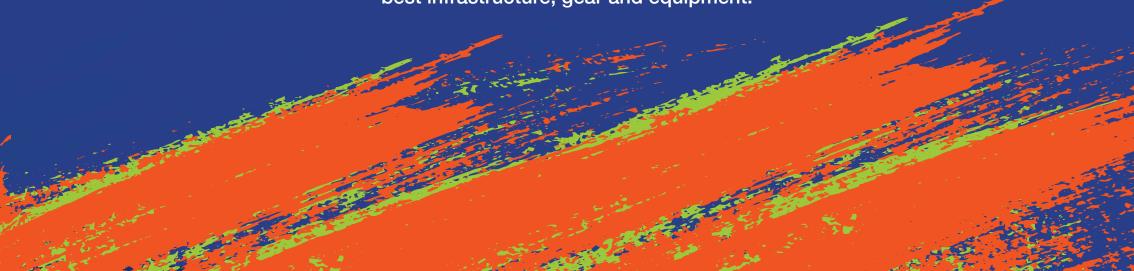




At BCPL T20, we believe that team sports are more than just a game. We believe that they teach valuable life skills, such as teamwork, leadership, and perseverance that would resonate to every corporate employee. That's why we are dedicated to providing the best setup and infrastructure to help players fulfil their cricketing dreams. Our aim to carefully select each player to ensure that talented players get the opportunity along with high standards of quality and performance. We will provide everything from kits, pads and gloves to practice jerseys, team jerseys & bags to selected players in each team after the trials. We strive to provide an environment of high-quality cricket with the best infrastructure, gear and equipment.





### **Content**

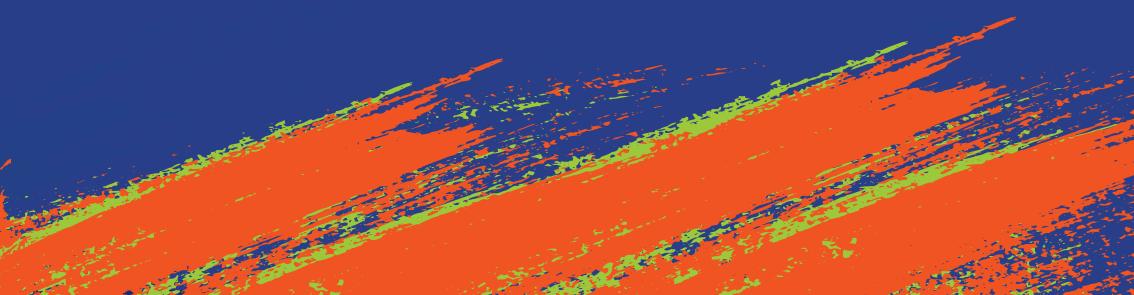
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## INTRODUCTION

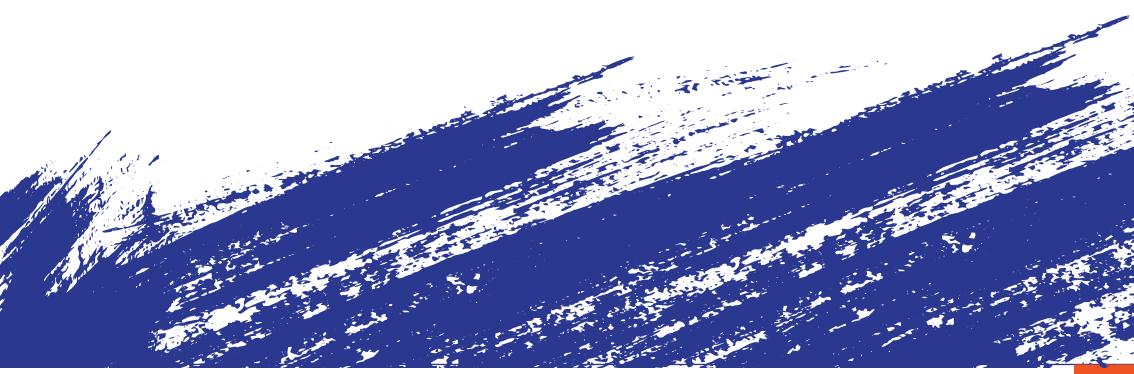




#### **About**

# Kriparti Playing 11 Pvt. Ltd.

We have been organising competitive corporate cricket tournaments since the last 7 years which has helped us to test the market, and post extensive research and feedback we launched the Bharatiya Corporate Premier League in 2025 which has now finished 3 successful seasons and is headed to the 4 season which is going to be the biggest till date. We are proud to say that BCPL 2025 will be the biggest corporate cricket league in the world.





## **#OfficeseStadiumtak**

The BCPL T20 Tournament is a one-of-a-kind cricket extravaganza created exclusively for corporate employees. It's not just a tournament—it's an opportunity for professionals to step out of the office and relive the cherished dream of playing cricket like a pro.

Imagine taking the field in a stadium equipped with international-standard facilities—from lush green pitches and professional-grade equipment to an electrifying atmosphere that rivals any major cricketing event. This is your chance to play the game you love on the biggest stage, with all the thrills and glory of a professional match.











