ROSSI®

2011 Identity Guidelines for Rossi

This document will serve as a blueprint for applications of the Rossi corporate identity across all branded materials. Preserving the brand value of the Rossi identity is the objective of this document.

This Rossi Marketing Visual Identity Manual is a guide to the proper appearance and use of the Rossi Logo in printed and electronic media. It is important to promote the proper and consistent uses of the symbol in order to enhance the image, reputation, and ultimately the public awareness of all Rossi products.

This manual provides basic direction and assistance for all those who produce materials for Rossi or its authorized dealers, and presents a variety of approved formats to meet particular applications. These formats should be used as provided.

Rossi Logo

The Rossi Logo consists of the Rossi *wordmark* and the Rossi *bug*. Together they make up the Rossi logo. The Rossi wordmark should NEVER be used by itself without the bug. The bug may be used as a graphic element in support of the branding as explained in the Rossi Bug section.

Rossi Bug   *Rossi Wordmark*

Rossi Logo *(product identification)*

The preferred Rossi Logo to be used for branding products is the white or reverse logo type. If issues of readability or color contrast arise, the positive "black" version of the logo type may be substituted.

NOTE: Blue box shape surrounding logo is shown here only to allow viewing of a reversed style logo. DO NOT print the logo in a box shape as shown in the sample on this page.

Rossi Bug

The Rossi logo is the preferred choice when branding Rossi marketing and advertising materials. The Rossi Bug is a graphic identifier for Rossi. The Rossi Bug is the circle with Rossi type in the center. Its usage is limited to graphical uses within point-of-purchase merchandising, background graphics for advertising and packaging, etc...
IT IS NOT TO BE SUBSTITUTED FOR THE ROSSI LOGO AS THE MAIN BRAND SIGNATURE.

Color Usage for the Rossi logo.

1. Black

Rossi most commonly uses black or white for its primary brand identity. Entire logo should be presented as one color graphic.

2. Blue

Blue can be used when available. The specified Rossi blue color is Pantone (PMS 286) as a spot color, or 94C, 65M, 3Y, 0B in a CMYK build. Entire logo should be presented as one color graphic.

3. Reversed (white)

When the Rossi Logo is used on a medium to dark color background, use the reversed logo type in this situation to ensure proper contrast and brand visibility. Entire logo should be presented as one color graphic.

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Rossi Bug

The same color guidelines apply to the use of the Rossi Bug. Entire bug should be presented as a one color graphic.

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Clear Space

The Rossi logo must have "clear space" around it of at least the height of the character "R" in the used logo size. This space keeps the brand visually separated from other design elements and copy. Plus, it adds strength to the brand identity. No copy, graphics or design elements should intrude into this space at any time. This guideline pertains to both the positive and reverse versions of the logo.

Bug Usage

The main purpose of the Rossi Bug is for graphical use. It is NEVER to be used without the Rossi wordmark appearing in the produced piece also. The usage guideline for this Rossi Bug element is much less restrictive, since it's used as a graphical design element and supportive brand element.

It may be used as screened color, supporting graphic element.

Improper Usage of the Rossi Brand Symbol

Below are a few examples of what NOT to do with the Rossi logo. These examples are meant to be a visual reference/guide and in no way show all the possiblilities of incorrect brand symbol usage.

Improper clear space, product description and rule under logo type.

Improper color usage. The exception would be if it was the only color used in the particular printed piece.

Improper rectangle element usage. Do not add containers to logo (boxes/retangles, etc...).

Improper color usage. DO NOT screen partial logo.

Improper usage of Rossi bug.

Improper color usage. DO NOT use shading treatments on logo.

Improper use of multi-colored logo. Logo is ALWAYS presented as one color graphic.

Improper container. DO NOT create tight outline or border around logo.

NOTICE: This form of the logo is no longer to be used, effective immediately.