


ublique Brand book

spindox

 the
bixuit
machine

Logo

01

Colore

02

Composizione

03

Icone

04

Tipografia

05

spindox

β
the
bixuit
machine

Logo
Panoramica

 ublique

Logo

Costruzione

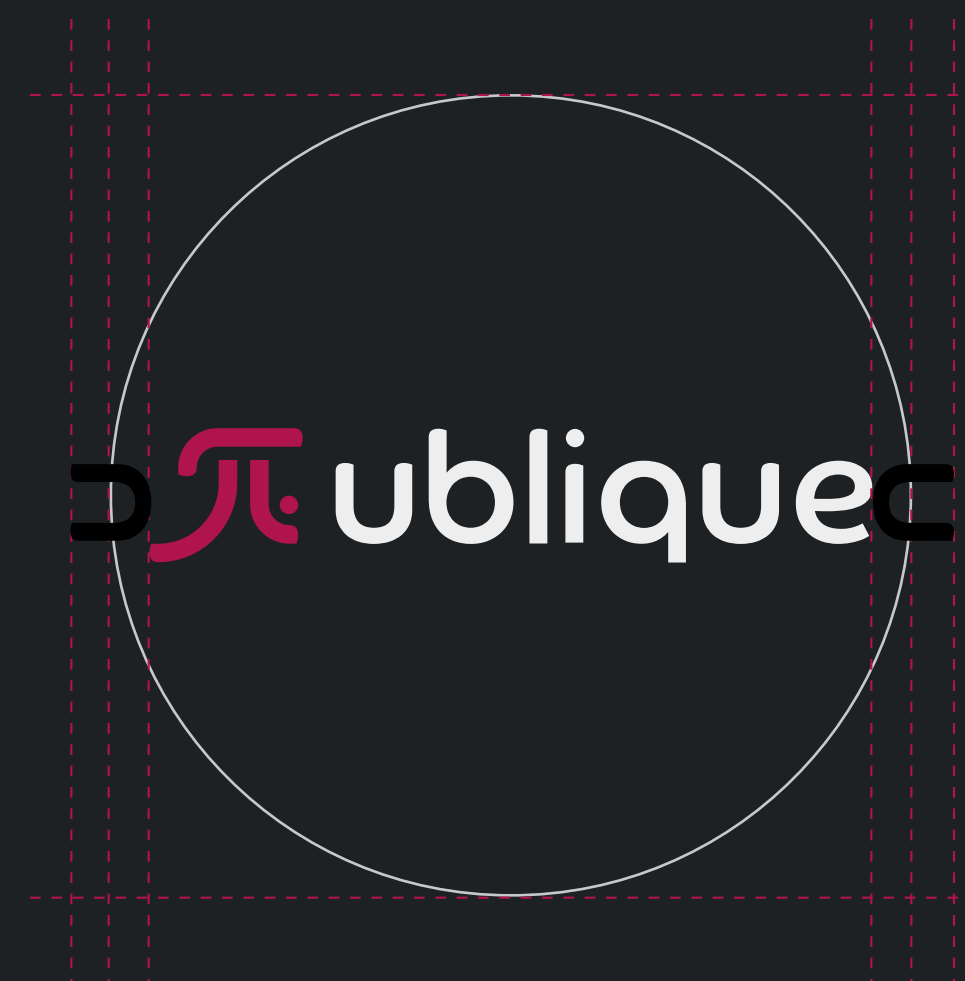


Logo Clearspace



Logo

Eccezione
clearspace



Logo
Colore

 ublique

 ublique

 ublique

 ublique

 ublique

 ublique

 ublique

 ublique ➤ Larghezza 40px

Logo
Scala

Logo
Payoff



