

This design uses the elemental colours of the original BP logo and incorporates them as various shapes being drawn towards the BP motif, being absorbed by, and eventually becoming, BP itself - with the idea of BP teamwork spirit. The whole design represents the concept of Rigour, Focus, Impact, within the perspective of the BP Vision rising over a new horizon.

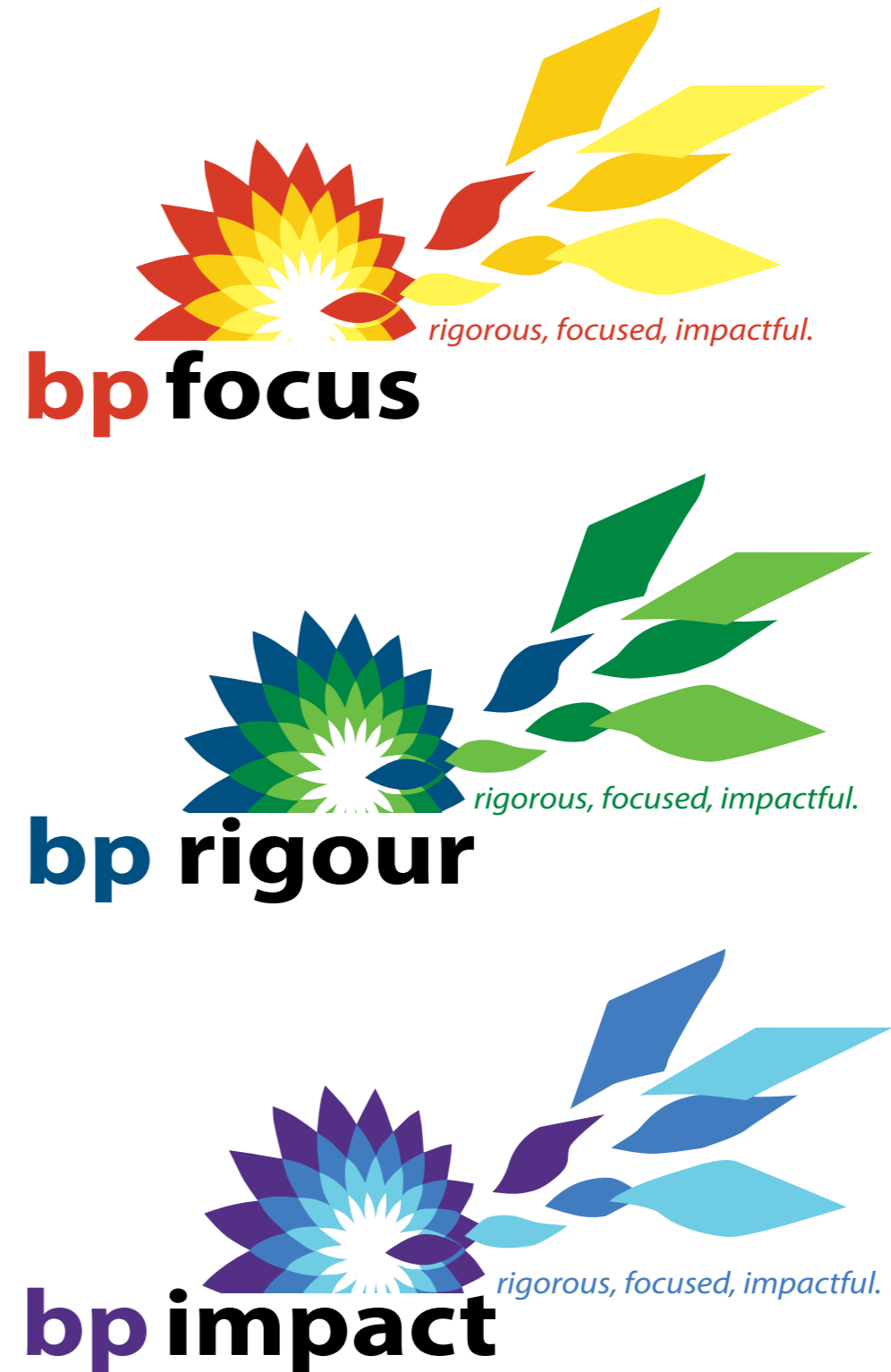
Main conference logo

