and freedom to the branding order to showcase its flexibility.

Below is a short description of where each level of the GLD's should be used. Please see below:

- Level 1:** This is the top level graphic visual that helps illustrate the many disciplines the BCI supports. The text "Leading the way..." is reinforced by the BCI arrow in order to convey the forward thinking or "ahead of the curb" mentality the BCI has. This item should be used on collateral such as:
 - Reports, Brochures, Guides, Presentations, Website Header, Email newsletter, Social media banners, Exhibitions Stands, Roller Banners, Print / Online advertising, Posters (internal) etc.*
- Level 2:** This level of GLD is primarily used in marketing and helps reinforce the idea that the BCI stands for resilience against any disruption that threatens organisations. For more of an explanation please go to "Graphic Language - Level 2" section. This GLD is equally as important as Level 1. This item should be used on collateral such as:
 - Can be used on all of the level 1 items to add variation.*
- Level 3:** This GLD illustrates a certain point e.g. "BCI Certified" and is mainly used for training and certification imagery. This item should be used on collateral such as:
 - Because this is a specific GLD for training and certification collateral then items may include Exhibitions Stands, Roller Banners, Flyers, Social Media Posts, Brochures, Badges etc.*
- Level 4:** This GLD helps shed light on a specific resilience topic or issue and suggests that the BCI "shines a light" on insightful questions. This should be used for BCI's thought leadership pieces. This item should be used on collateral such as:
 - Social Media Posts, Whitepapers, Brochures, Adverts, Articles etc.*

1. Collection of disruptions that can affect organisations.

2. Arrow gets across a sense of progression, moving forward, a path towards a solution.....

3.That solution being BCI "Leading the way to resilience".

The BCI GLD Level 1 should be used as the highest level of promotional material, such as public-facing collateral. The design should not be changed or edited. For example like removing the logo.

The idea behind the GLD Level 1 design is illustrating to clients that there are a vast amount of disruptions to businesses and that the BCI can advise on so many areas to safe guard your company and how to move towards resiliency. To see the thinking and construction of the graphic please view the diagram.



Variation 1, Colours can be inverted.



Variation 2



Variation 3



Variation 4



The BCI GLD Level 1 has four variations in order to be flexible across multiple items depending on the purpose and message of the collateral in question.

NOTE: It is at the discretion of the designer or marketing team to decide which variation is appropriate. Please view section "Bringing Everything Together" to view some examples.

1. Disruption Note: Single image rather than montage creates more impact.

2. Resilience illustration graphic

3. Brand Narrative: Questions around relevant current/future-focussed topics

The BCI GLD Level 2 should be used with a subject matter in mind with the image connecting to the headline. Such as public facing collateral.

In effect 'BCI: leading the way to resilience' is the answer to the question posed above. Compelling emotive images with a singular focus, and a graphic treatment that reinforces that sense of resilience should be selected and used.



4. The Answer: BCI



Here we break down the BCI GLD Level 2 design in order to explain the idea to its core.

The diagram is a very basic outline for the GLD Level 2 design. Much like an equation the arrow to the left represents disruptions to a business and the lines echoing from the arrow shape begin to morph into a flat line which represents resilience.

Colour is also subtly used from yellow (disruption) moving to blue (resilience).



NOTE: Subtle reference of **yellow** for disruption and **blue (BCI)** for resilience

What does an
unstable climate
mean for your business?



bci
Leading the way
to resilience

Machine learning:
big concern or great
opportunity?



bci
Leading the way
to resilience

Where and when
will **Brexit** impact
your operations?



bci
Leading the way
to resilience

How can you
stay ahead in
the war against
cyber crime?



bci
Leading the way
to resilience

Here you can see a range of examples of the level 2 GLD in use and the type of variations available.

Cover



URL / Call to action

Graphical Device used on this cover, alternative GLD can be used also.

Copy placement will be informed by the type of graphic language used. Therefore making it flexible so long as it sticks to the grid.

