
EUSALP ITALY 2019 Presidency



Brand Manual

/ TABLE OF CONTENTS

THE LOGO

Logo	1
Exclusion zone	2
Recommended sizing	3
Colour	4
Positive – negative	5
Black and white	6
Opacity	7
Positioning of institutional logos	8
Colour line	11
Logo Usage	12
Font	13

CORPORATE DESIGN

Letterhead	15
Business cards	16
Printed invitation	17
Envelope	18
Document folder	19
Notebook	20
E-mail signature	21

DIGITAL AND OFF-LINE APPLICATIONS

Advertising campaign	23
Banner	25
Brochure	26
Flyer	27
Presentation format	28
ID badge	29
Digital Save the date	30
Website	31
Social media format	33

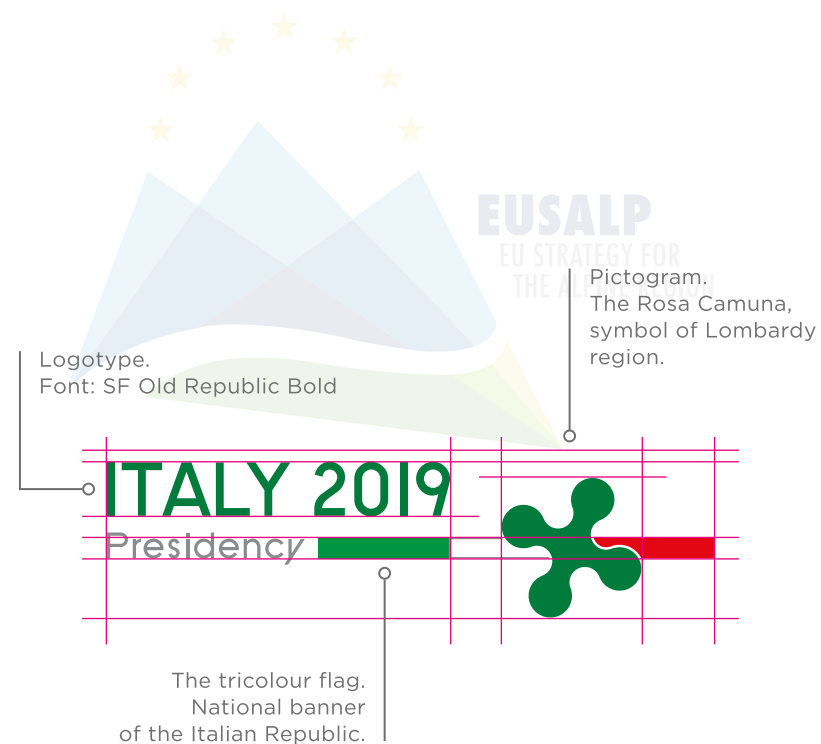
GADGETS

Gadgets	35
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/ LOGO

This section shows how the “Italy 2019 – Presidency” logo should be integrated to the EUSALP logo.

It also analyzes its structure and composition.



/ EXCLUSION ZONE

The enclosed version, to be considered as the main one, should always be used on a white background and should respect the

exclusion zone, that is the minimum required distance from the other elements.



/ RECOMMENDED SIZING

The logo should never be reduced below a minimum 35mm width.















/ COLOUR

This section illustrates the logo institutional colours in its positive form.

For the reproduction of Pantone, RGB or CMYK it is necessary to stand by the specifications listed on this page.



	Pantone 116 C CMYK 2 18 87 0 RGB 249 204 62
	Pantone 3015 C CMYK 67 18 6 0 RGB 79 168 209
	Pantone 301 C CMYK 91 59 1 0 RGB 0 76 153
	Pantone 280 C CMYK 100 98 9 7 RGB 43 47 130
	Pantone 376 C CMYK 68 15 99 2 RGB 97 161 68
	Pantone 370 C CMYK 46 0 100 0 RGB 152 202 61
	Pantone 383 C CMYK 21 0 76 0 RGB 209 224 102
	Pantone 425 C CMYK 0 0 0 60 RGB 128 130 133
<hr/>	
	Pantone 356 C CMYK 92 25 96 11 RGB 0 121 52
	Pantone 355 C CMYK 100 0 100 0 RGB 0 149 59
	Pantone 485 C CMYK 0 100 100 0 RGB 225 37 27
	Pantone Cool Gray 8 CMYK 0 0 0 70 RGB 137 138 141

/ POSITIVE - NEGATIVE

The two versions of the logo, positive and negative, are illustrated in this page. The positive version should be used on white

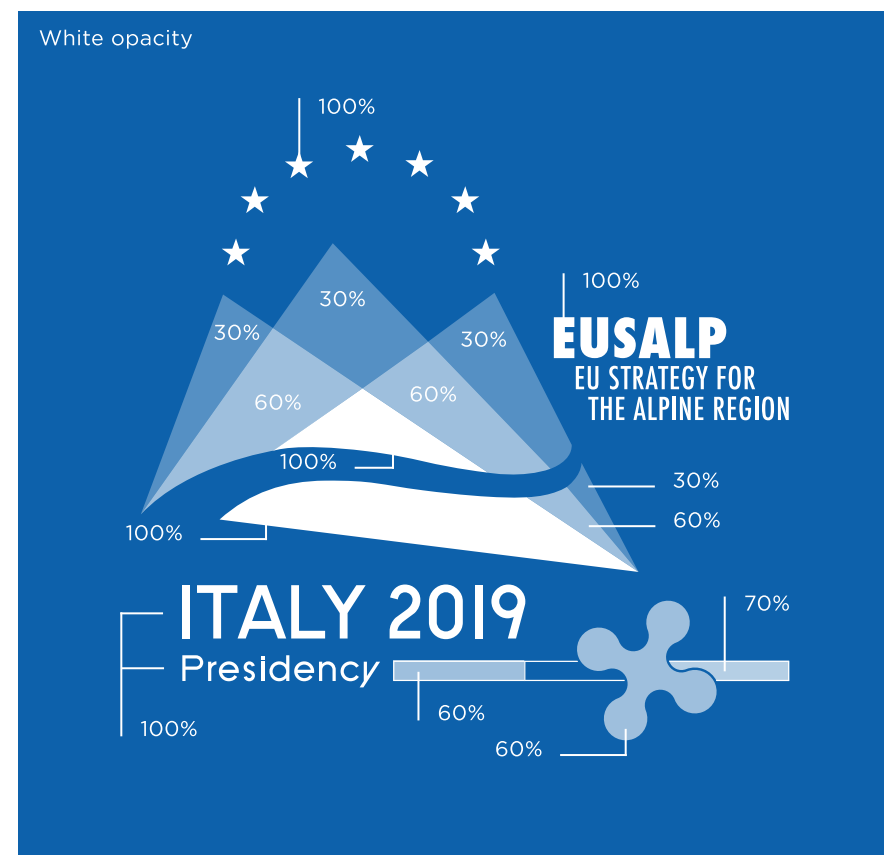
backgrounds or light photo backgrounds. The negative version should instead be used on dark backgrounds or on dark illustrations

and dark photo backgrounds.

