

# ***Palazzoli***

**SISTEMI ELETTRICI E LUCE D'AUTORE**



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**BRAND  
BOOK**

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drafted 2023

## WHY WE HAVE A BRAND IDENTITY BOOK

Clarity simplifies communication between all stakeholders who contribute to creating further popularity for the Palazzoli brand.

It is a practical tool to communicate in a coordinated and unified way. The coherence and continuity of the message is a way to promote the memory of the precise identity of the Palazzoli brand.

All partners can draw on the guidelines to produce and convey correct communication.

The cornerstones of communication must be repeated and maintained for at least 5 years.

## THE BRAND IDENTITY

A verbal and visual language unequivocally identifies Palazzoli's Nature, Spirit, Vision and Action.

It draws on the communication strategy and the value curve.

The pillars of the strategy are:

- 1) Giving autonomy and precise identity to the two company divisions "Electrical Systems and Lighting".
- 2) Giving a renewed identity to the Palazzoli brand, enhancing it and enriching the contents by making them relevant to the current historical social context, thus creating the brand personality.
- 3) Significantly increasing the visual and communicational pressure of the brand together with the contents characterizing it.

## WHERE TO FIND THE ORIGINALS

Originals must be requested to the Marketing Department by writing to [marketing@palazzoli.it](mailto:marketing@palazzoli.it).

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***Palazzoli***

SISTEMI ELETTRICI E LUCE D'AUTORE

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FIRST section  
**PALAZZOLI: THE COMPANY**



# 1 PALAZZOLI LOGO

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The Palazzoli logo is always represented without the P.

The overall size is selected based on the dimensions of the application and on the area available for the image; the space ratio remains unchanged  $B / A = 7.12$ .

The minimum allowed size is 25 mm.



CORRECT LOGO



INCORRECT LOGO



minimum 25 mm

Reason why: we want the name, not the symbol, to make a lasting impression.

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## 1.A) COLOUR OF PALAZZOLI LOGO

The Palazzoli logo is Blue.

Negative logo on Blue, Black or very dark backgrounds.

Black logo only in the case of compulsory monochrome printing that cannot be Blue, and on a White background.



***Palazzoli***

**PANTONE BLUE: 2935U**

**CMYK: 100C-58M-0Y-0K**

**RGB: 0R-95G-170B**

**RAL: 5005**



CORRECT LOGO

INCORRECT LOGO



CORRECT LOGO

INCORRECT LOGO

## 1.B) USING PALAZZOLI LOGO

The Palazzoli logo can be used without payoff when the quotes of the two company divisions (Electrical Systems and Lighting) are present in the same visual field, or if the logo with the payoff in a dominant position is already present in the same visual area.



Reason why

Brand identity is built by always using the BLUE logo, as the purpose is to impress the brand identity.

The logo with payoff or with the two corporate divisions must be used for at least 5 years.

## 2 LOGO FOR THE TWO COMPANY DIVISIONS

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### 2.A) LOGO FOR "ELECTRICAL SYSTEMS"

#### Palazzoli - **Electrical Systems**

The Palazzoli "Electrical Systems" logo has to be used when the description and promotion of electrical systems products are involved.

It is possible to use the logo without payoff when the division (Electrical Systems) is mentioned in the same visual field.

The payoff is a vector image that can be requested to the Marketing Department.



#### Reason why

The company has been a player in the electrical systems sector since 1904.

The payoff "Electrical Systems" distinguishes Palazzoli's commitment to concentrate all the values of the company and its vision in its product systems.

## 2.B) LOGO FOR "LIGHTING"

### Palazzoli - **Lighting**

The Palazzoli "Lighting" logo has to be used when the description and promotion of lighting products are involved.

It is possible to use the logo without payoff when the division (Lighting) is mentioned in the same visual field.

The payoff is a vector image that can be requested to the Marketing Department.



#### Reason why

The company wants to be identified as specialized and performing also in the lighting division.

The target of the lighting division requires a specific language.

The payoff "Lighting" distinguishes Palazzoli's commitment to concentrate all the values of the company and its vision in its product systems.

We want to underline the novelty of the communication segmentation for the two sectors.

## 2.C) MINIMUM SIZE OF "ELECTRICAL SYSTEMS"

The minimum allowed size of the logo with payoff is 45 mm.  
The payoff is a vector image that can be requested to the Marketing Department.



minimum 45 mm

## 2.D ) THE FONT FOR "ELECTRICAL SYSTEMS" PAYOFF

The payoff is a vector image that can be requested to the Marketing Department.  
Using a similar font is not allowed.



CORRECT LOGO



INCORRECT LOGO

## 2.E ) THE PROPORTION OF "ELECTRICAL SYSTEMS" PAYOFF

The payoff is a vector image that can be requested to the Marketing Department.  
The proportions cannot be modified.  
The payoff is always justified with respect to the logo.



CORRECT LOGO



INCORRECT LOGO

## 2.F) MINIMUM SIZE OF "LIGHTING"

The minimum allowed size of the logo with payoff is 45 mm.  
The payoff is a vector image that can be requested to the Marketing Department.



minimum 45 mm

## 2.G ) THE FONT FOR "LIGHTING" PAYOFF

The payoff is a vector image that can be requested to the Marketing Department.  
Using a similar font is not allowed.



CORRECT LOGO

INCORRECT LOGO

## 2.H ) THE PROPORTION OF "LIGHTING" PAYOFF

The payoff is a vector image that can be requested to the Marketing Department.  
The proportions cannot be modified.  
The payoff is always centred with respect to the logo.



CORRECT LOGO

INCORRECT LOGO

## 3 COLOUR BACKGROUND OF THE TWO COMPANY DIVISIONS

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### 3.A ) BACKGROUND FOR THE "ELECTRICAL SYSTEMS" DIVISION

The blue background identifies the tools dedicated to electrical products only.

#### SISTEMI ELETTRICI D'AUTORE

PANTONE BLUE: 2935U

CMYK: 100C-58M-0Y-0K

RGB: 0R-95G-170B

RAL: 5005

#:0056B8



CORRECT LOGO

INCORRECT LOGO

#### Reason why

Blue (in a lighter shade) is the colour that has always been used for Palazzoli products.

Palazzoli has been producing electrical products since its foundation in 1904.

The Pantone Blue 2935U version is used for the Palazzoli logo.

The colour of the logo is similarly used for the blue backgrounds of the distinctive elements (page 19).

### 3.B ) BACKGROUND FOR THE "LIGHTING" DIVISION

The yellow background identifies the tools dedicated to lighting products only.

#### LUCE D'AUTORE

**YELLOW: 109U**

CMYK: 0C-20M-100Y-0K

RGB: 255R-204G-0B

RAL: 1023

#:FFD200



CORRECT LOGO



INCORRECT LOGO

#### Reason why

Yellow is an energizing and bright colour.

Yellow is a colour that Palazzoli has always used in its communication.

It is a colour that stands out in the sector.

The colour of the distinctive element will be Pantone Yellow 109U (page 19).

## 4 LOGO WITH CORPORATE TAGLINE

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### Palazzoli "Electrical Systems and Lighting"

It is used in cases where the company is represented in its entirety, such as in corporate profiles, company profiles, websites.

It is not used where products, services, business areas relating to specific sectors are represented, such as specific product or range brochures, or in general catalogues where the two divisions are mentioned.

The payoff is not used in promotions.

The same indications given on page 8-9 apply to the colour of the logo.

The minimum allowed size of the logo with payoff is 57 mm. (case A).

It is possible to move the payoff, Electrical Systems and Lighting, from under the logo - justified graphics - to a space visually adjacent to the logo (within the same reading field), when the logo with corporate payoff is smaller than 57 mm. (case B).



minimum 57 mm - case A



case B

### 4.A ) PROPORTION OF THE "ELECTRICAL SYSTEMS" PAYOFF

The payoff is a vector image that can be requested to the Marketing Department.

The proportions cannot be modified. The payoff is always justified with respect to the logo.



CORRECT LOGO



INCORRECT LOGO

Reason why

The use of the tagline expresses the desire to strongly communicate the corporate identity. It must be used for at least 5 years. For international communication, payoffs are not translated and remain in Italian to support the strong Italian identity in the world.

