BusinessPilot

Brand Kit

For creativity
and consistency

Logo

Main Logo

This is the main logo and should be used wherever possible.
Do not distort, skew or alter the spacing between the 'B' device, 'P' device or the 'Business Pilot' copy.

Accepted Variations

Where the main logo version cannot be used due to background colour or similar, these accepted variations may
be used. Wherever possible, the first variation, featuring the Business Pilot teal and blue should be used.
The 'BP' device may also be used where the full-length logo is not appropriate.

Sub-brands

When being used in text, our sub-brands should always have a capital 'B' and 'P' and no spaces, for example: BPsite, BPmail and BPsign.

The exception is Business Pilot Community, which should be written in full, unless being used as a hashtag, when the same capitalisation rules apply - #BPcommunity.

These sub-brand logos may be used in any place where the features are being promoted.

Descriptors

Main Strapline

The CRM & Business Management System Built For Installers, By Installers

Standard Descriptor

Business Pilot is a complete CRM and business management software system built for installers, by installers.

Designed and developed specifically for window & door retail installation companies, the system has all the features you need to run your business. Use it to manage leads and sales processes, create and store contracts and invoices, manage purchase orders and stock, schedule install dates, and arrange service calls.

Integrated email functionality helps to keep track of customer communications whilst the BPsign electronic signature feature speeds up contract and agreement signing. The BPsite App, for fitters, surveyors & sales teams, gives your teams access to live job info and the opportunity to upload new images, notes and documents whilst out on site.

Business Pilot is connected to all your favourite industry tools, including: FENSA & Certass for registering jobs in just a few clicks, design & quoting tools such as Tommy Trinder and Windowlink and accounting software like Xero, Sage & Quickbooks.

It's also integrated with Blink Payment for easy payment processing, a feature that has been called a 'game-changer' by users. And there's an Open API, so Business Pilot can connect to virtually any other software platform.

Business Pilot keeps all your business data safe, secure & easy to access from any device, anywhere in the world, 24/7. It saves you and your team time and hassle, so you can focus on the things that matter, like winning more work and growing your profits.

Colour Palette

These colours reflect our brand's identity and should always be used as the primary palette.

Hex Code
#36A9E1
CMYK
76% 25% 0% 12%
RGB
54-169-225

Hex Code
#00A19A
CMYK
100% 0% 4% 37%
RGB
0-161-154

Hex Code
#9D9D9C
CMYK
0% 0% 1% 38%
RGB
157-157-156

Hex Code
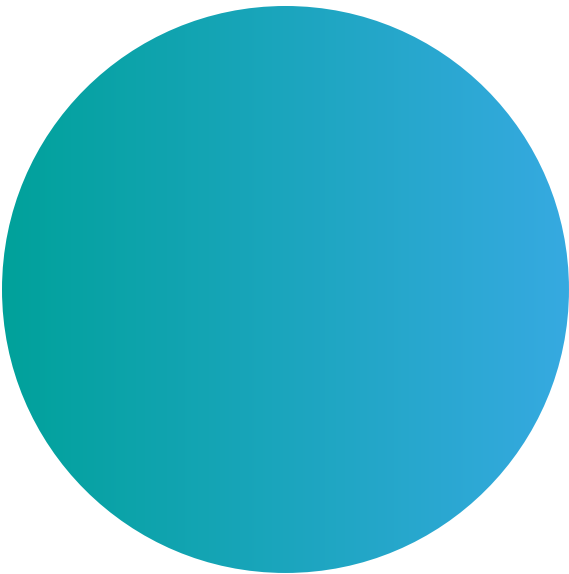#706F6F
CMYK
0% 1% 1% 56%
RGB
112-111-111

Hex Code
#333333
CMYK
0% 0% 0% 80%
RGB
51-51-51

These gradient variations may also be used for backgrounds, where appropriate.
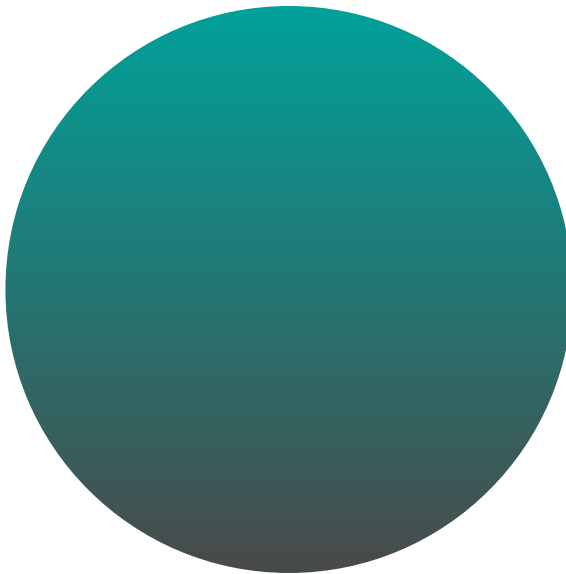
These secondary colours may be used to highlight call-to-actions, or draw extra attention.

