



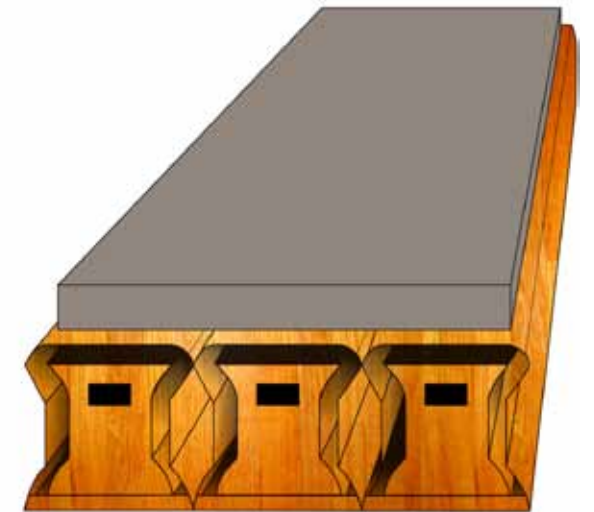
BONNUIT



# INTRODUCTION



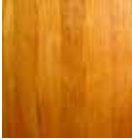
1



2

Bonnuit is created for urban places where space is at a premium. Bonnuit has three main functions:  
a. Sleeping - b. Sitting - c. Storing. All units are made out of solid oak. Purchase one unit and use it as a bench. Purchase two or more units, stack them next to each other, and use as a bed. Bonnuit also has a storage bin under each unit that slides out conveniently for your storage needs.

1. Single unit
2. Triple unit: If you purchase 3 units, it turns into a full size bed; mattress included.



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A corporate identity is the fundamental style, quality, character and personality that distinguishes one company from all others. Corporate identity plays a crucial role in laying the foundation for recognition and preference among customers, employees, vendors, investors and the general public.

A strong corporate identity can be a powerful tool in the marketplace. In this guide we will examine the basic elements of our corporate identity and the standards for their use.



### Logotype Coloration

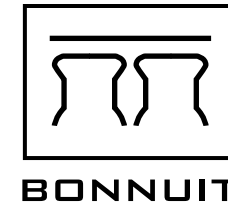
The examples shown here demonstrate the correct coloration of the Bonnuitt logotype. There are 2 color options and 2 black and white options.

#### Color

- The logotype color should be PANTONE7427 C on a white background.
- The logotype could also be white (knocked out) preferably on a PANTONE7427 C background color.

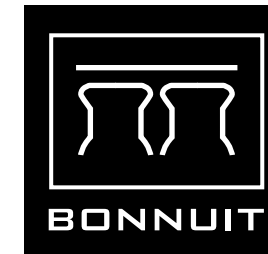
#### B/W

- an all black logotype should be used.



### Minimum Size

The Bonnuitt logotype should never be reproduced smaller than the minimum size shown here — 1 1/8 inches in width.



1 1/8"



- The bonnuitt typeface is Bank Gothic BT Medium, 19pts in size.
- The 2 icons and the horizontal line above the Bonnuitt typeface are 2pt thick strokes.
- The rectangle surrounding them is a 1.5pt thick stroke.

Incorrect use of type colors. The logo should be displayed in one color.



Incorrect use of logotype. Do not "screen" or lighten the logotype.



Part of the logo is missing. Do not reproduce the logotype without the bonnuit icon.

Incorrect use of logotype family face. Do not alter the logotype typeface in any way.

The Bonnuit logo is a representation of the company and a symbol for its modular product. Preserving this identity requires using the logo consistently, according to the logo guidelines. Always use the electronic artwork

# LOGO: UNACCEPTABLE USES



**BANK GOTHIC BT MEDIUM**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$%^&\*()-\_+[{]};:'",<.>/?

**BANK GOTHIC LIGHT**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$%^&\*()-\_+[{]};:'",<.>/?


Bell Gothic Light  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$%^&\*()-\_+[{]};:'",<.>/?

**Bell Gothic Bold**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$%^&\*()-\_+[{]};:'",<.>/?

**Bell Gothic Black**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$%^&\*()-\_+[{]};:'",<.>/?



# TYPOGRAPHY

Bonnuit has adopted the following typefaces because of their legibility, and style. With options offering a variety of functional and creative uses, these typefaces lend a consistent, professional and legible appearance to all Bonnuit print communications materials.

