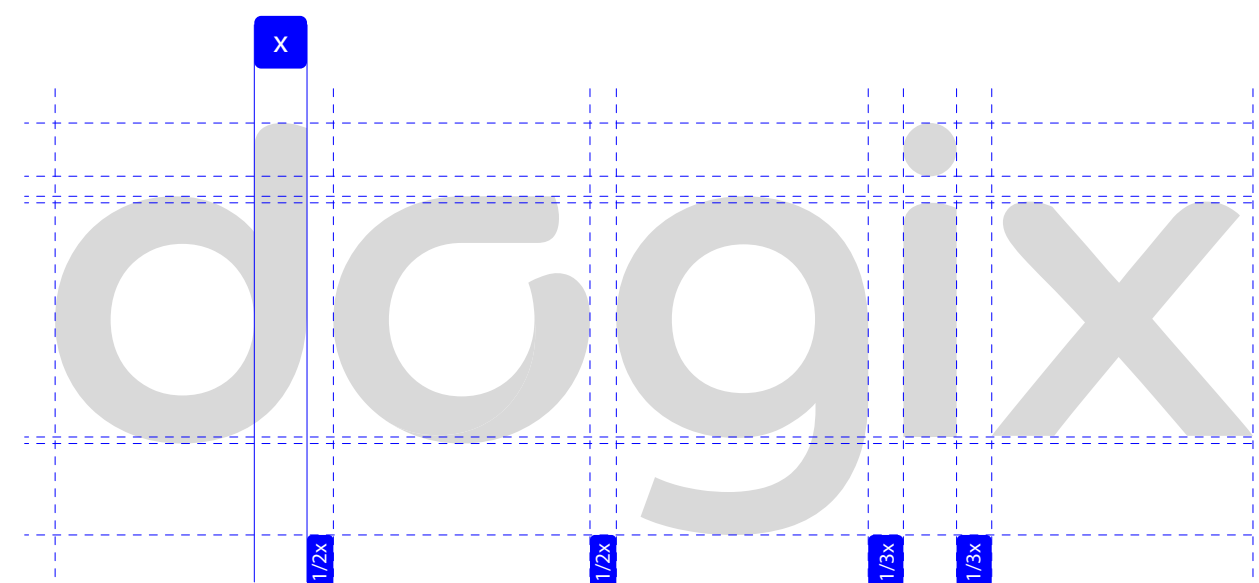


# dogix Brand book

# dogix Brand book

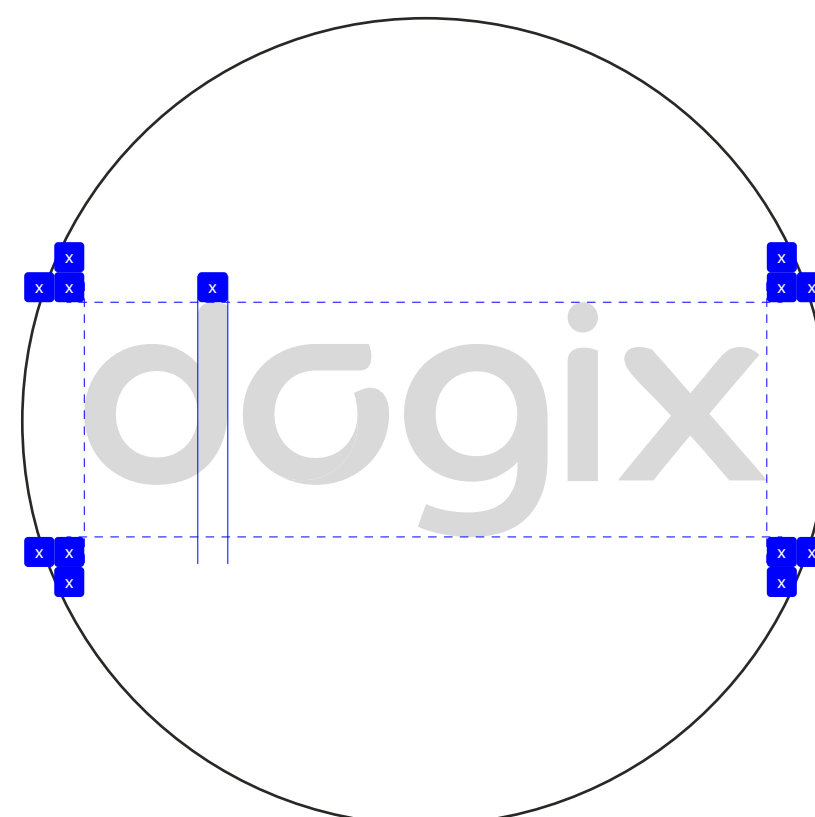
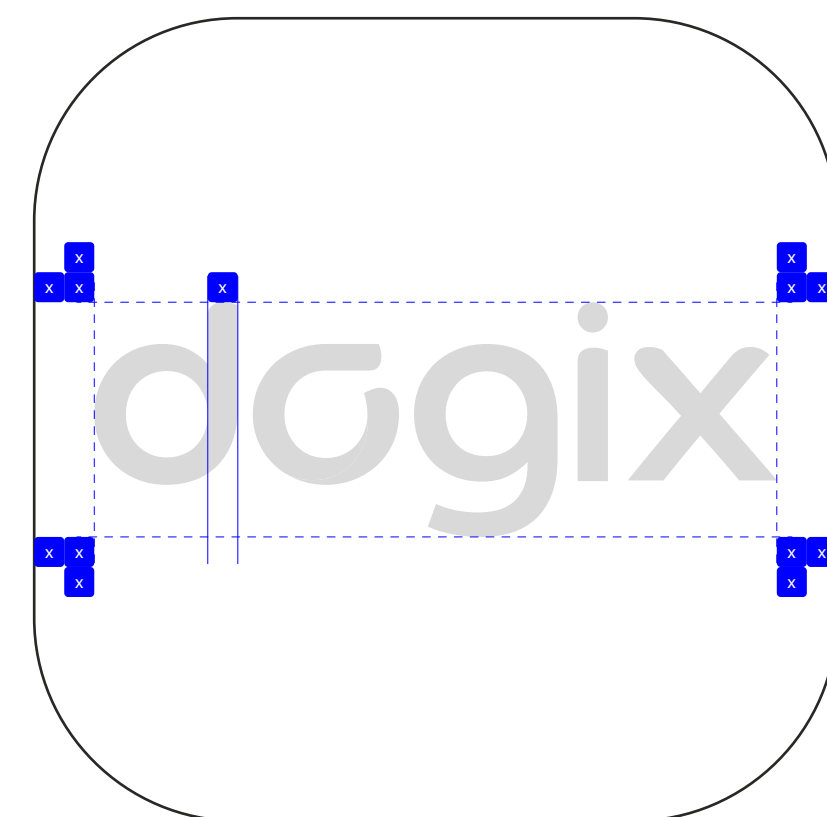
degix