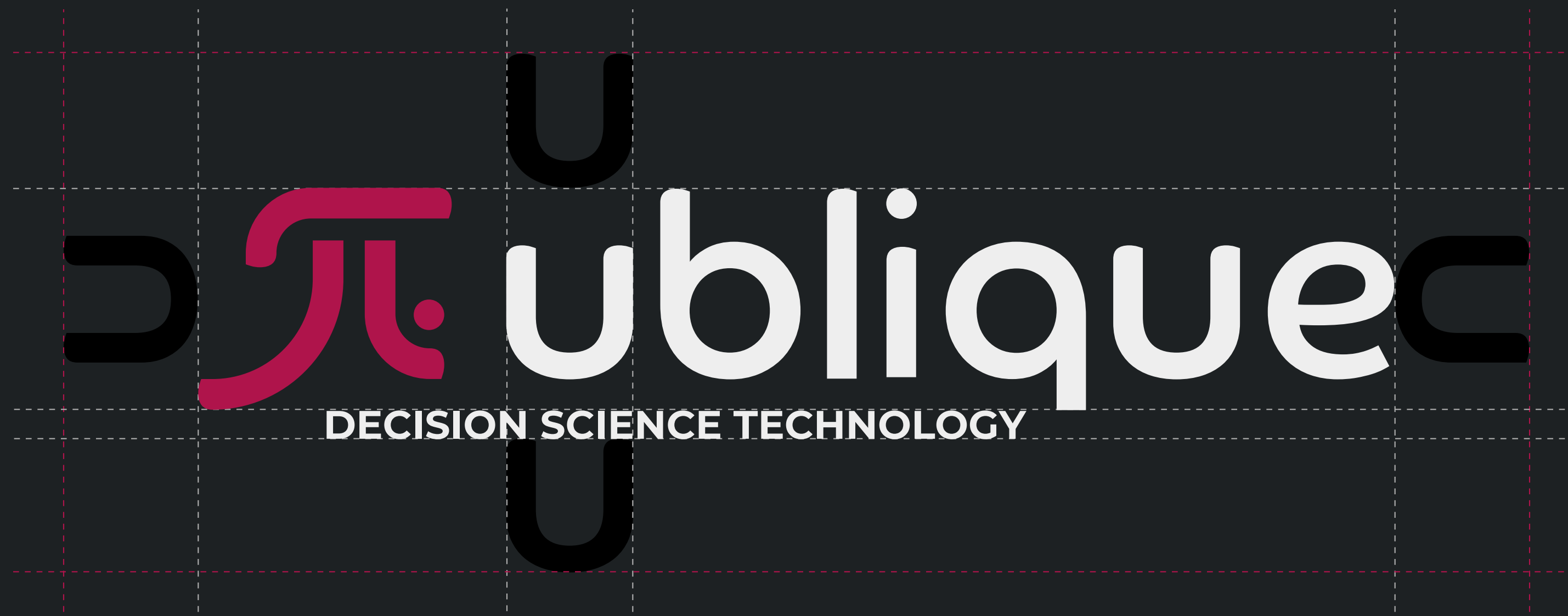
Logo

Payoff

costruzione



Logo
Payoff
clearspace



Logo

Payoff
colore



Logo

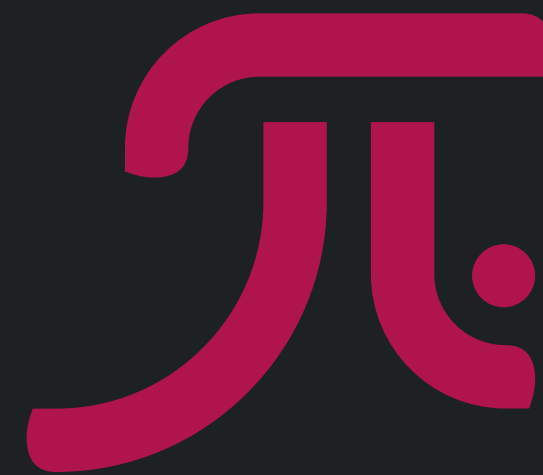
Payoff scala



.....> Larghezza 244px

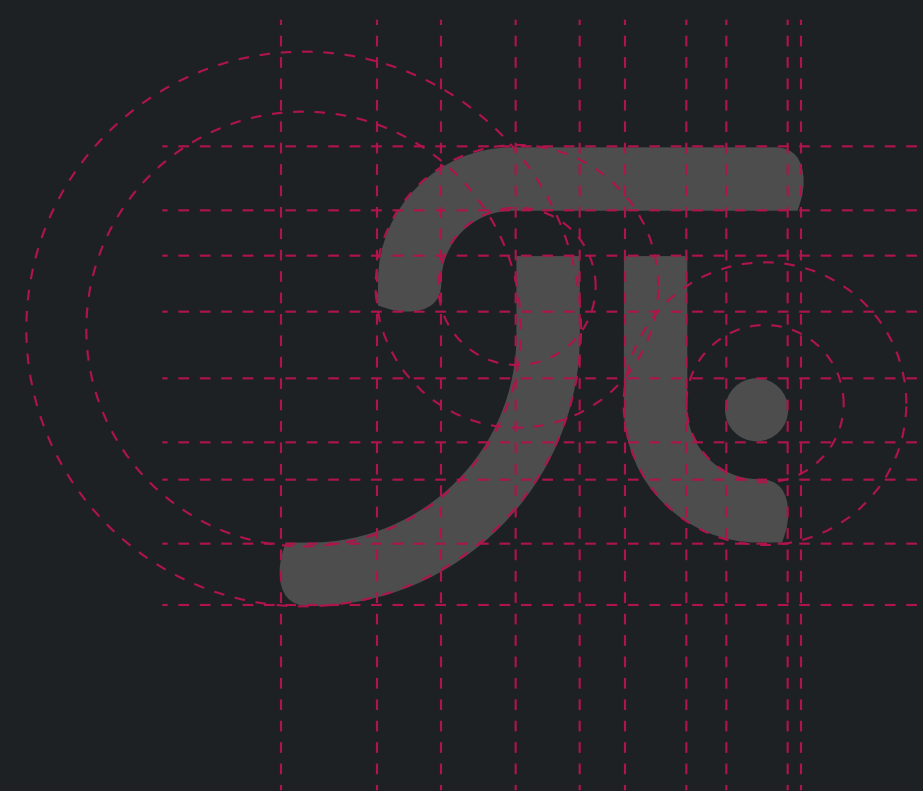
Logo

Pittogramma



Logo

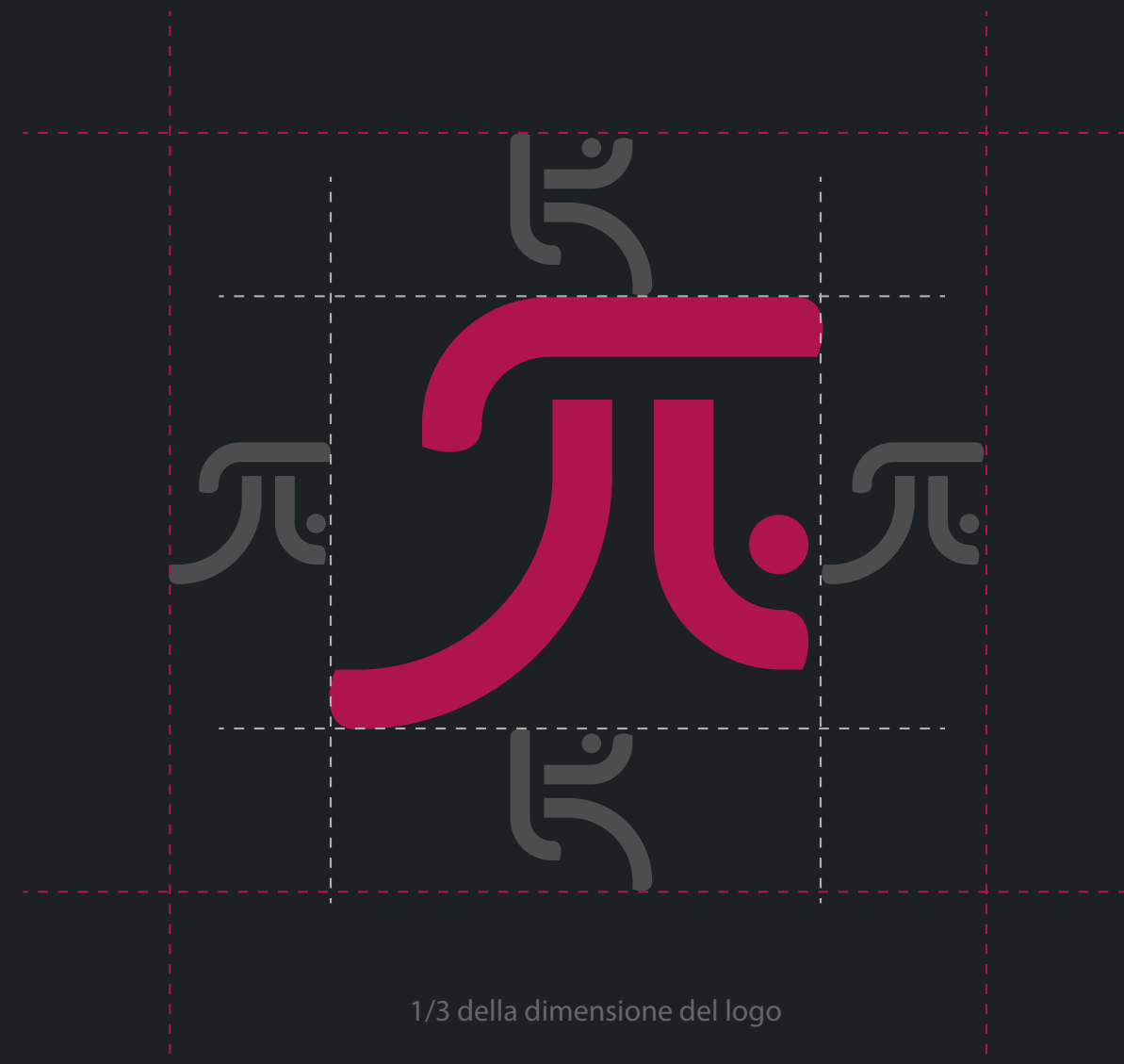
Pittogramma costruzione



Logo

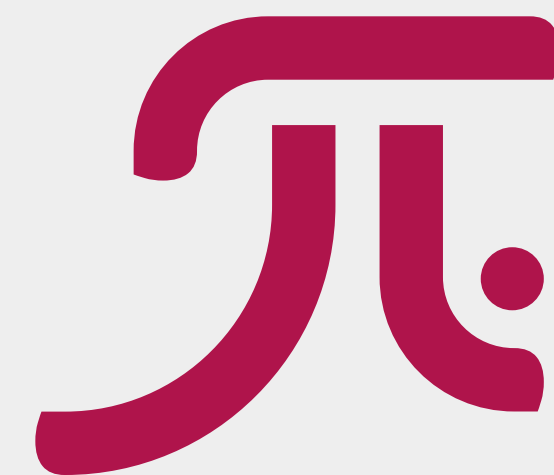
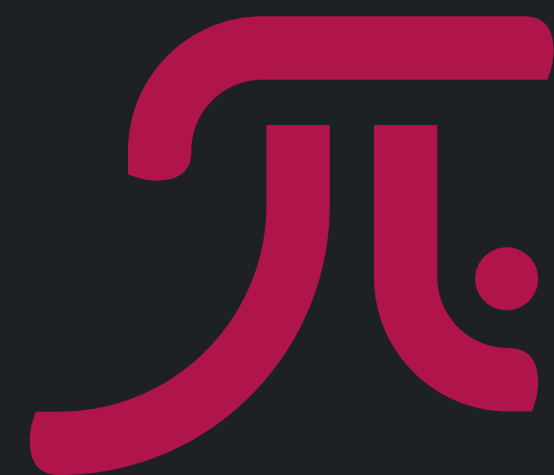
Pittogramma

