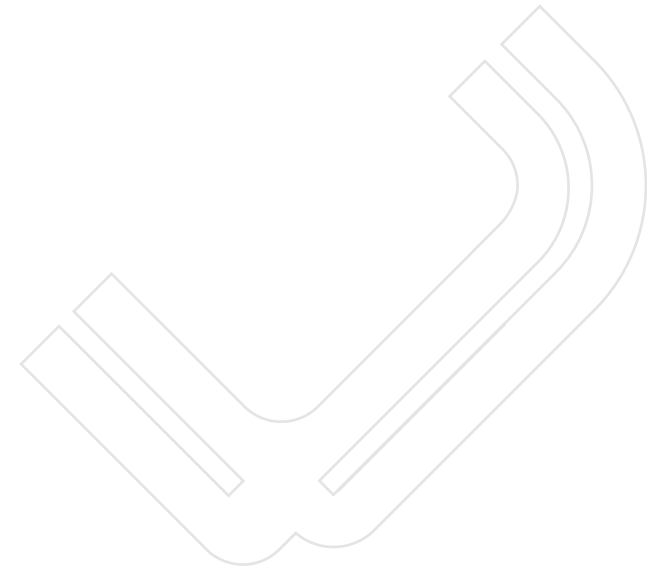GRAPHIC GUIDELINES

INTRODUCTION

- The following guidelines have been created to support you in its deployment and application on any marketing and communication material.

- Some adaptations can be made according to the local business needs of the country, the type of application or the technical constraints.

- In order to ensure the integrity of the **WERTHER** brand worldwide, please share beforehand all adaptations with the Corporate Marketing Department before any change.
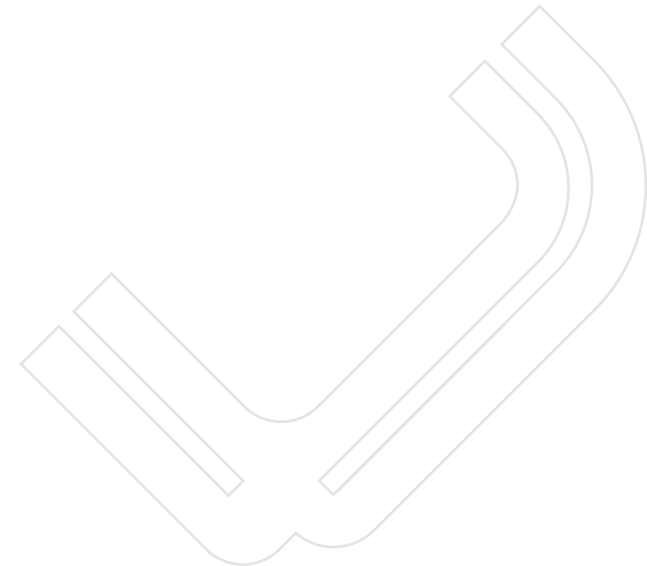
BRAND RULES OF USE

PROTECTION AREA

To maintain the clarity and the entirety of the logo, a spacing is defined and must be respected around the logo.

This area corresponds to the minimum value of the space surrounding the logo, without text or graphics (or net image).
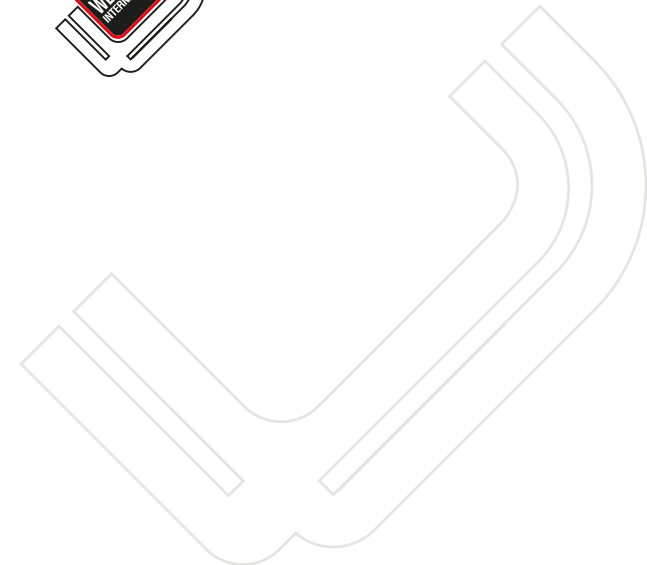
It is represented by the diagram below and is equal to the height and / or width of the graphic lines 'w' in werther logo.

