



BRAND GUIDELINES

FOR PARTNERS – April 2026 #1



**BATA
INDUSTRIALS**
SAFETY FOOTWEAR

Work safe. Live great.

Welcome partner!

These guidelines define our corporate identity. It is an important part of our communication and therefore of our positioning. Consistent expression of our brand can only be achieved by understanding and using these guidelines. So, please take a look inside and familiarise yourself with everything that makes us different and unique.

If you have any questions about the guidelines or the corporate identity in general, please contact Bata Industrials, Marketing and Communication in the Netherlands:
nl.marcom@bata.com



BRAND FOUNDATIONS

[Our mission and vision](#)

[Our brand story](#)

[Colors](#)

- [Primary colors](#)
- [Secondary colors](#)

[Logo usage](#)

- [The Bata Industrials logo](#)
- [Clear space, minimum size](#)
- [Monochrome](#)
- [Color matrix](#)
- [Do's and don'ts](#)
- [Payoff](#)

[Brand typeface](#)

- [Fago Office](#)

[How our brand comes to life](#)

- [Design system](#)
- [Footwear box](#)
- [Flags & Bags](#)
- [POS wall display](#)

[Contact Details](#)

[Where to find Brand Assets](#)



BRAND FOUNDATIONS

Our mission

We provide safety footwear that helps protect professionals in demanding and high-risk jobs in hazardous environments, using responsible practices. Our ultimate goal is to ensure they can fully enjoy their time with friends, family, and personal pursuits after work. That is why we say: Work safe. Live great. It's a philosophy we fully embrace and put into practice every day.

Our vision

We strive to be and remain the most trusted global brand in safety footwear. We do this by pioneering product that protect professionals, so they can focus on what matters most; to excel at work and to thrive in life.



Every day, you show up and get the job done. No matter how tough the conditions, you tackle your work with confidence. Powered by high-quality safety footwear that's got your back. Because that's how it should be. And when the workday is done, it's all about what truly matters: family, friends, and making the most of life.

Work safe. Live great.





COLORS

WHITE

CMYK

0-0-0-0

Pantone

P 1-1 C

P 1-1 U

11-4201 TPG

RGB

255-255-255

HEX

#ffffff

RAL

Classic 9016

BATA BLUE

CMYK

85-21-0-0

Pantone

2925 C

2925 UC

17-4435 TPG

RGB

0-156-222

HEX

#009cde

RAL

Classic 5012

BLACK

CMYK

0-0-0-100

Pantone

Process Black C

Process Black UC

19-4004 TPG

RGB

0-0-0

HEX

#000000

RAL

Classic 9011

LIGHT GRAY	MEDIUM GRAY	DARK GRAY	SOFT BLUE	SOFT TAUPE	SUSTAINABLE GREEN	SIGNAL LIME
CMYK 4-2-4-8	CMYK 20-14-12-40	CMYK 44-34-22-77	CMYK 10-2-0-0	CMYK 16-15-16-0	CMYK 50-0-100-0	CMYK 20-0-100-0
Pantone Cool Gray 1 C Cool Gray 1 UC 13-4108 TPG	Pantone Cool Gray 7 C Cool Gray 7 UC 16-3915 TPG	Pantone Cool Gray 11 C Cool Gray 11 UC 19-3910 TPG	Pantone 656 C 656 UC 13-4103 TPG	Pantone Warm Gray 2 C Warm Gray 2 UC 14-46-05 TPG	Pantone 2286 C 2286 UC 14-0225 TPG	Pantone 396 C 396 UC 13-0650 TPG
RGB 217-217-214	RGB 151-153-155	RGB 83-86-90	RGB 221-229-237	RGB 202-197-184	RGB 147-192-31	RGB 224-223-0
HEX #d9d9d6	HEX #97999b	HEX #53565a	HEX #dde5ed	HEX #cac5b8	HEX #e0df00	HEX #e0df00
RAL Classic 9018	RAL Classic 7004	RAL Classic 7015	RAL Classic 9003	RAL Design 080 80 05	RAL Classic 6038	RAL Design 100 80 80

- We aim to use our primary colors as consistently as possible. However, there are occasions when additional options are needed – for example, in charts, presentations, or interior design. In these cases, secondary colors may be used to support and complement the primary palette.
- When an off-white pantone color is needed, we use pantone 656 (soft blue) instead.
- Sustainable green is reserved exclusively for sustainability-related topics.
- Signal lime may be used as an accent or spot color.
- Extensive use of sustainable green in combination with signal lime should be avoided.



