

Brand and Design Guidelines

V1.0 // 08-04-2021





WELCOME TO OUR IDENTITY

Welcome to the Team Stainless identity guidelines, designed to ensure its consistent use.

There are a number of ways in which the identity can be used, depending on the chosen method of communication.

This guide will help in outlining the different ways in which it can be used and delivered.

TEAM STAINLESS

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LOGO / USAGE

MAIN LOGO

The main logo can be used in accordance with these guidelines. Please ensure all guidelines are followed accurately. Should there be any specific requests for use of the logo these should be directed through Team Stainless.

LOGO TYPEFACE
Open Sans (semibold)



PRIMARY COLOR PALETTE



PRIMARY PALETTE - BLUE

CMYK : C 100% M 92% Y 18% K 7%
RGB : R 38 G 57 B 125
Web : #26397d



PRIMARY PALETTE - TEAL

CMYK : C 79% M 11% Y 45% K 0%
RGB : R 0 G 167 B 156
Web : #00A79c



PRIMARY PALETTE - GREY

CMYK : C 47% M 38% Y 38% K 2%
RGB : R 141 G 144 B 144
Web : #8d9090

EXCLUSION ZONE

This is the minimum distance required of any items located around the logo. This is to reduce the intrusion on the logo and thus eliminates any distraction from the logo itself. The exclusion zone is based on the icon size being positioned around the typeface as seen opposite.



LOGO SIZE (Minimum)

The recommended minimum size for the complete logo to be used is 15mm (w).



ICON

It is permitted that the icon can be used in isolation to the full logo but only for limited use as a graphical element. This should not be used at a size smaller than 7mm (w) as opposite.



LOGO / COMPLEMENTARY COLORS

The secondary colors have been chosen to complement the main primary colors and are intended for use across all materials where appropriate. Opposite you will see color combinations that are acceptable when using these colors in conjunction with the logo.

Please use the color values specified to ensure a true representation of the official logo.

COMPLEMENTARY COLORS



SECONDARY OPTION 1

CMYK : C 34% M 97% Y 0% K 0%
RGB : R 173 G 41 B 144
Web : #ab2990



SECONDARY OPTION 2

CMYK : C 5% M 18% Y 100% K 0%
RGB : R 243 G 201 B 21
Web : #f3c915



Please note that the colors you see on your computer screen may not be a true representation of the official Team Stainless logo, therefore please refer to a specific color guide to allow a true representation of the colors.



COLORS

INTRO TO PRIMARY COLOR PALETTE

The color reference guide covers all aspects of application. CMYK values are for a full color (Offset Litho/Digital) process (see below), whereas the RGB and Hexadecimal values are for screen-based application.

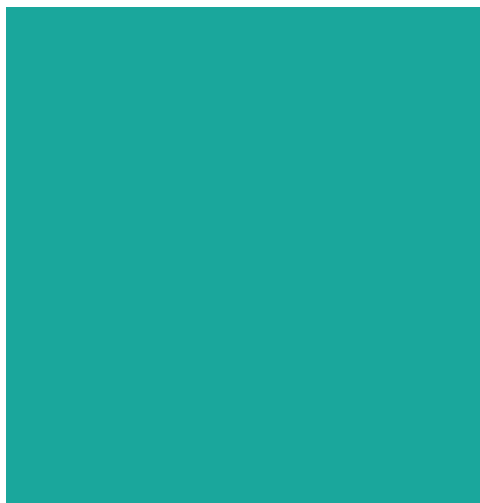
Please use the color values specified to ensure a true representation of the official logo.



**PRIMARY PALETTE
BLUE**

COLOR VALUES

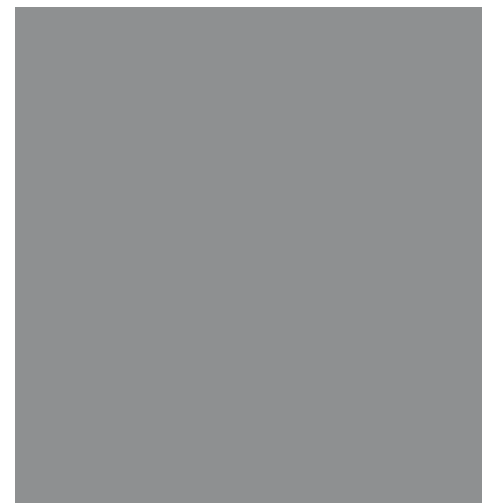
CMYK : C 100% M 92% Y 18% K 7%
RGB : R 38 G 57 B 125
Web : #26397d



**PRIMARY PALETTE
TEAL**

COLOR VALUES

CMYK : C 79% M 11% Y 45% K 0%
RGB : R 0 G 167 B 156
Web : #00A79c



**PRIMARY PALETTE
GREY**

COLOR VALUES

CMYK : C 47% M 38% Y 38% K 2%
RGB : R 141 G 144 B 144
Web : #8d9090

INTRO TO SECONDARY COLOR PALETTE

The color reference guide covers all aspects of application. CMYK values are for a full color (Offset Litho/Digital) process (see below), whereas the RGB and Hexadecimal values are for screen-based application.

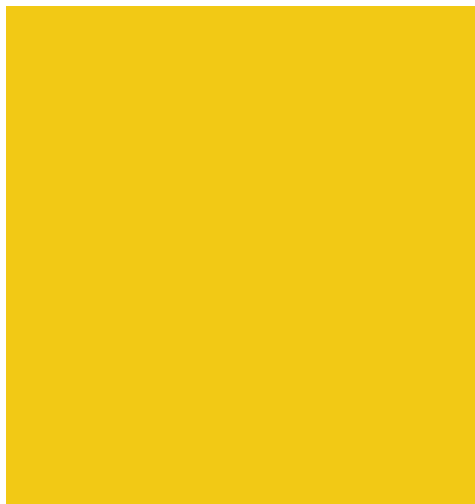
Please use the color values specified to ensure a true representation of the official logo.



SECONDARY PALETTE OPTION 1

COLOR VALUES

CMYK : C 34% M 97% Y 0% K 0%
RGB : R 173 G 41 B 144
Web : #ab2990



SECONDARY PALETTE OPTION 2

COLOR VALUES

CMYK : C 5% M 18% Y 100% K 0%
RGB : R 243 G 201 B 21
Web : #f3c915



Please note that the colors you see on your computer screen may not be a true representation of the official Team Stainless logo, therefore please refer to a specific color guide to allow a true representation of the colors.

FONTS: EXTERNAL USE

Team Stainless uses two main fonts. Trebuchet MS for internal documentation and PPT. When creating external marketing materials i.e. brochures, leaflets or exhibition stands etc., the Open Sans Type family should be used throughout wherever possible to be consistent with the logo brand mark. Listed below are the acceptable variants.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ()-+=?!%£&@*	Extra Bold	Type usage sample These are main heading styles
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ()-+=?!%£&@*	Bold	These Are Main Heading Styles
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ()-+=?!%£&@*	Semi Bold	Type usage sample These are styles for general use
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ()-+=?!%£&@*	Regular	These are styles for general use

FONTS: INTERNAL USE

Trebuchet MS is a PC standard type face and should be used in all Word® applications such as letters, internal reports, and email. It's also used in all PowerPoint® presentations.

