


CD-MANUAL

BRUNO BANANI BRAND DESIGN – VERSION 1.2

bruno banani[®]
NOT FOR EVERYBODY

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BRAND

BRAND CORE

CHARACTER

TARGET GROUP

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1 BRAND

1.1 BRAND CORE

bruno banani stands for the best quality and extraordinary designs. The absolute claim of bruno banani is reflected in every part of the collection: they have character. Radiate charm. Smouldering with eroticism or cool nonchalance just like the person wearing them.

bruno banani convinces. Through innovations and an attractive pricing policy. The brand is constantly restaged unconventionally, innovatively and with a wink.

1 BRAND

1.2 BRAND PROFILE

Always a trend ahead: bruno banani. Germany's first designer brand with the courage to be different. Non-conforming and polarising. Surprising and innovative. Sexy and exclusive. Not for everybody – this uncompromising nature differentiates bruno banani from other brands. And above all, it makes us what we are – unique.

FASHION UNLIMITED

Successful licenses make it possible to experience individual lifestyles from head to toe: From headwear and eyewear to socks and shoes. Continuing with jewellery, watches, and fragrances. Leatherwear and women's underwear. Belts und bags. In bedding or terry towel bath & beach.

GLOBAL POWER MADE IN GERMANY

The desire for the best quality and an unconventional design crosses all frontiers. The internationally successful designer brand "made in Germany" arouses covetousness. And ignites global brand power in the UK, Italy, Russia, France, and 11 other successful countries.

1 BRAND

1.3 TARGET GROUP

bruno banani is orientated around one target group, which is not defined by a specific age, rather by its attitude:

bruno banani customers place high value on design and quality. They are spontaneous, humorous and trendy. Young-minded, sporty and modern. As individualists, they are characterised by a high level of brand loyalty and select their styles themselves

BRAND LOGO

TRADEMARK

DIMENSIONING OF THE PROTECTED AREA

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2 BRAND LOGO

2.1 TRADEMARK



The bruno banani logo is in white on a black background.

The proportions and minimum sizes defined in the following apply.

2 BRAND LOGO

2.2 DIMENSIONING OF THE PROTECTED AREA



minimum size 18 mm

FIGURATIVE

BB

DIMENSIONING OF THE PROTECTED AREA

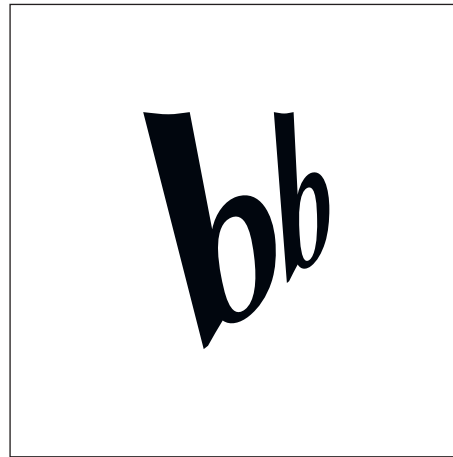
APPLICATION EXAMPLES

bruno banani[®]
NOT FOR EVERYBODY



3 FIGURATIVE MARK

3.1 BB



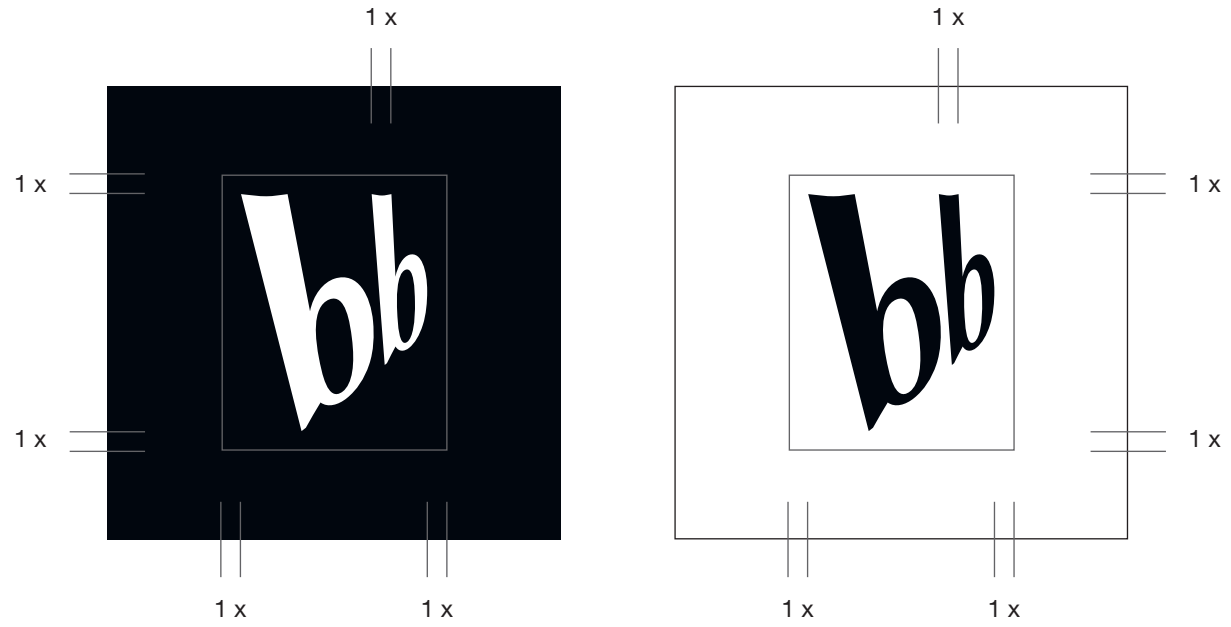
The figurative mark is used exclusively as a decorative element on products.

The figurative mark always stands alone and must never be used in combination with the brand logo.

It is not permitted to use the figurative mark in combination with other abstract concepts, for example bb-Sports etc.