Positive version



Negative version

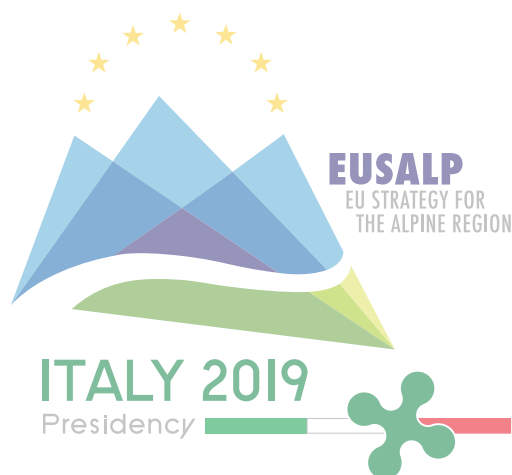


/ OPACITY

The logo shouldn't be reduced below 7% watermark opacity.



100%



50%



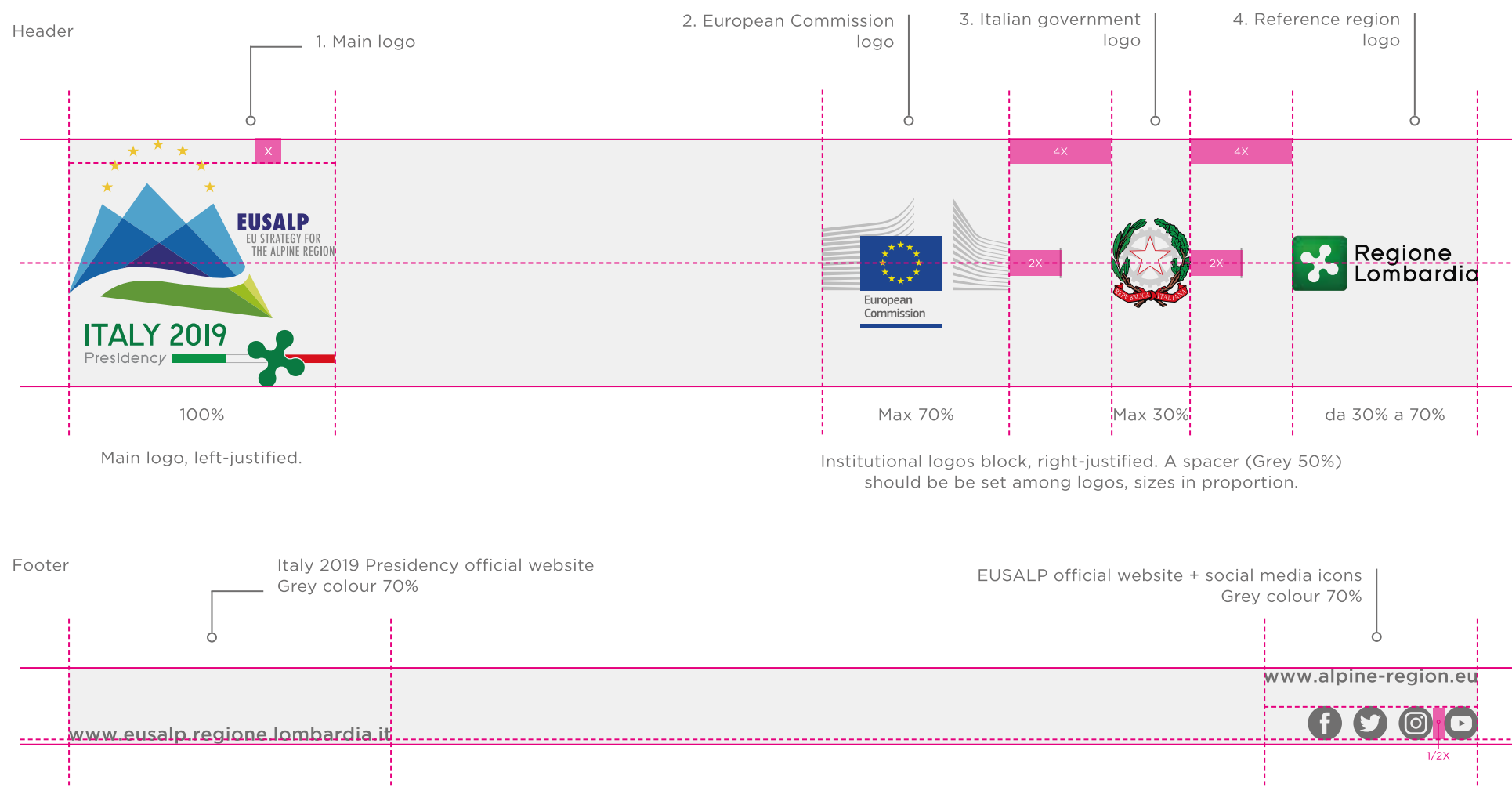
7%

/ POSITIONING OF INSTITUTIONAL LOGOS

This section illustrates the necessary guidelines for placing other related institutional logos in relation to the main one.

