

# BRAND STYLE GUIDE

# F U L M I N E



## WELCOME

*The Fulmine brand communication and design team presents this publication for all brand users and other creatives. You will find here the instructions for using the brands graphic creations and all its elements. For the Fulmine group teams, please respect the information mentioned in this document for any creation related to the brand and the corporate image.*

Mission 

Photography 

Logo 

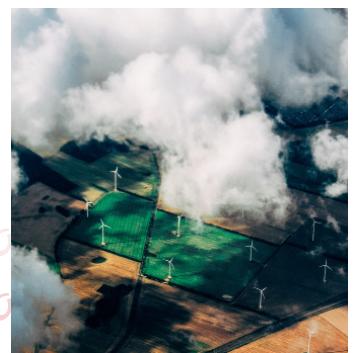
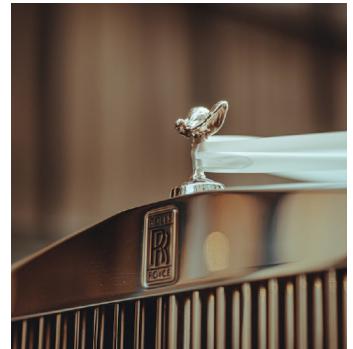
Colours 

Typography 

Applications 

# MISSION & VALUES

Italy's automotive industry is best known for its automobile designs and small city cars, luxury sports cars and supercars. It is time for the industry to move into **a new era** thanks to the development of new healthier and **environmentally friendly** driving styles. It is high time to put our planet before our needs while continuing to enjoy our beautiful cars. Our vehicles are expected to be **100% responsible**. This includes preventing environmental pollution and global warming, as well as diversifying energy sources from petroleum and fossil energies.









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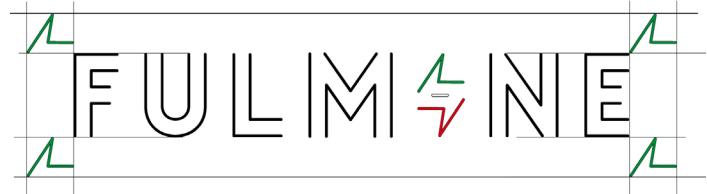
FULM $\ddot{\text{E}}$ NE

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B R A N D  
L O G O



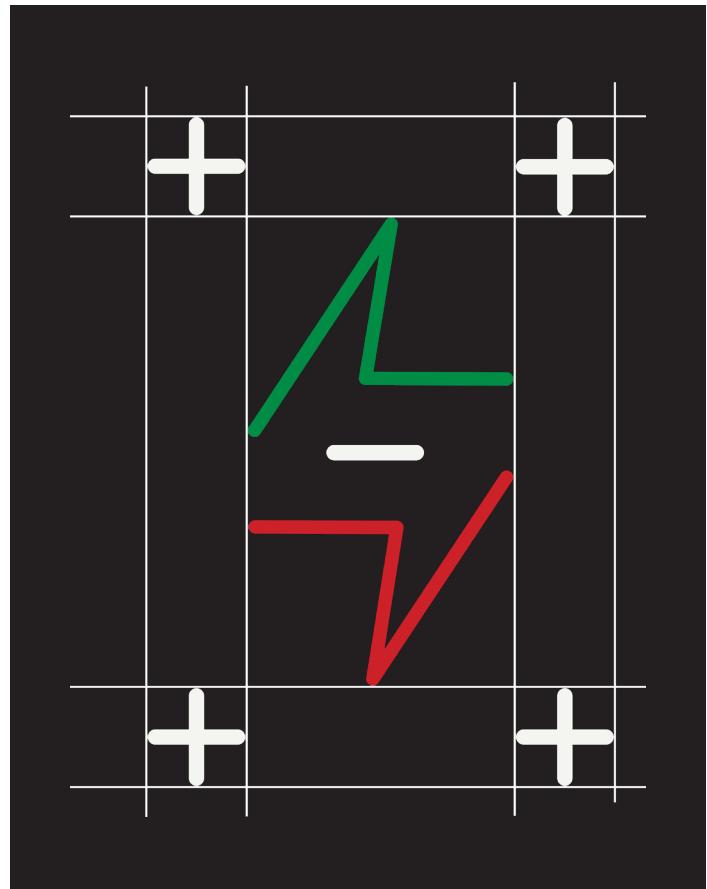
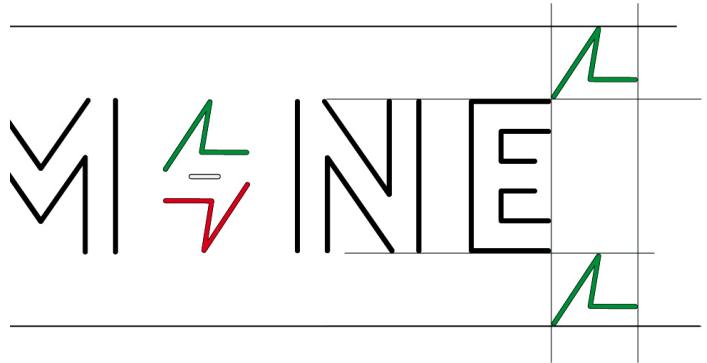
The typographic logo of the Fulmine brand represents the whole history of the brand house. It reflects the identity, personality and values we want to share with the world. All this is accentuated with the lightning bolt, our graphic element that reminds us of our ecological and sustainable values.

The brand favours the use of the logo in the colors of Italy on a black background, which is much stronger and more luxurious, to bring out the graphic element and its meaning as much as possible. When the production or use constraints do not allow the use of color, it is obviously recommended to use the white or black monocolour variants according to the possibility of contrast with the background. Always favor legibility for the satisfaction of our users as well as their understanding.

## Minimum sizes

218 px  
35 px | FULM<sup>LN</sup>E

20 px  
35 px |





#008c45

RGB  
0 - 140 - 69

CMYK  
100 - 0 - 51 - 45

HSL  
149.6°, 100, 27.5



#f5f5f0

RGB  
245 - 245 - 240

CMYK  
0 - 0 - 2 - 4

HSL  
60°, 20, 95,1



#cc2129

RGB  
204 - 33 - 41

CMYK  
0 - 84 - 80 - 20

HSL  
357.2° - 72.2 - 46.5

COLOURS

# TYPOGRAPHY

MJOR MONO      ABCDEFGHIJKLM  
DISPLATY      NOPQRSTUVWXYZ  
REGULAR      UPPERCASE  
0123456789

## Work Sans

Light    Medium    Bold    Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

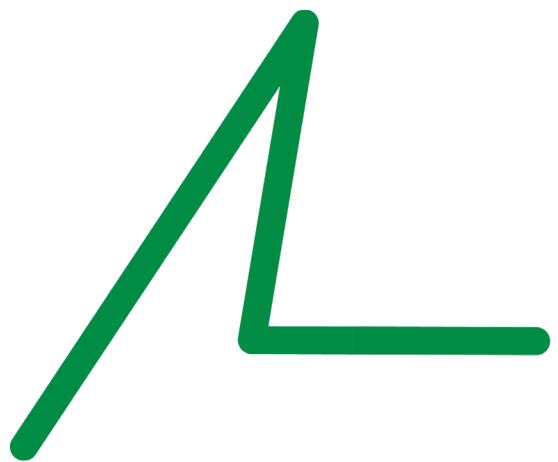
Marck Script  
Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**For titles and headings**  
Major Mono Display

**For readable text**  
Work Sans

**For subheadings or text decorations**  
Marck Script





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