INTRODUCTION

These standards and guidelines provide the information you will need to use the Bowman Piano House identity effectively and consistently in all communications.

In all cases, it is imperative that the approved forms of the Bowman Piano House trademarks be reproduced in accordance with the standards and guidelines in this document. Therefore, they should be shared with all those involved in its marketing communications, including agencies and other internal and external service providers.

Care must be taken to never redraw, trace or distort the Bowman Piano House trademarks, because a small variance in the design may change the appearance and impact its legal protection.

Always reproduce the Bowman Piano House trademarks directly from approved graphics.

These standards supersede all previous procedures and forms directing the application and reproduction of the Bowman Piano House trademarks.

APPROVED FORMS OF THE BOWMAN PIANO HOUSE LOGO

Following are the approved forms of the Bowman Piano House logo for use as the company trademark. No other form of the Bowman Piano House logo may be used.

COLOUR / Black

COLOUR / Blue #2A334C

COLOUR / Gold #C5AD84

IMPROPER USE OF THE BOWMAN PIANO HOUSE LOGO

These forms of the Bowman Piano House Logo are not approved for use and all other possible forms of the Bowman Piano House Logo which are not listed under approved forms.

DO NOT / Change Element Position

**DO NOT /** Stretch or Distort

CLEAR SPACE

As the primary visual component of Bowman Piano House, the Bowman Piano House Logo should stand out from other graphic elements.

Whenever the Bowman Piano House Logo is used, it must be surrounded with at least a minimum area of clear space. No illustrative matter, words, symbols or marks are to intrude upon this area. The diagram below provides the guidelines for the minimum clear space allowed.

// Blue indicates Clear Space. The blue area must be kept free of other elements. // The minimum clear space in height is defined by the measurement "x" (equal to the height of the "P" name character). // The minimum clear space in width is defined by "y" (equal to the watermark width and measurement of "x") // Grey padding indicates Safe Zone.

Name

Clear Space

Safe Zone
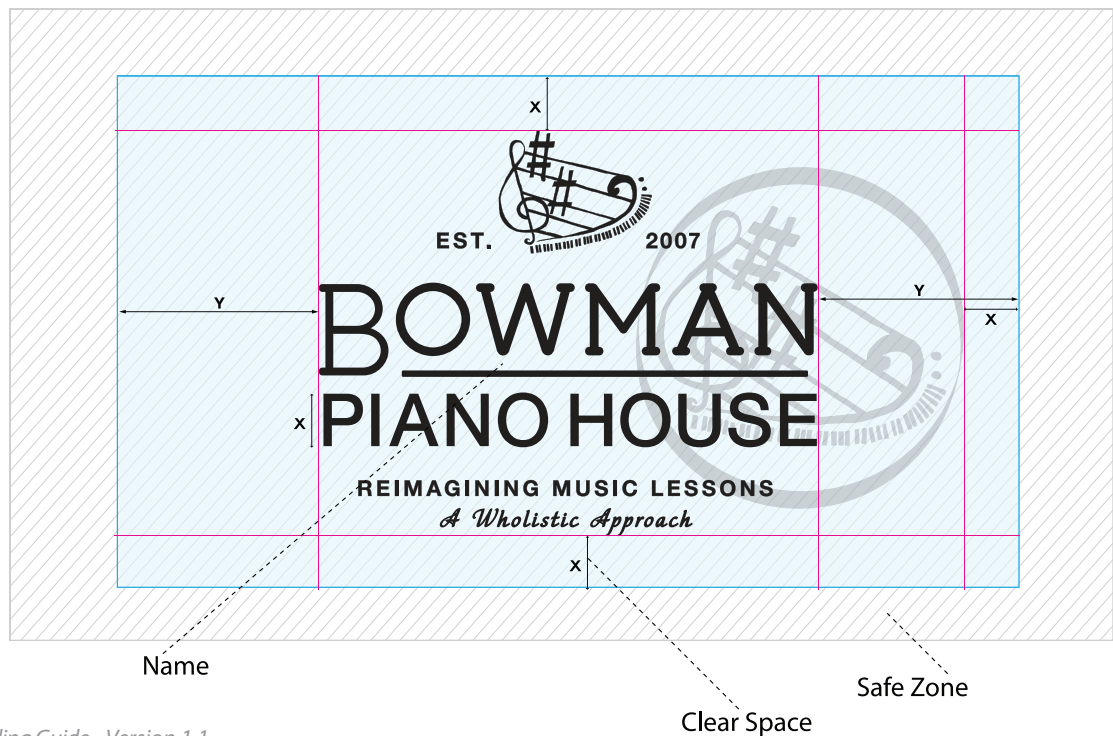
SIZING THE
BOWMAN PIANO HOUSE LOGO

The Bowman Piano House logo should never appear smaller than 46mm whether standing alone or in combination with other approved nomenclatures.

There are no maximum size restrictions. In all cases, legibility is the primary consideration.


46mm

PRIMARY COLOUR PALETTE

Colour is one of the most efficient ways to build instant recognition.

Used consistently over time, Bowman Piano House's colours will come to represent the company in the mind of its customers.

For one-colour and four-colour print reproduction, match the CMYK colours respectively. You should modify the mix according to the paper, ink and machinery used.

To match Bowman Piano House colours when reproducing the Bowman Piano House Logo in web, television, and video applications, use RGB colours.

