

LOGOS

3.1

DESIGN DESIGN DESIGN

MAIN BIONICLE LOGOS

Main BIONICLE® logo - can be used whenever the background is simple/clean.

BIONICLE

3100-001 RENDERED

3100-002 FLAT CYMK

3100-003 FLAT B/W

BIONICLE® logo with glow. Must only be used when placed at the top of a picture/product.

BIONICLE

3100-004

EXAMPLE



BIONICLE® logo with glow. Must only be used when placed in the centre of a picture/product.

BIONICLE

3100-005

LOGOS

3.2

DESIGN DESIGN DESIGN

MAIN METRU NUI ICONS to be used on all main campaign material

Metru Nui Icon with skyline



3200-001 RENDERED 3200-002 FLAT B/W

EXAMPLE FROM VAHKI PACKAGING



Metru Nui Icon with text - text is editable according to desired message.
Please note: when scaling Icon please rasterize text to preserve embossing.



3200-003 RENDERED 3200-004 FLAT B/W

Metru Nui Icon with skyline and text - text is editable according to desired message.
Please note: when scaling Icon please rasterize text to preserve embossing.



3200-005 RENDERED 3200-006 FLAT B/W

EXAMPLE FROM TOA KEY VISUAL



LOGOS

3.3

DESIGN DESIGN DESIGN

DIFFERENT METRU NUI TREATMENTS

BIONICLE
METRU NUI

3300-001 RENDERED

BIONICLE
METRU NUI

3300-002 RENDERED

3300-003 FLAT B/W

METRU NUI

3300-004 RENDERED

3300-005 FLAT B/W

METRU NUI
CITY OF LEGENDS

3300-006 RENDERED

3300-007 FLAT B/W

FONT S

3.4

DESIGN DESIGN DESIGN

BIONICLE LANGUAGE FONT

Ancient Tohunga font. Found as stone carvings on Mata Nui.
This font is available on CD!

BIONICLE LANGUAGE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BIONICLE LANGUAGE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

3400-001

PRIMARY FONT (TITLES ONLY)

FF TRADEMARKER LIGHT

Available thru FontShop - www.fontfont.com
Please give 20pt letterspacing

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY FONT (TITLES AND BODYCOPY)

GILL SANS

Available thru Adobe - www.adobe.com/type/main.html

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GILL SANS BOLD

Available thru Adobe - www.adobe.com/type/main.html

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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© 200[] The LEGO Group.

-OR-

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The last digit [blank] of the year 200_ should be the year of production of your particular product.

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PACKAGING ELEMENTS

PACKAGING BACKGROUND

The blue colour is the generic colour for 2004 which can be used together with the shape of the island and disc icons on e.g. packaging.

3.6

DESIGN DESIGN DESIGN



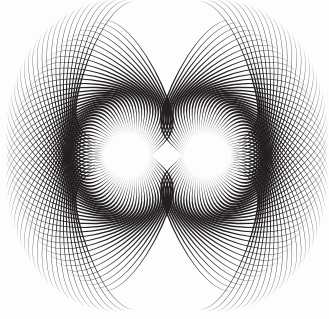
3600-001

PACKAGING BORDERS

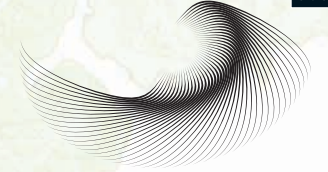
Please see pages 3.7 and 3.8 for a step by step guide to creating borders using the elements below.



3600-002



3600-003



METRU NUI SKYLINE

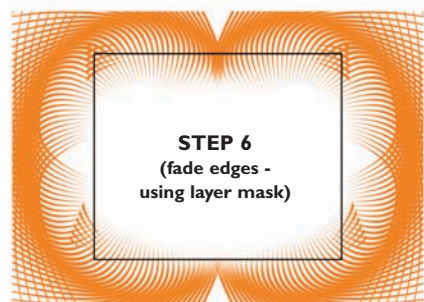
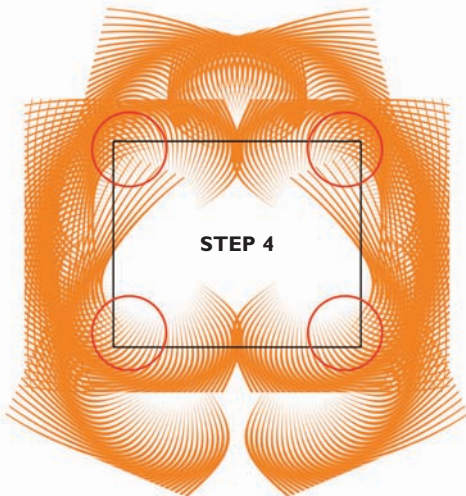
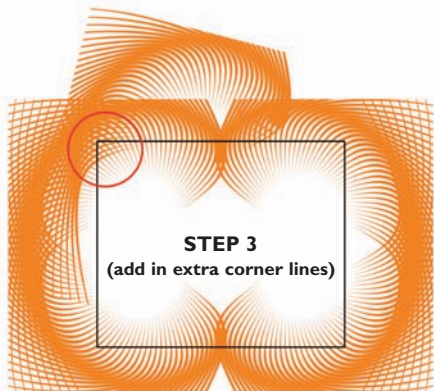
3600-004



PATTERN EXAMPLE - LANDSCAPE

3.7

DESIGN DESIGN DESIGN



PATTERN EXAMPLE - PORTRAIT

3.8

DESIGN DESIGN DESIGN