**●BC;**PL

**M**BC/PL











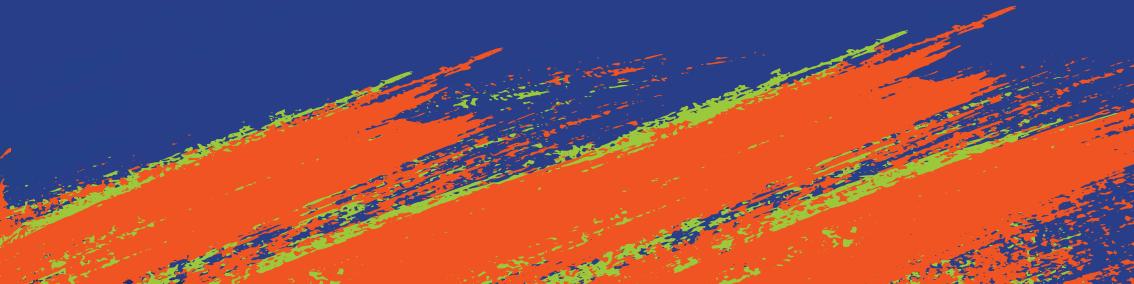








# **EVENT GUIDELINES**





### Guidelines

These guidelines are the exclusive property of BCPL Cricket and shall not be used without permission. This document remains subject to change, at the sole discretion of BCPL.

The purpose of this brand book is to provide an all-encompassing guideline with regard to using the BCPL Identity. Following the guidelines in this book will ensure consistency across all platforms. The usage rights for the guidelines detailed in this document may vary as per each organisation's agreement with BCPL. Please note that sharing these guidelines does not constitute granting of usage rights.

Where BCPL gives usage permission, it does not entitle the user to any third party intellectual property and relevant approvals must be sought accordingly by the user.

The design elements that comprise the event identity include, but are not limited to, the logo, wordmark, typeface, subgraphic, colours, tagline, webtype, photography and commercial marks.

For further information or queries related to this brand book, please contact:

#### **POINTS TO REMEMBER**

- Follow these guidelines!
- Make sure you check your agreement to understand your rights.
- These guidelines do not carry all possible applications and are meant to provide example.
- These guidelines are subject to change.

To assist you with these guidelines the following symbols have been used throughout these guidelines:



Preferred layout/format.



Incorrect application.



## **Event Name And Terms**

For the purposes of consistency, the BCPL Cricket should be referred to as follows:

(Sponsor) Bhartiya Corporate Premier League T20

**Event Nomenclature** 

(Sponsor) BCPL T20 Cricket - 12-20 June, 2025

full name with dates

(Sponsor) BCPL 2025

in body copy, only after full name has been used

Audio Use (For audio use in advertisements, speeches, commentary etc.) (Sponsor) BCPL T20

is preferred

(Sponsor) BCPL

is acceptable



## **Event Name And Terms**

**Boundary Box** – a holding device around a logo.

**CMYK** – Cyan (C), Magenta (M), Yellow (Y) and Black (K) ink used in four colour process printing.

**Composite Logo** – the combination of two or more logos.

**Copyright** – rights granted by law providing full control of all content covered under the arrangement.

**Digitisation** – embroidery file conveying stitching direction and density.

**Endorsement Logo** – version of the Event Logo with an Official Designation for use by Commercial Partners

**Event** – refers to BCPL Cricket.

**Event Colours** – are the assigned brand colors for BCPL.

**Event Identity** – the combination of event logo, symbol, word-mark, typeface, subgraphic, colours, tagline, webtype, photography and commercial marks that combine to create the BCPL Cricket brand.

**Event Logo** – the combination of the event symbol with the event wordmark.

**Event Name** – the official BCPL nomenclature and its variations.

**Event Wordmark** – the typographic component of a logo.

**Event Subgraphic** – a narrative representing BCPL Cricket formed by a combination of various elements

**Event Symbol** – the bowling action graphic.

**Event Typography** – Montserrat for primary typeface

**Flat colour** – solid colour(s) without any shading or blending solid colours.

**Gradient** – a transition between of one or more colours.

Isolation Area - suggested free space between two elements

**PANTONE** - International colour matching system.

**RGB** - the values of the colours red (R), green (G) and blue (B)

Single colour - representation of any element in one colour.

**Sponsor Block** - a set configuration of all sponsor logos of the BCPL.

**Spot colour** - artwork, graphics or images reproduced in solid ink colurs, usually PANTONE.

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### **Production**

It is important that all production is of the highest quality. Send in your queries to the BCPL team in case you have any queries related to production.

The artwork files are in CMYK (process printing) for gradients and PANTONE® Matching System (PMS) for flat colour or single colour reproduction. The preferred artwork file to use in print applications is the Adobe Illustrator® EPS file.

RGB files should be used for on-screen use only.

If a higher resolution JPEG is required, open the EPS file in Adobe® Applications or a similar program, resize as required while maintaining the image aspect ratio, select the required size and resolution for your printing.

#### POINTS TO REMEMBER

- Run pre-production checks prior to going in to full production.
- Match colours back to the Event Colour Palette.
- Make sure all colours appear exactly as they are. The BCPL logo appears in a gradient and, as such, require extra care and finesse while printing.
- These guidelines are subject to change.



## LOGO DIRECTIONS



## LOGO INTRODUCTION

#### Inspiration

Logo is blend of Cricket & Corporate Culture coming together in a cricket league form conducted in worldclass stadium and prodouction.