No element can appear in this space.
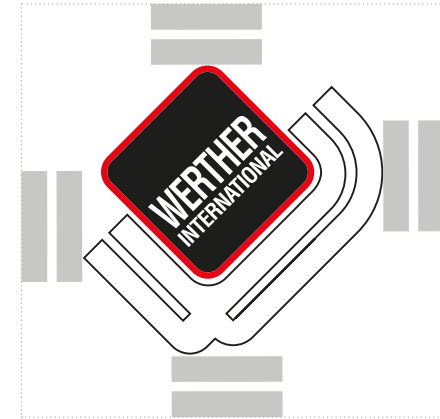
MINIMUM SIZE

To maintain good clarity of the logo and its signature, use prohibited in lower width 20mm.

BRAND BLOCK

MAIN COLOURS OF THE BRAND

The logo is defined in four-colour, which is the standard version (CMYK) intended for printing use.
A version in monochrome and Pantone® is also available to meet specific technical use (packaging, advertising items, etc.).
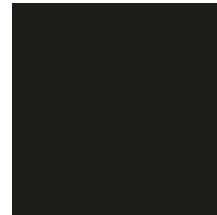RGB references are intended for computer, video and internet use.
RAL references are used in the selection of paint colors for building & industry
The hexadecimal colour code used for web use (HTML, CCSS)

CMYK: C**0** M**94** Y**100** K**0**
RGB: R**225** G**6** B**0**
Pantone: **2347 C**
#e30613

CMYK: C**0** M**0** Y**0** K**100**
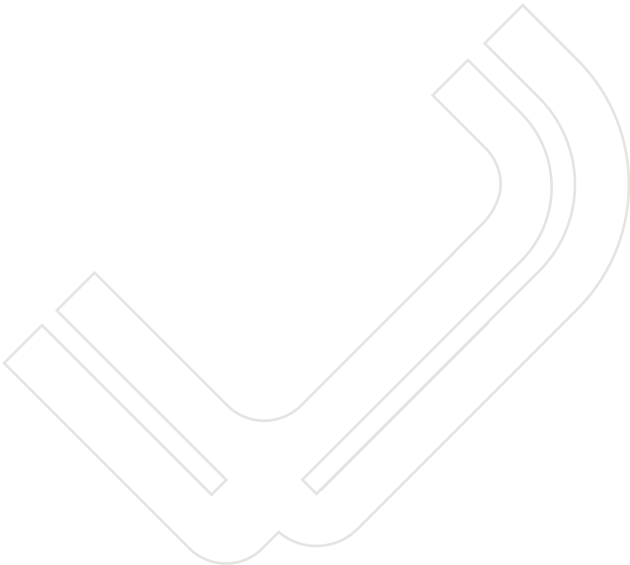RGB: R**0** G**0** B**0**
Pantone:
#000000

BRAND BLOCK

COLORS VARIATIONS
A greyscale is also available on white or black background.

A black version (100%) and a negative version (white on a black background)

BRAND BLOCK

WHAT NOT TO DO

Whatever its use, the logotype can not be changed or adapted so as to not alter the image of the WERTHER brand.
• Do not use shadowing
• Do not deform the logo (in length or height)
• Do not remove the signature
• Do not change the colours
• Do not use the colour logo on a background or texture
• Do not place the logo on an image or texture

COMMUNICATION TOOLS

TYPOGRAPHY
• The typography used mainly on printed document is GOTHAM.
• For a use on internet, prefer Proxima Nova.
• An office typography, Arial, is recommended for an application on office automation software
(Word, Power Point, Excel...)
It complements the corporate typography.
It is only to be used in the documents cited above.

For a professional printing

Werther International   GOTHAM LIGHT
Werther International   GOTHAM BOOK
Werther International   **GOTHAM BOLD**