This specific graphical device is flexible. It can be placed horizontally, cropped and resized.

BCI logo should be placed in bottom right corner.

This is an example of an A4 Brochure. This highlights the important layout elements that make up the BCI's visual identity.

NOTE: The examples shown here are for printed documents only (where possible). Not all collateral will be able to follow this example exactly however this should be used as a guide to help maintain consistency throughout all collateral.

NOTE: Be advised that any item in the Brand Guidelines that has the following image is just a place-holder image and can be replaced.



Spreads



Tag-line and URL. NOTE: section titles, name of the document and other information can replace these items.

Content placement is flexible within the specified grid. NOTE: Text cannot go across more than 6 columns. This is so a certain amount of white space is maintained.

Copy should be left aligned

Graphical frame can be used to house imagery. It is at the designers discretion when appropriate to use.

Page numbering tab



Any public facing collateral with a lot of information is best presented as a brochure. The BCI brochure comes in a variety of covers depending on the purpose of the document and the information within it.

NOTE: In order to differentiate and show the flexibility of the brand and the different covers please review this page and the rest of the document. GLD Level 1-4 graphic language levels can be used so long as it is appropriate to the purpose of the document.



01/01/2019
Recipient Name,
Address Line One,
Address Line Two,
City, County, Post Code

10-11 Southview Park, Marsack Street,
Caversham Berkshire, RG4 5AF
T: +44 (0) 118 947 8215
F: +44 (0) 118 947 6237
E: bci@thebci.org

Dear Recipient

Donec tincidunt suscipit pede. Ut congue nunc at ipsum mollis aliquet. Donec iaculis fringilla quam. Integer volutpat magna ut nisi. Donec volutpat tortor non neque. Suspendisse placerat libero quis turpis. Curabitur libero. Vestibulum elementum enim quis elit. Suspendisse potenti. Sed posuere pede vel libero. Nullam non elit vel lorem bibendum blandit. Pellentesque eu erat nec orci interdum rhoncus. Duis viverra eleifend lacus. Curabitur mi felis, rhoncus id, consequat et, rhoncus vel, erat.

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Donec tincidunt suscipit pede. Ut congue nunc at ipsum mollis aliquet. Donec iaculis fringilla quam. Integer volutpat magna ut nisi. Donec volutpat tortor non neque. Suspendisse placerat libero quis turpis. Curabitur libero. Vestibulum elementum enim quis elit. Suspendisse potenti. Sed posuere pede vel libero. Nullam non elit vel lorem bibendum blandit. Pellentesque eu erat nec orci interdum rhoncus. Duis viverra eleifend lacus. Curabitur mi felis, rhoncus id, consequat et, rhoncus vel, erat.

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Yours sincerely

Sender Name
Job Title

The BCI Letterhead has been designed to take into account the frequency with which this document would need to be printed. Therefore a simple design with light printing requirements is kept in mind.

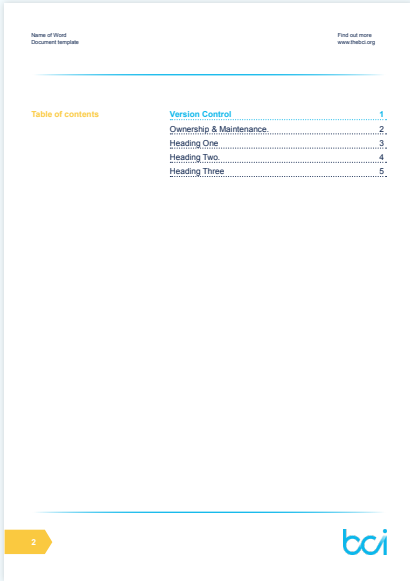
NOTE: This template document is to be used by feeding the already pre-printed letterheads through any printer in the BCI office's as and when required for any client correspondence.

Please note that the recipient text and address details will not be shown on the template for this item.



