

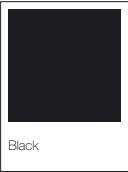


CORPORATE IDENTITY 2015

Monochromatic Logo versions.

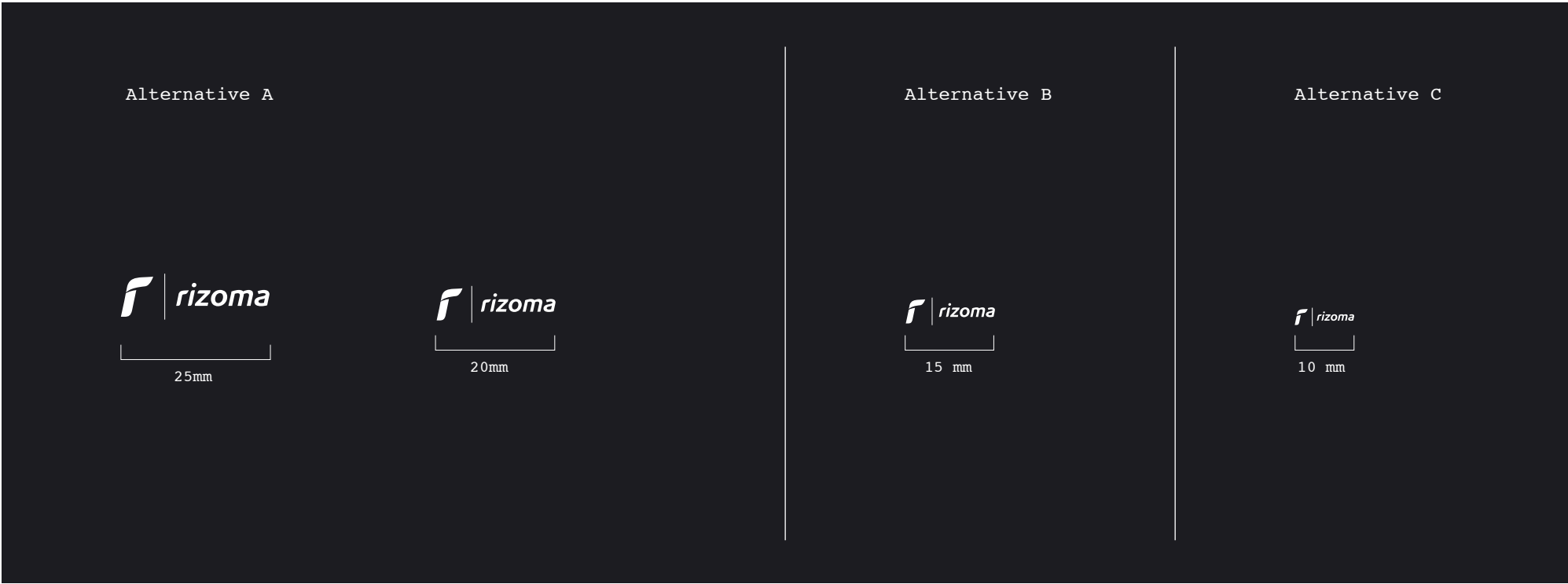
These versions should be used wherever the main versions cannot be used.
Minimum size for this version is 30 mm

Colours.



Monochromatic Logo versions.

In exceptional circumstances, such as application on metal, the logo can be used in very small sizes. In this case alternative versions of the logo must be used, as shown in the grid on the right. Logo should be never used smaller than 10mm.



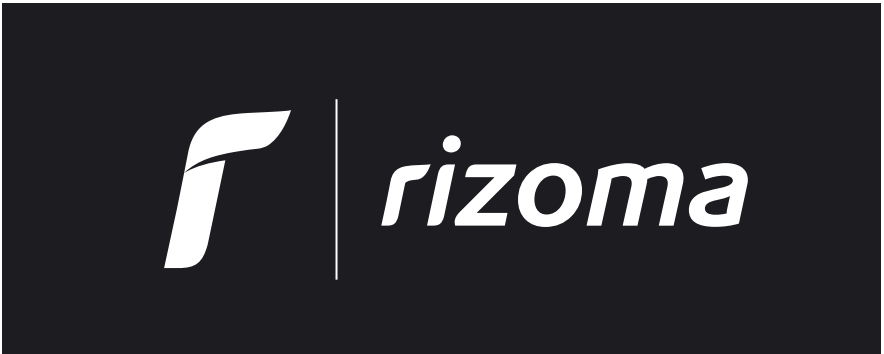
Vertical versions.