LOGO - Costruzione



LOGO - Clearspace



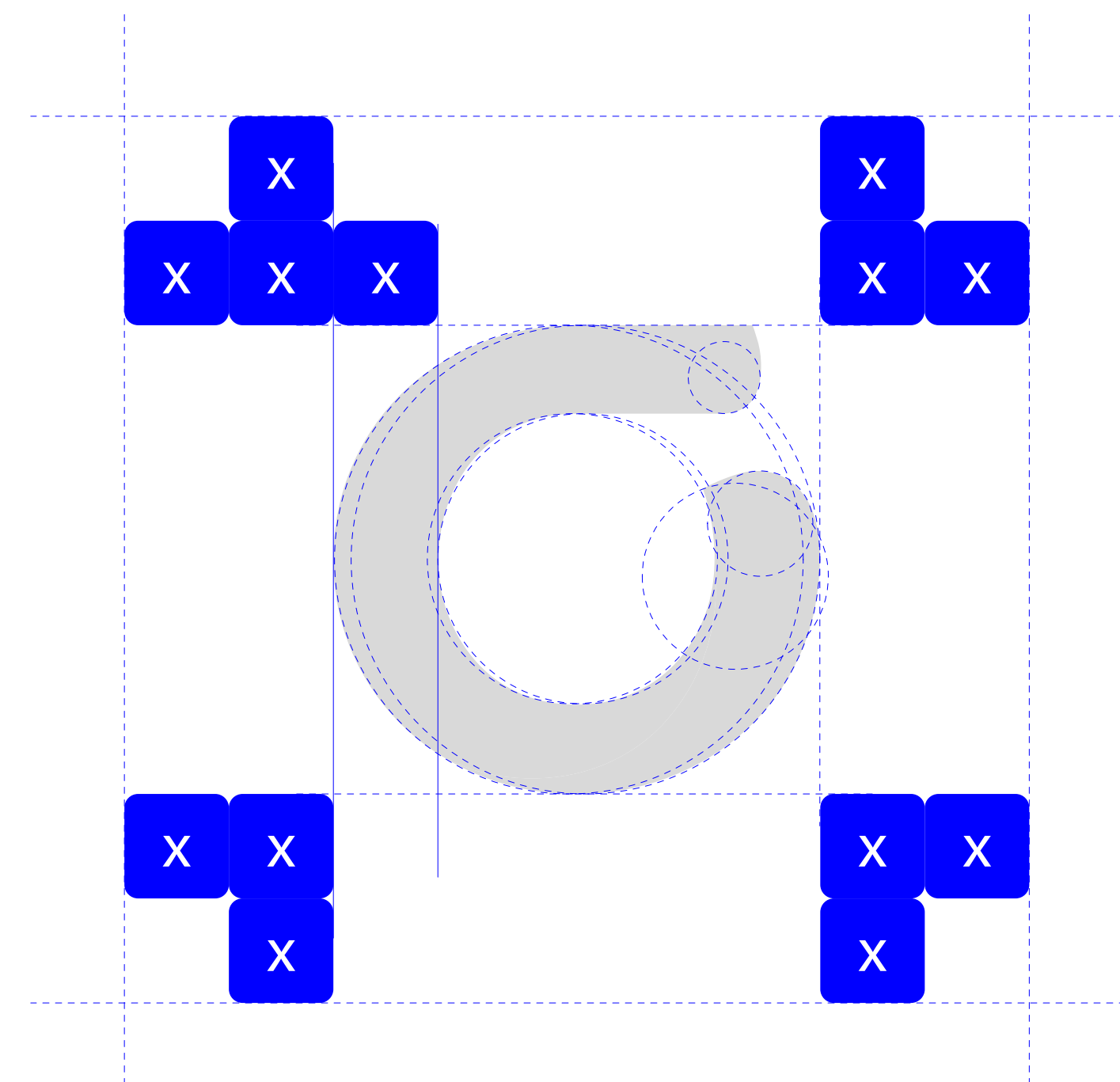
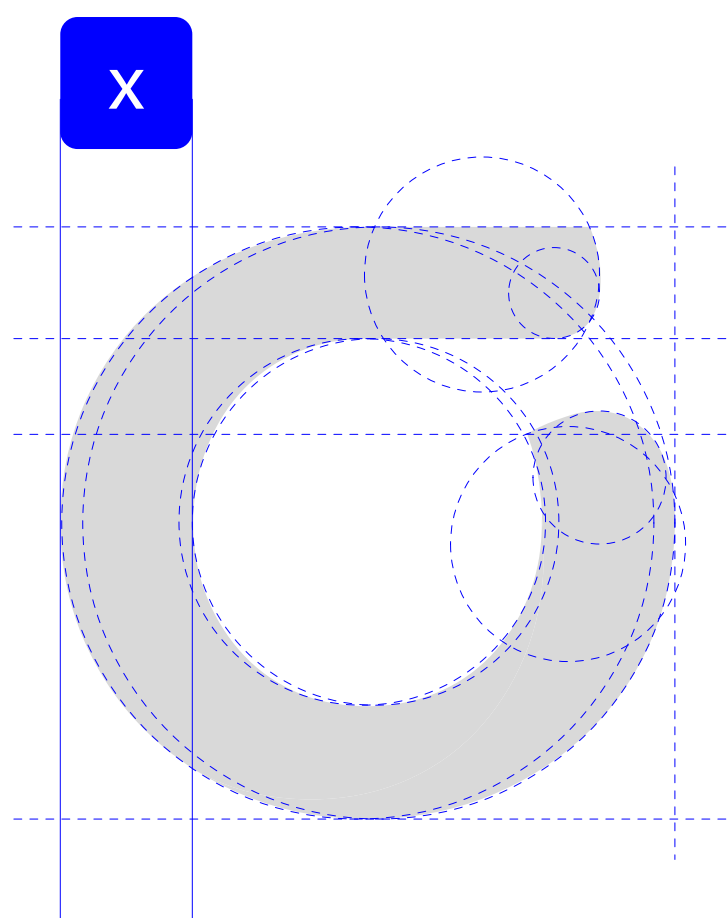
LOGO - Utilizzo del logo / clearspace / positivo - negativo