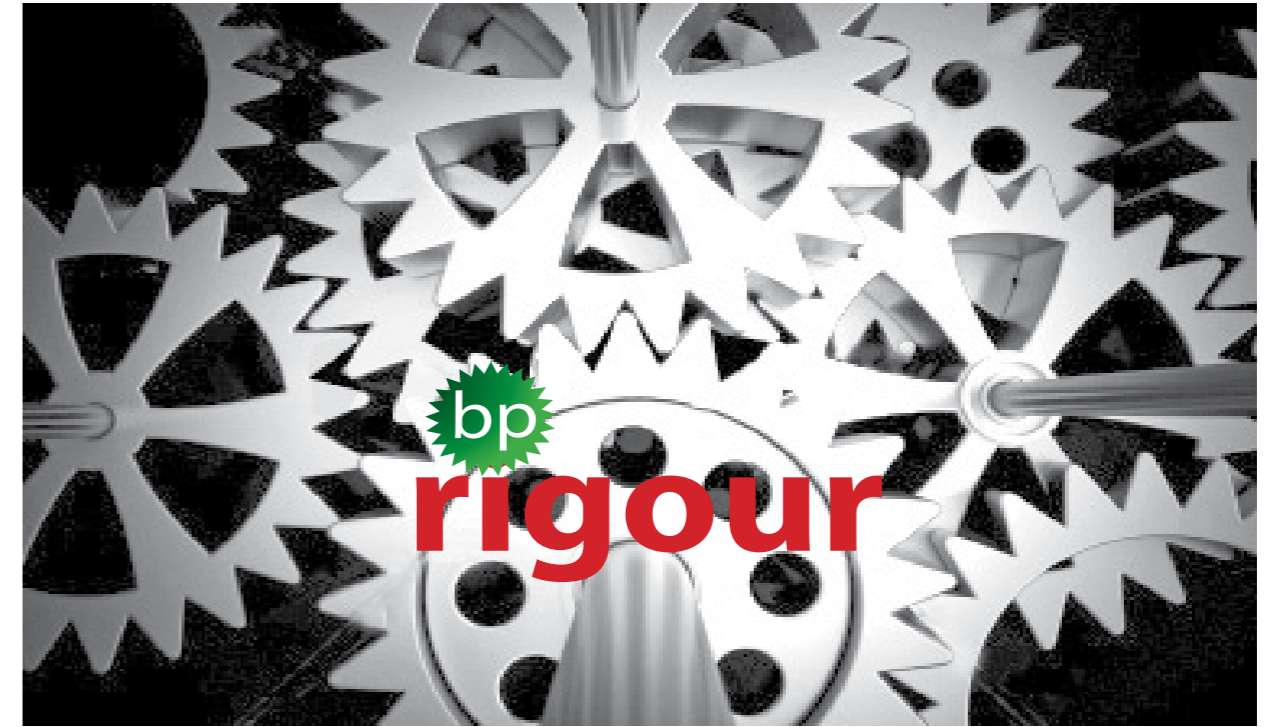


Brand language



Sub conference logos





Powerful Imagery



BP Global Learning Event

We would be delighted if you would join us at BP Global Learning Event on 1st, July 2012.
Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book

Kind regards,

Global Marketing Manager

[REGISTER HERE](#)



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www.bp.com

rigorous, focused, impactful.

