AIC VISUAL IDENTITY MANUAL
a. Basic elements

Version 1.0 December 2014

A. Basic elements

PREMISE

Brand/logo, institutional characters,
social colors, are the basic elements
on which all identity is built
visual of the company.
Starting from the basic elements the identity
company assumes the role of system
that ensures recognizability and image.
The basic elements therefore represent
the paradigm of identity and, as such,
shall be applied to all other areas.

A. Basic elements

INDEX   Premise

A.01 Basic elements. Mark/Logo. Positive version AIC brand

The AIC Trademark/Logo is the basic element of the visual identity system.
The institutional color corresponds to Green (see table of Institutional Colors A.14).
This version is only used on a white or very light background.
The Trademark/Logo may never be modified or used together with other elements except as described in these tabs.
The reproduction of the Trademark/Logo must take place using only digital media.
Copies reproduced from other sources or from the examples given in the following pages are to be avoided.

basic version

version with shadow

A.02 Basic elements. Mark/Logo. Monochrome versions and on black background

When the Trademark/Logo is to be reproduced in grayscale or on a black background it is necessary to adopt one of the versions illustrated in this table.

monochromatic version

monochrome version where for printing techniques it is NOT possible to use "screens"

version on black background

A.03 Basic elements. Mark/Logo. Version of 40th logos

Below is the version of the logo relating to the 40th anniversary of the company.
The logo shown below will follow the visual identity guidelines of the parent company AIC.

When the Trademark/Logo is to be reproduced on a photographic background it is necessary to adopt one of the versions illustrated in this table.
The use on photographic background must be approved by a manager of the company.

Image used for example only

A.05 Basic elements. Mark/Logo. Versions for large format prints

When the Mark/Logo is to be reproduced on large media it is necessary to adopt one of the versions illustrated in this table. The exclusively vector format of the Brand/Logo is necessary in order not to lose resolution.

In the case of engraving works, reliefs or other processes where the use of two colors is not possible (and in any case only with the permission of a AIC manager) use the mark below:

In the case of engraving work, reliefs or other processes where the use was smaller than 1 cm, it may be necessary to remove the payoff from under the company logo (and in any case only with the permission of a AIC manager) in this case, use the mark below:

A.06 Basic elements. Mark/Logo. Versions for silk screen printing

When the Mark/Logo is to be reproduced in screen printing it is necessary to adopt one of the versions illustrated in this table.


In the case of screen printing on objects that need for technical reasons a different color treatment (and in any case only with the permission of a manager AIC) the permitted uses are the following:

A.07 Basic elements. Mark/Logo. Proportions

The three elements that make up the Brand/Logo, specifically identified with graphic element, textual element and payoff, have precise proportions that must be respected as shown in this table.

A = graphic element
B = text element
C = payoff
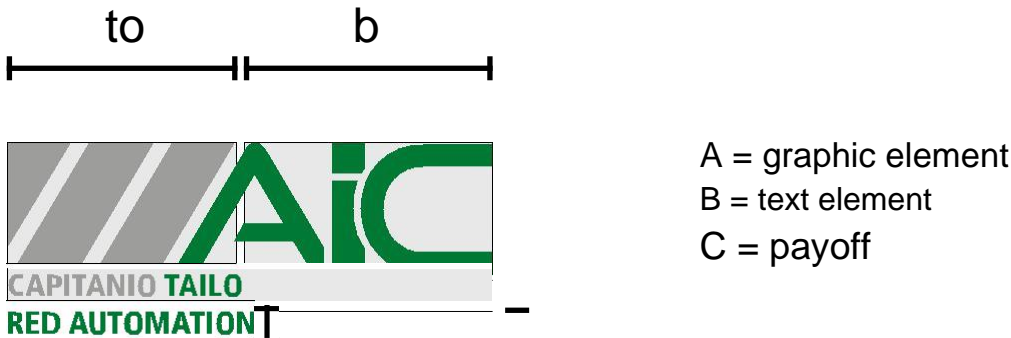
A.08 Basic elements. Mark/Logo. Buffer zone

