





## SALOTTO CORPORATE DESIGN GUIDELINES

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### THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **SALOTTO'S** corporate identity. This includes our name, logo and other elements such as colors, and type.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **SALOTTO'S** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of **SALOTTO'S** name and marks.

## LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the icon pieces and our company name – they have a fixed relationship that should never be changed in any way. The logos reflect two different versions that coincide with a Regular version and a Pro version.



**CORPORATE TYPOGRAPHY**

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Design. We have selected **Futura**, which is clean, easy to read and professional for **SALOTTO'S** communications, as the primary corporate typefaces.

The main logo was developed from the typeface: **Quantify**

Quantify was designed and published by Saidi Alfianor; a brand and web designer from Indonesia. Quantify is a sans serif display typeface which includes all caps, lowercase and glyphs. The font can be described as multipurpose specially for logos and posters.

FUTURA

THE FONT

Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. It was designed as a contribution on the New Frankfurt-project. It is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period. It was developed as a typeface by the Bauer Type Foundry, in competition with Ludwig & Mayer's seminal Erbar typeface of 1926.

Futura has an appearance of efficiency and forwardness. Although Renner was not associated with the Bauhaus, he shared many of its idioms and believed that a modern typeface should express modern models, rather than be a revival of a previous design.

TYPE EXAMPLES OF FUTURA

MAIN LOGO TYPEFACE QUANTIFY

**FUTURA**

MEDIUM

A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

Bold

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " \$ % & / ( ) = ? ` ; :  
 " [ ] | { } ≠ '  
 Σ Ω π • '  
 @ Δ © ð ≈ √ ~ ∞ - ≤ < > ≥ ◇

Main Logo

**abcdefghijklmnopqrstuvwxy**z

## BRAND COLORS

### PRIMARY COLOR SYSTEM

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#### Explanation:

Salotto has seven official colors: The colors are all derived from the new tournament colors of the balls used.

#### Usage:

The blue is the main color. The yellow is used in contrast as a call-to-action color. All other colors are used as side colors to these main two colors.



#### PRIMARY COLOR YELLOW

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#### COLOR CODES

CMYK : C001 M024 Y100 K000

RGB : R250 G193 B018

Web : #fac112



#### PRIMARY COLOR VIOLET

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#### COLOR CODES

CMYK : C030 M073 Y032 K002

RGB : R178 G097 B128

Web : #b26180



#### PRIMARY COLOR RED

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#### COLOR CODES

CMYK : C000 M095 Y100 K000

RGB : R250 G041 B018

Web : #fa2912



#### PRIMARY COLOR GREEN

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#### COLOR CODES

CMYK : C031 M012 Y100 K000

RGB : R178 G097 B128

Web : #bdc20d



#### PRIMARY COLOR ORANGE

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#### COLOR CODES

CMYK : C000 M064 Y100 K000

RGB : R255 G122 B000

Web : #ff7a00



#### PRIMARY COLOR BLUE

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#### COLOR CODES

CMYK : C091 M056 Y013 K001

RGB : R008 G107 B163

Web : #086ba3



#### PRIMARY COLOR TEAL

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#### COLOR CODES

CMYK : C046 M000 Y032 K000

RGB : R135 G209 B189

Web : #87d1bd



## CONTACT AND SUPPORT INFORMATION

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### ABOUT THESE GUIDES

If any information is unclear about these guides or the Salotto brand please reach out to us for clarification. In addition to these brand guides we are happy to provide official brand elements as we deem fit for accurate brand representation.

### CONTACT

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