







**B&H Brand Book**

**First Edition**

**420 Ninth Avenue | New York, NY 10001**

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**Whether you're new to the B&H family or have been with us for years, it's not hard to see that B&H is a very special company. We've been delivering photo and video expertise to our valued customers since 1973. And from day one, we've been guided by our core principles: be honest and treat people right.**

This book is meant to give you a full picture of B&H — where we come from, the values we live by, what we are today, and what we strive for tomorrow. It also provides verbal and visual guidelines for bringing the B&H brand to life, so we can communicate with clarity and consistency.

These guidelines should be used by everyone working at B&H. They should be referenced in the development of all messaging, creative, and brand touch-points.

**Welcome to the B&H Brand Story!**





PART ONE

# Our Heritage

“ *I believed if I was always  
honest, people would  
come back — and here we  
are today...* ”

SAM GOLDSTEIN

## Let me tell you a story...

It all started in 1973, when husband-and-wife partners, Herschel and Blimie — the B and H to our B&H — opened a small storefront near City Hall with one employee. Sam Goldstein joined the company in 1978 and eventually became co-owner and President. Through hard work, a commitment to serving the needs of our customers, and a dedication to fair, honest business dealings, B&H attracted a loyal following of photo, video, and audio enthusiasts.

Over the past forty-six years, B&H has become known for many things, among them our industry-leading website, business-to-business offerings, mobile apps, 34th Street Super Store, classes, tutorials, catalog, large assortment, special events, trade shows, great value, and, of course, our people and expertise.

Today, B&H is the largest non-chain specialty photo, video, and audio retailer in the world. As technology and software evolves, impacting the needs of our customers, B&H has evolved as well, but we have not wavered from our initial promise: to always put the customer first.



“ *B&H is built on being truthful and honest – being truthful to our families, to our customers, and to our employees. And, it works both ways. When we’re truthful to the customers, the customers become truthful to us. We’ve built a company that people can trust. Success is the reward we get for being honest.* ”

HERSCHEL SCHREIBER



**1973**

Husband-and-wife partners, Herschel and Blimie — the B and H to our B&H — open a small storefront on Warren Street near City Hall.

**1983**

B&H publishes our first catalog — known as “The Flyer” — a comprehensive overview of our product offerings that quickly comes to be loved by photo, video, and audio professionals.

**1978**

Sam Goldstein joins the company to run the 800-square-foot warehouse. He will go on to become the President and co-owner of B&H. (Today our warehouse is 577,000 square feet.)

**1996**

B&H launches our website, [bhphotovideo.com](http://bhphotovideo.com), virtually opening our doors to customers around the world.

**2000**

B&H launches e-commerce on the Internet. B&H also expands and opens a warehouse in the Brooklyn Navy Yard.