clearspace



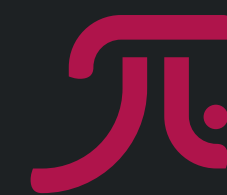
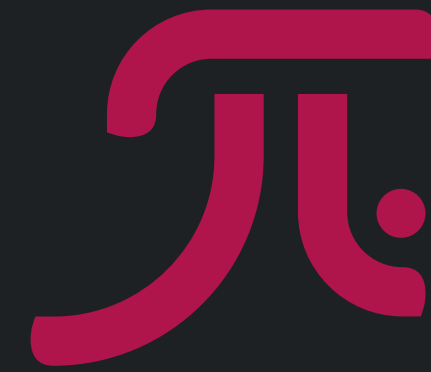
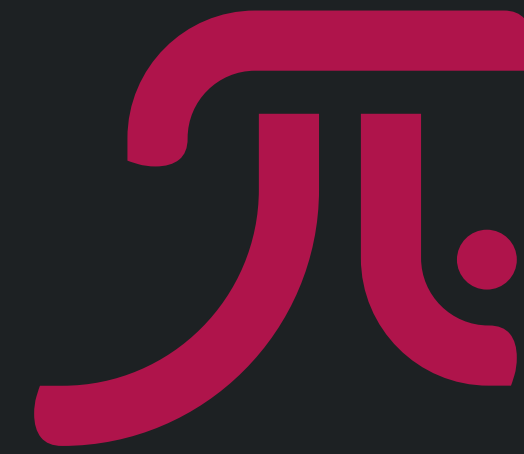
Logo

Pittogramma
colore



Logo

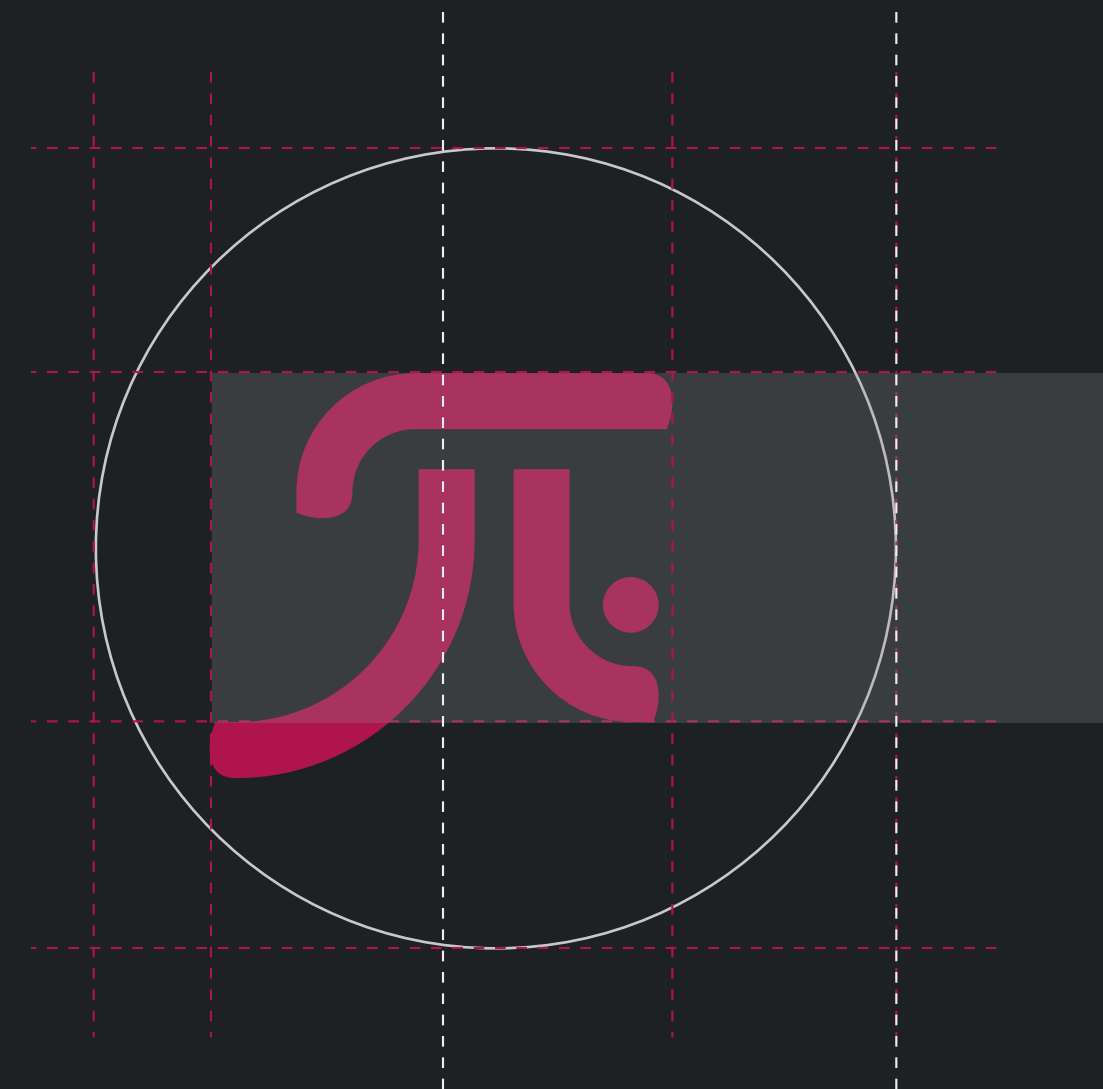
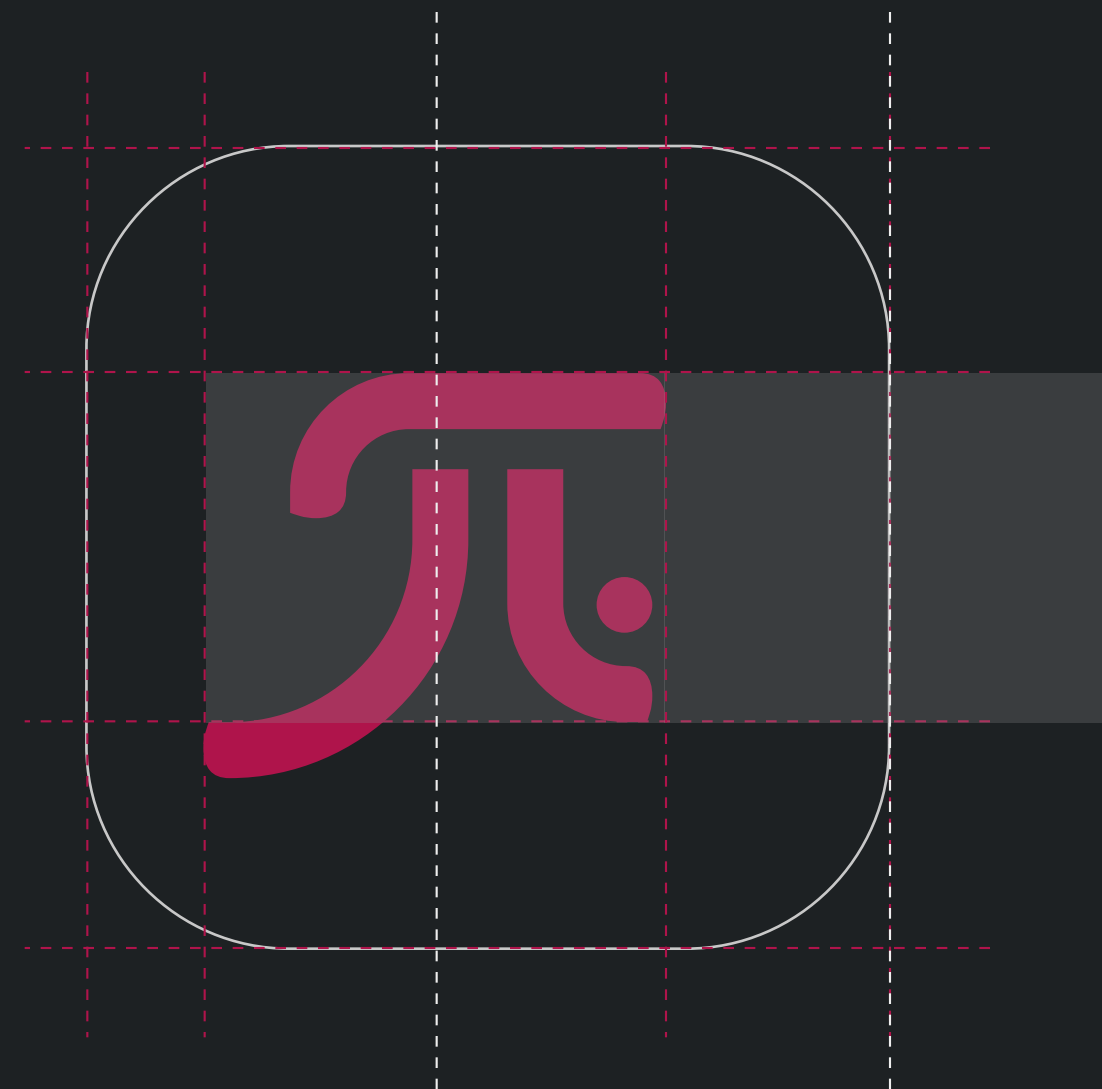
Pittogramma
scala



