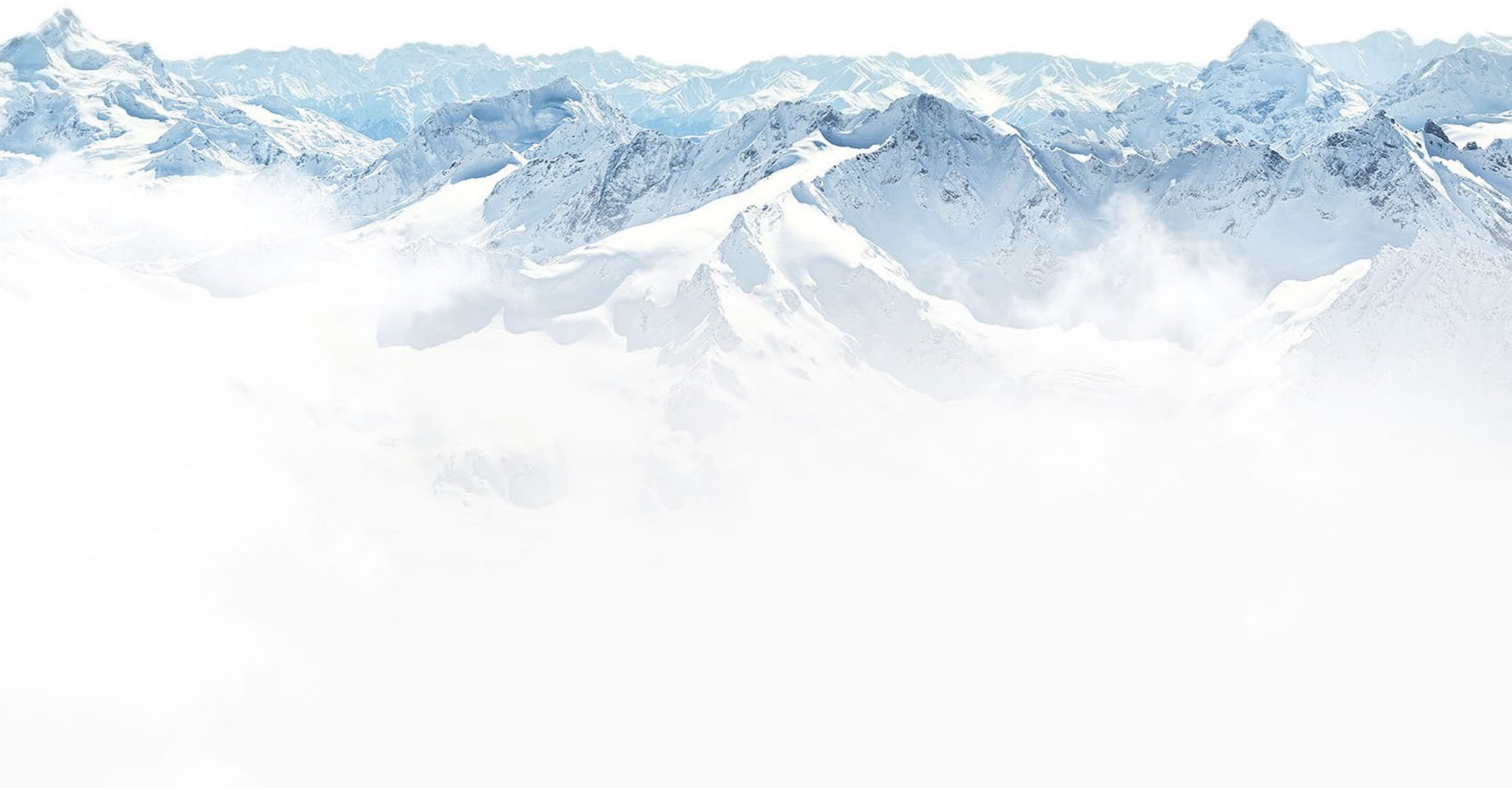


DE RIGO
REFRIGERATION

BRAND GUIDELINES

| summary





IDENTITY

- Logo construction
- Clear space
- Correct logo placement
- Logo color system
- The secondary color system
- Do / Don't