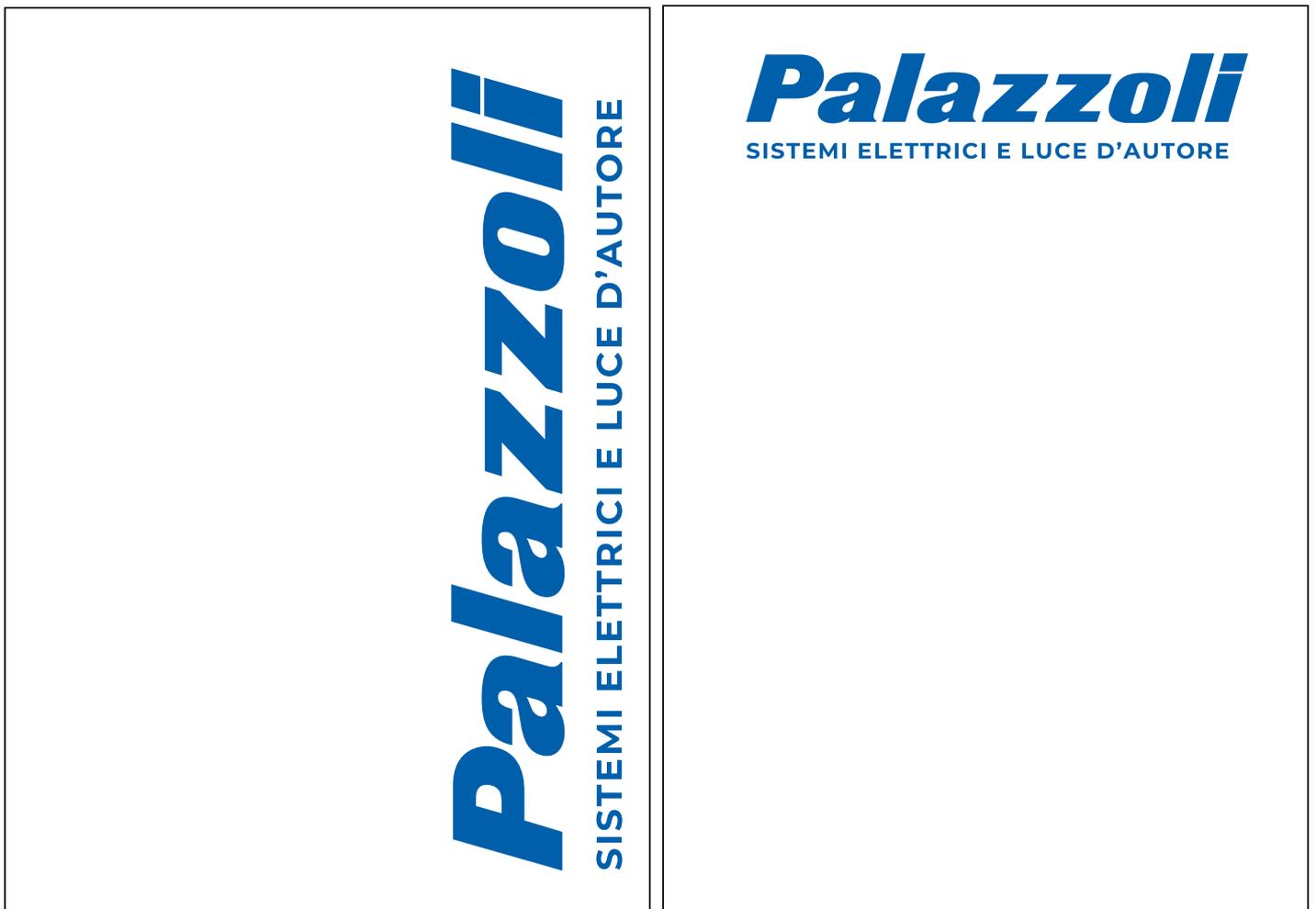
## 5 CORPORATE BACKGROUND

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The background is neutral (white).

A different colour that may divert attention is not allowed.

It is used in corporate communications (company correspondence, general catalogues, specific catalogues, company profile, reference book, product brochures).



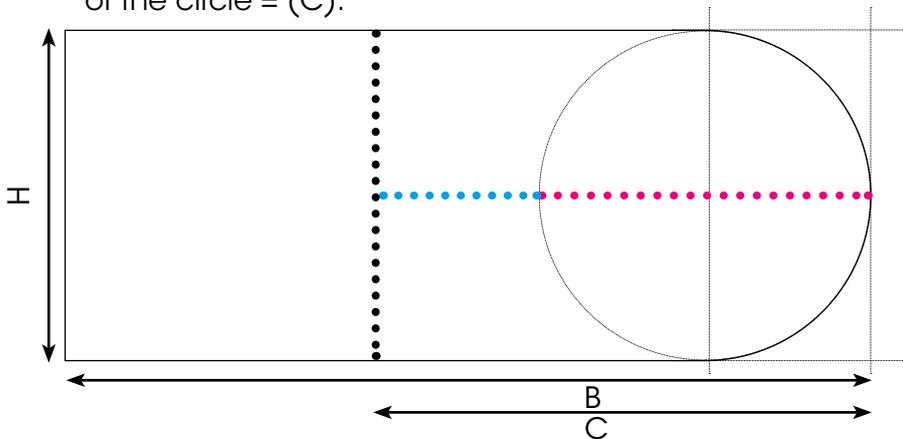
Reason why

The communication strategy introduced from 2022 is to underline and enhance the two sectors of the company.

## 6 DISTINCTIVE GRAPHIC ELEMENT

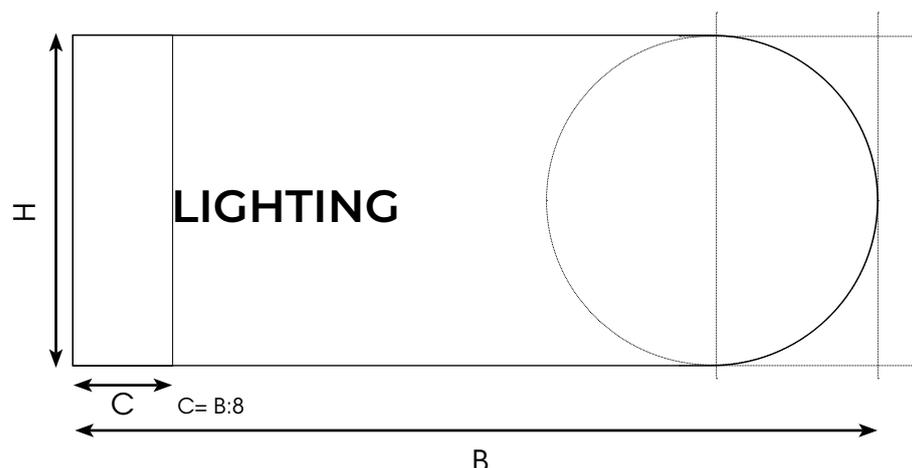
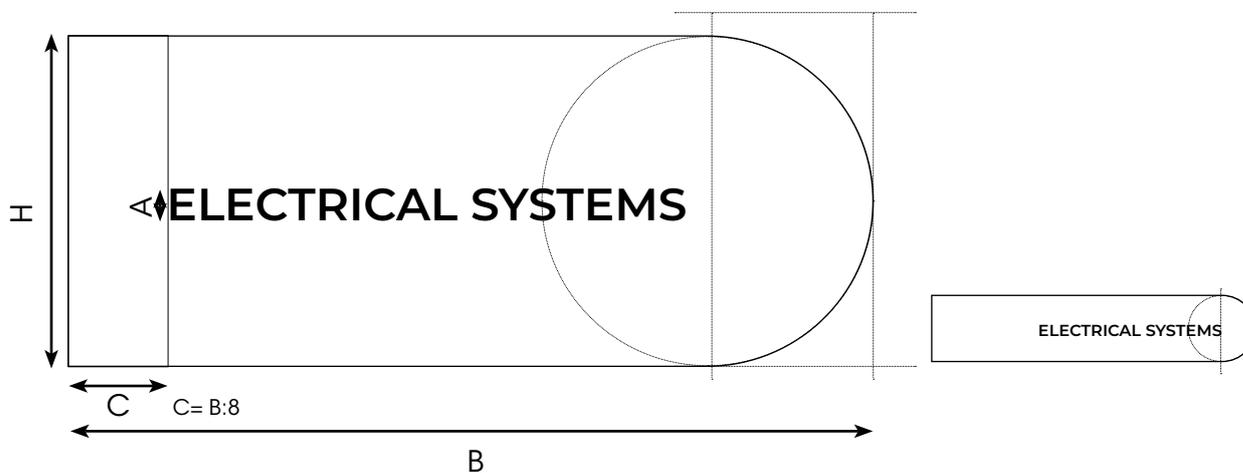
### 6.A) GRAPHIC CONSTRUCTION OF THE DISTINCTIVE ELEMENT

- The arch is round arch with a diameter equal to H.
- The minimum size of the base of the distinctive element is equal to the diameter + the radius of the circle = (C).



### 6.B) PROPORTION OF THE SINGLE CAPTION

- It is obtained by constructing a rectangle having a base C.
- The caption is centred in height with respect to the H side.
- The caption is aligned on the left with respect to the perpendicular of C.
- The height of the caption (A) is  $H:10.5$ .
- By decreasing H of the distinctive element, the height A of the caption increases.
- By extending B with respect to H of the distinctive element, the caption aligns with the diameter line of the circle.



