

BIONICLE® Classic Style Guide 2007



www.BIONICLE.com

TOA PRESENTATION

3. RED TAO - FIRE/VULCANO

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RED TOA
FIRE/VULCANO



BIONICLE

BIONICLE red.ai

BIONICLE

BIONICLE clean colors.ai



All Toas logos AO.ai



All Toas logos farve AO.ai



All Toas logos farve + AO.psd



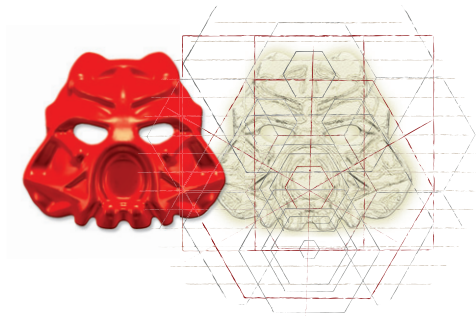
All Toas logos + AO.ai



All Toas logos + color AO.ai



All Toas logos + color + AO.psd



Toa Nuva mask sketch AO.ai



Tahu Icon1.tif



Flame broder 01.ai



Tahu signatur.ai



Flame border 03.ai



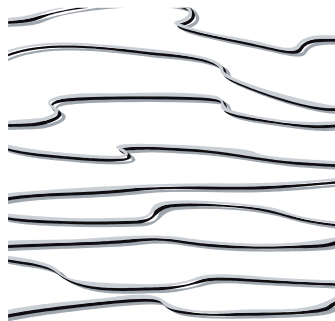
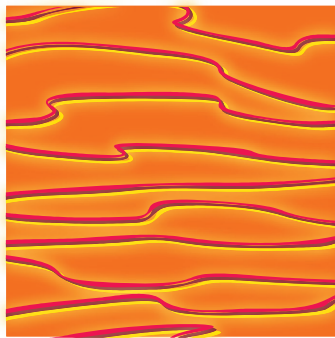
red cloud.psd



tahu mask.psd



Flame pattern.ai



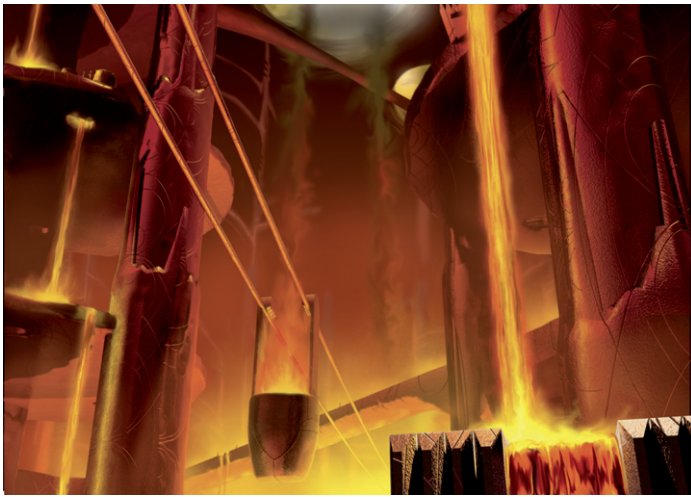
Flame pattern 02.ai



Tahu Surfing.PSD



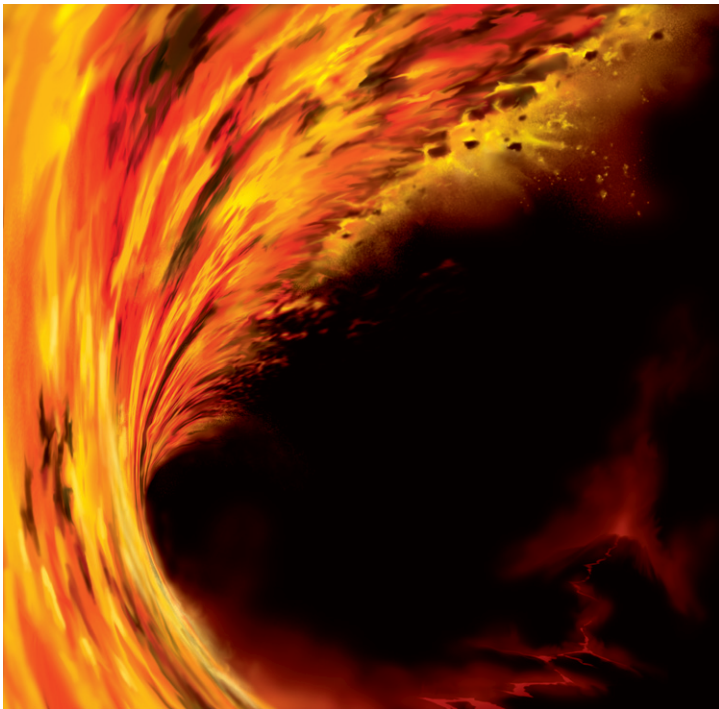
Turaga Toa poster red.tif



red background.tif



TAHU_NUVA.psd



environment u Tahu.tif



lava rocks.tif



Vakama.psd



Vakama Hordika.psd



Tahu Nuva 02.psd



Tahu Nuva 01.psd

BADGES





DOTS hexagon gali.ai



DOTS hexagon kopeka.ai



Crude mask 01 badge.ai



Crude mask 02 badge.ai



DOTS hexagon onua.ai



DOTS hexagon tahu.ai



Toa Nuva badge 03.ai



Toa Nuva badge 04.ai



DOTS hexagon potahu.ai



DOTS hexagon lewa.ai



Toa Nuva badge 05.ai



Toa Nuva badge 06.ai



Toa Nuva badge 01.ai



Toa Nuva badge 04.ai



All Toas logos.ai



Toa Nuva badge 06.ai



Toa Nuva badge 02.ai



All Toas logos+.ai



Toa Nuva badge 03.ai



Toa Nuva badge 05.ai

BRAND LOGOS



BIONICLE®
BIONICLE black.eps

BIONICLE®
BIONICLE white.eps

BIONICLE®
BIONICLE outline.ai

BIONICLE®
BIONICLE dropshadow.ai

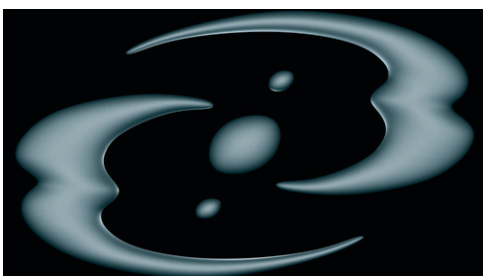
BIONICLE®
BIONICLE clean.eps



BB_logo black.psd



BB_logo CMYK.psd



BB_final.psd



Bionicle tag POS.eps



Bionicle tag outline POS.eps

ICONS

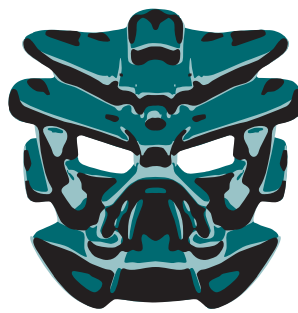




Mask 01 shadow.ai



Mask 02 shadow.ai



Three tone mask 01.ai



Three tone mask 02.ai



Mask 03 shadow.ai



Mask 04 shadow.ai



Three tone mask 03.ai



Three tone mask 04.ai



Mask 05 shadow.ai



Mask 06 shadow.ai



Three tone mask 05.ai



Three tone mask 06.ai



Crude maske 01.ai



Crude maske 02.ai



Crude maske 01A.ai



Crude maske 02A.ai



Crude maske 03.ai



Crude maske 04.ai



Crude maske 03A.ai



Crude maske 04A.ai



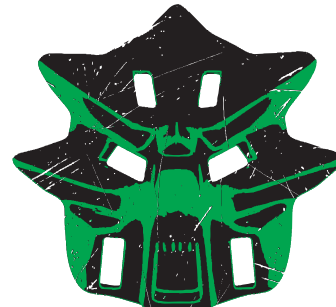
Crude maske 05.ai



Crude maske 06.ai



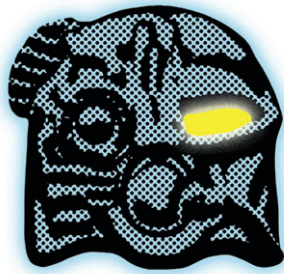
Crude maske 05A.ai



Crude maske 06A.ai



Toa Nuva masks halftone 01.psd



Toa Nuva masks halftone 02.psd



Crude maske 01B.ai



Crude maske 02B.ai



Toa Nuva masks halftone 03.psd



Toa Nuva masks halftone 04.psd



Crude maske 03B.ai



Crude maske 04B.ai



Toa Nuva masks halftone 05.psd



Toa Nuva masks halftone 06.psd



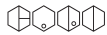
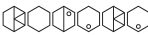
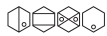
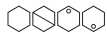
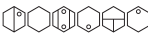
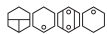
Crude maske 05B.ai



Crude maske 06B.ai

WORD MARKS


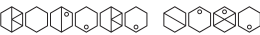
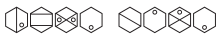
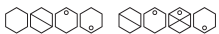
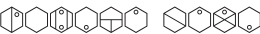
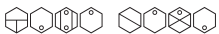


GALI	GALI
KOPAKA	KOPAKA
LEWA	LEWA
ONUUA	ONUUA
POHATU	POHATU
TAHU	TAHU
	
	
	
	
	
	

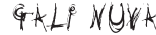





Toa wordmarks 01.ai

GALI	Gali
KOPAKA	Kopaka
LEWA	Lewa
ONUUA	Onua
POHATU	Pohatu
TAHU	Tahu
GALI	
KOPAKA	
LEWA	
ONUUA	
POHATU	
TAHU	

Toa wordmarks 02.ai

GALI NUVA	GALI NUVA
KOPAKA NUVA	KOPAKA NUVA
LEWA NUVA	LEWA NUVA
ONUUA NUVA	ONUUA NUVA
POHATU NUVA	POHATU NUVA
TAHU NUVA	TAHU NUVA
	
	
	
	
	
	

Toa Nuva wordmarks 01.ai

GALI NUVA	Gali Nuva
KOPAKA NUVA	Kopaka Nuva
LEWA NUVA	Lewa Nuva
ONUUA NUVA	Onua Nuva
POHATU NUVA	Pohatu Nuva
TAHU NUVA	Tahu Nuva
GALI NUVA	
KOPAKA NUVA	
LEWA NUVA	
ONUUA NUVA	
POHATU NUVA	
TAHU NUVA	

