



Standards for logo
usage, colors,
typography, and
communication.

CORPORATE BRAND BOOK

Complete guide to consistent
and effective brand
communication.



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BHOJSONS BRAND IDENTITY

ELEMENT OVERVIEW



Circle Color:
Pantone 490CP
Hexa Code: #5D2A2C

BHOJSON FONT COLOR:
Pantone P1-1C
BHOJSON FONT:
SWISS 721 BIK BT

MARK OF QUALITY FONT:
Myriad Pro

MARK OF QUALITY FONT COLOR:
Pantone Process Black U
Hexa Code: #5D2A2C

Since 1860' Font Color:
Pantone 490CP

Since 1860' Font:
Myriad Pro cond

1. Brand Color: Pantone 490CP / Hex #5D2A2C

Our signature brown color reflects the rich heritage, trust, and grounded values of BHOJSONS.

It symbolizes strength, reliability, and enduring quality, aligning perfectly with our long-standing legacy since 1860.

This color creates a strong visual identity that is both distinguished and timeless.

Using this color consistently helps customers instantly recognize the BHOJSONS brand across all communication platforms.



2. Primary Logotype Font: SWISS 721 Blk BT

The bold and clean structure of the SWISS 721 Black font communicates confidence, clarity, and modern professionalism.

It ensures that the BHOJSONS name appears strong and impactful in every application.

The font's geometric precision adds a sense of discipline and trust, highlighting the brand's commitment to quality.

3. Secondary Fonts: Myriad Pro / Myriad Pro Condensed

These support fonts—used for “Mark of Quality” and “Since 1860”—bring balance and elegance to the logo system.

Their readability and modern appearance make them ideal for taglines, subheadings, and communication materials.

They help maintain a harmonious and unified visual language, ensuring that every brand message looks professional and consistent.

4. Logo Shape: The Solid Brown Circle

The circular logo represents wholeness, unity, and trust.

A circle is universally seen as a symbol of continuity and timelessness, reflecting the brand's enduring presence since 1860.

The strong brown circle forms a memorable visual anchor, ensuring that the brand stands out with simplicity and power.

5. Slogan: “Mark of Quality – Since 1860”

This slogan proudly reflects BHOJSONS' 165+ years of craftsmanship, reliability, and excellence.

“Mark of Quality” reinforces what the brand stands for, while “Since 1860” highlights a legacy built over generations.

It assures customers that every product carrying the BHOJSONS name is backed by decades of trust and superior standards.



Why Consistency Is Important in Brand Communication

Consistency is the foundation of a strong and recognizable brand.

- By using the same colors, fonts, logo structures, and message styles across all platforms, BHOJSONS ensures:
- Instant brand recognition
- Professional and unified communication
- Stronger customer trust and recall
- A clear and memorable identity across all markets
- Protection of the brand's long-built heritage and reputation
- A consistent brand creates a consistent experience—

BHOJSONS Logo Placement Guidelines

To maintain a consistent and premium brand presence, the placement of the BHOJSONS logo must follow the guidelines below:

1. Communication with Partner Brand Logos

When BHOJSONS appears alongside partner brand logos, the BHOJSONS logo must always be placed on the right side of the communication layout with light rounded background matching to creative background as mentioned below.

This ensures clarity, hierarchy, and uniformity across all joint branding materials.

2. BHOJSONS Individual Communication

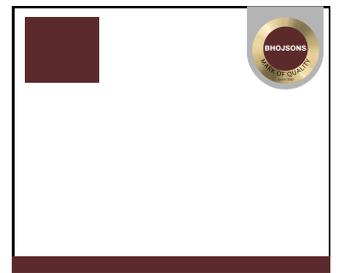
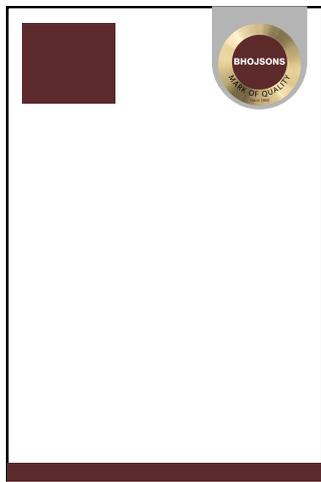
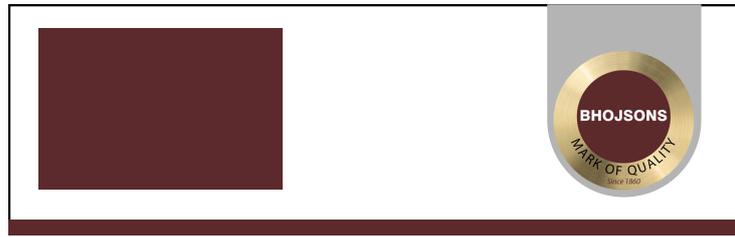
For standalone BHOJSONS communication, the logo should be clearly highlighted that enhances visibility and brand recall.

