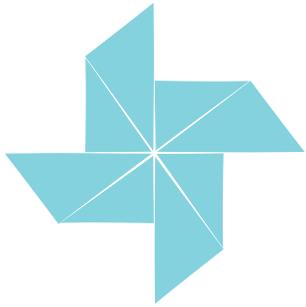


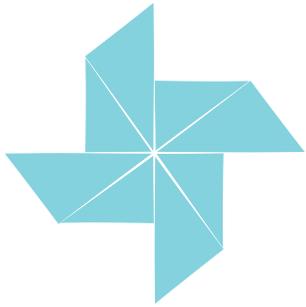
Manuale Operativo

Guida all'uso e gestione del marchio



Sommario

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Presentazione	Pag. 3	Utilizzi: Allineamenti	Pag. 13
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Il Logo: Costruzione	Pag. 5	Utilizzi: Sfondi utilizzabili	Pag. 15
Il Logo: Valori cromatici	Pag. 6	Utilizzi: Corretti del marchio I	Pag. 16
Il Logo: Tipografia	Pag. 7	Utilizzi: Corretti del marchio II	Pag. 17
Il Logo: Riduzioni	Pag. 8	Utilizzi: Impropri del marchio	Pag. 18
Scala di Grigio	Pag. 9	Utilizzi: Impropri su sfondi	Pag. 19
Scala di Grigio: Valori Cromatici	Pag. 10	Business Set	Pag. 20
Positivo e Negativo	Pag. 11	Gadget	Pag. 21



Presentazione

La scelta del marchio

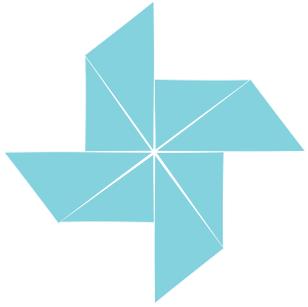
Il marchio, semplice ma di grande impatto, simboleggia le pale del mulino a vento, il cui funzionamento sfrutta l'energia eolica per trasformarla in energia meccanica.

Essa esprime il concetto di energia naturale, pulita e rinnovabile garantita a durare nel tempo rispettando le risorse naturali e in generale la salute dell'uomo e del pianeta.

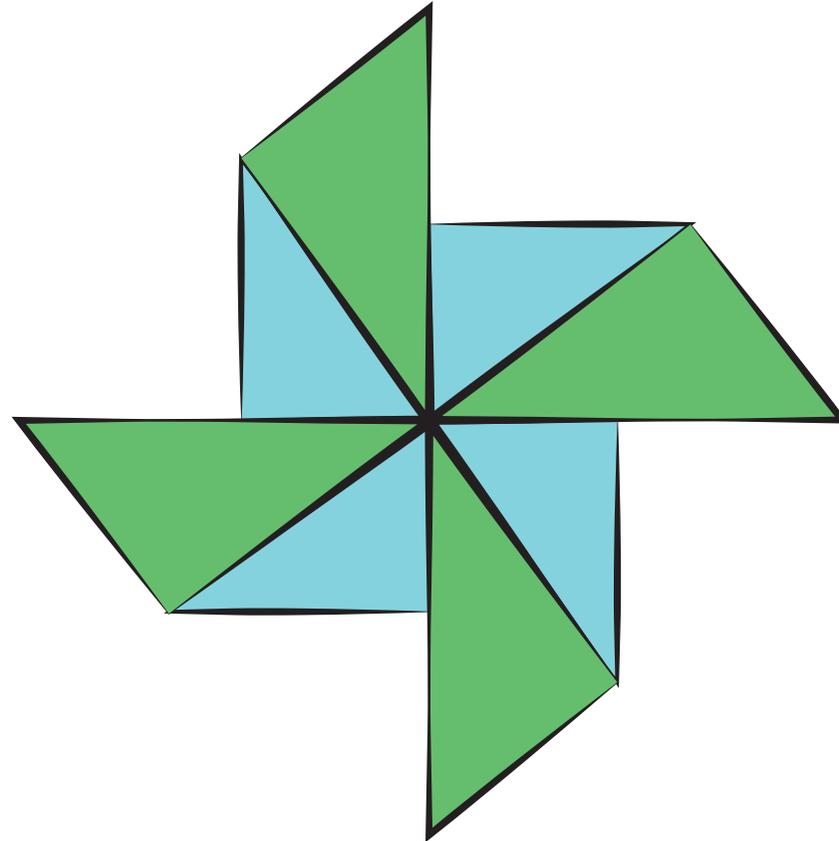
Il Name EverGreen (sempre verde) rispecchia in pieno il marchio perchè si collega alla salvaguardia del benessere delle persone e dell'ambiente in cui vive, ovvero: la natura.

La scelta dei colori

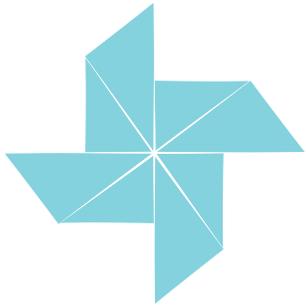
Il colore azzurro ricorda il colore del cielo e rappresenta la pacatezza, la stabilità, la lealtà e l'idealismo;
mentre il verde riflette i colori della natura e infonde la calma.



