



Bonjour

Logo Guidelines



Bonjour logo
Four-color



Bonjour logo
Black



Bonjour symbol
For engraving



Bonjour color symbol
For software interface



Bonjour logo
Do not alter the border. Do not change the logotype or the colors.



Bonjour symbol
Do not change the colors or alter the artwork.



Minimum size
The minimum height for the Bonjour logo is 15 mm.



The minimum engraving height for the Bonjour symbol is 3 mm.

Overview

These guidelines show the correct treatment of the new Bonjour logo on marketing and communication materials such as packaging, advertising, promotions, manuals, and websites. They also show how to use the Bonjour symbol on hardware such as computers, printers, and other electronic devices, and on software interfaces.

The Bonjour logo

The Bonjour logo consists of the Bonjour symbol, the logotype (that is, the name set in specially designed type), and the black border that surrounds them, as shown at left. It should be used in all promotional material and communications pertaining to Bonjour technology. The logo can be used on software packaging, materials, and interfaces.

Always reproduce the complete logo using the electronic artwork provided. Do not alter the artwork in any way.

The Bonjour symbol

The Bonjour symbol can be used by itself on hardware products and software interfaces to indicate compatibility with other products that contain or use Bonjour technology. On hardware, the symbol artwork can be engraved, printed, embossed, debossed, or molded in plastic, as long as it is clearly legible.

Always reproduce the complete symbol using the electronic artwork provided. Do not alter the symbol in any way.

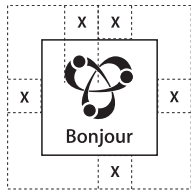
Using the Bonjour Artwork

Do not alter the logo or symbol in any way. Do not rotate or animate them, or render them three-dimensional. Do not use any part of the logo as a decorative illustration, graphic element, background, or pattern. Do not translate or localize the Bonjour logo, and do not add words or version numbers to it. Never attempt to set the logotype yourself, change the font, or alter the size or proportions of letters or the space between them.

Minimum size

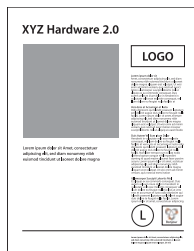
The minimum height for the Bonjour logo is 15 mm, as shown. When the logo is used in conjunction with a third-party company or product identity, it must be clearly subordinate in both size and placement to the primary company or product identity.

The minimum height for the Bonjour symbol when engraving on hardware is 3 mm. When using the symbol within a software interface, make sure the symbol is clearly legible on screen.

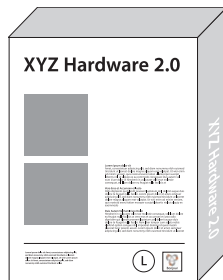


Minimum clear space

The minimum clear space around the symbol and logo should be equal to X on all sides, where X = half the width of the Bonjour symbol, as shown above.



In advertising, the Bonjour logo should be clearly subordinate in both size and position to the name of the advertiser or product.



On packages and manuals, the Bonjour logo should be placed near hardware specifications and other technology ingredient or compatibility marks.

Minimum clear space

Clear, open space is an integral part of the Bonjour identity. Do not place graphics, type, photographs, or illustrations inside the minimum clear space surrounding the symbol or logo, as shown. The minimum clear space for both the logo and symbol is equal to half the width of the symbol.

Color

The Bonjour logo can be printed using four-color process or solid black, as shown on page 1. The preferred background color for the Bonjour logo is white or off-white. The logo can appear on black, color, or photographic backgrounds, as long as the legibility of the logo is not diminished. The background within the border that surrounds the Bonjour logo is always white.

Using the logo in advertising and collateral

In advertising and other marketing materials, the Bonjour logo should be clearly subordinate in size and position to the name of the advertiser's company or product, as shown.

Using the logo on packaging and manuals

The Bonjour logo should be visible on the outside of product packaging and manuals, but should be clearly subordinate in size and position to the name of the company or product. On packages and manuals, the logo should be positioned near the product's hardware specifications and any other technology ingredient or compatibility marks, as shown.

Credit Line

Always include the appropriate credit line in legal notices when using the Bonjour logo or symbol:

Bonjour, the Bonjour logo, and the Bonjour symbol are trademarks of Apple Computer, Inc.