



STYLE GUIDE

v5.0 JULY 2022



LOGO USAGE

Colour variation, size,
and clear space

Colour Variations

We have a few colour variations to ensure that our logo always stands out and maintains good contrast and clarity on any background.

Main Logo



To be used on light
backgrounds

Light Logo



To be used on dark
backgrounds

White Logo



To be used on vibrant
coloured backgrounds

Size and Space Requirements

To enable adequate exposure in any medium, always ensure the BGL logo is at least 10mm x 10mm on screen or print. To ensure that the logo always gets the space it needs, we have a scalable guide: Keep the logo at least 2 “BGL dots” away from any other content - this includes edges and corners.



Logo needs to appear
at least 10mm minimum



Keep at least 2 Dots of
space around the logo

LOGO USAGE

Incorrect usage

Incorrect Usage

Clarity, impact and recognition are extremely important when using the BGL logo, so here are some things to avoid when using it.



Don't rotate the logo



Don't stretch or distort the logo or its elements



Don't use or display the old BGL logo



Don't subtract any element of the logo



Don't change the line weight in the logo



Always make sure there is good contrast with the background



Don't use the coloured logos on vibrant backgrounds



Don't use unauthorised colours in the logo



Don't display the logo too close to an edge (see space requirements)

COLOUR USAGE

Colour Palette

Colour Palette

This is our BGL colour palette, which harmonises well in almost any combination. These colours represent the BGL brand, so they must be the central colours used in any BGL media.

MAIN COLOURS

SI 360 P BLUE HEX: #003EA5 RGB: 0 62 165 CMYK: 100 80 0 12 PMS: 286 C	SF 360 BLUE HEX: #0089BF RGB: 0 137 191 CMYK: 100 6 2 10 PMS: 7460 C	CAS 360 GREEN HEX: #75A501 RGB: 117 165 1 CMYK: 50 0 95 13 PMS: 2294 C	BGL TEAL HEX: #19A3A3 RGB: 25 163 163 CMYK: 81 9 41 15 PMS: 2235 C
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CONTENT COLOURS

CTA ORANGE HEX: #FF9700 RGB: 255 151 0 CMYK: 0 46 100 0 PMS: 2013 C	BGL GREY HEX: #F2F2F2 RGB: 242 242 242 CMYK: 0 0 0 6 PMS: 663 C	TEXT CHARCOAL (all body text) HEX: #414042 RGB: 65 64 66 CMYK: 0 0 0 90 PMS: 446 C
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Our main colours extend a sense of trust, professionalism and excellence. These must feature primarily and prominently in all branded media.

ALT COLOURS

ALT P BLUE HEX: #2663BC RGB: 38 99 188 CMYK: 85 64 0 0 PMS: 7455 C	ALT BLUE HEX: #00AEEF RGB: 0 174 239 CMYK: 92 0 6 0 PMS: 2202 C	ALT GREEN HEX: #C1D72E RGB: 193 215 46 CMYK: 29 0 100 0 PMS: 2297 C	ALT TEAL HEX: #00B6AD RGB: 0 182 173 CMYK: 81 0 39 0 PMS: 326 C
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ALT CONTENT COLOURS

ALT ORANGE HEX: #F3B33C RGB: 243 179 60 CMYK: 0 25 72 5 PMS: 143 C	ALT GREY HEX: #F9F9F9 RGB: 249 249 249 CMYK: 0 0 0 3 PMS: 656 C
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Our 'Alt' colours highlight our fun, energetic side. These should be used sparingly together with main colours where more brightness is required. Never to be used as sole background colours or as main heading / text colours.

ALT 2 COLOURS

BABY P BLUE HEX: #9BC1F9 RGB: 155 193 249 CMYK: 37 22 0 2 PMS: 658 C	BABY BLUE HEX: #B1E1F5 RGB: 177 225 245 CMYK: 28 0 2 0 PMS: 290 C	BABY GREEN HEX: #EAF4B5 RGB: 234 244 181 CMYK: 9 0 36 0 PMS: 0131 C
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Our 'Alt 2' colours are great accompaniments to the main colours in illustrations as backgrounds, or where a splash of colour or contrast is needed to draw attention. For product related content, these colours should feature secondary to main colours.

