

LOGO GUIDELINES



BONOMI INDUSTRIES



BONOMI INDUSTRIES SRL

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition.

BONOMI INDUSTRIES is known in the market as  and its two triangles . Since the company is evolving to a broader product range and intends to modernize its communication, the name of the business was changed to **BONOMI INDUSTRIES SRL** and **BONOMI INDUSTRIES** is the new registered company logo, while **RuB** has become one of our product brands.

Like a national flag, our logos represent us in the market.

We use our logos in many different communication materials: catalogues, websites, business cards, envelopes, trade shows, events and more.

Use of our logos is governed by various rules and protected by international laws of copyright for registered trademarks.

In this document we illustrate the rules and guidelines to properly use our logos in order to promote our companies and products.

Our logos can be used only under prior written permission to be requested to our Marketing Department at: marketing@rubvalves.com.

BONOMI INDUSTRIES COLORS



C: 0%
M: 100%
Y: 100%
K: 0%

R: 220
G: 36
B: 31

PANTONE 485 C

TRAFFIC RED
RAL: 3020



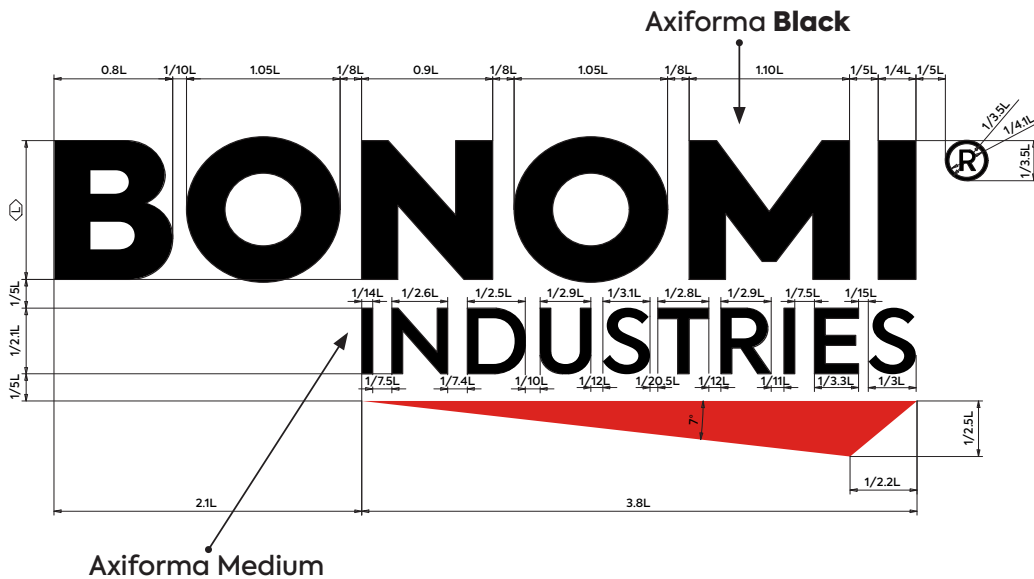
C: 0%
M: 0%
Y: 0%
K: 100%

R: 0
G: 0
B: 0

PANTONE Process Black

JET BLACK
RAL: 9005

BONOMI INDUSTRIES LOGO



For **BONOMI INDUSTRIES** SRL company profiles, sales literature, promotional items, events and ads.
See drawing "LOGOB01"

This logo can be used only for **BONOMI INDUSTRIES** SRL.
Its use in North America is strictly prohibited.