Although logo should be used always in horizontal way, it is possible to use a vertical logo in special occasions, such as sponsorship.



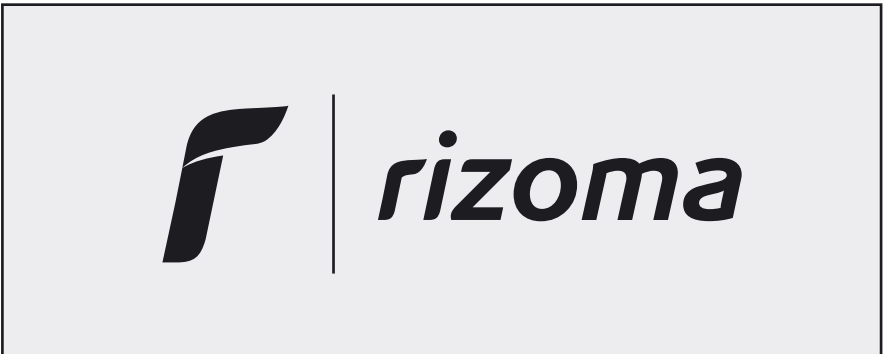
Master Logo background.

The background behind the logo should be black or very dark colour (first and second logo on the left). If the logo sits on an image, the area of respect must be a uniform dark colour (third logo on the left).



Positive Logo background.

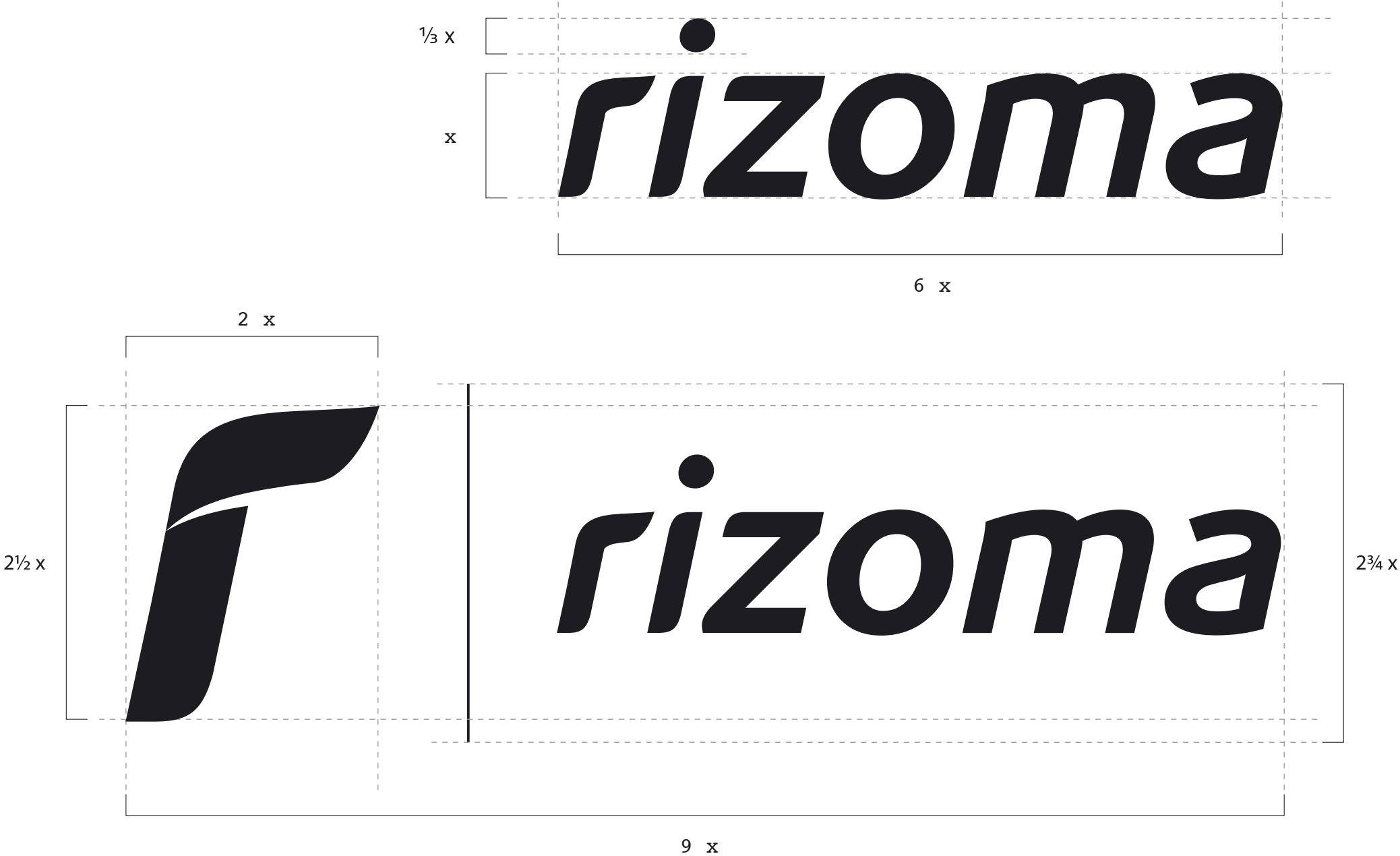
The background behind the logo should be white or very bright colour. If the logo sits on an image, the area of respect must be a uniform light colour.



