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1

BDC aspires to be a leader in making Canadian entrepreneurs the most competitive in the world. To do this, we collectively act as growth engineers.

growth engineer

Being a growth engineer means being curious, solution-driven and able to find answers to everyday problems. It means working in a structured way to achieve results for clients. It also means being a team player who values collective work and is focused on positive outcomes.

Entrepreneurs come in every shape and size. The economy and their competitive environment change every day. How do we remain relevant and as adaptive as our clients? And how do we make sure that entrepreneurs view us as a partner of choice? We proudly take ownership of what sets us apart and makes us highly sought-after collaborators.

We're a different kind of bank. Because we're the only bank devoted exclusively to entrepreneurs. We know their markets and understand their needs. And we're there at every stage of their business journey. We take the bold steps necessary to help entrepreneurs succeed.

**attentive.
adaptive.
innovative.
collaborative.**

That's how we fuel success and build confidence in entrepreneurs and the projects they're undertaking.

BDC helps entrepreneurs focus on what matters most, see more possibilities and seize the right opportunities so they can build a stronger business—more efficient, more competitive and more profitable. And that’s how we intend to continue making a difference.

a brand is how an organization makes its mark

Our brand is one of our organization’s most valuable assets. It communicates to current and potential clients exactly who

we are and what we stand for, and why we would be such an outstanding organization to work with. We have a unique mandate and a distinctive approach to fulfilling it, and we’re proud of both.

Our brand also creates a sense of community that unites all who work at BDC, wherever they may be.

brand keys

our brand strategy

summarizes what entrepreneurs should think and feel about BDC as they go through their business journey with us.

**people
we
serve**

core insight

Entrepreneurs are expert at what they do, but not necessarily in business.

client profile

Entrepreneurs who are totally invested in their business projects.

experiences

We want clients to feel we provide high-touch experiences and high-value services. Our style is human and approachable both online and in person. Clients feel impressed, understood and empowered.

uniqueness

We provide a combination of financing and advisory services that promote sustainable business practices and enable success.

offerings

We provide a tailored approach to business financing and advisory services.

archetype
growth engineer
brand essence
we fuel success
client promise
better business journeys
for entrepreneurs

personality

We are:
Attentive
Adaptive
Innovative
Collaborative

rational benefits

We can guide entrepreneurs to the next stage of their business development with imaginative and flexible solutions. We take a long-term view, based on stable Canadian finance principles. We provide objective guidance that goes beyond advice. We know Canada's market reality best.

emotional benefits

We build confidence in our clients because of our faith in them, their projects, and their business. Clients are reassured they have made the right choice because of our expertise and knowledge. We are great to do business with.

our tone and manner

is

- **straightforward**
- **down-to-earth**
- **vivid/lively**
- **optimistic**
- **insightful/smart**
- **inspiring/motivating**
- **simple**
- **surprising**
- **authentic**

is not

- overpromising, preachy
- elitist
- monotonic/static
- pessimistic/critical
- obvious/first degree
- unfocused/elaborate
- complicated
- clichéd
- too corporate

Setting the tone

Although BDC is an organization offering financial and advisory services, our long-term success is based on the quality of the relationships that we as individuals create with our clients. Above are a few words that describe the tone and manner of any communication we have, internally or externally.

Capital idea

Please note that in any communication, “BDC” must appear in capital letters, unlike our logo.

2

Our logo is one of the strongest vehicles we have to communicate who we are. This Brandbook explains the importance and significance of the logo, as well as the governing principles behind all other aspects of our visual identity.

- 2.1 Our symbol
- 2.2 Official logo
- 2.3 Logo positioning
- 2.4 Basic measurement unit
- 2.5 Logo overview
- 2.6 Protection space and minimum size
- 2.7 Secondary logo
- 2.8 Vertical logo
- 2.9 Signature
- 2.10 Logo with signature
- 2.11 Margins
- 2.12 Logo no-nos

the maple leaf symbol

We're proud of our distinctive approach to helping Canadian entrepreneurs, and our maple leaf symbol reflects this. Our evocative maple leaf is bold and impactful. Its simplicity summons up notions of accessibility. The two colours represent the close relationship between BDC and Canadian entrepreneurs.



