

D'AMBROSIO

Visual identity guidelines

LOGO



ORIGINAL
LOGO

+



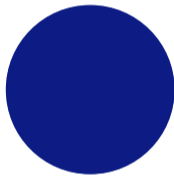
SATELLITE
IMAGE

=



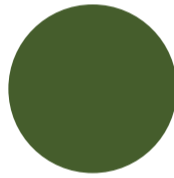
NEW LOGO

COLORS



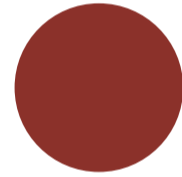
BLUE
(SEA, SKY)

C:100 M:91 Y:24 K:7
R:13 G:28 B:132
#0D1C84



GREEN
(NATURE, GRAPES)

C: 26 M:0 Y:53 K:64
R:69 G:93 B:44
#455D2C



RED
(VOLCANO, RED WINE)

C: 0 M:65 Y:70 K:45
R:139 G:49 B:42
#8B312A

TYPOGRAPHY

Aa

ARIMA MADURAI EXTRABOLD (HEADLINES)

Jackdaws love my big sphinx of quartz.

Aa Bb Cc Dd Ee Ff Gg 0123

Aa

MARMELAD (BODY)

Jackdaws love my big sphinx of quartz.

Aa Bb Cc Dd Ee Ff Gg 0123