

USER'S GUIDE

# VISUAL IDENTITY

welcome



## INTRODUCTION

This leaflet is a guide for the correct use of all elements of the Visual Identity related to the **WELCOME & CO.** Project, guaranteeing a distinctive and coordinated image in every product originated by the project

All elements composing the graphic apparatus to be used in every communication media will be here fully described.

It is thus important to comply with the indications here explained in order to assure **WELCOME & CO.** a thoroughly coherent image.

## LOGO

The Project Emblem is the simplest and most direct expression of the Firm Identity and it must be used in every communication media (printed materials, online apps, gadgets etc).

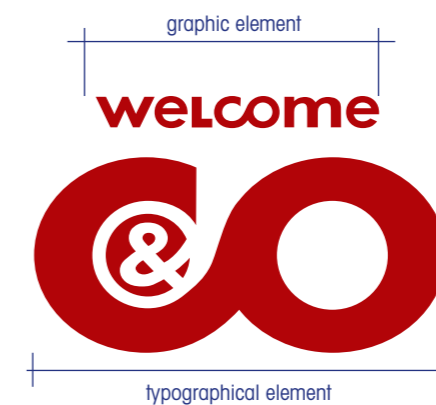
Indications are to be strictly followed in order to prevent modifications of the Logotype.

## Logo Elements

The Welcome & Co logo is made of two elements:

a typographical element

a graphic element



## Characteristics

The **Welcome & Co** logo has one solid colour



Red logo  
pantone 1807 c  
or: CMYK  
C 10 / M 100 / Y 100 / K 0



Reversed version on dark backgrounds



In B/W publications



It is possible to use the **Welcome & Co** logo in these different file types:

- Jpg
- Tiff
- psd
- ai
- gif

## How to place the logo on publication spines

If the logo has to be placed on a publication spine it can be **rotated 90 degrees**.



Examples of the Welcome & Co logo on promotional objects.



## Stickers



## Common misuses of the logo

Care must be taken to ensure consistent reproduction of the **Welcome & Co.** logo.



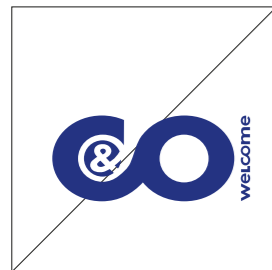
Do not try to redesign the logo using a different character for the typographical element. Always use the official version (image or vectorial file).



Do not insert any text or graphic inside the blank area.



Colors may not be modified.



Do not change the position of any of the elements of the logo.



Do not use the logo on dark backgrounds with reduced contrast.

## Correct use of the logo

It is critical in maintaining a consistent graphic identity for **Welcome & Co** that the integrity of the logo line be preserved.

### Printed material

15 mm



The symbol block may not be reproduced smaller in width than 15 mm for print.

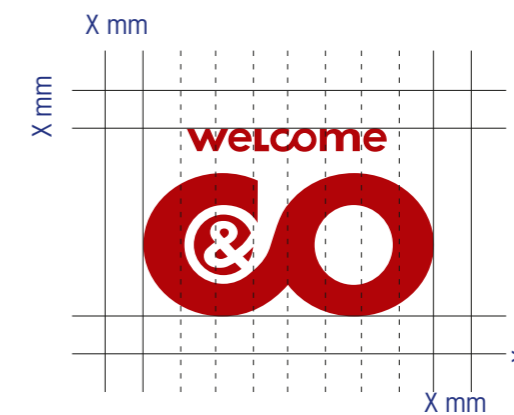
### Web sites, blogs and other online applications

142 pixel



The symbol block may not be reproduced smaller in width than 142 pixels on the web.

It is critical to maintain an open area surrounding the **Welcome & Co** logo so it remains recognizable and does not become lost in other page elements. Clear space is defined relative to the size of the logo; the border on each side of the logo/wordmark is equal to 1/8 of the entire width of the logo.



Blank space is to be used both for printed materials and for the web.



## Colour palette

The colour palette contains four bright shades and four complementary darker shades together with white which should be considered as a colour and which should have a strong presence throughout the various communication material, narrowing the use of other colours to not over 30% of the total available space.

The regular use of colours in the palette creates unity between all the products. To avoid breaking this unity, the introduction of any new colours should maintain harmony with the existing palette.



## Typography for the web

### Arial narrow regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopq  
rstuvwxyz 1234567890

### Arial narrow italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopq  
rstuvwxyz 1234567890*

### Arial narrow bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopq  
rstuvwxyz 1234567890**

### Arial narrow bold italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopq  
rstuvwxyz 1234567890***

(Use of the fonts: same rules as for the printed materials apply)

## Coordinated image

Coordinated image is all printed in two colours

**pantone 1807**  
**Black**  
**Gray (black with 60% screening)**

### Business Card with name

Size 85x55 cms

Business card recto is printed  
two colours **pantone 1807**  
**Black**  
**Gray (black with 60% screening)**

Business card verso is printed  
with one colour **pantone 1807**

#### Typography: recto

Name: Myriad pro regular c. 12  
Qualified: Myriad pro light italic c. 9  
Cell. mail: Myriad pro light c. 9

#### Typography: verso

Website: Myriad pro black c. 7  
Address: Myriad pro light c. 9

### Generic Business Card

Size 85x55 cms

Business card recto is printed  
two colours **pantone 1807**  
**Black**  
**Gray (black with 60% screening)**

