



**BöKEN**

*Brand Guidelines*



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# BRAND STORY



Have you ever been on an adventure or just out and about when you see something amazing that you want to capture with your camera but you fear that your camera might get ruined taking this perfect shot? Say it is raining and you don't want your camera to get wet. Boken is dedicated to make that fear disappear, so you can capture that perfect shot. With water resistant cameras you can see the adventure anytime, anywhere.

To help maintain the brand and it's identity, these brand guidelines will show the brand standards, including the logo, typography, color pallete, and the overall look and feel of the brand.



DSI

Bōken is the #1 choice for professional looking adventure photography. That's because only Bōken has water resistant DSLR cameras for any adventure.

# PRIMARY LOGO WITH TAGLINE

The logo is composed of both the icon and the logotype. They should always be included and shown together.



# SECONDARY LOGO ORIENTATION

This is the secondary logo or the stacked version of the logo. It should only be used when the primary logo does not work.

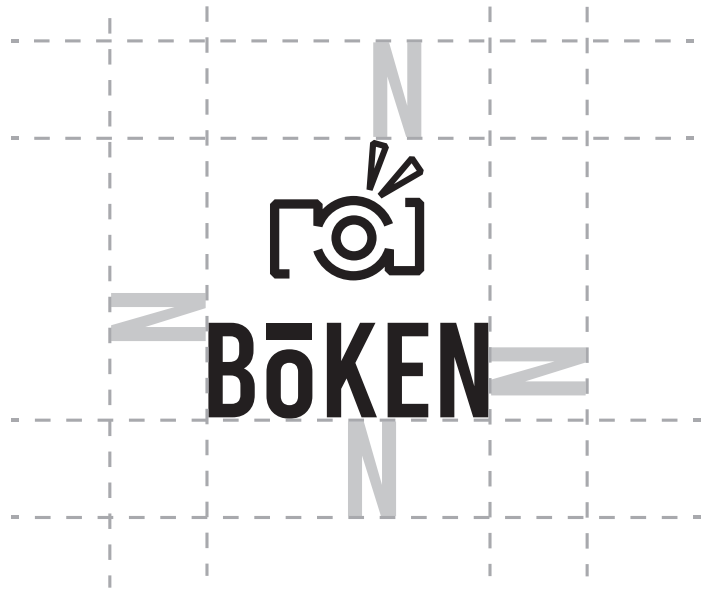
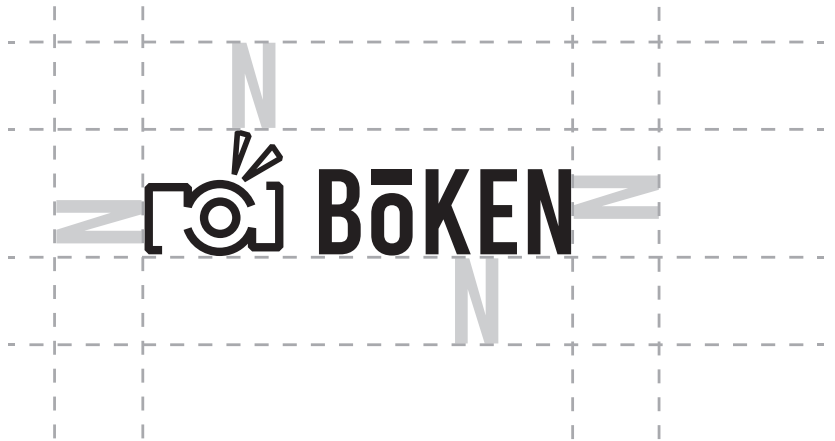


**BOKEN**

*Dive Into The Frame*

# LOGO CLEAR SPACE

The logo should always have a blank space surrounding it that should be the length of the letter N in the logo to allow plenty of room, so it doesn't feel cluttered.





# LOGO VARIATIONS

This is a showcase of the different appropriate variations for the logo. The logo should be placed with a background that makes it stand out and easier to read. These versions include one color, two color, and reverse variations and have been built to allow flexibility for different specs.