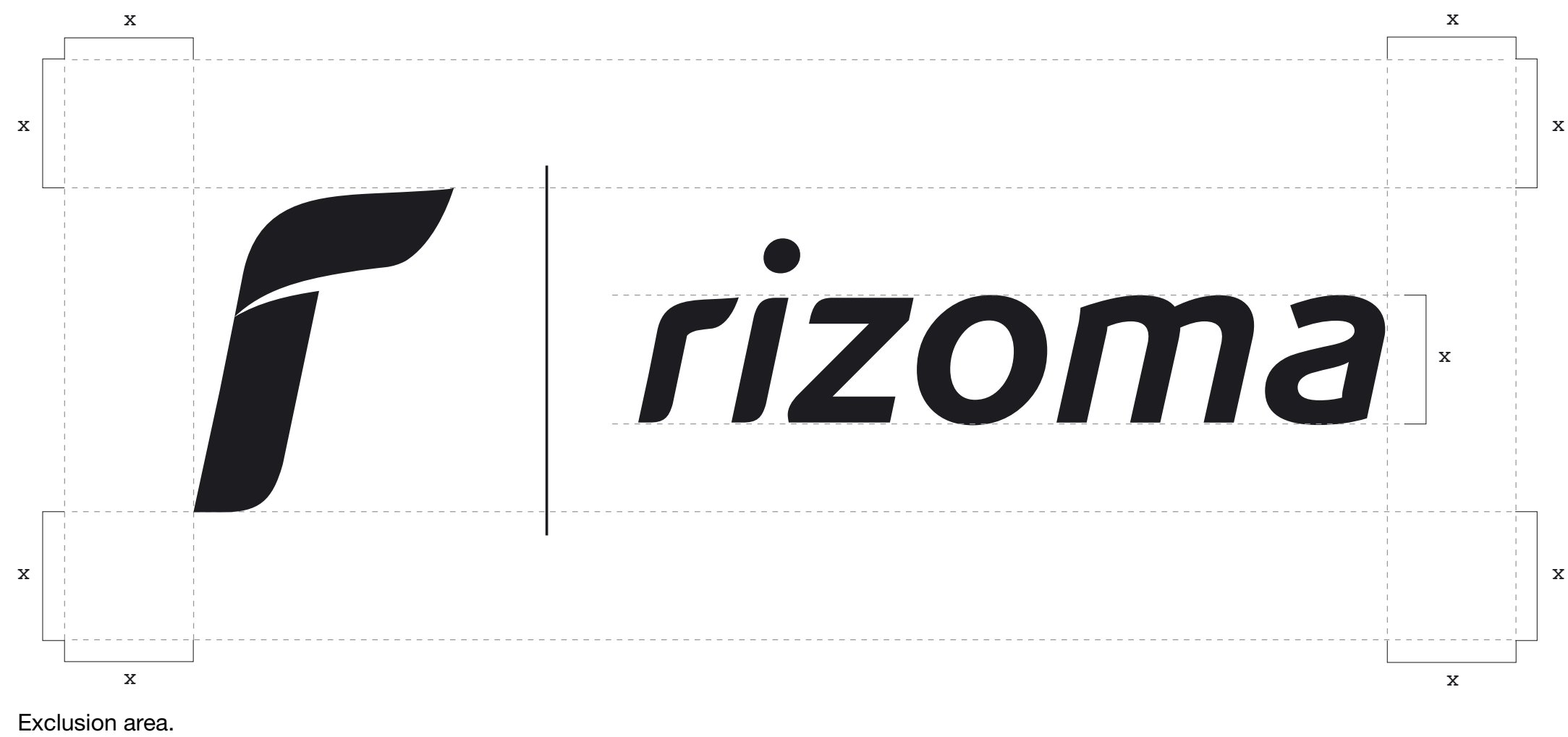
Don't.