Toa Nuva wordmarks 02.ai

Gali	GALI
hōpaka	hōPAKA
lewa	LEWA
onua	ONUA
Pohatu	POHATU
Tahu	TAHU

Tags TOA.ai

GALI NUYA
 KOPAKA NUYA
 LEWA NUYA
 ONUA NUYA
 POHATU NUYA
 TAHU NUYA

Wordmark scratchtype.ai

Gali	GALI
hōpaka	hōPAKA
lewa	LEWA
onua	ONUA
Pohatu	POHATU
Tahu	TAHU

Tags TOA outline.ai

GALI
TOA OF WATER

hōPAKA
TOA OF ICE

LEWA
TOA OF AIR

ONUA
TOA OF EARTH

POHATU
TOA OF STONE

TAHU
TOA OF FIRE
Word tags TOA outline.ai

Gali
TOA OF WATER

Apaka
TOA OF ICE

Lewa
TOA OF AIR

Onua
TOA OF EARTH

Pohaku
TOA OF STONE

Tahu
TOA OF FIRE
Word tags TOA.ai

ISLANDS





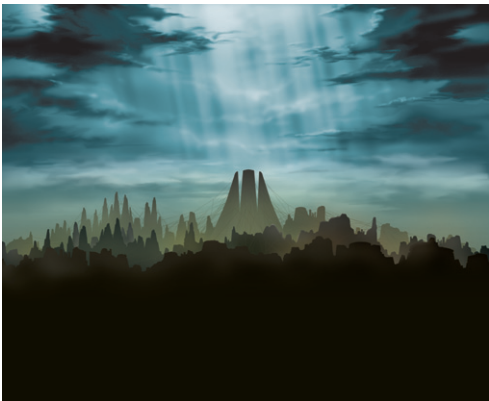
Mata Nui logo.ai



Metru Nui Bio logo.psd



Metru Nui logo.jpg



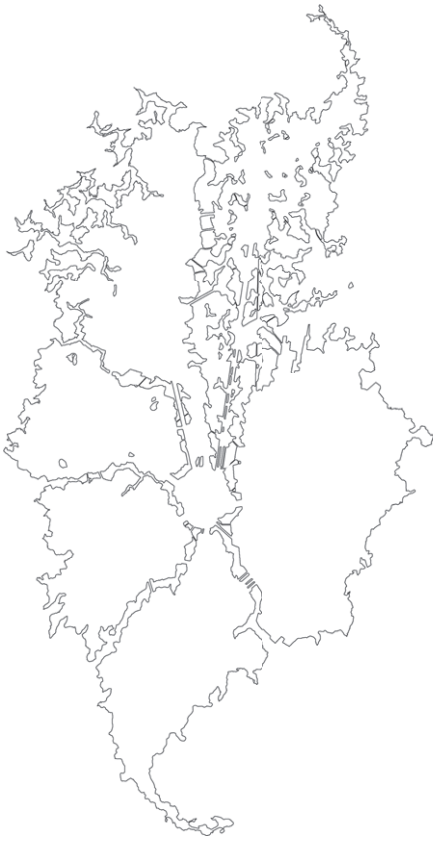
Metru Nui blue cloud.psd



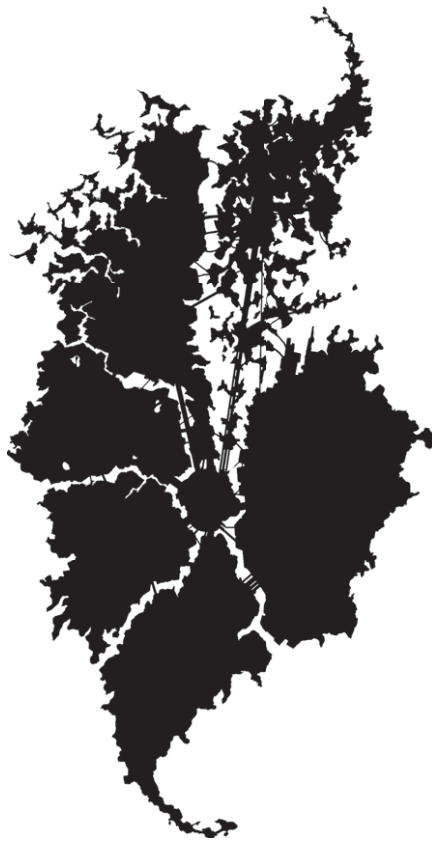
Metru Nui 1.psd



Metru Nui logos.ai



MetroNui outline.psd



MetroNui pos.psd



MetroNui neg.psd



Mata Nui S-H.tif



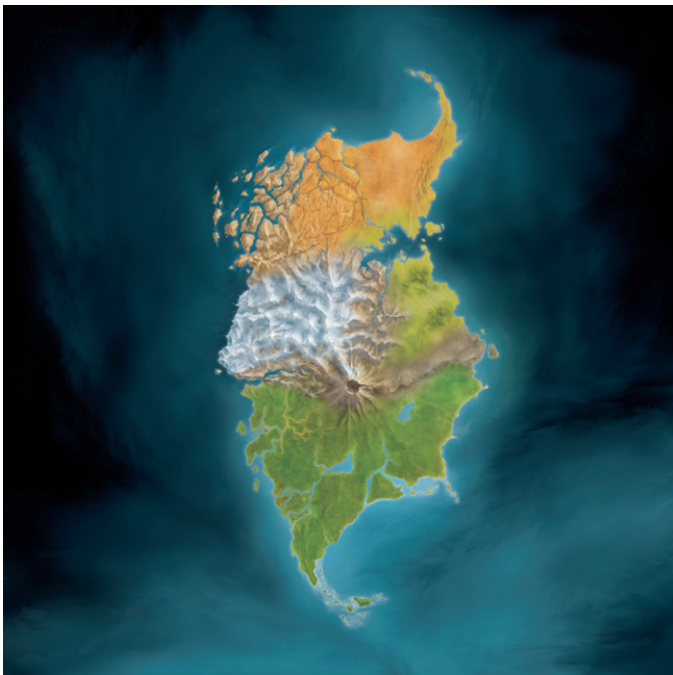
Mata Nui stroke.psd



MetruNui duo tone.psd



Metru Nui 2.psd



Mata Nui color.tif



Metru Nui blue cloud.psd

CHARACTERS





Tahu Nuva pose 2.psd



Tahu Nuva pose 1.tif



Tahu Nuva hero BIG.psd



Tahu Nuva pose 3.psd



Characters on black.psd



Characters on stairs.psd



Characters gathering.psd



Characters on white.psd

BORDERS





CG - board.eps



CG-board_scratch.eps



Border 01.ai



Border 04.ai



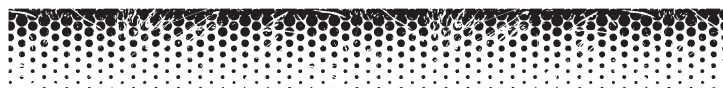
Border 09.ai



Border 05.ai



Border 07.ai



Border 01+.ai



Border 04+.ai



Border 09+.ai



Border 05+.ai



Border 07+.ai



Border 02 Toa nuva icon.ai

Border 02+ Toa nuva icon.ai



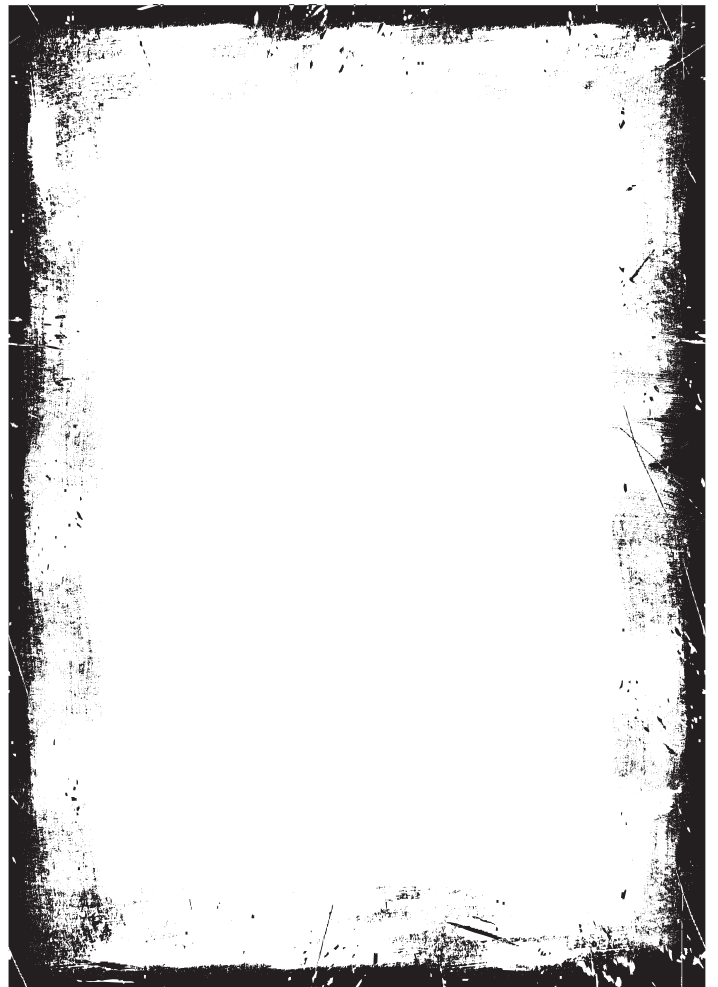
frame 02.ai



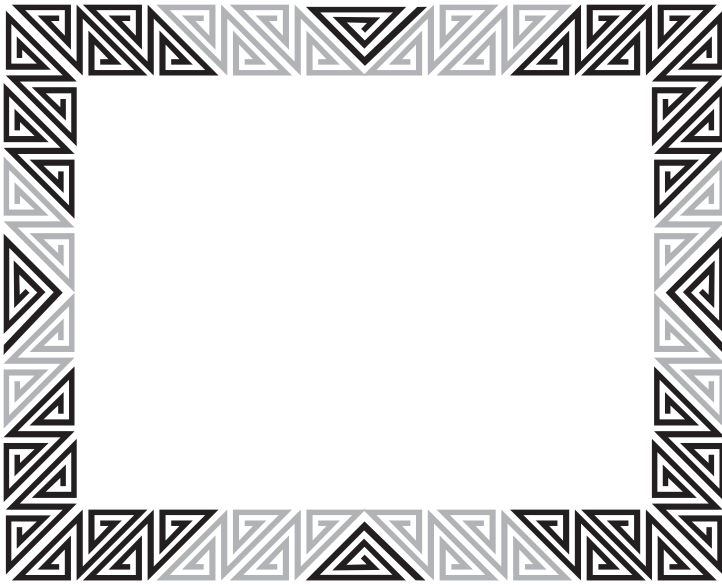
frame 03.ai



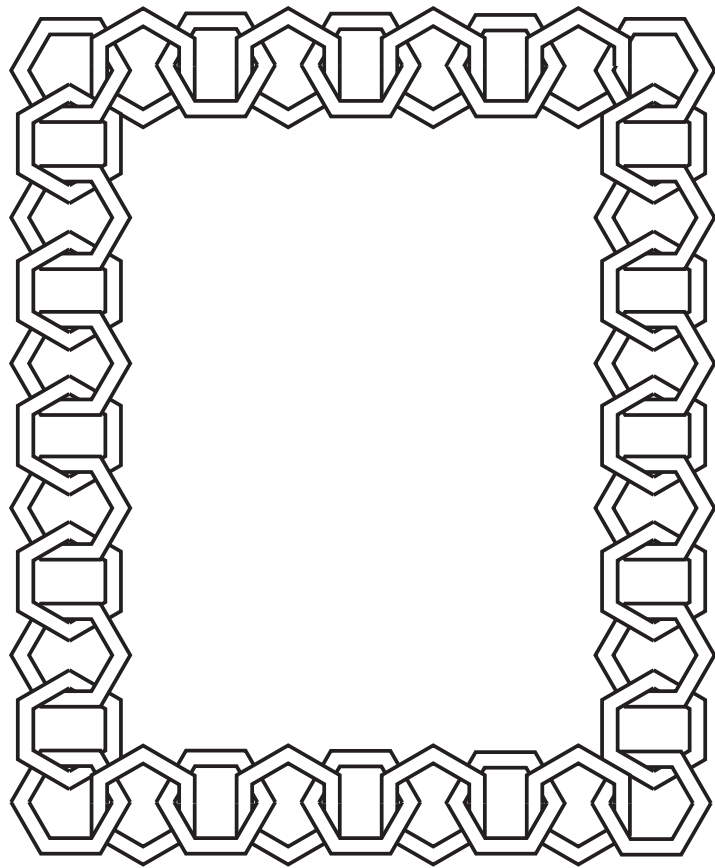
frame 04.ai



frame 05.ai



frame 01.ai



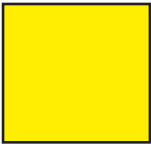


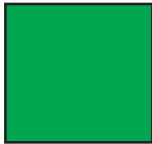








frame 06.ai

COLOR CHARTS





BIONICLE CLASSIC STYLE GUIDE PANTONE CHART

PRIMARY COLORS

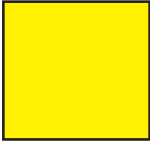











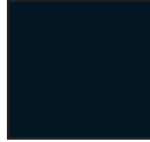
					
PANTONE YELLO	PANTONE 1795	PANTONE 7517	PANTONE 355	PANTONE REFLEX BLUE	WHITE
					
PANTONE 427	PANTONE 429	PANTONE 431	PANTONE 432	PANTONE 433	PANTONE BLACK C

SECONDARY COLORS





































					
PANTONE 5523	PANTONE 5503	PANTONE 5483	PANTONE 5473	PANTONE 547	PANTONE 546
					
PANTONE 2707	PANTONE 278	PANTONE 2727	PANTONE 286	PANTONE 288	PANTONE 289
					
PANTONE 2975	PANTONE 305	PANTONE 2995	PANTONE 3005	PANTONE 3015	PANTONE 3025
					
PANTONE 358	PANTONE 360	PANTONE 354	PANTONE 348	PANTONE 3425	PANTONE 3435
					
PANTONE 468	PANTONE 466	PANTONE 139	PANTONE 1395	PANTONE 4635	PANTONE 4625
					
PANTONE 100	PANTONE 1375	PANTONE 172	PANTONE 186	PANTONE 1807	PANTONE 1817

BIONICLE CLASSIC STYLE GUIDE PANTONE CHART

PRIMARY COLORS

						
PANTONE PROCESS YELLOW	PANTONE 73-1	PANTONE 48-2	PANTONE 270-1	PANTONE 204-1	0/0/0/100	WHITE
						
PANTONE DS 325-8	PANTONE DS 327-9	PANTONE DS 327-5	PANTONE DS 327-3	PANTONE DS 327-2	PANTONE DS 327-1	

SECONDARY COLORS

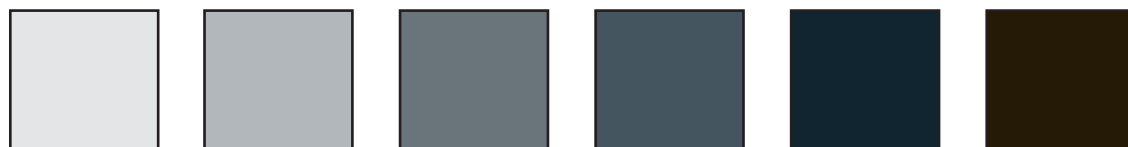
					
PANTONE DS 246-9	PANTONE DS 252-7	PANTONE DS 252-4	PANTONE DS 245-3	PANTONE DS 249-1	PANTONE DS 257-1
					
PANTONE DS 207-9	PANTONE DS 207-6	PANTONE DS 207-3	PANTONE DS 203-1	PANTONE DS 198-2	PANTONE DS 201-1
					
PANTONE DS 225-7	PANTONE DS 225-5	PANTONE DS 233-2	PANTONE DS 235-1	PANTONE DS 245-1	PANTONE DS 228-1
					
PANTONE DS 291-6	PANTONE DS 286-2	PANTONE DS 283-2	PANTONE DS 274-2	PANTONE DS 272-1	PANTONE DS 265-1
					
PANTONE DS 23-8	PANTONE DS 29-6	PANTONE DS 27-3	PANTONE DS 28-3	PANTONE DS 31-1	PANTONE DS 318-1
					
PANTONE DS 1-6	PANTONE DS 32-2	PANTONE DS 56-2	PANTONE DS 88-1	PANTONE DS 89-1	PANTONE DS 85-1

BIONICLE CLASSIC STYLE GUIDE CMYK CHART

PRIMARY COLORS



0/0/100/0 0/100/100/0 0/60/100/40 100/0/100/0 100/70/0/0 0/0/0/100 WHITE



0/0/0/11 3/0/0/32 11/1/0/64 23/2/0/77 33/3/0/95 0/13/49/98

SECONDARY COLORS



11/0/0/3 29/0/10/14 62/0/21/14 82/0/28/52 100/19/0/75 95/9/0/83



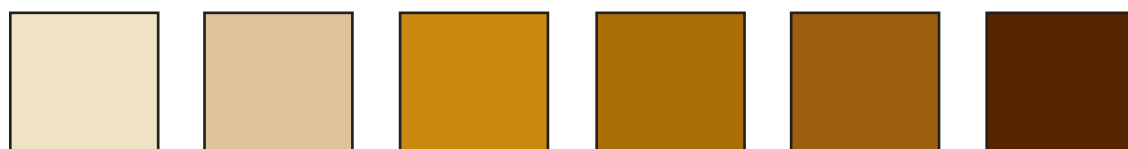
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30/0/5/0 51/0/9/0 90/11/0/0 100/34/0/2 100/30/0/20 100/17/0/51



