

Brand kit

Guidelines

Brand Management

Sommario

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1 Marchio-logotipo colori



PANTONE 295C
CMYK 100, 69, 8, 54
RGB 0, 40, 86
HTML #002856



PANTONE 321C
CMYK 96, 3, 35, 12
RGB 0, 137, 150
HTML #008996

2 Marchio-logotipo grayscale + black & white



CMYK	0, 0, 0, 60	RGB	135, 135, 135	HTML	#878787
CMYK	0, 0, 0, 90	RGB	60, 60, 59	HTML	#3c3c3b



CMYK	0, 0, 0, 100
RGB	0, 0, 0
HTML	#000000



CMYK	0, 0, 0, 0
RGB	255, 255, 255
HTML	#FFFFFF

3 Marchio-logotipo font



FONT

Baker Signet BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:!?€\$£/%&")

4 Limite di leggibilità



←—————→ 53mm
150px



←————→ 36mm
102px



←————→ 25mm
71px



←————→ 21mm
60px



5 Uso scorretto del marchio-logotipo

non deformare



non modificare i colori



non inclinare



non impaginare su fondi simili ai colori istituzionali o troppo caotici



non scomporre



6 Aree di Business

Usi consentiti

CREDIT INFORMATION
 MARKETING SOLUTIONS
 CREDIT MANAGEMENT
CREDIT INFORMATION
MARKETING SOLUTIONS
CREDIT MANAGEMENT

Credit Information
 Marketing Solutions
 Credit Management
Credit Information
Marketing Solutions
Credit Management

CREDIT INFORMATION
 MARKETING SOLUTIONS
 CREDIT MANAGEMENT
CREDIT INFORMATION
MARKETING SOLUTIONS
CREDIT MANAGEMENT

Credit Information
 Marketing Solutions
 Credit Management
Credit Information
Marketing Solutions
Credit Management

FONT

Helvetica Neue Light Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890(,;:!? \$£/%&")

Helvetica Neue Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:!? \$£/%&")



PANTONE 424C
CMYK 0, 0, 0, 60
RGB 135, 135, 135
HTML #878787

7 Payoff

Usi consentiti

CONOSCERE PER DECIDERE

CONOSCERE PER DECIDERE

CONOSCERE PER DECIDERE
CONOSCERE PER DECIDERE

Conoscere per decidere

Conoscere per decidere

Conoscere per decidere
Conoscere per decidere

FONT

Helvetica Neue Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:!? \$£/%&”)

Helvetica Neue Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:!? \$£/%&”)



PANTONE

424C

CMYK

0, 0, 0, 60

RGB

135, 135, 135

HTML

#878787

8 Guidelines colori - Cerved Universal



RGB 238, 238, 238 **RGB** 86, 86, 86
HTML #EEEEEE **HTML** #565656

PRIMARY



RGB 0, 137, 150
HTML #008996

PRIMARY



RGB 0, 40, 86
HTML #002856

Solo per stampa tipografica



PANTONE 321C
CMYK 96, 3, 35, 12

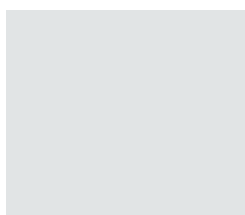


PANTONE 295C
CMYK 100, 69, 8, 54

9 Guidelines colori - Cerved Universal - Credit Information



RGB 255, 255, 255
HTML #FFFFFF



RGB 232, 234, 236
HTML #E8EAEC



RGB 154, 163, 175
HTML #9AA3AF



RGB 53, 59, 74
HTML #353B4A

PRIMARY



RGB 92, 181, 228
HTML #5CB5E4

RGB 31, 133, 187
HTML #1F85BB




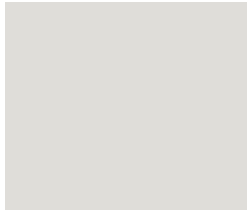






RGB 81, 186, 127
HTML #51BA7F

Solo per stampa tipografica



PANTONE 7689C
CMYK 77, 25, 6, 0

10 Guidelines colori - Cerved Universal - Marketing Solutions

				PRIMARY					
RGB 255, 255, 255	RGB 231, 228, 225	RGB 143, 143, 143	RGB 40, 40, 40	RGB 230, 147, 86	RGB 195, 99, 29	RGB 109, 197, 219	RGB 116, 88, 131		
HTML #FFFFFF	HTML #E7E4E1	HTML #8F8F8F	HTML #282828	HTML #E69356	HTML #C3631D	HTML #6DC5DB	HTML #745883		

Solo per stampa tipografica

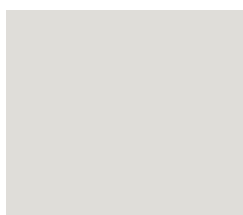


PANTONE 1595C
CMYK 0, 71, 100, 3

11 Guidelines colori - Cerved Universal - Credit Management



RGB 255, 255, 255
HTML #FFFFFF



RGB 231, 228, 225
HTML #E7E4E1



RGB 143, 143, 143
HTML #8F8F8F



RGB 40, 40, 40
HTML #282828

PRIMARY



RGB 103, 173, 221
HTML #67AADD



RGB 169, 171, 30
HTML #A9AB1E



RGB 237, 80, 36
HTML #ED5024

Solo per stampa tipografica



PANTONE 383C
CMYK 29, 1, 100, 18