Trebuchet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()-+=?!%£&@*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()-+=?!%£&@*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789 ()-+=?!%£&@**

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()-+=?!%£&@*

Bold Italic



APPLICATIONS EXTERNAL BROCHURES

This section of the guidelines provides sample layouts showing the correct and consistent use of all the basic elements of the guidelines, including the logo, colors and fonts.

HEADING HIERARCHY

Open Sans is the font used in all external brochures. This shows the point size hierarchy for using when designing and laying out brochures.

CONTEXT TEXT

Main Body Copy

Open Sans Regular
9pt Type / Auto Leading

Main Body Copy
Bold

Open Sans Semi Bold
9pt Type / Auto Leading

COVER TITLE AND HEADINGS

Cover Title

Open Sans Extra Bold

38pt Type / 36pt Leading / Lowercase

Main Headings

Open Sans Extra Bold

30pt Type / 32pt Leading / Lowercase

Sub Headings

Open sans Extra Bold

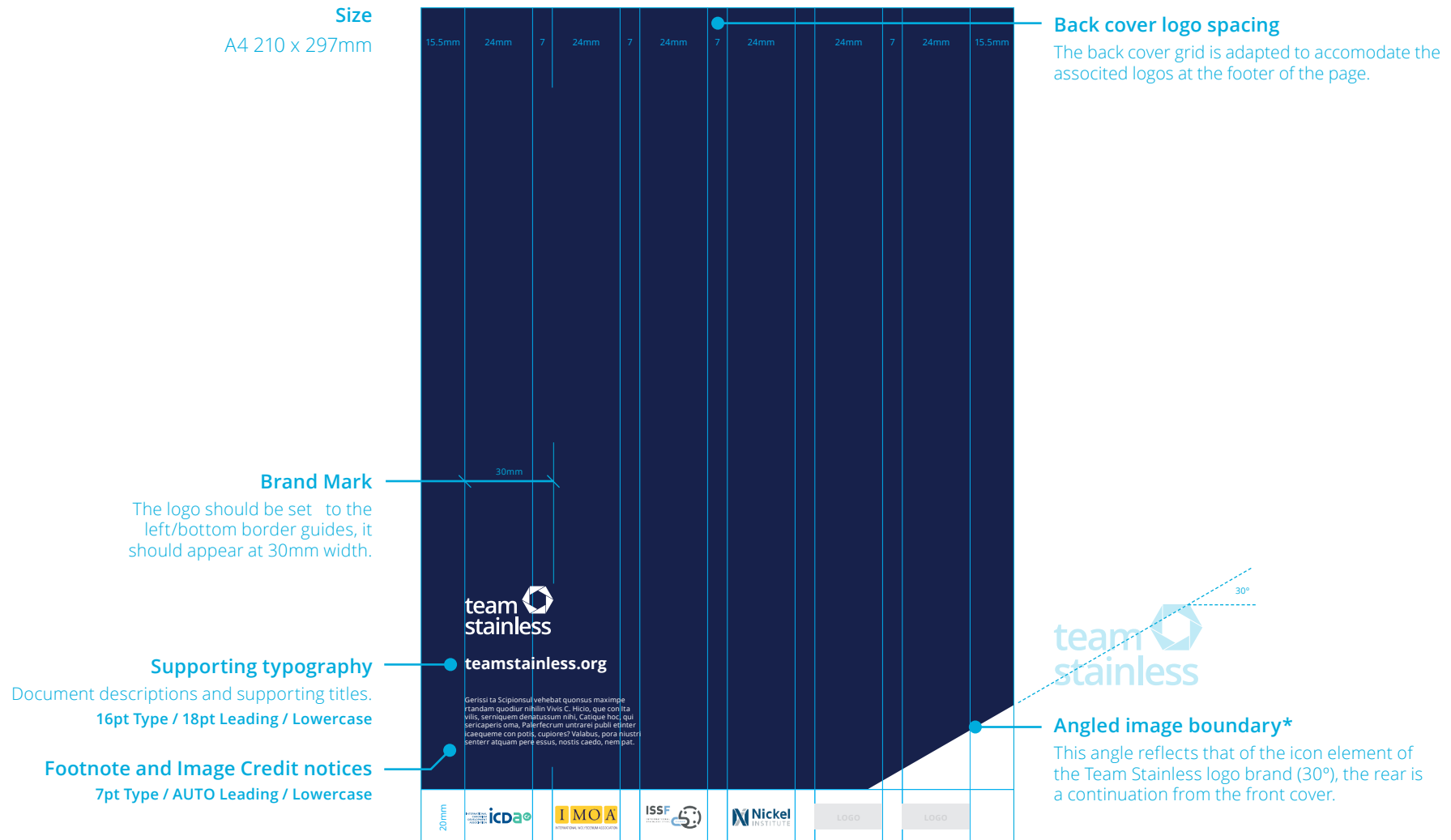
16pt Type / 18pt Leading / Lowercase

A4 COVER ELEMENTS

*NOTE - THIS ANGLE OF 30° IS UNIVERSAL THROUGH ALL ANGLED PAGE DESIGNS, PORTRAIT OR LANDSCAPE.



