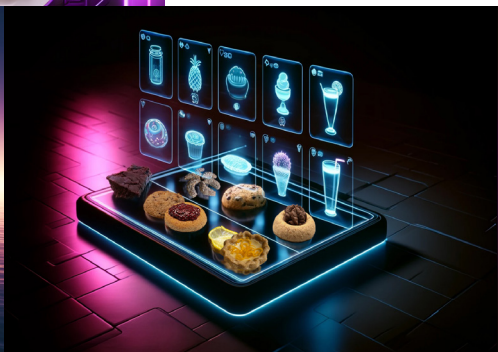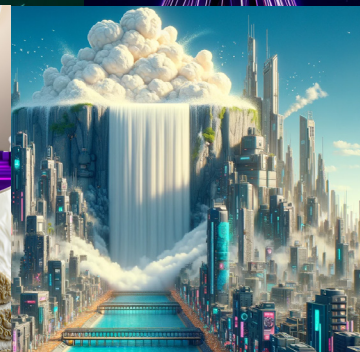# BON SOCIETY'S

Brand Book

CONTENT

BON SOCIETY

Is a new movement that inspired The Fantastic Cookbook of Futuristic Desserts and The Best Kitchen Show. It aims to revolutionize desserts by promoting health-conscious recipes using organic, natural, high protein, high fiber, low glycemic ingredients. Led by Linda Dootson and her team, it seeks to blend indulgence with well-being through education, public events, and policy advocacy, despite expected challenges.

MOOD BOARD

The logo for Bon Society integrates four distinct concepts to create a harmonious and meaningful brand identity.

The word "SOCIETY" forms the foundation, symbolizing community, unity, and collective purpose. Above this, the word "BON" stands prominently, encapsulated by rays of light that spread outward, representing enlightenment, positivity, and the radiant impact the brand aims to have on its audience.

Atop the letter "O" in "BON," two leaves are delicately placed, symbolizing growth, nature, and sustainability. Together, these elements create a cohesive visual narrative that reflects the brand's values of community, positivity, and environmental consciousness. The design not only captures the essence of Bon Society but also positions it as a brand committed to fostering a positive, sustainable future for all.

