

Corporate Identity Manual

The guidelines in this basic manual for use of the OLIVETTI logotype must be followed to the letter. Reproduction of the logotype other than according to the indications given here is forbidden.

The logotype: basic elements

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1.1 Logotype

The logotype: basic elements

Thanks to its longevity, visibility and recognition, the Olivetti logotype is the most important symbol of the company, its values and its history.

The logotype is the only form of signature of the Olivetti company. It consists of an original eight-letter design, has been internationally registered and is a trademark in all respects. The Olivetti Communications Division oversees correct use of the logotype.

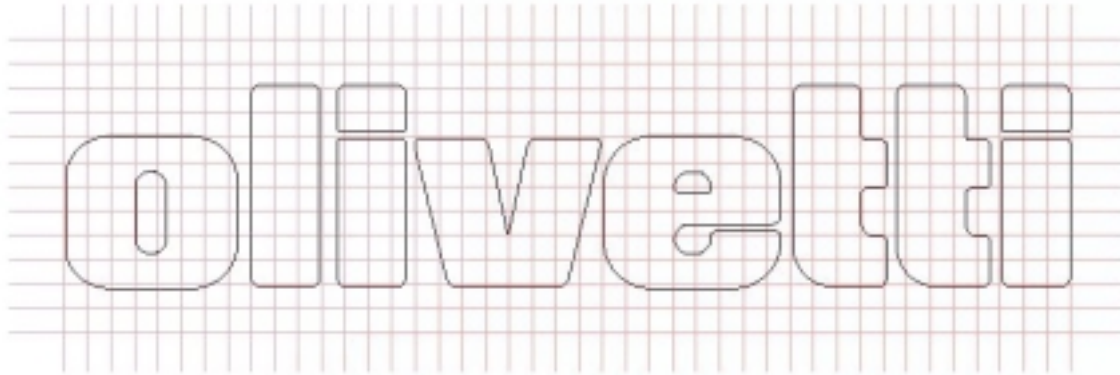
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1.2 Construction of the logotype

The logotype: basic elements

The logotype is constructed geometrically in a graphical grid providing alignments, spacing and radius of curvatures for creation of the individual letters. The ratio of the base to the height of the Olivetti logotype is 5:1. All enlargements and reductions must maintain this ratio.

The proportions given by the parameters in the grid must be maintained at all times when reproducing the logotype.



1.3 Construction of the positive/negative logotype

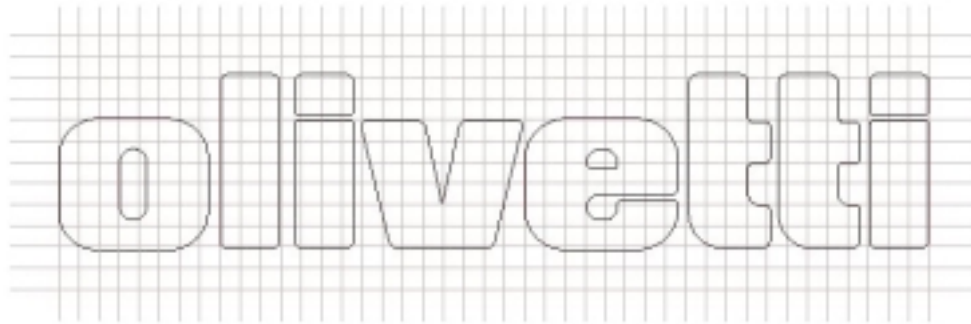
The logotype: basic elements

Compared to the negative version, the positive version of the logotype gives greater emphasis to the individual letters in order to offset the optical effect of luminance.

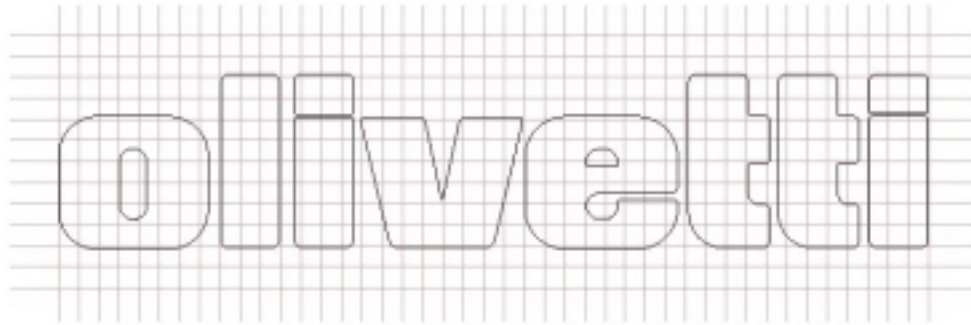
Special attention must be paid to the values of the logotype as a whole when constructing logotypes greater than 8 m or smaller than 20 mm.

