

General rules for application of the Abet Laminati logo

Introduction

A visual identity is essential at all levels of communication. Therefore, we have created a guide that collates the recommendations for the different applications of the Abet Laminati logo.

The general rules for the application of the Abet Laminati logotype are intended to protect and unify its use, to manage each application in a coherent way and to ensure its correct use by collaborators, agencies and media.

The information contained in this manual must therefore be applied scrupulously and any deviation from what is illustrated on these pages must be carefully examined and approved by the Marketing Department.

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1. Logotype

1.1 Abet Laminati

The Abet Laminati logotype was created to position the company in a contemporary way, reinforcing its identity while maintaining an important continuity with the past.

The Abet Laminati logo is inspired by the visual heritage of the company to build a timeless and emblematic identity. Its strength comes from the iconic simplicity of its forms.

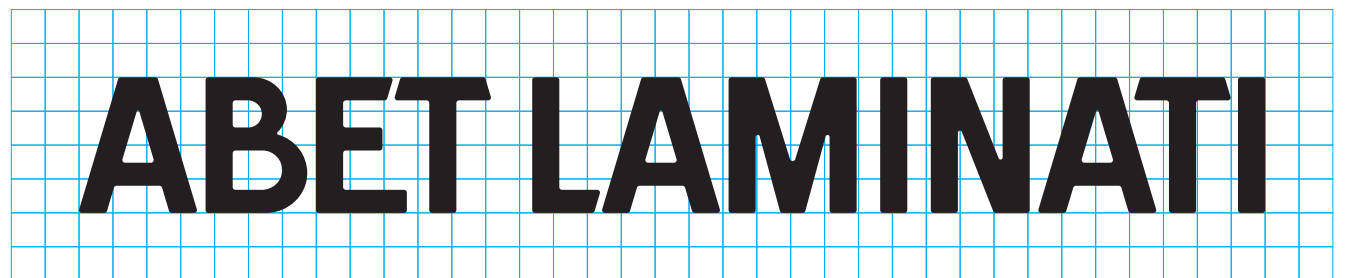
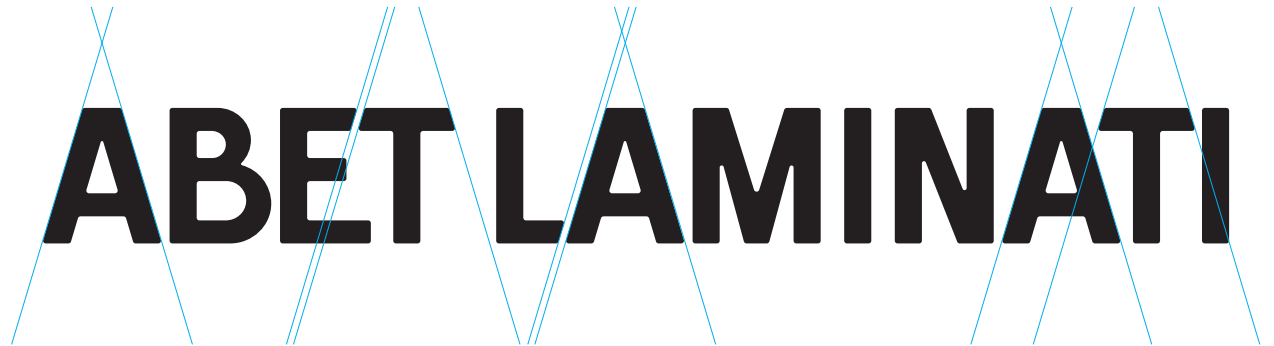
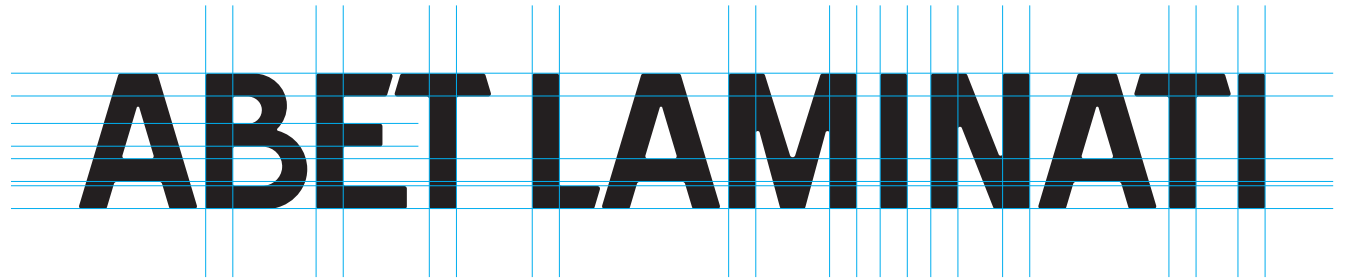
ABET LAMINATI

1.2 Construction scheme

The letters that compose the Abet Laminati logotype are designed in fixed proportions and shapes.

