

BØNX

BRAND GUIDELINES

BONX BRAND GUIDELINES CONTENTS

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1

OUR VISION

**The world is
our playground.**



The world is our playground.

A playful heart is the greatest of divine gifts.

If you have it, you can turn the sea, the mountains and the rivers
into the ultimate playground with only a single piece of wood.
You can enjoy work and you don't have to separate work from play anymore.

In short, the question becomes:

How much fun can you get out of the field in front of you?

It's an independent, creative way to engage the world.

It's a way of living that's serious about pursuing
the enrichment you believe in, regardless of what others may think.

That's why to us, play is fun, but not easy.

Sometimes we have to fight lame conventional thinking or stereotypes.

But we're happy that through our lives we can pursue our own enrichment.

More than anything, a companion who can do this is an irreplaceable treasure.

If more people can live this way, our world will certainly become
a more enriched place than now.

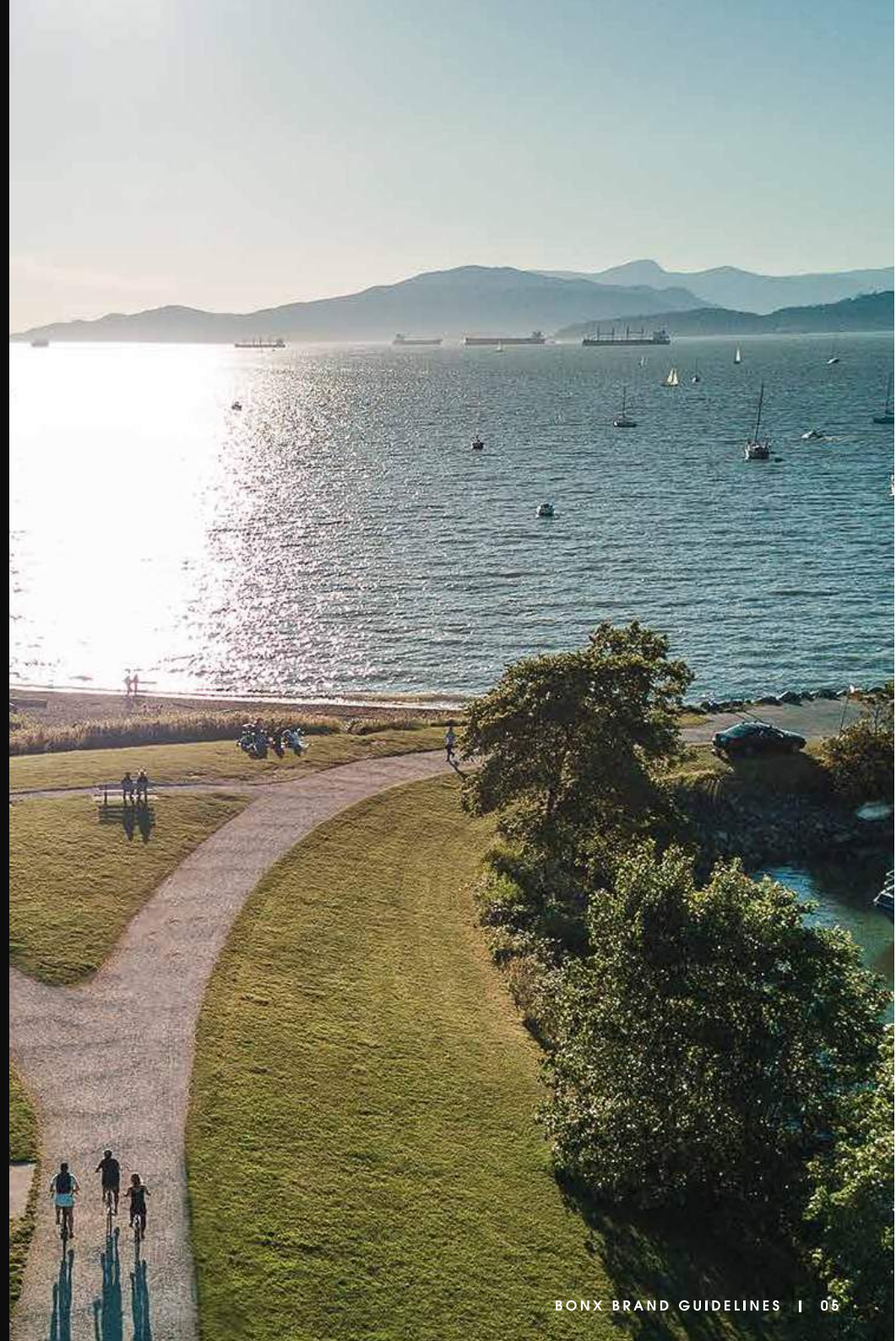
That's why we should play our hardest, more and more.

