





# Delivering the difference

Bereco was founded in 2003, our aim to **Deliver The Difference** and become the benchmark company for external joinery in the UK; providing **superior quality wooden windows and doors** and a professional service delivered by a friendly **customer focussed** team.

**Sustainably sourced timber windows and doors** that are, designed and manufactured to the **highest standards in quality, performance and security**, were and remain to this day our core values.



The mark of responsible forestry



**WOOD. AT THE HEART OF A GOOD WINDOW**

The **Wood Window** Alliance



## Visions & Values.

Our aim is to supply products of the highest quality, security standards and performance, whilst thoughtfully considering our impact on the environment. Sustainability is at the heart of the business mission and we strive to deliver the difference by providing a uniquely tailored professional yet friendly service.

### Brand Beliefs.



The Bereco brand name is derived from a combination of the words timber and eco-friendly reflecting a continued commitment to the use of environmentally friendly practices.



To provide a uniquely designed quality product which takes into consideration the latest innovations and incorporates strict security standards.



To deliver the difference by providing a uniquely tailored professional yet friendly service.

### Environmental Impact.



We consider our brand to be one that is green, sustainable and environmentally conscious and as such are committed to improving our environmental performance.



All products are manufactured using 100% FSC timber responsibly sourced from well-managed, certified forests.



We comply with all relevant environmental legislation as a minimal level of performance.

### Taglines.

Delivering The difference.

Secure. Sustainable. Functional. Beautiful.

Our Windows Don't Cost The Earth.

### Tone of voice.

At Bereco our tone of voice is very important. It is everything we say as a company to our customers, our suppliers and each other. The ambition of our language is **honest, warm, informative & personable**.

## Logo Usage.

- Wherever possible the grey and green logo should be used.
- No information should come into contact with the logo.



## Size.

In order to retain legibility the minimum size of the logo is 40mm in width. For use of only the icon, the minimum size is 25mm.



## Exclusion Zone.

- The exclusion zone is the 5mm area around the logo which should always be clear.



## Logo Usage On Different Colour Backgrounds.

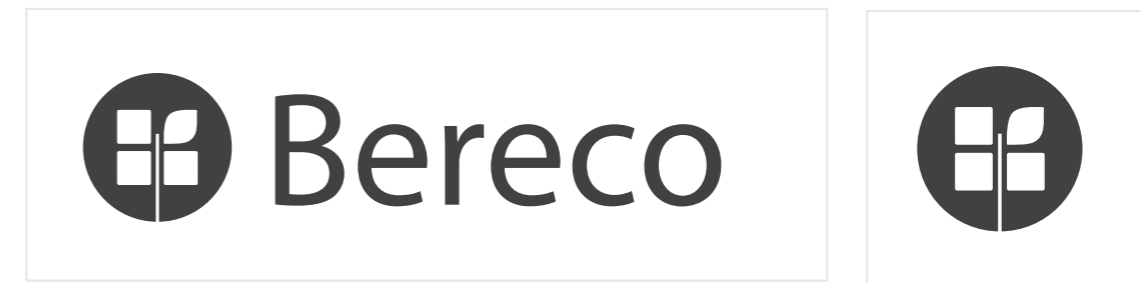
Correct use of the logo on white background