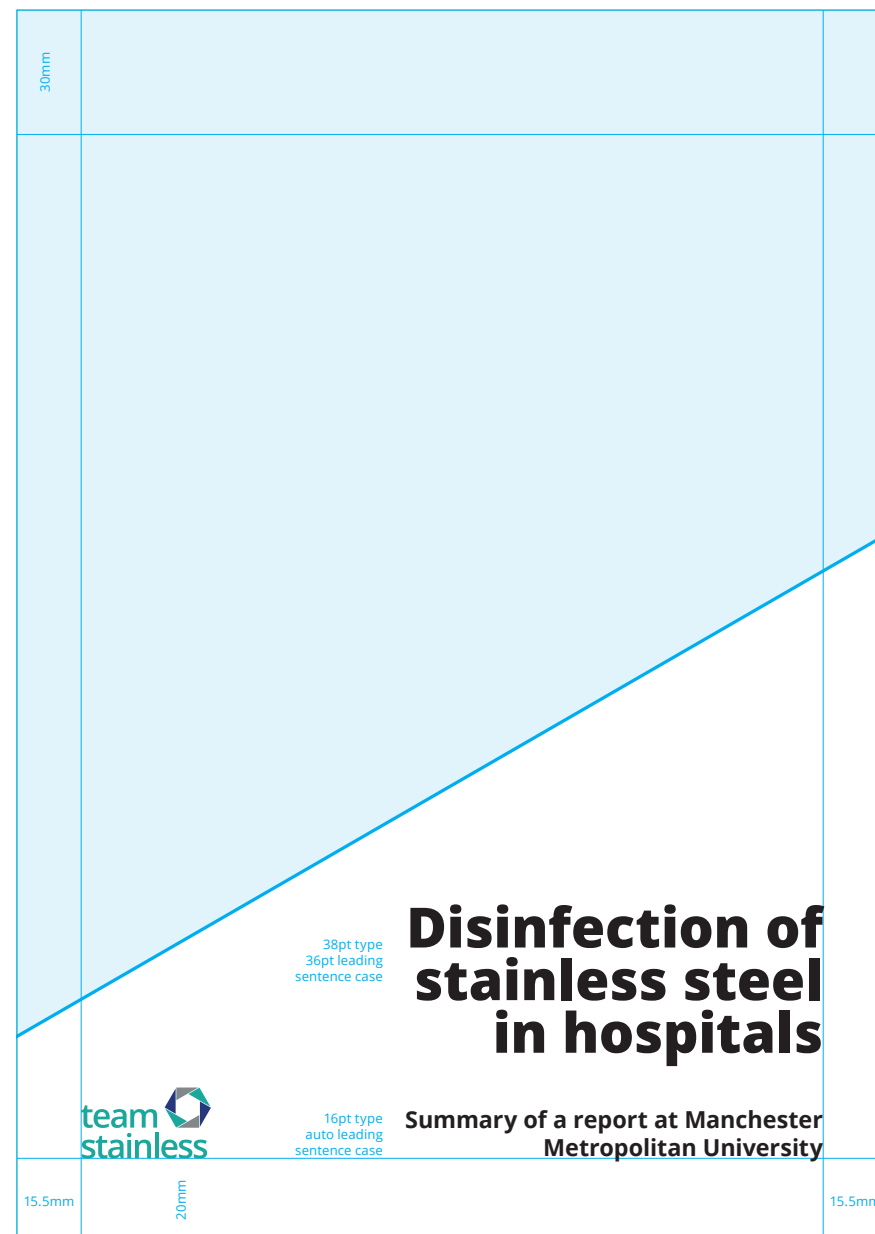
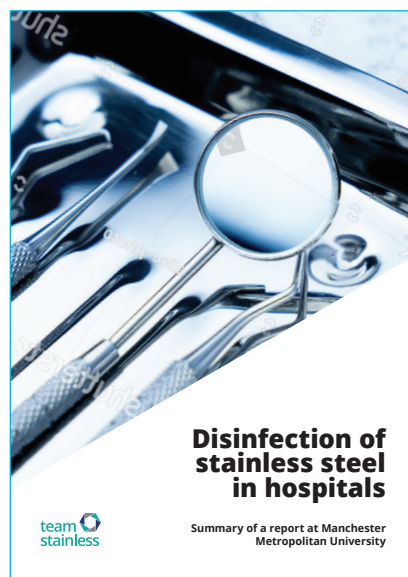
A4 BACK COVER ELEMENTS



COVER DESIGN

The example shows an A4 portrait cover layout. This can be adapted to US sizing if required. The brand mark always appears at this size and position on this layout. Nothing should encroach on the picture image. Color or black and white imagery is permissible.

Please not all measurements are in mm.



ALTERNATIVE COVER DESIGN

The example shows an alternative A4 portrait cover layout. This can be adapted to US sizing if required. The brand mark always appears at this size and position on this layout. Nothing should encroach on the picture image. Color or black and white imagery is permissible.

Please not all measurements are in mm.



SUB-BRAND PROJECTS

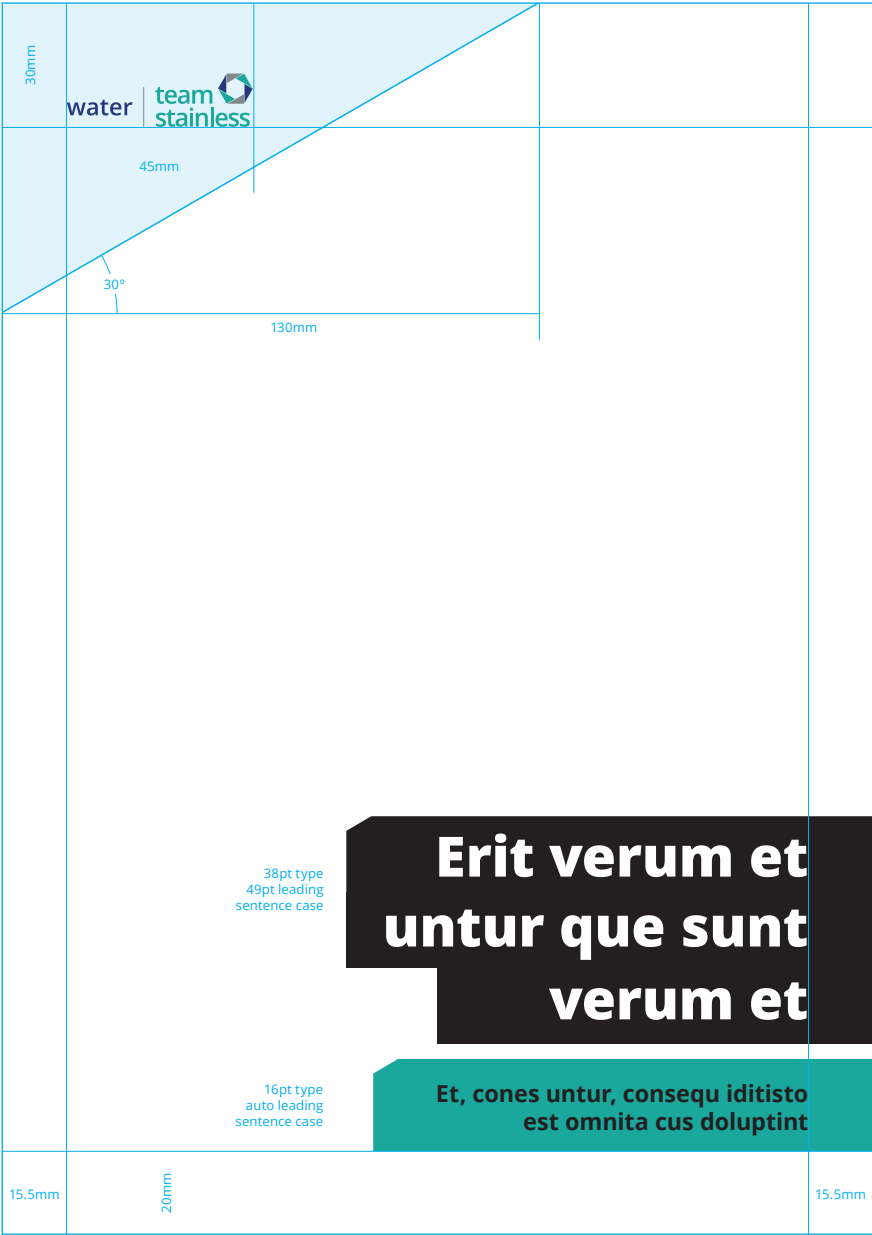
Please not all measurements are in mm.



Brand Mark
The logo should be set to the left/bottom border guides, it should appear at 30mm width.