## Letterhead size 210 x 297 mm

Letterhead is printed in two colours

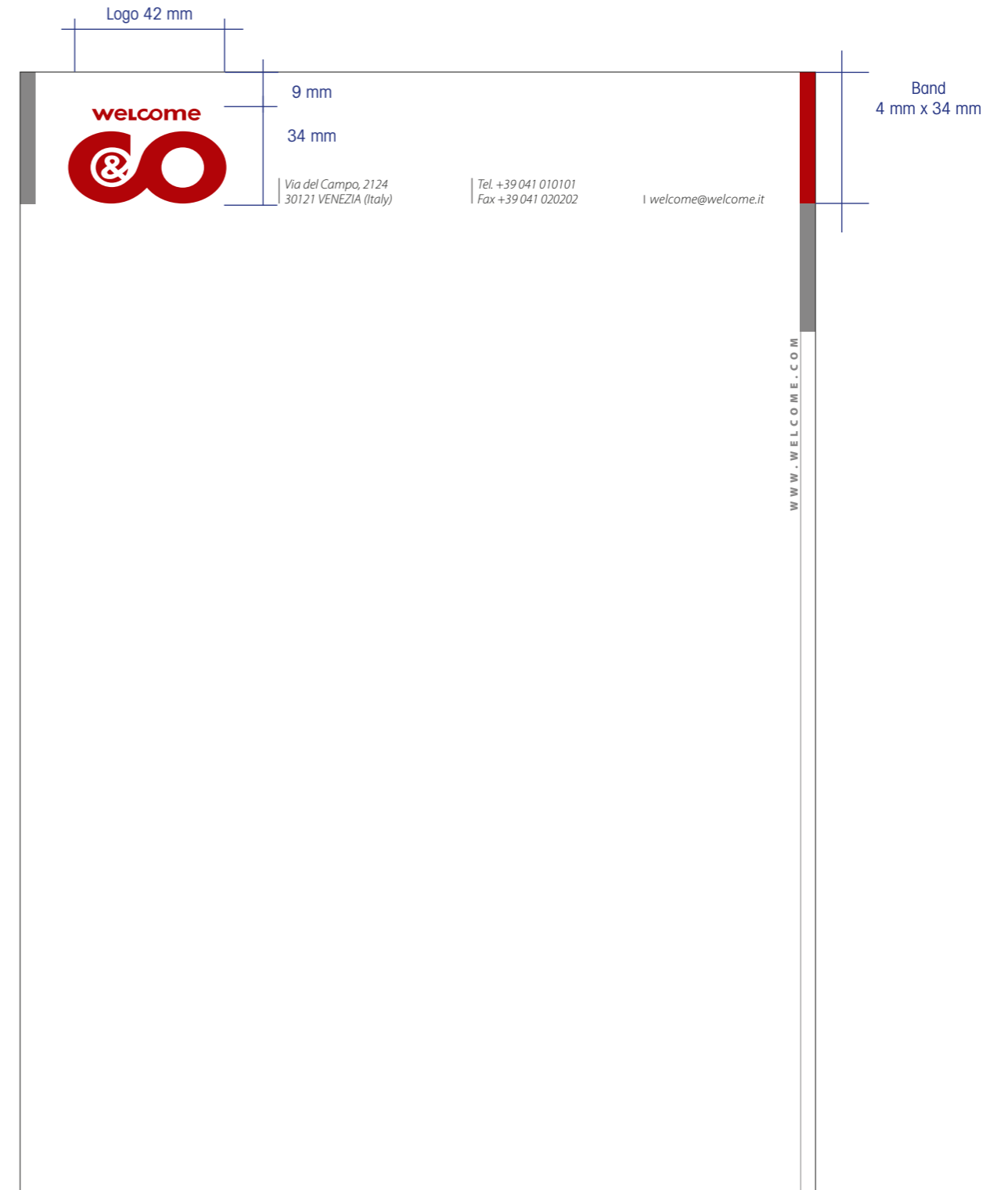
**pantone 1807**  
**Black**  
**Gray (black with 60% screening)**

### Typography

Head: Myriad pro light italic c. 10  
Website: Myriad pro black c. 8  
Text colour: black