COLOUR USAGE

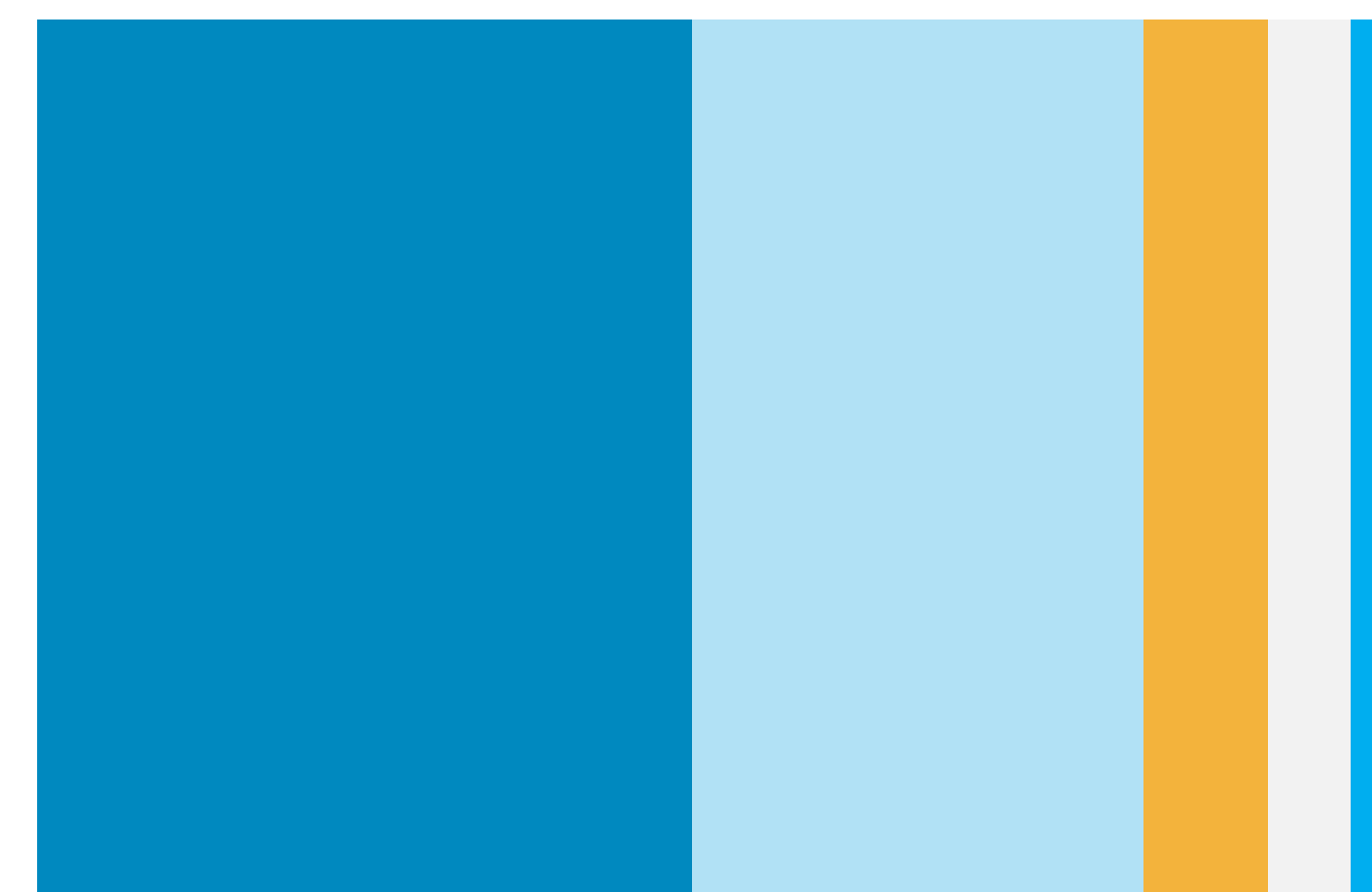
Colour usage and ratio

Colour usage and product representation

As eluded to in their names, the main product colours each represent and correspond with their respective BGL products. Please use the below colour ratios as a loose general guide on colour usage and representation in product related content. General BGL content like brochures and banners should incorporate all the main colours - **SI 360 P BLUE** should be used as a basis on which the other main colours are added to create a dynamic contrast.



 SimpleInvest360



 SimpleFund360



 CAS360

TYPEFACE & FONT

Typography and
styles

Our Typeface - Brandon Text

Brandon text is a clean and elegant typeface. It is the primary typeface of the BGL brand, which means it should be used when creating BGL assets or documentation of any kind. In special circumstances such as event designs and promotions, alternate title or header fonts may be used.

Brandon Text

Brandon Text

Brandon Text

Brandon Text

Brandon Text

Brandon Text

Aa

Font Styles

Below are a few key type styles to get you started. Stick to these and we'll see an excellent level of consistency across all our communications.

You will encounter situations where you need to step outside of these styles, but use these rules as a base wherever possible. The "**TEXT CHARCOAL**" colour should always be used throughout our documentation text.

Headline Text

Font: Brandon Text Bold / Black
Tracking: 20

Body Text

Font: Brandon Text Medium / Regular
Emphasised font: Brandon Text Bold / Black
Leading: 16pt on 12pt font size
(relative to scale)
Tracking: 20