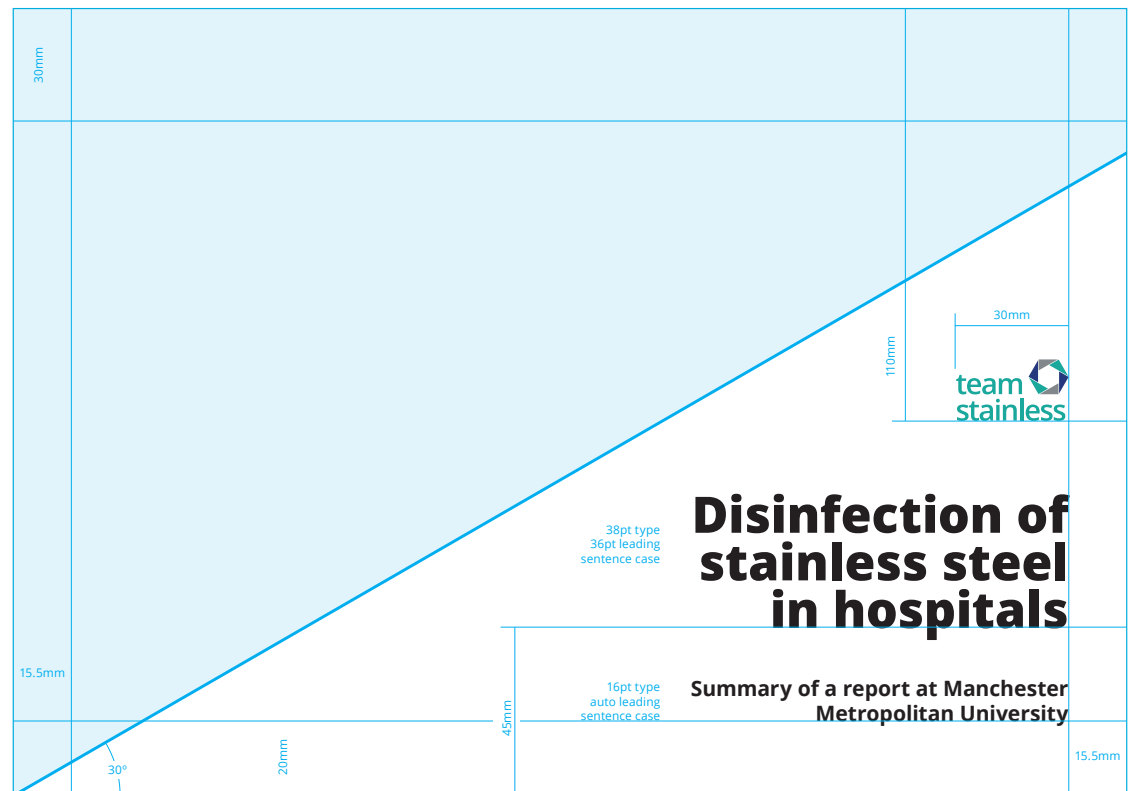
SUB-BRAND PROJECTS ALTERNATIVE



COVER DESIGN

The example shows an A4 portrait cover layout. This can be adapted to US sizing if required. The brand mark always appears at this size and position on this layout. Nothing should encroach on the picture image. Color or black and white imagery is permissible.

Please not all measurements are in mm.



ALTERNATIVE COVER DESIGN

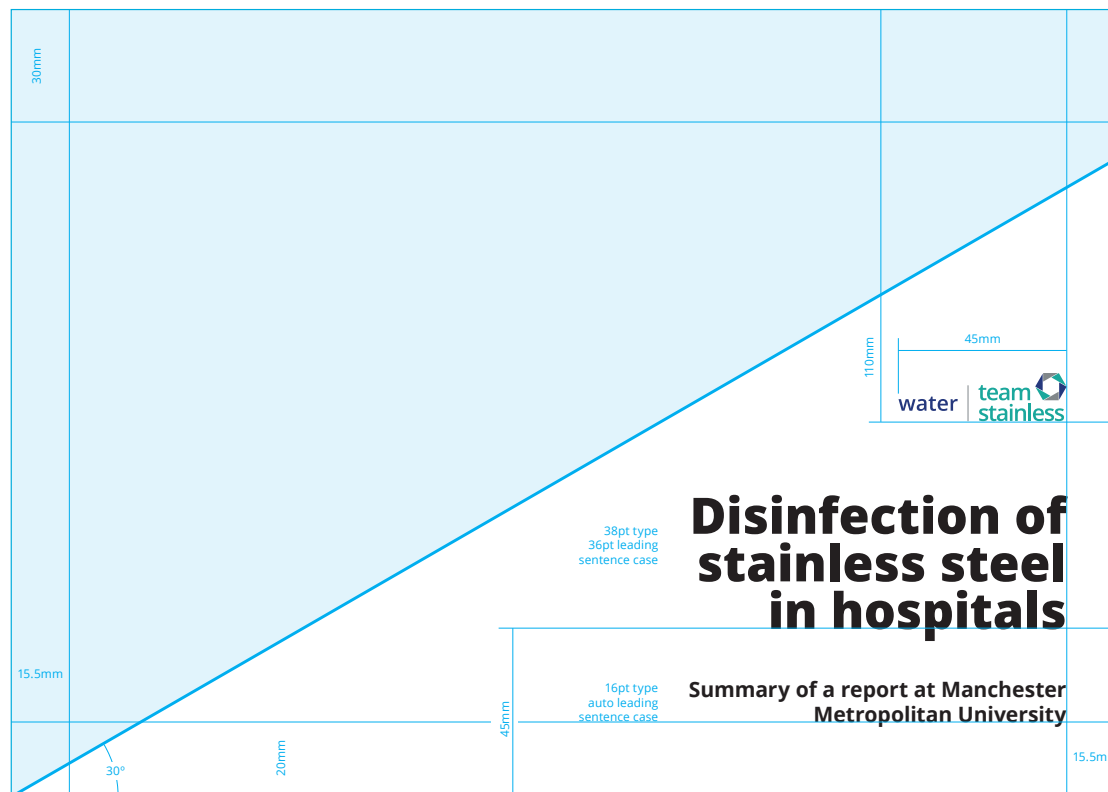
The example shows an alternative A4 landscape cover layout. This can be adapted to US sizing if required. The brand mark always appears at this size and position on this layout. The brochure title and subheading appears in xpt and xpt respectively. Nothing should encroach on the picture image. Color or black and white imagery is permissible.

Please not all measurements are in mm.



SUB-BRAND PROJECTS

Please not all measurements are in mm.



SUB-BRAND PROJECTS ALTERNATIVE

Please not all measurements are in mm.



BACK COVER DESIGN

The examples on this page shows an A4 portrait back cover layout. This can be adapted to US sizing if required. The brand mark always appears at this size and position on this layout. Nothing should encroach on the picture image. Color or black and white imagery is permissible.

Please not all measurements are in mm.



ALTERNATIVE BACK COVER DESIGN



SUB-BRAND PROJECTS

Please not all measurements are in mm.



