



Brand Booklet  
September 2025

# The new #1 ERP-Automation for procurement, logistics, accounting, sales, and more.

Spin-off

ETHzürich

For over 30 years, ERP systems have promised efficiency, but legacy tech never kept pace. Processes stayed manual, data messy, and change too risky to justify—until now.

BLP delivers the industry’s first AI-native, end-to-end ERP-Automation. We connect your documents, systems, and teams—automatically. Our proprietary engine detects inconsistencies, validates data against multiple criteria, and routes insights to the right people—instantly.

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✓ Do's



✗ Don't's



Usage

To guarantee brand recognition, the logo can be displayed in two ways: full lockup (brandmark + typeface) or the toggle as a standalone.

# Helvetica Neue LT Pro

Callout

**Aa**

Medium

40px

H1

**Aa**

Medium

26 px

H2

**Aa**

Medium

20 px

H3

**Aa**

Medium

16 px

H1

**Aa**

Medium

20px

H2

**Aa**

Medium

16 px

H3

**Aa**

Medium

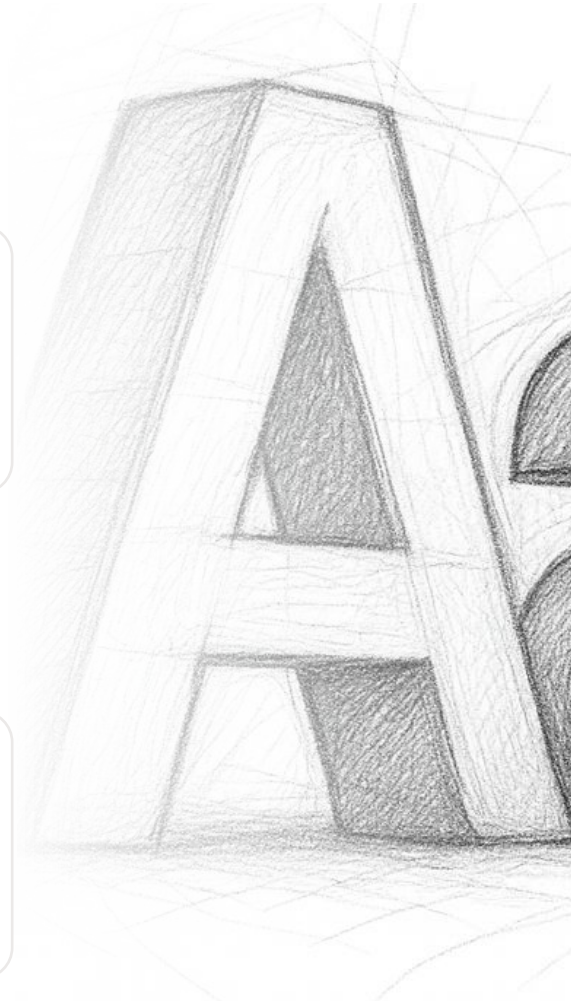
14 px

Body

**Aa**

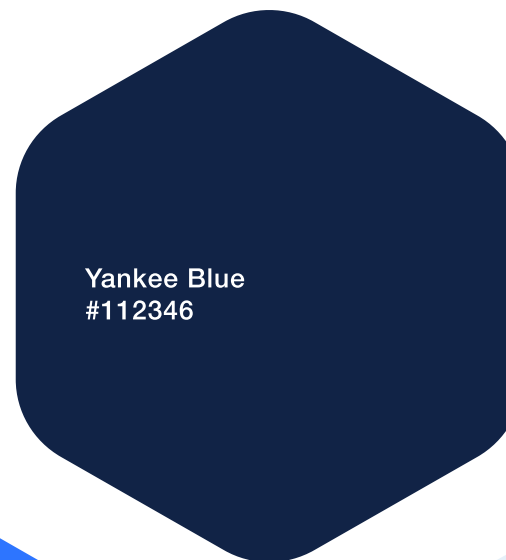
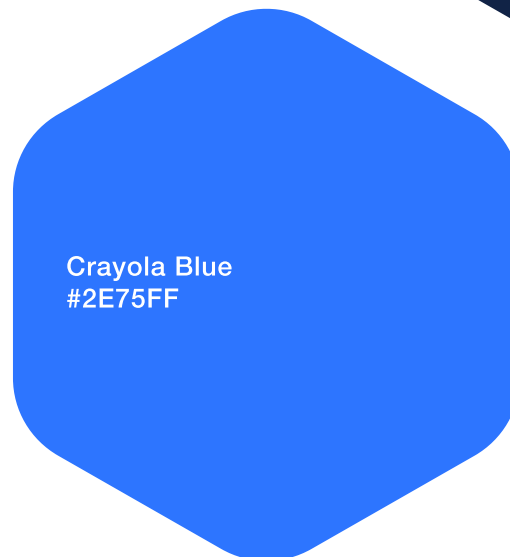
Regular

14 px



## Typeface

Simple is a synonym to BLP, and so are our stylistic choices. Helvetica is a noted typeface known for its elegant lines and excellent legibility across mediums.



## Color Palette

Our brand's colors express trust, clarity, and motion. Pure white is the dominant hue while the others function as support for tints, backgrounds, and accents.

## Thank you for reading

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