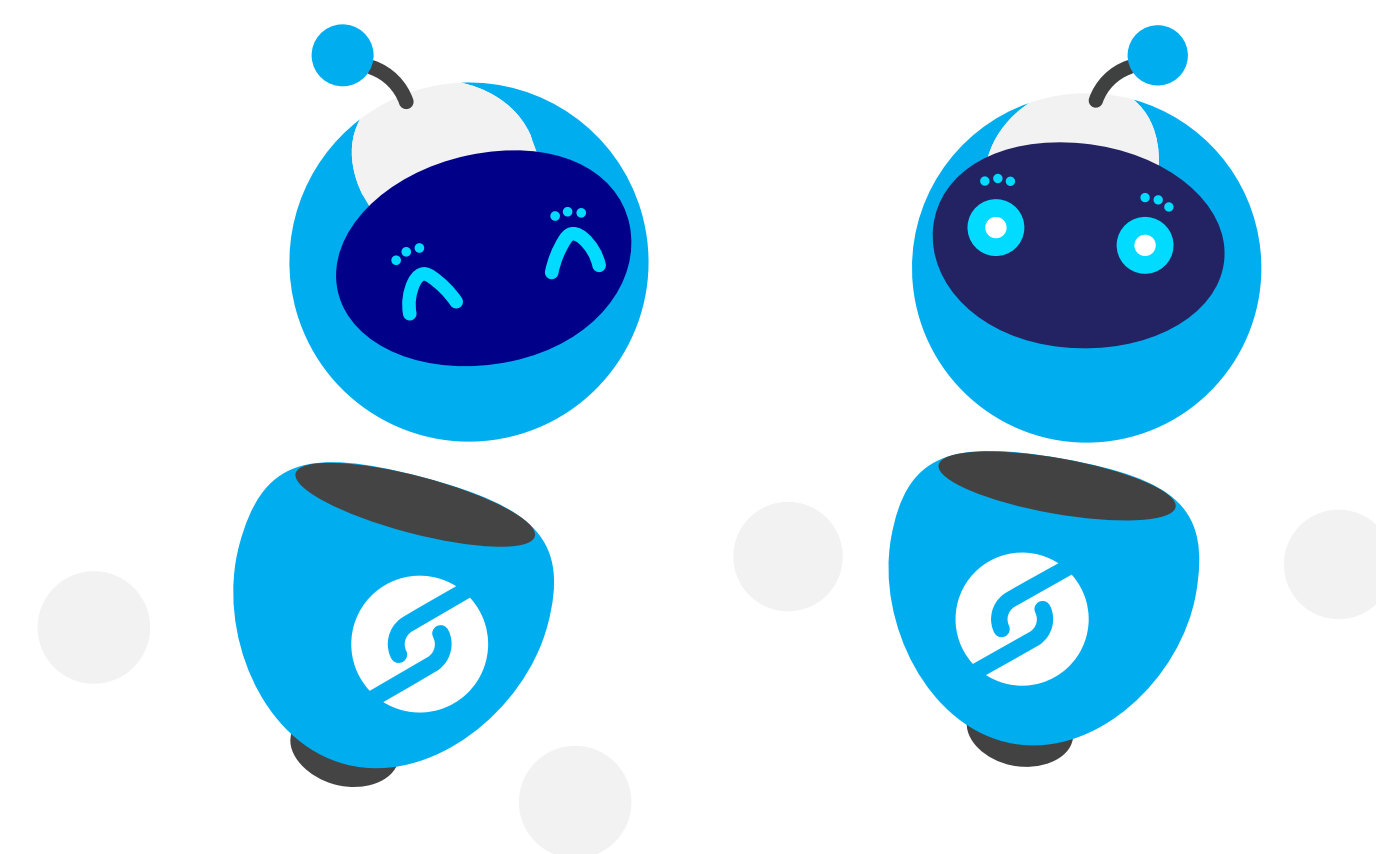
GRAPHICS & ILLUSTRATION

Robot mascots

Robot Mascots

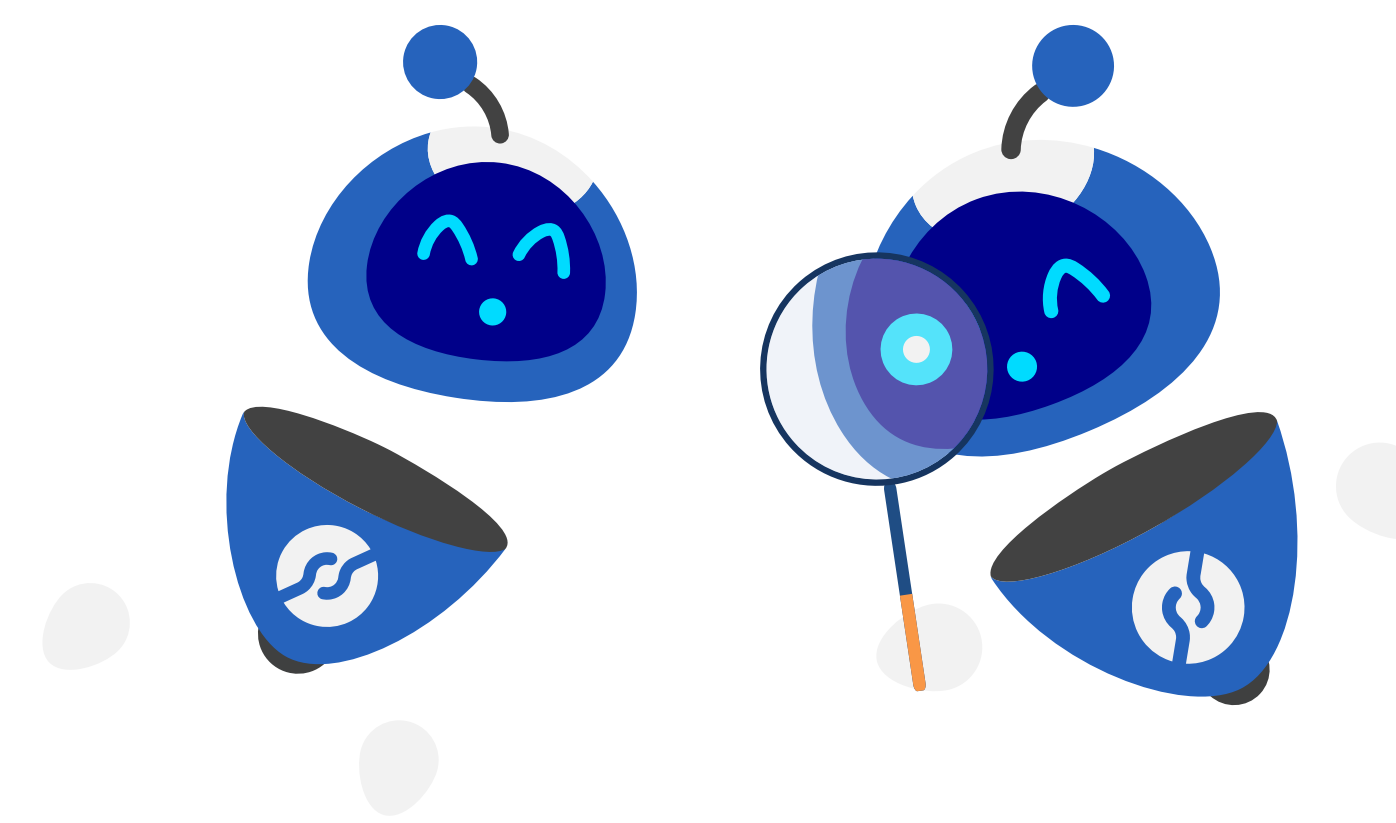
Our beloved mascots: Albert, Vesta and Casi represent our respective products as shown below, specifically acting as a sort of “BGL assistant” to the user. They should be used across and throughout our materials to promote a sense of fun and trust. Some things to note when using them can be found below.