Background pantone 1807  
Reversed (white) text



**Letterhead second sheet**  
size 210 x 297 mm

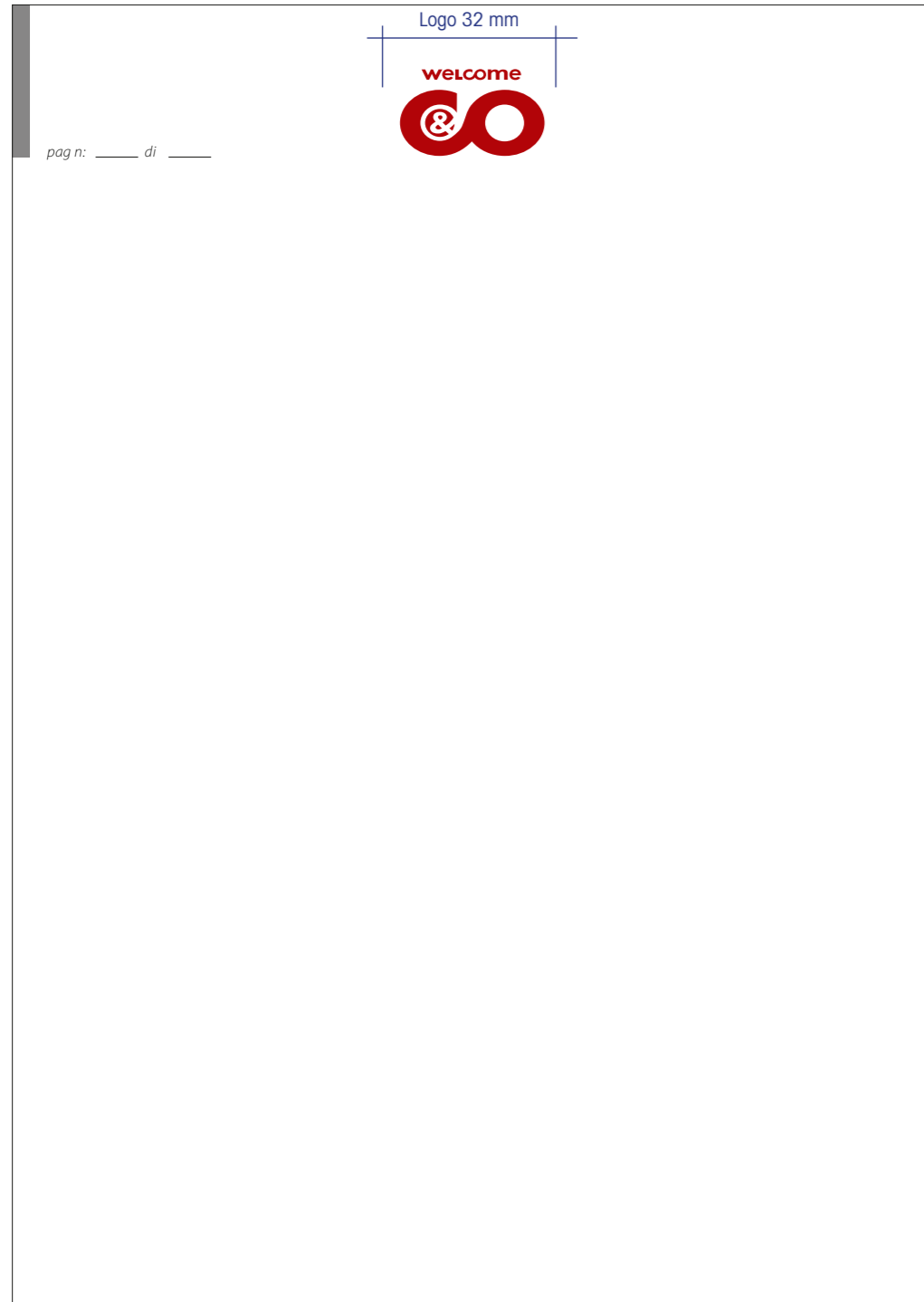
Letterhead second sheet is printed in two colours

**pantone 1807**  
**Black**  
**Gray** (black with 60% screening)

**Typography**

Myriad pro light italic c. 10

Text colour: **black**



**FAX**  
size 210 x 297 mm

Fax is printed in one colour: **Black**

**Typography**

Head: Myriad pro light italic c. 10





**Commercial and Window Envelopes**  
**Size 23x11**

Envelopes are printed in two colours

**antone 1807**  
**Black**  
**Gray** (black with 60% screening)

**Typography**

Head: Myriad pro light italic c. 10 - spacing 60  
 Website: Myriad pro black c. 8  
 Text colour: **Black**



