

DESIGNING THE BRAND.

A PRACTICAL STYLE MANUAL
FOR **CRAFTING CREATIVELY**

**BOON EDAM**



CORPORATE LOGO.

Our Boon Edam logo consists of our brand name and our royal crown which is placed centrally over the 'oo' in Boon Edam. Our official logo includes Boon and the crown in black or Boon Edam grey and Edam in Boon Edam green. This two-colour version is preferred and should always be used as the primary choice on collateral.

Our Boon Edam logo has been drawn exclusively for us and may not be modified in any way. Always use the original file and height / width ratio. Do not alter the logo in any way.

Our two-colour logo may only be used on a white background. For use on solid grey, solid green or black backgrounds an all-white version is available and must be used. Do not place the white logo on top of an image: use a square white frame in combination with the preferred two-colour version as shown on the cover.

An all-black version may be used for black and white applications only, such as usage in newspapers.



CLEARANCE AND TAGLINE.

To preserve the integrity and clarity of our logo and also to ensure its prominence, a white area free from images, lettering or graphical elements must be maintained around the logo wherever it is used.

The clearance area is a minimum of half the height of the letter 'B' in our logo. This area also affects the tagline, which should be justified underneath our logo.

Our tag line is a short phrase that sums up the essence of our brand, it is therefore a short summary of our brand promise:

"We are committed to making people feel welcome and secure".

We are able to follow through on this thanks to our extensive experience in engineering quality entry solutions. In short this means that we are 'your entry experts'.

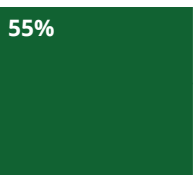


CORPORATE COLOUR PALETTE.

Over the past century our Boon Edam green has been one of the most consistent elements in our branding. This colour palette is our signature and continues to play a large role in our look and feel. It is a strong asset that allows clients to easily identify us just by the use of colour.

No variations or tints of the colours other than displayed can be used and all graphs / graphics need to carefully follow these variables.

Our corporate colours reflect a clean and fresh image. To ensure the exact colours are used worldwide always provide a Pantone®, CMYK, RGB or HTML reference.