## 6.C) FONT OF THE CAPTION

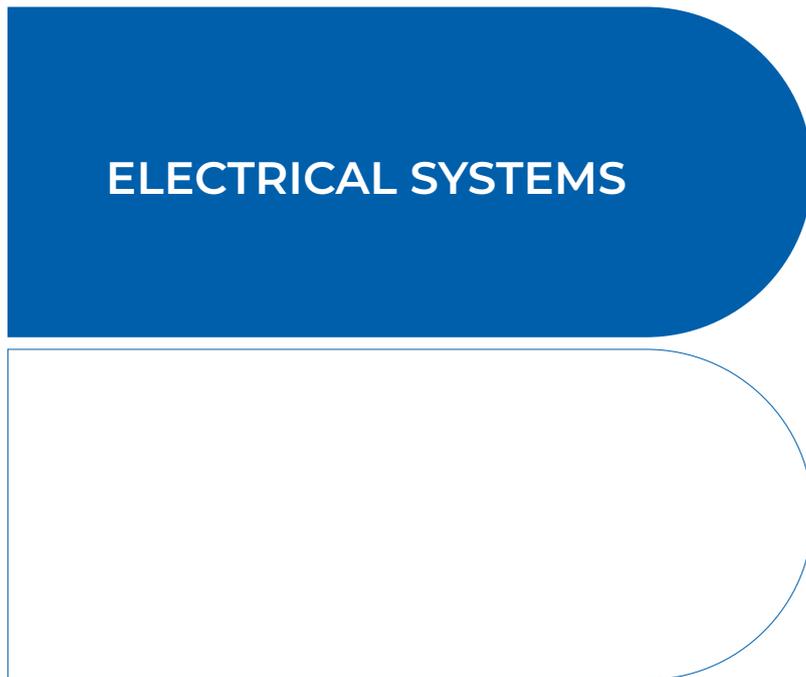
The font of the caption is Montserrat (OTF)\_Semibold.

## 6.D) COLOUR OF THE DISTINCTIVE ELEMENT

The distinctive element for the Electrical Systems caption is Pantone Blue, see page 14.

The caption is in negative white, see on page 14.

The distinctive blue element with the caption "ELECTRICAL SYSTEMS" is used in corporate communication (general catalogue, website, company profile and in product brochures).



The distinctive element for the Lighting caption is Pantone Yellow, see on page 15.

The caption is in negative white, see on page 15.

The distinctive yellow element with the caption "LIGHTING" is used in corporate communication (general catalogue, website, company profile and in product brochures).



Reason why

The tab is the distinctive graphic element containing the division's corporate caption.

## 7 BROCHURES

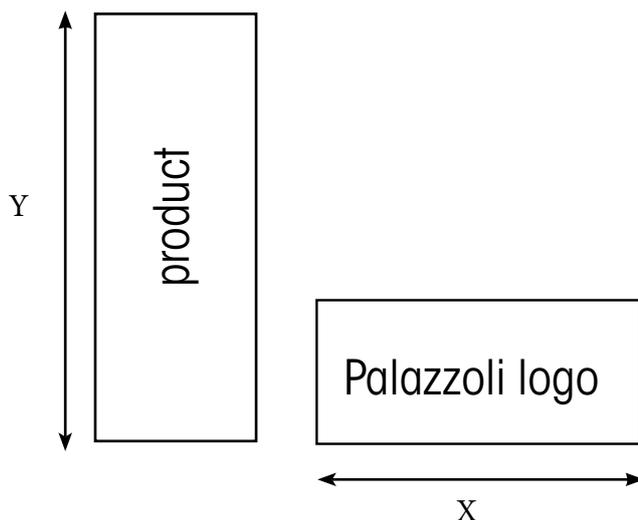
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The product brochures are divided into two major sectors "Electrical Systems" and "Lighting" and cover the single product or the range to which it belongs.

### 7.A) PROPORTIONS BETWEEN THE LOGO AND THE PRODUCT

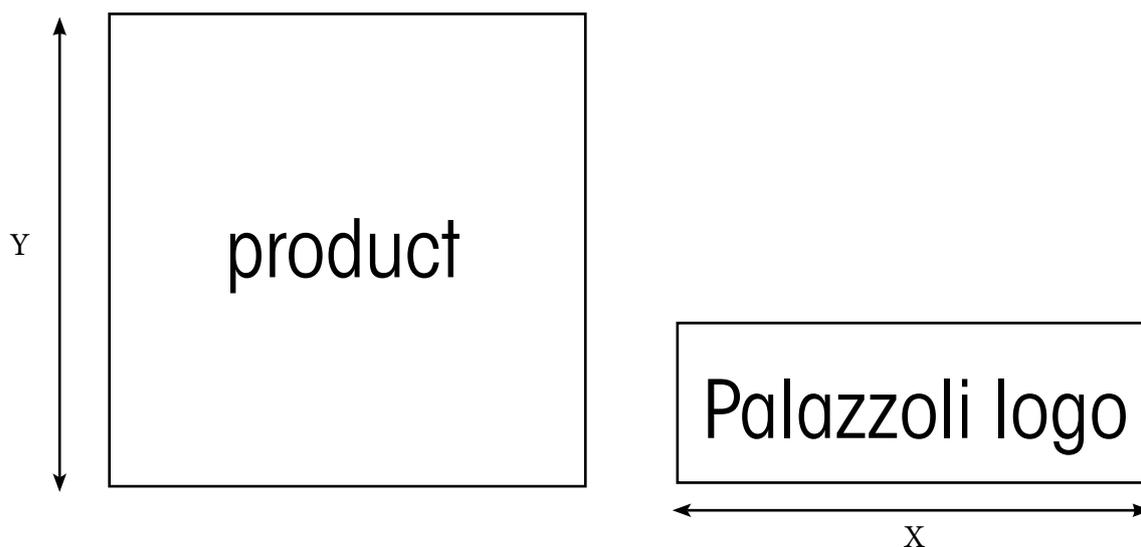
Given the dimensions of the Palazzoli logo, the height of the product that can be written in a vertical rectangle will be 1.33 with respect to the base of the Palazzoli logo. It is possible to deviate by a few mm for cutting needs.

$$Y = X + ( 1/3 )$$



Given the dimensions of the Palazzoli logo, the height of the product that can be written in a square will be equal to the dimension of the base of the Palazzoli logo. It is possible to deviate by a few mm for cutting needs.

$$Y = X$$



Reason why

The primary objective of Palazzoli's 2022 communication strategy is the affirmation of the value of the brand. The logo, which represents an important part of the overall brand awareness image, takes on a greater visual importance than in the past, and the product is considered part of the brand value.

## 7.B ) COLOURS

The background of the cover of the "Electrical Systems" brochure is mostly white. The distinctive element complies with the rule on page 19 point 6D.

The background of the cover of the "Lighting" brochure is mostly white. The distinctive element complies with the rule on page 19 point 6D.



## 7.C) FONT

The covers of the "Electrical Systems" and "Lighting" brochures use the following font for the headline slogan: PROXIMA NOVA Thin, size 27.

The font of the product name is: PROMETO MEDIUM, size 37.

The product name and headline are Pantone Blue 2935U.

The headline is positioned below the product name and it is aligned on the left.

The headline is positioned 12.7 mm from the foot of the product name.

The name of the series is aligned flush left at 12.7 mm from the edge, and aligned with the foot on the line that divides the page into eighths.

## 7.D) CONSTRUCTION

The distinctive element places the diameter of the circle aligned at half page.

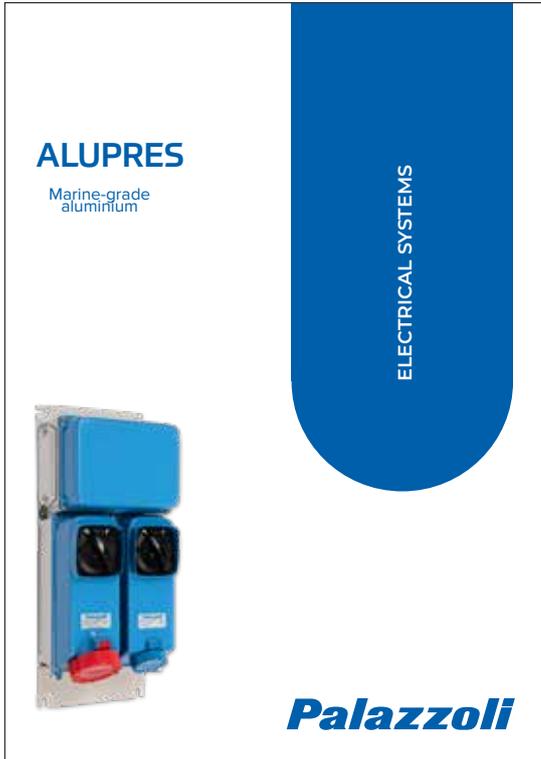
The photo of the product is centred in the distance between the foot of the Palazzoli logo and the start of the division name (S and I). Shading under the product (opacity 32%).