In such cases, the logo placement can be either in the center or on the right, depending on the design requirement, while ensuring clear prominence.

3. Overall Best Practice

Always ensure the logo is used in its correct proportions, colors, and clear space as defined in the brand identity system.

one that strengthens customer loyalty and reinforces BHOJSONS as a trusted and premium name in every interaction.





Logo Usage on Light and Dark Backgrounds

To maintain clarity, elegance, and brand consistency, the BHOJSONS logo is designed for effective use on both light and dark backgrounds.

On Light Backgrounds

When placed on white or light-colored backgrounds, the original logo version should be used.

On Dark Backgrounds

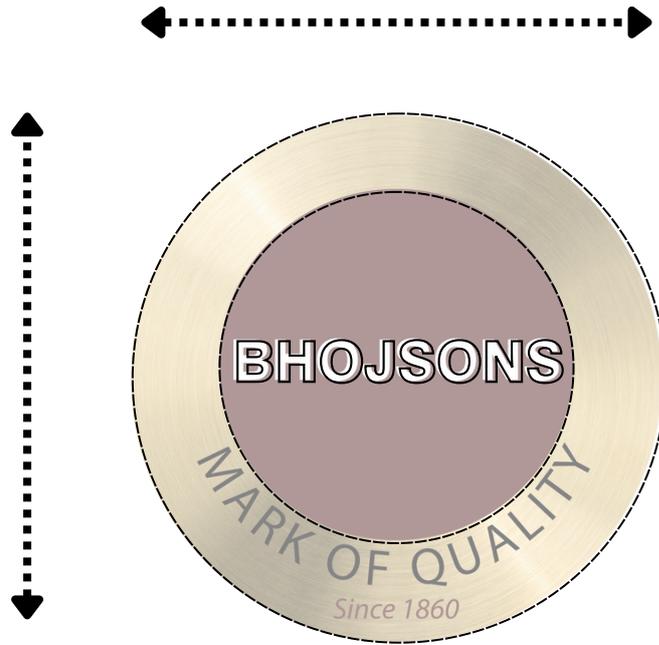
For black or dark-colored backgrounds, the original logo version should be used.

This variation enhances contrast and preserves readability, allowing the brand to stand out with strength and elegance even on deeper tones.

Overall Guidance

Always choose the version that provides the best contrast, clarity, and visual impact.

Correct usage ensures that the BHOJSONS identity looks professional, premium, and consistent across all communication materials.



Logo Architecture:

1. The Circular Foundation (Unity and Continuity)

The circle is a universal symbol of totality, wholeness, and infinity. For Bhojsons, it represents our unbroken commitment to our stakeholders and the seamless integration of our diverse business interests. It signifies a global mindset—a world without borders where our influence and quality reach every corner.

2. The Golden Perimeter (The Standard of Excellence)

The outer ring, rendered in a brushed gold finish, is a bold statement of prestige and prosperity.

- The Texture: The "brushed" metallic look suggests resilience and the strength of industrial grit.
- The Color: Gold reflects our "Gold Standard" in service. It speaks of a brand that is valuable, enduring, and synonymous with success.
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3. The Crimson Core (Passion and Vitality)

At the heart of the logo lies a deep, rich burgundy/maroon center. This represents the lifeblood of the organization.

- The Energy: It symbolizes the passion, courage, and determination that have fueled our growth since 1860.
- The Stability: Unlike a bright red, this deeper tone suggests a grounded, mature authority—a brand that is both energetic and wise.



4. Bold Typography (Clarity and Strength)

The "BHOJSONS" name is set in a powerful, clean SWISS 721 BIK BT typeface.

White Lettering: The use of white against the dark core symbolizes transparency and integrity.

Bold Weight: The heavy weight of the font communicates stability. It says that Bhojsons is a bedrock upon which partners and customers can build their trust.

