



Brand Guidelines





MANUALE LOGO

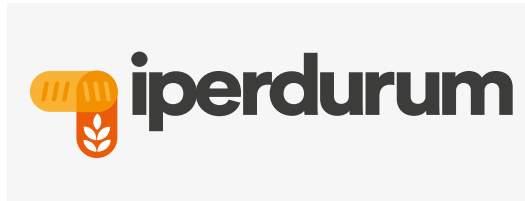
“Filiera frumento duro: Innovazione varietale, qualità e tracciabilità delle produzioni pugliesi – IPERDURUM”
Finanziato con i fondi del “PSR PUGLIA 2014/2020 – Misura 16 – Cooperazione – Sottomisura 16.2 – “Sostegno a progetti pilota e allo sviluppo di nuovi prodotti, pratiche, processi e tecnologie.”

01. Corporate Logo

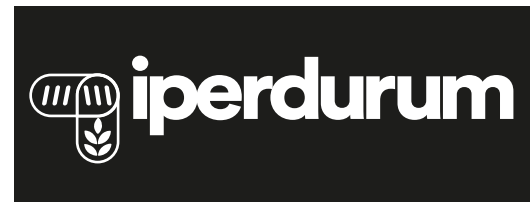
The Logotype - B/W Version



B/W Dark Version



B/W Light Version



ELEMENTI DEL BRAND

NOME

iperdurum



ELEMENTI GRAFICI: PANE, SPIGA



COLORI



02. Corporate Typography

SCelta DEI FONTS



iperdurum

PRIMARY FONT

Montserrat typography è il font primario

MONTSERRAT
FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890-!=@#\$\$%^&*()_+

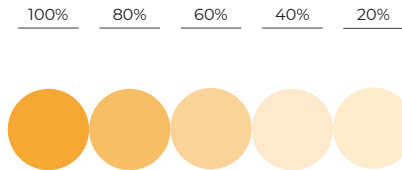
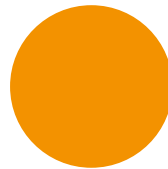
03. Corporate Colour System

palette colori logo

PRIMARY COLOUR A

Goat Green

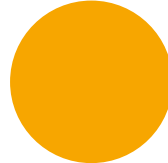
Codes CMYK : C000 M050 Y097 K000
RGB : R243 G146 B000
WEB: #F39200
PANTONE: C



PRIMARY COLOUR B

Goat Orange

Codes CMYK : C000 M040 Y100 K000
RGB : R250 G166 B026
WEB: #FAA61A
PANTONE: C



PRIMARY COLOUR A

Goat Red-orange

Codes CMYK : C005 M080 Y100 K000
RGB : R230 G089 B037
WEB: #E65925
PANTONE: C



COLORE DI SISTEMA FONT

The secondary colours complement the primary colour pallet and they confirm the versatility of the use of the logo on different backgrounds and combinations.

SECONDARY COLOUR A

Goat Dark Gray

Codes CMYK : C000 M000 Y000 K090
RGB : R065 G064 B066
WEB: #414042
PANTONE: C

