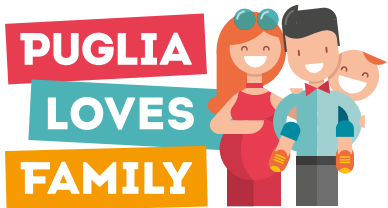
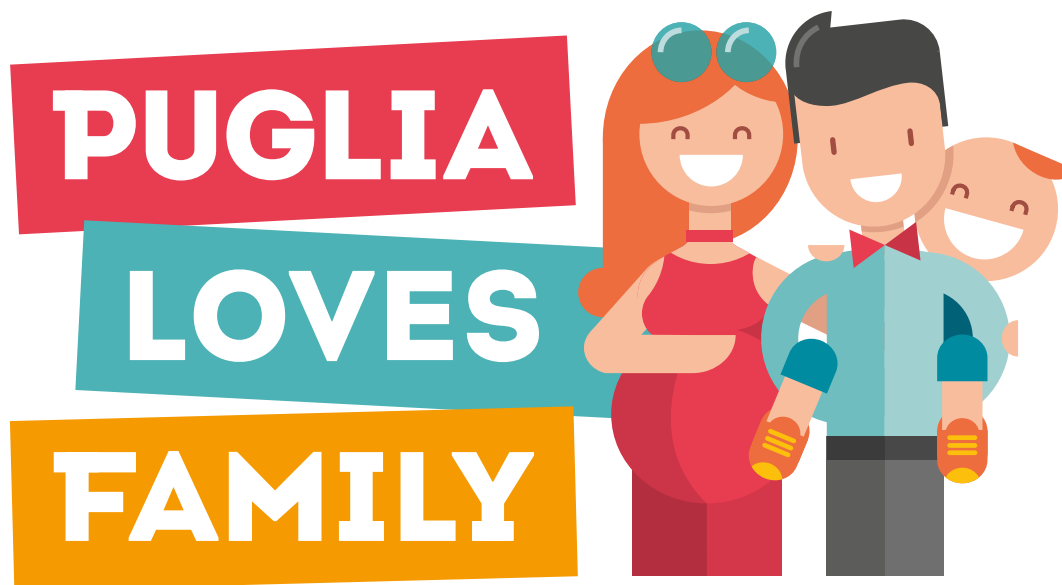
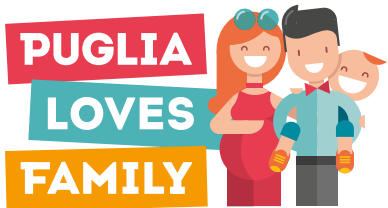