**#Officesestadiumtak** 







Circle shape to Represet Ball



3 Wickets in seam Form



Top View of Stadium



## LOGO INTRODUCTION

BCPL symbol logo has been created in a unique manner where in core color combination can stay consitent across colour backgrounds.

Wordmark and subline color needs to modified and be in contrast with background color.

Monochrome format of logo is only allowed on black and white surfaces.

## Horizontal Logo Light Base



## Horizontal Logo Dark Base



## Stacked Logo Light Base







### ALTERNATE LOGO ICONS

Respecting The Clear-space Are Extremely Important. These Guidelines Have Been Developed In Order To Protect The Integrity Of The Primary Logo And Should Be Followed At All Times.

An Appropriate Amount Of Clear-space Is Necessary Around The Logo In Order To Separate The Logo From Other Graphic Elements, Ensuring The Maximum Amount Of Visibility. In The Case Of The Primary Logo, The Clear-space Minimum Is Equal To The 1/10 Width Of The **Logo Symbol**, As Indicated By The Letter "X" In The Example To The Right.

Icon Mark
Full Color



Wordmark
Full Color



**B/W Logo** 



**B/W Logo** 





# LOGO CONSTRUCTION EXCLUSION

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### LOGO SIZING

Because of the detailed nature of the badge, when reproduced at very small sizes some of the detail may be lost and therefore the badge may not be as legible and lose its integrity.

The logo should never be modified in any way. This includes the positioning and/or alteration of the fixed elements within the logo.

#### **FOR PRINT**

Logo symbol must not be scaled below 10 mm, as it would loose its impact.



50 mm



#### **FOR WEB**

Logo symbol must not be scaled below 30 px, as it would loose its impact.



120 px



30 px



### LOGO USAGE

Manipulating logos is harmful to one's brand and hinders effective communication. Please be mindful of this when using the primary logo and avoid these common examples of incorrect logo usage:

#### DO NOT:

- 01. Resize the elements of the logo
- 02. Alter the position on of the elements
- 03. Stretch or distort the logo in any way
- 04. Rotate the logo
- 05. Apply 3D effects to the logo
- 06. Alter the colors of the logo
- 07. Invert logo colors
- 08. Rotate the logo
- 09. Skew the logo
- 10. Add any additional strokes to the white outline
- 11. Remove the white outline















### LOGO APPLICATIONS

BCPL symbol logo has been created in a unique manner where in core color combination can stay consitent across colour backgrounds.

Wordmark and subline color needs to modified and be in contrast with background color.

Monochrome format of logo is only allowed on black and white surfaces.

#### **FULL COLOR (CMYK)**



#### **Recommended Uses**

- Brochures & magazines
- Stationery items
- Signage
- Posters
- · Accreditation & tickets
- Flags & banners
- Ceremony backdrops

#### **FULL COLOR (RGB)**



#### **Recommended Uses**

- Broadcast
- Online
- Websites

#### **FLAT COLOUR LOGO**



#### **Recommended Uses**

- Screen priniting
- Embroidery
- Spot Colour printing
- Vinyl decals

#### SINGLE COLOUR LOGO



#### **Recommended Uses**

- Newspaper
- One Colour print collateral
- Overprinting & personalisation
- Keyrings
- Pens
- Leeather goods
- Engraving
- Metal Cutting
- Laser Etching



### LOGO LEGIBILITY

The BCPL logo should be applied over an appropriate background. In general the use of boxes around the badge is discouraged. The logo must never appear on a complicated patterned background, a multicolor background or one that compromises the legibility.

When placing the logo on a photograph or a background, care must be taken to place the badge in a suitable position on the design, so that the visual impact of the BCPL logo is maximised and a distinct contrast is achieved.



















All images used are for reference purpose only.



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The BCPL logo should be applied over an appropriate background. In general the use of boxes around the badge is discouraged. The logo must never appear on a

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When placing the logo on a photograph or a background, care must be taken to place the badge in a suitable position on the design, so that the visual impact of the BCPL logo is maximised and a distinct contrast is achieved.









All images used are for reference purpose only.



## PRIMARY COLOUR

Very little flexibility on the colours of the logo are allowed. Any variation of the colours is subject to a nonstandard approval procedure and typically only considered for practical reasons.

The primary brand colours for the logo are **Ink Blue**, **Fiery Orange & Radiant red** colours. The primary version of the logo should be reproduced using PANTONE® colours.

For reproduction in print where using PANTONE® colours is not possible the four colour process (C.M.Y.K) version should be used.

R.G.B breakdowns are also shown for use on screen (i.e.websites).

<b>Midnight Blue</b> CMYK 100, 98, 36, 50	RGB <b>11, 11, 66</b>	HEX <b>#0b0b42</b>	
Nove Dive			
Navy Blue	DOD 40 04 04	LIEV #4000E4	
CMYK <b>100, 94, 36, 34</b>	RGB <b>19, 34, 84</b>	HEX <b>#132254</b>	
Denim Blue			
CMYK <b>100, 94, 29, 17</b>	RGB <b>29, 45, 107</b>	HEX #1d2d6b	
Royale Blue			
CMYK <b>100, 94, 6, 2</b>	RGB <b>18, 46, 149</b>	HEX <b>#122e95</b>	
Madium Plua			
<b>Medium Blue</b> CMYK <b>96</b> , <b>86</b> , <b>0</b> , <b>0</b>	RGB <b>16, 58, 174</b>	HEX <b>#103aae</b>	
	10, 30, 174	TIEX # 100aac	
Ocean Blue			
CMYK <b>87, 78, 0, 0</b>	RGB <b>31, 44, 228</b>	HEX #1f2ce4	
Ultramarine Blo	ue		
CMYK <b>84, 71, 0, 0</b>	RGB <b>32, 78, 225</b>	HEX <b>#204ee1</b>	

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### SECONDARY SHADES

For digital assets and artwork below list tints of primary colors can be used for creation of gradients, animations or visual hierarchy.

