



# BRAND BOOK

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# WHAT IS BONNE?

Bonne is a small company from Lohja, Finland, that produces plant-based products using natural ingredients.

We aim to ensure that our products contain no unnecessary ingredients. The “no added sugar” statement is not used to hide sweeteners. We only use food additives where properly justified.

Our key ingredients include berries, fruits, and vegetables combined with fresh spring water.

# VISION

## What we want to achieve

We want to be a domestically recognized brand providing plant-based products and maintain a leading position in the purée sector in the future, achieving a significant position in selected beverage segments.

Internationally, we wish to achieve an established position on the market with selected products and target countries, utilizing the strengths of our origin, such as northern purity and natural tastes.

# MISSION

## Why we exist

We refine plant-based ingredients sourced from the nature into delicious taste sensations.

# VALUES

## **Activity**

We are proactive and react quickly. We keep to our schedules.

## **Customer-orientated approach**

We want to surpass the expectations of our customers and the consumers.

## **Delivering results**

We deliver results, working for the good of both our owners and personnel.

## **Professionalism as a team**

We appreciate each other, we are competent, we develop ourselves further, and we communicate.

# CUSTOMER PROMISE

We promise to focus on natural ingredients: berries, fruit, and vegetables. We choose our ingredients carefully without using unnecessary additives or preservatives. All our products are vegan.

# BONNEFIED HAPPINESS

Bonnefied happiness means feeling joyful, healthy, and light in your daily life. Bonnefied happiness means the pleasure provided by good food and beverages. Bonnefied happiness means enjoying the little things.

Bonnefied happiness comprises such positive feelings as joy, pleasure, and gratitude. It is important to feel happy, shrug off your frown, enjoy yourself, and laugh. Remember to make room for bonnefied happiness even when your schedule becomes hectic.

And be sure to share your bonnefied tips with others, as happiness is contagious.

#BonnefiedHappiness



# BRAND PERSONA

Premium.

Trendsetter in the field.

Ambassador for clean food.

Ingenious with recipes and images.

Finger on the pulse, youthful soul.

Always prepared to reinvent ourselves.

Sincere, open-door operation.

Finnish, resident of Lohja.

Fun and humorous.

# SLOGAN

## ARCTIC HAPPY JUICERY

Inspired by tradition   Sense of humor   Finger on the pulse   Strong trendsetter  
Caring about the world and the people   Sincere and Finnish   Bringer of joy

### ARCTIC

Location  
Clean nature  
Fresh air  
Clean spring water  
Nutritious berries  
Sincere Nordic people  
Northern lights  
Santa Claus  
Snow  
Yellow saxifrage  
Arctic flower  
Persistent

### HAPPY

The happiest people in the world  
Happy people  
Happy employees  
Tell it like it is

### JUICERY

Humble  
Nurtures quality  
Individual  
Small Juicery, huge impact  
Juice Revolution  
We set the trend for the world to follow

# ELEVATOR PITCH

We make plant-based products that are naturally tasty, pure, and healthy.

We only use additives or preservatives when they genuinely add value to the product, and even then, only after careful consideration.

We revolutionize the methods used to manufacture juices and purées and are always developing new innovations.

# MAIN MESSAGES

## DOMESTIC

The home of Bonne is in Lohja, Finland.

Our products are the real thing – nothing unnecessary added.

Our proficiency is based on our background in professional kitchens.

## EXPORT

The home of Bonne is in the arctic Finland.

Our products are the real thing – nothing unnecessary added.

Nature's goods, such as the nutritious berries that grow in Finland, are our passion.

We want to continue developing new products that are even better.

# LOGO AND ITS USE

The logo consists of the Bonne logotype and the text below it. The logotype can also be used without the text, but the complete version should be used where possible. The logo is black or white, specific cases must be evaluated individually.

Safe space must be left around the logo to ensure distinctiveness. The safe space cannot contain any elements not included in the logo. The dimensions of the safe space are presented in the enclosed graphic.



Single-color version



Logo on a colored or black background.  
Sufficient contrast must be ensured.



Safe space



# TYPOGRAPHY

## Basic

In addition to the logo and colors, specific typography is an important basic visual element that creates an identifiable look for written messages when used consistently. Content can be made livelier by altering the character size and by using characters as visual elements.

### HEADINGS

Quicksand semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890 !”#€%&/()=?`\*-+,-;:\_•°

### BODY TEXT

Quicksand regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890!”#€%&/()=?`\*-+,-;:\_•°

Other versions of the typeface may also be used to create visually pleasing text.

Office typefaces can be downloaded from Google Fonts, thus ensuring that all users have access to the same typefaces..Other versions of the typeface may also be used to create visually pleasing text.