The construction grids for the positive and negative versions are provided below.

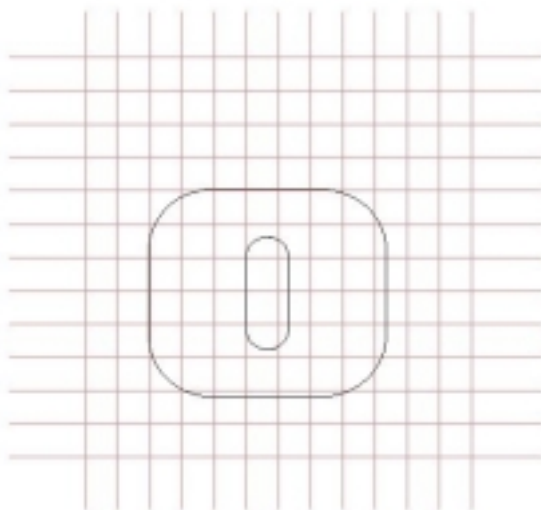
Negative



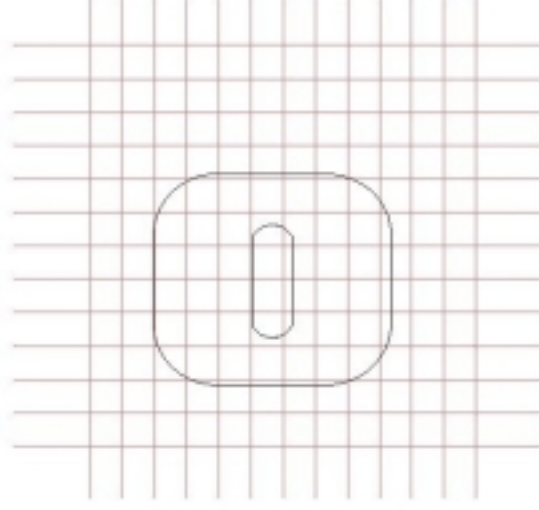
Positive



Negative



Positive



1.4 Border

The logotype: basic elements

To avoid any form of visual interference with other graphical elements shown with the logotype, a border equal to 10% of the length and 35% of the total height of the logotype should always be kept.

The border ensures that the logotype is always clear and easy to read.

Use of the logotype with other trademarks or logotypes in non-institutional situations or contexts must be authorised by the Olivetti Communications Division.



1.5 Colour

The logotype: basic elements

The colour of the OLIVETTI logotype is Pantone Process Blue.

In four-colour printing, this is obtained as follows:

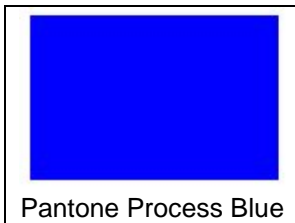
100% cyan, 9% magenta, 61% black.

When using colour, great attention should be taken to ensure correct reproduction.

Instructions are provided for the use of colour in digital environments and on the Web.

Only the Olivetti Communications Division may authorise use of the logotype in chromatic contexts other than those specified above.

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CMYK

C 100%
M 9%
Y 0%
K 6%

Digital

RGB
R 0%
G 150%
B 214%

WEB

HTML Code
#0096D6

1.6 Positive black/white version

The logotype: basic elements

To reproduce a positive black/white version of the OLIVETTI logotype, only the following are allowed:

Black

Black 80%.

A rectangular box containing the word "olivetti" in a bold, lowercase, sans-serif typeface. The text is solid black and centered within the box.

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A rectangular box containing the word "olivetti" in a bold, lowercase, sans-serif typeface. The text is a dark gray, representing 80% black, and is centered within the box.

