



Brand Guide

# About

## White Rabbit

Bisin nis eum sed quid et officienihil imendunt aperis alicipis expeles sequati qui tecturias numquam quat aliquam que odit officimoles dolloria commolorrum laci con non est, aut duciate venihic temporemo exeriam in num ipiet acerum imus aturero iuntium quae ommoluptat untios aut alit vid quia veleculiae volorem is exceperum, excea ducilique eturitate duciet unt elique sin cus porest, quidis es que dolore volut eaquassumque viti abor sint dolorum ute quas res ditae.



# Logo



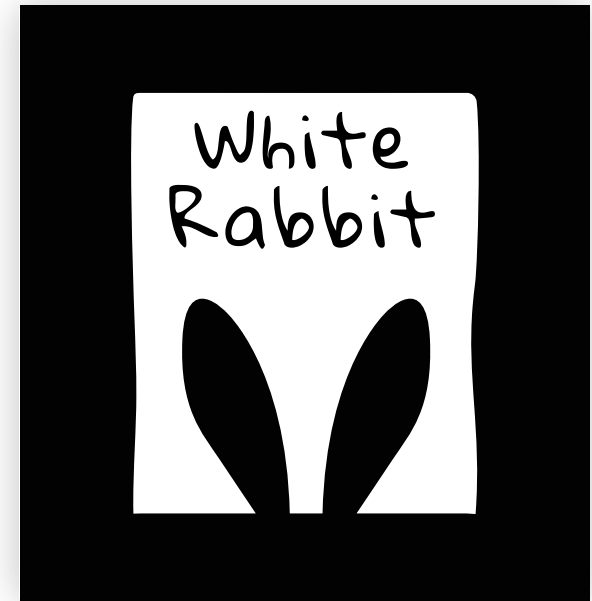
## Logo variazioni



Su sfondo colorato

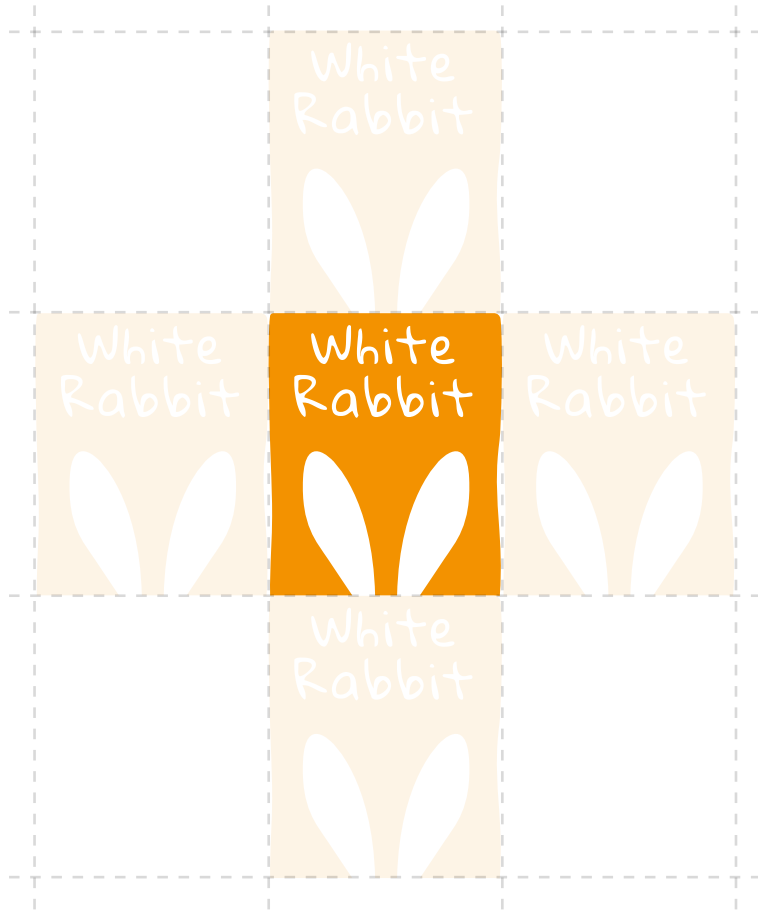


Nero



Su sfondo nero

## Logo utilizzo



### Zone di esclusione

Considera sempre uno spazio intorno al logo



### Dimensione minima

La larghezza minima è di 20 mm



### Dimensione massima

Non c'è una grandezza massima

# Font

Gloria Hallelujah

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Lorem ipsum dolor sit

Ed miligni iumque nonesseque nost ea si sequo que il maiore nam, ut fugiasim aute mo tetur sequam essuntium eossincte lat quidest invellaut in ni odistia nonse nempore nos aut exped ulloreh endandel inctem faccus consequere verecto volum reribus et lab int.

