



# fondation alta mane

style manual  
terms and conditions for brand utilization



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# Logo

## **a - Fondation Alta Mane Logo - terms and conditions for brand utilization**

is the sole owner and exclusive holder of the 'Alta Mane' brand and its logo.

The 'Alta Mane' brand/logo must be used only with the written authorization of the Foundation and for the sole purpose of distinguishing the initiatives that the Foundation supports.

In particular, the brand must be inserted in all material of an informative nature as well as that used for communication, promotion and/or exhibit and/or dissemination to the public and for all initiatives connected with projects supported by the Foundation, including via the Internet, with the indication that the Foundation is a partner or supporter of the project.

Brand utilization must fully correspond to the technical, graphic and textual conditions laid out in this Manual.

Use of the brand is free of charge and of the duration of the initiative/project supported by the Foundation. After this date, the brand may no longer be used unless expressly authorized in writing by the Foundation.

Alta Mane Foundation reserves the right to revoke brand utilization at any given time should it judge incontestably that the use made is inadequate or contrary to the above provisions. In this case all materials in which the brand was used shall be destroyed and any reference to the brand in illustrative, promotional or publicity materials eliminated, including via Internet.

Any use of the brand different from that provided herein is expressly forbidden, as is any transfer, license and/or authorization, be it total or partial, of the use of said brand to third parties, as well as any modification and/or alteration and/or falsification of the graphics or name of the brand, which must always conform to the technical specifications contained in this Manual.

It is also expressly forbidden to register and, in any case, use brands that are identical or similar for businesses, signs, trade names or company names or other identifying symbols that could give rise to confusion or association with the Alta Mane Foundation brand or any single element of the same.





### **b - Logo : horizontal version**

This is the version to be used when the logo is part of a horizontal layout and/or the name of the Foundation needs to be visible.

In any case, as specified in the chapter concerning the brand font, it is expressly forbidden to use any other typeface associated with the Foundation logo.



### c - Required surface area

The following examples indicate the minimum margins to be respected between the logo and other elements (text, photographs, illustrations and other graphic elements, etc.)



**d - Monochromatic and negative version**





## e - Legibility

The logo is legible also in very small dimensions. It is advised, however, that any smaller dimensions than those indicated not be used either for the color logo or for the monochromatic version.



## Brand Colors

At the base of the visual identity of the Foundation is the use of brand colors, for which we indicate the Pantone code for spot color printing, the conversion values for four color printing (CMYK), RGB values and hexadecimal code for video and web.



PANTONE 200 U - CMYK 11, 93, 69, 2 - RGB 210, 45, 64 - #D22D40



PANTONE 138 U - CMYK 0 42 100 1 - RGB 244,161,0 - #F4A100



## Brand Font/Typeface

### Century Gothic Bold

The name of the Foundation is in Century Gothic Bold always in lower case, using where possible the trademark colors (yellow for foundation and red for alta mane), respecting, in any case, the different proportions of the font.

**fondation**  
**alta mane**

Use of any other font associated with the Foundation logo is expressly forbidden.

# Century Gothic Bold

~~ABCDEFGHIJKLMNOPQRSTUVWXYZ~~

abcdefghijklmnopqrstuvwxyz

0123456789 . , ! ? - \_ : ;

The various versions of the Logo must be requested to:

[secretariat@altamane.org](mailto:secretariat@altamane.org)