



Beava Brand Guidelines



Beava®

Ultimate Tiling Precision

Image 20% transparency on 100% yellow

Beava®

Ultimate Tiling Precision

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Beava®

Ultimate Tiling Precision

Beava is our supreme range of tiling tools, backing boards, wet room systems and trims for the tile retail and DIY outlets market.

Beava products are a perfect blend of knowledge, craft, precision, creating a sustainable, quality range of functional and reliable tiling essentials for tiling professionals and associated trades.

Ultimately our aim is for Beava to be in every tilers toolkit.





Our Vision

To create a leading world class premium brand that is the preferred choice of our customers.

Ultimately to be in every tilers toolkit.

Our Mission

We continually explore ways of setting the standard in the industries we serve, both for the end user and our distribution channels.





Quality Vibrant Desired

Quality

Expertise with trusted product excellence to the highest standards, **Beava** does exactly what it is supposed to do.

Vibrant

Beava is positive and exciting, bringing a creative and confident marketing leading performance. We actively go above and beyond.

Desired

Beava's wish is to inspire. Our team share and believe in an outstanding experience with **Ultimate Tiling Precision**.



Beava®



Ultimate Tiling Precision



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C 100 / **M** 80 / **Y** 10 / **K** 20
R 11 / **G** 63 / **B** 126
HEX #0b3f7e
Pantone Coated 288 C
Pantone uncoated 281 U



C 0 / **M** 18 / **Y** 93 / **K** 0
R 255 / **G** 207 / **B** 0
HEX #ffcf00
Pantone Coated 116 C



Myriad Pro Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
qrstuvwxyz wx yz
0123456789*&£@

The Myriad Pro family is the chosen typeface for the **Beava** brand. Bold, clear and modern, it is instantly recognisable and equally versatile across all media.

Arial Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
qrstuvwxyz
0123456789*&£@

When Myriad Pro is not available, we have specified a secondary typeface –Arial, which is available as a standard typeface in most word processing packages.

Graphic Panel



Chevron Device



The full **Beava** logo should not appear in any other colour or form than those stated in these guidelines.

The B should never be used without the Beava with it.

The logo should not be stretched, condensed, re-proportioned, coloured or have effects added in any way. This will ensure that consistency and visual integrity are retained.



Don't show the logo in Yellow



Don't create alternative colour versions



Don't use B without the Beava



Don't stretch or condense the logo



Don't resize elements within the Logo



Don't resize elements within the Logo

The **Beava B** logo should not appear in any other colour or form than those stated in these guidelines.

The B should never be used without the Beava with it.

The logo should not be stretched, condensed, re- proportioned, coloured or have effects added in any way. This will ensure that consistency and visual integrity are retained.



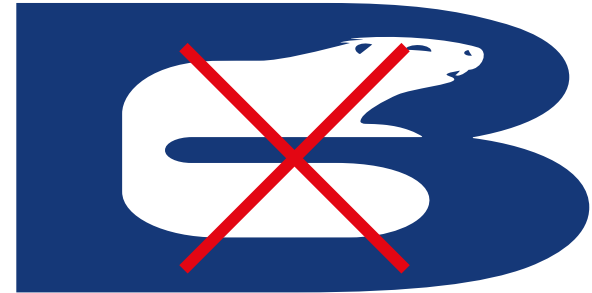
Don't show the Beava in yellow unless strictly needed due to print process



Don't create alternative colour versions



Don't use this version of the Beava unless within the B



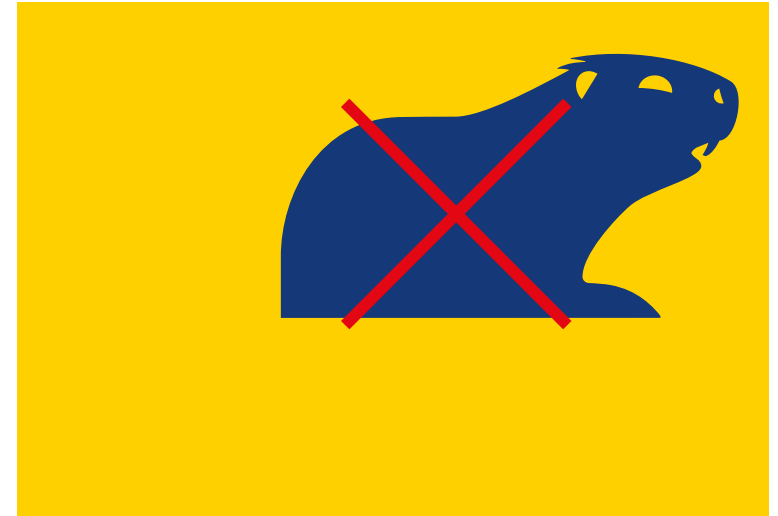
Don't stretch or condense the logo

The **Beava** Icon is for us on packaging, POS as a background element and should only be used in the bottom left and bleed off.

The logo should not be stretched, condensed, re-proportioned, coloured or have effects added in any way. This will ensure that consistency and visual integrity are retained.



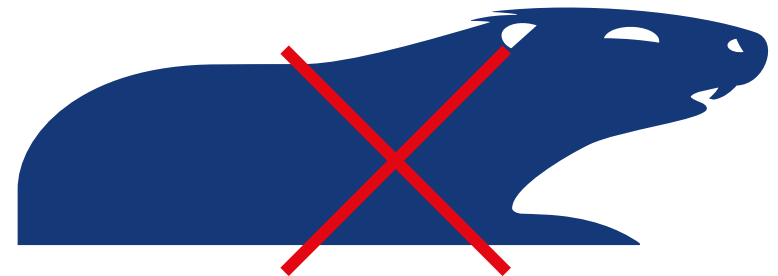
Don't create alternative colour versions



Don't ignore positioning rules when using



Don't show the Beava in yellow unless strictly needed due to print process



Don't stretch or condense the logo

The **Beava** logo should never be encroached on and should be clearly displayed.

The clear zone, is made up of the width of the beaver.



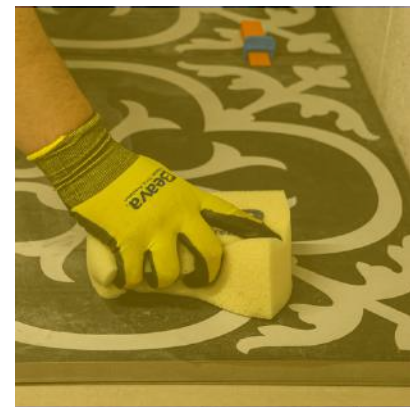
The **maXilevel** logo should only be used on certain products such as the **maXilevel** spacers.