Larghezza 40px

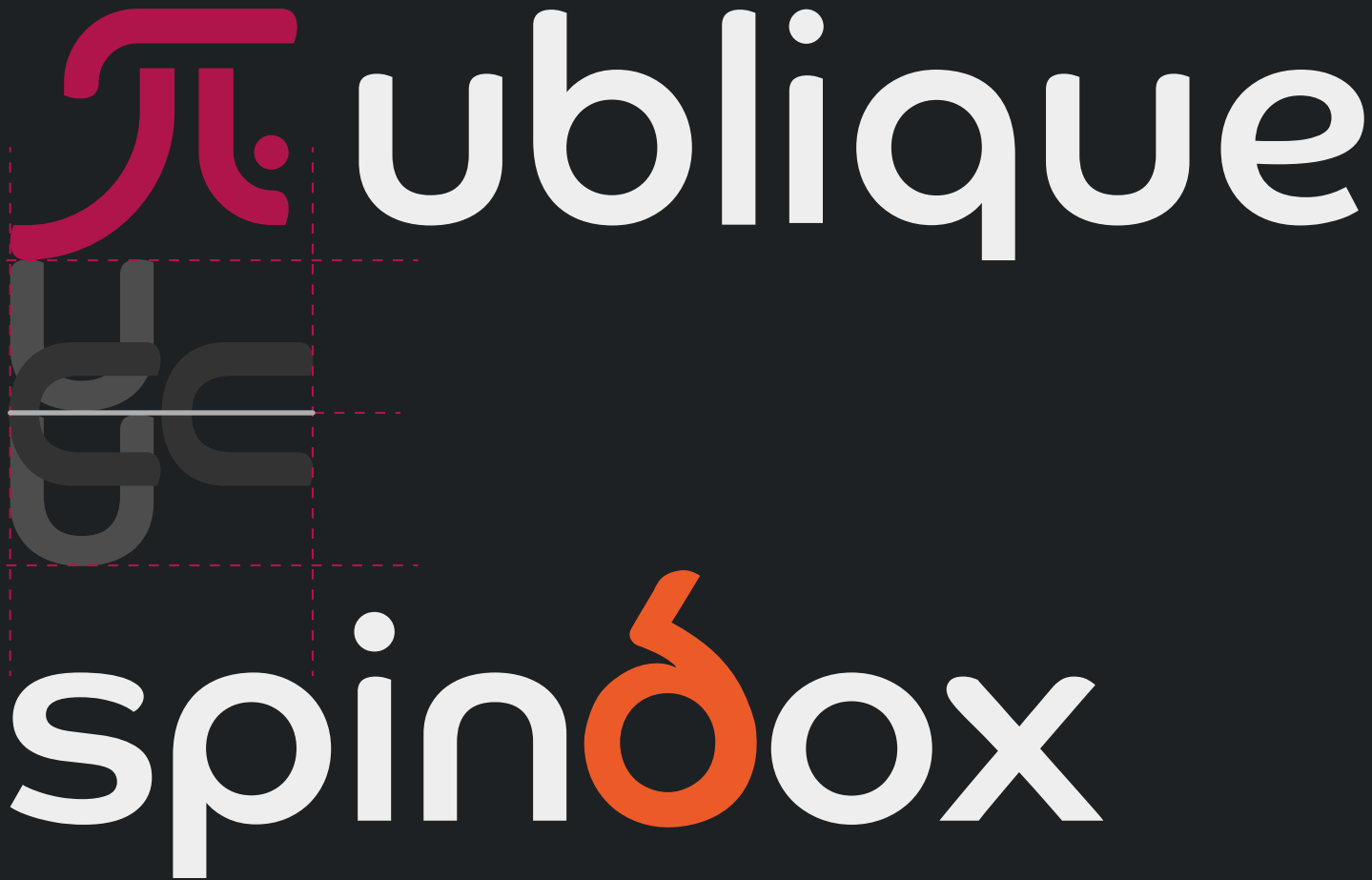
Logo

Pittogramma
eccezione
clearspace




The logo features a stylized red pi symbol (π) followed by the word "ublique" in white, a faded grey "UCC" logo, and the word "spinóox" in white with an orange accent on the "ó". A red dashed grid is overlaid on the text.

Logo
Partnership
costruzione

The logo features a stylized red pi symbol (π) followed by the word "ublique" in white, a faded grey "UCC" logo, and the word "spinóox" in white with an orange accent on the "ó". A red dashed grid is overlaid on the text.

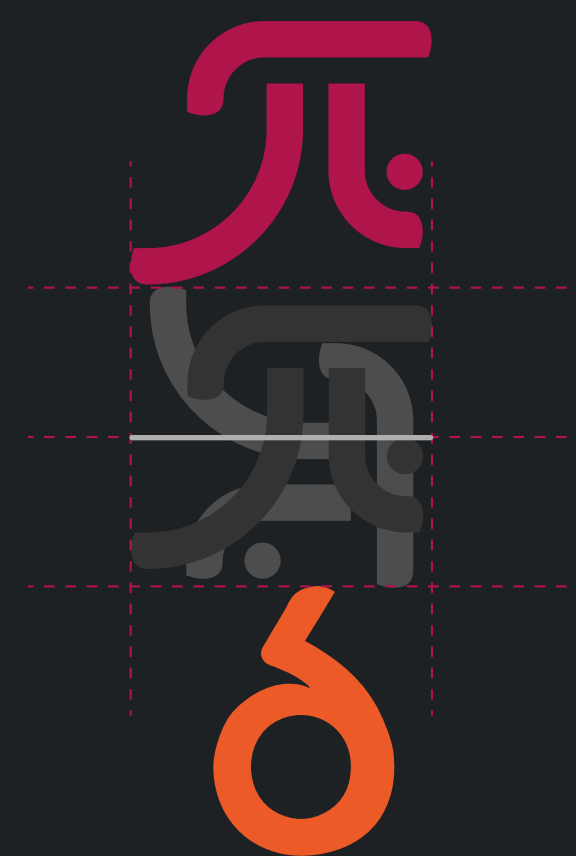
 ublique spinóox
DECISION SCIENCE TECHNOLOGY