Il Logo

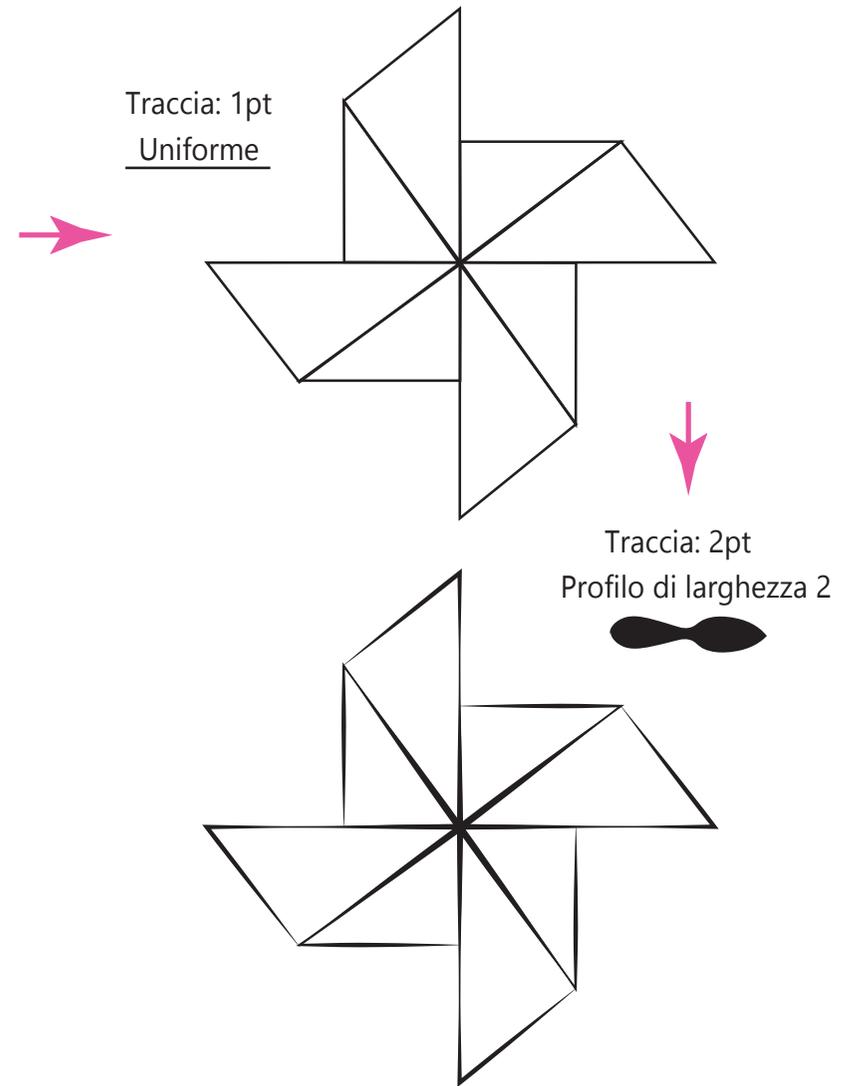
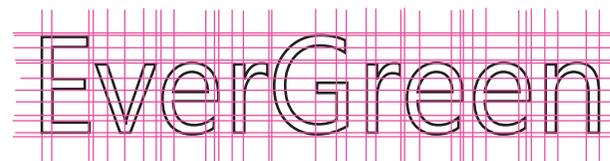
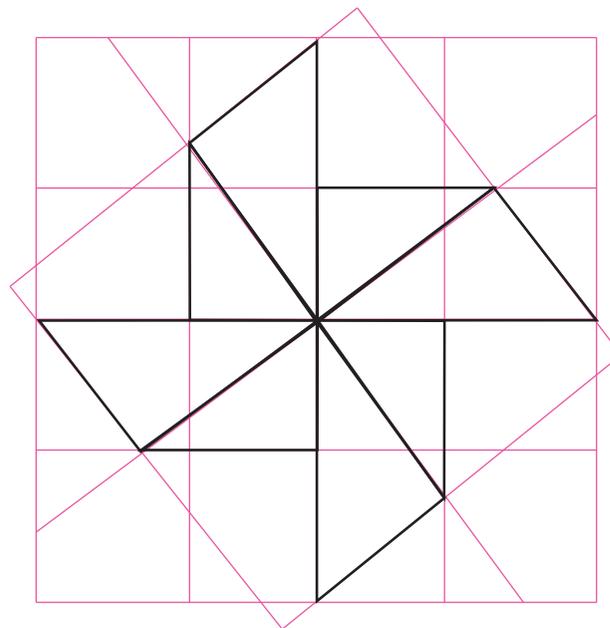


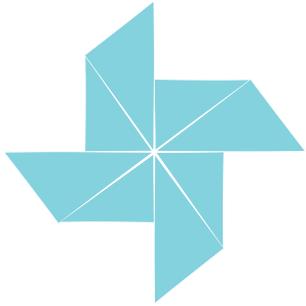
EverGreen



Il Logo

Costruzione





Il Logo

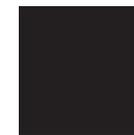
Valori Cromatici



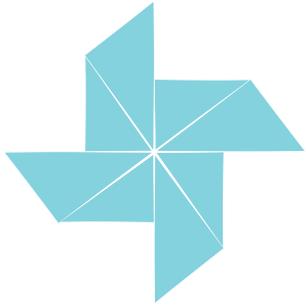
H: 190° S: 33% B: 88%
R: 150 G: 211 B: 225
C: 45% M: 0% Y: 13% K: 0%
#96D3E1



H: 111° S: 46% B: 72%
R: 109 G: 184 B: 98
C: 62% M: 0% Y: 76% K: 0%
#6DB862



H: 59° S: 6% B: 0%
R: 0% G: 0% B: 0%
C: 0% M: 0% Y: 0% K: 100%
#000000



Il Logo

Tipografia

Carattere Gadugi:

1. Regular
2. Bold

1.

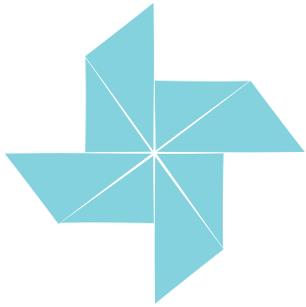
Gadugi - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890
.,:;-_ = !? & % / () # @ * °

2.

Gadugi - Bold

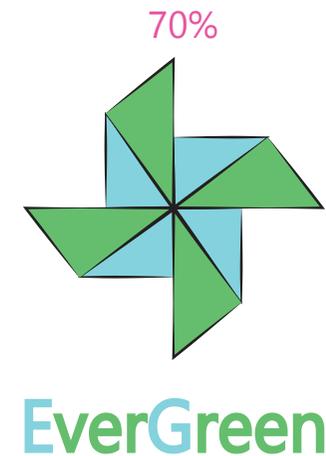
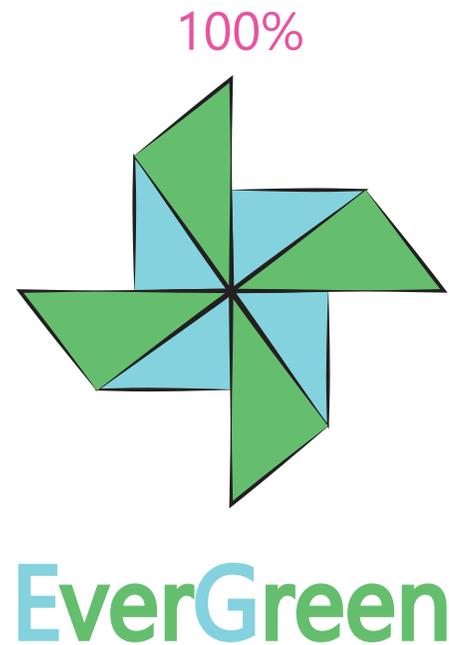
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890
.,:;-_ = !? & % / () # @ * °**