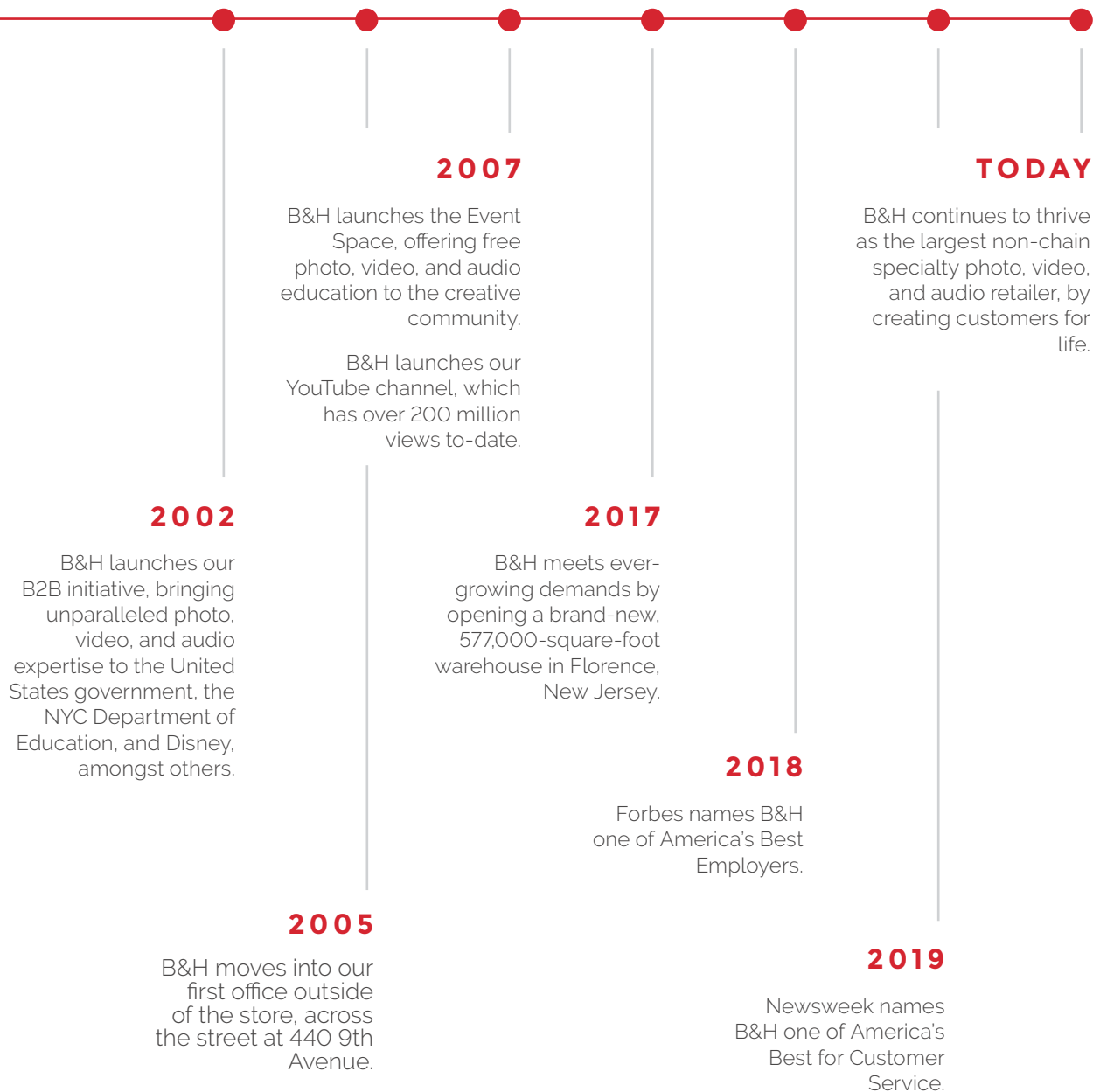
**1982**

B&H expands to a new location on 17th Street.

**1997**

B&H expands to our current location, opening our 34th Street “Super Store,” a tech wonderland that has become an international tourist destination.

# he years...







PART TWO

# Who We Are

## BRAND PURPOSE : WHY B&H?

### **Our Message to the Customer**

Since day one at B&H, the customer has come first. Which means that whatever you're here to build, to produce, or to create, we support you.

It means we're here for you. That we'll always be truthful. We'll listen and help – offering advice you can count on – however we can, every step of the way.

So, no matter who you are – hobbyist or professional, student or expert – B&H is here to do more than sell you gear. We want to be a part of your creative journey, helping you feel sure about yourself and in our commitment to you as your creative partner.

Why? Because, in everything we do, B&H is guided by one core purpose: helping you build your **creative confidence**.



# **Creative Confidence**

## CREATIVE

Originality of perspective,  
expression, imaginative,  
communicative.



## CONFIDENCE

Trust, belief in oneself,  
certitude, assurance.

BRAND PURPOSE

**What is Creative Confidence?**

## **Confidence to get started.**

"It has always been about taking the amateur and building them." - Sam Goldstein

## **Confidence to keep learning.**

"We give advice that even pros can benefit from."

## **Confidence that you come first.**

"People jump out of their chairs when there is one unhappy customer."

## **Confidence in us as partners.**

"We're not here for sales; we are here for customers."

## **Confidence to create.**

"Your needs will be met first and foremost and never sidelined."

## CORE BRAND VALUES

At B&H, our values are more than just words – we truly live by them. They're the fundamental backbone of who we are. We uphold our core brand values across every facet of our business: we believe if we live up to our principles, our business will succeed.





## Be Honest

“ *I have to be honest or  
I can't be in this job.* ”

**SAM GOLDSTEIN**

“We are true to the core. You could say honesty, but it's more than that.” Integrity is our cornerstone. In everything we do, we do the right thing. Period.

2

## Put the Customer First

“*Treat the customer like you want to be treated.*”

“Sell what's good for the customer, not what's good for the company.” We take care of the customer however we can; it's the focal point of our business.