The following order of appearance and prominence should be applied in all produced materials. In some particular cases, when

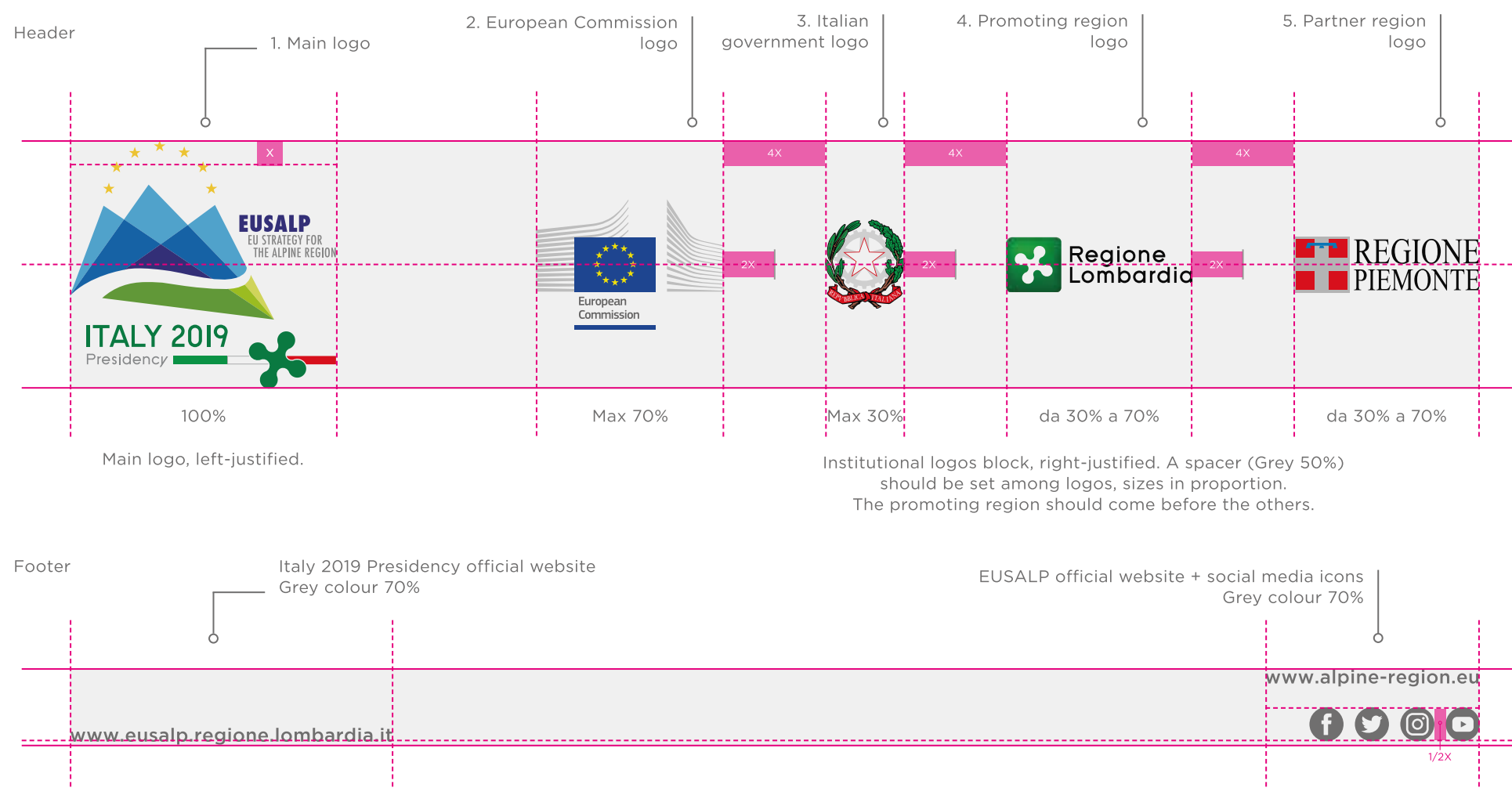
the Italian government is not directly involved, the Italian Republic logo can be omitted from the list.



/ POSITIONING OF INSTITUTIONAL LOGOS

This page describes the case in which two or more regions with different roles are present. As seen before, whenever

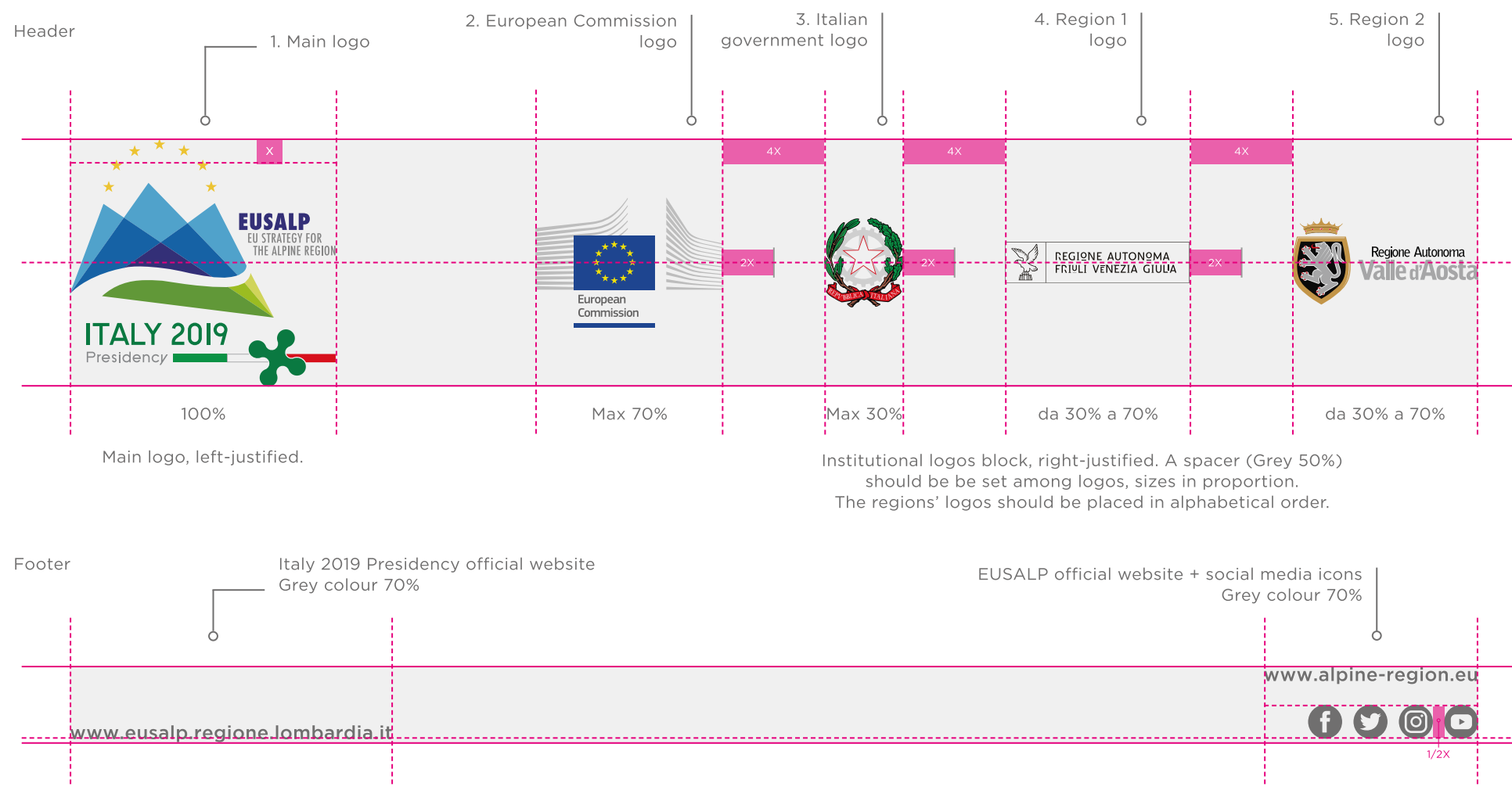
the Italian government is not directly involved, the Italian Republic logo can be omitted from the list.



