



LIFE16 NAT/IT/000816

# **visual identity manual**

v. 1.0 / 2017



## **visual identity manual**

Welcome to the official guidelines of the ROC-POP LIFE Project Visual Identity.

In this manual you will find all the necessary information to properly use our logo.

By this manual we give you the tools to do so.

Should there be any question marks concerning the usage you are always welcome to contact us.

The Visual Identity Manual will guide you through information and examples of use and misuse of ROC-POP LIFE logo, suggestions tips and detailed explanation on how to get the best out of your visual identity.

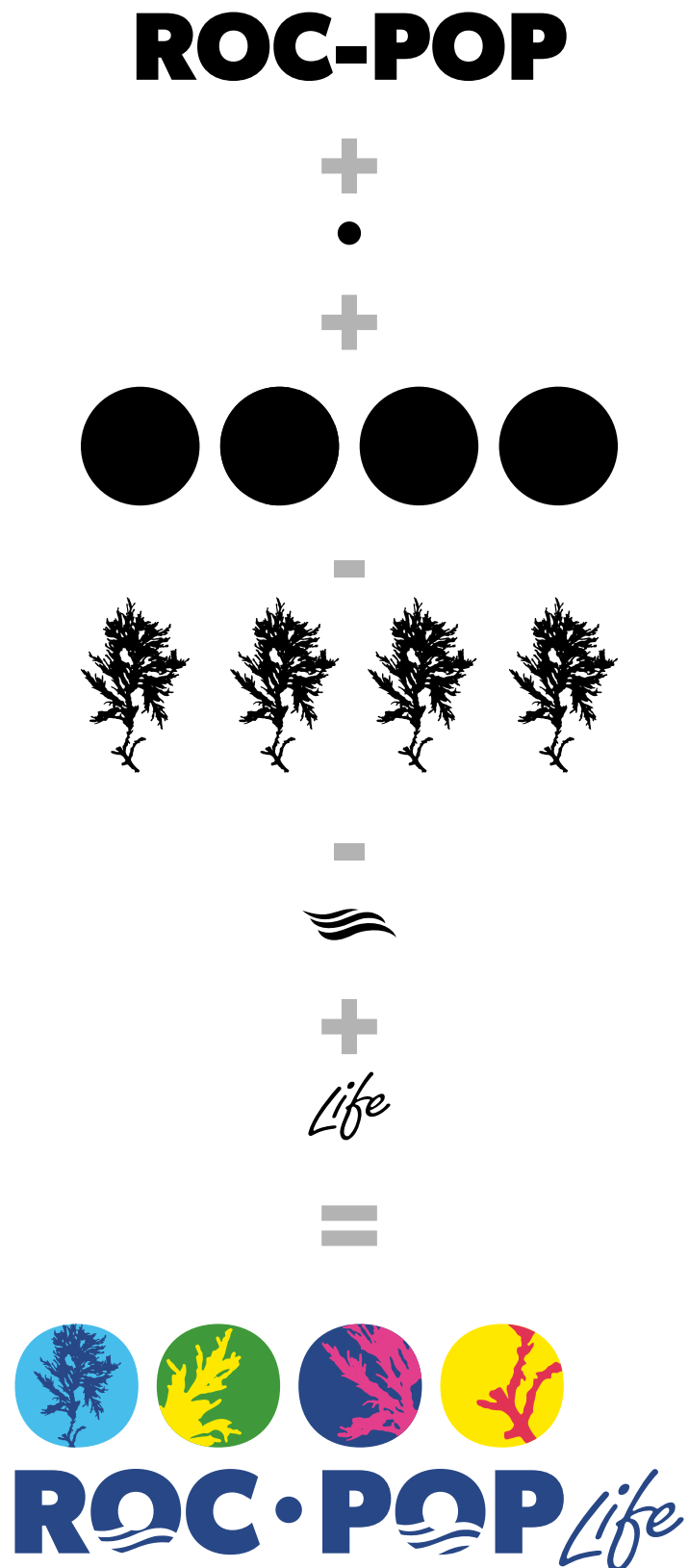
Enjoy it :)

Divulgando Srl

## the logo

The design of the logo of ROC-POP LIFE and its conditions of usage are defined in this manual.

It's not allowed to cut any part or modify this logo unless stated clearly in the this manual.





## proportion

The ROC-POP LIFE logo can be scaled to fit publications, PR material, flyers, etc.

However the proportions have to be always constant. Although it is not recommended to use the logo in a too small format, as it would no longer be recognizable.



100 mm



50 mm



30 mm



100 mm



50 mm



30 mm

	CMYK	RGB	PANTONE
	100 90 10 0	40 71 134	288 C
	64 0 0 0	71 189 235	298 C
	75 5 100 0	63 153 58	347 C
	0 0 100 0	255 232 0	102 C
	2 94 0 0	226 62 140	2039 C
	0 98 58 0	226 50 83	185 C

## accurate color

Pantone is an internationally recognized standard of matching colored inks used in the printing industry. The colors illustrated throughout this guide are representational of color reproduction. Please consult Pantone color reference guides for true and accurate color reproduction.

## improper signature use\_1

Do not alter the graphic files. The impact of a signature depends on proper use, consistently maintained. Signatures are visual stimuli that are repositories of closely associated values, ideas and meanings, which they perceptually “trigger.” Any use of the signature that makes it difficult to read or degrades its integrity is unacceptable. See samples of improper usage below and on the next pages.

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### rotating

Do not tilt the signature in any way the width and length are not respected.



### outline and stroke

Do not outline any part of the signature



### pattern

Do not create a pattern with the logo or signature



## improper signature use\_2

Do not alter the graphic files. The impact of a signature depends on proper use, consistently maintained. Signatures are visual stimuli that are repositories of closely associated values, ideas and meanings, which they perceptually “trigger.” Any use of the signature that makes it difficult to read or degrades its integrity is unacceptable. See samples of improper usage below and on the next page.

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### sizing

The logo must be used with the correct proportions. In both these cases the proportions of the width and length are not respected.



### effects

The logo MUST be used flat as it was designed originally. Either shadow or adding a depth to the logo is not allowed.



### colors

The logo must use the colors as described in this Manual.



## improper signature use\_3

Do not alter the graphic files. The impact of a signature depends on proper use, consistently maintained. Signatures are visual stimuli that are repositories of closely associated values, ideas and meanings, which they perceptually “trigger.” Any use of the signature that makes it difficult to read or degrades its integrity is unacceptable. See samples of improper usage below and on the next page.

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## background

Do not place the signature on a patterned background or apply graphic elements that could diminish or obscure its appearance



## consistency

The logo must be used entirely, no elements can be separated.



# PR material typography\_gibson

Gibson is a classic sans serif face: simple, modern and elegant.

Gibso has 8 styles, available from Adobe Typekit for sync and web use.

## alphabet samples

*gibson regular*

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#%&čšž

*gibson italic*

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#%&čšž

**gibson bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#%&čšž

## font weights

*gibson [7] light*

*gibson [10] light*

*gibson [12] light*

*gibson [15] light*

*gibson [20] light*

**gibson [7] semibold condensed**

**gibson [10] semibold**

**gibson [12] semibold**

**gibson [15] semibold**

**gibson [20] semibold**







## **visual identity manual for ROC-POP LIFE**

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