



Brand Style Guide

Opening

The new **LAMINAM** corporate identity was created to project the company into the future, bringing together technology, sustainability and industrial production in a refined and timeless brand.

The aim of this guide is to illustrate how to use the logo correctly and inspire users to create **LAMINAM** branded materials that best reflect **our core values**.

Together,
for well-being

For us, every space tells a story.

We design **high-quality natural surfaces** to inspire architects, designers and all those who want to create places where people can live comfortably and feel safe. We are explorers, empathetic interpreters of reality in all its forms. Thanks to the talent of our people, we are trendsetters when it comes to elegance and quality, using cutting-edge technologies to guarantee timeless high-performance surfaces and sustainable production processes.

From kitchen worktops to furniture, from flooring to wall cladding and through to external facades.

We are storytellers, unwavering supporters of **a responsible aesthetic** that respects people and the environment, that relates to nature and the needs of its advocates.

brand values

Born
to be pioneers

We are designers of our own spaces seeking uniqueness.

The word that best describes our history is evolution because we have always regarded innovation as a key value in the definition of new design visions.

Laminam was founded in the early 2000s, following our founder's invention of a production technology for the creation of large ultra-thin ceramic surfaces. As the sector was now mature, the brand decided to trust its intuition and begin marketing innovative sizes and thicknesses, revolutionising the ceramic market in the process.

Thanks to major investments in technological innovation and research & development, a continuous constructive dialogue with the entire supply chain, and the ability to conquer new markets, Laminam has established itself as an international leader in the high-quality Natural Surfaces sector.

Its range of large ceramic surfaces with superior technical and aesthetic performance levels are mainly used in traditional and advanced architecture (flooring, wall cladding, facades) and in the design sector (kitchen worktops, tables, furniture and bathrooms).

Eclectic, versatile, distributed in more than 100 countries around the world: Laminam's creations are constantly being enhanced with new colours and finishes to inspire designers, architects, and anyone who wants to give their space a new look and feel.

The R&D department and technology lab work tirelessly on new materials, new body mixes and new technologies to improve the efficiency and sustainability of our products, expanding their markets and uses.

brand values

Benchmark
of Italian design
in the world

Our clear international vocation is underpinned by a deep-rooted Italian pride: all of our products are **designed** exclusively **in Italy**.

We are ambassadors of all-Italian creativity in the world thanks to our network of three production plants and eleven sales branches; these are joined by warehouses and logistics hubs in all of the key markets, numerous flagship stores and a global network of distributors.



brand values

Sustainable design

Sustainability is part of the Laminam DNA.



In a certain way it is central to our way of doing business, an approach that underlines our commitment to research and innovation, helping us to make choices that prioritise economic, social and environmental responsibility.

Using **innovative technologies and natural raw materials**, we imagine spaces for the present and the future in which beauty is an expression of sustainability. For us, sustainable design is first and foremost about striking a balance that respects all factors, from the product through to processes, people, the supply chain, relationships with institutions and the community.

01.

Brand positioning

Clear brand positioning ensures that all branding activities have a common goal: that they are driven, directed and executed for the benefit of the brand. The following pages show the positioning of Laminam and its established values.

Positioning statement

Clear brand positioning ensures that all branding activities have a common goal: that they are driven, directed and executed for the benefit of the brand.

The following pages show the positioning of Laminam and the brand's established values.



Architects, interior designers and anyone who wants to create unique and safe spaces.



Laminam is an innovative company that specialises in ceramic surfaces.



Capable of producing large, aesthetically refined and inspirational slabs in thicknesses ranging from 2 to 20 mm.



Thanks to our world-renowned expertise, our products guarantee superior design and exceptional performance in all applications, from wall cladding to flooring, interiors and exteriors to kitchen worktops, tabletops and furniture surfaces.

02.

Brand identity

The next few pages will illustrate the core elements of our brand identity.
They will help you to design and realise innovative applications with flexibility and creativity.

Logo evolution

The Laminam logo is a visible and valuable brand asset that underpins all visual communication. It is important that the logo is always used consistently.

The logo will always be supplied in the master format, and will not have to be reconstructed or redesigned.

Continuously evolving, Laminam has chosen the corporate colour “champagne” as its primary colour while retaining its own blue colour, modified in terms of brightness, as a secondary colour already present in the world.



— Corporate logo



— Worldwide logo

Colour evolution

The illustrated colour palette shows the colours of the Laminam logo and its uses.

LAMINAM brand

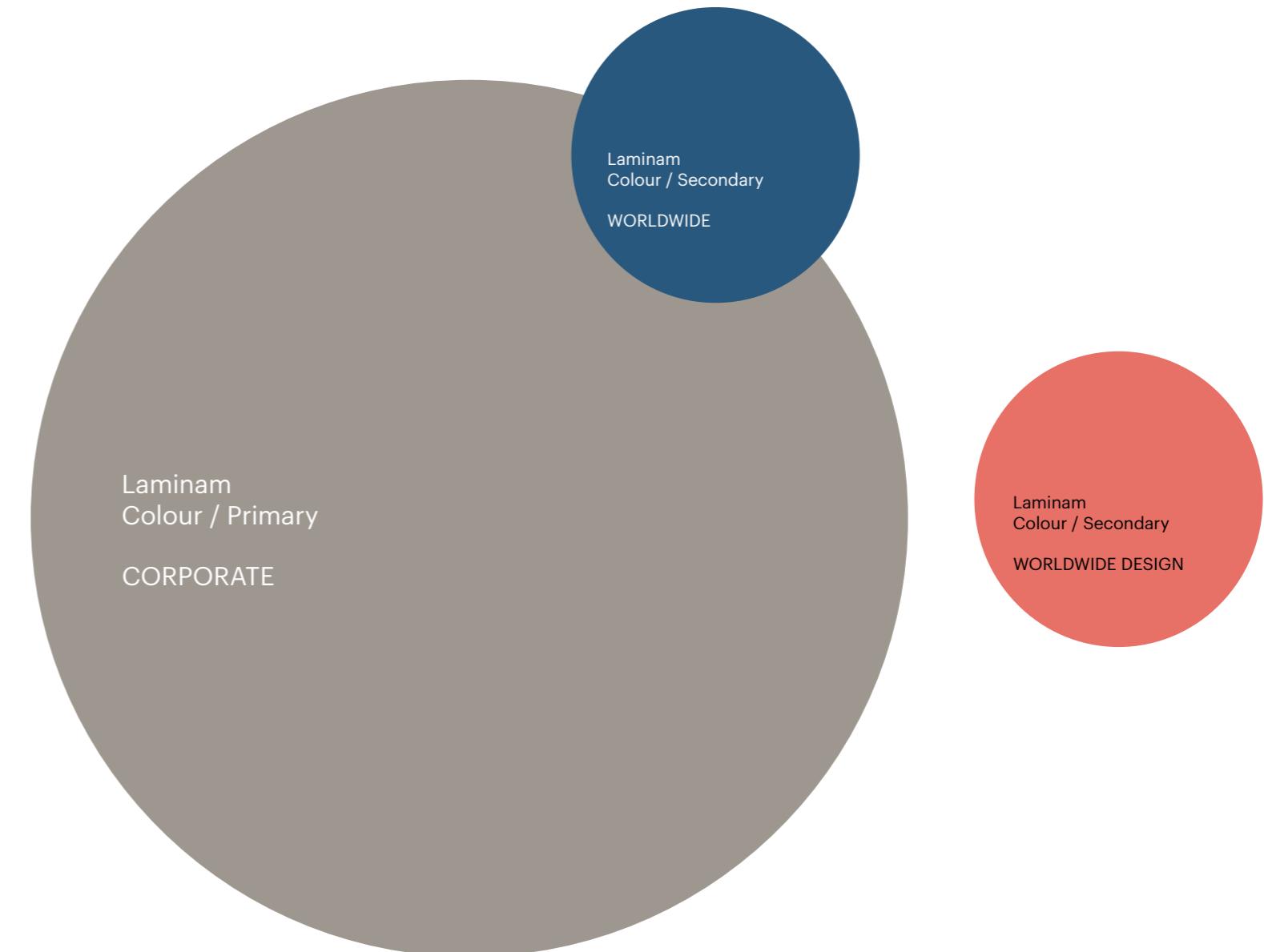
Primary colour: Laminam Corporate/Metallic Champagne

Secondary colour: Laminam Worldwide/Blue

Colour combination for interior design to associate with secondary colour Laminam Worldwide/Blue

Secondary colour: Worldwide Design/Lobster Red.

(see example on page 31)



Logo

The Laminam logo is a visible and valuable brand asset that underpins all visual communication. It is important that the logo is always used consistently.

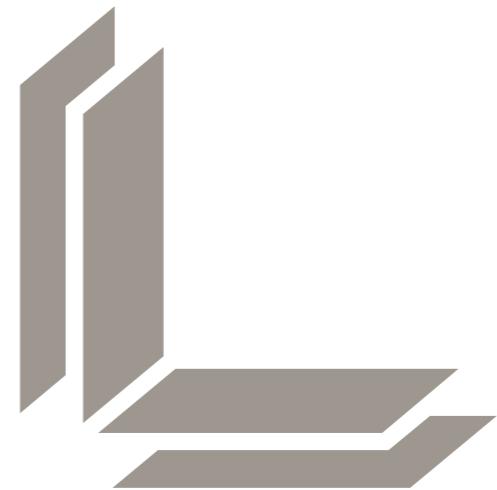
The logo will always be supplied in the master format, and will not have to be reconstructed or redesigned.



Symbol | Monogram

A monogram logo has also been designed to use in various situations, as a small box, e.g. for profile pictures on social media, or as a graphic element.

**The monogram may be used in two versions:
outline, for technical content, or filled in for other
uses.**



Symbol | Monogram

A monogram logo has also been designed to use in various situations, as a small box, e.g. for profile pictures on social media, or as a graphic element.

