



MASTER LOGO

The ADRIATICA logo has been specifically designed as a singular unit.

These correct variations of the logos are supplied to the company as the official brand. Great care was taken in the process of designing the logo as it represents the company’s values as well as its concept.

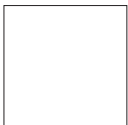
LOGO COLOR PALETTE



PMS BLACK C

RGB 0, 0, 0

CMYK 0%, 15%, 15%, 100%



RGB 255, 255, 255

CMYK 0%, 0%, 0%, 0%

The white color version is preferred. However, black may be used if placed upon a lighter background.

LOGO TYPEFACE

Cinzel Regular

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

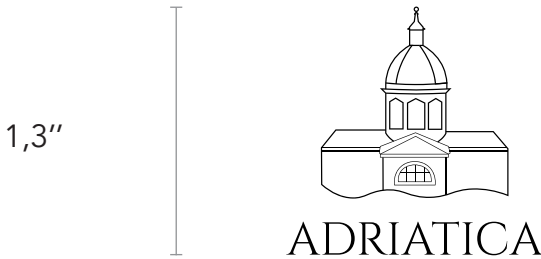
0 1 2 3 4 5 6 7 8 9

The logo’s typeface is Cinzel Regular. It was designed by Natanael Gama in 2012 for the web.

Cinzel is an all-capitals typeface, inspired by the classical proportions of first-century Roman inscriptions, but from an updated and contemporary perspective. While it conveys all the ancient history of the latin alphabet it also merges a contemporary feel onto it.



MINIMUM SIZE



The minimum size allowed for the ADRIATICA logo is 1.3” wide.

STAGING AREA



To preserve the ADRIATICA logo’s integrity, it is important to maintain a minimum clear space around it. The clear space isolates the logo from any competing elements in the design such as text or other logos. The letter ‘A’ from the logo is to be used twice all around the logo. If you have any concerns, consult the creative director or the brand manager. The ‘A’ guideline should be proportionally enlarged or reduced in size.

RULES

Don’t change the logo’s orientation

Don’t warp or stretch the logo

Don’t crop the logotype in any way

Don’t change the typeface

Don’t outline the logo in any color

Don’t ignore the size specifications

Don’t replace or re-create any part of the logo

Don’t change the logo colors other than the specified versions

Don’t put a box around the logo when placed

Don’t apply any filters or textures to the logo

Don’t apply shadows, glow effect or outlines to the logo

Don’t use the logo on colors with poor contrast or similar colors

Don’t place the logo on busy photography without the creative director’s consent