dogix

dogix

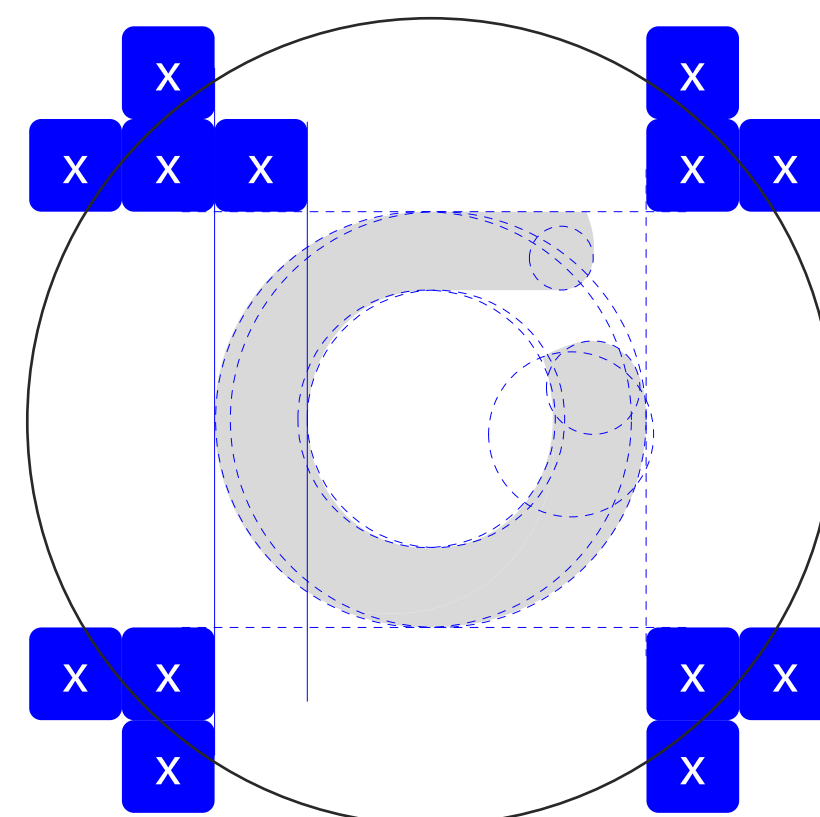
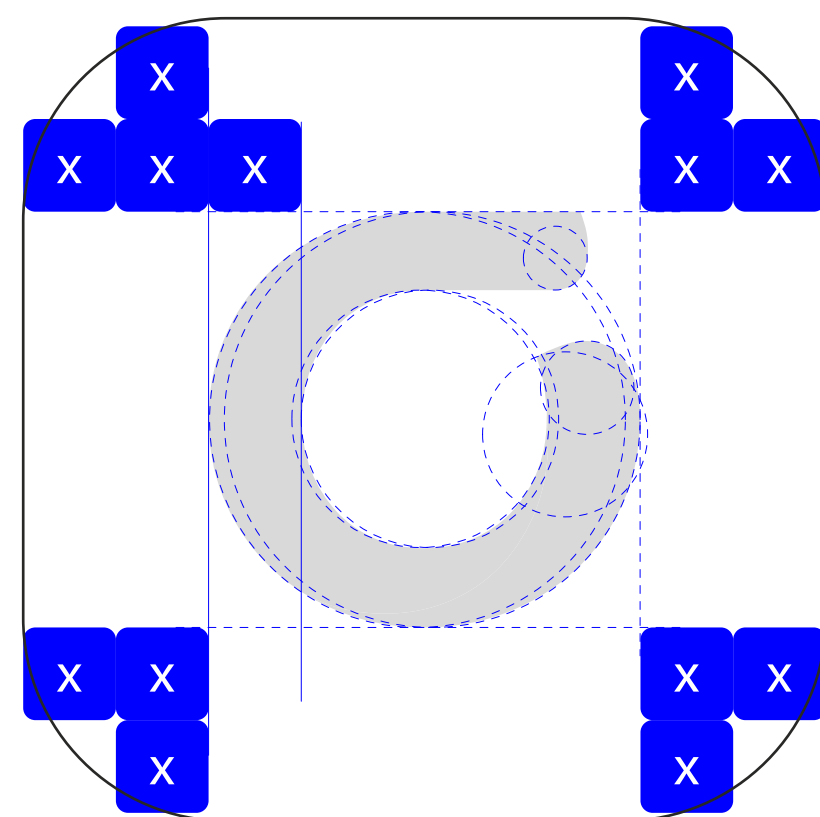
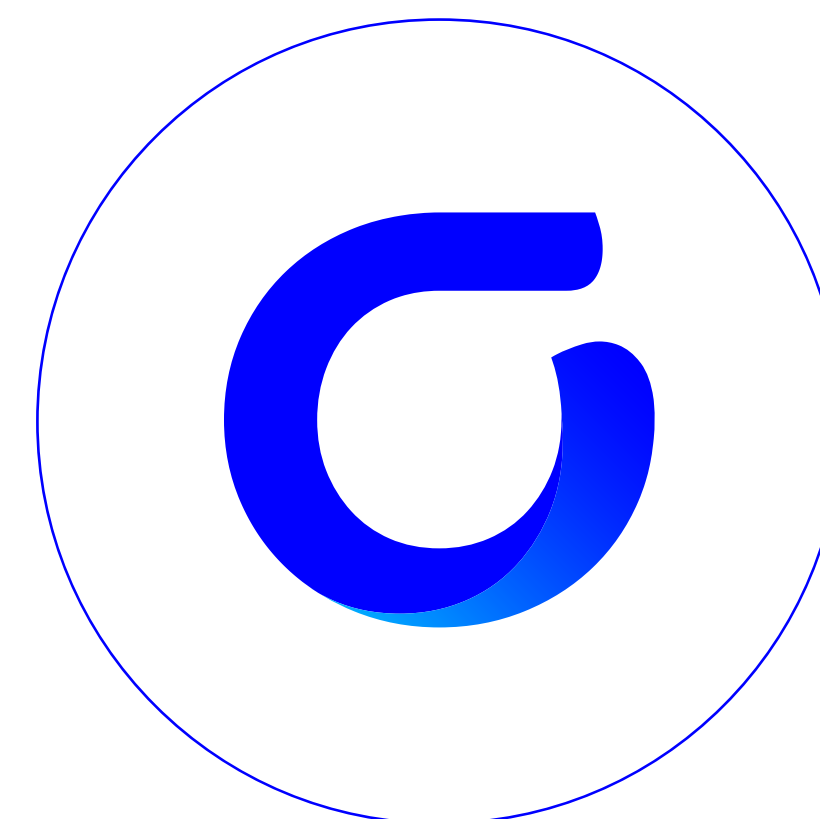
dogix

