

**BEST OF
NOLLYWOOD
AWARDS**

BRAND STYLE GUIDE



About



M I S S I O N

About BON

Founded 15 years ago, the BON Awards have consistently recognized the contributions and achievements of Nollywood professionals. Our esteemed jury, headed by Mr. Francis Onwochei and Mr. Segun Arinze for Creatives, ensures the transparency and integrity of the awards. The BON Awards is spearheaded by Executive Producer Seun Oloketuyi, with consultancy from Arch Teju Ajayi.



Verbal Identity



Brand Story

Best of Nollywood Awards, preferably known as BON Awards, was established in 2009 by the founder/ CEO of Best of Nollywood Magazine, Seun Oloketuyi, as a distinguished event in the Nigerian film industry. Over the years, this award brand has grown in its quest to celebrate the stories, talents and cultural affluence in Nollywood with an annual commemoration of the award show. The awards, hosted in multiple states across Nigeria, from Lagos to Oshogbo, have left an impact on diverse cultural landscapes, showcasing the widespread influence of Nollywood nationwide.



Brand Vision/Mission

Vision Statement

To be the beacon preserving and promoting diverse cultural narratives, fostering an enduring connection between storytelling and the rich heritage of Nigeria.

Mission Statement

To celebrate the vibrancy and creativity that emanate from the Nigerian film industry and to showcase the rich cultural heritage in Africa.



Brand Personality

The brand personality portrays the unique qualities or traits that distinguish BON Awards from similar brands/competition. BON Awards embodies a traditional and sophisticated personality.



Traditional

As an award brand that has been in existence for 15 years, a traditional personality acknowledges its historical roots over the course of time. Hence, this persona positions the brand as a custodian of timeless excellence, recognising and rewarding the enduring impact of the industry's products and professionals. This personality also aligns with the brand's mission to showcase the rich cultural heritage in Africa. The traditional persona is evident in the concept of hosting the award show in a different state for each edition.

Sophisticated

This personality speaks to the desire of the brand to maintain an elite reward system and experience within Nollywood. Hence, this personality combines elegance, innovation and an exclusive legacy to communicate BON awards' standing in the industry. As a prestigious event that stands at the fore of African cinema, the brand must maintain an excellence and sophisticated approach to presenting itself to an audience of industry practitioners, investors and fans of Nollywood across the world.



Brand Personality

A fusion of these personalities creates a dynamic and rich identity that bridges the industry's cultural roots with refined elegance. This approach pays homage to Nollywood's storytelling traditions, emphasizing cultural continuity and inclusivity while infusing sophistication to reflect the awards show's maturity and 15-year legacy.



Brand Values

Brand values showcase the ideals or qualities BON Awards upholds in contribution to its identity as a prestigious movie industry award brand. Thus, BON Award's Brand values are Excellence, Innovation, Collaboration and Legacy.



Excellence

As a brand that celebrates professionalism in the movie industry, BON Awards upholds a standard of excellence in recognizing and honoring outstanding achievements in Nollywood, emphasizing the brand's dedication to showcasing the best in cinematic storytelling. Excellence is prioritised right from the venue and host to each award category and prize. This standard is set by utilising an impressive jury of renowned industry players under a leadership of a seasoned production mogul.



Innovation

Industry standards and practices are constantly progressing and BON Awards values remaining at the fore of these changes. Hence, the brand cultivates an innovative mindset, combining traditional storytelling with a forward-thinking approach to stay at the forefront of the evolving Nollywood landscape. Prioritising innovation ensures the awards remain relevant and influential.



Brand Values

Collaboration

The awards are set up to collaborate with various state governments across the country by hosting different editions in different states and granting certain rights to the host state for each edition. Also, the brand promotes collaboration within the Nollywood community, fostering a sense of unity and collective achievement.



Legacy

The legacy of Nollywood as an industry and an artistry must continue to be upheld and BON Awards is set on doing so. Thus, all other values culminate in acknowledging the contributions of filmmakers and artists who have shaped the industry and inspiring new generations of artists and professionals to ensure the continued legacy of the industry.



