

Brignole

Everything always starts from a dream.

 **PAOLO CASANOVA**

Brand manual

Logo. Identity. Positioning. Applications.

Logo introduction

These guidelines describe the visual and verbal elements that represent Paolo Casanova's identity. This includes the name, logo and other elements such as color, typography and graphics. Giving a consistent and controlled message is essential to present a strong and unified image of the brand.

The Paolo Casanova logo and identifying elements are valuable assets and it is important to work to protect them by preventing unauthorized or incorrect use.

Logo use

.01

The pictogram

It is a C and a P one inside the other using for the C the font used for the logotype while the p has been specially designed to integrate at best in the semicircle created by the C.

The pictogram can also be used alone without the logo.

It is important to use the pictogram only with the indicated colors and never use other colors under any circumstances.





Color: black

WEB: #333633

RGB: 51 - 54 - 51

CMYK: 70 - 61 - 64 - 57

Color: black / white

WEB: #333633

RGB: 51 - 54 - 51

CMYK: 70 - 61 - 64 - 57

Color: White / Mustard Yellow

WEB: #e5b323

RGB: 229 - 179 - 35

CMYK: 11 - 29 - 100 - 0

Color: white / mustard yellow

WEB: #e5b323

RGB: 229 - 179 - 35

CMYK: 11 - 29 - 100 - 0

The logotype

The logotype is created using the Arboria font, a clean and very harmonious sans-serif typeface. The distance between the characters has been specially increased to make the logo more legible and elegant.

The logotype can also be used alone without the pictogram.

The colors allowed are only black and white, the logotype should never be represented with other colors, not even those of the brand if not for particular signs using metallic colors such as silver or gold.

**PAOLO
CASANOVA**

Font : Arboria Bold / Tracking: 50 / Narrow line spacing / Alignment: left side

**PAOLO
CASANOVA**

Font : Arboria Bold / Tracking: 50 / Narrow line spacing / Alignment: centered

PAOLO CASANOVA

PAOLO CASANOVA

The logo

The pictogram and the logotype form the complete logo which has a main layout and three secondary layouts to be used as needed and spaces available.

Format types

To use the logo with background transparent use the following formats:

Web: .png

Printing: .ai - .pdf -eps

To use the logo in large size, regardless of resolution (vector):

.ai, .pdf, -eps



Secondary layouts



Distance

It's important to keep the logo properly spaced from any other graphic element.

To regulate this, an exclusion zone has been created around the logo. This exclusion zone indicates the minimum distance in which any other element must be positioned which is equal to the height of the logo and logo on the 4 sides. For the positioning of the pictogram only, the exclusion zone is equal to half the height of the pictogram on the 4 sides.



Logo



Pittogramma

Logotipo

Restaurants

This version of the logo includes an additional element, the name of the city where the restaurant is operating.

There are two different arrangements that can be used depending on space requirements.



Restaurant / Disposition 1



Restaurant / Disposition 2



Seal

This version of the logo has the addition of "BY" at the beginning while the pictogram is placed in the queue.

It is used to "sign" restaurants that use their own name and are not directly "Paolo Casanova" restaurants.

The seal must always be discreet and never prevail over the name of the restaurant / bistro but at the same time it must be clearly visible.

BY PAOLO CASANOVA 

BY PAOLO CASANOVA 

Seal for other logos / products

Restaurant

A restyling of the current logo of the restaurant has been carried out, the figure and the Stüva writing have been maintained while a modification has been made on the Colani writing with a new font that maintains the style of the previous one but allows to use it in all contexts with the highest possible quality. The current logo is in fact a version of too low quality to be used for signs and brand material. Colani's writing has also been straightened allowing a greater optical balance of the logo and a greater compactness.

In a first phase it is not necessary to change the signs and material already printed as the new version of the logo can live with the old one without risk of confusion.



Logo layout and restyling of StÜva Colani restaurant logo on light and dark background

Bistrot

The Bistrot version of the logo sees the introduction of the purple color and the elimination of Stüva as well as a different arrangement of the elements while maintaining consistency with the logo of the restaurant.



Logo for Colani Bistrot on light and dark background

More examples

ROSEMARY
BY PAOLO CASANOVA ©

 **LILA**
BISTROT
BY PAOLO CASANOVA ©

MO
ZO
BY PAOLO CASANOVA ©

Back-grounds

The backgrounds where to place the logo must always be carefully evaluated to avoid that the logo is not sufficiently visible and gets "lost" among other elements.

The most suitable backgrounds are black or white, dark brown or light beige. When the logo is placed on a photo it is important to evaluate the background where the logo is visible and decide which colors to use to represent it among those available in the brand.

