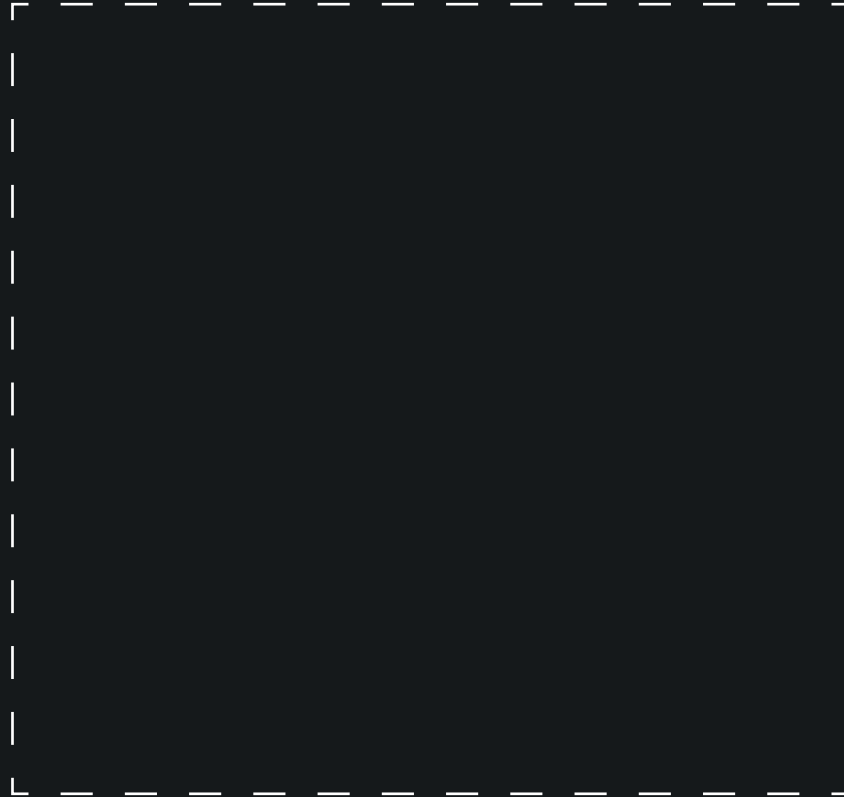


# BRAND GUIDELINE

DATA



# INTRODUZIONE LOGO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue convallis volutpat. Mauris dictum risus elit, eu auctor felis pellentesque ut. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam vitae augue ante. Nulla convallis sapien sed tortor tristique fermentum. Sed et congue leo.

# CONFIGURAZIONI LOGO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue convallis volutpat. Mauris dictum risus elit, eu auctor felis pellentesque ut. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam vitae augue ante. Nulla convallis sapien sed tortor tristique fermentum. Sed et congue leo.

Logo Verticale



Logo senza pittogramma

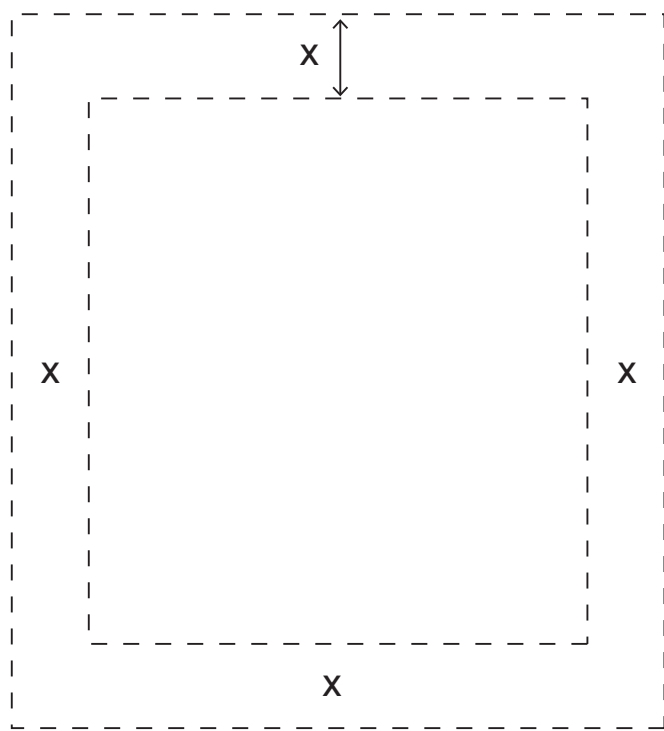
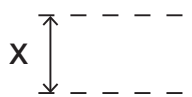


Logo Orizzontale



# SPECIFICHE LOGO: SPAZIO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue convallis volutpat. Mauris dictum risus elit, eu auctor felis pellentesque ut. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam vitae augue ante. Nulla convallis sapien sed tortor tristique fermentum. Sed et congue leo.