Brand Tone of Voice

The brand's tone of voice implies the general mood of all textual messages from the brand. This tone cuts across content for social media, email marketing, web pages and other promotional media.

Hence, this brands tone of voice is Straightforward and Engaging, with underlying tones - informative and descriptive.

Factors Considered

- **Target Audience**

BON Awards has a broad audience of movie industry stakeholders including cast, crew, investors and viewers across Africa and the world. Such a diverse audience need engaging and clear communication that will leave no room for miscommunication.

- **Brand Personality**

The general tone of voice caters to the traditional and sophisticated personality, while the underlying descriptive tone specifically caters to the 'sophisticated' aspect of the brand personality.

- **Nature of Event**

Considering the prestigious and important nature of the event, the need to compel participation from the target audience informs the tone of voice.



Brand Tone of Voice

Examples

Social Media Posts

1. Straightforward Tone:

Content: "🌟 Nominations are in! Check out the incredible lineup of talent that made the cut for this year's awards.

Who's got your vote? 🏆 #BONAwards #VoteNow"



Brand Tone of Voice

2. Engaging Tone:

Content: "Lights, Camera, Action! 🎬 The stage is set, and we're rolling out the red carpet for Nollywood's finest. Get ready for a night of cinematic brilliance and unforgettable moments! ✨ Who's joining us? Drop your excitement in the comments! 📌 #BONAwards"



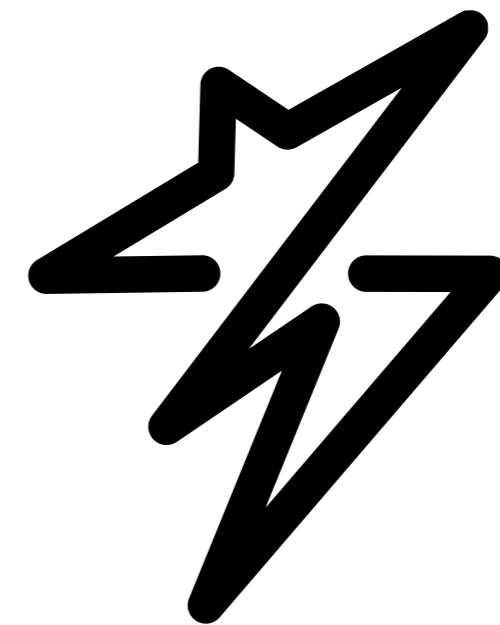
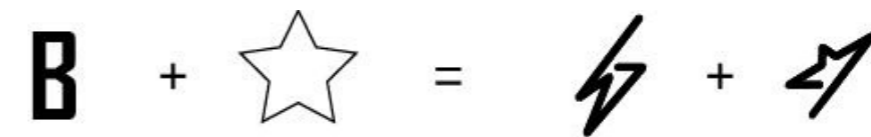
Logo



L O G O

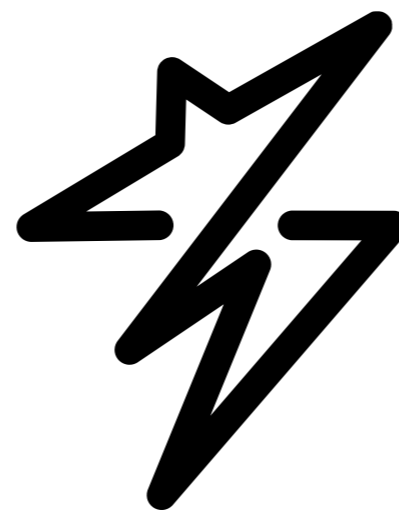
Logo Construction

Boldly born from letter "B", this logo transcends mere typography. it embodies the pursuit of Best-in-class, where brilliance fuels achievement, and sets a benchmark for excellence, geometric in it form, it conveys precision and consistency, its unwavering lines whispering of power and stability. This symbol of excellence resonates with your awards, reflecting the prestige and recognition bestowed upon those who reach the pinnacle.