TYPOGRAPHY

- Print
- Web

CORPORATE IMAGE

- Business cards
- Business paper
- Envelopes

DIGITAL & SOCIAL

- Email footer
- Linkedin page

| identity

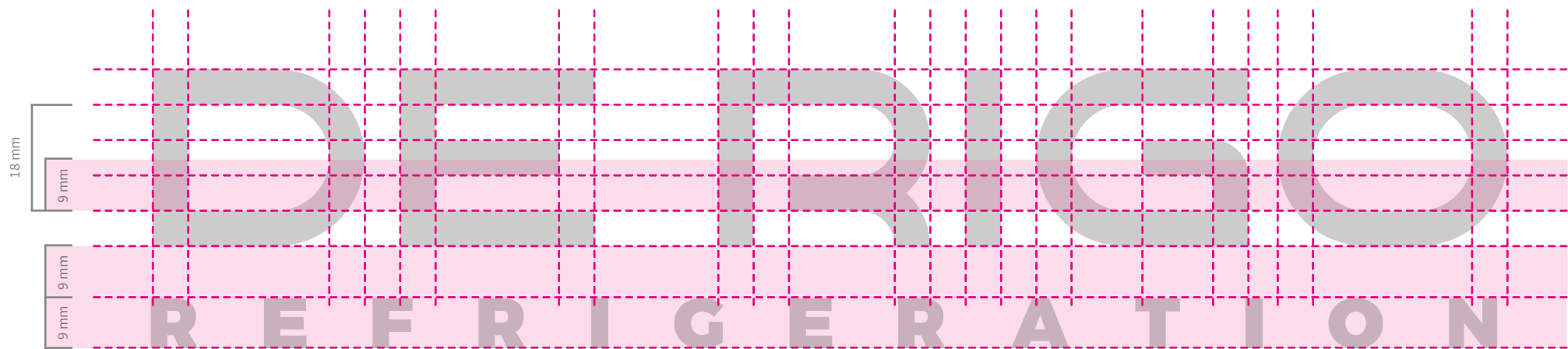
DE RIGO
WE SHARE THE VISION

THE LOGO

The creative idea of the logo generates from the continuity with De Rigo Vision brand identity, world leader in the glasses market.

The two companies are part of the De Rigo Group that for over 50 years have been creating and producing Made in Italy products that combine high-quality technology with an appealing design.

DE RIGO
R E F R I G E R A T I O N

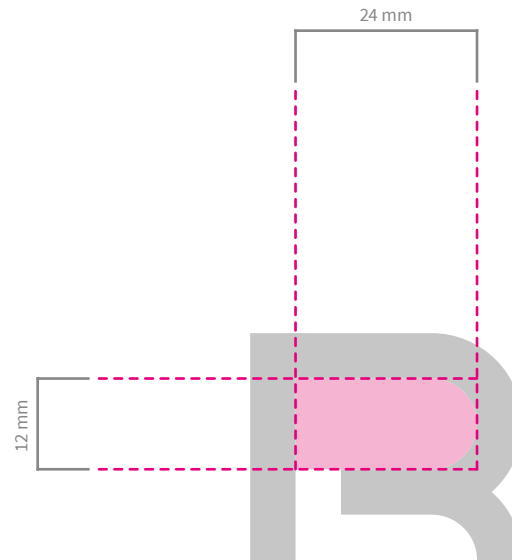


| identity

CLEAR SPACE

The clear space is the specific amount of space that the logo must have on all sides when it comes represented and used near other text and graphics.