3

## Love the Craft

“*We don't need a geek bar. Everyone who works here is the geek bar.*”

The B&H team offers extraordinary knowledge and expertise. Often, our team members are practitioners themselves. No matter the department, people are passionate about their work at B&H.

“

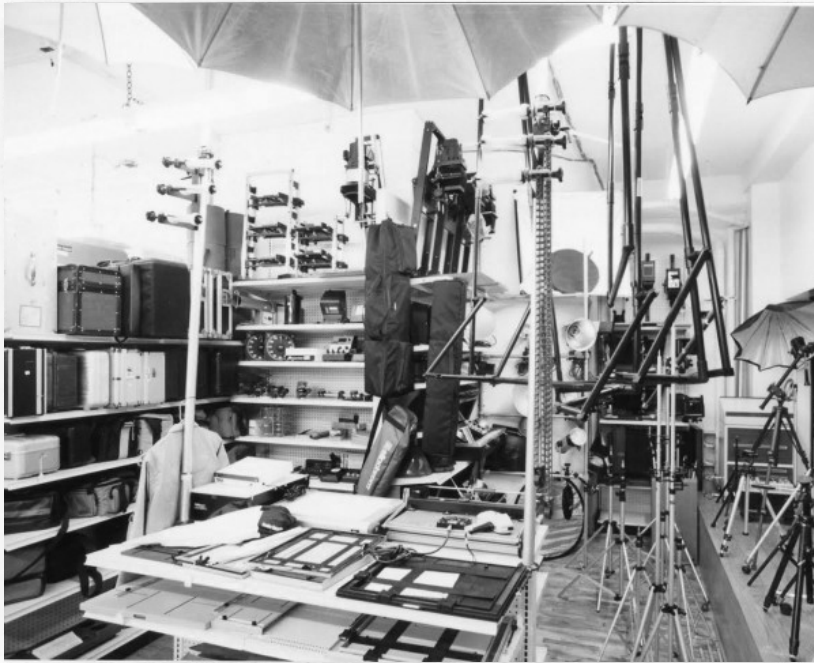
*Treat the customer the way  
you want to be treated. I  
like to be spoiled. This is  
what I want to do with my  
customers – spoil them.  
Find out what they really  
need; give them what they  
really want.*

”

SAM GOLDSTEIN

## REASONS TO BELIEVE IN B&H

At B&H, we're more than talk. There's a reason why we've been the go-to source for photo, video, and audio expertise for over four decades. We're committed to quality and devoted to our customers – and if you're looking for evidence, here are seven reasons to believe in B&H...



## **Family Owned, with Family Values**

We started as a mom-and-pop shop and built our business based on honesty and reliability. We close for Jewish holidays, despite the missed sales. We put our values above all else. Many things have changed over 46+ years, but our values have remained the same since day one.

## **Our Incredible Super Store**

People come from far and wide to explore our "tech wonderland." Our famous 34th Street Super Store is truly a special place and travel-worthy destination for everyone interested in photography, videography, and creative technology gear.

## **Our World-Class Team of Experts**

Our extraordinarily well-trained team is comprised of individuals who are often practicing creatives themselves. Many in our organization started on the sales floor. We are tech-heads that love the craft. We're here to educate you and share our knowledge. We know what we're talking about.

## **Old-School, Hands-On Customer Service**

At B&H, the customer comes first, second, and third. That

means delivering superior value and being there every step of the way, whether you have a question, problem, or just want to talk about gear. We're always just a phone call, chat, or email away!

## **The Long-Term View**

We've never been a selling company. We're a service company. It's about the customer, not the sale. We're not about making a quick buck. We care about what's good for customers for the long term. It's a longer route, but it's a stronger route.

## **Whatever You Need We've Got It**

We offer the widest selection in the landscape. B&H maintains ample stock of many manufacturers' full product lines, including the obscure and hard-to-find. Whatever you're looking for, you can count on us — we keep it in stock.

## **Where the Pros Shop**

B&H has an established reputation in the industry — The Professional's Source Since 1973. Anyone with true industry expertise knows to come to us. If you want to shop where the pros go, you go to B&H.





“ *When we started, everyone was out for the quick buck. I couldn't stand to hear that. My philosophy is you've got to treat people as human beings. You only gain. Not only in business, also in life. If you treat a person right, if you treat a customer right, you have no idea how much you gain.* ”

SAM GOLDSTEIN

## BRAND CHARACTER

At B&H, we're more than a company – we like to bring a special touch to all that we do. A key component of that is how we come to life in the world; our Brand Character, or our “personality,” helps us to be specific, unique, and always true-to-ourselves.

