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+ Brand Manual

**THE NEW CORPORATE DESIGN GUIDELINES
FOR FABIO POLLIDORO - TATTOO STUDIO**

WE LOVE THAT BRAND.

August, 2022

CORPORATE DESIGN MANUAL V1

PREPARED FOR

Fabio Pollidoro
TATTOO STUDIO
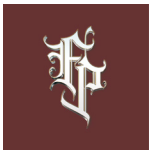
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Corporate Identity? Have a Look when Image meets Design.
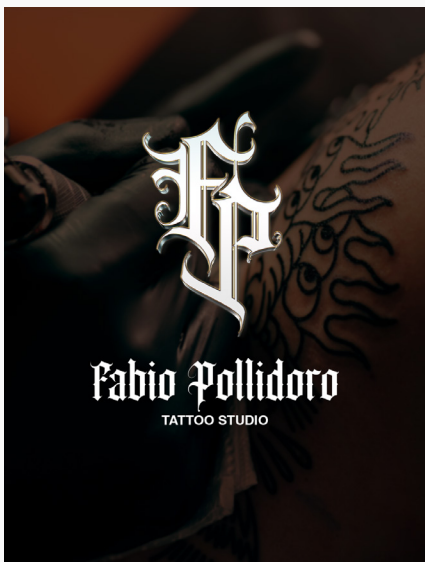
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Design Manual

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These guidelines describe the visual and verbal elements that represent Fabio Pollidoro's corporate identity.

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// Introduction

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **Fabio Pollidoro's** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect **Fabio Pollidoro's** commitment to quality, consitency and style.

The **Fabio Pollidoro's** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Fabio Pollidoro's** name and marks.

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The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation
Incorrect Logo Applications

Logo introduction

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The Fabio Pollidoro's Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of tattoo services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the Fabio Pollidoro's name.
The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Helvetica Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Brown and Silver/White. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.
The Colours have been selected according to international standards as shown below and are easily implemented.

1

THE FULL LOGOTYPE

1) The Logo Symbol
Consists of a powerful element evoking the culture of design services and a blue square backround. The main logo is the colored logo used on white or colored backround. For other backrounds you will find an alternative below.

2

THE FULL LOGO TITLE

2) The Logo Title
Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in blue tone of the chosen corporate color. The font that is used here is Helvetica Bold.

3

LOGO DARK VERSION

3) The Logo Dark Version
will be used when the backround color ist dark colored.

4

B/W VERSION

4) The Logo B/W Version
will be used when the backround color ist colored.

RECOMMENDED FORMATS:
.eps | .ai | .png | .jpg | .tiff

ATTENTION:
Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Fabio Pollidoro's Trademark Licensing if you have any questions or need further help.

Logo Construction & Clearspace

LOGO CONSTRUCTION & CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

LOGO DIMENSIONS

Full Logo
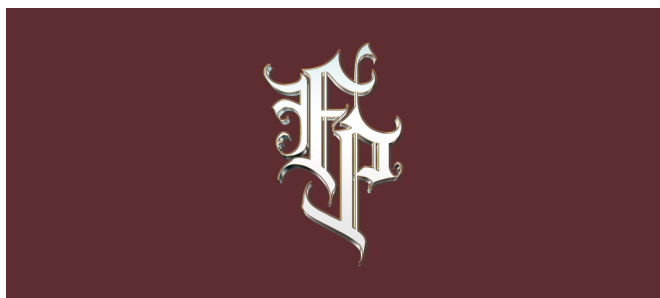

CLEARSPACE

Full Logo

Definition

-

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

-

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

Variations

Colored Logo Version A

Colored Logo Version B

Colored Logo Version C

Colored Logo Version D

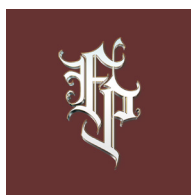# Logo Application Guidelines

MINIMUM LOGO SIZES

Full Logo
Minimum Size: 10mm x 2.5 mm

Logo Symbol
Minimum Size: 5 mm x 5 mm

Size: 17.5 x 17.5 mm

Size: 17.5 x 17.5 mm

Size: 17.5 x 17.5 mm

Size: 17.5 x 17.5 mm

+

Corporate Font
Primary Font
Secondary Font
Font Hierachy

neue
helve

01.2

𝕬𝖓𝖌𝖊𝖑 𝖂𝖎𝖘𝖍

MAIN FONT

Angel Wish is a font for headlines, titles and subtitles, and even banner designs to use just in it's uppercase mode, used to match the aesthetics of the symbol.