The five lobes of the leaf recall our coast-to-coast presence in Canada. The extent of our network speaks to our ability to mesh seamlessly with internal and external partners and clients across the country, as well as our capacity to be much greater than the sum of our parts and thus provide our clients with exceptional experiences.



Official doesn't mean stiff

In the logo, the letters are in a lowercase sans serif font that evokes both openness and accessibility, as well as clarity of thought and action, without unnecessary embellishment. Our Great Lakes Blue colour conveys solidity, but is warmer than black. The fact that our maple leaf is above the “BDC” means it acts as an exponent, which relates to being a growth multiplier and greater than the sum of our parts.



Reversed logo in colour

When using colour is not an option, such as monochrome printing or small formats, and the background is black or Great Lakes Blue, the reversed version that's entirely white should be used.



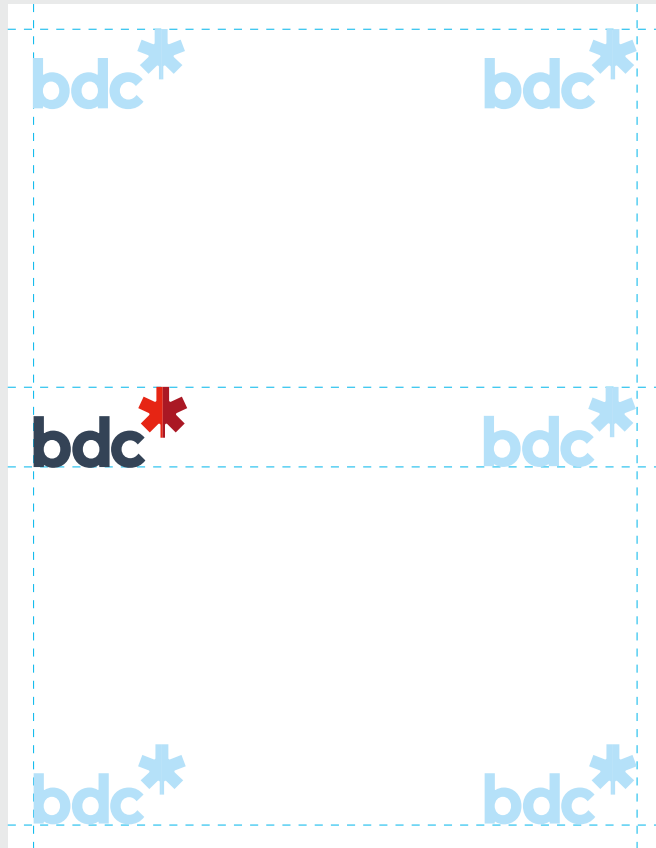
**Logo
in black**

When using colour is not an option, such as monochrome printing or small formats, the logo is entirely in black.



**Reversed
logo in
white**

When using colour is not an option, such as monochrome printing or small formats, and the background is black, the reversed version that's entirely white should be used.



Pride of place

There are six logo positions we encourage you to use in layouts. Our preference is for the left-centre position shown in colour above. However, other positions (different from the ones shown above) may be used depending on the graphic layout.



All square

The basic measurement to be used when calculating protection spaces and margins is a square whose sides are equal to the height of the “b” in our logo. Other versions, equal to 1/2 and 1/4 of the basic unit, may be used in certain situations.