3 FIGURATIVE MARK

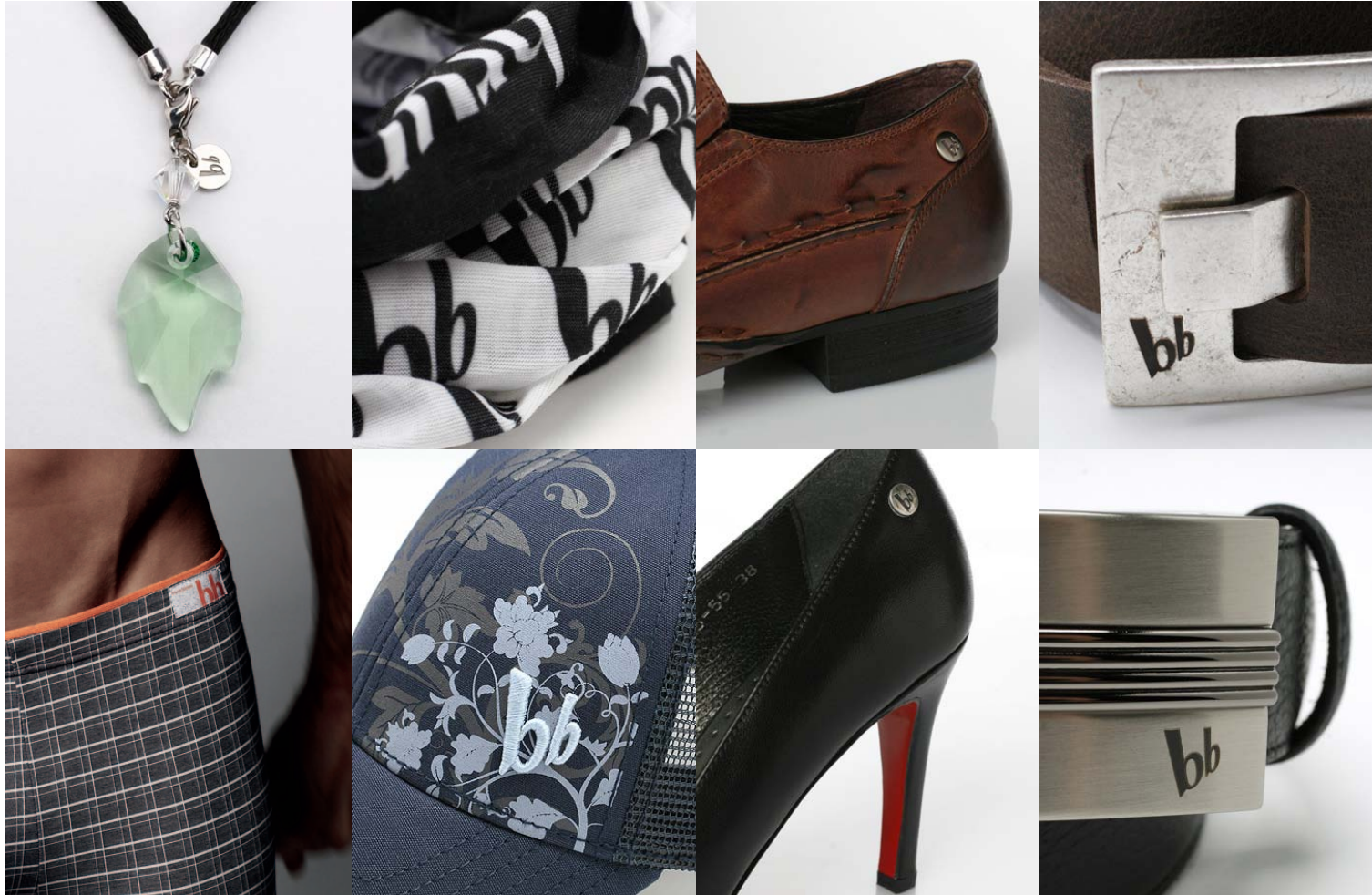
3.2 DIMENSIONING OF THE PROTECTED AREA



minimum size 4 mm

3 FIGURATIVE MARK

3.3 APPLICATION EXAMPLES



PRODUCT LOGO

BRUNO BANANI SPORTS

bruno banani[®]
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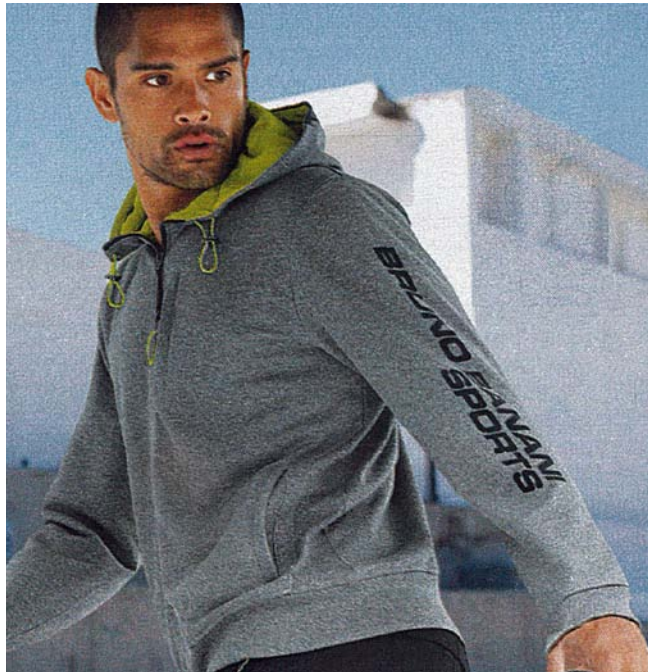
4 PRODUCT LOGO

4.1 BRUNO BANANI SPORTS



4 PRODUCT LOGO

4.2 APPLICATION EXAMPLES



COLOURS

PRIMARY COLOURS

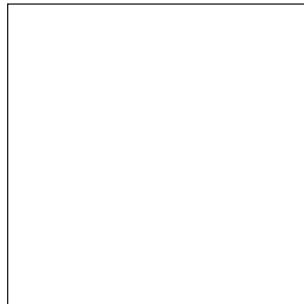
SECONDARY COLOURS

bruno banani[®]
NOT FOR EVERYBODY



5 COLOURS

5.1 PRIMARY COLOURS



WHITE

CMYK 0 | 0 | 0 | 0

Pantone

HKS

RAL 9016 traffic white

RGB 255 | 255 | 255

Web #ffffff



Black

CMYK 40 | 20 | 20 | 100

Pantone Process Black

HKS

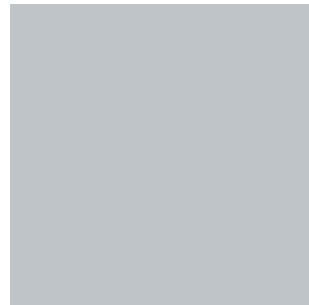
RAL 9005 deep black

RGB 0 | 0 | 0

Web #000000

5 COLOURS

5.2 SECONDARY COLOURS



BLACK 20%

CMYK 8 | 4 | 4 | 20

Pantone

HKS

RAL

RGB

Web



BLACK 40%

CMYK 16 | 8 | 8 | 40

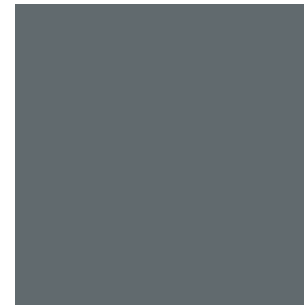
Pantone

HKS

RAL

RGB

Web



BLACK 60%

CMYK 24 | 12 | 12 | 60

Pantone

HKS

RAL

RGB

Web



BLACK 80%

CMYK 32 | 16 | 16 | 80

Pantone

HKS

RAL

RGB

Web

FONTS

HEADLINE

SUBLINE

COPY

OFFICE AND WEB

bruno banani[®]
NOT FOR EVERYBODY



6 FONTS

6.1 HEADLINE

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

!/?/.,:;,, “<>|()[]

@©®&%*€

Helvetica Neue LT Pro, 77 Bold Condensed

The company font for bruno banani is Helvetica New Condensed in different sizes, thicknesses and styles. The company font is used in uppercase in headlines and sublines.

If bruno banani appears in a headline, then BRUNO BANANI will also be written in uppercase.

The font sizes will be adjusted in a reasonable optical relationship to the respective medium and layout.

6 FONTS

6.2 SUBLINE

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

!/?/.,:;,,“<>|()[]

@©®&%*€

Helvetica Neue LT Pro, 57 Condensed

6 FONTS

6.3 COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789 !?/.,:;,,“<>|()[] @©®&%*€

Helvetica Neue LT Pro, 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789 !?/.,:;,,“<>|()[] @©®&%€*

Helvetica Neue LT Pro, 56 Italic

6 FONTS

6.4 OFFICE AND WEB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?/.,:;,“<>|()[] @©®&%*€

Arial, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?/.,:;,“<>|()[] @©®&%*€

Arial, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?/.,:;,“<>|()[] @©®&%€*

Arial, Italic

IMAGERY

FASHION
EDITORIAL



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7 IMAGERY

7.1 FASHION – STAGED PHOTOGRAPHY



7 IMAGERY

7.1 FASHION – STAGED PHOTOGRAPHY



7 IMAGERY

7.2 EDITORIAL – AUTHENTIC PHOTOGRAPHY



ADVERTISEMENT

PROPAGANDA

SALES FOLDER

ADVERTISEMENT

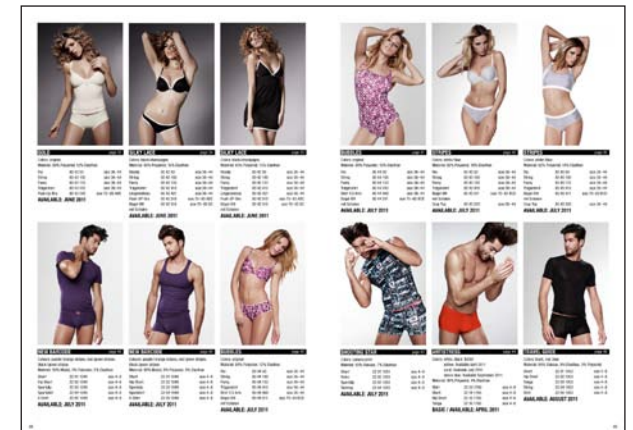
PLACARD/POSTER

bruno banani[®]
NOT FOR EVERYBODY




8 ADVERTISEMENT

8.1 PROPAGANDA FALL/WINTER 2011 – APPLICATION EXAMPLE (PART 2)



8 ADVERTISEMENT

8.2 SALES FOLDER – BEST SELLER (PART 1)



DAS BRUNO BANANI FLÄCHENKONZEPT 2011

BEST SELLER

bruno banani
NOT FOR EVERYBODY

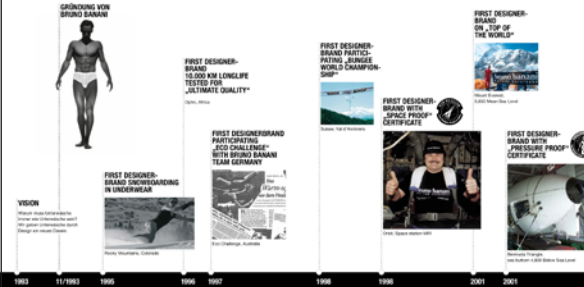
WENN ES ETWAS NUR EINMAL GIBT, DANN WILL ES JEDER.

Die bruno banani Philosophie.
Bruno Banani. Das ultimative
wilde Designkonzept für Männer,
welche mit Mut zum Übernatürlichen,
Neuheit und zum Verbotenen
überzeugen und inspirieren.
Übermut und erotische
Anziehungskraft, sexy, erotisch
- für ihn unendlich. Diese
grundlegenden menschlichen
Bruno Banani von seinen
widerstehen. Und damit sind
er, was er tun, anfangen.