BONX does everything we can to help you do that.



2 OUR MISSION

**We create the future
of communication
through the power of IoT.**



We create the future of communication through the power of IoT.

BONX came about from the simple desire of Takahiro Miyasaka, our founder, to talk with his friends while snowboarding. We've significantly updated the way we enjoy snowboarding through a new form of communication that gives you a constant connection through voice.

And the possibilities extend beyond snowboarding. If we can implement the communication we are pursuing, we can share information, exchange opinions, check safety, and share feelings and thrills at any time and in any place, no matter what activity we're doing. It's the communication of the future that marks an advance in how we move around where we are.

This is a massive challenge, but our motivation remains as great as ever. We want to have more freedom to have fun with our friends on the field before us and accomplish greater things. And we want to make more friends to do this with on diverse fields.

If your crew can move about with flawless teamwork, that site will become the ultimate stage. If you can still sense your companions' presence even though you can't see them, you can go another step farther. Think of the smart moves you

could have made had you had this information before!

With the communication produced by BONX, your engagement with the world becomes more active, creative and collaborative.

We live in an era when such revolutionary forms of communication are coming out. The information revolution brought about by the Internet has changed forever the way we interact with the world. However, without a screen to see or a place to connect to the net, those benefits beyond our reach.

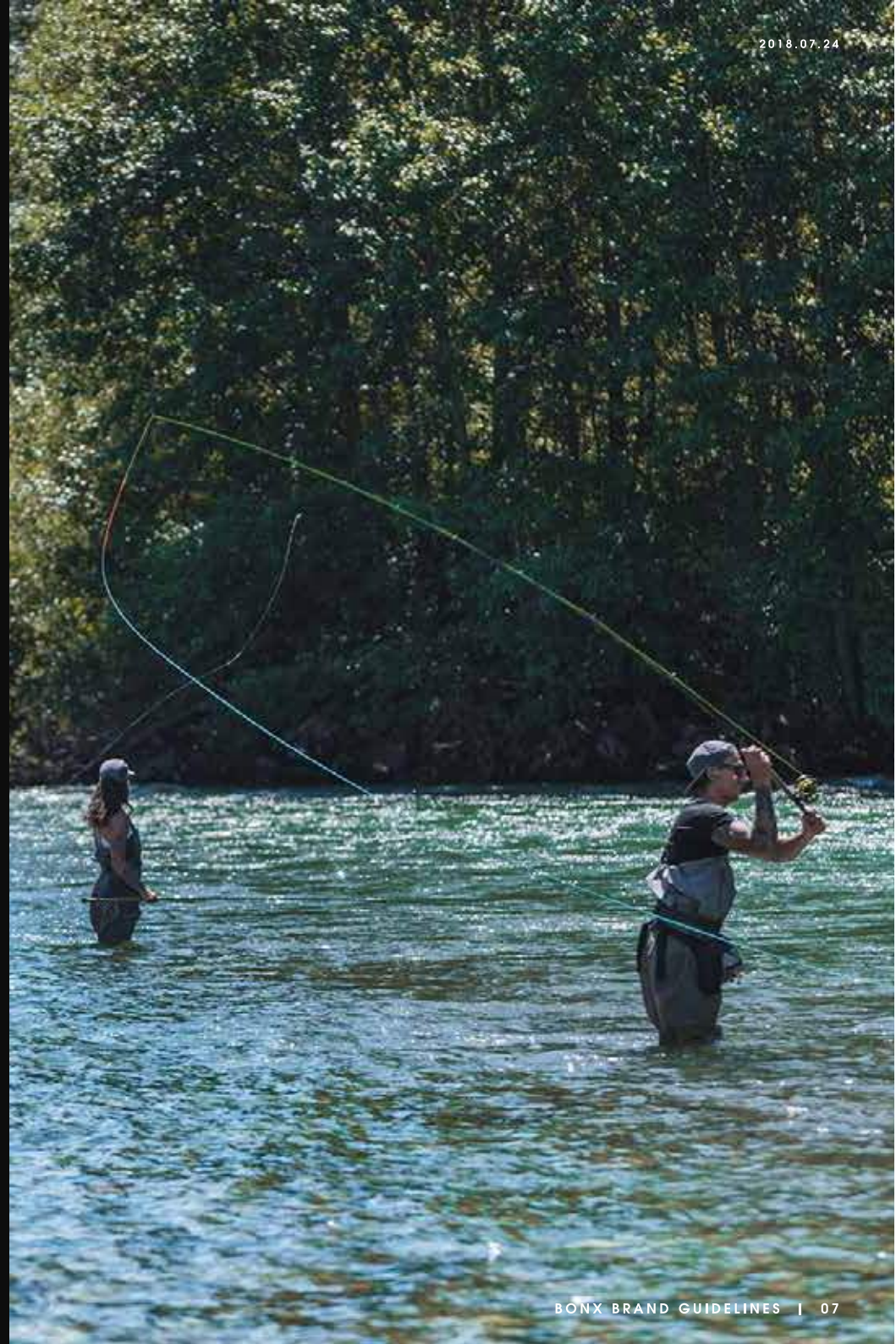
But that situation is changing.

