

WIND TRE BUSINESS PARTNER BRAND MANUAL GUIDELINES 01

NEW LOGO

STRUCTURE & SAFE AREA



NEW LOGO

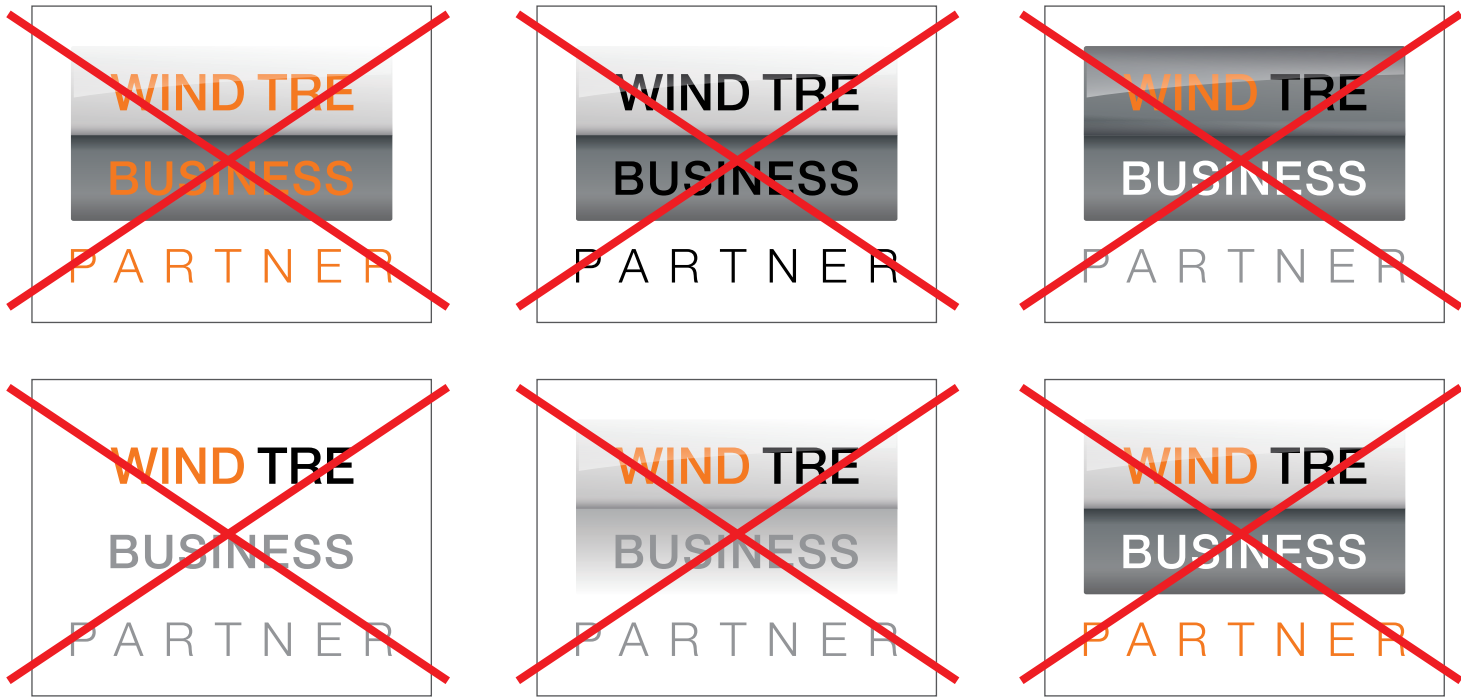
MINIMUM SIZE & NEGATIVE USE



Minimum size
30 mm



NEW LOGO
INCORRECT USE

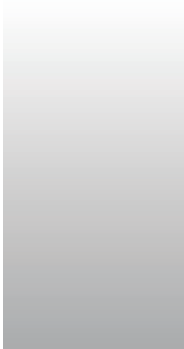


NEW LOGO

COLOR PALETTE

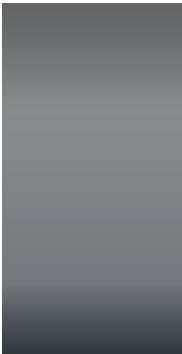


ORANGE
Pantone 1505 c
Quadricromia
65% Magenta
100% Giallo
RGB
R 255
G 106
B 0
Web
#FF6A00



LIGHT SHADE
#1 White

#2 CMYK
32% Cyan
25% Magenta
25% Yellow
4% Black



DARK SHADE
#1 CMYK
70% Cyan
52% Magenta
57% Yellow
52% Black

#2 CMYK
50% Cyan
40% Magenta
37% Yellow
20% Black

#3 CMYK
75% Black



BLACK

BLACK 50%

WHITE