27/0/38/0 58/0/80/0 80/0/90/0 100/0/85/24 100/0/78/42 100/0/81/66



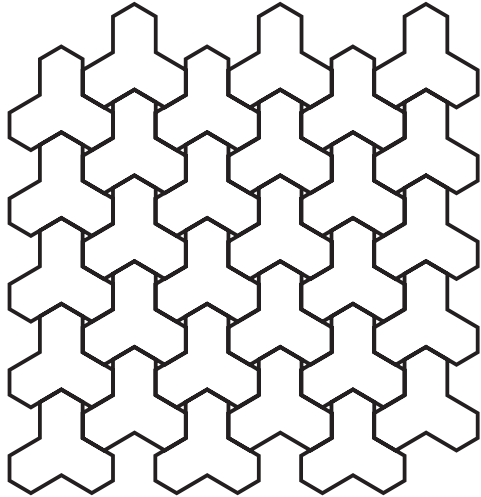
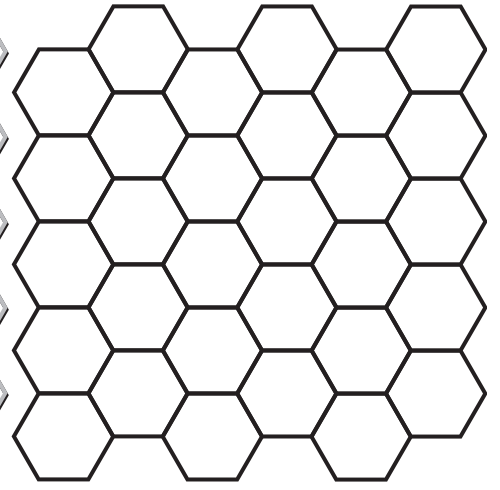
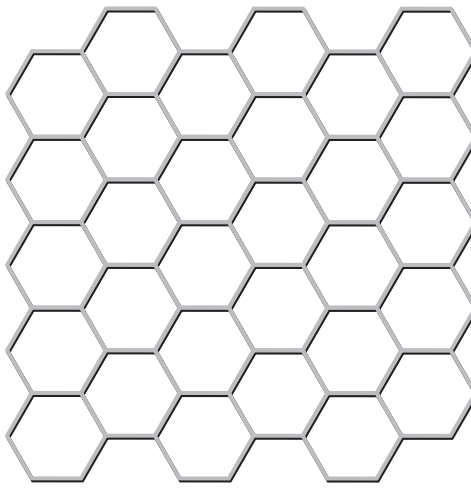
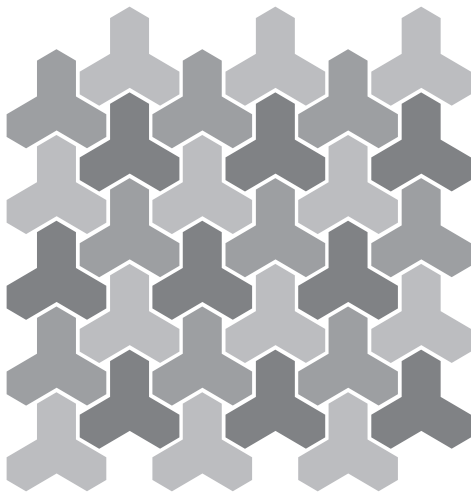
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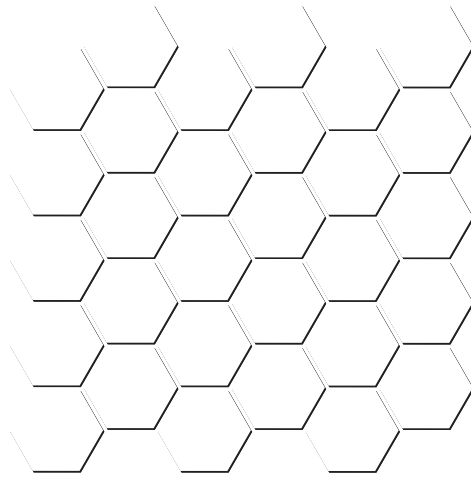
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PATTERNS

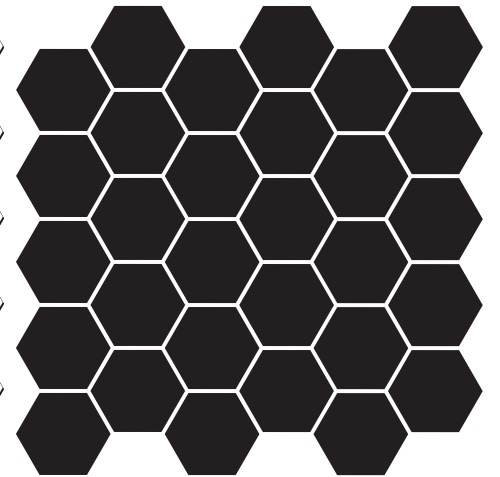




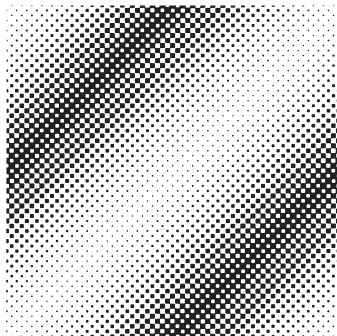
pattern 2.ai



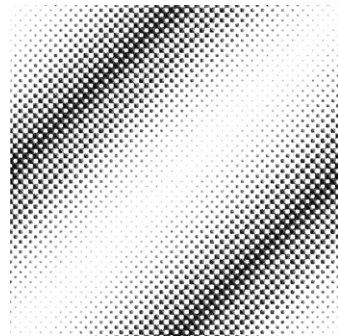
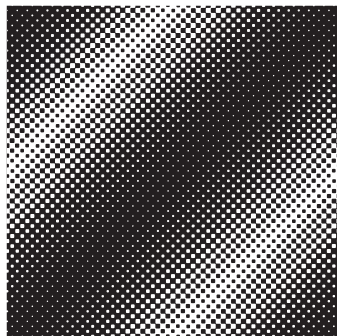
pattern 1.ai



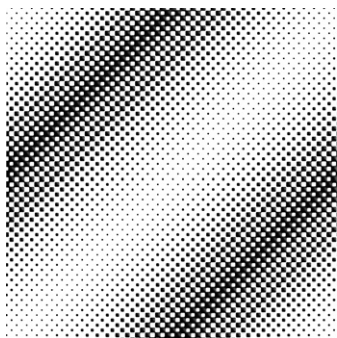
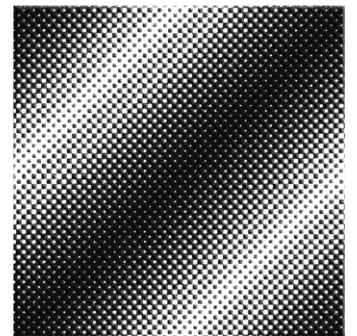
pattern 1.ai



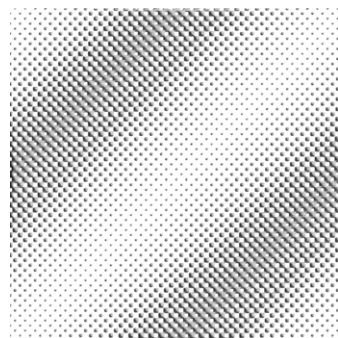
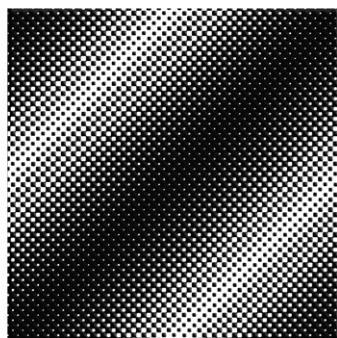
background 03.ai