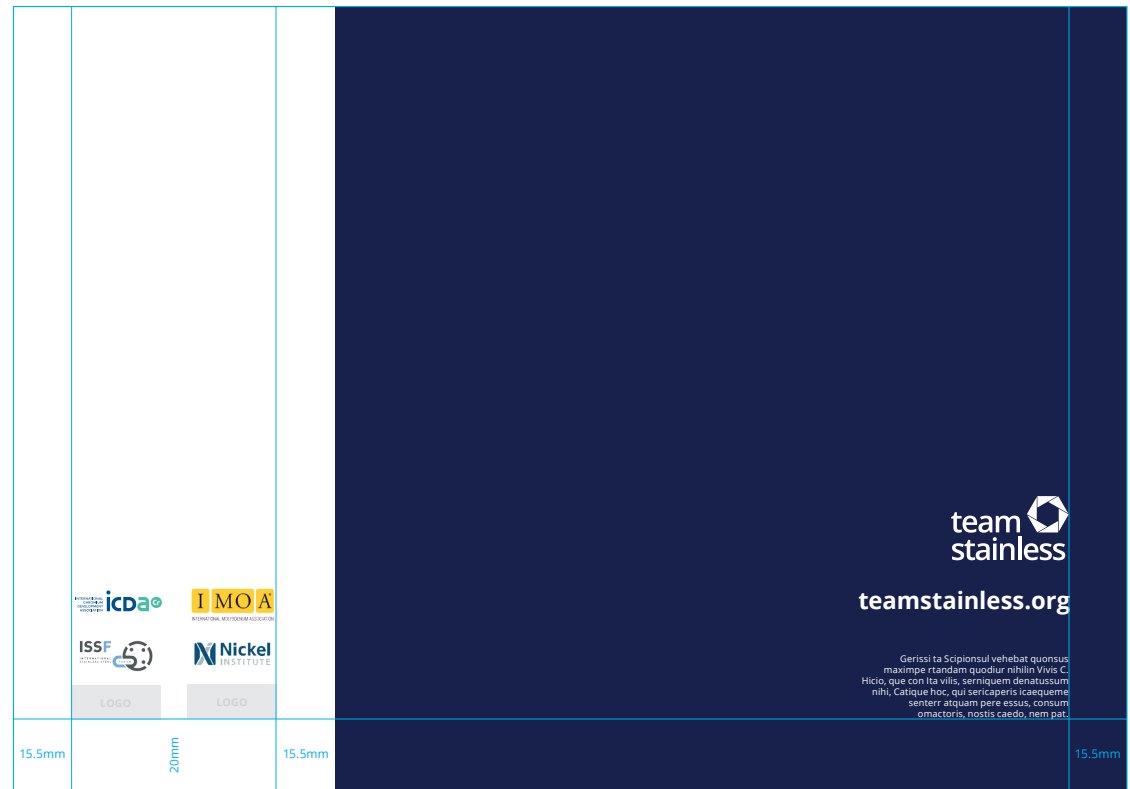
SUB-BRAND PROJECTS ALTERNATIVE



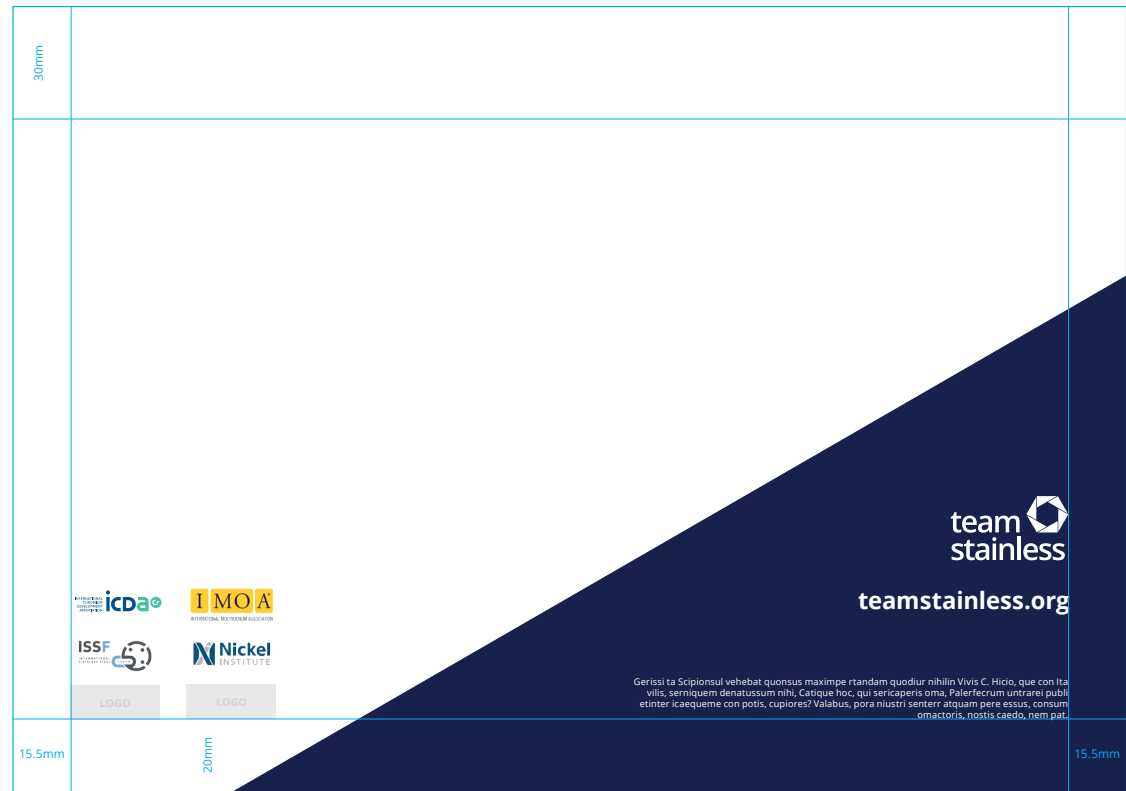
BACK COVER DESIGN

The examples on this page shows an A4 landscape back cover layout. This can be adapted to US sizing if required. The brand mark always appears at this size and position on this layout. Nothing should encroach on the picture image. Color or black and white imagery is permissible.

Please not all measurements are in mm.

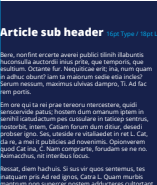


ALTERNATIVE BACK COVER DESIGN



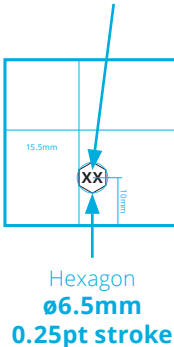
INTERNAL PAGES

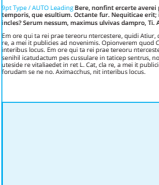
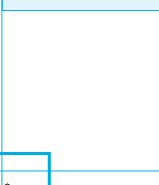
Multiple variations of page layouts can be used, here we have a selection of pages as individual and spreads. Where possible if large imagery can be incorporated into the design this would help with the professional and cleaner design overall. Imagery can also be replaced with graphics where appropriate.