KONSEQUENT POSITIONIERT. ABSOLUT IN SZENE GESETZT MIT ÜBER 2.814.156.359 KONTAKTEN:

BRUNO BANANI FÖRDT UND FÖRDT SEIN IMAGE
ALS DESIGNERMARKE MIT DER „NOT FOR EVERYBODY“-
WIRKUNG DURCH EVENTS, PUBLIC-RELATIONS UND
POS-AKTIVITÄTEN, DIE OHNE UMWEG DEN BEZUG ZUR
QUALITÄT UND ZUM DESIGN DER MARKE HERSTELLEN.



- 1993 GRÜNDUNG VON BRUNO BANANI
- 1995 VISION: Marken- und Produktentwicklung, die den Kunden ein unvergleichliches Erlebnis bieten.
- 1996 FIRST DESIGNER-BRAND PARTICIPATING: ECO CHALLENGE WITH BRUNO BANANI TEAM GERMANY
- 1996 FIRST DESIGNER-BRAND 15.000 KM LONGLIFE TESTED FOR "ULTIMATE QUALITY"
- 1998 FIRST DESIGNER-BRAND WITH "SPACE PROOF" CERTIFICATE
- 1998 FIRST DESIGNER-BRAND PARTICIPATING: "BUNGEE WORLD CHAMPIONSHIP"
- 2001 FIRST DESIGNER-BRAND WITH "PRESSURE PROOF" CERTIFICATE

MARKEN- POTENZIALE = MARKT- POTENZIALE.



MARKENSTÄRKE
• Bester Designerbrand
• Beste Bekleidungs-
marke
• Hoher Bekleidungs-
wert
• Hohe Bekleidungs-
qualität
• Hohe Bekleidungs-
leistung

MARKENSTÄRKE
• Aufwandslos (Leistung)
• Hoher Bekleidungs-
wert
• Hohe Bekleidungs-
qualität
• Hohe Bekleidungs-
leistung

MARKENSTÄRKE
• Hoher Bekleidungs-
wert
• Hohe Bekleidungs-
qualität
• Hohe Bekleidungs-
leistung

MARKENSTÄRKE
• Hoher Bekleidungs-
wert
• Hohe Bekleidungs-
qualität
• Hohe Bekleidungs-
leistung

bruno banani
NOT FOR EVERYBODY

100% FASHION-MINDED.

BRUNO BANANI IST DIE TOP-DESIGNERBRAND MIT HÖCHSTEM MODEBRAND
UND SÄMTIGSTEM PREISWERT.



BRUNO BANANI IST DIE TOP-DESIGNERBRAND MIT HÖCHSTEM MODEBRAND
UND SÄMTIGSTEM PREISWERT.

| BRAND | MODEBRAND | PREISWERT |
|----------------|----------------|-------------|
| • Polo | • Calvin Klein | • D&G |
| • May | • Hugo Boss | • Versace |
| • Calzedonia | • Jockey | • Max Azria |
| • Schottel | • Esprit | • H. Stern |
| • Bruno Banani | • H&M | • H&M |

