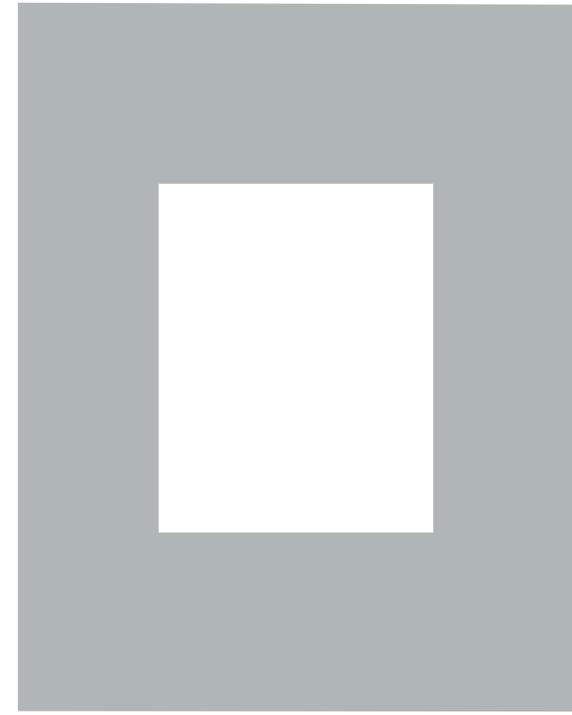


compagnia TPO

Visual Identity Guidelines



LOGO

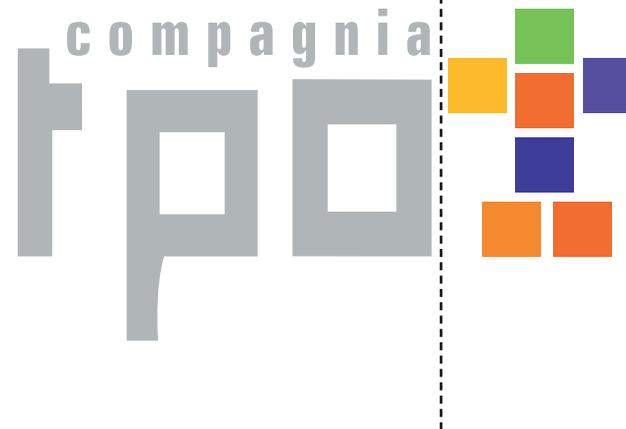
Our logo is central to our visual identity. It appears on all our marketing and communications materials, both digitally and in print.

The logo consists of two parts: the symbol and the type block. There are some instances where the symbol and the type block may be used in isolation (see p7).

If you wish to include our logo as part of a layout, the design should always be approved in advance by Compagnia TPO.



type block symbol



LOGO | Exclusion zone

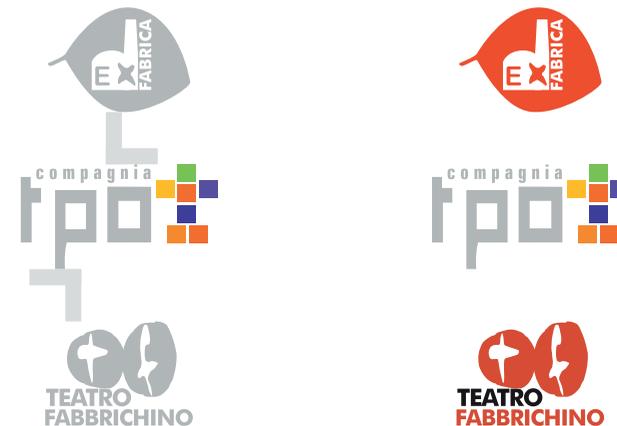
Wherever our logo is placed amongst other logos, typography or graphical elements, and exclusion zone applies. The exclusion zone is equal to the height of the 'L' character from the type block.



LOGO | Alignment and minimum size

Wherever our logo is placed amongst other logos, it should be scaled and aligned suitably to them, while complying with the exclusion zone (p3).

The minimum height for our logo in print is 11 mm. The minimum height on screen is 52 pixels.



LOGO | Colour

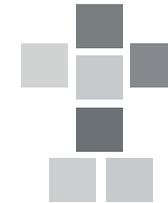
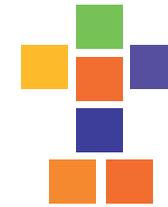
You **cannot change the colours** of the symbol

Where this is not possible, the symbol can be used in shades of gray.

The type block must be used only in any shade of gray.

Please note that this is only something which should be attempted by professional graphic designers working with the vector logo files and with appropriate software, such as Adobe Illustrator. Please do not attempt to change the colour of bitmap logo files using Adobe Photoshop or any other software.

At page 7 you can find a **set of logos** you can use in any circumstances.



LOGO | Please **do not**...

Stretch or compress

Rotate or angle

Recreate elements

Delete or obscure elements

Add patterns or texture

Add a keyline

Add graphics

Add straplines

Ignore the exclusion area

Make transparent

Use the type block in isolation

Place in a box