5. The "Mark of Quality" Arc (Our Signature)

The tagline follows the curve of the gold ring, creating a "smile" or a protective embrace at the base of the logo.

The Mandate: It serves as a permanent reminder that quality is not just a department at Bhojsons; it is our identity.

The Alignment: By placing this along the circumference, we signify that quality surrounds everything we do.

6. The Legacy Anchor: "Since 1860"

Positioned at the very base, this date is our foundation of trust.

Pride in Longevity: Very few organizations can claim a history spanning three centuries. This element evokes a sense of pride, proving that we have not only survived the tests of time and changing markets—we have triumphed over them.

Brand Narrative: > "When a product or service bears the Bhojsons seal, it carries 160+ years of honor, a golden standard of resilience, and a passionate heart dedicated to excellence. We don't just mark products; we hallmark history."

"In the case of the website, the BHOJSONS logo will appear on the left side due to the standard website layout format."



Logo Usage in Communication (Offline & Online)

To maintain a strong, clear, and consistent brand presence across all communication materials, the BHOJSONS logo must always be applied with care and intention. The following guidelines ensure that the logo is displayed with maximum visibility and brand integrity in both offline and online formats.

1. When Used with Partner Brands

When BHOJSONS appears alongside partner logos, the BHOJSONS logo should always be placed on the right side of the communication layout.

This positioning reinforces our identity while maintaining a balanced and respectful visual relationship with partner brands.

Consistently placing BHOJSONS on the right strengthens brand recall and preserves hierarchy in co-branded materials.

2. When the Logo Is Used Individually

When the BHOJSONS logo appears on its own, it should preferably be placed on a white or light and Black-colored background.

This enhances legibility, highlights the brand's signature brown color, and ensures the logo stands out with clarity and elegance in all visual formats.

3. Background Considerations

The logo must always be used on backgrounds that provide strong contrast and maximum visibility.

Avoid placing the logo on visually busy, patterned, or low-contrast backgrounds.

Using clean and minimal backgrounds maintains the premium and professional identity of BHOJSONS.

4. Consistency Across All Platforms

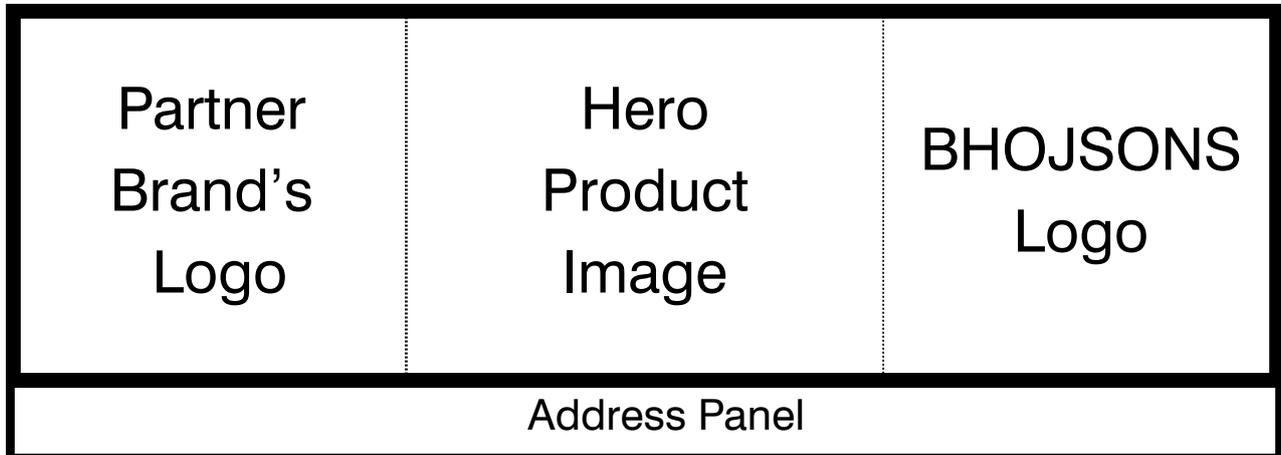
Whether used in print materials, digital posts or advertising, the logo must appear in its approved colors, proportions, and placements.

Consistent usage across all touchpoints helps reinforce the BHOJSONS identity and ensures recognition, trust, and visual harmony.

