



B Corp

Retailers Guidelines & Toolkit

BROMPTON



Brompton is now B Corp Certified

Certified



Corporation

Meaning we are a business that meets high standards of social and environmental performance, transparency and accountability.

B Corps aim to balance profit with doing the right thing for people and the planet.

B Corp Narrative



We've been the engineers of a quiet revolution for almost 50 years. Transforming the way people move in and through cities across the globe.

The bike that folds down small opens possibilities to so many — empowering people to make their own small impact. Collectively, we can change the course of the future.

BROMPTON

this is a movement

3



B Lab began in 2006 with the idea that a different kind of economy was not only possible, it was necessary. And that business could lead the way towards a new, stakeholder-driven model.

B Lab became known for certifying B Corporations™. They're building the B Corp movement to change our economic system - creating standards, policies, tools, and programs that shift the behaviour, culture, and structure of capitalism.

They won't stop until all business is a force for good.

1.0

Storytelling Overview B Corp



B Corp

Storytelling Overview

Toolkit

Instore

Social

Digital

Contacts and asset links

B Corp.
Brompton is proud to be
certified B Corp

This means we meet high standards
of social and environmental
performance, transparency and
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more
than
just
a bike



2.0

In Store Toolkit B Corp



B Corp

Storytelling Overview

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In Store Toolkit

Our POS and window elements are tangible expressions of our campaign, embodying the core theme and identity while painting a vivid picture of our unparalleled cycling solutions.

These elements have been engineered to be modular and straightforward to install, allowing store owners the flexibility and ease they need to create captivating retail spaces.

When assembled they can create an immersive brand experience, inviting customers into the world of going beyond, taking that adventure that they've always wanted to do no matter where they are.



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Storytelling Overview

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Window display

Logo lockup for dealer Brompton windows (white vinyl).

N.B logo lock up to always be used, B Corp logo should never appear as a standalone logo.

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Certified

Corporation



Download

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B Corp instore cube displays

Supplied to retailers with ply cube displays.



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Desktop Plaque

A4 desktop plaque.



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Contacts and asset links

Laser-etched wooden block

One wooden block per store to use either in the cube displays or to have on a desktop.



Download



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Backroom Poster

A3 poster. 1 page explaining what B Corp is and why we joined it.

Coming soon

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B Corp

Storytelling Overview

Toolkit

Instore

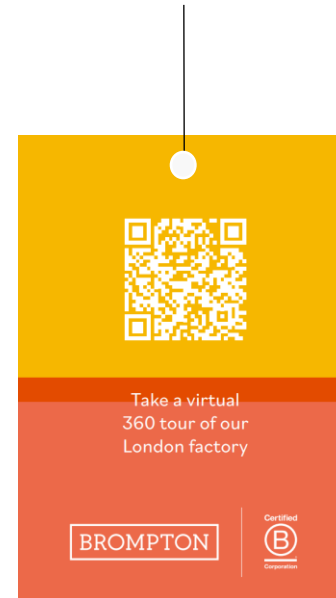
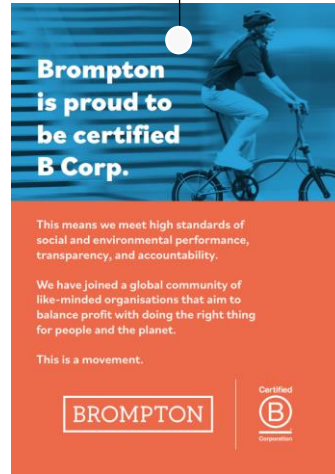
Social

Digital

Contacts and asset links

Swing Tag

A5 swing tag with B Corp messaging on one side and QR code for virtual 360 tour of our London Factory.



[Download](#)



3.0

Social & Digital Guideline B Corp



B Corp

Storytelling Overview

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Instore

Social

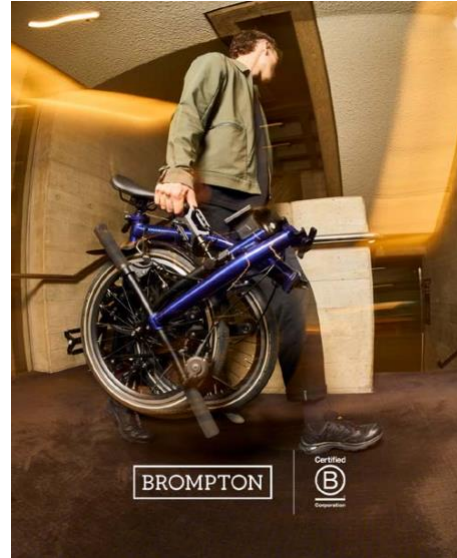
Digital

Contacts and asset links

Retailer Social Post

Example social posts with logo lockup over lifestyle imagery. Download the logo lockup below and use as an overlay on Brompton lifestyle imagery for a social post.