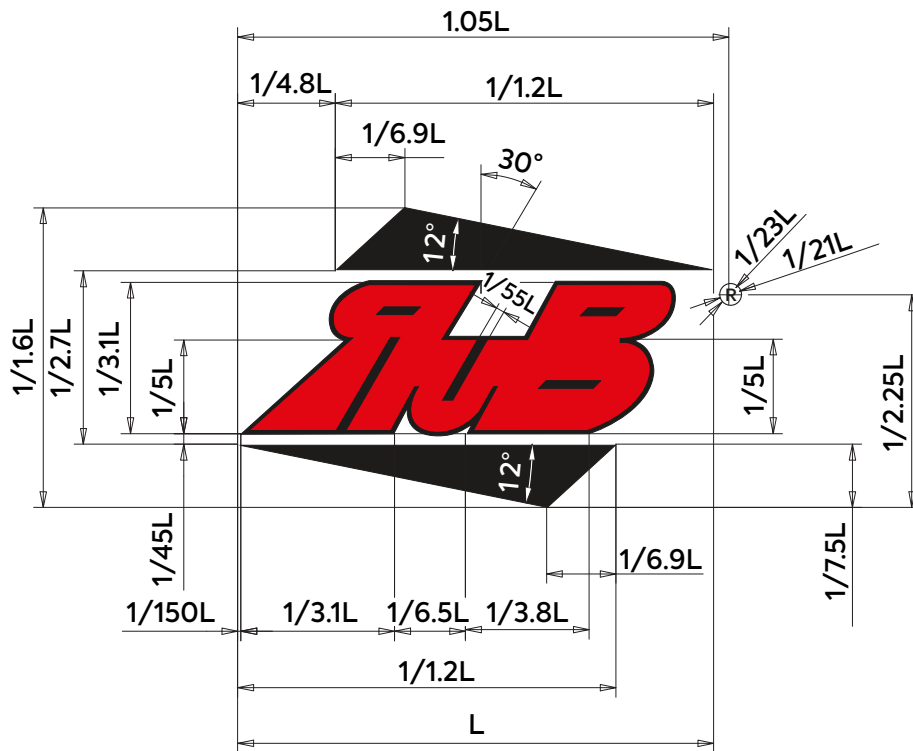
BONOMI INDUSTRIES LOGO SPACE LIMITS



The layout of the logo follows specific unchangeable dimensional ratio. The correct use contemplates maintaining space limits.

Around the logo there must be a minimum space limit equal to the word "INDUSTRIES" from "BONOMI INDUSTRIES" logo, in proportion to the application of the logo.

RUB LOGO



Use on products and packaging.
See drawing "LOGOB02"

MINIMUM SIZE

35 mm



PROPORTIONS

1,6



RUB LOGO VALVES&ACTUATORS VERSION



VALVES & ACTUATORS

Arial Bold Italic

V and A are in red and 22% bigger than the rest.

MINIMUM SIZE

35 mm



VALVES & ACTUATORS

PROPORTIONS

1,4



VALVES & ACTUATORS

Use only referred to RUB products.

RUB LOGO RUB PEOPLE THINK LEAN VERSION



RUB PEOPLE THINK LEAN

↙
Arial **Bold Italic**
R, B, P, T and **LEAN**
are in red and 22% bigger than the rest.

Specific for **LEAN** documentation.

RUB LEAN MOTTO

The **LEAN** motto uses two colours, red and black (see colours page), with letters **R B P T** and **LEAN** 22% bigger than the rest.
Font Arial **Bold Italic**.

RUB PEOPLE THINK LEAN

Specific for **LEAN** documentation.