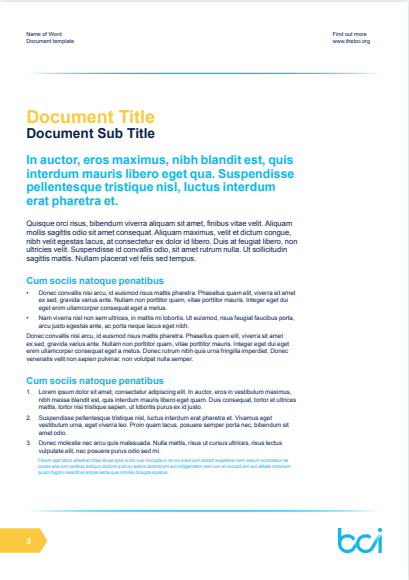
BCI Business cards can be used by all employees that require them. Be sure to request your business cards via the marketing team to get yours printed.

NOTE: Please ensure all details you provide are correct.



A template Word document helps to make sure all company documents are consistent and recognisable. These are designed slightly differently to public facing brochures due to the limitation of Microsoft Office, the regular day to day use and ease of use.

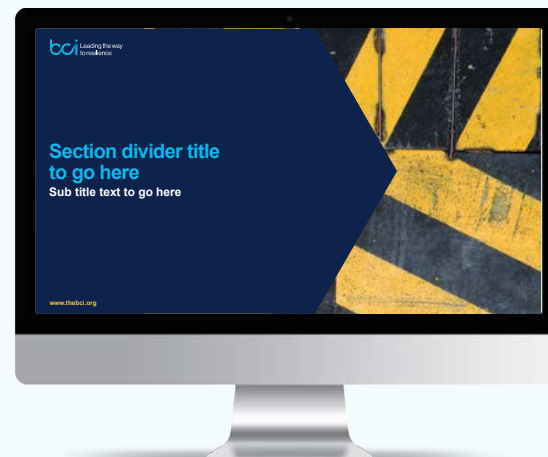
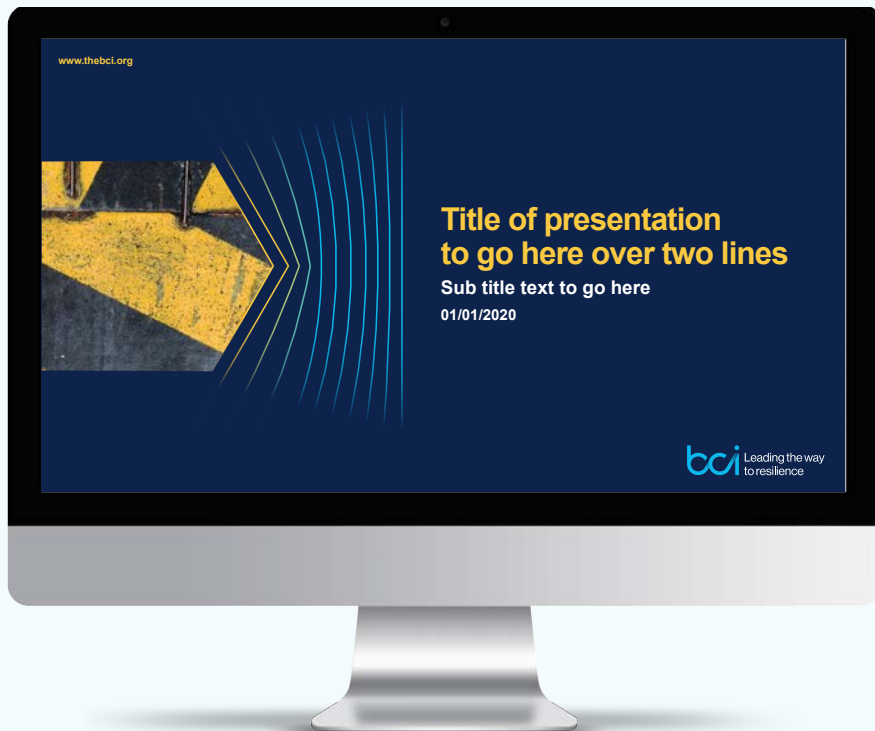
NOTE: A template for this item has been created to work into however it is advised not to alter the file too drastically and to ensure you never overwrite the original template document. Always duplicate the original to ensure it is always available for others.