Official logo



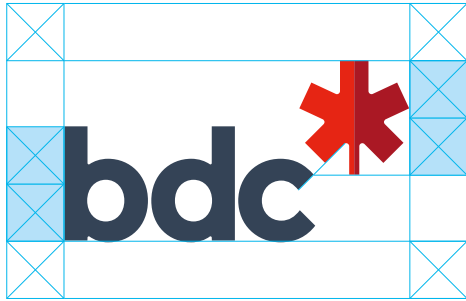
Secondary logo—
exceptional
usage only
(signage and
square formats)



Vertical logo—
exceptional
usage only
(signage and
narrow formats)



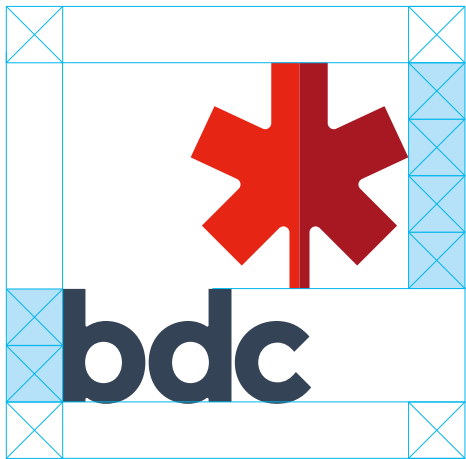
Official logo



 6.5 mm
0.25 in
18 px



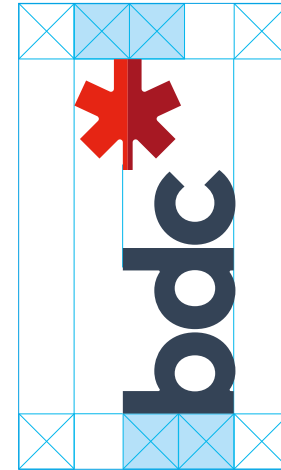
Secondary logo—
exceptional
usage only
(signage and
square formats)




 12.5 mm
0.5 in
36 px



Vertical logo—
exceptional
usage only
(signage and
narrow formats)



 12.5 mm
0.5 in
36 px

Always go protected

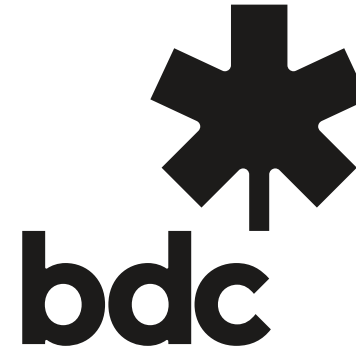
The logo must always be surrounded by a protection space, as seen above. Here we see the official logo and the secondary logo with a protection space equal to 1/2 of the basic unit. This space must always be free of any other visual element, either graphic or typographic. In exceptional circumstances, other protection spaces may be used. You also see the minimum acceptable size for these two logos.

Size matters

Here we see our vertical logo along with its minimum size. The basic principle behind the minimum size is that our logo must be clearly visible at all times.



Secondary logo—
exceptional
usage only
(signage and
square formats)



Secondary doesn't mean unimportant

Using the official logo is always preferred. But in some situations, like signage or in square formats, a larger leaf is required so that our symbol really stands out. Above you see the secondary logo in full colour, and below it, a version with “BDC” in white, to be used when there is a black background.

Black and white

When using colour is not an option, such as monochrome printing or small formats, the secondary logo should be entirely in black (top example). If a similar situation occurs and the background is black, the reversed version of the secondary logo that's entirely in white should be used (bottom example).



Vertical logo—
exceptional
usage only
(signage and
narrow formats)



Standing tall

In very narrow formats, a vertical version of the official logo may be used. Please note that although the “BDC” has been flipped, our maple leaf icon retains its original position, with the stem pointing down. Above you see the vertical logo in full colour, and below it, a version with “BDC” in white, to be used when there is a black background.

Black and white again

When using colour is not an option, such as monochrome printing or small formats, the vertical logo should be entirely in black (top example). If a similar situation occurs and the background is black, the reversed version of the vertical logo that’s entirely in white should be used (bottom example).

This is our official signature. The first two elements clearly indicate the nature of BDC's activities. The third element is adaptable and communicates both our proximity to our clients and the insight we bring.

**financing.
advising.
smarts.**

**Smart
signature**

Our signature always uses our three official colours. The typeface is Circular, which complements the letterform of the "BDC" in our logo. And the words all end with a period, indicating the impact we intend to have on our clients and their businesses.



