

Bonava Logo Guidelines



The usage of the Bonava logo

Our Logotype



The brand signature represents our company and what we stand for. In all communication material the logotype needs to be clearly visible and of adequate size. The logotype should be used consistently so the reader can identify and instantly recognise us.

The Bonava logotype is a combination of our symbol and our wordmark.

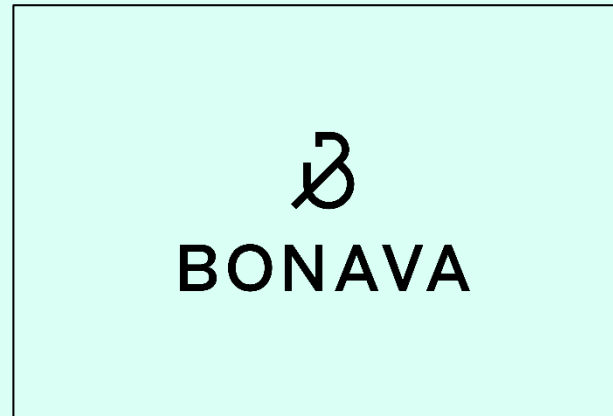
Our primary logotype is black or white

The logotype could be used on a colored background as well as on images. The color of the logotype is chosen to achieve good contrast to the background.

Exception Logo

We can use our logo in Scandinavian Stone to keep more of the Bonava feeling and that is on white backgrounds.

Primary logotypes is black or white



Exception logotype when no Bonava green around (only used on white background)



Clear space and minimum size

Surrounding the logotype is an exclusion zone of free space that protects the legibility and visual impact of the logotype. There should be no intruding graphic elements in this area other than the background.

It is important to point out that the defined clear space is a minimum. It is of course allowed, and in some cases recommended, to go above this in order to create clear and consistent designs.

The same rule is applied when using the symbol.

The minimum size of the logotype must be respected at all times to ensure readability.



50px (15 mm)



11px (4 mm)



BONAVA