

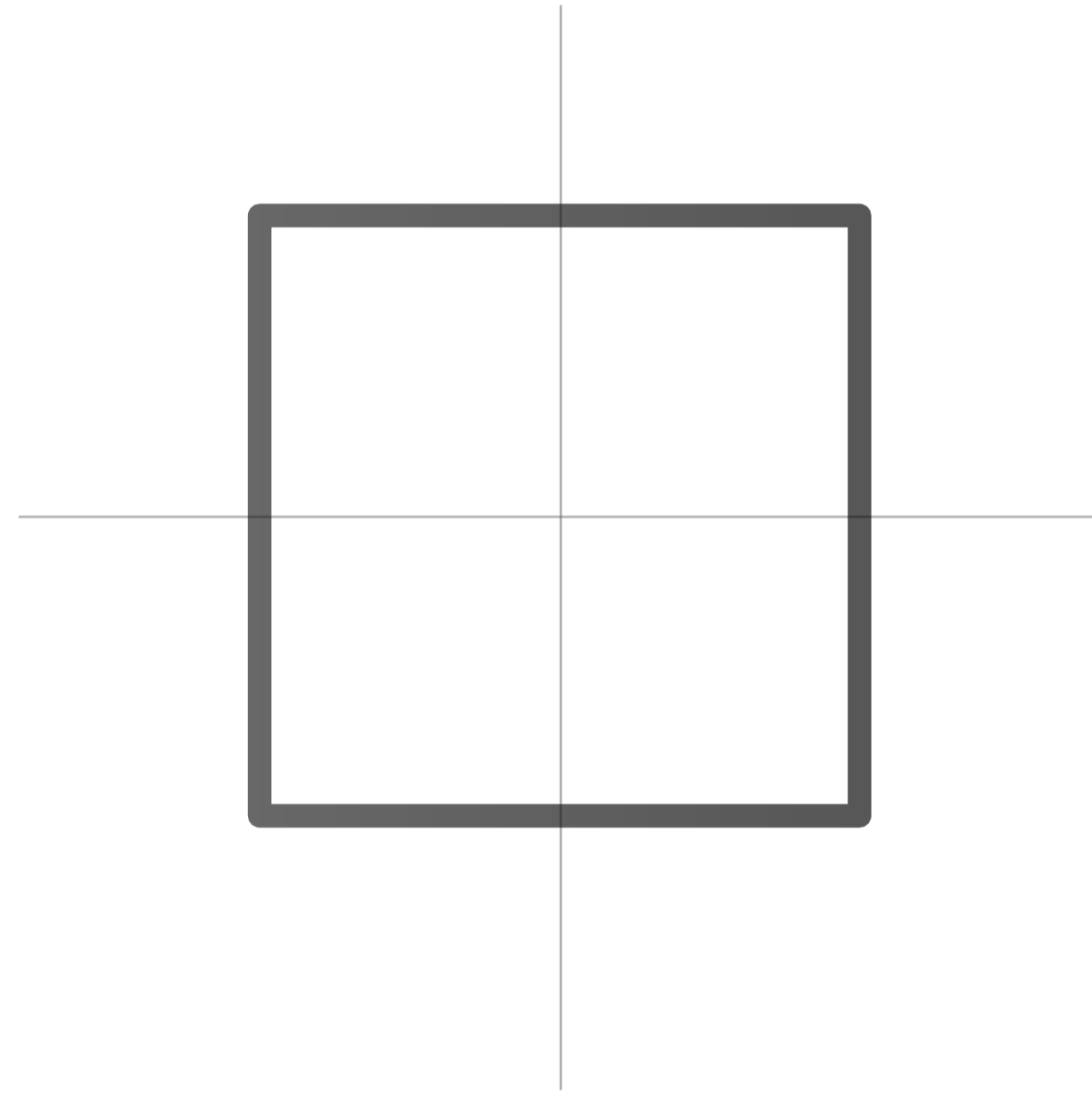
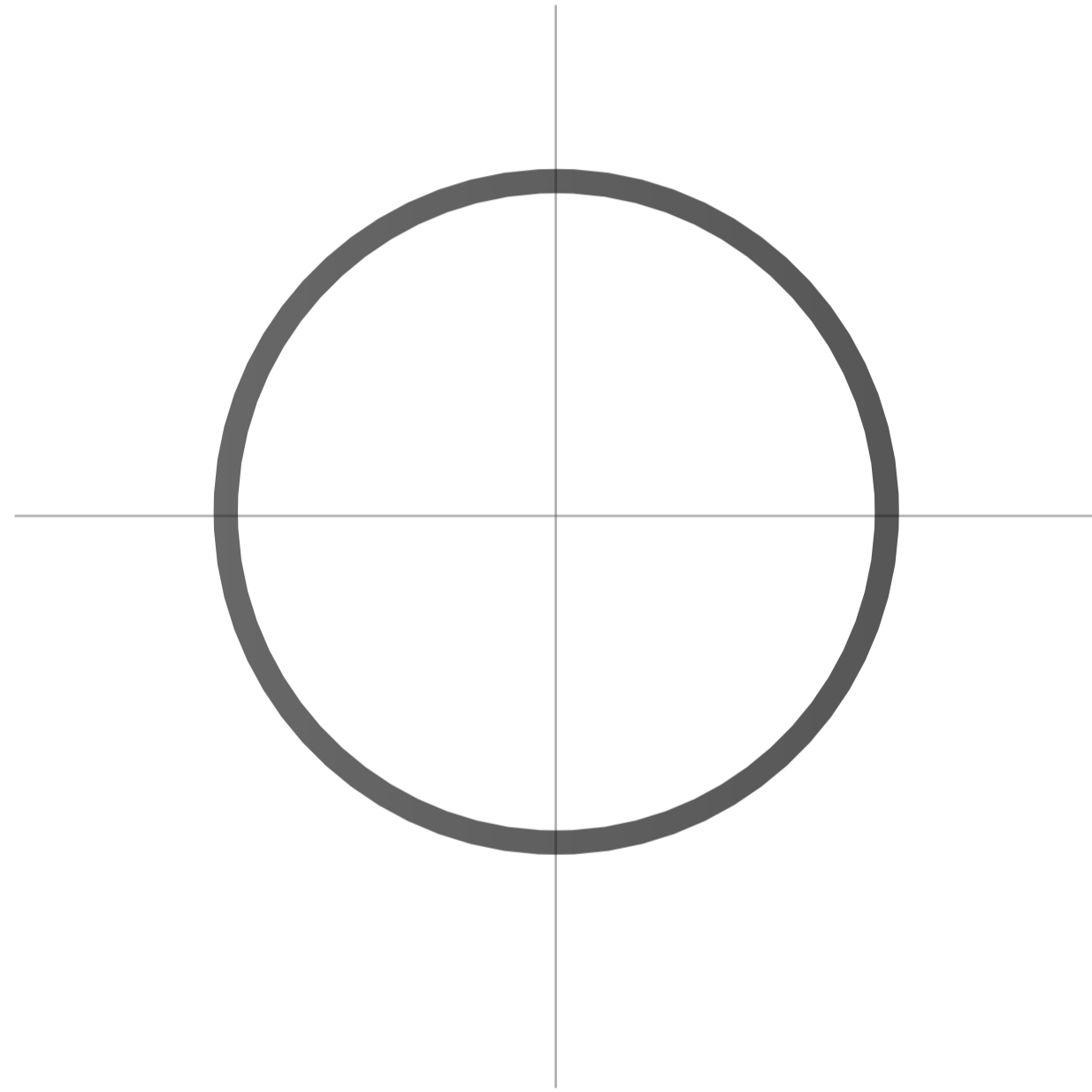
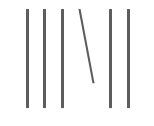
01/22