Two for one

There are two ways of presenting our logo with its signature—vertical and horizontal.

More protection

When using our logo with the signature, we keep the protection space equal to 1/2 the basic unit around the perimeter. In order to keep it from appearing crowded, we've added an additional protection space equal to 1/4 of the basic unit between the logo and the tagline, as you can see in the two different versions above.



Get expert advice to maximize your investment

Our operational efficiency consulting specialists will work with your business to help create a leaner, more efficient and profitable operation.
BDC can finance the cost of consulting fees.



bdc*

Equipment purchase financing

Flexible solutions designed for manufacturers and exporters

bdc*

financing. advising. smarts.

BDC's consulting services are ISO 9001:2008 certified.

For more information, visit bdc.ca
 Contact us
 T: 1-888-463-6232
 E: info@bdc.ca

Choose the right solution for your business
BDC offers you two options:

- Ready to make your purchase**
Equipment Loan: Postpone your capital payments for up to 24 months at the start of the loan, followed by a repayment period of up to 12 years.
- Take the time to find the right equipment**
Equipment Line: Benefit from the flexibility to make equipment purchases over a 24-month period with guaranteed terms and conditions, followed by a repayment period of 6 years. BDC will disburse the funds according to your purchasing needs, as long as you remain within your pre-approved limit.

Both options offer:

- Favourable interest rate
- No study fee
- Repayment schedules matched to your cash flow cycle
- Prepayment privileges at any time without penalty*

* Subject to approval. Certain conditions apply.
* Payment to be made with a funding interest rate.

BDC Connex®

24/7 online access to your BDC account

BDC Connex® is the Business Development Bank of Canada's client portal. It gives you secure and quick access to detailed information about your BDC account. BDC Connex® ensures greater security, reliability and confidentiality than email, fax or mail.

Our user-friendly platform allows you to:

- View your consulting mandates and the following loan information:
 - account balance
 - debit or billing advices
 - previous payments
- Make requests online and be contacted within 48 hours:
 - for additional financing
 - to modify your personal or company profile, notifications settings, usernames and password
- Grant access rights to others in the company such as a partner, an employee or an accountant, and choose their level of access.
- Get in touch with your BDC representative more easily by securely exchanging documents and messages via the portal.

Ask your account manager to send you an invitation to activate access to your online account now.



bdc*

A demo is available online at bdc.ca/connexdemo
 For questions or help activating your account, contact BDC's Client Contact Centre at 1-800-974-0005 Monday to Friday, from 7:30 a.m. to 8:00 p.m. (Eastern Time).

For more information, visit bdc.ca
 Contact us
 T: 1-800-974-0005
 E: connex@bdc.ca

BDC is the only bank dedicated exclusively to entrepreneurs

bdc*

Let there be space

When creating a new document, a full unit is generally used as a margin, as shown above and in the examples to the right.



The better half

In certain cases, where using a full unit margin would cause the piece to look awkward, a 1/2 unit margin may be used. See the example to the right.





**Close
quarters**

In certain cases, where using a full unit margin would cause the piece to look awkward, a 1/4 unit margin may be used. See the example to the right.





01/



05/



02/



06/



03/



07/



04/



08/

Don't even think about

01/Changing colours 02/Moving logo elements 03/Cutting, stretching or compressing the logo 04/Modifying proportions 05/Changing letter size or font 06/Using a contoured version 07/Using special effects like a drop shadow 08/Angling the logo



3

Think of the platform as a toolbox, a springboard to creating inspiring communications pieces, internal as well as external, providing of course, that you follow the principles that guide us in all our creative activities.

Official logo



Graphic elements



Typography

TITLE
Circular std

abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
VWXYZ
123456789

TEXT
**Basis
Grotesque**

abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
VWXYZ
123456789

WEB
Roboto

abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
VWXYZ
123456789

POWERPOINT
Arial

abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
VWXYZ
123456789

Colours



Imagery and applications



Overview

Above is an overview of all the elements of our brand platform, including typography, colours, and the official logo—the building blocks of the brand. The individual elements will be discussed in greater detail in the sections that follow.