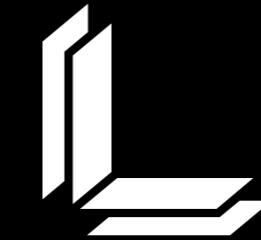
**The monogram may be used in two versions:
outline, for technical content, or filled in for other
uses.**



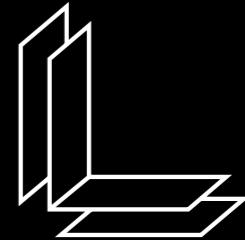
Symbol / Monogram - Filled



Symbol / Monogram - Outline



Symbol / Monogram - Filled on dark background



Symbol / Monogram - Outline on dark background

Logos of Associated Companies

Each associate company that operates in a specific geographical area has its own logo with the name of the country below the company logo.

The communication of other co-branding partner companies in various countries will be aligned with corporate communication (pg. 24); the country logo must be used for materials in which the product selection is different from the full range (product catalogues).



Corporate backgrounds

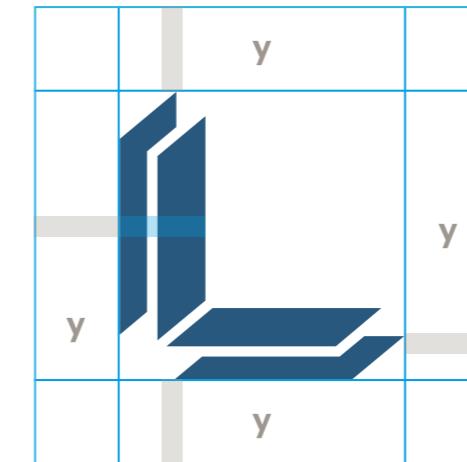
The colour logo can be used with any of the background colours illustrated.



Spacing

Various spacing distances have been established to maintain the clarity, integrity and legibility of the logo.

Spacing means the minimum clear space around the logo (x-y). This area must not contain any graphics or text. Where possible, it is advisable to increase the clear space around the logo compared with the minimum specified clearance.



Minimum dimensions

Always make sure that the logo is clearly visible and legible.

Recommended dimensions

For consistency, a recommended logo size has been set for use on print and digital applications.

Minimum dimensions

The minimum dimensions may vary depending on the processes or materials used. The minimum recommended dimensions for the logo are specified on this page.

Dimensions below the minimum

If an application requires dimension below the minimum size, use the logo without a tagline to maximise its legibility.



Minimum width
20 mm

Online
150 px



Minimum width
10 mm

For screens
60 px



Minimum width
5 mm

Online
50 px



Minimum width
6 mm

Online
40 px

Logos for Distributors/ Retailers/ Fabricators/ Installers

Distributors, retailers, fabricators or installers can use the logos on this page (in Laminam blue or white).



Co-branding

Laminam often partners with retailers and other companies in co-branding operations.

The logos of co-branding partner companies should be used in appropriate situations and contextualised.

Below are instructions on how to combine the logos of co-branding partner companies with our logo; maintain the NNN space between the two elements.



Incorrect uses

The Laminam logo must never be altered. Protecting the brand means making sure it is represented consistently and accurately in accordance with this brand toolkit. The logo is also available in an electronic version so it need never be redrawn or recreated digitally. This page illustrates some common errors in the use of the logo.

**The same rules apply to the logos of retailers/distributors/
co-branding partner companies and the logos of each country.**



Do not alter the colour specifications of the symbol or logotype.



Do not change the proportions of the logo.



Do not add effects such as shading, dimensions, gradients to the logo.



Do not place the logo on backgrounds that do not produce sufficient contrast.



Do not place the logo on complex photographic backgrounds.



Do not alter or create your own logo.



Do not rotate the logo.



Do not remove the filling of the logo characters.



Do not alter or repositions logo elements.

Tone of voice

Reliable and tuned-in

Laminam is neither an artist nor a craftsman but one of the most important high-tech companies on the market, a steady pair of hands that is able to manage the ambitious projects of its customers. Laminam always provides support, answers questions and carries out its activities proactively.

Partners

Laminam elevates the projects of architects, designers and the general public, helping to realise their visions without taking over. Working in tandem with its customers, Laminam has established itself as one of the architects of the ceramic revolution but also as a joint partner in architectural projects, always giving credit where credit is due.

What we are (and what we aren't)

-
- | | |
|--|--|
| <ul style="list-style-type: none">- Active (but not intrusive)- Personable (but still a company)- Colloquial (but respectful) | <ul style="list-style-type: none">- Intelligent (as is our audience)- Accessible (without being intrusive)- Empathetic (not cold) |
|--|--|
-

Our language reflects our passion for design and architecture, celebrating its inspirational power. We avoid long sentences when expressing a concept, but choose words that are rich in meaning and not redundant.

We can be determined when needed, but we are not self-congratulatory. Our pioneering spirit is not self-recognition, it is a commitment.

Our tone is direct and colloquial but respectful of roles and of our counterpart. Our voice is active and expresses initiative and responsibility.

We do not use overly elaborate or complicated language which might distract the audience from the concept we are trying to express. We avoid aggressive or disrespectful phrases, but address our counterparts in a professional manner.

Our business is global, as is our target audience: every day we interact with different cultures and traditions, with whom we want to construct a dialogue based on listening and respect.

Tone of voice

DOs

Inspiration

Ceramic

Surface

Texture

Slabs

VS.

DON'Ts

Copy, Imitation

Porcelain Stoneware

Tile

Colour

Products

03.

Graphical elements

The following pages show the basic elements that make up the Laminam graphics palette. Together with the brand identity, these elements help to communicate the values and positioning of the brand.

Primary colour for printing /Corporate

The primary colour is Laminam Corporate/Metallic Champagne. Below are the colour instructions for printing.

Follow the colour compositions indicated for correct reproduction on all media. Use these colours as solid colours, without toning them down or intensifying them.

Primary colour
**LAMINAM
CORPORATE**
screen printing



PANTONE 10370 C
matt metallic

Primary colour
**LAMINAM
CORPORATE**
hot stamping



OROPRESS
464S05 matt



Primary and secondary colours /print

The primary colour Laminam Corporate/Metallic Champagne, accompanied by a secondary colour Laminam Worldwide/Blue. Below are the colour instructions for printing.

Follow the colour compositions indicated for correct reproduction on all media. Use these colours as solid colours, without toning them down or intensifying them.

Primary colour
**LAMINAM
CORPORATE**
screen printing



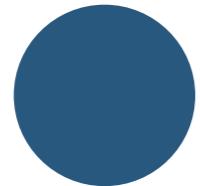
PANTONE 10370 C
matt metallic

Primary colour
**LAMINAM
CORPORATE**
hot stamping



OROPRESS
464S05 matt

Secondary
colour **LAMINAM
WORLDWIDE**
offset printing



SINGLE COLOUR
L. 35.82
a. -6.02
b. -26.31

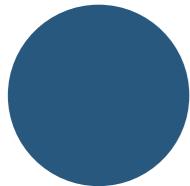


Secondary colour /print

The secondary colour Laminam Worldwide/Blue is accompanied by Laminam Worldwide Design/Lobster Red. Below are the colour instructions for printing.

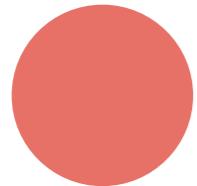
Follow the colour compositions indicated for correct reproduction on all media. Use these colours as solid colours, without toning them down or intensifying them.

Secondary colour **LAMINAM WORLDWIDE**
offset printing



SINGLE COLOUR
L. 35.82
a. -6.02
b. -26.31

Secondary colour **LAMINAM WORLDWIDE DESIGN**
offset printing



SINGLE COLOUR
L. 62.36
a. 47.09
b. 28.93

note: any use of Laminam graphic media must be signed off by the Laminam marketing team.