Please note that front cover image can be updated via Word Doc template.

This Powerpoint Template can be used for internal and public facing material.

NOTE: A template for this item has been created to work into however it is advised not to alter the file too drastically and to ensure you never overwrite the original template document. Always duplicate the original to ensure it is always available for others.





This mock up is purely for representational purposes.



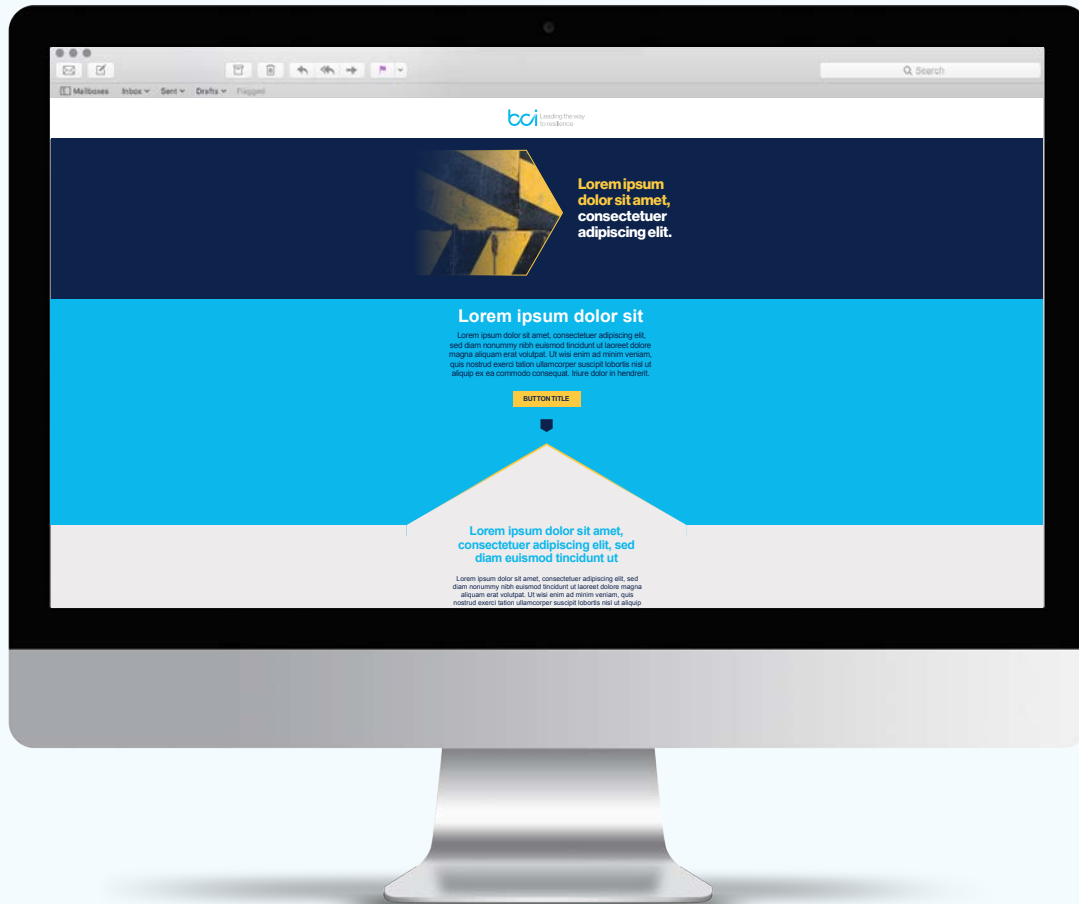
Social Post Template

The BCI brand must be maintained throughout all of its social media channels. That is why a social media template file has been created.