BON
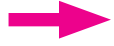
SOCIETY

THE LOGO

BON

SOCIETY

BON
SOCIETY

LOGO PRINCIPAL APPLICATIONS

BON
SOCIETY

LOGO SECONDARY APPLICATIONS
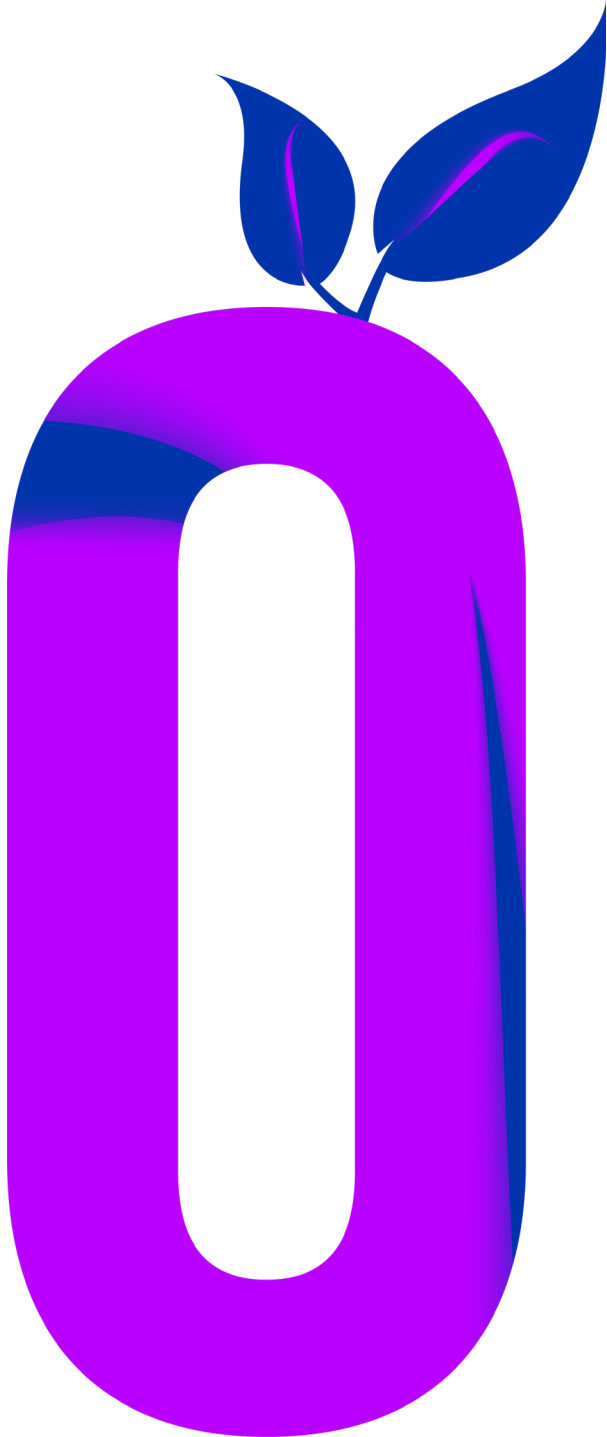
COLORS

#EC008B		C:000
R:236		M:100
G:000		Y:000
B:140		K:000

#BA00FF		C:51.14
R:186		M:80.96
G:000		Y:000
B:255		K:000

#0034AB		C:100
R:37		M:90
G:64		Y:10
B:143		K:000

These are the two typographies for Bon Society.
They are proven to work and look good together.
BEBAS NEUE, the principal typography is for titles and main texts.
MINION PRO, the secondary typography is for body texts & paragraphs.

BEBAS NEUE

A: À, Á, Â, Ã, Ä, Å, Ā, Ă, Ą; B: Ḃ; C: Ç, Ć, Ĉ, Ċ, Č; D: Đ, Ď, Đ, Ḋ; E: È, É, Ê, Ë, Ē, Ĕ, Ė, Ę, Ě; F: Ḟ; G: Ĝ, Ğ, Ġ, Ģ; H: Ĥ, Ħ; I: Ì, Í, Î, Ï, Ĩ, Ī, Ĭ, Į, İ; J: Ĵ; K: Ķ; L: Ĺ, Ļ, Ľ, Ŀ, Ł; M: Ṁ; N: Ñ, Ń, Ņ, Ň, Ŋ; O: Ò, Ó, Ô, Õ, Ö, Ō, Ŏ, Ő, Ø, Ǿ, Œ; P: Ṗ; Q: Q̇; R: Ŕ, Ŗ, Ř; S: Ś, Ŝ, Ş, Š, Ṡ; T: Ţ, Ť, Ŧ, Ṫ; U: Ù, Ú, Û, Ü, Ũ, Ū, Ŭ, Ů, Ű, Ų; V; W: Ẁ, Ẃ, Ŵ, Ẅ; X; Y: Ý, Ŷ, Ÿ, Ỳ; Z: Ź, Ż, Ž.

NUMBERS: 0, 1, 2, 3, 4, 5, 6, 7, 8, 9.

SYMBOLS: !, @, #, $, %, ^, &, *, (,), -, _, =, +, {, }, [,], |, , , :, ;, “, ‘, <, >, „, ., ?, /, ~, `, €, £, ¥, ©, ®, ™, §.