BLACK	WHITE	BLUE #2A334C	GOLD #C5AD84
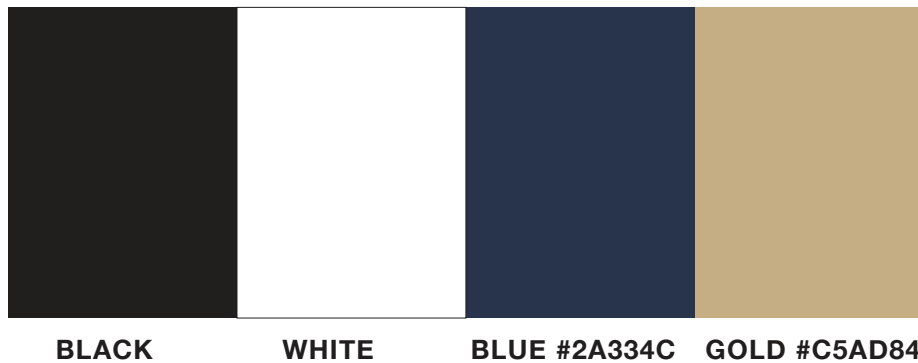
BLACK / Conveys value, class, and authority

WHITE / Conveys purity, optimism, and value

BLUE / Conveys optimism, creativity and determination

GOLD / Conveys value, optimism, professionalism, history

USE OF LOGO ON COLOUR AND PHOTOGRAPHIC BACKGROUNDS

When the Bowman Piano House Logo is used against a full-bleed background or colour panel other than white, it must be held out of the colour.

When applying the Bowman Piano House Logo to photographs and illustrations, legibility and visibility are primary considerations on selecting size and placement. The logo must be placed in an uncomplicated area of the image, with no distracting elements interrupting the clear space unit. If no such area exists, a slight dark or white wash should should be applied.

EXAMPLES OF ACCEPTABLE LOGO/COLOUR USE
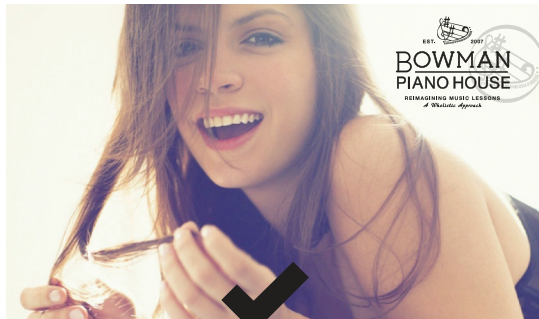
Black logo on light background

White logo on dark background

EXAMPLES OF UNACCEPTABLE LOGO/COLOUR USE

Logo on coloured panel

Logo on busy background

TYPEFACES

The Helvetica Neue, Bold and Regular, font is used for all display title faces and H1 titles.

The Helvetica Neue font family is the typeface for use in headings and body content of all communications.

HELVETICA NEUE

A a B b C c 0 1 2 3
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !$%^&*()

Helvetica Neue, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#$%^&*()

PRINCIPLES FOR FONT USE

H1: HELVETICA NEUE, BOLD, UPPERCASE, 21PT, BLACK, 140 TRACKING, 25 LEADING

H2: Helvetica Neue, Regular, Title Case, 16pt, Black, 24 tracking

Body: Helvetica Neue, Regular, sentance case, 12pt, black, 16 tracking, 20 leading

H3: HELVETICA NEUE, BOLD, UPPERCASE, 13PT, BLACK, 47 TRACKING, 17 LEADING

NOTES
- For H1 and H3 Headings - capitalize every letter (UPPERCASE)
- For H1 - set tracking to 140
- For H3 - set tracking to 8
- For H2 Headings - capitalize the first letter in every word (Title Case)
- Whenever possible, use a flush-left, alignment for text
- Use a single space at the end of a sentence.
- Use a line space below each H1 and H2 Headings
- Use a double line space at the end of each section (before next heading)
- Use additional line spaces to indicate the start of a new paragraph for copy-heavy documents
- Avoid setting body text in all caps unless it is for title page documents where no other text is included
- **Do not introduce other fonts**

BOWMAN PIANO HOUSE VISUALS

Visuals play an important role in conveying the values and messages of Bowman Piano House.

They are informative tools that help establish a consistent yet distinctive style around all communications. The strong impact that visuals have on Bowman Piano House's audience raises the need for careful consideration and selection of every image that is used to represent the company.

This section provides some practical guidelines on how visual elements can be used to create the pictorial world of Bowman Piano House.

Quality Of Bowman Piano House Visuals

The content and quality of Bowman Piano House's visuals is an expression of the values of Bowman Piano House's personality. Therefore, when using visuals you should keep in mind they have a clear job to perform.

As a rule of thumb, photographs should be used whenever they can to capture an idea better than any other form of visual expression. With the proper use of font styles, collectively, these forms of visual expression contribute to the visual world of Bowman Piano House.

EXAMPLES OF ACCEPTABLE QUALITY
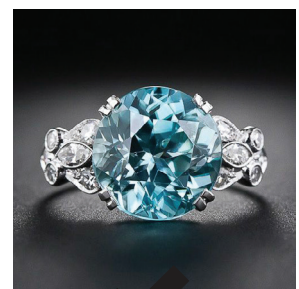
Clean, sharp, well-lit, properly proportioned, high-resolution images

BOWMAN PIANO HOUSE VISUALS

EXAMPLES OF UNACCEPTABLE QUALITY

Low-resolution, pixelated image

Stretched

Over-exposed lighting

PHOTO & COPY LAYOUT

Photographs are an immediate recognition of the importance of a message or idea.

That's why the communication of the photograph has to be easily understood by target audiences when seen in the context of the application. Images must depict the right messages for Bowman Piano House.

What does the text say? What does the image reveal? If the answers to these questions are not aligned, then the image selected is probably not right for the application.

The visual power of the photograph should be just as important as the content. Photography used in Bowman Piano House communications needs to be as high of quality as the messages, to ensure that the company's image is accurately portrayed. The following is an example of how both photography and copy should be laid out to best communicate the message.