The grid shown provides the correct construction of the logotype.

Under no circumstances is it allowed to modify or reconstruct the logotype.



1.3 Border area

The length of the border area is equal to the length of the logotype, increased to the right and left by a measure equal to the distance “2x”.

The height of the border area is equal to the height of the logotype, increased the top and bottom by a measure equal to the distance ‘2x’. The distance “x” is equal to a quarter of the total height of the logotype.

Reproduction of images, trademarks, graphics or typography within the area is not allowed.



1.4 Minimum size

The minimum size of the logotype for printing is a 35 mm baseline.

The minimum size of the logotype for digital applications is 100 pixels.

Under no circumstances it is allowed to reproduce the logotype in a smaller size.

ABET LAMINATI



ABET LAMINATI



1.5 Colours

In the positive version, the logotype is black.

In the negative version, the logotype is white.

Under no circumstances may the colours of the logotype be changed.

The logotype can be overlaid on different backgrounds as illustrated in section 2.2

The four-colour values specified are indicative, however, the print should refer to Pantone Black (as far as possible).

ABET LAMINATI

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Black
Pantone Black
CMYK 0/0/0/100
RGB 0/0/0
HEX # 000000



White
Pantone White
CMYK 0/0/0/0
RGB 255/255/255
HEX # FFFFFFFF

2. Logo application

2.1 Position

The position of the logotype for business card is on the top left.

In all applications, the minimum distance between the logotype and any other element must be respected as indicated in “1.3 Border area”.

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abetlaminati.com

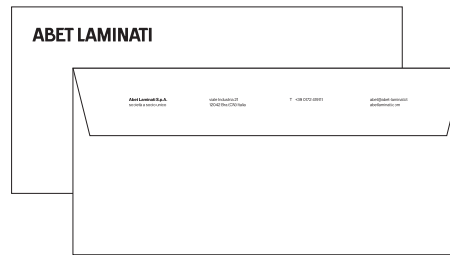
The position of the logotype for institutional forms is on the top left.



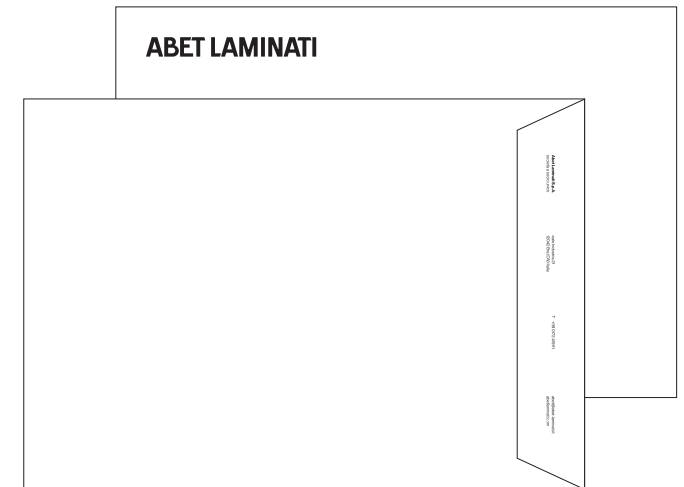
2.1 Position

The position of the logotype for envelopes is in on the top left.

In all applications, the minimum distance between the logotype and any other element must be respected as indicated in “1.3 Border area”.



Corporate envelope
210 x 110 mm



Corporate envelope
330 x 230 mm

2.1 Position

The position of the logotype for adhesive tape is in the centre of the area.

In all applications, the minimum distance between the logotype and any other element must be respected as indicated in “1.3 Border area”.