LOGO - Variazione cromatica positivo / negativo



LOGO - Pittogramma / costruzione / clearspace





LOGO - Utilizzo del pittogramma / clearspace / positivo - negativo



Non usare spessori diversi



Non schiacciare il logo



Non cambiare il colore dell'omnicrom



Non usare una spaziatura diversa



Non usare il logo in versione outline

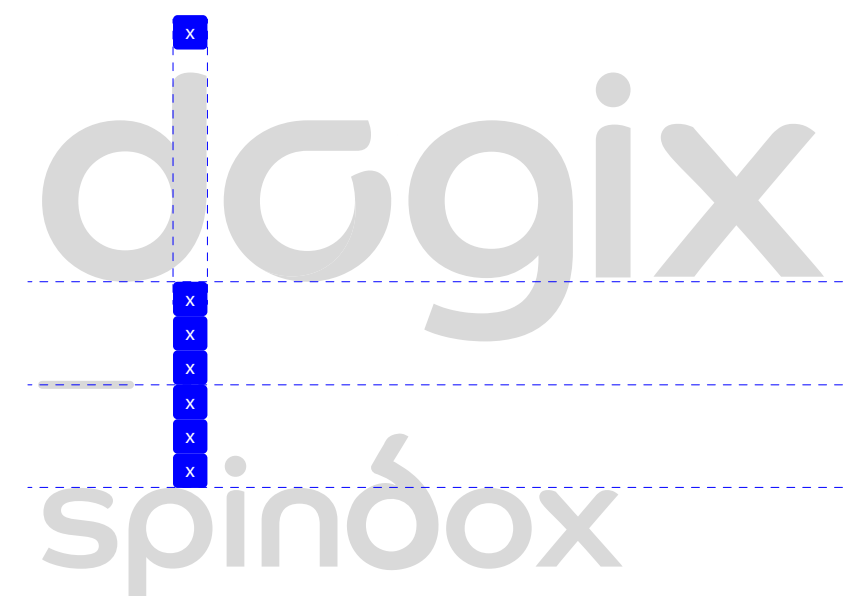


Non usare il logo inclinato, unica rotazione possibile 90°

degix | spinóox

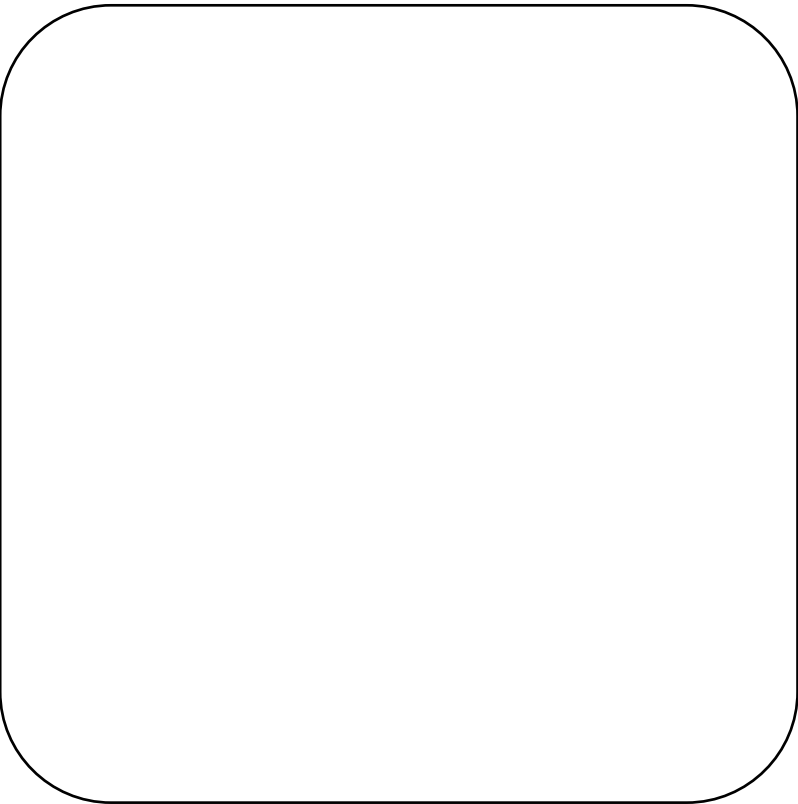
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LOGO - Partnership costruzione orizzontale

