

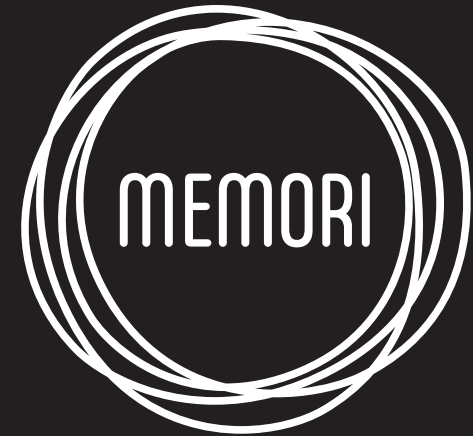
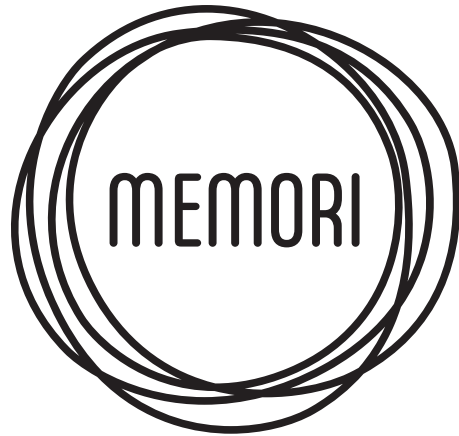


BRANDBOOK 

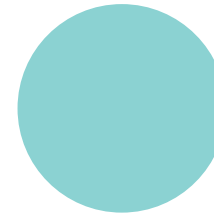
Memori e AISuru – Versione a colori, in positivo e negativo.



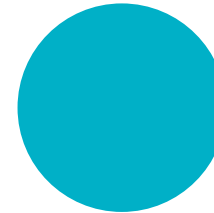
Memori e AISuru – Versione monocromatica.



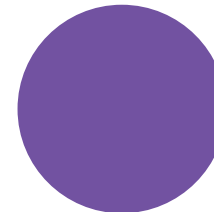
Memori e AISuru – Palette colori.



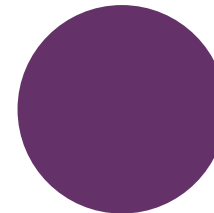
PMS 324 C
C 35 % M 0 % Y 14 % K 0 %
R 156 G 219 B 217
9CD9D9



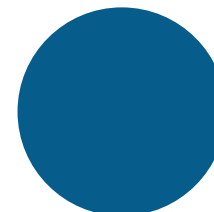
PMS 3125 C
C 84 % M 0 % Y 18 % K 0 %
R 0 G 174 B 199
00AEC7



PMS 2587 C
C 58 % M 76 % Y 0 % K 0 %
R 130 G 70 B 175
8246AF

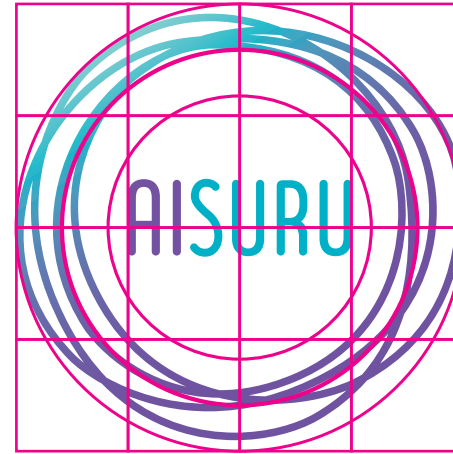
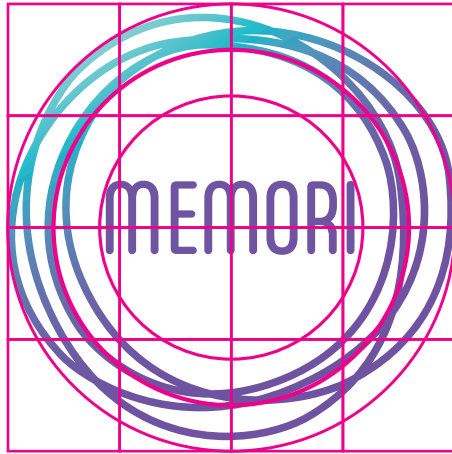