Brand Guidelines

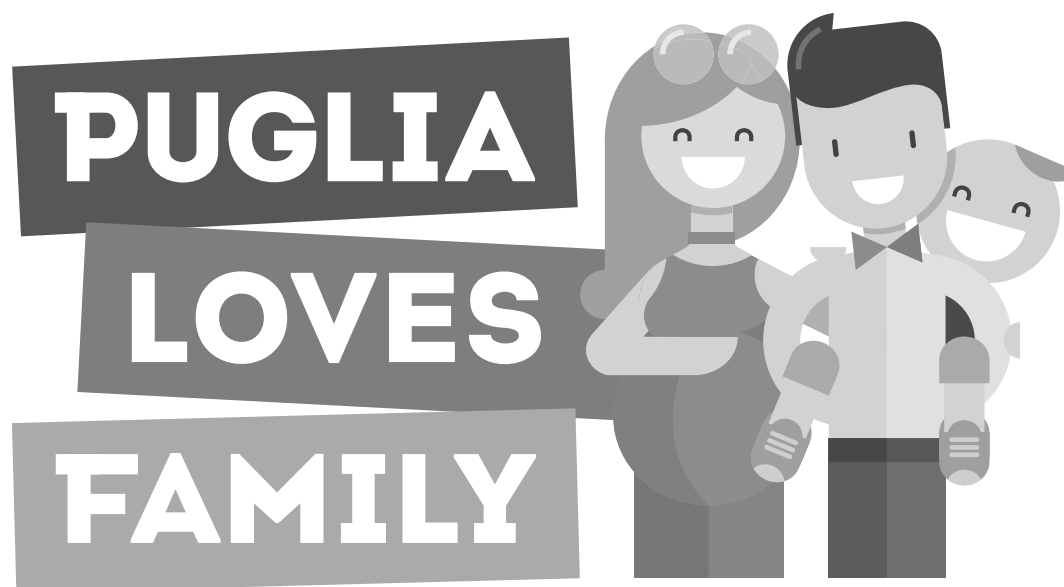


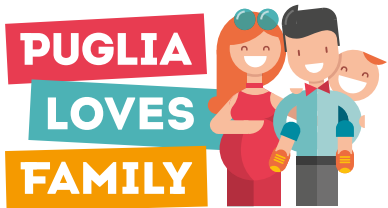
Brand Guidelines
marchio



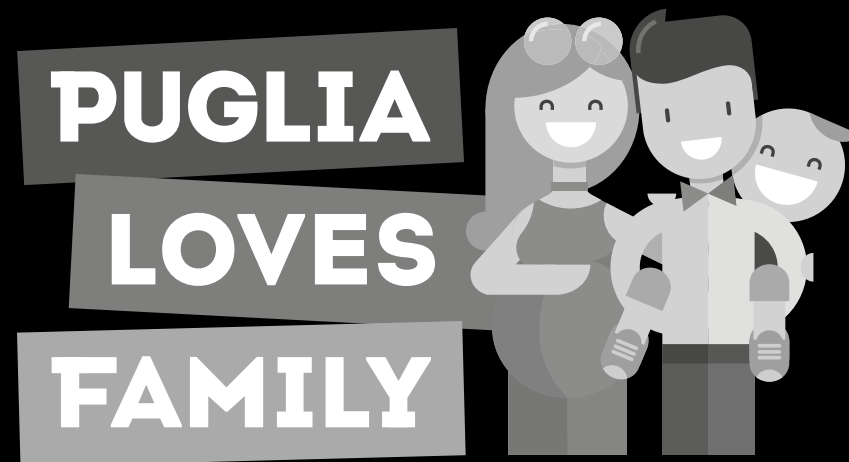
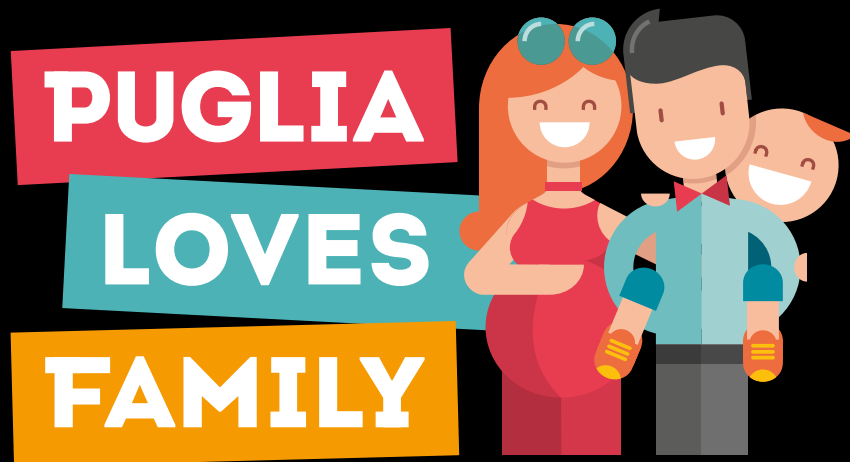


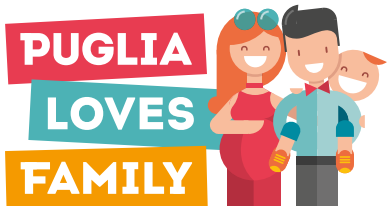
Brand Guidelines
marchio in scala di grigio





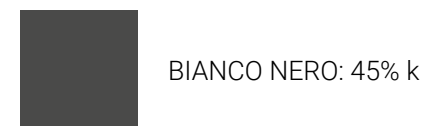
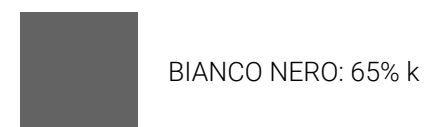
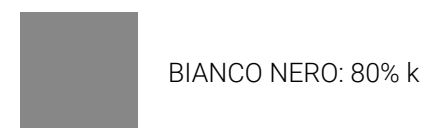
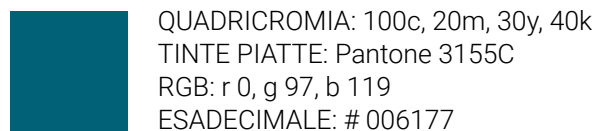
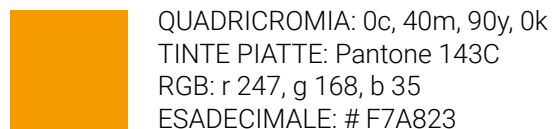
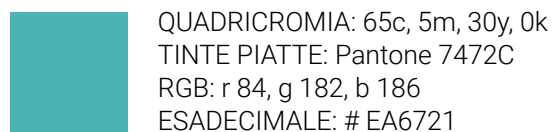
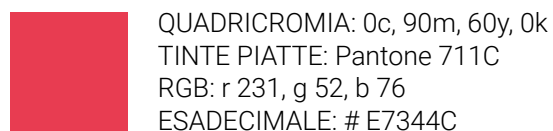
Brand Guidelines
marchi su fondo scuro

