

# NeN

## Brand guidelines – Estratto

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2020/02/17

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

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

# Utilizzo del logo

NeN

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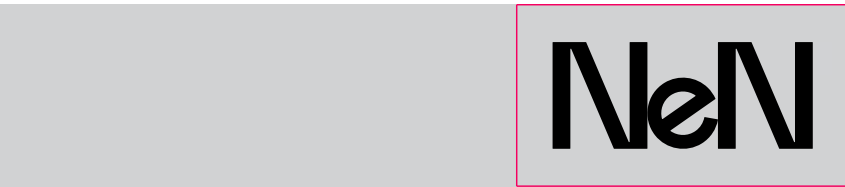
I cinque possibili  
posizionamenti sono:

- 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.

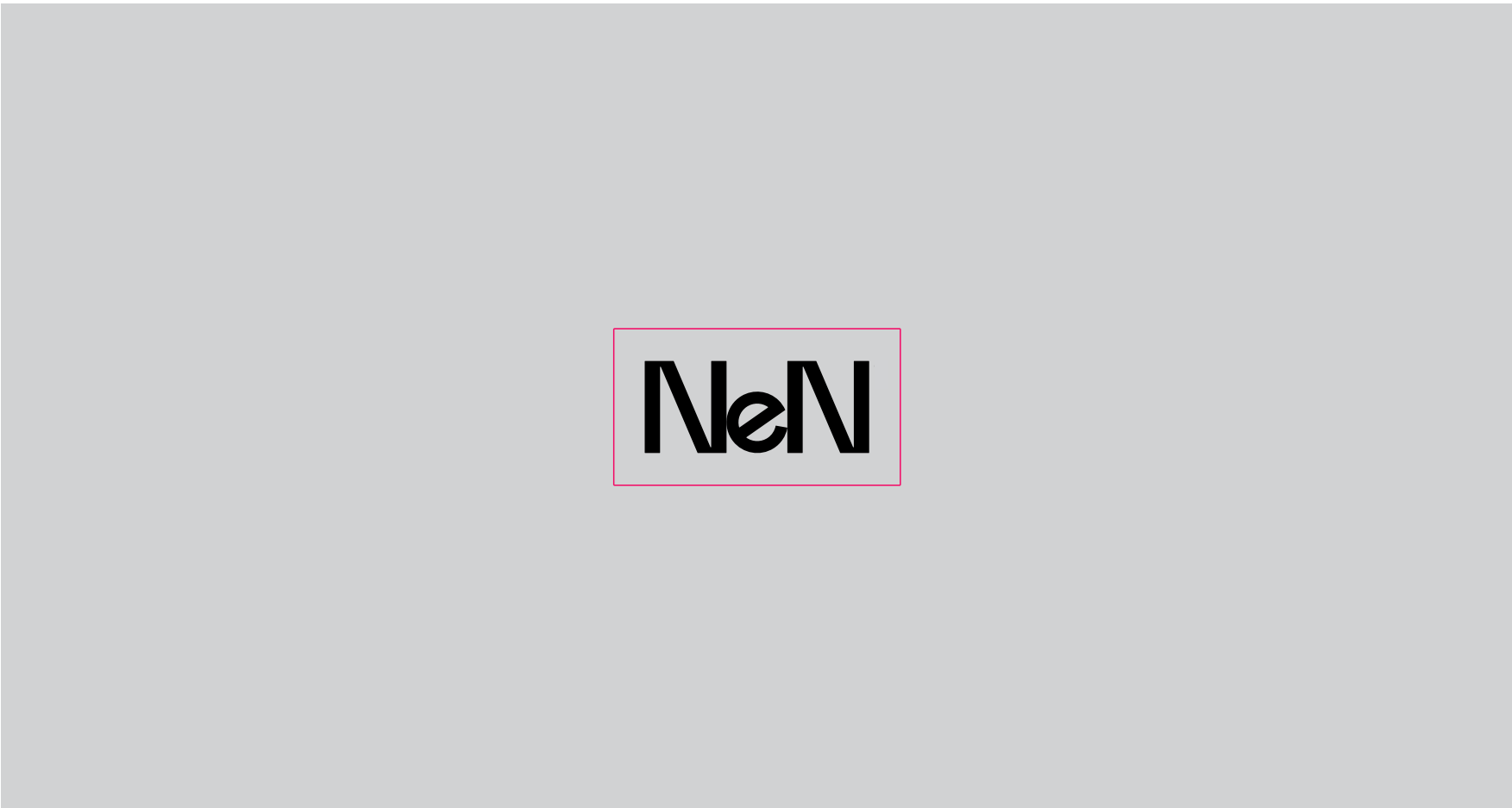
1



2



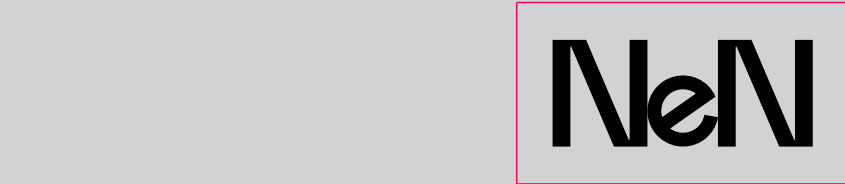
5



1



2



1

This is a  
Headline.

Excepteur sint occaecat cupidatat non proident,  
sunt in culpa qui officia deserunt mollit anim id  
est laborum.

NeN

2

NeN

Excepteur sint occaecat cupidatat non proident,  
sunt in culpa qui officia deserunt mollit anim id  
est laborum.

This is a  
Headline.

3

This is a  
Headline.

Excepteur sint occaecat cupidatat non proident,  
sunt in culpa qui officia deserunt mollit anim id  
est laborum.

NeN

4

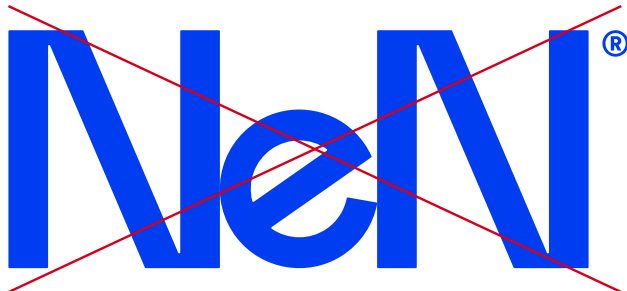
NeN

Excepteur sint occaecat cupidatat non proident,  
sunt in culpa qui officia deserunt mollit anim id  
est laborum.

This is a  
Headline.