LOGO USAGE

The Bata Industrials logo

Logo elements:

- B-symbol
- wordmark 'BATA INDUSTRIALS'
- descriptor 'SAFETY FOOTWEAR'

Primary logo

Preferably, we use the logo with descriptor and the wordmark over two lines.

Is the logo so small that the descriptor is no longer legible? Then use the version without descriptor.

Alternative logo

For narrow formats, the alternative horizontal logo (wordmark on one line) may offer a solution. Minimize the use of this logo in online applications and on shelf labels. Preferably, use the version with the descriptor.

For the correct combination of logo and background color, see the [color matrix](#).

Always use the provided master artwork files and avoid recreating or altering them.

Primary logo with descriptor



Primary logo without descriptor



Alternative logo for online and shelf label use only.
Minimize the use of this logo.



Symbol



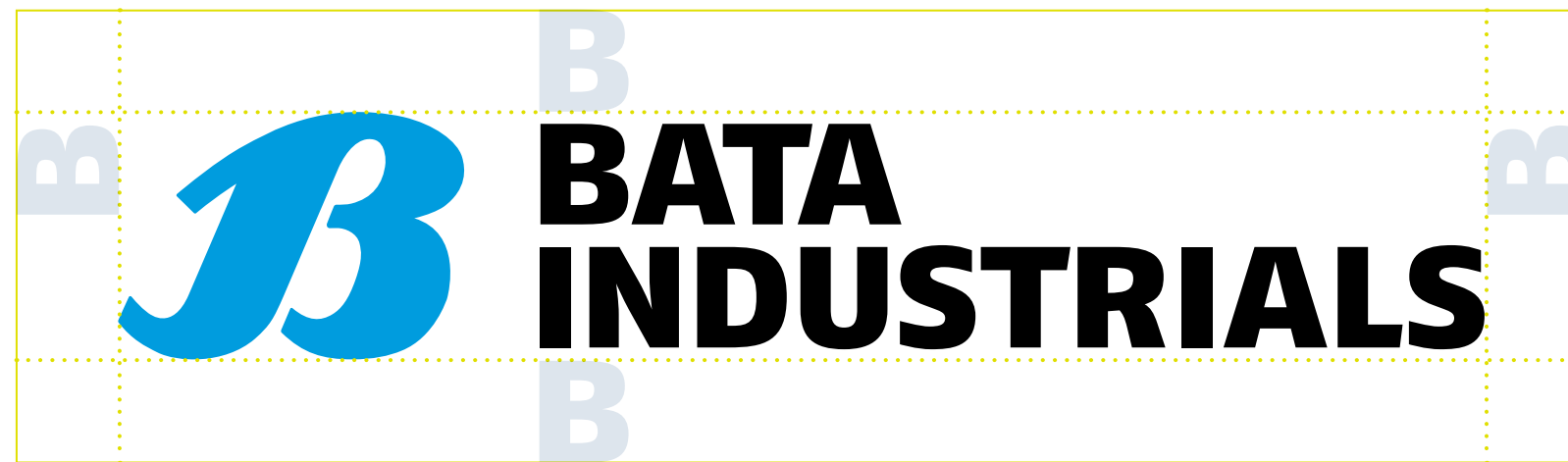
Clear space

To best display the logo and ensure maximum impact, a clear space is defined around the logo (capital letter B from the wordmark).

We keep this space free from all other graphic elements.

Minimum size

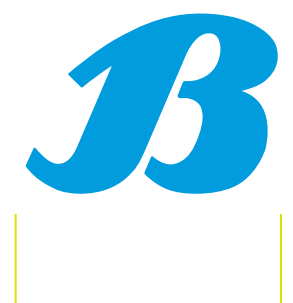
Always use the master artwork files provided (with the right white margin) and never try to re-create the logo or change it in any way.