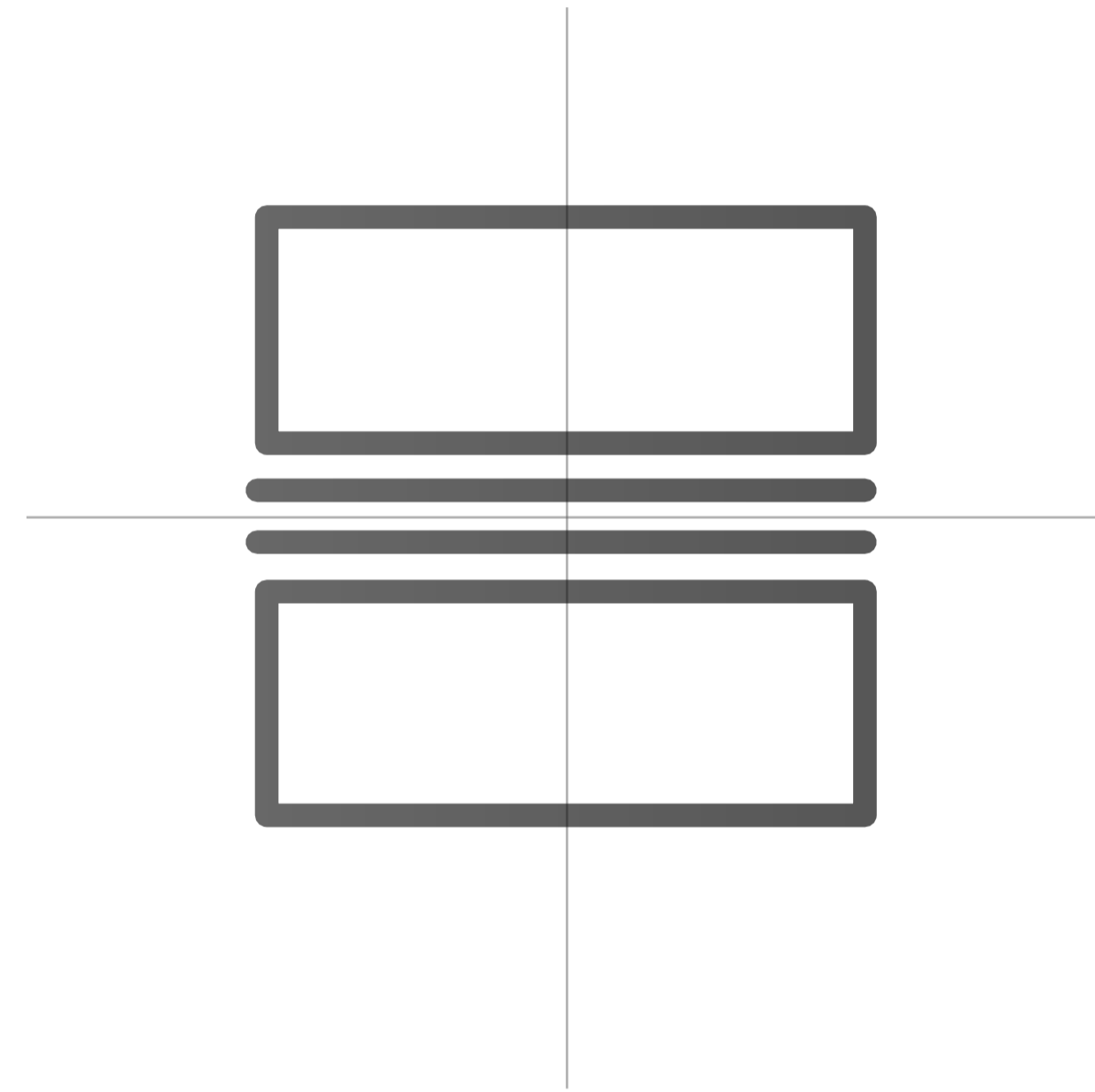
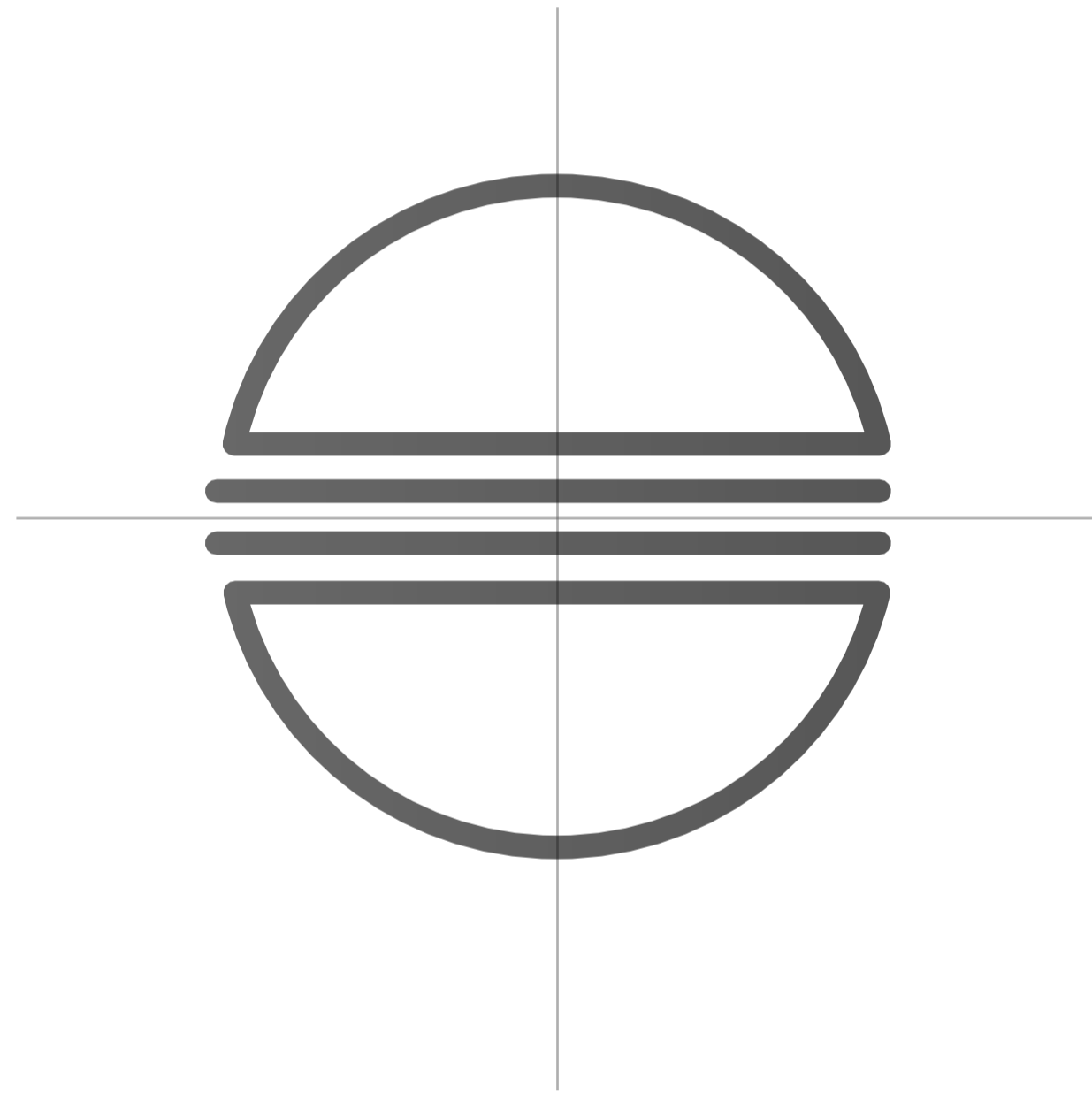
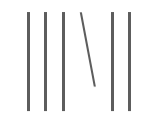
Davico/T&T