Beava®

Ultimate Tiling Precision



blue 35%
transparency

yellow 35%
transparency

Beava®

Ultimate Tiling Precision

PRODUCT PACKAGING

No one represents a greater challenge to maintain a consistent look for the Beava brand than product packaging.

With multiple sizes and shapes of boxes, bags, blister cards, and other packaging types, it would be impossible to cover every design possibility. What is possible is to use the Master Brand logo, Supporting Brand logos, Chevrons, and the colours from the Beava primary colour palette to develop packaging that is consistent with the Beava brand guidelines.

The Beava logo must appear on all sides of all packaging.

Any descriptive or informational text must appear in English. The following pages contain product package designs that, while very different from each other, all conform to the Beava brand guidelines by correctly using **the Master Brand logo, Supporting Brand logos, Chevrons, and the Colour Palette.**



BRAND ELEMENTS

Our brand consists of three components: the Beava wordmark, the B monogram and The Beava. The relationship of these elements has been carefully considered and the brand is best expressed when rules on usage are followed.



Myriad Pro Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

QRSTUVWXYZ

abcdefghijklmnop

qrstuvwxyz

0123456789*&£@

The Myriad Pro family is the chosen typeface for the Beava brand. Bold, clear and modern, it is instantly recognisable and equally versatile across all media.

Myraid BOLD

AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789*&£@

Myraid ITALIC

AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789*&£@

Myraid CONDENSED

AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789*&£@

Myraid REGULAR

AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789*&£@

Myraid ITALIC

AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789*&£@

Myraid CONDENSED

AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789*&£@

FONT USAGE

Selecting the rightfont weight ensures clarity and consistency of our content across packaging. As demonstrated on this page, font usage is based on the importance on the packaging.

These are general guidelines only. The rules and tenets of classic typography regarding leading and weight should be used.

KEY INFO

UPPERCASE Myraid BOLD

PRODUCT NAME

UPPERCASE Myraid REGULAR

SUB PRODUCT NAME

UPPERCASE Myraid BOLD ITALICS

PRODUCT NAME

Myraid SEMIBOLD CONDENSED

SIZE INFO

Myraid BOLD CONDENSED

PRODUCT FEATURES

PACK INFO

Myraid BOLD

Titles

Myraid BOLD CONDENSED

Titles

Myraid REGULAR

Body Copy

Myraid CONDENSED

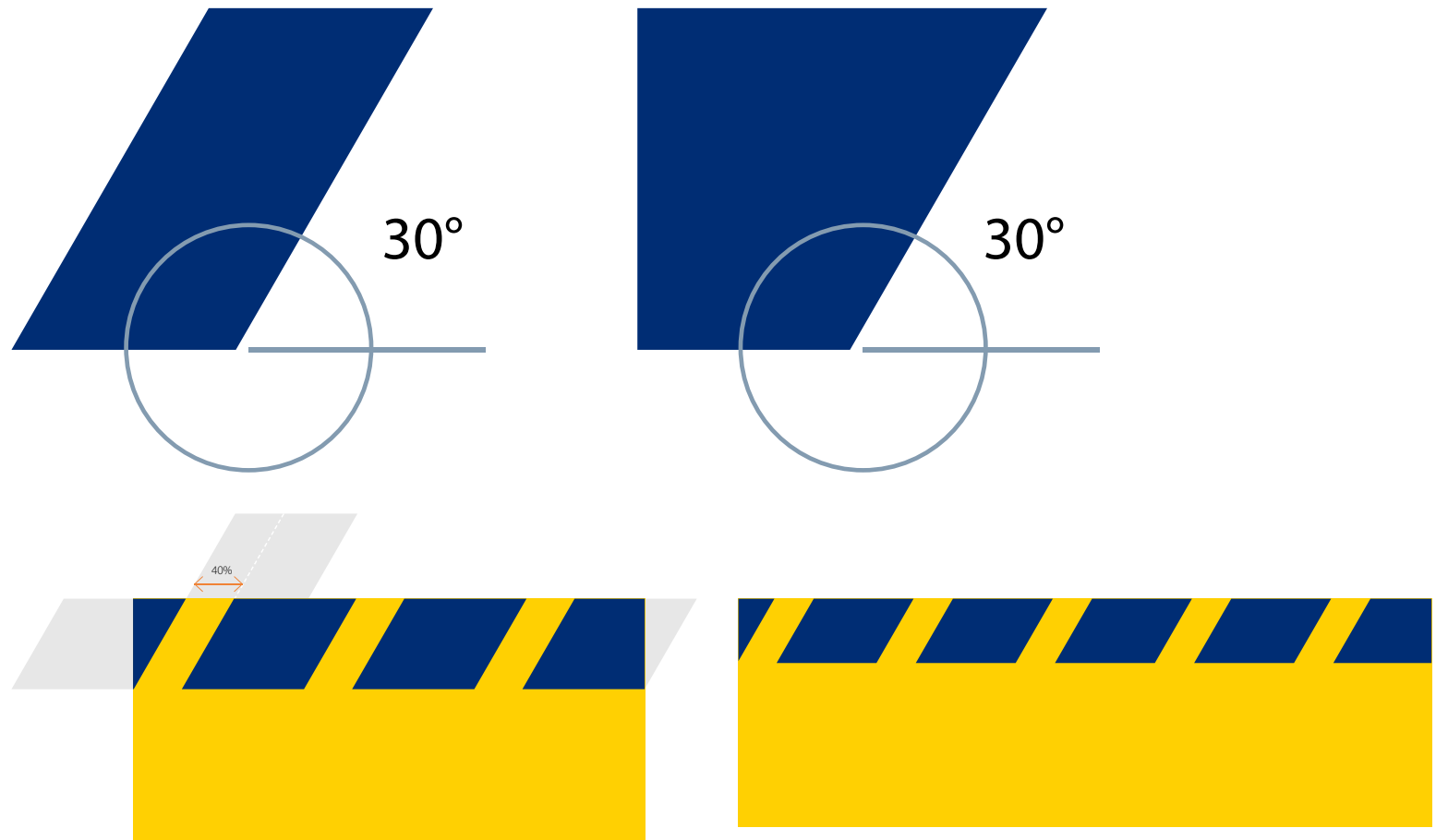
Body Copy

Chevron

Our Chevron Graphic Device can be seen on the right. It can be used as a border across the top of material or as a holding device for text or imagery.