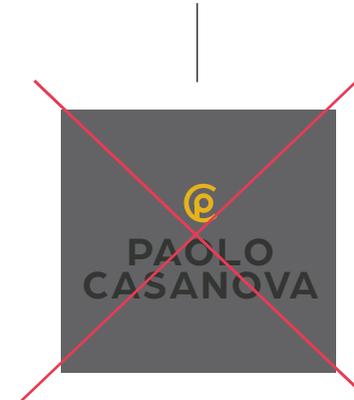
Yes
On dark background



Yes
On light background



NO
On a little contrasted background



NO
On photos with confused background



Yes
Transparent Background

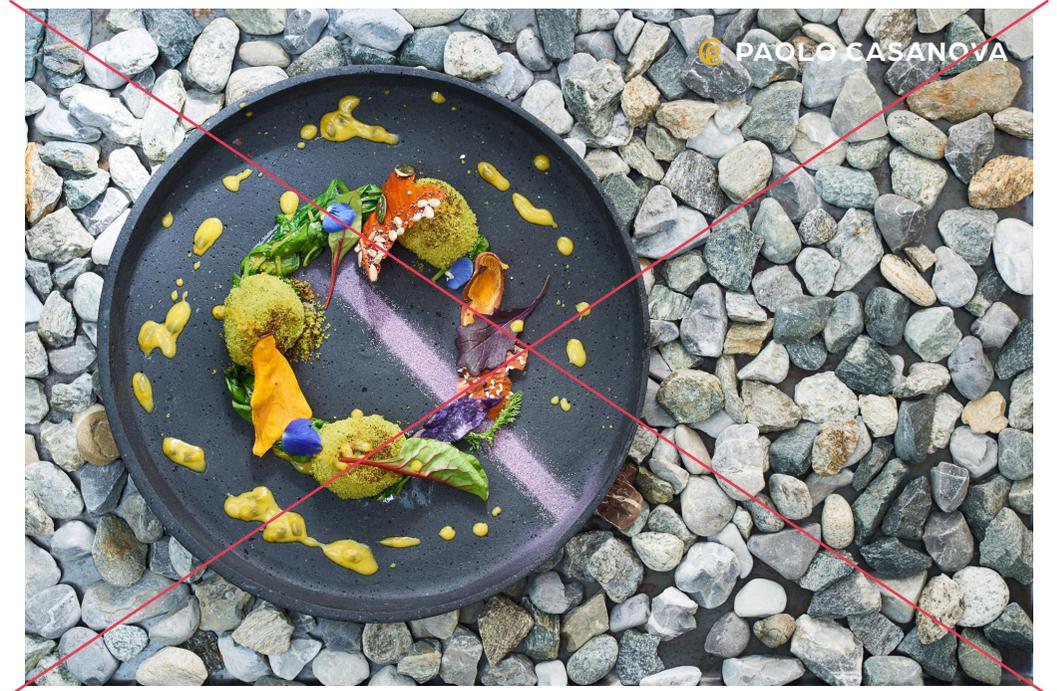


NO
White rectangle





Yes
On an even background



NO
On a confused background



NO
shadow, edge or other effects

Introduction to typograpy

The typography is an integral part of the corporate image that, together with the logo, imprint the communication and its coherence through the different media on which it is developed. For the communication is used the font AndesNeue while for the labels is used the font Beloved Sans. In this chapter we see how to use it and what not to do.

The typograpy. Fonts and use

.02

Font

Use for titles,
only in small cap.

Use preferably in
black or white but
you can also use the
colors of the brand.

Line spacing
for titles:
font size -30%

ANDESNEUE ALT 1 MEDIUM + *ITALIC*

**A B C D E F G H I L M N O
P Q R S T V W X Y U Z.
1 2 3 4 5 6 7 8 9 0 ? ! # &**

**ALIQUATIAE EXCEPRE
RORUM RERIAE AESTI
RIBUS AUTVIET ET FUGA
BENTI TAQUATUR**

Font

Use for texts, not titles.

Use preferably black or white but you can also use the brand colors.

Line spacing for texts: font size +10%.

AndesNeue Alt 1 ExtraLight + *italic*

Sunt as consequo tem estiber
itatur? Litibusapic torrum que
volupidel erchicid eos volorem
nonsequidus nobitatet

*Sunt as consequo tem estiber
itatur? Litibusapic torrum que
volupidel erchicid eos volorem
nonsequidus nobitatet*

AndesNeue Alt 1 Medium + *italic*

**Vitatatis et quatiante et aliqui
doluptasin con ra apic tem
etur sum solestota dolorat
quia nusa qui apisolat**

***Sunt as consequo tem estiber
itatur? Litibusapic torrum que
volupidel erchicid eos volorem
nonsequidus nobitatet***

Font

The measures in which the text is used are very important to maintain a consistent image across different media. Here we see the recommended measures and the minimum sizes allowed. For larger measurements much depends on the context so it is not possible to indicate them precisely, but it is important to keep the size ratio between the title and the text constant.

Typographic Hierarchy

Recommended Hierarchy

RAPE E FORMAGGIO

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis.

Andesneue alt 1 medium

Size: 20 pt / tracking: 0 / Line spacing: 24 pt

Andesneue alt 1 extralight

Size: 12 pt / tracking: 0 / Line spacing: 12 pt

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur minima veniam.

Andesneue alt 1 extralight italic

Size: 12 pt / tracking: 0 / Line spacing: 12 pt

Voluptatem accusantium doleDus is utet re non et volorru ntinullandam faccaes sustrup tasperr oreremqnis abo. Ut acepe earibus eos doluptis enem.

Andesneue alt 1 medium

Size: 10 pt / tracking: 0 / Line spacing: 12 pt

Hierarchy minimum permitted measures

RAPE E FORMAGGIO

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore.

Andesneue alt 1 medium

Size: 19 pt / tracking: 0 / Line spacing: 9 pt

Andesneue alt 1 extralight

Size: 7 pt / tracking: 0 / Line spacing: 9 pt

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur minima veniam.

Andesneue alt 1 extralight italic

Size: 7 pt / tracking: 0 / Line spacing: 9 pt

Voluptatem accusantium doleDus is utet re non et volorru ntinullandam faccaes sustrup tasperr oreremqnis abo. Ut acepe earibus eos doluptis enem.

Andesneue alt 1 medium

Size: 7 pt / tracking: 0 / Line spacing: 9 pt



QUIS AUTEM VELET
Sed ut perspiciatis unde omnis iste natus error sit
voluptatem accusantium doloremque laudantium totam.

PAOLO CASANOVA



ALIQUATIAE
EXCEPRE RERIE
AESTRIBUS AUTVIET
OS NE DOLUPTAES
DOLORUM QUE SUGE.

PAOLO CASANOVA

Font

Font for product labels.

Use only for titles in capital and small capital (there is no lowercase).

You can select special characters with decorations but in moderation.

You can use it in color following those of the brand.

You can use it in combination with the AndesNeue Alt 1 extralight and medium font.