MINIMUM SIZE

35 mm



RUB PEOPLE THINK LEAN

PROPORTIONS

1,4



RUB PEOPLE THINK LEAN

MINIMUM SIZE

25 mm



RUB PEOPLE THINK LEAN

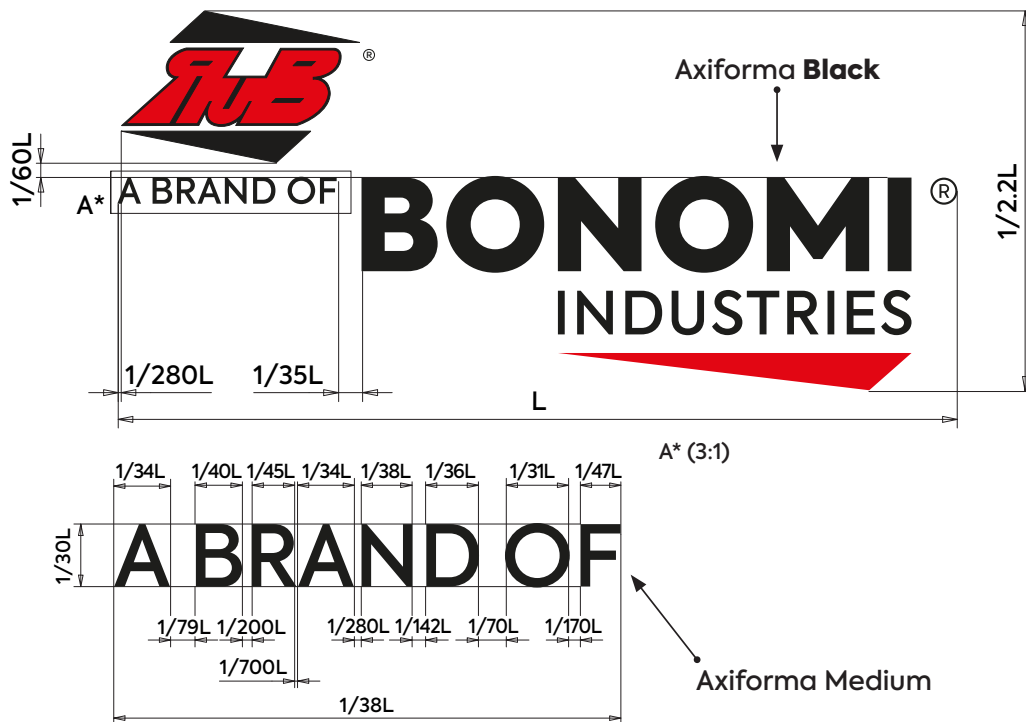
PROPORTIONS

12,2



RUB PEOPLE THINK LEAN

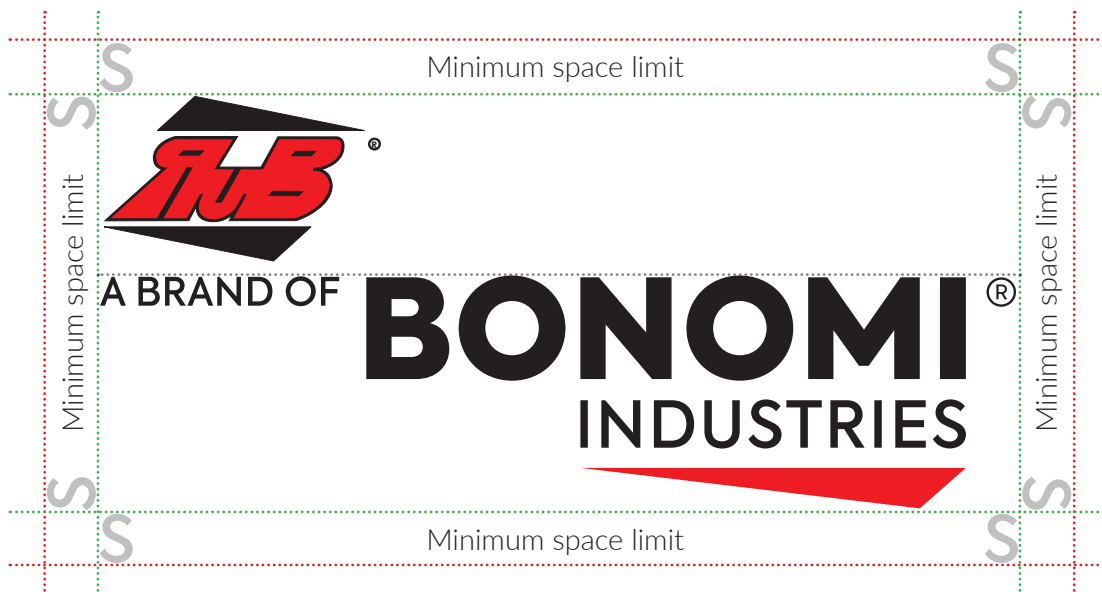
BONOMI INDUSTRIES COMPOSITE LOGO



For company profiles, sales literature, promotional items, events, ads focused on **RuB** product range. See drawing "LOGOB03"

This logo can be used only for **BONOMI INDUSTRIES SRL**.
Its use in North America is strictly prohibited.