- ✓ Match the flat illustration style, palette and proportions as best you can when using. Don't inflate or shrink body elements, and don't change the colours or add clothes that cover the body without clearance.
- ✓ Make sure the product icon isn't warped and is always facing the front / the right direction. The mascot faces should also always be in full view.
- ✓ When using together with other graphics or as part of an illustration, the other elements and environment must match the mascots aesthetically and stylistically.



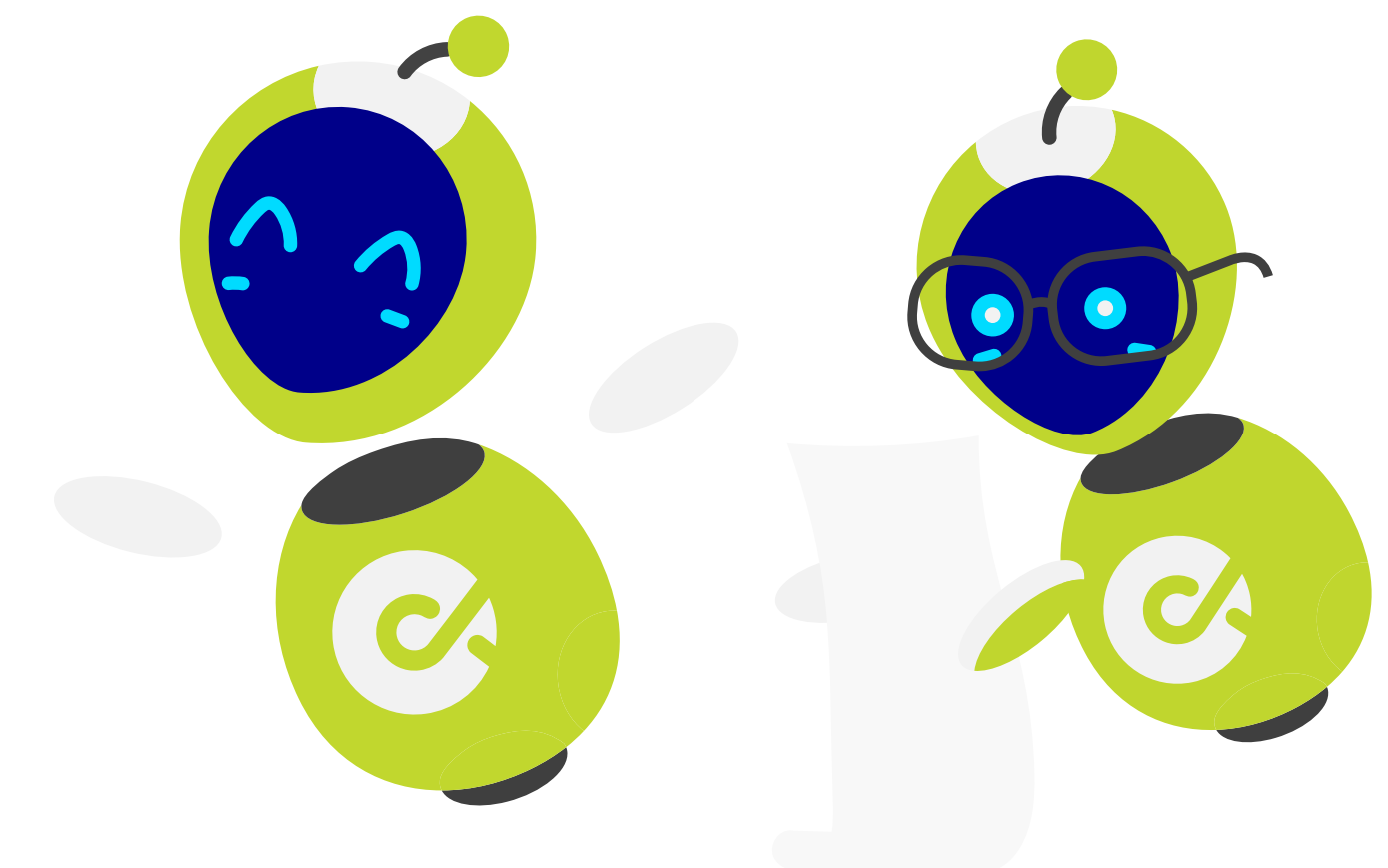
 SimpleFund360

Albert



 SimpleInvest360

Vesta



 CAS360

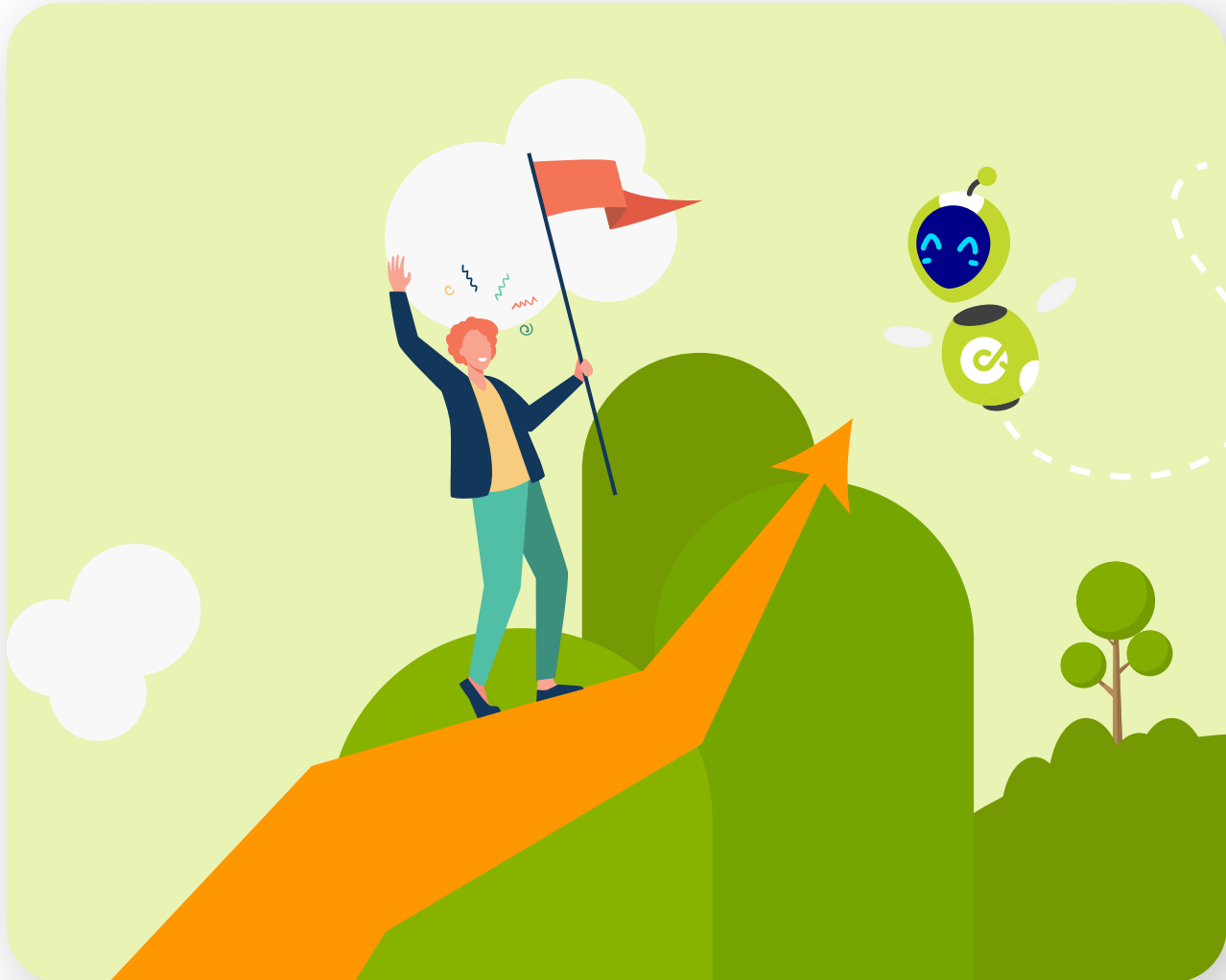
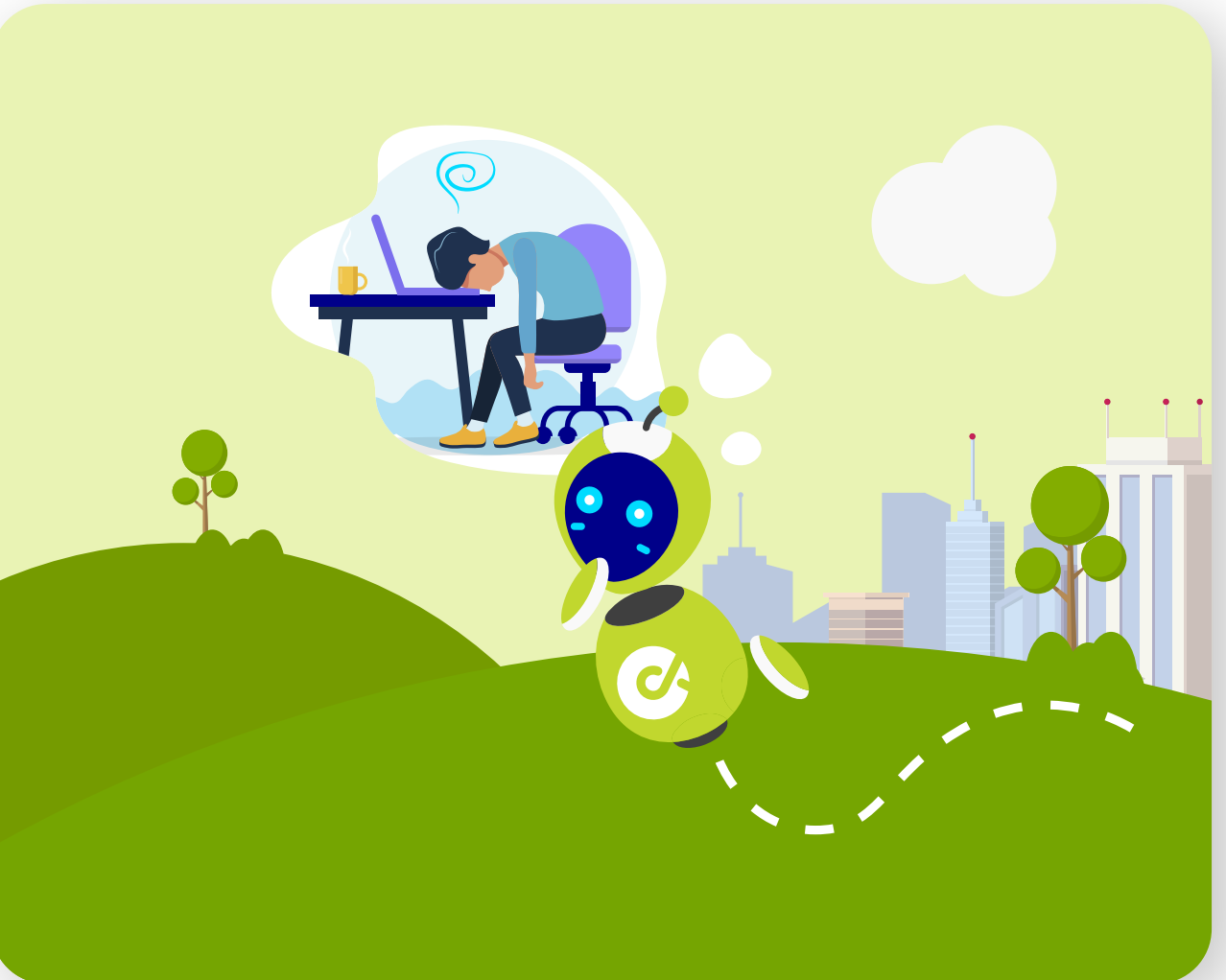
Casi