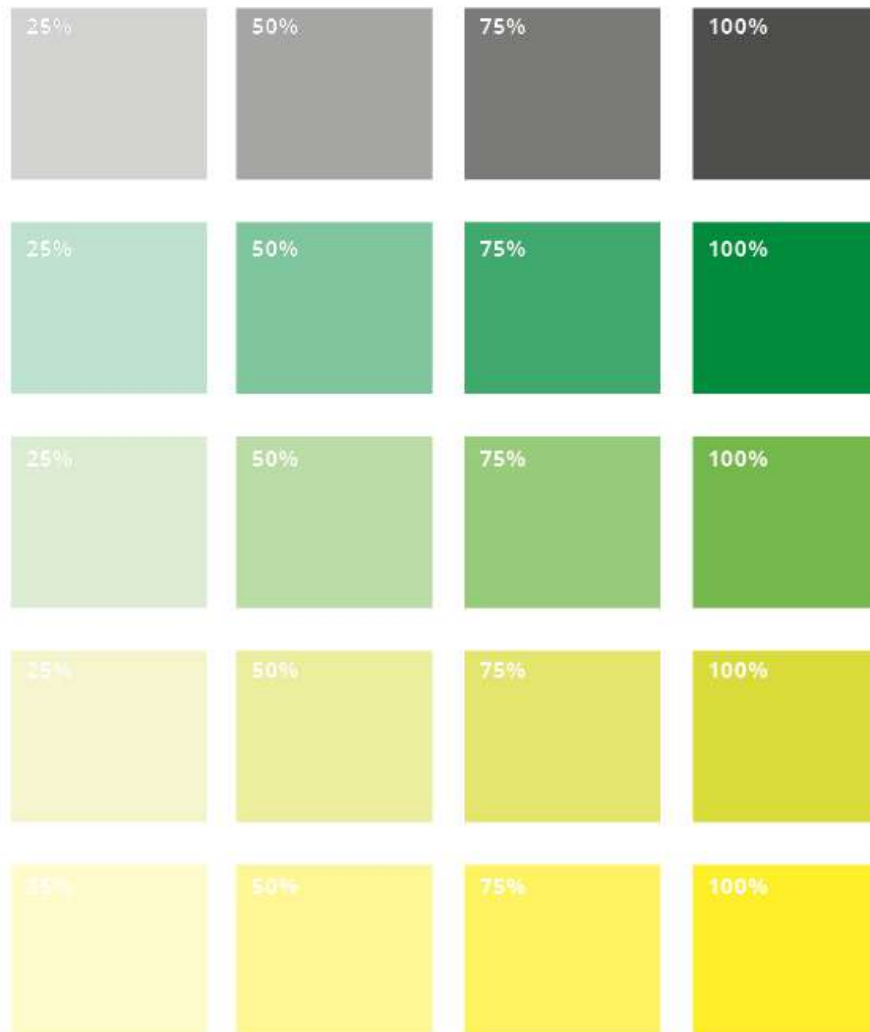


55%

Boon Edam Overlay Green

PMS -
CMYK 85C 0M 48Y 62K
RGB 15R 97G 50B
HEX #0F6132
RAL -

This green is to use for the triangle overlays in our marketing materials at a 55% transparency.



Boon Edam Grey

PMS Pantone 425
CMYK 60C 50M 50Y 50K
RGB 78R 78G 76B
HEX #4E4E4C (online #303030)
RAL 7011 - Iron Grey

Boon Edam green

PMS Pantone 348
CMYK 100C 0M 100Y 10K
RGB 0R 140G 60B
HEX #008C3C
RAL 6032 - Signal Green

Boon Edam mid-green

PMS Pantone 360
CMYK 60C 0M 85Y 0K
RGB 116R 185G 89B
HEX #74B94E (online #748959)
RAL 6018 - Yellow Green

Boon Edam light green

PMS Pantone 584
CMYK 22C 0M 85Y 0K
RGB 217R 220G 60B
HEX #D9C3C3
RAL n/a

Boon Edam yellow

PMS Pantone 101
CMYK 0C 0M 85Y 0K
RGB 255R 240G 66B
HEX #FFF042
RAL 1016 - Sulfur Yellow

CORPORATE TYPEFACES.

FONT EXAMPLES:

IBM Plex light	The quick brown fox jumps over the lazy dog. 1234567890
IBM Plex bold	The quick brown fox jumps over the lazy dog. 1234567890
Open Sans light	The quick brown fox jumps over the lazy dog. 1234567890
Open Sans bold	The quick brown fox jumps over the lazy dog. 1234567890
Calibri light	The quick brown fox jumps over the lazy dog. 1234567890
Calibri bold	The quick brown fox jumps over the lazy dog. 1234567890
FZHei-B01S	敏捷的棕色狐狸跳过了懒狗。 1234567890

The Typefaces shown on this page should be used within our corporate identity. Our main typefaces for print such as advertisements, literature, annual reports and magazines should be 'IBM Plex Sans' (light and bold) in combination with 'Open Sans Light' (light and bold).

Typefaces used in office related items, such as stationery, PowerPoint presentations, email and office communications should be the 'Calibri' family (regular and bold).

Our Chinese font is FZHei-B01S and is classified as 'Simplified Chinese'.

TYPOGRAM EXAMPLES PRINT:

HEADING 1

IBM Plex light and bold combined 26-36pt (26pt used in this example), Boon Edam grey or white alignment left, underline with Boon Edam mid-green. The leading is always the same size as the font in heading 1. The key/main word only is always in bold. A Full stop/period (.) is always used at the end of this heading.

HEADING 2

Open Sans light with the keyword in 'bold', 11-13pt (12pt used in this example), Boon Edam green, grey or white, alignment left, all caps. No full stop/period (.) is ever used here.

SUBHEAD / INTRO TEXT (WITHIN DOCUMENT TEXT)

IBM Plex sans light 11-13pt (12pt used in this example), Boon Edam grey or green, alignment left, all caps. No full stops/ periods are ever used here.

BODY COPY

Open sans light, 7-9pt (8.5pt used in this example), Boon Edam grey or black, alignment left, sentence case with normal punctuation. Bold and italics are permitted within this text.

TYPOGRAPHY EXAMPLES.

HEADING 2 EXAMPLE

SPACING BETWEEN HEADING 1 AND 2

Note the equal / even spacing before and after the green underline element. It varies in height according to the font size and application - but it is always even.

PARAGRAPH HEADING EXAMPLE

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

CAPTIONS STYLE:

When using captions in your literature. Please always use sentence case and use a fullstop / period at the end.

All our fonts are available on request from Group Marketing.

HEADING GREEN UNDERLINE.



The green underline element is unique to our heading 1. This heading is mostly found on the first page of our brochures, case studies and whitepapers and is also the main heading in our adverts.