Variable line spacing depending on the glyphs, in every way always as narrow as possible.

BELOVED SANS BOLD

A B C D E F G H I L M N O
P Q R S T V W X Y U Z.
1 2 3 4 5 6 7 8 9 0 ? ! # &

GUSANT APIS
MINUM SEQUAQ

Sed ut perspiciatis unde omnis iste natus erro.

Boluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis.

Labels

The product name and description are in different colors for each label depending on the product.

The background of both labels always remains white.

Nutritional information, description and other information required by law. The expiration date can be applied in the blank space above the barcode and logo.

The color of the border varies each time depending on the product. There is always an additional small white border all around the label.



NÄHRWERTE / VALEURS NUTRITIONNELLES
100 g

Energie Energie	8 g
Fett matieres grasses	22 g
Sape etur miliquis	6 g
Sequas earia qui dolupti	0 g
Volent labor adiam	2,6 g
Quiditatem viducia	8 g
Nonseque volorem	12 g
Nam quid quae nostruptas	80g
Dolupta tendebit	6 g

Inhaltsstoffe / Ingrédients

Boluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis Qui con percimpero es archic tem aliquis erem. Et atiat, serovitat officii dolupis sitis di ium.

Ruptaectora delectotate everum quae sitiuntum nobis etur. Quid que simpers picimus aut illicidi scimus in

200GR



PAOLO CASANOVA

The design and colors vary each time depending on the product. Use only drawings, never photos and always insert them in the circle.

Introduction to colors

Color plays an important role in the brand. A color palette has been developed to be used according to needs and products. The correct use of these colors will contribute to the consistent and harmonious appearance of identity on all media.

The use of colors & their application.

.03

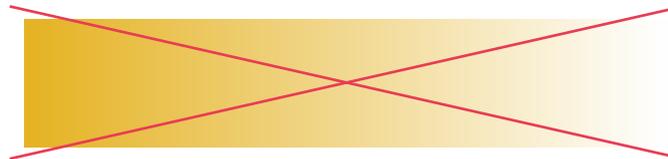
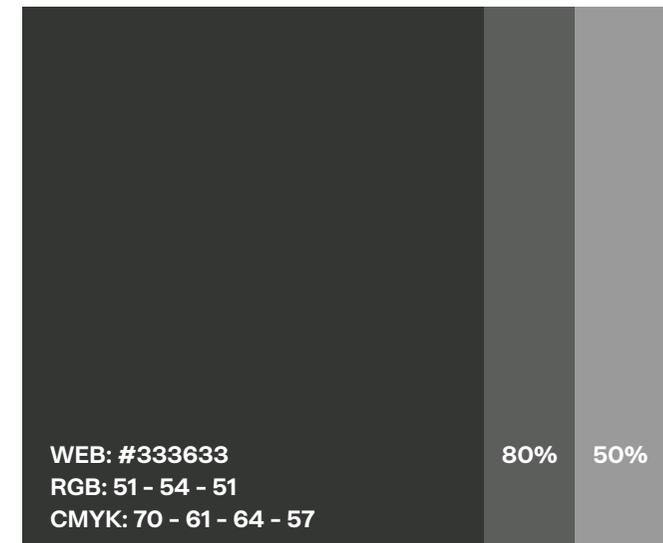
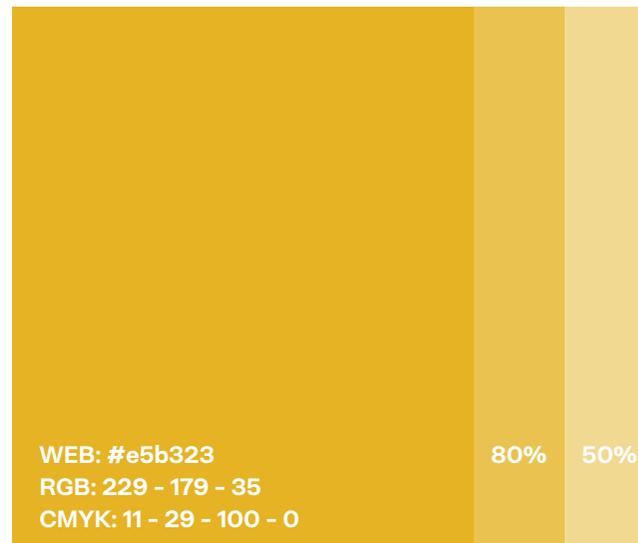
Colors

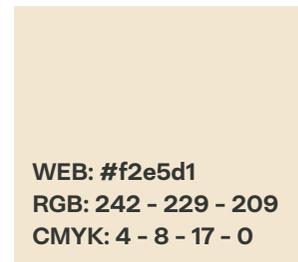
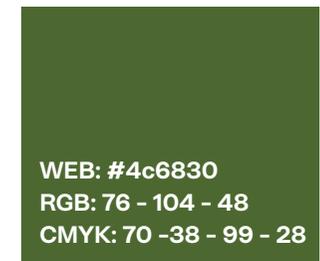
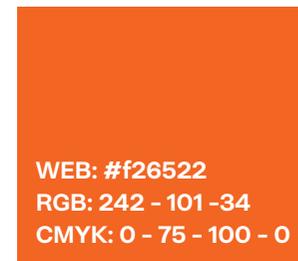
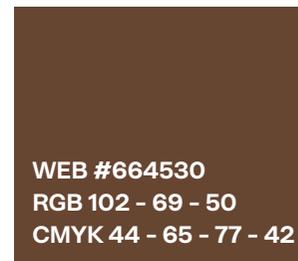
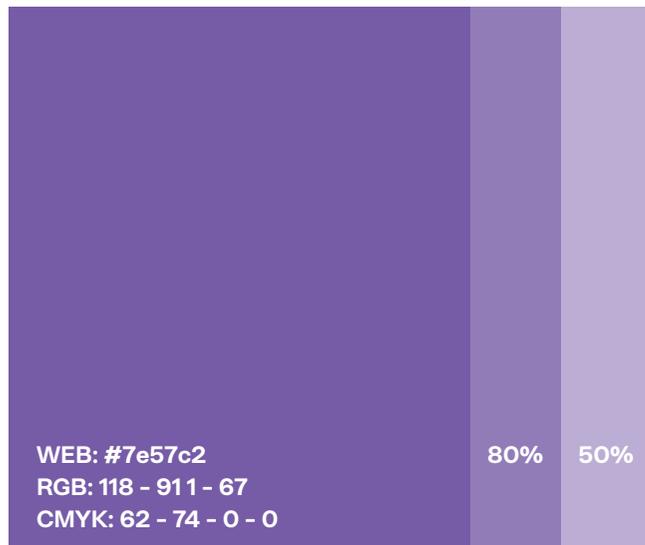
The brand has three main colors, five considering also black and white. Six colors can also be used in shades (those with the percentage of hue), none can be used with gradient.

