

Visual Identity Manual

Basic elements



Index

01 CMYK colour version	pag. 4
02 Flat colour version	pag. 5
03 Monochrome colour version	pag. 5
04 RGB colour version	pag. 6
05 Version for colour background/background image	pag. 7
06 Logo proportions	pag. 8
07 Clear space requirements	pag. 8
08 Minimum logo size	pag. 9
09 Unacceptable executions	pag. 9

The LAVIOSA CHIMICA MINERARIA - PRODUCT logo must never be modified and must only be used in the cases described in these pages.

The LAVIOSA CHIMICA MINERARIA - PRODUCT logo may only be reproduced using the electronic master design provided in digital format with this Visual Identity Manual.

Copies reproduced from other sources, document scans, or from Web platforms are not allowed.

**01 CMYK
colour version**
Positive

A four-colour version for offset printing reproduction or digital printing, in small or large format, on white or light backgrounds or background images that guarantee maximum visibility of the Logo.

■ C=100; M=75; Y=0; K=0



› Graphic formats available: .AI; .EPS; .PDF

**01 CMYK
colour version**
Negative

In cases where offset printing reproduction or digital printing for small or large formats is applied to dark backgrounds or photographic images that do not guarantee maximum visibility of the Logo in the positive version, the logo will appear in white without trimming or shadowing.

□ C=0; M=0; Y=0; K=0 (Bianco)



› Graphic formats available: .AI; .EPS; .PDF

**02 Flat
colour version**
Only Positive

Whenever printing methods or materials do not support CMYK reproduction, the Logo will be reproduced using flat colours according to the PANTONE reference system. There is no negative version for flat colour reproduction..

■ PANTONE 286 C



› Graphic formats available: .AI; .EPS; .PDF

**03 Monochrome
version**
Only Positivo

Whenever printing methods or supports permit black and white printing only, the monochrome version of the Logo should be used. There is no negative version for monochrome reproduction.

■ Black= 100%



› Graphic formats available: .AI; .PSD; TIFF; .BMP

**04 RGB
colour version**
Positive

An RGB colour version of the Logo to be used for Web application, video, multi-media presentations and Office applications with white or light backgrounds or background images that guarantee maximum visibility of the Logo.

■ R= 0; G= 56; B= 166; ■ # 0037a6



➤ Graphic formats available: .AI; .PSD; .TIFF; .JPG; PNG; GIF

**04 RGB
colour version**
Negative

An RGB colour version to be used for Web application, video, multi-media presentations and Office applications with dark backgrounds that do not guarantee maximum visibility of the Logo in the positive version. The logo will appear in white without trimming or shadowing.

□ R= 255; G= 255; B= 255; (Bianco) □ # ffffff



➤ Graphic formats available: .AI; .PSD; .TIFF; .JPG; PNG; GIF

**05 Version
for colour
background/
background image**

The Logo should preferably always be placed on a white or very light background in order to ensure maximum visibility of the Logo in its original colours. When it needs to be placed on a strong colour or photographic background, the reverse out version can be used.



06 Logo proportion

The elements that make up the Logo fit into a rectangle which, when divided into modules, generates a grid (square module L).



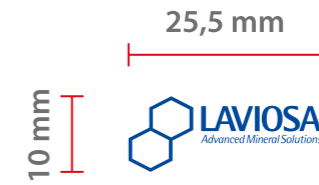
07 Clear space requirements

The Logo is more easily legible when surrounded by sufficient clear space. The table shows the clear space required between the logo and any other elements (text, photos or illustrations).



08 Minimum logo size

To ensure legibility, the logo should never be reduced to a size smaller than the one shown.



09 Unacceptable executions

Illustrated below are some examples of wrong usage of the Logo.



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 Communication



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