L O G O

Logo Construction



**BEST OF
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L O G O

Mono Color Logo

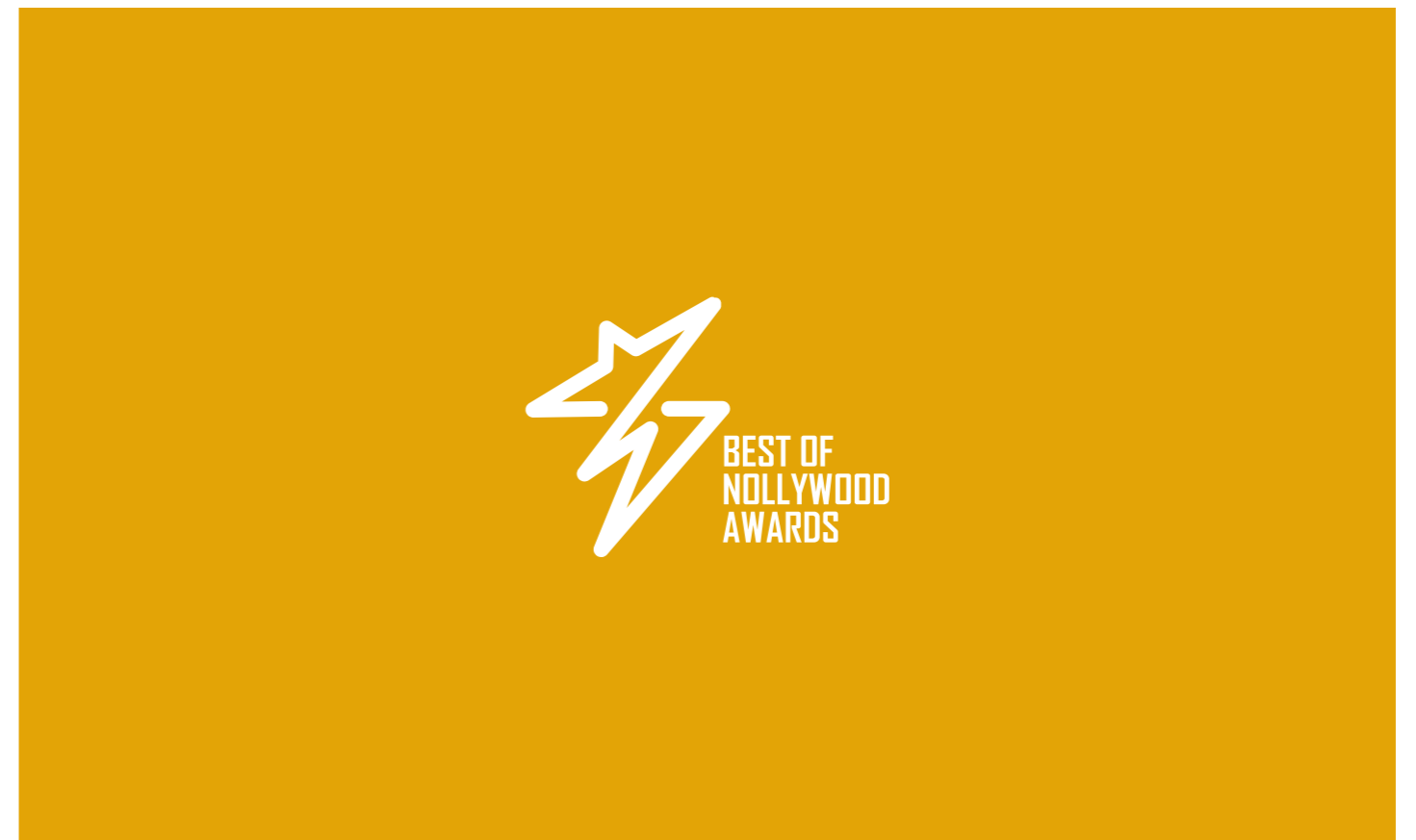
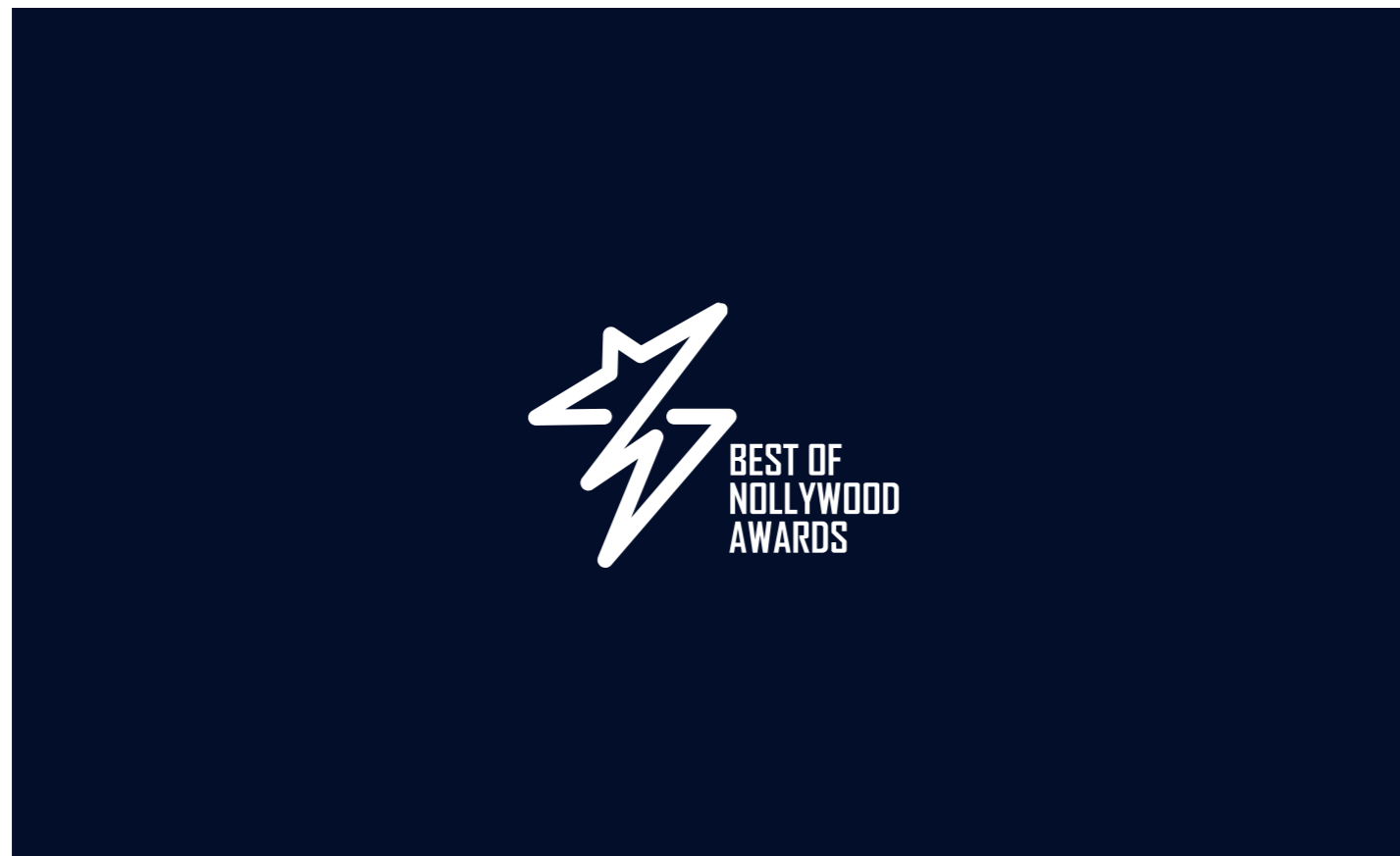
Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.