Logo with descriptor must be at least 185 px wide on screen or 36 mm in print.



Logo without descriptor must be at least 140 px wide on screen or 27 mm in print. For print on the product, use a size of 20 mm minimum. At least clear readability.



Symbol must be at least 30 px wide on screen or 13 mm in print. For print on the product, use a size of 10 mm minimum.



Logo with descriptor horizontal must be at least 227 px wide on screen or 44,5 mm in print.



Logo without descriptor horizontal must be at least 169 px wide on screen or 32,5 mm in print.

Monochrome

When the use of full color print is not technically possible, the monochrome versions can be used.

Always use the provided master artwork files and avoid recreating or altering them.

Primary logo with descriptor



Primary logo without descriptor



Alternative logo for online and shelf label use only.
Minimize the use of this logo.



Symbol





Work safe. Live great.



Work safe. Live great.



Work safe. Live great.

Consistent use of the logo

A logo is a key part of a brand. It helps people recognize and trust us. That's why it should always look the same. Changing its shape, color, or style makes the brand look unprofessional and less reliable.



Correct usage:

- ✓ The B-symbol is always placed to the left of the wordmark.
- ✓ In the primary logo, the wordmark 'BATA INDUSTRIALS' is split over two lines and is always left-aligned.
- ✓ The descriptor 'SAFETY FOOTWEAR' is always left-aligned with the wordmark.