8 ADVERTISEMENT

8.3 ADVERTISEMENT



8 ADVERTISEMENT

8.4 PLACARD / POSTER



PACKAGING

PACKAGING



bruno banani
NOT FOR EVERYBODY

9 PACKAGING

9.1 PACKAGING FOR BASIC LINES AND PROMOTION PACKAGES



BASIC LINE
Basic packaging



MICRO
Promotion packaging



PAY ONE GET TWO
Promotion packaging



COCONUT
Promotion packaging

9 PACKAGING

9.2 „BASIC LINE“ PACKAGING



TRADEMARK
Placement in the upper area

PACKAGE SIZE
130 x 195/185 mm

MOTIF
Product motif by itself
or on the model

PRODUCT LINE
Typography in uppercase

ICON
Visualisation of package content

9 PACKAGING

9.2 „BASIC LINE“ PACKAGING



V-SHIRT
Straight Line

NAVIGATE
Direct selection via link



9 PACKAGING

9.2 „BASIC LINE“ PACKAGING



SPORTSHIRT
Straight Line

NAVIGATE
Direct selection via link



9 PACKAGING

9.2 „BASIC LINE“ PACKAGING



SPORTSLIP
Straight Line

NAVIGATE
Direct selection via link



9 PACKAGING

9.2 „BASIC LINE“ PACKAGING



SHORT
Straight Line

NAVIGATE
Direct selection via link



9 PACKAGING

9.2 „BASIC LINE“ PACKAGING



HIPSHORT
Straight Line

NAVIGATE
Direct selection via link



9 PACKAGING

9.2 „BASIC LINE“ PACKAGING

SIDE FACE (TOP) Elements



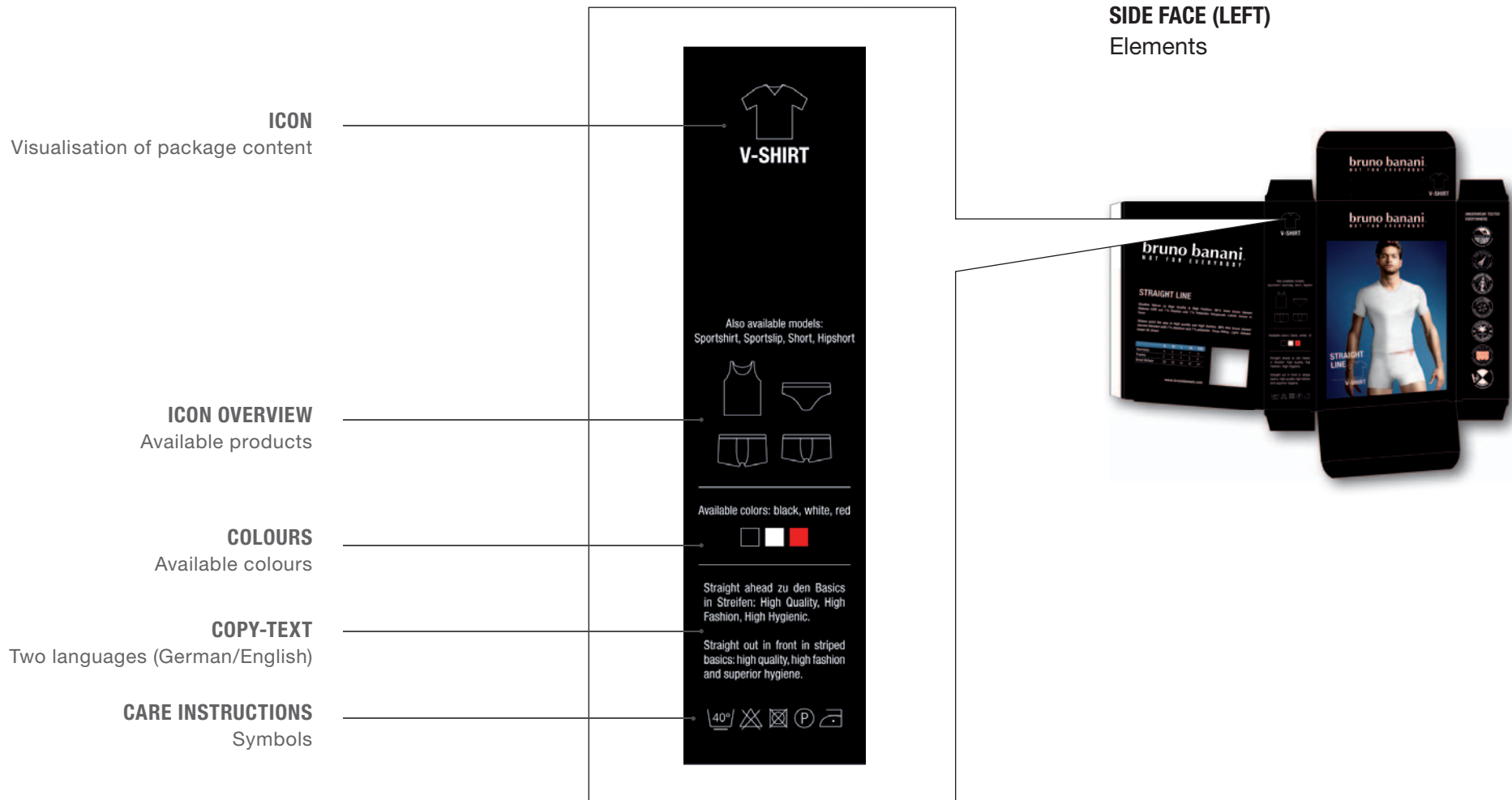
ICON
Visualisation of package content

TRADEMARK
Placement in the upper area

STICKER SURFACE
Placement aids, corner elements

9 PACKAGING

9.2 „BASIC LINE“ PACKAGING



9 PACKAGING

9.2 „BASIC LINE“ PACKAGING

ICONS

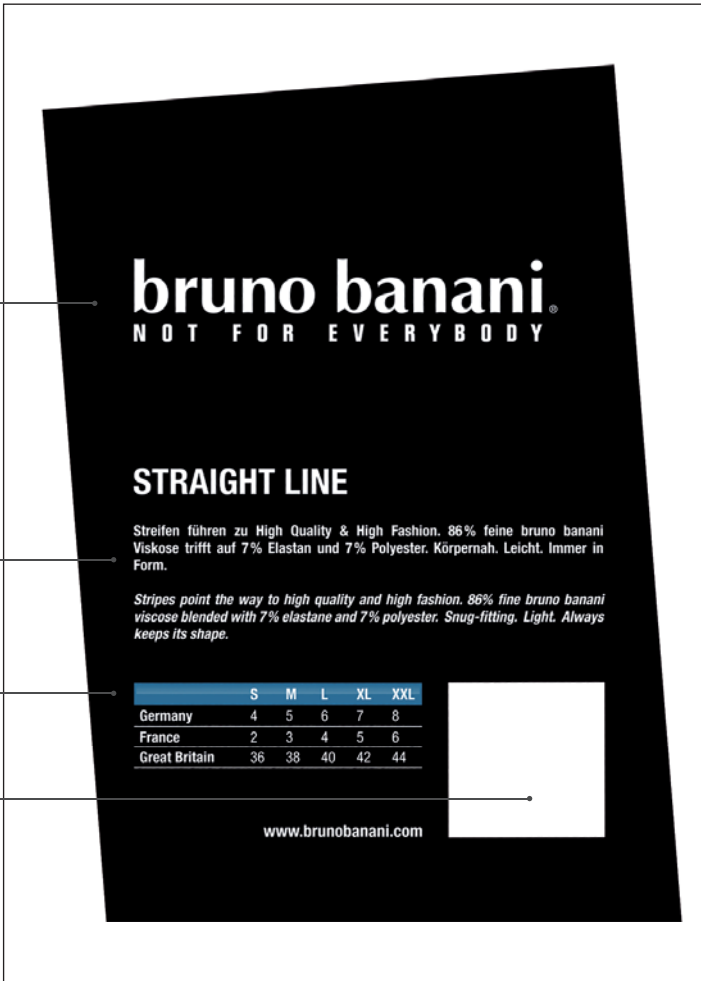


SIDE FACE (RIGHT)
Elements



9 PACKAGING

9.2 „BASIC LINE“ PACKAGING



TRADEMARK
Placement in the upper area

COPY-TEXT
Two languages (German/English)

SIZES TABLE
Size comparison D/F/GB

VIEWING WINDOW

bruno banani.
NOT FOR EVERYBODY

STRAIGHT LINE

Streifen führen zu High Quality & High Fashion. 86% feine bruno banani Viskose trifft auf 7% Elastan und 7% Polyester. Körpernah. Leicht. Immer in Form.

Stripes point the way to high quality and high fashion. 86% fine bruno banani viscose blended with 7% elastane and 7% polyester. Snug-fitting. Light. Always keeps its shape.

| | S | M | L | XL | XXL |
|---------------|----|----|----|----|-----|
| Germany | 4 | 5 | 6 | 7 | 8 |
| France | 2 | 3 | 4 | 5 | 6 |
| Great Britain | 36 | 38 | 40 | 42 | 44 |

www.brunobanani.com

BACK Elements



9 PACKAGING

9.3 PACKAGING „MICRO“



TRADEMARK
Placement in the upper area

PRODUCT LINE
Typography in uppercase

ICON
Visualisation of package content

MOTIF
Product motif by itself
or on the model

EYECATCHER
Eyecatcher element with product details

PACKAGE SIZE
130 x 195 mm

9 PACKAGING

9.3 PACKAGING „MICRO“

SIDE FACE (TOP) Elements



TRADEMARK

Placement in the upper area

STICKER SURFACE

Placement aids, corner elements

9 PACKAGING

9.3 PACKAGING „MICRO“

SIDE FACE (BOTTOM) Elements



DOMAIN

TRADEMARK

Placement in the upper area

MATERIAL SPECIFICATIONS

Two languages (German/English)