Chevrons should be based on a 30° degree angle and can be sized at any proportions.

As a border, the chevrons should be spaced evenly apart (gap should be approx 40% of chevron width, but can be adjusted depending on space) and be able to repeat to the left and right. Minimum number of chevrons should be 4 across. Height of chevron border depends on space available.

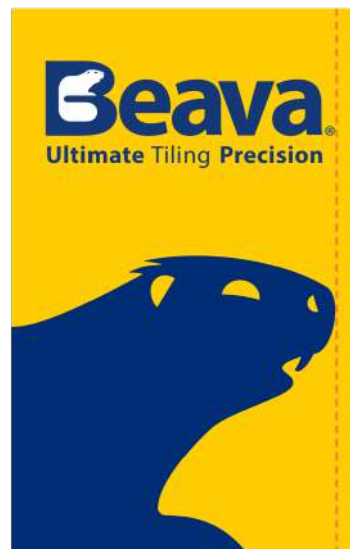


Logo

The logo should appear on all sides of the packaging and mostly appear on the left above The Beava, unless specified other wise.

The size of the logo is based on a percentage of the width of the packaging it is to be placed on. Not including the ® mark.

Landscape - approx 45/50% full width
Portrait - approx 75/80% full width
Other - approx 55/60% full width



The Beava

Along with the logo The Beava is a key element of the packaging / pos design. There is flexibility in the size and positioning of The Beava due to the large variety of package sizes.

However The Beava should always be flush with the bottom of the packaging and the back should bleed off / wrap around the left side along the flat area of the back.

General rules for the size of The Beava are:

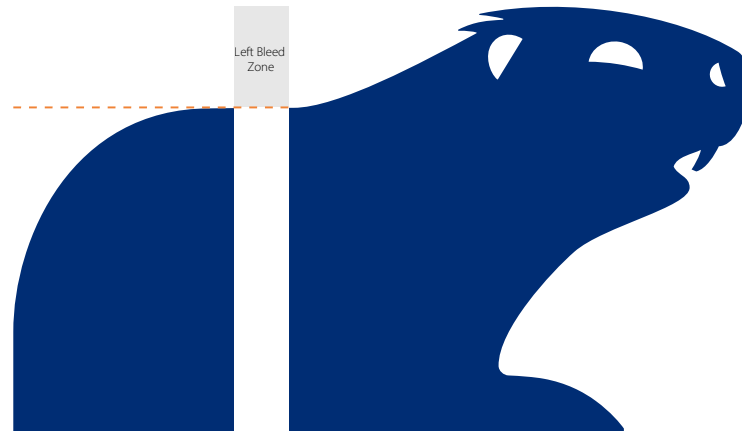
Landscape - approx 70% full width

Portrait - approx 150% full width

Other - approx 100% full width

For positioning, The Beava's nose should line up with ® of the Beava logo

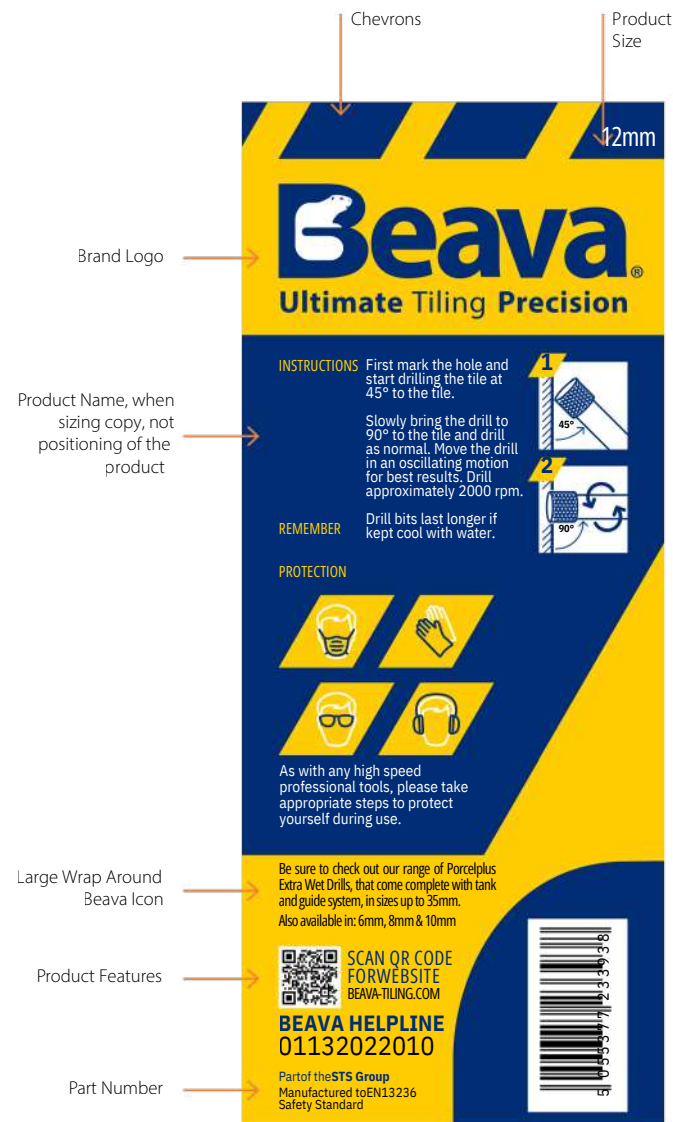
On the reverse the rest of The Beava should be shown, if not enough room then it can be moved to the right, as long as this is along the flattest area of the back.



BASIC PRODUCT BACKING CARD

This example shows our basic carded product packaging. Space for icons and line art is often limited, so it is important to make sure that the elements that do appear are optimized for maximum impact.

Note: If using offset printing, Beava Blue (PMS 288C) & Beava Yellow (PMS 116C) must be duplicated exactly by using spot colours. Approximating PMS 288C or 116C by using 4-colour process is not acceptable.