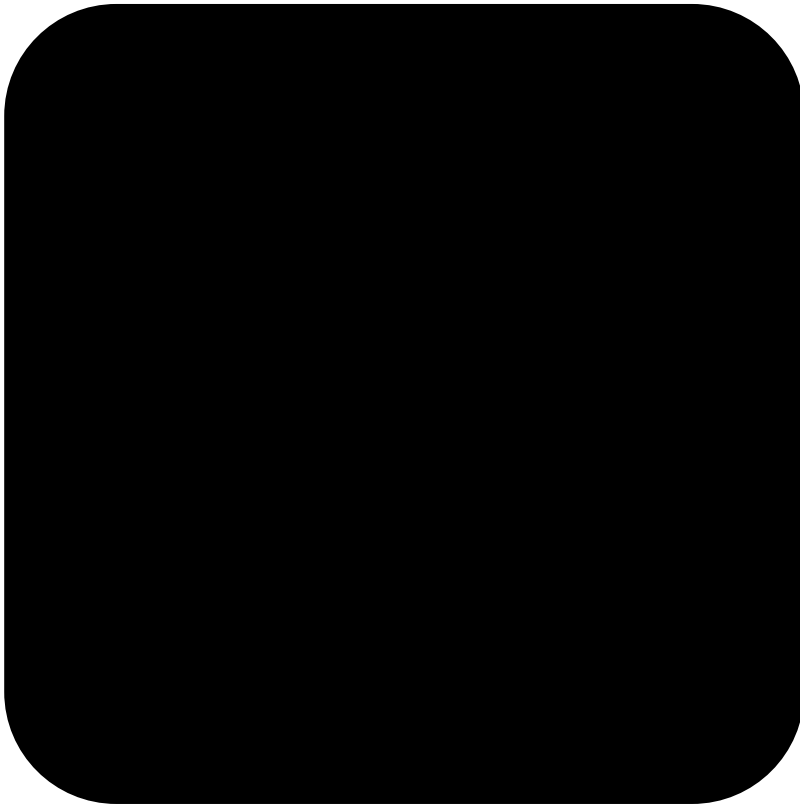


LOGO - Partnership costruzione verticale

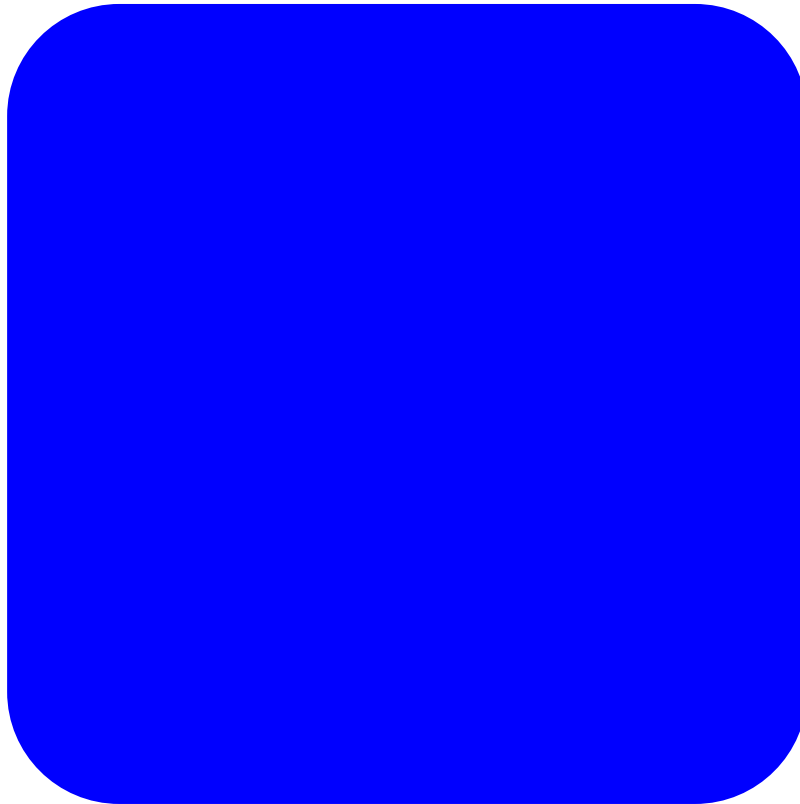
COLORI PRIMARI



RGB - 255 255 255  
CMYK - 0 0 0 0  
HEX - FFFFFFFF



RGB - 0 0 0  
CMYK - 0 0 0 100  
HEX - 000000



RGB - 0 0 255  
CMYK - 93 75 0 0  
HEX - 0000FF

COLORI SECONDARI



RGB - 0 179 255  
CMYK - 68 15 0 0  
HEX - 00B3FF



RGB - 232 80 27  
CMYK - 1 79 95 0  
HEX - E8501B

Font primario

**LATO bold**  
**LATO regular**

Font Secondario in assenza del primario