There is a specific relationship between the size of the heading 1 font and the length and height of the green underline element. Please also take careful note of the space at the top and the bottom of this green underline elements in both heading 1 and heading 2 - this is always even / equal (see page 6)

These underline files are available as vectors, created in Adobe Illustrator, and can be requested from Group Marketing.

EXAMPLES OF THE RELATIONSHIP BETWEEN THE HEADINGS AND UNDERLINE ELEMENT:

TYPROGRAM EXAMPLES.



HEADING 2 EXAMPLE

	IBM Plex 26pt
	IBM Plex 18pt
	IBM Plex 14pt
	IBM Plex 12pt
	IBM Plex 36pt

GREEN TRIANGLE HEADER & GREY TRIANGLE FOOTER ELEMENTS.

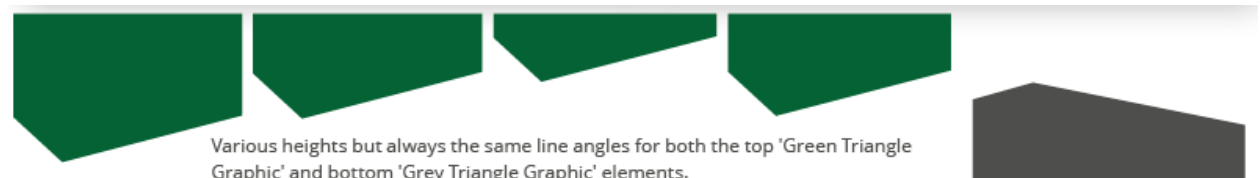
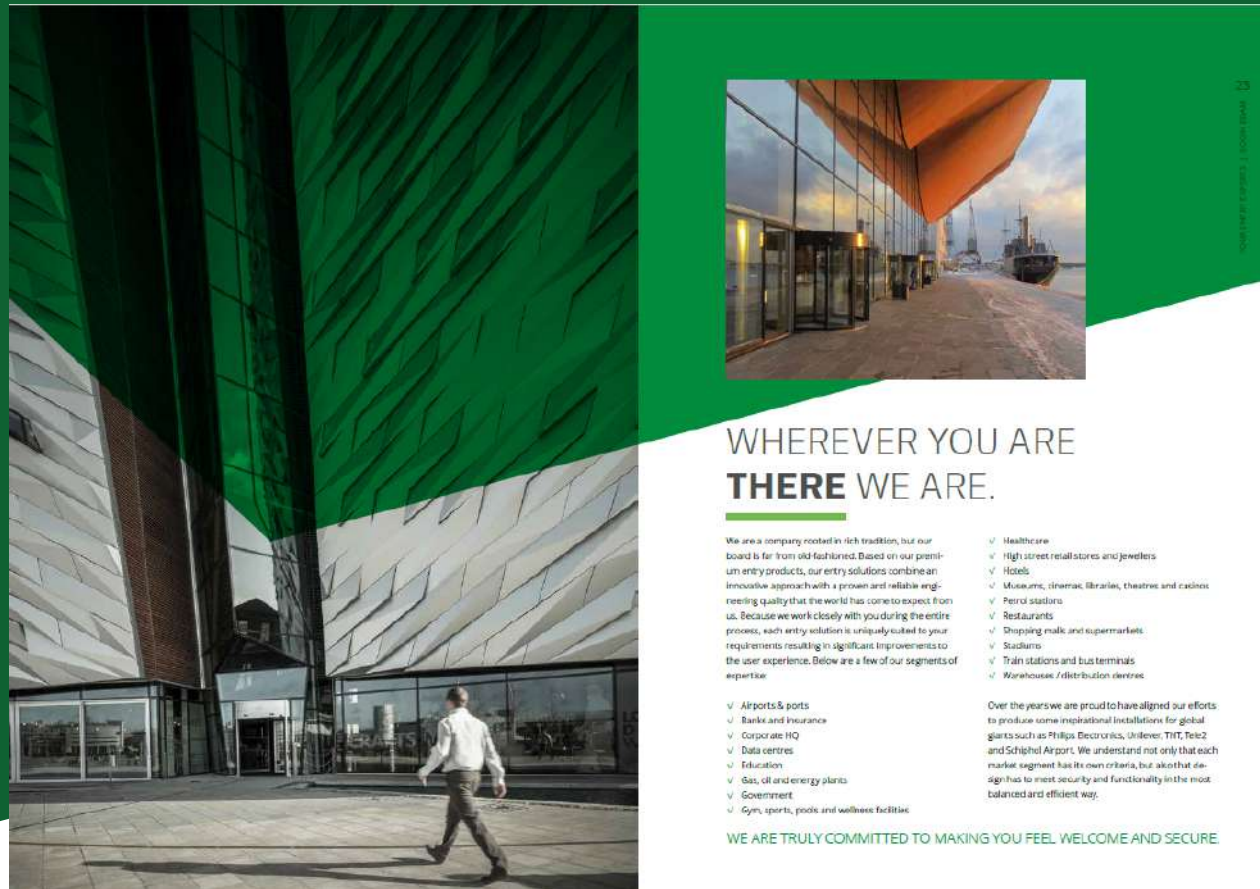
The 'Green Graphic' and 'Grey Graphic' are strong branding mechanisms that takes the place of the old 'prism' (see below graphic). It is used across all communication materials.

