

MeN

Brand guidelines – Estratto

2020/02/17

**Questo documento serve a spiegare
come utilizziamo gli elementi di brand.**

Nel limite del possibile, cerca di seguirlo. La nostra visual designer apprezzerà :)

Utilizzo del logo

NeN

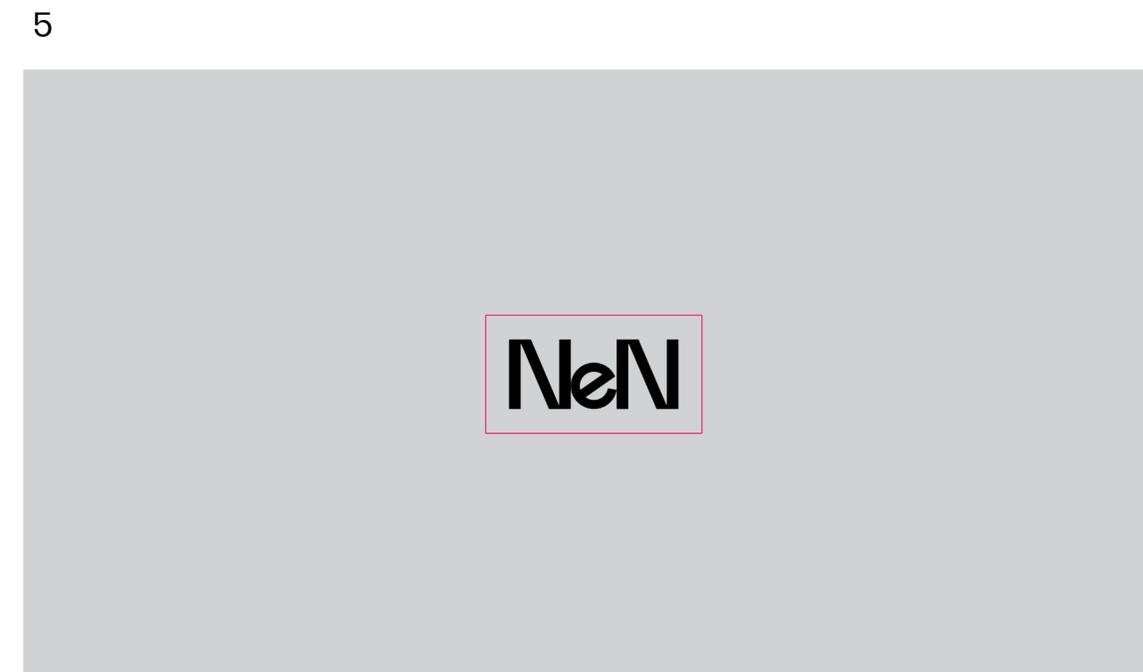
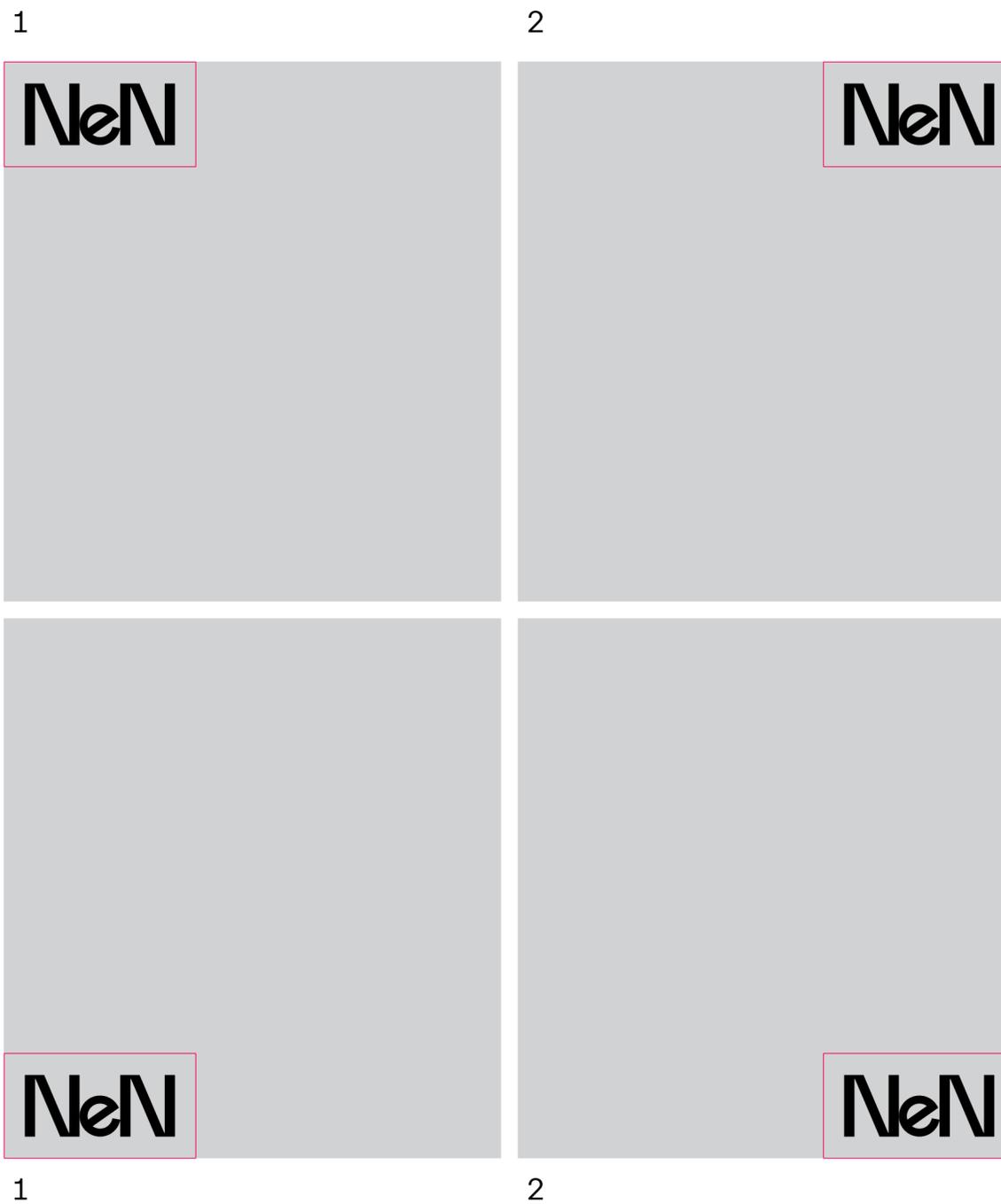
NeN

