

# VISUAL IDENTITY



**TINEXTA**

## IL MARCHIO



# AREA DI RISPETTO



# DIMENSIONE MINIMA



# PALETTE CROMATICA

Pantoni per patinata:



**PANTONE 295 C**

C : 100

M : 55

Y : 0

K : 75



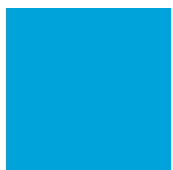
**PANTONE 307 C**

C : 100

M : 40

Y : 20

K : 0



**PANTONE 2394 C**

C : 95

M : 10

Y : 5

K : 0



**PANTONE  
COOL GRAY 10 C**

C : 40

M : 30

Y : 20

K : 66

Pantoni per modulistica:



**PANTONE 295 U**



**PANTONE 307 U**



**PANTONE 2394 U**



**PANTONE  
COOL GRAY 10 U**

# PALETTE TIPOGRAFICA

Font primario:

Calibri Light

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Calibri Regular

---

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

*Calibri Italic*

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*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

**Calibri Bold**

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**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

# PALETTE TIPOGRAFICA

Font secondario:

Open Sans Regular

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

*Open Sans Semibold italic*

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*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

**Open Sans Bold**

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**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**Open Sans Extrabold**

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**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

# PALETTE TIPOGRAFICA

Font di sistema:

Calibri Light

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Calibri Regular

---

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

*Calibri Italic*

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*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

**Calibri Bold**

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**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**



## VERSIONE POSITIVA E NEGATIVA



**TINEXTA**



**TINEXTA**

## VERSIONE POSITIVA E NEGATIVA



**TINEXTA**



**TINEXTA**

## UTILIZZI ERRATI