CMYK codes are for four-color printing while RGB and Web colors are for display on screens.

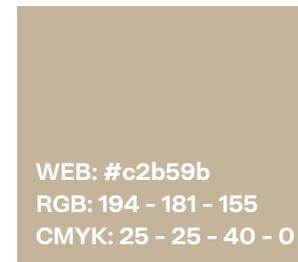
The display of colors may vary slightly depending on the type of color code used due to the inherent differences between use on paper and on-screen.

For product labels, colors not included among those displayed here are possible.





50%



50%



50%



QUIS AUTEM VELET

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium totam.

PAOLO CASANOVA

SEQUAM VOLOREH
ENIMINTIS EUM ILLA
NAM EXCERUPTAE
UT EX EOSSIMU
SAERRUMERA

PAOLO CASANOVA

SEQUAM VOLOREH
ENIMINTIS EUM ILLA
NAM EXCERUPTAE
UT EX EOSSIMU
SAERRUMERA



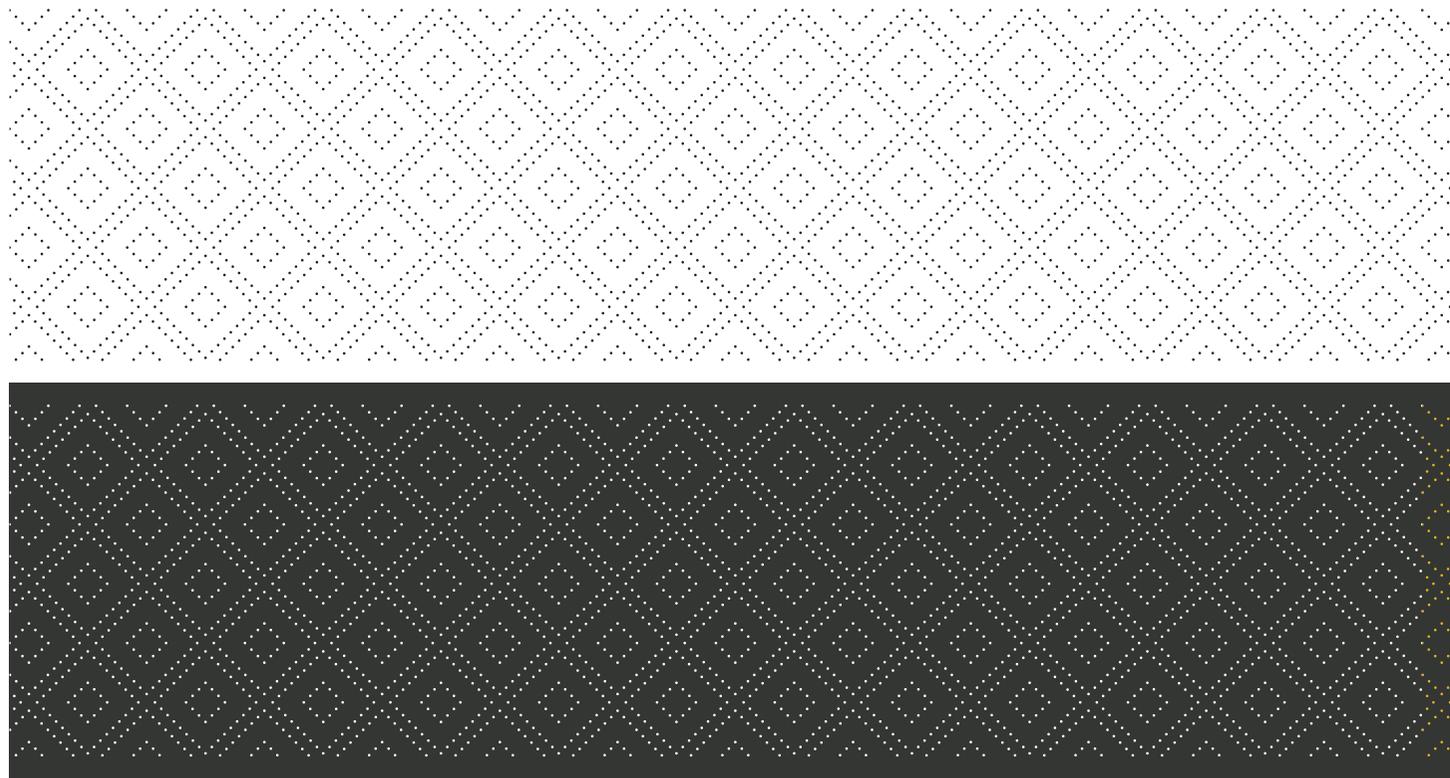
Three side bands

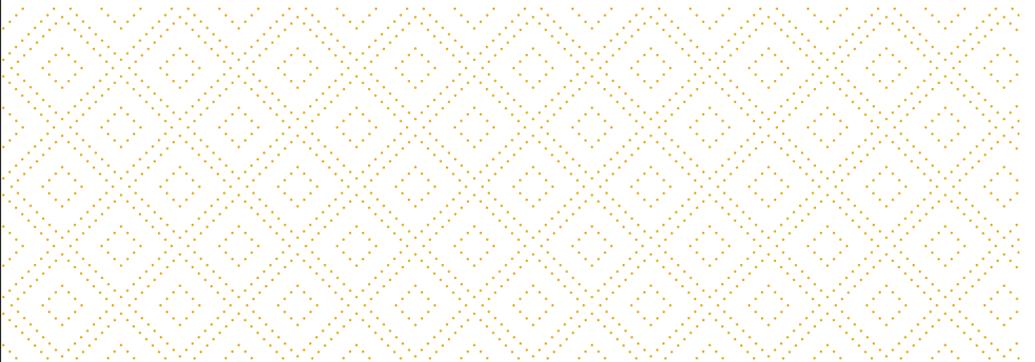
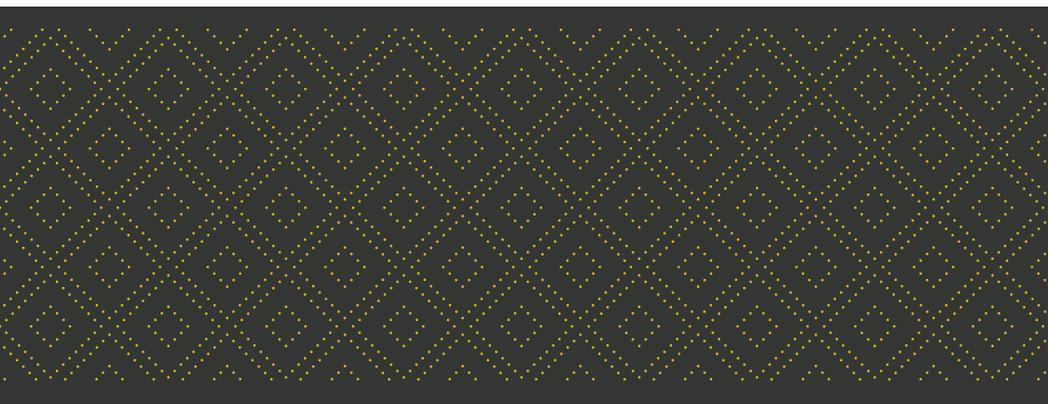
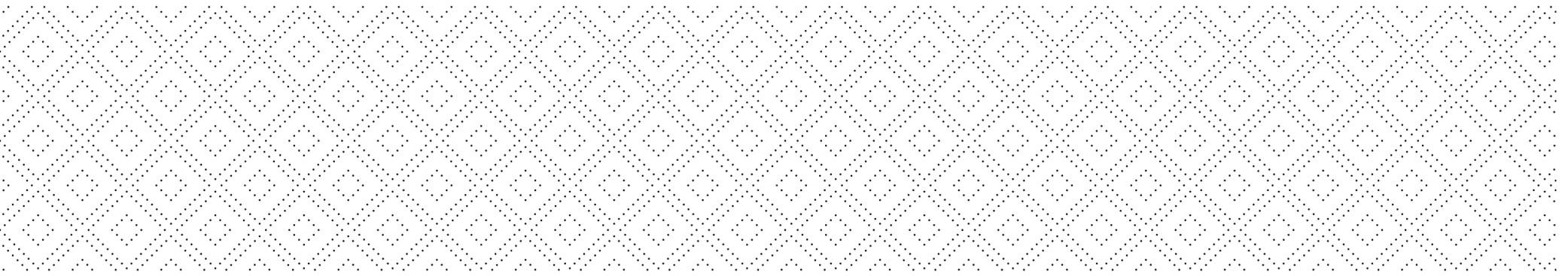
Pattern

The pattern has the shape of a rhombus but is also composed of round dots, in this way it takes the circular shape of the logo.

The motif can be used in three colors, black, white, mustard yellow, in the latter color, both on white and black (or dark) background.

The pattern should be used in moderation and only where it is not too invasive but can be discreet and at the same time characterize more an element of the brand.





Application

This chapter shows the main practical applications of the brand elements that will be visualized through stationery, web, social network communication, apparel.

Stationery / Web Social network

.04

Stationery

 PAOLO CASANOVA

Lugano 22/10/2020

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Cordialmente
Paolo Casanova

A4 format - pattern and logo only. Easily reproducible with all software.

 PAOLO CASANOVA

Lugano 22/10/2020

Em. Nem senis am qui abo. Cat fugit omnim verferchici quia core este di alitae cum, opti as autest hariae venditium autectus pre ea voluptio mi, quissum endias aut la iliquias sum fugiti sit quosser iandaepe evenimodia int, intiuntior aut molectur, nitern. Um lam asin reptatur magnis consentium voluptium faccus sam accupta culparchil molori velenienis dio omnihil molorepelia porectem quid quae. Di site prem sequi aut fuga. Ipsantores quodit est fugia volorat iatiori doloremperum a non conectem facculatet poriam volorat aut quassuntur, sed etur sedipsum doluptis voloribus, con consed quis esci dolor aut quiae pore rem si dolupta volum quo ea sapitat.

