



THE TRAINING EDIT

Ready. Together.

BDW

A recognisable shield.



The complete original shield is retained as supplied.

Keep the full shape, internal lettering and original colours.

Give the emblem a quiet field, separate from headline text.

Calm, clear, prepared.



Ready. Together.

Avenir from the source archive: Book, Heavy and Black.

Deep blue, training blue, cold paper and ice form the new field.

The shield retains its original colours.

A system for learning.



Number, course title, edition, signature.

The same hierarchy carries across a family of training covers.

Colour and numbering distinguish the three course themes.

Read it at a glance.



BDW / CRISIS TRAINING SOLUTIONS

Ready starts here.

PREPARE. LEARN. PRACTISE.

为应对，做好准备。

BDW / CRISIS TRAINING SOLUTIONS

Prepared. Together.



FOR PEOPLE.
FOR THE WORKPLACE.

准备，让团队更从容。

One message, generous spacing and a strong change of scale.

Open corner frames create a place for the key information.

Campaign layouts are new design concepts.

Prepared on paper.



BDW / TRAINING MATERIALS

Preparation
is a team
effort.

Ready. Together.



BDW / TRAINING EDITION

Session notes

TOPIC _____

DATE _____

PREPARE / LEARN / PRACTISE



BDW / TRAINING EDITION

Ready.
Together.

PREPARE / LEARN / PRACTISE

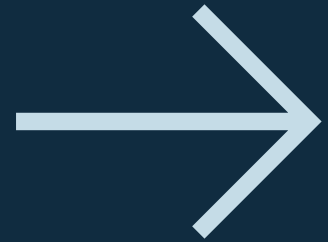
Folder, notes and
brand-card concepts.
A coordinated paper set.

Find your way.



BDW / CRISIS TRAINING SOLUTIONS

Training room



BDW / COURSE THEMES

Prepared for people.

- 01 First aid & CPR
- 02 De-escalation training
- 03 Personal safety

Clear room signs.

Clear course themes.

A consistent hierarchy.

A CLEARER WAY TO NAVIGATE TRAINING.

Built for clarity.

ONE MESSAGE / ONE CLEAR HIERARCHY

Let the main title lead before the supporting information.

Use numbers to help readers navigate related materials.

Keep the shield complete, upright and on a quiet field.

MATERIAL & APPLICATION

Matte covers, uncoated notes and simple room signs.

Use generous margins and restrained blue accents.

Preserve clear contrast and the full artwork proportions.

Original identity, 2023. New application concepts, 2026.