9 PACKAGING

9.4 PACKAGING „PAY ONE GET TWO“



TRADEMARK
Placement in the upper area

PRODUCT LINE
Typography in uppercase

EYECATCHER
Eyecatcher element with product

MOTIF
Product motif by itself
or on the model

PACKAGE SIZE
130 x 195 mm

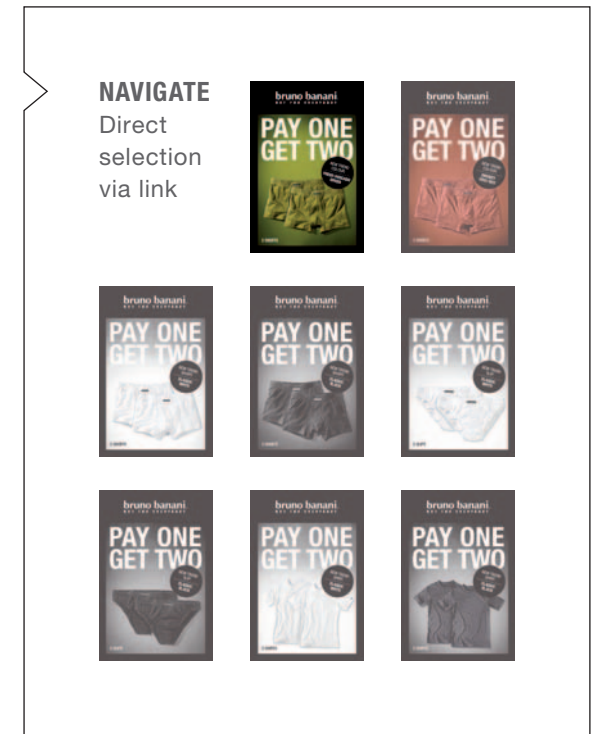


9 PACKAGING

9.4 PACKAGING „PAY ONE GET TWO“



SHORT – FRESH AVOCADO GREEN Promotion packaging

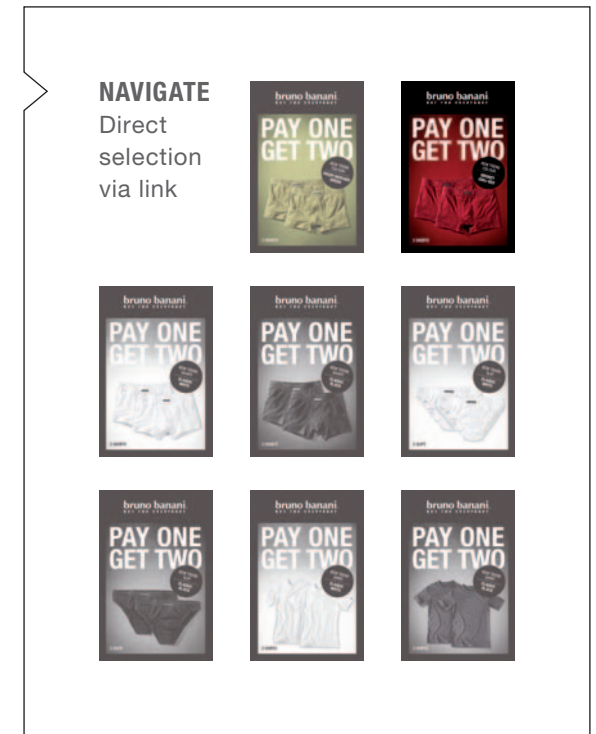


9 PACKAGING

9.4 PACKAGING „PAY ONE GET TWO“



SHORT – SMOKEY CHILI RED
Promotion packaging

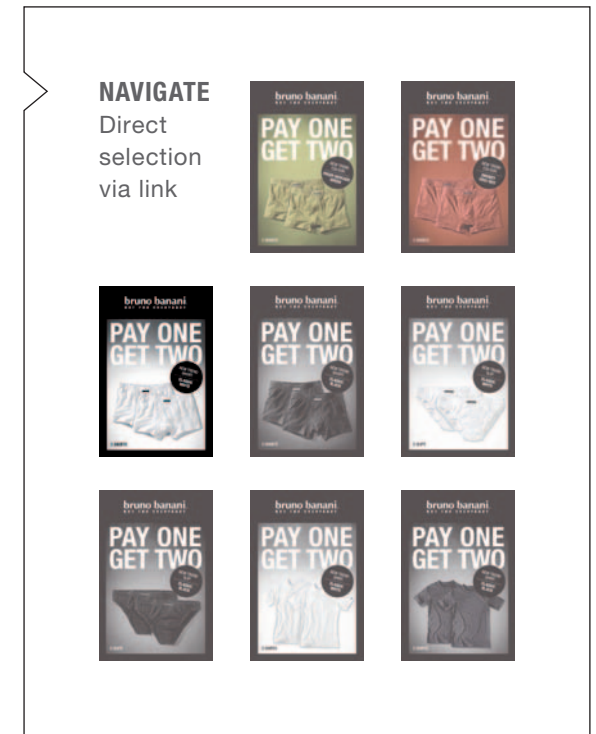


9 PACKAGING

9.4 PACKAGING „PAY ONE GET TWO“

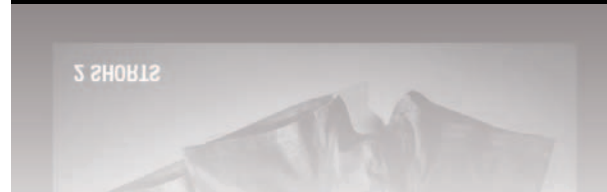


SHORT – CLASSIC WHITE
Promotion packaging

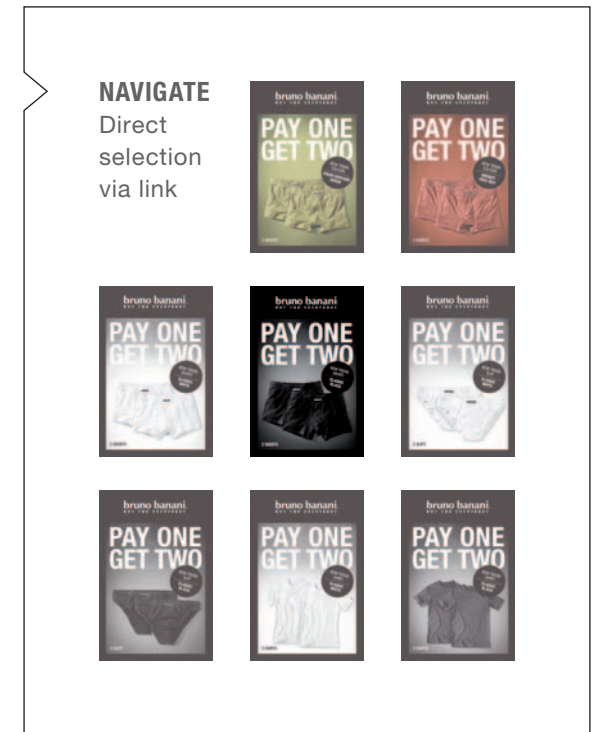


9 PACKAGING

9.4 PACKAGING „PAY ONE GET TWO“



SHORT – CLASSIC BLACK Promotion packaging

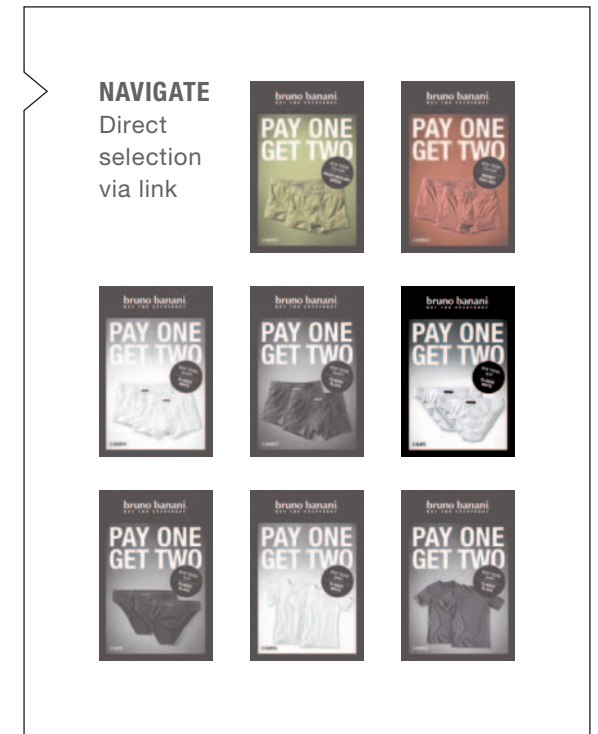


9 PACKAGING

9.4 PACKAGING „PAY ONE GET TWO“



SLIP – CLASSIC WHITE
Promotion packaging

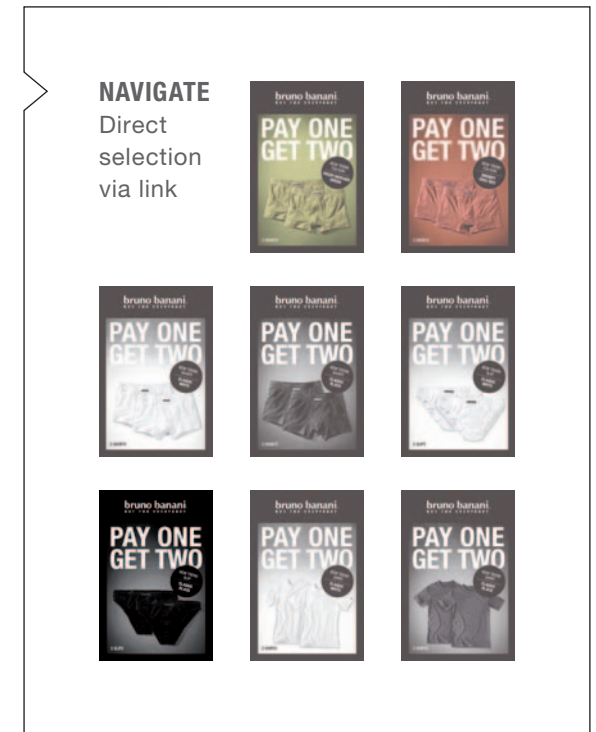


9 PACKAGING

9.4 PACKAGING „PAY ONE GET TWO“



SLIP – CLASSIC BLACK
Promotion packaging

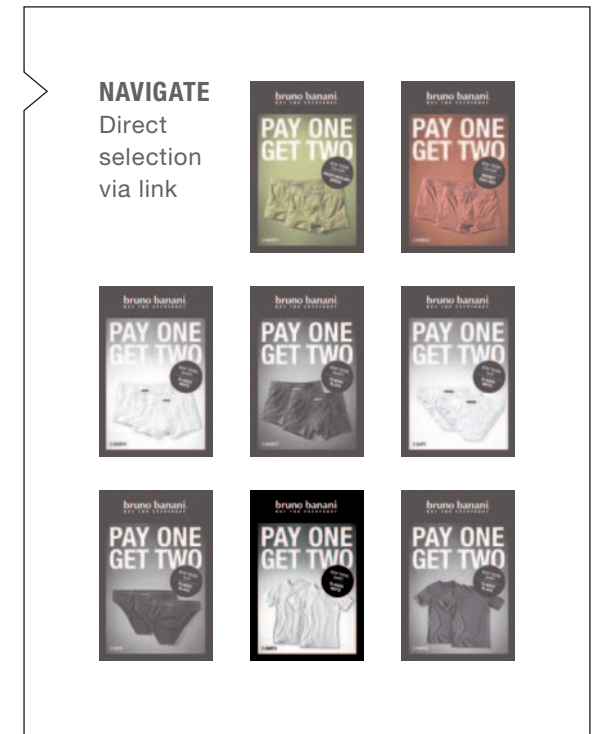


9 PACKAGING

9.4 PACKAGING „PAY ONE GET TWO“

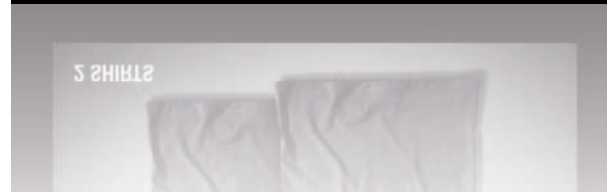


SHIRT – CLASSIC WHITE
Promotion packaging

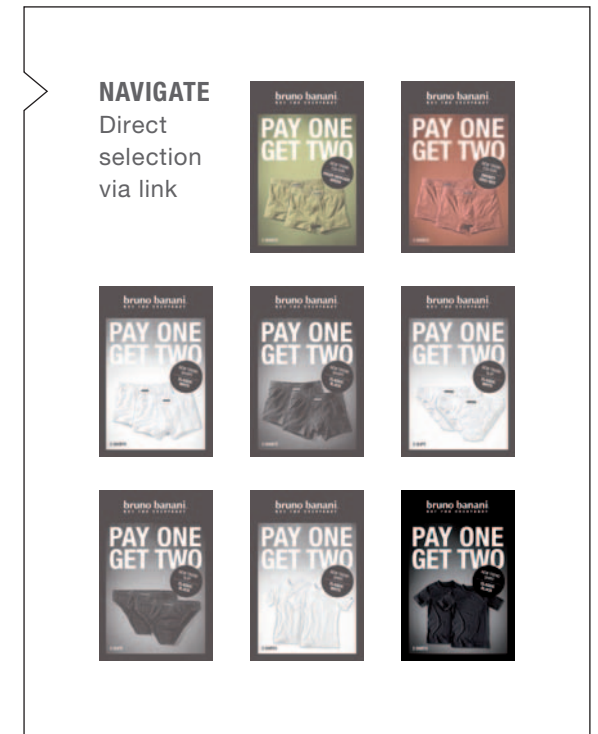


9 PACKAGING

9.4 PACKAGING „PAY ONE GET TWO“



SHIRT – CLASSIC BLACK
Promotion packaging



9 PACKAGING

9.4 PACKAGING „PAY ONE GET TWO“

SIDE FACE (TOP)
Elements



TRADEMARK
Placement in the upper area

STICKER SURFACE
Placement aids, corner elements

9 PACKAGING

9.4 PACKAGING „PAY ONE GET TWO“

SIDE FACE (BOTTOM)
Elements



DOMAIN

TRADEMARK

Placement in the upper area

MATERIAL SPECIFICATIONS

Two languages (German/English)