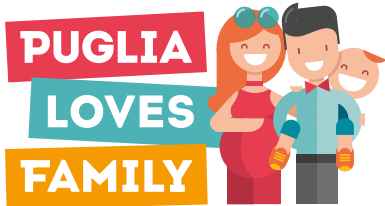




Brand Guidelines

gamma colori





Brand Guidelines
font istituzionale



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&*()

INTRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

NEXA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

NEXA BOOK



ATTIVITÀ COMMERCIALI



SERVIZI CULTURALI



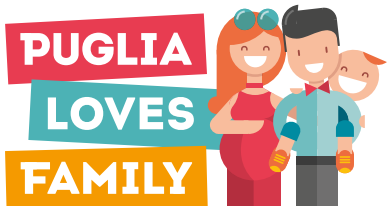
ATTIVITÀ RICETTIVE



ATTIVITÀ LUDICHE PER IL TEMPO LIBERO



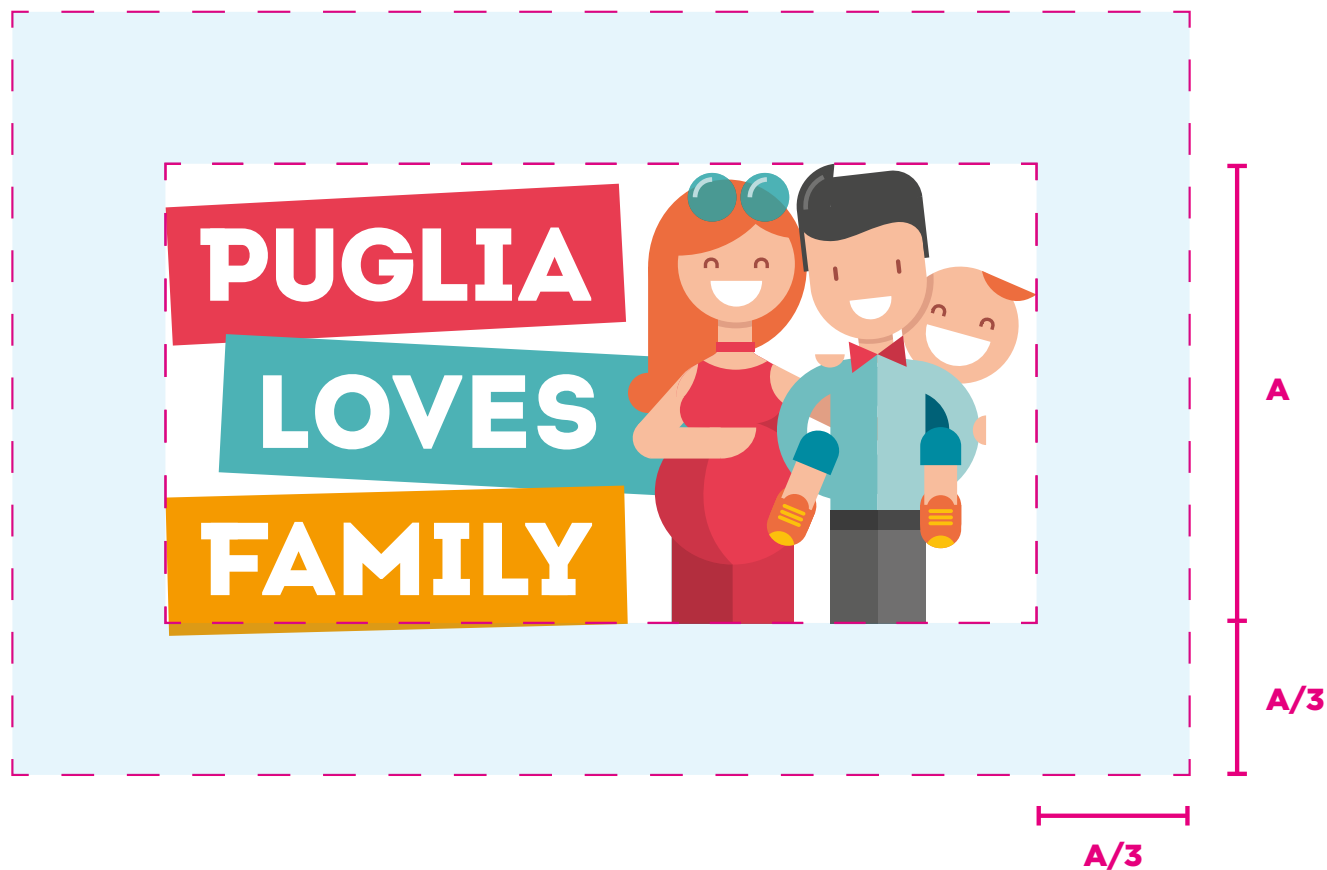
RISTORAZIONE

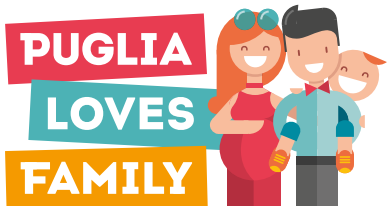


Brand Guidelines
area minima di rispetto



Per una corretta visibilità è necessario riservare intorno al marchio un'area libera, non inferiore a quanto qui indicato, che lo isoli da altre immagini, elementi grafici e tagli della pagina.





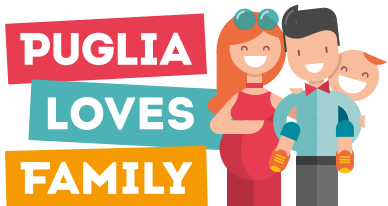
Brand Guidelines

dimensioni