HELVETICA NEUE

SUPPORT FONT

Helvetica (originally Neue Haas Grotesk) is a widely used sans-serif typeface developed in 1957 by Swiss typeface designer Max Miedinger and Eduard Hoffmann.

The Corporate Font
and its Structure

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Fabio Pollidoro's communications. We have selected Montserrat and Source Sans Pro, which helps inject energy and enthusiasm into the entire Fabio Pollidoro's communications, as the primary and secondary corporate typefaces.

CORPORATE FONT
HELVETICA NEUE

DESIGNER :
MAX MIEDINGER

-

THE FONT

Neue Helvetica sets new standards in terms of its form and number of variants. It is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication. Neue Helvetica is one of three Helvetica typeface families from Linotype.

The Neue Helvetica family had been extended with the range of eight compressed weights.

TYPE EXAMPLES
HELVETICA NEUE

HELVETICA
NEUE

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X 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 x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X 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 x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § $ % & / ( ) = ? ` ; :
¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ∑ € ® † Ω ¨ / ø π • ± '
æ œ @ ∆ º ª © ƒ ∂ , å ¥ ≈ ç
√ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

Typography and Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Fabio Pollidoro's layouts.

CONTENT TEXT AND INNER HEADLINES

You want to explain something more in detail? This is the best way to do it.

-

Helvetica Neue Regular
6 pt Type / 9 pt Leading

This text is reserved for copy text and huge text amount. Take it, use it.

-

Helvetica Neue Regular
8 pt Type / 11 pt Leading

FOLLOW THE RULES OF DESIGN TO GET AWESOME RESULTS.

-

Helvetica Neue Regular - Capital Letters
10pt Type / 10pt Leading

HEADLINES AND TYPOBREAKS

MUCH MORE THAN AN INTERESTING HEADLINE!

-

Helvetica Neue Bold - Capital Letters
16pt Type / 16pt Leading

Super.Headlined

-

Helvetica Neue - Capital Letters
34pt Type / 30 pt Leading

Spectacular.

-

Helvetica Neue - Capital Letters
48pt Type / 48 pt Leading

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The Corporate Colors
Primary Color System
Secondary Color System

The primary Color System and Color Codes

PRIMARY COLOR SYSTEM

-

Color plays an important role in the Fabio Pollidoro's corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the Fabio Pollidoro's brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

PRIMARY COLOR BLUE

-

COLOR CODES
CMYK   :   C035 M074 Y079 K047
Pantone :   *
HKS   :   *
RGB   :   R115 G058 B039
Web   :   #733A27

Buccaneer
approx.

COLOR TONES

100 %	80 %	60 %	40 %	20 %

THE GRADIENT

Blue Gradient

PRIMARY COLOR GREY

-

COLOR CODES
CMYK   :   C028 M021 Y022 K003
Pantone :   *
HKS   :   *
RGB   :   R192 G192 B192
Web   :   #c0c0c0

Silver
approx.

COLOR TONES

100 %	80 %	60 %	40 %	20 %

THE GRADIENT

Grey Gradient

Explanation:
The Fabio Pollidoro's Company has three official colors: Buccaneer, Silver and Black. These colors have become a recognizable identifier for the company.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.

Creating insp
and building
truly matter t

Be true.

piring ideas
brands that
o people.

Everytime at
your disposal

Summary and Contact

Contact

**DO YOU HAVE
QUESTIONS? CONTACT
THE DESIGNER.**

For further information
please contact:

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Visual Designer

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Link : vitoesposito.it

**SCAN FOR
THE CONTACT**

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anks

+ Thank you.

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