L O G O

Logo on Alternative Backgrounds

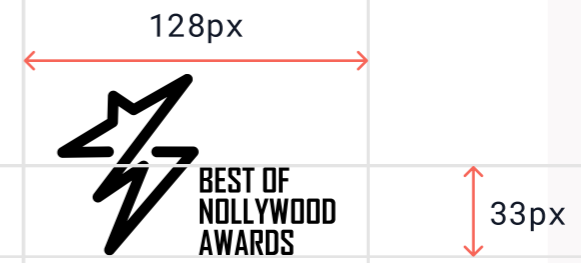


L O G O

Clearspace



Minimum Size



Color Palette



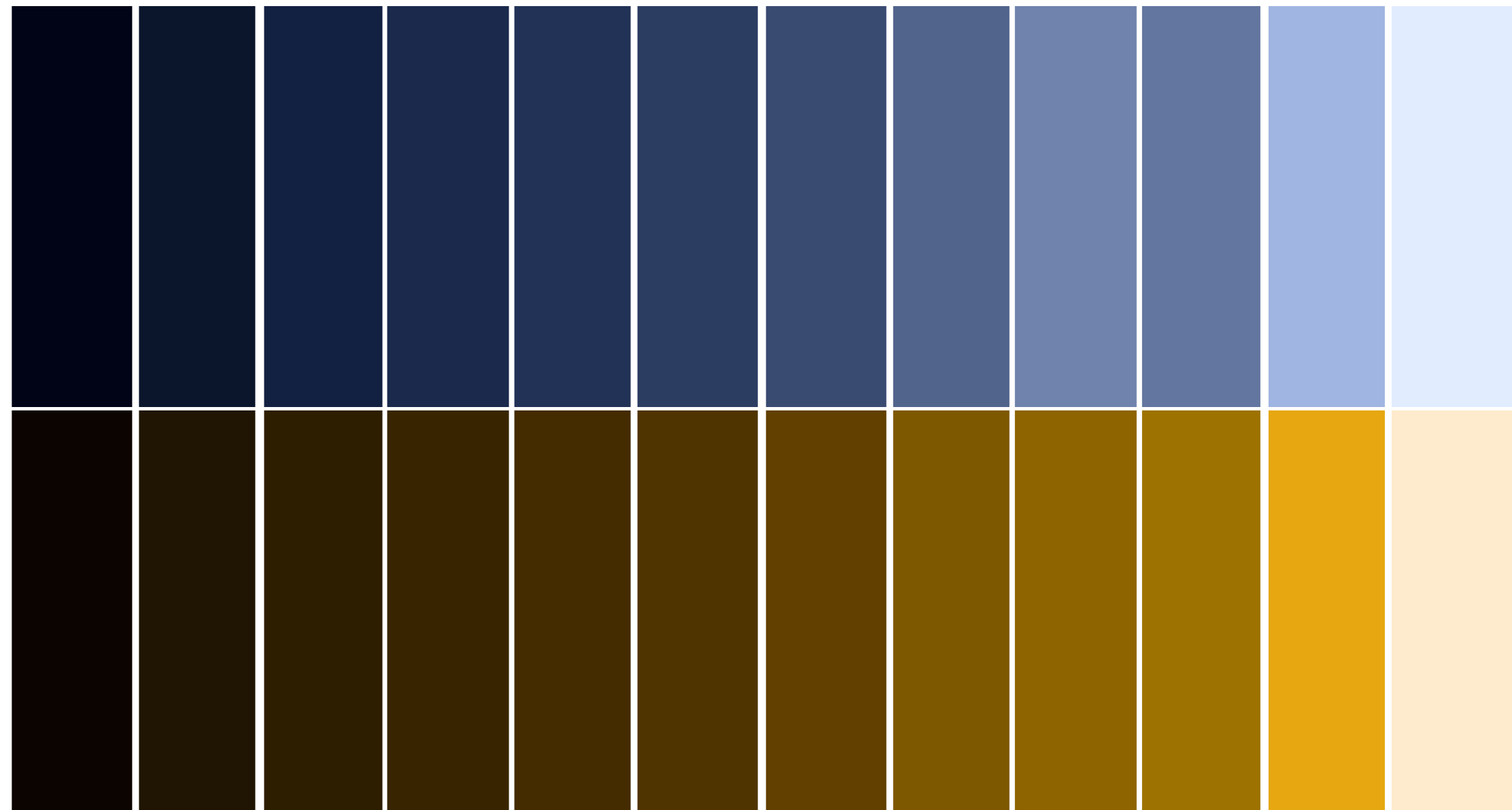
C O L O R S

Colors

P R I M A R Y



S E C O N D A R Y T O N E S



Typography



Typography

Agency FB - Heading

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Clash Display - Body