The image on the right shows some wrong example of logo application. Logo must be never used in these ways.





Construction grid.



Institutional typeface.

Helvetica Neue has been selected as corporate typeface. Its complete family of weights allows to communicate with great versatility across all formats and media.

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Bold

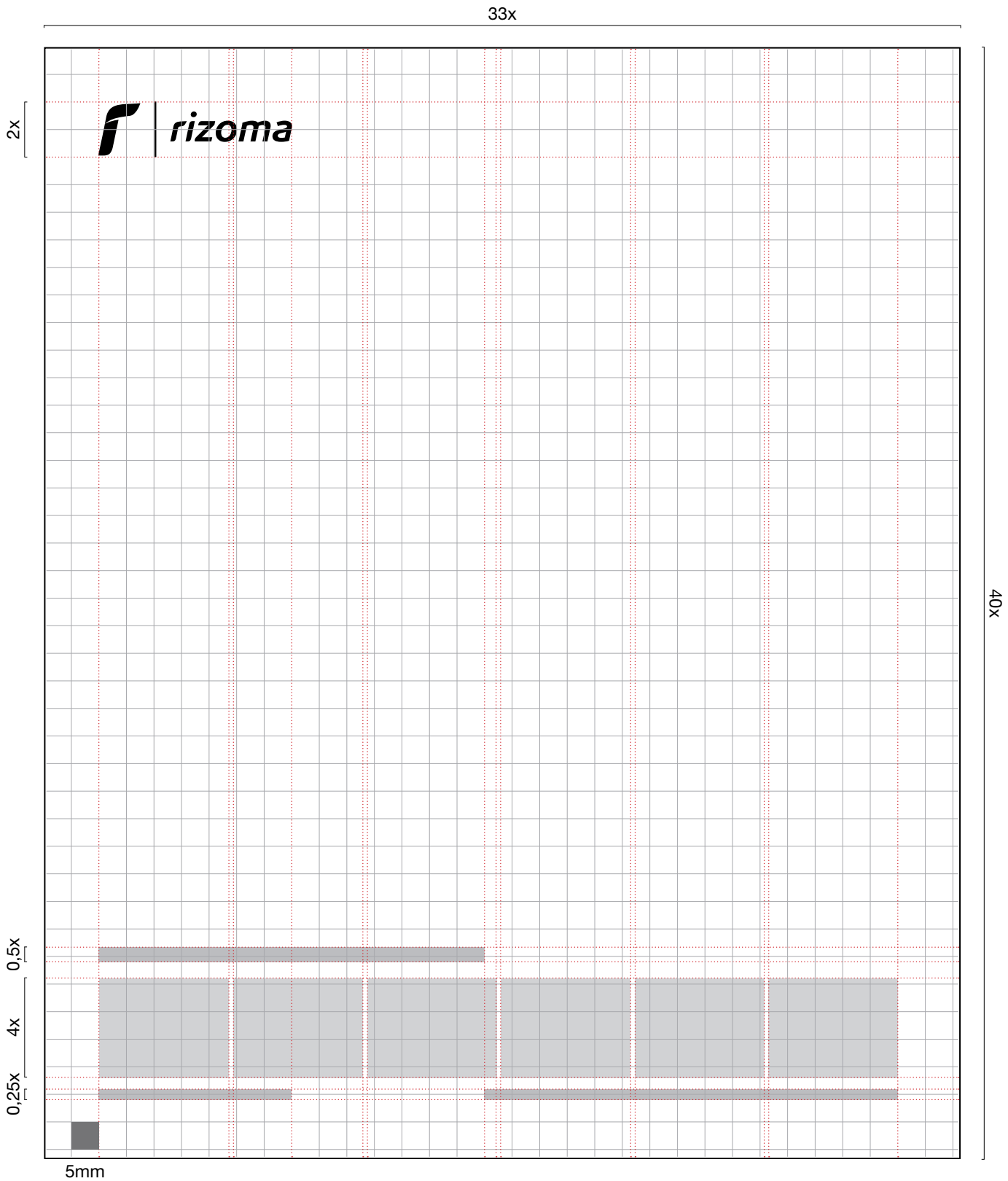
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Helvetica Neue Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890