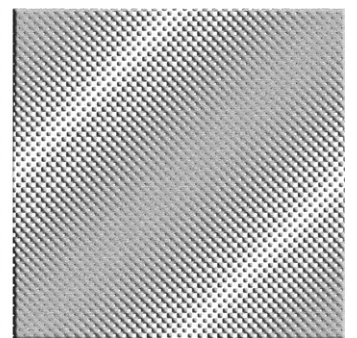
background 03C.jpg

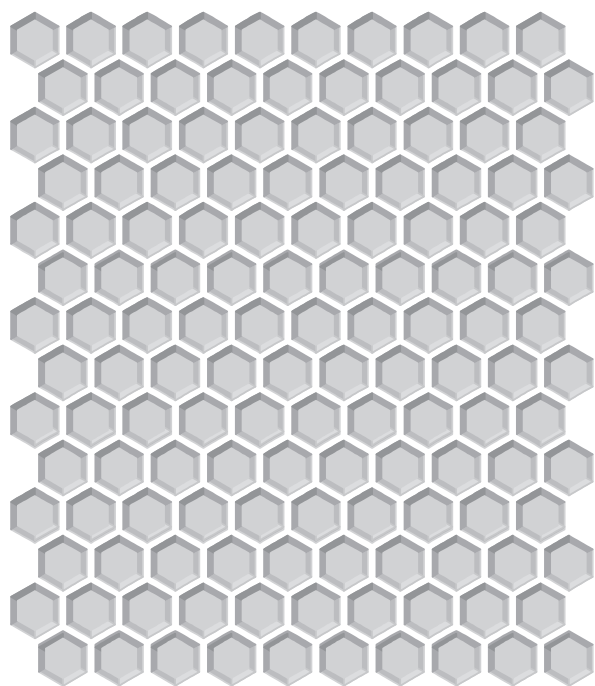


background 03B.jpg

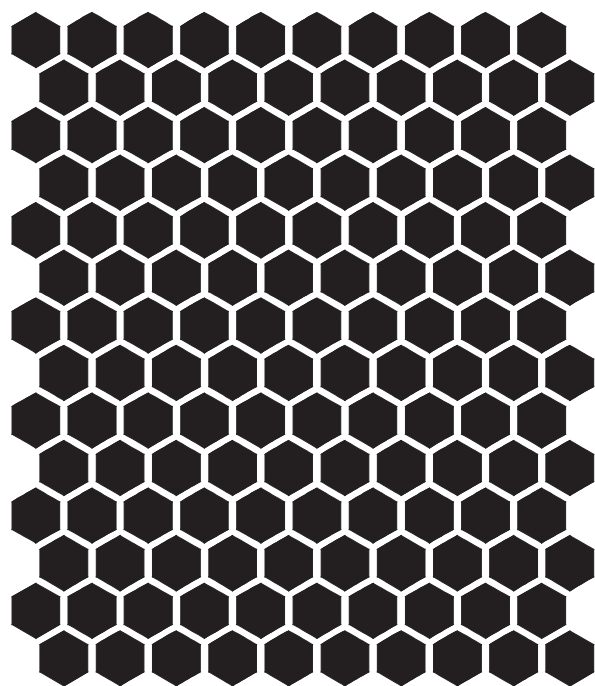


background 03A.jpg

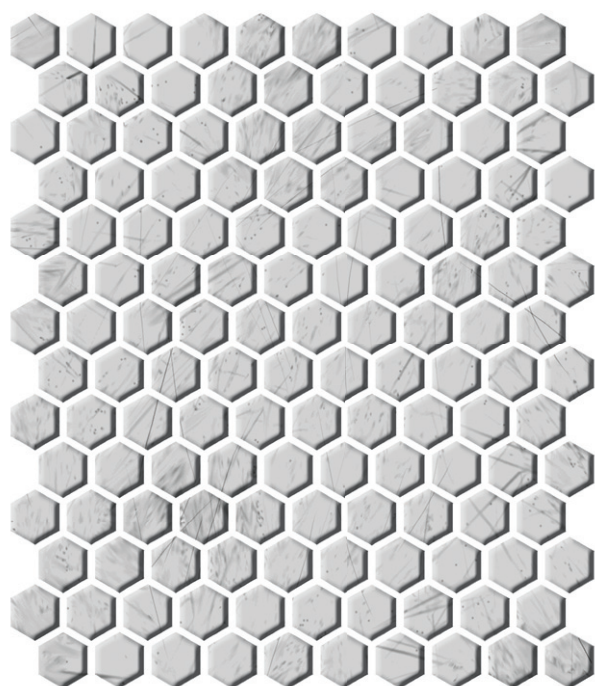




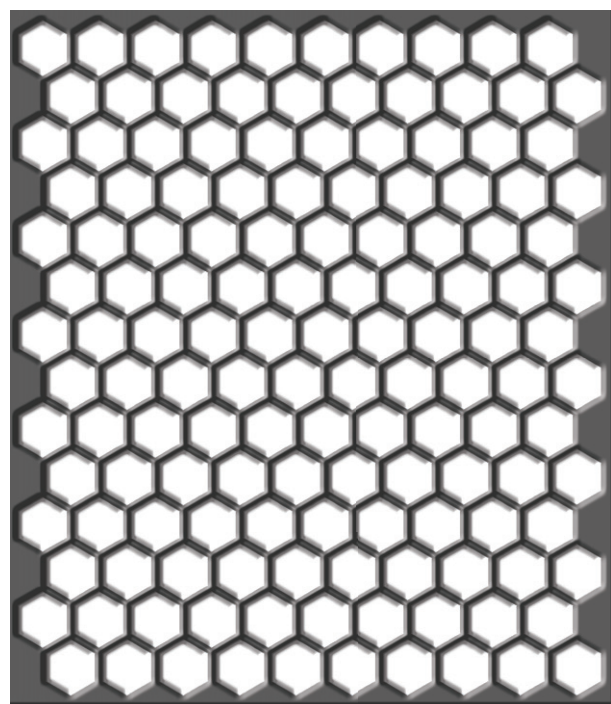
background 04.ai



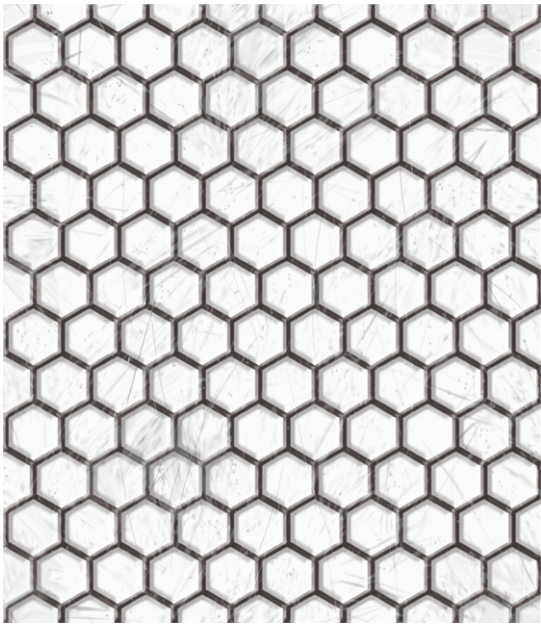
background 04c.ai



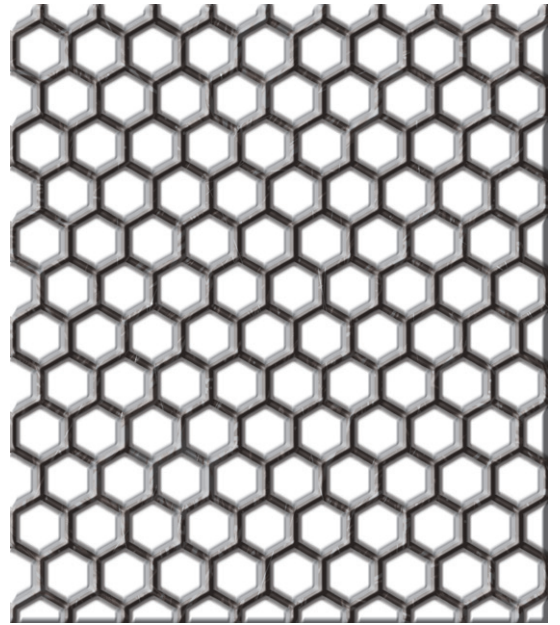
background 04c.psd



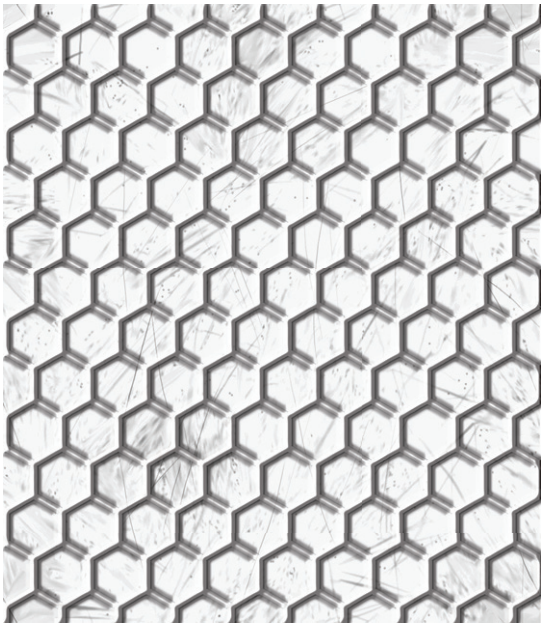
background 04d.psd



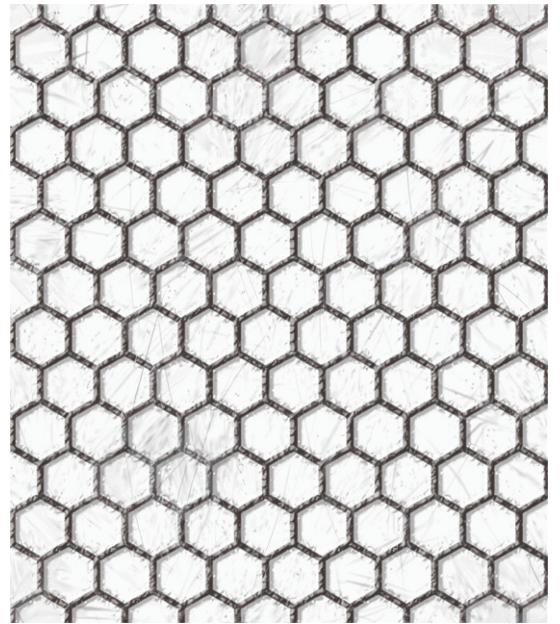
background 04e.psd



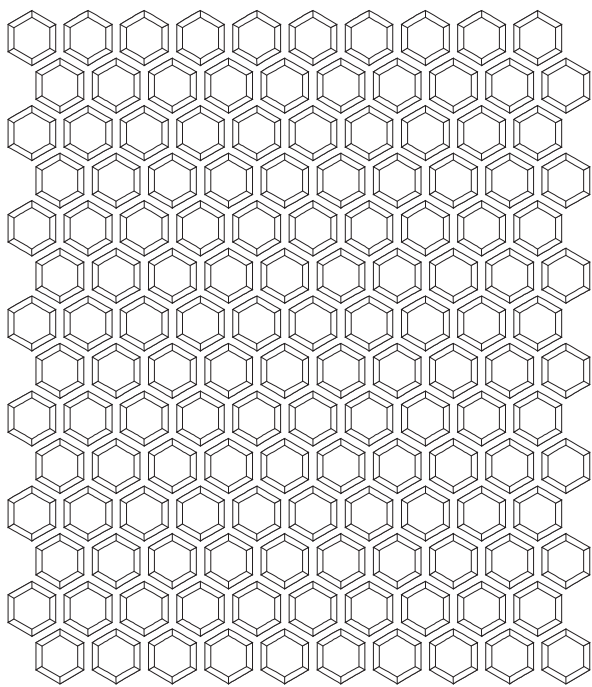
background 04f.psd



background 04g.psd



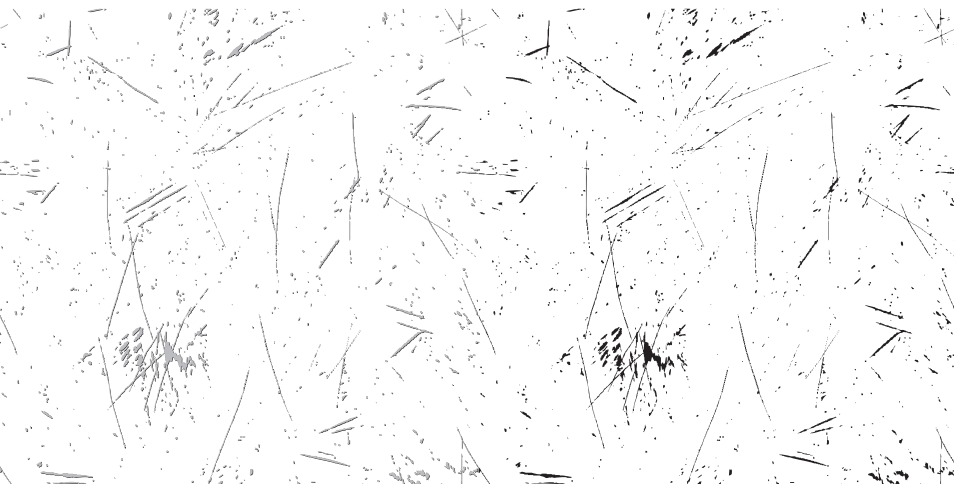
background 04h.psd



background 04b.ai



New Makuta 3 TN.psd



scratches 2.ai

scratches 1.ai

POETRY



NICLÉ

TOA OF LIGHT

JOIN THEIR QUEST

THEY MUST FIND THE MASK OF POWER

FIND THE POWER

MASKS OF POWER

SIX HEROES - ONE DESTINY

UNITY - DUTY - DESTINY

TOGETHER WE ARE STRONG

LIVE THE LEGEND

MASK OF LIGHT

WHERE THERE IS SHADOW
THERE MUST BE LIGHT

THE SEARCH HAS BEGUN

ENTER THE LAIR OF MAKUTA

Wordmarks 12.ai

TOA OF LIGHT

JOIN THEIR QUEST

THEY MUST FIND THE MASK OF POWER

FIND THE POWER

MASKS OF POWER

SIX HEROES - ONE DESTINY

UNITY - DUTY - DESTINY

TOGETHER WE ARE STRONG

LIVE THE LEGEND

MASK OF LIGHT

WHERE THERE IS SHADOW
THERE MUST BE LIGHT

THE SEARCH HAS BEGUN

ENTER THE LAIR OF MAKUTA

Wordmarks 13.ai

TOA OF LIGHT

JOIN THEIR QUEST

THEY MUST FIND THE MASK OF POWER

FIND THE POWER

MASKS OF POWER

SIX HEROES - ONE DESTINY

UNITY - DUTY - DESTINY

TOGETHER WE ARE STRONG

LIVE THE LEGEND

MASK OF LIGHT

WHERE THERE IS SHADOW
THERE MUST BE LIGHT

THE SEARCH HAS BEGUN

ENTER THE LAIR OF MAKUTA

Wordmarks 15.ai

TOA OF LIGHT

JOIN THEIR QUEST

THEY MUST FIND THE MASK OF POWER

FIND THE POWER

MASKS OF POWER

SIX HEROES - ONE DESTINY

UNITY - DUTY - DESTINY

TOGETHER WE ARE STRONG

LIVE THE LEGEND

MASK OF LIGHT

WHERE THERE IS SHADOW
THERE MUST BE LIGHT

THE SEARCH HAS BEGUN

ENTER THE LAIR OF MAKUTA

Wordmarks 14.ai

TOA OF LIGHT
 JOIN THEIR QUEST
 THEY MUST FIND THE MASK OF POWER
 FIND THE POWER
 MASKS OF POWER
 SIX HEROES - ONE DESTINY
 UNITY - DUTY - DESTINY
 TOGETHER WE ARE STRONG
 LIVE THE LEGEND
 MASK OF LIGHT
 WHERE THERE IS SHADOW THERE MUST BE LIGHT
 THE SEARCH HAS BEGUN
 ENTER THE LAIR OF MAKUTA

Wordmarks 02.ai

TOA OF LIGHT
 JOIN THEIR QUEST
 THEY MUST FIND THE MASK OF POWER
 FIND THE POWER
 MASKS OF POWER
 SIX HEROES - ONE DESTINY
 UNITY - DUTY - DESTINY
 TOGETHER WE ARE STRONG
 LIVE THE LEGEND
 MASK OF LIGHT
 WHERE THERE IS SHADOW
 THERE MUST BE LIGHT
 THE SEARCH HAS BEGUN
 ENTER THE LAIR OF MAKUTA