The Palazzoli logo does not include a tagline and it is aligned with the foot at 12.7 mm, equal to the bottom margin of the A4 page. The distance of the Palazzoli logo from the cutting edge on the right is 12.7 mm. The Palazzoli logo is as wide as the distinctive element equal to 85.99 mm. The distinctive element is 191.086 mm long and it is 12.7 mm from the right margin.

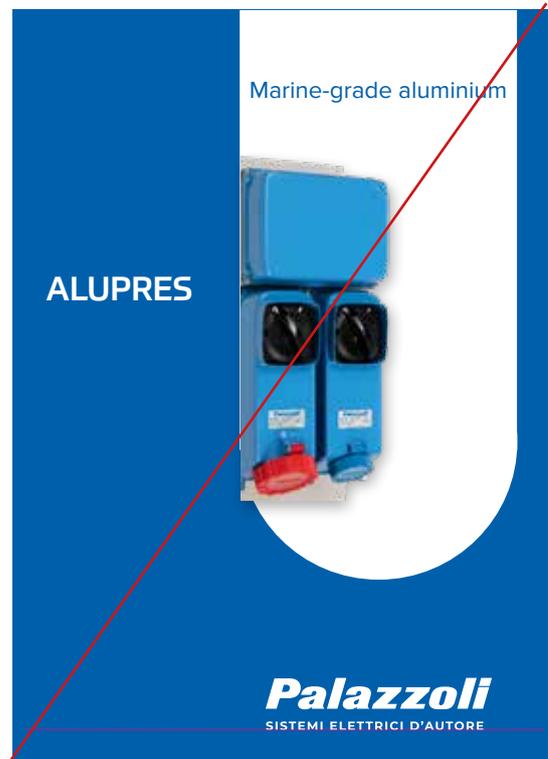
Reason why

The primary objective of Palazzoli communication strategy introduced from 2022 is to give a precise identity to the two company divisions and to affirm the value of the brand. In all communication tools concerning products, the distinctive element takes the colour of the division, blue, for "Electrical System", and yellow for "Lighting". Generally, for all brochures, the metrics must be accurate and recognizable.

## 7.D) WHAT TO DO AND WHAT NOT TO DO



CORRECT BROCHURE



INCORRECT BROCHURE



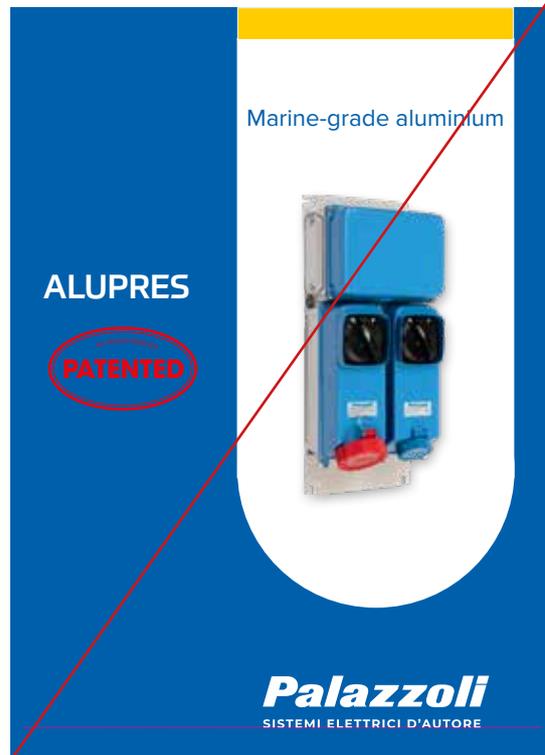
CORRECT BROCHURE



INCORRECT BROCHURE



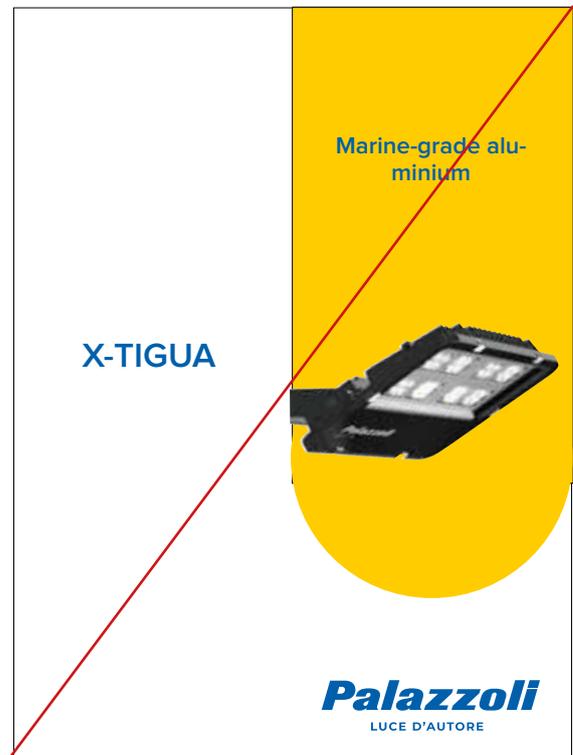
INCORRECT BROCHURE



INCORRECT BROCHURE



INCORRECT BROCHURE



INCORRECT BROCHURE

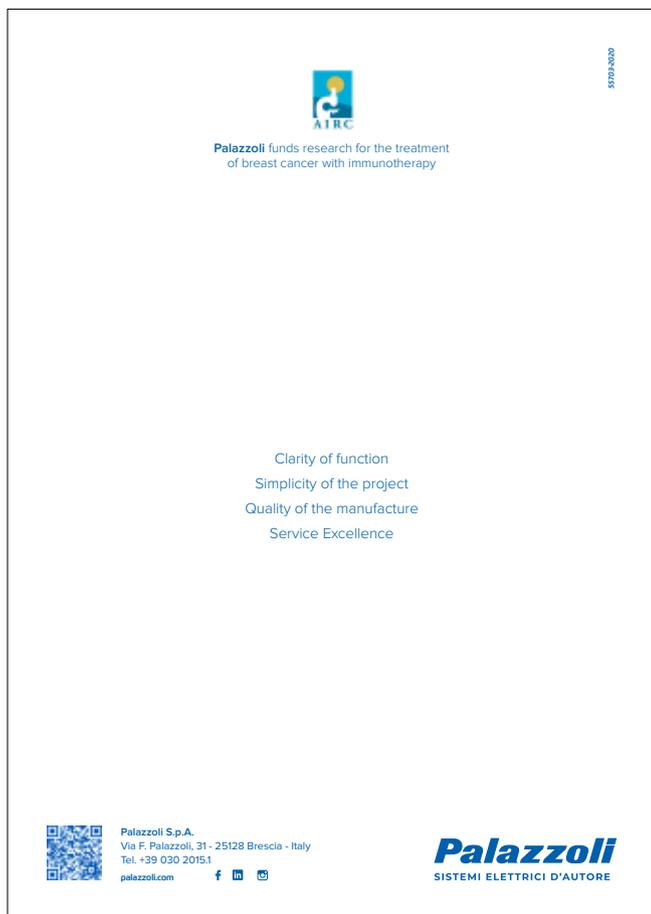
## 7.E) BACK COVER

The elements to include are:

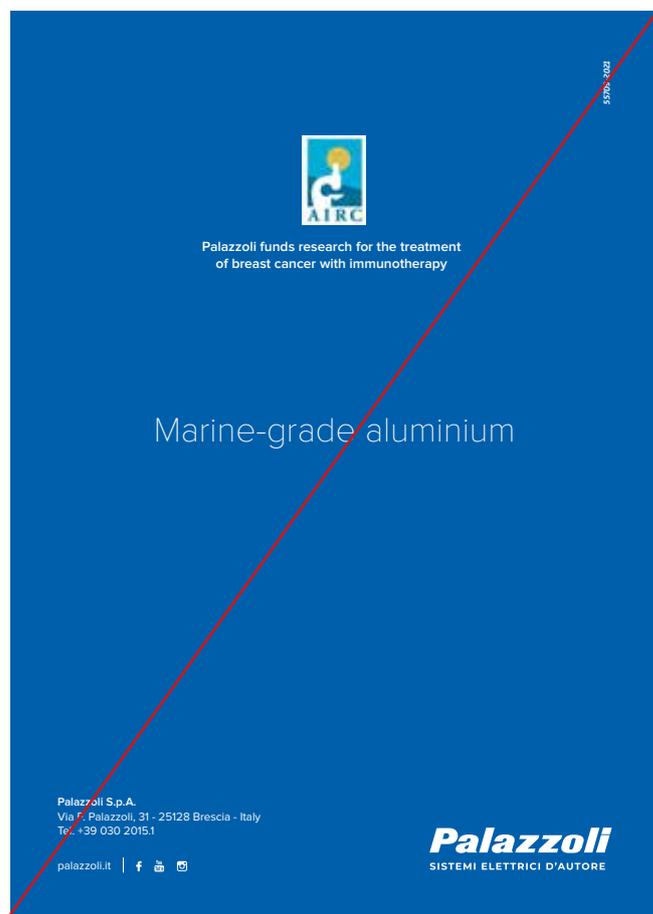
- AIRC trademark and the description of Palazzoli's social responsibility. (the AIRC trademark is subject to rights and can be managed exclusively by Palazzoli's Marketing Department)

In the international version, remove the AIRC brand, leaving only the sentence on social responsibility: Palazzoli funds research for the treatment of breast cancer with immunotherapy.

