

P E R E T T I

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BRAND GUIDELINES

PREPARED BY C&I AN IDEA AGENCY

PERETTI | Brand Guidelines

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Luxury does not have to be redefined, but rather re-experienced, reimagined and remembered.

When a client experiences a quality product, they are immediately drawn into everything a brand has to offer.

The PERETTI Brand Identity was created with the idea that history has already been proven.

The strength and beauty of Italian heritage within the luxury arena is unquestionable.

We chose a timeless font "Trajan Pro", spatially designed to create style, grace and confidence within the minds of luxury consumers worldwide.

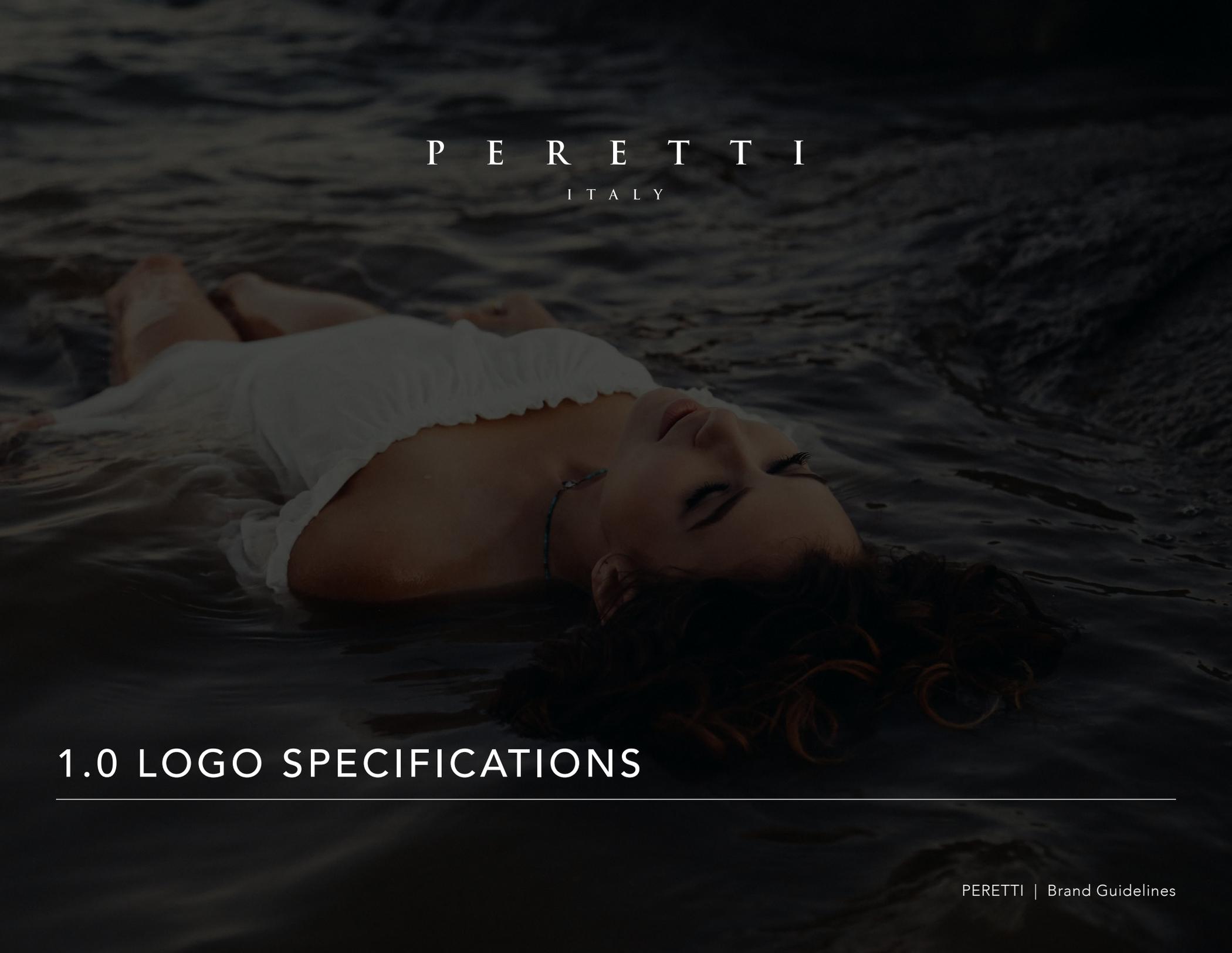
Lifestyle Love Luxury

PERETTI

created for her.