✗ do not center the elements



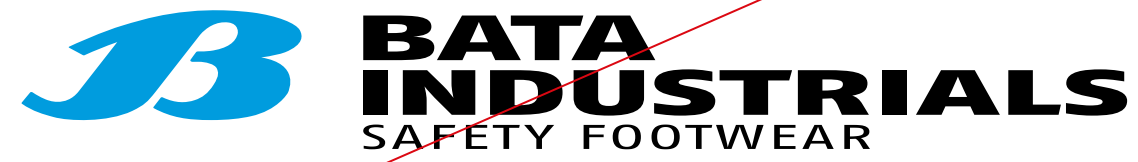
✗ never align to the right



✗ Do not place the symbol above the wordmark



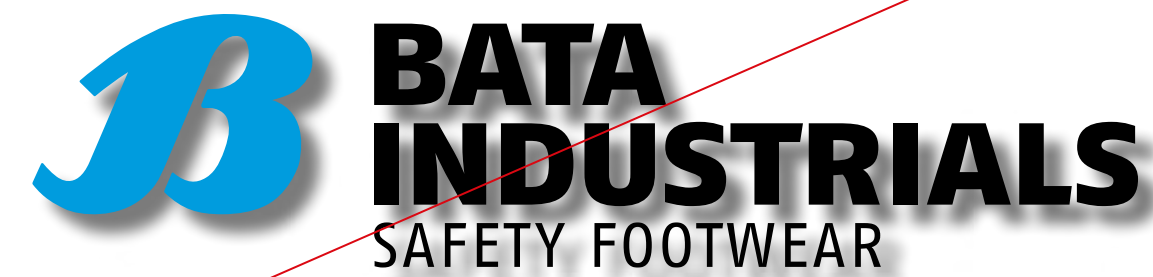
✓ correct usage



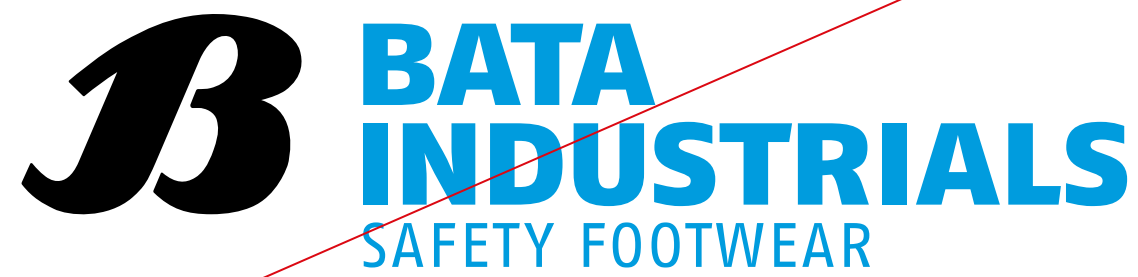
do not stretch the logo



✗ do not rotate the logo



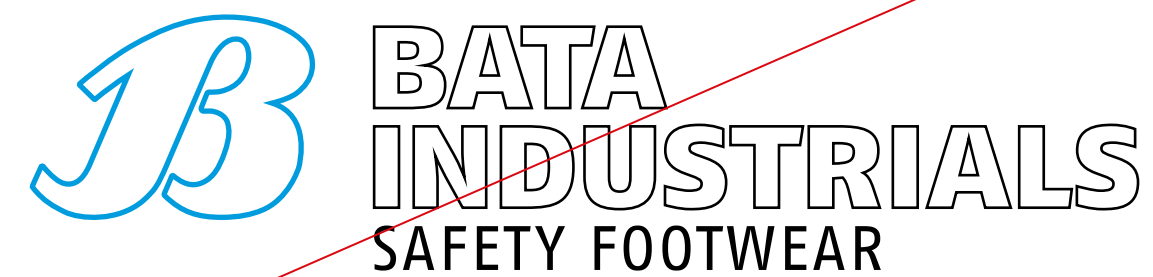
✗ do not put a dropshadow on the logo



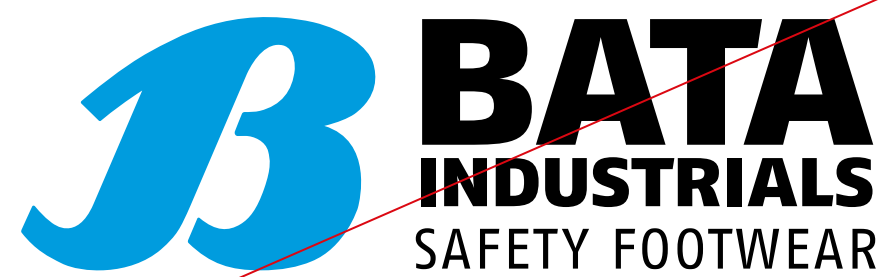
✗ do not change the color of the logo



✗ do not change the typeface



✗ do not use outlines



✗ do not change sizes



✗ do not use busy or low-contrast backgrounds

Payoff

The payoff “Work safe. Live great.” has two versions: on one line or over two lines. Always use the provided master artwork files and avoid recreating or altering them.

When the use of full color print is not technically possible, the monochrome versions can be used.

Payoff usage guidelines

- The slogan is shown prominently as our key message and pay
- Do not attach the logo and payoff to each other
- Always respect the clear space around the logo
- Place the payoff in the bottom right corner of the layout (exception for where it is not technically possible, such as for envelopes)
- The size of the payoff in relation to the logo is flexible, but never more dominant than the logo.
- Payoff should always be visible at once, and cannot be split over 2 visuals. “Work safe. Live great.” should always be one element.

payoff black

Work safe. Live great.

**Work safe.
Live great.**

payoff blue

Work safe. Live great.

**Work safe.
Live great.**

payoff white

Work safe. Live great.

**Work safe.
Live great.**

logo and payoff horizontal alignment



payoff alignment with symbol and 'Another step' logo



When used in combination with the symbol in the top right or 'Another step' logo, the payoff must have the same width as the symbol/logo. See [design system](#) for more details.



BRAND TYPEFACE

Fago Office

Lignatures

Open letterforms

Consistent stroke width

Brand typeface

Fago Office is our brand typeface and ensures a consistent, professional appearance.

In general, Fago Office bold capitals used in headings, Fago Office regular should be used in body copy.

Alternative typeface

When using Microsoft Office Suite, revert to the system typeface, Aptos.

Typographic weights available:

Fago Office bold

AaBbCcDd
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890/%!?!;=+\$€&@#()

Fago Office regular

AaBbCcDd
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890/%!?!;=+\$€&@#()

Fago Office bold italic

AaBbCcDd
abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890/%!?!;=+\$€&@#()

Fago Office italic

AaBbCcDd
abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890/%!?!;=+\$€&@#()

Example of text composition

**LOREM IPSUM
 DOLOR SIT AMET**

Consectetur adipiscing elit,
 sed do eiusmod tempor

incididunt ut labore et dolore

magna aliqua. Ut enim ad

minim veniam, cupidatat

non proident quis nostrud

exercitation ullamco laboris

nisi ut aliquip ex ea commodo

consequat. **Duis aute irure**

dolor in laborum.

