APEROL

— 1919 —

Logo Application guidelines

INDEX

1.1   Mother Brand Logo

Aperol 1919 logo will be used with the registration mark ®. The proportions in-between the letters and numbers, the logo elements and the registration mark can not be changed.

1.2   Colours

Blue version for the Aperol 1919 logo, codified as Pantone, CYMK or RGB depending on each specific application and media used for reproduction.

APEROL®
1919

2768
Pantone Coated & Uncoated

CMYK
C.**100** M.**90** Y.**10** K.**70**

Red Green Blue
R.**7** G.**29** B.**73**

1.3   Protection area

A margin should always be left around the logo in order to avoid any overlapping with other written or graphic elements. The margin equals the height of the number "1" element.

1.4   Reproduction details and Minimum size

The Aperol 1919 logo has an inclination of 11°, that can not be modified. To allow legibility, it can not be reproduced in a size smaller than 15mm width.
On the contrary, there are no limitations for an application in a higher size.

11°

Minimum Size
15 mm

1.5   Alternative coloured versions

The Aperol 1919 logo can be reproduced, either in positive or negative, using Orange Pantone 021 (and its codified CYMK and RGB transcripts).

021
Pantone Coated & Uncoated

CMYK
C.**0** M.**65** Y.**100** K.**0**

Red Green Blue
R.**254** G.**80** B.**0**

1.6   Alternative b/w versions

For limited applications, the Aperol 1919 logo can be reproduced either in black on white background, or in white on greyscale background.

1.7   Logo don'ts

Any variation in the application of the Aperol 1919 logo may affect the brand identity and its values. This page shows applications that should be avoided.

Colour variations

Deformations

1.8   Logo don'ts

The yellow Aperol logo, enclosed into the blue rectangle on the label, has been created for on-pack usage only, therefore it can not be used, neither curved nor straight, on any other material or application."

2.1   The Aperol Spritz logo

Aperol Spritz logo is made of three elements: Aperol logotype + the Spritz word + a ray nor. This must be considered a "lock-up", i.e. any of those elements can live apart, neither their positions and proportions can change.

2.2   Colours

Aperol Spritz logo application on orange background, whose Pantone is 021 (and its codified CYMK and RGB transcripts).

2768
Pantone Coated & Uncoated

CMYK
C.**100** M.**90** Y.**10** K.**70**

Red Green Blue
R.**7** G.**29** B.**73**

116
Pantone Coated & Uncoated

CMYK
C.**0** M.**14** Y.**100** K.**0**

Red Green Blue
R.**255** G.**158** B.**27**

021
Pantone Coated & Uncoated

CMYK
C.**0** M.**65** Y.**100** K.**0**

Red Green Blue
R.**254** G.**80** B.**0**

2.3   Negative version

Aperol Spritz logo application on orange background, Pantone 021 (and its codified CYMK and RGB transcripts).

2768
Pantone Coated & Uncoated

CMYK
C.**100** M.**90** Y.**10** K.**70**

Red Green Blue
R.**7** G.**29** B.**73**

116
Pantone Coated & Uncoated

CMYK
C.**0** M.**14** Y.**100** K.**0**

Red Green Blue
R.**255** G.**158** B.**27**

021
Pantone Coated & Uncoated

CMYK
C.**0** M.**65** Y.**100** K.**0**

Red Green Blue
R.**254** G.**80** B.**0**

2.4 Protection area

A margin should always be left around the logo in order to avoid any overlapping with other written or graphic elements. The margin equals the height of the "S" element.

2.5   Reproduction details and Minimum size

The Aperol Spritz logo has an inclination of 11°, that can not be modified. To allow legibility, it can not be reproduced in a size smaller than 35mm width. In the latter case, to further avoid misreading, the logotype yellow drop shadow is removed.
On the contrary, there are no limitations for an application in a higher size.