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1.7 Negative black/white version

The logotype: basic elements

To reproduce a negative black/white version of the logotype, the following must be used:

White

Black 20%



1.8 Use on light-coloured backgrounds

The logotype: basic elements

The logotype may be reproduced in the company colour only if it is used against a white background. On other light-coloured backgrounds, the logotype is reproduced in:

Black

Black 80%



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1.9 Use on dark-coloured backgrounds

The logotype: basic elements

The logotype may be reproduced in the company colour only if it is used against a black background. On all other dark-coloured backgrounds, the logotype is reproduced in:

White

Black 20%



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1.10 Use on backgrounds in the company colour

The logotype: basic elements

If the company colour is used for the background, the logotype may only be reproduced in the following versions:

Black

White



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1.11 Reductions and enlargements

The logotype: basic elements

The size of the logotype may vary as long as the exact proportions between the various elements are maintained. To ensure full legibility, reductions of less than 20 mm should be avoided.

In reproductions larger than 8 m and smaller than 20 mm, the spacing between the letters should be checked to ensure legibility, without modifying the formal values of the logotype as a whole.

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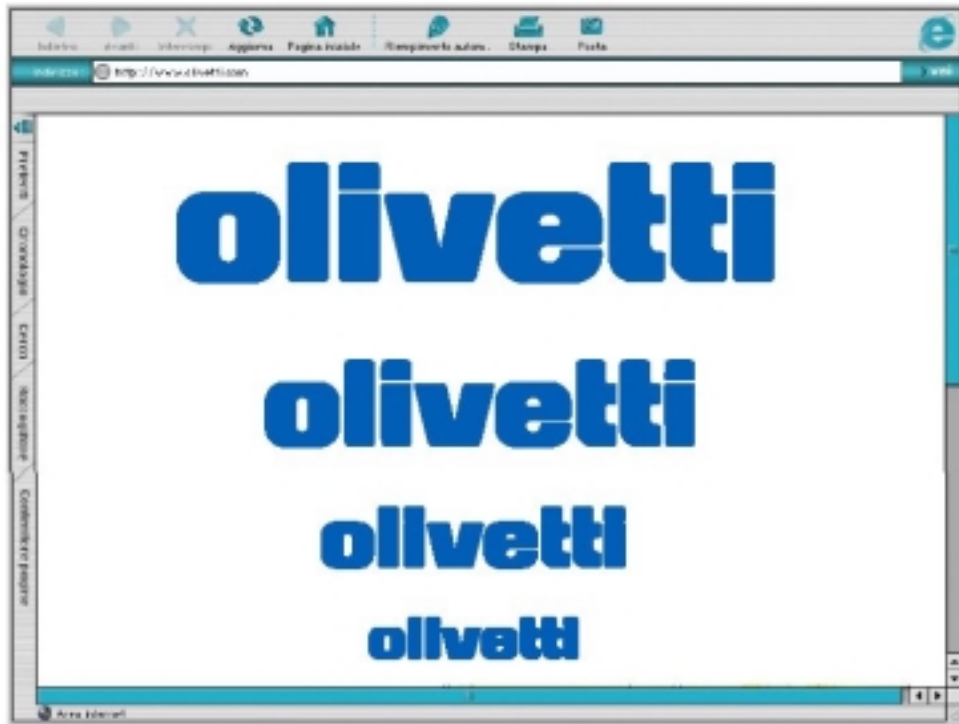
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— 20 mm —

1.12 Minimum reduction for the Web

The logotype: basic elements

The minimum size of the OLIVETTI logotype for the Web is a base of 70 pixels.



1.13 Low enlargement ratios

The logotype: basic elements

A more widely spaced version of the OLIVETTI logotype has been created for special cases, such as low enlargement ratios, where the size of the logotype is less than 20 mm, dry printing, printing on porous media, production of rubber stamps or adhesive tape and all other cases where the medium tends to become distorted.



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— 15 mm —

1.14 Special version – outline

The logotype: basic elements

When the logotype is reproduced on special materials with serigraphic printing, hot-press printing, punch printing, the special outline version may be used to maintain legibility and prevent blurring.

The image shows the word "olivetti" in a bold, sans-serif typeface. The letters are rendered as hollow outlines, which is a special version of the logotype designed for high-contrast reproduction on materials like serigraphic printing or punch printing. The letters are white with a thin black outline, set against a light gray background.

1.15 Incorrect use of the logotype

The logotype: basic elements

The OLIVETTI logotype may never be:

- modified in any way (either lettering or composition)
- an integral part of a text or address
- used partly in positive and partly in negative
- used as a texture
- used on textured backgrounds
- used with shading or with 3D characters
- used with a frame

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