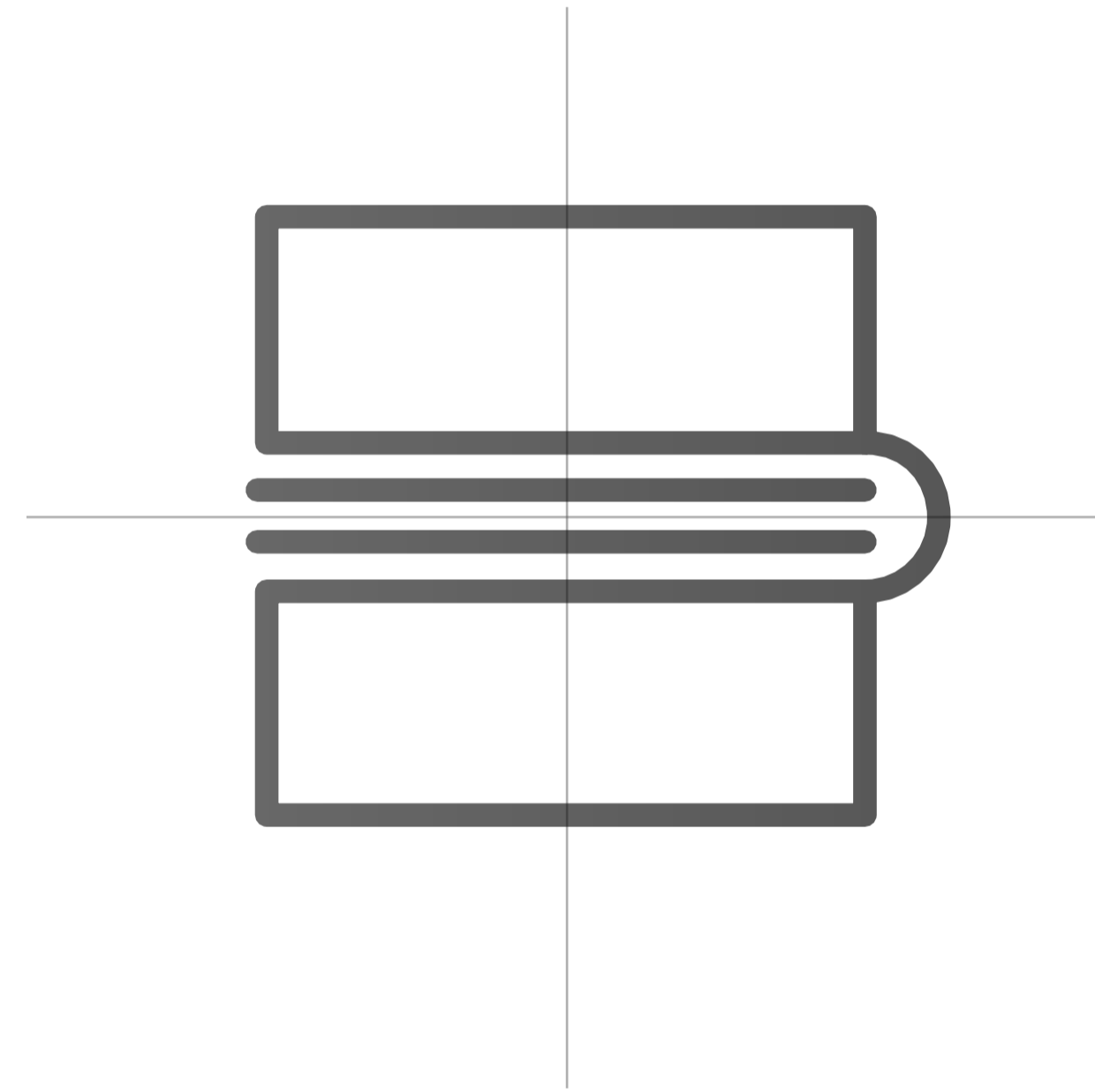
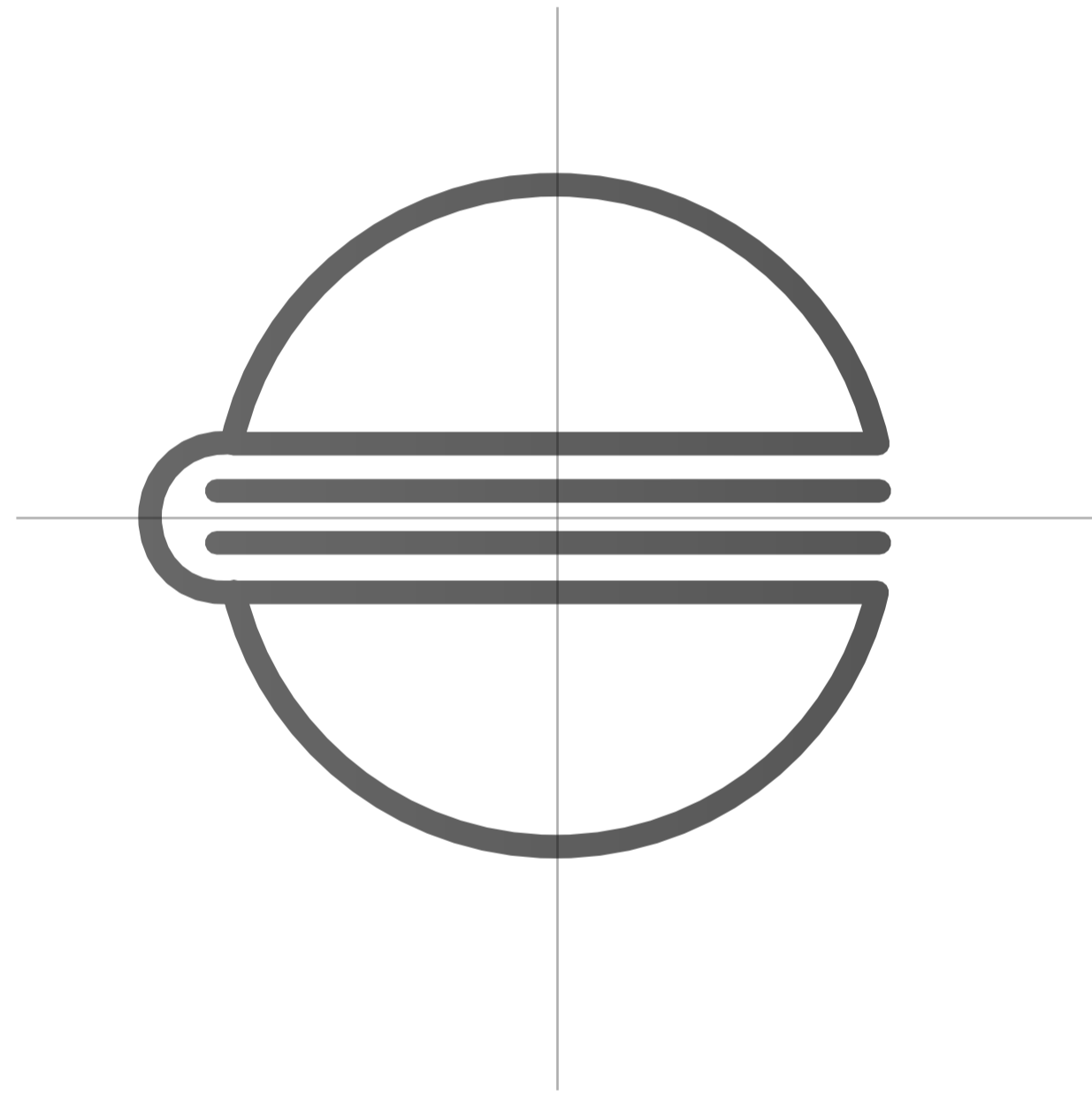
brand guidelines