The 'Green Graphic' shape should always add or emphasise to the visual or message. The 'Grey Graphic' is always only used on the back page of our printed material or at the bottom of designs such as adverts, banners etc.

We have a variety of depths provided in our "CC Boon Edam Library" which accommodate different layouts. Please refer to this library to ensure you are using the correct shape and proportions. The depth can be changed but never the angles of the shapes. (see below right).

When used on top of an image, the shape is always multiplied on top of the 'feature' image. Note the effect is a standard 'multiply' and not a % transparency.

(Below) An example of correct use of the 'Green Triangle Graphic' on a spread. Note how the shape points towards the topic of the image: the revolving door.



CORNER TRIMMINGS.

We use these corner trim elements in areas we want to emphasise an important / focal image or text message. When used over an image, they are placed over a transparent, white block. This feature is designed to draw the viewers' attention to the message or area of an image for greater impact. There is no set transparency %, as each image will dictate what level of light or darkness has the best impact. Please use this feature at your discretion. Having said that, we find that a white block with a 30% transparency tint applied works the best.



As an alternative to a white block, there is also an option to darken the image and use a white 'multiply' feature to focus the attention in a different way. With both options, the corner elements need to appear on the top left and bottom right corners. The colours can be changed according to the design, provided they are part of the Boon Edam corporate colour palette (see page 5).

Please note the specific size, length and heights of these trimmings and scale them proportionally. They are available within the "CC Boon Edam Library".



BRAND SQUARE.

Further to the introduction of our corner trimmings, we also use a separate element known as our 'Brand Square'. This element maintains the same sizes and proportions of the previous corner trimmings, but form a complete square from the top left Boon Edam mid-green corner trimming and the bottom right Boon Edam light-green corner trimming.

This square is designed to represent our corporate selves. As such it appears on all our corporate stationary such as letterheads, business cards and envelopes. It is always found near our contact address on our communications (such as the back page of our brochures and printed materials and in our adverts (see later visuals).

This element can be used against any colour background.

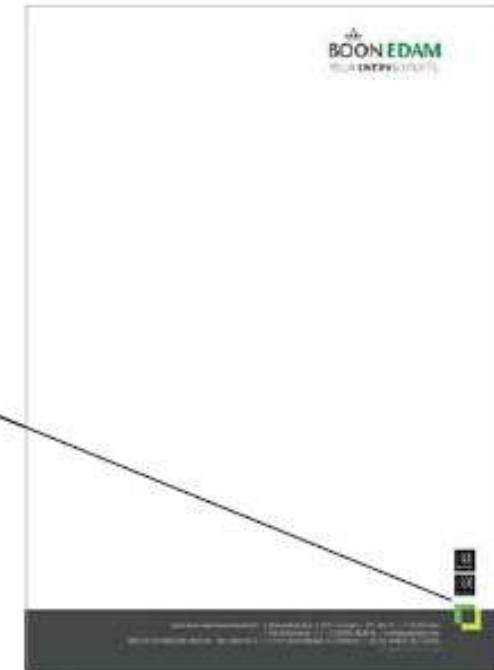
Always follow the rules and layout within this brand guide for a reference to the placement of this important graphic element on our communication. Sometimes it overlaps the grey boundary and sometimes it sits within the element itself.

In our video's we introduce the titles of certain people by an animated version of this united brand square appearing, then separating outwards into the titles two corner trimmings. More information can be found in our 'Filming the Brand' guide. Additionally, a video file is available for use.

The vector is available as part of the "CC Boon Edam Library".