		5				
Ц	U	5	K	E	u	

CMYK **0**, **94**, **100**, **0** RGB **255**, **42**, **0** HEX **#ff2a00** 

#### **Fire**

CMYK **0**, **81**, **100**, **0** RGB **255**, **85**, **0** HEX **#ff5500** 

#### **Carrot**

CMYK **0, 70, 100, 0** RGB **243, 110, 10** HEX **#f36e0a** 

#### Saffron Orange

CMYK **4**, **51**, **100**, **0** RGB **238**, **143**, **14** HEX #ee8f0e

#### Yellow

CMYK **3**, **2**, **96**, **0** RGB **255**, **236**, **18** HEX **#ffec12** 

#### **Ground Green**

CMYK **46**, **0**, **100**, **0** RGB **143**, **225**, **48** HEX **#8fe130** 

#### **Pastel Green**

CMYK **33, 0, 85, 0** RGB **174, 251, 94** HEX #aefb5e



## PRIMARY FONT

#### **HEADING**

#### THE FONT

"Montserrat" is sports display typeface which font is very suitable for logos, titles, player names on the jersey. and bold graphic prints to creeate high impact visually,



Aa

## Montserrat

Black Italics ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



### SECONDARY FONT

**Body Font** 

#### THE FONT

Like our logos, wordmarks, and colors, our typography emphasizes our brand values. It is versatile and adaptable to all our marketing efforts and products across the organization, adding character to all communication channels both internally and externally.

Aa Aa

Aa

## Helvetica Neue

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

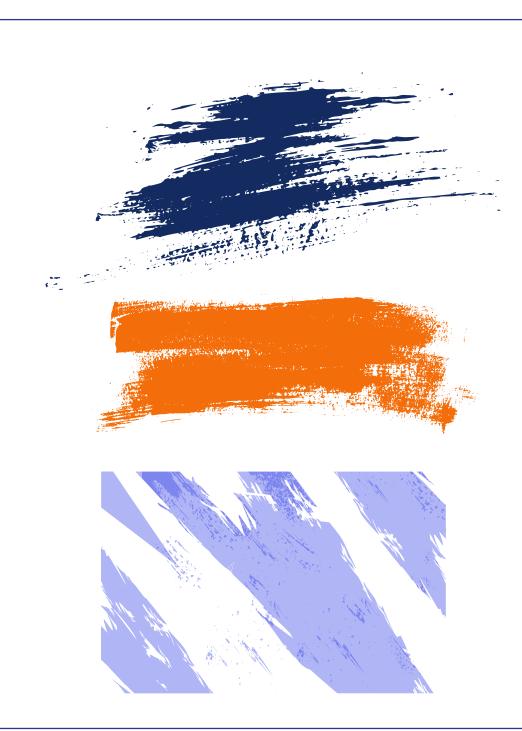


## SUB EVENT GRAPHICS



# Graphic Elements

Inspired from the Agiliity and pace of the game. We have Used stroke effect as graphic language.





# Graphic Pattern

Graphic elements can be arranged in multiple permutations and combinations to create multiple graphics. Its important to maintain the proportional of elements all the time, they cannot be skewed of be disproptionate at any given time.

Below are approved graphic patterns which can be used to create AOP patterns / strips. For any new graphic combination using the BCPL elements needs to be approved by BCPL team prior production.









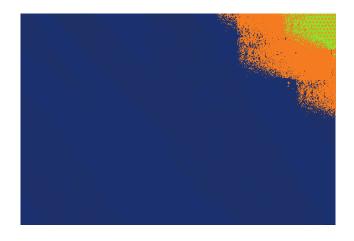
\*Patterns can be scaled up and down as required for the graphicc usage. ALL scaling needs to be in proportional

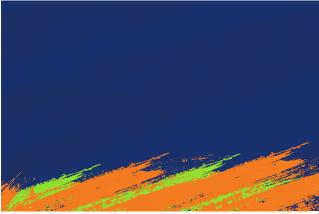


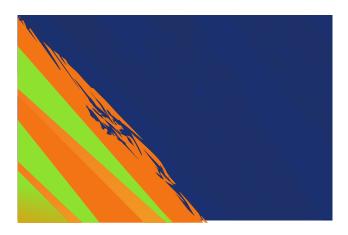
# Graphic Pattern

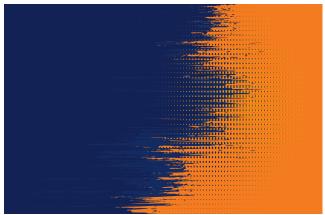
Graphic elements can be arranged in multiple permutations and combinations to create multiple graphics. Its important to maintain the proportional of elements all the time, they cannot be skewed of be disproptionate at any given time.

Below are approved abstract graphic patterns which can be used for stand alone graphic communication. For any new graphic combination using the BCPL elements needs to be approved by BCPL team prior production.