/ POSITIONING OF INSTITUTIONAL LOGOS

This page describes the case in which two or more regions with the same role are present. As seen before, whenever

the Italian government is not directly involved, the Italian Republic logo can be omitted from the list.

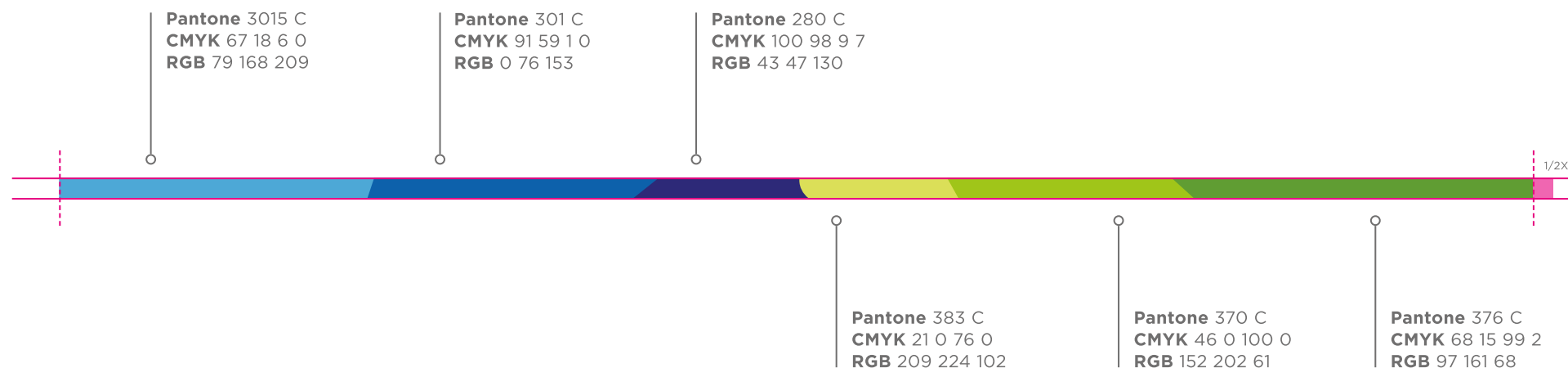


/ COLOUR LINE

The graphic element shown below should accompany every corporate communication, with the only exception of some particular

cases that will be analyzed later on. It should generally be positioned full bleed on the upper or lower side of the page, with a

1/2X height. It should comprise all EUSALP institutional colours.



/ LOGO USAGE

A few things to keep in mind to avoid an improper use of the logo.



DON'T alter proportions.



DON'T use different colours from the institutional ones.



DON'T use gradients.



DON'T use the positive version on dark backgrounds.



ALWAYS respect the exclusion zone.



ALWAYS respect the original composition.



ALWAYS respect the minimum required sizes.

/ FONT

Gotham Font typeface should be used for communications regarding corporate and institutional materials, on supports such as

brochures, business cards, personal badges, information panels and for all official communications.

Gotham Thin

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z . , ! ?

a b c d e f g h i j k l m n o p
q r s t u v w x y z . , ! ?

1 2 3 4 5 6 7 8 9 0
- _ “ | \ / % & () = ‘ ^ ç @ # * [] °

Gotham Book

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z . , ! ?

a b c d e f g h i j k l m n o p
q r s t u v w x y z . , ! ?

1 2 3 4 5 6 7 8 9 0
- _ “ | \ / % & () = ‘ ^ ç @ # * [] °

Gotham Medium

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z . , ! ?

a b c d e f g h i j k l m n o p
q r s t u v w x y z . , ! ?

1 2 3 4 5 6 7 8 9 0
- _ “ | \ / % & () = ‘ ^ ç @ # * [] °

Gotham Black

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z . , ! ?

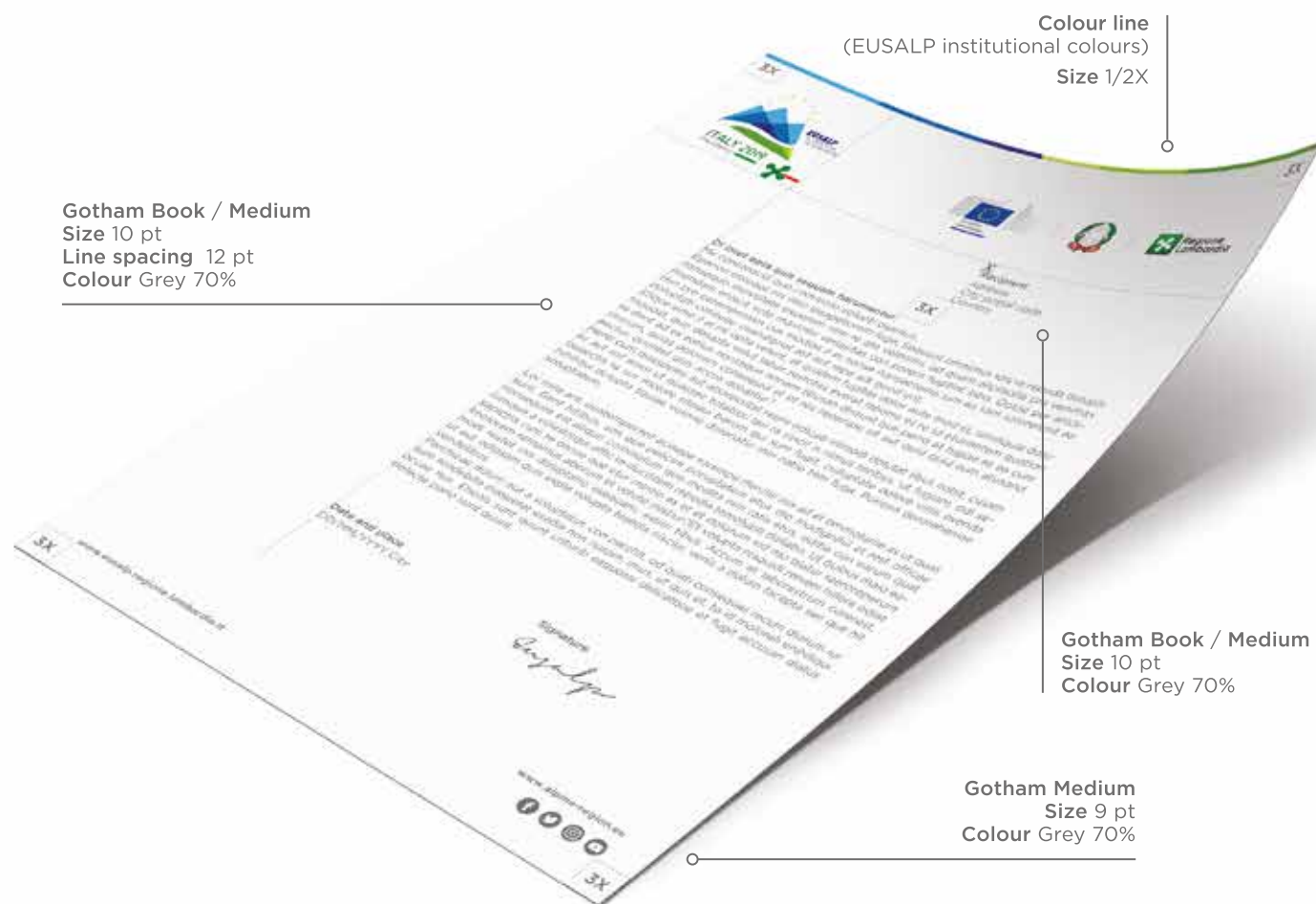
a b c d e f g h i j k l m n o p
q r s t u v w x y z . , ! ?