Correct use of the logo on colour background



Correct use of the logo in black and white



Correct use of the logo on grey background

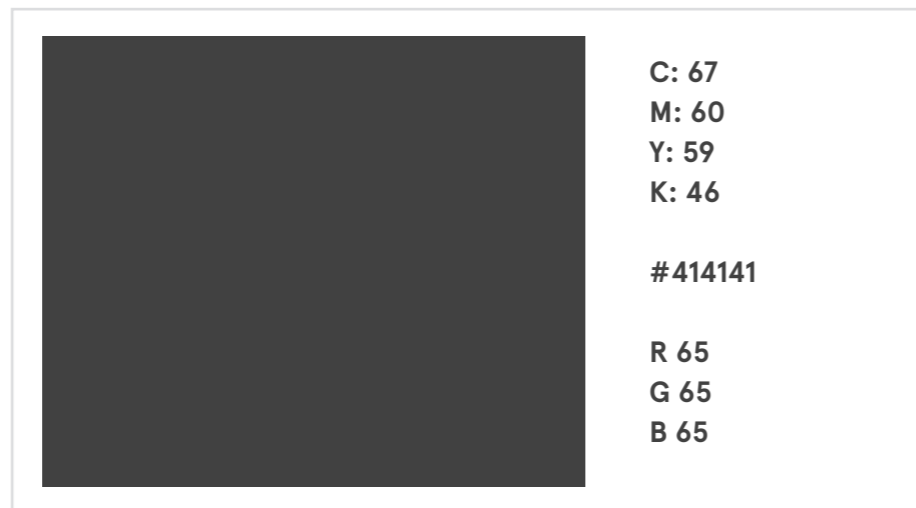
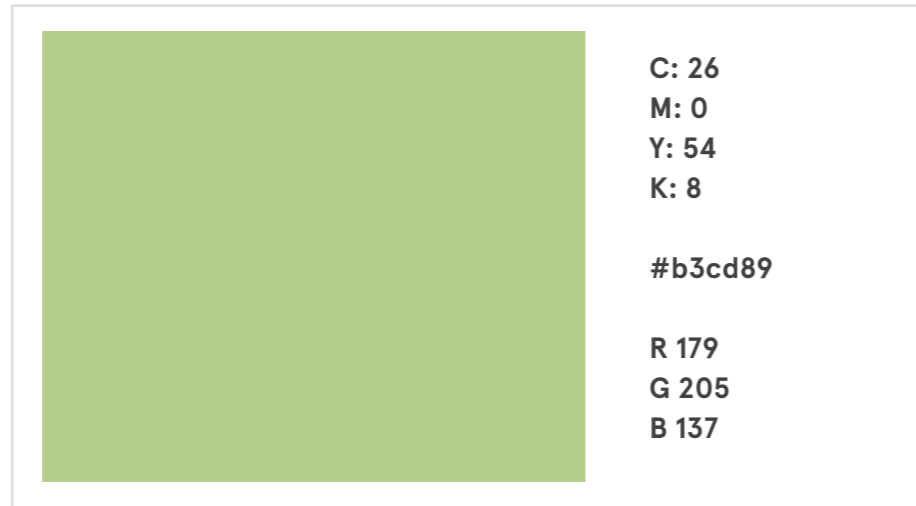
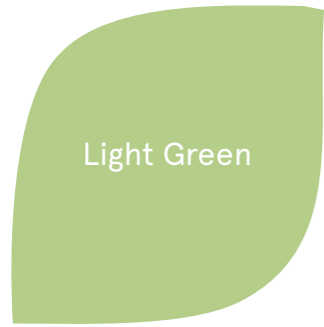
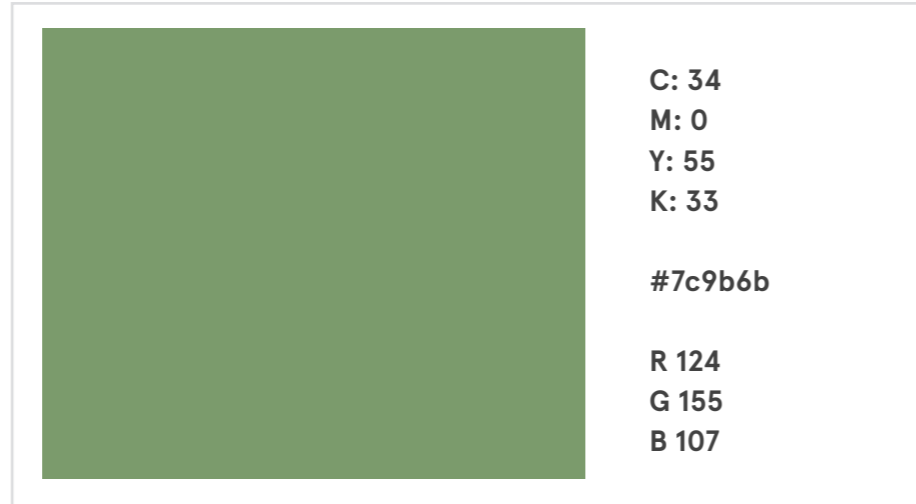
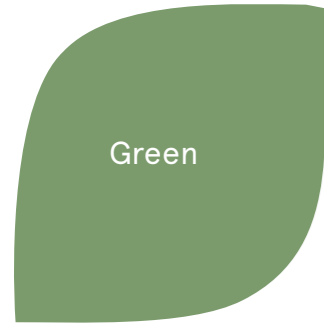


Correct use of the logo on black background





## Colours.



## Typefaces.

Wherever possible Apercu should primarily be used.

### Apercu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Apercu Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### Apercu Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

If Apercu is unavailable and for all emails Arial should be used.

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**





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