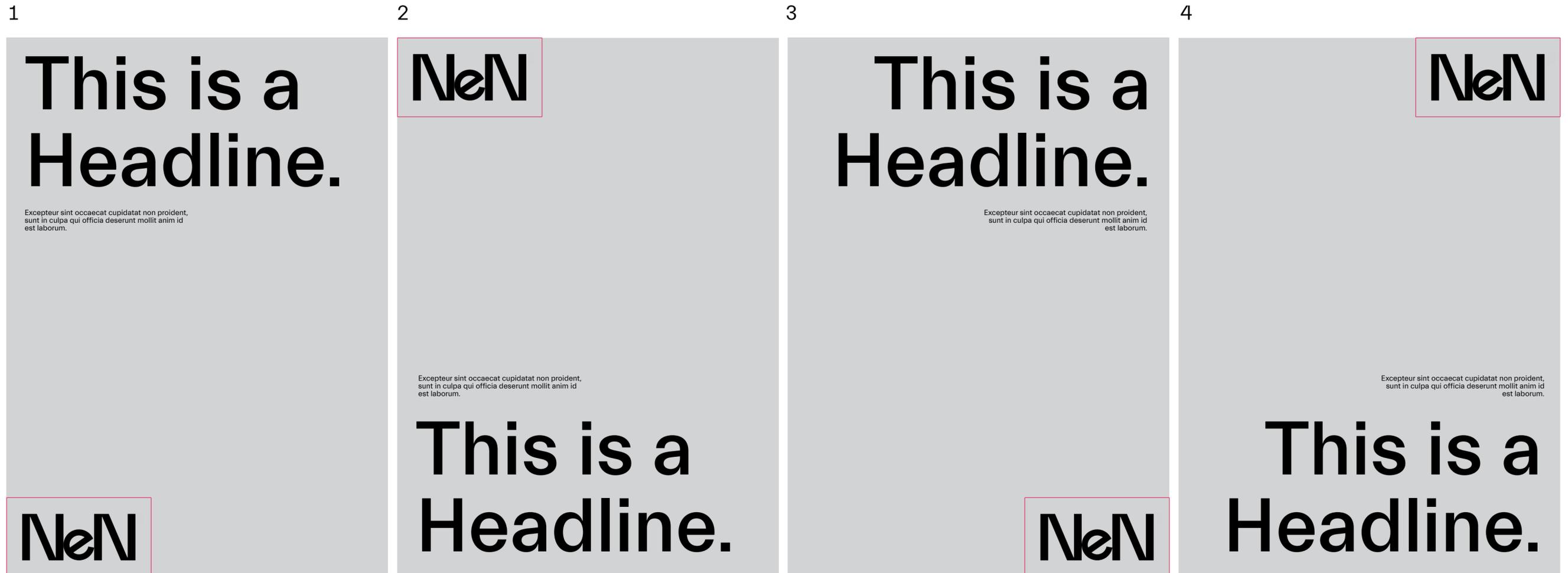
NeN

NeN

I cinque possibili
posizionamenti sono:

1. angolo in alto a sinistra;
2. angolo in alto a destra;
3. angolo in basso a sinistra;
4. angolo in basso a destra;
5. centrato.



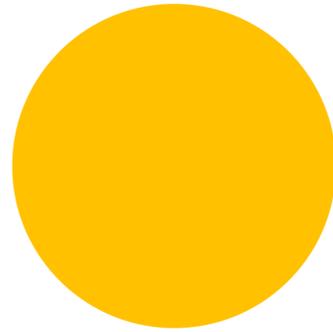


Palette colori

Palette colori

Colori primari

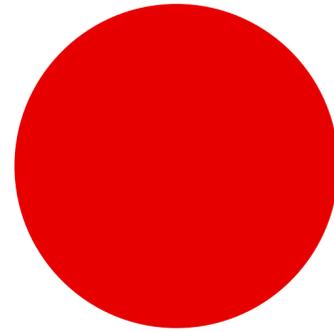
La tavolozza dei colori primari è coraggiosa, contemporanea e pensata per coprire l'intero spettro.



