

Blue Clean Logo

Font:

Logo: Scala Sans Bold

Payoff: Scala Sans

Colours:



Pantone 286

C100% M60% Y0% K0%



White



Black

A buffer at least as wide as one of the initials of the Annovi Reverberi logo must be left around the logo.

This ensures the visibility of the logo and prevents overcrowding of the graphics.

Alternative versions:

Four variants of the logo have been produced, to be used depending on the graphic context and the printing technique.



Recommendations for use:

Standard logo

For use on light, uniform backgrounds, and on less saturated shades. Can be in four colours or two colours (Pantone 286 and black). The initials AR are white in all cases.



Monochrome logo

For use on light backgrounds where a logo in more than one colour is not possible.



Reverse logo:

The colour version is for use on a black background only. The monochrome version can be used on backgrounds in saturated shades as well as on black. The initials AR are empty. This variant can also be useful in applications on promotional objects (simulation bottom right).



Incorrect uses:

A number of examples of incorrect uses of the Blue Clean logo are shown here.

1. Logo in shades of grey: use the monochrome version;
2. Non-uniform backgrounds: find areas of uniform colour or find a graphic solution by moving the logo;
3. Use of non-institutional colours;
4. Deformation of the logo;
5. Initials filled-in in reverse monochrome logo;
6. Addition of graphic features.



Printing:

The family of fonts to be used in applications (catalogues, manuals, etc.) is Adobe Myriad PRO in the Regular, Bold and Light variants, both normal and italic.

The use of any variants (e.g. Condensed, Semicondensed, Small Caps) must be carefully considered on each occasion, and they must only be used if really necessary.



Further information:

For further information and instructions for use contact the Annovi Reverberi marketing department:

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