EXAMPLE FRONT



EXAMPLE BACK

DRILL STICKY LABELS



TILERS PRIMER



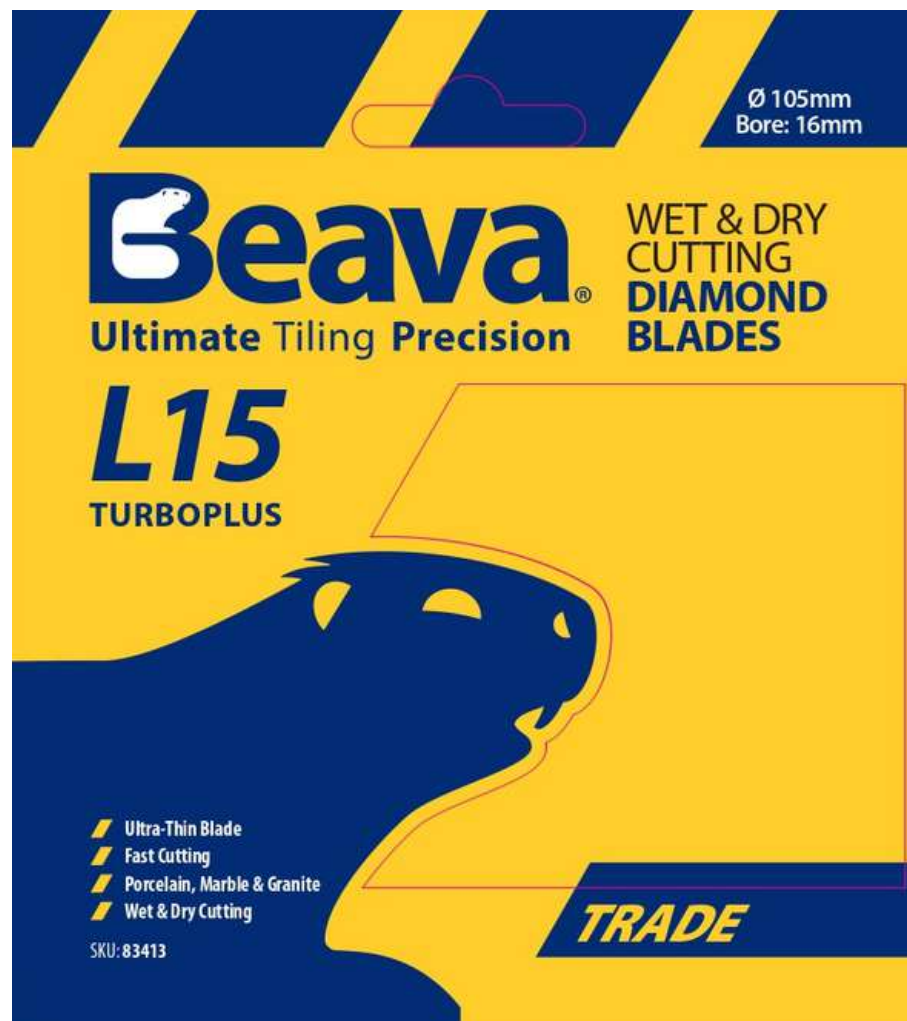
SPACER HEADER CARDS & STICKERS



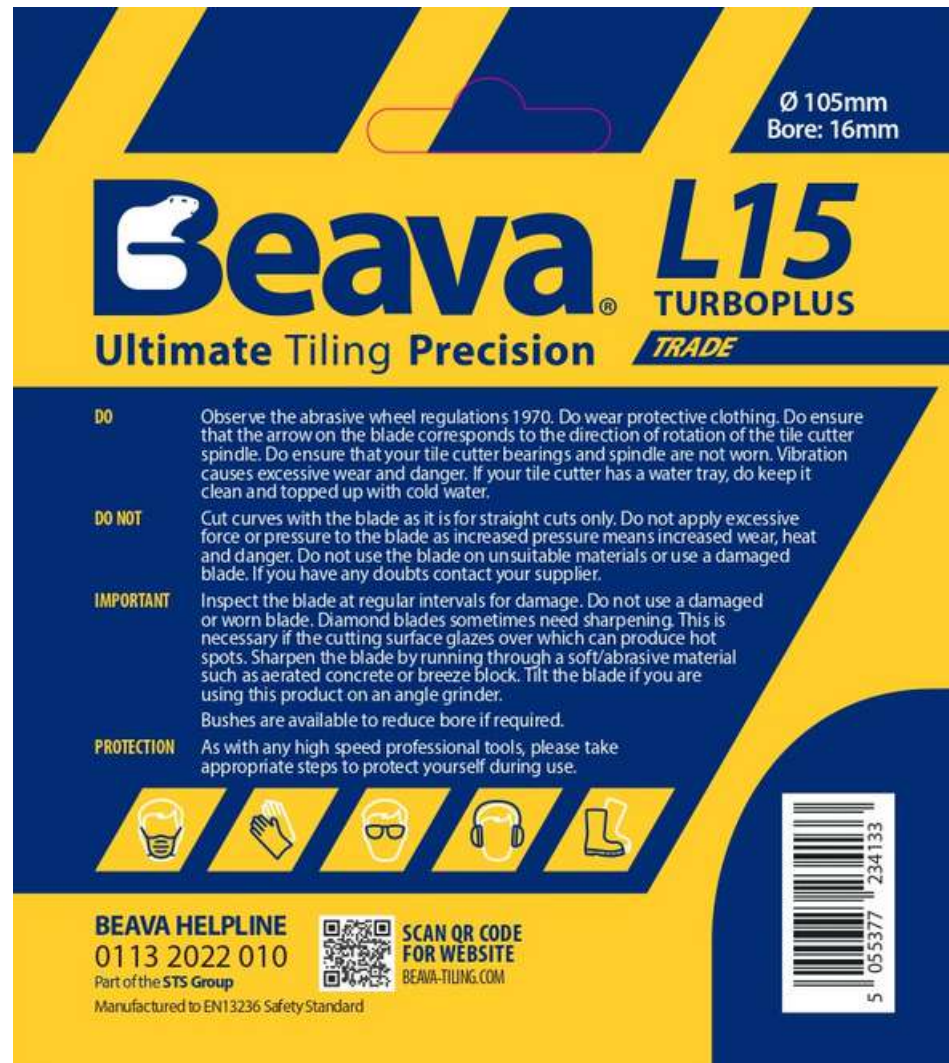
TRADE BLADE CARD PACKAGING

This example shows our Trade card envelope packaging. Space for icons and line art is often limited, so it is important to make sure that the elements that do appear are optimized for maximum impact.

Note: If using offset printing, Beava Blue (PMS 288C) & Beava Yellow (PMS 116C) must be duplicated exactly by using spot colours. Approximating PMS 288C or 116C by using 4-colour process is not acceptable.