Logo
Partnership
costruzione

 ublique
DECISION SCIENCE TECHNOLOGY
spinóox

Logo

Partnership
costruzione



Logo

Guida al logo



Non usare uno spessore diverso



Non deformare il logo



Ublique non può mai essere
accostato ad una forma diversa del
pittogramma



Non è possibile usare una
spaziatura diversa



Mai cambiare il colore del logo



Il logo non può essere ruotato in
nessun senso



Mai usare l'outline

Colore

Primari

CHIARO UBLIQUE

RGB - 242 242 242
CMYK - 6 4 5 0
HEX - F2F2F2

SCURO UBLIQUE

RGB - 40 40 39
CMYK - 72 62 59 74
HEX - 282827

Colore

Sicurezza

LAMPONE UBLIQUE

RGB - 175 20 75
CMYK - 16 100 47 9
HEX - AF144B

Colore Secondari



ARANCIO
UBLIQUE

RGB - 212 67 51
CMYK - 0 90 88 0
HEX - D44333



SENAPE
UBLIQUE

RGB - 187 152 49
CMYK - 22 36 100 10
HEX - BB9831



VERDE
UBLIQUE

RGB - 77 143 80
CMYK - 80 18 89 3
HEX - 4D8F50



VIOLA
UBLIQUE

RGB - 79 58 148
CMYK - 83 85 0 0
HEX - 4F3A94



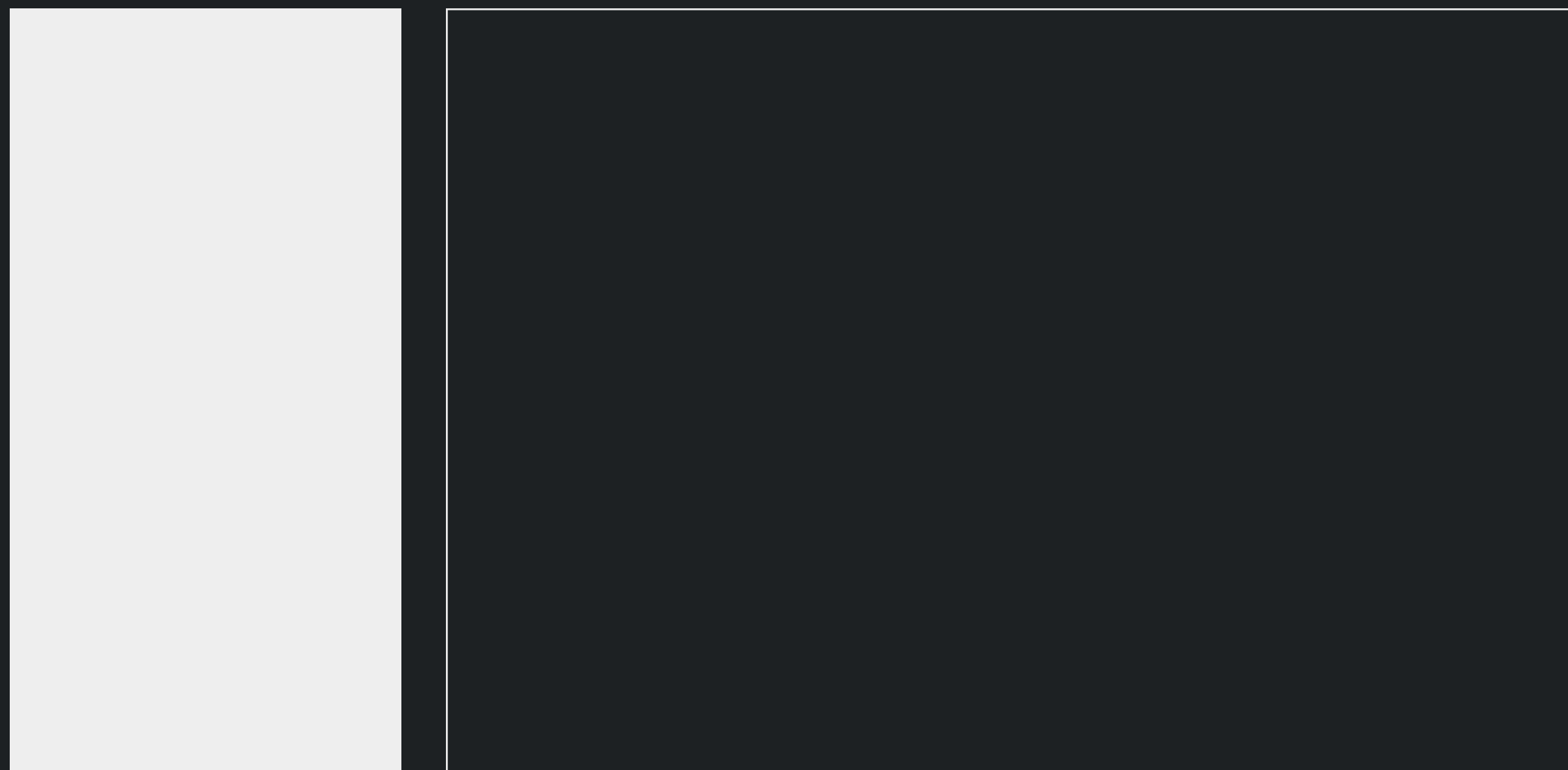
GRIGIO
UBLIQUE

RGB - 117 117 117
CMYK - 52 42 41 25
HEX - 757575

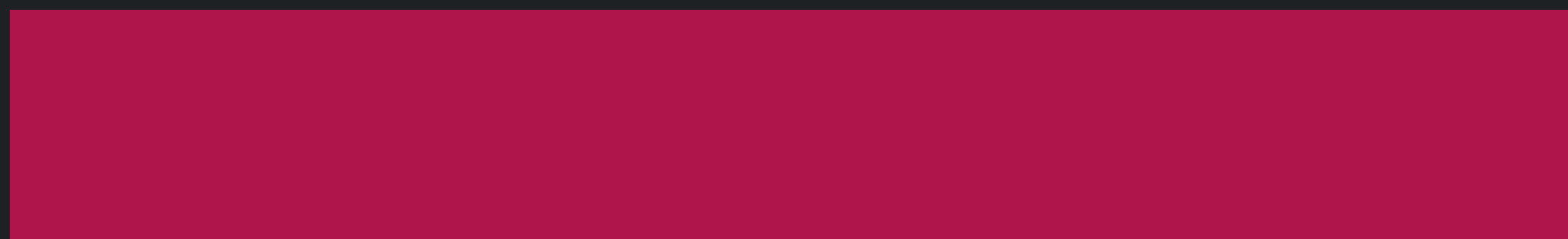
Colore

Proporzioni

Colori Primari



Colore di sicurezza



Colori secondari



Composizione

layout

Versione 1.0 aggiornata il 05.05.2020



π ublique

Unità di base = 1U

Montserrat bold

Titolo: 2 volte "U" del logo ublique

Montserrat regular

Subtitolo: -50% del titolo

Lorem ipsum dolor sit amet, consectetur adipiscing elit, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea com

Testo corrente: -70% del titolo

 ublique

Montserrat bold

Titolo: 2 volte "U" del logo ublique

Montserrat regular

Subtitolo: -50% del titolo

Lorem ipsum dolor sit amet, consectetur adipiscing elit, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea com

Testo corrente: -70% del titolo

 ublique

Montserrat bold

Titolo: 2 volte "U" del logo ublique

Montserrat regular

Subtitolo: -50% del titolo

U Lorem ipsum dolor sit amet, consectetur adipiscing elit, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