(Below) Brand Square in use on a corporate letterhead.



(Above) Brand Square being animated in video titles.



MARKETING LITERATURE.

FRONT COVERS

Our marketing literature is broken up into a variety of 'layers' according to the subject. The front covers consist of two styles and are outlined to the right:

CORPORATE LAYER (24 pages including cover and back)

These brochures show a full page front cover with a full page image. There is no grey bar or grey footer element in these brochures. The front page has the green header with a 'multiply' effect, the brand logo in a square and the tagline over 3-lines. Examples include: The Corporate brochure

SOLUTION LAYER (12 pages including cover and back)

These brochures have part image and part 'flat grey footer'. The picture and the footer are separated with a standard-width white bar. The image portion houses the green triangle element with a 'multiply' effect, and the logo in a square with the tagline over 3-lines. The footer houses the Heading 1, 2 and introduction text. Examples include: Security Access Solutions brochure.

CATEGORY LAYER BROCHURES (8 pages including cover and back)

These brochures have the addition of a coloured stripe and icon to indicate which product solution they fall into. Example shown is a 'Medium Level Security' category topic. This stripe is the same width as the other layer brochures (white). Examples include: Detect (Medium Security) brochure.

ACCESSORY LAYER BROCHURES (4 pages including cover and back)

As per the Solution layer brochures with a standard-width white bar. Examples include: StereoVision brochure.

PRODUCT LAYER BROCHURES (8 pages including cover and back)

As per the Category layer brochure cover. Examples include: The Tourlock 180 brochure.

CASE STUDY / WHITEPAPER BROCHURES (8-24 pages including cover and back)

These brochures are the same as the 'Category, Solution and Accessory' level brochures, except they do not have introduction text on the cover - only 'AN EXPERT WHITEPAPER / CASE STUDY'.

Templates are available in the Brand Portal or from Group Marketing (on special request).

CORPORATE Brochure Cover.



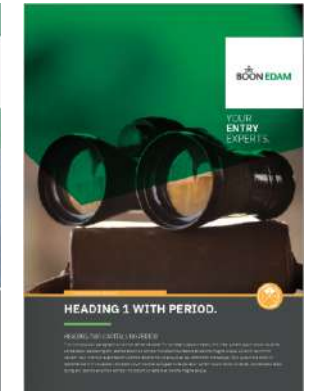
ACCESSORY Brochure Cover.



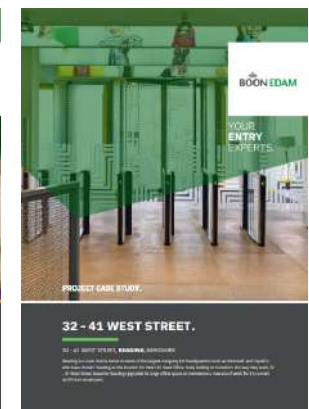
SOLUTIONS Brochure Cover.



CATEGORY Brochure Cover.



PRODUCT Brochure Cover.



CASE STUDY / WHITEPAPER Cover.

MARKETING LITERATURE.

BACK COVERS

Our back covers are always the same. They always consist of the heading 'OUR REACH IS GLOBAL.' with the standard / master paragraph below. The footer is always the grey brand triangle which houses our Brand Square, logo-with-tagline (in white) and the basic address details (company name, telephone, email address and website home page) this format and information / content cannot be altered.

INSIDE SPREADS

Inner page spreads are more flexible when it comes to layout. The designers have freedom to create these pages to best compliment the images and message in the text. Only approved brand fonts and colours and elements are to be used, and these spreads must always align to the 'literature grid' (see page 16). Below are some examples of spreads from the various brochure 'layers' (including the template of our product specification table spread) to provide inspiration.

OUR REACH IS GLOBAL.

We have been in business for more than 140 years manufacturing premium aesthetic and security entrance solutions in the Netherlands, United States of America and China. We can confidently say that we cover every corner of the globe with subsidiary companies in major cities across the globe. Furthermore our global export does not only partner without obstacles, but also offer direct sales and service to every territory. This wide net allows us to have a strong global footprint as well as a personal grasp of local markets and their unique entry requirements.

To find your closest Boon Edam expert, please go to www.boonedam.com/contact

We help our customers to find the best entrance solution for safety and energy savings.

UPGRADES AND RETROFITS

Our entrance solutions are designed to be flexible and adaptable to your specific needs. We offer a range of options to upgrade your existing entrance system or retrofit your current one. This ensures you get the most out of your investment and maintain a secure and energy-efficient environment.

