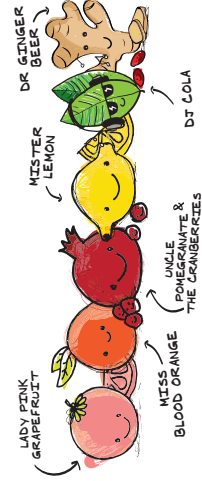


# BIONINA

ORGANIC SPARKLING JUICE DRINK



March 2020

CORPORATE GUIDELINES





MISTER  
LEMON



LADY PINK  
GRAPEFRUIT



MISS BLOOD  
ORANGE



UNCLE  
POMEGRANATE  
& THE  
CRANBERRIES



DJ COLA



DR GINGER  
BEER



## 1. LOGOTYPE

1.1 Logotype	p. 6
1.2 Construction	p. 7
1.3 Exclusion margin and minimum size	p. 8
1.4 Colour variations	p. 9
1.5 Logotype variations	p.10
1.6 Things to avoid	p.12

## 2. GRAPHIC ELEMENTS

2.1 Colour palette	p.13
2.2 Typography	p.14
2.3 The key values	p.15

## 1.1 LOGOTYPE

**BIONINA**  
ORGANIC SPARKLING JUICE DRINK

## 1.2 CONSTRUCTION

The logotype is the combination of the wordmark and the baseline. These two elements are the core of our corporate identity. They must always be used in a consistent way in order to build a coherent and strong brand identity at all times.

The logotype is composed of two key elements:

The wordmark ①

The baseline ②

These two key elements constitute the official and exclusive logotype of Bionina

① **BIONINA**  
② **ORGANIC SPARKLING JUICE DRINK**



### 1.3 EXCLUSION MARGIN AND MINIMUM SIZE

An exclusion margin and a minimum size must be respected so that the logo is always clearly visible.

The exclusion margin ① is an imaginary area around the logotype that has been defined to give the logo maximum visibility and impact.

- This surrounding area should always remain clear of any visual element that might impair legibility.
- The clear space is equal to the width of the letter B. (See illustration ①).

A minimum size ② for the logo has been specified to ensure it can be read in all situations and on all media.

Keep the logo's proportions the same.

#### ① Exclusion margin



#### ② Minimum size



### 1.4 COLOUR VARIATIONS

The Bionina logotype exists in a full colour positive version ①, in greyscale ②, a black and white version ③ and a negative version ④.

The logotype is by preference presented in its full colour version on a white background. This is the first choice.

- Alternative variations (white frame at 77% transparency for photographic backgrounds) should be considered as exceptions.
- Use the greyscale version ②, black and white version ③ or negative version ④ where the colour choice is limited (for example, due to the technical constraints of printing).

- ① Full colour version (positive) on bright flat colours, on bright photographic backgrounds and on dark photographic backgrounds (against a white reserved area).



- ② Grey scale version



- ③ Black and white version



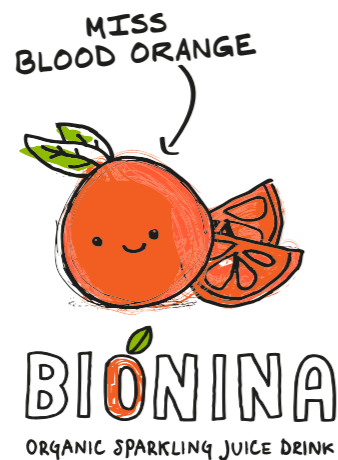
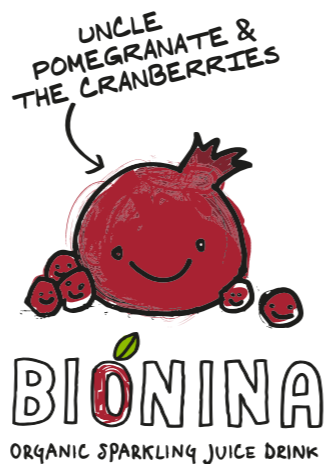
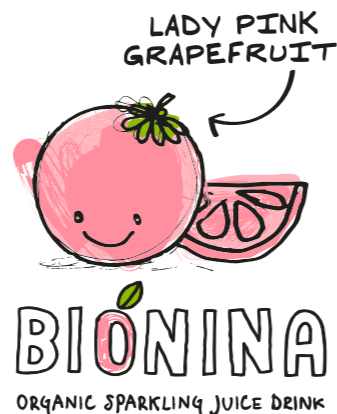
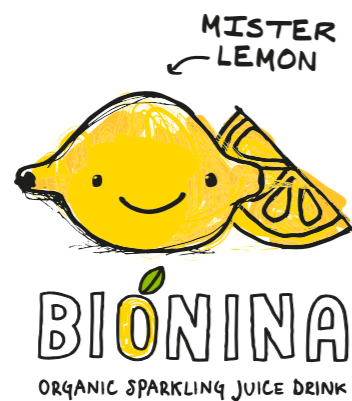
- ④ Negative version



## 1.5 LOGOTYPE VARIATIONS

There are 6 versions of the full colour logo, according to the savour.