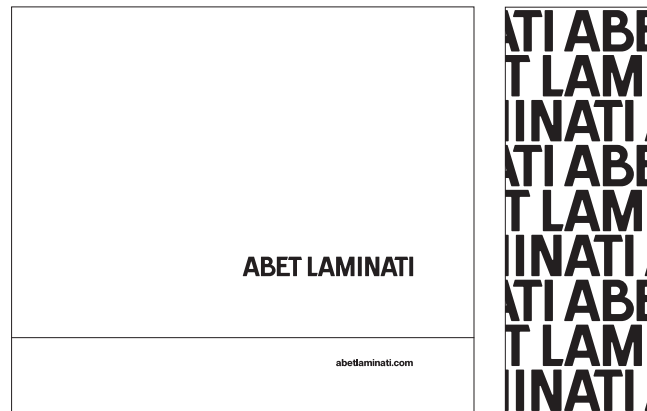


Adhesive tape
h 50 mm

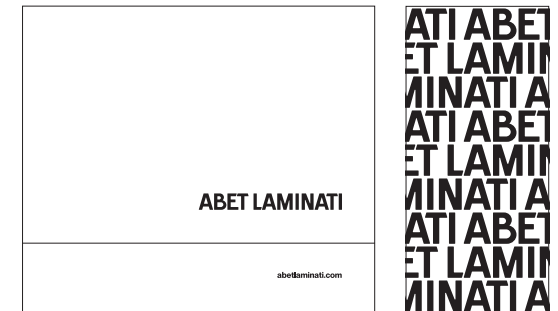
2.1 Position

The position of the logotype for shoppers is on the bottom right.

In all applications, the minimum distance between the logotype and any other element must be respected as indicated in “1.3 Border area”.



Shopper
42 + 14 x 37 mm

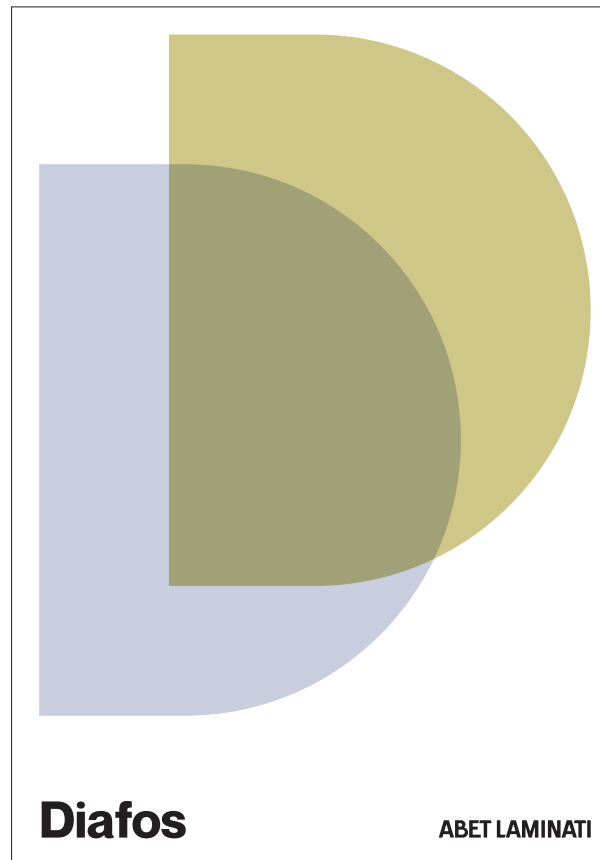


Shopper
32 + 13 x 28 mm

2.1 Position

The position of the logotype for samples is on the bottom right.

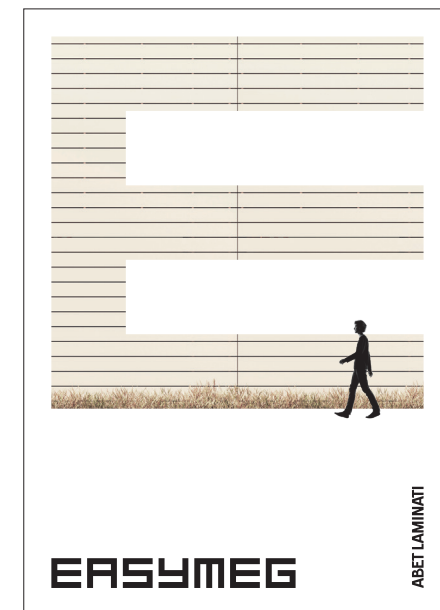
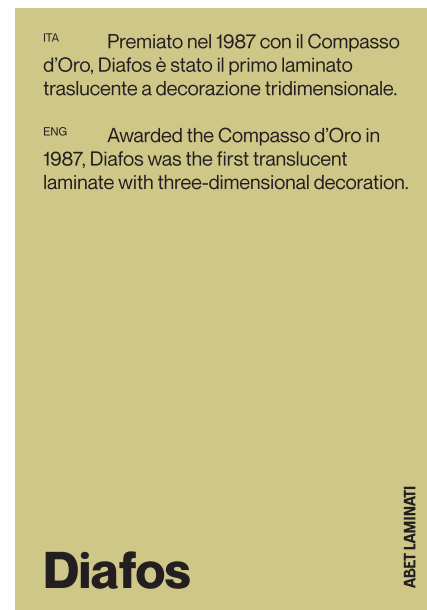
In all applications, the minimum distance between the logotype and any other element must be respected as indicated in “1.3 Border area”.



2.1 Position

The position of the logotype for printed literature is on the bottom right.