PANTONE®:
123 C - 115 U

RGB:
255.195.0

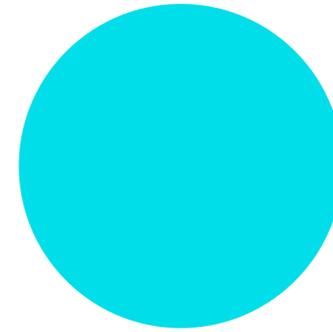
HEX:
FFC300



PANTONE®:
2035 C - 2035 U

RGB:
214.0.28

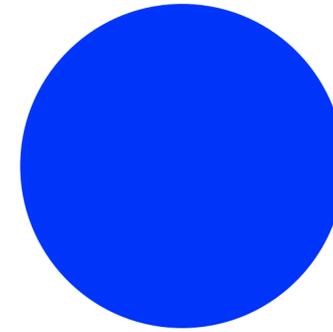
HEX:
D6001C



PANTONE®:
2197 C - 2197 U

RGB:
95.219.231

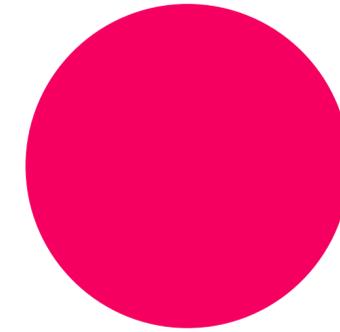
HEX:
5FDBE7



PANTONE®:
2728 C - 286 U

RGB:
0.60.240

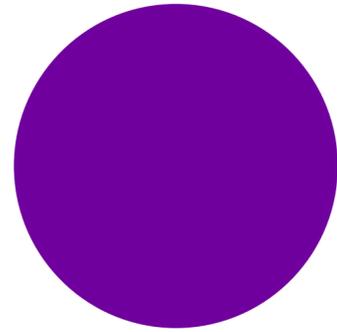
HEX:
003CF0



PANTONE®:
205 C - 2040 U

RGB:
227.47.99

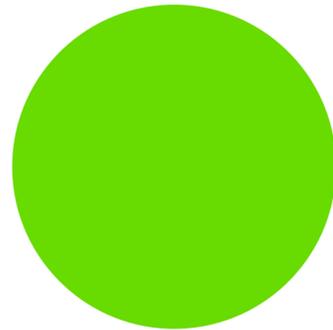
HEX:
E32F63



PANTONE®:
526 C - 526 U

