CORPORATE IDENTITY GUIDELINES
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INTRODUCTION

Fondazione Caritro is pleased to provide to the beneficiaries and partners the use of our content and branding to showcase property ratings. The following guidelines should be followed for any advertising or marketing campaign to ensure proper attribution of the Fondazione Caritro brand.

IMPORTANT NOTE

All advertising or marketing materials using Fondazione Caritro content and branding must be reviewed and approved by a Fondazione Caritro representative prior to publication. Please send materials to your Partnerships representative for approval.

Requests for the use of the logo and drafts of materials must be sent in advance (at the latest 7 working days before the date of use of the same), by e-mail, to the address: info@fondazionecaritro.it.

The disclosure of communication materials must take place separately after the approval of the drafts, both as regards printed and digital materials.

It is absolutely forbidden to use the logo derived from files other than those sent, such as downloading the image from the Internet or by extracting from files, modules and others materials (even if received by the Foundation Offices).
The Logo and its typography were designed specifically for Fondazione Caritro. This logotype is unchangeable and can not under any circumstances be modified. Do not redraw or recreate any element of the logotype. Use only supplied and approved digital formats.

The rules for using this logotype are set out in the following pages.
# Brand Color Palette

## 01. White background

- **PANTONE**: Black C
- **CMYK**: C 63, M 69, Y 63, K 85
- **RGB**: R 35, G 24, B 31
- **Hex Code**: #231815

## 02. Knockout

- **PANTONE**: 7510 C
- **CMYK**: C 23, M 38, Y 82, K 11
- **RGB**: R 189, G 147, B 62
- **Hex Code**: #bd933e
Fonts

Exo 2.0

a b c d e f g h i j k l m n o p q r s t u v w 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 Y Z

1234567890

Maven Pro

a b c d e f g h i j k l m n o p q r s t u v w 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 Y Z

1234567890

Brand typography

Use for the baseline, the titles and boost the layout.
It can’t be used for running text.

Usual typography

Use for unnig text and secondary claims
CLEAR SPACE - AREA OF NON-INTERFERENCE

CLEAR SPACE: The minimum amount of clear space on all sides of the logotype is the equivalent at one third of the height (\(X/3\)) of the logotype.

MINIMUM SIZE ALLOWED

25mm
USAGE GUIDELINES

PROPER USE

A - Positive  
B - Negative  
C - On a background

The logotype can be placed inside a background of a flat color, gradient or photographic, provided that the maximum visibility, legibility and recognisability of the same remain unchanged.
It is not allowed to use the Logotype within a sentence as a word.
It is not allowed to use the logotype totally in negative or on the same tone.
It is not allowed to alter colors, deform or create effects that can alter the legibility of the logo.
The logo can not be rotated or distorted.
In the event that one or more brands have the same title in promoting a service / event, the Caritro Foundation brand must be placed in first position.

It is necessary to respect the minimum distance between the marks, both horizontally and vertically:

Minimum Distance = Height of the logo icon
ONLINE GUIDELINES
For the online use of the Fondazione Caritro logo follow the above rules, with the exceptions shown on the following pages.

MINIMUM SIZE ALLOWED

Web: when scaled proportionally, the primary logotype must never be smaller than 100 pixels wide.
BANNER WEB STANDARD

Have to be maintaining the visibility of the logo and the CTA.
The Logotype must be positioned in the left lower part or centrally for the vertical banners, having a dimension that maintains its legibility. Any other placements are not allowed.
SPECIAL CASE OF USE AS A FAVICON

The icon can only be used in the colors indicated and with the characteristics described in this manual.

Not usable in OFF-LINE communications but only as favicon ONLINE.
The logo can be positioned as long as the maximum visibility, legibility and recognition of the same remains unchanged, keeping the proportions as reported.
USAGE GUIDELINES

ALLOWED PLACEMENTS ONLINE

Fav.icon Web

MINIMUM SIZE ALLOWED

It is not allowed to cut the shapes by breaking the visible portion.
It is not allowed to reduce its size below the edge limit defined.
To ensure greater versatility of use, a vertical development version is available, to be used when, for special cases, proven needs of graphic composition or for specific requests, it is not can be possible to use the horizontal version.
Also for the vertical development variant, must be apply the same rules already described regarding the colors, the inalterability of its structure and the observance of the area of respect.

**PANTONE**

- Black C 7510 C
The logo can be positioned as long as the maximum visibility, legibility and recognition of the same remains unchanged, keeping the proportions as reported.
This use of the logo is reserved for activities that the Caritro Foundation supports, or when it is involved with a secondary role. In this case, the logo must appear with the wording that explains the nature of the participation. A typical example may be a report or study funded by the Caritro Foundation but drafted and published by an external organization in the context of its visual identity.

Also for the “referential” variant, must be apply the same rules already described regarding the colors, the inalterability of its structure and the observance of the area of respect.