B

B Bonitz
Specialty Trade Commercial Contractors

BRAND IDENTITY

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WHY DO WE NEED BRAND STANDARDS?

The purpose of this document is to establish a visual voice for Bonitz. This document acts as a guide so printed materials, the website, and social media channels send a cohesive message to both associates and the public about the Bonitz brand. As we work towards the future and continue to build Bonitz into the best it can be, we find it necessary to represent our company through the following visual standards. We have evolved tremendously as a company since our inception in 1954. We take great pride in the fact that we have been, and will always be, Bonitz.

This document aims to providing branding guidelines for our Bonitz family. However, we completely understand that there may be instances or scenarios where special consideration is needed. If you would like to seek guidance, request assistance, or request approval regarding any of the enclosed items, we welcome you to contact Marketing@Bonitz.com as we're happy to assist in any way we can.

B | WHO WE ARE

Specialty Trade Commercial Contractors

B | WHAT WE DO

We *design* and *install* custom flooring, ceilings, walls, and cladding systems.

ABOUT ⒷBonitz

Since 1954, Bonitz has earned the reputation as the most trusted specialty trade commercial contractors in the southeast. We design and install custom flooring, walls, ceilings, and cladding systems. Our unique multi-disciplinary team structure ensures you're working with best-in-class teams whose mission is to provide best-in-the-world results.

We partner directly with general contractors and builders, while maintaining an excellent safety record. If you're ready to discuss your upcoming project, reach out to Bonitz. Our consultants stand ready to get you started and will be with you every step of the job.

THE BONITZ VISION

OUR PURPOSE

Positively impacting and enhancing the lives of a continuously growing Bonitz family to include our associates, their families, and our customers, in a unique, profitable, and fun working environment

OUR CORE VALUES

life balance
do the right thing
urgency is essential
extreme ownership
passion to win
power of the team

OUR MISSION

To provide the best in the world project consulting, project management, and craftsmanship, while providing superior service and differentiating ourselves with practical solutions.

B | LOGOS

LOGOS

- These are the main logos that should be used both internally and externally.
- You can find all logo options in different file types in the Marketing tab on Sharepoint (our intranet).

LOGOTYPES

Depending on the situation and need, there are four different logotype options. It is preferred that we use the Main Logo (pictured top) and Circle B Logo (3rd picture) when making materials for outside advertising. This helps to ensure our customers and vendor partners have a consistent branding experience with us.

HORIZONTAL LOGO

APPROVED COLORS

We have different color variations based on the background color you are using. We urge you to use the gradient versions whenever possible, but realize for printing purposes you might have to use the solid color options. Different file types can be found in the Marketing tab on our Sharepoint (intranet site).

NOTES

Please do not alter the opacity. The logo must remain at 100%

CLEARSPACE

To maintain a consistent representation of the brand, clearspace is necessary around the brandmark. In order to protect and define the appropriate space, use the "o" letter in Bonitz to make sure that the space is clearly defined. Example below. In some cases, the clearspace may have to be redefined, but it is up to the discretion of Marketing to decide.

safety area
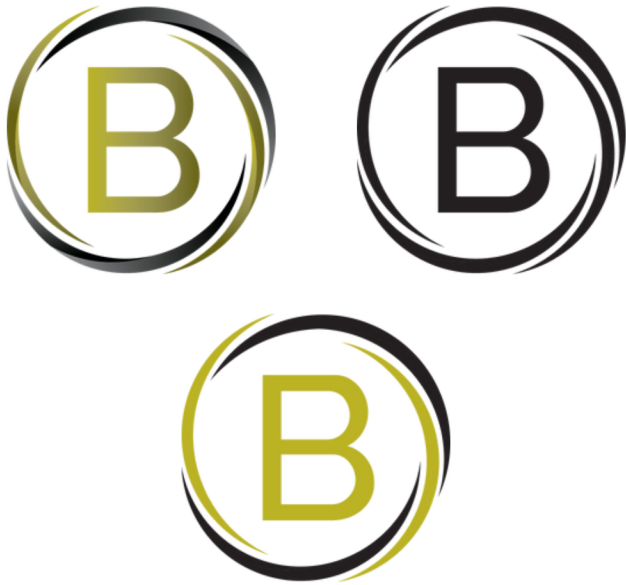
CIRCLE B LOGO

APPROVED COLORS

Again, we urge you to use the gradient logos whenever possible. We realize this may not always be an option when it comes to getting items printed. Different file types of the logo can be found in the marketing tab of Sharepoint (our intranet site).

CLEARSPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

NOTES

Please do not alter the opacity. The logo must remain at 100%

VERTICAL LOGO

APPROVED COLORS

Again, we urge you to use the gradient logos whenever possible. We realize this may not always be an option when it comes to getting items printed. Different file types of the logo can be found in the marketing tab of Sharepoint (our intranet site).

CLEARSPACE

To maintain a consistent representation of the brand, clearspace is necessary around the brandmark. In order to protect and define the appropriate space, the "o" in Bonitz will be used to make sure that the space is clearly defined. Example below. In some cases, the clearspace may have to be redefined, but it is up to the discretion of Marketing to decide.

NOTES

Please do not alter the opacity. The logo must remain at 100%

SECONDARY LOGOS

ONE BONITZ

The One Bonitz logo is a campaign logo that is meant to be complementary to our main Bonitz logo while emphasizing our transition to becoming One Bonitz. This logo has not and will not replace the main logo and should only be used in conjunction with the main logo on all externally facing documents.

The secondary, One Bonitz logo can be used for internal documents. This should be used on a light or white colored background.

SAFETY LOGO

The safety logo has the tagline "It Starts With Me". That is our safety motto and should only be used on safety items or when talking about safety.

SAFETY ONLY
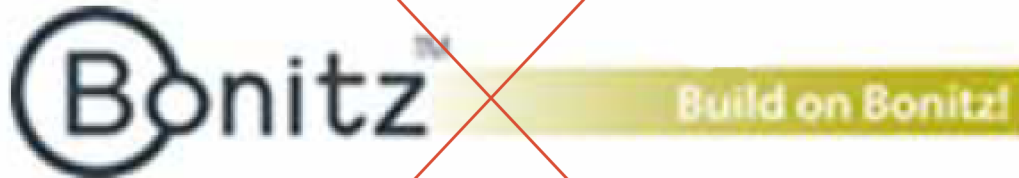
LOGOS & TAG LINES NO LONGER IN USE

Please refrain from using any of these outdated logos. As we continue to evolve as a company, so does the way we present ourselves. Please help us in phasing out the usage of logos with the trademark symbol, old Bonitz logo, old logo with three rings, "Build on Bonitz" tagline, or "Building Your Vision" tagline.

LOGO TREATMENT

The Bonitz logo should be used as provided and without alterations, adjustments, or edits. In order to maintain consistent branding, it is imperative to not:

- Change the logo's orientation or rotation
- Disproportionately scale or resize the logo
- Change the colors of the logo
- Display the logo over text
- Change the logo's text
- Add shadows to the logo
- Crop the logo
- Add special effects of any kind
- Rotate the logo
- Add unapproved tag lines or text to the logo
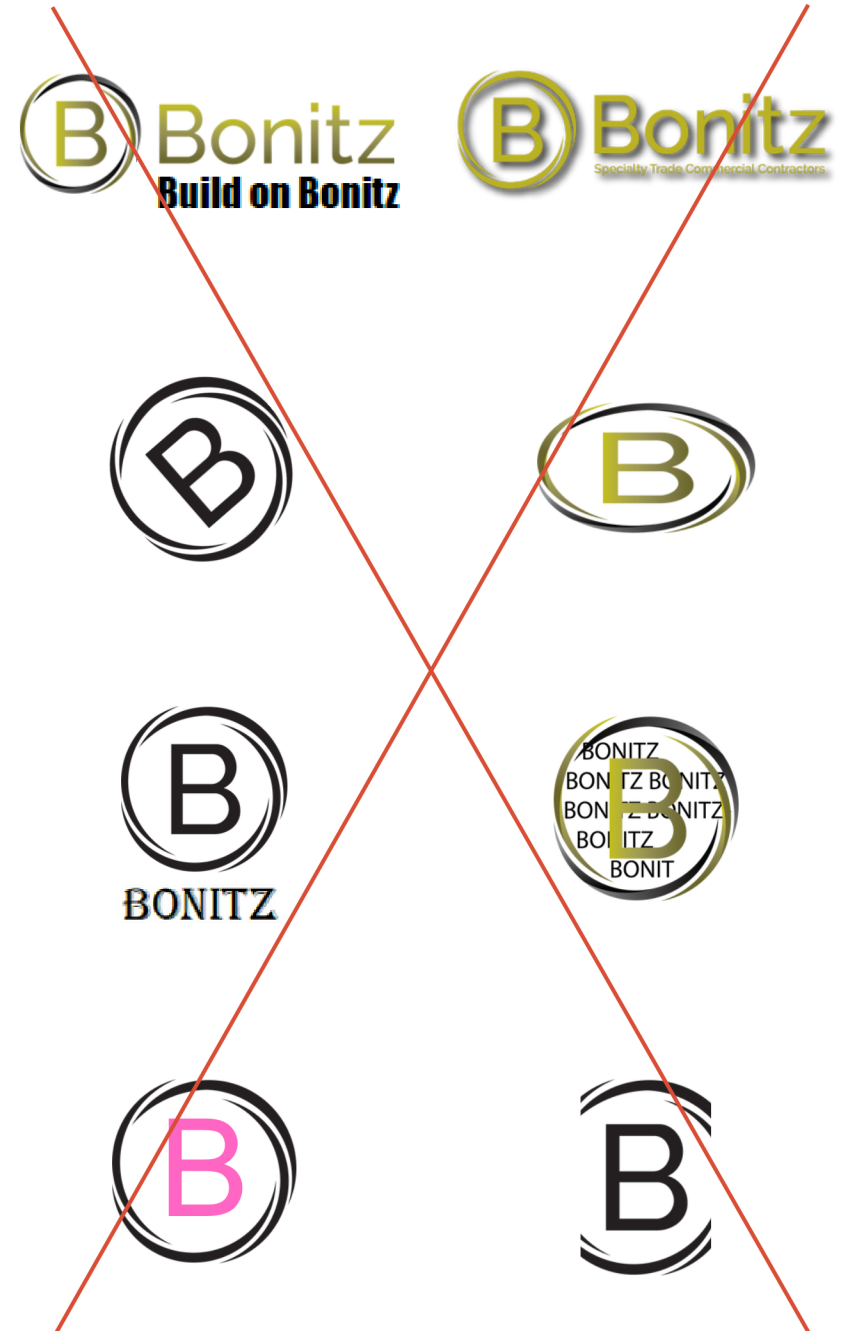
PRIMARY COLORS

Bonitz's primary colors consist of a powerful, deep charcoal gray and a vibrant green. These are the main brand colors for the company. These should be used as the main colors on collateral, web projects, documents, and the like.

BONITZ GRAY

Pantone 432
CMYK 65-43-26-78
RGB 51-63-72
WEB #333F48

BONITZ GREEN

Pantone 7765
CMYK 14-4-100-16
RGB 187-179-35
WEB #BBB323

SECONDARY COLORS

Bonitz's secondary colors consist of a vibrant red, a playful teal, and a calming gray. These secondary colors should be utilized as accents and only be used in conjunction with the primary colors.

RED

Pantone 45-7
CMYK 0-85-86-0
RGB 217-77-53
WEB #D94D35

TEAL

Pantone 124-7
CMYK 88-0-36-0
RGB 0-166-163
WEB #00A6A0

ICE GRAY

Pantone 175-1
CMYK 20-12-13-0
RGB 202-209-211
WEB #CAD1D3

COLOR TINTS

Here are the approved opacities that can be applied to the Bonitz colors.

| 100% |
| 80% |
| 60% |
| 40% |

B | FONTS

PRIMARY FONT

The primary font for Bonitz is Arial. This sans-serif font is clean, modern, and easy-to-read. This font should be used as the primary font for all written communications.

Arial

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

1234567890!@#$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Italic

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Bold

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

EMAIL SIGNATURES

- Use the Arial and Impact fonts when setting up your Bonitz Email Signature. Here are a few general guidelines:
- Do not attach images as part of your email signature other than the Bonitz logo.
- Do not add personal quotes to your email signature.
- Use the Bonitz email signature that was sent out April of 2023
- If you lost the email or didn't receive it: the email signature file is in the Marketing tab of Sharepoint (our intranet site).
- Follow the steps listed to assure that the email signature looks correct like the one below
- We advise that you go by each individual line when selecting and retyping your own information. Meaning don't delete everything at once and then start typing your info. We want all signatures to be the same.

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We design and install custom flooring, walls, ceilings, and cladding systems.   WWW.BONITZ.COM

PRESENTATION TEMPLATES

These 3 PowerPoint templates can be found in the Marketing tab of Sharepoint (our intranet).
https://bonitzinc.sharepoint.com/sites/Marketing
Send us a marketing request or email marketing@bonitz.com if we do not have what you are looking for.