Font Fago Office
 bold capitals
 line height = 90%
 corps height

Font Fago Office
 regular
 line height = 160%
 corps height

Font Fago Office
 bold
 line height = 160%
 corps height



HOW OUR BRAND COMES TO LIFE

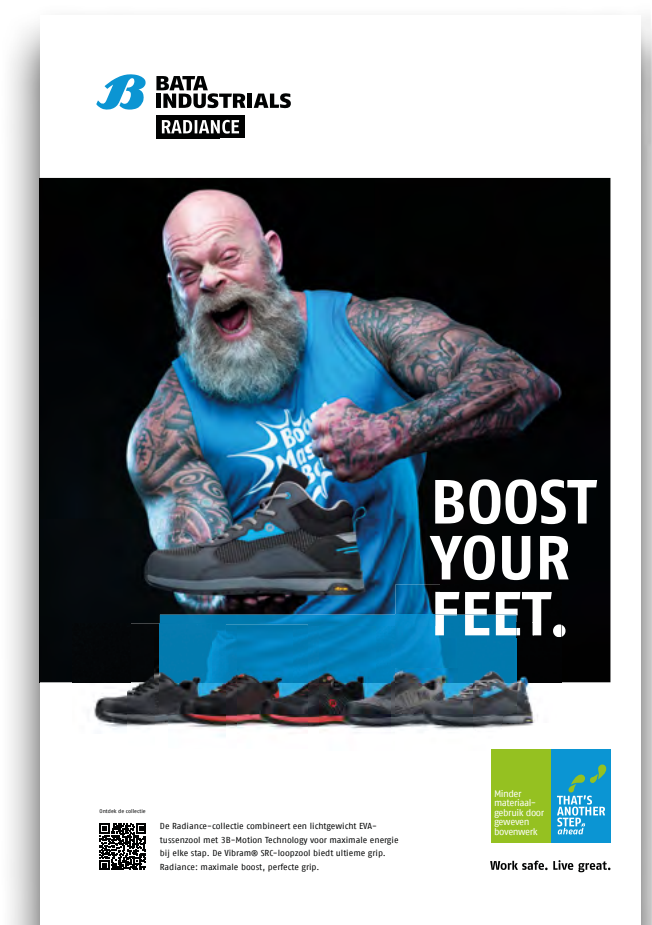
How our brand comes to life

Our layouts feature a blue, transparent rectangular graphic element, which serves to highlight a headline or product packshot within the design.

If you are planning to create an advertisement or any other promotional material in collaboration with us, we kindly ask that you reach out in advance. We're happy to support you in the process and ensure everything aligns seamlessly with our brand.

Our team can provide guidance, share additional examples, and help inspire the right look and feel for your materials.

nl.marcom@bata.com



Footwear box General

Footwear box General is used for collections delivered to distributors and retailers when a box per model is not feasible.