**ARIAL bold**  
**ARIAL regular**

Titolo 01 - 76px

Titolo 01 - 64px

Titolo 02 - 48px

Titolo 03 - 38px

Titolo 04 - 32px

Titolo 05 - 24pz

Subtitle 01 - 32px

Subtitle 01 - 24px

Subtitle 02 - 20px

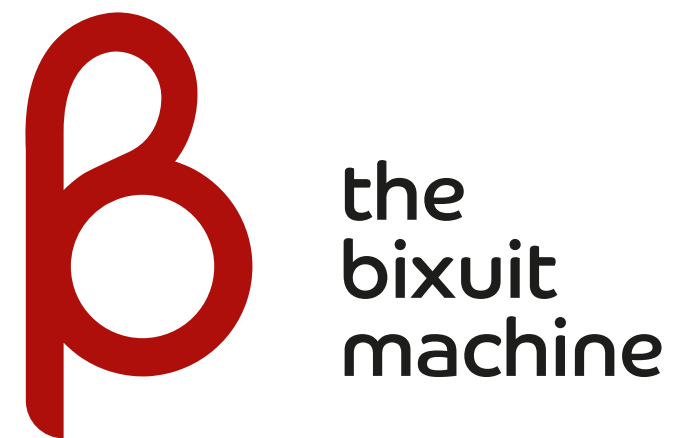
Body 01 - 16px

Disponibile in:  
Regular

Disponibile in:  
Regular  
Regular Italic

Disponibile in:  
Regular  
Regular Italic  
Bold  
Bold Italic

spin<sup>o</sup>ox

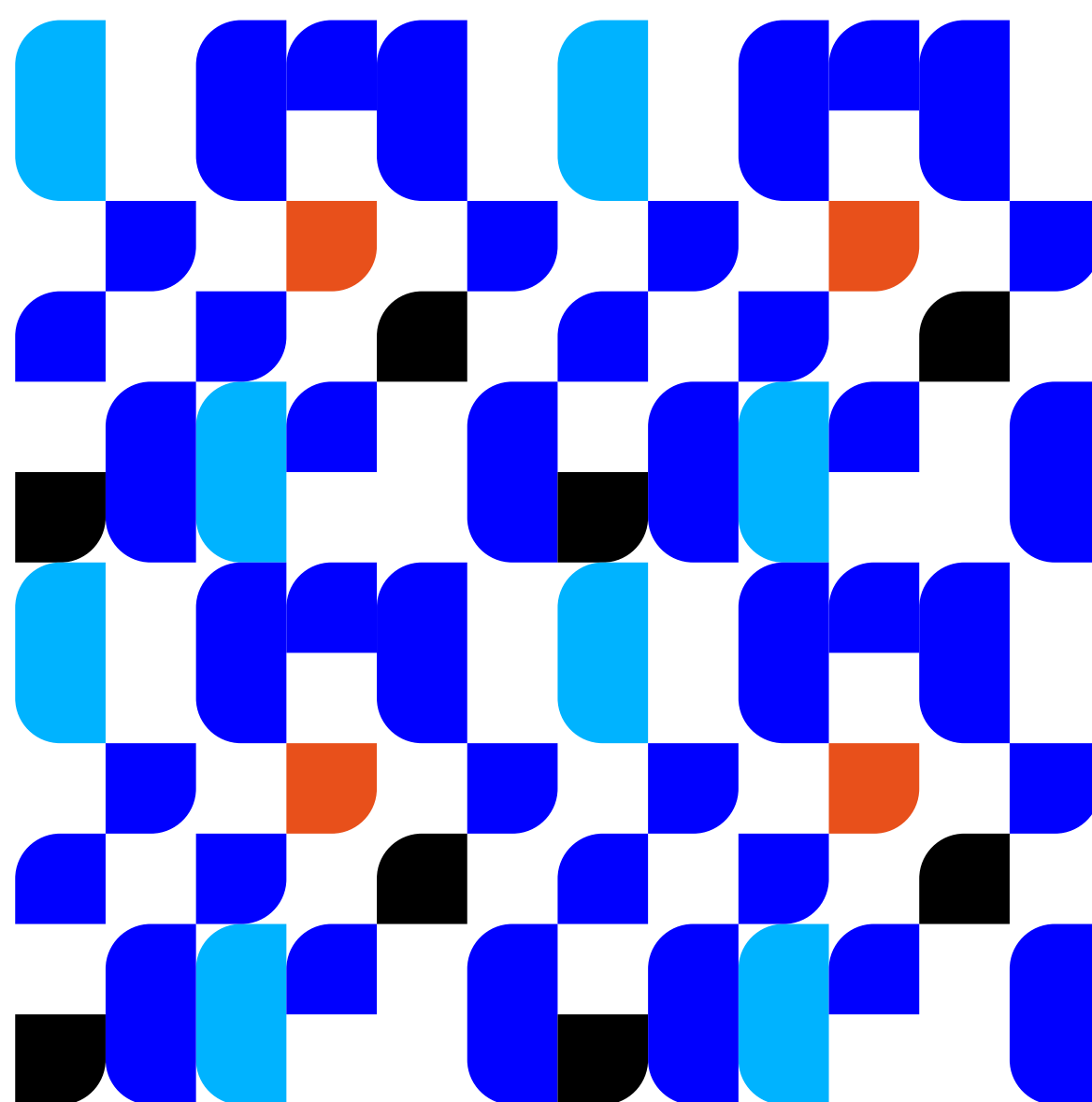
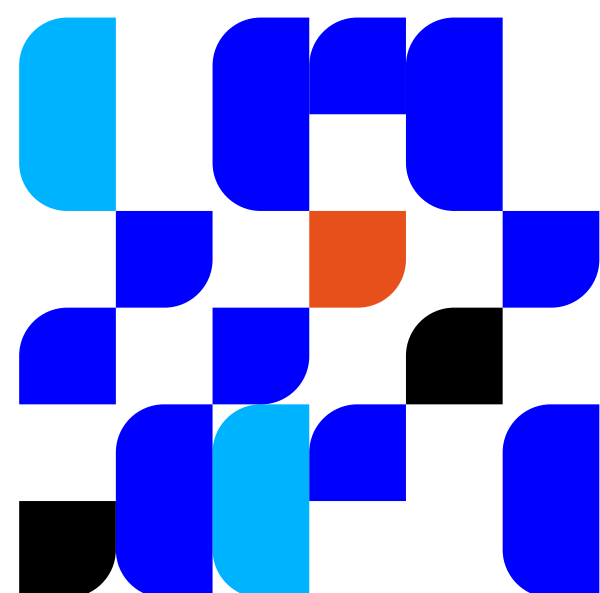
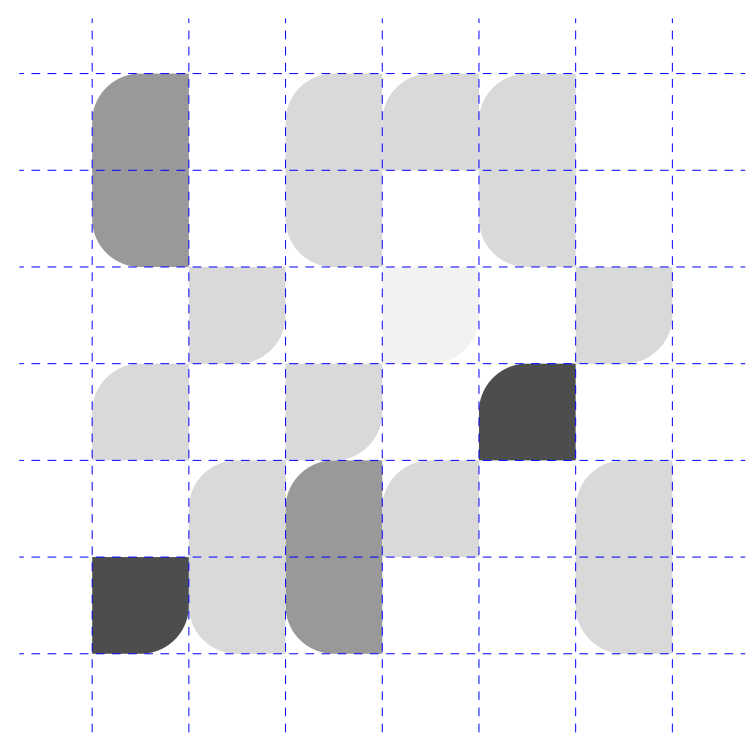