EXAMPLE FRONT



EXAMPLE BACK

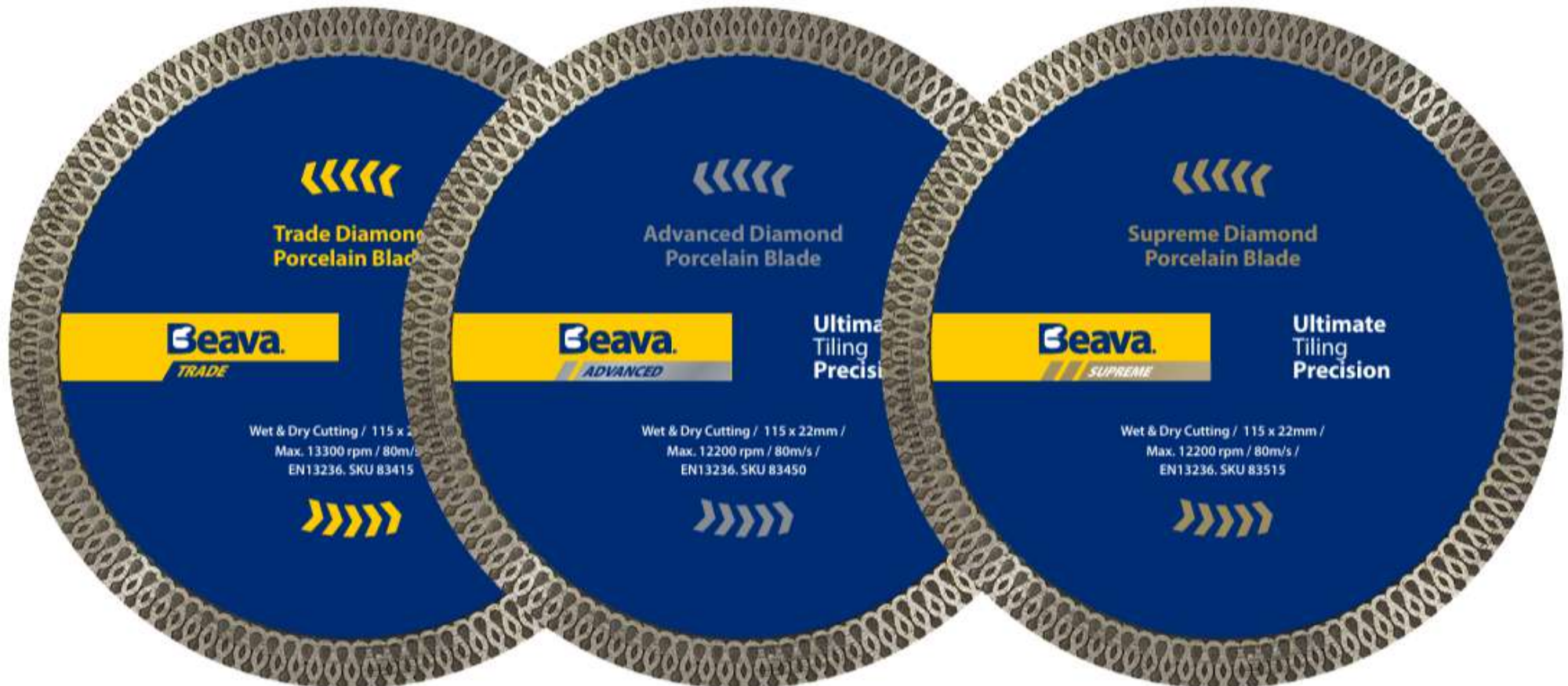
ADVANCED BLADE CARD PACKAGING

This example shows our Advanced card envelope packaging. Space for icons and line art is often limited, so it is important to make sure that the elements that do appear are optimized for maximum impact.

Note: If using offset printing, Beava Blue (PMS 288C) & Beava Yellow (PMS 116C) must be duplicated exactly by using spot colours. Approximating PMS 288C or 116C by using 4-colour process is not acceptable.



BLADE DESIGN



BASIC LANDSCAPE LABEL (SPACER BUCKET LABEL)

This example shows our basic landscape product label. Space for icons and line art is often limited, so it is important to make sure that the elements that do appear are optimized for maximum impact.

Note: If using offset printing, Beava Blue (PMS 288C) & Beava Yellow (PMS 116C) must be duplicated exactly by using spot colours. Approximating PMS 288C or 116C by using 4-color process is not acceptable.