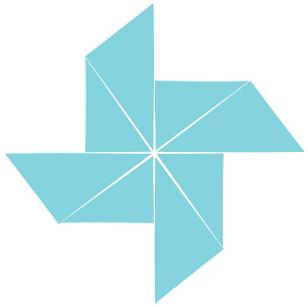


Il Logo

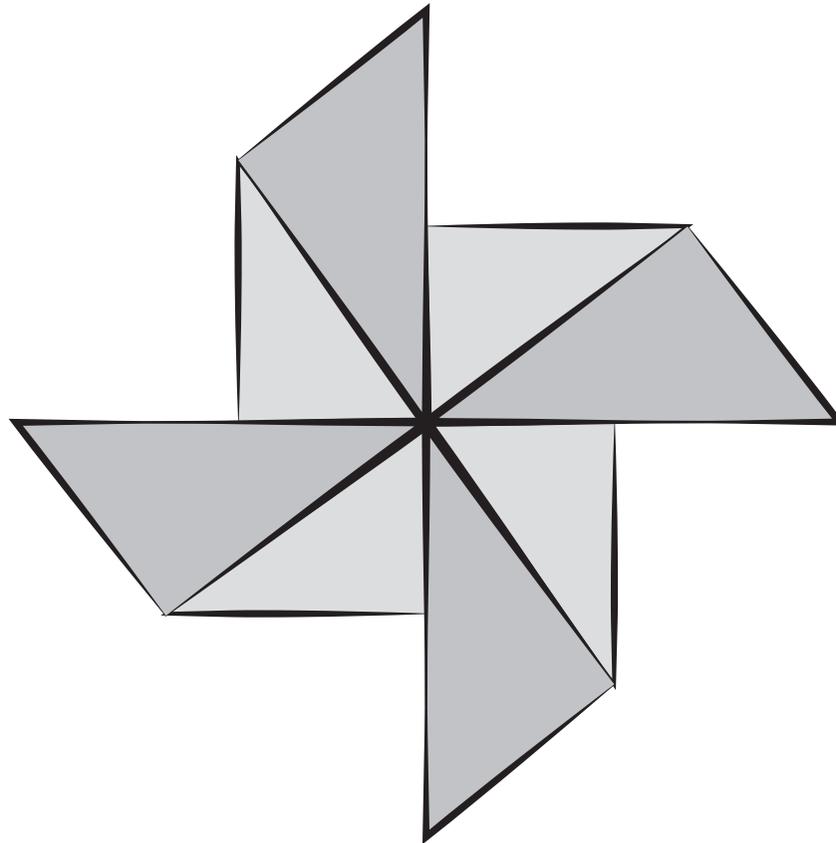
Riduzioni

La struttura del logotipo segue una geometria che ne assicura la consistenza compositiva. Il rispetto di questa geometria e delle distanze tra il disegno e il testo, sono parte integrante del logo e non possono essere modificate. Il logotipo deve sempre essere ridotto proporzionalmente. Qui viene indicata anche la minima dimensione (**20,5 mm**) dalla quale è sconsigliato scendere.

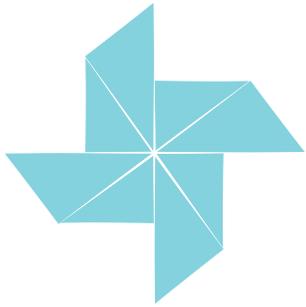




Scala di grigio

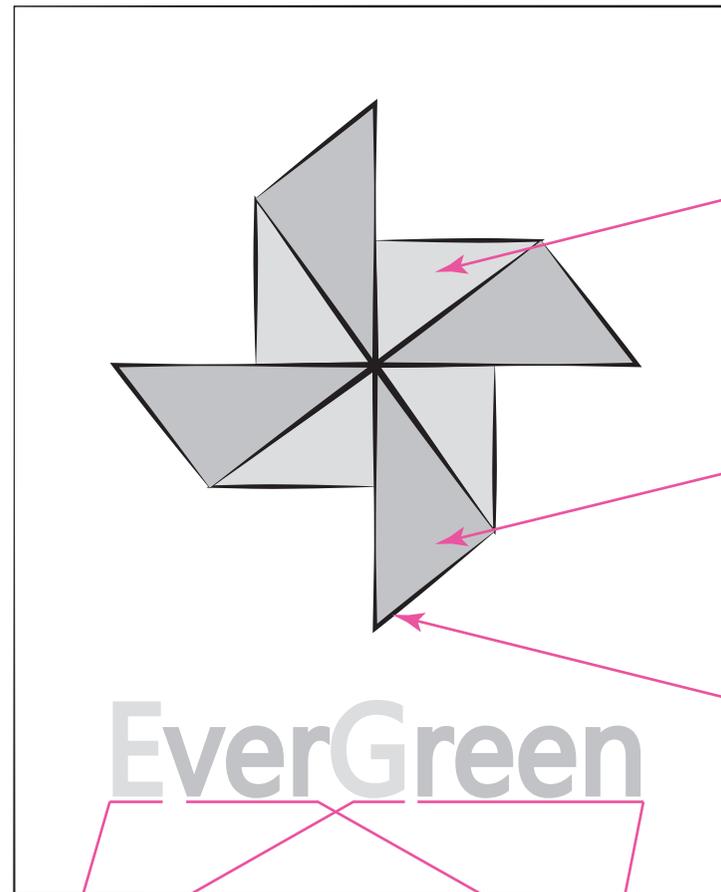


EverGreen



Scala di grigio

Valori Cromatici



H: 59° S: 0° B: 85%
R: 217 G: 217 B: 217
C: 0% M: 0% Y: 0% K: 15%
#D9D9D9



H: 59° S: 0° B: 72%
R: 186 G: 186 B: 186
C: 0% M: 0% Y: 0% K: 27%
#BABABA



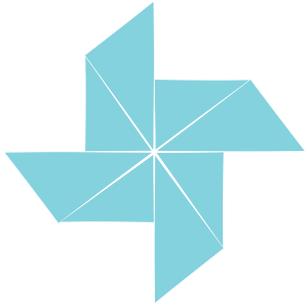
H: 59% S: 6% B: 0%
R: 0% G: 0% B: 0%
C: 0% M: 0% Y: 0% K: 100%
#000000