For a web/digital application

Werther International   PROXIMA NOVA

For an office application

Werther International   Arial regular
Werther International   *Arial italic*
Werther International   **Arial bold**
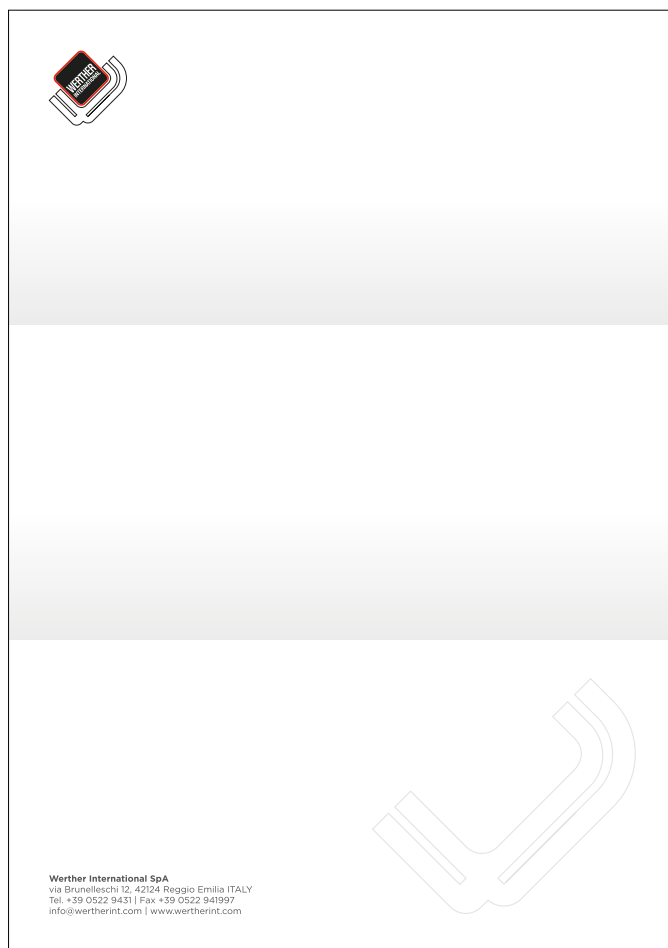***Werther International***   ***Arial bold italic***
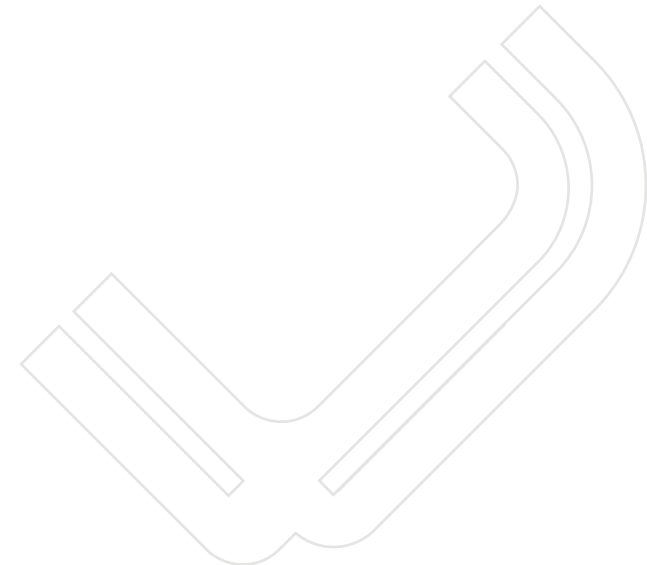
APPLICATIONS

LETTER-HEADER PAPER AND INTERNAL MEMO
These templates will be adapted with the local informations following the guidelines of layout.
Format: A4= 210 X 297 mm

Werther International SpA
via Brunelleschi 12, 42124 Reggio Emilia ITALY
Tel. +39 0522 9431 | Fax +39 0522 941997
info@wertherint.com | www.wertherint.com

COMMUNICATION TOOLS

BUSINESS CARD
The business card will be adapted with the contact information following the guidelines of layout.
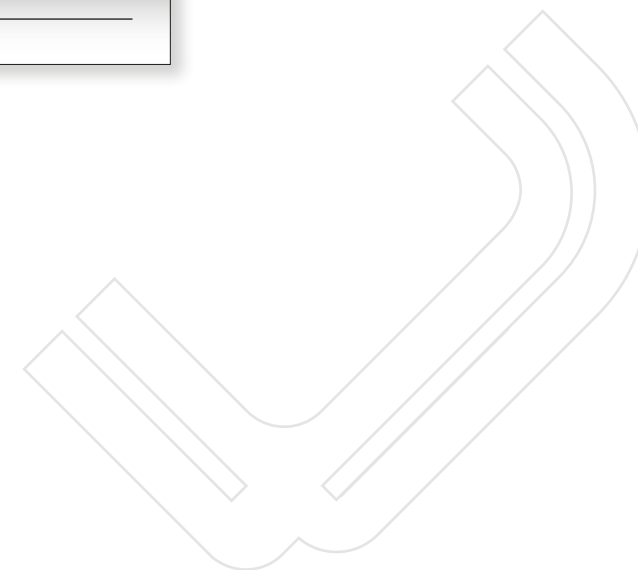Format: 85 x 55 mm

Name Surname
Role
Mobile: +39 000 00 00 000
Mail: name.surmane@xxx.xx

Sicam Srl - Società Unipersonale
Via G. Corradini, 1 - 42015 Correggio (RE) - ITALY
Tel.+39 0522 643311 - Fax +39 0522 637760 - www.sicam.it

Werther International Spa
Via F. Brunelleschi, 12 - 42124 Reggio Emilia - ITALY
Tel : +39 0522 9431 - www.wertherint.com

A.P.A.C. Srl
Via dell'Artigianato, 54 - 36045 Lonigo (VI) - ITALY
Tel: +39 0444 830444 - www.apac.it

Members of **BASE** Group

Front

Back

Type of paper to be used for printing: FAVINI Majestic Digital Real Silver 250gr.

APPLICATIONS

CORRESPONDENCE CARD
The correspondence card will be adapted with the local informations following the guidelines of layout.
Format: 210 x 100 mm

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