It must be calculated using the negative space created by the R of the logo itself, as indicated in the image aside.





| identity

DIMENSIONS



COLORS



Pantone 300 C

C	100
M	55
Y	0
K	0

R	51
G	102
B	153

HEX #006db8

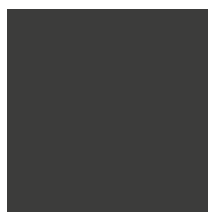


White

C	0
M	0
Y	0
K	0

R	255
G	255
B	255

HEX #ffffff



Grey for typography

C	0
M	0
Y	0
K	90

R	51
G	51
B	51

HEX #333333

| identity



Corporate color positive and negative

DO / DON'T

DE RIGO
R E F R I G E R A T I O N

DE RIGO
R E F R I G E R A T I O N

DO / DON'T



Black and white version, positive and negative

DE RIGO
R E F R I G E R A T I O N

DE RIGO
R E F R I G E R A T I O N

| identity

DO / DON'T

DE RIGO
REFRIGERATION

✗ Proportions can't be modified

DE RIGO
REFRIGERATION

✗ Logo can't be rotated

DE
RIGO
REFRIGERATION

✗ Do not split across multiple lines

DE RIGO
REFRIGERATION

✗ Do not apply graphical effects

DO / DON'T



X Do not use on backgrounds that do not allow adequate readability



X Do not inscribe in any shape

| typography

CORPORATE FONT

Source Sans Pro is a modern font with a technological connotation. Its graphic structure follows essential lines and is consistent with the contemporary style of the brand. The large character set ensures a perfect readability on all media and facilitates the graphic hierarchies of standard texts, titles and body copy.

Source Sans Pro LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
-&*#@?!÷+-[()]

Source Sans Pro REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
-&*#@?!÷+-[()]

Source Sans Pro BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
-&*#@?!÷+-[()]

ALTERNATE FONT

The Source Sans Pro font is also available in the webfont version, therefore it can be used without problems even in a web environment. If it is necessary to use a standard system font (eg: communications via email), the use of Arial is recommended.

Arial REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
-&*#@?!÷+-[()]

Arial BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
-&*#@?!÷+-[()]

| corporate image

BUSINESS CARD



DE RIGO
REFRIGERATION

DE RIGO REFRIGERATION srl
Società unipersonale
Direzione e stabilimento
Via G. Buzzatti, 10
32036 Sedico (BL) - Italy

Tel. +39.0437.5591
Fax +39.0437.559300
info@derigorefrigeration.com
www.derigorefrigeration.com

Codice Fiscale, Partita IVA e nr. di iscrizione
al Reg. imprese di Belluno 00063550255
REA BL 36137 - Cap. soc. € 10.000.000 i.v.

