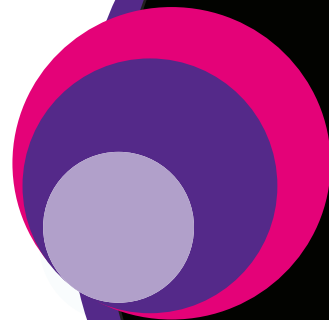
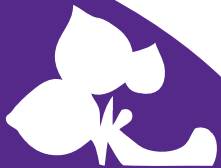


# MANUALE OPERATIVO

DEL MARCHIO LOGOTIPO







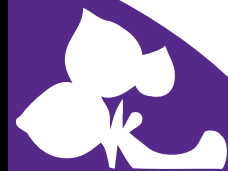
# Gamme Cromatica d'uso

PANTONE 1797 C  
C:0 M:100 Y:100 K:0  
R:226 G:0 B:26WEB

PANTONE NERO BLACK C  
C:0 M:0 Y:0 K:100  
R:0 G:11 B:32WEB

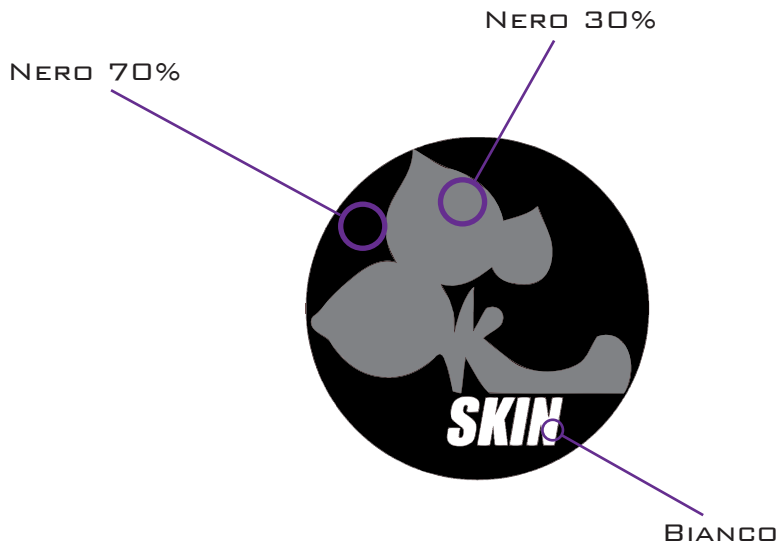


2



SKIN

# Marchio in bianco e nero



# Caratteri Istituzionali/lettering

**SKIN** FONT UTILIZZATA: **IMPACT REGULAR**  
36 PT CON INCLINAZIONE A 10°

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**(\”£\$%&/=?!^)**

**abcdefghijklmnopqrstuvzxyj**

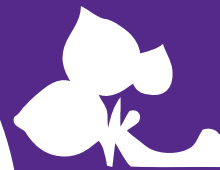
**1234567890.,;:-\_**

4



**SKIN**

# Marchio positivo e negativo



5

# Marchio su fondo colorato



PANTONE RUBINE REDC



PANTONE 123C



PANTONE 2607C

6

SKIN



# Prove di leggibilità



100%

H7,2 L7,2



50%

H4 L4

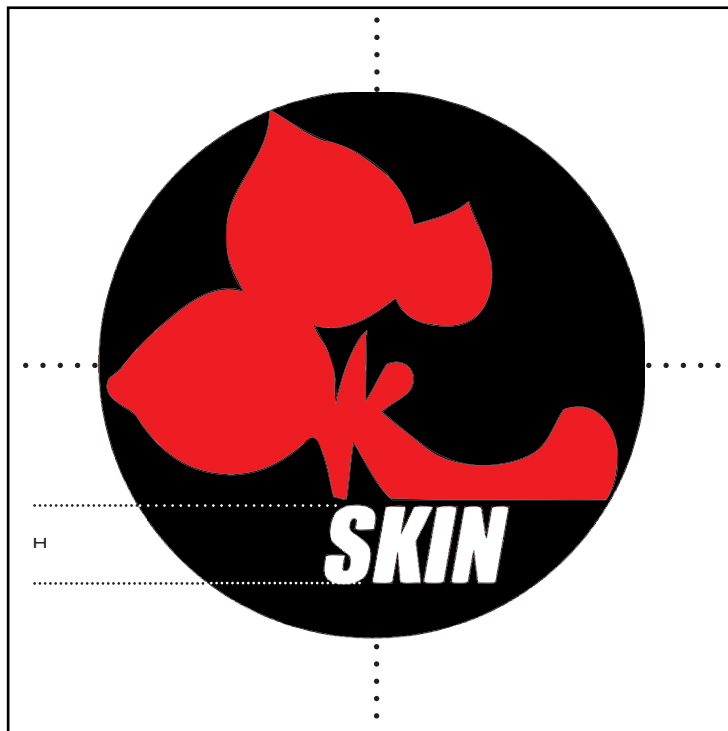


H2 L2

MISURA MINIMA  
CONSENTITA

7

## Area di rispetto



L'AREA DI RISPETTO CORRISPONDE ALL'ALTEZZA DELLA LETTERA S



8

SKIN

# Modulistica carta intestata/biglietto da visita



F.TO L: 21 CM

F.TO L: 29,7 CM



F.TO L: 6 CM

F.TO H: 6 CM



9

SKIN



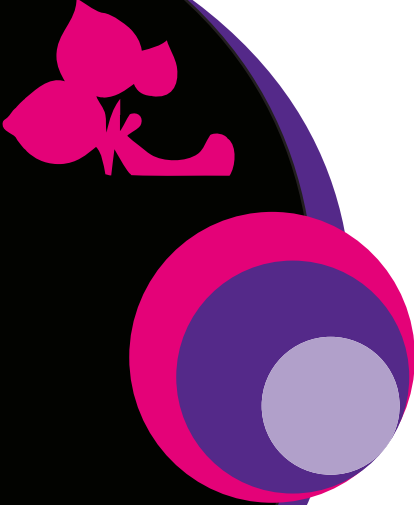
10

# Busta da lettere/f.to 11x23



# Accessori





# SKIN

PROGETTAZIONE E REALIZZAZIONE GRAFICA  
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