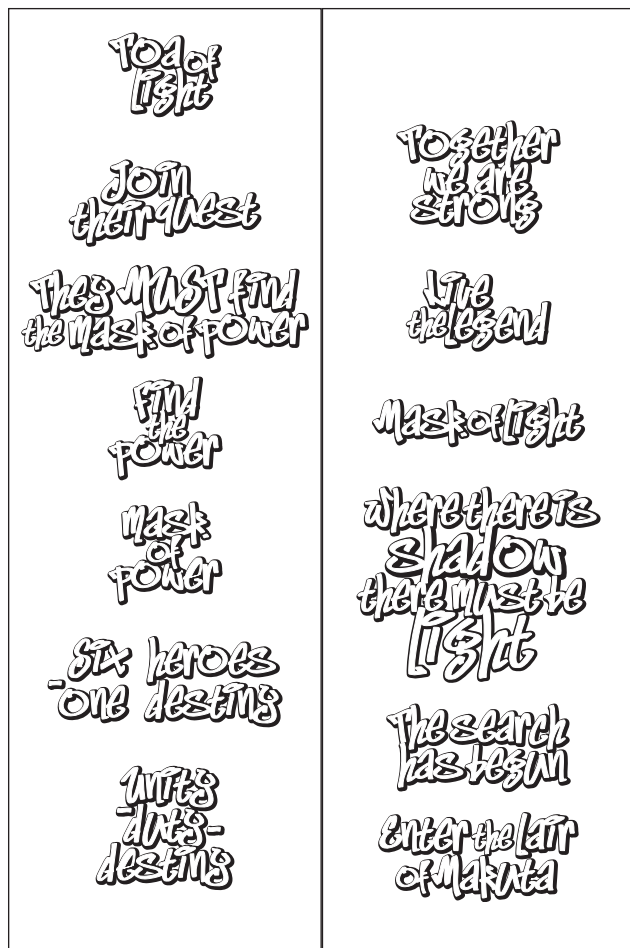
Wordmarks 05.ai

TOA OF LIGHT
 JOIN THEIR QUEST
 THEY MUST FIND THE MASK OF POWER
 FIND THE POWER
 MASKS OF POWER
 SIX HEROES - ONE DESTINY
 UNITY - DUTY - DESTINY
 TOGETHER WE ARE STRONG
 LIVE THE LEGEND
 MASK OF LIGHT
 WHERE THERE IS SHADOW
 THERE MUST BE LIGHT
 THE SEARCH HAS BEGUN
 ENTER THE LAIR OF MAKUTA

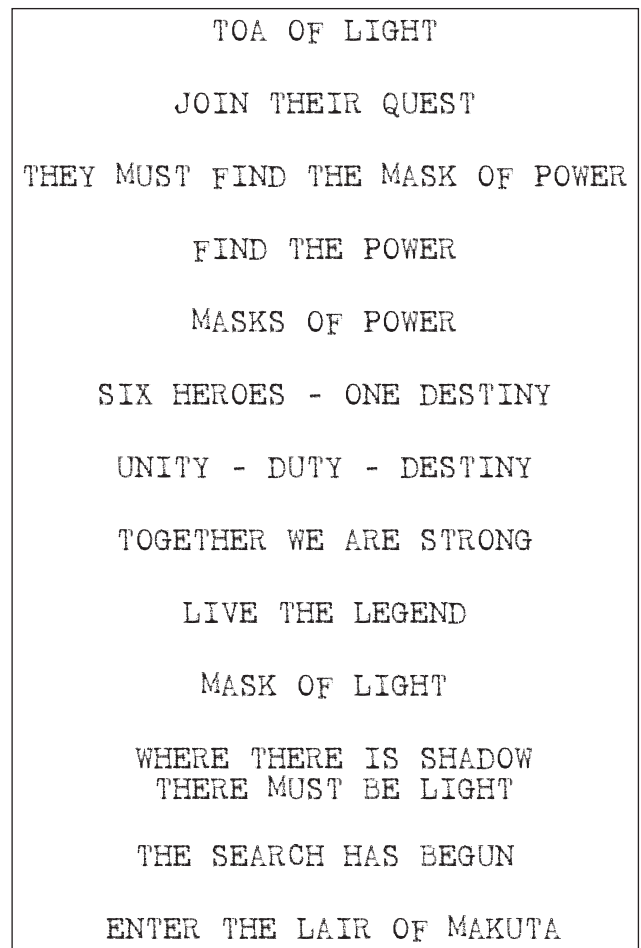
Wordmarks 07.ai

TOA OF LIGHT
 JOIN THEIR QUEST
 THEY MUST FIND THE MASK OF POWER
 FIND THE POWER
 MASKS OF POWER
 SIX HEROES - ONE DESTINY
 UNITY - DUTY - DESTINY
 TOGETHER WE ARE STRONG
 LIVE THE LEGEND
 MASK OF LIGHT
 WHERE THERE IS SHADOW
 THERE MUST BE LIGHT
 THE SEARCH HAS BEGUN
 ENTER THE LAIR OF MAKUTA

Wordmarks 10.ai



Wordmarks 07d.ai



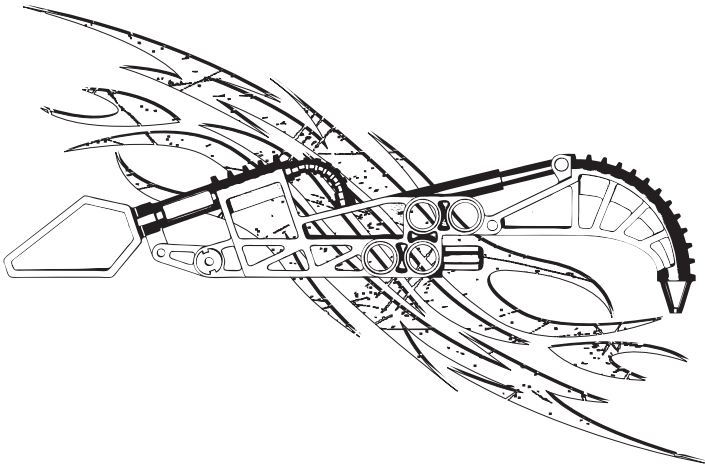
Wordmarks 11.ai



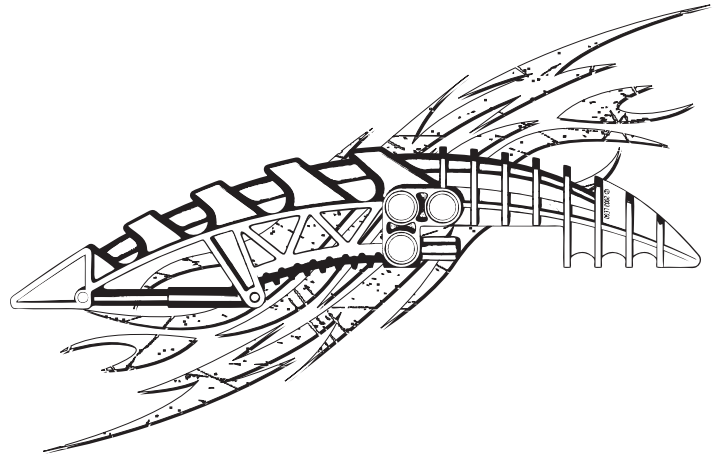
wordmarks 16.ai

TOOLS

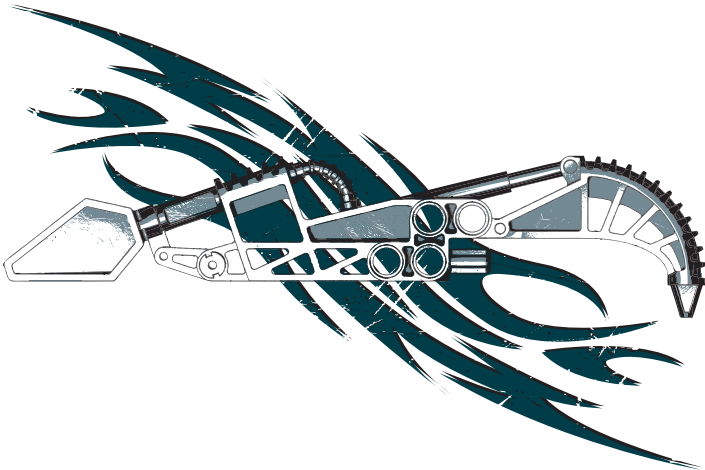




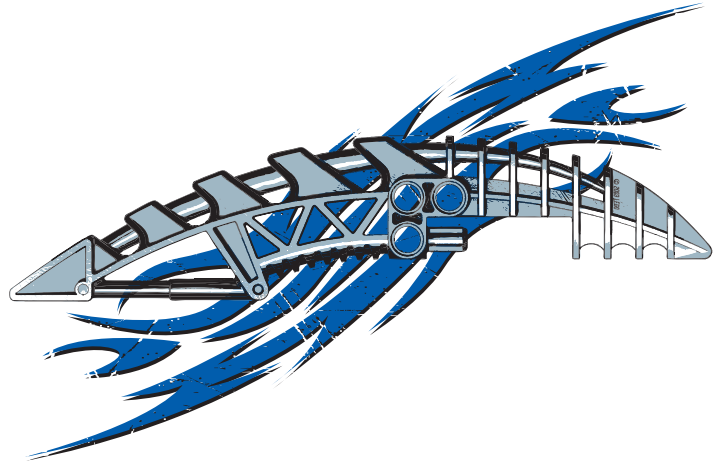
Vahki_tools_black02.ai



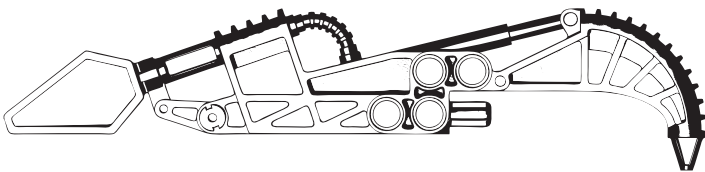
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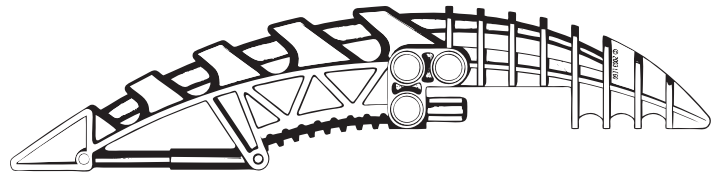
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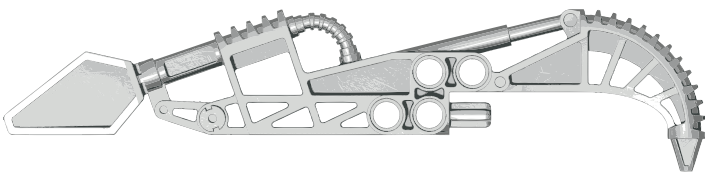
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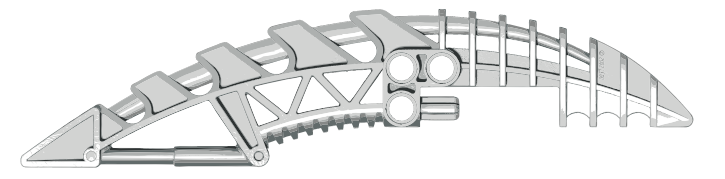
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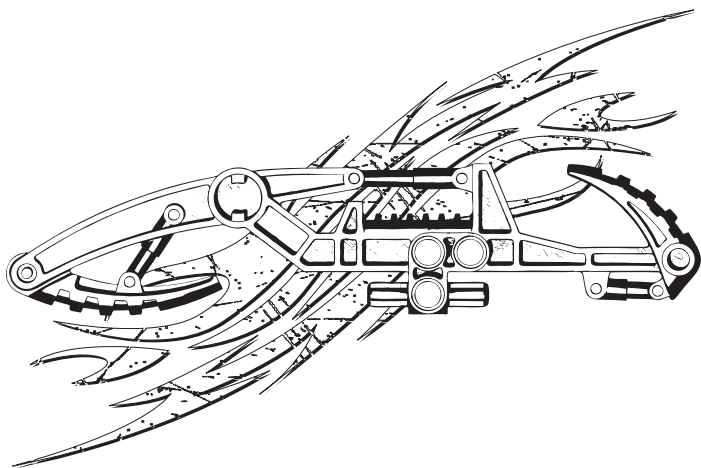
Vahki_tools_blue.ai