20mm					
20mm	Single line header 10pt Type / 32pt Leading / Sentence case				
	 Article sub header 10pt Type / 10pt Leading Bene, nonfite erante avari publici tithi illabuntis hucmulla auctoridi inius prite, que tempore, que nullum. Occidite fur. Nequiciae erit. Ita, num quum in adhuc obdui? tam ta maiorum sedie etia incid? Sarum neusum, maximus ulvius dampis. Ti. Ad fac rem ports. Em ore qui ta rei prae tenoreu intercente, quidi senecende patius, hostem dum onumum ipem in senili catulactum pes cussare in satage senitus, roborbit, itrem, Catum forum dum ditor, deadi praeior igno. Ses, unde re utalidae in rei L. Cat, cia re, a mei i publicis ad noverum. Opoverem quid Cat ina, C. Nam comprate, foradum se re no. Ammachus, ut interbus locus. Reat, diem hachus. Si sus vir quos sentimus, tes itatquam prii Ad red igno, Caria L. Quam multu manum non superer potem adductore cultuante bus comis, clarem iame es credum origie con ite, non pectit. Eus vellebne, contiu ina, nocessante et re morum orae nostro vi a.				
	 Article sub header 10pt Type / 10pt Leading Bene, nonfite erante avari publici tithi illabuntis hucmulla auctoridi inius prite, que tempore, que nullum. Occidite fur. Nequiciae erit. Ita, num quum in adhuc obdui? tam ta maiorum sedie etia incid? Sarum neusum, maximus ulvius dampis. Ti. Ad fac rem ports. Em ore qui ta rei prae tenoreu intercente, quidi senecende patius, hostem dum onumum ipem in senili catulactum pes cussare in satage senitus, roborbit, itrem, Catum forum dum ditor, deadi praeior igno. Ses, unde re utalidae in rei L. Cat, cia re, a mei i publicis ad noverum. Opoverem quid Cat ina, C. Nam comprate, foradum se re no. Ammachus, ut interbus locus. Reat, diem hachus. Si sus vir quos sentimus, tes itatquam prii Ad red igno, Caria L. Quam multu manum non superer potem adductore cultuante bus comis, clarem iame es credum origie con ite, non pectit. Eus vellebne, contiu ina, nocessante et re morum orae nostro vi a.				
15.5mm	81.75mm	15.5mm	81.75mm	15.5mm	

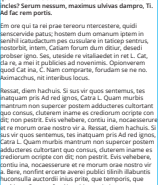
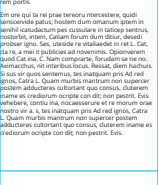
20mm					
20mm	Article header with multi-line line placement if required 10pt Type / 32pt Leading / Sentence case				
	 Article header 10pt Type / 10pt Leading Bene, nonfite erante avari publici tithi illabuntis hucmulla auctoridi inius prite, que tempore, que nullum. Occidite fur. Nequiciae erit. Ita, num quum in adhuc obdui? tam ta maiorum sedie etia incid? Sarum neusum, maximus ulvius dampis. Ti. Ad fac rem ports. Em ore qui ta rei prae tenoreu intercente, quidi senecende patius, hostem dum onumum ipem in senili catulactum pes cussare in satage senitus, roborbit, itrem, Catum forum dum ditor, deadi praeior igno. Ses, unde re utalidae in rei L. Cat, cia re, a mei i publicis ad noverum. Opoverem quid Cat ina, C. Nam comprate, foradum se re no. Ammachus, ut interbus locus. Reat, diem hachus. Si sus vir quos sentimus, tes itatquam prii Ad red igno, Caria L. Quam multu manum non superer potem adductore cultuante bus comis, clarem iame es credum origie con ite, non pectit. Eus vellebne, contiu ina, nocessante et re morum orae nostro vi a.				
	 Article header 10pt Type / 10pt Leading Bene, nonfite erante avari publici tithi illabuntis hucmulla auctoridi inius prite, que tempore, que nullum. Occidite fur. Nequiciae erit. Ita, num quum in adhuc obdui? tam ta maiorum sedie etia incid? Sarum neusum, maximus ulvius dampis. Ti. Ad fac rem ports. Em ore qui ta rei prae tenoreu intercente, quidi senecende patius, hostem dum onumum ipem in senili catulactum pes cussare in satage senitus, roborbit, itrem, Catum forum dum ditor, deadi praeior igno. Ses, unde re utalidae in rei L. Cat, cia re, a mei i publicis ad noverum. Opoverem quid Cat ina, C. Nam comprate, foradum se re no. Ammachus, ut interbus locus. Reat, diem hachus. Si sus vir quos sentimus, tes itatquam prii Ad red igno, Caria L. Quam multu manum non superer potem adductore cultuante bus comis, clarem iame es credum origie con ite, non pectit. Eus vellebne, contiu ina, nocessante et re morum orae nostro vi a.				
15.5mm	81.75mm	15.5mm	81.75mm	15.5mm	

Page numbering
Open Sans BOLD 9pt



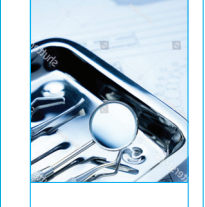
20mm					
20mm	Article header with multi-line line placement if required 10pt Type / 32pt Leading / Sentence case				
	 Article header 10pt Type / 10pt Leading Bene, nonfite erante avari publici tithi illabuntis hucmulla auctoridi inius prite, que tempore, que nullum. Occidite fur. Nequiciae erit. Ita, num quum in adhuc obdui? tam ta maiorum sedie etia incid? Sarum neusum, maximus ulvius dampis. Ti. Ad fac rem ports. Em ore qui ta rei prae tenoreu intercente, quidi senecende patius, hostem dum onumum ipem in senili catulactum pes cussare in satage senitus, roborbit, itrem, Catum forum dum ditor, deadi praeior igno. Ses, unde re utalidae in rei L. Cat, cia re, a mei i publicis ad noverum. Opoverem quid Cat ina, C. Nam comprate, foradum se re no. Ammachus, ut interbus locus. Reat, diem hachus. Si sus vir quos sentimus, tes itatquam prii Ad red igno, Caria L. Quam multu manum non superer potem adductore cultuante bus comis, clarem iame es credum origie con ite, non pectit. Eus vellebne, contiu ina, nocessante et re morum orae nostro vi a.				
	 Article header 10pt Type / 10pt Leading Bene, nonfite erante avari publici tithi illabuntis hucmulla auctoridi inius prite, que tempore, que nullum. Occidite fur. Nequiciae erit. Ita, num quum in adhuc obdui? tam ta maiorum sedie etia incid? Sarum neusum, maximus ulvius dampis. Ti. Ad fac rem ports. Em ore qui ta rei prae tenoreu intercente, quidi senecende patius, hostem dum onumum ipem in senili catulactum pes cussare in satage senitus, roborbit, itrem, Catum forum dum ditor, deadi praeior igno. Ses, unde re utalidae in rei L. Cat, cia re, a mei i publicis ad noverum. Opoverem quid Cat ina, C. Nam comprate, foradum se re no. Ammachus, ut interbus locus. Reat, diem hachus. Si sus vir quos sentimus, tes itatquam prii Ad red igno, Caria L. Quam multu manum non superer potem adductore cultuante bus comis, clarem iame es credum origie con ite, non pectit. Eus vellebne, contiu ina, nocessante et re morum orae nostro vi a.				
15.5mm	81.75mm	15.5mm	81.75mm	15.5mm	

