01. Logo
Principle

Open Power dynamism is expressed through the logo gradients. The primary version of the logo should always be applied to convey this, except in the case of functional / technical limitations.

To define which logo to apply where, just follow the decision tree.
The gradient, multi-colored version of the logo is the primary logo. It should be our preferred option in all brand materials.

To provide maximum contrast and legibility it should only be used on white backgrounds, never on black, photography or color.
The small-scale version, which has a simplified gradient, must be used for applications smaller than 20 mm width for print or 50 px height for digital.

This version has better readability in small sizes, while maintaining the same look as the primary logo.
This is a clear area that no other graphic elements can enter. It also helps readability in all applications.

The exclusion zone corresponds to the width of two Cursors and is mandatory.
This version has to be used when a colored background is required.
Logo
Primary logo on colors — Small-scale version

This version has to be used when a colored background is required and the applications are less than 20 mm wide for print, or 50 px high for digital.

It is slightly different from the small-scale version of the Primary logo, since the gradient has to be removed to improve readability.
The monochromatic version has to be used whenever the primary color version cannot be applied, or for special uses on colored backgrounds.
Logo

Logo application on different backgrounds

The white version of the logo has to be used whenever the primary color version cannot be applied, or for special uses on colored backgrounds.

The black version of the logo is used depending on the intensity of the background color.
The white version of the logo has to be used whenever the primary color version cannot be applied, or for special uses on photographic backgrounds.

The black version of the logo is used depending on the intensity of the photographic background.

The Primary logo negative Black version should only be used in the case of light photographic backgrounds to avoid legibility problems. Always prefer the main version over the Primary logo negative Black version.
Logo
Logo application on photographic background

Don’ts
Some examples of incorrect logo application that don’t follow the rules explained previously.
The solid logo should only be used in applications that don’t allow gradients (e.g. hardware applications, where the logo needs to be embossed, engraved or embroidered), or in applications where color and gradient printing is restricted (receipts, faxes, etc).

The solid logo can be used in black, white and colors.
Examples where the solid version can be applied:
- when the logo needs to be embossed (e.g. hardware application)
- when the logo needs to be embroidered or screen printed (e.g. sponsorship materials)
- when color or gradient printing are restricted (e.g. faxes and receipts).
- In case of managing peculiar events followed by media, if television footages are planned, solid Logo is recommended to ensure maximum visibility.
Follow the decision tree to identify the logo you need to use.

The Primary logo negative Black version should only be used in the case of light photographic backgrounds to avoid legibility problems. Always prefer the main version over the Primary logo negative Black version.
Logo
Decision tree —
Digital

Follow the decision tree to identify the logo you need to use.

The Primary logo negative Black version should only be used in the case of light photographic backgrounds to avoid legibility problems. Always prefer the main version over the Primary logo negative Black version.
Logo
Monogram

The monogram logo should only be used in specific circumstances for digital applications:

- Favicon (color version)
- App icon (color version)
- UX element (white version)

When used in a size smaller than 50 px high, the monogram has the simplified gradient, as described for the Primary logo “Small-scale version”.
The resizing, distortion and reinterpretation of individual components or any other alteration of the mark, in applications not defined in the guidelines, must be considered improper.

Don’t use our primary logo on black, color backgrounds or photography.

Only use the specified colors.

No graphic effects should be applied to the logo.

Do not apply kerning to the letters of the logo.

Do not break the logo with hyphenation.

The proportion of the logo must not be altered.

Do not use the logo with different orientations.

Do not use parts of the logotype singly.