We are here to solve our customer's needs related to entrance technology.

Our entrance solutions are designed to be flexible and adaptable to your specific needs. We offer a range of options to upgrade your existing entrance system or retrofit your current one. This ensures you get the most out of your investment and maintain a secure and energy-efficient environment.

BENEFITS OF A SECURE ENTRANCE.

Investing in a secure entrance system provides a range of benefits for your business. It enhances security, improves energy efficiency, and provides a professional appearance. Our solutions are designed to be easy to use and maintain, ensuring a smooth and secure entry for your customers and staff.

SECURITY

Our entrance solutions provide a high level of security, protecting your premises from unauthorized access. We use advanced technology to ensure that only authorized personnel can enter your building.

ENERGY EFFICIENCY

Our entrance solutions are designed to be energy-efficient, reducing your energy costs and environmental footprint. We use high-quality materials and advanced technology to ensure that your entrance system is both secure and sustainable.

PROFESSIONAL APPEARANCE

Our entrance solutions provide a professional appearance, enhancing the image of your business. We offer a range of options to suit your specific needs and preferences, ensuring that your entrance system is both functional and aesthetically pleasing.

USER IDENTIFICATION.

Ensuring a secure entrance system is essential for protecting your premises and assets. Our user identification solutions provide a range of options to enhance security and improve the user experience. We use advanced technology to ensure that only authorized personnel can enter your building.

ACCESSORISED

Our entrance solutions are designed to be flexible and adaptable to your specific needs. We offer a range of options to upgrade your existing entrance system or retrofit your current one. This ensures you get the most out of your investment and maintain a secure and energy-efficient environment.

OVERVIEW

Our entrance solutions provide a range of options to enhance security and improve the user experience. We use advanced technology to ensure that only authorized personnel can enter your building.

NEW FEATURES

Our entrance solutions are designed to be flexible and adaptable to your specific needs. We offer a range of options to upgrade your existing entrance system or retrofit your current one. This ensures you get the most out of your investment and maintain a secure and energy-efficient environment.

NEW FEATURES

Our entrance solutions are designed to be flexible and adaptable to your specific needs. We offer a range of options to upgrade your existing entrance system or retrofit your current one. This ensures you get the most out of your investment and maintain a secure and energy-efficient environment.

GENERAL DEVELOPERS FOR THE FUTURE

Our entrance solutions are designed to be flexible and adaptable to your specific needs. We offer a range of options to upgrade your existing entrance system or retrofit your current one. This ensures you get the most out of your investment and maintain a secure and energy-efficient environment.

LEVEL UP

Our entrance solutions provide a range of options to enhance security and improve the user experience. We use advanced technology to ensure that only authorized personnel can enter your building.

LEVEL UP

Our entrance solutions are designed to be flexible and adaptable to your specific needs. We offer a range of options to upgrade your existing entrance system or retrofit your current one. This ensures you get the most out of your investment and maintain a secure and energy-efficient environment.

TECHNICAL SPECIFICATIONS

LEVEL UP	LEVEL UP	LEVEL UP
1. SECURITY	2. ENERGY	3. USER IDENTIFICATION
4. ACCESSORISED	5. ENERGY	6. USER IDENTIFICATION
7. ACCESSORISED	8. ENERGY	9. USER IDENTIFICATION
10. ACCESSORISED	11. ENERGY	12. USER IDENTIFICATION

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BOON EDAM
YOUR ENTRY EXPERTS.

CORPORATE ADVERTISING.

Full Page Portrait Advert Example.



SECURITY THAT SIMPLY FITS.

INTRODUCING THE SPEEDLANE COMPACT.
AN EASY FIT INTO YOUR SPACE - BOTH IN DIMENSION AND DESIGN.

THE SHORTEST 'NO-NONSENSE' SECURITY SPEED GATE

The newest addition to the Boon Edam premium range of speed gates solves the issue of introducing security and safety into small and valuable areas of real estate spaces. The Speedlane Compact delivers all you fundamentally need in a security lane; while confidently delivering all that is required to make your visitors feel welcome and secure - every day. Whatever your space.

For more information or to talk to an entry expert, please go to:
www.boonedam.com/newcompact

BOON EDAM
YOUR ENTRY EXPERTS.

Half Page Horizontal Advert Example.



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For further information regarding brand management please contact groupmarketingteam@boonedam.com



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BOON EDAM
YOUR **ENTRY** EXPERTS.