Testo corrente: -70% del titolo

 ublique



ublique

Montserrat

Titolo: 2 volte “U” del logo ublique

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliqui

Subtitolo: -50% del titolo



Montserrat

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 laoreet dolore magna aliquam erat volutpat. Ut wisi
 enim ad minim veniam, quis nostrud exerci tation
 ullamcorper suscipit lobortis nisl ut aliqui

Montserrat

Titolo: 2 volte il logo

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliqui

Subtitolo: -50% del titolo

ublique

Montserrat

Titolo: 2 volte il logo

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliqui

Subtitolo: -50% del titolo

ublique

Composizione

Overview layout



Frame Bold



Frame Medium



Frame Light

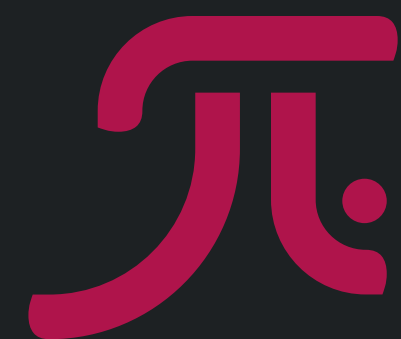


Left/right



Full screen





Permutazione grafica

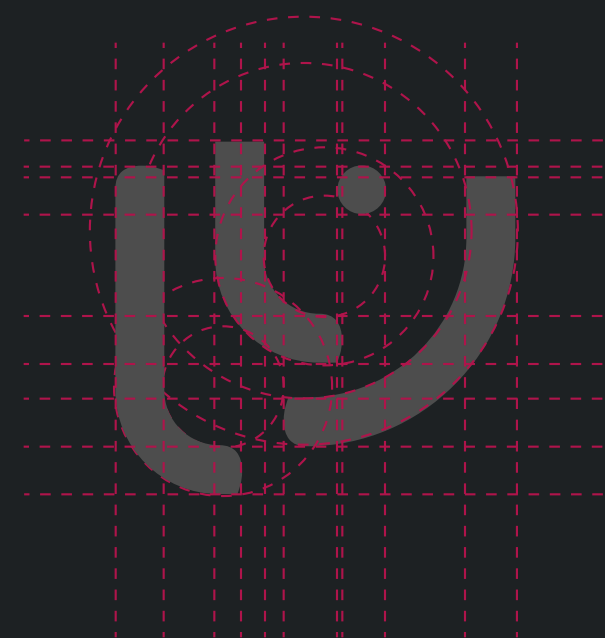
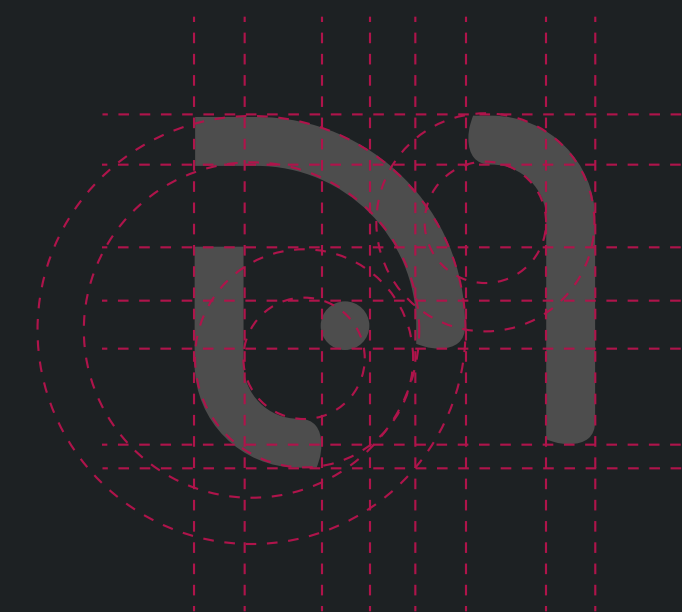
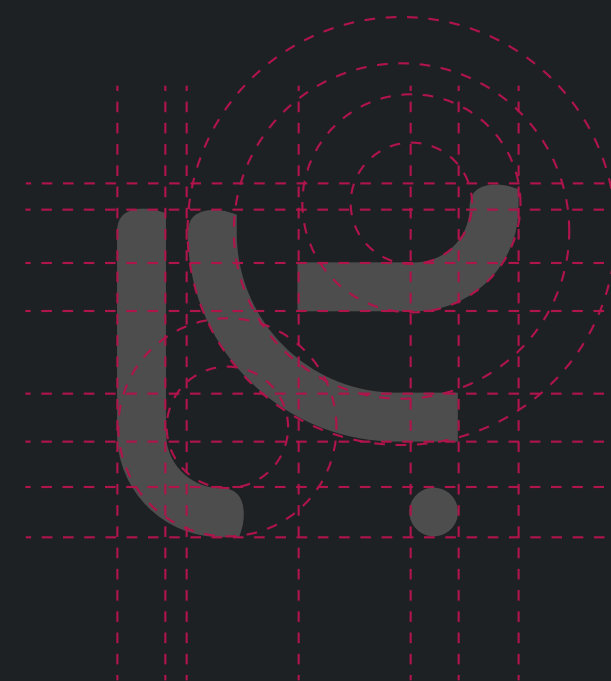
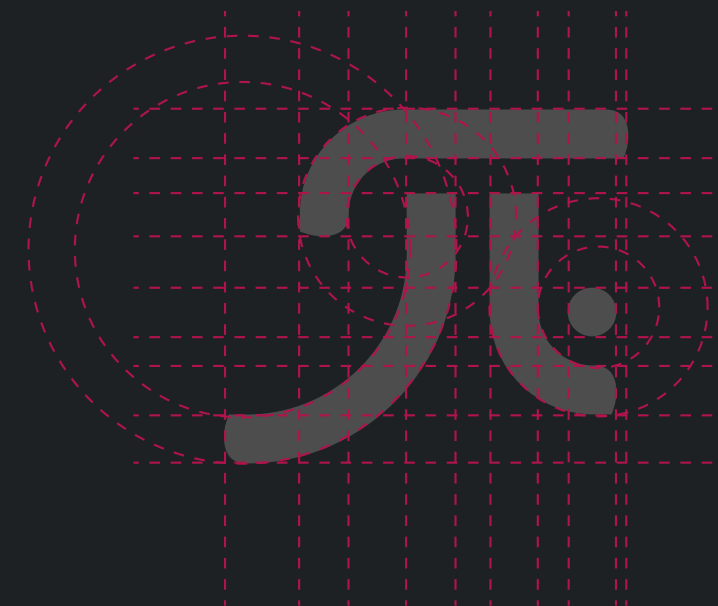
Icone