In all applications, the minimum distance between the logotype and any other element must be respected as indicated in “1.3 Border area”.



2.1 Position

The position of the logotype for digital literature is on the bottom right.

In all applications, the minimum distance between the logotype and any other element must be respected as indicated in “1.3 Border area”.

ITA Premiato nel 1987 con il Compasso d'Oro, Diafos è stato il primo laminato traslucido a decorazione tridimensionale.

ENG Awarded the Compasso d'Oro in 1987, Diafos was the first translucent laminate with three-dimensional decoration.

Diafos

ABET LAMINATI

2.2 Application on coloured backgrounds

The application of the logotype is allowed on light backgrounds or shades that do not compromise readability as illustrated in figure 1.

The application of the logotype is allowed on dark backgrounds or shades that do not compromise readability as illustrated in figure 2, using the logotype in negative.

The image shows the text 'ABET LAMINATI' in a bold, black, sans-serif font. The text is centered within a solid, light olive-green rectangular background.

fig. 1

The image shows the text 'ABET LAMINATI' in a bold, white, sans-serif font. The text is centered within a solid, dark charcoal-grey rectangular background, creating a negative effect.

fig. 2

2.3 Application on photographs

The application of the logotype is allowed on light pictures with brightness and contrast that do not compromise readability, as in figure 3.

Application of the logotype is allowed on dark pictures with brightness and contrast that do not compromise readability, as in figure 4, using the logotype in negative.



fig. 3



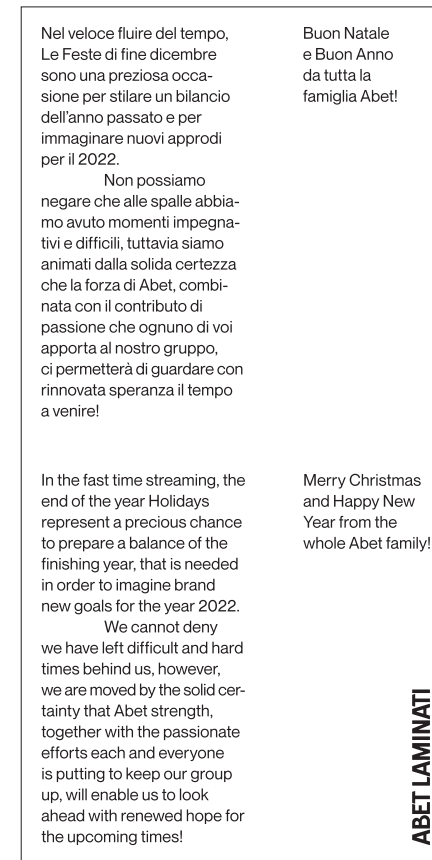
fig. 4

2.4 Special applications

In special cases, such as greeting cards, invitations and notices, the logotype can be applied with special colours and processes, after evaluation and subsequent approval by the Marketing Department.



Season's Greetings
105 x 210 mm



3. Typography

3.1 Institutional font

The institutional font of Abet Laminati is Neue Montreal.

For non-Latin texts, it is recommended the use of a font similar to Neue Montreal.

Neue Montreal Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Neue Montreal Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

3.2 Alternative font

If for technical reasons Neue Montreal is not available, it is recommended to use Arial font.

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

3.3 Composition hierarchies

Headlines, body text, technical information and captions must be composed using Neue Montreal Regular.

Emphasised text shall be composed using Neue Montreal Bold.

Headlines, body text, technical information, and captions must be composed in upper/lower case.

Product names must be written in upper/lower case in the case of a proper name, however, in the case of an acronym, they must all be written in upper case.

Title lorem ipsum dolor sit amet, egestas
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna neque.

Title
Neue Montreal Regular
19,5/23

Text to run lorem ipsum dolor
sit amet lpiet alibus verferesti
tendam facipita doloribus res-
si quiati am ut fugit res simpor
molupta volupta.

Tex to run
Neue Montreal Regular
9/11,5

Technical information lorem
ipsum dolor sit amet lpiet ali-
bus verferesti tendam facipita
doloribus ressi quiati am.

Technical information
Neue Montreal Regular
7/8,625 pt

Caption lorem ipsum dolor sit amet
lpiet alibus verferesti tendam facipita
doloribus ressi quiati am ut fugit res
simpor molupta volupta.

Caption
Neue Montreal Regular
5,5/5,75 pt

3.4 Products logotype

Product logos must be composed using Neue Montreal Bold.

Product names must be written in upper/lower case in the case of a proper name, however, in the case of an acronym, they must all be written in upper case.

Logotype

Diafos

Logotype
Neue Montreal Bold
49,5/49,5