PMS 2622 C
C 65 % M 100 % Y 4 % K 40 %
R 101 G 49 B 101
653165

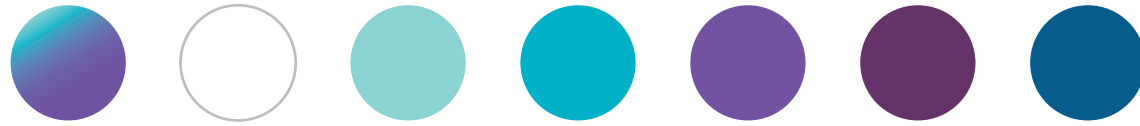


PMS 7692 C
C 100 % M 45 % Y 0 % K 45 %
R 0 G 85 B 135
005587

Memori e AISuru – Proporzioni e costruzione geometrica.



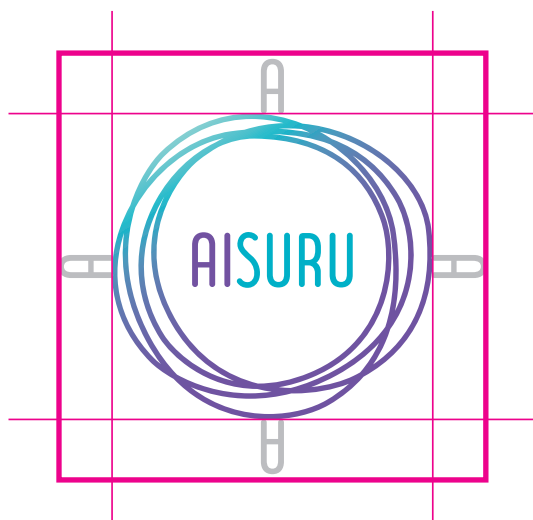
Memori e AISURU – Applicazioni del brand su sfondi colorati in gamma.



Memori e AIsuru – È consentito l'isolamento e l'utilizzo del segno grafico del brand per la creazione di motivi grafici di comunicazione coordinata.



Memori e AISuru – Si suggerisce di applicare i brand mantenendo un'area di rispetto secondo le seguenti proporzioni.



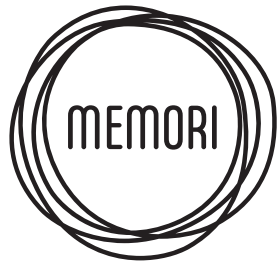
Memori e AISURU – Per un’ottimale leggibilità dei brand si sconsiglia l’utilizzo in dimensione inferiore a 12 mm di larghezza.



12 mm



12 mm



12 mm



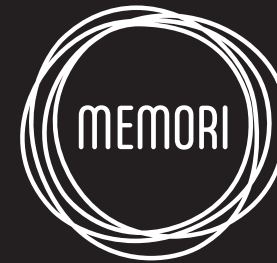
12 mm



12 mm



12 mm



12 mm



12 mm

Lexend (variable)

Thin

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Semibold

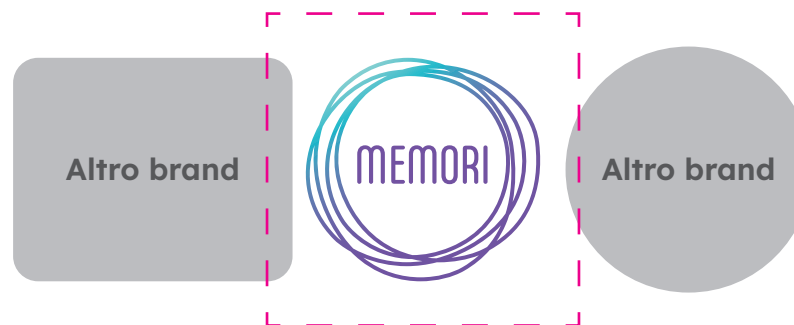
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Memori e AISuru – Utilizzi scorretti del brand.

- ✘ Osserva l'area di rispetto intorno al brand



- ✘ Non modificare i colori



- ✘ Non modificare né deformare il brand

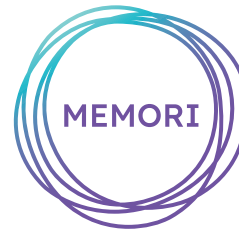


Memori e AISuru – Utilizzi scorretti del brand.

✘ Non aggiungere effetti o altri elementi grafici



✘ Non modificare il font



✘ Non aggiungere testo all'interno del brand







GRAZIE 