Internet access is becoming more available everywhere, voice-activated technology and AI have become more practical, and now it's normal to carry any of a wide array of devices outfitted with small computers that have the processing capability to use these technologies.

With these technologies at our command, we are producing a new form of communication that will change the world into your playground. That is the BONX mission.



3 OUR PRINCIPALS





FUN



COMMUNITY



FREESTYLE



ADVENTURE



EXHILARATION



JAPANESE TECH



4

ELEMENTS OF STYLE



BLACK TYPE

BASIC COMPOSITION
MARK + LOGOTYPE



BASIC COMPOSITION
MARK + LOGOTYPE



WHITE TYPE

BASIC COMPOSITION

MARK + LOGOTYPE



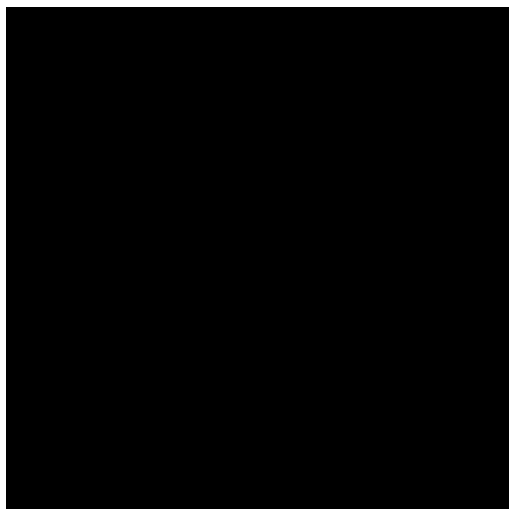
BØNX

BASIC COMPOSITION

MARK + LOGOTYPE



COLOR REGULATION



BLACK

Process 4C K 100%

Feature PANTONE BLACK / DIC 582

RGB R 0% / G 0% / B 0%



	<u>HEADER</u>	<u>BODY</u>
<u>PRINT</u>	<p>(ENG) ITC Avant Garde Gothic Pro Demi</p> <p>(JPN) Axis Std B or H</p>	Axis Std
<u>WEB</u>	<p>(ENG) POPPINS Semibold or Extrabold</p> <p>(JPN) Noto Sans CJK Bold or Black</p>	Noto Sans CJK



RECOMMEND TYPEFACE (ENG)

PRINT

ITC Avant Garde Gothic Pro Demi

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

(&\$1234567890,.:;'' -%/!?)



RECOMMEND TYPEFACE (JPN)

PRINT

AXIS Std UL

あいうえおかきくけこアイウエオカキクケコ

AXIS Std EL

あいうえおかきくけこアイウエオカキクケコ

AXIS Std L

あいうえおかきくけこアイウエオカキクケコ

AXIS Std R

あいうえおかきくけこアイウエオカキクケコ

AXIS Std M

あいうえおかきくけこアイウエオカキクケコ

AXIS Std B

あいうえおかきくけこアイウエオカキクケコ

AXIS Std H

あいうえおかきくけこアイウエオカキクケコ



RECOMMEND TYPEFACE (ENG)

WEB

POPPINS Thin

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 (&\$1234567890,.;:'"-%/!?)

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 (&\$1234567890,.;:'"-%/!?)*

POPPINS Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 (&\$1234567890,.;:'"-%/!?)

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 (&\$1234567890,.;:'"-%/!?)*

POPPINS Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 (&\$1234567890,.;:'"-%/!?)

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 (&\$1234567890,.;:'"-%/!?)*

POPPINS Medium

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 (&\$1234567890,.;:'"-%/!?)

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 (&\$1234567890,.;:'"-%/!?)*

POPPINS Semibold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 (&\$1234567890,.;:'"-%/!?)

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 (&\$1234567890,.;:'"-%/!?)*

POPPINS extrabold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 (&\$1234567890,.;:'"-%/!?)