9 PACKAGING

9.5 PACKAGING „COCONUT“



TRADEMARK
Placement in the upper area

PACKAGE SIZE
130 x 195 mm

PRODUCT LINE
Typography in uppercase

MOTIF
Product motif by itself
or on the model

ICON
Visualisation of package content

EYECATCHER
Eyecatcher element with product

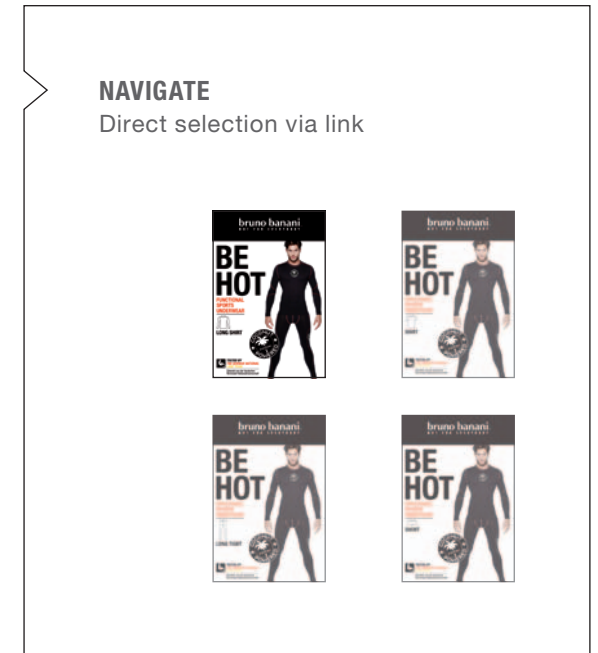
MARK OF QUALITY

9 PACKAGING

9.5 PACKAGING „COCONUT“



LONG SHIRT
Promotion packaging



NAVIGATE
Direct selection via link

9 PACKAGING

9.5 PACKAGING „COCONUT“

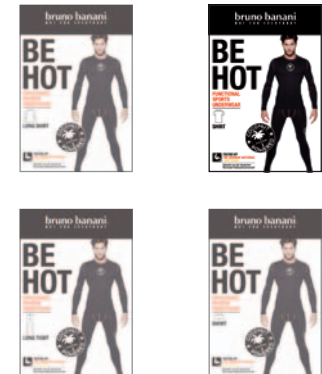


SHIRT

Promotion packaging

NAVIGATE

Direct selection via link



9 PACKAGING

9.5 PACKAGING „COCONUT“



LONG TIGHT
Promotion packaging

NAVIGATE
Direct selection via link



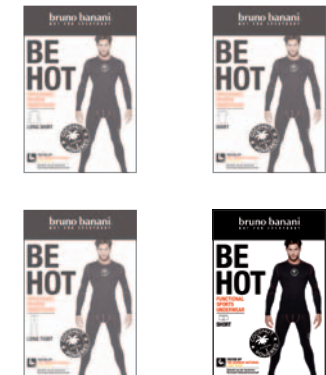
9 PACKAGING

9.5 PACKAGING „COCONUT“



SHORT
Promotion packaging

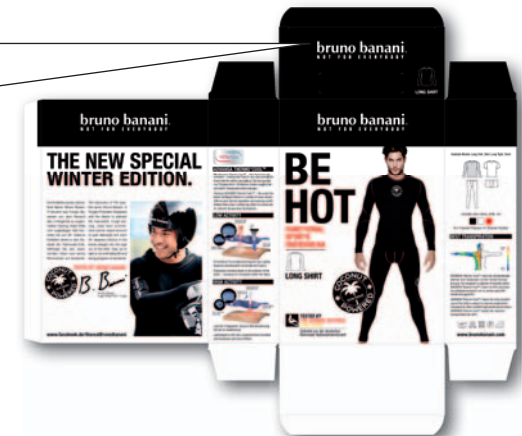
NAVIGATE
Direct selection via link



9 PACKAGING

9.5 PACKAGING „COCONUT“

SIDE FACE (TOP) Elements



ICON
Visualisation of package content

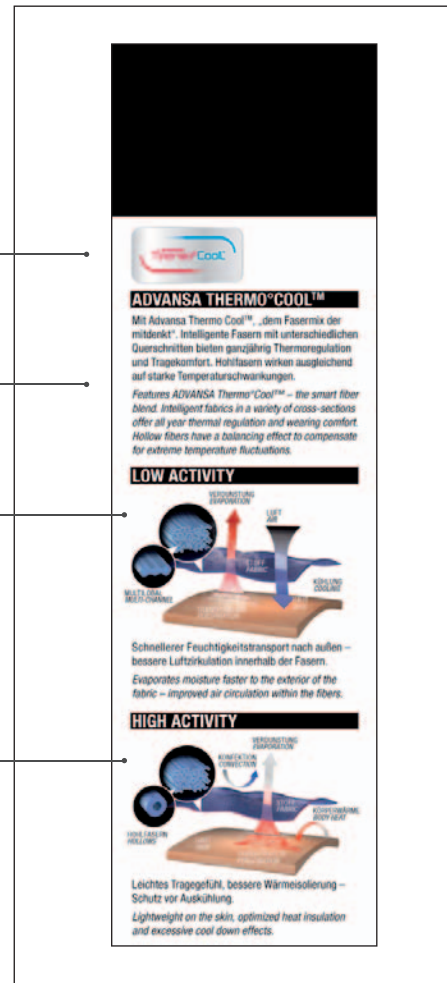
TRADEMARK
Placement in the upper area

STICKER SURFACE
Placement aids, corner elements

9 PACKAGING

9.5 PACKAGING „COCONUT“

- ICON**
Thermo Cool
- EXPLANATION**
Two languages (German/English)
- DIAGRAM WITH COPY-TEXT**
Two languages (German/English)
- DIAGRAM WITH COPY-TEXT**
Two languages (German/English)



ADVANSA THERMO°COOL™

Mit Advansa Thermo Cool™ – „dem Fasermix der mitdenkt“, Intelligente Fasern mit unterschiedlichen Querschnitten bieten ganzjährig Thermoregulation und Tragekomfort. Hohlfasern wirken gleichzeitig auf starke Temperaturschwankungen.

Features ADVANSA Thermo°Cool™ – the smart fiber blend. Intelligent fabrics in a variety of cross-sections offer all year thermal regulation and wearing comfort. Hollow fibers have a balancing effect to compensate for extreme temperature fluctuations.

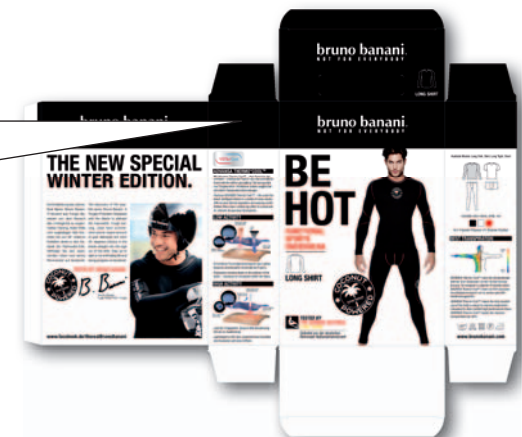
LOW ACTIVITY

Schneller Feuchtigkeitstransport nach außen – bessere Luftzirkulation innerhalb der Fasern.
Evaporates moisture faster to the exterior of the fabric – improved air circulation within the fibers.

