



**ANNOVI<sup>®</sup>**  
**REVERBERI**  
**GROUP**



## Annovi Reverberi Logo

### Font:

Logo: Scala Sans Bold  
Payoff: Scala Sans

### Colours:



Pantone 286  
C100% M60% Y0% K0%



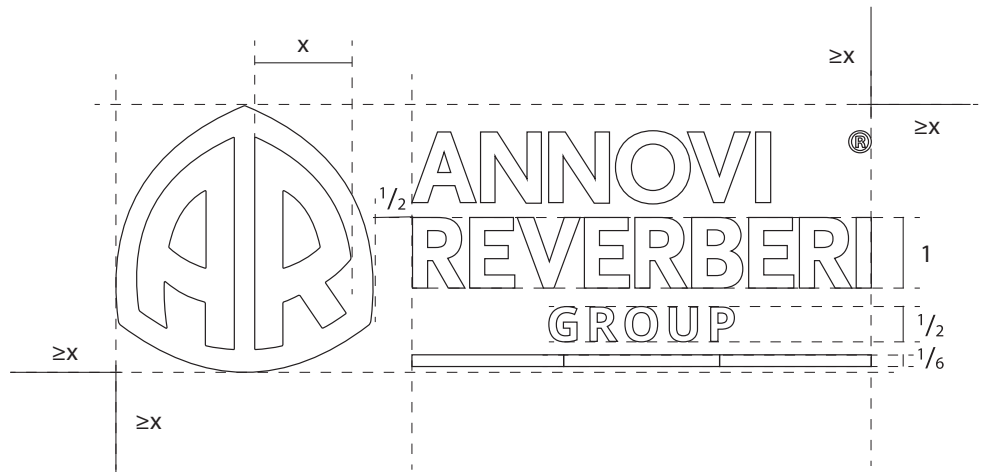
White  
C0% M0% Y0% K0%



Black  
C0% M0% Y0% K100%



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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:

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



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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.



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 monochrome logo version is not available because the italian flag loose visibility.



## Incorrect uses

A number of examples of incorrect uses of the Annovi Reverberi Group logo are shown here:

- Non-uniform backgrounds: find areas of uniform colour or find a graphic solution by moving the logo;
- Use of non-institutional colours;
- Deformation of the logo;
- Bad color in the flag draws in a reverse logo version;
- 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:

**Annovi Reverberi spa**

**Marketing DPT**

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