LAMINAM
SUPERIOR NATURAL SURFACES



example screen printing paired with Sirio Color Flaminio paper

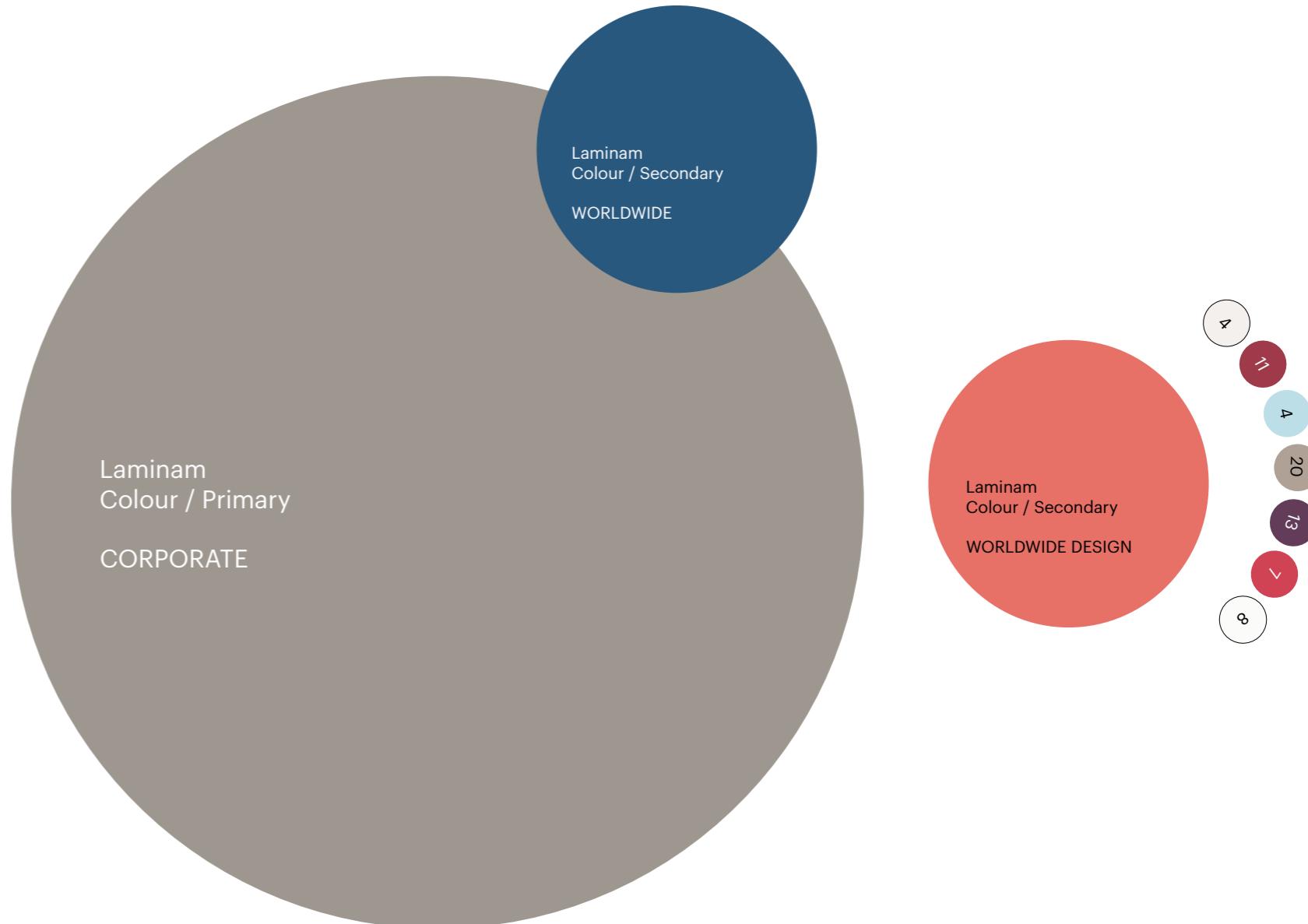
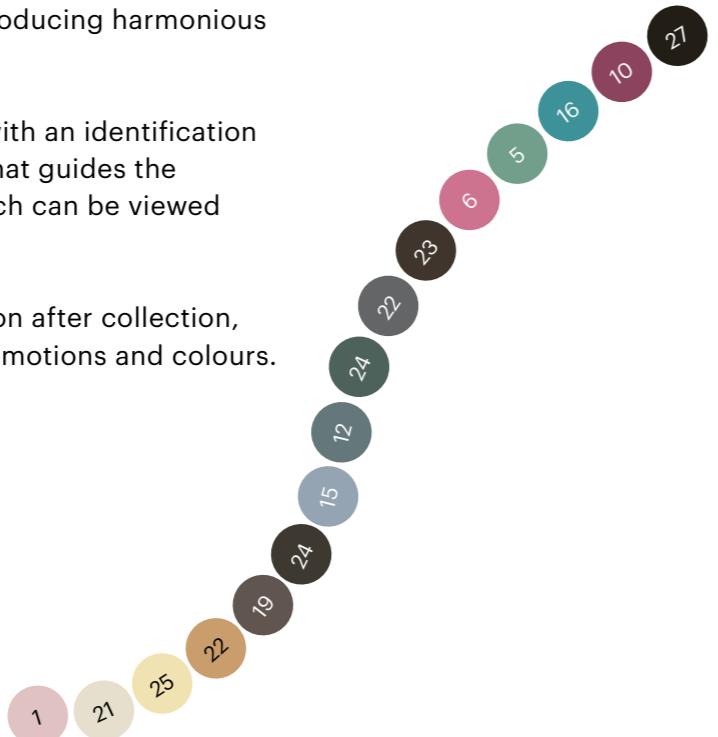
Complementary collection colours

Each Laminam collection is a unique visual universe that includes complementary colours designed to strengthen its identity and enhance its expressiveness.

These colour combinations are not just simple pairings: they are the result of careful aesthetic and design research geared to producing harmonious and distinctive solutions.

Each combination is associated with an identification number, a sort of creative code that guides the detailed colour composition, which can be viewed on the following pages.

An invitation to discover, collection after collection, the perfect balance of surfaces, emotions and colours.



Complementary collection colours /print

Alongside is a table containing the specific colour compositions to be used as a reference for printing.

Strict adherence to the colour combinations indicated is essential to ensure consistent and accurate reproduction on all communication media.

The colours shown must be used as solid colours, without any variation in tone: they must neither be toned down (lightened) or intensified (darkened) compared to the values indicated.

The correct use of colour compositions helps to keep the visual identity consistent and recognisable in every application.

BY EFFECT	COLOUR REFERENCE BY EFFECT (CMYK %)	BY COLLECTION	COLOUR REFERENCE BY COLLECTION (CMYK %)
MARBLE EFFECT	4 6, 5, 7, 0	DIAMOND COLLECTION I NATURALI / MARBLE COLLECTION RARE / MARBLE COLLECTION	1 13.08, 27.43, 19.11, 0.81 21 8, 8, 20, 5 28 6, 16, 29, 0
STONE EFFECT	11 30, 85, 56, 20	IN-SIDE COLLECTION I NATURALI / STONE COLLECTION RARE / STONE COLLECTION SLATE COLLECTION	22 22, 33, 51, 8 19 50, 50, 50, 47 32 20, 26, 26, 26 24 61, 56, 62, 64
CONCRETE EFFECT	4 31, 2, 11, 0	BLEND COLLECTION CALCE COLLECTION GEMINI COLLECTION FOKOS COLLECTION	15 47, 29, 24, 2.4 12 31, 2, 11, 60 24 71, 48, 57, 27 22 55, 41, 44, 29
TEXTURE EFFECT	20 34, 34, 38, 5	FILO COLLECTION SETA COLLECTION	23 65, 65, 70, 60 6 20, 65, 25, 0
METAL EFFECT	13 70, 84, 49, 13	OSSIDO COLLECTION OXIDE COLLECTION	5 55, 13, 44 - 17 16 74, 24, 38, 5
WOOD EFFECT	7 16, 85, 57, 0	LEGNO VENEZIA COLLECTION KI NO BI	10 46, 81, 45, 15 35 13, 24, 42, 2
SOLID COLOUR EFFECT	8 2, 1, 3, 0	COLLECTION	27 68, 64, 70, 82

Complementary collection colour application example /print

This colour combination was designed to harmonise closely with the concept and textures of the collection, creating a visual balance that enhances every detail.

The visual story that unfolds page by page tells of a journey of research, emotion and aesthetic harmony in which every nuance embodies the essence of the collection. An invitation to fully immerse yourself in a consistent and inspired visual experience.

The colours shown must be used as solid colours, without any variation in tone: they must neither be toned down (lightened) or intensified (darkened) compared to the values indicated.

 9 Colour reference GEMINI Collection C 71 M 48 Y 57 K 27 Social media #55625D	 14 Colour combination reference GEMINI Collection Kurz® Rusty Earth Luxor Hot stamping Social media #C94F14	 28 Colour combination reference GEMINI Collection C 6 M 16 Y 29 K 0 Social media #EBD9BD	 HL Primary colour LAMINAM Corporate Pantone® 10370 C Metallic
---	--	--	---



Gemini Collection printed catalogue

Complementary collection colour application example /print

This colour pairing invites you to explore each combination with new eyes.

The common thread is the voyage of discovery: colours, places and inspirations intertwine to create carefully studied palettes capable of expressing the soul of the collection.

The colours shown must be used as solid colours, without any variation in tone: they must neither be toned down (lightened) or intensified (darkened) compared to the values indicated.



Colour reference SLATE Collection

C 62
M 56
Y 62
K 64

Social media
#393733



Colour combination reference SLATE Collection

Kurz® Luxor 377
Hot stamping

Social media
#7C7A77



Colour combination reference SLATE Collection

C 20
M 26
Y 26
K 26

Social media
#A59B95



Primary colour LAMINAM Corporate

Pantone®
10370 C
Metallic

Social media
#9D978E

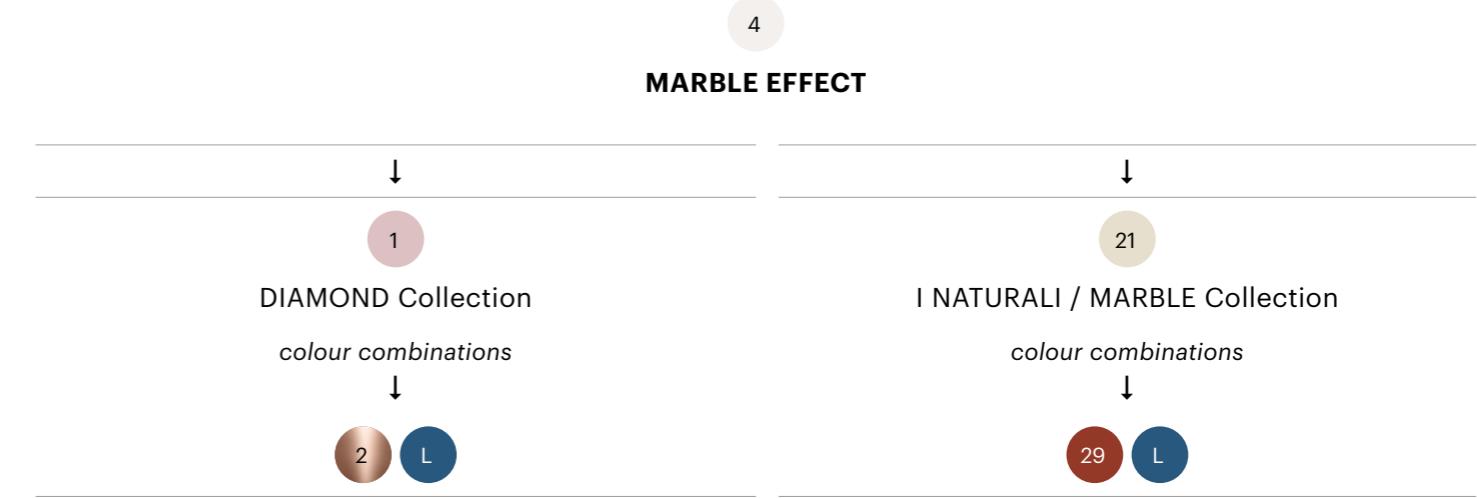


Slate Collection printed catalogue

Complementary collection colour combinations /print+social media

Laminam has a wide range of complementary collection colours for use in brochures and social media content.