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

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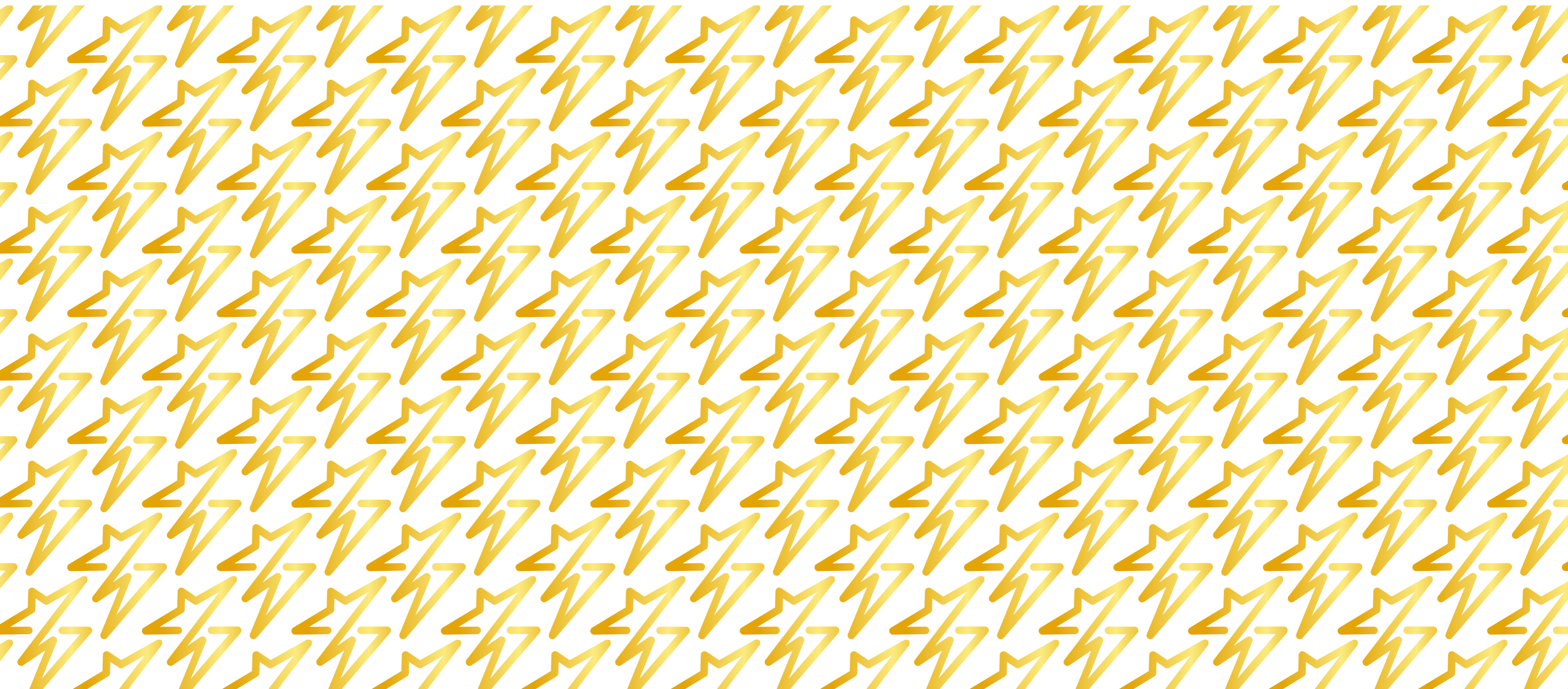
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Pattern



P A T T E R N

Pattern



Brand Usage



B R A N D U S A G E



B R A N D U S A G E



B R A N D U S A G E