NO



NO



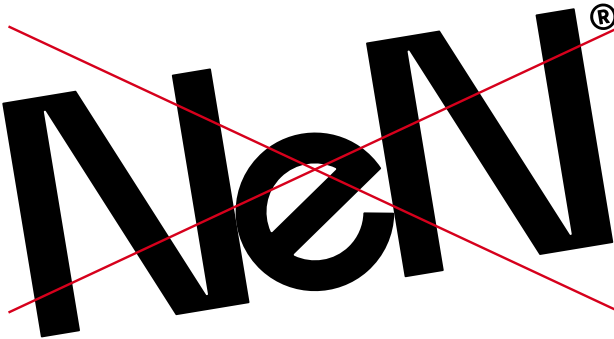
NO



NO



NO



NO



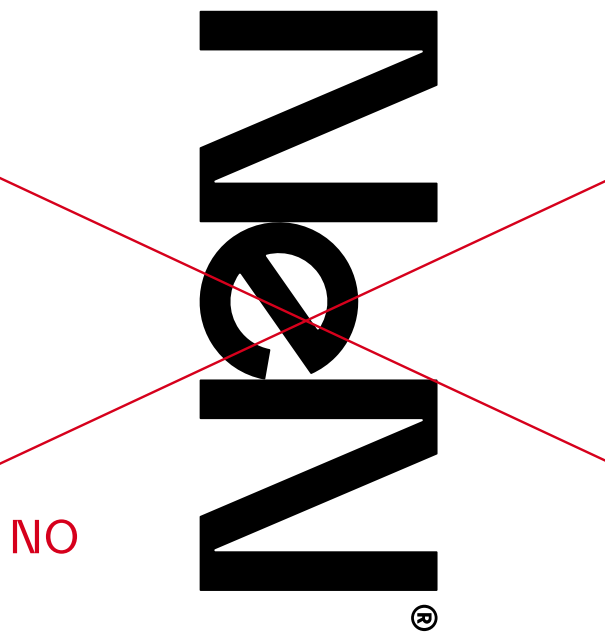
NO



NO



NO



NO



NO



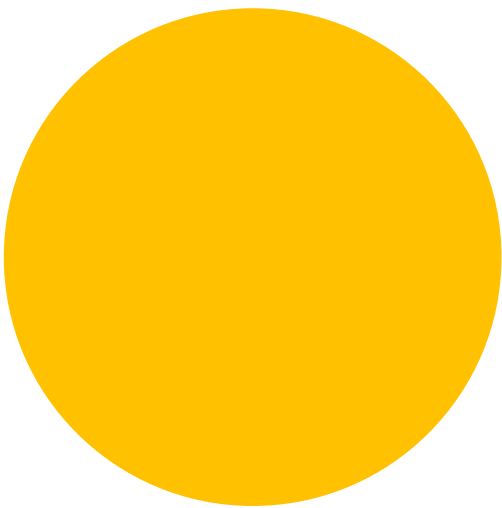
NO



# Palette colori

Palette colori  
Colori primari

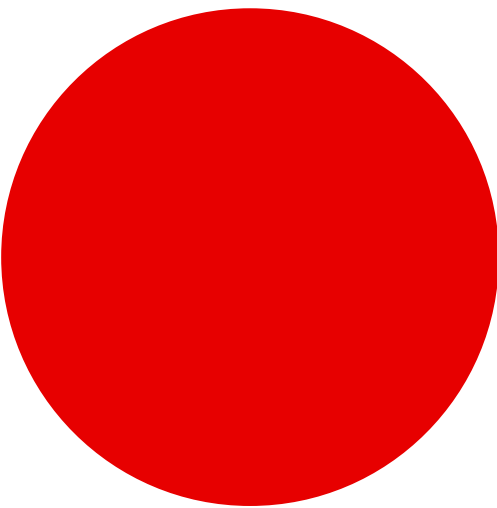
La tavolozza dei colori primari è coraggiosa, contemporanea e pensata per coprire l'intero spettro.