Follow the colour compositions indicated for correct reproduction on all media. Use these colours as solid colours, without toning them down or intensifying them.

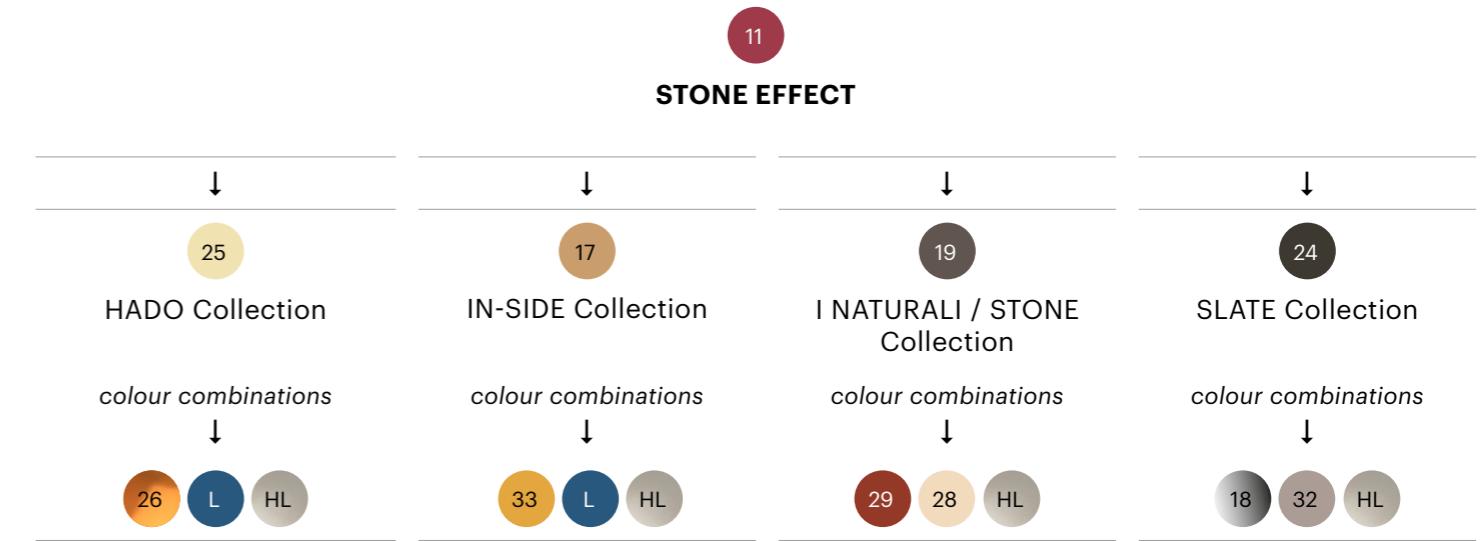


COLOUR REFERENCE	CMYK %	LAB	SINGLE COLOUR	RGB	HEX	REF. SIMILAR PULP-DYED PAPER
4 MARBLE EFFECT	6, 5, 7, 0	95, 0, 2		242, 240, 237	#F2FOED	Sirio Color Perla
1 DIAMOND COLLECTION	13.08, 27.43, 19.11, 0.81	81,176, 11, 4		214, 193, 193	#D6C1C1	Sirio Color Nude
2 DIAMOND colour mood			kurz® Luxor® 355 (hot stamping)			
14 I NATURALI / MARBLE COLLECTION	8, 8, 20, 5			228, 223, 204	#E4DFCC	Woodstock Grigio
29 I NATURALI / MARBLE colour mood			Oropress® 464C98 (hot stamping)		#844439	
L LAMINAM Worldwide		35.82, -6.02, -26.31	Pantone® 2187 U (on uncoated paper only)	63, 89, 124	#003B5C	Sirio Color Blu

Complementary collection colour combinations /print+social media

Laminam has a wide range of complementary collection colours for use in brochures and social media content.

Follow the colour compositions indicated for correct reproduction on all media. Use these colours as solid colours, without toning them down or intensifying them.

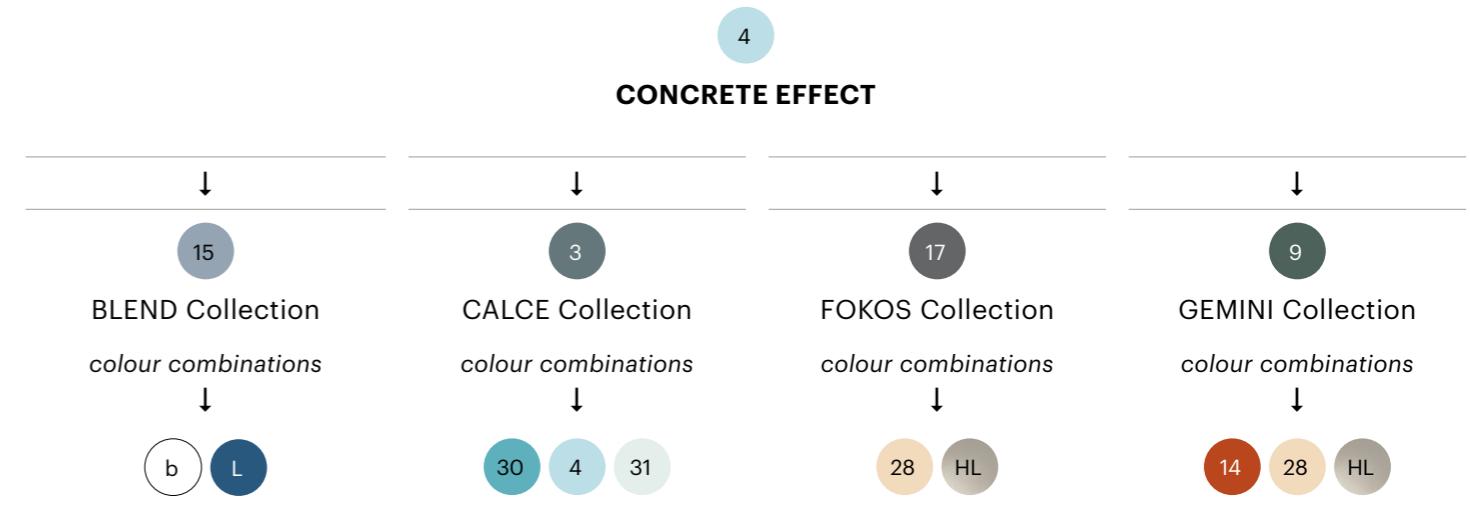


COLOUR REFERENCE	CMYK %	LAB	SINGLE COLOUR	RGB	HEX	REF. SIMILAR PULP-DYED PAPER
11 STONE EFFECT	30, 85, 56, 20	36, 35, 7		138, 60, 75	#8A3C4B	Sirio Color Cherry
25 HADO COLLECTION	8, 9, 38, 0	90, -4, 25		236, 226, 177	#ECE2B1	Sirio Color Paglierino
26 HADO colour mood	16, 69, 100, 5	54, 40, 58	Kurz® Luxor® 396 (hot stamping)	179, 98, 35	#B36223	
17 IN-SIDE COLLECTION	16, 36, 59, 11	68, 12, 33		189, 157, 110	#BD9D6E	Sirio Color Bruno
33 IN-SIDE colour mood	11, 38, 82, 0	73, 17, 60	Kurz® Luxor® 397 (hot stamping)	212, 165, 73	#D4A549	
19 I NATURALI/STONE COLLECTION	50, 50, 50, 47	37, 4, 5		94, 85, 81	#5E5551	
29 I NATURALI/STONE colour mood	50, 90, 100, 0	40, 35, 26	Oropress® 464C98 (hot stamping)	132, 68, 57	#844439	
28 I NATURALI/STONE colour mood	6, 16, 29, 0	87, 2, 16		235, 217, 189	#EBD9BD	Sirio Color Sabbia
24 SLATE COLLECTION	61, 56, 62, 64	24, 1, 6		63, 60, 53	#3F3C35	Sirio Color Caffè
18 SLATE colour mood			kurz® luxor® 377 (hot stamping)		#7C7A77	
32 SLATE colour mood	20, 26, 26, 26	66, 5, 5		165, 155, 149	#A59B95	Sirio Color Cashmere
L LAMINAM Worldwide		35.82, -6.02, -26.31	Pantone® 2187 U (on uncoated paper only)	63, 89, 124	#003B5C	Sirio Color Blu
HL LAMINAM Corporate		64, 2, 6	Pantone® 10370 C (matt metallic)	157, 151, 142	#9D978E	

Complementary collection colour combinations /print+social media

Laminam has a wide range of complementary collection colours for use in brochures and social media content.

Follow the colour compositions indicated for correct reproduction on all media. Use these colours as solid colours, without toning them down or intensifying them.