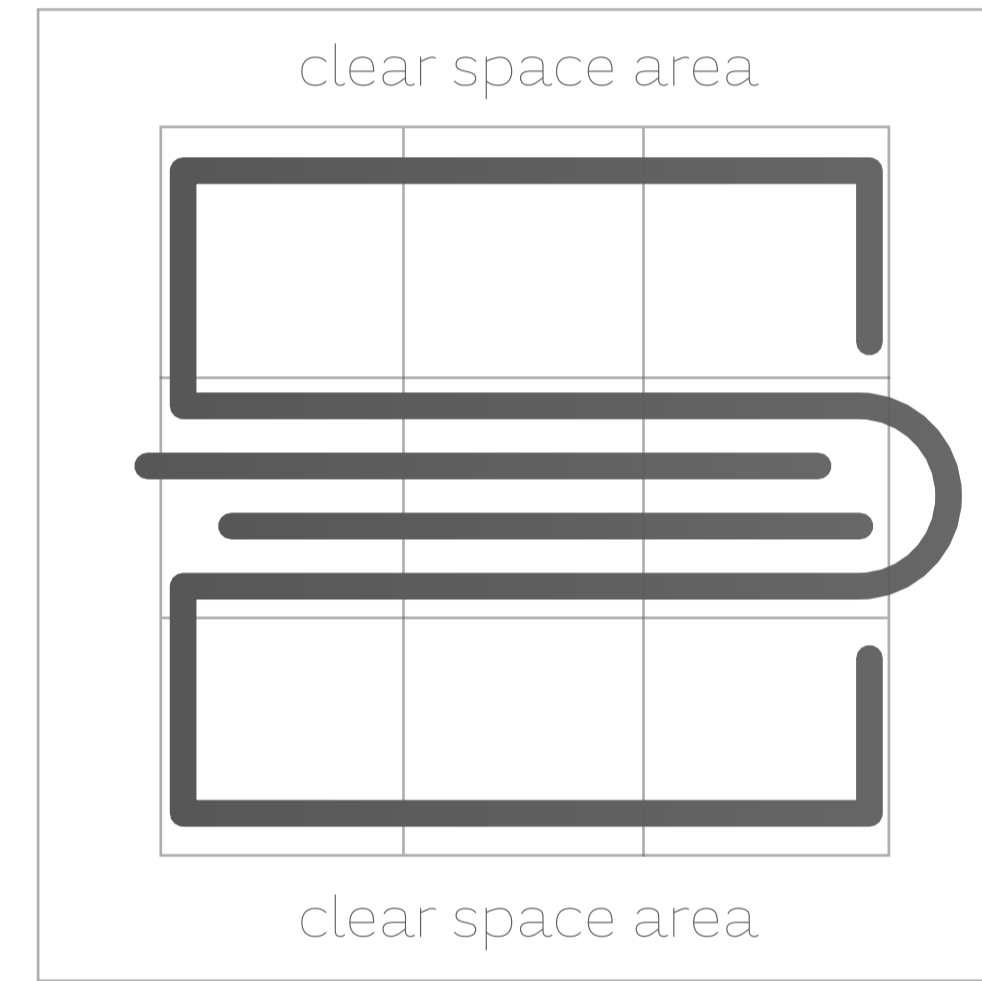
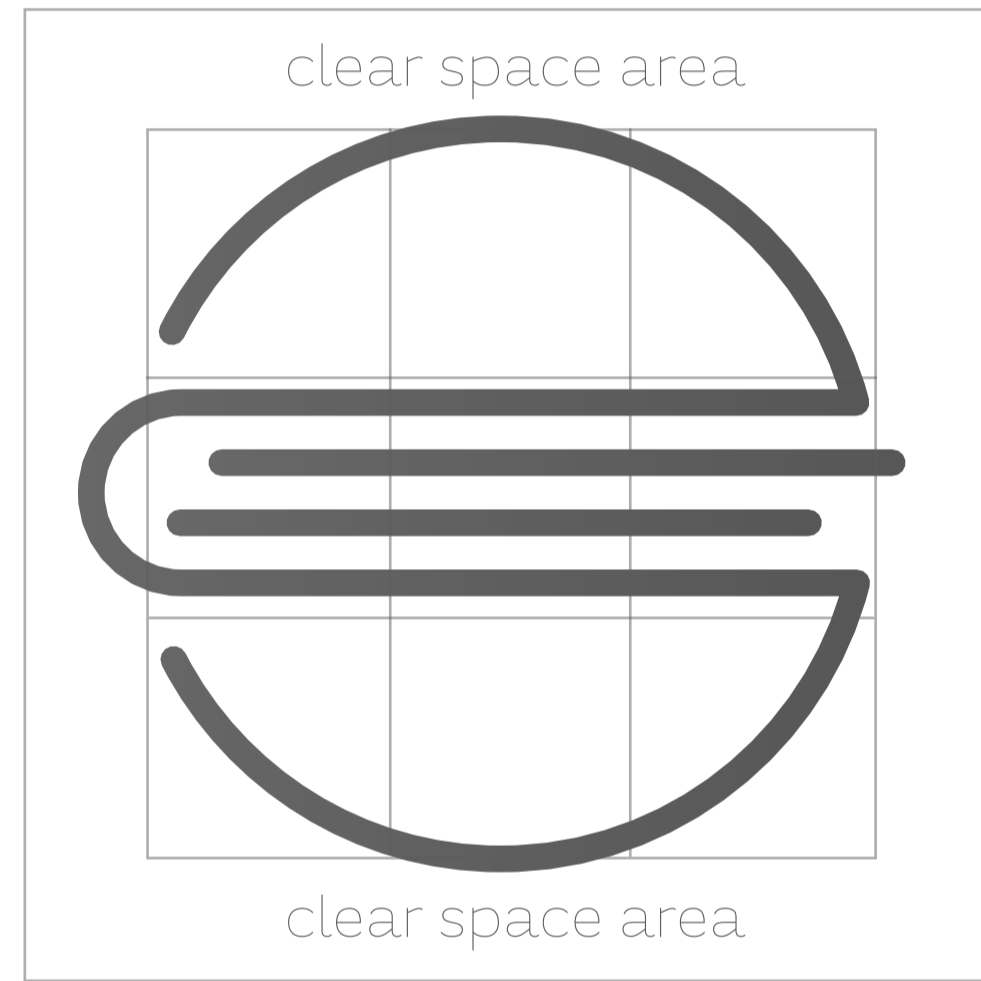
<https://giannidavico.it> - <https://tesietesti.it>