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1.0 LOGO SPECIFICATIONS

PRIMARY LOGO

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PRIMARY LOGO

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PRIMARY LOGO

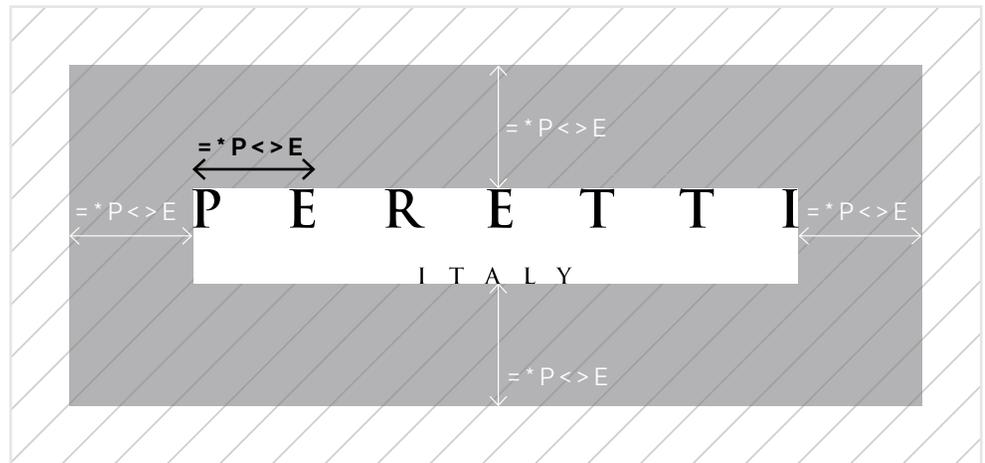
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LOGO CLEAR SPACE

Gray striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining gray area.

Gray indicates Clear Space. The gray area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement from the beginning of the 'P' to the end of the first 'E' (equal to the height of the "PERETTI ITALY" logo).



GRAPHIC ELEMENTS

The following graphic elements adds onto the branding for PERETTI™, which can be used throughout marketing and editorial materials.



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2.0 TYPEFACE DETAILS

THE TYPEFACE FAMILIES

Only three font styles are used in the branding for PERETTI, from three different families: Trajan Pro, Avenir Light and Avenir Medium.

PRIMARY TYPEFACE

Trajan Pro serves as the typeface for the Logo and primary headlines for online and printed materials.

SECONDARY TYPEFACE

Avenir Light serves as a supporting typeface for subheadlines and body copy in online and printed materials. The huge variety of weight and style of this font will allow for flexibility for future growth of PERETTI's brand identity.

TERTIARY TYPEFACE

Avenir Medium serves as the headline typeface throughout marketing and editorial materials.

TRAJAN PRO

WHEN TO USE

This font is used as the main letters for a headline. It is also the font that was used and inspired for the PERETTI Brand Identity. Always use the approved version of the logo before applying.

AVENIR LIGHT

WHEN TO USE

Avenir Light is the sole typeface in the tagline. Its style allows for bold application, and it can also be used as an option for secondary headlines on printed and online pieces.

AVENIR MEDIUM

WHEN TO USE

Avenir Medium is a versatile font that can be used for all sub headlines used before standard body text, ranging from stationery, website design, brochures, and all forms of general correspondence.

HEADLINE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

BODY COPY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

SUBHEADLINE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

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TRAJAN

Typeface

Description: Trajan is a serif typeface designed in 1989 by Carol Twombly for Adobe. The design is based on the letterforms of capitalis monumentalis or Roman square capitals, as used for the inscription at the base of Trajan's Column from which the typeface takes its name. Wikipedia

Category: Serif

Classification: Incised

Designer: Carol Twombly

Foundry: Adobe Type

Date created: 1989



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3.0 COLOR SPECIFICATIONS

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I T A L Y

NERO C

PROCESS C70 M50 Y30 K100

SCREEN R0 G0 B0

WEB HEX 000000

BIANCA C

PROCESS C0 M0 Y0 K0

SCREEN R255 G255 B255

WEB HEX FFFFFFFF

GRIGIO FREDDO 9 C

PROCESS C55 M47 Y44 K10

SCREEN R120 G120 B120

WEB HEX 78777A

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4.0 LOGO STYLES

PRIMARY LOGO

This version of the logo is appropriate for most applications in print and digital media. The logo should be applied horizontally.

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LOGO WITH TAGLINE

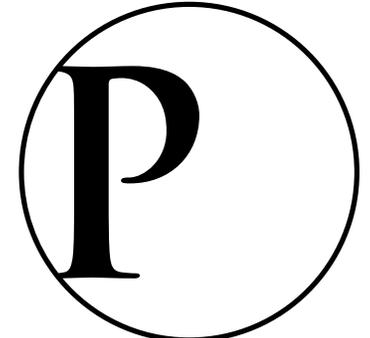
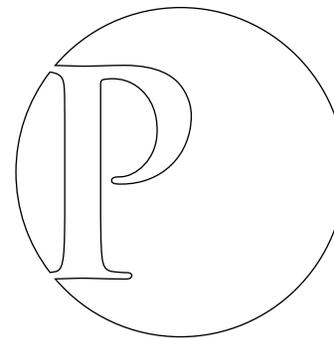
If desired, this logo can be displayed with the tagline, "Lifestyle Love Luxury". The tagline is displayed in Avenir Next.

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L I F E S T Y L E L O V E L U X U R Y

SOCIAL MEDIA ICON

As social media platforms include company name in text, only a glyph is necessary to represent PERETTI.



