



Fondazione
Ri.MED

BRAND MANUAL

GUIDELINES ON USE OF
BRAND VISUAL IDENTITY

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INTRODUCTION

// Concept of symbol

This brand was created to represent the identity and the values of the Ri.MED Foundation using an effective graphic image immediately recognizable.

The SYMBOL consists of two elements that cannot be separated from each other: the pure geometric shape of the square that underlines the solid and stable identity of the Foundation, and its strong territorial dimension, and the two elements placed one alongside the another that, in addition to recalling the typical shape of the chromosome, visually represent the architectural structure of the future Research Center. The two elements cross the territory opening up their boundaries. Science and Research reside here, in the blue heart of the Mediterranean, and open up to the world offering a boundless vision of progress and continuous and fruitful cultural exchange.

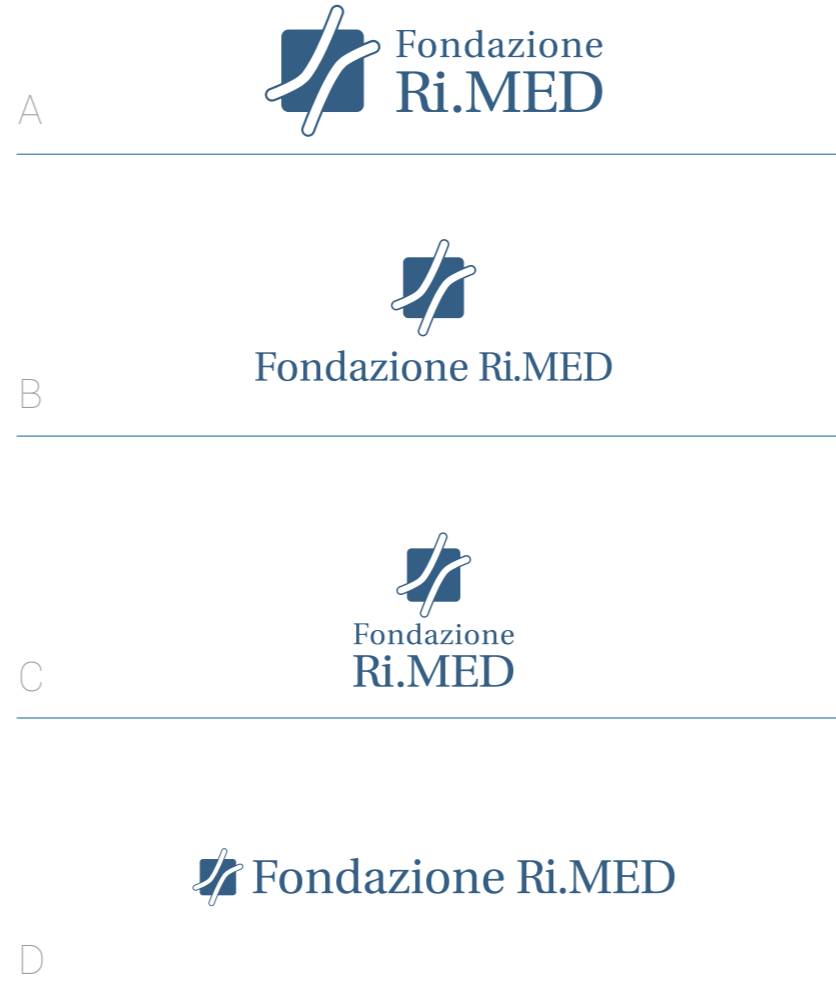


// Various versions of the brand

The following versions of the brand may be used as long as the parameters described below are maintained.

In the coordinated image of the Foundation we recommend using options "A" and "B".

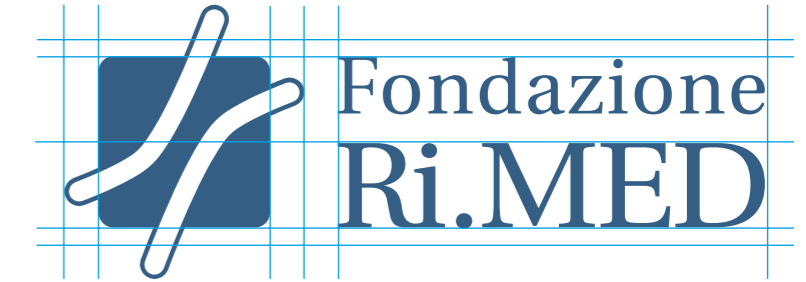
The "C" and "D" options were specifically designed to ensure the best readability of the brand in applications where its size is significantly reduced.



// Structure and font of the logo

The structure of the logo follows a geometry that ensures its compositional homogeneity. This geometry and also the distance between the image and the text cannot be modified.