Panoramica



Icone

Costruzione



Icone

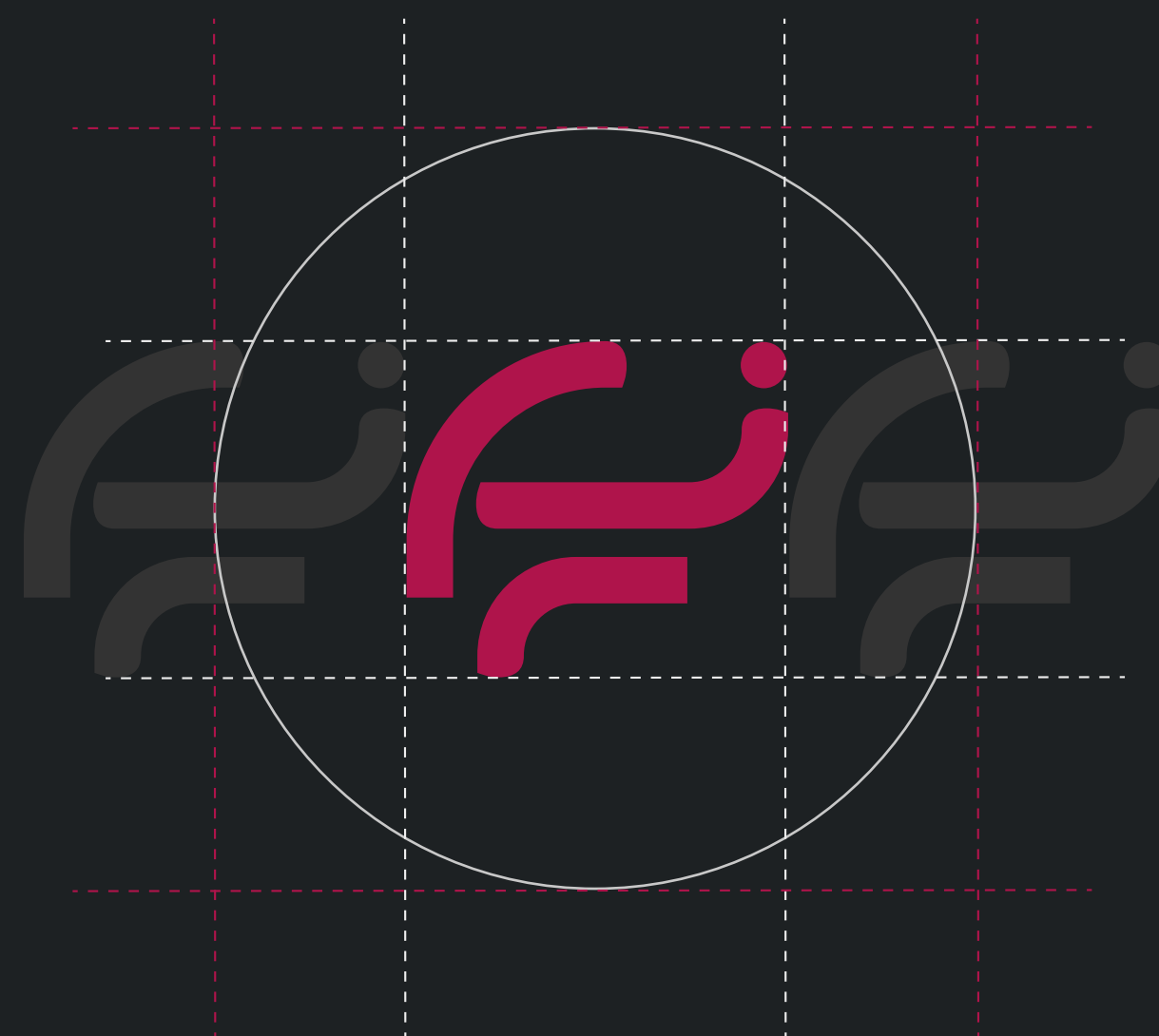
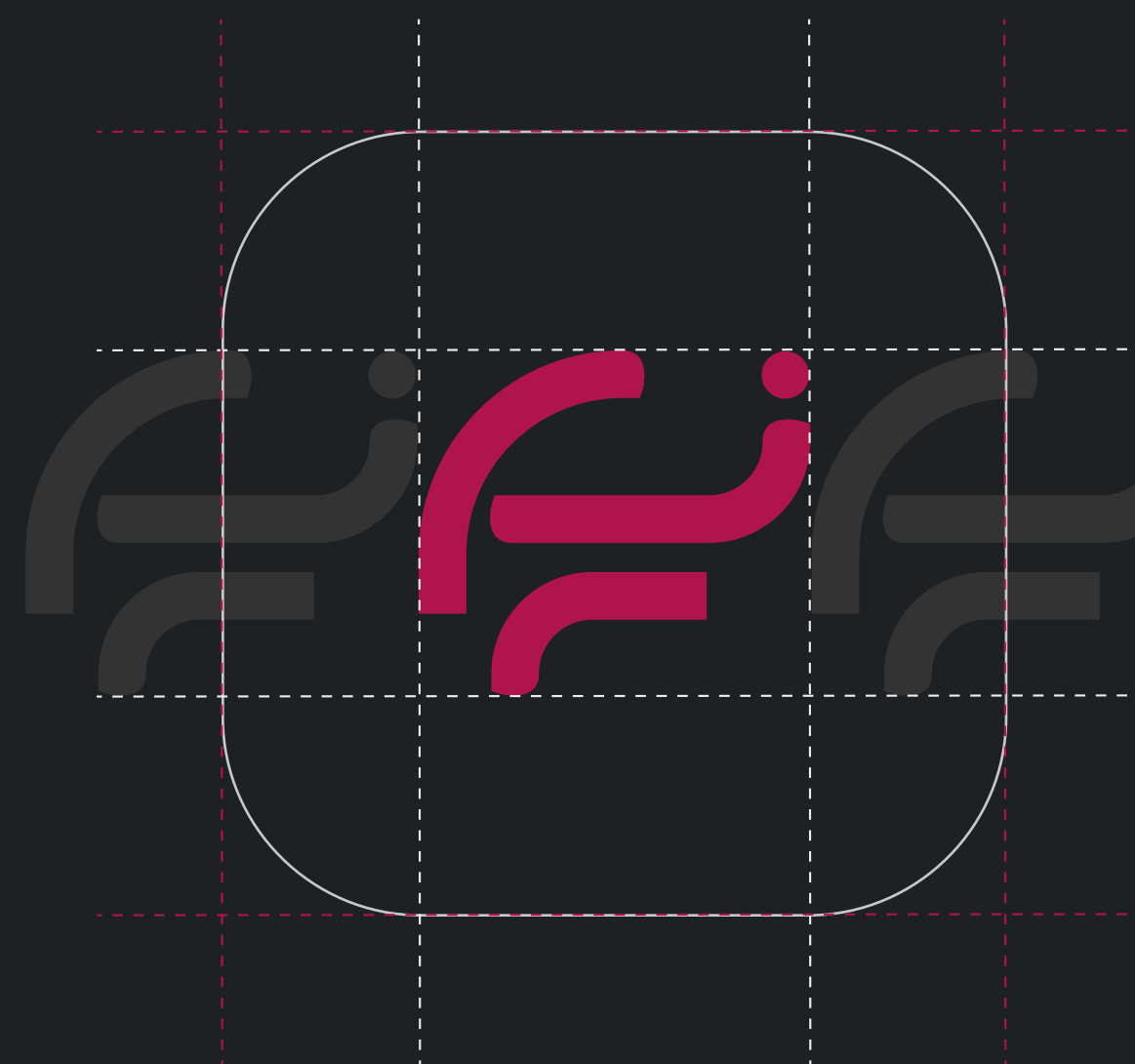
Clearspace