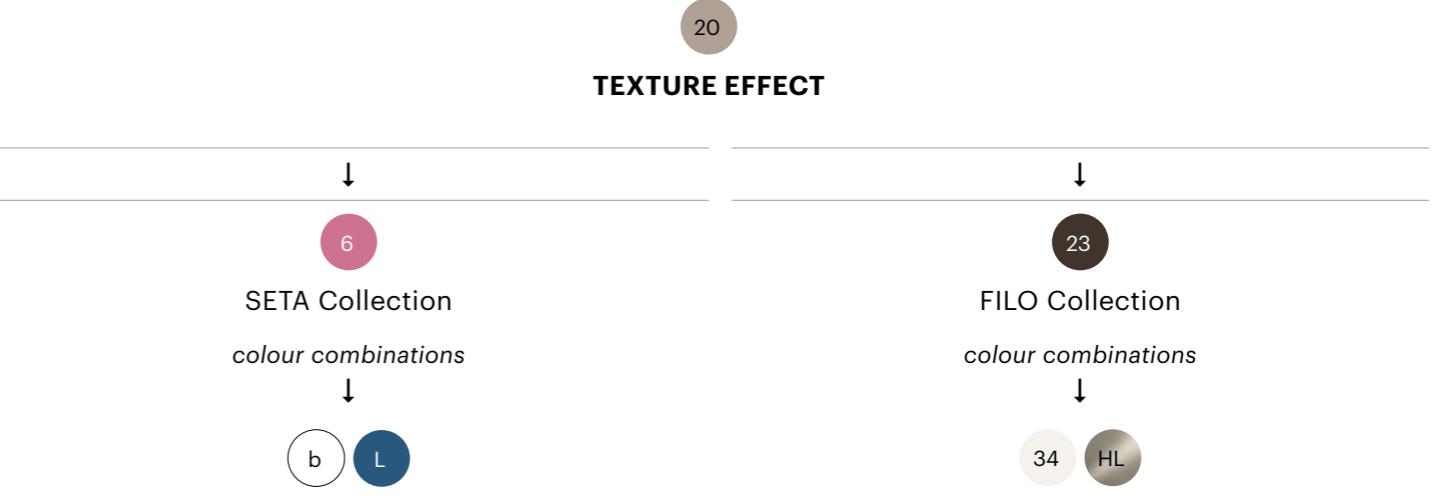


COLOUR REFERENCE	CMYK %	LAB	SINGLE COLOUR	RGB	HEX	REF. SIMILAR PULP-DYED PAPER
4 CONCRETE EFFECT	31, 2, 11, 0			185, 216, 222	#B9D8DE	Sirio Color Celeste
15 BLEND COLLECTION	47, 29, 24, 2.4			152, 159, 170	#989FAA	Sirio Color Paglierino
(b) BLEND colour mood			Oropress® 500C99 (hot stamping)	255, 255, 255	#FFFFFF	
3 CALCE COLLECTION	31, 2, 11, 60		Pantone® 18-4510 TCX	105, 122, 126	#697A7E	Sirio Rough Royal Green
4 CALCE colour mood	31, 2, 11, 0			185, 216, 222	#B9D8DE	Sirio Color Celeste
30 CALCE colour mood			Kurz® Luxor® 308 (hot stamping)	99, 177, 188	#63B1BC	Sirio Color Sabbia
31 CALCE colour mood	13, 3, 9, 0			222, 231, 227	#DEE7E3	Sirio Allpack Duck Egg
17 FOKOS colour mood	57, 46, 44, 33		Pantone® 4195 C (hot stamping)	100, 102, 103	#656667	Sirio Color Antracite
28 FOKOS colour mood	6, 16, 29, 0				#EBD9BD	Sirio Color Sabbia
9 GEMINI COLLECTION	71, 48, 57, 27					Sirio Color Royal Green
14 GEMINI colour mood			Kurz® Rusty Earth Luxor 108142N (hot stamping)	159, 78, 48	#9F4E30	
28 GEMINI colour mood	6, 16, 29, 0				#EBD9BD	Sirio Color Sabbia
L LAMINAM Worldwide		35.82, -6.02, -26.31	Pantone® 2187 U (on uncoated paper only)	63, 89, 124	#003B5C	Sirio Color Blu
HL LAMINAM Corporate		64, 2, 6	Pantone® 10370 C (matt metallic)	157, 151, 142	#9D978E	

Complementary collection colour combinations /print+social media

Laminam has a wide range of complementary collection colours for use in brochures and social media content.

Follow the colour compositions indicated for correct reproduction on all media. Use these colours as solid colours, without toning them down or intensifying them.



COLOUR REFERENCE	CMYK %	LAB	SINGLE COLOUR	RGB	HEX	REF. SIMILAR PULP-DYED PAPER
20 TEXTURE EFFECT	34, 34, 38, 5	67, 4, 8		170, 159, 149	#AA9F95	Woodstock Noce
6 SETA COLLECTION	20, 65, 25, 0	60, 39, 1		184, 115, 142	#B8738E	Ispira Rosa Fucsia
(b) SETA colour mood	0, 0, 0, 0			255, 255, 255	#ffffff	Sirio Rough White White
23 FILO COLLECTION	65, 65, 70, 60	23, 4, 7		63, 56, 49	#3F3831	Sirio Color Cacao
34 FILO colour mood	5, 5, 8, 0	95, 1, 3		243, 241, 236	# F3F1EC	Sirio Color Milkshake
L LAMINAM Worldwide		35.82, -6.02, -26.31	Pantone® 2187 U	0, 59, 92	#003B5C	Sirio Color Blu
HL LAMINAM Corporate		64, 2, 6	Pantone® 10370 C (matt metallic) Oropress® 464S05 (hot stamping)	157, 151, 142	#9D978E	

Complementary collection colour combinations /print+social media

Laminam has a wide range of complementary collection colours for use in brochures and social media.

Follow the colour compositions indicated for correct reproduction on all media.
Use these colours as solid colours, without toning them down or intensifying them.

13
METAL EFFECT

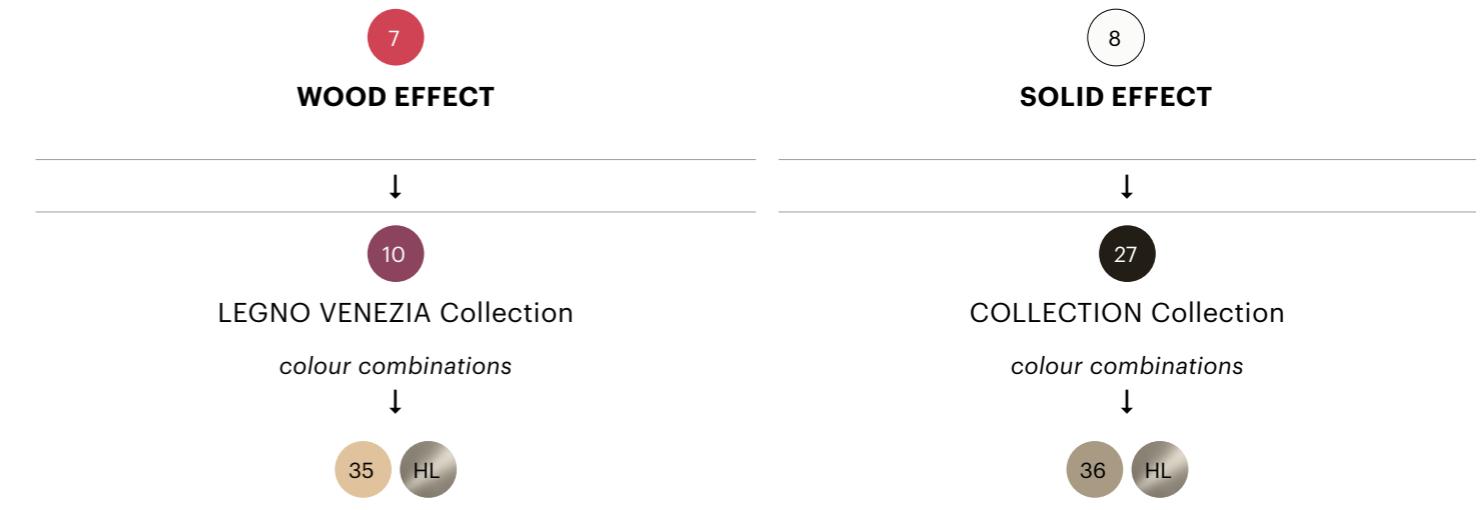


COLOUR REFERENCE	CMYK %	LAB	SINGLE COLOUR	RGB	HEX	REF. SIMILAR PULP-DYED PAPER
13 METAL EFFECT	70, 84, 49, 13	31, 21, -10		90, 63, 89	#5A3F59	
56 OSSIDO COLLECTION	55, 13, 44, 17	60, -21, 4		128, 157, 139	#809D8B	
37 OSSIDO colour mood		48.77, 6.38, 22.55	Oropress® 394C34 (hot stamping)	139, 111, 78	#8b6f4e	Sirio Pearl Fusion Bronze
16 OXIDE COLLECTION	74, 24, 38, 5	49.97, -14.1, -4.19	Kurz® Luxor® Polarlight (hot stamping)	96, 145, 151	#609197	
38 OXIDE colour mood		59.216, 6, 23	Pantone® 10354 C (matt metallic)	164, 138, 102	#A48A66	Sirio Pearl Gold
HL LAMINAM Corporate		64, 2, 6	Pantone® 10370 C (matt metallic) Oropress® 464S05 (hot stamping)	157, 151, 142	#9D978E	

Complementary collection colour combinations /print+social media

Laminam has a wide range of complementary collection colours for use in brochures and social media content.

Follow the colour compositions indicated for correct reproduction on all media. Use these colours as solid colours, without toning them down or intensifying them.