The legibility of the Mark/Logo is better if the space around it is large enough.
The minimum space to be respected between the Mark/Logo and any other elements (texts, photos, illustrations) is defined by the basic module X, as shown in the figure. This space is to be considered minimal: therefore, when it is possible, it must be increased.
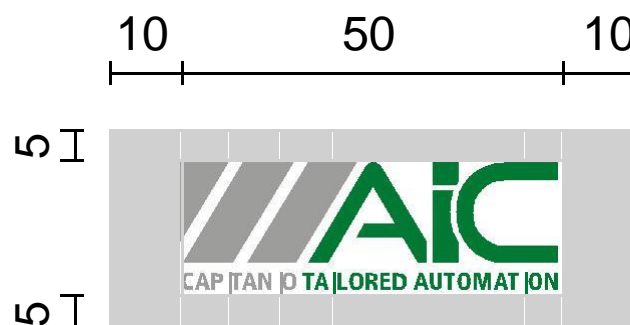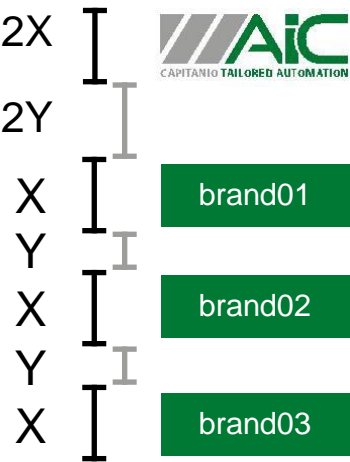

Example in scale, value in mm

The legibility of the Mark/Logo is better if the space around it is large enough.
The minimum space (shown below as Y) to be respected between the Mark/Logo and any other marks is equal to two basic modules X, as shown in the figure. This space is to be considered minimal: therefore, when it is possible, it must be increased.

| 2X | 2Y | X | Y | X | Y | X |

AiC
CAPITANIO TAILORED AUTOMATION

brand01   brand02   brand03
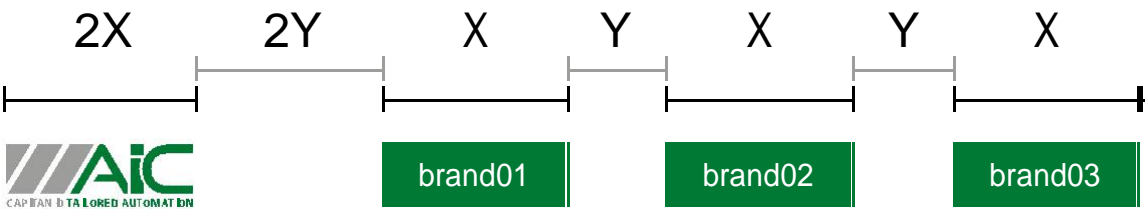
horizontal arrangement

2X   **AiC**
         CAPITANIO TAILORED AUTOMATION
2Y

X   brand01

Y

X   brand02

Y

X   brand03

vertical arrangement

A.10 Basic elements. Mark/Logo. Typesetting

When the Trademark/Logo is attached to a text, it is necessary to follow some basic pagination criteria.
Between the Brand/Logo and the elements of typography should always be considered the minimum area of respect (see table Area of respect A.08).
The table shows the possible combinations to choose according to the compositional needs.

Εμπορρυμ θυαμυσ θυε ϖολυπτα ϖολορεπταε δολορυπτι
α ϖολοριον παρυμθυαε νεσ εξ ενισ ενιτ δολεστι βλατεμ
θυε ϖολυπτασσιτ ετ εα ϖολ

Εμπορρυμ θυαμυσ θυε ϖολυπτα ϖολορεπταε δολορυπτι
α ϖολοριον παρυμθυαε νεσ εξ ενισ ενιτ δολεστι βλατεμ
θυε ϖολυπτασσιτ ετ εα ϖολ

Εμπορρυμ θυαμυσ θυε ϖο–
λυπτα ϖολορεπταε δολορυπτια
ϖολοριον παρυμθυαε νεσ εξ
ενισ ενιτ δολεστι βλατεμθυε
ϖολυπτασσιτ ετ εα ϖολ

Εμπορρυμ θυαμυσ θυε ϖολυπτα ϖολορεπταε δολορυπτια ϖολοριον παρυμθυαε
νεσ εξ ενισ ενιτ δολεστι βλατεμθυε ϖολυπτασσιτ ετ εα ϖολ

Εμπορρυμ θυαμυσ θυε ϖολυπτα ϖολορεπταε δολορυπτι
α ϖολοριον παρυμθυαε νεσ εξ ενισ ενιτ δολεστι βλατεμ
θυε ϖολυπτασσιτ ετ εα ϖολ