## EVENT ASSETS



# **Event Ticket**

BCPL Ticket's information architecture has been designed keeping in communicatiing required information in a correct order. Our aim is to create a ticket which is kept as souvenir by all the people attending the event.

Any changes to the layout and information is not allowed until directed by BCPL team.





# **Event Wristband**

RFID based wristband is designed using BCPL graphic elements and color scheme in mind. These Bands would Provided at the Entry gate.





## Event Band

Ticket wristbands have been color coded in 4 categories, These bands would be given by our volunteers at the entry gate as per the ticket presented to them. Color Coding has been done so as identification and sorting of attendees can be done easily without any hassle.

General | Members | Media | VIP | Press | Crew





# **Event Badge**

Event BAdge would be color coded as per Department. All ID badges would have clear indication of security clearance within stadium at the time of event.

All the ID badges would be issued by BCPL team only. Lanyard for the all ID Badge would remain constant as that is signifying the common goal of all them members associated with BCPL







## OUTDOOR BRANDING



## Stadium Branding

In Stadium Stand railing Branding layout using the Agile stroke effect along with event hashtag.





## **Dugout Branding**

Dugout Branding layout using the Agile stroke effect along with event hashtag. and sposnor logo on the back for higher visibility.





#### Lamp Post Banner

Graphics are arranged in Ying and Yang arrangement where as objective is to have the Graphic pattern on one side and BCPL vertical branding on a solid background. so as people can start co relating the pattern along with the BCPL 2022.

All Banners created in new pattern arrangements needs to be approved by the BCPL team. BCPL vertical logo can only be used on the pre approved backgrounds which are White, Black, Blue & Red.





# SOCIAL MEDIA GUIDELINES



#### Photo Selection

When choosing photographs, make sure that you capture the emotions and passion of the players, management, and fans. Any image selected should be emoting either one of the 9 emotions.

- Teamwork
- Passion
- Game Spirit
- Focus
- Technique
- Celeberation
- Cheer
- Achievement
- Motion







**Teamwork** 

**Passion** 

**Game Spirit** 







**Focus** 

**Technique** 

Celebration







Cheer

**Achievement** 

**Motion** 

All images used are for reference purpose only.



## Photography Tips

#### **USE BCPL IMAGES WHERE POSSIBLE**

Where possible, use original images as shared by the BCPL Team.

#### **DON'T COMPROMISE ON QUALITY**

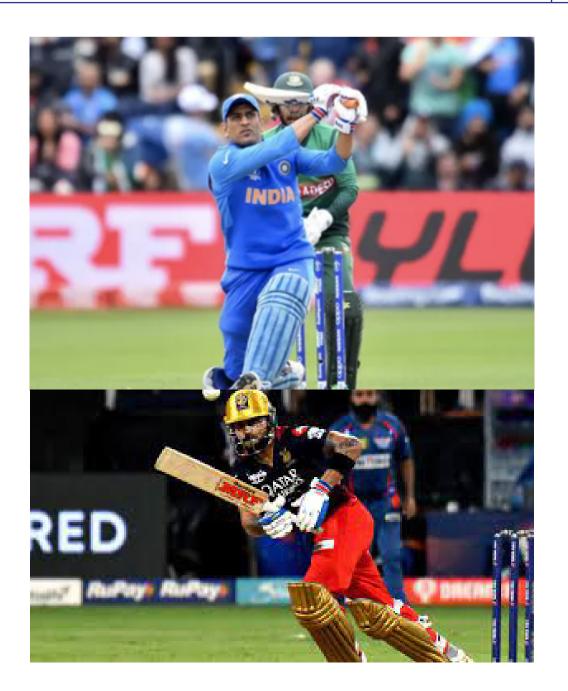
Try using colour images of the highest quality.

#### **GO GLOBAL**

BCPL is a global event; make sure that all photography covers the league's global element.

#### **GET IN TOUCH**

Contact the BCPL Team if you have any confusion and/or queries.



All images used are for reference purpose only.

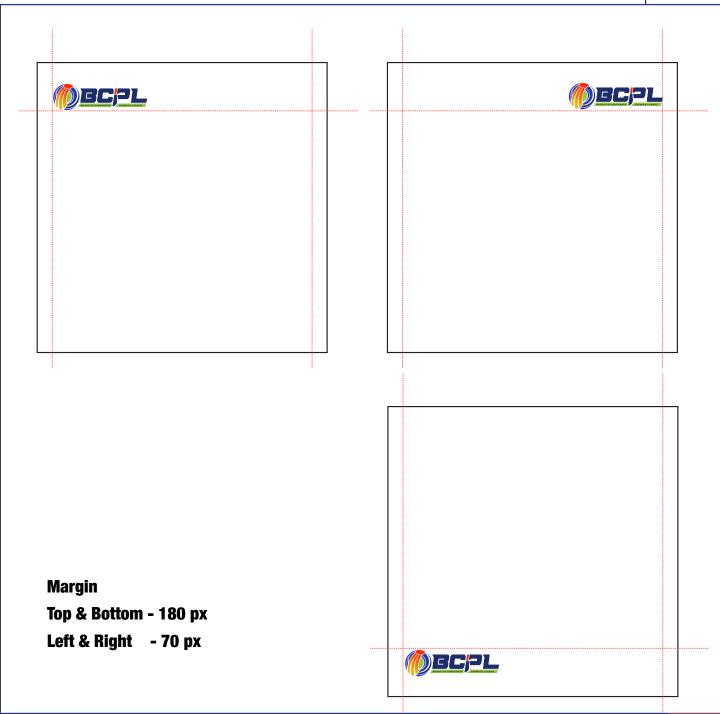


## Social Media Margin

When creating content for BCPL, consistency is key. The size of the document should be 2000px by 2000px, color mode RGB, raster effect High 300ppi on Illustrator and 2000px by 2000px, color mode RGB, resolution 150dpi on Photoshop. Illustrator is the preferred software because it is vector based and the output will be sharper.