Pudae num et occulpa riandae imolorest delitam et pore vel et verum, omnis aut vellanis sametur rem ipsunt.

Fuga. Nemquidebis adicipicatem eum eium apeditae nonsequibus verernam fugiassim nihit prerate plit odipsae vitatec estium volorporepe excerfe rorescimus.

Hil molorporesto dolla quame doluptat laut rerumqu asperep ellabo.

# Codici colore

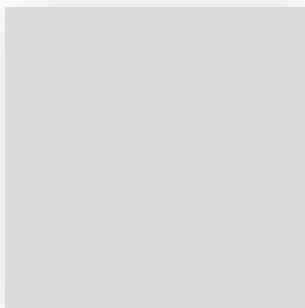


## Primario

HEX F39200

R 243 G 146 B 0

C 0 M 50 Y 100 K 0

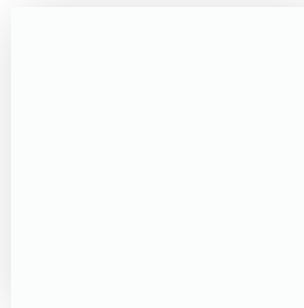


## Secondari

HEX D2D2D2

R 210 G 210 B 210

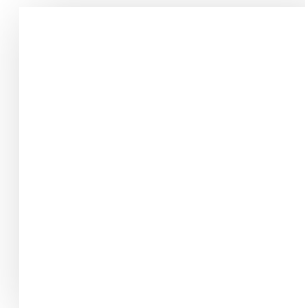
C 17 M 13 Y 13 K 0



HEX F8F8F8

R 248 G 248 B 248

C 2 M 1 Y 1 K 0



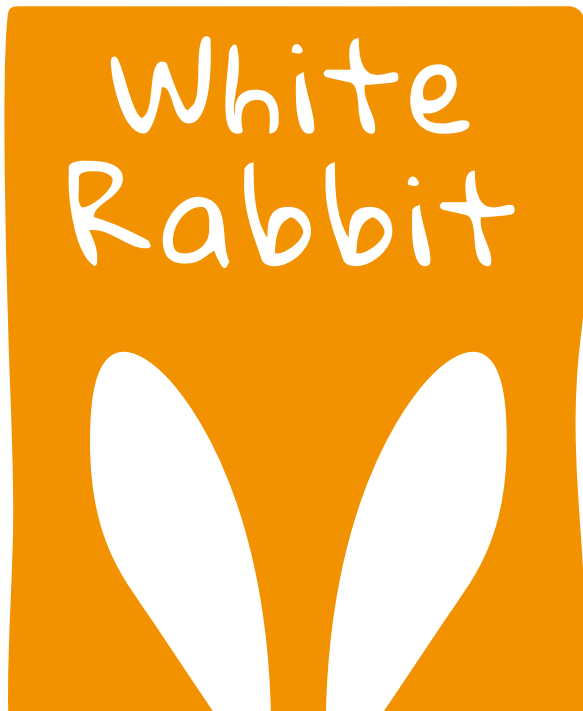
HEX FFFFFFFF

R 255 G 255 B 255

C 0 M 0 Y 0 K 0

# DO's e DON'Ts

## Do's



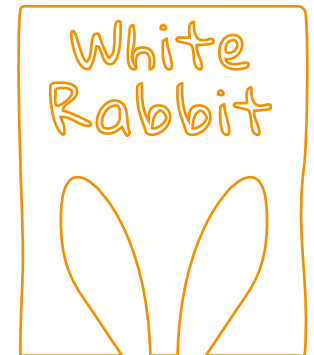
## Don'ts



Spremere/Stendere



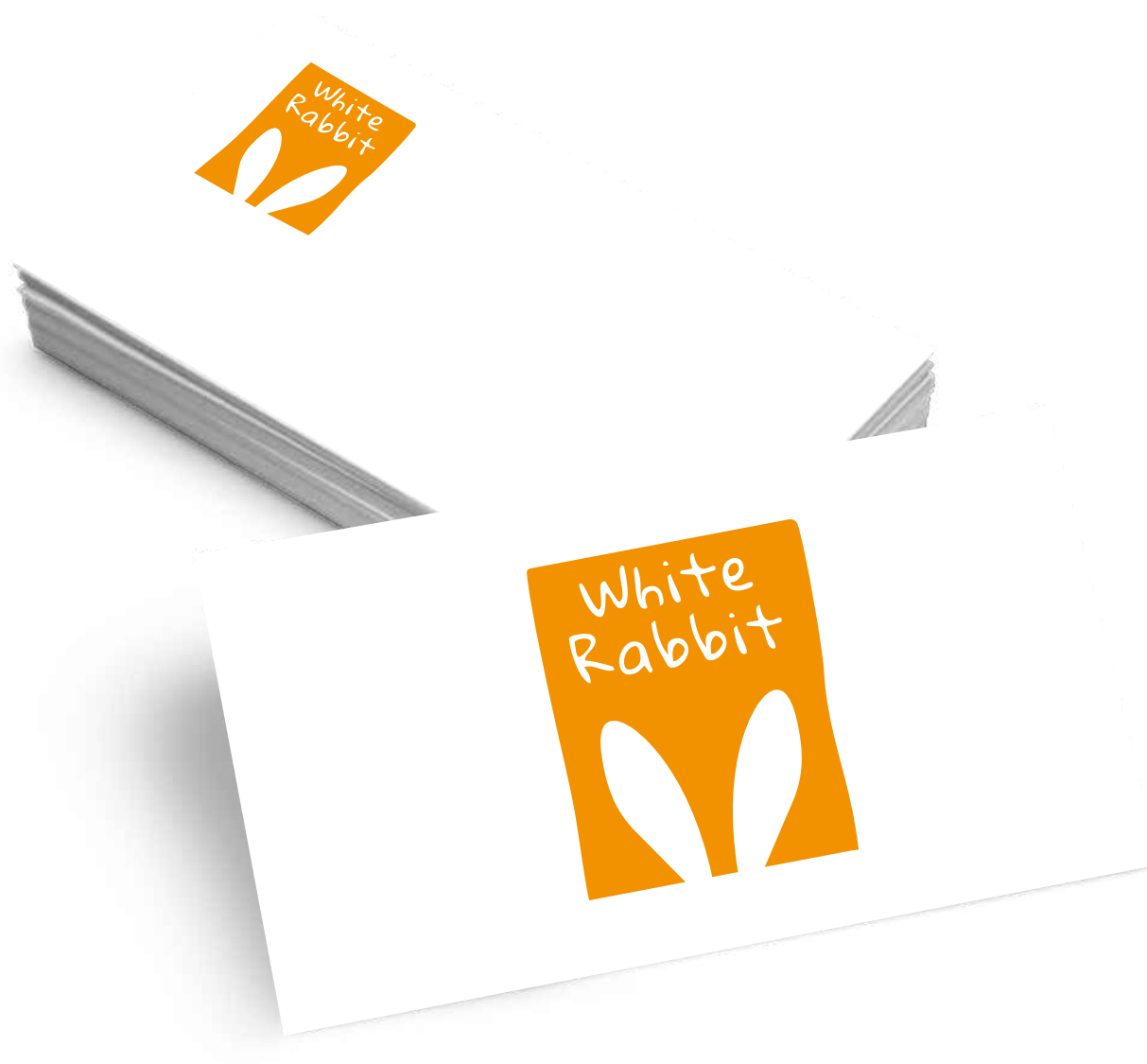
Ricolorare



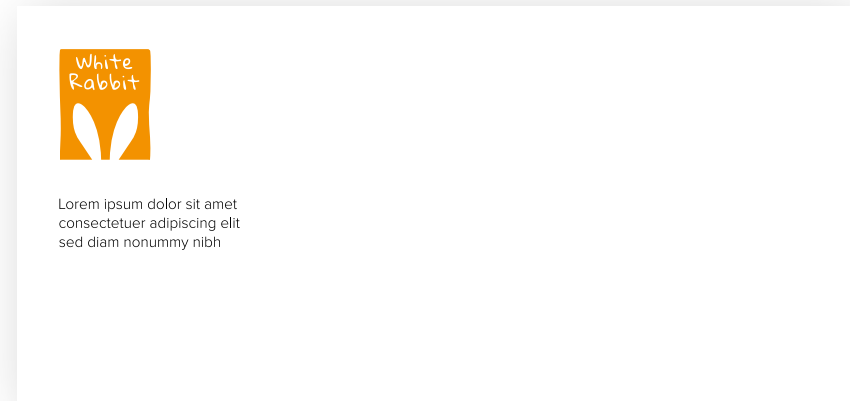