4

Our primary colours are inspired by the land we love. They are supported by a secondary palette that evokes the diversity of our country, our employees and our clients, and how adaptive we must be to serve them well.

- 4.1 Primary colours
- 4.2 Secondary palette
- 4.3 Colour use

orchard red

pantone 485

CMYK 0 95 100 0
RGB 216 44 38
HTML D82C26

deep maple

pantone 187

CMYK 07 100 82 28
RGB 168 22 44
HTML A8162C

great lakes blue

pantone 7546

CMYK 73 45 24 66
RGB 31 56 75
HTML 1F384B

pantone 285

CMYK 90 48 00 00
RGB 00 114 206
HTML 0072CE

pantone 637

CMYK 62 00 08 00
RGB 75 197 226
HTML 4BC5E2

pantone 3262

CMYK 76 00 38 00
RGB 0 191 179
HTML 00BF83

pantone 7494

CMYK 35 05 42 14
RGB 150 180 148
HTML 96B494

pantone 715

CMYK 00 54 87 00
RGB 240 138 58
HTML F08A3A

pantone 2003

CMYK 00 01 70 00
RGB 255 240 118
HTML FFF076

pantone cool gray 4

CMYK 12 08 09 23
RGB 191 190 189
HTML BFBEBD

pantone cool gray 1

CMYK 04 02 04 08
RGB 224 223 222
HTML E0DFDE

Colours

Our primary reds are variants of the red found on the Canadian flag, because, after all, we are a proud Canadian organization dedicated to helping Canadian entrepreneurs. Our Great Lakes Blue is a classic blue that evokes our heritage and the solidity of our organization.

The general rule is that primary colours may be used together as much as desired, but only one secondary colour may be used at a time.



Only one secondary colour may be used at a time.

**Colour—
with restraint**

The reason for this is that we don't want our secondary palette to overpower our primary colours, which are the true pillars of the brand.

1+1



2+1



3+1



**Do the
math**

Above are examples of 1 primary colour with 1 secondary colour, 2 primary colours with 1 secondary colour, and 3 primary colours with 1 secondary colour.



5

The choice of typography contributes greatly to our overall brand. Often, the appearance of what we write has as much impact as the actual content.

- 5.1 Title and headline typeface
- 5.2 Text typeface
- 5.3 Web typeface
- 5.4 PowerPoint typeface

Circular
Circular
Circular

Circular Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Circular Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Circular Std Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Make it pop

Our title and headline typeface, Circular, evokes many of the same qualities as the letterforms in the “BDC” of our logo, such as approachability and accessibility. The perfectly round dot over the “i” suggests friendliness, compared to many other fonts whose rectangular shape makes them more distancing. The geometry of this font helps titles and headlines to clearly stand out.

A user's licence for the Circular typeface can be purchased at [lineto.com](https://www.lineto.com)
or by contacting service@lineto.com

Basis Grotesque
Basis Grotesque
 Basis Grotesque
Basis Grotesque
 Basis Grotesque
Basis Grotesque

Basis Grotesque Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789

Basis Grotesque Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Basis Grotesque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789

Basis Grotesque Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Basis Grotesque Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789

Basis Grotesque Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

**The perfect
companion**

Our text font, sans serif Basis Grotesque, complements Circular well. It's easy to read even when small. It doesn't overwhelm the reader and facilitates communication, which is exactly what we at BDC want to do.

A user's licence for the Basis Grotesque typeface can be purchased at <http://www.colophon-foundry.org/fonts/buy> or by contacting abc@colophon-foundry.org

Roboto

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Roboto Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***

Roboto Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Roboto Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***

Multi-tasker

Roboto is a contemporary typeface, designed to read well on any type of device, not just a desktop screen. Another sans serif font, its clean lines complement Circular well.

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***

Of course

This is a widely used default typeface because it's easy to read. We chose it to ensure platform consistency and because of its universal usability and availability.