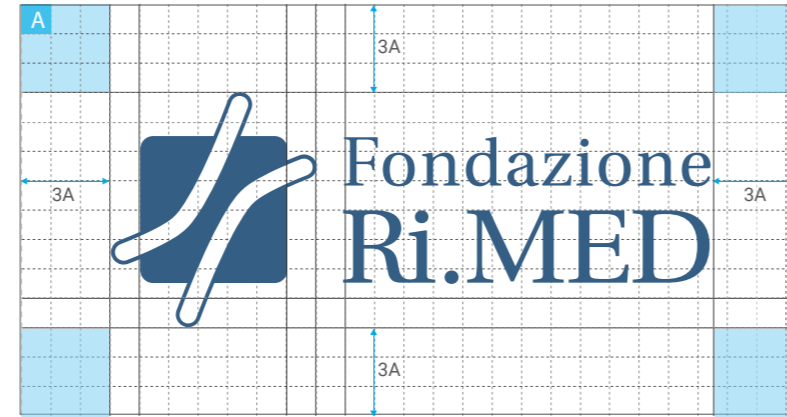
The font used for the logo is Heuristica Regular, which has an elegant and institutional touch, specifically modified to ensure maximum readability and the overall balance of spaces.



// Logo proportions and minimum distances

The grid (based on the minimum unit A) must be respected in order to preserve the original proportions in case of changes in the logo size. A buffer zone must always be present, i.e., a space within which there should be no interference of other graphic images, text, or page margins.

The proportions of this area must be preserved to ensure the readability, balance, and recognizability of the logo in all applications.



// Codici cromatici

Pantone® Blue U5405 is used for the Ri.MED logo, in CMYK, RGB, and hexadecimal colors, based on the target media.



PANTONE
U 5405

QUADRICROMIA
C: 80 M: 50 Y: 20 K: 25

RGB
50, 94, 130

ESADECIMALE
#325E82

IMPORTANT: The chromatic result in terms of adherence to the Pantone® color palette of the prints made internally, depends on several factors. The color perceived on the computer monitor and on paper can vary significantly. Testing color adjustments is therefore required.

//Chromatic variations

Below are the color variations for the logo based on its various uses and the printing techniques. The negative version of the logo will always be in white.

Black and white.

This option is particularly suitable for documents, like faxed documents, that use two-color B/W printers with no grayscale.



Color



Color - negative version



Black and white



Black and white - negative version



// Font

Institutional fonts used for official promotional and informative material are **Heuristica** and **Roboto**. Alternatively, **Times New Roman** or **Arial** may be used.

HEURISTICA / heuristica

Heuristica Regular
 ABCDEFGHILMNOPQRSTUVWXYZ
 abcdefghilmnopqrstuvz
 1234567890 !"£\$%&/()=?^

Heuristica Bold
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvz
1234567890 !"£\$%&/()=?^

Heuristica Italic
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvz
1234567890 !"£\$%&/()=?^

Heuristica Bold Italic
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvz
1234567890 !"£\$%&/()=?^

ROBOTO / roboto

Roboto Thin
 ABCDEFGHILMNOPQRSTUVWXYZ
 abcdefghilmnopqrstuvz
 1234567890 !"£\$%&/()=?^

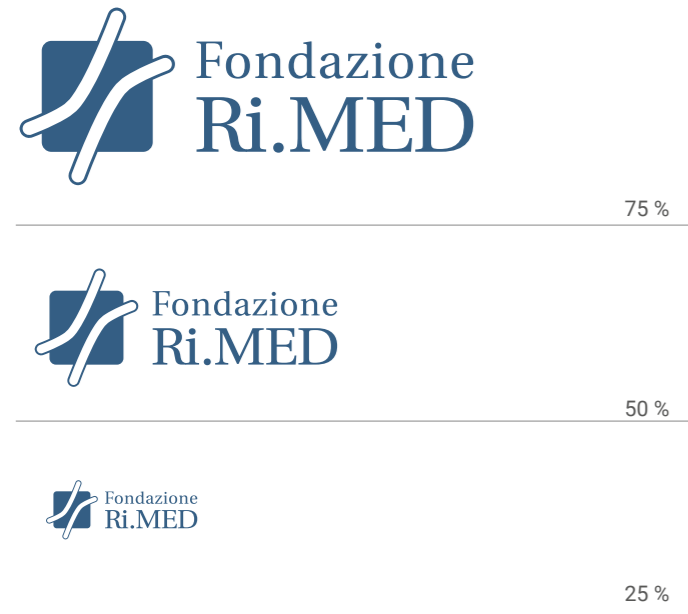
Roboto Regular
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvz
1234567890 !"£\$%&/()=?^

Roboto Thin Italic
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvz
1234567890 !"£\$%&/()=?^

roboto italic
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvz
1234567890 !"£\$%&/()=?^

// Size and readability

Below is the minimum size. It is highly recommended to refrain from using smaller sizes both for paper and digital documents.