# Passionate Expert with a New York Edge.

## Passionate

Dedicated, heartfelt, lovers of the craft

## Expert

Qualified, unrivaled knowledge in the field,  
experienced, truthful, and trustworthy

## New York Edge

New Yorkers at heart — for better or worse  
we have chutzpah!

## BRAND VOICE

No matter where or what we are communicating in the world, we always want to sound like B&H. Following our brand voice – how we speak – ensures that we always stay true to sounding like ourselves.

BLACK & WHITE FILM SALE						
ASA			REG.	SALE		
ILFORD	PAN-F PLUS	(50) 100 ft.	27.50	21.95	OD	
ILFORD	FP-4 PLUS	(125) 36 exp.	2.45	2.39		
ILFORD	HP-5 PLUS	(400) 36 exp.	2.59	2.49		
DISPOSABLE CAMERAS						
			Kodak	Konica		
Outdoor (w/o flash)			4.59	4.99	2.99	(SD)
Out/Indoor (with flash)			-	7.99	-	
Party/Wedding (5 pack, w/flash)			39.95	-	-	
APS DISPOSABLE CAMERAS						
Konica APS (w/o flash)				12.99		
Fuji SuperSlim (w/o flash)			6.49	(with flash)	10.95	
POLAROID 669			Special	8.75		

## Human, Not Robot

At B&H, we're a team of real people, with a shared purpose and set of values. We don't sound corporate or mechanical. Even though we often talk about "technical" things, we're about more than just the specs. We always communicate with the warmth, empathy, and integrity that go in-hand with our principles.

## Passionate, Not Salesy

B&H never up-sells or over-sells. We communicate helpful information, proactive advice, and make suggestions when serving customers, but we'll never pressure or bully anyone into a purchase. (After all, nobody here works on commission.) We express ourselves with passion and enthusiasm because we love advising customers. We want them to make the right choice, not the most expensive one. It's about what's good for the customer, not what's good for the company. Our goal is to build customers for life.

## Humble, Not Boastful

Every customer is a VIP customer at B&H, and no matter who they are, we treat them well. We are never condescending or exclusionary. While we're proud of our

many accomplishments, we don't brag or seek out the limelight. We are polite and modest.

## **Established Professional, Not New Kid on the Block**

B&H is always courteous. We are experts in the field. We are not a start-up, an amateur, or a trendy newcomer — we don't take shortcuts. We are an institution in the industry and a destination in New York City, and communicate with the professionalism demanded of such a position. We understand, more than most others, that it's about what you do, not what you say.

## **Spirited, Not Too Serious**

B&H has an affable sense of humor that goes in-hand with our chutzpah. We're good natured, easy to talk to, and always up for a conversation. Every one of us has an opinion. We try not to take ourselves too seriously, staying away from stiff, dull, or apathetic communication.





PART THREE

# Brand and Logo Standards

## INTRODUCTION

The following guidelines define B&H's brand standards. The purpose of our visual identity standards is to ensure consistency and coherence everywhere we exist – so that we are always and unmistakably B&H.

These guidelines should be used as a reference for all B&H employees and associated stakeholders, governing all graphics and communications created to represent the brand.





### **PRIMARY 2-COLOR LOGO**

This is the primary 2-color logo. It should be used to represent the brand in most consumer facing materials, signage, and digital executions.

### **RULES AND USAGES**

The logo was carefully designed and should never be altered, distorted, or amended.



## **PRIMARY 2-COLOR LOGO SIZE AND SPACING**

**This is how to treat the sizing and spacing around the primary logo in all instances.**

### **RULES AND USAGES**

Always keep clear space around the logo equal to the width of the ampersand. The logo should never scale smaller than 1.25" wide.





## **PRIMARY 2-COLOR LOGO LEGIBILITY**

**This is how to treat the primary logo on various backgrounds.**

### **RULES AND USAGES**

Always ensure the logo is legible on all backgrounds, whether the background is a flat color from the brand system or a photographic image. If the logo becomes illegible, the primary logo alternative should be implemented (see page 51).



Logo should never be featured on a color that does not fit within the brand system.



Logo should never be stretched, skewed, bent, or distorted.



Logo should always be seen in the colors mapped out in this brand book. The logo colors should never be altered.



Logo should never be recreated in any way; only original logo artwork should be used.

## PRIMARY 2-COLOR LOGO DON'TS

This is how not to treat the primary logo.