$\pi$ ublique

$\alpha$ head

dcgix

FAMILY FEELING



PATTERN - Costruzione e sequenza colori del rapporto del patten



LAYOUT - Griglia, composizione libera

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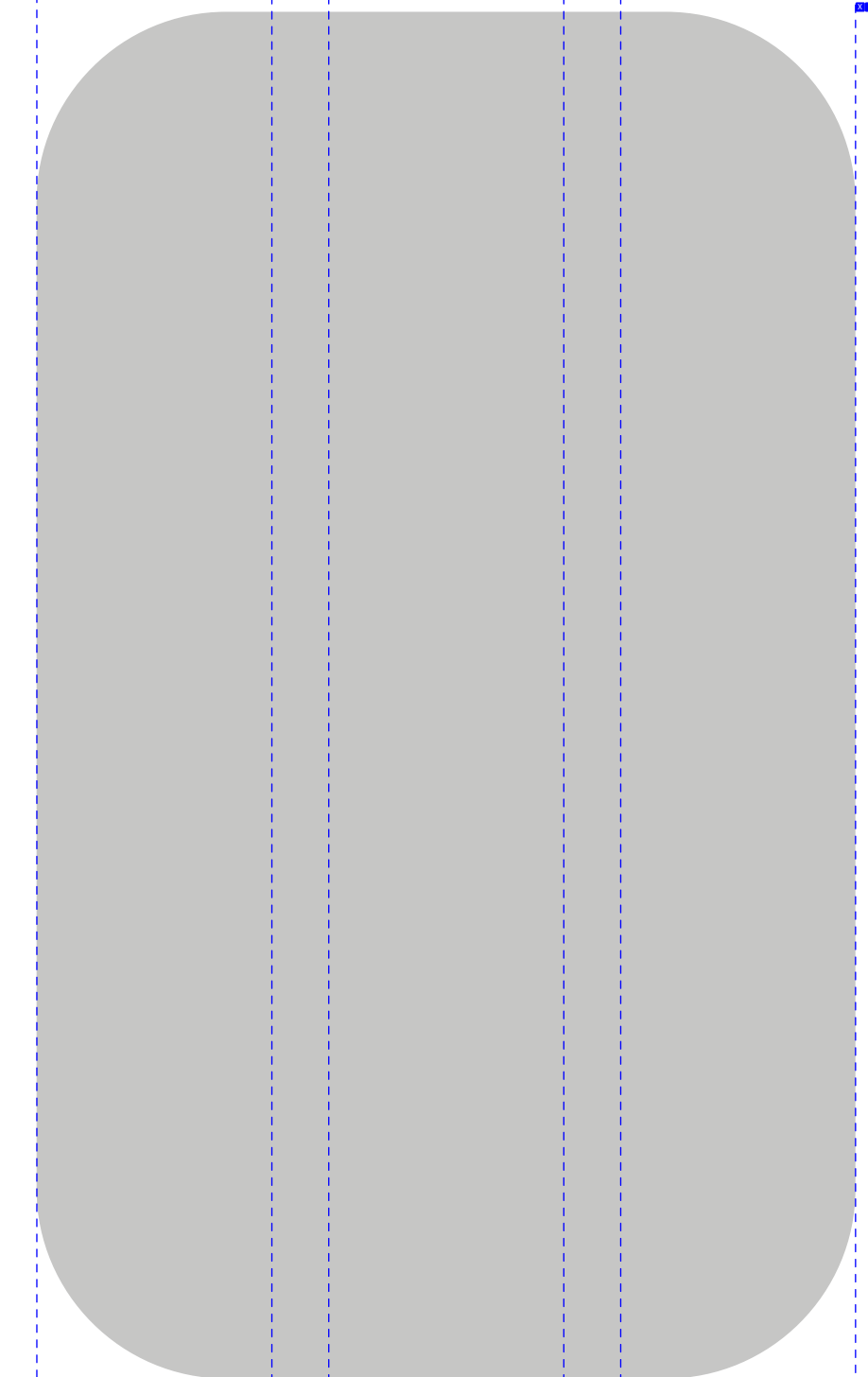
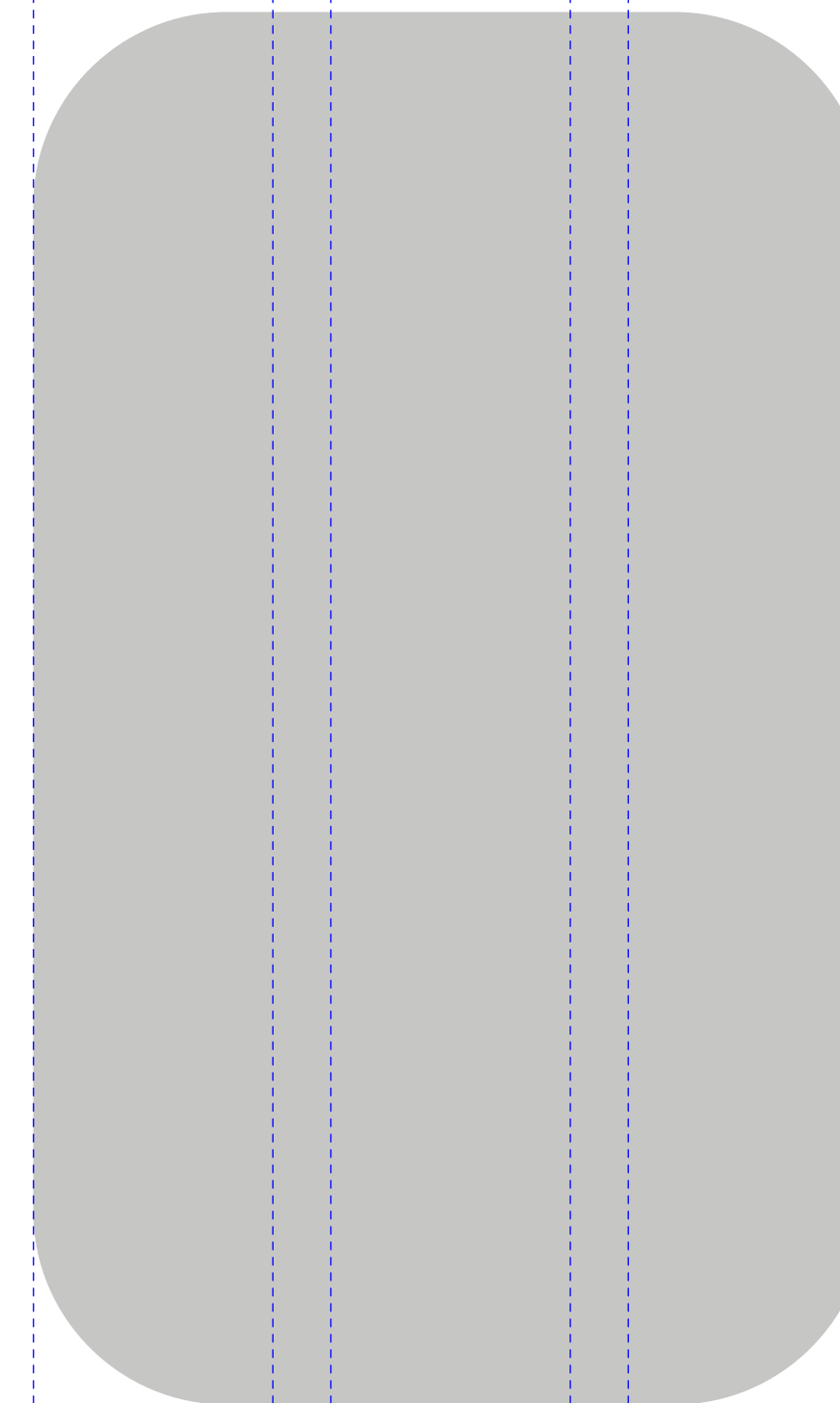