- List of corporate values.
- QR code with connection to Palazzoli's site.
- Company's details: Palazzoli S.p.A.
- Site and social networks.
- AMA code and year of manufacture of the instrument (AMA internal coding, prepared by the Marketing Department).
- Logo with the division payoff.



CORRECT BROCHURE



INCORRECT BROCHURE

## 7.F) FONT OF THE BACK COVER

The social responsibility sentence is written using PROXIMA NOVA Light, size 12, proportioned for the A4 format.

Palazzoli (excluding the logo) is written using PROXIMA NOVA Semibold, size 12 in the social responsibility sentence.

The corporate values are written using PROXIMA NOVA Light, size 14.

The address is written using PROXIMA NOVA Regular, size 10.

The AMA code is written using PROMETO Medium Italic, size 7.

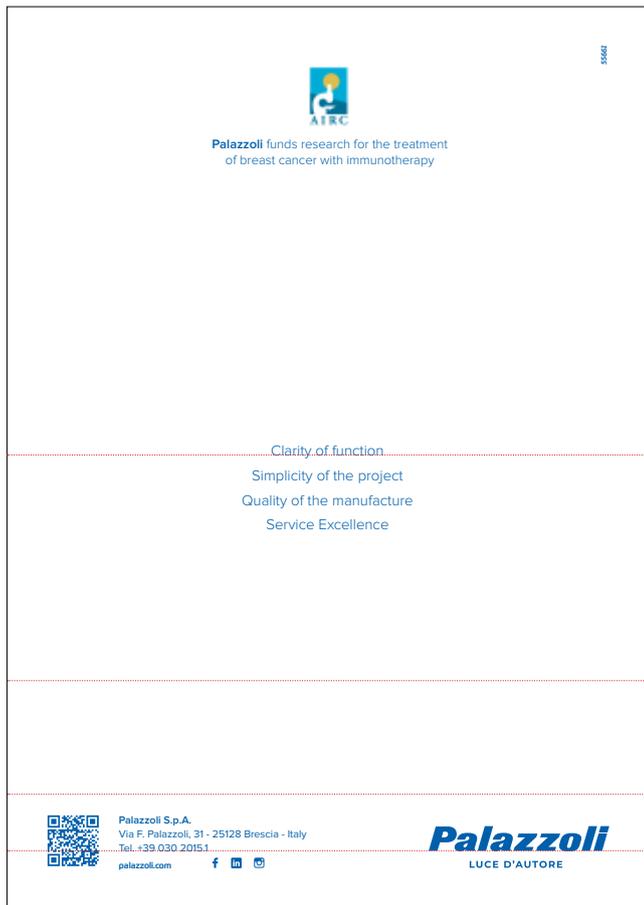
The alignment with the foot of "Palazzoli funds the research" is horizontal, at 1/8 of an A4 page; the line spacing of the text is 14 points. The size of the AIRC logo is 14.5 x 20.5 mm.

The alignment with the foot of "Clarity of function" is horizontal, in the middle of the A4 page; the text line spacing is 23 points.

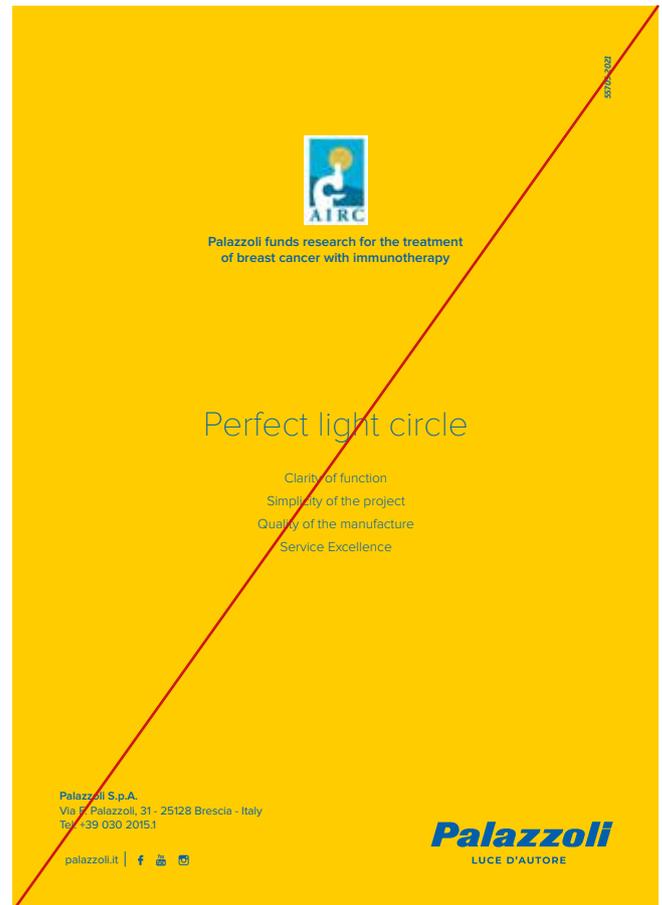
The Palazzoli logo is positioned at 12.7 mm from the bottom and right side cutting edge. The size of the logo is 59.265 mm (base). The logo is aligned with the foot of the phone.

The data line spacing is 13 points.

The QR code is at 12.7 mm from the side and bottom margin of the A4 page. The QR code is aligned with the top side of Palazzoli SpA and the space between the QR code and the company data is 6.3 mm, equal to half of the page margins (12.7). The site and social networks are aligned with the foot of the QR code.



CORRECT BROCHURE



INCORRECT BROCHURE

### Reason why

Palazzoli emphasizes the aspect of social responsibility in all communication tools.

The primary objective of communication is brand awareness: corporate values contribute to creating a memory in relation to the global perception of the company and its identity.

## 8 BROCHURES

### 8.A) GENERAL CATALOGUE

The background is neutral (White) and the two corporate colours (Yellow and Blue) are present together in a single visual context.

The Yellow and Blue colours are as follows:

**PANTONE YELLOW: 109U**

CMYK: 0C-20M-100Y-0K

RGB: 255R-204G-0B

**PANTONE BLUE: 2935U**

CMYK: 100C-58M-0Y-0K

RGB: 0R-95G-170B

The two distinctive elements will always be present (reference on pages 18-19).

They do not require bands at the top with interchanging colours.

The logo does not include a corporate payoff (page 16).

The back cover of the general catalogue is standardized on pages 24-25 with the corporate payoff.



Reason why

The priority communication level focuses on the two sectors featured in the general and product-specific catalogues.