**Booklet and Catalog Envelopes**

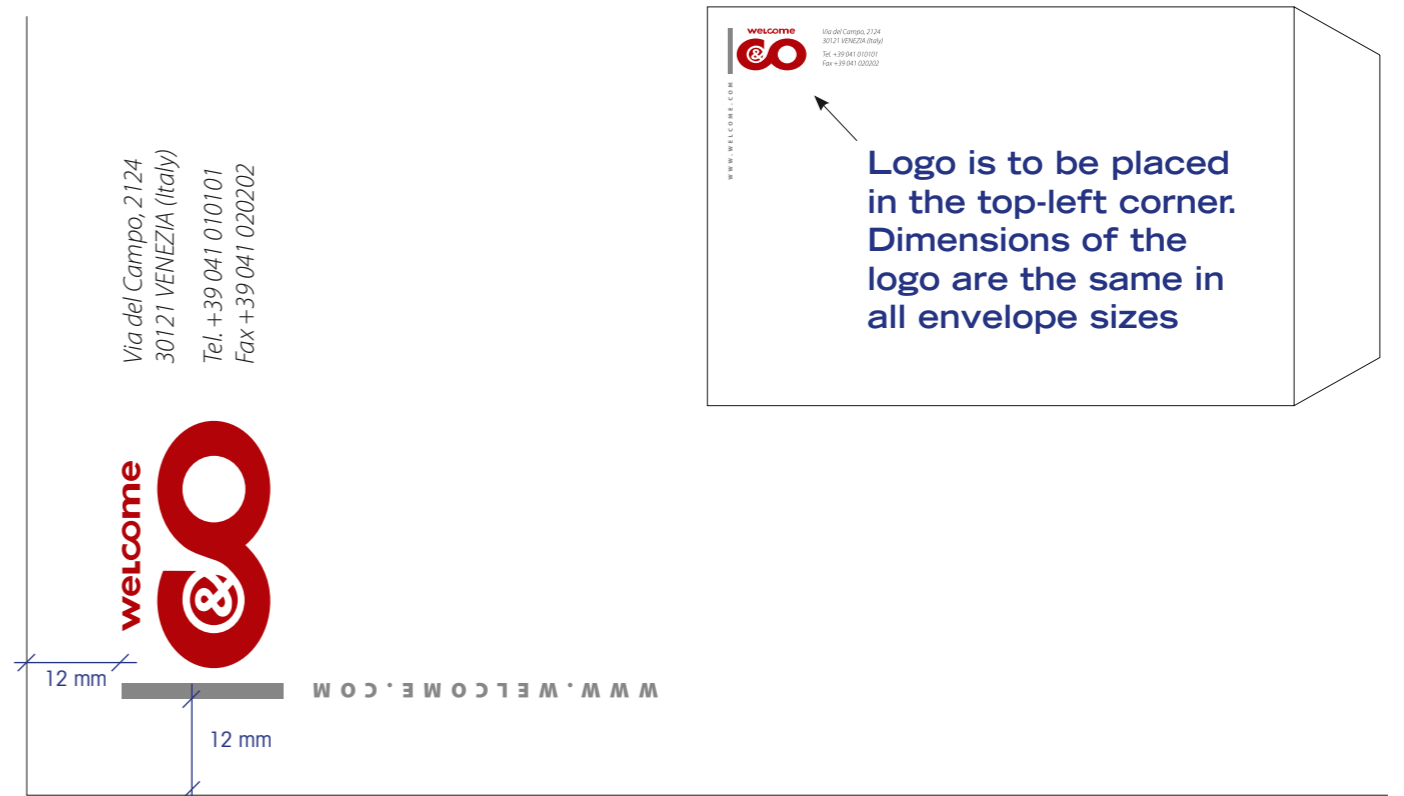
Envelopes are printed in two colours

**antone 1807**  
**Black**  
**Gray** (black with 60% screening)

- Sizes:**
- 16 x 23
  - 19 x 26
  - 23 x 33
  - 30 x 40
  - 18 x 26

**Typography**

Head: Myriad pro light italic c. 10 - spacing 60  
 Website: Myriad pro black c. 8  
 Text colour: **Black**



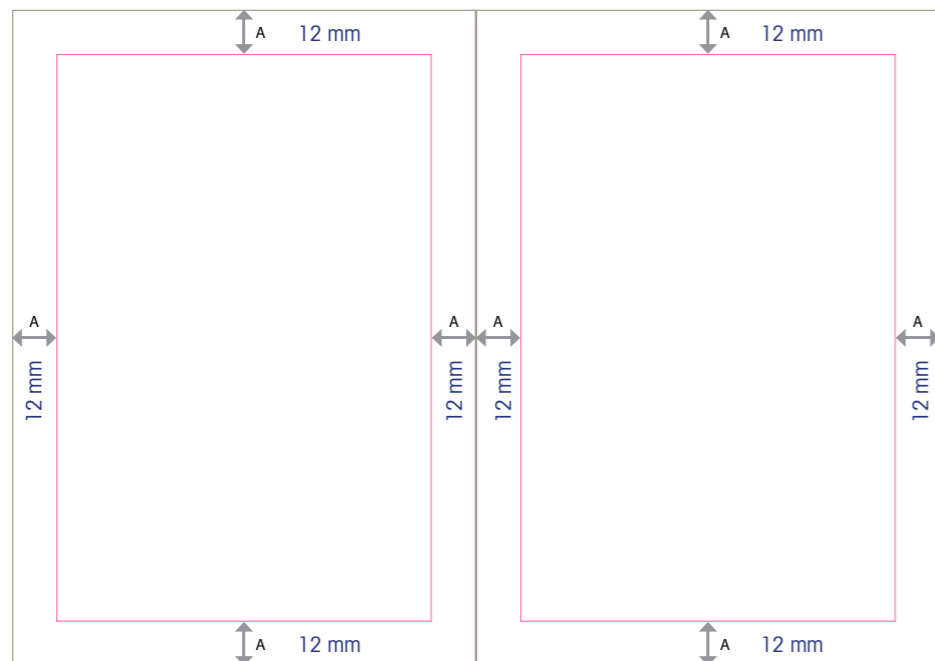
## Publications margins

The margins width is identical on the bottom, left and right of all materials and must be identical on the cover and on the inside pages.

Maintain the proportions in case of enlargement or reduction of formats other than those shown there.