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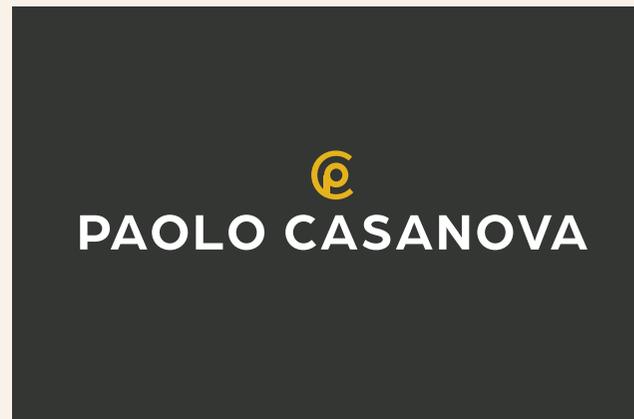
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Cordialmente
Paolo Casanova

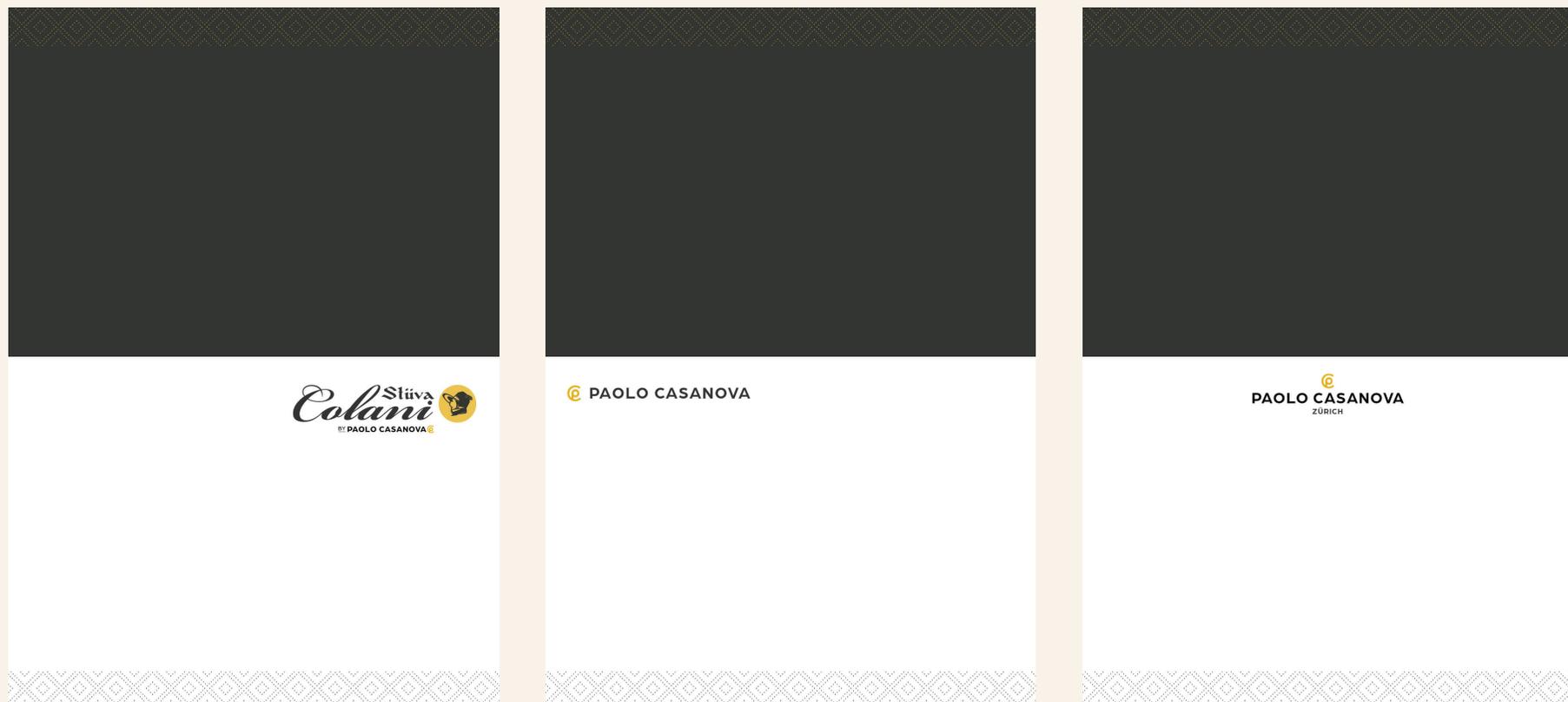
Business card



Format 85 x 55 mm double-sided



Folding card



A6 format - paper weight, at least 250 g - folded in half (above displayed open). The black side is the back, back side totally white/empty.

Sliva
Colani 
BY PAOLO CASANOVA

Reserved



Menu



A3 format (single page A4) - paper weight, at least 250 g - folded in half. Alternatively, you can insert two (or more) A4 sheets into a fixed folder.



"IL MIO PENSIERO"

RAPE E FORMAGGIO

Un aperitivo di rapa e formaggio con un tocco di mentore e erbe aromatiche. Valutazione occorrentium date.

TARTAR DI BRANZINO

Un aperitivo di tartar di branzino con un tocco di mentore e erbe aromatiche. Valutazione occorrentium date.

LUMACHE

Un aperitivo di lumache con un tocco di mentore e erbe aromatiche. Valutazione occorrentium date.

MINISTRONE NON TRADIZIONALE

Un aperitivo di minestrone con un tocco di mentore e erbe aromatiche. Valutazione occorrentium date.

TAGLIATELLE AI RICCI

Un aperitivo di tagliatelle ai ricci con un tocco di mentore e erbe aromatiche. Valutazione occorrentium date.

RAVIOLI DI FEGATO

Un aperitivo di ravioli di fegato con un tocco di mentore e erbe aromatiche. Valutazione occorrentium date.