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 (&\$1234567890,.;:'"-%/!?)*



RECOMMEND TYPEFACE (JPN)

WEB

Noto Sans CJK JP Thin

あいうえおかきくけこアイウエオカキクケコ

Noto Sans CJK JP Light

あいうえおかきくけこアイウエオカキクケコ

Noto Sans CJK JP DemiLight

あいうえおかきくけこアイウエオカキクケコ

Noto Sans CJK JP Regular

あいうえおかきくけこアイウエオカキクケコ

Noto Sans CJK JP Medium

あいうえおかきくけこアイウエオカキクケコ

Noto Sans CJK JP Bold

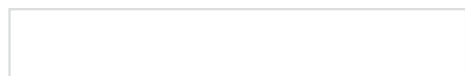
あいうえおかきくけこアイウエオカキクケコ

Noto Sans CJK JP Black

あいうえおかきくけこアイウエオカキクケコ



BRAND COLOR PALETTE



WHITE

Process 4c C 0% / M 0% / Y 0% / K 0%
 RGB R 255% / G 255% / B 255%



BLACK

Process 4c C 0% / M 0% / Y 0% / K 100%
 RGB R 0% / G 0% / B 0%



GREEN

Process 4c C 40% / M 0% / Y 80% / K 0%
 RGB R 170% / G 207% / B 82%



PINK

Process 4c C 0% / M 85% / Y 30% / K 0%
 RGB R 232% / G 69% / B 114%

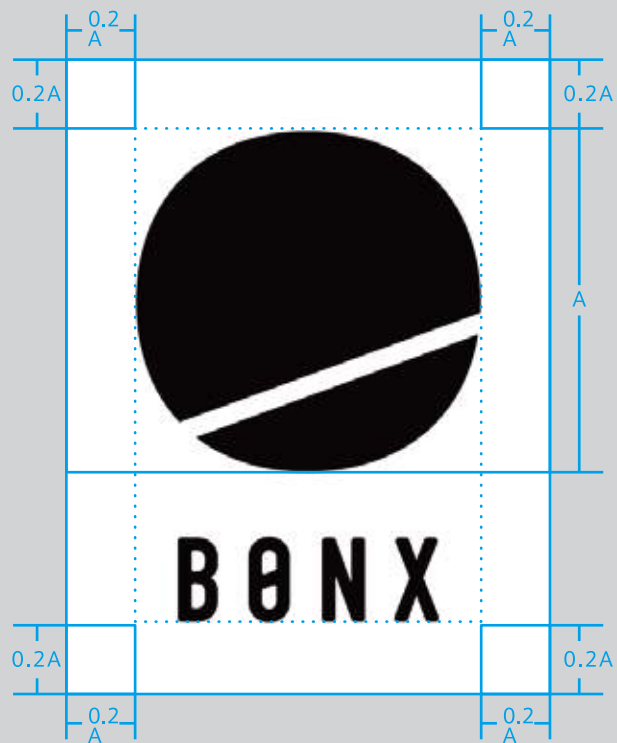


5

LOGO USAGE



ISOLATION



Make sure to leave enough space between the elements to insure the visibility.
The standard above shows the minimum interval allowed. *A will be an optional value



MINIMUM SIZE



COLOR SYSTEM CHART



The graph shows the adaptive range of the logo in the various background color density. Use this chart as a reference to express the appropriate logo. Use the appropriate expression according to the hue, brightness, and density when there is a use of a color that are not shown in the graph.



PROHIBITED EXAMPLES



Must not use non-regulated colors

BONX



Must not change the positional relation.
Must not use it individually.



Must not change the balance.



Must not put it close to figures
that have strong impressions



BONX

Must not change the font



BONX

Must not change the shape



BONX VOL.02

Must not other elements
as the same figure



B O N X

Must not change the space
between written characters



BONX

Must not rotate





KEY VISUAL



CONCEPT

GO MAKE NOISE

Symbolizing this slogan, we want to express the vision of having fun with friends(homies) in mother nature, and doing sports activities.

Shoot the photo in a composition with a sense of perspective; show plenty of distance and with cheerful expressions to convey the elements of BONX, "BORDERLESS" and "FUN"



KV COMPOSITION

1 SKY

Open half the space for the sky.
Make the appearance of clouds less as possible.

2 PERSON

One big figure in the photo.(A)
A small figure can appear far away or not.
The main figure A must be by him (her) self. Don' t place another person at close range. Show the person' s feet (wheel).

3 FACIAL EXPRESSION

Express the "FUN" element in the facial expression

4 PERSPECTIVE

Express "BORDERLESS" by giving perspective in a magnificent scenery.
Compose the photograph with depth and width.

5 SCENE

A wide scenery in the nature such as the Ocean, Mountains, Plains etc.
(Except closed space and unnatural situations.)