RGB:
102.0.152

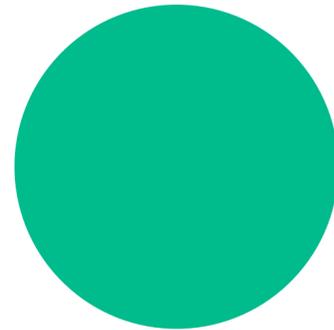
HEX:
660098



PANTONE®:
2293 C - 2299 U

RGB:
134.216.0

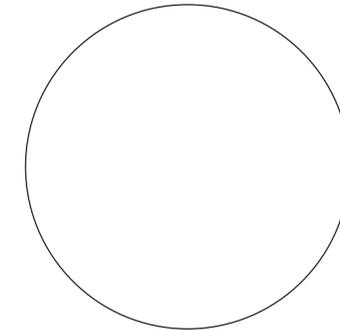
HEX:
86D800



PANTONE®:
2413 C - 2413 U

RGB:
52.183.143

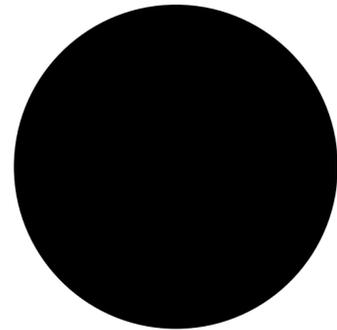
HEX:
34B78F



PANTONE®:
-

RGB:
255.255.255

HEX:
FFFFFF

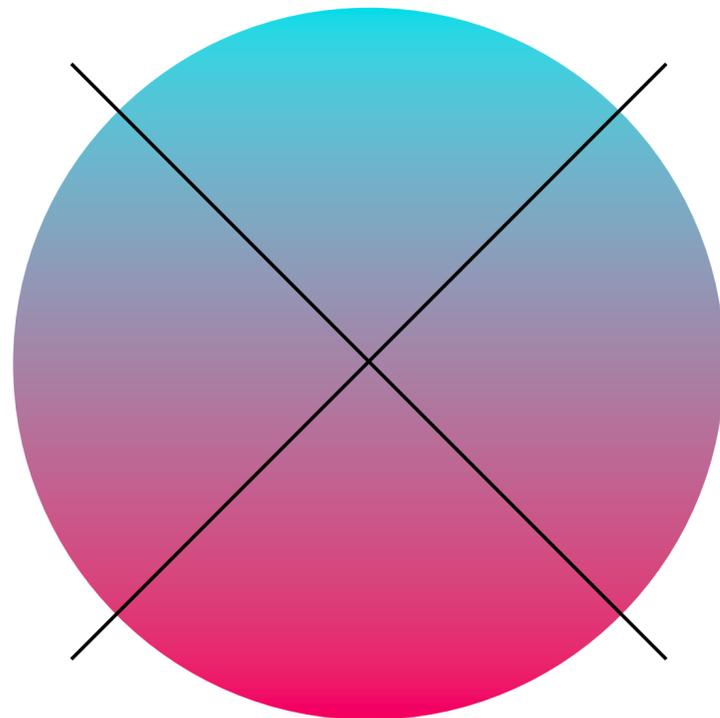


PANTONE®:
Process Black C
Process Black U

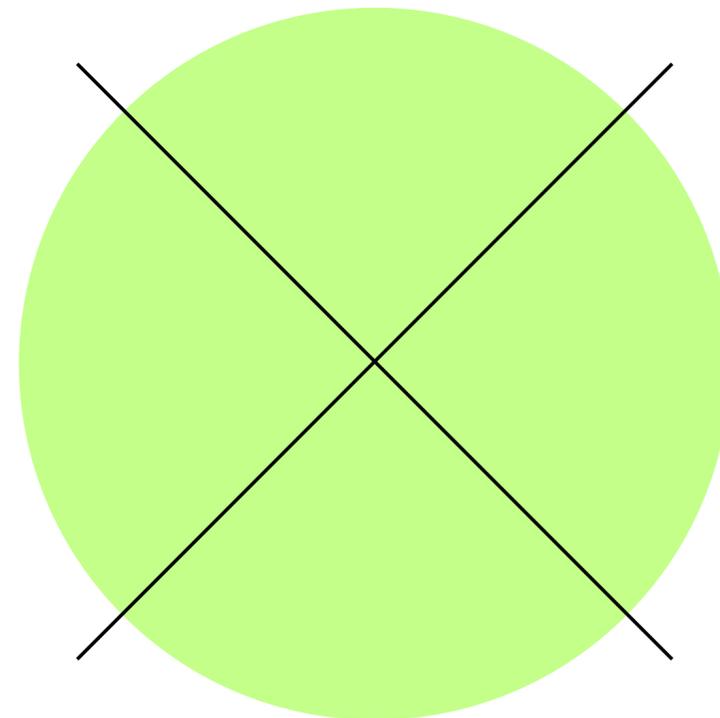
RGB:
0.0.0

HEX:
000000

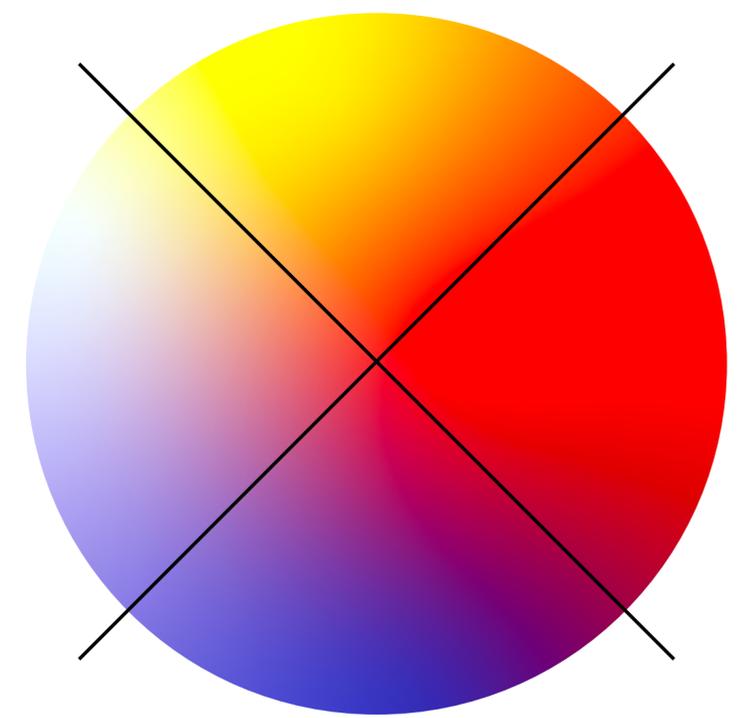
1.