GRAPHICS & ILLUSTRATION

Illustrations

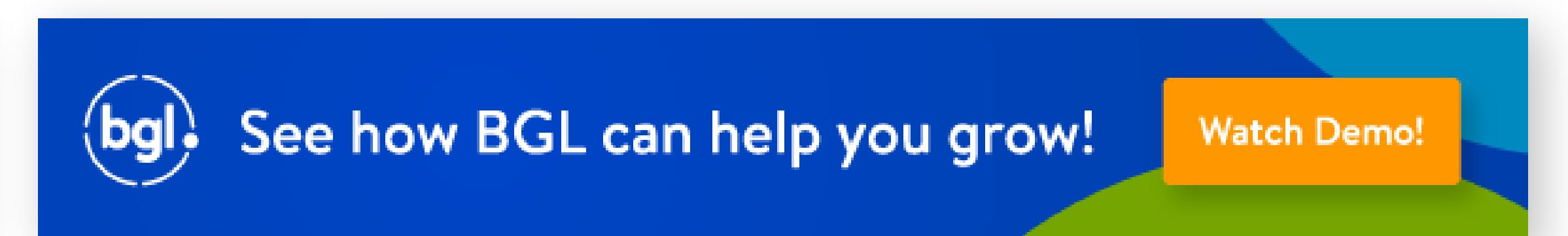
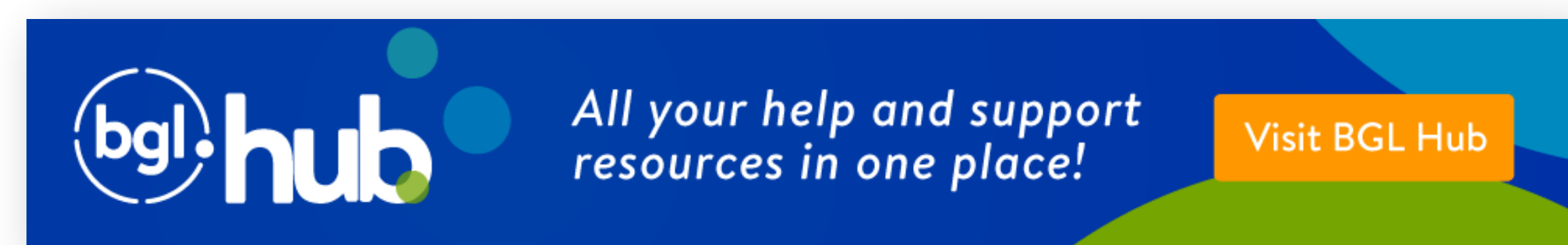
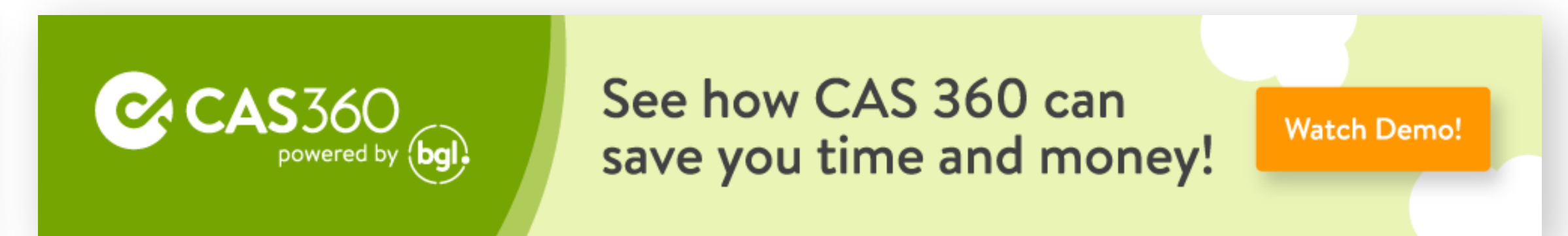
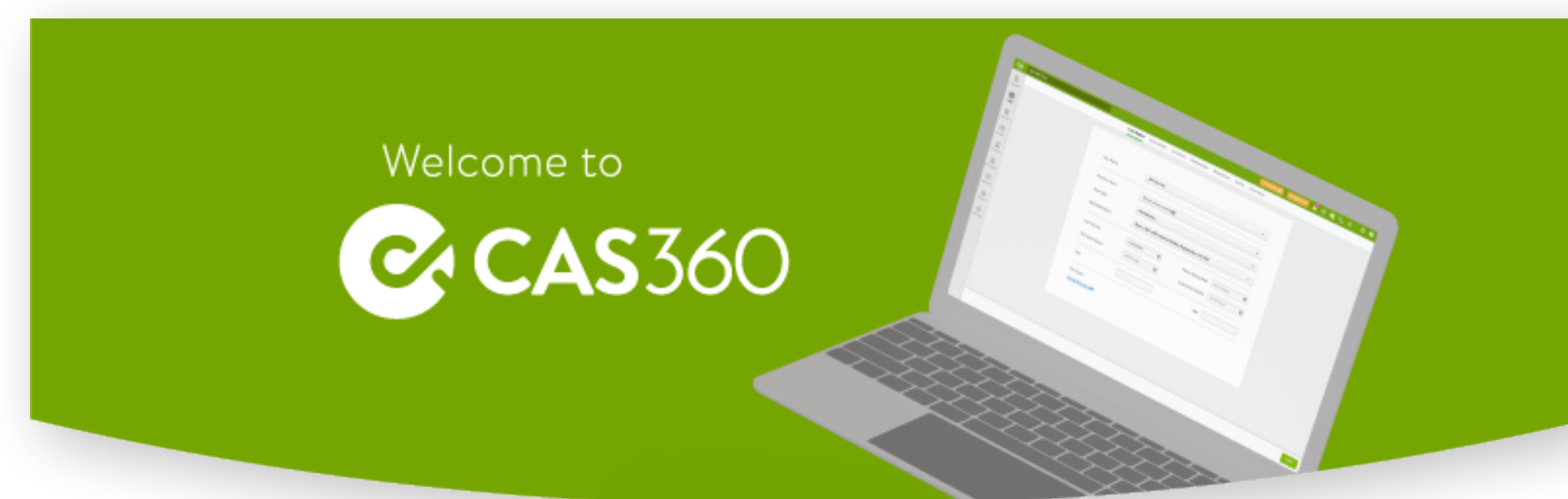
Illustrations

