



# Corporate Identity Quick Reference Guide

bombon<sup>®</sup>  
boutique



# Bonbon Boutique

Bonbon Boutique is more than a children clothing boutique. It's a place to make memories for children. Our goal is to produce high-quality clothing that Mom and her daughters will love for years to come.

This book is an overview of our guidelines of how to apply the visual components of our brand. It includes instructions of how to use our colors, typeface and signature elements.

For further information please go to [www.bonbon.com](http://www.bonbon.com)

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90210

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# Brand Attributes

Our brand attributes are the core of our brand. They summarize our promise to our customers, showing people what we do and how we do it. Everything that has the Bonbon Boutique name should live up to these attributes.

## Concrete

**Apparel**..... The purpose of Bonbon is simple. We want to sell apparel you and your daughter will love.

**Boutique**..... A boutique is a small retail store dedicated to selling unique items. Bonbon is more catered to your needs than a typical retail store.

**Girls**..... Bonbon is a boutique for little girls. We sell clothes for the sweatpea in your life.

**Accessories**..... We sell more than just clothing items. Bonbon Boutique also has accessories to let out your sweatpea's inner diva.

**Shoes**..... What's a complete Bonbon outfit without shoes? Bonbon's shoes are the icing on the cake to that perfect outfit.

## Abstract

**Quality**..... At Bonbon Boutique, we are dedicated to creating the best quality clothing and accessories for your sweatpea.

**Memories**..... Clothing isn't just a shirt your daughter will wear a handful of times. Clothing is a part of your daughters childhood to make memories in.

**Childhood**..... Bonbon is all about fun. We want your child to have fun in her clothes, but we also want to bring out your inner-child as well.

**Comfort**..... We want your sweatpea to have fun and play in her clothing. We make our clothing out of comfortable and breathable material.

**Luxury**..... Although we may be a children's boutique, we make our clothes out of the finest, most luxurious materials around.



# Signature Elements

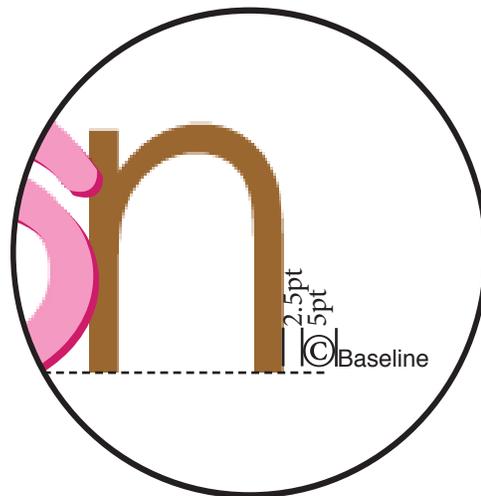
Our signature is the most important part of the Bonbon brand. That's why it's important to use it in the correct manner everytime it is used. For every signature, only use the approved artwork from Bonbon Boutique.



Wordmark &  
Signature

# Copyright Mark

The Copyright mark is attached to every Bonbon signature. The symbol should always be .5 pts width and at the baseline of the workmark. The symbol is the distance of its radius from the wordmark.





# Signature Color Variations

The colors specified for the company can be used as a background for one-color, black and reverse signatures. Only approved artwork should be used.

Vertical Option



Horizontal Option



One-Color Primary



Two-Color Reverse



Two-Color Design



One-Color Black



Grayscale



One-Color Reverse



# Optional Configurations

The Bonbon Boutique brand is original because it was created without the word “boutique” following it. In some branding instances, “boutique” can be used. The decision is made by the Bonbon Boutique communications team.

Large (Two-Color)



bonbon<sup>®</sup>  
boutique

The logo features the word "bonbon" in a brown, lowercase, sans-serif font. The two 'o's are replaced by pink, stylized spiral shapes. Below "bonbon" is the word "boutique" in the same brown, lowercase, sans-serif font. A registered trademark symbol (®) is located at the end of "bonbon".

Horizontal (Two-Color)



bonbon<sup>®</sup> boutique

The logo features the word "bonbon" in a brown, lowercase, sans-serif font. The two 'o's are replaced by pink, stylized spiral shapes. To the right of "bonbon" is the word "boutique" in the same brown, lowercase, sans-serif font. A registered trademark symbol (®) is located at the end of "bonbon".



# Identity Typeface

Helvetica, our primary typeface, and Century Gothic, our secondary typeface sets a bold, professional tone for Bonbon Boutique communications. It also supports a wide range of applications. Use Helvetica and/or Century Gothic for all printed communications

## Primary Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Secondary Typeface

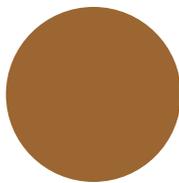
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



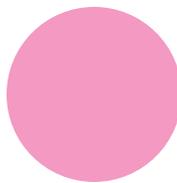
# Identity Colors

Colors show our fun personality and also show and promote our brand recognition. Specific colors from our palette are used in all elements representing Bonbon Boutique.

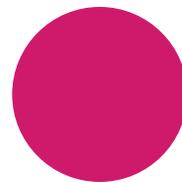
Bonbon match color	CMYK	RGB
<b>Brown</b>	C32 M59 Y91 K18	R154 G102 B50
<b>Light Pink</b>	C0 M50 Y0 K0	R244 G154 B193
<b>Dark Pink</b>	C0 M100 Y20 K14	R206 G0 B105



BROWN



LIGHT PINK



DARK PINK