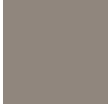


The Bonnuit color palette has been instituted to convey a visual uniformity throughout all Bonnuit communications materials.


**Note:** Colors should always be used at 100% saturation.




**PANTONE:** 7427 C  
**RGB:** R=157 / G=16 / B=45  
**CMYK:** C=25% / M=100% / Y=93% / K=22%



**PANTONE:** Warm Grey 8 C  
**RGB:** R=145 / G=134 / B=126  
**CMYK:** C=44% / M=42% / Y=47% / K=6%



**PANTONE:** 7414 C  
**RGB:** R=190 / G=101 / B=22  
**CMYK:** C=20% / M=68% / Y=100% / K=7%



**PANTONE:** Process Black C  
**RGB:** R=0 / G=0 / B=0  
**CMYK:** C=73% / M=67% / Y=65% / K=78%



1

3

2



# SECONDARY GRAPHICS

All secondary graphics for the bonnuit brand are black and white, except for the piece of oak wood. The color and tone of these graphics should never be altered and should always stay the same.

**Allowed Alterations:**

- Image #1 could only be flipped horizontally in some cases.
- Image #2 could be placed vertically or horizontally, depending on the situation.
- Image #3 could be cropped, in some instances, to only show the man model sleeping.



Letterhead:  
8 1/2" X 11"



Business Card:  
2" X 3 1/2"

Envelope:  
4 1/8" X 9 1/2"





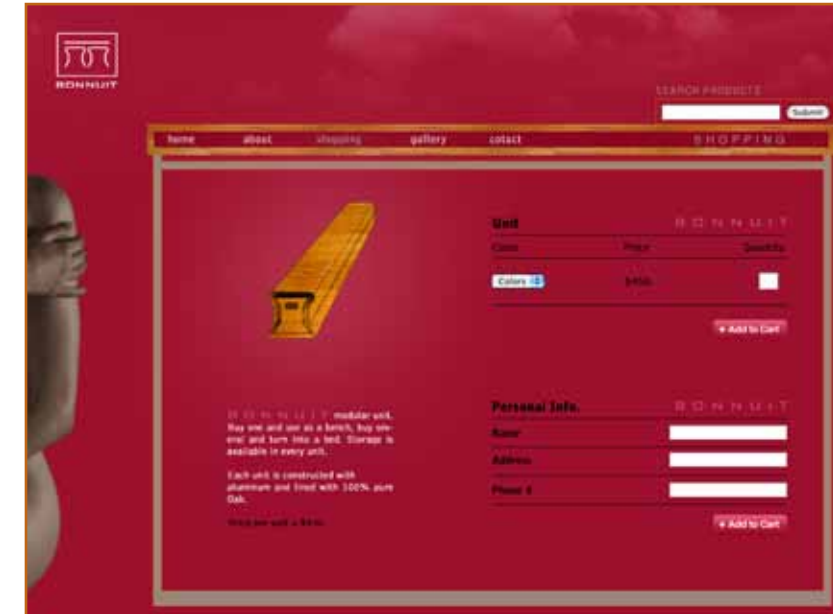
11" x 17"

# POSTERS

In specialized, large-format uses, such as trade show booth graphics, banners, signage, posters, etc., one must follow all of the guidelines mentioned previously in these graphic standards. Furthermore, one must be vigilant in ensuring that specialized high-resolution artwork is used to eliminate the chance that pixelization occurs. Do not "size-up" artwork from an Internet image. Do check with vendors prior to producing artwork; follow their requirements to avoid a low-resolution, pixelized image. These are samples of how Bonnuitt graphic standards might be applied.



**Home Page**  
1024 x 768



**Shopping Page**  
1024 x 768

# WEB SITE

The Bonnuit web site follows the same graphic standards as the print material, except for resolution. Maximum resolution for the web site is 72DPI, since it's also the maximum resolution for the screen. There are five navigational buttons and they will remain unchanged in every page. There is also a central rectangle where the content for every inside page belongs. That's the content window . Moreover, only the Bonnuit colors and graphics are used in the web site to ensure consistency across the board.



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**Department**.....Pratt Graduate Communications Design  
**Term**..... Spring 2007  
**Professor**.....Elizabeth Ward

# CLASS INFO



BONNUIT