# TYPOGRAPHY

## Highlights

Along with the main typography of Bonne's corporate identity, other fonts can be used as an effect in headlines, promotions and product names. Also, products that differ from Bonne's identity (such as the Moomin product family) can differ from Bonne's identity both visually and in typographically.

Examples of highlight fonts

*Oracle script regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ  
abcdefghijklmnopqrstuvwxyzäö  
1234567890 !"#€%&/()=?`\*+,-;:\_°'

**MOOMIN FONT**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ**  
**1234567890!"#€%&/()=?`\*+,-;:\_°'**

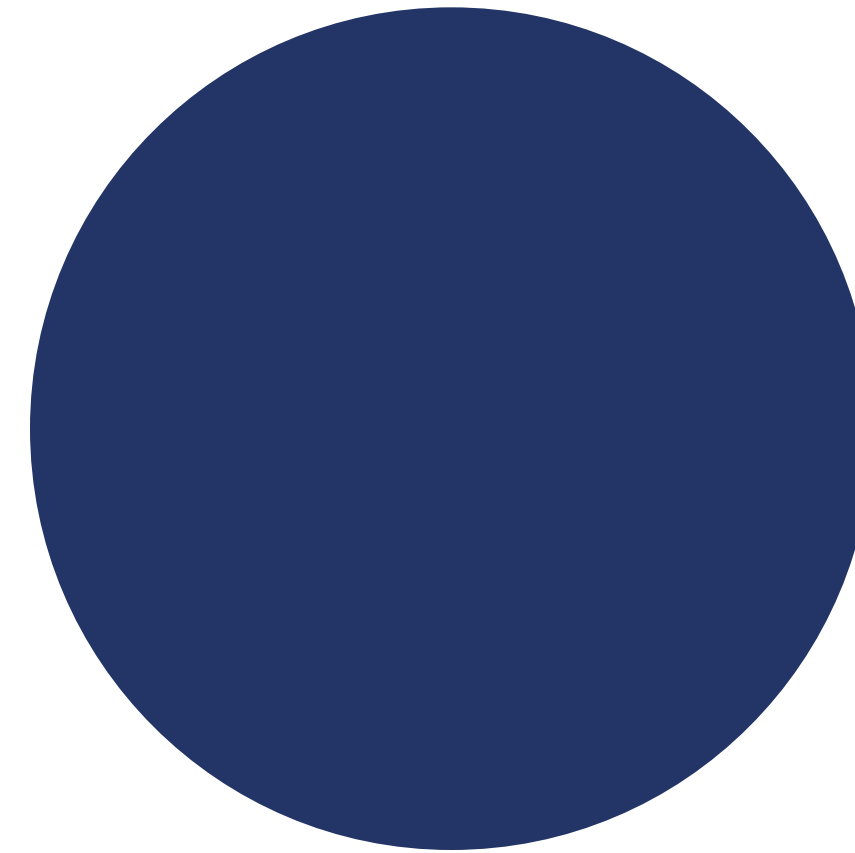
*Dantina regular*

ABCDEFGHIJKLM  
NOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzäö  
1234567890 !"#€%&/  
( ) = ? ` \* + , - ; : \_ ° '



# COLORS AND USE OF COLORS

Bonne has a single main color. The color speaks to our Finnish origin and premium quality products. The main color must dominate the colored surface. Additional colors are used for highlighting and infographics, and their proportion of the entire visible design must be significantly lower than that of the main color.








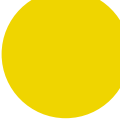


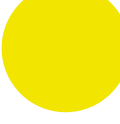
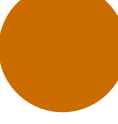

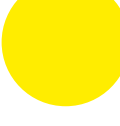




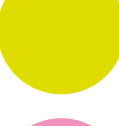


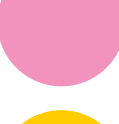

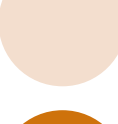







Bonne blue  
cmyk 100 | 87 | 32 | 14  
rgb 4 | 44 | 112  
hex #042c70  
pms 288C  
2945U

Suggested additional colors are based on Bonne's ingredients and can be found on next page.