## RULES AND USAGES

The logo should never be stretched, distorted, or altered.

The logo should never be recreated in any way and should never be placed on top of a color outside of the brand system.



## PRIMARY MONOTONE LOGO

This is the primary logo alternative. It should only be used to represent the brand in instances when the primary 2-color logo loses legibility.

## RULES AND USAGES

The logo was carefully designed and should never be altered, distorted, or amended. This logo should only be used on dark, flat color backgrounds or dark photo backgrounds where the primary logo proves to be illegible. The logo size and spacing should follow the primary logo rules.

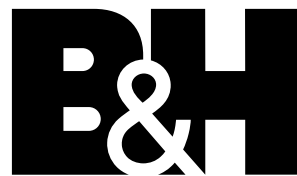
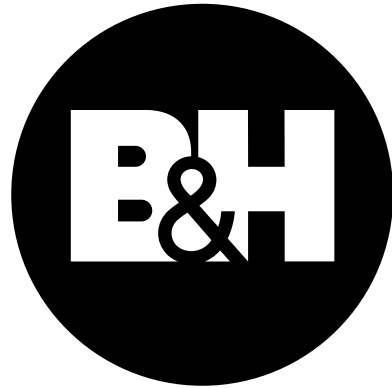
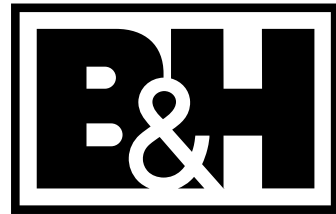
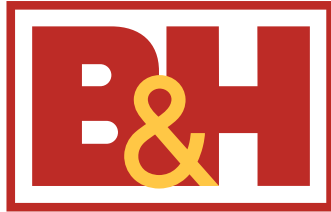


## **PRIMARY MONOTONE LOGO LEGIBILITY**

**This is how to use and treat  
the primary monotone logo on  
various backgrounds.**

## **RULES AND USAGES**

The primary monotone logo should only be used on darker backgrounds where the primary logo becomes illegible.





## SECONDARY LOGO

These are the secondary logos. They should only be used to represent the brand in small scale scenarios, such as social media.

## RULES AND USAGES

The secondary logos were carefully designed and should never be altered, distorted, or amended. The logos were designed for small scales to maximize legibility. The logos should only be used in scenarios where the primary logo would be smaller than 1.25" and render the "Photo Video Audio" line illegible.

## NORMAL SIZE



## MACRO SIZE



From left to right: Photography/Cameras, Mobile  
Technology, Computers, Post-Production.

## ICONOGRAPHY

These are the supporting icon examples for print, web, and wayfinding usage that are associated with the B&H departments.

## RULES AND USAGES

See following pages.



## NORMAL SIZE ICONS CORRECT RULES AND USAGES



DO draw your original icons to fit within in a 70x70px circle



DO make the line weight 2px at that scale



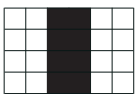
DO use a 2.5px radius for "straighter" edge objects



DO use a 5px radius for "rounder" edge objects



DO use a 2px outline circle to illustrate small details such as a home button, view finder, etc



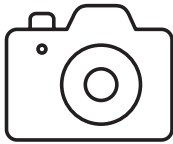
DO align your drawing to a 1x1 pixel grid in Illustrator to ensure your icon is "pixel perfect"



When drawing is complete, DO outline and pathfinder your icon and DO scale it up as needed



## NORMAL SIZE ICONS INCORRECT RULES AND USAGES



DON'T draw your icons at other scales



DON'T ever change line weight



DON'T use square edges or 90 degree corners



DON'T scale these icons down; please draw micro versions



## MACRO SIZE ICONS CORRECT RULES AND USAGES



DO draw your original icons to fit within in a 35x35px circle



DO make the line weight 1px at that scale



DO use a 1px radius for "straighter" edge objects



DO use a 2px radius for "rounder" edge objects



DO use a 1px outline circle to illustrate small details such as a home button, view finder, etc



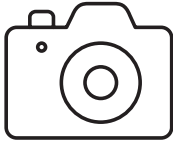
DO align your drawing to a 1x1 pixel grid in Illustrator to ensure your icon is "pixel perfect"



When drawing is complete, DO outline and pathfinder your icon and DO scale it up as needed