BCPL logo should be placed on either TOP left or right side of the post. Incasee of BCPL logo is predominately visible in the image or graphic, in that case BCPL logo can eliminated.

All artworks are to be approved by BCPL team prior uploading on any social media platform.





## Media Template

To maintain consistency in our graphic representaion, below are template which can be used with photos for communication. background color of graphic can be changed according to the contrast of the photo. All the background colors needs to be selected from our primary color pallete.

All graphics and artworks needs to be approved by BCPL Team.







#### Sample Banner

When creating content for BCPL, consistency is key. Banners across social media should have same impact hence its important to highlight the BCPL logo and then on sides graphic elements ccan be arranged so as to depict our theme.



**320 px** 

815 px



1440 px

**2560 px** 



## Social Icon

As BCPL logo is rectangular form logo and most of the social media require a circular logo, hence please refer these social media icons for the profile picture.

Icon can be resized as per sizing guidelines of the respective social media platform. **MAX I** 400px X 400px

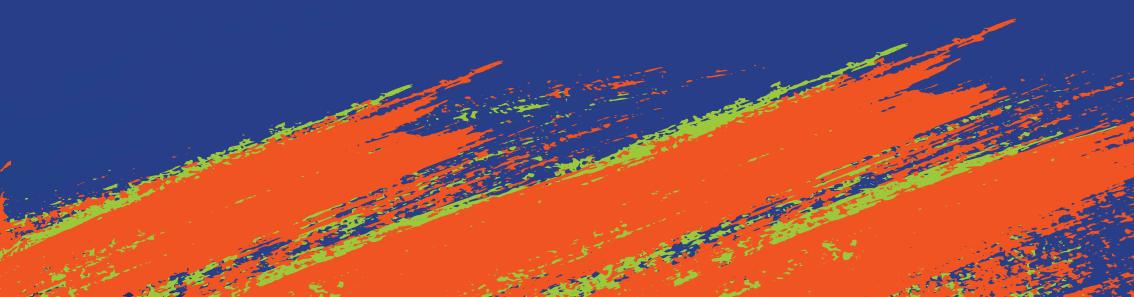


**MIN I** 110px X 110px





## WAYFINDING SIGNAGE SYSTEM





#### Signages Icons

SIGNAGE WITH LOOK & FEEL

The signage system is accompanied by the BCPL look and feel. For fans, this will provide a complete in-stadia experience. This will also go a long way in maintaining the BCPL brand image.



Male Toil



















Praver Room





















Praver Room -

















Cycle No Pedest





















-G

































































### Kiosk Tower

SIGNAGE WITH LOOK & FEEL

The signage system is accompanied by the BCPL look and feel. For fans, this will provide a complete in-stadia experience. This will also go a long way in maintaining the BCPL brand image.





## **Directions Signages**

SIGNAGE WITH LOOK & FEEL

The signage system is accompanied by the BCPL look and feel. For fans, this will provide a complete in-stadia experience. This will also go a long way in maintaining the BCPL brand image.









### Indoor Signages

SIGNAGE WITH LOOK & FEEL

The signage system is accompanied by the BCPL look and feel. For fans, this will provide a complete in-stadia experience. This will also go a long way in maintaining the BCPL brand image.





#### Portable Gazebo

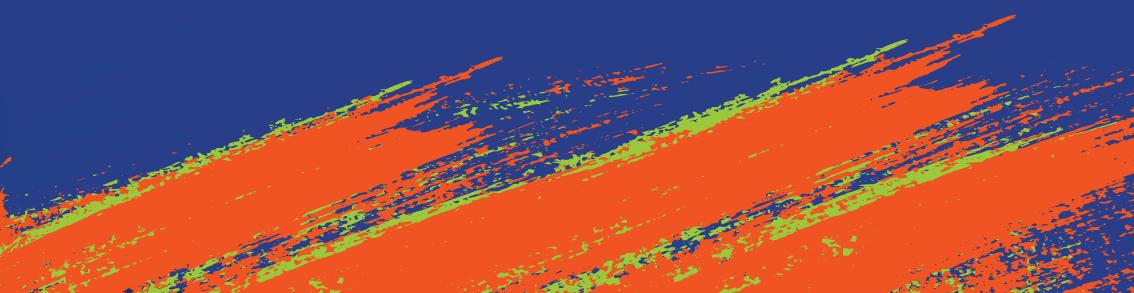
SIGNAGE WITH LOOK & FEEL

The signage system is accompanied by the BCPL look and feel. For fans, this will provide a complete in-stadia experience. This will also go a long way in maintaining the BCPL brand image.





# COMMERCIAL PARTNER





## Composite Logo

The composite logo is a visual representation of the BCPL logo appearing with the logo of a commercial partner.