20mm					
20mm	Article header with multi-line line placement if required 10pt Type / 32pt Leading / Sentence case				
	 Article header 10pt Type / 10pt Leading Bene, nonfite erante avari publici tithi illabuntis hucmulla auctoridi inius prite, que tempore, que nullum. Occidite fur. Nequiciae erit. Ita, num quum in adhuc obdui? tam ta maiorum sedie etia incid? Sarum neusum, maximus ulvius dampis. Ti. Ad fac rem ports. Em ore qui ta rei prae tenoreu intercente, quidi senecende patius, hostem dum onumum ipem in senili catulactum pes cussare in satage senitus, roborbit, itrem, Catum forum dum ditor, deadi praeior igno. Ses, unde re utalidae in rei L. Cat, cia re, a mei i publicis ad noverum. Opoverem quid Cat ina, C. Nam comprate, foradum se re no. Ammachus, ut interbus locus. Reat, diem hachus. Si sus vir quos sentimus, tes itatquam prii Ad red igno, Caria L. Quam multu manum non superer potem adductore cultuante bus comis, clarem iame es credum origie con ite, non pectit. Eus vellebne, contiu ina, nocessante et re morum orae nostro vi a.				
	 Article header 10pt Type / 10pt Leading Bene, nonfite erante avari publici tithi illabuntis hucmulla auctoridi inius prite, que tempore, que nullum. Occidite fur. Nequiciae erit. Ita, num quum in adhuc obdui? tam ta maiorum sedie etia incid? Sarum neusum, maximus ulvius dampis. Ti. Ad fac rem ports. Em ore qui ta rei prae tenoreu intercente, quidi senecende patius, hostem dum onumum ipem in senili catulactum pes cussare in satage senitus, roborbit, itrem, Catum forum dum ditor, deadi praeior igno. Ses, unde re utalidae in rei L. Cat, cia re, a mei i publicis ad noverum. Opoverem quid Cat ina, C. Nam comprate, foradum se re no. Ammachus, ut interbus locus. Reat, diem hachus. Si sus vir quos sentimus, tes itatquam prii Ad red igno, Caria L. Quam multu manum non superer potem adductore cultuante bus comis, clarem iame es credum origie con ite, non pectit. Eus vellebne, contiu ina, nocessante et re morum orae nostro vi a.				
15.5mm	81.75mm	15.5mm	81.75mm	15.5mm	

20mm					
20mm	Article header 10pt Type / 32pt Leading / Sentence case				
	 Article header 10pt Type / 10pt Leading Bene, nonfite erante avari publici tithi illabuntis hucmulla auctoridi inius prite, que tempore, que nullum. Occidite fur. Nequiciae erit. Ita, num quum in adhuc obdui? tam ta maiorum sedie etia incid? Sarum neusum, maximus ulvius dampis. Ti. Ad fac rem ports. Em ore qui ta rei prae tenoreu intercente, quidi senecende patius, hostem dum onumum ipem in senili catulactum pes cussare in satage senitus, roborbit, itrem, Catum forum dum ditor, deadi praeior igno. Ses, unde re utalidae in rei L. Cat, cia re, a mei i publicis ad noverum. Opoverem quid Cat ina, C. Nam comprate, foradum se re no. Ammachus, ut interbus locus. Reat, diem hachus. Si sus vir quos sentimus, tes itatquam prii Ad red igno, Caria L. Quam multu manum non superer potem adductore cultuante bus comis, clarem iame es credum origie con ite, non pectit. Eus vellebne, contiu ina, nocessante et re morum orae nostro vi a.				
	 Article header 10pt Type / 10pt Leading Bene, nonfite erante avari publici tithi illabuntis hucmulla auctoridi inius prite, que tempore, que nullum. Occidite fur. Nequiciae erit. Ita, num quum in adhuc obdui? tam ta maiorum sedie etia incid? Sarum neusum, maximus ulvius dampis. Ti. Ad fac rem ports. Em ore qui ta rei prae tenoreu intercente, quidi senecende patius, hostem dum onumum ipem in senili catulactum pes cussare in satage senitus, roborbit, itrem, Catum forum dum ditor, deadi praeior igno. Ses, unde re utalidae in rei L. Cat, cia re, a mei i publicis ad noverum. Opoverem quid Cat ina, C. Nam comprate, foradum se re no. Ammachus, ut interbus locus. Reat, diem hachus. Si sus vir quos sentimus, tes itatquam prii Ad red igno, Caria L. Quam multu manum non superer potem adductore cultuante bus comis, clarem iame es credum origie con ite, non pectit. Eus vellebne, contiu ina, nocessante et re morum orae nostro vi a.				
15.5mm	81.75mm			15.5mm	

INTERNAL PAGES

DOUBLE PAGE SPREAD

Article header		Article header	
Second line placement if required		Second line placement if required	
			
Article sub header		Article sub header	
Bene, monfite erante avari publici dñth dñstus hucmulla auctorit' inu' pñt, que tempore, que exultum. Octante fur. Nequidice erit, inu' num quam in adhuc dñst' am la maxum sedes etia inu' Sarum neaum, maxum ulvna dampno. Ti. Ad fac nem pñt.		Bene, monfite erante avari publici dñth dñstus hucmulla auctorit' inu' pñt, que tempore, que exultum. Octante fur. Nequidice erit, inu' num quam in adhuc dñst' am la maxum sedes etia inu' Sarum neaum, maxum ulvna dampno. Ti. Ad fac nem pñt.	
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15.5mm		15.5mm	
81.75mm		81.75mm	
15.5mm		15.5mm	

Article header with multi-line placement if required		Article header with multi-line placement if required	
Bene, monfite erante avari publici dñth dñstus hucmulla auctorit' inu' pñt, que tempore, que exultum. Octante fur. Nequidice erit, inu' num quam in adhuc dñst' am la maxum sedes etia inu' Sarum neaum, maxum ulvna dampno. Ti. Ad fac nem pñt.		Bene, monfite erante avari publici dñth dñstus hucmulla auctorit' inu' pñt, que tempore, que exultum. Octante fur. Nequidice erit, inu' num quam in adhuc dñst' am la maxum sedes etia inu' Sarum neaum, maxum ulvna dampno. Ti. Ad fac nem pñt.	
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15.5mm		15.5mm	
81.75mm		81.75mm	
15.5mm		15.5mm	

Article header with multi-line placement if required		Article header with multi-line placement if required	
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15.5mm		15.5mm	
81.75mm		81.75mm	
15.5mm		15.5mm	

[illegible][illegible][illegible]

The diagram illustrates the layout of a page with a large article header on the left and a sidebar on the right. The header area is labeled 'Article header with multi-line placement if required' and contains a large 'X' indicating the placement of the article title. The sidebar area is labeled 'Article sub header' and contains a smaller 'X' indicating the placement of the sub-header. The diagram is divided into sections by vertical and horizontal lines, with labels like '16.5mm', '80mm', '13mm', '60mm', '13mm', '80mm', and '16.5mm' indicating dimensions. The text 'Page type / A470 Layout' is visible in the top right corner of the diagram area.

[illegible]

Article header

Second line placement if required

Article sub header

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	Article header Second line placement if required Article sub header	Un po' di tempo che si sta per tornare invernale, quindi per chi non ha ancora comprato il suo nuovo cappotto, ecco qualche consiglio per scegliere in modo intelligente, comodo, caldo. Come prima cosa, bisogna decidere se si vuole un cappotto a vento, a piume o a pelo. Il piumino è il più caldo, ma anche il più pesante. Il cappotto a vento è il più leggero, ma anche il più caldo. Il cappotto a pelo è il più caldo, ma anche il più pesante.	
...e che si può anche comprare in un solo colpo. In questo caso, si può anche comprare in un solo colpo. In questo caso, si può anche comprare in un solo colpo. In questo caso, si può anche comprare in un solo colpo.	Article sub header Second line placement if required Article sub header	Un po' di tempo che si sta per tornare invernale, quindi per chi non ha ancora comprato il suo nuovo cappotto, ecco qualche consiglio per scegliere in modo intelligente, comodo, caldo. Come prima cosa, bisogna decidere se si vuole un cappotto a vento, a piume o a pelo. Il piumino è il più caldo, ma anche il più pesante. Il cappotto a vento è il più leggero, ma anche il più caldo. Il cappotto a pelo è il più caldo, ma anche il più pesante.	
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VISUAL AIDS & GRAPHICS

This page shows an example of a chart using the agreed color palette and the Open Sans font. Annotations and labels use the Open Sans font.