# SPECIFICHE LOGO: DIMENSIONI MINIME PER STAMPA E WEB


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue convallis volutpat. Mauris dictum risus elit, eu auctor felis pellentesque ut.

Logo Verticale

Print:  
46mm

A vertical dimension line with horizontal caps at both ends, indicating the minimum height for the print logo.

Web:  
140px


A vertical dimension line with horizontal caps at both ends, indicating the minimum height for the web logo.

Logo Orizzontale

Print:  
11mm

A horizontal dimension line with vertical caps at both ends, indicating the minimum width for the print logo.

Web:  
40px

A horizontal dimension line with vertical caps at both ends, indicating the minimum width for the web logo.

Logo senza pittogramma

Print:  
11mm

A horizontal dimension line with vertical caps at both ends, indicating the minimum width for the print logo without a pictogram.

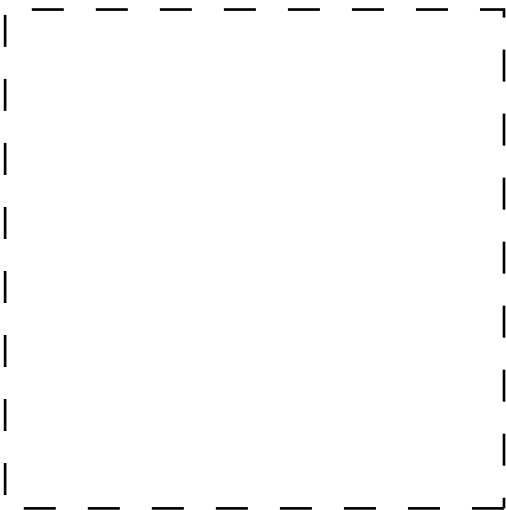
Web:  
40px

A horizontal dimension line with vertical caps at both ends, indicating the minimum width for the web logo without a pictogram.

# SPECIFICHE LOGO: I COLORI

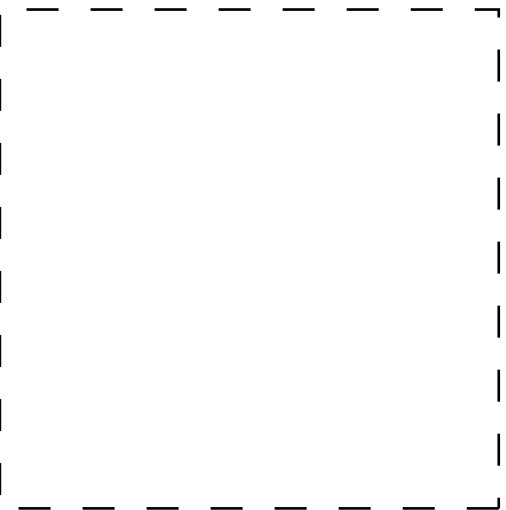
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue convallis volutpat. Mauris dictum risus elit, eu auctor felis pellentesque ut. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam vitae augue ante. Nulla convallis sapien sed tortor tristique fermentum. Sed et congue leo.

Colore 1



C 74      R 34  
M 63      G 34  
Y 60      B 34  
K 77      #222222  
  
PMS 419 C

Colore 2



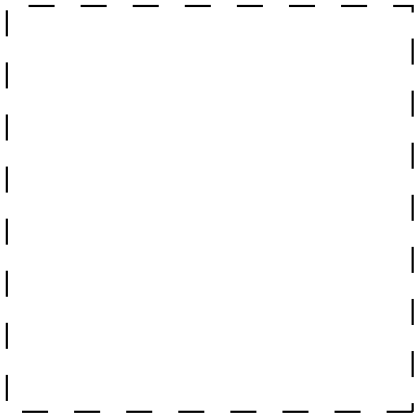
C 0      R 243  
M 53      G 139  
Y 100      B 0  
K 0      #F38B00  
  
PMS 144 C

Nota: Quando il logo viene riprodotto su superfici che richiedono inchiostri differenti (ad esempio, tessuti, laminati, plastiche), il Pantone serve come guida per raggiungere la tonalità corretta.