A.11 Basic elements. Mark/Logo. Readability

The Mark/Logo can also be read at minimum dimensions. Never use the Brand/Logo with a base smaller than the dimensions indicated on the table.

horizontal logo

base 20 mm

change the proportion or position of the Brand/Logo elements

deform or distort the Trademark/Logo

change colors

ignore the area of respect and the indications for the correct alignment of the text

apply the Trademark/Logo in order to reduce the readability

The linear character **Frutiger is a** primary element of the visual identity system, is used
on all printing material. This family of characters is used for: institutional publications, titles, texts for
forms, tables, advertising campaigns, signs, etc. 47 Light Condensed, 67 Bold Condensed.

Frutiger 47 Light Condensed

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Frutiger 67 Bold Condensed

**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

The linear character **Arial is another** primary element of the visual identity system, it is used
on all online communication and editable electronics (such as letterhead templates in Word and
"PowerPoint" documents).
It will be used in the Normal, Italic, Bold Italic and Bold versions.

Arial Bold   Arial   **Arial Bold**

Pantone Green 356 C

Black screen 50%
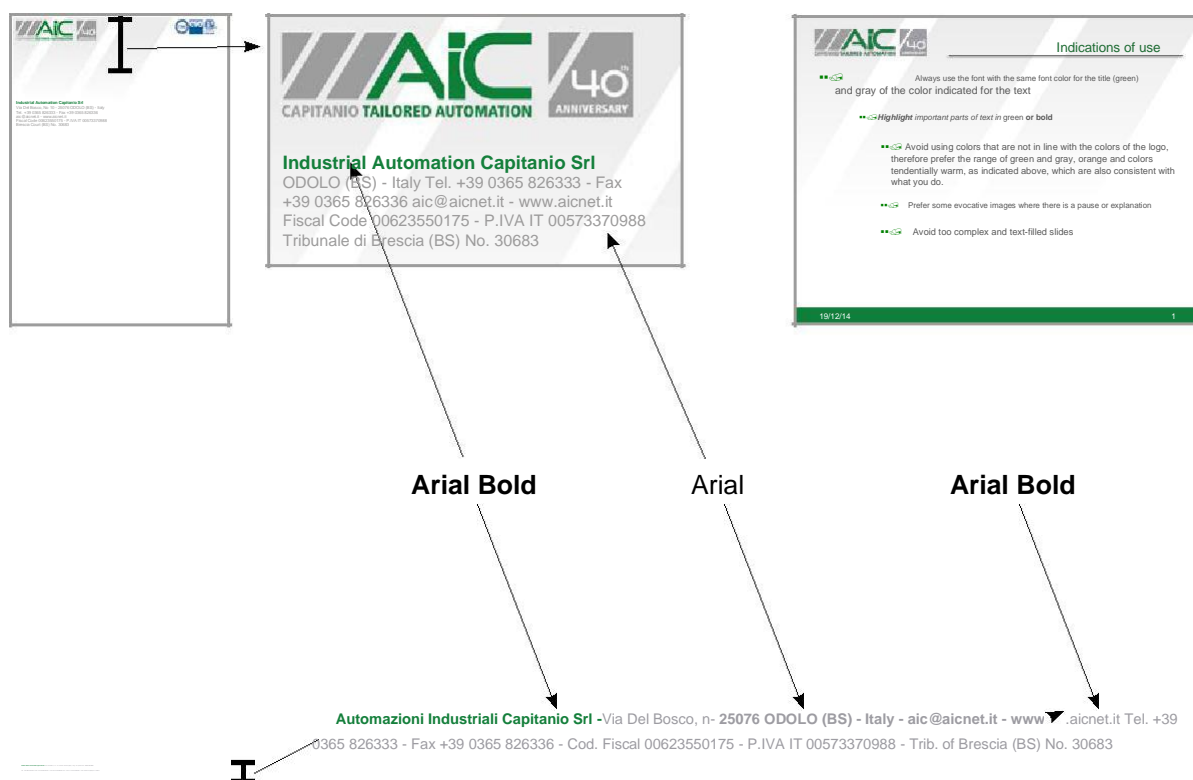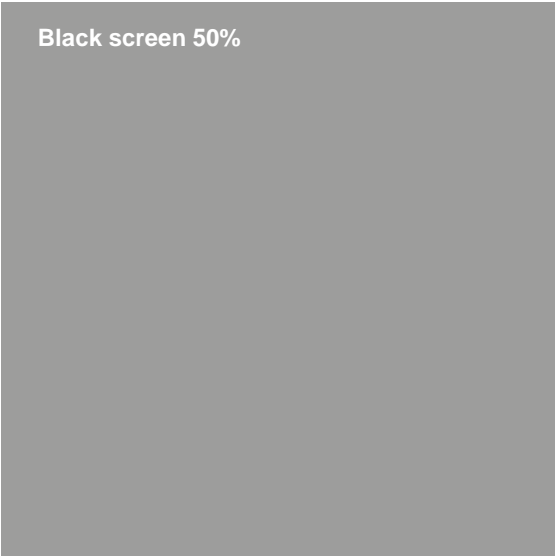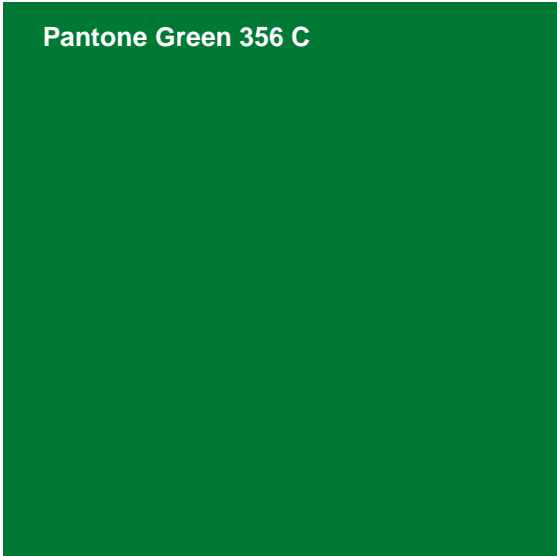
	Pantone®	CMYK	RGB *	WEB *	RAL
VERDE	356 C	85-25-95-10	0,121,51	# 007934	6024*ⓘ
GRAY	NERO50	0-0-0-50	156,158,159	# 808080	7037*ⓘ