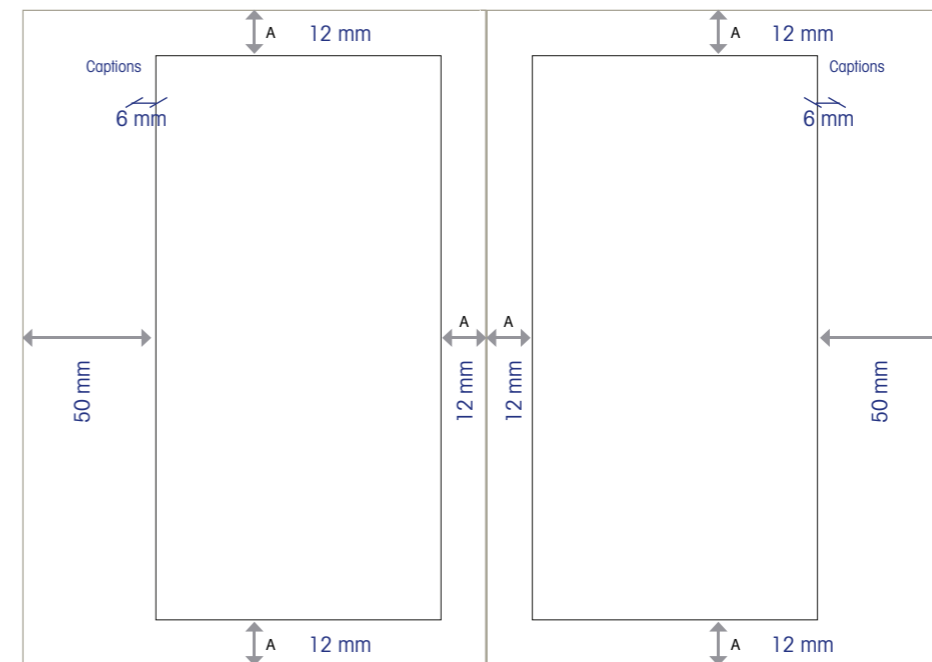
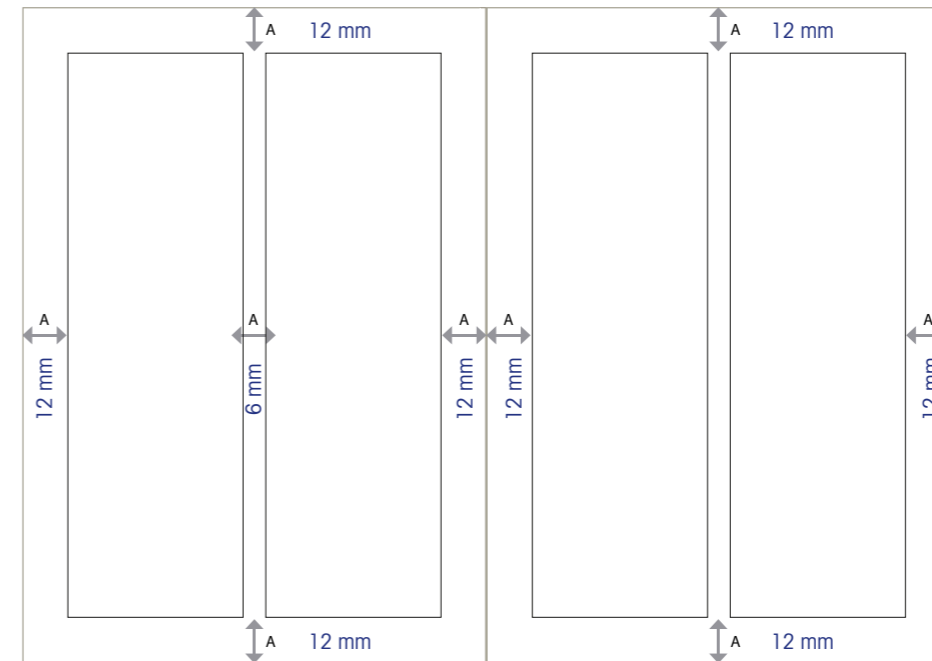
Format	Dimensions (mm)	Margin dimensions
A0	841 x 1189 mm	25 mm around
A1	594 x 841 mm	25 mm around
A2	420 x 594 mm	20 mm around
A3	297 x 420 mm	15 mm around
A4	210 x 297 mm	12 mm around
A5	148 x 210 mm	10 mm around
A6	105 x 148 mm	5 mm around

**Dimensions are for information only  
but is advisable not to further reduce them.**



## Columns and baseline grids

In publications with a lot of text it is preferable to work with several columns (two or three depending upon the document size). It is even possible to work with wider margins, but never with narrower margins (see table).



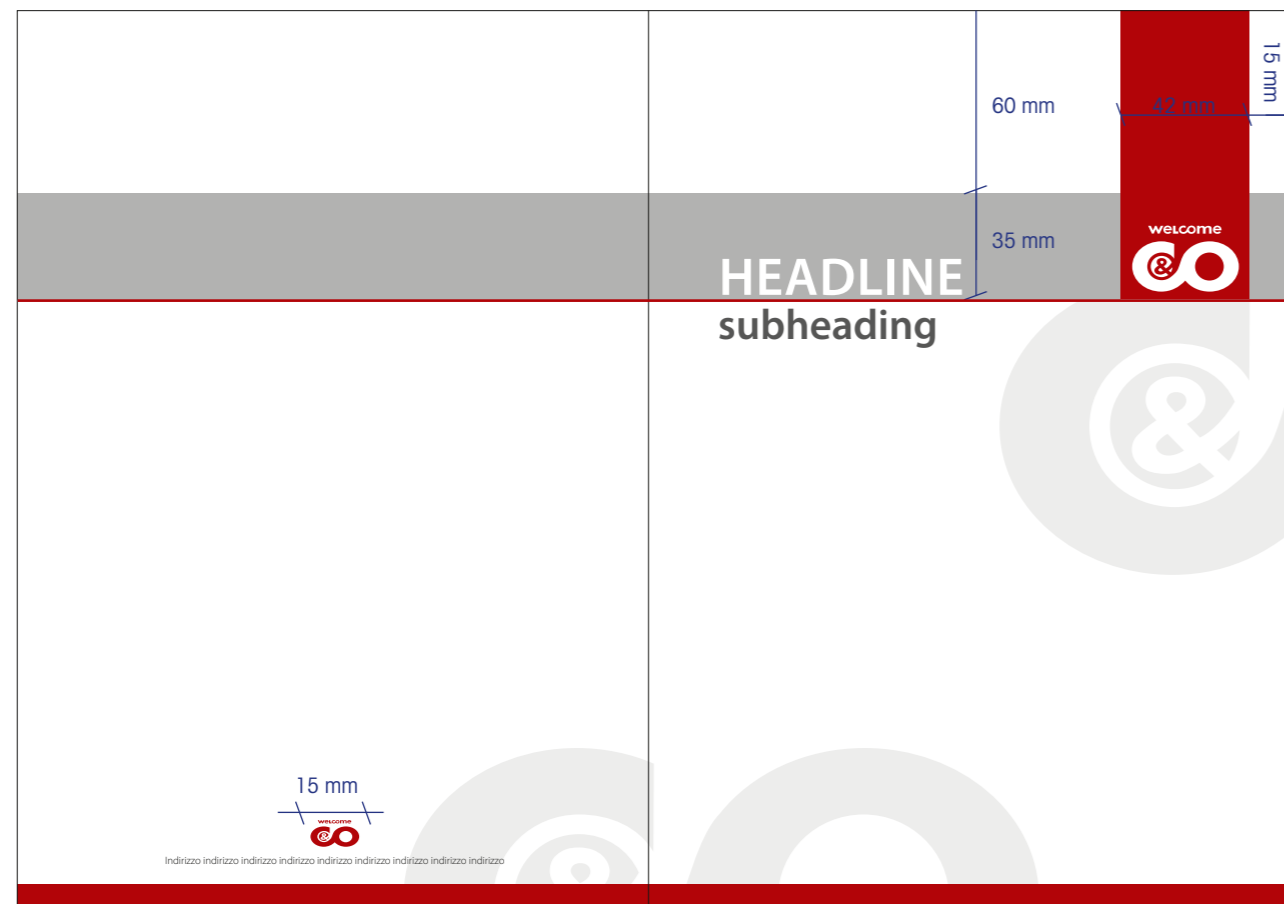
With a single language text and extensive captions, it is possible to use a single column, leaving an external side space of 50 mm to place captions. Captions are aligned to the interior of the page; height is 9 points.