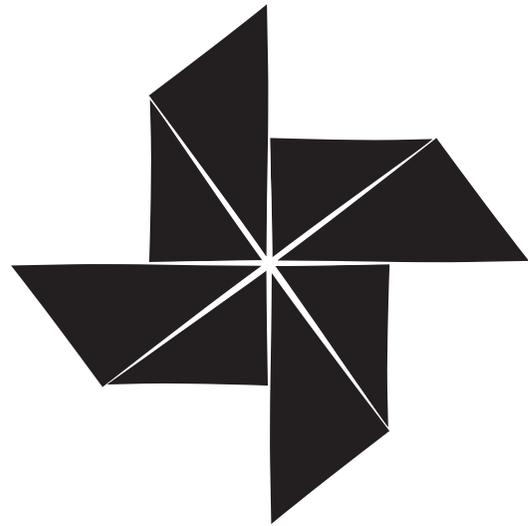
H: 59° S: 0° B: 85%
R: 217 G: 217 B: 217
C: 0% M: 0% Y: 0% K: 15%
#D9D9D9



H: 59° S: 0° B: 72%
R: 186 G: 186 B: 186
C: 0% M: 0% Y: 0% K: 27%
#BABABA

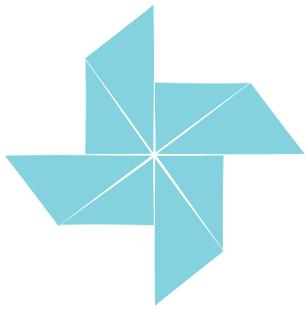


Positivo e negativo



EverGreen

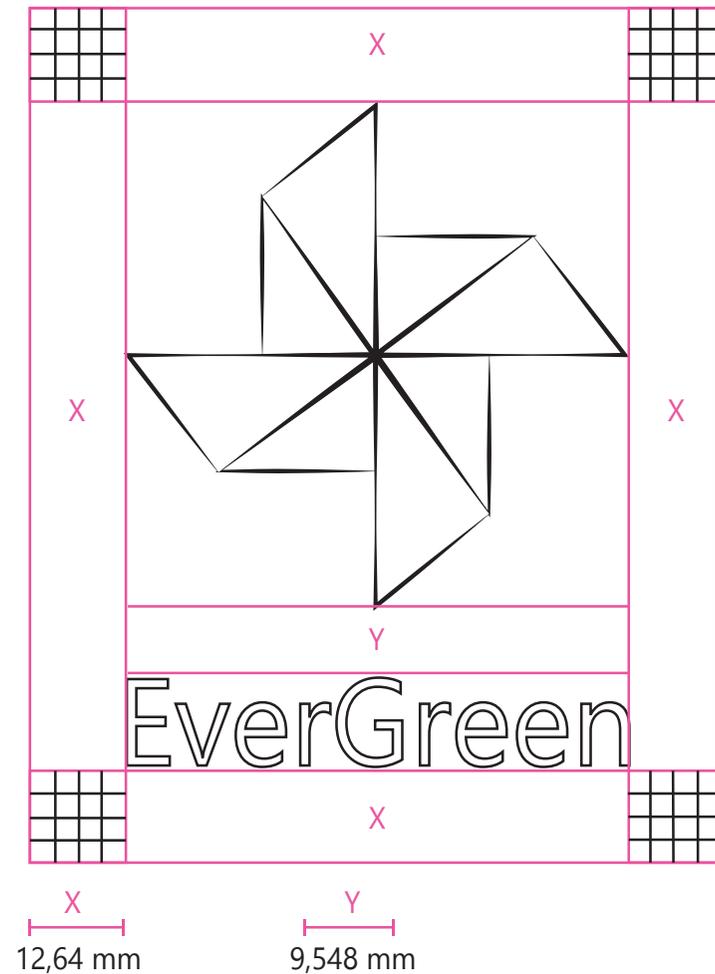
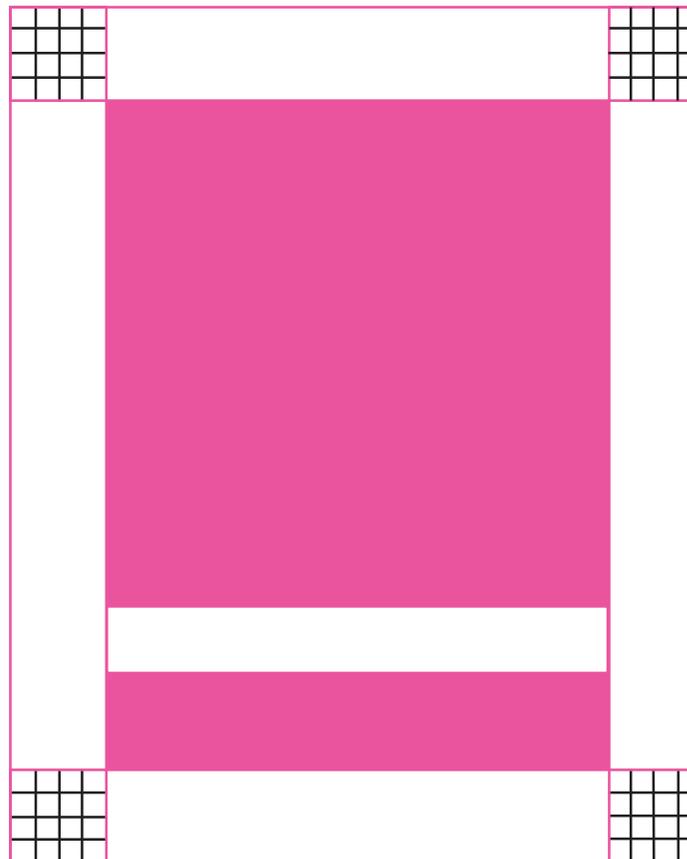


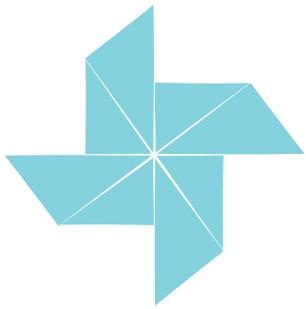


Utilizzi

Spazi e Ingombri

I margini indicano lo spazio minimo necessario che deve intercorrere tra il marchio e gli altri elementi, come il testo, le immagini, i margini nonché gli spazi **X** e **Y** entro i quali non devono entrare e interferire altri oggetti. Il rispetto di queste aree è da considerare parte integrante del marchio stesso.