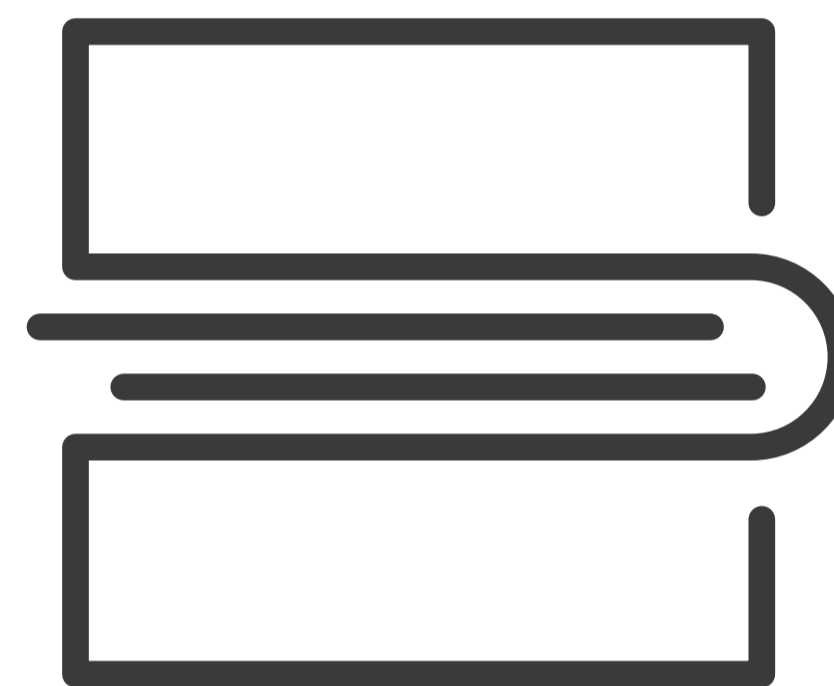
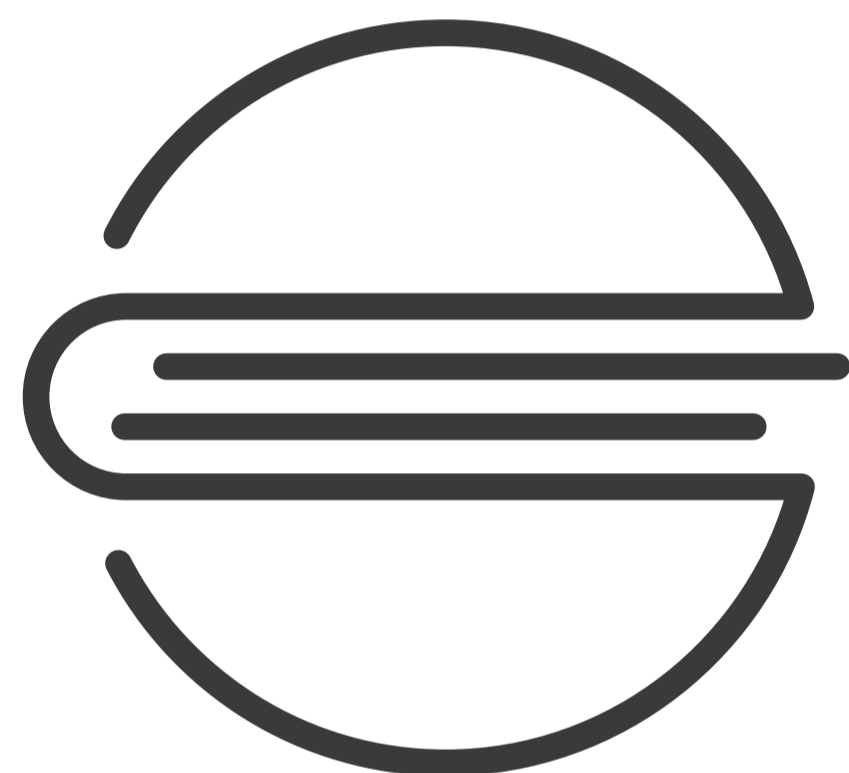
think before you print!







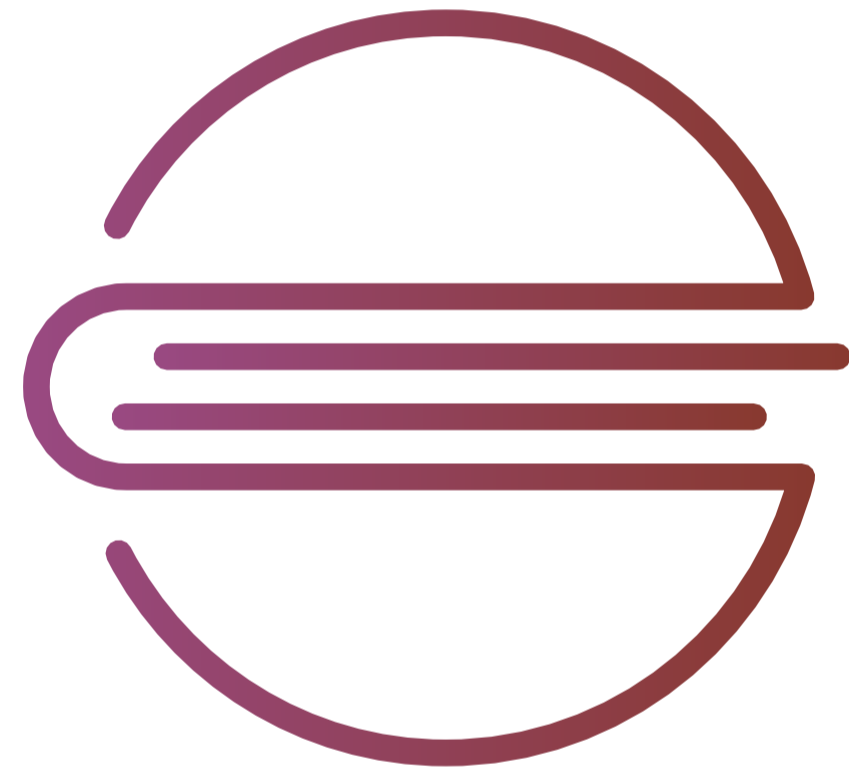
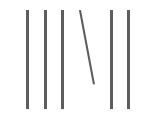