N.B logo lock up to always be used, B Corp logo should never appear as a standalone logo.



[Download](#)

Posts
Concept Only

Stories
Concept Only



B Corp

Storytelling Overview

Toolkit

Instore

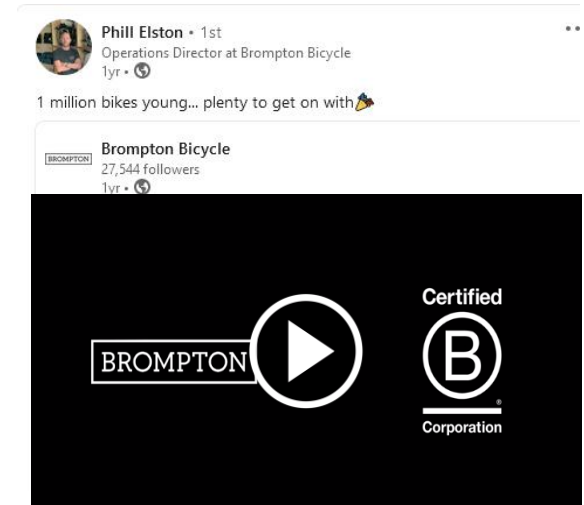
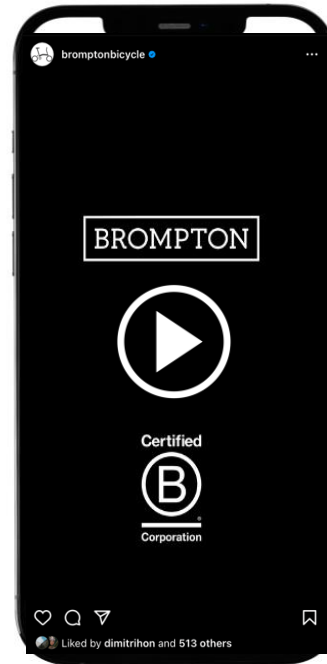
Social

Digital

Contacts and asset links

Launch Video

B Corp announcement video. 1 minute 4 seconds long.



B Corp

Storytelling Overview

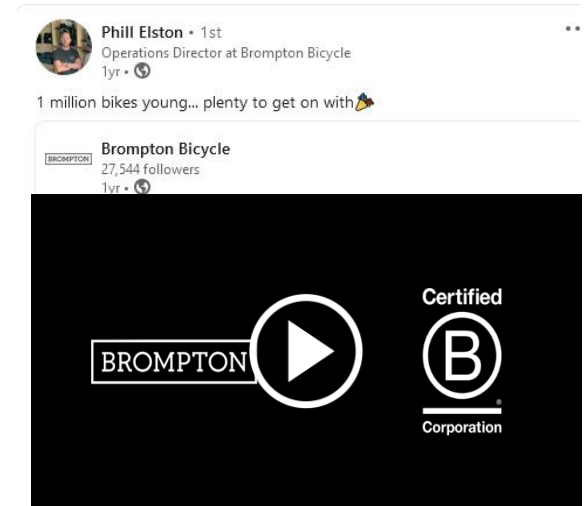
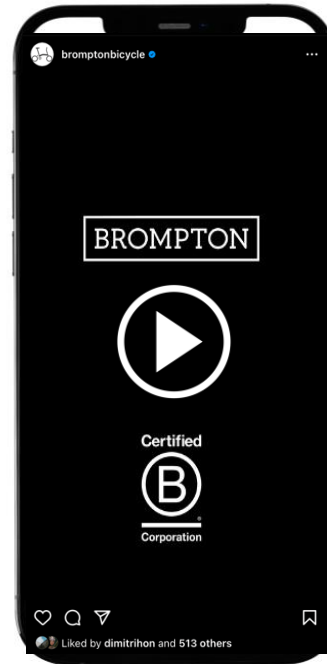
Toolkit

- Instore
- Social
- Digital

Contacts and asset links

Social Video

B Corp announcement video. Social cut down version. 16 seconds long.



4.0

Contact & Assets B Corp



Resources & Contact

Follow the recommended steps to gain successful Brompton brand placement in-store and online.

Speak to your Account Manager about brand assets and stock availability and merchandising support.

Contact

Gavin.thompson@brompton.co.uk

david.row@brompton.co.uk

oscar.benjamin@brompton.co.uk

Resource Links

[Assets folder](#)

[Brompton Sustainability Report 2023](#)





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