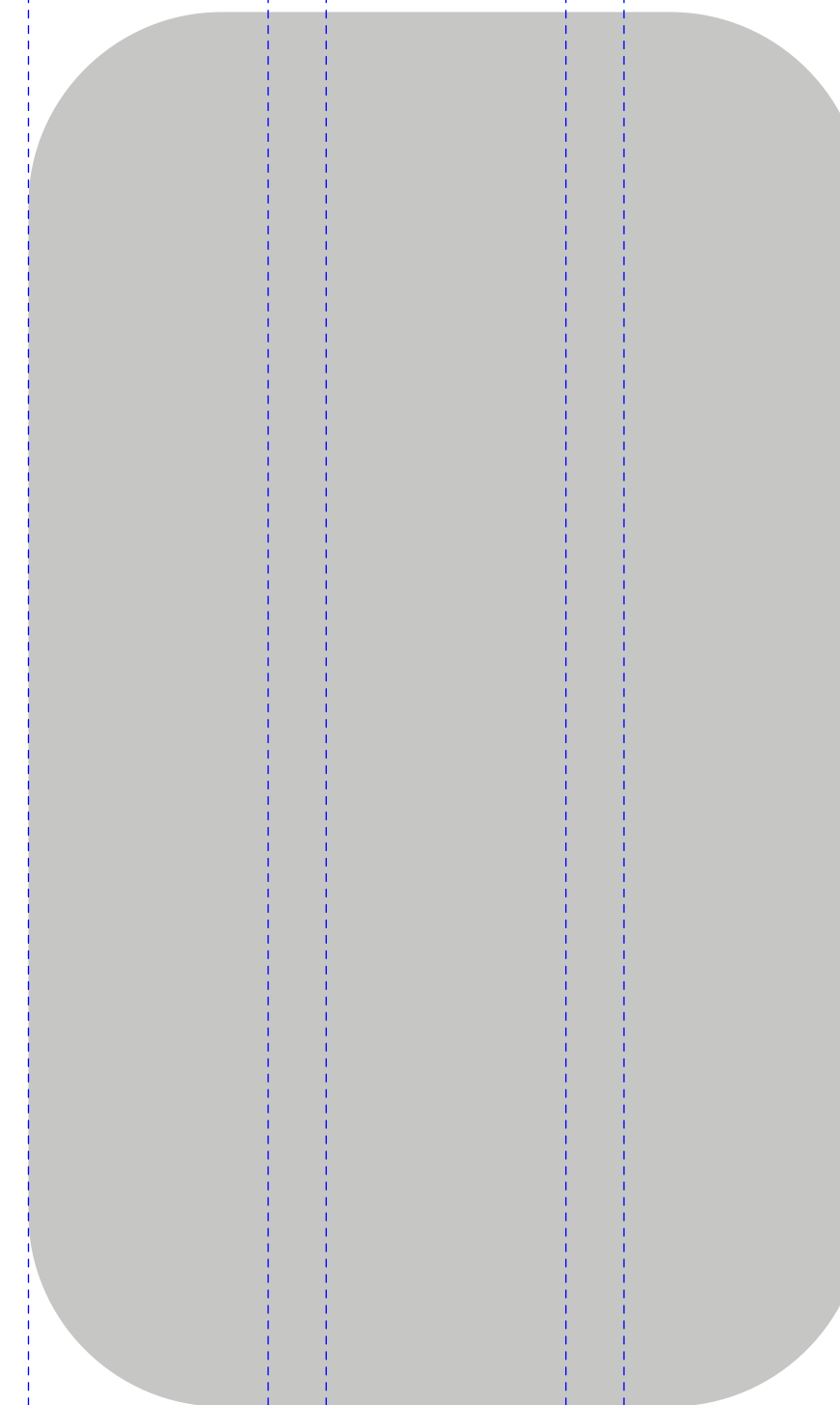
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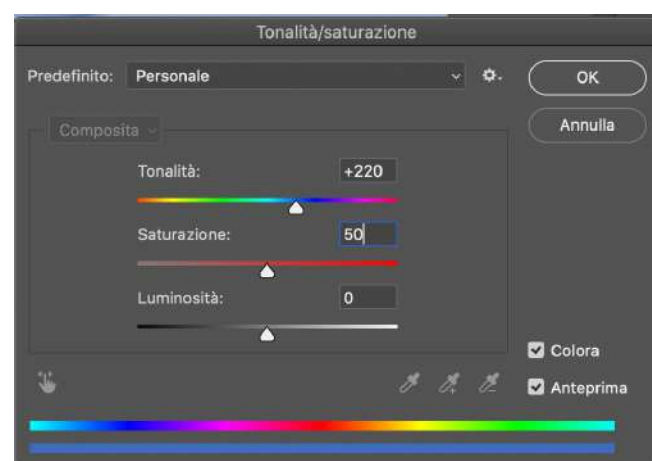
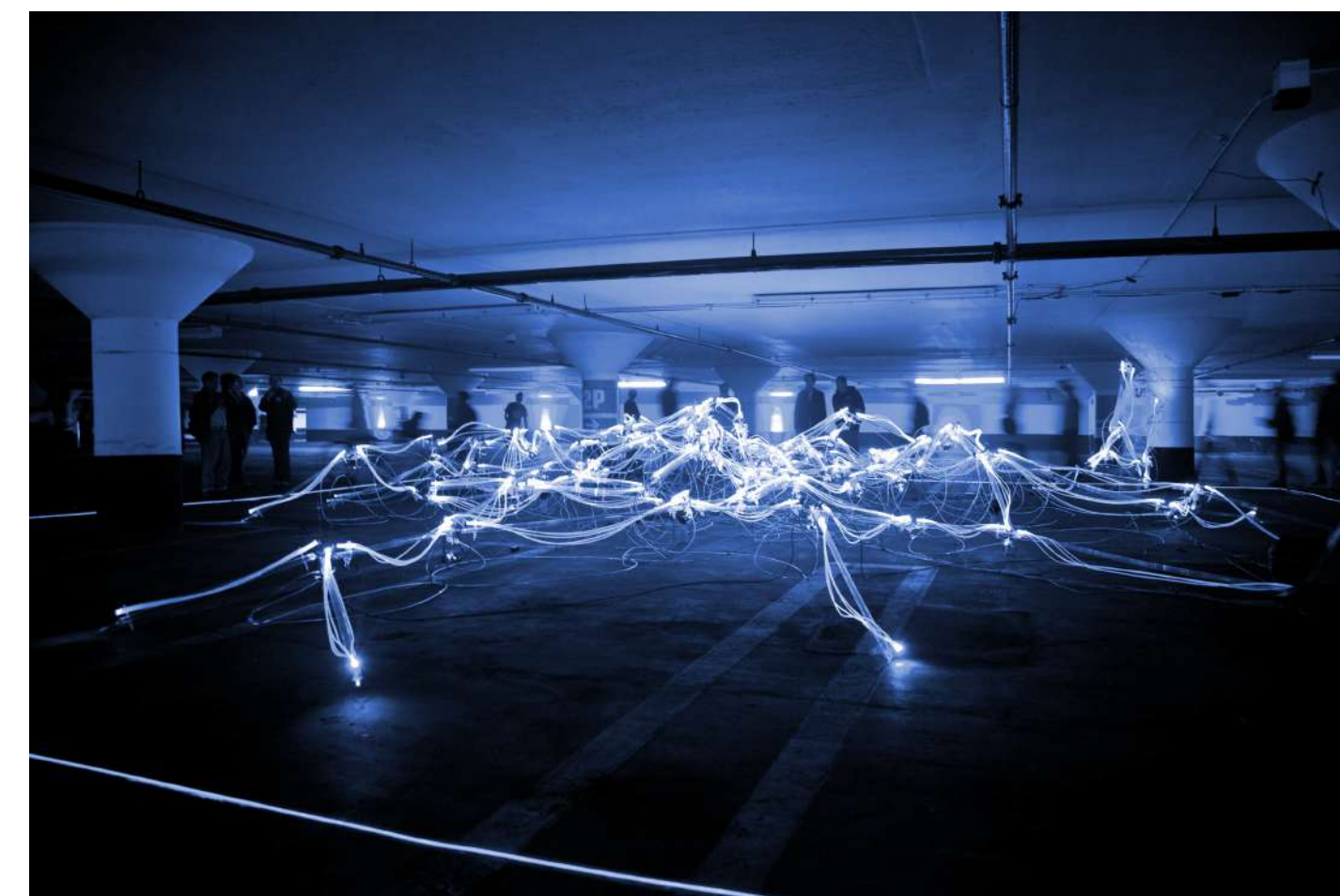
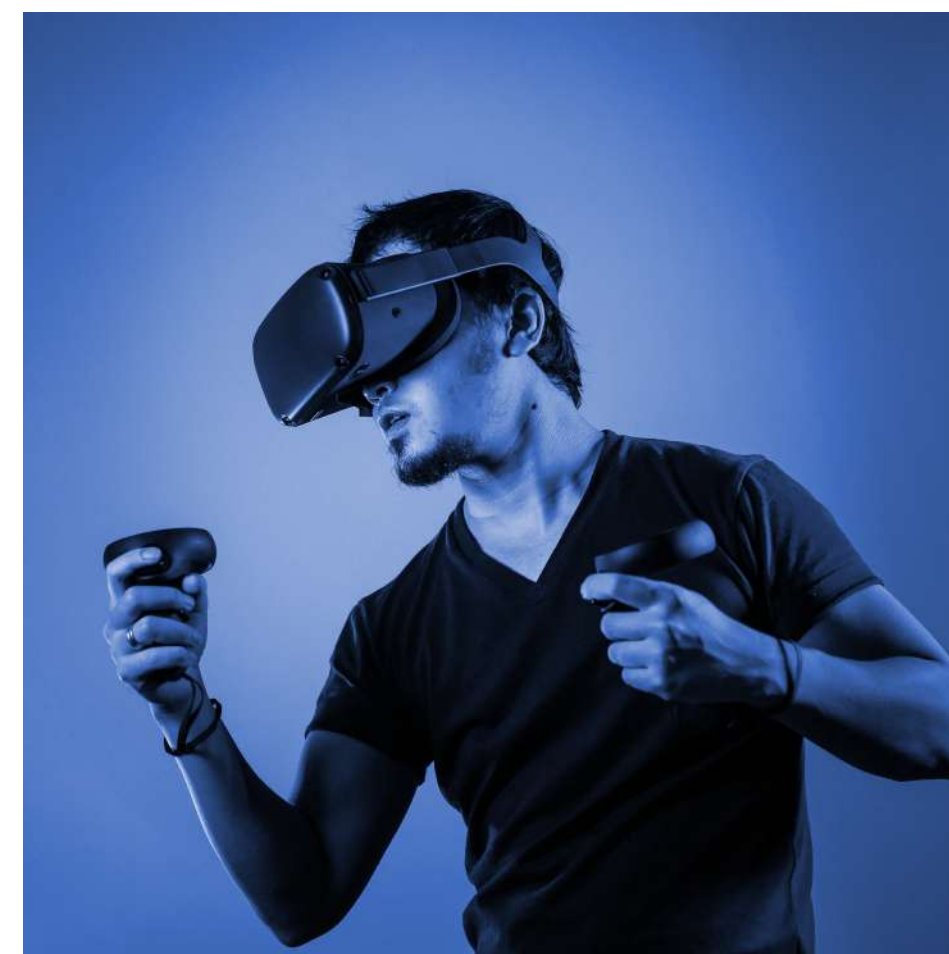
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TRATTAMENTO FOTOGRAFICO - Lavoriamo sulle dominanti