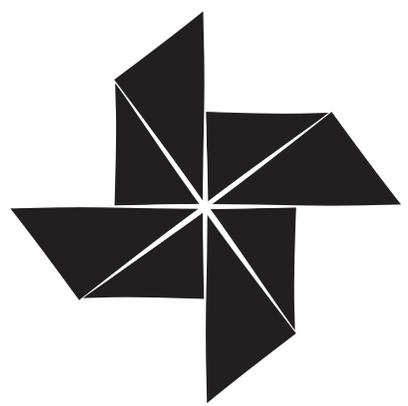




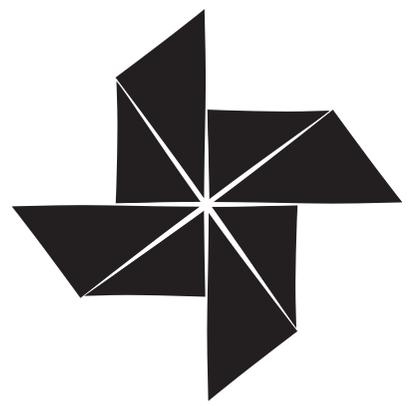
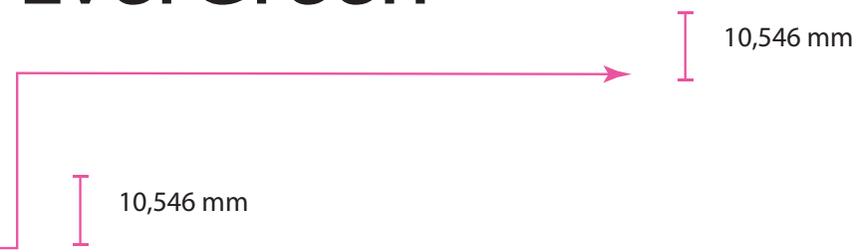
Utilizzi

Allineamenti

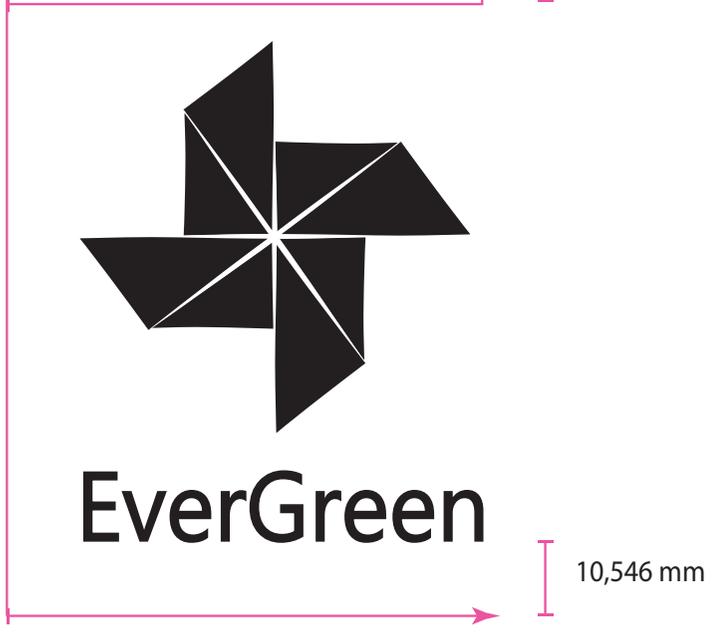
Mantenere sempre le distanze indicate per qualsiasi utilizzo del logotipo.

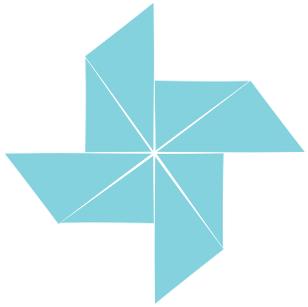


EverGreen



EverGreen



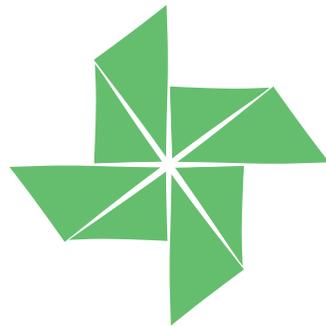


Utilizzi

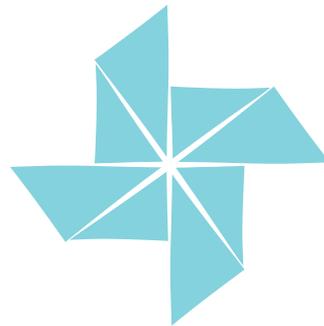
I colori corretti

Qui troviamo degli esempi con i colori corretti da utilizzare con il logotipo. Se viene utilizzato il tratto nero esterno intorno al disegno bisogna sempre utilizzare la scritta di colore nero.

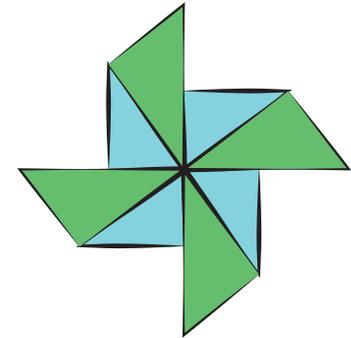
Se invece si utilizza un monocolore per il logo fare attenzione a non mescolare i colori.



