

Tap Tsi Services Governance Associatiom

APRIL 2017

GUIDELINE
BRAND BOOK

INDEX

1. LOGO

- 1.1 Main Version p. 4
- 1.2 Greyscale Version p. 5
- 1.3 Negative Version p. 6
- 1.4 Responsive Version p. 7
- 1.5 Construction p. 8
- 1.6 Lettering Construction – Main Logo p. 9
- 1.7 Lettering Construcion – Responsive Logo p. 10
- 1.8 Exclusion Zone – Main Logo p. 11
- 1.9 Exclusion Zone – Responsive Logo p. 12
- 1.10 Minimum Size p. 13
- 1.11 Incorrect Uses p. 14

2. TYPOGRAPHY

- 2.1 Primary Typographies p. 17
- 2.2 Secondary Typographies p. 18

3. COLOURS

- 3.1 Colour Palette p. 20
- 3.2 Grey Palette p. 21

4. IDENTITY

- 4.1 Business card p. 23
- 4.2 Company Letterhead p. 24
- 4.3 DL Format p. 25

1. LOGO

This is the main version
of the logo,
Main version should be used
wherever possible.



A greyscale version has been made to be applied only on specific supports that cannot reproduce colours. Colour version is always recommended.

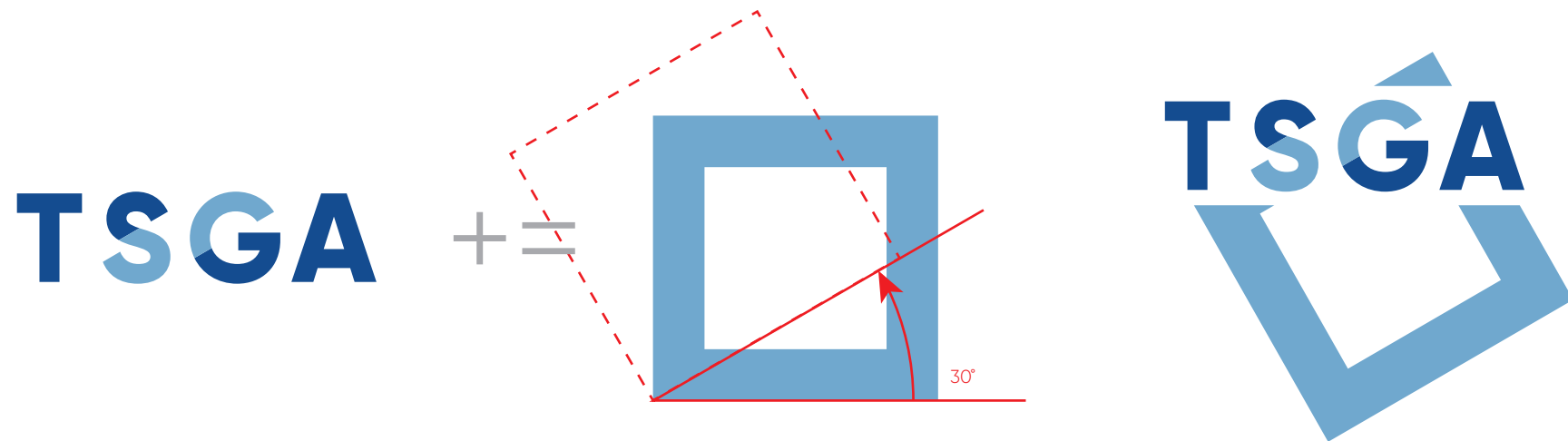


A Negative version has been made to be applied only on specific supports that cannot reproduce colours and greyscale tones.



The TSGA logo has an horizontal version that can be used to fit better horizontal canvas. Main version is always recommended.

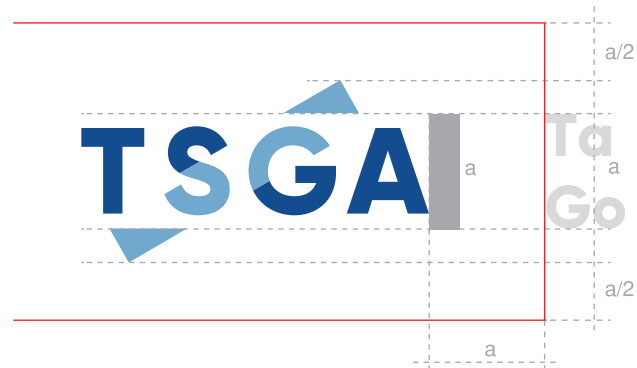




This is the construction grid that shows proportions and distances between the elements in the main version.