6 COMMUNICATION SIGN

Insert a balloon following the regulations
when expressing the communicating scene.



1 SKY

GOOD

A few clouds
in the sky



No clouds
in the sky



BAD

Too much clouds



Cloudy weather



2/3 PERSON / FACIAL EXPRESSION

GOOD

A cut out of a natural expression in a casual moment



A joyful expression



A scene having fun chatting (just one person)



BAD

The face from the side can't see the expression. Can't see the right ear



The product is not standing out



4/5 PERSPECTIVE / SCENE

GOOD

Even if the end is not visible, can imagine an endless straight road ahead.



Can shoot from a diagonal angle.
(front angle must be taken)



BAD

The end of the road is not visible



A photo from the side, diagonal, and perspective composition can't express the wide scenery.



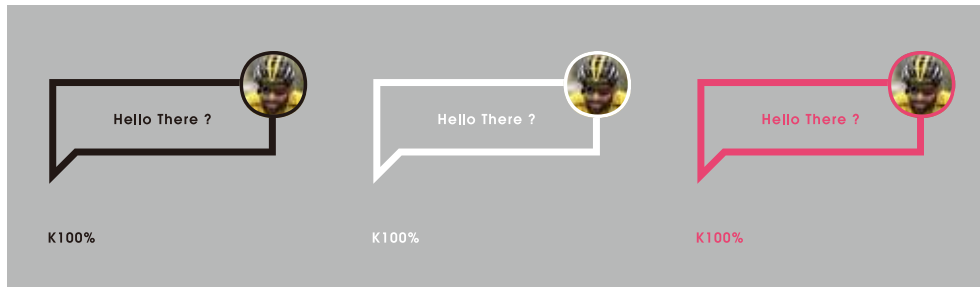
6

COMMUNICATION SIGN

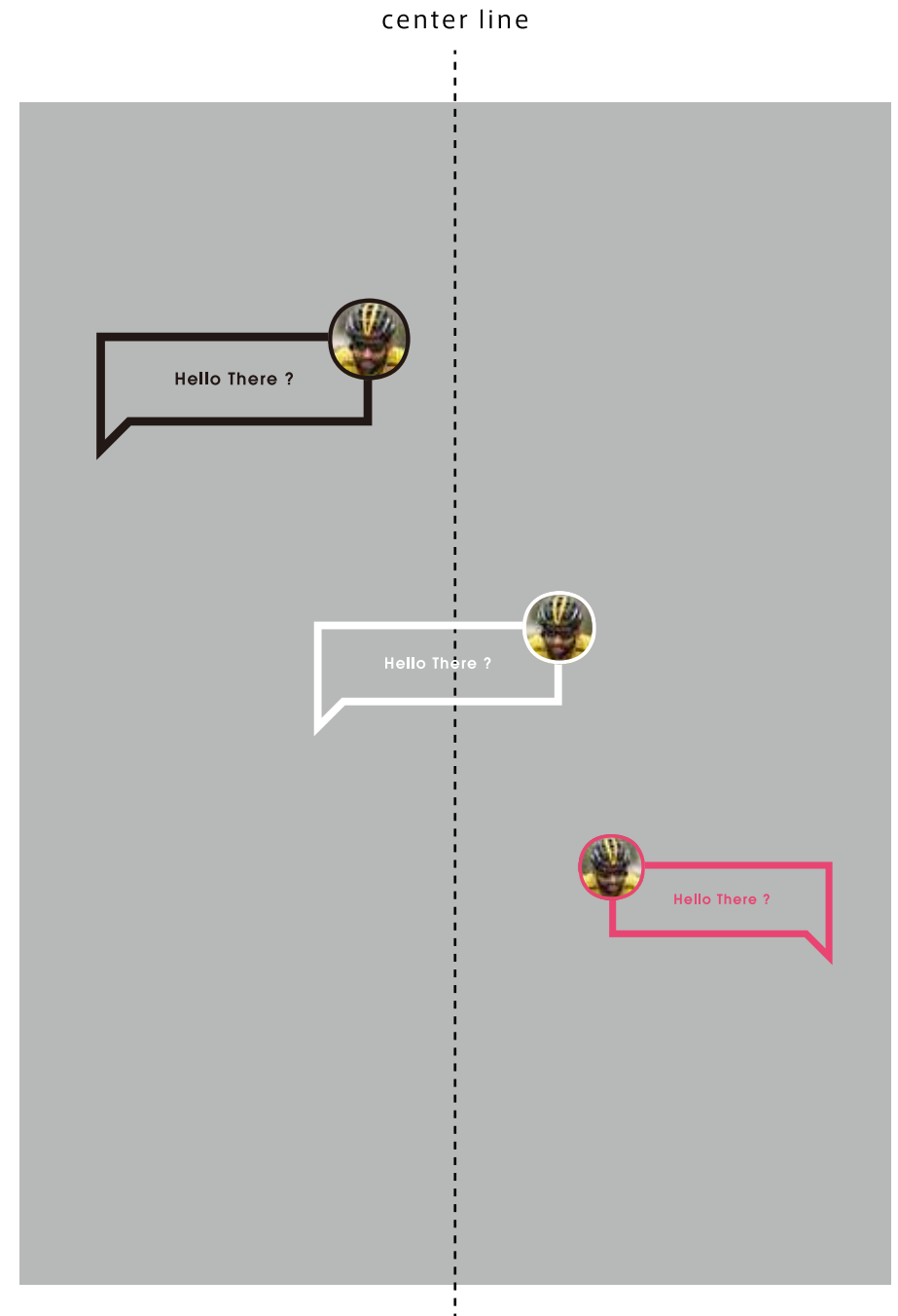
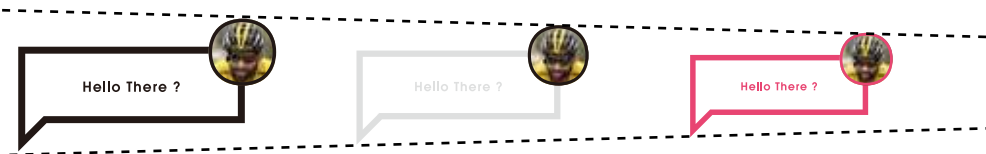
LAYOUT