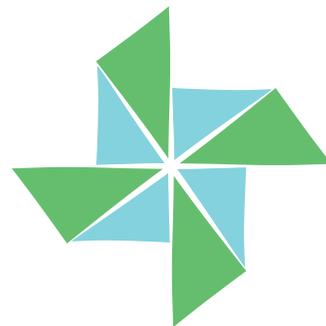
EverGreen



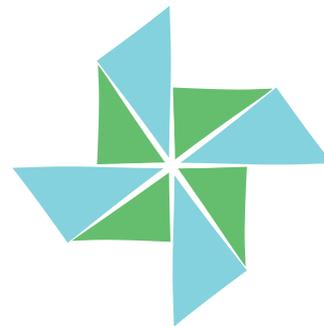
EverGreen



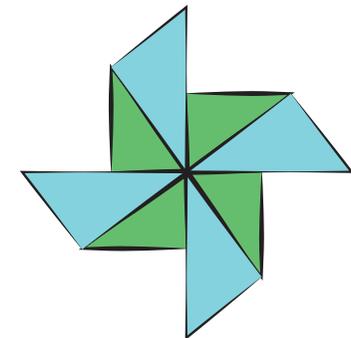
EverGreen



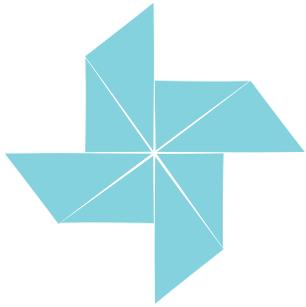
EverGreen



EverGreen



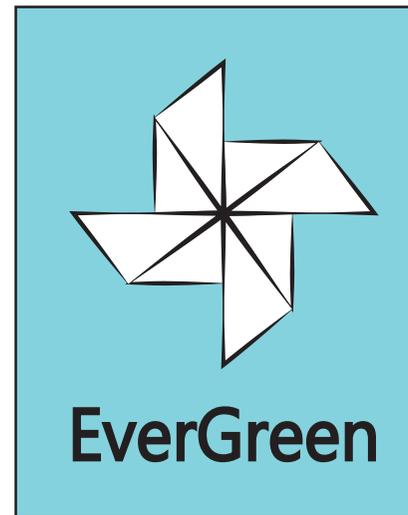
EverGreen



Utilizzi

Sfondi utilizzabili

Su sfondi colorati il logotipo è sempre di monocoloro bianco e/o con il tratto esterno del disegno di colore nero.



H: 190° S: 0% B: 100%
R: 255 G: 255 B: 225
C: 0% M: 0% Y: 0% K: 0%
#FFFFFF



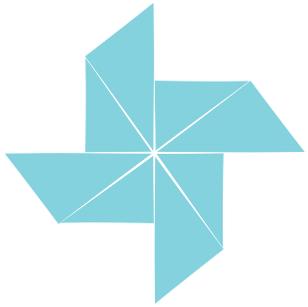
H: 190° S: 33% B: 88%
R: 150 G: 211 B: 225
C: 45% M: 0% Y: 13% K: 0%
#96D3E1