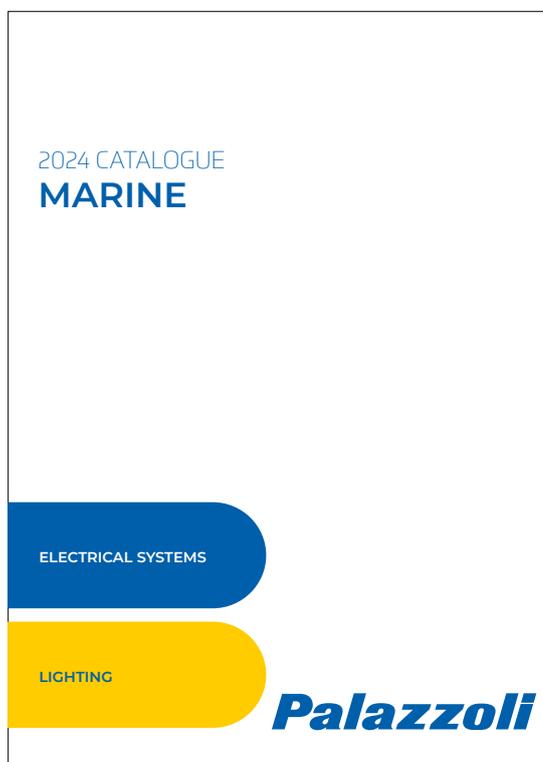
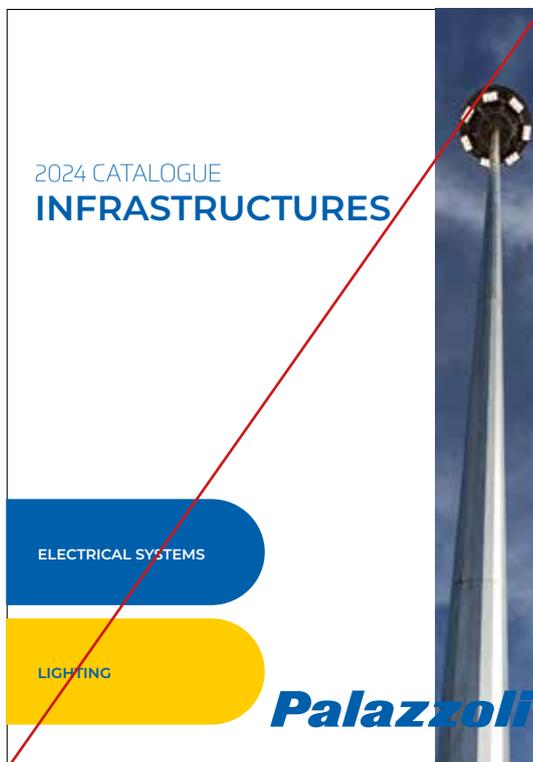
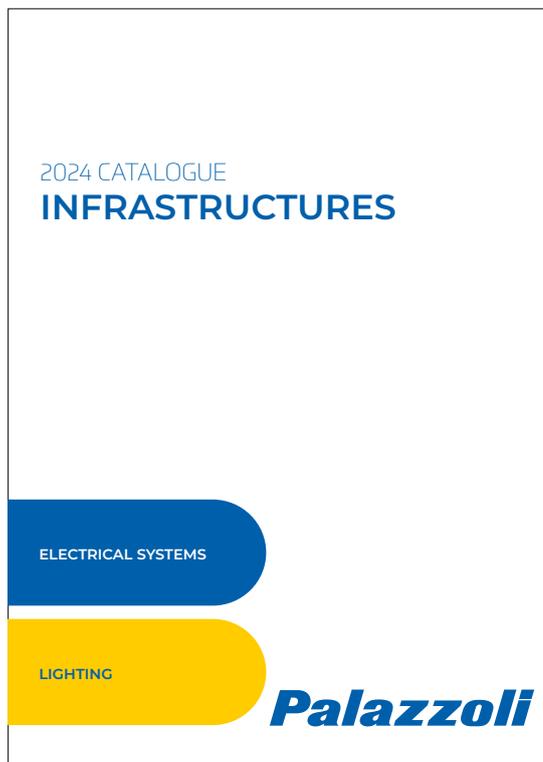
The two distinctive elements are explanatory of the two sectors in the same visual context.

## 8.B) CATALOGUES DEDICATED TO SPECIFIC APPLICATIONS

The covers of the product-specific catalogues will always feature the two corporate colours, Yellow + Blue (Pantone colours on pages 14-15 ).

The two distinctive elements will always be present (reference on pages 18-19).

The logo does not include a corporate payoff (page 16).



Product and setting images that may take the focus away from the 2 levels of priority communication, without adding value to the content of the communication, are not allowed.

## 8.C) CATALOGUE FOR ATEX PRODUCTS

The only chromatic exception is made for ATEX.

Pantone Grey

C72 M58 J52 K55

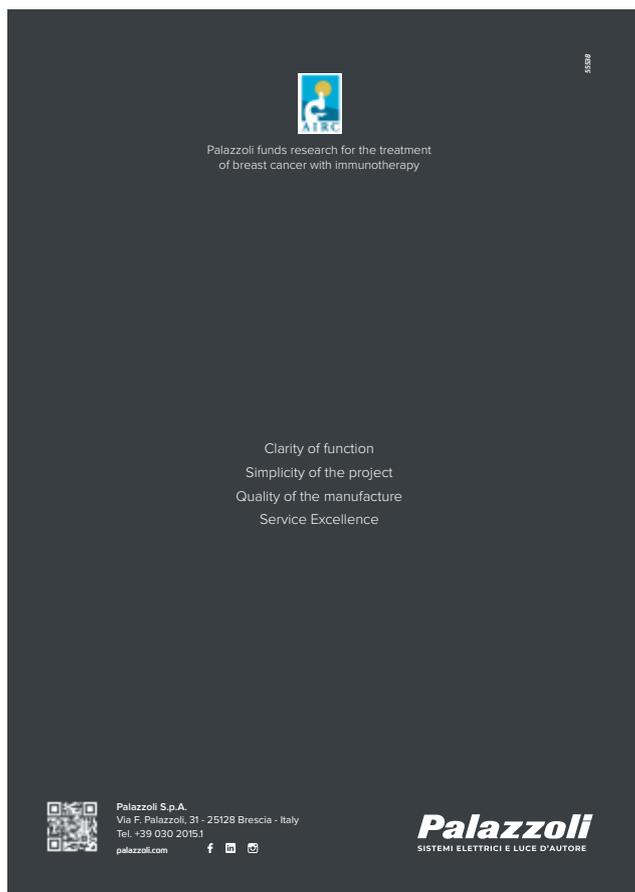
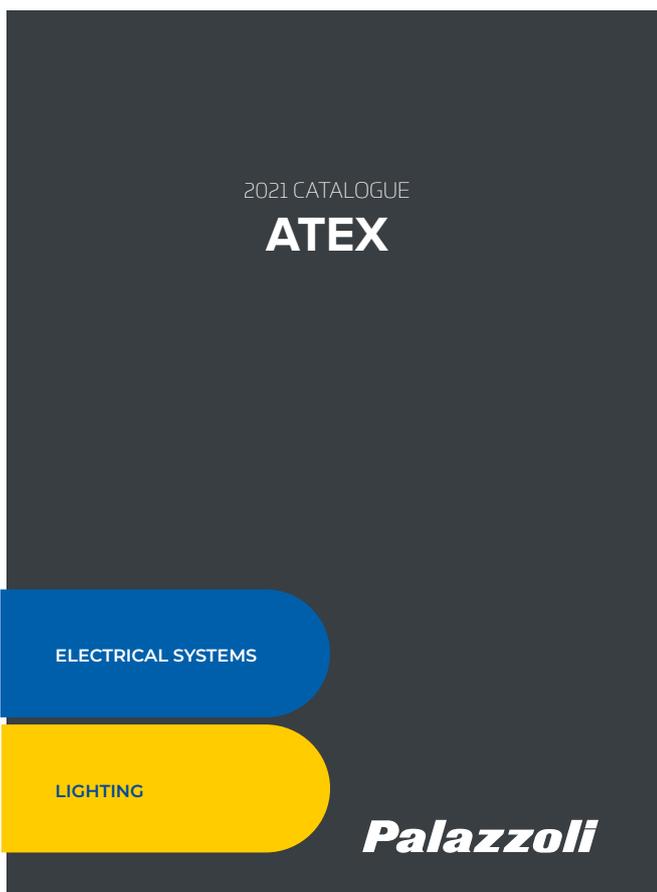
R57 G62 B66

#393e42

Fonts are standardized on page 21.

The two macro sectors contained in ATEX are mentioned and represented by the distinctive element in the standard Blue and Yellow colours

The back cover of the catalogue is standardized on pages 24-25.



### Reason why

The current visual convention identifies Palazzoli ATEX sector with Black (black is the ATEX product produced by Palazzoli). We did not want to abandon the long-standing identifying feature.

Grey is used as a strong reference to the ATEX product.

## 8.D) CATALOGUE FOR LIGHTING

The cover has the corporate background (page 17)  
The distinctive element contains the sector it belongs to.

The back cover of the Lighting catalogue is standardized on pages 24-25.



## 8.E ) THE FONTS

The distinctive element is standardized on page 19  
The font for the 4 sectors, Industry, ATEX, Infrastructure and Marine, is Montserrat (OTF)\_Semibold.  
The font for the text "2023 CATALOGUE" is Prometo Thin.

### Reason why

The priority level of communication focuses on the Lighting division in the distinctive element;  
The areas of specialisation are mentioned under the distinctive element: Industry, ATEX, Infrastructure and Marine.

The brand does not feature the payoff.

The extreme cleanliness of the contents helps to sustain and memorize only the significant levels of communication. The rigorous action will have to be repeated and maintained for at least 5 years.

## 9) CORPORATE DOCUMENT TEMPLATES

### 9.A) BUSINESS CARDS

The size of the business card format is 85.5 x 54 mm.

The font used is Proxima Nova "Bold" for the name (12 pt), and the text Palazzoli S.p.A. (8 pt).

Personal mobile phone number and email; "Regular" 8 pt

For the other captions, the font is Proxima Nova "Light" 6 pt for the address "via etc." and 7 pt for the role description.

The colours of the captions are Palazzoli Blue, see on page 14, and Black.

For distinctive elements see page 18. The colours are Palazzoli Blue and Yellow, see on page 14.

The text is positioned to the left 7 mm from the top margin and the left margin.

