

# BHP logo colour matrix

## Standard colours



**Uncoated**  
**BHP Orange Logo**  
bhp\_orn\_4cp\_u\_pos.ai



**Coated**  
**BHP Orange Logo**  
bhp\_orn\_4cp\_c\_pos.ai  
bhp\_orn\_1cs\_pos.ai  
bhp\_orn\_rgb\_c\_pos.ai  
bhp\_orn\_rgb\_pos.jpg  
bhp\_orn\_rgb\_pos.png



**BHP Black Logo**  
bhp\_blk\_4cp\_pos.ai  
bhp\_blk\_rgb\_pos.ai  
bhp\_blk\_rgb\_pos.jpg  
bhp\_blk\_rgb\_pos.png



**BHP White Logo**  
bhp\_wht\_4cp\_rev.ai  
bhp\_wht\_rgb\_rev.ai  
bhp\_wht\_rgb\_rev.png

# BHP logo file naming

**BHP**  
logo

**BHP Billiton Foundation**  
bhpb\_fdn

**Colour space**

4cp\_c: 4-colour process coated  
4cp\_u: 4-colour process uncoated  
1cs: 1-colour spot  
rgb: RGB

**File format**

ai: Adobe Illustrator Vector  
png: Portable Network Graphic  
jpg: Joint Photographic Experts Group

bhp\_orn\_4cp\_c\_pos.ai

**Colour**  
orn: orange  
blk: black  
wht: white

**Format**  
pos: positive  
rev: reverse

| Use              | Application                              | Recommended File Format |
|------------------|--|-------------------------|
| MicrosoftOffice® | Microsoft®<br>Word, Powerpoint and Excel | PNG (preferred), JPG    |
| Design           | Adobe Creative Suite                     | AI                      |
| Web              | Various                                  | PNG                     |