H: 111° S: 46% B: 72%
R: 109 G: 184 B: 98
C: 62% M: 0% Y: 76% K: 0%
#6DB862

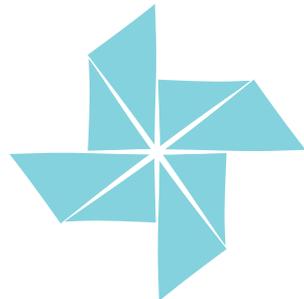


H: 59° S: 6% B: 0%
R: 0% G: 0% B: 0%
C: 0% M: 0% Y: 0% K: 100%
#000000

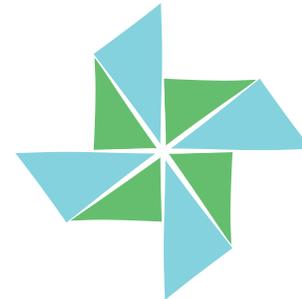


Utilizzi

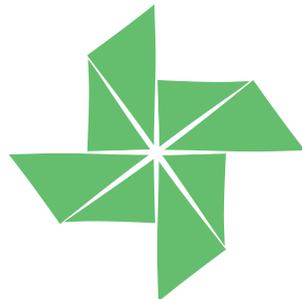
Corretti del marchio I



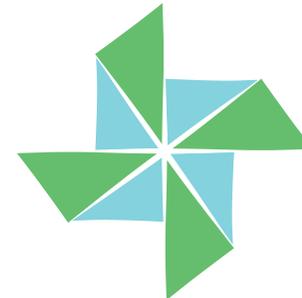
EverGreen



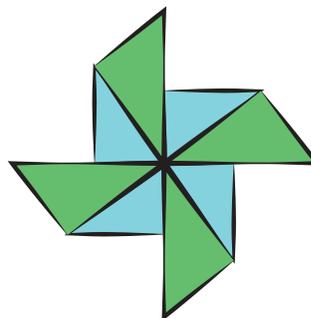
EverGreen



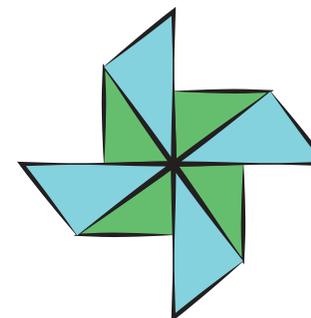
EverGreen



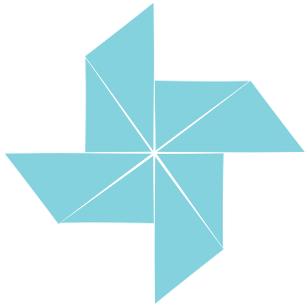
EverGreen



EverGreen



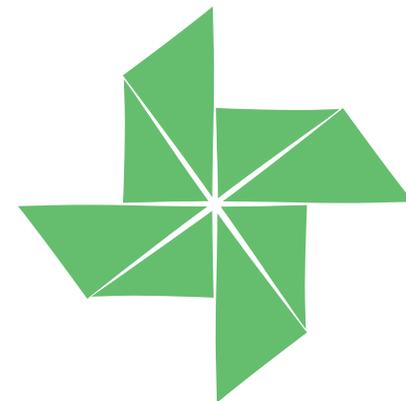
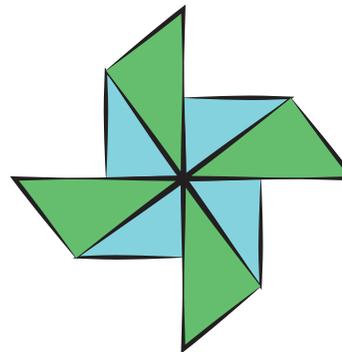
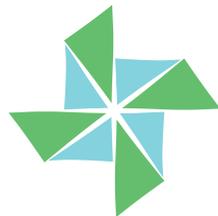
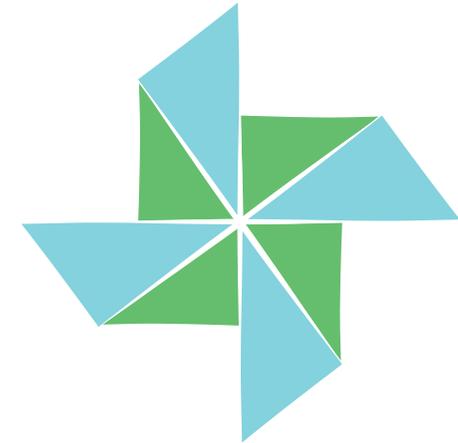
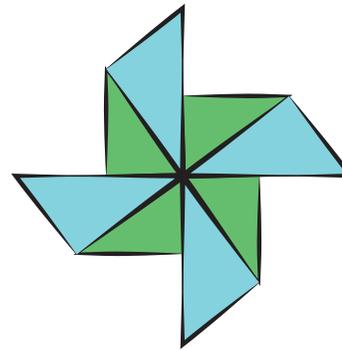
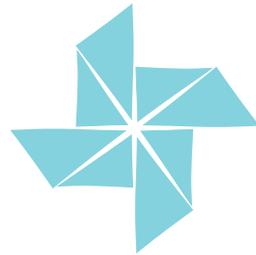
EverGreen

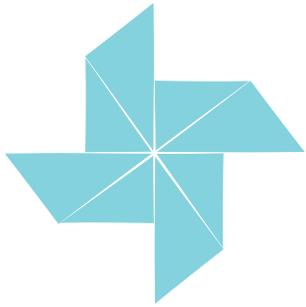


Utilizzi

Corretti del marchio II

Il marchio può essere utilizzato senza il Naming. Può essere ingrandito e ridimensionato a seconda dell'esigenza. Possono essere affiancati solo con lo stesso colore.



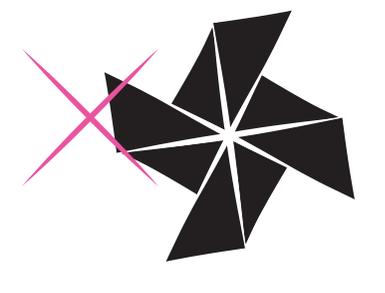
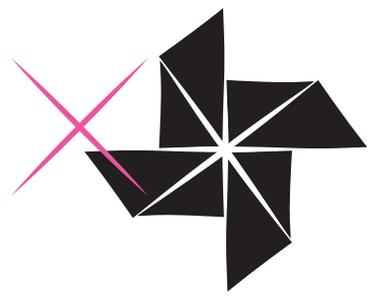


Utilizzi

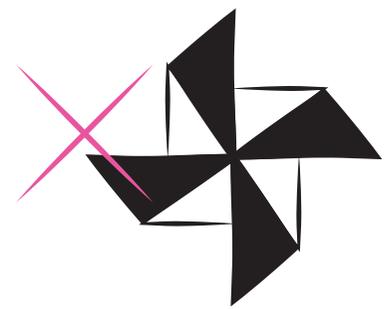
Impropri del marchio

In questa pagina vengono visualizzati alcuni esempi di errato utilizzo del marchio. Ad esempio: deformare e distorcere il logo e/o le scritte modificandone le proporzioni; modificare i caratteri tipografici e la loro posizione.