* Transcends from Pantone Matching System.

These indications refer to the classification Pantone" Color Bridge Coated.

*WARNING: suggested RAL colours are indicative because paint manufacturers have significantly different samples, it is therefore suggested to always visually compare the reference pantone colours with the manufacturer's colour range.

A. Basic elements
GLOSSARY

Alignment
Arrangement of graphic elements (texts and/or images) along the same orientation axis (horizontal or vertical).

Buffer zone
Perimeter area around the Brand/Logo where texts and/or images should not be inserted.

Text column
Organization of the layout of a text according to specific rules of alignment.

Family of typefaces
Set of different versions (e.g., italics, bold, book, etc.) of the same alphabet of letters and symbols.

Pardoned
Type of typeface (for example the Times New Roman) in which the letter auctions keep ornamental features, called graces or serif, in their terminal part.

Linear
Type of typeface (for example Arial) without graces (sans serif).

Rightness
Width of a row or column of text. In the composition in which the alignment axis is placed on the left (left flag), the rightness is measured on the longest line.

Grill
Space organization system according to specific rules of alignment that guide the layout of texts and images within it.

Line spacing
Space between two consecutive lines of text.

Pms (Pantone® matching system)
Colour classification/cataloguing system using a reference code.

Four-colour process
Printing process in which, to obtain the desired color variety, the four colors Cyan, Magenta, Yellow and Black are combined (so-called four-colour printing).

RGB
è the name of a color model whose specifications were described in 1931 by the CIE (Com-mission internationale de l'éclairage). This model of colors is additive and is based on the three colors red (Red), green (Green) and blue (Blue), hence the name RGB.

WEB
Hexadecimal encoding for transposition of colors in the internet

RAL
RAL, originally an acronym for Reichsausschuss für Lieferbedingungen (German Reich Committee for Sales Terms and Conditions, established in 1925 by the Weimar Republic), is a term used today almost exclusively to define a standardized colour scale. There are two scales, RAL 840 HR for matt colours, and RAL 841 GL for bright colours. RAL 840 was introduced in 1927 with 40 colour samples; Today, 30 of these are still present, out of a total of almost 2000 defined colors.

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