# INGREDIENT COLOR CODES CMYK / HEX

Ingredient	CMYK	#HEX	Ingredient	CMYK	#HEX	Ingredient	CMYK	#HEX
 Plum	65/100/0/50	4d0e50	 Orange	0/50/100/0	f39200	 Black currant	50/100/40/40	6a1642
 Apricot	0/40/70/0	f7aa59	 Mixed juice	60/90/0/40	5d2462	 Cranberry	15/100/100/10	be1717
 Banana	0/20/80/0	fece43	 Fruit	10/10/100/0	efd500	 Lingonberry	5/100/100/5	d40f14
 Mango	0/70/80/0	ec6839	 Four citrus	10/0/100/0	f2e500	 Sweet potato	0/60/100/20	cb6c00
 Apple	70/0/100/0	51ae32	 Lemon	0/0/100/0	ffed00	 Carrot	0/40/100/10	e49b00
 Peach	0/30/50/0	fac18a	 Strawberry	0/100/100/0	e30513	 Parsnip	0/0/50/20	dcd186
 Pear	20/0/100/0	dedc00	 Blueberry	99/96/31/24	29275a	 Beet root	50/100/100/10	892522
 Tropical	0/55/0/0	f193bd	 Rose hip	0/100/100/40	9c1006	 Cauliflower	5/15/20/0	f3dece
 Pineapple	0/20/100/0	ffcc00	 Raspberry	20/100/0/0	c7017f	 Pumpkin	10/60/100/10	ce720b
 Passion fruit	0/40/90/5	eea222	 Sea Buckthorn	0/50/100/10	e18800	 Home-brew beer	30/60/60/60	654134



# PACKAGE DESIGN

## consumer packaging standard elements

The purpose of Bonne packaging is to communicate quality, freshness, and Finnishness. Main info is in three languages: Finnish, Swedish, and English.

The enclosed standard elements are generally present in all packaging. On special packaging, the application of the elements is adapted in such a manner that the identifiability of the Bonne package design is retained.

# PACKAGE DESIGN

## consumer packaging standard elements

1. Single-color logo
2. The black label
3. The main ingredient of the product is clearly indicated
4. The product group is presented
5. Language version of the product name
6. A large, identifiable image of the main ingredient



7. The Key Flag symbol is always shown on the face of the packaging (in products made in Finland)
8. The Vegan symbol is always shown on the face of the packaging
9. The used ingredient included in the background pattern as separate images



# PACKAGING DESIGN

## consumer packaging info

In addition to ingredient list, nutrition information and other mandatory elements, packaging gives some general info about the product.

### Examples:

Celebrate the beginning of a new day with a cloudberry and apple juice! You'll fall in love with the sophisticated taste of cloudberry and the natural sweetness of apples. The juice's sweetness comes only from berries and fruit, with no preservatives or additives.

This preservative-free juice is a tasty start to your morning or a great afternoon pick-me-up. A pinch of sugar has been added to the juice to guarantee its delicious taste. Enjoy the juice on its own or try it in desserts or mocktails.

This additive- and preservative-free juice is a tasty start to your morning or a great afternoon pick-me-up. A pinch of sugar has been added to the juice to guarantee its delicious taste. Enjoy the juice on its own or try it in desserts or mocktails.

100% fruit juice, rich in vitamin C, with no additives or preservatives.

Sweetness only from fruit, with no added sugar or sweeteners. Enjoy the juice on its own or try it in mocktails.

Bonne nectar is a fruit pulp drink made from puree. Enjoy on its own, try it in desserts or use it in mocktails.

Bonne purees are made from 100% fruit and berries with no additives, preservatives, added sugar or sweeteners. The purees are versatile; they can be used as a snack on their own, as a topping for foods such as quark, yoghurt and porridge, in smoothies, baking and cooking.

# PACKAGING DESIGN

## Horeca combi standard elements

The design of the Horeca packaging is produced using an adhesive label. The background color of the label is based on the ingredient. Color values for the ingredients are provided on page 17.

1. Single-color logo
2. Color of the face label based on the ingredient
3. The main ingredient of the product is clearly indicated
4. The product group is presented
5. Language version of the product name
6. A large, identifiable image of the main ingredient
7. The Key Flag symbol is always shown on the face of the packaging
8. The Vegan symbol is always shown on the face of the packaging



# PACKAGING DESIGN

## Horeca combi packaging info

In addition to product info, packaging gives some general info about Bonne's Horeca products.

### Example

#### 1 L Vegetable Purées

Our vegetable purées are made from 100% vegetables without additives or preservatives. The taste comes purely from the ingredients.

Forget peeling, chopping, and waste, and speed up your cooking with our pre-prepared purées.

#### 1 L Fruit and berry Purées

Bonne purees are made from 100% fruit and berries with no additives, preservatives, added sugar or sweeteners. The purees are versatile; they can be used as a snack on their own, as a topping for foods such as quark, yoghurt and porridge, in smoothies, baking and cooking.

#### 1 L Fruit Juices and Juice Concentrates

Our juices are made from fruit and berries without additives or preservatives, added sugar, or sweeteners.

The 100% fruit juices are ready to use as is, while a single carton of concentrate makes three to five liters of fruit juice.

#### Bonne Products for Professional Kitchens

Our products are pasteurized and can be used safely without boiling first. Our aseptically packaged products can be stored in room temperature for significant periods, which means that they save energy compared to products that need to be refrigerated.

The packages are made from recyclable and renewable material.

We donate any products that are approaching their best-before date while they are still good, we minimize our burden on the water system, and we recycle our waste.