#### **CONSTRUCTION**

Composite logos should always comprise of the BCPL logo, the partner's corporate logo, the approved official designation line, and the outer frame. The BCPL logo must always appear to the left or above the partner's corporate logo.

No other elements can be included in the composite logo. Please refer to your agreement for your official designation line and, in case of any query, contact the relevant BCPL official.

The outer frame should always appear in the same colour. The BCPL logo and the partner's corporate logo should always appear equidistant from the outer frames with this distance being equal to the isolation area of the BCPL logo.

Portrait and horizontal configurations of the composite logo are available for use.

#### **SIZE RATIOS**

Where possible, the BCPL logo and the partner's corporate logo should be visually equal in size.

#### **DESIGNATION STANDARDS**

The official designation typeface is Helvetica – Bold in title case.





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The composite logo is a visual representation of the BCPL logo appearing with the logo of a commercial partner.

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The outer frame should always appear in the same colour. The BCPL logo and the partner's corporate logo should always appear equidistant from the outer frames with this distance being equal to the isolation area of the BCPL logo.

Portrait and horizontal configurations of the composite logo are available for use.

#### **SIZE RATIOS**

Where possible, the BCPL logo and the partner's corporate logo should be visually equal in size.

#### **DESIGNATION STANDARDS**

The official designation typeface is Helvetica – Bold in title case.







## **Endorsement Logo**

The endorsement logo is a visual representation of the BCPL logo appearing with the official designation of a commercial partner.

#### **CONSTRUCTION**

The endorsement logo is comprised of two basic elements: the BCPL logo and the official designation.

#### **DESIGNATION STANDARDS**

The designation typeface is Helvetica – Bold in title case and should not run over more than two lines.

#### **LOGO ASSOCIATIONS**

When using the endorsement logo with a partner's corporate logo, the two marks must appear in the same visual plane but with clear visual separation (please see layouts on following pages).









## Team Composite Logo

The teams which comprise the Toyam T10 Cricket Season 1 undoubtedly deserve special-recognition, and as such each may use an offical composite unit to diisplay their realationship and participation in the tournament.

As previously stated, Team Composite logos have been carefully considered to give equal weighting to both brands within the holding shape, and as such should always comprise the following parts:

- Team Logo
- Respective Sponsor logo (not present in endorsement marks)
- Official team name
- Holding shape where necessary (including central separator line)

The Toyam T10 Cricket Season 1 logo should always appear to the left or above the Team logo. No other elements can appear in the composite unit, and only Toyam T10 Cricket Season 1 Teams are permitted to use these marks.

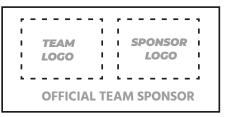
The Toyam T10 Cricket Season 1 logo and the Team logo should always appear equidistant from the central separator line. The two logos should be visually of equal size - that is that neither should dominate the look of the composite unit.

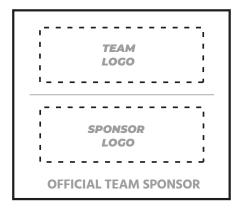
The unit features a white background to the boundary box to ensure that, when placed onto artwork, all comprising elements are fully visible.

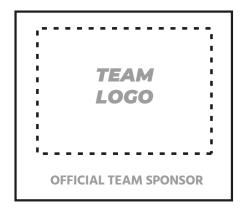
Full color and mono versions of the Team Composite units are available. They may only have full color or mono versions of both the Toyam T10 Cricket Season 1 logo and Team logo applied to them respectively.

Portrait and/or linear composite units are available for use. Teams may use these at their discretion to best fit the intended application.

All composite units must be approved by the Toyam Sport Itd. management office prior to use













#### **Composite Logo (Team/Sponsor)**



#### **Endorsment Mark (Team)**

























Sponsor Logo

CHENNAL

STARS

Cial Team Sponsor

Official Team Sponsor



## Sponsor Block Format

Sponsor blocks contain the logos of BCPL partners. The size and proportions of the sponsor blocks will only be approved by the BCPL Team..

All graphics and artworks needs to be approved by BCPL Team.



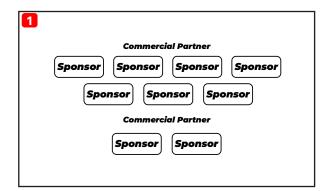


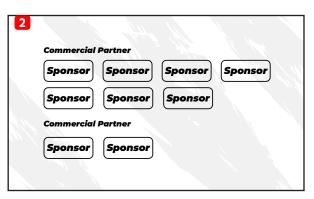


## Sponsor Block Format

The sponsor blocks have seven different variations. Use the format that best suits your design. Any additional versions of sponsor blocks will only be approved on a case by case basis.

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## Sponsor Backdrop

Partner logos must appear on all media backdrops.

The percentage division of these logos on all platforms should follow the agreements between BCPL and its commercial partners.





## Sponsor Backdrop

Partner logos must appear on all media backdrops.