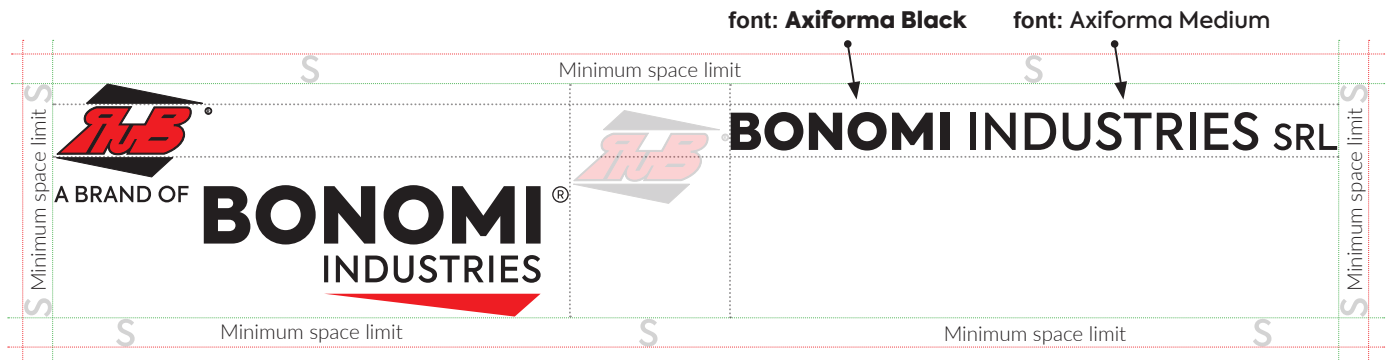
BONOMI INDUSTRIES COMPOSITE LOGO SPACE LIMITS



The layout of the logo follows specific unchangeable dimensional ratio. The correct use contemplates maintaining space limits.

Around the logo there must be a minimum space limit equal to the extended diameter of the letter "S" in the "**BONOMI INDUSTRIES**" logo, in proportion to the application of the logo.

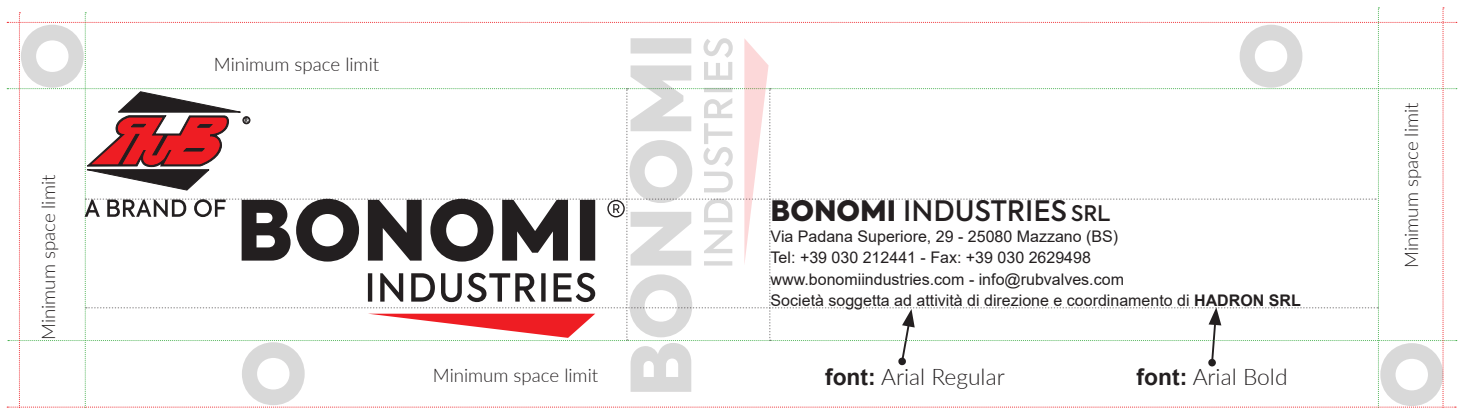
BONOMI INDUSTRIES PAPERHEAD



The correct position and proportion between our company name and composite logo is defined as follows:

- The company name "**BONOMI INDUSTRIES SRL**" on the Y axis must be centered respect to the band defined by the two triangles of the **RUB** logo.
- The company name "**BONOMI INDUSTRIES SRL**" on the X axis must be a distance from the "a brand of" logo equal to the width of the **RUB** logo included in the "a brand of" logo.
- The company name "**BONOMI INDUSTRIES SRL**" is made up of 3 sections:
 - 1) "**BONOMI**" in Axiforma Black font
 - 2) "**INDUSTRIES**" in Axiforma Medium font
 - 3) "**SRL**" in Axiforma Medium with a 30% smaller dimension compared to "**BONOMI INDUSTRIES**"
- There must be a minimum space limit around the logo equal to the outside diameter of the letter "**S**", of "**BONOMI INDUSTRIES**" composite logo.