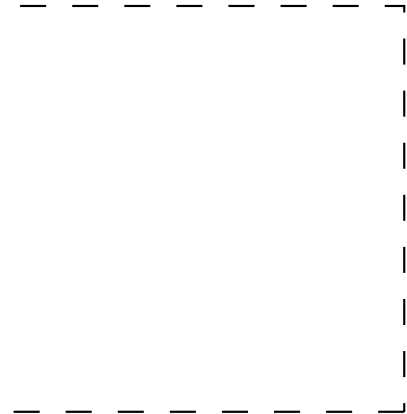
# SPECIFICHE LOGO: USO DEL COLORE SU FONDO BIANCO E INVERSO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue convallis volutpat. Mauris dictum risus elit,

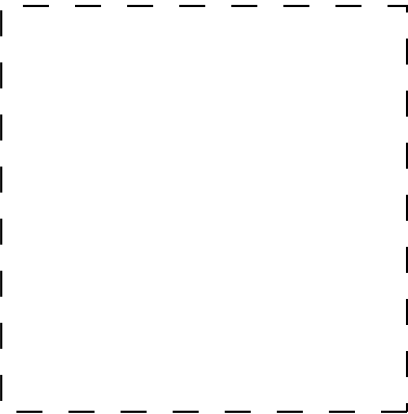
RGB e CMYK



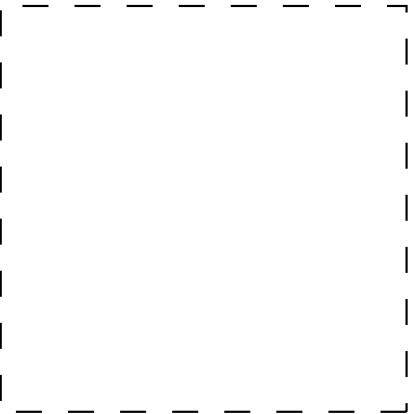
Scala di grigio



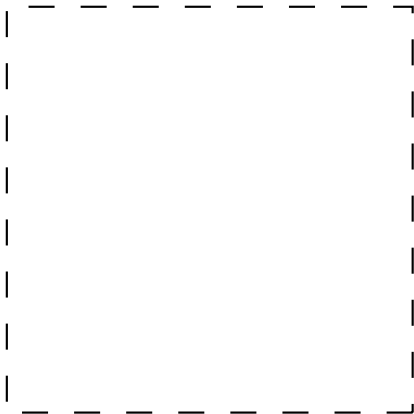
RGB e CMYK



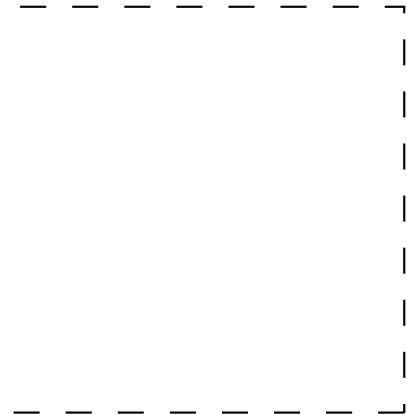
Scala di grigio



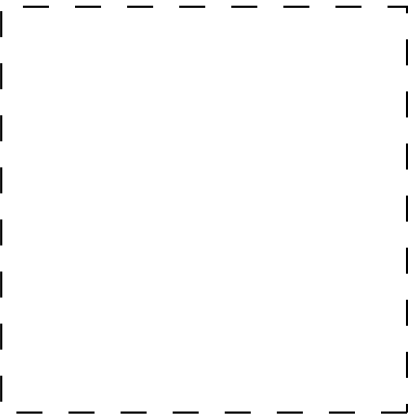
PMS Solid



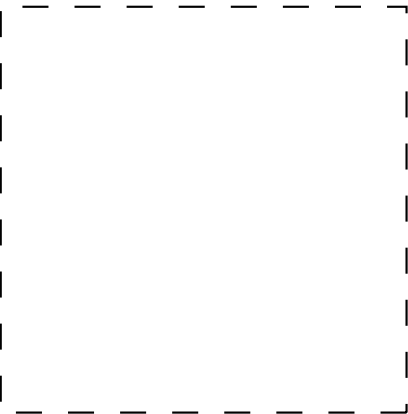
Bianco e Nero



PMS Solid



Bianco e Nero



# SPECIFICHE LOGO: I CARATTERI TIPOGRAFICI

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue convallis volutpat. Mauris dictum risus elit, eu auctor felis pellentesque ut. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam vitae augue ante. Nulla convallis sapien sed tortor tristique fermentum. Sed et congue leo.