SPACER POUCH

In development



TRIM LABELS

In development



Classic



Unique



Deluxe

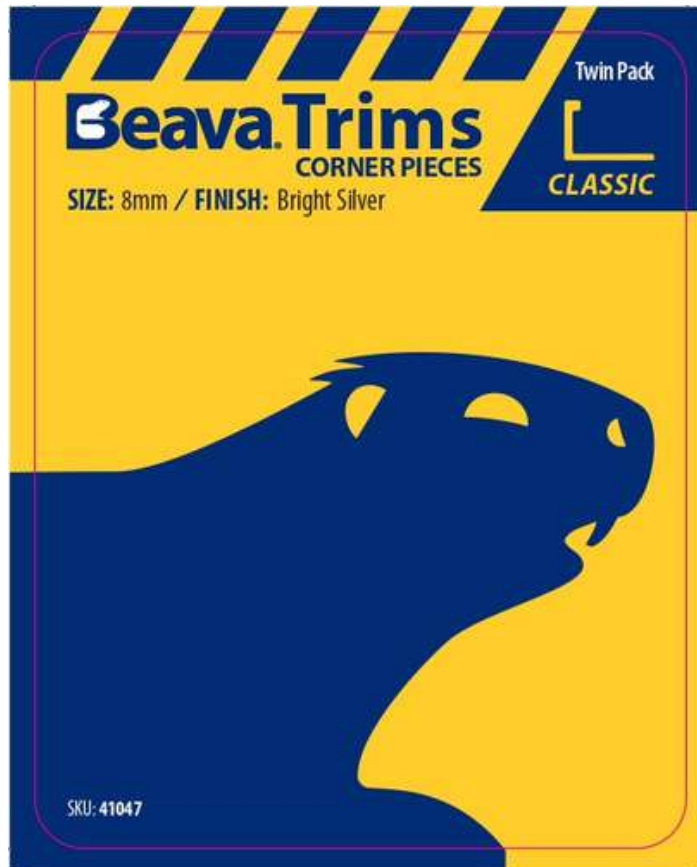


Listello



Individual profile icons

TRIM CORNER PACKAGING



TRIM TUBE

In development



OUTER SHIPPING BOX



WATERPROOF TAPE



BEAVA TUB BOXES



BEAVA TROWEL PACKAGING



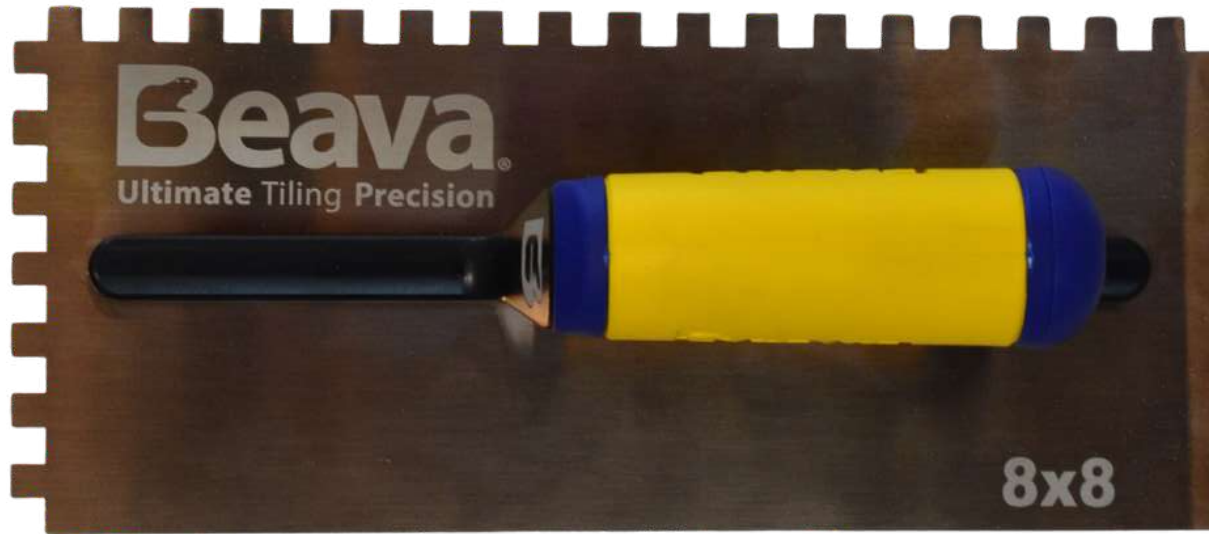
PRODUCT BRANDING ON MALLET



PRODUCT BRANDING
ON GROUT FLOAT



PRODUCT BRANDING ON TROWEL



PRODUCT BRANDING ON GLOVES

In development



PRODUCT BRANDING
ON SPONGE



**PRODUCT BRANDING
ON BEAVA TUB & BEAVA BUCKET**



PRODUCT BRANDING ON HOODIES (BLUE)



PRODUCT BRANDING ON HOODIES (YELLOW)



PRODUCT BRANDING ON BASEBALL CAPS

On certain items the Beava logo may appear
as an outline

graphic (6pt size). Please check with
Marketing on usage.

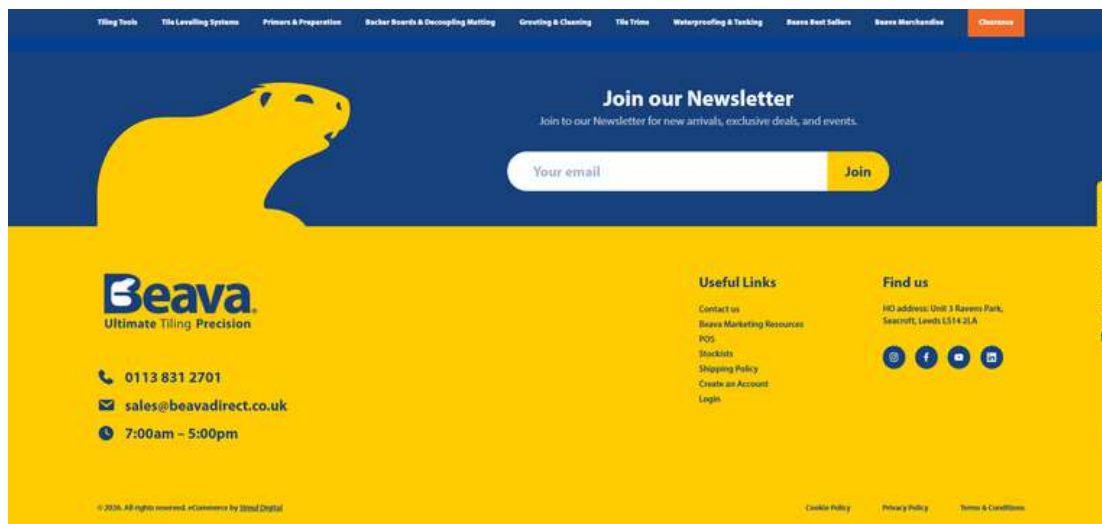
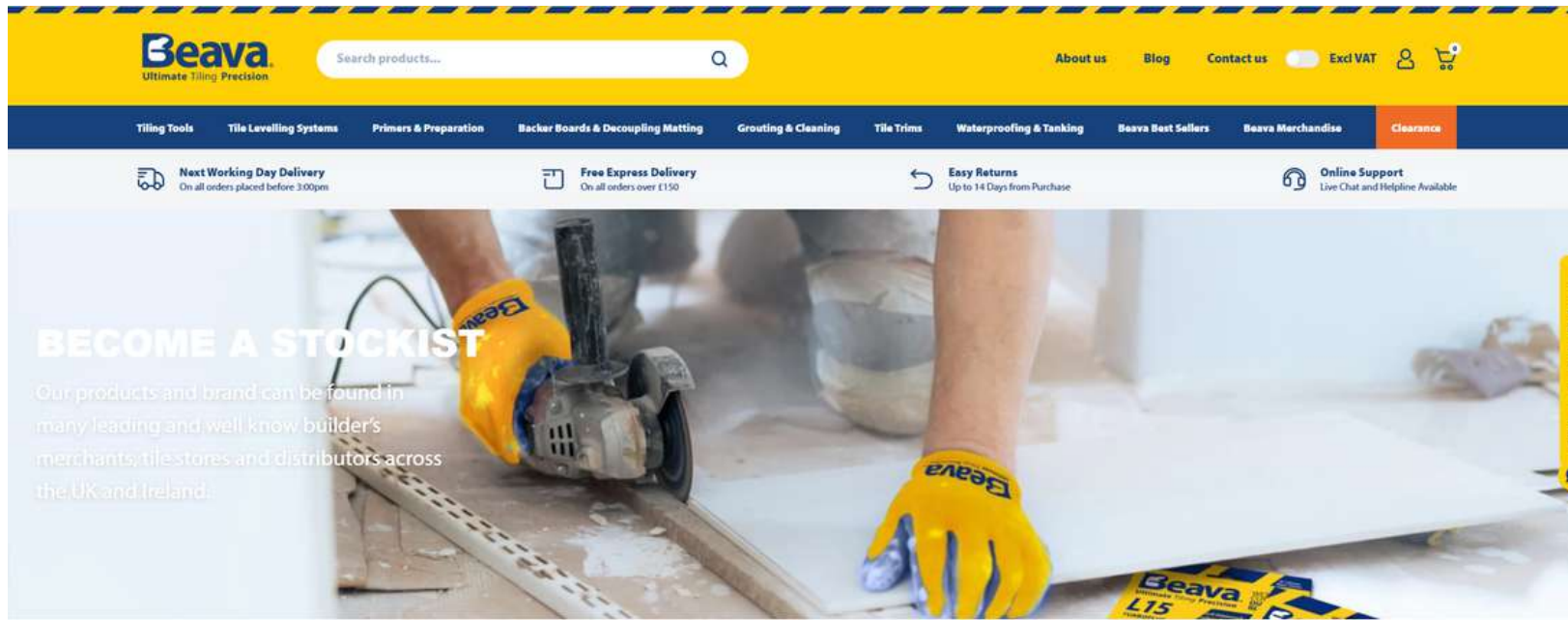
In development