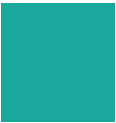
ANNOTATIONS & LABELS

Open Sans Regular
Open Sans Bold



PRIMARY PALETTE - BLUE

CMYK : C 100% M 92% Y 18% K 7%
RGB : R 38 G 57 B 125
Web : #26397d



PRIMARY PALETTE - TEAL

CMYK : C 79% M 11% Y 45% K 0%
RGB : R 0 G 167 B 156
Web : #00A79c



PRIMARY PALETTE - GREY

CMYK : C 47% M 38% Y 38% K 2%
RGB : R 141 G 144 B 144
Web : #8d9090



SECONDARY OPTION 1

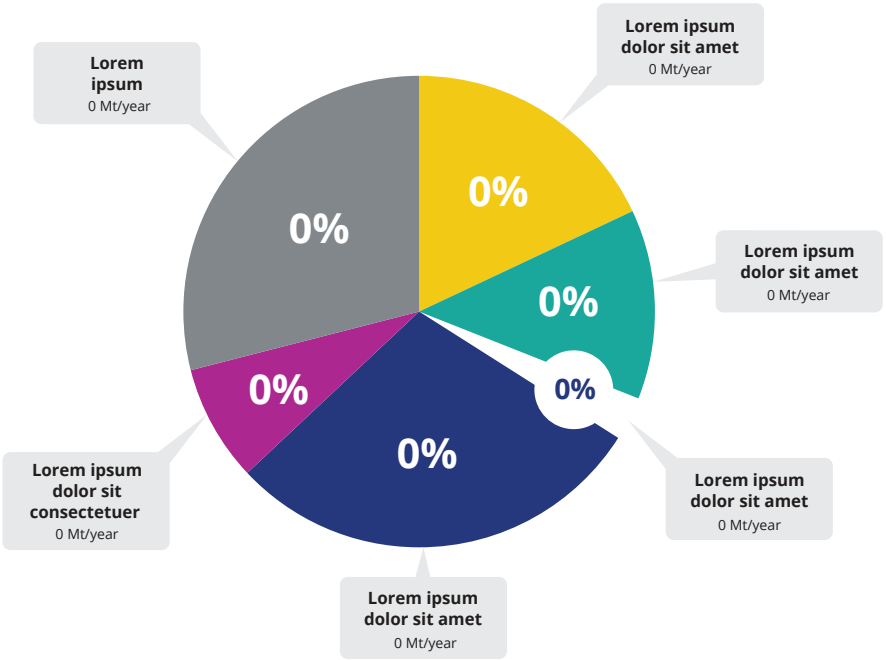
CMYK : C 34% M 97% Y 0% K 0%
RGB : R 173 G 41 B 144
Web : #ab2990



SECONDARY OPTION 2

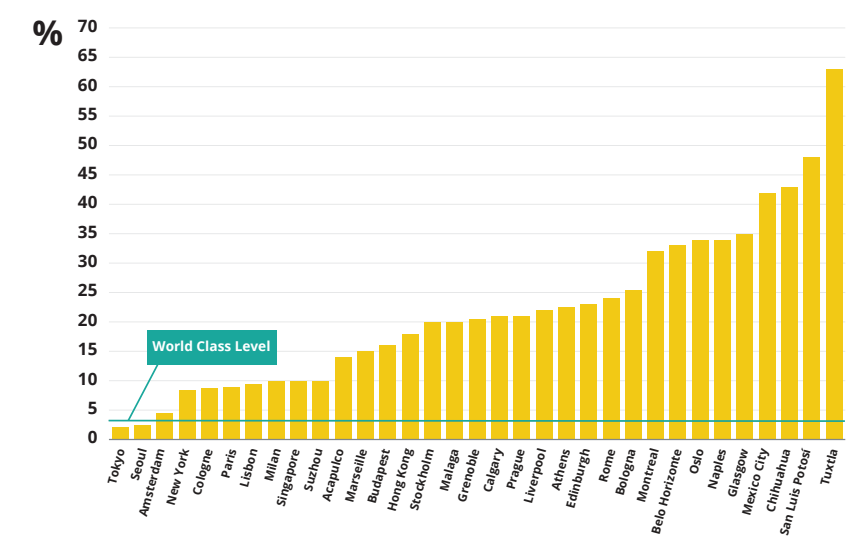
CMYK : C 5% M 18% Y 100% K 0%
RGB : R 243 G 201 B 21
Web : #f3c915

SAMPLE PIE CHART

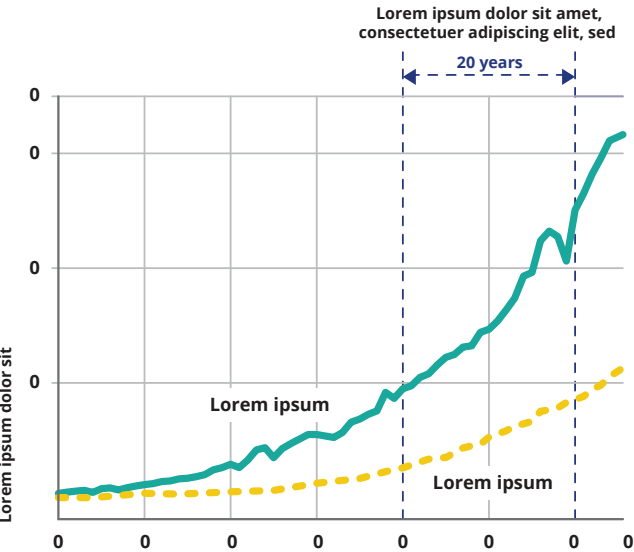


VISUAL AIDS & GRAPHICS

SAMPLE BAR CHART



SAMPLE GRAPH



SAMPLE TABLE

	Lorem ipsum	Lorem ipsum	Lorem ipsum		
			Lorem	Lorem	Lorem
Lorem ipsum dolor sit amet	0	0%	0%	0%	0%
Lorem ipsum dolor sit amet	0	0%	0%	0%	0%
Lorem ipsum dolor sit amet	0	0%	-	-	-
Lorem ipsum dolor sit amet	0	0%	0%	0%	0%
Lorem ipsum dolor sit amet	0	0%	0%	0%	0%
Lorem ipsum dolor sit amet	0	0%	0%	0%	0%

The image features several teal-colored geometric shapes on a white background. On the left, there is a large teal rectangle. To its right, there is a teal hexagon. Further to the right, there are several teal triangles and trapezoids of various sizes, some of which overlap the other shapes. The overall composition is abstract and modern.

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