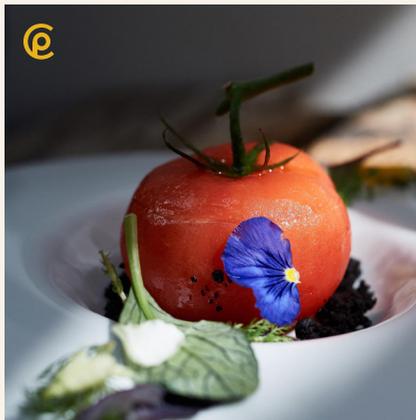
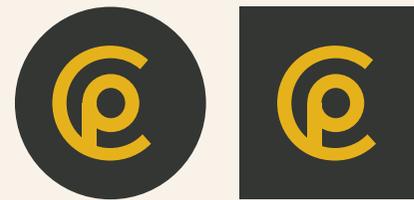
POLPO BLU

Un aperitivo di polpo blu con un tocco di mentore e erbe aromatiche. Valutazione occorrentium date.

Bonum balneum non solummodo sua utilitate, sed etiam propter suam pulchritudinem et suam saporem commendat. Quod si quis velit, non solummodo suam utilitatem, sed etiam suam pulchritudinem et suam saporem commendat.



Social network



Picture and pictogram at top left only. Always maintain this proportion. The logo can be mustard yellow, white, black.



Picture with pictogram and quote. The color under the logo may vary between those of the brand.



Picture with pictogram, space for title and short text and logo at the bottom. The background of the logotype always the same color as the pictogram.



Picture with pictogram and logo at the bottom. The background of the logotype always the same color as the pictogram.

Square format (never use other proportions). Measures at least 800 x 800 px at 150 dpi resolution.



paolocasanova

Modifica il profilo



459 post 34929 follower 346 profili seguiti

Paolo Casanova

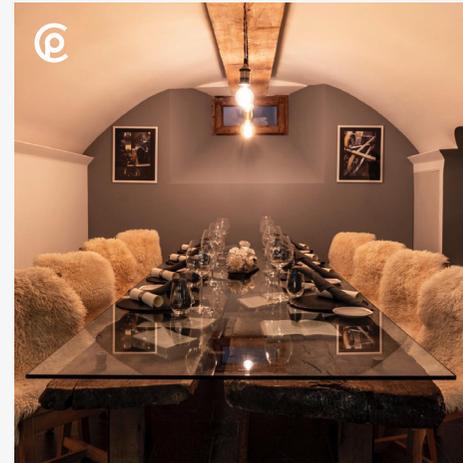
Sed ut perspiciatis unde omnis iste natus error sit volu ptatem accusantium doloremque laudantium totamre paolocasanova.com

POST

IGTV

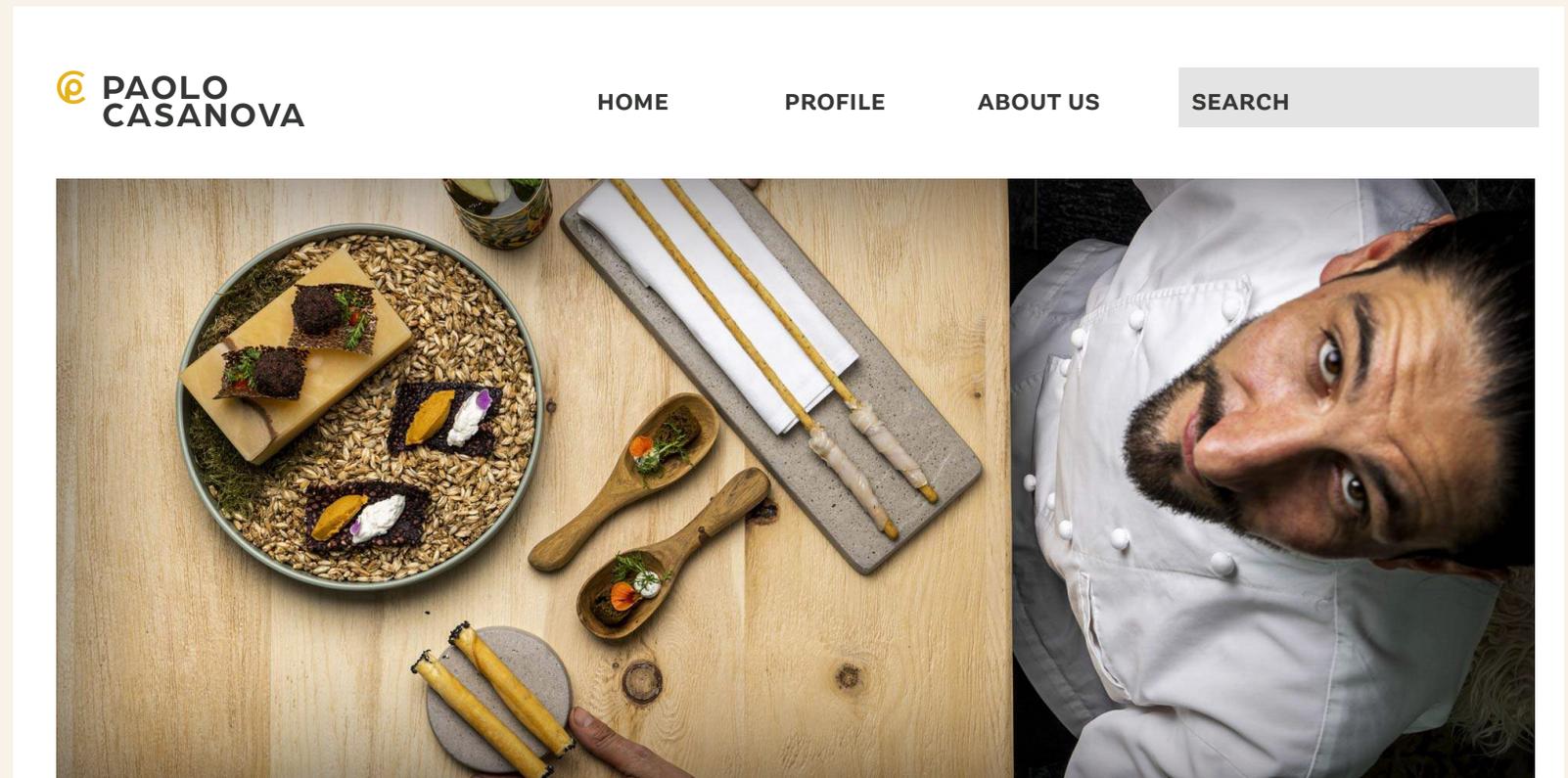
ELEMENTO SALVATO

POST IN CUI TI HANNO TAGGATO



Web

For the website use the logo, fonts, colors and patterns following the guidelines of this manual adapting them to the web world, designing the site in both desktop and mobile version. Use modern UI and UX practices so that the site is always easy and fast to consult.