A Photoshop file has been set up for the BCI marketing team to use and post via the BCI's social media outlets. It is important that a duplicate of the original template is made to ensure that the original is always available. Therefore please do not work into the original psd file and overwrite the file.

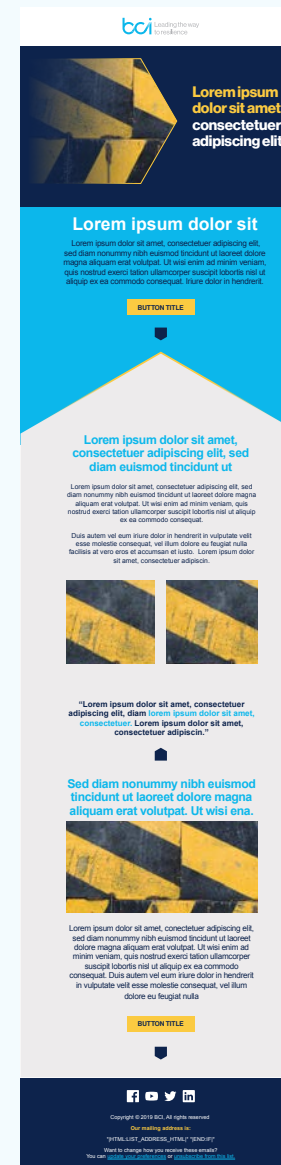
The file has been set up as a square for best uses across all socials. This is because it is a robust sizing to ensure it is compatible and presentable across different platforms.

Newsletter Mock Up



Be advised this mockup is to represent the desktop version of the newsletter. Mobile will be subject to slight alterations.