Rotate based on the center line.

Colors can be used up to 3.



Adjust the sense of distance and zoom at the equivalent scale ratio.

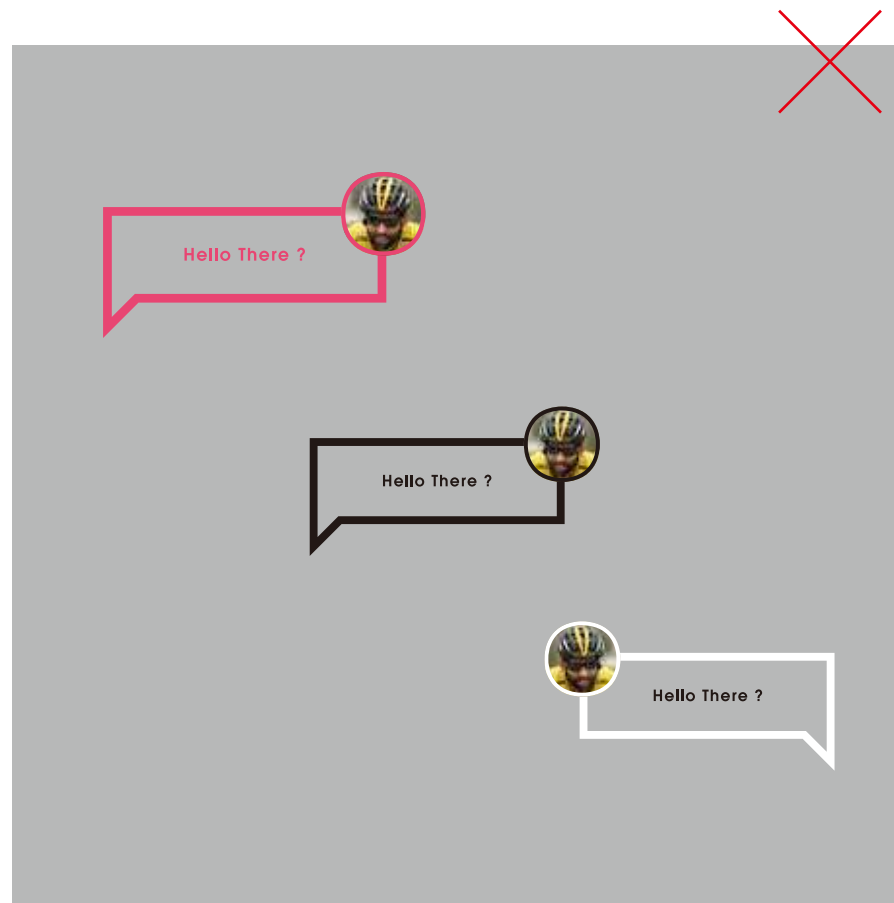
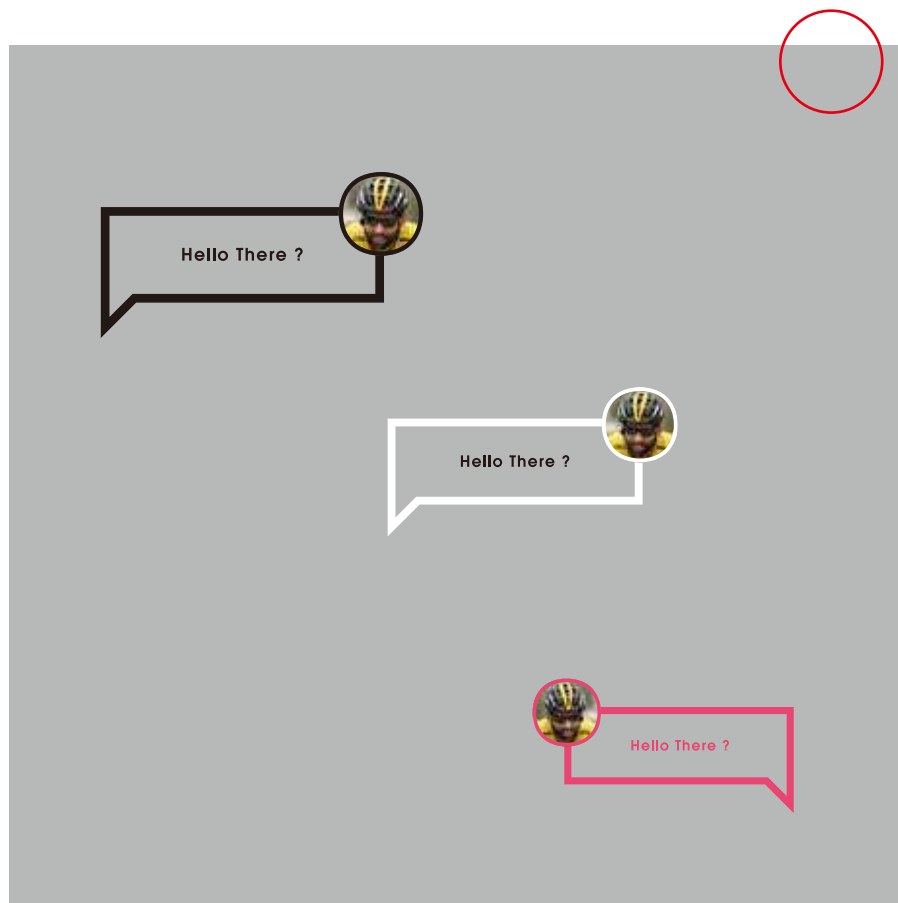