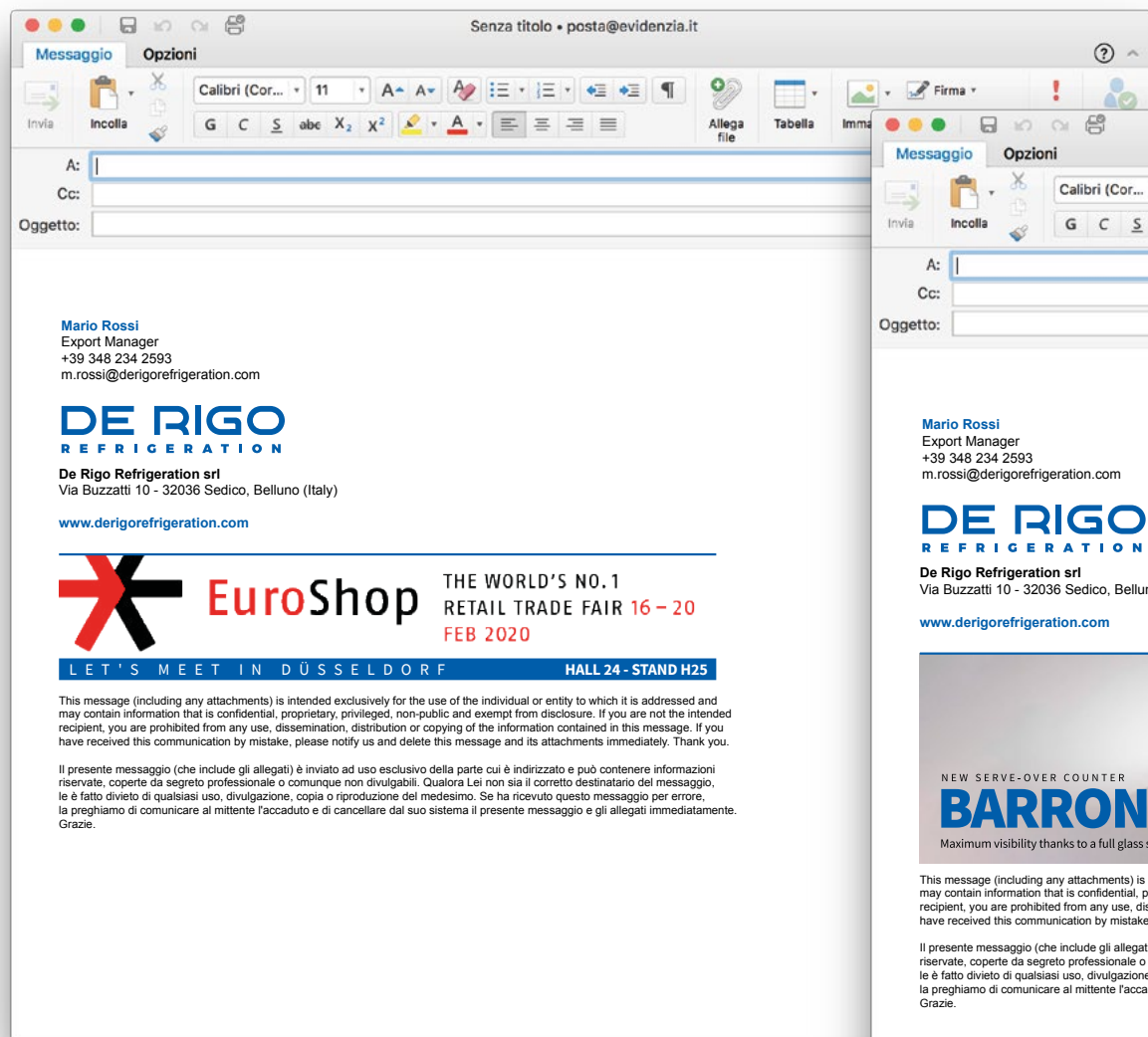
BUSINESS PAPER

DE RIGO
REFRIGERATION

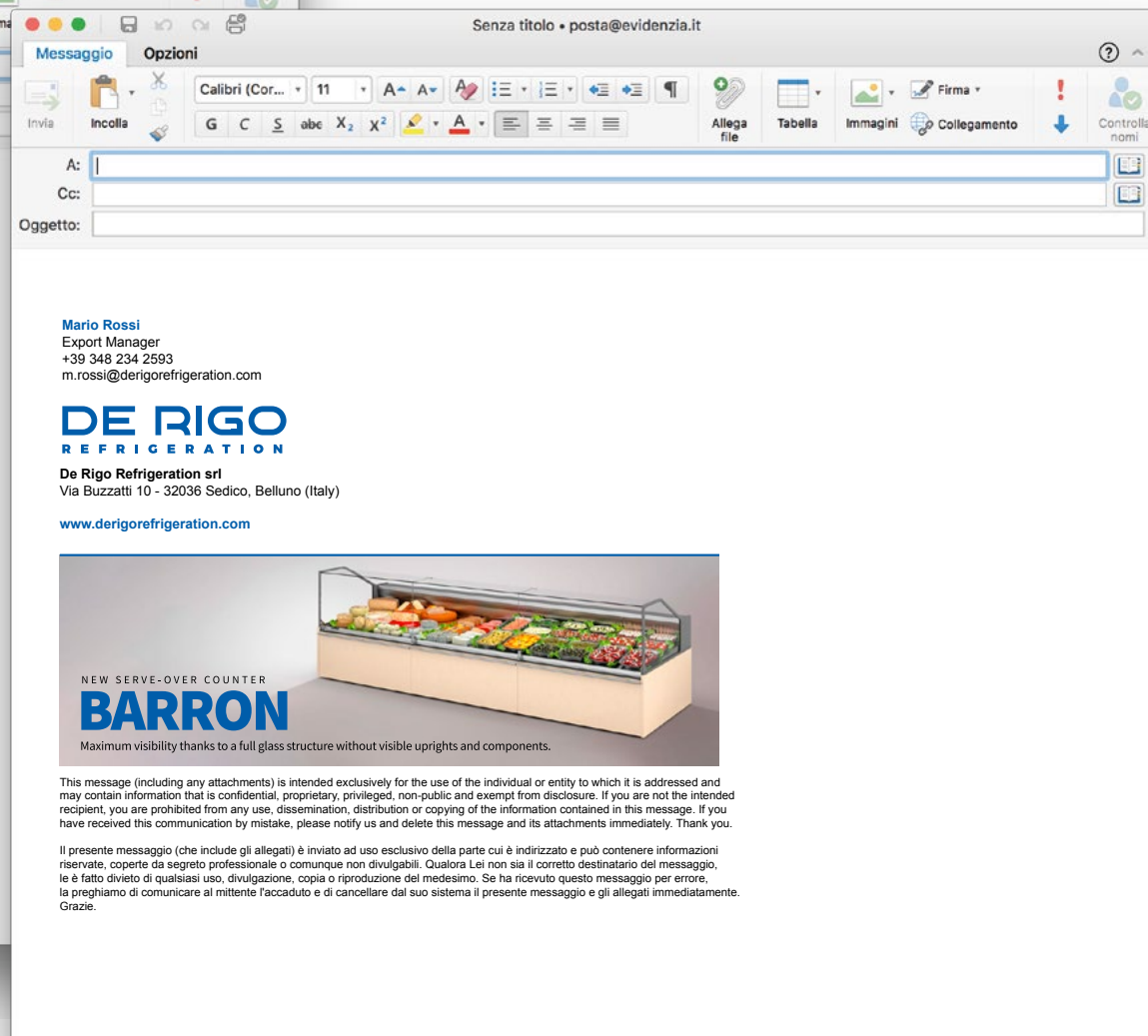
DE RIGO REFRIGERATION srl
Via G. Buzzatti, 10 - 32036 Sedico (BL) - Italy
Tel. +39 0437 5591 - Fax +39 0437 559300
info@derigorefrigeration.com - www.derigorefrigeration.com

ENVELOPE

digital & social



FOOTER EMAIL



LINKEDIN PAGE

The screenshot displays the LinkedIn profile of De Rigo Refrigeration srl. The header includes the company name, location (Sedico, Belluno), and follower count (1.064). A navigation bar at the top offers links to Home, Rete, Lavoro, Messaggistica, and Notifiche. The main content area features a post from the company, dated 4 ore, announcing the expansion of their refrigeration cabinets into Latin America, specifically mentioning the Mega Santamaria supermarket. The post includes a video player with the De Rigo Refrigeration logo. The right sidebar contains an advertisement for Fiera Milano and a section titled 'Pagine simili' recommending other companies like De Rigo and EPTA GROUP.

De Rigo Refrigeration srl
Forniture aziendali · Sedico, Belluno · 1.064 follower

Aggiornamenti

De Rigo Refrigeration srl
1.064 follower
4 ore · Modificato

The successful expansion of De Rigo Refrigeration in Latin America continues. This time, our cabinets flew all the way to the Equator. Indeed, the Mega Santamaria supermarket is a few meters away from ... vedi altro

[Vedi traduzione](#)

DE RIGO REFRIGERATION

DE RIGO REFRIGERATION-Mega Santamaria

Consigliato 3 volte

Pagine simili

De Rigo
Beni di lusso e gi...
5.001-10.000 dip...
+ Segui

EPTA GROUP
Macchinari indust...
1.001-5.000 dipe...
+ Segui

De Rigo Messaggistica

DE RIGO
R E F R I G E R A T I O N

DE RIGO REFRIGERATION srl

Direzione e stabilimento: Via G. Buzzatti, 10 - 32036 Sedico (BL) - Italy

Tel. +39.0437.5591 - Fax +39.0437.559300

info@derigorefrigeration.com - www.derigorefrigeration.com