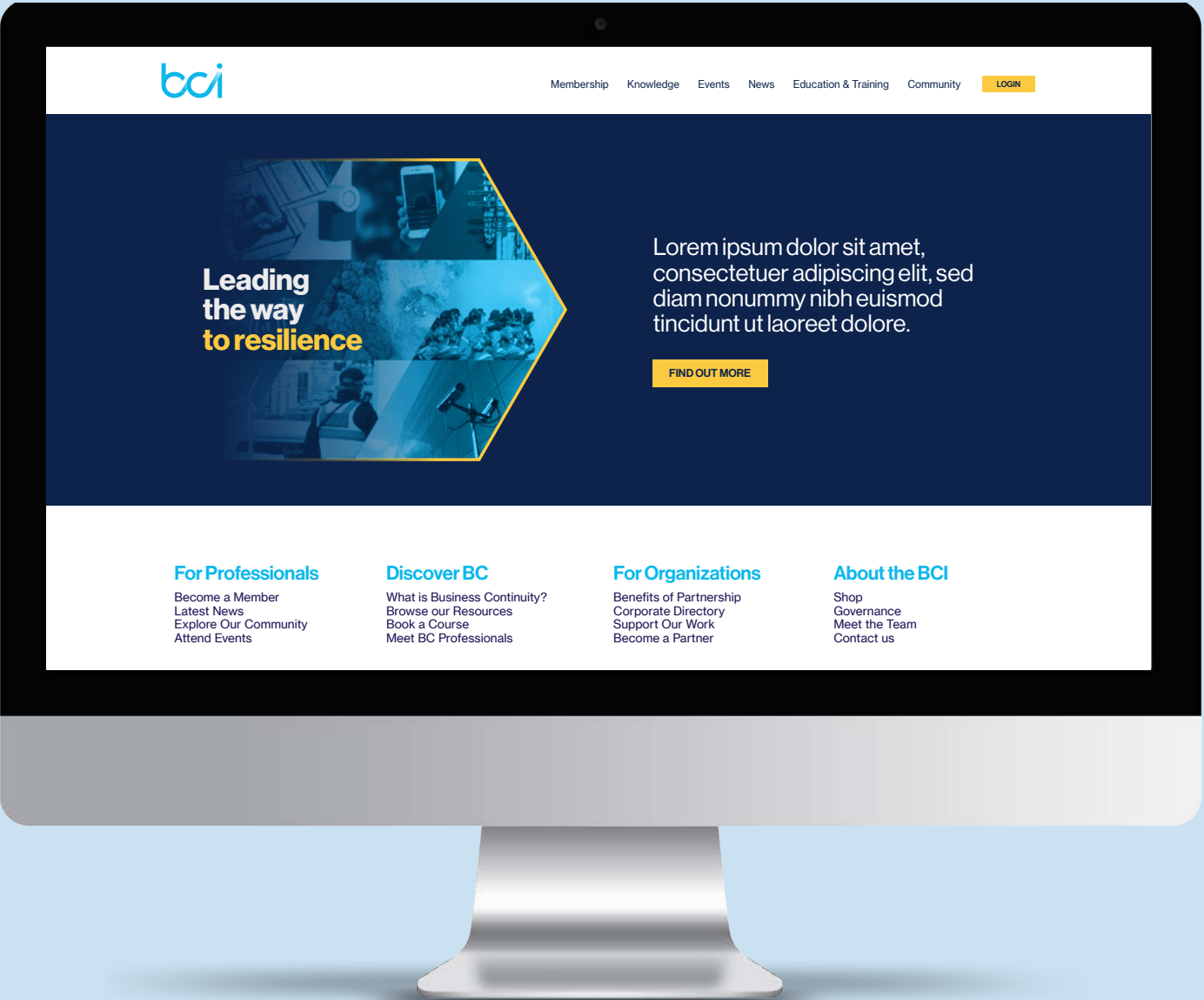
Newsletter Template



The BCI newsletter is an important item for new users to engage with the brand. Therefore different GLD need to be used depending on the purpose of the newsletter. This is to get across BCI's visual messaging.

NOTE: This template can be accessed and edited via the BCI MailChimp account. For more information please get in touch with the BCI marketing department.

Photography can be used instead of a GLD design in the header area if deemed appropriate.



The BCI website is a integral part of getting across the brand. This will show the entirety of the brand in a variety of ways and should be treated with the up-most care and attention to detail using this document.



The additional pages here are used to show potential variations and uses of the guidelines listed in this document.

These brochures are considered high level documents with largely sensitive information. Because of this they are easily distinguishable from our client facing collateral.

NOTE: For more information about this item please get in touch with the BCI marketing department.



The additional pages here are used to show potential variations and uses of the guidelines listed in this document.

Posters are flexible and can be used for internal or external use to make bold statements or merely to communicate a message. Graphic language levels 1-4 can be used. Ensure to consider where and when these will be displayed in order to assess what imagery / graphics are appropriate.

NOTE: For more information about this item please get in touch with the BCI marketing department.



The additional pages here are used to show potential variations and uses of the guidelines listed in this document.

Like most stationery a simple approach is implemented.

NOTE: For more information about this item please get in touch with the BCI marketing department.



The additional pages here are used to show potential variations and uses of the guidelines listed in this document.

Roller banners have a fixed style however are flexible in order to accommodate for content. Such as the height of the BCI arrow at the bottom of the page which lends itself to presenting more text or more visuals. Imagery can also be swapped out at will.

NOTE: For more information about this item please get in touch with the BCI marketing department.