1 2 3 4 5 6 7 8 9 0
- _ “ | \ / % & () = ‘ ^ ç @ # * [] °

CORPORATE DESIGN

/ LETTERHEAD

Here is an example of letterhead A4. The main logo should be accompanied by all the other related institutional logos. (See page 8)



/ BUSINESS CARDS

Here is an example of business card in horizontal format 85x55 mm. The main logo should be placed on the front and the

institutional logos on the back. In this case there is a division between the main and the institutional logos. For proportions

and alignments, see the specific section (page 8).



/ PRINTED INVITATION

Here is an example of printed invitation in American format 21x10 cm. The main logo should appear on the front and the

institutional logos on the back. In this case there is a division between the main and the institutional logos.

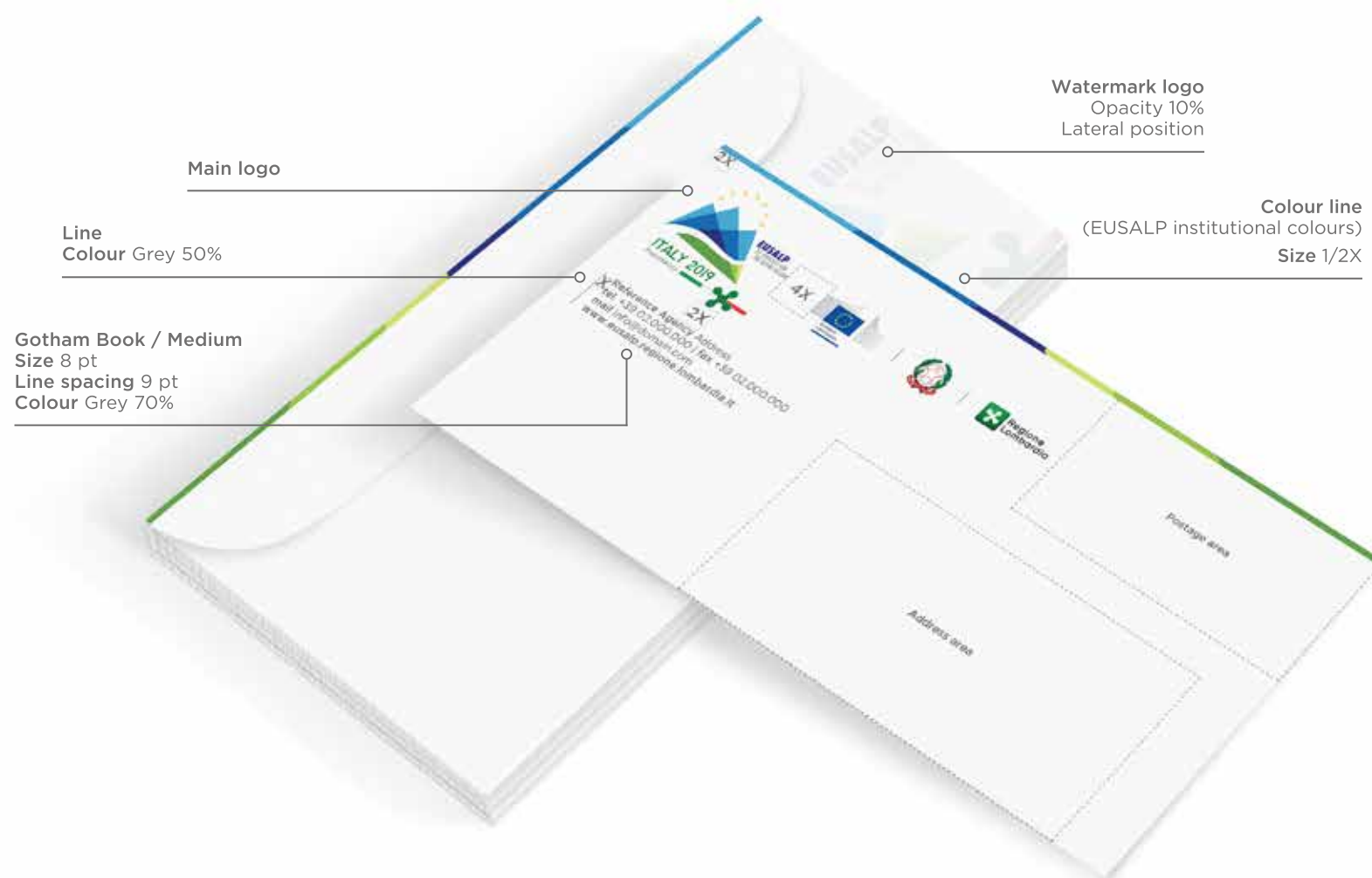


/ ENVELOPE

Here is an example of envelope in American format 22x11 cm. The main logo should be accompanied by the institutional logos.