6

COMMUNICATION SIGN

LAYOUT

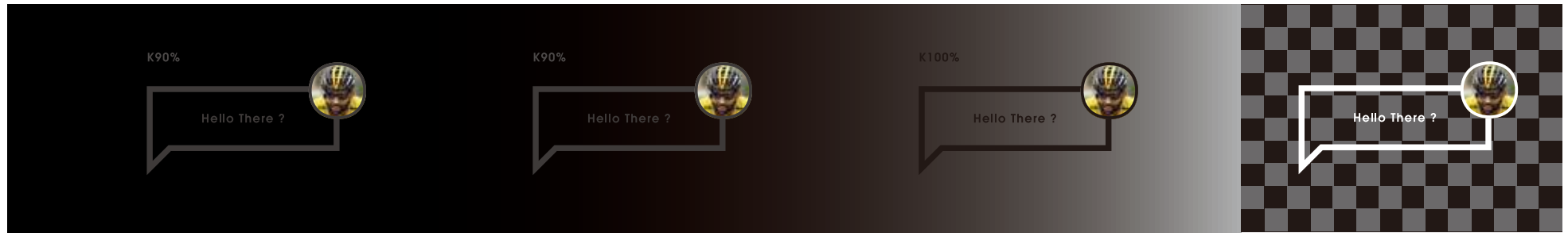
Use the color black or white first. Decide which color to use from the balance of the background color.