PANTONE®:  
123 C - 115 U

RGB:  
255.195.0

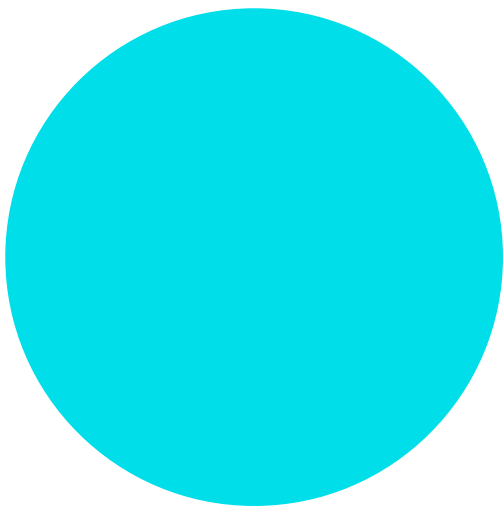
HEX:  
FFC300



PANTONE®:  
2035 C - 2035 U

RGB:  
214.0.28

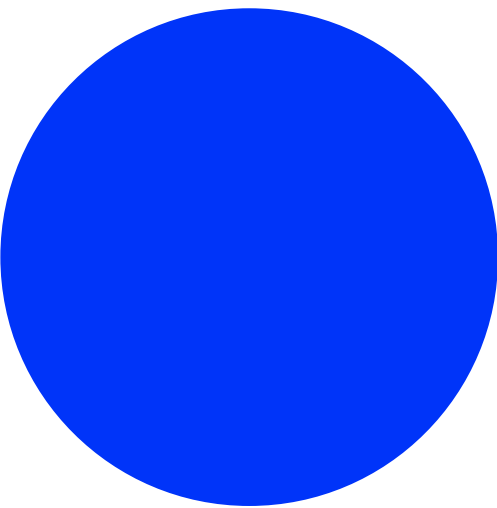
HEX:  
D6001C



PANTONE®:  
2197 C - 2197 U

RGB:  
95.219.231