Minimum dimensions on printed	20 mm	25 mm	15 mm	36 mm
Minimum size on digital devices	98 px	120 px	74 px	160 px

// Use on colored backgrounds

On backgrounds other than white (for example, a gray background with an intensity below 15% or light color backgrounds) the positive version of the logo should be used.

On colored backgrounds, the negative version of the brand should be used. In any case, the adopted choice must guarantee the best results in terms of readability and contrast.



// Use on a graphic and/or photo background

If the brand is placed on a graphic and/or photo background, both the positive and negative versions can be used based on the chromatic background on which the logo is applied.

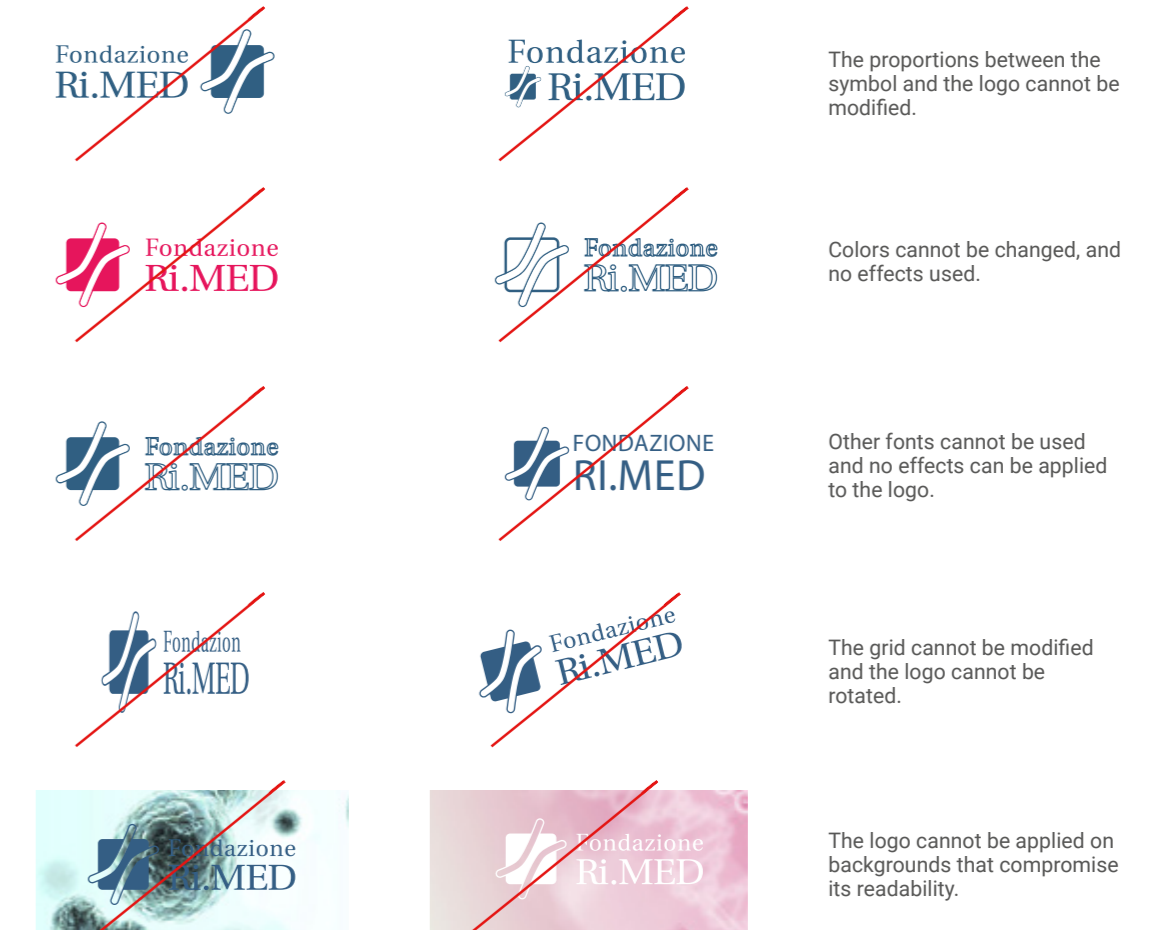
If the background has visual elements that can alter the logo readability, a white rectangle with 80% transparency can be added for positive application of the brand. Vice versa, for negative application, a rectangle of the same Pantone® color of the logo with 80% transparency can be inserted, thus revealing the image.



// Examples of incorrect use

The logo can only be enlarged or reduced maintaining the previously described proportions following the layout rules. The logo cannot be modified in any way for graphic needs.

In this page we list examples of incorrect use of the logo in terms of proportion between elements, colors, and its applications.



The proportions between the symbol and the logo cannot be modified.

Colors cannot be changed, and no effects used.

Other fonts cannot be used and no effects can be applied to the logo.

The grid cannot be modified and the logo cannot be rotated.

The logo cannot be applied on backgrounds that compromise its readability.



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