## Brochure, cover and back cover

On the back cover, the **Welcome & Co** logo should be in the center, with address printed on a single line. On an A4 cover, it should be at 15 mm of the bottom with the address line in 10 points size.

Cover: title in Myriad pro regular, size 50 points, all-caps, negative, ragged left. It should be at 20 mm of the left and 95 mm of the top. Subheading in 40 points size.

Size A4 21 x 29,7



## Brochure, inside pages

Images are to be inserted at 100% with an optimal resolution of 300 dpi.

Images are to be inserted full page, half page or the width of a column. A 5 mm bleed is necessary.

Text is to be printed black on white background, ragged left, with no justification and no hyphenation. Two or more columns should be used with text in two or more languages.

Format A4 21 x 29,7



Title: Myriad pro bold, 3 points higher than the text; subheading in Myriad pro regular, 2 points higher than the text.

Depending upon the graphic layout, a colour can be used for titles and subheadings.

# Flyer

Flyers, posters and covers exist in Adobe InDesign format for use by design studios and printers. InDesign files can be converted to pdf for the web.



Size A4  
29,7 x 21mm

LEAFLET COVER

Black (100% or 60% screening) text on white background

Logo is always printed centered on the back, with all address data



LEAFLET INSIDE PAGES

# Poster

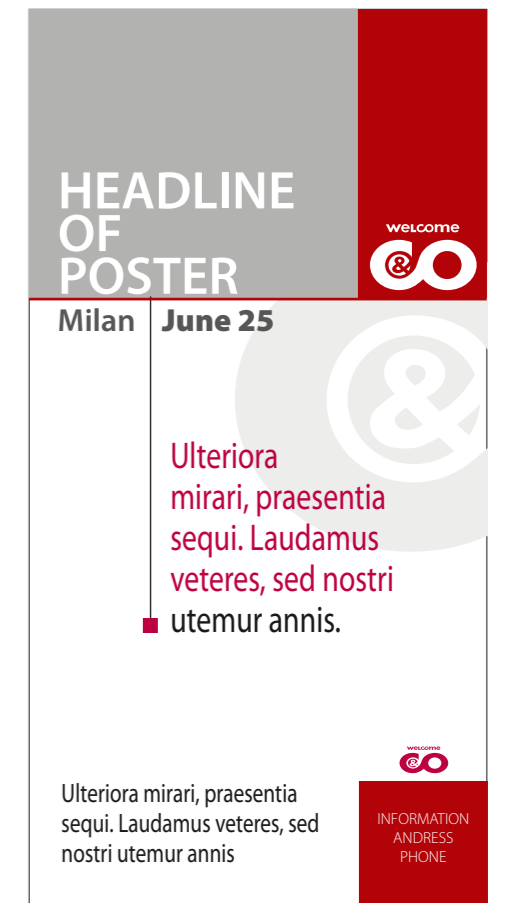
Posters can be printed in different formats:

**700 x 1000**  
**500 x 700**  
**320 x 680**  
**297 x 420**

Title 160pt reversed on grey back on the poster size 70x1000 and in proportion to the smaller sizes.  
Subheading (date and place of the meeting) 96pt black or Gray (black with 60% screening)