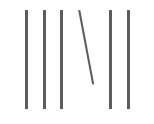
positive glyph



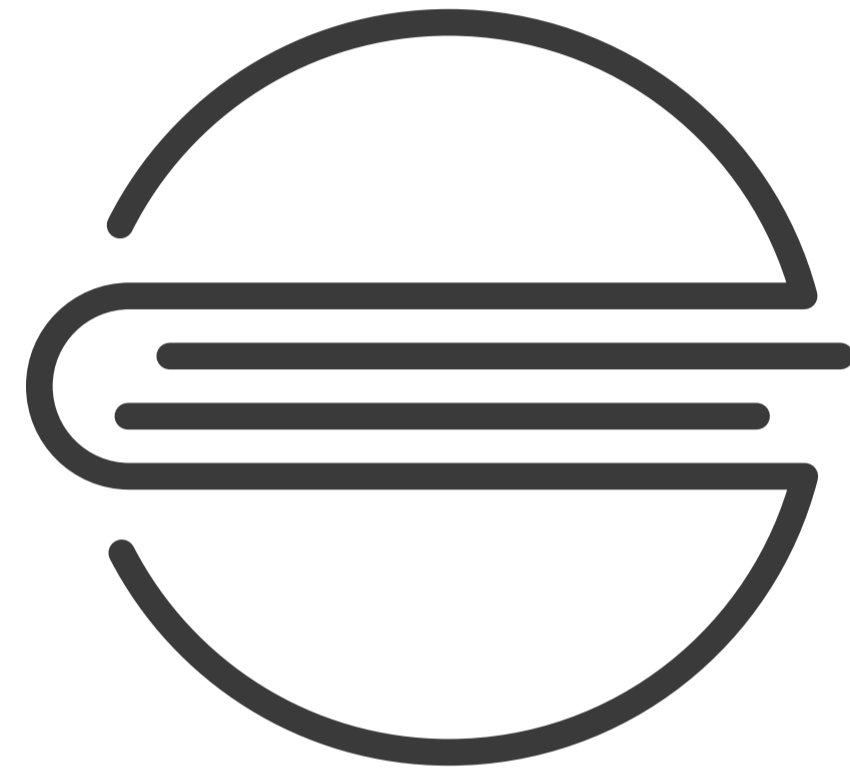
negative glyph



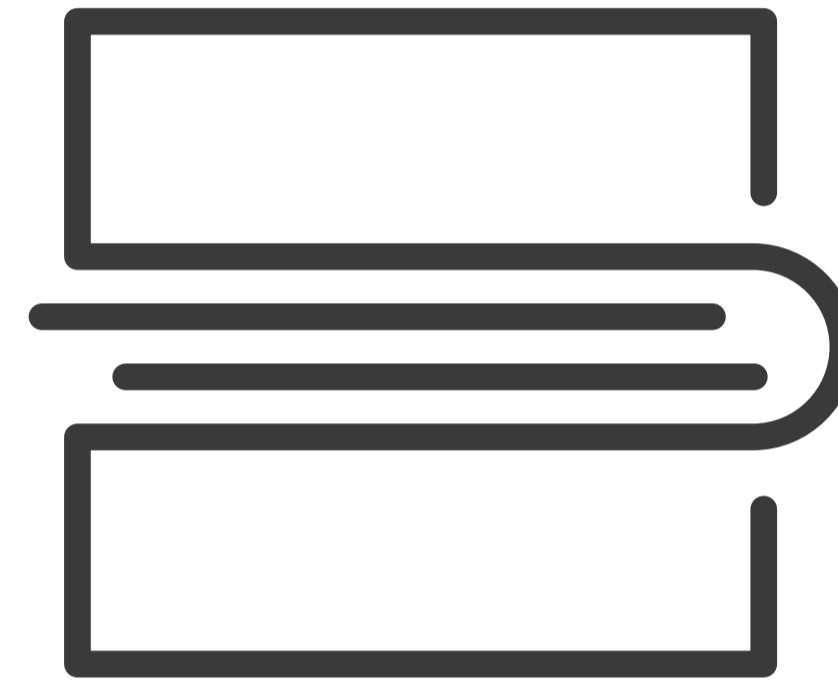
positive colorful icon



negative colorful icon



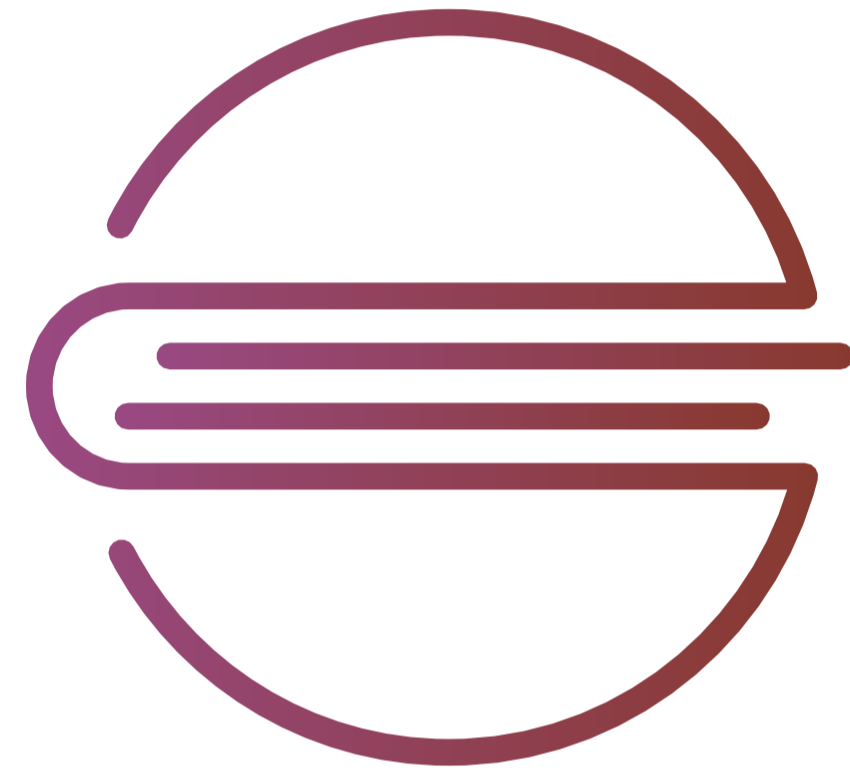
TESI & TESTI



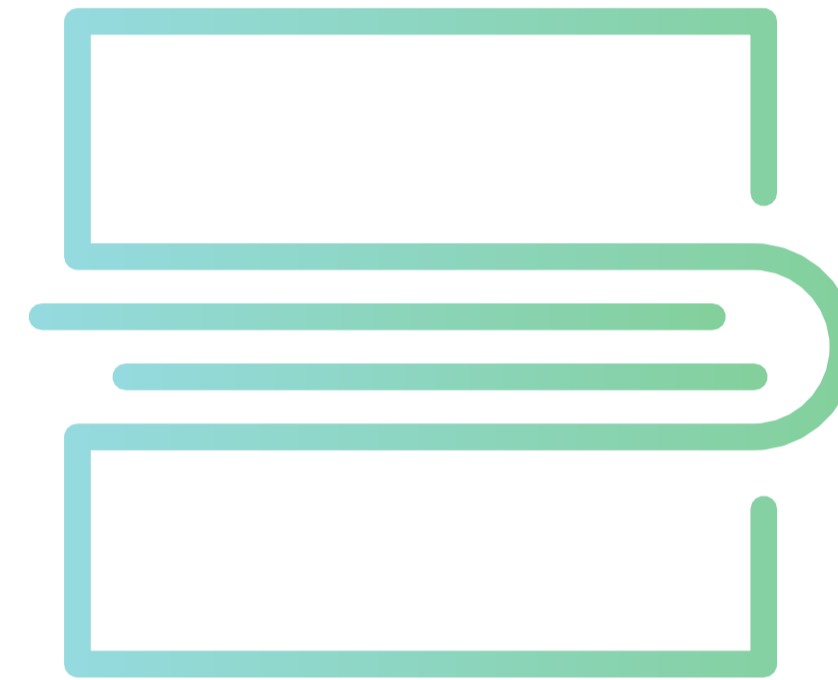
GIANNI DAVICO



negative bw logo



TESI & TESTI



GIANNI DAVICO

positive colorful logo



negative colorful logo

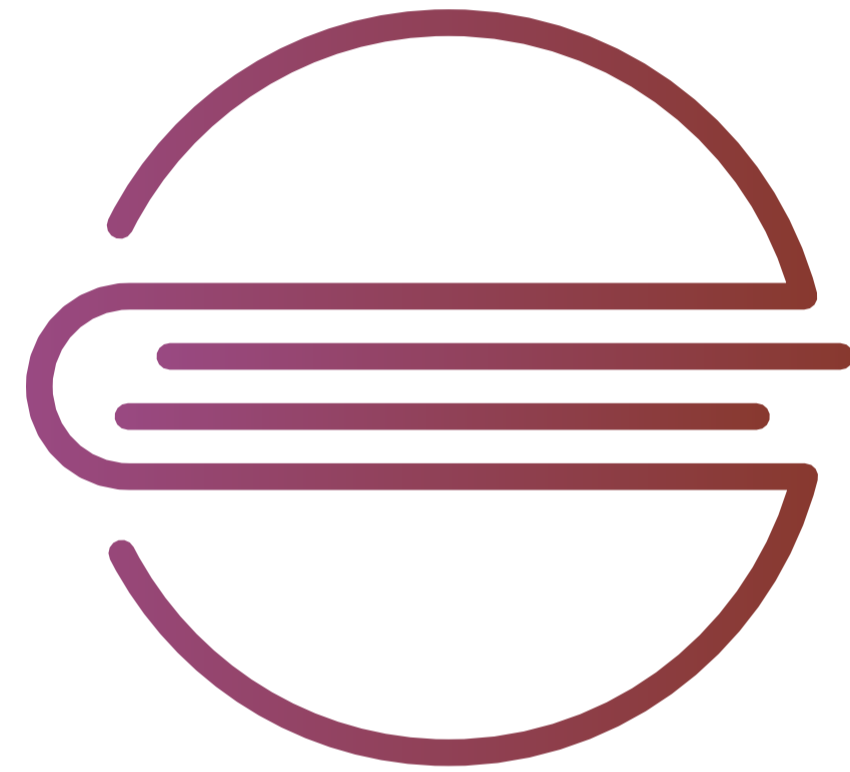


TESI & TESTI
un mondo di parole



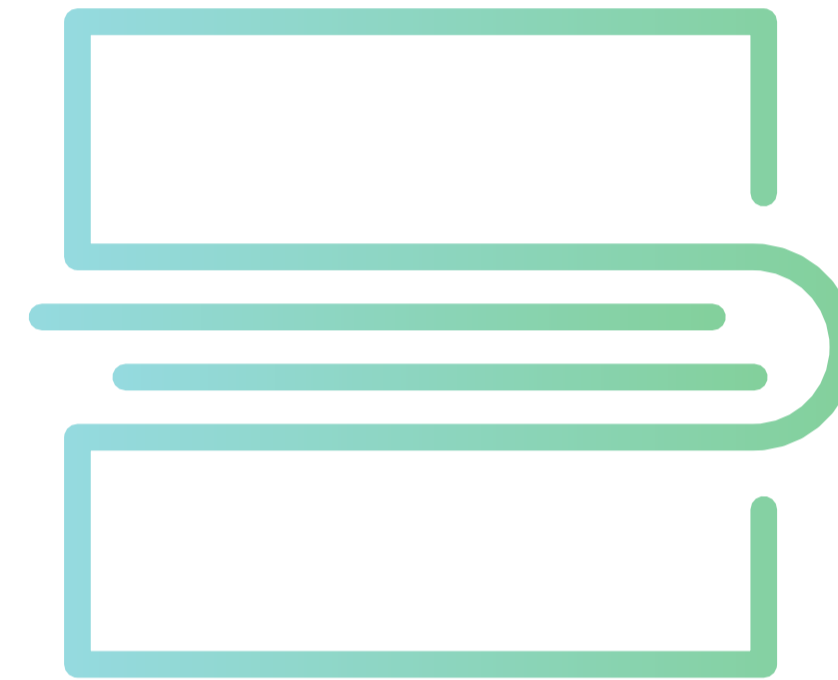
GIANNI DAVICO
camminare, respirare, scrivere

negative bw logo + payoff



TESI & TESTI

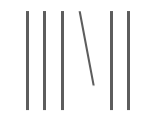
un mondo di parole



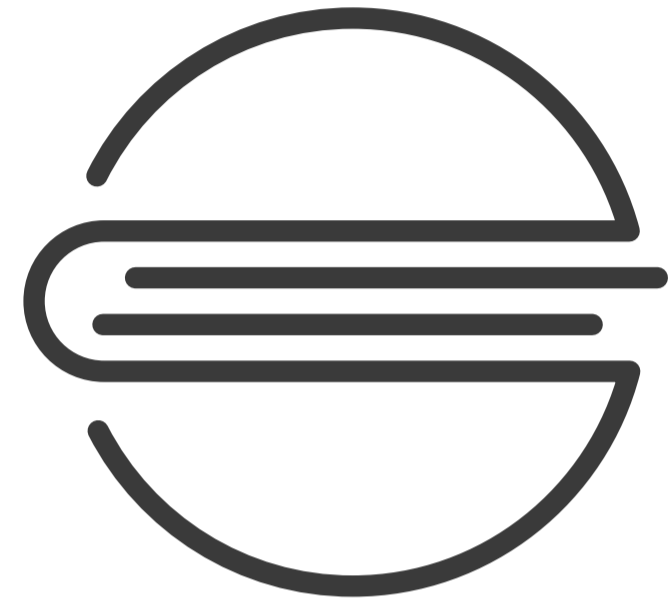
GIANNI DAVICO

camminare, respirare, scrivere

positive colorful logo + payoff



negative colorful logo + payoff

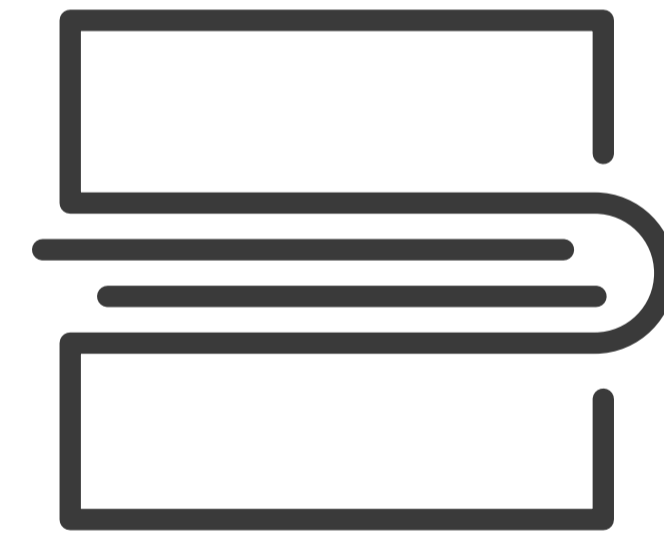


TESI & TESTI

un mondo di parole

GIANNI DAVICO

camminare, respirare, scrivere



positive horizontal bw logo + payoff

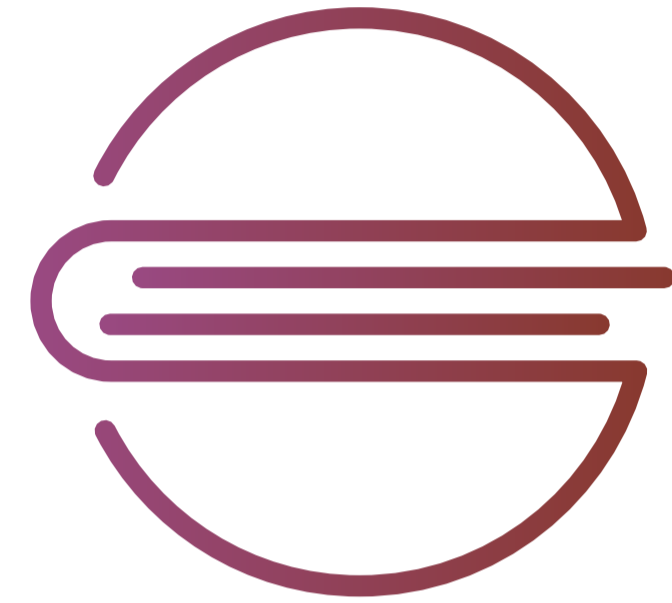


TESI & TESTI
un mondo di parole

GIANNI DAVICO
camminare, respirare, scrivere



