



NEW BRAND GUIDELINES



1 BRAND



Marchio Slow Food



UTILIZZO DEL MARCHIO A COLORI
SU SFONDO CHIARO

Chiocciola: PANTONE 485 C
C 2 M 95 Y 94 K 0
R 226 G 36 B 29
#e2241d

Scritta Slow Food: BLACK
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
#000000



UTILIZZO DEL MARCHIO IN SCALA DI GRIGI
O BIANCO/NERO SU SFONDO CHIARO

Chiocciola: BLACK
C 0 M 0 Y 0 K 60
R 0 G 0 B 0
#000000

Scritta Slow Food: BLACK
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
#000000



UTILIZZO DEL MARCHIO A COLORI
SU SFONDO SCURO

Chiocciola: PANTONE 485 C
C 2 M 95 Y 94 K 0
R 226 G 36 B 29
#e2241d

Scritta Slow Food: WHITE
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#ffffff



UTILIZZO DEL MARCHIO IN SCALA DI GRIGI
O BIANCO/NERO SU SFONDO SCURO

Chiocciola: WHITE
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#ffffff

Scritta Slow Food: WHITE
C 0 M 0 Y 0 K 0
R 255 G 255 B 255



Livelli marchio Slow Food

PRIMO LIVELLO



SECONDO LIVELLO



TERZO LIVELLO



► COME SI COMPONE

Si compone di tre livelli, utili a declinare l'appartenenza di ogni progetto e ogni nodo locale della rete alla grande famiglia planetaria di Slow Food. Sopra un'esempio di progetto.



2 TYPOGRAPHY



Tipografia di primo livello

OSWALD BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

OSWALD
is a free
Google
font family

► **DOVE SI USA**

Titoli e claim

Oswald



Tipografia di secondo livello

NOTO SANS

LIGHT

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

NOTO

is a trademark of Google Inc.
Noto fonts are open source.
All Noto fonts are published
under the SIL Open Font License,
Version 1.1.*

72
styles

582
languages

► DOVE SI USA

Sottotitoli e testi correnti

*The SIL Open Font License (OFL) is a free, libre and open source license specifically designed for fonts and related software based on our experience in font design and linguistic software engineering.



3 CORPORATE COMMUNICATION



**GOOD
CLEAN
FAIR
FOOD**
FOR ALL.


JOIN US



Slow Food®
WWW.SLOWFOOD.COM

**BUONO
PULITO
GIUSTO**
PER TUTTI.


UNISCI A NOI




Slow Food®
WWW.SLOWFOOD.IT







**JOIN
SLOW
FOOD**



UNISCITI A NOI 



Slow Food®









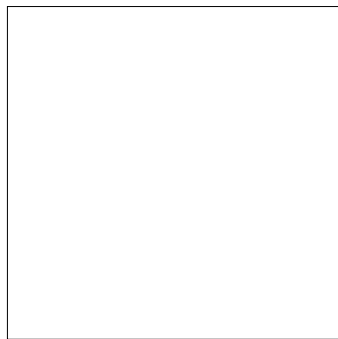
4 COLORS



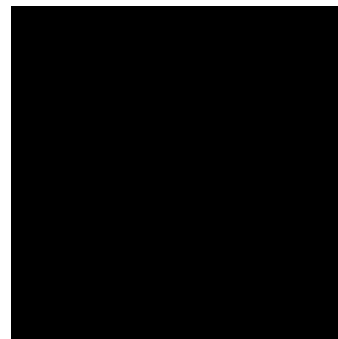
Palette colori primaria



PANTONE 485 C
C 2 M 95 Y 94 K 0
R 226 G 36 B 29
#e2241d



WHITE
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#ffffff



BLACK
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
#000000

► DOVE SI USA

immagine
istituzionale



Palette colori secondaria



PANTONE 485 C
C 0 M 95 Y 100 K 2
R 225 G 35 B 18
#e12312



BLUE
C 100 M 52 Y 26 K 0
R 0 G 102 B 148
#006694



BLACK
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
#4C772A

► DOVE SI USA

temi e progetti



5 THEMES & CAMPAIGNS







**CESI N'EST PAS
seulement UN STEAK.**

INTENSIVE INDUSTRIAL MEAT PRODUCTION IS RESPONSIBLE
FOR X% OF GLOBAL GREENHOUSE GAS EMISSIONS

**EAT LESS MEAT
OF BETTER QUALITY**



Slow Food®



**BEE
YOURSELF**

**WE ARE THE BEES. TAKE CARE:
WITHOUT THEM THERE IS NO LIFE**



Slow Food®







Slow Food®

WHEN YOU BUY AN EGG,
CHOOSE RESPONSIBLY



Slow Food®

WHEN YOU BUY SOME MILK,
CHOOSE RESPONSIBLY