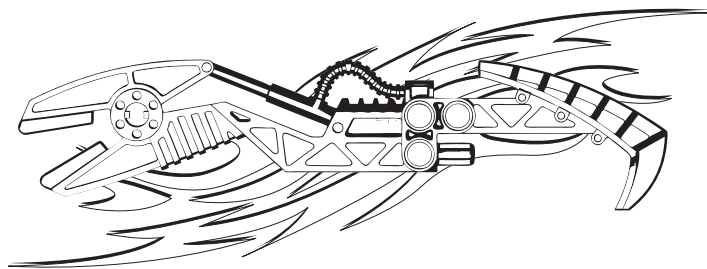
Vahki_tools_black_gray.ai



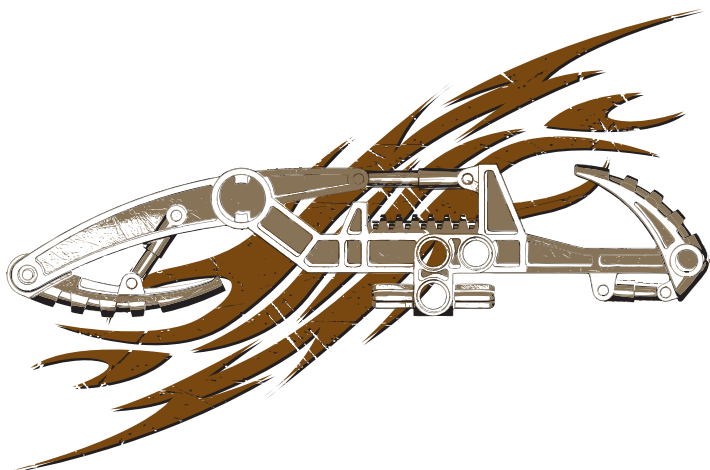
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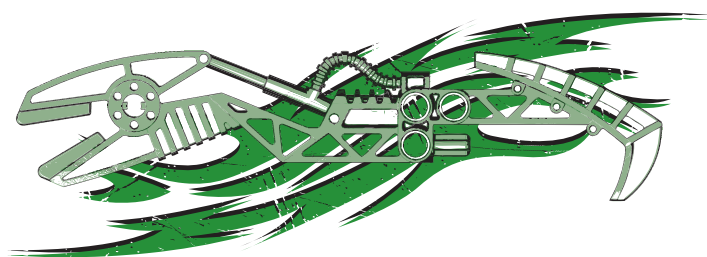
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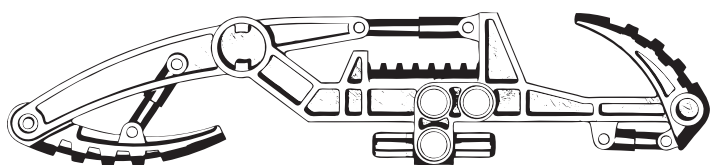
Vahki_tools_green02.ai



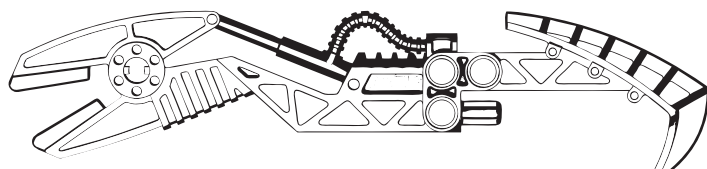
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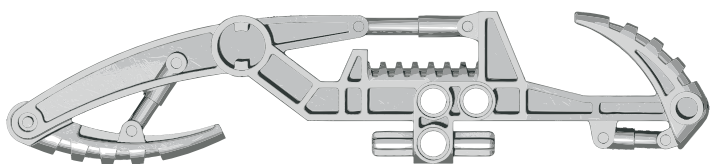
Vahki_tools_green03.ai



Vahki_tools_brown.ai



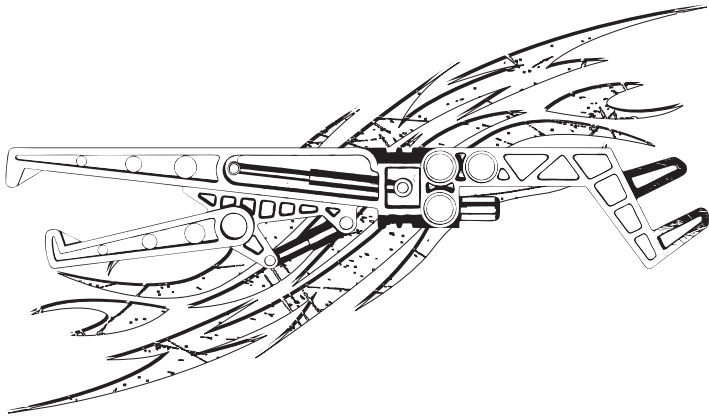
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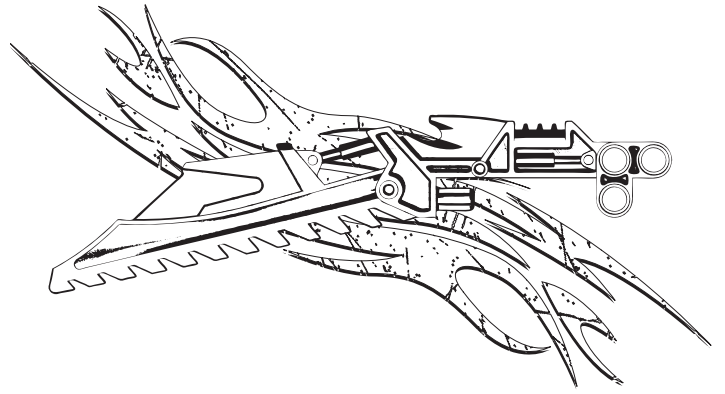
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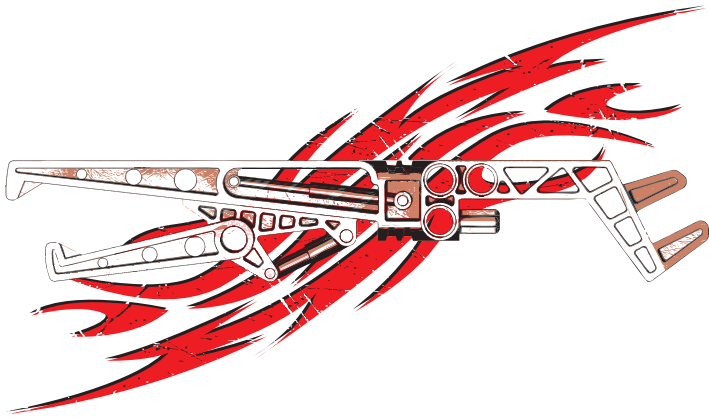
Vahki_tools_green_gray.ai



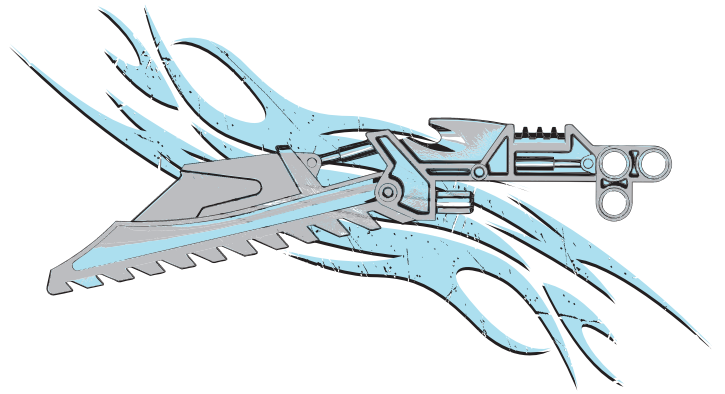
Vahki_tools_red02.ai



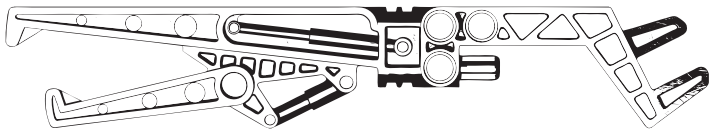
Vahki_tools_white02.ai



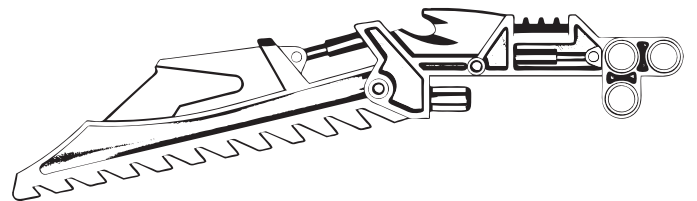
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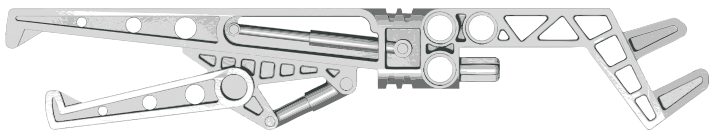
Vahki_tools_white03.ai