negative horizontal bw logo + payoff



TESI & TESTI

un mondo di parole

GIANNI DAVICO

camminare, respirare, scrivere

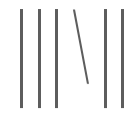


positive horizontal colorful logo + payoff

TESI & TESTI
un mondo di parole

GIANNI DAVICO
camminare, respirare, scrivere

negative horizontal colorful logo + payoff



● "Wine" purple
CMYK 0, 52, 14, 40
RGB 152, 73, 130
HEX #984982
Pantone 682 C

● "Garnet" brown
CMYK 0, 58, 66, 47
RGB 136, 57, 46
HEX #88392e
Pantone 7624 C

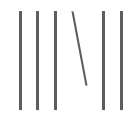
○ "Pure" white
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF
Pantone -



● "Sky" blue
CMYK 33, 3, 0, 12
RGB 149, 218, 224
HEX #95dae0
Pantone 324 C

● "Mint" green
CMYK 37, 0, 25, 18
RGB 131, 208, 155
HEX #83d09b
Pantone 346 C

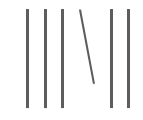
● "Jet" black
CMYK 0, 0, 0, 77
RGB 58, 58, 58
HEX #3a3a3a
Pantone Black C



ALTE HAAS GROTESK Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ&#@

<https://www.dafont.com/it/alte-haas-grotesk.font> / <http://www.yannlecoroller.com>



✔ logo + payoff
typography headings, outdoor signage,
big merchandising (min. size 8x8 cm)