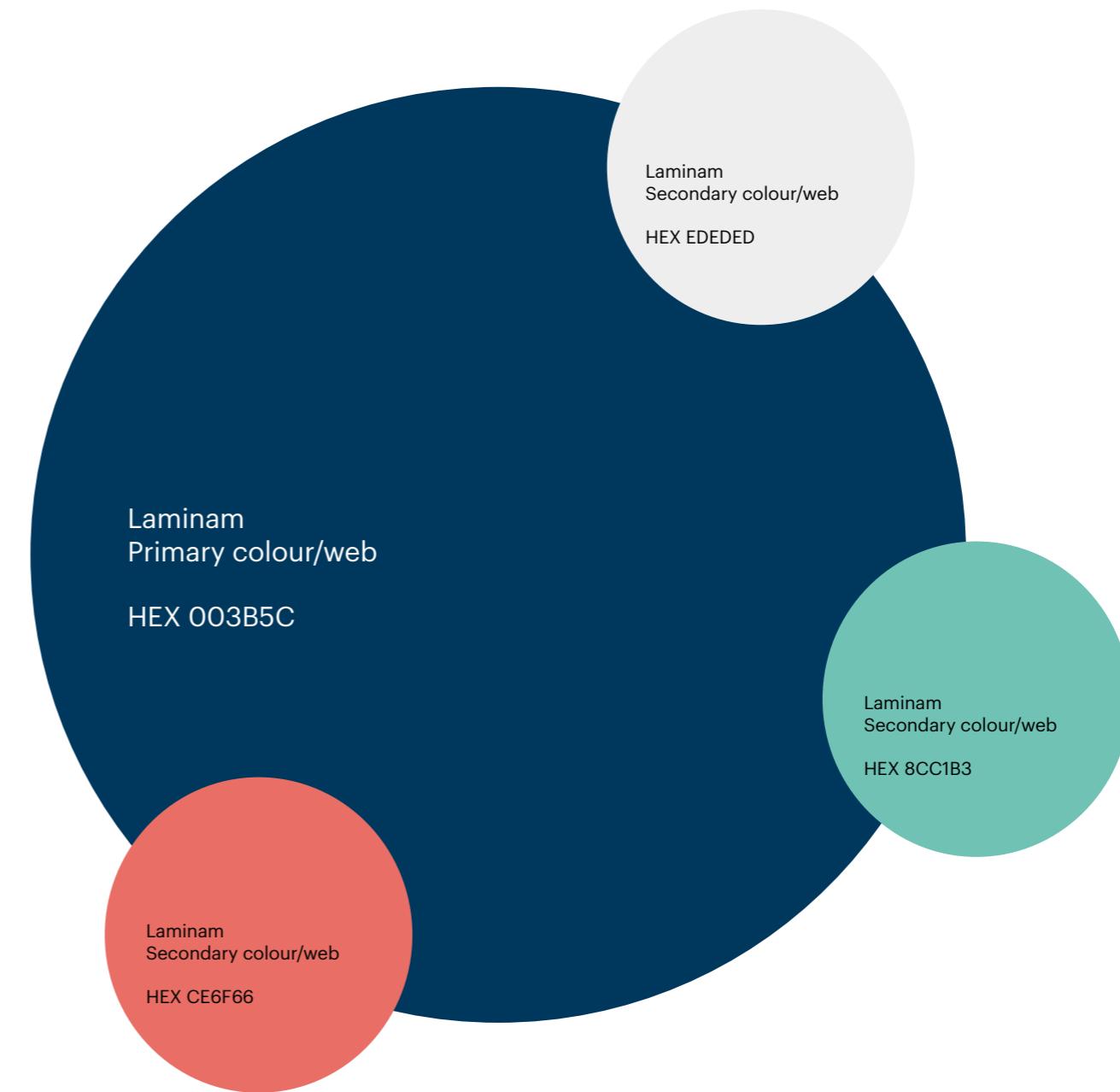


COLOUR REFERENCE	CMYK %	LAB	SINGLE COLOUR	RGB	HEX	REF. SIMILAR PULP-DYED PAPER
7 WOOD EFFECT	16, 85, 57, 0	50, 57, 23		180, 68, 85	#B44455	Sirio Color Lampone
10 LEGNO VENEZIA COLLECTION	46, 81, 45, 15	39, 34, 0		124, 68, 92	#7C445C	Sirio Allpack Sangria
35 LEGNO VENEZIA colour mood	13, 24, 42, 2	81, 7, 24		215, 193, 156	#D7C19C	Woodstock Camoscio
8 SOLID EFFECT	0, 0, 0, 0	100, 0, 0		255, 255, 255	#FFFFFF	Sirio Rough White White
23 COLLECTION	65, 65, 70, 60	23, 4, 7		63, 56, 49	#3F3831	Sirio Rough Black
36 COLLECTION colour mood	39, 36, 50, 3	63, 3, 13		159, 148, 128	#9F9480	Woodstock Noce
HL LAMINAM Corporate		64, 2, 6	Pantone® 10370 C (matt metallic) Oropress® 464S05 (hot stamping)	157, 151, 142	#9D978E	

Laminam Colour/web

The primary colour of the Laminam/web logo is Blue, accompanied by a colour palette.

Follow the colour compositions indicated for correct reproduction on all media. Use these colours as solid colours, without toning them down or intensifying them.



Typefaces and fonts

Laminam's font suite consists of SangBleu Empire,
in combination with Work Sans.

SangBleu (commercial licence)
www.swisstypefaces.com/fonts/sangbleu/

Work Sans (free)
<https://fonts.google.com/specimen/Work+Sans>

SangBleu Empire

Aa

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*

Work Sans

Bb

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*

Character size and proportions

Despite the many possibilities offered by the font sizes and style, these are some of the proportions studied for the use of SangBleu and Work Sans in typesetting.

LAMINAM | DIAMOND COLLECTION

CRISTALLO GOLD | Caress

Work Sans Regular
7 pt

SangBleu Empire Bold
26 pt

SangBleu Empire Bold
26 pt

**Work Sans Regular
Semibold**
8/12 pt

Udaecum non re atum ut eatios es que volore

Lanis seque ium harum apicto quae. Itam, eos acium velescid ma qui blam fugiaspero et arit, id esciisq uodicim iliarios disque nosaere mperepe rempor rectotae simillum elit aut officiame conserc itatendunt videste dipsa qui aliue rendis et volupta tempor ma conseceate dolum ditiis prati de conem inveliquam simagnam a nonsequ atiandard ut re, temquo que volor si assum si natetur sus sumqui nem qui conemos utates corrum venemod ignimosam, sit, imintotatur? Ebitatque venim fugite autatiu sdantora con reperionse

Work Sans Regular
8/12pt

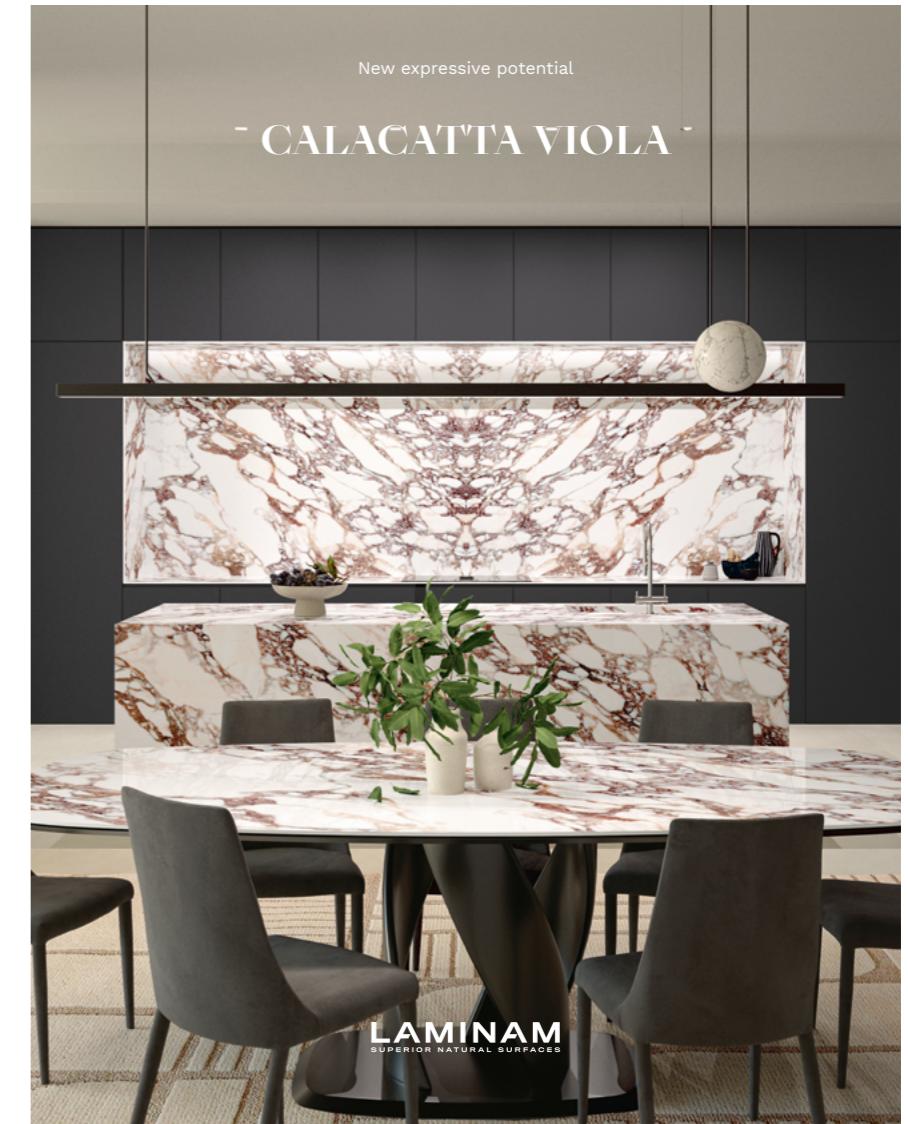
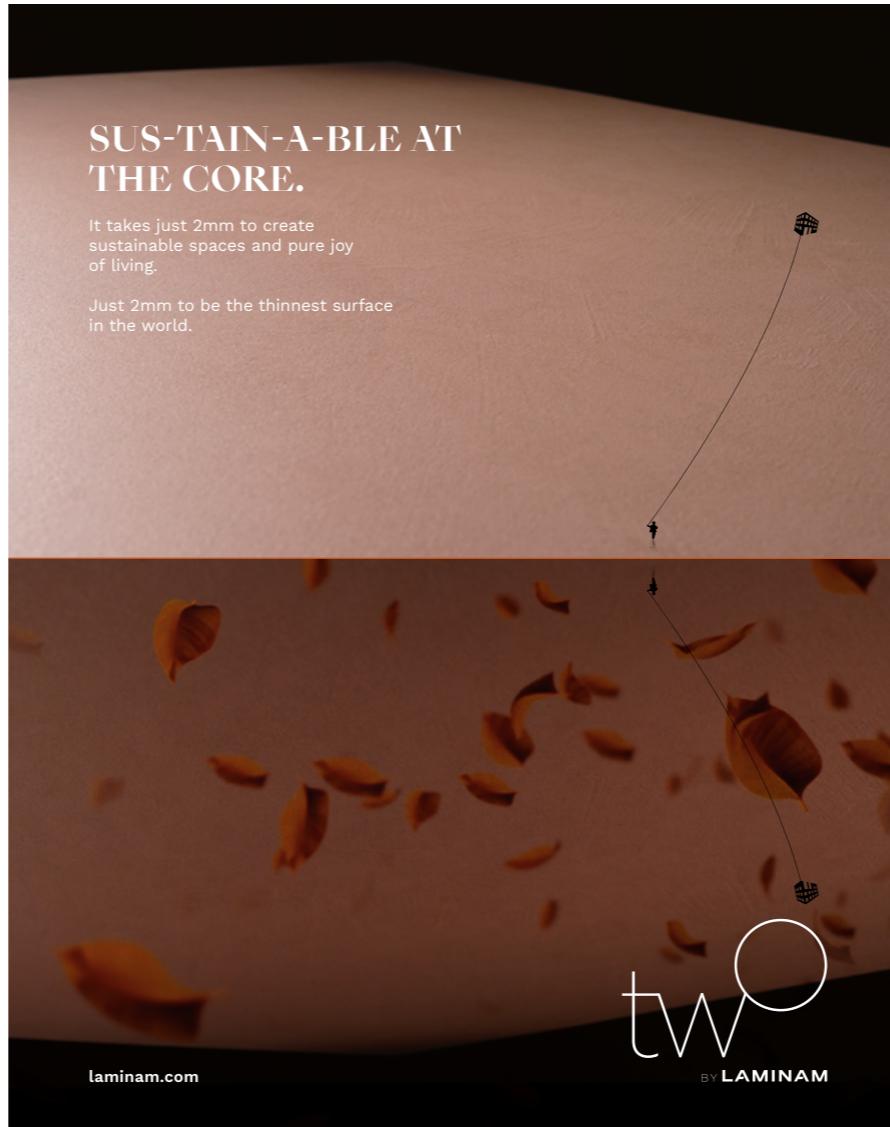
Udaecum non re atum ut eatios es que volore