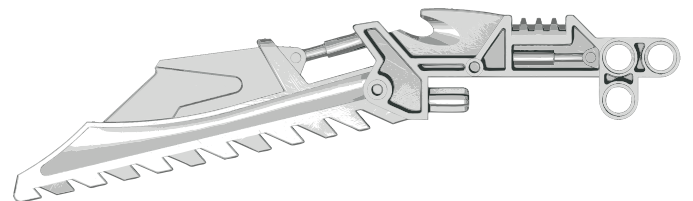
Vahki_tools_red_gray.ai



Vahki_tools_white_gray.ai



Vahki_tools_red.ai



Vahki_tools_white.ai



Bugtool_white.ai



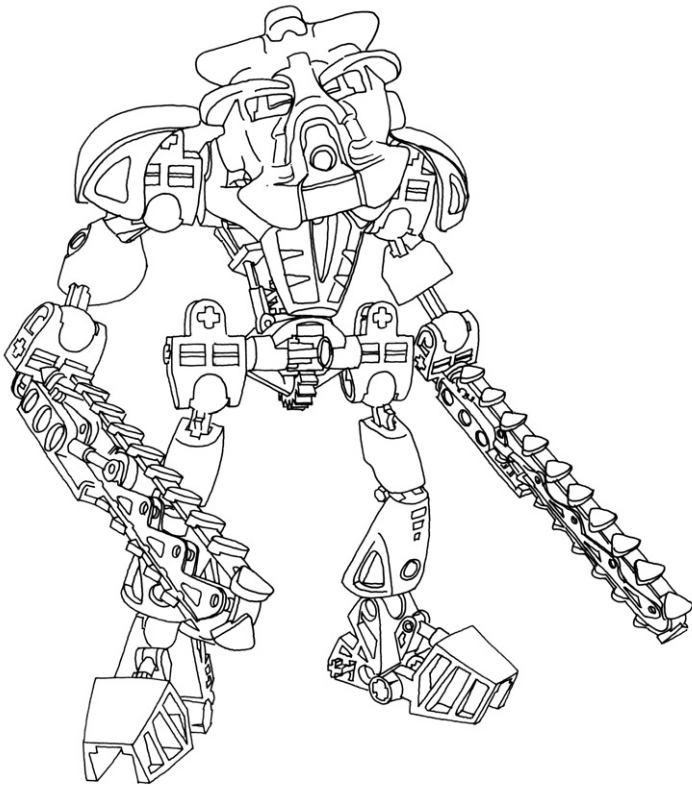
Bugtool_white_2.ai



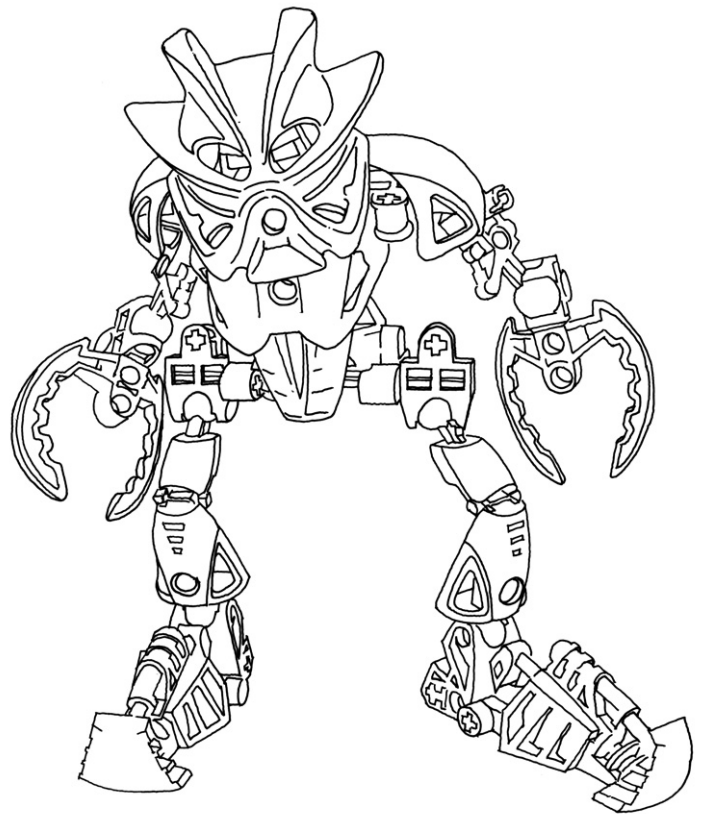
Bugtool_white_6.ai

TOONS

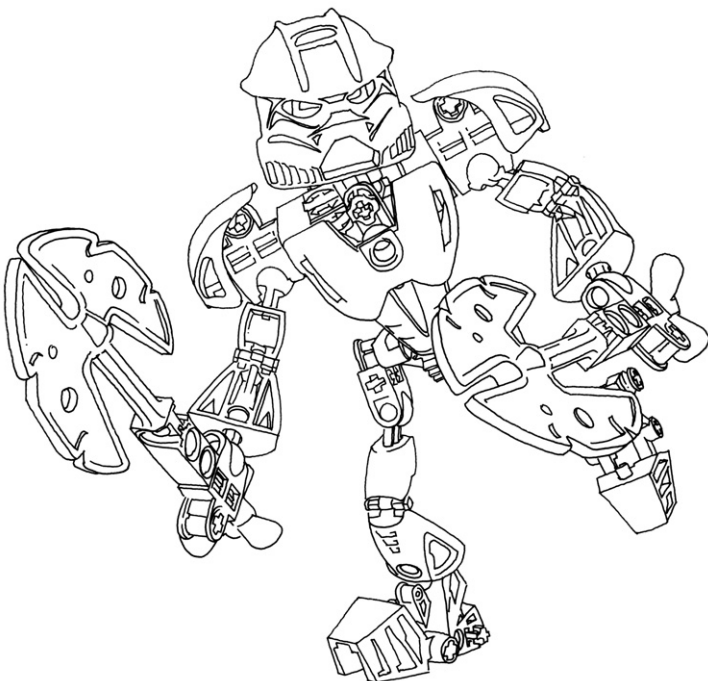




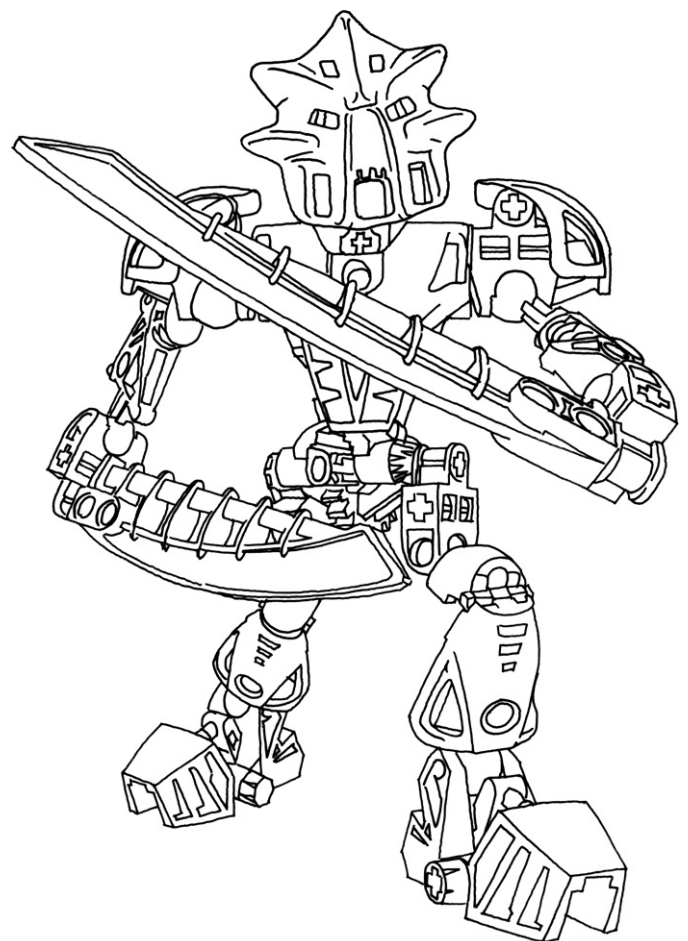
Black_toon.tif



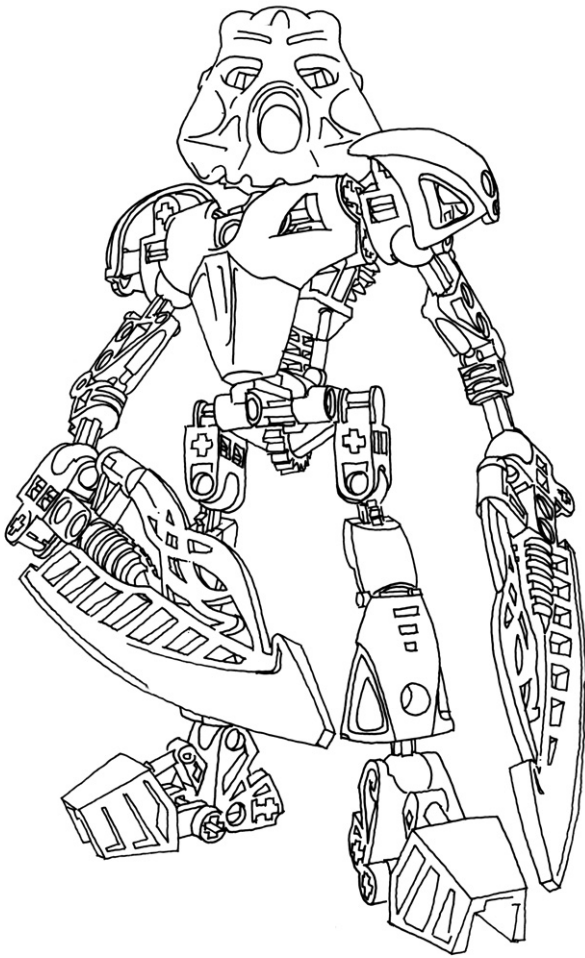
Brown_toon.tif



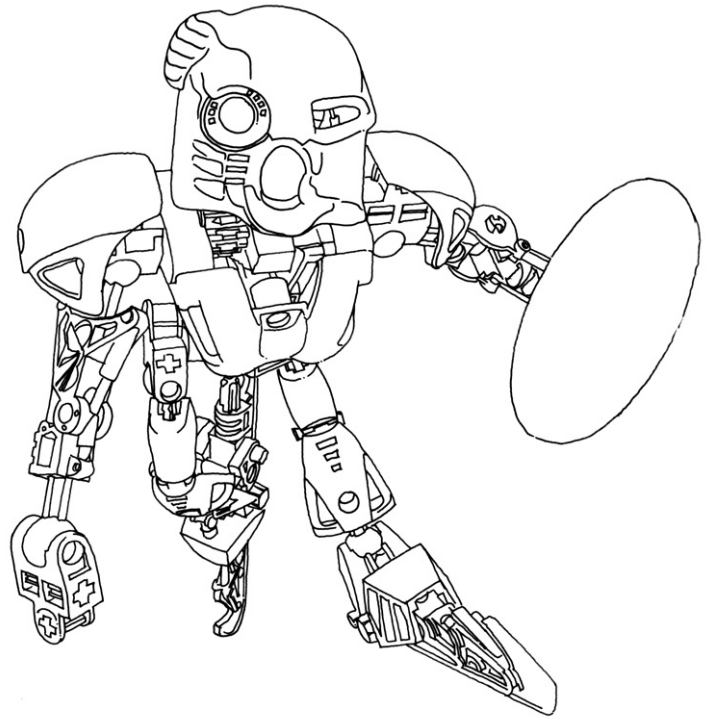
Blue_toon.tif



Green_toon.tif



Red_toon.tif



White_toon.tif

PRODUCT EXAMPLES





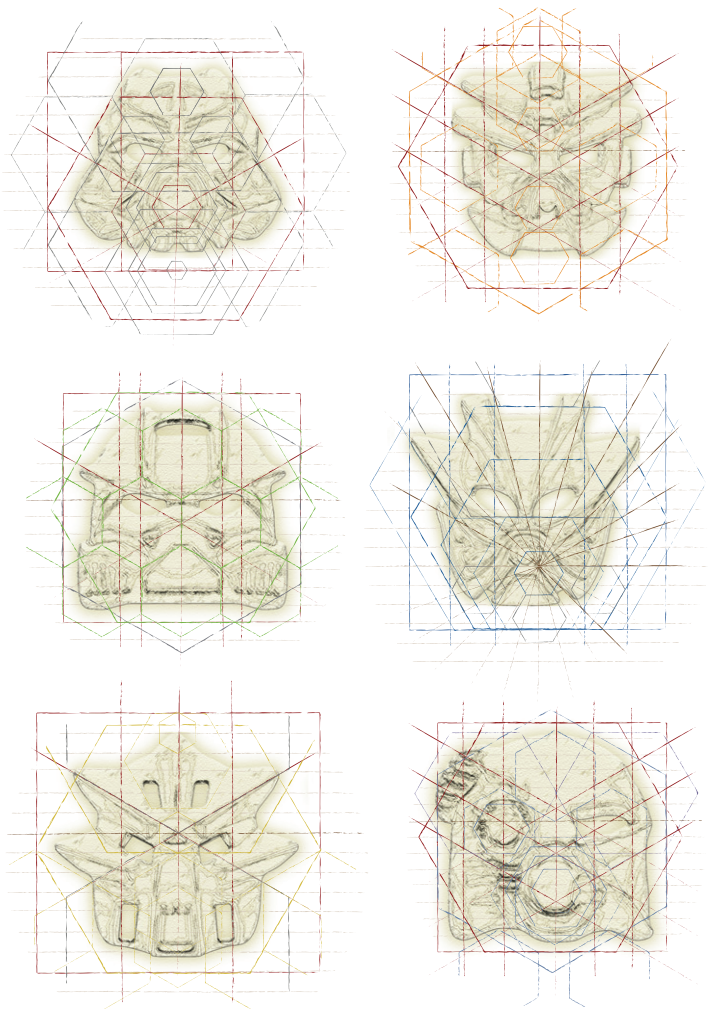


MOOD BOARDS

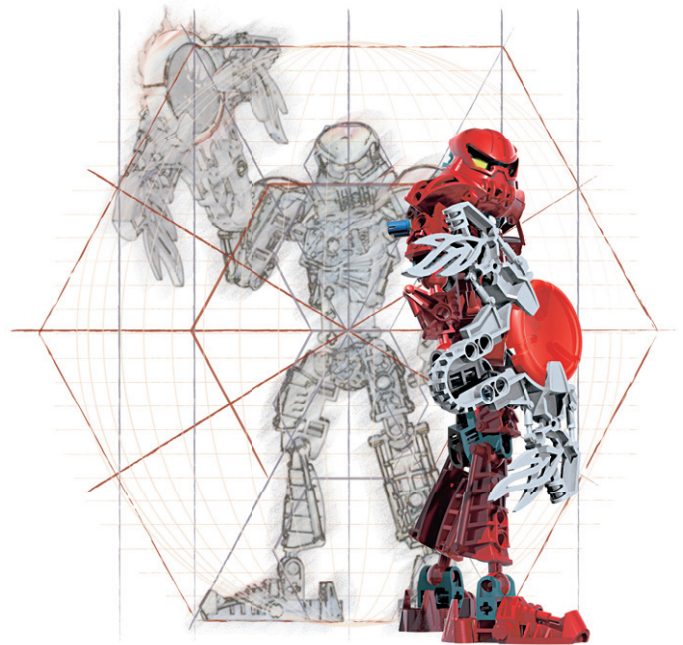


LOST SKETCHES



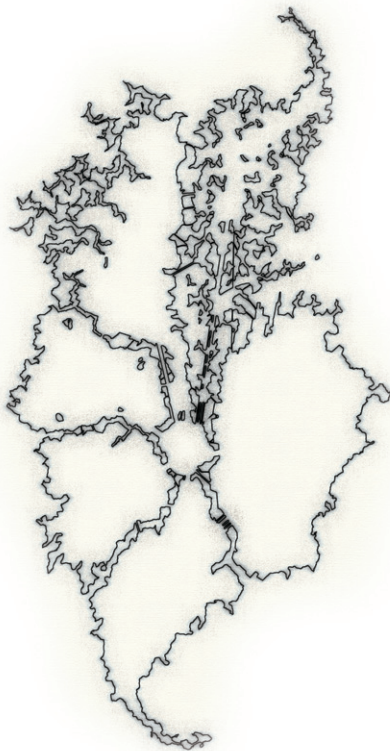


TOA NUVA SKETCHES.ai

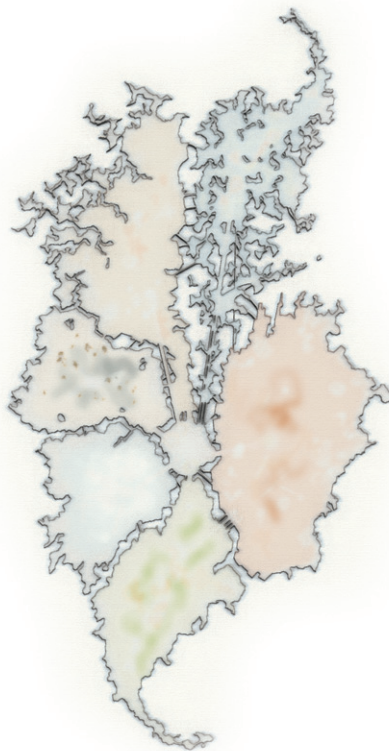


BIONICLE

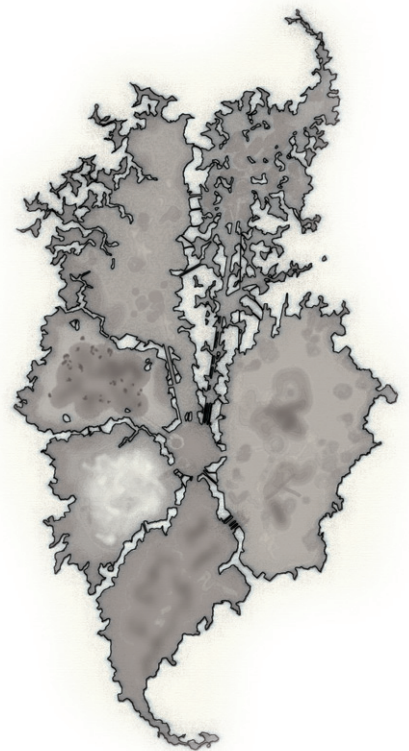
Vakama.psd



Metru Nui sketch.psd



Metru Nui sketch color.psd



Metru Nui sketch b-w.psd

METRU NUI



PO METRU
(Egypt)
Craft
Artisans
Lightstone refinement
Custom made
inspiration

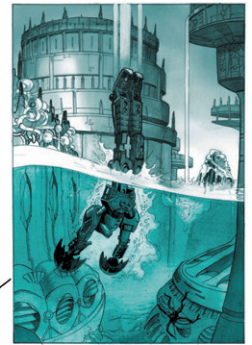
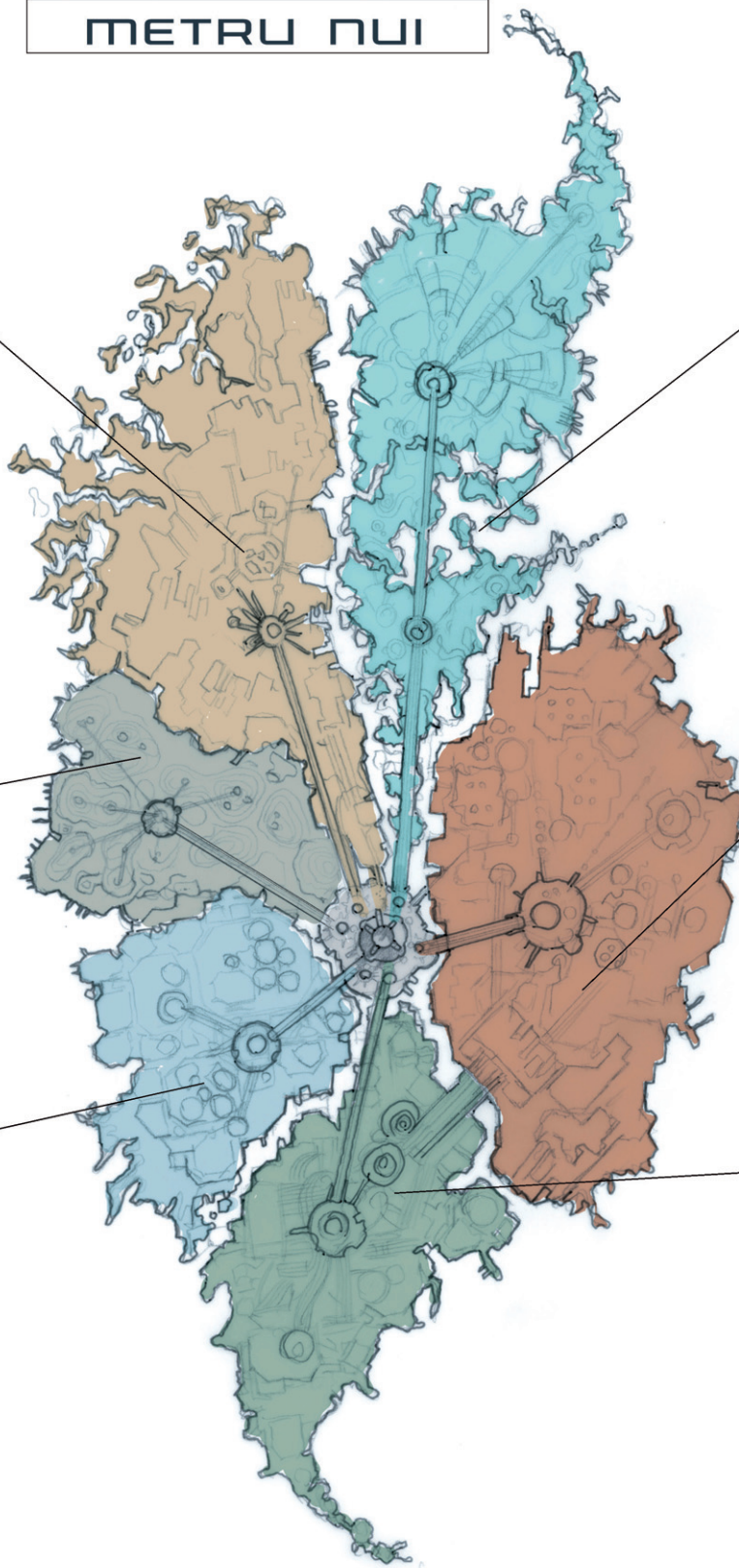


ONU METRU