For proportions and alignments, see the specific section (page 8).
The postage and address areas may vary

according to different postal regulations.



/ DOCUMENT FOLDER

Here is an example of document folder A4 (closed size) with 5 mm spine. The main logo should be placed on the front

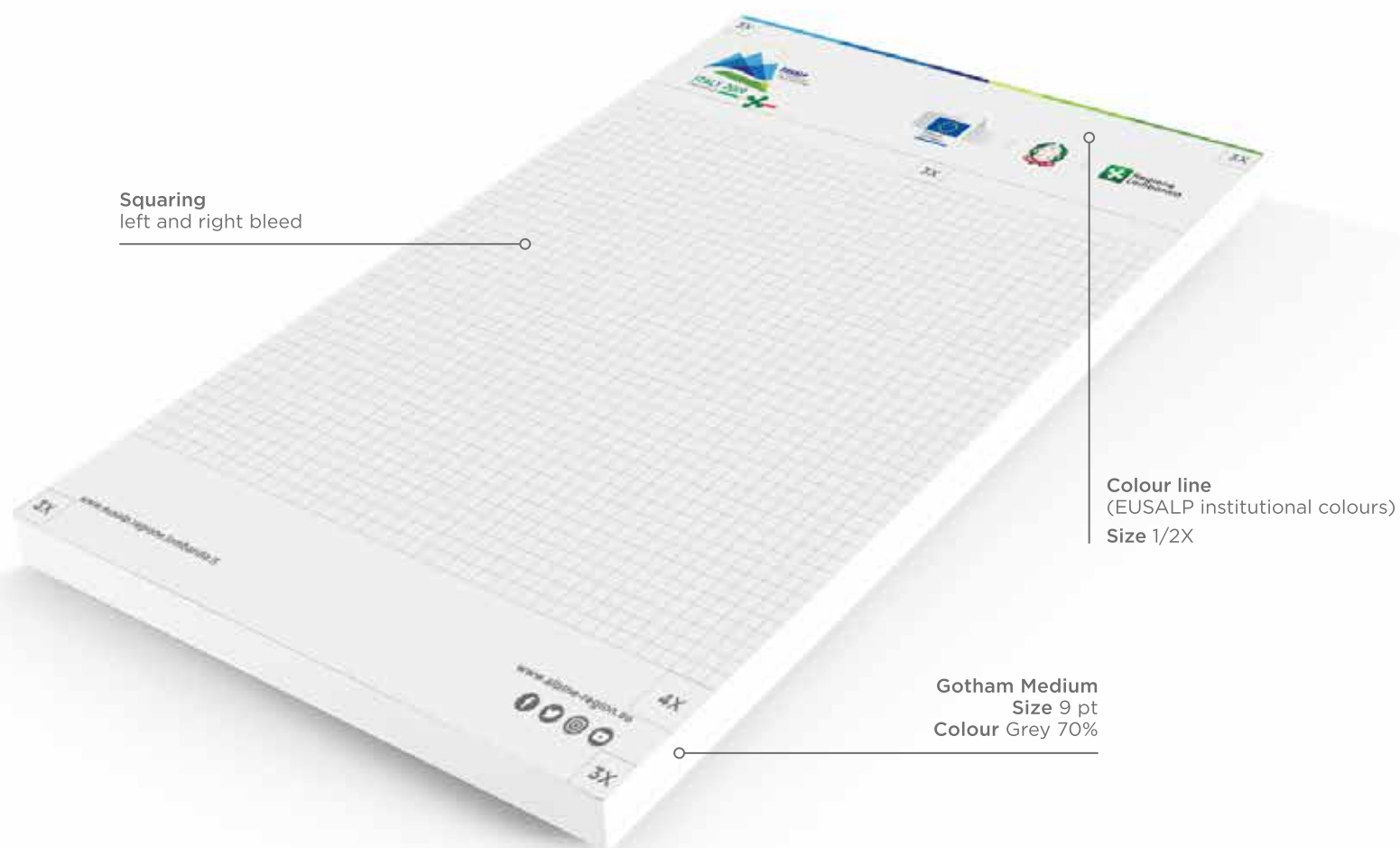
and the institutional logos on the back. In this case there is a division between the main and the institutional logos.

For proportions and alignments, see the specific section (page 8).



/ NOTEBOOK

Here is a notebook A4 example. The main logo should be accompanied by the institutional logos.



/ E-MAIL SIGNATURE

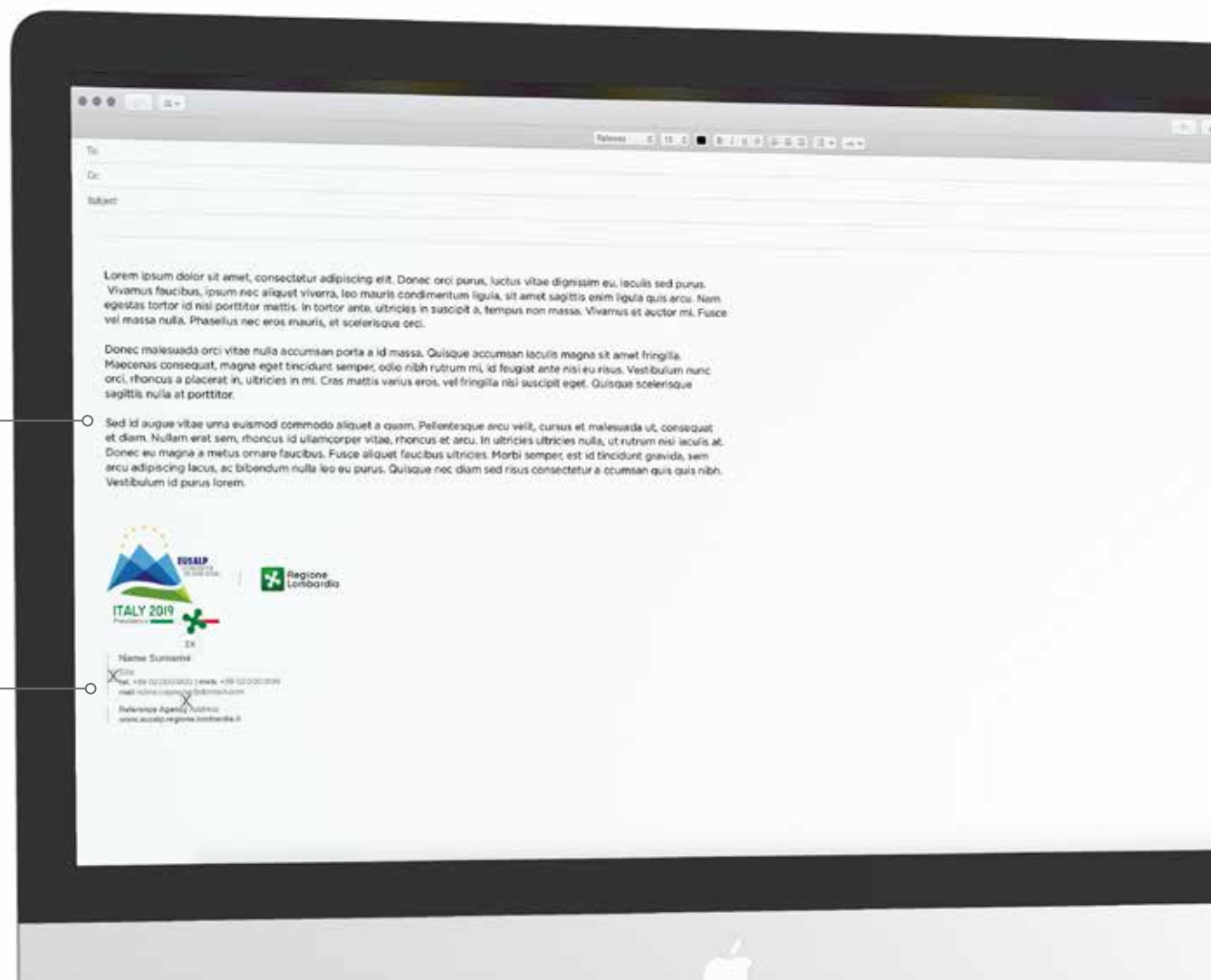
Here is an example of email signature that should go with all official communications. The main logo should be accompanied