HIGH ACTIVITY

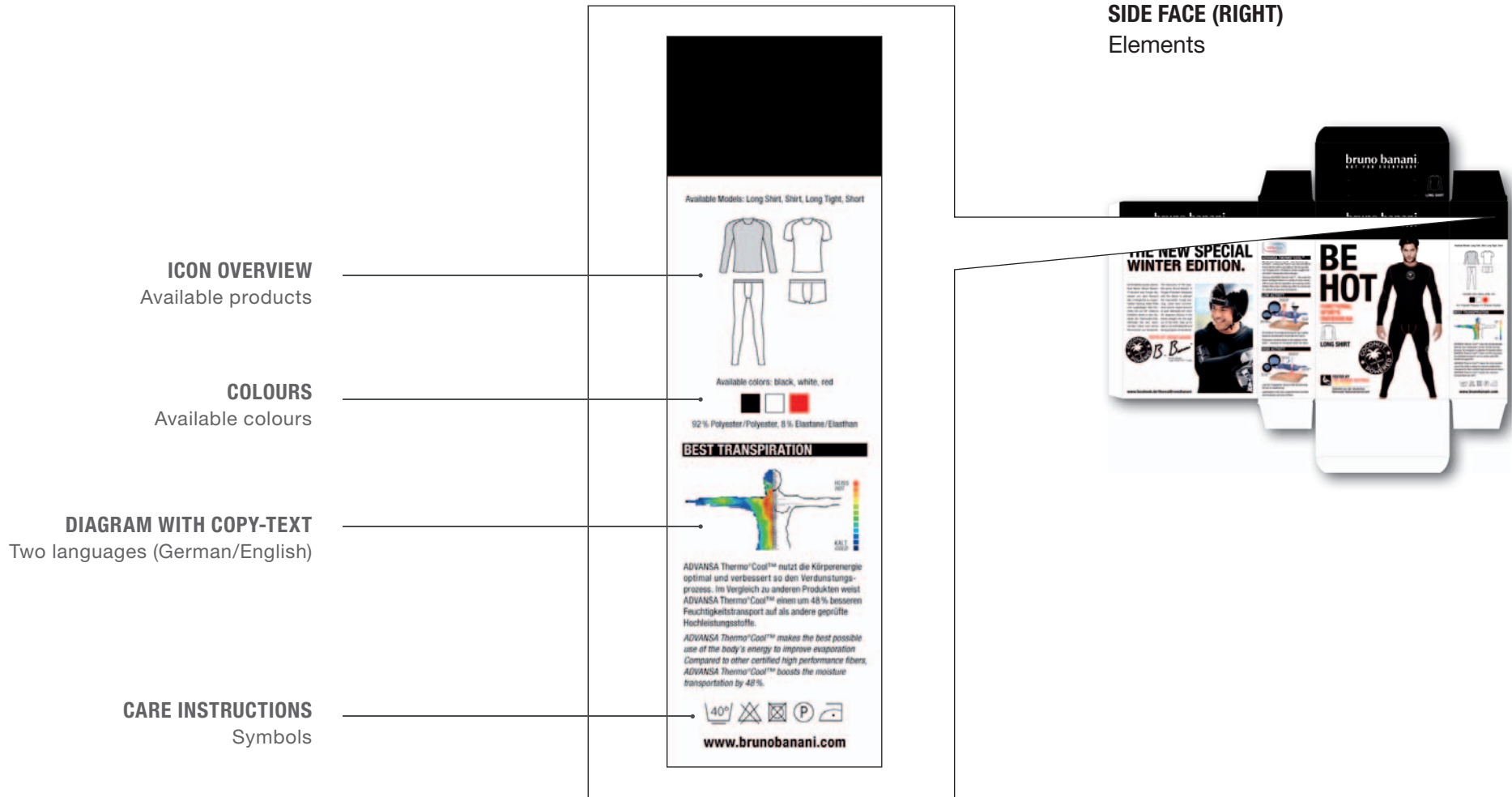
Leichtes Tragegefühl, bessere Wärmeisolierung – Schutz vor Auskühlung.
Lightweight on the skin, optimized heat insulation and excessive cool down effects.