Here are some examples of approved illustrations featured throughout our collateral. When creating illustrations of your own, match the below style as a general rule. Be sure to take opportunities to reuse graphic elements as needed.



BRANDED COLLATERAL EXAMPLES

EDM Headers and Banners



BRANDED COLLATERAL EXAMPLES

Social Media Images

bgl.

Did you know?

The **Trust Distribution Resolution** is included in your Simple Invest 360 and CAS 360 subscription at **no extra cost!**

This graphic features a dark blue background with abstract circular shapes in shades of blue and green. In the bottom right corner, there are several stylized robot heads in blue and green. The text is white and orange.

bgl.

EXCELLENCE IN REGTECH

BGL is proud to be recognised as a finalist for the **FinTech Australia Finnies Awards 2022!**

This graphic has a dark blue background with a large purple circular seal on the left that says "FINTECH AWARDS FINNIES 22 FINALIST". The text is white and orange.

CAS360

Education Week

A series of **complimentary** 30-minute webinars highlighting the key features to make you more efficient!

[Register Now!](#)

This graphic has a green background with an illustration of a woman sitting at a desk with a laptop, surrounded by educational icons like a graduation cap, books, and a lightbulb. The text is white and orange.

bgl. **SimpleFund360**

SuperStream Rollovers and Release Authorities

Webinar

This graphic has a blue background with an illustration of two people standing next to a large stack of gold coins. The text is white and orange.

bgl. **FuseSign**

Don't miss BGL's **EXCLUSIVE OFFER** with FuseSign, available until 30 June 2022!

This graphic has a green background with several stylized robot heads in blue and green at the bottom. The text is white and orange.

bgl.

Come say hi at **E12**

#ACCOUNTING BUSINESS EXPO

This graphic has a dark blue background with a stylized building facade on the right. A yellow location pin icon points to a window labeled "E12". The text is white and orange.

BRANDED COLLATERAL EXAMPLES

Printed Pull-Up Banners

bgl. www.bglcorp.com
info@bglcorp.com.au 1300 654 401
@BGLdot

CAS360 SimpleFund360 SimpleInvest360
xero

All your contacts and clients, synced.
Simple. Seamless. Beautiful Integration.

SUSTAINABLE
certification
ISO 27001

This pull-up banner features a white top section with the BGL logo and contact information. Below this, a diagram shows four logos (CAS360, SimpleFund360, SimpleInvest360, and Xero) arranged in a circle with arrows pointing to a central Xero logo. The bottom half of the banner has a dark blue background with a green wave graphic and the headline "All your contacts and clients, synced." followed by the sub-headline "Simple. Seamless. Beautiful Integration." and an ISO 27001 certification logo.

bgl. www.bglcorp.com
info@bglcorp.com.au 1300 654 401
@BGLdot

Compliance made easy.
Award winning SMSF, investment portfolio and company compliance management software.

SUSTAINABLE
certification
ISO 27001

This pull-up banner has a dark blue background. At the top is the BGL logo and contact information. The main headline is "Compliance made easy." followed by a sub-headline: "Award winning SMSF, investment portfolio and company compliance management software." The bottom half features a colorful illustration of a person sitting on a rocket ship, surrounded by various icons representing compliance and technology. An ISO 27001 certification logo is located in the bottom right corner.

CAS360 powered by **bgl.**

Streamline Company Compliance, Trust Management & AML Requirements!