MINION PRO

A: À, Á, Â, Ã, Ä, Å, Ā, Ă, Ą; B; C: Ç, Ć, Ĉ, Ċ, Č; D: Đ, Ď, Đ; E: È, É, Ê, Ë, Ē, Ĕ, Ė, Ę, Ě; F; G: Ĝ, Ğ, Ġ, Ģ; H: Ĥ, Ħ; I: Ì, Í, Î, Ï, Ĩ, Ī, Ĭ, Į, İ; J: Ĵ; K: Ķ; L: Ĺ, Ļ, Ľ, Ŀ, Ł; M; N: Ñ, Ń, Ņ, Ň, Ŋ; O: Ò, Ó, Ô, Õ, Ö, Ō, Ŏ, Ő, Ø, Ǿ, Œ; P; Q: Q; R: Ŕ, Ŗ, Ř; S: Ś, Ŝ, Ş, Š; T: Ţ, Ť, Ŧ; U: Ù, Ú, Û, Ü, Ŭ, Ū, Ŭ, Ů, Ű, Ų; V; W: Ẁ, Ẃ, Ŵ, Ẅ; X; Y: Ý, Ŷ, Ÿ, Ỳ; Z: Ź, Ż, Ž.
Numbers: 0, 1, 2, 3, 4, 5, 6, 7, 8, 9.
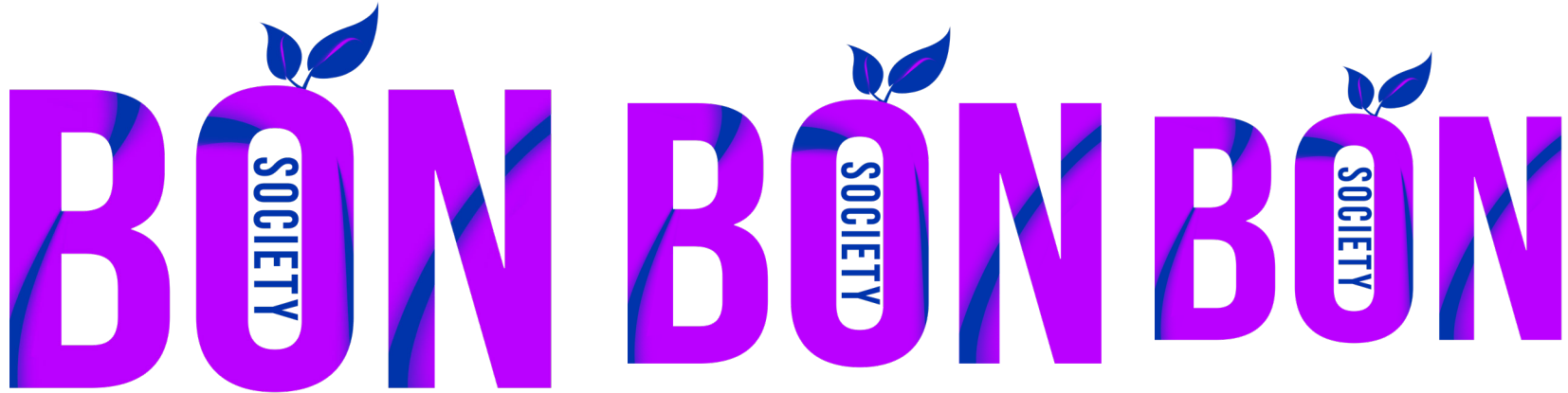Symbols: !, @, #, $, %, ^, &, *, (,), -, _, =, +, {, }, [,], |, , , :, ;, “, ‘, <, >, „, ., ?, /, ~, `, €, £, ¥, ©, ®, ™, §.

THE BON SOCIETY

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TYPOGRAPHY

SIZING

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APPLICATION EXAMPLES

COLOR PALETTE

Plain colors are ideal for tertiary applications in a logo, especially when printing quality is low or for smaller sizes. They provide a clean, consistent look that ensures the logo remains clear and recognizable. While artistic variations like gradients or textures can add depth in high-quality prints, plain colors offer a reliable alternative that maintains the logo's integrity across different mediums and applications. This balance allows the logo to be versatile, adapting to various contexts without losing its core identity.

PRODUCT
EXAMPLES