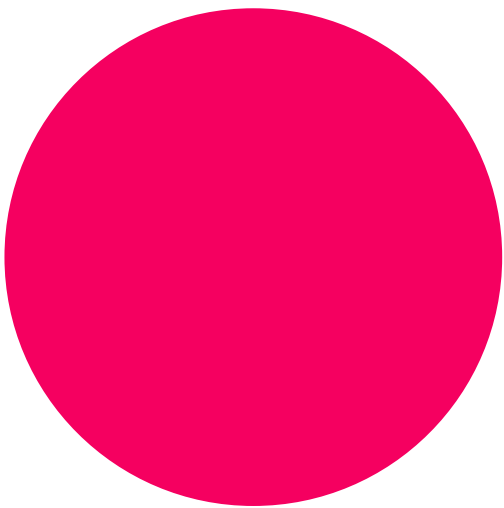
HEX:  
5FDBE7



PANTONE®:  
2728 C - 286 U

RGB:  
0.60.240

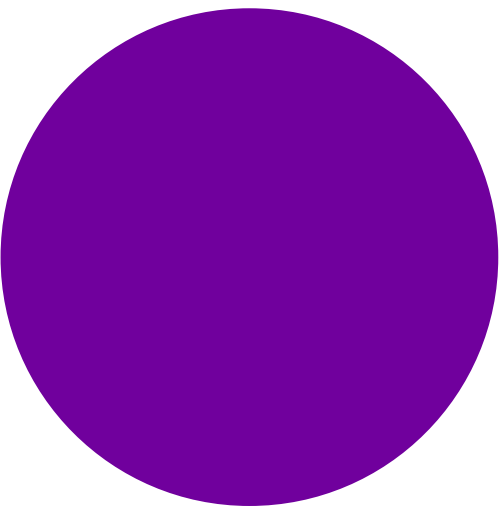
HEX:  
003CF0



PANTONE®:  
205 C - 2040 U

RGB:  
227.47.99

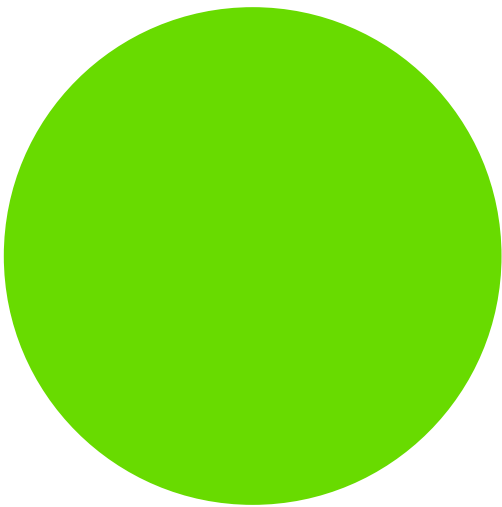
HEX:  
E32F63