Lanis seque ium harum apicto quae. Itam, eos acium velescid ma qui blam fugiaspero et arit, id esciisq uodicim iliarios disque nosaere mperepe rempor rectotae simillum elit aut officiame conserc itatendunt videste dipsa qui aliue rendis et volupta tempor ma conseceate dolum ditiis prati de conem inveliquam simagnam a nonsequ atiandard ut re, temquo que volor si assum si natetur sus sumqui nem qui conemos utates corrum venemod ignimosam, sit, imintotatur? Ebitatque venim fugite autatiu sdantora con reperionse

Texts and photographs

When using text on a photograph, the text must be completely legible. Choose images without busy backgrounds or that have an empty space for text. If the background is light, use a dark coloured text, if the background is dark, use a light colour.

Maintain a wide margin around the text so that it is not too close to the edge of the photograph.



Videos

Every Laminam video must start or end with the Laminam logo on a background of uniform colour.

For corporate video interviews use the primary colour Laminam Corporate/Metallic Champagne as the initial background. The person's name and surname must be in Work Sans Semibold, above the title and location (where applicable) in Work Sans Regular.

The Laminam logo or monogram can be placed in the top left or bottom right of the image.



Work Sans Regular
Semibold

Work Sans Regular
Regular



SangBleu Empire
Medium

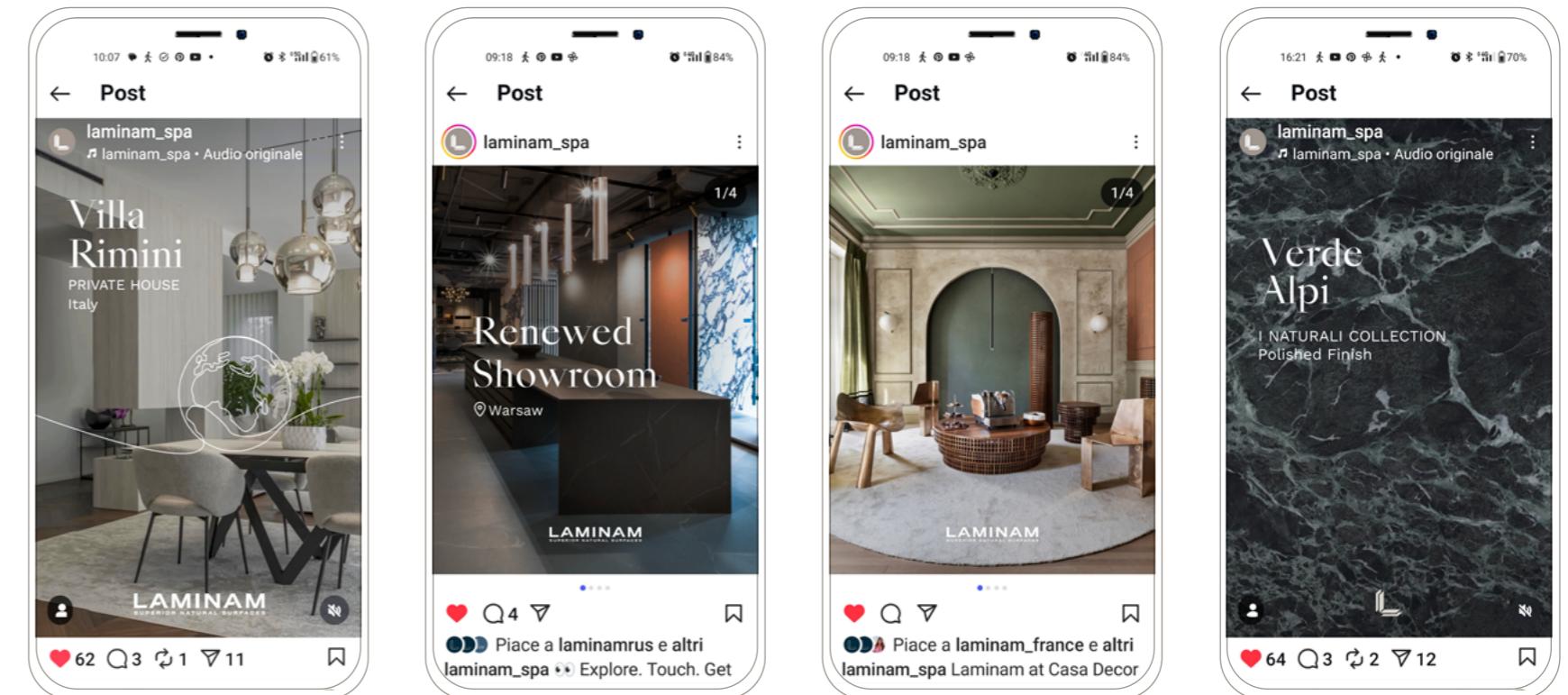


Social media | application examples

The Laminam logo or monogram can be placed at the bottom centred on the image.

When using text on a photograph, the text must be completely legible. Choose images without busy backgrounds or that have an empty space for text. If the background is light, use a dark coloured text, if the background is dark, use a light colour. The text must be aligned in the top left-hand corner.

Maintain a wide margin around the text so that it is not too close to the edge of the photograph.



04.

Applications

Some examples of brand guidelines applied to different media.

Brand assets / Rules for use

The following pages show some examples of the application of the brand guidelines across different media. The rules for use change according to the user: observe the symbols to see with which category they are associated.



LAMINAM CORPORATE
LAMINAM CO-BRANDING COMPANY



LAMINAM
OFFICIAL DISTRIBUTOR

LAMINAM
AUTHORIZED RETAILER

LAMINAM
AUTHORIZED FABRICATOR

LAMINAM
AUTHORIZED INSTALLER

Corporate identity

The picture shows the A4 letterhead and envelope for Laminam corporate and Laminam branches.



note: •For Laminam branches, the letterhead can have the same layout as the main graphics; the only differences will be the company references, which must be adapted to those of the associate company.

Corporate identity

In the corporate identities of **distributors/retailers/ fabricators/installers**, the specific Laminam logo must be secondary.

RETAILER/ DISTRIBUTOR LOGO

LAMINAM | AUTHORIZED
RETAILER



**RETAILER/
DISTRIBUTOR
LOGO**

EXCEPTEUR SINT OCCAECAT. CUPIDATAT

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consecetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur.

NAME SURNAME
JOB TITLE

+00 00000000
TEL +00 000000000
FAX +00 000000000

**RETAILER/
DISTRIBUTOR
LOGO**

**RETAILER/
DISTRIBUTOR
LOGO**

LAMINAM | OFFICIAL
DISTRIBUTOR

Trucks and vehicles

The Laminam logo and monogram can be applied to the vehicles of the company fleet.



Trucks and vehicles

Distributors/retailers/fabricators/installers can insert the Laminam logo according to their category (p. 23). The Laminam logo must be inserted as a secondary element, according to the guidelines in Chapter 2 of this document.



Showroom signs and windows

Associated companies may use the Laminam logo complete with monogram by applying it in a central position on the main sign of the store/showroom; the monogram on the external wall of the premises may only be used in conjunction with the Laminam logo on the main sign.