only by the reference region logo.

Gotham Book / Medium
Size 12 pt
Line spacing 13 pt
Colour Black

Gotham Book / Medium
Size 10 pt
Line spacing 11 pt
Colour Grey 70%

Line
Colour Grey 50%



DIGITAL AND OFF-LINE APPLICATIONS

/ ADVERTISING CAMPAIGN

Here are two examples of advertising campaign in vertical and horizontal format. In this case the main logo and the institutional logos should be

placed at the foot of the page, together with the website and contacts, where present. Headline, Sub headline, payoff and contacts dimensions

are at the discretion of who develops the campaign. Note that the standard positioning of website, social media and contacts is here inverted.

Gotham Medium



Pantone 3015 C
Pantone 301 C
Pantone 376 C
Blending mode Multiply

Colour Grey 10%

Colour line
(EUSALP institutional colours)
Size 1/2X



Gotham Medium

/ ADVERTISING CAMPAIGN

Here is a second version of advertising campaign, with the addition of partner logos at the foot of the page.

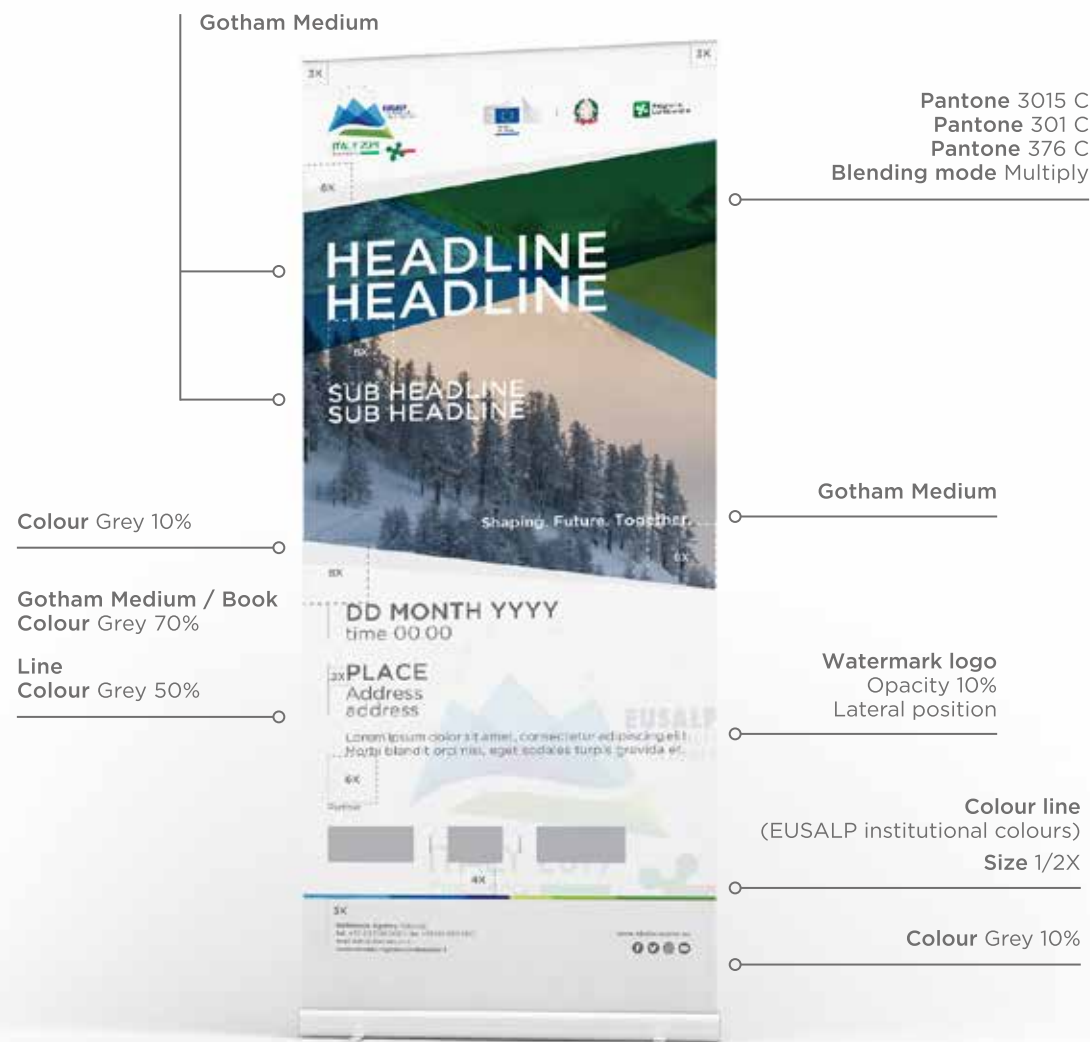


/ BANNER

Here is an example of banner in 80x200 cm format. The main logo should be accompanied by the institutional logos. Headline, Sub headline,

payoff and contacts dimensions are at the discretion of who creates the layout. An event focus should accompany the main creativity, with

the possibility of inserting a partners' dedicated section at the discretion of who creates the layout.