Font 1

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

http://

LOREM IPSUM

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Sed vestibulum magna sit amet felis iaculis, venenatis  
iaculis turpis mollis.

Font 2

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

https://

Titolo

Font utilizzato:..... Colore: .....

Dimensione: .....

Spaziatura caratteri: .....

Sottotitolo

Font utilizzato:..... Colore: .....

Dimensione: .....

Spaziatura caratteri: .....

Corpo del testo

Font utilizzato:..... Colore: .....

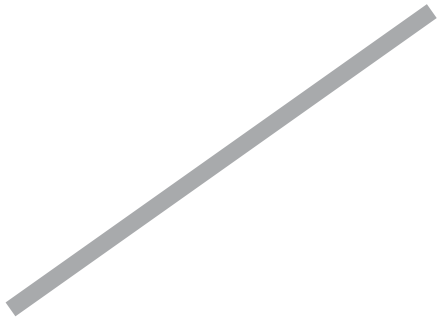
Dimensione: .....

Spaziatura caratteri: .....

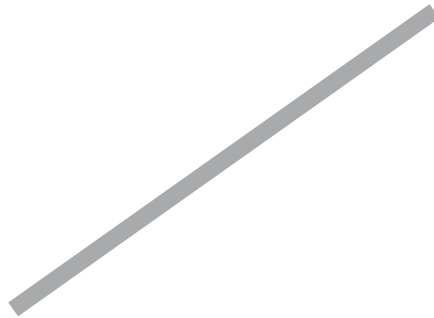


# SPECIFICHE LOGO: USI IMPROPRI

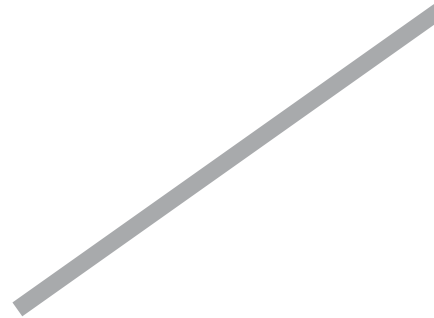
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue convallis volutpat. Mauris dictum risus elit, eu auctor felis pellentesque ut. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam vitae augue ante. Nulla convallis sapien sed tortor tristique fermentum. Sed et congue leo.



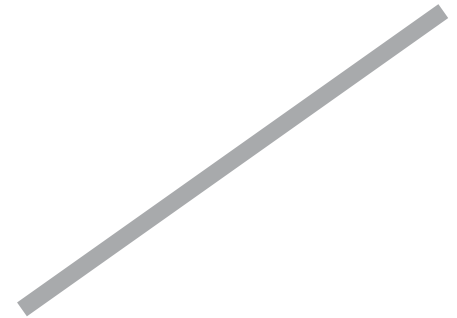
Non alterare le dimensioni degli elementi



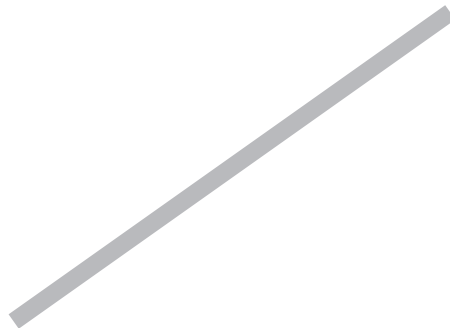
Non modificare i font e i colori del logo



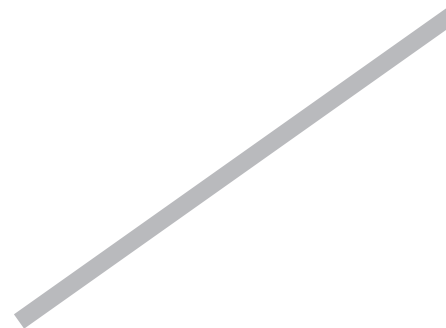
Non distorcere l'icona ed il logo



Non utilizzare il simbolo M senza il cerchio attorno



Non utilizzare il logo su sfondi colorati se non indicati in questa guida



Non utilizzare il logo su immagini fotografiche

# SPECIFICHE LOGO: APPLICAZIONI

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue convallis volutpat. Mauris dictum risus elit, eu auctor felis pellentesque ut. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam vitae augue ante. Nulla convallis sapien sed tortor tristique fermentum. Sed et congue leo.