1



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People: Support
Network

6



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People: Events /
Conferences

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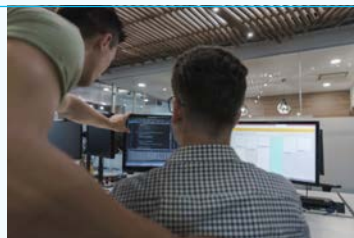
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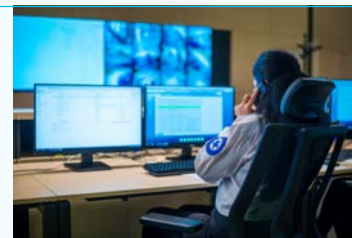
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People: Situational /
Working

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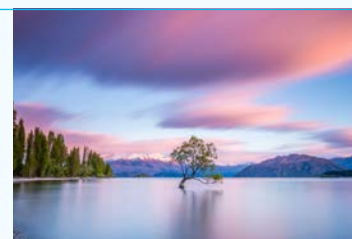
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Concept: Resilience



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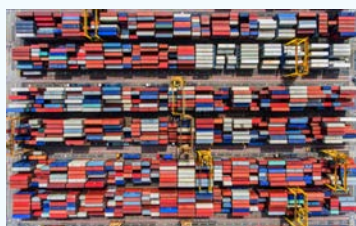
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Concept:
Resilience

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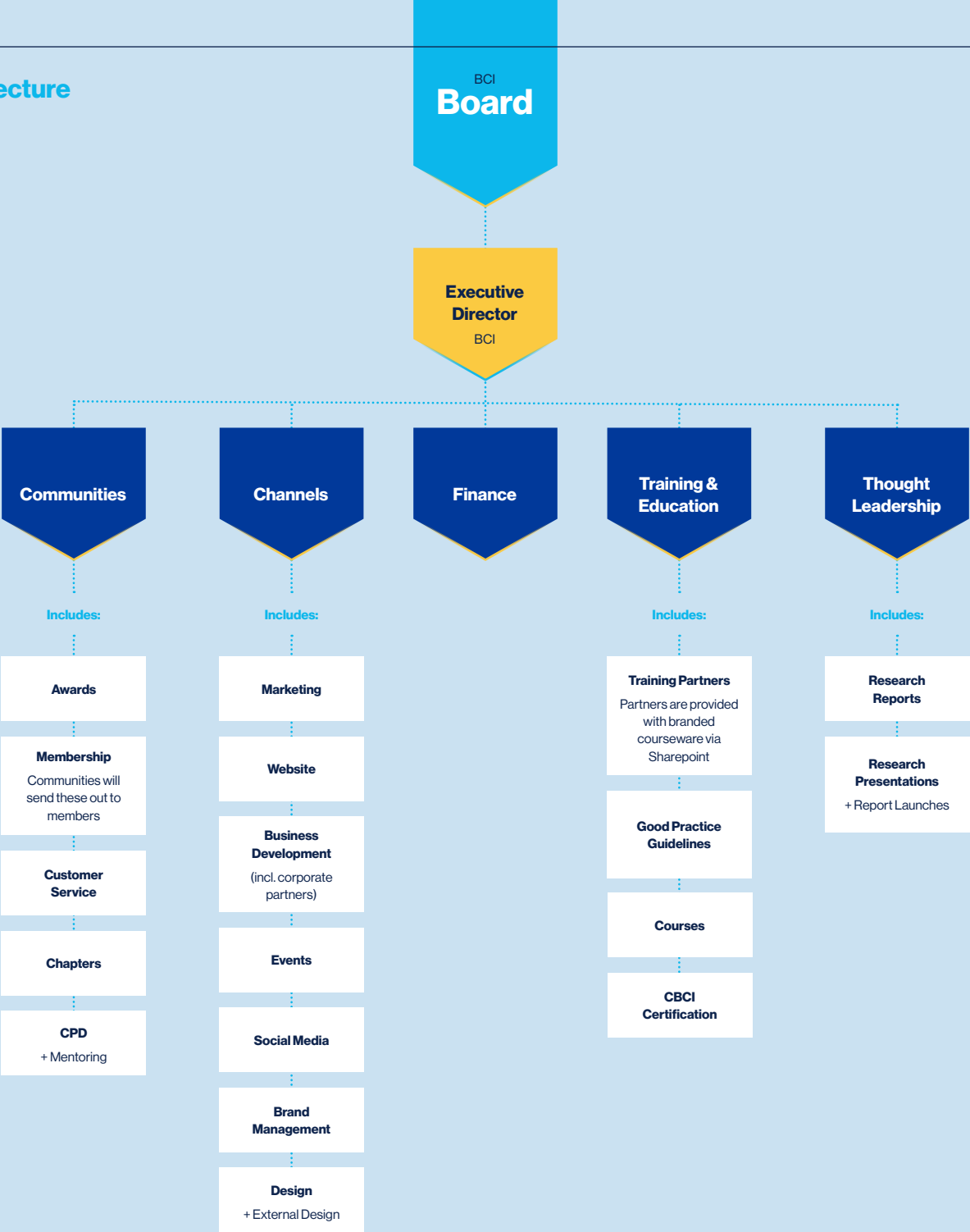
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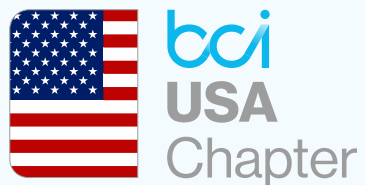