Non usare i gradienti come
sfondo



2.
Non introdurre nuovi
colori



3.
Non mischiare i colori



Tipografia

Everett GT

EVERETT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&#+*

EVERETT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&#+*

AVM14&wwah

Stile fotografico

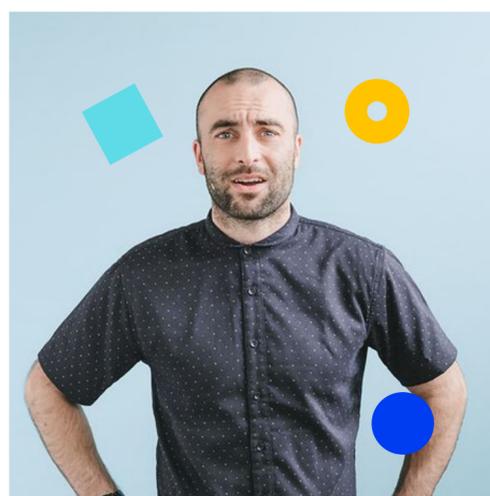
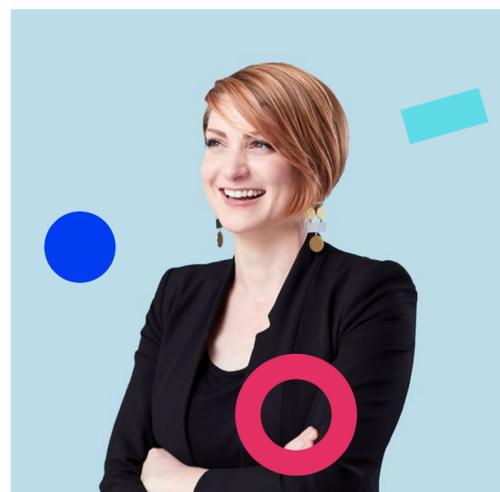
**Hai presente quelle foto calde
di persone perfette che interagiscono
con il prodotto come se fosse la cosa più
straordinaria del mondo?**

Ecco, no.