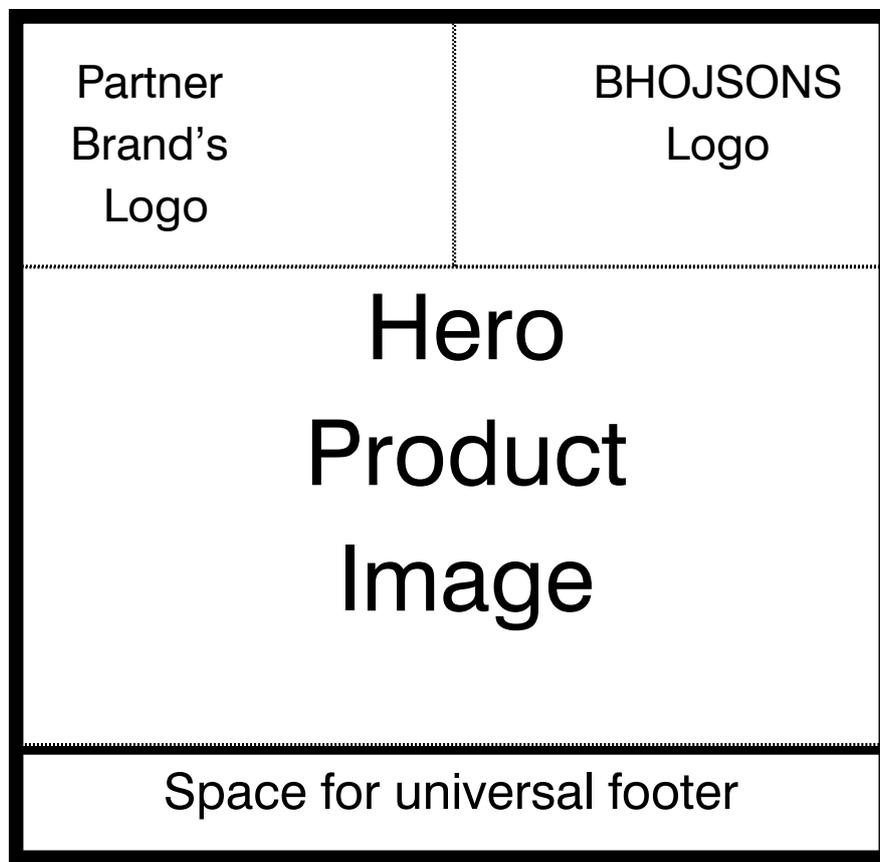
"In the case of the website, the BHOJSONS logo will appear on the left side due to the standard website layout format."



Fascia signage format



Communication format



"The BHOJSONS logo should always have adequate breathing space around it, appropriate to the layout and design."



BHOJSONS Brand Communication Tone

Our communication tone is an essential expression of the BHOJSONS identity. Rooted in our legacy—“Mark of Quality Since 1860”—our tone reinforces trust, quality, and meaningful connection across all sectors we serve, including FMCG, Automotive, Agriculture, Hygiene, and Telecom.

The following principles must be adhered to in all internal and external communications:

1. Trustworthy & Heritage-Led

Our tone must reflect over a century of reliability, consistency, and integrity. All messaging should convey confidence and long-standing credibility.

2. Quality-Focused & Professional

Every communication should strengthen our commitment to superior quality and high standards. Professionalism, accuracy, and clarity are mandatory at all times.

3. Simple, Clear & Customer-Friendly

Messages must be easy to understand, concise, and approachable. Avoid unnecessary jargon to ensure accessibility for SMEs, small businesses, and individual consumers.

4. Modern & Progressive

While honouring our heritage, our tone should remain contemporary and future-focused. Innovation, efficiency, and modern solutions must be reflected in our language.



5. Supportive & Partnership-Driven

All communication should reinforce collaborative relationships with partners and customers. Our tone must remain respectful, dependable, and solution-oriented.

6. Responsible & Credible

We operate in essential categories, and our communication must reflect responsibility, safety, and ethical conduct.

Accuracy and transparency are non-negotiable.

7. Locally Connected & Culturally Relevant

As Nigeria is our primary market, we may incorporate a subtle flavour of local language or culturally familiar expressions where appropriate.

This should be done in a respectful, minimal, and brand-consistent manner to enhance emotional connection and local relevance.

Tone Summary

The BHOJSONS tone is trustworthy, quality-driven, clear, modern, responsible, and locally relatable. Every communication must consistently reflect these principles to protect and strengthen the BHOJSONS brand identity.