The mobile phone number is positioned two 5 pt line spacings from the last role description.

The space between the email and the text Palazzoli S.p.A. at the top is 6.22 mm.

The QR code is centred in height from the top cutting edge to the top margin of the distinctive element, and it is positioned 7 mm from the right margin.

The Palazzoli logo, on the face of the card, is centred in height and width and it is 46.267 mm long, and it always features the full payoff.

For the international version, the front will be translated while the back will always be with the logo and the payoff in Italian.



Reason why

The strong identity is also shown on the stationery, which stands out to customers and suppliers.

## 10) EMAIL SIGNATURE

The signature must contain: the name, the role, the mobile and / or company phone, the personal / department email, followed by the company data, the links to the social networks. The Palazzoli logo features the payoff of the two divisions and can be linked to the Palazzoli website. The logo also features the indication of the Palazzoli site. The font used for the signature is: CALIBRI.



EMAIL SIGNATURE IN ITALY



EMAIL SIGNATURE PALAZZOLI MIDDLE EAST



EMAIL SIGNATURE FOR INTERNATIONAL BUSINESS



EMAIL SIGNATURE PALAZZOLI IBERICA

Reason why

To address people to the Palazzoli web site through the direct link from the logo.

# ***Palazzoli***

SISTEMI ELETTRICI E LUCE D'AUTORE

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SECOND section  
**COMMUNICATION  
ONLINE AND OFFLINE**

## 1) NEWSLETTER

The newsletters are divided into three communication segments: corporate, "Electrical Systems", "Lighting".

Corporate newsletters always include the two divisions (Electrical Systems and Lighting).

The newsletter must always contain the following communication blocks:  
attractive slogan, possibly smaller subtitle, image, call to action.

Newsletter Dicembre 2021

SISTEMI ELETTRICI **Palazzoli** ILLUMINAZIONE

### AUGURI LUMINOSI

insieme diamo luce alla ricerca

in sostegno di  




*Buon Natale  
&  
Buone Feste*

Grazie al contributo 2021 dei nostri **clienti, installatori, progettisti** ed **enti pubblici**, abbiamo compiuto un importante passo a sostegno di **AIRC** nel progetto «**Diamo Luce alla Ricerca**» Palazzoli.

Scopri di più

**Palazzoli**  
SISTEMI ELETTRICI E LUCE D'AUTORE

Telefono: +39.03020151 | Email: [vendita@palazzoli.it](mailto:vendita@palazzoli.it)  
Copyright © 2021 Palazzoli S.p.A. - Tutti i diritti riservati.

## 1.A) DIVISION NEWSLETTER

The division newsletters that promote the product contain an attractive slogan, the product name, an emotive image and call to action.

The header will always show the two divisions as per standard.

The footer will always contain the social media icons, the logo with the corporate tagline, telephone number and email.

The background grey HEX #FAFAFA, the font used is Helvetica.

Newsletter of September 2021

ELECTRICAL SYSTEMS **Palazzoli**

**Title**  
head line



DOWNLOAD BROCHURE



  
**Palazzoli**  
SISTEMI ELETTRICI E LUCE D'AUTORE

Telefono: +39 030 20151 | Email: vendite@palazzoli.it  
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Newsletter of January 2021

**Palazzoli** LIGHTING

**FIT 55**  
THE FUTURE IS HERE



FIND OUT MORE

  
**Palazzoli**  
SISTEMI ELETTRICI E LUCE D'AUTORE

Telefono: +39 030 20151 | Email: vendite@palazzoli.it  
Copyright © 2021 Palazzoli S.p.A. - Tutti i diritti riservati.

Reason why

The fonts used in the newsletter comply with increased accessibility for internet users.

## 2) SOCIAL

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The Social Media used for digital communication are:

Facebook

Linkedin

Instagram

The Social Media header is divided into: Palazzoli and Palazzoli Group.

The commercial networks are divided into: Palazzoli Iberica, Palazzoli Middle East, Lewden, Stral.

The icon image of Palazzoli is the P extrapolated from the logo, which is used exclusively on Social.

The colour of the P shall be the same as on page 8-9.



## 2.A) GRAPHICS FOR SOCIAL MEDIA COMMUNICATION

The graphics of the posts in Palazzoli Social Media communication consists of:

Palazzoli logo page 8

Distinguishing features page 19

Head Line with Prometo medium font from 44 pt. to 48 pt

Sub Head Line with 34 pt Prometo Thin font.

In the case of using a graphic icon, placed at the bottom of the photo on the left, as the example below, the drawing must be made in Blue Palazzoli and White relief.



**L'orgoglio**

di correre con i colori Palazzoli.

SISTEMI ELETTRICI

**Palazzoli**

ILLUMINAZIONE



**FIT55**

in A24 si risparmiano  
200 mila euro ogni anno.

ILLUMINAZIONE

**Palazzoli**



FIFA WORLD CUP QATAR 2022

**ALUPRES**

elettrifica  
gli Stadi del Mondiale

SISTEMI ELETTRICI

**Palazzoli**

***Palazzoli***  
*GROUP*

---



**Palazzoli**



**STRAL**

**Palazzoli**  
GROUP Middle East

THIRD section  
**PALAZZOLI GROUP**  
**AND ITS APPLICATIONS**



# 1 PALAZZOLI GROUP LOGO

---

The Palazzoli Group logo is always represented without the P.  
The minimum allowed size is 45 mm.

The font for the word "GROUP" is ITC Avant Garde Gothic Std, Book.  
The icon image of Palazzoli is the P extrapolated from the logo, which is used exclusively for Social Media communication.

The logo can be requested to the Marketing Department.



minimum 45 mm

## 1.A) COLOUR OF THE PALAZZOLI GROUP LOGO

The colour of the Palazzoli Group logo is Blue.  
Negative logo on Blue, Black or very dark backgrounds.  
Black logo in the case of compulsory monochrome printing that cannot be Blue and on a White background.



## 1.B) LOGO AND ITS APPLICATIONS ON ACQUIRED COMPANY BRANDS

The acquired brands represent a consolidated value for the reference target market. Palazzoli Group represents the trust value that connects the brands.

It is used in conjunction with the acquired brands: Lewden and Stral.



## 1.C) COLOUR OF PALAZZOLI GROUP LOGO COMBINED WITH THE COMPANY BRANDS

The colour of the Palazzoli Group logo is Blue. The Lewden and Stral brands keep their original colours.

The Black logo is only permitted in combination with the Lewden and Stral logos when these are Black. The negative logo is allowed on Blue, Black or very dark backgrounds.

No other colour variations are allowed.



Reason why

The Palazzoli Group logo represents the holding and gathers all the brands belonging to the group: Palazzoli, Lewden and Stral.

Palazzoli Group is a trustworthy corporate brand; it conveys the guarantee provided by the Group rather than the Palazzoli identity (Blue colour).

## 2 USE OF LEWDEN LOGO COMBINED WITH PALAZZOLI GROUP LOGO

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The combination of Lewden logo with Palazzoli Group must be considered in the following cases:

- Product brochure header
- Product communication (post, newsletter, packaging)
- Company profile, company data, company correspondence (use of Palazzoli Group logo or mention of being part of the group, e.g. Lewden Ltd.)

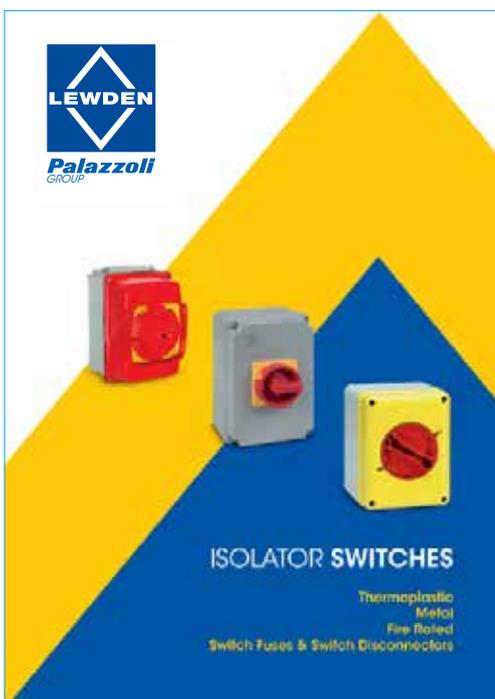
© 2021 LEWDEN LTD.

Unit 4, Bradbury Drive  
Springwood Industrial Estate - Braintree -  
Essex - CM7 2SD - UK

Tel: +44 01376 336200 - Fax: +44 01376 322161  
sales@lewden.co.uk

PRIVACY POLICY - COOKIE POLICY - CREDITS

© 2021 LEWDEN LTD. IS PART OF THE PALAZZOLI GROUP



Reason why

Lewden is a company owned by Palazzoli.

The Lewden-Palazzoli combination on Palazzoli products allows immediate product notoriety on the market covered by Lewden.