Version with contact details



The correct position and proportion between our company name complete with address and legal info and composite logo is defined as follows:

- The letterhead is centered on the Y axis compared to the "**BONOMI INDUSTRIES**" logo text height.
- The letterhead on the X axis must be as distant from the composite logo as the height of the "**BONOMI INDUSTRIES**" logo.
- The text under the company name is Arial Regular font and the company name is 30% bigger than the text.
- The text "**HADRON SRL**" is Arial Bold font.
- The line spacing in "pt" is equal to the font size of the text.
- The company name "**BONOMI INDUSTRIES SRL**" is made up of 3 sections:
 - 1) "**BONOMI**" in Axiforma Black font
 - 2) "**INDUSTRIES**" in Axiforma Medium font
 - 3) "**SRL**" in Axiforma Medium with a dimension lower than 30% compared to "**BONOMI INDUSTRIES**"
- There must be a minimum space limit around the logo equal to the outside diameter of the letter "**O**", of "**BONOMI INDUSTRIES**" composite logo.

BONOMI INDUSTRIES FOOTER

Our footer consists of a red line. Usually we apply it on our promotional materials in this version:

The thickness of the line is defined by the following ratio: (short side of the page) /84 (ex. On a A4 page the short side is 210 mm therefore the thickness of line will be : $210/84=2.5$ mm).

RuB AS TEXT

Font: **Arial, Bold and Italic**

Typing small "u" of the same font size as capital "R" and "B" is acceptable. Also the letters "R" and "B" are 22% bigger than "u". Dimension of "R" and "B" is the same of adjacent text.

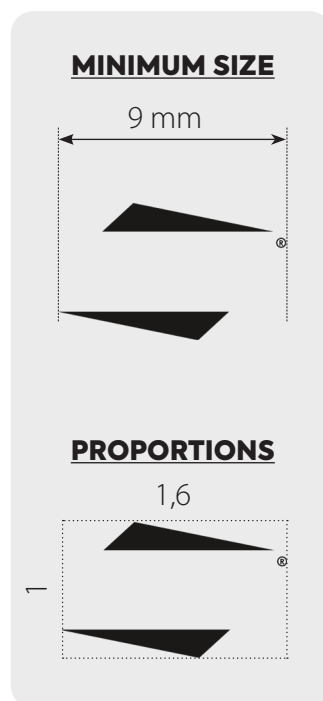
RuB or **RuB**

RuB TRIANGLES

Our triangles are the symbol that identify our products in the market. Use of this trademark is **allowed only on RuB made products** and it is strictly prohibited in any other situation. The colour is all black. These two triangles are also an **RuB** registered trademark. Use of this logo must be specifically approved in writing by **BONOMI INDUSTRIES** management.



For technology constraints **BONOMI INDUSTRIES** may approve use of this logo without ®. **NEVER** use on catalogues, sales literature, documents, ads, gadgets, or in any situation other than on **RuB** made products.



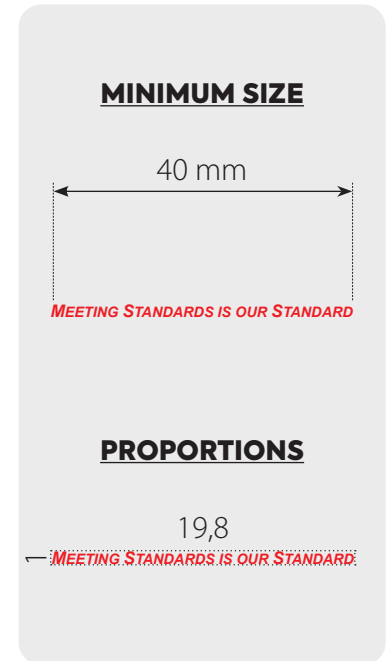
BONOMI INDUSTRIES MOTTO

Our motto summarizes our commitment to customers. The main focus of **BONOMI INDUSTRIES** is customers' satisfaction in terms of quality, performance and price.