SIZE  
700 X 1000



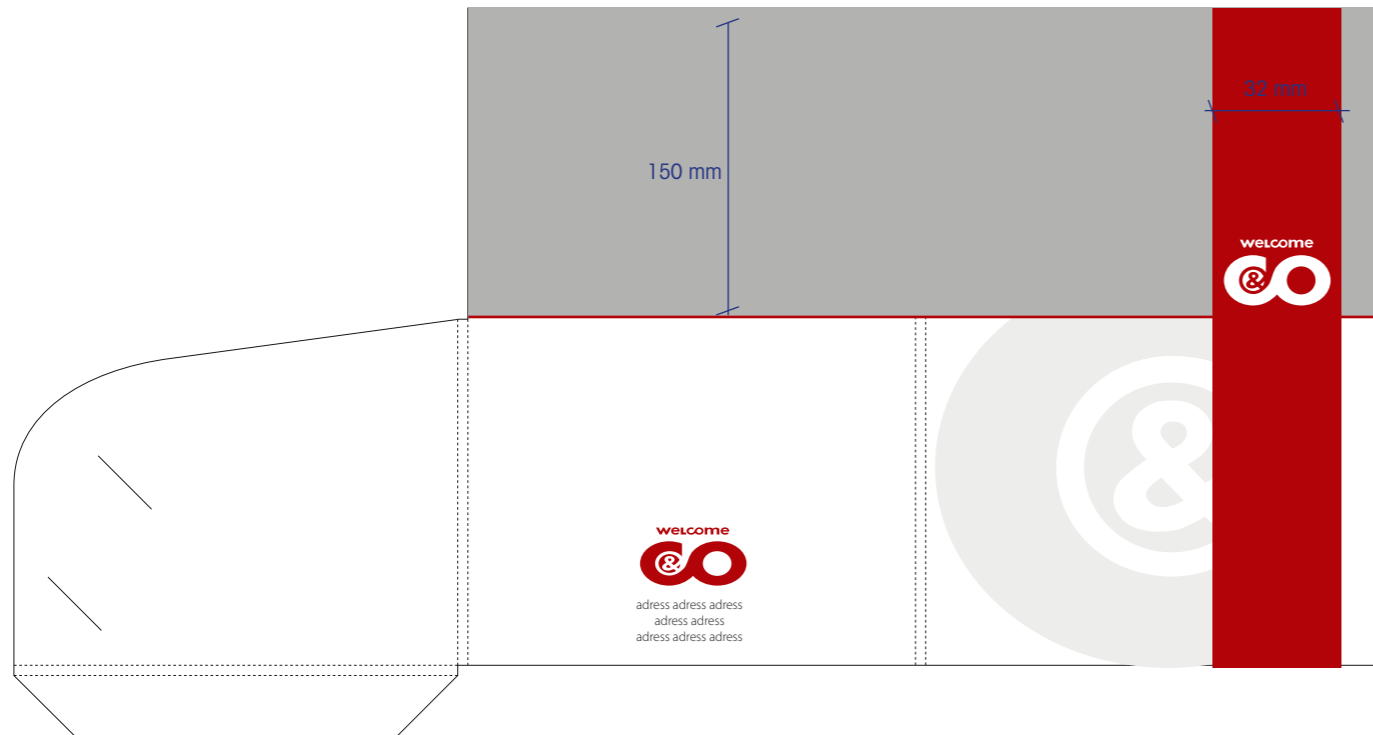
SIZE  
320 X 680

## Folder

Folder size is 220x320, closed with pocket glued on the bottom.

Folder is printed in two colours

**pantone 1807**  
**Black**  
**Gray (black with 60% screening)**



## DVD with cardboard holder

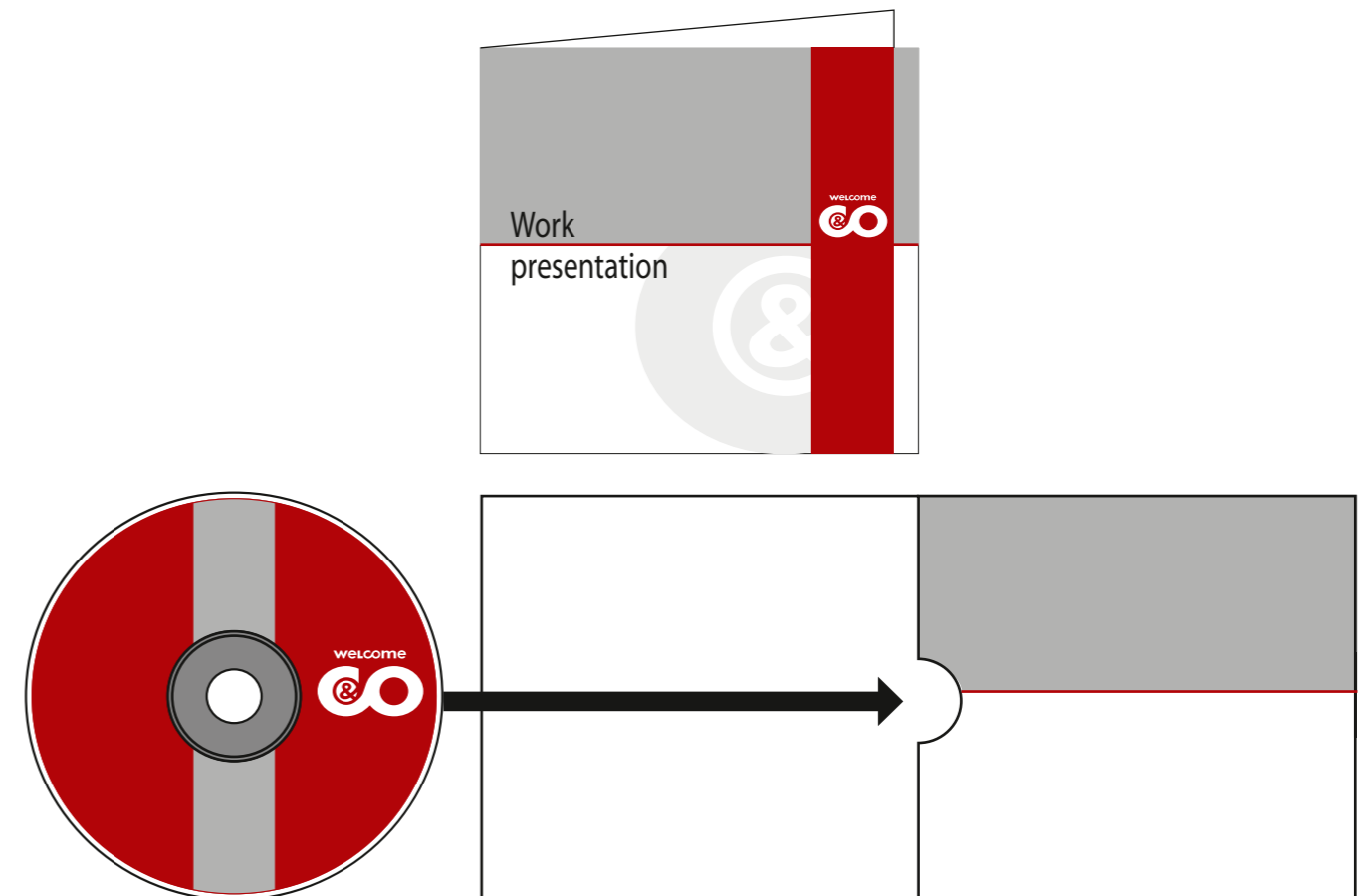
Interactive windows an MacOS DVD.