SIDE FACE (LEFT)
Elements



9 PACKAGING

9.5 PACKAGING „COCONUT“

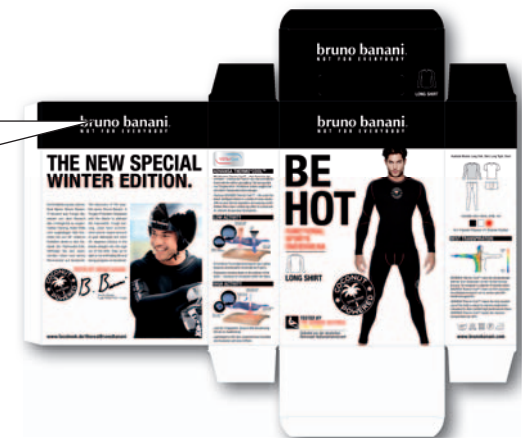


9 PACKAGING

9.5 PACKAGING „COCONUT“



BACK
Elements



TRADE

SHOP DESIGN

10

bruno banani[®]
NOT FOR EVERYBODY

10 TRADE

10.1 SHOP DESIGN



TRADEMARK

Placement of logo on black background raised above the products

ONLINE

WEBSITE BRUNO BANANI

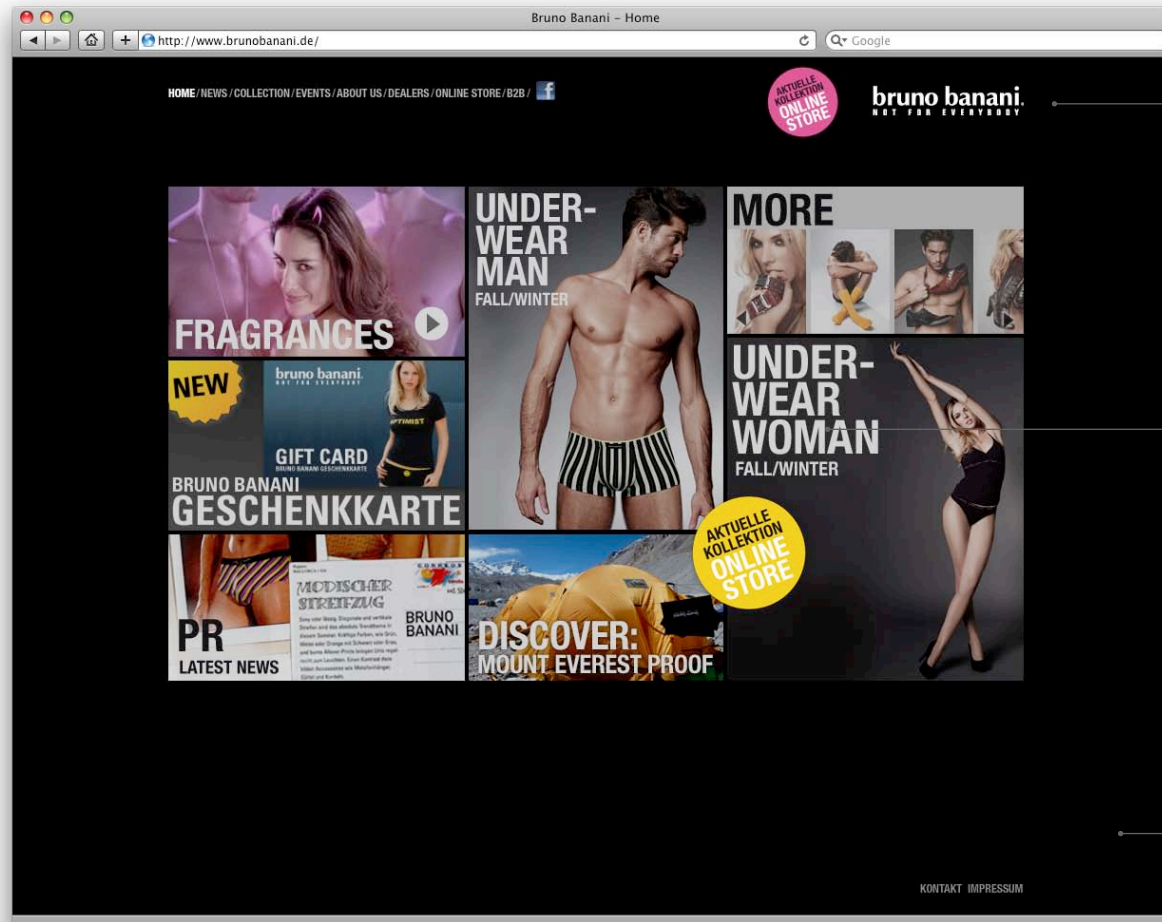
MICRO-SITES

WEBSITE LICENSES

bruno banani[®]
NOT FOR EVERYBODY

11 ONLINE

11.1 WEBSITE BRUNO BANANI



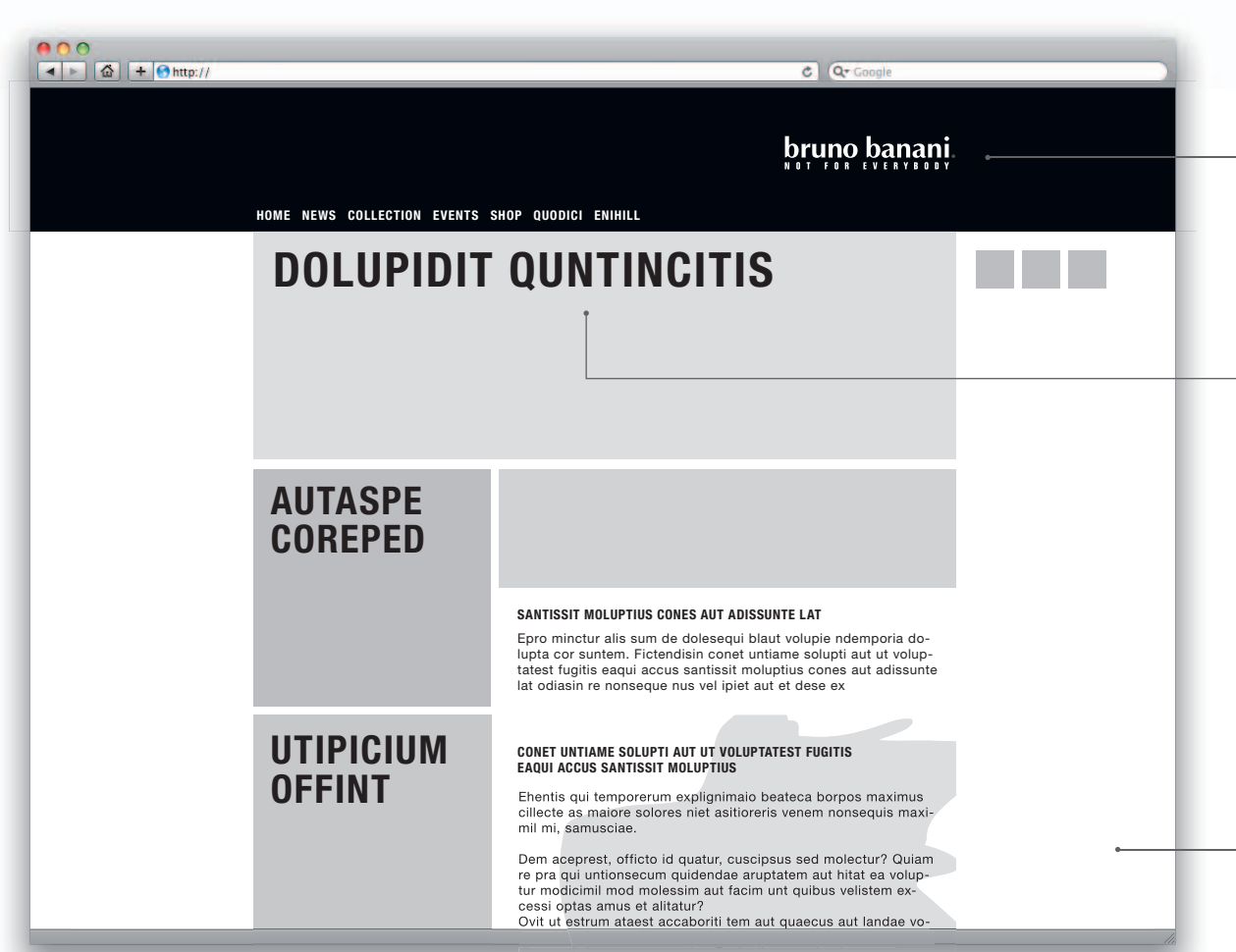
TRADEMARK
Placement in the upper area

HEADLINES
Typography in uppercase

BACKGROUND
Primary colour black

11 ONLINE

11.2 MICRO-SITES



TRADEMARK
Placement in the upper area

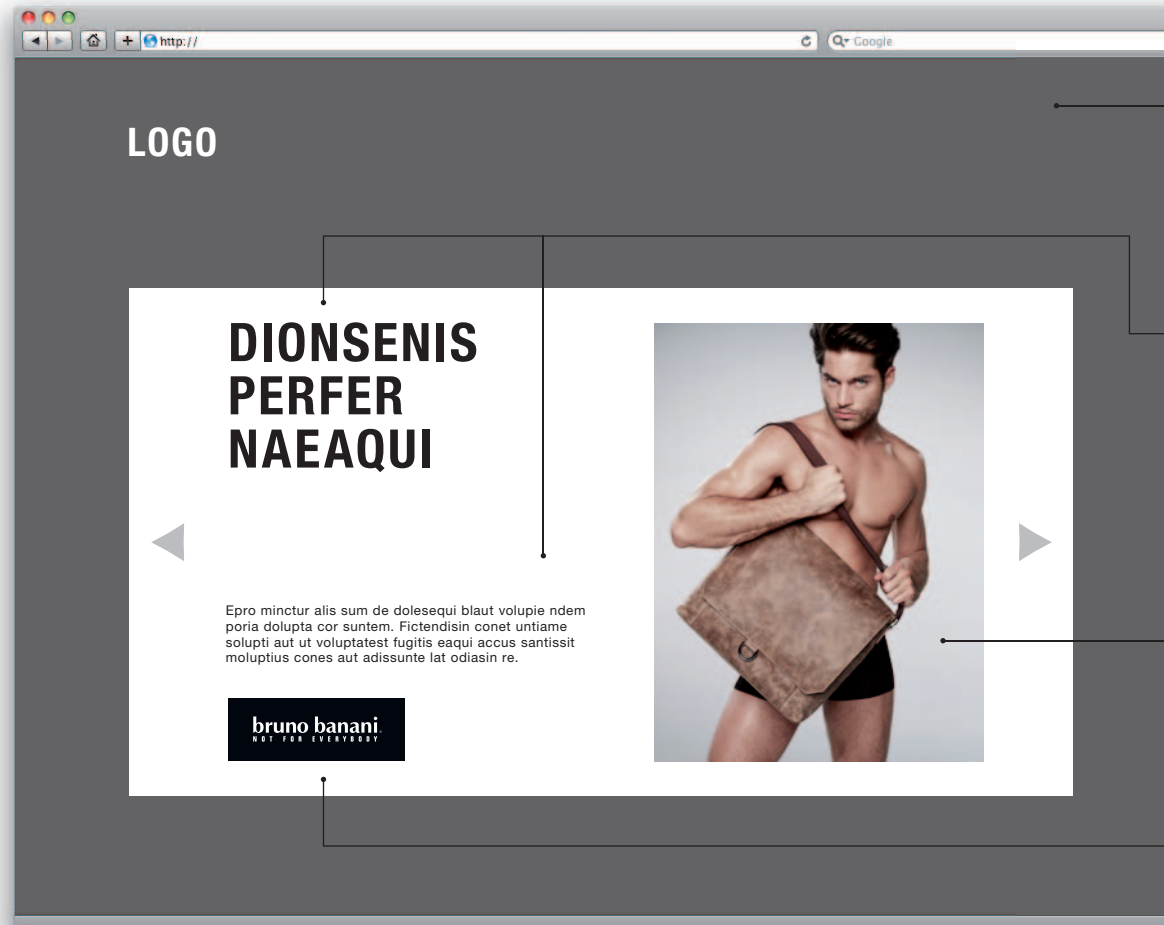
HEADLINES
Typography in uppercase

BACKGROUND
Primary colour white

11 ONLINE

11.3 WEBSITE LICENSES

For product pages that are embedded in a company page, the guidelines should be complied with as closely as possible as facilitated by the programming of the main page.



WEBSITE LICENSEE

HEADLINES AND COPY

MOTIF LICENSE (EXAMPLE)

The artwork that is provided to the licensee is used as an image motif. Other illustrations must comply with the image of the brand.

TRADEMARK

If must be possible to see the trademark on each product page.

The bruno banani is an internationally registered and protected brand of bruno banani underwear GmbH. Strict compliance with the corporate design guidelines defined here is the basis for the standardised image and recognition of the brand. Therefore the rules contained in this CD manual are absolutely binding. Violations will be punished. All external appearances of bruno banani must be coordinated with the brand managing agency Brandplattform in terms of compliance with these guidelines.

Brandplattform GmbH
Communication for living brands
Calwer Straße 20
70173 Stuttgart
T +49 (0) 711 / 490 47-0
F +49 (0) 711 / 490 47-299
e-mail: info@brandplattform.de
www.brandplattform.de

bruno banani underwear GmbH
Mauersbergerstraße 5
09117 Chemnitz
T +49 (0) 371 / 84 23 40
F +49 (0) 371 / 85 25 69
e-mail: fashion@brunobanani.de
www.brunobanani.com

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