(Open mine)
History/archives
Lightstone mines
ROM
Past

•Rockeating worms



KO METRU
(Minerals meet New York)
Coding central
Knowledge
RAM
Future



GA METRU
(Floating gardens)
Art meets Science
Purifying Protodermis
Soul/feelings
Religion
Life giving



TA METRU
(Midwest USA)
Production
Foundry
Protodermis farming

•Heat/energy brittle
(creep)



LE METRU
(Industrial port)
Storage
Shipping
Tube racing
Crab racing
Big tunnel (out of MN)

•Flying brittle (creep)

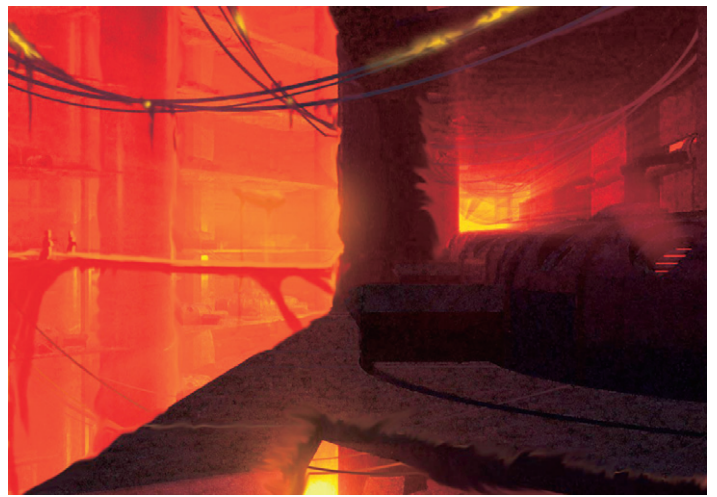
Metru Nui map.jpg

GALLERY





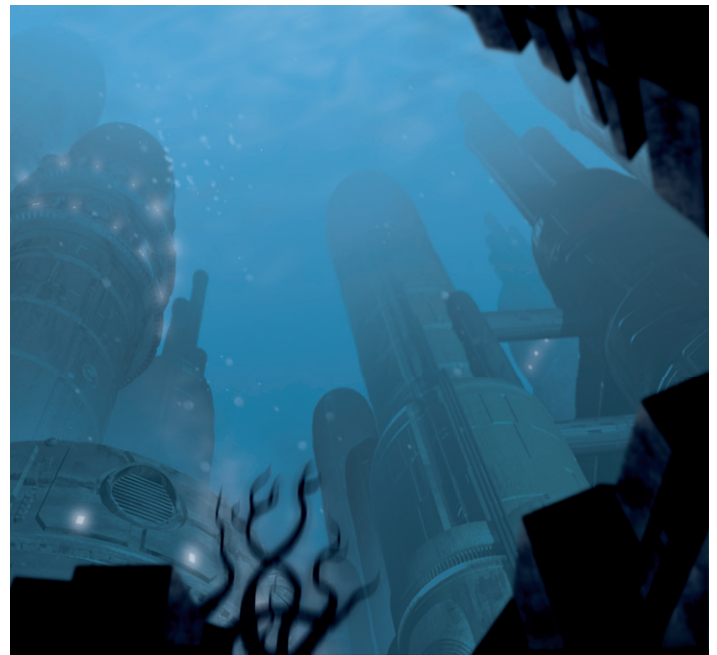
lava rocks.tif



Ta-Metru environment.tif



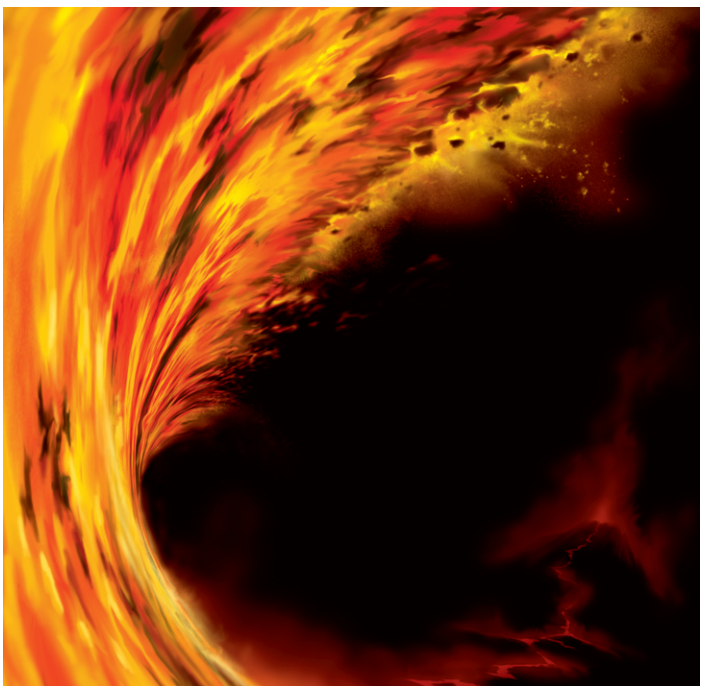
Tahu background 1.jpg



blue background.psd



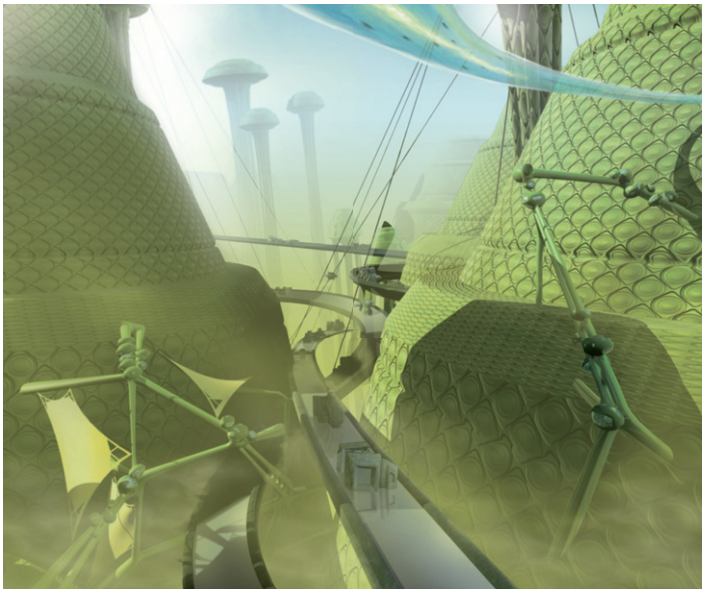
Tahu background 2.jpg



environment Tahu.tif



white background.psd



green background.psd



lightning.psd



black background.psd



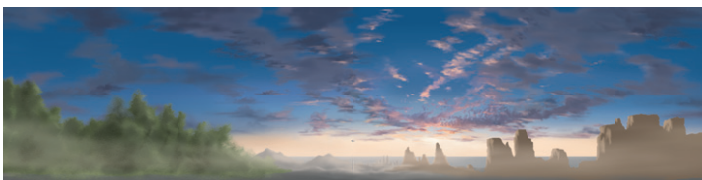
DTV SLUT.jpg



Winter cloud.psd



Jungle.psd



view+tower.psd



Mask+Island LOGO.psd



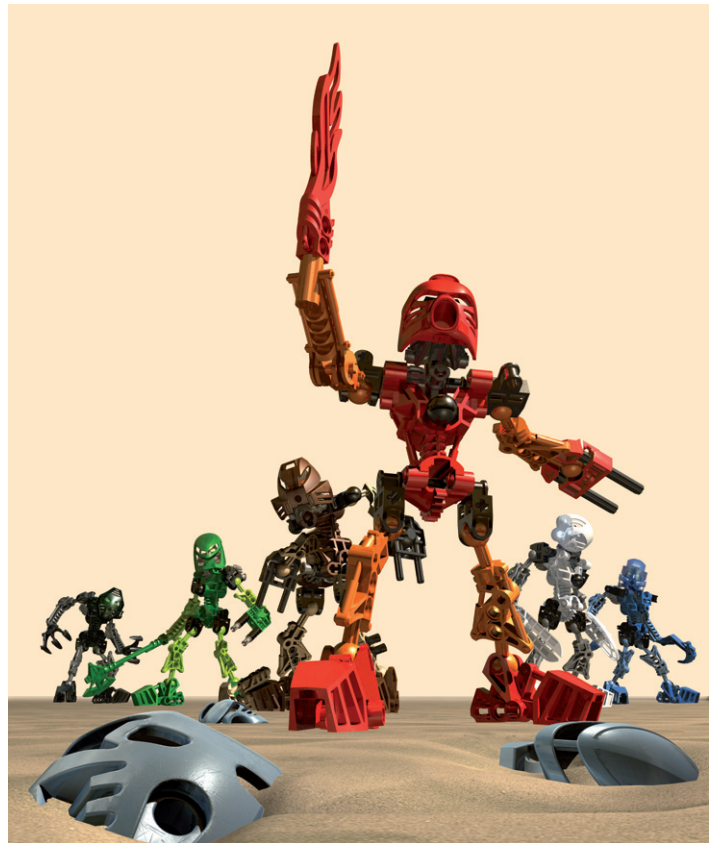
Tahu Surfing.PSD



Red mask.psd



TahuNuva metalmask.psd



Key basic.psd