This is the construction grid that shows proportions and distances between the elements in the main Responsive Version.



Tap Tsi Services
Governance Association

This is the exclusion zone of the logo.
No element should interfere with logo within this area.



This is the exclusion zone of the logo.
No element should interfere with logo within this area.



TSGA logo could be reduced to 40 mm for the Lettering Version and up to 10 mm or 8 mm for the logo without Lettering.





1.

1.
Do not modify the color of the logotype.



2.

2.
Do not rotate the logo.



3.

3.
Do not distort the logo



4.

4.
Do not change the dimension hierarchy
between elements.



5.

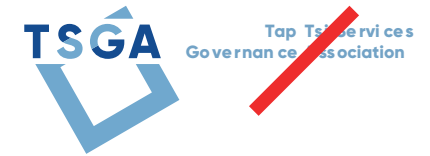
5.
Do not modify the lock up of the elements.



6.

6.
Do not modify the color between elements.

Do not modify the lock up of the Lettering.



2. TYPOGRAPHY

Gilroy is a strong and structured typeface. It should be used for every touch point. Two weights are available to allow all levels of communications.

GILROY

EXTRA BOLD

AaBbCc01234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

LIGHT

AaBbCc01234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Sans Serif

Calibri typeface
is should be used when
Gilroy typeface
is not available.
Gilroy typaface
is always raccomandated.