Minimum Size

2.6 Alternative one-coloured versions

Occasionally, the Aperol Spritz logo can be reproduced using either Orange Pantone 021 or Blue 2768 (and its codified CYMK and RGB transcripts).

021
Pantone Coated & Uncoated

CMYK
C.**0** M.**65** Y.**100** K.**0**

Red Green Blue
R.**254** G.**80** B.**0**

2768
Pantone Coated & Uncoated

CMYK
C.**100** M.**90** Y.**10** K.**70**

Red Green Blue
R.**7** G.**29** B.**73**

2.7   Alternative b/w versions

For limited applications, the Aperol Spritz logo can be reproduced in black on white background, or in white on greyscale background.

2.8 Logo don'ts

Any variation in the application of the Aperol Spritz logo may affect the brand identity and its values. This page shows applications that should be avoided.

Colour variations

Deformations

2.9   Simplified rays version

A simplified version of the logo, including a maximised ray system, is to prefer whenever an optimal printing method or media is not available.

Minimum Size
> = 26 mm

2.10 Version with no rays

For special applications, the Aperol Spritz logo can be used with an even more simplified version with no rays. In smaller reproductions of the latter, to avoid misreading, the logotype yellow drop shadow is removed and the font thickness optimised.

Dimensione Minima
> = 22 mm

2.11 Version with no rays: protection area

A margin should always be left around the logo in order to avoid any overlapping with other written or graphic elements. The margin equals the height of the "S" element.

2.12 Alternative coloured and b/w versions

Following are the approved coloured versions of the Aperol Spritz logo, codified as per Pantone, CYMK or RGB transcripts listed above (see chapters 2.2, 2.3, 2.6, 2.7).

3.1   The Aperol Soda Logo

Aperol Soda logo will be used with the registration mark ®. The proportions in-between the letters and numbers, the logo elements and the registration mark can not be changed.

3.2   Colours

Following are the colours for the main Aperol Soda logo, codified as Pantone, CYMK or RGB depending on each specific application and media used for reproduction.

2768
Pantone Coated & Uncoated

CMYK
C.**100** M.**90** Y.**10** K.**70**

Red Green Blue
R.**7** G.**29** B.**73**

279
Pantone Coated & Uncoated

CMYK
C.**70** M.**138** Y.**0** K.**0**

Red Green Blue
R.**76** G.**138** B.**196**

1665
Pantone Coated & Uncoated

CMYK
C.**3** M.**84** Y.**100** K.**0**

Red Green Blue
R.**226** G.**67** B.**0**

3.3   Negative Version

Aperol Soda logo in blue background, whose Pantone is 2768 (and its codified CYMK and RGB transcripts).

2768
Pantone Coated & Uncoated

CMYK
C.**100** M.**90** Y.**10** K.**70**

Red Green Blue
R.**7** G.**29** B.**73**

279
Pantone Coated & Uncoated

CMYK
C.**70** M.**138** Y.**0** K.**0**

Red Green Blue
R.**76** G.**138** B.**196**

1665
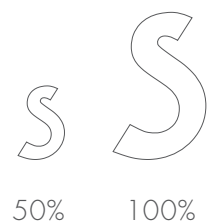Pantone Coated & Uncoated

CMYK
C.**3** M.**84** Y.**100** K.**0**

Red Green Blue
R.**226** G.**67** B.**0**

3.4 Protection area

A margin should always be left around the logo in order to avoid any overlapping with other written or graphic elements. The margin equals half the height of the "S" element.

50%   100%

3.5 Reproduction details and Minimum size

To allow legibility, the Aperol Soda logo can not be reproduced in a size smaller than 15mm width. In the latter case, to further avoid misreading, the logotype light blue drop shadow is removed. On the contrary, there are no limitations for an application in a higher size.

11°

Minimum Size
15 mm

3.6 Logo don'ts

Any variation in the application of the Aperol Soda logo may affect the brand identity and its values. This page shows applications that should be avoided.

Colour variations

Deformations