/ BROCHURE

Here is an example of brochure A4 (open format). The main logo should appear on the front and the institutional logos on the back.

In this case there is a division between the main and the institutional logos. The proportions between textual contents

and pictures, as well as the font sizes (9 pt minimum), can vary depending on the needs of who realizes the layout.



/ FLYER

Here is a schedule flyer example in A5 format. The assigned space for the single events' description can be changed and

organized as needed by who realizes the layout.



/ PRESENTATION FORMAT

Here is a presentation format example. Cover, inside page and back cover are described. The space usage and the balance

between texts and pictures (when present) on the inside pages depend on the needs of who creates the layout.

In general, the standard guidelines illustrated in the previous sections should be followed.



/ ID BADGE

Here is an ID Badge example, 10x15 cm.
The main logo should be accompanied by
the institutional logos, vertically aligned.

The order of appearance is the same described in the specific section (page 8). The badge lanyard, here shown as an

example, should have the payoff printed on it.

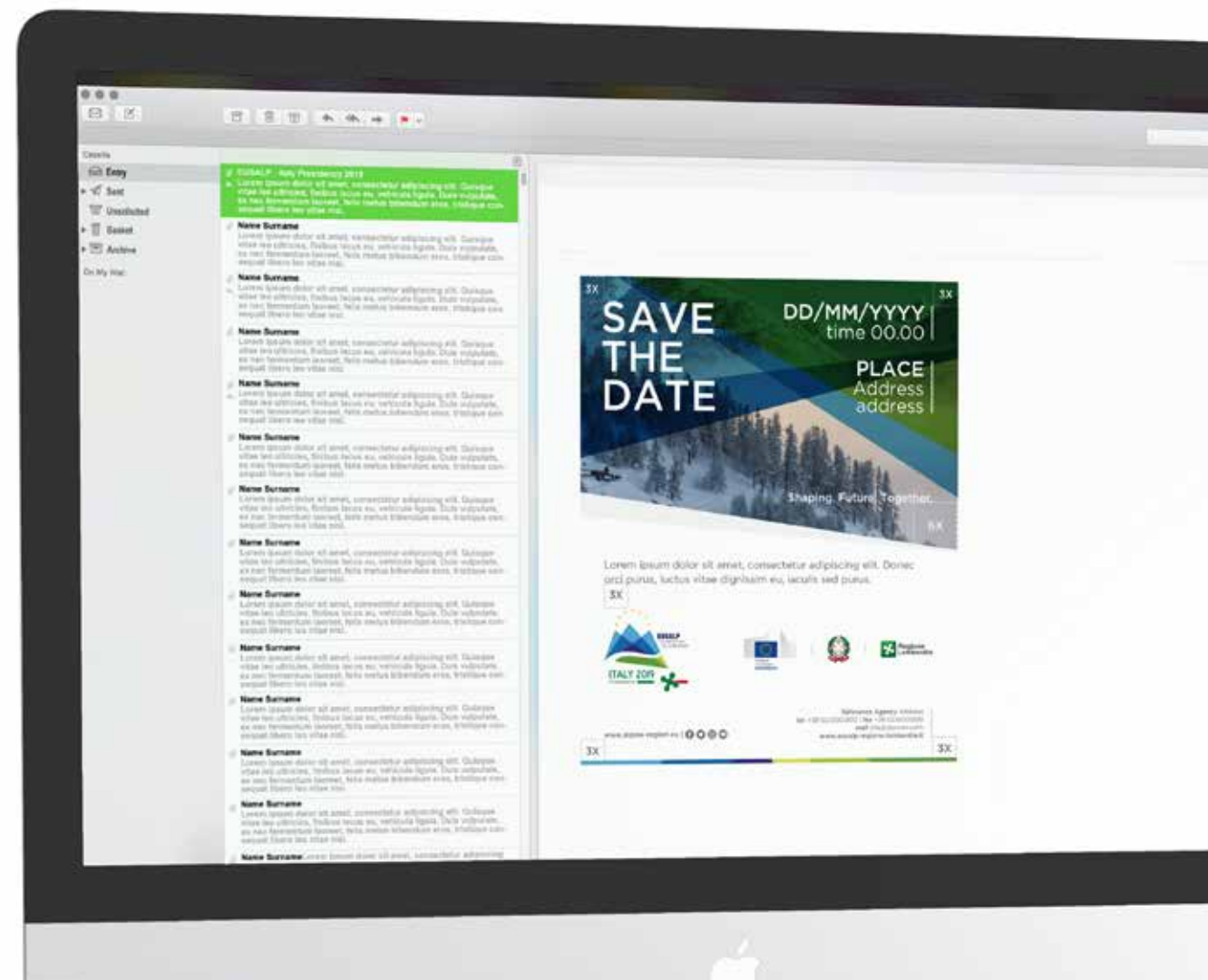


/ DIGITAL SAVE THE DATE

Here is an example of a digital Save the date notification. The guidelines for the layout are described in the previous sections. Contents

may vary depending on the specific needs at the moment of realisation. The layout itself can be differentiated for the realization

of the invitation in digital format.



/ WEBSITE

Here is an example of how the logo should appear on a website. In the first case there is a designated section, where the main logo

logo should be followed by the institutional logos. The guidelines for distances and prominence may vary compared to the standard ones

illustrated in the specific section (page 8), depending on the nature of the website. The order of appearance should instead be maintained.



/ WEBSITE

In the second case there is no designated section, but only a reference to Italy 2019 Presidency participation, and the logo should

be connected with the involved region logo on the homepage. In this specific case the main logo should come after the region

logo, and its prominence may vary depending on the nature of the website.



/ SOCIAL MEDIA FORMAT

Here are two standard format examples to be used for social media communications. The format contents may vary depending on

different needs, whereas the foot and its elements should always remain the same.



GADGETS

/ GADGETS

Some gadgets examples are shown here. In some specific cases (see pen and pencil), the Presidency appendix should appear without the

main EUSALP logo. In general, where possible, the standard guidelines described in the Brand Manual should be followed, otherwise they may

be slightly changed depending on the circumstances.