

Bp Brand Identity Guidelines

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Bp Brand Identity Guidelines The Helios - our logo Our logo was launched in 2000 and was designed as a dramatic break with tradition. Two decades later, it is still unlike any other energy identity and symbolises a number of things - not least our greatest source of energy: the sun itself The bp brand | Who we are | Home

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Our brands Each of our brands has its own heritage and personality, but they all have one thing in common - they all symbolize, embody or provide tremendous energy. But as the world demands more energy it also demands that it be produced and delivered in new ways, with fewer emissions and at bp we embrace that challenge.

Our brands | Who we are | Home - bp global

Great Brands Logos BP is, hands down, one of the biggest oil and gas companies in the world. Over the course of 100 years, its logo has evolved from simple black letters to a bright symbolic image. In this post, we'll look at how BP has gone through multiple emblems and brand names until finding its unique style.

Branding Lessons from BP: How to Improve Your Company ...

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