6

The imagery we have chosen is intended to convey the close relationship we have with our clients and our understanding of the complementarity of people and their workplaces.



the entrepreneurs

- in colour
- real people
- subjects are in their environment, looking at us (or not), proud and confident; the photos can feature individuals or small groups of people
- people are at the centre of the image, drawing focus to them, not to their surroundings

their work

- in black and white
- flat: no distance between the camera and the work
- texture and details come through strongly
- the use of an overhead view makes us feel part of the action

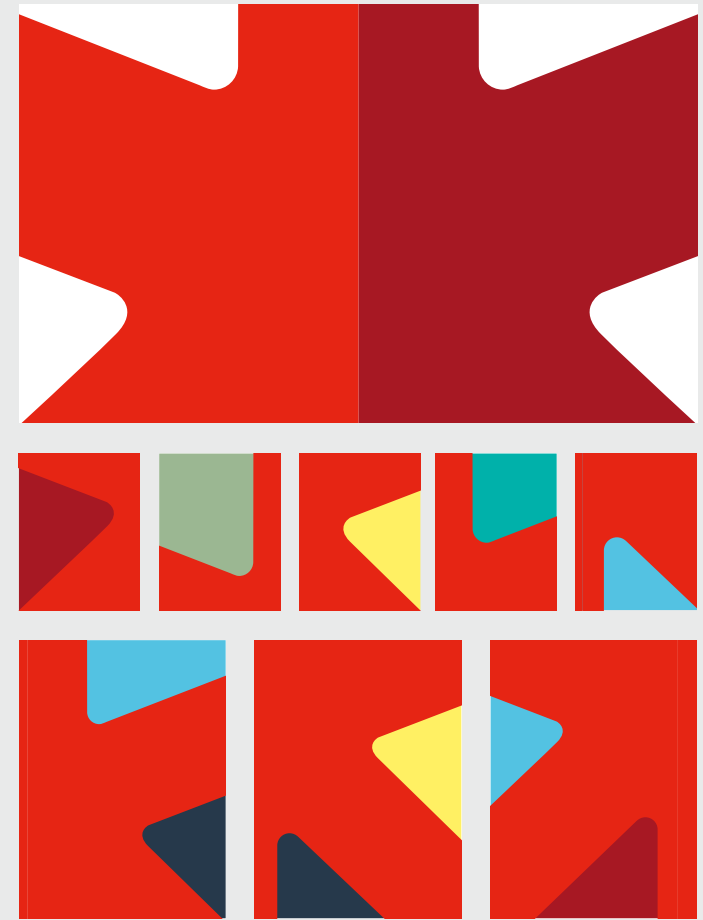
The big picture

Sometimes we can't achieve the ideal image, as described on the previous page. In these cases, images of entrepreneurs still remain in colour and those of workplaces in black and white. Ideally, we would like to see photos of entrepreneur paired with their workplace. However, when only one image can be used, we would prioritize a photo of an entrepreneur.



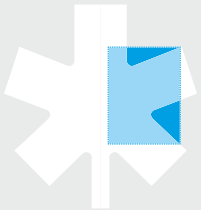
BDC's graphic elements are derived from our iconic maple leaf. We use them to shape the perception of any communications piece we create. They are, in fact, a form of communication unto themselves.