PANTONE®:  
526 C - 526 U

RGB:  
102.0.152

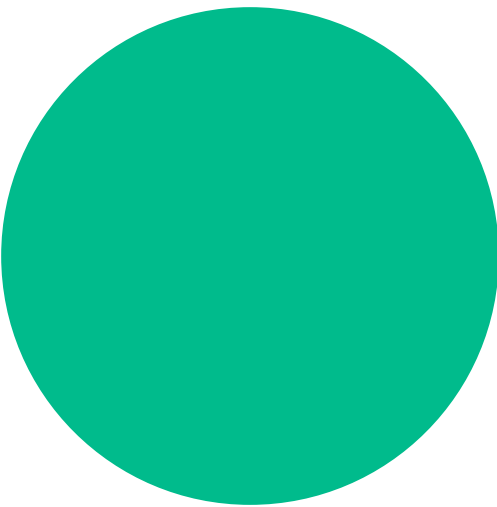
HEX:  
660098



PANTONE®:  
2293 C - 2299 U

RGB:  
134.216.0

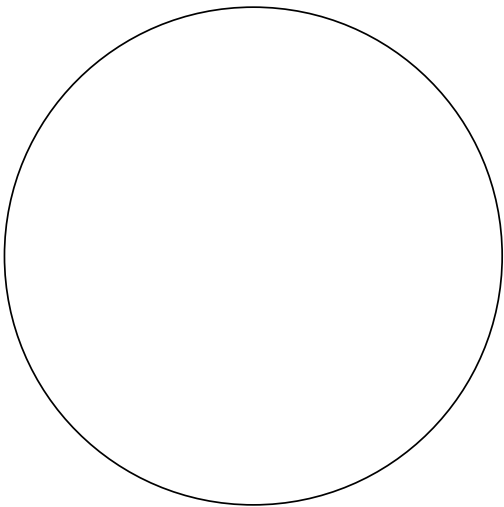
HEX:  
86D800



PANTONE®:  
2413 C - 2413 U

RGB:  
52.183.143