- Yellow and Black for Mister Lemon
- Pink and Black for Lady Pink Grapefruit
- Orange and Black for Miss Blood Orange
- Burgundy and Black for Uncle Pomegranate & The Cranberries
- Light brown and Black for DR Ginger Beer
- Green and Black for DJ Cola (No caffeine)



The Bionina logotype exists in three main versions. These are the first choice:

- 1 Horizontal logotype
- 2 Vertical logotype
- 3 Horizontal logotype with baseline in 2 lines

We prefer one of these three versions according to the media and their destination, the lisibility but also according to the technical constraints of printing.

- Keep in mind that the lisibility and the optimal size must oriented the choice of the logotype version.



## 1.6 THINGS TO AVOID

The components of the logotype and the way the logotype has been constructed must never be altered or adapted in any way.

The following uses of the logotype are wrong, and must be regarded as misinterpretations:

- 1 Do not modify the proportions of the logo or stretch the logo.
- 2 Do not change the colours of the wordmark or the baseline.
- 3 Do not modify the typography of the logo.
- 4 Do not change the typography of the baseline.
- 5 Do not alter the positioning of the two elements of the logo.
- 6 Do not use the logo smaller than its permitted size (14mm).
- 7 Do not add any graphical effects to the logo.
- 8 Do not use the logo directly on photographic or illustrating backgrounds.



1 ✘



2 ✘



3 ✘



4 ✘



5 ✘



6 ✘



7 ✘



7 ✘

Always use the original artwork provided by the communication agency of Bionina or by Tao family itself. Never create your own logo!

## 2.1 COLOUR PALETTE

Always ensure that colours are correctly implemented by choosing the right reference for the appropriate support or medium.

Always use the CMYK reference to guarantee perfect colour matching for printed applications; Pantone® values guarantee an exact colour for offset printing, RGB values for screen and digital media, and WEB values for web media.

	CMYK	PMS	RGB	WEB
MISTER LEMON	4 % 12 % 100 % 1 %	012 c	255 214 0	fed600 c
MISS BLOOD ORANGE	0 % 78 % 100 % 0 %	021 c	233 84 13	e9540d
LADY PINK GRAPEFRUIT	0 % 58 % 21 % 0 %	1775c	255 142 159	ff8e9e
UNCLE POMEGRANATE & THE CRANBERRIES	23 % 98 % 83 % 16 %	187 c	171 41 41	aa1f28
DI COLA	0 % 100 % 81 % 0 %	185 c	234 0 41	e90029
DR GINGER BEER	12 % 25 % 40 % 2 %	726 c	225 84 13	e0c09d



## 2.2 TYPOGRAPHY

Our typography is also an essential part of our identity. In order to reinforce the identity the proper typography must be used whenever possible.

The Body Bionina typeface is Tidy Hand. This typography is a Script font, are inspired by handwriting. Tidy Hand comes in various weights and must be used consistently on all media.

The Head Bionina types faces is Nancy. This typography is also a Script font.

Body TYPEFACE Tidy Hand

Tidy Hand Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMOPQRSTUVWXYZ

123456789 € %

Head TYPEFACE Nancy

Nancy Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMOPQRSTUVWXYZ

123456789

## 2.3 THE KEY VALUES

These logos ① only exist in english and are not translated to suit the promotional tool language. These key values must appear on all media.

② This EU label must always appear on the media referring to the Bionina Cans.

③ This EU label must always appear on the media referring to the Bionina glas bottles.



**NO** COLORANTS & PRESERVATIVES



**BELGIUM CRAFTED QUALITY**

②



IT BIO 008  
(producent) BE-BIO-01  
(verdelers)  
Landbouw EU/non EU

③



IT BIO 006  
(producent) BE-BIO-01  
(verdelers)  
Landbouw EU/non EU