For distributors/retailers/fabricators/installers

Use the specific logos for Laminam distributors/retailers/fabricators/installers (p. 23), which are smaller and secondary to the official distributor/retailer/fabricator/installer logo.



note: To request graphic media please write to: help.thron@laminam.com. Any use of Laminam graphic media must be signed off by the Laminam marketing team.



Advertising/Posters

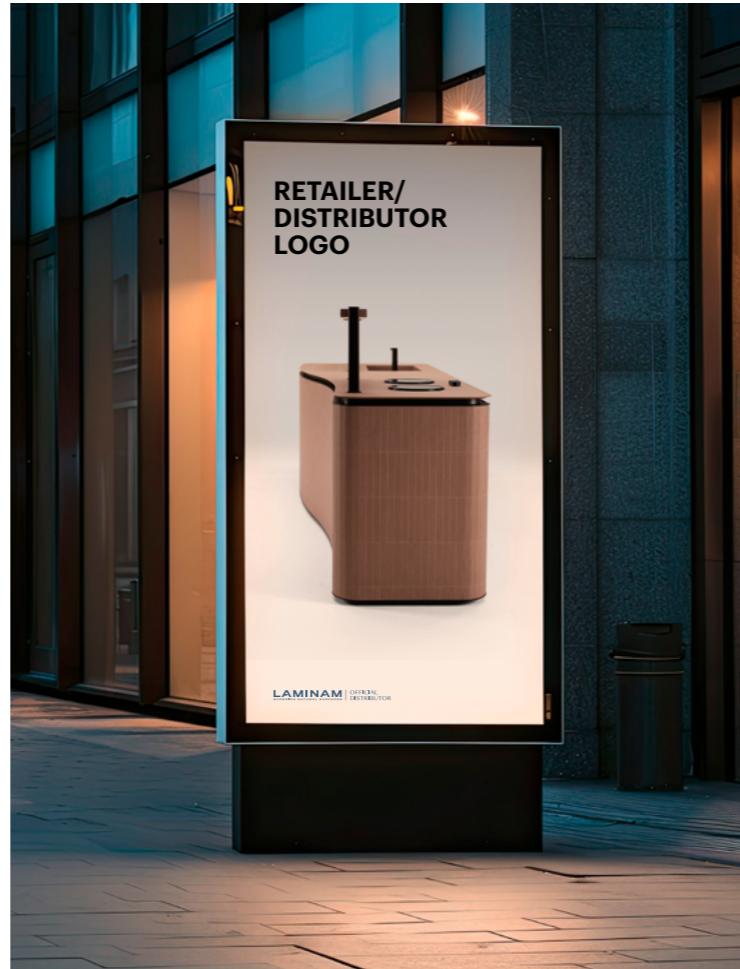
In official Laminam advertisements, the composition and layout use the different graphic assets in combination. (as per examples shown)

The distributor/retailer/fabricator/installer logo should be placed at the bottom, smaller than the Laminam logo (1/2 - 2/3).



Distributor/Retailer/ Fabricator/Installer Advertising/Posters

In the case of advertisement by a distributor/retailer/fabricator/installer, the specific Laminam "Official Distributor" or "Authorized Retailer" logo (p. 23) shall be positioned in the lower part and have smaller and secondary dimensions compared to the official logo of the distributor/retailer/fabricator/installer.



**RETAILER/DISTRIBUTOR
LOGO**

LAMINAM | OFFICIAL
DISTRIBUTOR

Posters

**RETAILER/
DISTRIBUTOR
LOGO**

LAMINAM | OFFICIAL
DISTRIBUTOR

ADV Totems

Advertising/ Magazines

Below are some examples of magazine advertisements for Laminam and for Laminam distributors/retailers/fabricators/installers.



Distributor/retailer/fabricator/installer ADV

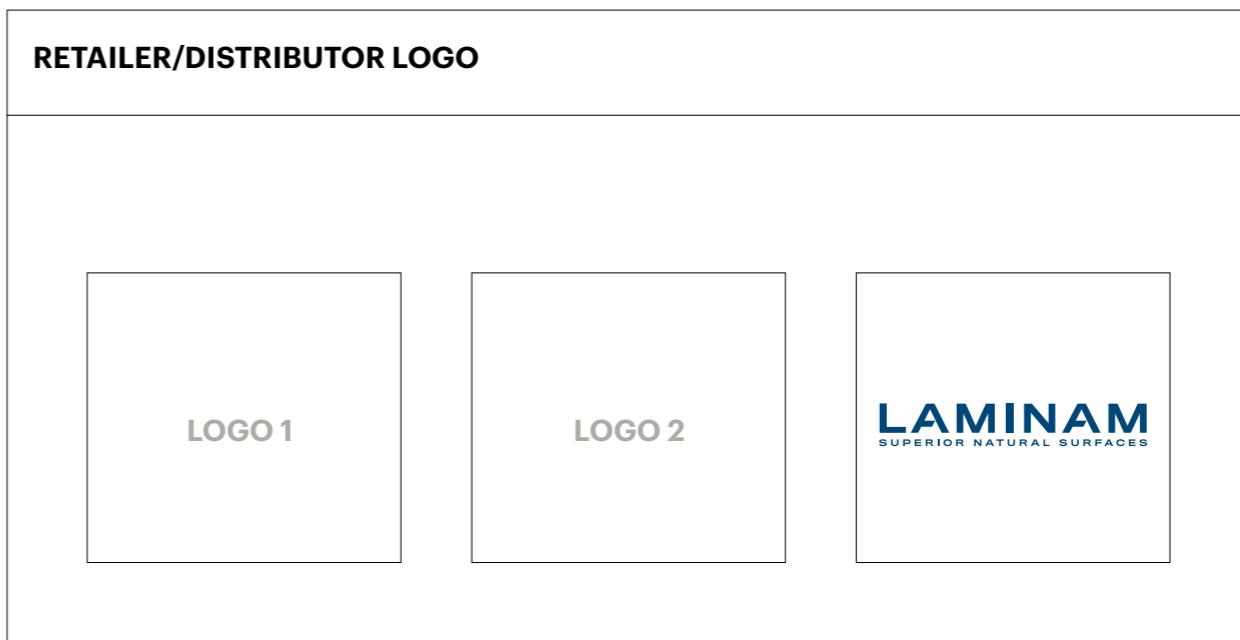
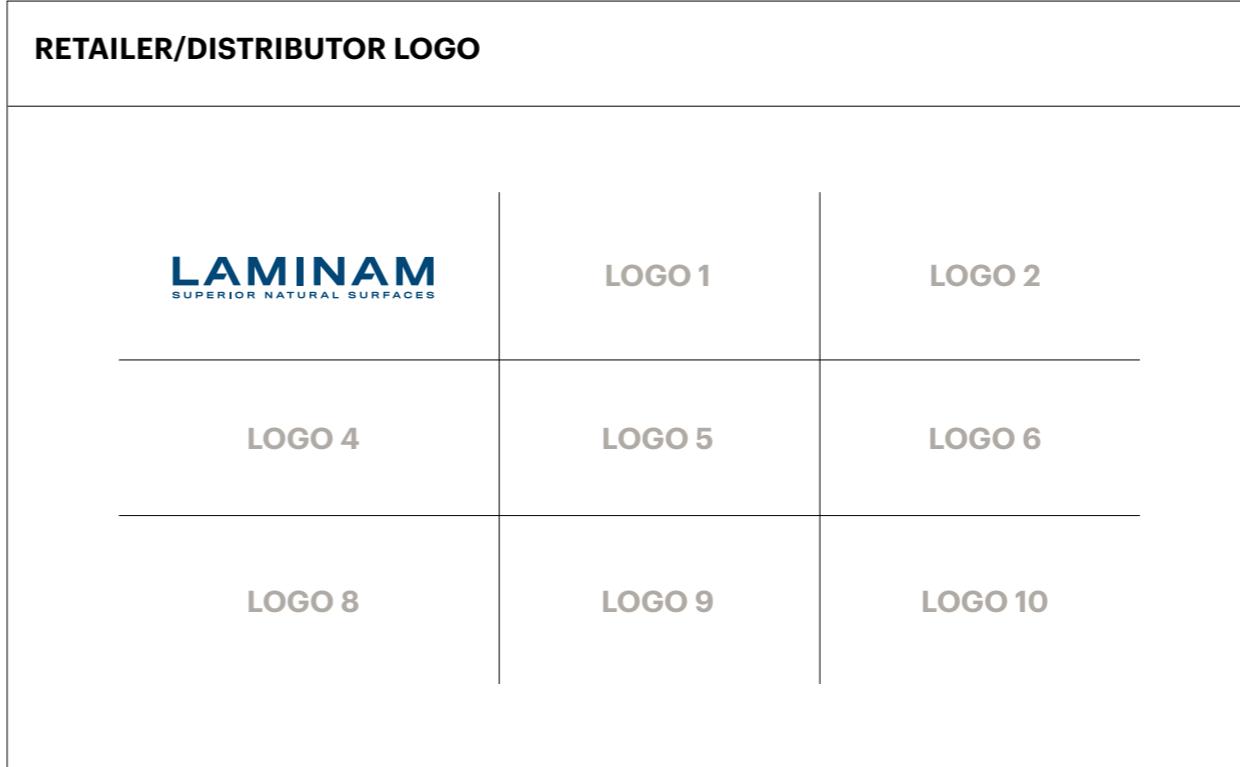


Laminam ADV



Distributor/ Retailer/ Fabricator/ Installer websites

On the main website of the distributor/retailer/fabricator/installer the Laminam logo should be used as a secondary logo, like the other brands distributed or sold on the same site.



Trade fairs/ exhibition stands

On the exhibition stands of distributors/retailers/fabricators/installers, the specific Laminam logo must be additional and smaller than the official logo of the distributor/retailer/fabricator/installer.



Thank you.



Guidelines for the correct use of the Laminam brand