### 3 USE OF STRAL LOGO COMBINED WITH PALAZZOLI GROUP LOGO

The combination of Stral logo with Palazzoli Group must be considered in the following cases:

- Company profile, company data, company correspondence.
- Back cover of the brochures and footer in the communication.



CORRECT ADV



INCORRECT ADV



CORRECT BACK COVER



INCORRECT BACK COVER

Reason why

Stral is the only brand of the group that caters to a different target (architects, designers), in which the reference parameters are primarily aesthetic.

Palazzoli Group therefore appears to have the strength of a proven brand that certifies technical performance.

## 4 PALAZZOLI GROUP LOGO COMBINED WITH THE BRAND OF THE DIRECT COMMERCIAL NETWORK - PALAZZOLI MIDDLE EAST -

---

Palazzoli Middle East is a direct commercial company belonging to Palazzoli Group. The combination of the Middle East logo with Palazzoli Group is as follows:



### 4.A) COLOUR OF PALAZZOLI GROUP LOGO COMBINED WITH THE TRADEMARK OF THE DIRECT COMMERCIAL NETWORK

The colour of Palazzoli Group logo is Blue.

Black logo in the case of compulsory monochrome printing that cannot be Blue and on a White background.

The image shows the Palazzoli Group Middle East logo in blue. It features the word "Palazzoli" in a large, bold, blue, italicized sans-serif font. Below it, the word "GROUP" is written in a smaller, blue, all-caps sans-serif font. To the right of "GROUP", the words "Middle East" are written in a blue, italicized sans-serif font.

**PANTONE BLUE: 2935U**

CMYK: 100C-58M-0Y-0K

RGB: 0R-95G-170B

RAL: 5005

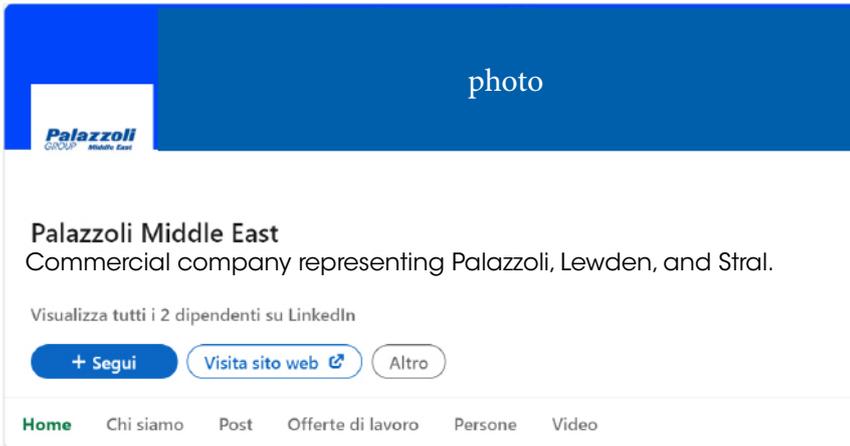
Reason why

Palazzoli Middle East covers all the brands of the Group: Palazzoli, Lewden and Stral.

Palazzoli Group Middle East brand represents the Palazzoli identity in the market area.

## 4.B) USE OF PALAZZOLI GROUP LOGO COMBINED WITH THE TRADEMARK OF THE DIRECT COMMERCIAL NETWORK

In its graphic communication, Palazzoli Group Middle East must always indicate the description that identifies its status: "Commercial company representing Palazzoli, Lewden, and Stral"



## 4.C) COLOUR OF THE LOGOS REPRESENTED BY THE DIRECT COMMERCIAL NETWORK

The colour of Palazzoli, Lewden and Stral must be the original ones and positive. It is not allowed to use the negative version.



## 5 COLOUR OF PALAZZOLI IBÉRICA LOGO

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The combination of the IBÉRICA logo with PALAZZOLI is shown below.  
The logo is a vector image that can be requested to the Marketing Department.

PALAZZOLI IBÉRICA is Blue like the Palazzoli logo.  
Black logo in the case of compulsory monochrome printing that cannot be Blue  
and on a White background.



**Palazzoli**  
**Ibérica**

**PANTONE BLUE 2935U**

CMYK: 100C-58M-0Y-0K

RGB: 0R-95G-170B

RAL: 5005

#:0056B8



## 6 COLOUR OF LEWDEN LOGO

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The colour of the LEWDEN logo is Blue.



**PANTONE REFLEX BLUE**

CMYK: 100C-73M-0Y-2K  
RGB: 0R-76G-153B

## 7 COLOUR OF STRAL LOGO

---

The colour of the STRAL logo is 100% black.



**PANTONE: BLACK 6C**

CMYK: 0C-0M-0Y-100K  
RGB: 000000  
RAL: 9005

## 8 BRAVO LINE COMBINED WITH LEWDEN PALAZZOLI GROUP

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### 8.A) COLOUR AND FONT

The Bravo logo is a vector file.

The colour of the Bravo logo is Blue. Black for Lewden in UK only.

The negative logo is allowed if the use of one colour is compulsory.

The logo can be requested to the Marketing Department.



### 8.B) COMBINATION OF LOGOS

The Bravo logo is always combined with Lewden Palazzoli Group.



Reason why

The line uses the logo to identify a particular range of products in the lighting segment, created with specific characteristics and aimed at a specific market segment and channel, within the Lewden Palazzoli Group branded products.

The positioning of this line is very different from the positioning of Palazzoli products.

The BRAVO line is sold on the Italian market and in particular areas of the international markets.

## 8.C) BACKGROUNDS IN COMBINATION WITH "LUX"

When combining logos with LUX, the colour is always Blue on a Yellow background.  
The permitted colours are:

Blue on a White background if the use of one colour is compulsory.

White should be used on materials that do not allow the use of Blue.

White on Black background and Black on White background for Lewden in UK only.

The Lewden Logo (negative) pierces through the coloured backgrounds.



## 8.D ) BACKGROUND COLOUR IN COMBINATION WITH "ELECTRICAL SYSTEMS"

In the combination of logos with "ELECTRICAL SYSTEMS" the colors allowed are:

White on a Blue background.

Reason why

The Blue colour of the cover identifies the "Electrical Systems" division, except for Lewden in UK only. (Blue, Yellow and White).

The Blue colour has its roots in the memory of the Palazzoli "Electrical Systems" division.

## 9 BRAVO LINE COMMUNICATION TOOLS

### 9.A) BROCHURES

The covers of the brochures of the Bravo Lux line always feature a Yellow background.

#### PANTONE YELLOW 109U

CMYK: 0C-20M-100Y-0K

RGB: 255R-204G-0B

RAL: 1023

The identifying element is the White lozenge.



#### Reason why

The Yellow colour of the cover identifies the LUX division, except for Lewden in UK. (Black).

The Yellow colour of the Bravo line identifies the positioning of the products of the line.

The Yellow colour has its roots in the memory of the Palazzoli "Lighting" division.

# ***Palazzoli***

SISTEMI ELETTRICI E LUCE D'AUTORE

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FOURTH section  
**BRAND APPLICATIONS FOR CUSTOMERS**



# 1 PALAZZOLI LOGO

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The Palazzoli logo can be used by retailers, agencies and companies, with the authorization of Palazzoli's Marketing Department, by sending an email to [marketing@palazzoli.it](mailto:marketing@palazzoli.it).

This is free of charge and there are no charges on either side.

This authorization is valid for as long as business activities are carried out between Palazzoli and the applicant company.

For applicant companies dealing with both divisions "Electrical Systems" and "Lighting" the authorized logo is the one shown below complete with payoff.



minimum size 45 mm

For companies dealing exclusively with "Electrical Systems" and "Lighting", the permitted logo is the one shown below.



minimum size 45 mm



minimum size 45 mm

The Palazzoli logo is Blue on a White background.

Negative logo on a Black background only when necessary and with Palazzoli's prior authorization.

  	<p><b>PANTONE BLUE: 2935U</b></p> <p>CMYK: 100C-58M-0Y-0K RGB: 0R-95G-170B RAL: 5005</p>
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## 1.A) WHAT NOT TO DO

Do not use the old P brand.  
Do not use the logo without payoff.  
Do not place the logo over pictures.  
Do not recreate the Palazzoli logo with similar fonts.

Do not use payoffs or descriptions of the company's activities and sectors other than the permitted taglines. Any descriptions, if necessary, must be validated by the Marketing Department.



INCORRECT LOGO



LOGO WITHOUT TAGLINE NOT TO BE USED



OVERLAPPING LOGO



NON-ORIGINAL LOGO

## 1.B) WHAT TO DO

If the logo with the payoff referring exclusively to a product image is used, the logo with the payoff of the specific division must be used.





**Palazzoli** funds research  
on breast cancer with immunotherapy

Clarity of function  
Simplicity of the project  
Quality of the manufacture  
Service Excellence



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