È consentito l'utilizzo di logo + pittogramma entro un'altezza minima di 10 mm (o 100 px per materiali digitali). Per utilizzi del marchio, sotto tale dimensione, sarà necessario utilizzare la versione solo logo.





Brand Guidelines

utilizzi consentiti e non consentiti



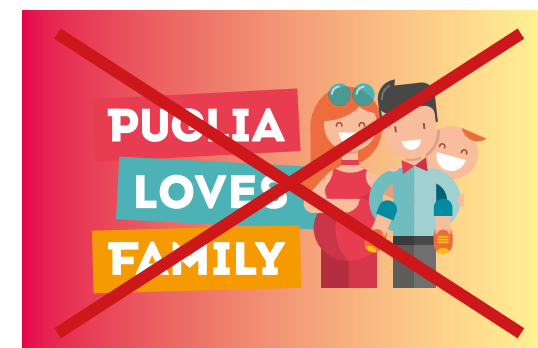
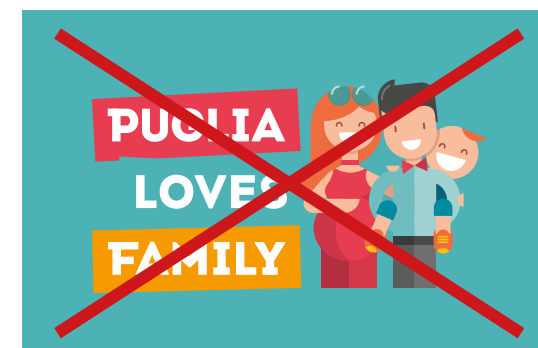
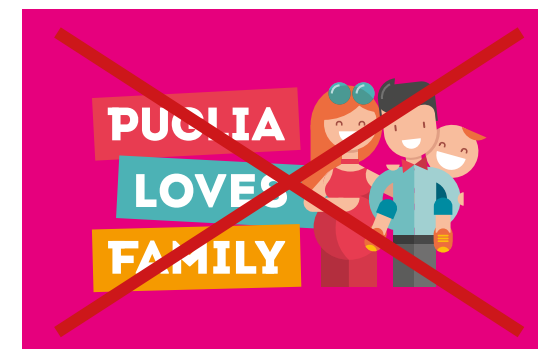
SÌ

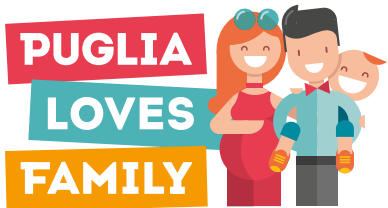
NO

Si consiglia l'utilizzo del logo sempre su fondo bianco, ove non fosse possibile è consentito l'utilizzo su tinte piatte molto chiare oppure molto scure.

Non è consentito in alcun modo alterare o modificare il marchio nelle sue proporzioni e nelle sue colorazioni.

Tonalità accese o simili alla palette del marchio ne comprometterebbero la chiarezza. È altresì vietato l'utilizzo su sfumature e foto che non garantiscano una chiara leggibilità.





Brand Guidelines
utilizzi consentiti e non consentiti



SÌ



NO