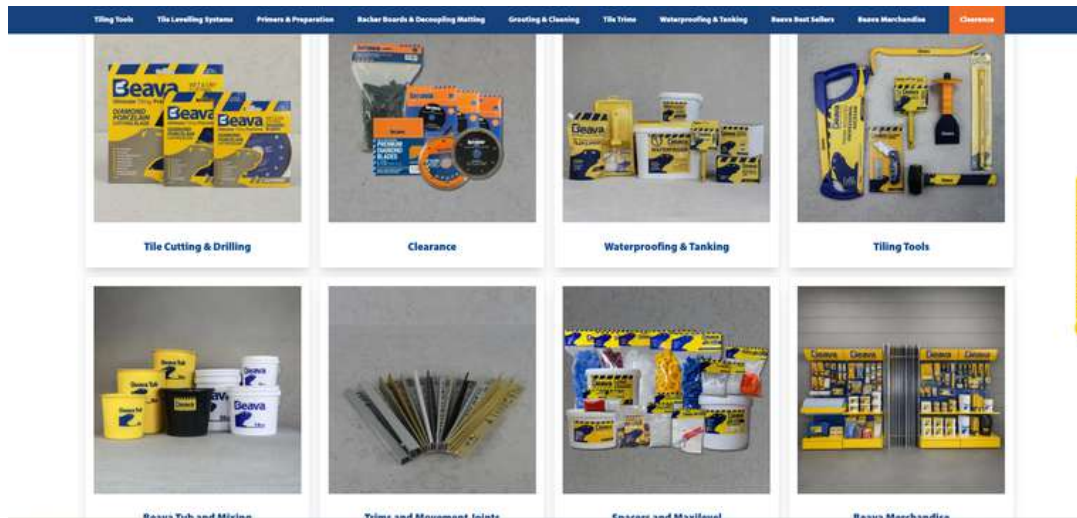
BEAVA BREW LAGER



PRODUCT BRANDING ON WEBSITE



PRODUCT BRANDING ON WEBSITE



PRODUCT BRANDING ON SOCIAL MEDIA



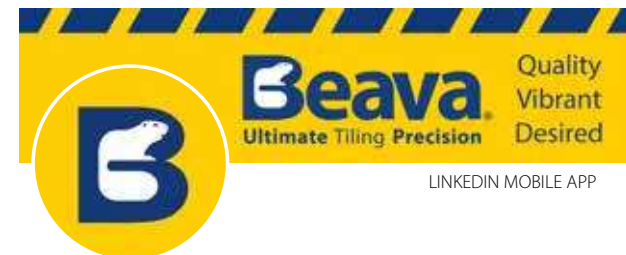
FACEBOOK DESKTOP / TABLET



FACEBOOK MOBILE



LINKEDIN DESKTOP / TABLET



LINKEDIN MOBILE APP

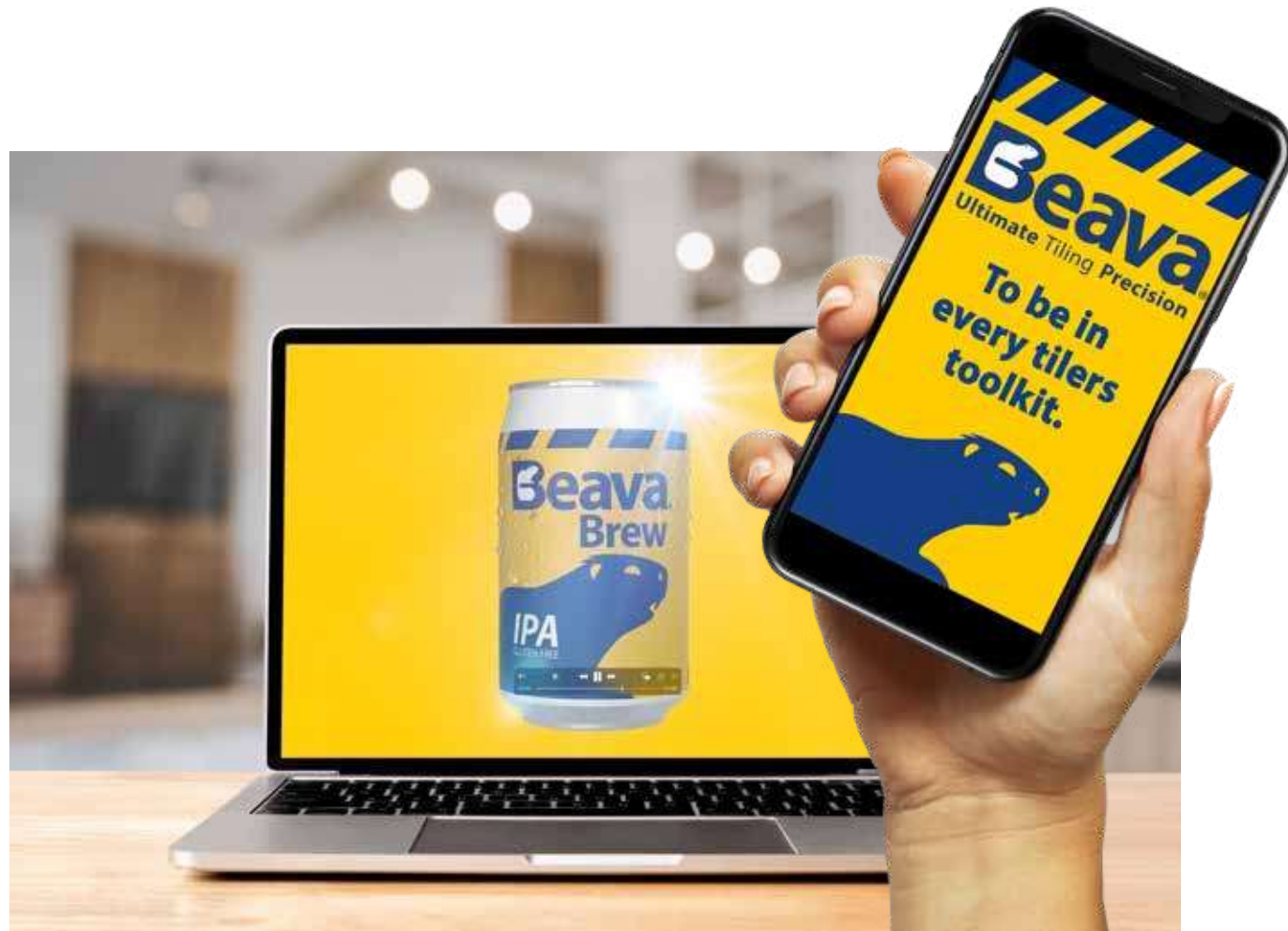


TWITTER (X)



BUSINESS LINKEDIN MOBILE APP

ANIMATED VIDEOS



POS DISPLAY STAND

In development



POS 4 SIDED DISPLAY STAND

In development



DUMP BIN



LEFT SIDE



RIGHT SIDE

Waterproofing Display Unit



EXHIBITION STAND



Beava Window Sticker



Beava Waterproofing Leaflet

Waterproof Kit
The UK's No.1 Bathroom, Shower Room, and Wetroom waterproofing solution. This tanking/waterproofing system comes with everything you need to waterproof any area where moisture is a potential issue. Apply, let it dry and start tiling all in the same day.
This kit comes complete with quartz acrylic primer to prepare the surface, high tac waterproofing tape for the corners and joints, the one-coat paint on waterproofing blue tank membrane, an application brush, gloves, and a full set of instructions.

Blue Tank Membrane
Our revolutionary Blue Tank Membrane is a one-coat tanking membrane which dries in approximately two hours. This dramatically decreases installation time as there is no waiting period between coats. As well as being included within the Waterproof Kit, it is also sold separately in a 5kg bucket.
SKU: 01401 Waterproof Kit / 01400 Blue Tank Membrane - 5kg

WATERPROOFING & TANKING

Beava
Ultimate Tiling Precision

WATERPROOFING PRODUCTS

Beava
Ultimate Tiling Precision

All products available at...

1. Beava Double Sided Tape
2. Wall / Backing Board
3. Wall Tile
4. Shower Tray, Bath, Work Top

Bathroom, Shower & Wetroom Waterproofing Solutions for Total Peace Of Mind

beavadirect.co.uk

FIND OUT MORE! SCAN THE QR CODE
BEAVADIRECT.CO.UK

Beava

Waterproofing Solutions from Beava

The UK's No.1 Bathroom, Shower Room, and Wetroom waterproofing solutions. Everything you need to supply and fit waterproofing products to ensure the best surfaces before tiling.

All our waterproofing products and tapes have been designed to make waterproofing quick and easy to maximise efficiency.

WATERPROOF TAPES

Single Sided Self Adhesive Waterproof Tape