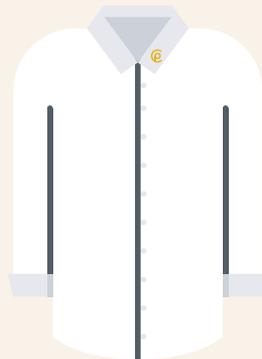


Apparel

On the clothing the pictogram and the logo are always placed separately.

On the most elegant garments only the pictogram is used, very small, possibly on the lapel or collar in the case of a shirt.

On work or sportswear, the logo is placed on the left sleeve at the same height as the pictogram, always small, on the front.

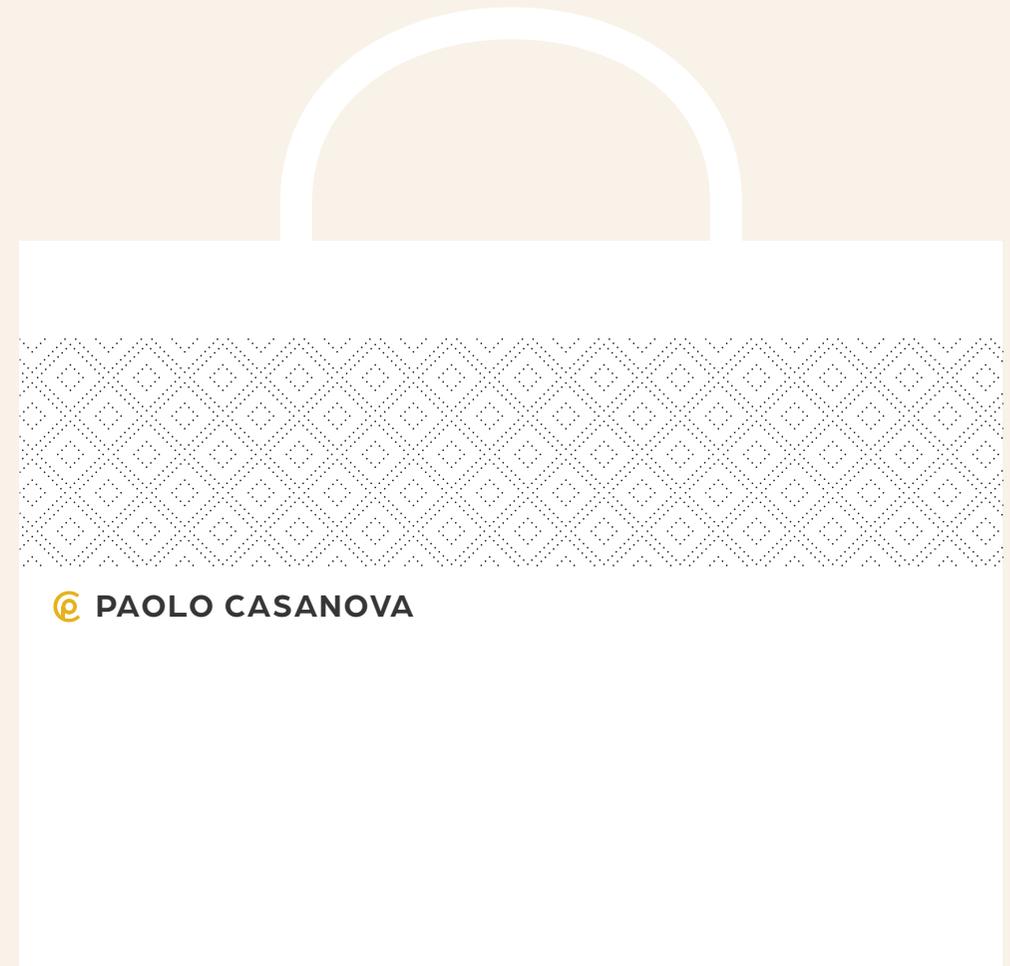
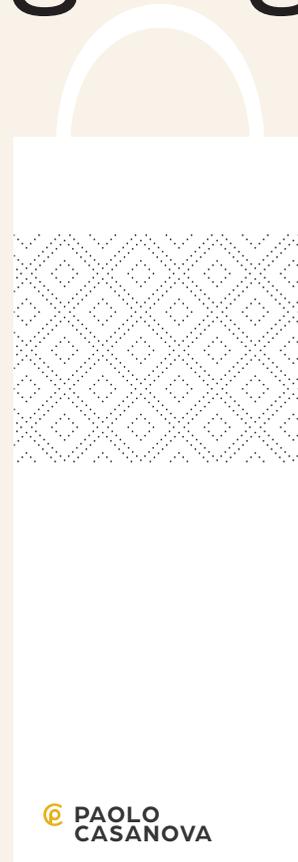


Pictogram only in yellow, clothing only white, black or dark brown. Pictogram and logo can be embroidered or silkscreen printed.

Shopping bags

The shopping bags should preferably be made of "poor" wrapping paper that better matches the quality natural products.

Use the pattern only in black, logo only in yellow mustard / black.





PAOLO CASANOVA

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Brignole

Everything always starts from a dream.

Via Trevano 2
6900 Lugano
Switzerland

+41 79 106 94 94
claudio@brignole.ch
brignole.ch