The motto is all red and the capital letter **M**, **S** and **S** are 22% bigger than the rest. Font **Arial Bold Italic**.

MEETING STANDARDS IS OUR STANDARD

For promotional communications only on ads and exhibition booth graphics.



BONOMI INDUSTRIES BACKGROUND RESTRICTIONS

The use of our logos is allowed on image backgrounds provided it remains clear and unmistakably recognizable.



BONOMI INDUSTRIES BACKGROUNDS AND ALTERNATIVE VERSIONS

WHITE BACKGROUND
RAL: 9010



BLACK BACKGROUND
RAL: 9005



RED BACKGROUND
RAL: 3020



GREY BACKGROUND
RAL: 7047



BONOMI INDUSTRIES APPLICATION SYMBOLS



GAS

C: 0%
M: 20% R: 248
Y: 100% G: 195
K: 0% B: 0



INDUSTRY

C: 0%
M: 0% R: 96
Y: 0% G: 93
K: 70% B: 92



ACTUATION

C: 64%
M: 82% R: 24
Y: 96% G: 72
K: 23% B: 40



PNEUMATIC

C: 96%
M: 69% R: 24
Y: 0% G: 72
K: 0% B: 40



DRINKING WATER

C: 100%
M: 20% R: 0
Y: 100% G: 120
K: 5% B: 57



PLUMBING

C: 33%
M: 87% R: 180
Y: 5% G: 59
K: 0% B: 137



OEM

C: 9%
M: 60% R: 223
Y: 100% G: 122
K: 1% B: 13



ACCESSORIES

C: 79%
M: 18% R: 17
Y: 43% G: 150
K: 3% B: 150

The text under the icon is defined by the following rules:

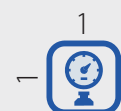
- The font size in "pt" is equal to the mm of the icon's side multiplied by 0,6.
- The text is centered on the X axis with the icon.
- The distance is equal to the icon frame thickness.
- Font: **Axiforma Black**.

MINIMUM SIZE

10 mm



PROPORTIONS



BONOMI INDUSTRIES DISCLAIMER



L'uso del logo **BONOMI INDUSTRIES®** da parte di terzi è autorizzato solo allo scopo solo di commercializzare i nostri prodotti e promuovere l'immagine della nostra azienda, seguendo le linee guida di questo documento che ne regolamenta l'utilizzo.

L'uso del marchio "due triangoli" senza le lettere **RuB** in mezzo è severamente vietato per qualunque forma pubblicitaria e attività di marketing.

Nessuno, senza previa autorizzazione scritta di **BONOMI INDUSTRIES®** può registrare o far registrare marchi, nomi commerciali o loghi di **BONOMI INDUSTRIES®**.

Nessuno può altresì registrare marchi, nomi commerciali o loghi che possano essere confusi con quelli di proprietà di **BONOMI INDUSTRIES®**.



Use of the **BONOMI INDUSTRIES®** logo by third parties is authorized exclusively to promote our company reputation and market our products. Logo Guidelines must be strictly followed at all times.

Use of **RuB** "two triangles" logo is strictly prohibited for any promotion or advertisement or any other form of marketing activity.

No one is authorized to register or to have registered trademarks, trade names or logos belonging to **BONOMI INDUSTRIES®**.

No one may register any trademark, trade name or logo which may be confused with those belonging to **BONOMI INDUSTRIES®**.



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BONOMI INDUSTRIES SRL

Via Padana Superiore, 29 25080 Mazzano (BS) - Italy
Tel: (+39) 030 212441 - Fax: (+39) 030 2629498
info@rubvalves.com - www.bonomiindustries.com

RUB, Inc.

Shakopee, MN - USA
www.rubinc.com

RUB kk

Tokyo - Japan
www.rubkk.jp