Stile fotografico

Principi

Per i ritratti preferiamo soggetti verosimili, spontanei e non-pubblicitari; a volte li integriamo con le forme del nostro Design System, altre volte utilizziamo un tono più caricaturale, giocando con gli sfondi e la grafica 3D.

**1.
Persone****2.
Situazioni**

Stile fotografico

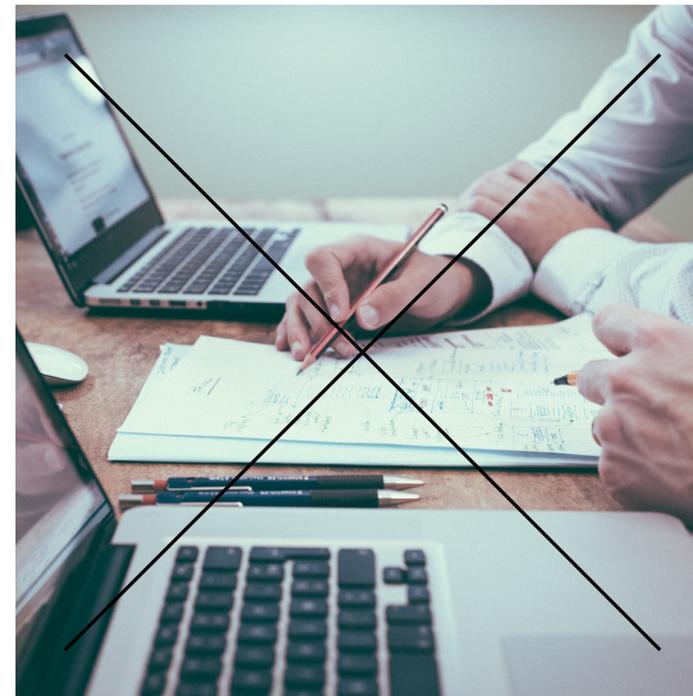
Don't

L'ultima cosa di cui il mondo ha bisogno sono nuove foto "evocative".

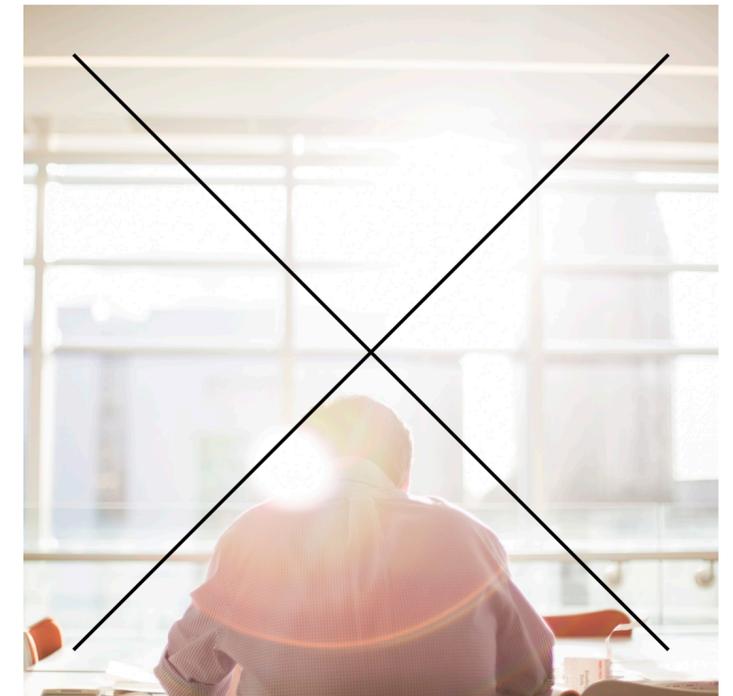
1.
Evita situazioni finte,
pubblicitarie e palesemente
"stock"



2.
Evita le inquadrature troppo
strette



3.
Non giocare in questo modo
con la luce



Grazie!

MeN