BOLD

AaBbCc01234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvz

1234567890

REGULAR

AaBbCc01234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvz

1234567890

3. COLOURS

Pantone 7687 C
RAL 5002
CMYK: 100, 78, 0, 18
RGB: 29, 66, 138
#1d428a



Cool Gray 10
RAL 7012
CMYK: 0, 0, 0, 60
RGB: 135, 135, 135
#878787

Pantone 542 C
RAL 5024
CMYK: 55, 20, 10, 0
RGB: 123, 175, 212
#7cafd1

Primary colours

Secondary colours

Pantone 2425 C
RAL 4006
CMYK: 55, 100, 20, 10
RGB: 131, 0, 101
#7f1d66

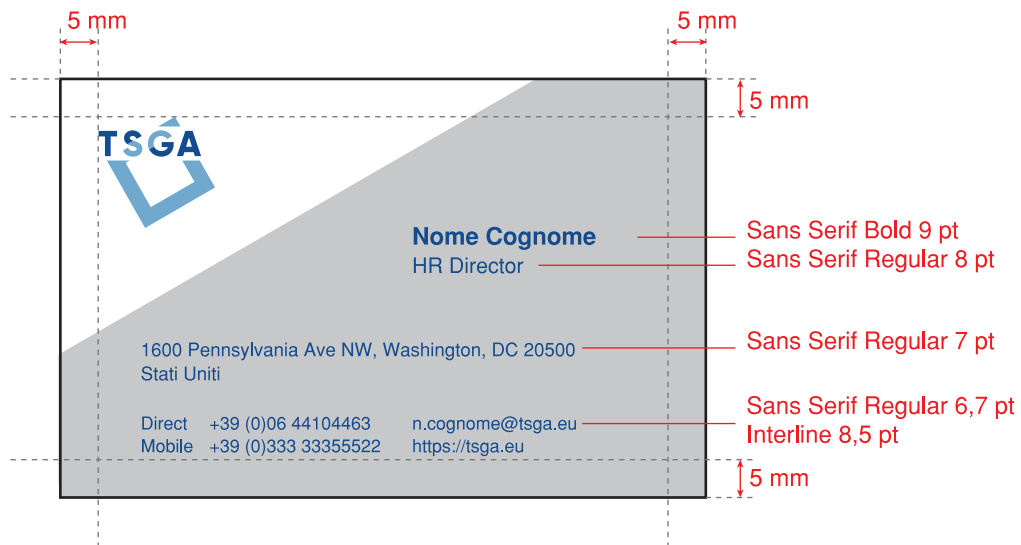


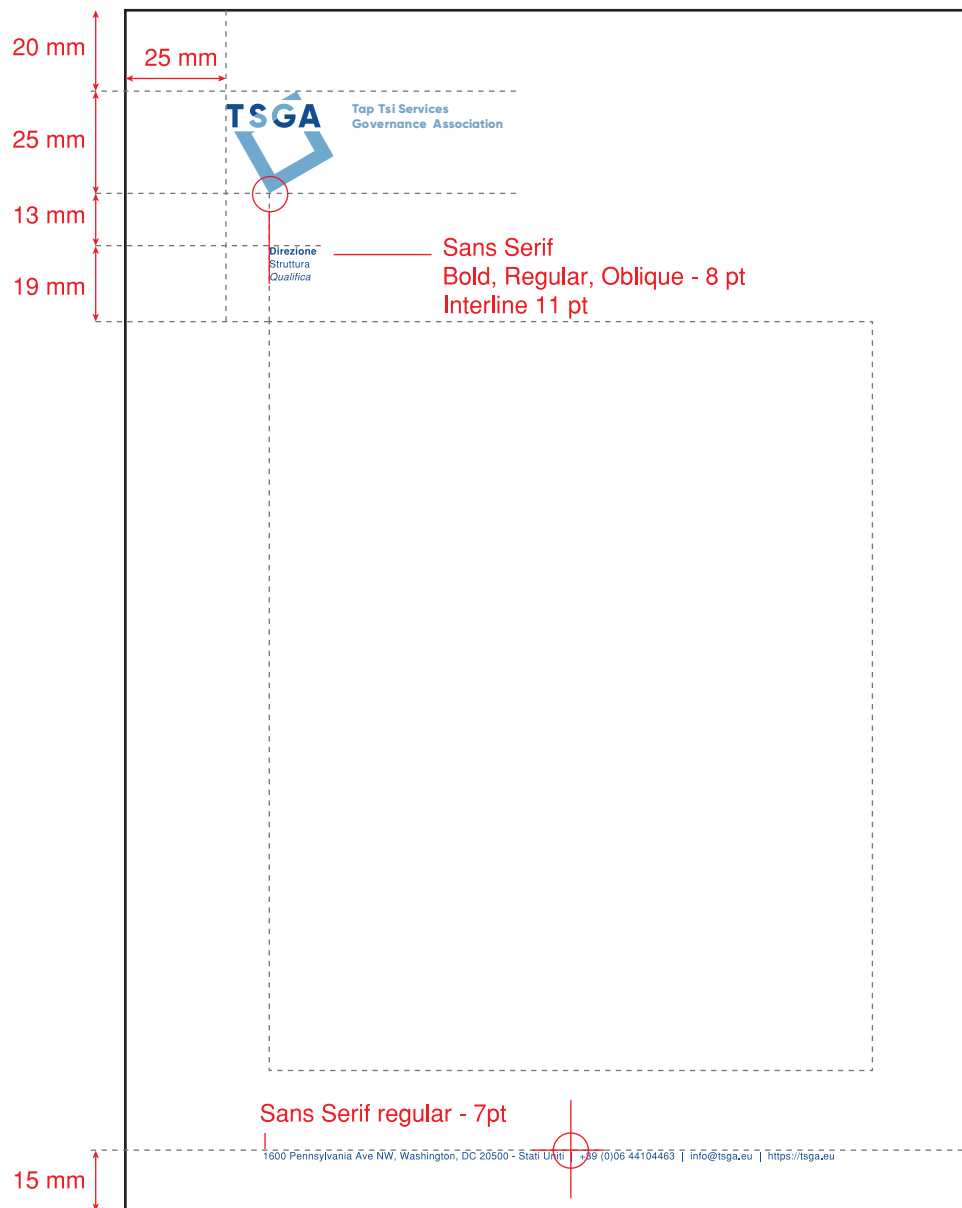
Pantone 361 C
RAL 6018
CMYK: 70, 0, 100, 0
RGB: 67, 176, 42
#43b02a