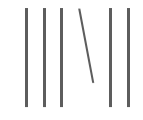
✔ logo
typography signature, watermark,
small merchandising (min. size 2x2 cm)



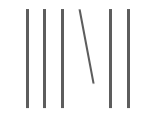
✔ glyph/icon
typography signature, watermark,
small merchandising (min. size 0,5x0,5 cm)



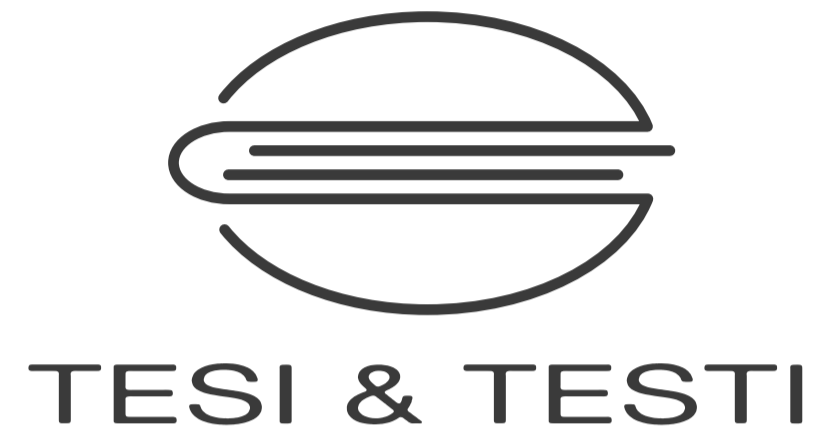
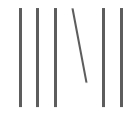
✔ overlapping white logo on dark images



⊗ overlapping colorful logo on light images



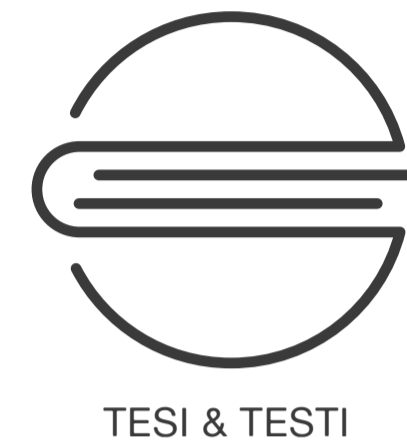
⊗ ⊗ ⊗ shadow effects



⊗ stretch

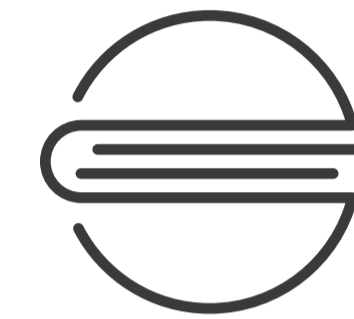


⊗ rotate

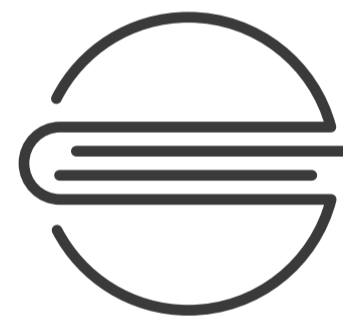


⊗ scale

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⊗ invert



Tesi&Testi

⊗ change font



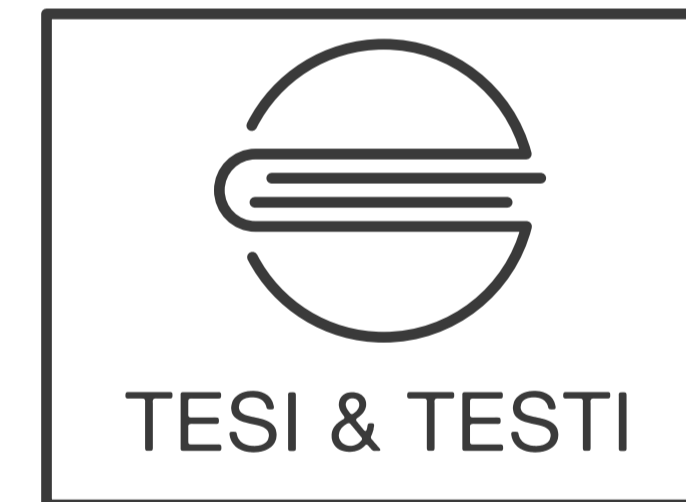
TESI & TESTI

⊗ change shape



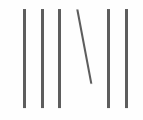
TESI & TESTI

⊗ mirror



TESI & TESTI

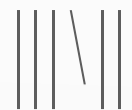
⊗ frame



demo

digital corporate identity

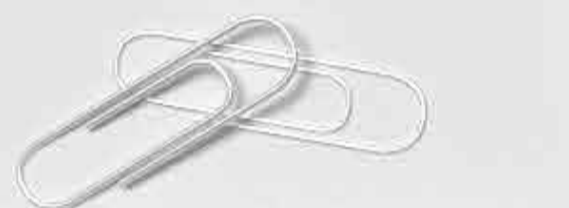




physical corporate identity

TESI & TESTI
un mondo di parole

Tesi & testi S.a.s.
di Giovanni Davico & C.
Via Rosine 18, 10023
Chieri (TO) Italia
P. IVA 07434950015



TESI & TESTI
un mondo di parole



TESI & TESTI
un mondo di parole

untur aut. Quia nostrum perspiciatis tenetur facere voluptate et

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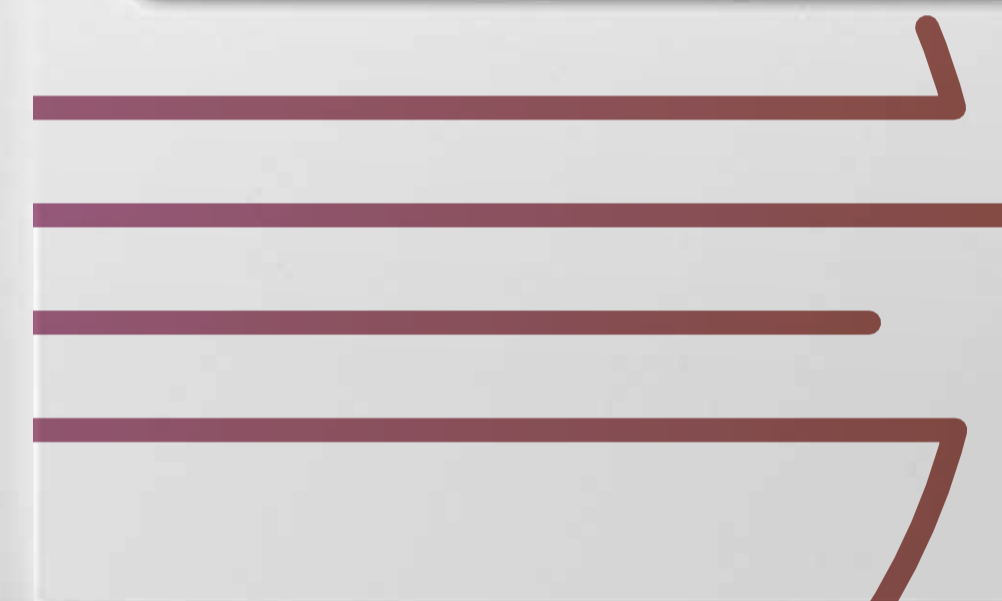
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Gianni Davico
TIMBRO E FIRMA

Tesi & testi S.a.s. di Giovanni Davico & C. Via Rosine 18, 10023 Chieri (TO) Italia



Sig. Marco Tosi
Via Lombroso 16
10123 Torino (TO) Italia

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feedback/integrations > marcotosi@marcotosi.com
thanks