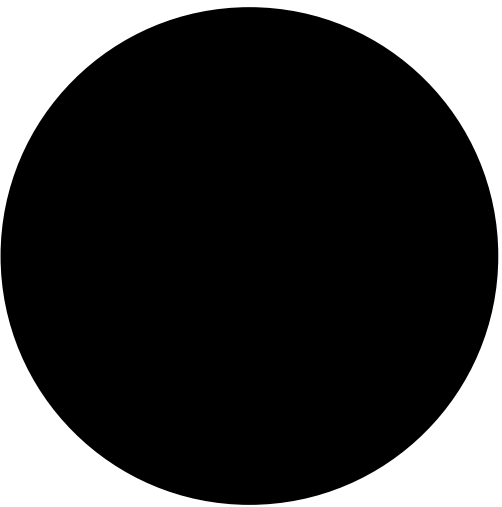
HEX:  
34B78F



PANTONE®:  
-

RGB:  
255.255.255

HEX:  
FFFFFF

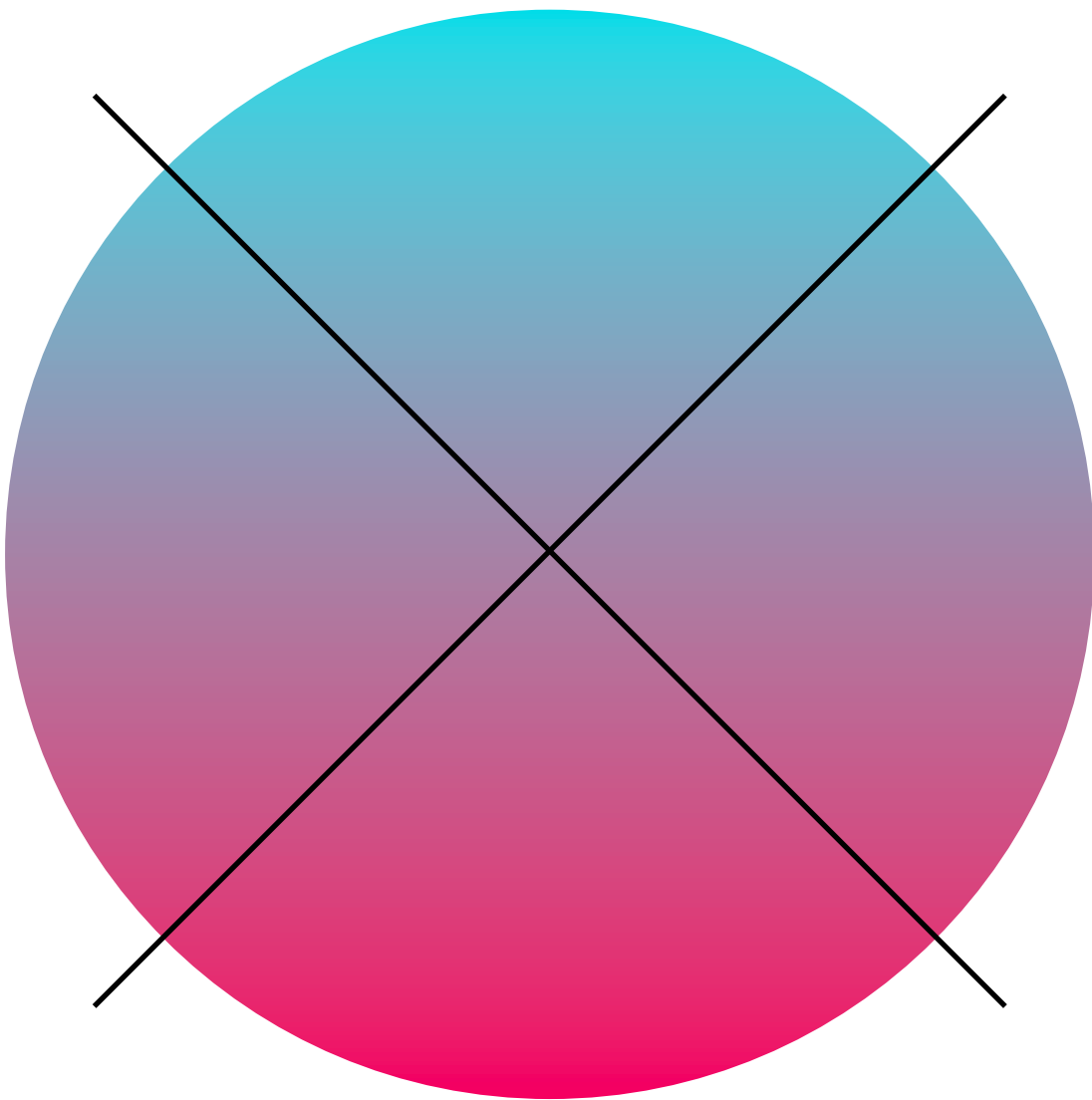


PANTONE®:  
Process Black C  
Process Black U

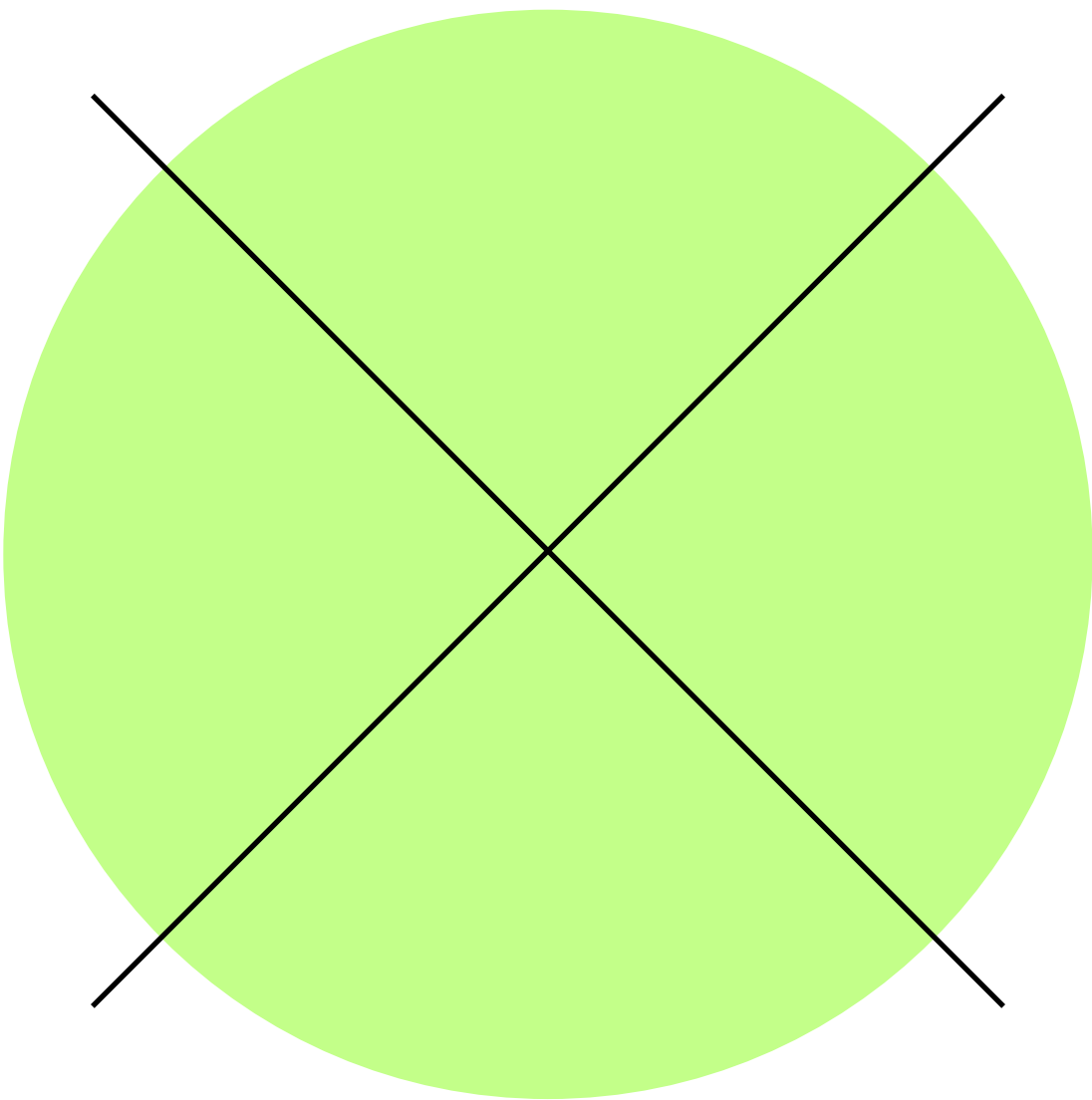
RGB:  
0.0.0

HEX:  