eShot Invitation




Delegate Badge

Branded USB Stick



Registration Website



bp vision

BP Global Learning Event
1st - 5th July 2012



bp focus *rigorous, focused, impactful.*

BP Global Learning Event
1st - 5th July 2012



bp rigour *rigorous, focused, impactful.*

BP Global Learning Event
1st - 5th July 2012



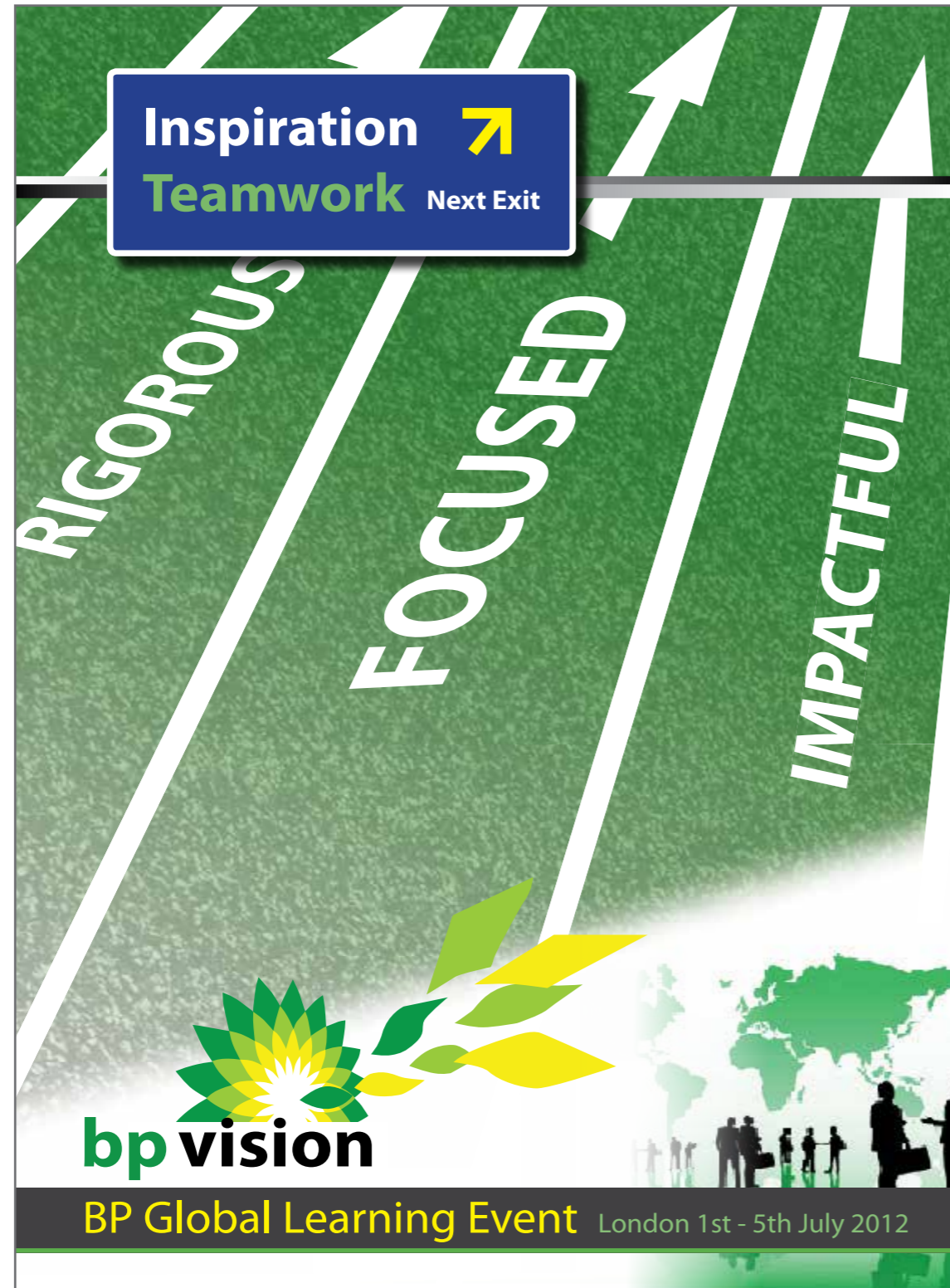
bp impact *rigorous, focused, impactful.*

BP Global Learning Event
1st - 5th July 2012

Pop-up Banner



Presentation Starting Screen & Presentation Template Page



Welcome Pack Folder Cover



Folder Inside with A Pocket



Welcome Pack Back Cover

Welcome Pack includes following:



Pocket Guide Cover - Size: A5



Welcome Letter



Inside Studio