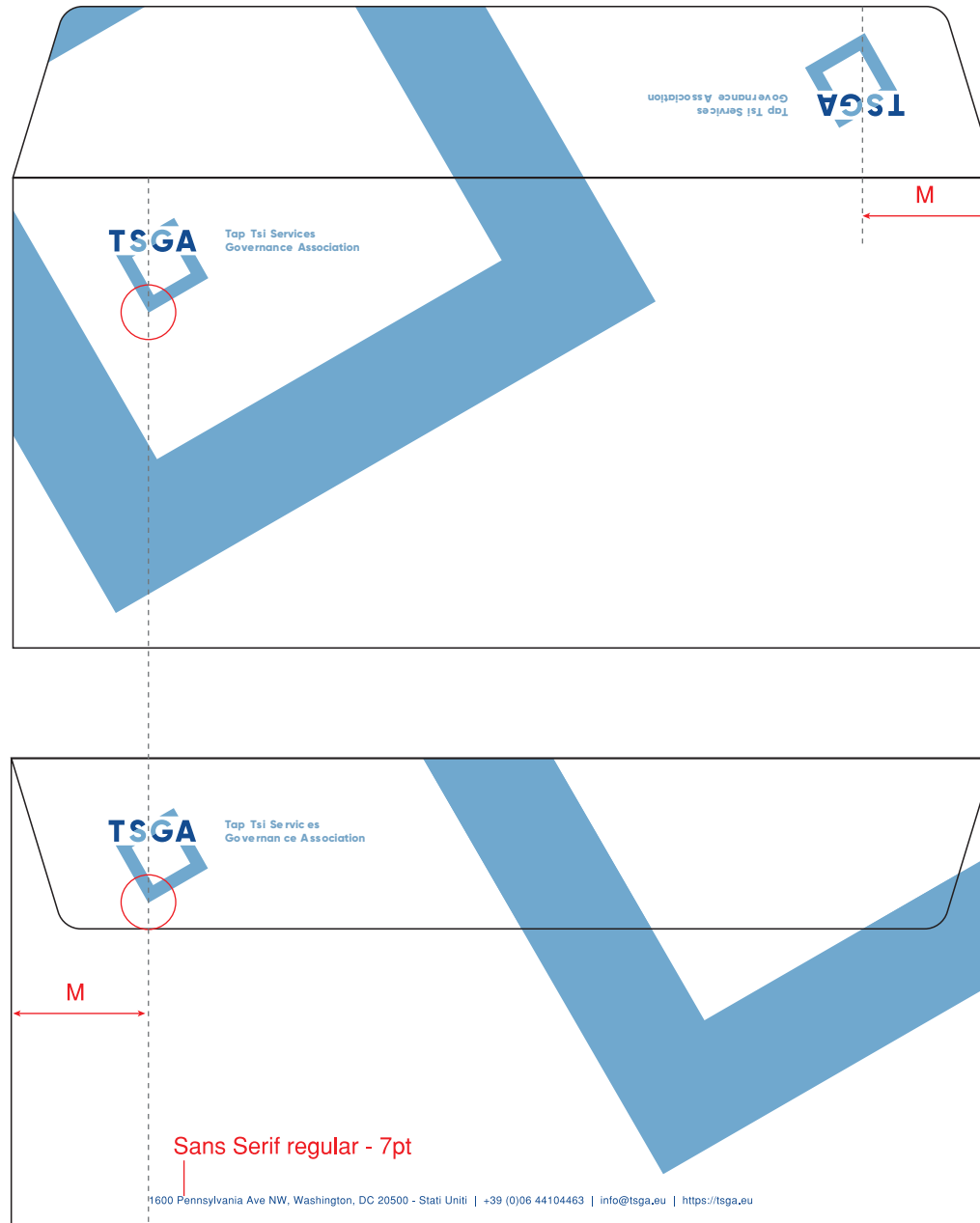
Pantone 186 C
RAL 3028
CMYK: 15, 100, 80, 0
RGB: 200, 16, 46
#c8102e



4. CORPORATE IDENTITY







Thank you



info@tsga.eu
<https://tsga.eu>

The brand should never be altered or redesigned. Its proportions and its elements are fixed in any use, application or reproduction's method. The trademark is always and only reproduced and/or used on the executives attached to this manual. The trademark is the exclusive property of Ferrovie dello Stato Italiane SpA and is registered and protected by all relevant international conventions. Except as provided in this Manual, any use of the trademark is forbidden without the formal approval of the Brand Strategy and Communication Directorate.