Hex Code
#E64E5D
CMYK
0% 66% 60% 10%
RGB
230-78-93

Hex Code
#E6844E
CMYK
0% 43% 66% 10%
RGB
230-132-78

Fonts & Shapes
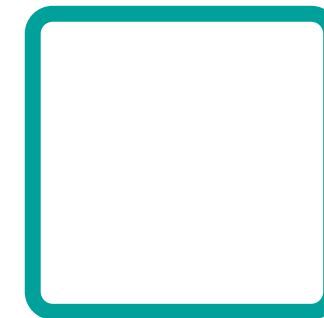
Museo Sans Rounded

For Headers

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxy
z1234567890!@#£%^&*()

Open Sans

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234
567890!@#£%^&*()

Where boxes or shapes are used, rounded corners are preferred.

Photography & Imagery

There are no set guidelines for photography usage, but designers should always ensure that any screenshot imagery from the Business Pilot system is clear and not blurred or pixelated.

Where screenshots are being shown on a device such as a laptop, tablet or phone, please ensure good image manipulation is used to show the entire screenshot at an appropriate size and shape.

Imagery of screens and devices used should always be set within an appropriate context.
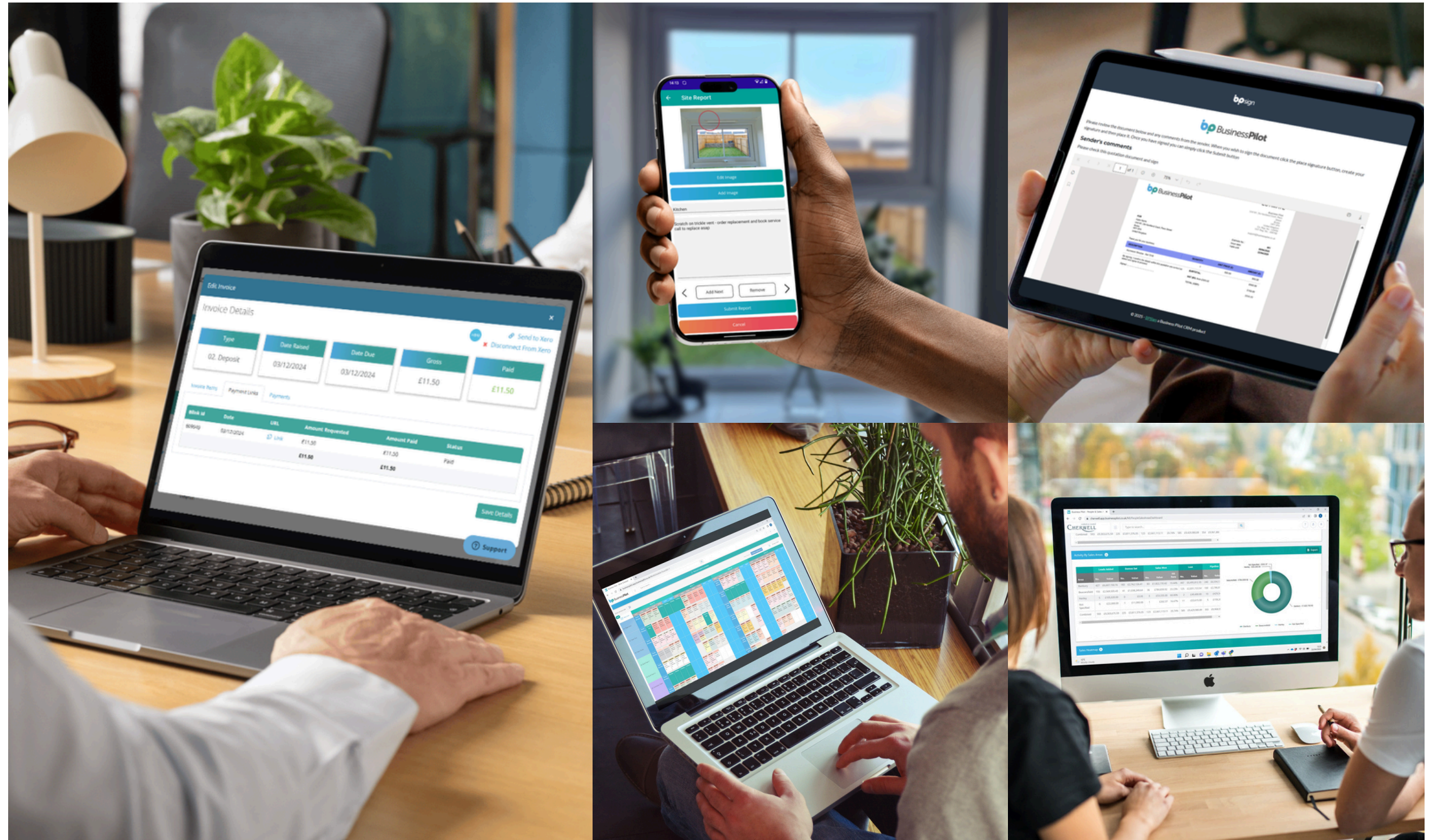
Contact Information

Main Contact Details

📞 0333 050 7506

✉️ sales@businesspilot.co.uk

📍 De Havilland Court, Unit M1, Penn St, Amersham, HP7 0PX

🏠 businesspilot.co.uk

These contact details should be used on all Business Pilot promotional materials.

For materials that are being sent to or shared with existing customers, please replace the phone number and email address with the support desk contact details.

Support Desk

📞 0333 050 7632

✉️ support@businesspilot.co.uk