**Main Logo with Slogan**

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**Main Logo**

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Colour Version

BCI USA Chapter

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Colour Version

BCI Belgium Chapter

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BCI Netherlands Chapter

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BCI Hong Kong Chapter

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BCI Wellington Chapter

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Colour Version

BCI North East Chapter

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Colour Version

BCI London Chapter

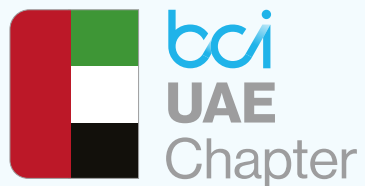
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BCI Italy Chapter

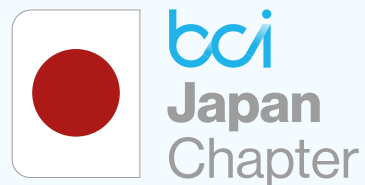
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BCI UAE Chapter

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BCI Japan Chapter

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BCI Australasia Summit 2020

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BCI India Conference 2020

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Netherlands & Belgium Conference 2020

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BCI European Awards

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BCI APAC Awards

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BCI India & South Asia Awards

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BCI Middle East Awards

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BCI Americas Awards

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Colour Version

BCI Africa Awards

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Colour Version

BCI Global Awards

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Colour Version

The Business Continuity Institute Awards

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Colour Version

BCI Corporate Partnership

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Colour Version

BCI Partner Gold

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Colour Version

BCI Partner Silver

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Colour Version
V1.0

BCI Partner Bronze

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Colour Version

BCI Licensed Training Partner

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Colour Version

BCI Accredited Course

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Colour Version

BCI Approved Instructor

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Colour Version

BCI CPD

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BCI Thought Leadership

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Colour Version

BCI Membership

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Colour Version

BCI Training & Education

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Colour Version

BCI CBCI Certification

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- **Note:** This logo is for certification



Colour Version

BCI MBCI

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- **Note:** This logo is for membership

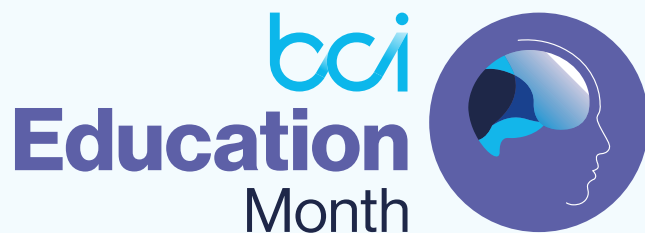


Business Continuity
Awareness Week
13-17th May 2020

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BCI BCAW

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BCI Education Month

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bci World
Conference & Exhibition

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BCI World

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