Providing highly effective sealing of corners and joints, Beava Self Adhesive Waterproof Tape is a robust and totally water resistant material. Its flexible construction and self adhesive property makes it easy to apply and helps to ensure that a fully waterproof finish is achieved in the wetrooms.
SKU: 01402

Double Sided Waterproof Tapes
Double Sided Waterproof Tape is a permanently flexible upstand, for use as a first fix solution to form a 100% waterproof seal between sanitary ware and adjacent walls. Its unique self adhesive bitumen strip on both sides of the tape means it adheres to your sanitary ware and the wall without the need for any other adhesive.
Wale 1000 Double Sided Waterproof Tape 2.5m / 01404 Double Sided Waterproof Tape 5.2m / 01405 Double Sided Waterproof Tape 2.5m

Ultimate Tiling Precision

Where to Use Beava Waterproofing Products

12mm Fibre Cement Board
Using a 12mm Fibre Cement Board, glued and screwed on walls prior to wall tiling, is ideal, strong, and long lasting for high moisture areas.

Single Sided Waterproof Tape
Designed to create a fully sealed, water resistant barrier in wetrooms, bathrooms and shower areas. Prevents leaks and protects walls and floors from moisture damage.

Beava Tanking Primer
Apply one coat of tanking primer direct to the surface before applying the tanking membrane with a roller. Comes in the Beava Waterproofing Kit.

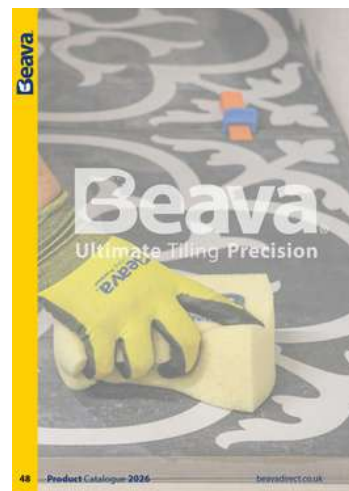
Beava Tanking Membrane
After priming surfaces, our revolutionary Blue Tank membrane is a one-coat tanking membrane which dries in approximately two hours. This dramatically decreases installation time as there is no waiting period between coats.

Double Sided Waterproof Tape
Forms a 100% waterproof seal between shower trays, baths, sinks and work tops and adjacent walls. Its self-adhesive bitumen strips mean you simply press it in place - no extra glue or solvent required. This fast fix solution saves time and ensures a neat, lasting bond.

6mm Fibre Cement Board
Using a 6mm Fibre Cement Board is ideal for overboarding timber floors. Preventing tiles and grout lines chalking by removing the 'bounce' or deflection in timber floors caused by the weight of footfall.

FIND OUT MORE! SCAN THE QR CODE
BEAVADIRECT.CO.UK

Beava Catalogue



Beava[®]

Ultimate Tiling Precision



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