

ALLEGATO 3 LINEE GUIDA DI UTILIZZO DEL LOGO

INTRO

OUR LOGO

Brand styleguide

Intro Brand Signet Do's & Don'ts Logo fonts

Our trend to implement flat design graphics is strongly attached to a massive expansion of digital interfaces.

UniCredit embraced the flat design approach in order to mark the change between past and future.



UniCredit is using flat design logo "2D" across all the communication touchpoints, no matter if online or offline. A 2D logo:

- reflects well the digital aim of the Bank
- is more usable and adaptable for any type of graphic interfaces applications as:
 - allows for a more strong use of colors, being more recognizable both online and offline
 - is easier to understand and easier to create
 - makes the image of brand clearer and simpler.

BRAND

Intro Brand Signet Do's & Don'ts Logo fonts

The brand is made up of different elements:

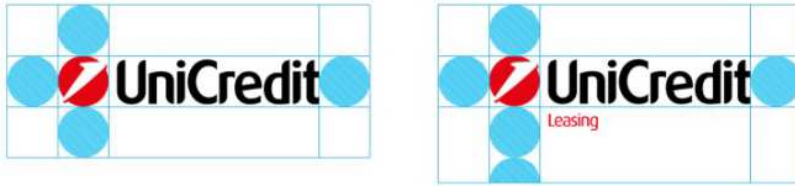
- Logo/Signet
- Logotype
- Descriptor (where needed)
- Tagline

The brand construction follows specific and preset guidelines; for this reason, the usage of master files is always recommended.

The logo/signet **cannot be used** as a stand-alone element. It comes always in association with the logotype.



RESPECT AREA



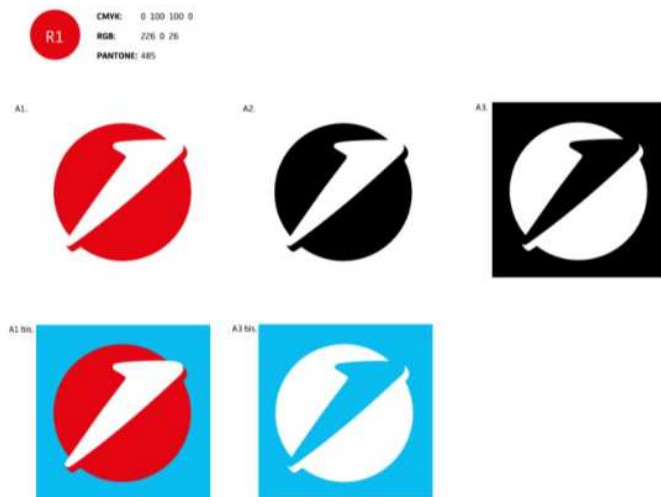
Respect Area: The grid illustrates the respect area that has to be free of any others elements in order to guarantee the logo legibility.

The logo development follows the usage of the primary color codes as shown in versions A1 and A2.

A1. - A1 bis. 2D outline logo (Pantone 485 C).

A2. 2D outline logo, positive, to be used in special applications.

A3. - A3 bis. 1-colour negative version

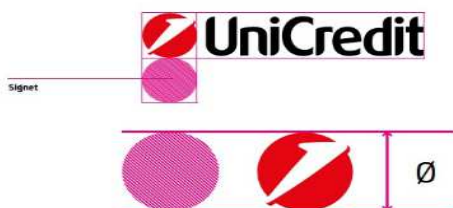


SIGNET

Intro Brand **Signet** Do's & Don'ts Logo fonts

The shape and size of logo's red sphere is main measurement unit - we call it the signet - determining the size relationship and relative positioning of the elements within the grid system.

Each and every format starts with positioning the logo at its optimum size in the bottom/right corner of layout.



Using signet

For each format the size of the signet is different, and it depends on the dimensions of the logo.

The table illustrates this principle; however, as actual formats may differ in your market, this is intended to be a suggestion, rather than an exact reference - a tool to help to respect the right proportions.

| | width x height | diameter |
|---------------------|----------------|------------|
| Print A3 | 420 x 297 mm | Ø = 12.5mm |
| Print A4 | 210 x 297 mm | Ø = 10mm |
| Print Full Page | 201 x 275 mm | Ø = 9mm |
| Print Half Page | 275 x 201 mm | Ø = 9mm |
| Leaflet | 100 x 210 mm | Ø = 6mm |
| Poster (vertical) | 700 x 1000 mm | Ø = 32mm |
| Poster (horizontal) | 1000 x 700 mm | Ø = 32mm |

| Outdoor | width x height | diameter |
|---------------------------------|----------------|-----------|
| Outdoor | 1750 x 1185 mm | Ø = 70mm |
| Outdoor | 2520 x 3560 mm | Ø = 150mm |
| Window Poster | 600 x 600 mm | Ø = 28mm |
| Billposting | 7000 x 3000 mm | Ø = 250mm |
| Digital signage Vertical | 1080 x 1920 px | Ø = 66px |
| Digital signage Horizontal | 1920 x 1080 px | Ø = 55px |
| Digital signage (double screen) | 2160 x 1920 px | Ø = 66px |

| Events | width x height | diameter |
|------------|----------------|----------|
| Invitation | 210 x 100 mm | Ø = 7mm |
| Invitation | 160 x 160 mm | Ø = 7mm |
| Totem | 800 x 1000 mm | Ø = 50mm |
| badge | 60 x 90 mm | Ø = 5mm |

DO'S&DONT'S

Intro Brand Signet **Do's & Don'ts** Logo fonts

Do's

1A. Colored brand (CMYK, Pantone and RGB) positive version.

1B. Colored brand (CMYK, Pantone and RGB) negative version.

2A. 1-color brand, positive version.

2B. 1-color brand, negative version.

For the correct application of the brand, make sure that for the visibility of logos the colors of background and logos should contrast.

To achieve it, implement: positive logotype (on light backgrounds) or negative ones (on dark backgrounds).











Don'ts

The examples below show how **not to use** the brand.

1. The brand must always keep the original proportions shown in the previous pages.
- 2/3. The logo must not be moved from its original position.
4. The logotype if in positive must be only in black, if in negative in white.
5. The brand must not be positioned slanted.
6. The brand must not be used on a tone-on-tone background except as in the examples shown above.
- 7/8. The brand must not be placed on a background which hampers its legibility.
9. The brand must not be enclosed within geometrical shape.
10. The brand may not be surrounded by other elements inside its respected area.

Furthermore, the signet cannot be used as a stand alone element.



3.  x
8.  x
4.  x
9.  x
5.  x
10. Take care not to allow any elements to intrude on the excluded areas of the brand
Take care not to allow any elements to intrude on the excluded areas of the brand
 x
Take care not to allow any elements to intrude on the excluded areas of the brand
Take care not to allow any elements to intrude on the excluded areas of the brand

LOGO FONTS

Intro Brand Signet Do's & Don'ts **Logo fonts**

PRYOR MEDIUM

The font Pryor Medium is used only for the creation of UniCredit's brands.

PRYOR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.?:;"'!"%£\$&@



UNICREDIT REGULAR

The font UniCredit Regular is used for the Tagline, for the body copy in communication, and for descriptor in new created logos.

UNICREDIT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.?:;"'!"%£\$&@



DAX REGULAR

The font Dax Regular is used for the descriptor.

DAX REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.?:;"'!"%£\$&@

