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# brand book

VISUAL IDENTITY MANUAL

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Hi there,  
we are  
**boaonda**<sup>®</sup>

This manual explains how to use our brand. It must be followed in order to ensure that the Boaonda<sup>®</sup> brand identity is correctly applied in various situations.

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# About.



## **BOAONDA® IS MUCH MORE THAN A BRAND.**

We are a movement, a lifestyle. Our purpose is to do much more than just shoes: we seek to inspire good emotions and positive experiences.

We believe that, with good things, we can get where we want.

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# Creative Process.

The Boaonda logotype was inspired by the font (ITC Benguiat Gothic Std Bold). The initial concept was to use lines that would bring out something light, fun and that would impart a feeling of well-being.

boa  
∨  
onda  
∨  
boaonda

**boa** (which means good): represents good feelings and good vibrations.  
**onda** (which means wave): represents the movement to take people anywhere with quality and comfort..

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MAIN

Logo.

boaonda®



# VERSIONS OF THE Logos.



Used for applications on covers, customer spaces, shoe labels and other media.



Used for applications on covers, customer spaces, shoe labels and other media.



Used specifically for applications in sporting goods, be it sponsored or just involving the brand.



# Lines.

**boaonda**<sup>®</sup>  
works

Used for applications  
on all materials in the  
Works line.

**HOPE**  
boaonda

Used for applications  
on all materials in the  
Hope line.

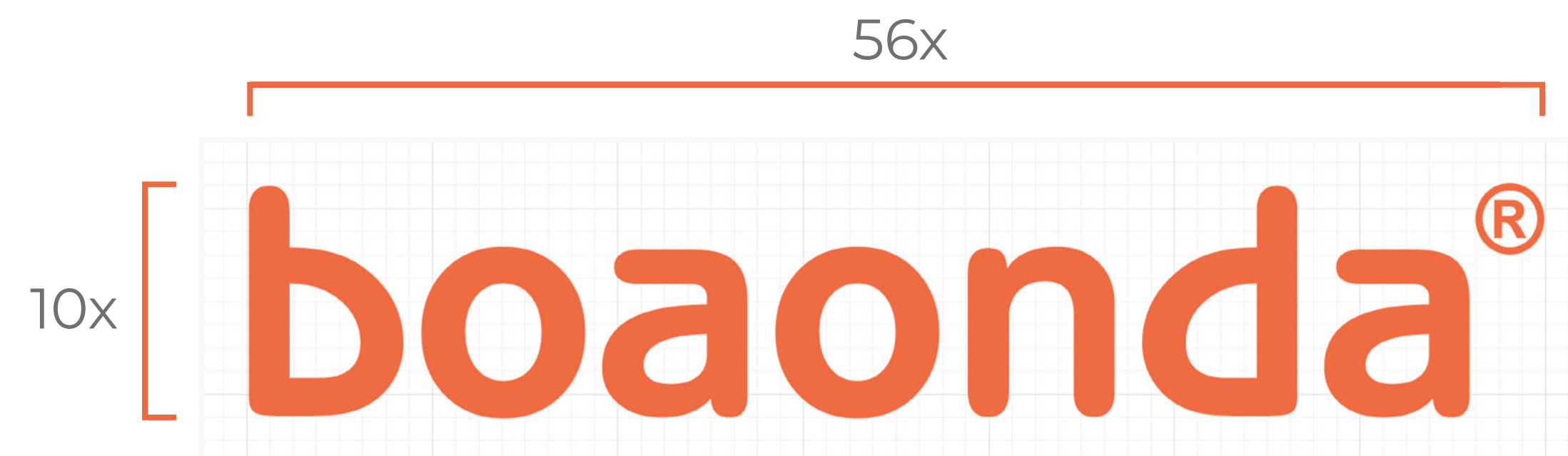
**boaonda**<sup>®</sup> 

Used for applications  
on all materials in the  
Fit line.



# Construction grid.

The diagram defines the proportions of the logotype in the construction grid. It is not allowed in any way to modify or make any kind of change in the proportion.



# Boundary area.

The boundary area ensures the best visual perception between the brand and other graphic elements present around it (text, images, icons, etc.).

The minimum boundary area all around is 1.5 cm. This space should not be invaded.





# Typography.

The typography is very important for the composition of the Boaonda brand, it is through the font that we recognize the entire identity of the materials produced by the brand.

To keep a constant recognition in the communication, Montserrat Bold is used as a display font for titles and headings in texts. Montserrat Regular, on the other hand, is used for content texts. Both have a clean and modern look, thus making them more pleasant.

## Titles and Headings

### **Montserrat**

#### **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Content text

### **Montserrat**

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# Color palette.

boaonda

HOPE

works



#ed6842

#dd7051

#71706f

#6c9c37

#26361e

#4994c7

R: 237 G: 104 B: 66

R: 221 G: 112 B: 81

R: 113 G: 112 B: 111

R: 108 G: 156 B: 55

R: 38 G: 54 B: 30

R: 73 G: 148 B: 199

C: 0% M: 70% Y: 75% K: 0%

C: 10% M: 66% Y: 68% K: 1%

C: 53% M: 43% Y: 43% K: 28%

C: 64% M: 18% Y: 96% K: 3%

C: 79% M: 53% Y: 88% K: 65%

C: 71% M: 31% Y: 7% K: 0%



# Horizontal Versions.

The brand only allows the following horizontal versions.

boaonda®

bo | boaonda

bo boaonda  
Sport Team™

boaonda® 

boaonda®  
works

HOPE   
boaonda



# Vertical versions.

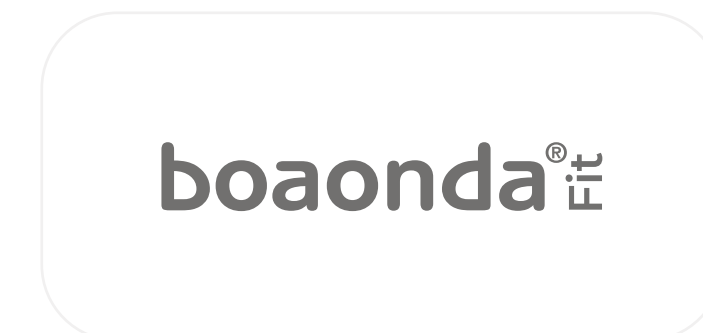
The brand only allows the following vertical versions





# Negative Versions.

If there is any need for the usage of negative colors, use the following pattern of variations



# Incorrect use.

The brand requires the correct use of all its elements, therefore the tagline cannot be modified or improperly presented.

Proportions, spacing, shapes and colors of all our logos must follow the guidelines in this manual.



Change Colors



Distortion



Rotate the logo



Outline the logo



Change the logo position



Mix logos





 [boaondaoficial](#)  [boaondabrasil](#)

[www.boaonda.com.br](http://www.boaonda.com.br)