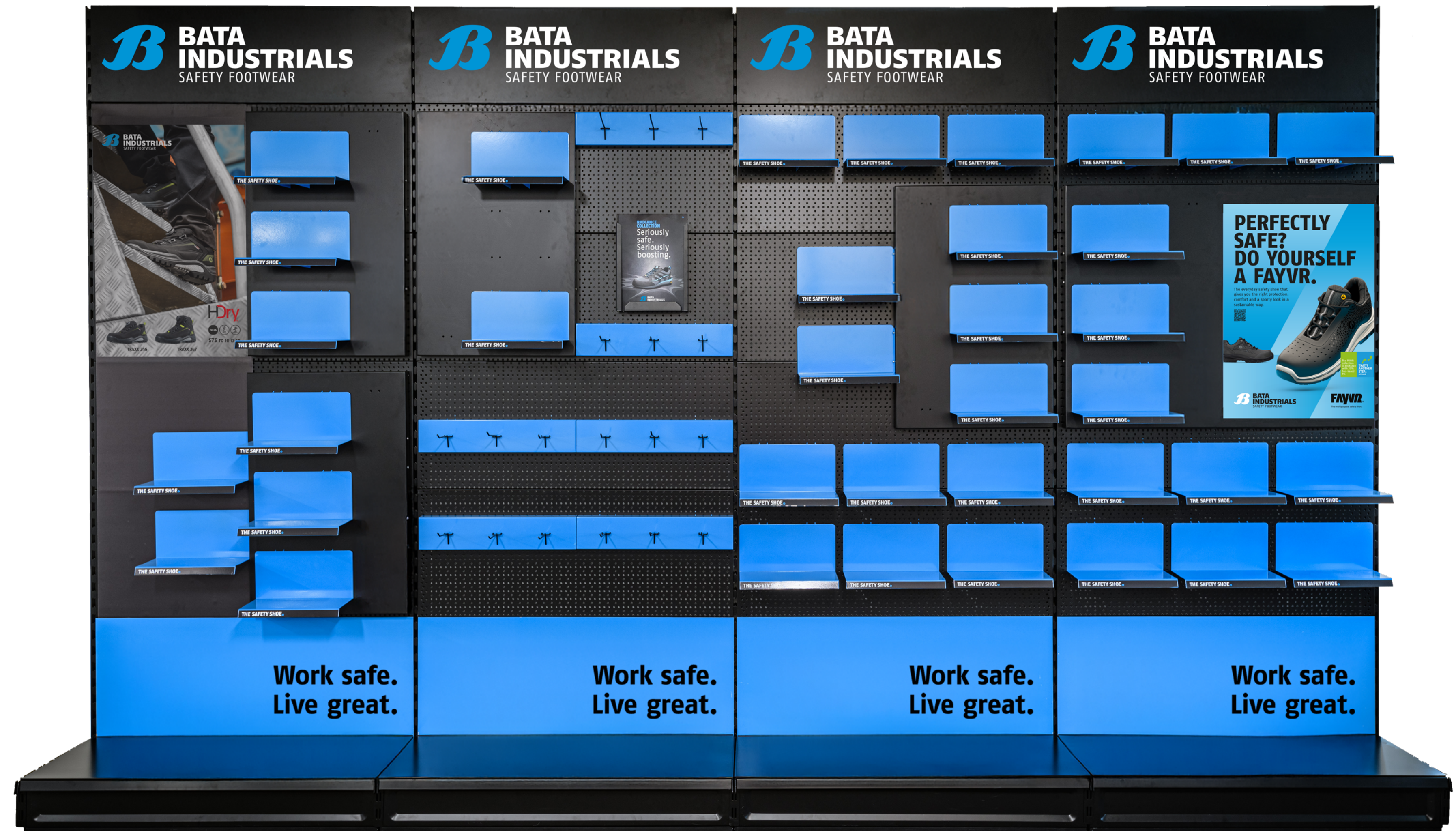
Flags & Bags



Wall display

The Walldisplay is based on a Tego wall rack. It consists of different panels which can be combined together. The basic panel, the shoe stands, the sock panel, the euro hooks and the visuals can be added.

- Size: 100 x 50 x 240 cm (w x d x h)
- Material: metal body in the colour RAL-9005 (matt black) with coated shelves in the colour RAL-5012 (blue) and euro hooks.
- Basic panel: shelves in the colour RAL 9005 (matt black).
Shoe stand: Sheet material in the colour RAL-5012 (blue) and a sticker on the front.
- Sock panel: sheet-metal in the colour RAL-5012 (blue)
- Euro hook: Single hook of 20 cm, executed in the colour RAL-9005 (matt black)
- Visuals: these are added to the display with magnetic stickers. The stickers have a size of 50 x 75 cm and can be attached anywhere on the display.



GLAD TO HELP YOU.

If you have any questions or requests, local marketing teams around the world are there to support you. Whether you need clarification, extra materials, or help with local adaptations, we are happy to assist.

nl.marcom@bata.com | www.bataindustrials.com

WHERE TO FIND BRAND ASSETS.

All official brand assets are available in our brand environment. Please make sure you are using the latest versions, so we can maintain brand consistency together.

Scan the QR code



or visit: bataindustrials.com/brand-assets