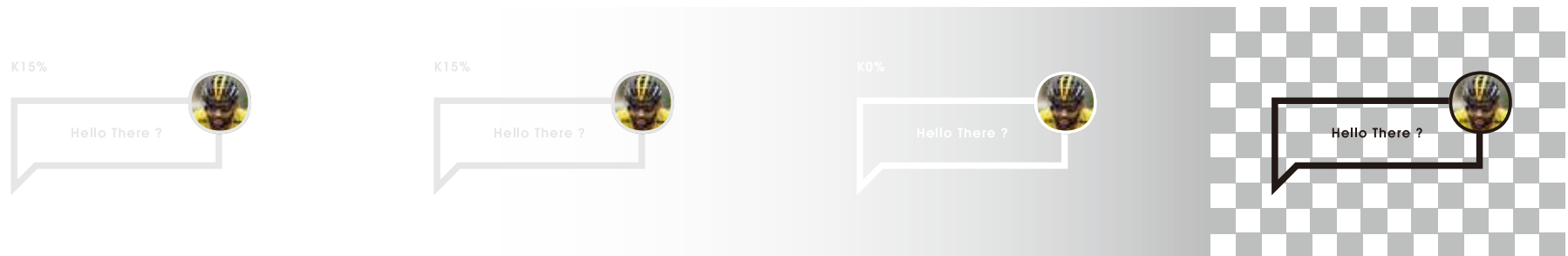
6

COMMUNICATION SIGN

COLOR



When it fades in the background color black, markup balloon(black) can be adjusted down to K90%, and yet, loses the readability, use the markup balloon(white).



When it fades in the background color white, markup balloon (white) can be adjusted up to K15%, and yet, loses the readability, use the markup balloon (black).



6

COMMUNICATION SIGN

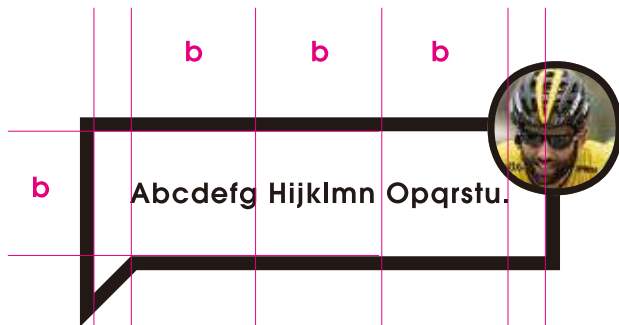
SIZE

right and left margin the limit of the margin will be "a"

word count must be fit in two rows

markup balloon width

minimum $b \times 3$



maximum $b \times 5$



7

PHOTOGRAPHY SAMPLE



PHOTO SPECTRUM



SNOW



BIKE



FISHING



OTHER

communicating with friends(homies)
a fitting scene
having fun in the nature
an uplifting moment

include these keywords in every scene



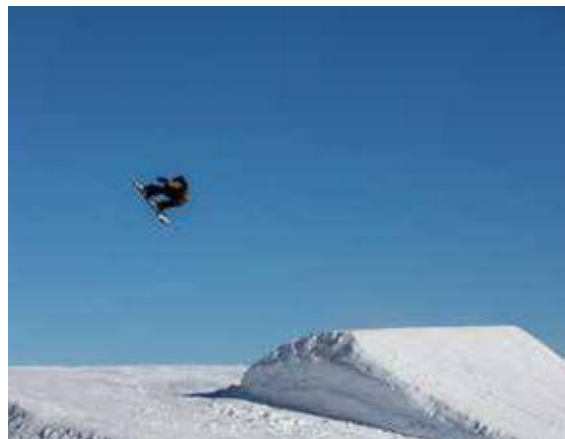
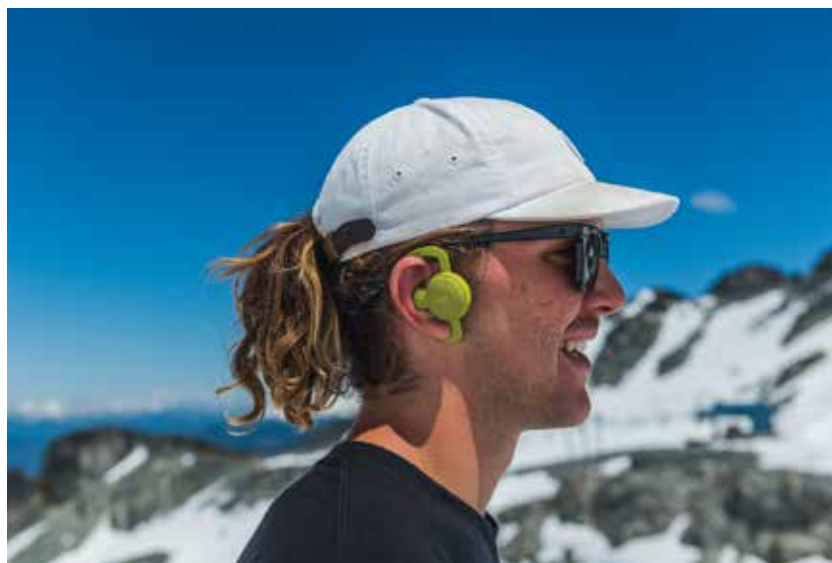




PHOTO SPECTRUM

FISHING



PHOTO SPECTRUM

OTHER