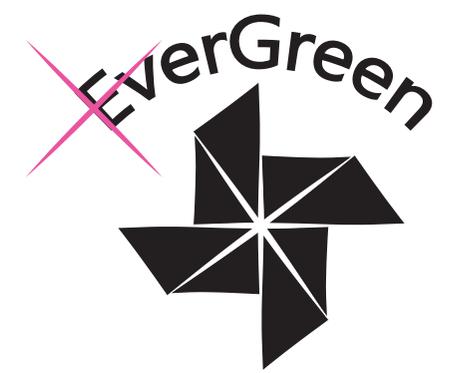
EverGreen

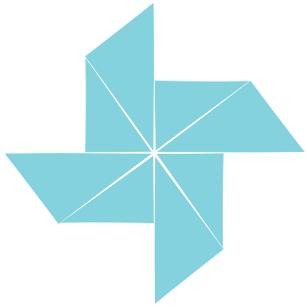


EverGreen



EverGreen

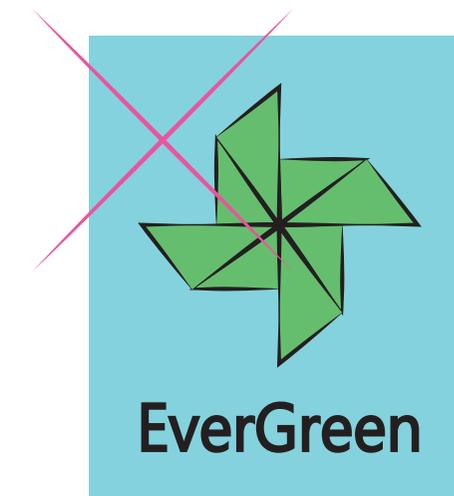
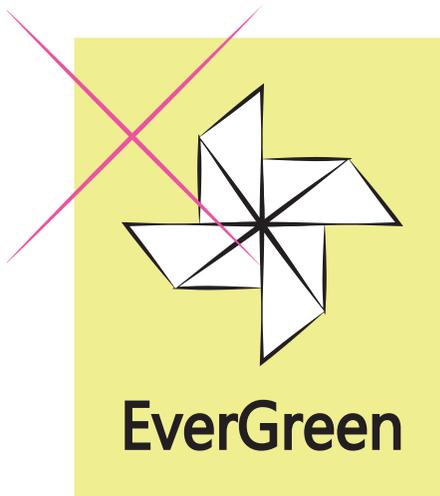
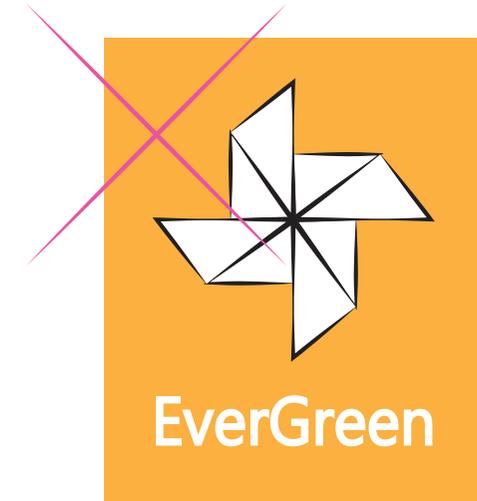
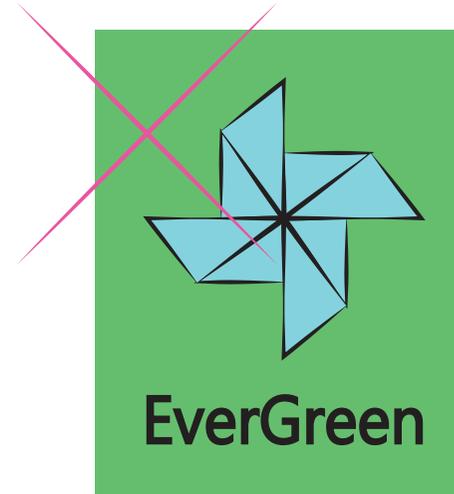
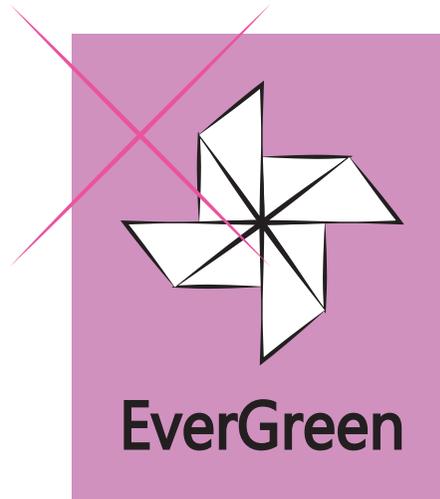


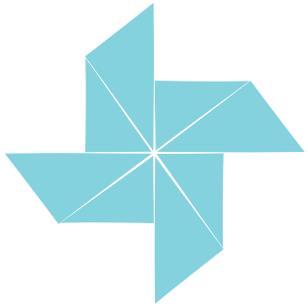


Utilizzi

Impropri su sfondi

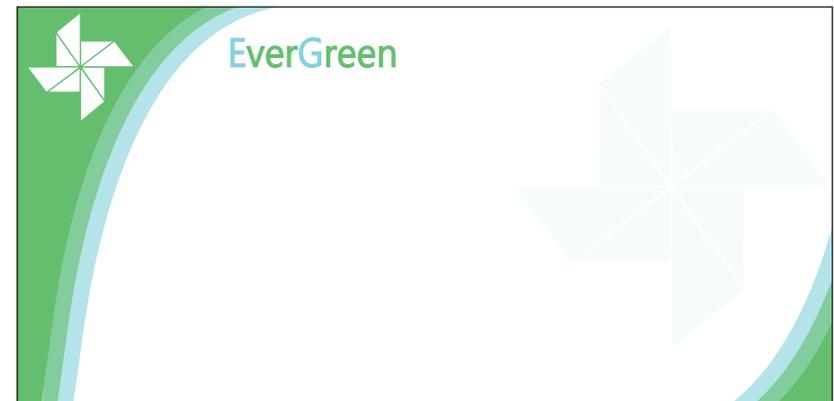
Non è possibile utilizzare sfondi differenti dal colore del logotipo per non confondere gli acquirenti. Neanche l'utilizzo del marchio di colore azzurro su sfondo verde e viceversa.

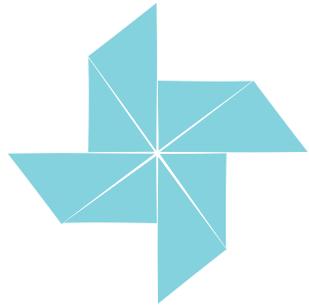




Business set

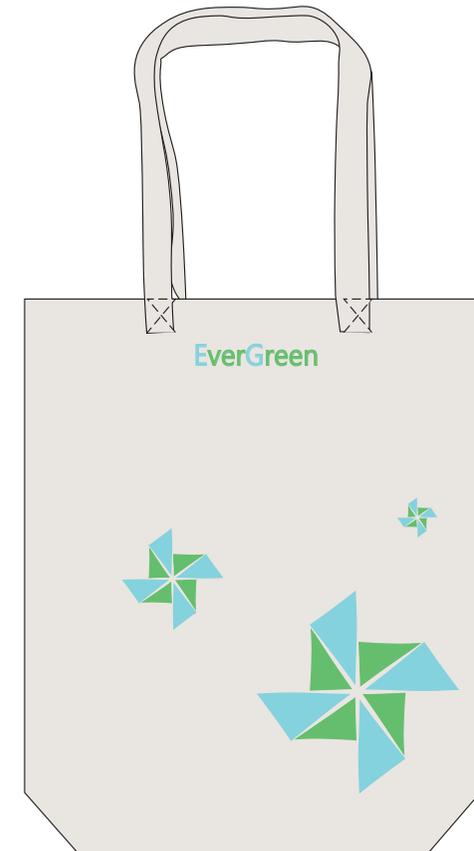
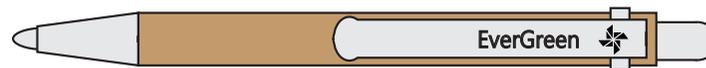
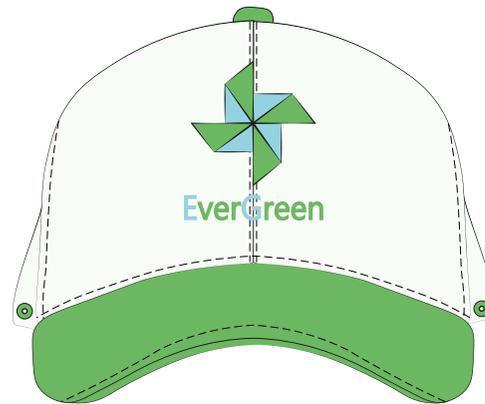
1. Carta intestata
2. Busta
3. Biglietto da visita





Gadget

1. Cappello 100% cotone anallergico.
2. Borsa in fibra di canapa.
3. Penna in legno riciclabile.



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