Discover why **2,100+** accounting firms trust CAS 360 to streamline and simplify compliance administration.

www.bglcorp.co.nz
0800 444 408
/CAS360NZ
/cas-360-new-zealand

SUSTAINABLE
certification
ISO 27001

This pull-up banner has a light green background. At the top is the CAS360 logo with "powered by bgl." below it. The headline is "Streamline Company Compliance, Trust Management & AML Requirements!". Below this is an illustration of a laptop displaying a software interface, surrounded by icons for compliance and management. The bottom section contains the text "Discover why 2,100+ accounting firms trust CAS 360 to streamline and simplify compliance administration." followed by contact information and an ISO 27001 certification logo.

BRANDED COLLATERAL EXAMPLES

Printed Flyers and Brochures

bgl.

Compliance made easy.

with Australia's #1 SMSF administration, compliance management and investment portfolio software solutions.

Watch Demo!

www.bglcorp.com | info@bglcorp.com.au | 1300 654 401 | @BGLdot

SimpleFund360
SMSF Administration Cloud Software Solution

Go beyond data entry! Grow your SMSF business with the AI-powered, innovative technology in Simple Fund 360.

Learn More!

SimpleInvest360
Investment Portfolio Cloud Software Solution

Grow your trust investment and portfolio management business with BGL's non-super cloud Investment Portfolio software solution.

Learn More!

CAS360
Company Compliance Cloud Software Solution

Take the hassle out of your company compliance work with the time-saving features in CAS 360!

Learn More!

Who is BGL?

With 30+ years of trust in the accounting software space, BGL delivers Australia's award-winning and leading cloud-based company compliance management and SMSF administration software solutions to over 8,000 businesses in 19 countries. All through its user-friendly and highly intelligent web applications.

Our clients include all major accounting firms, law firms, many listed and private company groups, accountants, financial planners and many individual SMSF trustees.

Cloud Product Suite

- CAS360**
Company & Trust Compliance Software Solution
- SimpleFund360**
SMSF Administration Software Solution
- SimpleInvest360**
Investment Portfolio Software Solution

Company Information

- Founded in 1989
- 180+ Employees
- Privately Owned Company
- Accounting Software Industry
- SMSF Administration, Investment Portfolio and Corporate Compliance Software Solutions

Contact Information

Phone: 1300 654 401 / 03 9530 6077
Email: sales@bglcorp.com.au or marketing@bglcorp.com.au
Website: www.bglcorp.com
Headquarters: Suite 2, 606-608 Hawthorn Road, Brighton East, Victoria 3187, Australia

Primary Contact for Xero

Adriana Cavallo
BGL Head of Client Success
1300 654 401 / 03 9530 6077
acavallo@bglcorp.com.au

CAS360
powered by **bgl.**

Streamline and simplify company compliance with CAS 360!

CAS 360 is a cloud-based **company secretarial software** designed to help accounting firms and corporate service providers efficiently manage their clients' company compliance obligations in one innovative and user-friendly platform.

With its superior automation, CAS 360 prepares all the forms, minutes / resolutions, registers and other documents required for the Annual Return and common changes made by Singapore companies. Plus, CAS 360 is the first company secretarial software approved by Singapore's Accounting and Corporate Regulatory Authority (ACRA) to file company Annual Returns electronically!

Why Choose CAS 360?

- Say goodbye to manual processes, Excel spreadsheets and Word documents.
- Engage better with your clients using automated reminders and digital signing.
- Never forget which documents are required for a transaction.
- Save hours each month on Annual Return processing.

www.bglcorp.com | info@bglcorp.com.au | 1300 654 401 | @BGLdot

Getting started is simple!

Professional Edition	BGL Bank Data Pack
\$100 excl. GST per entity, per annum.	\$40 excl. GST per entity, per annum. Initial minimum purchase of 3 entities. Sold in 1 entity increments thereafter.
Available as an annual or monthly subscription with:	BGL Bank Data Pack
<ul style="list-style-type: none"> Unlimited users Regular automatic software updates Free on-demand training Free unlimited support (live chat & telephone) Dedicated onboarding specialists 30-day money-back guarantee 	\$40 excl. GST per entity, per annum. Initial minimum purchase of 3 entities. Sold in 1 entity increments thereafter.
Investor Edition	
\$400 excl. GST for the first year. \$200 excl. GST per annum thereafter	<ul style="list-style-type: none"> BGL Bank Data Pack BGL Share Data Pack Ability to administer 1 entity Unlimited users Regular automatic software updates Free on-demand training 30-day money-back guarantee

*The BGL Bank Data Pack allows you to fully automate the flow of data from all major banks directly into Simple Invest 360.

*The Share Data Pack allows you to receive quarterly holding balance confirmation from Boardroom, ComputerShare and Link Market Services as well as automatically processing of buy and sell transactions from 120+ Australian brokers.

It is impossible not to save time with Simple Invest 360. Let us show you how...

BOOK A DISCOVERY CALL!

Get in touch!
Phone: 1300 654 401 / 03 9530 6077
Email: sales@bglcorp.com
Website: www.bglcorp.com
Office Address: Suite 2, 606-608 Hawthorn Road, Brighton East, VIC 3187 Australia

BGL and Xero Integration

BGL's suite of cloud software solutions, Simple Fund 360, CAS 360 & Simple Invest 360, all integrate with Xero for streamlined SMSF, investment portfolios and corporate compliance!

Xero	CAS360	SimpleFund360	SimpleInvest360
Xero Practice Manager	●	●	●
Xero HQ	●	●	●
Single Sign-On	●	●	●
XPM Jobs	●	●	●
Xero Tax	●	●	●
Xero Bank Data Feed	●	●	●



To download BGL Logo assets, please visit bglcorp.com/media-kit
For any questions about BGL branding, or for access to the BGL icon set,
please contact the BGL marketing team.