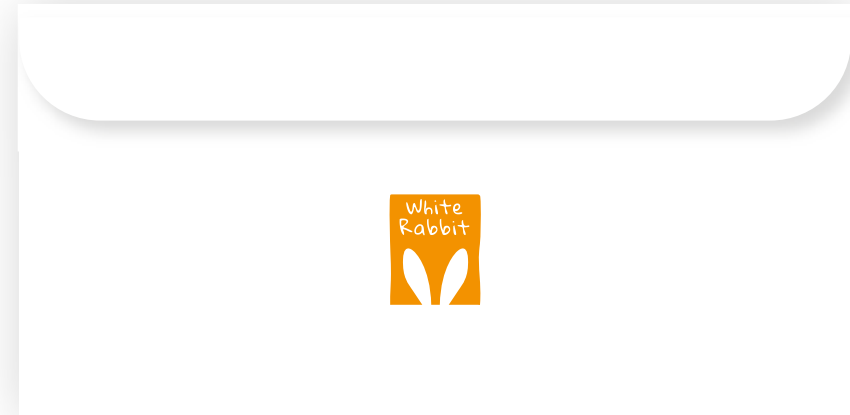
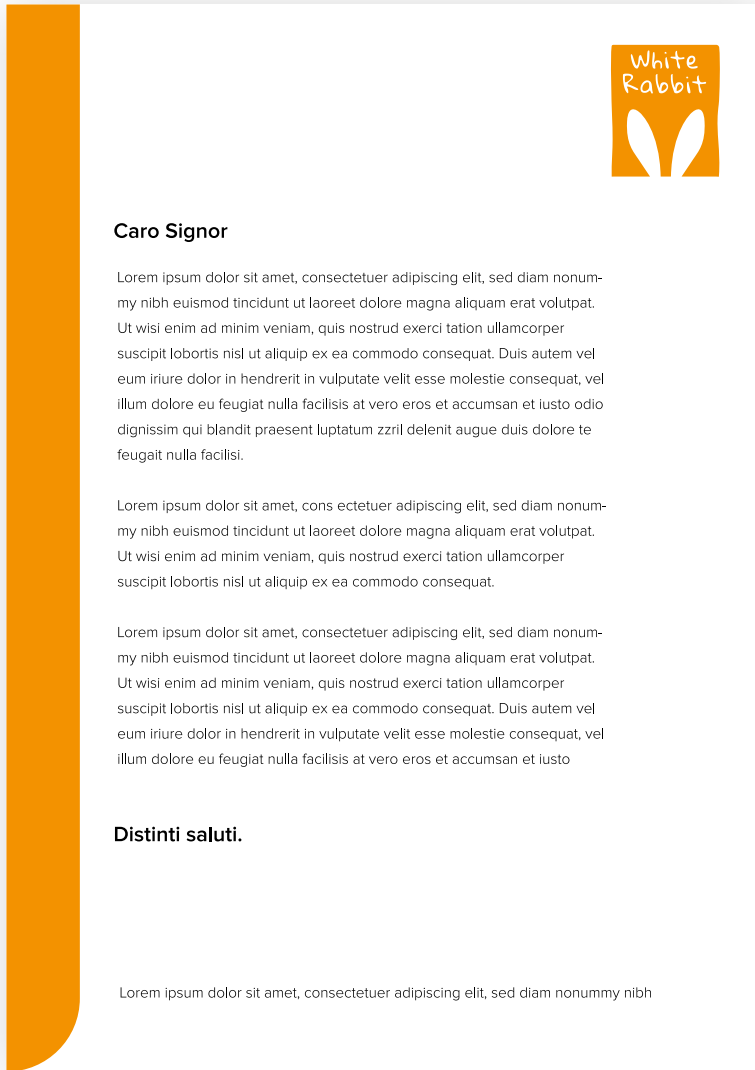
Contornare



# Biglietto da visita



# Carta intestata - Busta



# Merchandising



**Fronte**



**Retro**



## White Rabbit

Bisin nis eum sed quid et officienihil  
imendunt aperis alicipis expeles sequati

qui tecturias numquam quat aliquam que  
odit officimoles dolloria commolorrum laci  
con non est, aut duciate venihic

temporemo exeriam in num ipiet acerum  
imus aturero iuntium quae