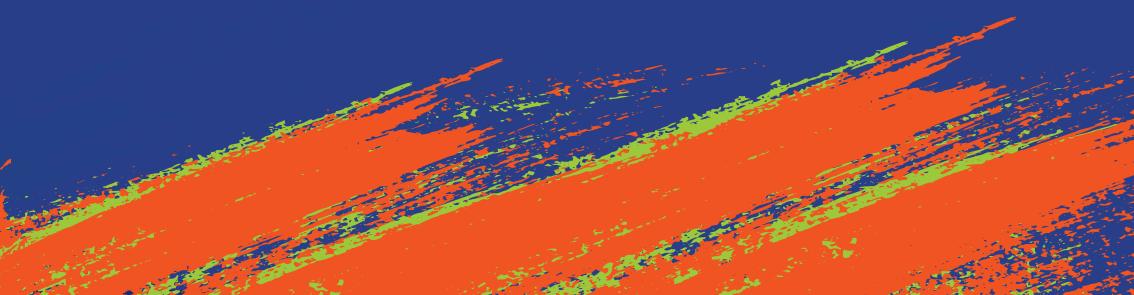
The percentage division of these logos on all platforms

should follow the agreements between BCPL and its commercial partners.





# STATIONARY & MERCHANDISE





## Official Stationary

BCPL stationary have been created for use by authorised users and will be shared as per requirement. All additional template designs and uses must be submitted for approval prior to release and distribution.

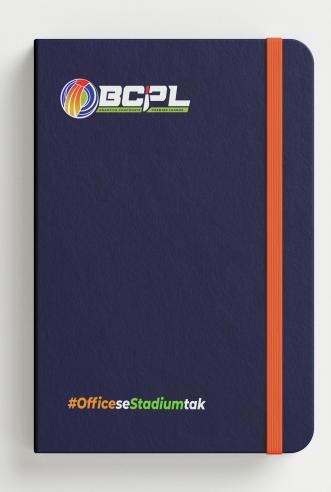
You can obtain a standard template for your use by contacting the BCPL Team.





## Personal Diary

Diaries have been created using the event graphics. These diaries would be part of our merchandise and souvenirs. All diaries base color needs to be selected from our primary color pallete.







### Fashion Tee

T-shirt or any apparel should be from BCPL primary colors. In accordance to the base color Logo should be selected for maximum impact, they have been created using event graphic motifs in abstract yet unique arrangement for harmonious look. Similarly new designs can be explored.





### Fashion Tee

T-shirt or any apparel should be from BCPL primary colors. In accordance to the base color Logo should be selected for maximum impact, they have been created using event graphic motifs in abstract yet unique arrangement for harmonious look. Similarly new designs can be explored.





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### Classic Polo

Polo T-shirt should be from BCPL primary colors. In accordance to the base color Logo should be selected for maximum impact.





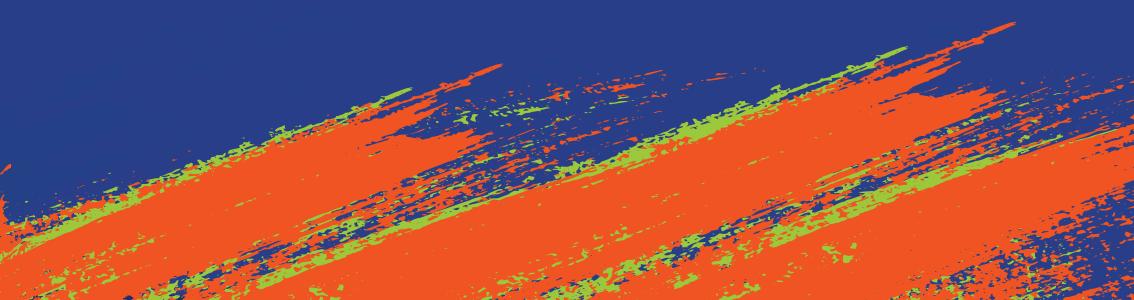
### Zipper Collar Polo

Polo T-shirt should be from BCPL primary colors. In accordance to the base color Logo should be selected for maximum impact.





## APPROVAL





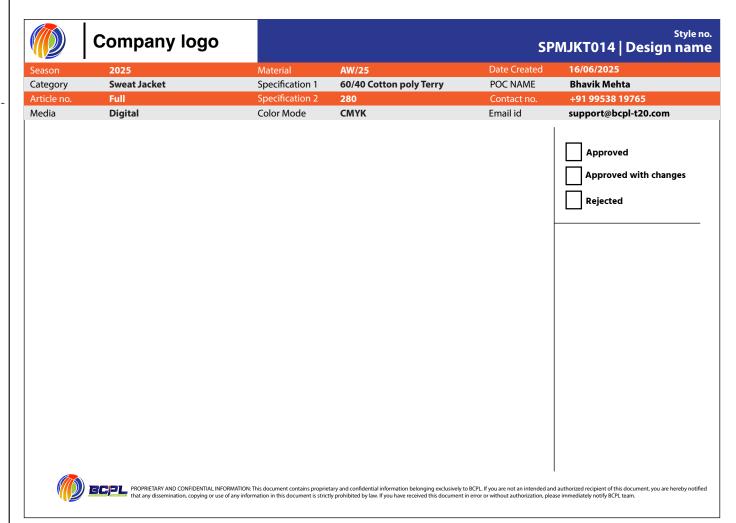
## Design Approval

All promotional and advertising BCPL material should be submitted to the CSC LLP for the attention of the Commercial Director prior to the development of artwork.

BCPL team is pleased to assist with any questions on the guidelines in this manual.

For further information,

please contact: support@BCPL.in



www.bcpl-t20.com BCPL T20 Brand Manual 2025 72



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