## MACRO SIZE ICONS INCORRECT RULES AND USAGES



DON'T draw your icons at other scales



DON'T ever change line weight



DON'T use square edges or 90 degree corners

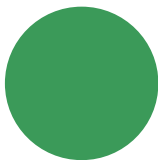


DON'T don't draw elements so close together that they blend



DON'T scale icons up or down

PRIMARY



Cool Green

3405 C

C77 M17 Y84 K3

R63 G154 B89

HEX #3F9A59

BRAND COLORS



Strong Red

7620 C

C18 M96 Y100 K2

R190 G44 B38

HEX #BE2C26



Golden Yellow

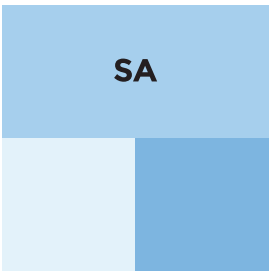
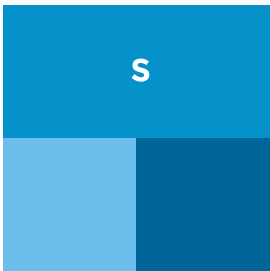
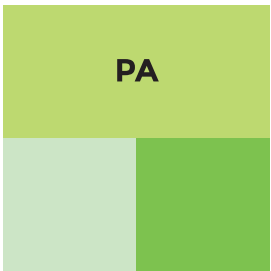
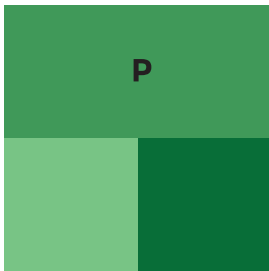
1225 C

C0 M22 Y83 K0

R255 G200 B69

HEX #ffc845

SECONDARY, COMPLIMENTRY ACCENT AND SHADES



GRAY SACLE



ALERT



SAVINGS





## COLOR PALETTE

**This is the color palette for B&H.  
It consists of primary colors,  
accent colors, shades and grays.**

## RULES AND USAGES

A palette consists of a primary and a secondary color, along with accent colors for each.

The main colors will also have shades available to be used for elements & to provide contrast as needed.

Black, green, and white are the primary colors for the brand. Light green and blue Shades are the accent and secondary colors. Tonal grays can be used supplementarily as needed.

Pantone, and CMYK should be used for print. Hex and RGB should be used for web.

# MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 (text figures)

1 2 3 4 5 6 7 8 9 0 (lining figures)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

## TYPOGRAPHY

This is the typography system for B&H. Montserrat is the primary font and Raleway is the secondary font.

### RULES AND USAGES

In most situations, Montserrat should be used for headlines and titles/subheads. It should always be styled as outlined on the following page.

For body copy, Raleway should be used. This font includes both the default **text figures** (Ascender and Descender numbers) and **lining figures** (same height as uppercase letters).

For **Standalone Numbers**, don't use the default. Use the lining figures (or set the number to all caps / Open Type Figure - Tabular Lining).

1

This is the main headline.

2

**THIS IS THE PAGE TITLE OR SUBHEAD**

3

This is what the body copy should look like. We're using it for its legibility and modern feel. Body copy should always be in Neue Helvetica 55 Roman in sentence-case. Alt body copy should be in Neue Helvetica 65 Medium in sentence-case.

4

“ *This is a quote.* ”

## TYPE SPECIFICS

**This is the typography system for B&H. Hierarchy is created using contrast between size and typeface.**

## RULES AND USAGES

1. Headlines should always be in Montserrat.
2. Page title and subhead copy should be in Montserrat upper case, letter-spaced/kerned at 160 points.
3. Body copy should always be in Raleway.
4. Quotes should be in Raleway Medium Italic. Quotes can be in light gray or green.



## SUBBRANDS

# This is the subbrand system for B&H.

## RULES AND USAGES

All subbrand logos utilize the one-color B&H logo on the left. On the right, the Brown Bold is used to type the subbrand name. The subbrand name should be on two lines where possible, with the top line touching the top of the H crossbar. If the subbrand is only one word, it should bottom align and match the existing logos in size and placement. A black line is used to delineate the subbrand name from the logo, and should be the same width as the "I" in "THE STUDIO" seen here on the left.





QUESTIONS?

**Contact Us**

“ *B&H branding is how  
people see us,  
know us, recognize us.  
Consistency is key.* ”

JEFF GERSTEL

CONTACT US

FOR ANY QUESTIONS

**Jeff Gerstel**

CMO

[jgerstel@bhphoto.com](mailto:jgerstel@bhphoto.com)