000000

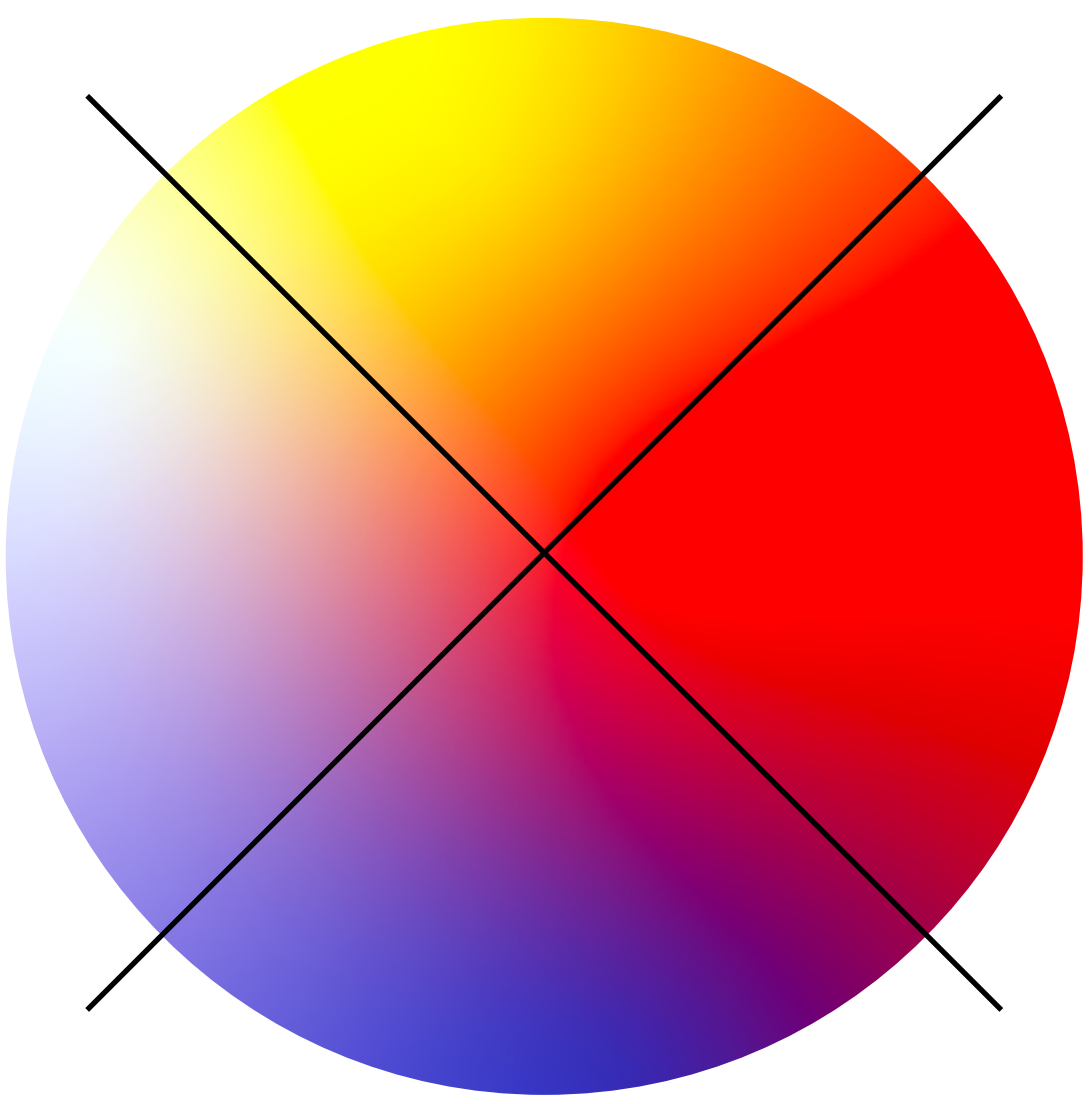
1.  
Non usare i gradienti come  
sfondo



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?**

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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!

NeN