Holder printed in two colours

**pantone 1807**  
**nero**  
**grigio (nero retinato al 60%)**

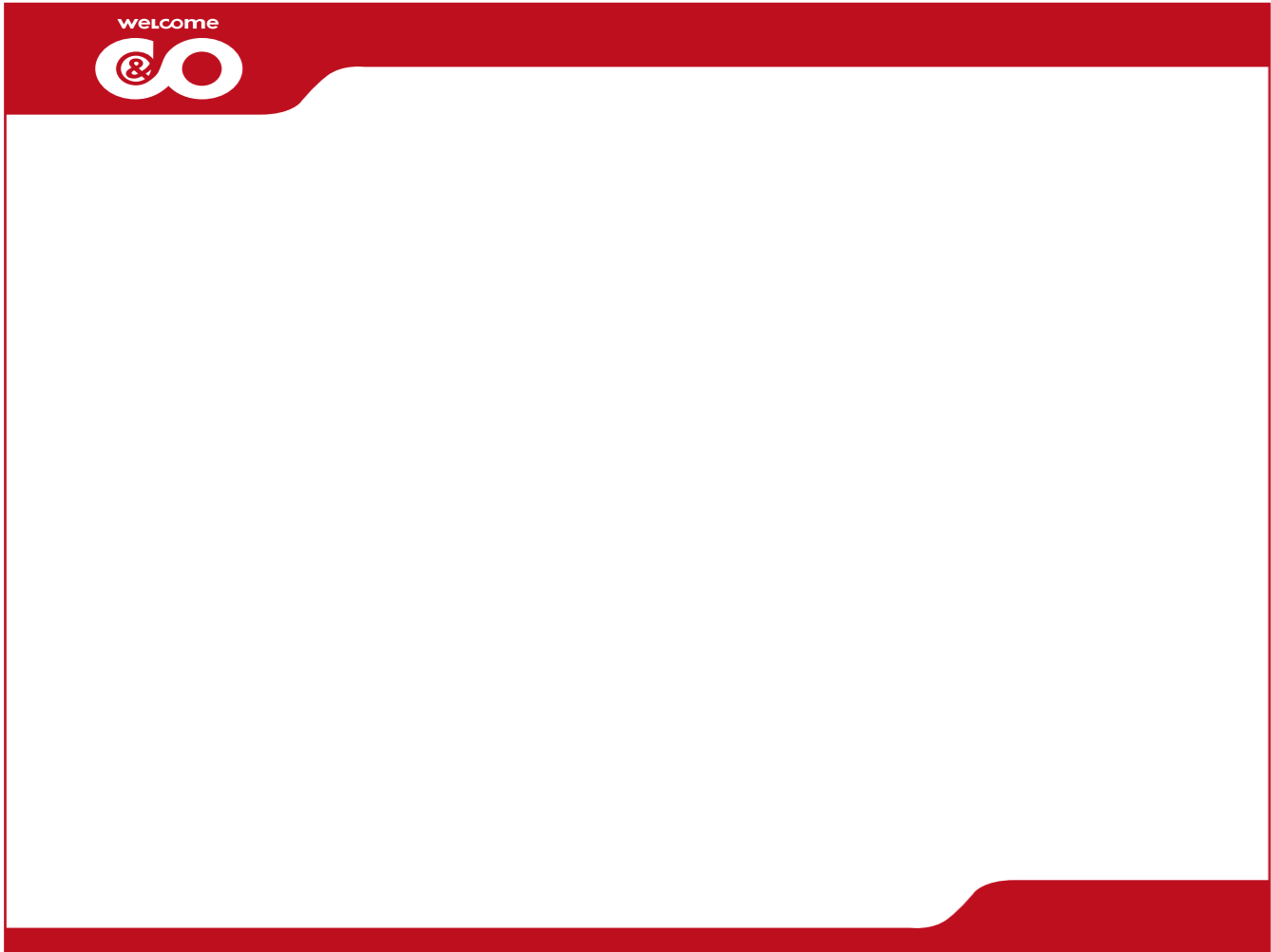
DVD silk-screen printed in two colours

**pantone 1807**  
**nero**  
**grigio (nero retinato al 60%)**



# PowerPoint

Template for slides



welcome