- 7.1 Close-up
- 7.2 Reversed
- 7.3 The arrow
- 7.4 Patterns



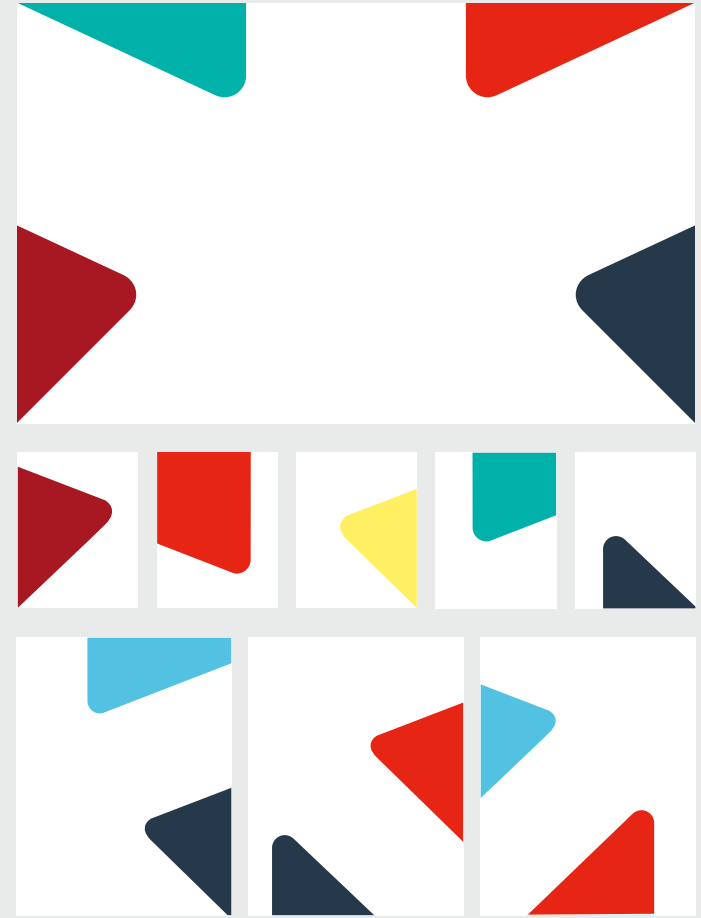
Close call

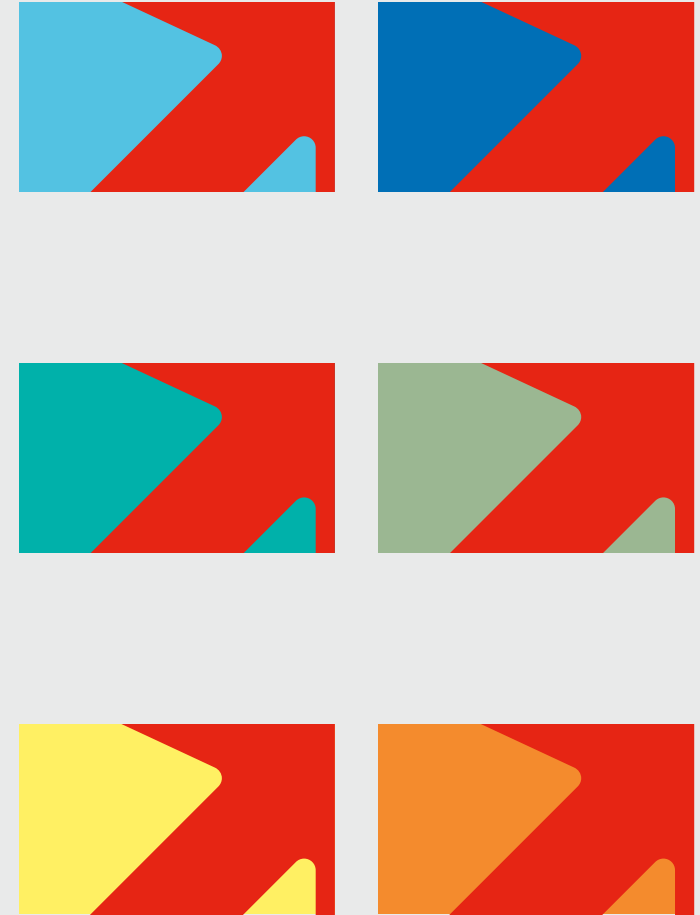
If we zoom in on the maple leaf, natural counter spaces and shapes emerge (the white areas in the visual above). They can also be coloured, as long as we abide by the colour use rules set out in Section 4.3.