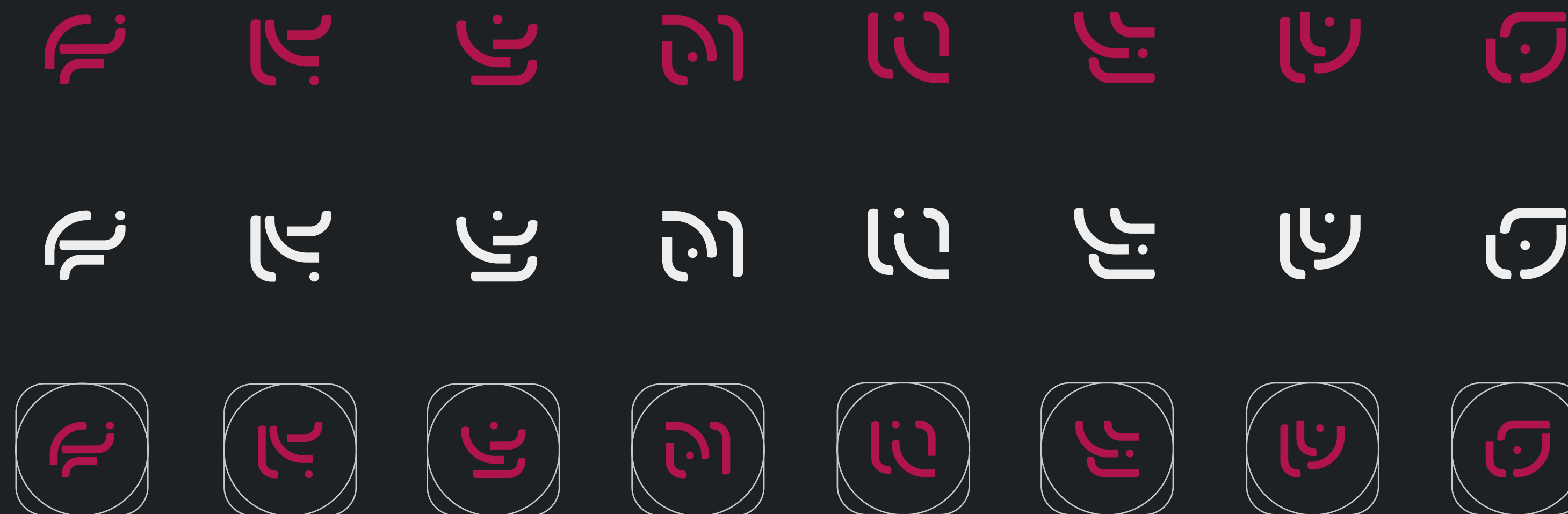


1/3 della dimensione dell'icona

Icone

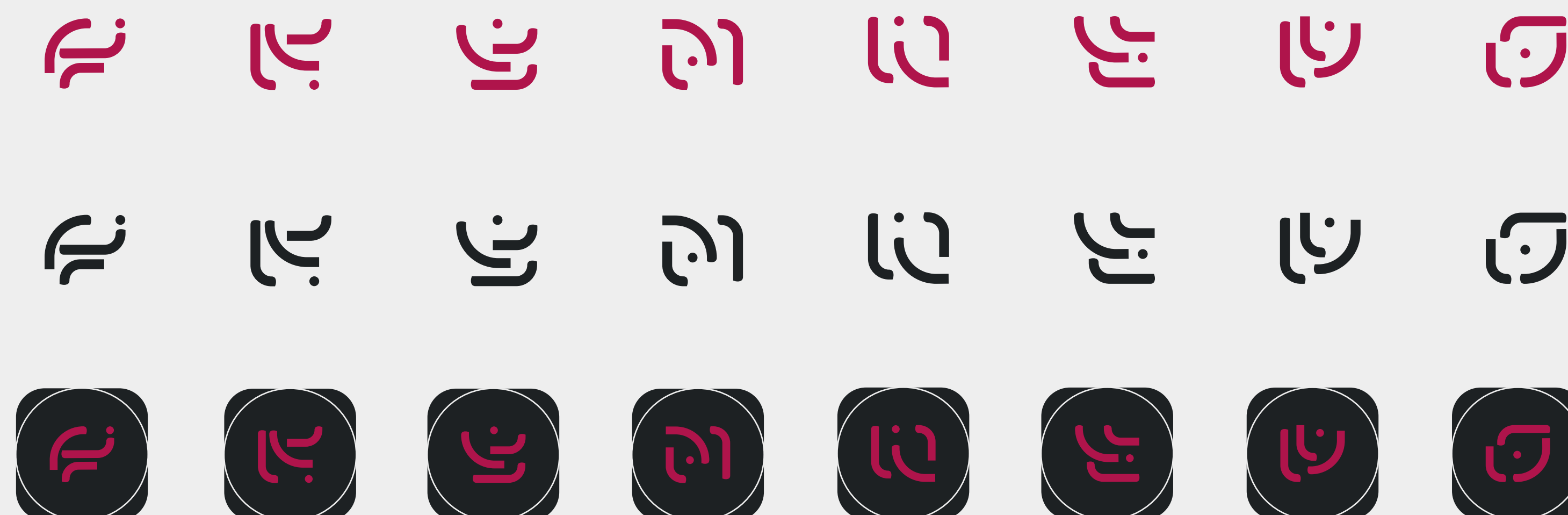
Pittogramma
eccezione
clearspace





Icone

Colori



Icone

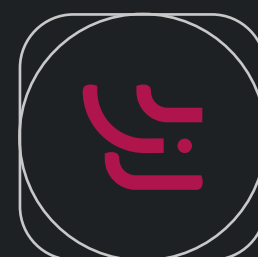
Icona & naming

(Simula la "i" di intelligence)



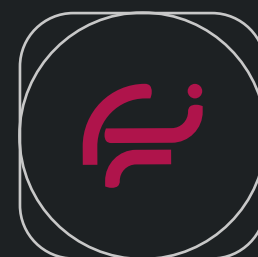
Demand intelligence

(Simula una scaffalatura)



Warehouse optimisation

(Simula una persona che guida)



Transportation optimisation

(Simula l'inserimento di una moneta
nel portafoglio)



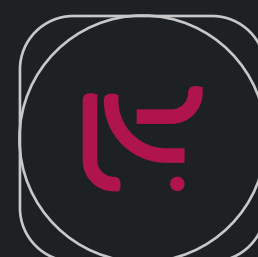
Revenue management

(Simula una catena)



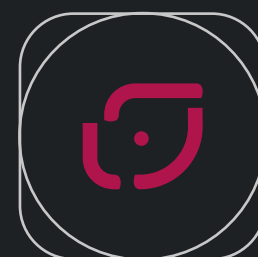
Supply chain shaping

(Simula un muletto/carrello)



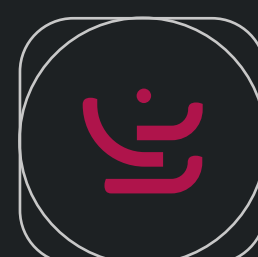
Internal logistics

(Simula un calendario)



Manufacturing planning & scheduling

(Simula una catena di montaggio
e un omino)



Workforce optimisation

Tipografia

Font

Montserrat light

Montserrat regular

Montserrat semibold

Montserrat bold

Tipografia

Abbinamenti

Montserrat bold

Header

Montserrat regular

Subheader

Montserrat semibold

Header

Montserrat light

Subheader

Tipografia

Gerarchia

 **Montserrat**
Titolo: 2 volte il logo

Montserrat regular

Subtitolo: -50% del titolo

Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi
enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Testo corrente: -70% del titolo

Tipografia

Da non fare

Montserrat
Montserrat
Montserrat

Non usare la tipografia colorata

Bold

Bold

Bold bold bold bold bold bold bold
bold bold bold bold bold bold bold
bold bold bold bold bold bold bold
bold bold bold bold bold bold bold
bold bold bold

Usare sempre la gerarchia delle informazioni

Bold

Regular

Regular regular regular regular regular regular
regular regular regular regular regular regular
regular regular regular

Usa sempre la crenatura corretta

MONTSERRAT

Non usare il maiuscolo

Bold

Regualr

Bold bold bold bold bold bold bold
bold bold bold bold bold bold bold
bold bold bold bold bold bold bold
bold bold bold bold bold bold bold
bold bold bold

Non separare i blocchi di testo

Bold

Regular

regular regular regular
regular regular regular

Non impostare alcun livello di gerarchia della stessa dimensione o scala di un altro

Tipografia

Font

Secondario

Da usare in assenza della font istituzionale
Ublique. Tutte le regole impostate per la
font principale valgono anche per la secondaria.

Versione 1.0 aggiornata il 05.05.2020

Arial Regular

Arial Bold

Tipografia

Font secondario
abbinamenti

Arial Bold

Header

Arial Regular

Subheader

TOV

Da implementare successivamente

Immagini

Mood

Da implementare successivamente

spindox

β the
bixuit
machine