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5.0 LOGO BEST PRACTICES

LOGO

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, or modify any part of the logo.

Some examples of logo misuse are shown below.

DO NOT: LOGOMARK

Do not resize or change position of any elements of the logomark.

P E R E T T I P E R E T T I
I T A L Y I T A L Y

DO NOT: FONTS

Do not use any other font, no matter how close it might look to the original logo.

P E R E T T I P E R E T T I
I T A L Y I T A L Y

DO NOT: SIZING

Do not squish or stretch the logo. In most programs, holding down the SHIFT key allows for proportional resizing.

P E R E T T I P E R E T T I
I T A L Y I T A L Y



P E R E T T I

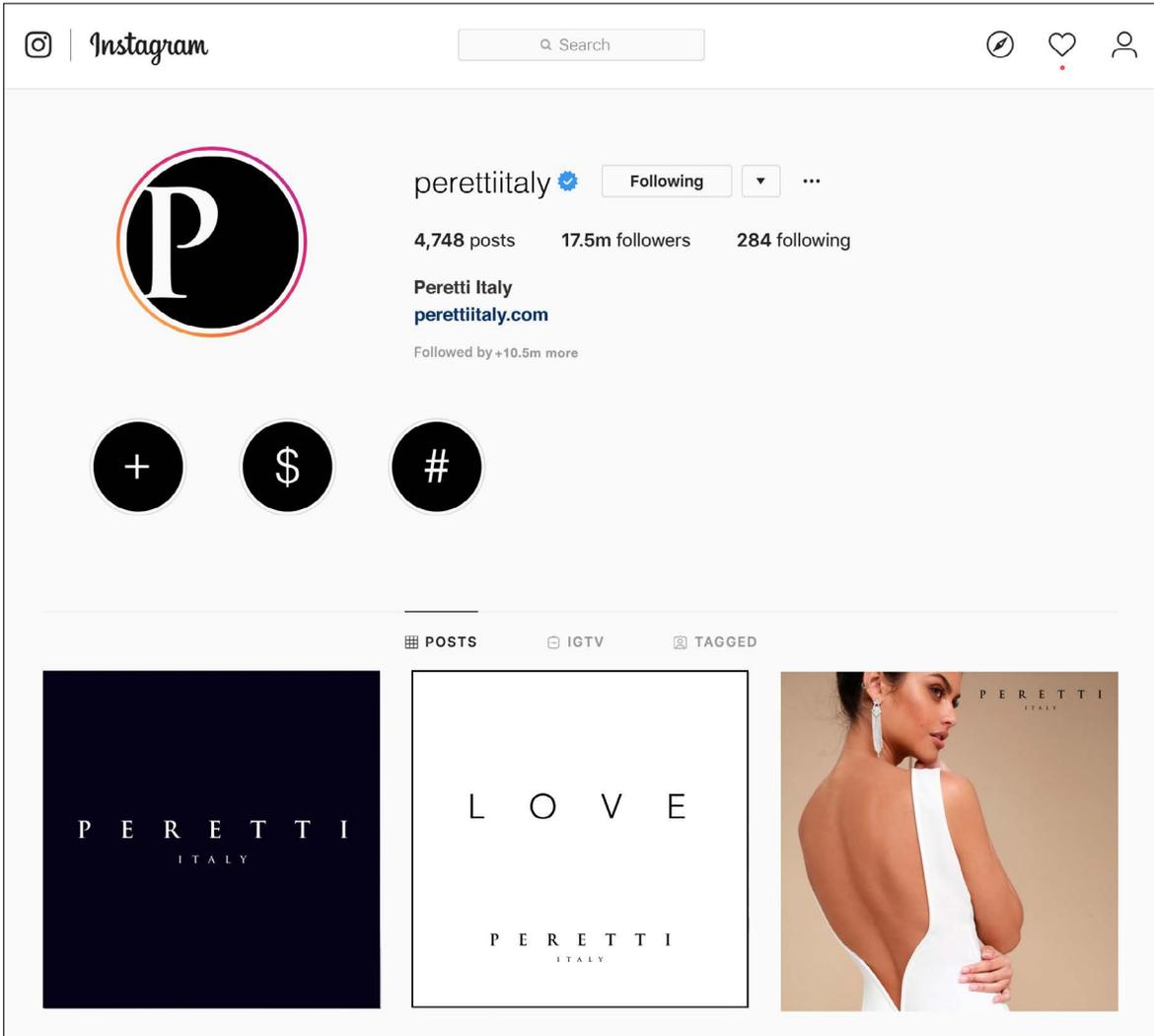
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6.0 APPLICATION

















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Join the **PERETTI VIP** list for the exclusive launch

+join



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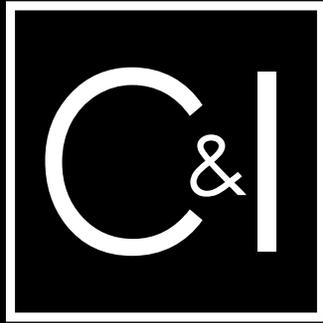
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