Reversing field

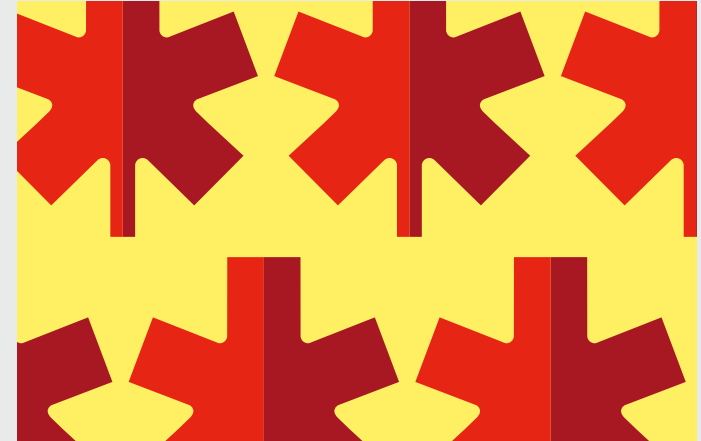
Here the maple leaf icon is reversed (in white) and the counter spaces are coloured. There are many examples on the right-hand page, all respecting the colour use rules set out in Section 4.3.





Onwards and upwards

A more dynamic cropping of our maple leaf icon reveals the shape of an arrow (in red above), which relates to our growth mission. There are many examples on the right-hand page, all respecting the colour use rules set out in Section 4.3.



Play with patterns

We can use portions of our maple leaf icon to create patterns that add energy and vibrancy to a layout. You'll find examples on the right-hand page, all respecting the colour use rules set out in Section 4.3.



8

Our logo, typography, colours, imagery and graphic elements are sufficiently versatile and compelling to be used in virtually any type of application to strengthen our brand.

- 8.1 Stationery
- 8.2 Marketing tools
- 8.3 Electronic tools



Business card
Letterhead
Folder



Envelopes

Get expert advice to maximize your investment

Our operational efficiency consulting specialists will work with your business to help create a leaner, more efficient and profitable operation.
BDC can finance the cost of consulting fees.



bdc*

Equipment purchase financing

Flexible solutions designed for manufacturers and exporters

Whether you're looking to increase your production capacity, improve your operational efficiency or take advantage of exporting opportunities, investing in equipment can improve your profitability and competitiveness.

To help your business power up its productivity, BDC's equipment purchase financing solutions offer flexible repayment terms that give you the breathing room you need to grow your business.

More financing to free up your cash flow

You can get a higher percentage of financing to cover the cost of new or used equipment, as well as related expenses such as shipping, installation and training, in order to purchase:

- Production line machinery and equipment
- Specialized technology, such as lab equipment
- Commercial vehicles and much more

Both options offer:

- Favourable interest rate
- No study fee
- Repayment schedules matched to your cash flow cycle
- Prepayment privileges at any time without penalty**

* Subject to approval. Certain conditions apply.
** Applies only to loans with a floating interest rate.



bdc*
financing. advising. smarts.

BDC's consulting services are ISO 9001:2008 certified.

For more information, visit bdc.ca

Contact us
T: 1-888-483-2232
E: info@bdc.ca

© BDC 2014. All rights reserved. BDC is a registered trademark of BDC.



Choose the right solution for your business

BDC offers you two options:

- 1 **Ready to make your purchase**
Equipment Loan: Postpone your capital payments for up to 24 months at the start of the loan, followed by a repayment period of up to 10 years.
- 2 **Take the time to find the right equipment**
Equipment Line: Benefit from the flexibility to make equipment purchases over a 24-month period with guaranteed terms and conditions, followed by a repayment period of 6 years. BDC will disburse the funds according to your purchasing needs, as long as you remain within your pre-approved limit.



bdc*

BDC Connex®

24/7 online access to your BDC account

BDC Connex® is the Business Development Bank of Canada's client portal. It gives you secure and quick access to detailed information about your BDC account. BDC Connex® ensures greater security, reliability and confidentiality than email, fax or mail.

Our user-friendly platform allows you to:

- 1 View your consulting mandates and the following loan information:
 - account balance
 - debit or billing advices
 - previous payments
- 2 Make requests online and be contacted within 48 hours:
 - for additional financing
 - to modify your personal or company profile, notifications settings, username and password
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