# LOGO DONT'S

The logo should never be changed or altered in any way. The logo needs to be used the same everywhere so we don't confuse our audience. It also looks unprofessional and works against the brand.



Avoid using logo on dark backgrounds unless using a reversed version.



Avoid using logo over the same color background.



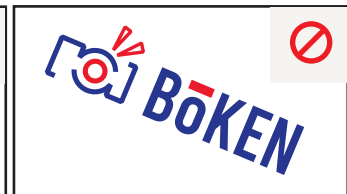
Avoid using logo in a sentence.



Avoid adding effects like shadows, dimensions, and gradients to the logo.



Avoid stretching or compressing the logo.



Avoid rotating the logo.



Avoid using the logo on busy backgrounds.

# TYPOGRAPHY

Our main header typeface is Bebas. The body copy is Acumin Pro, a sans-serif face: simple, modern, flexible, easy to read and elegant. All weights and versions are available in this family. These typefaces provide basic consistency and variety that give ultimate flexibility to the brand while maintaining coherency.

Header typography: **BEBAS**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Secondary typography: Acumin Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Secondary typography: Acumin Pro Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Secondary typography: Acumin Pro Extra Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Secondary typography: Acumin Pro Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

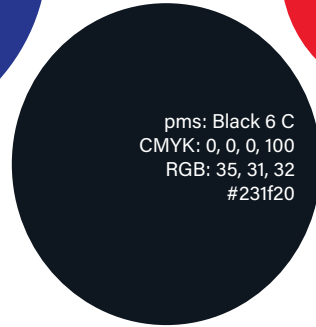
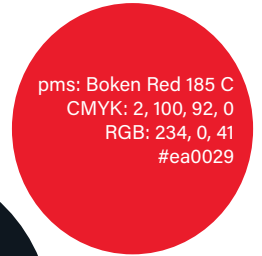
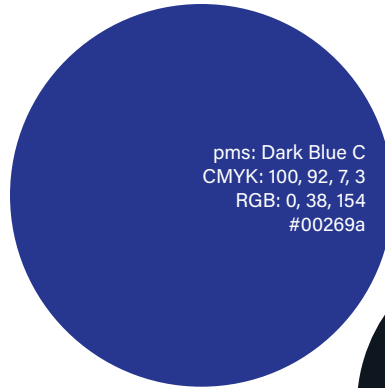
Secondary typography: Acumin Pro Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Secondary typography: Acumin Pro Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

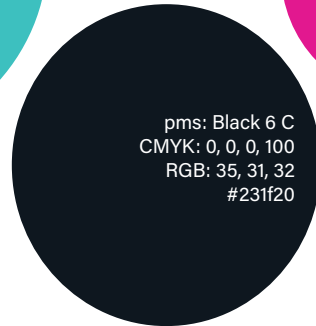
Secondary typography: **Acumin Pro Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

# COLOR PALETTE

## Primary



## Secondary



# PHOTOGRAPHIC STYLE

Boken has a distinct look and feel—always portraying people engaging in outdoor adventures. Featuring movement, interesting angles, and dynamic lighting. Use the following photo treatment to customize photography for the Boken brand. Photos should have high contrast, having dark and light spots, adding drama to the photos. Saturation should be increased by a bit. This treatment helps propel the brand look, adds drama to the photography, and helps draw the eye. Should show that the user should not fear environmental damage.

Here are examples of what the photography should look like.



# TOUCH POINTS

## Packaging



### Website

Boken's website will be a place where their camera and camera products will be sold. As well as a place for users to go to learn more about the brand and news about what the brand is doing. It will fit in with the brand as a whole and follow style guide.

### Social media

Boken's Social media will be a place where photography from users will be posted as well as brand promotions. Pictures posted will be edited to follow photographic style.

### Backpack w/ accessories

Those who purchase the camera will get a brand themed backpack carrying case and camera accessories such as a Boken camera strap.