Format.


Logo must be used in the top left corner, always in negative version. This area must not contain any element, graphic or text, in order to ensure the legibility of the logo. The background behind the logo should be grey or very dark colour. The products images must have a grey background and must be put in the middle of the layout. In the bottom area of the page, must be put six products still-life, the headline. “#IDEASNEVERSTOP” and Rizoma contacts.



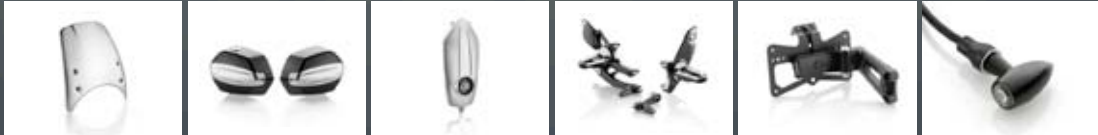
Example.

The image is an example of how to apply the rules described in the previous page.





ACCESSORY LINE FOR **BMW R nineT**



#IDEASNEVERSTOP

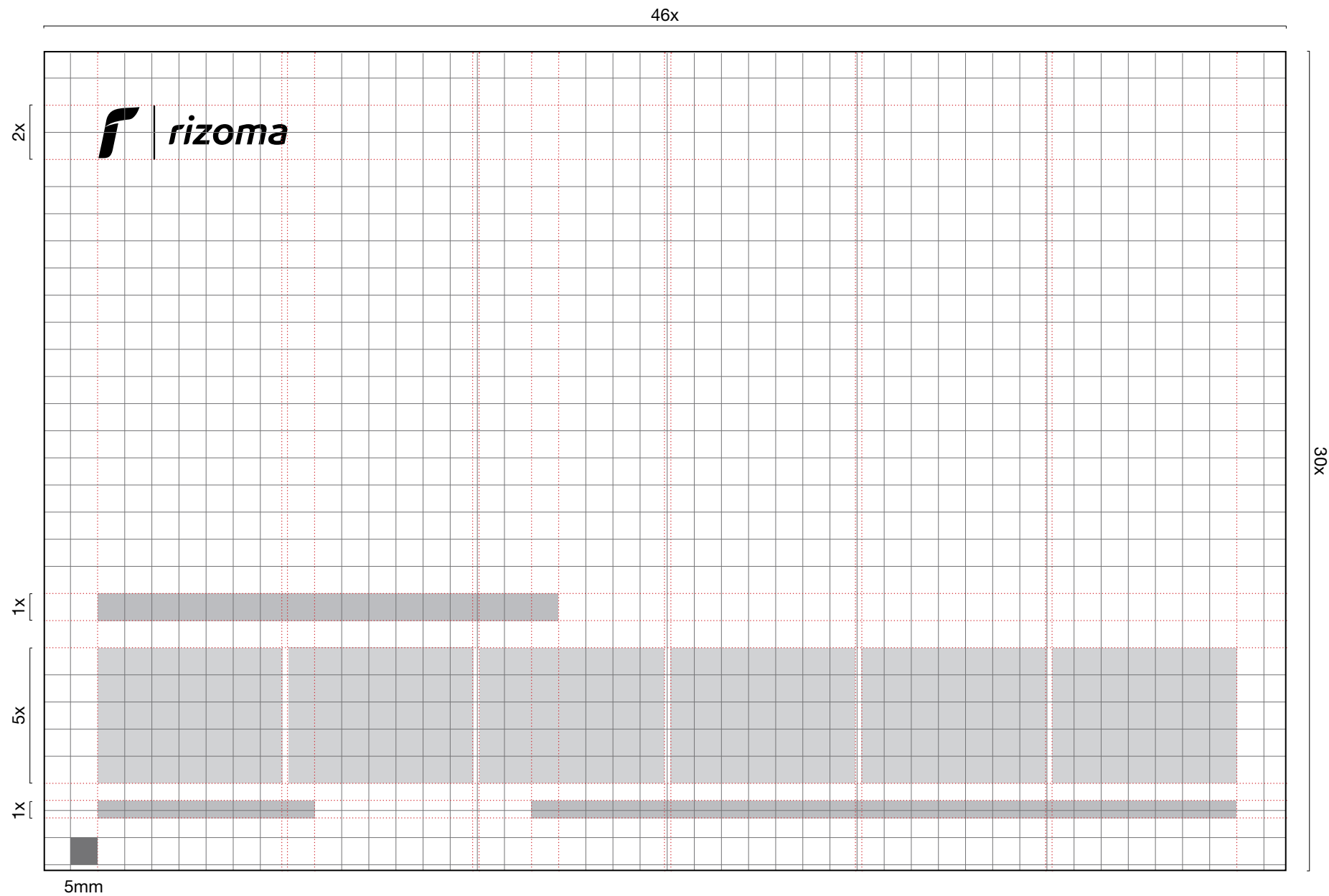
Rizoma Italy | phone +39 0331242020 | info@rizoma.com | www.rizoma.com

Format.

Logo must be used in the top left corner, always in negative version.

This area must not contain any element, graphic or text, in order to ensure the legibility of the logo. The background behind the logo should be grey or very dark colour.

The products images must have a grey background and must be put in the middle of the layout. In the bottom area of the page, must be put six products still-life, the headline. “#IDEASNEVERSTOP” and Rizoma contacts.



Example.

The image on the right is an example of how to apply the rules described in the previous page.



The advertisement features a central image of a BMW R nineT motorcycle in a studio setting. In the top left corner is the Rizoma logo, consisting of a stylized 'r' followed by the word 'rizoma'. Below the motorcycle, the text 'ACCESSORY LINE FOR BMW R nineT' is displayed. Underneath this text is a horizontal row of six small images showing various motorcycle accessories: a front fender, two side mirrors, a rearview mirror, a set of handlebar grips, a set of footpegs, and a tail light. At the bottom left is the hashtag #IDEASNEVERSTOP. At the bottom right is the contact information: 'Rizoma Germany | phone 07141 / 97229-0 | germany@rizoma.de | www.rizoma.com'.

r | *rizoma*

ACCESSORY LINE FOR **BMW R nineT**

#IDEASNEVERSTOP

Rizoma Germany | phone 07141 / 97229-0 | germany@rizoma.de | www.rizoma.com

Format.

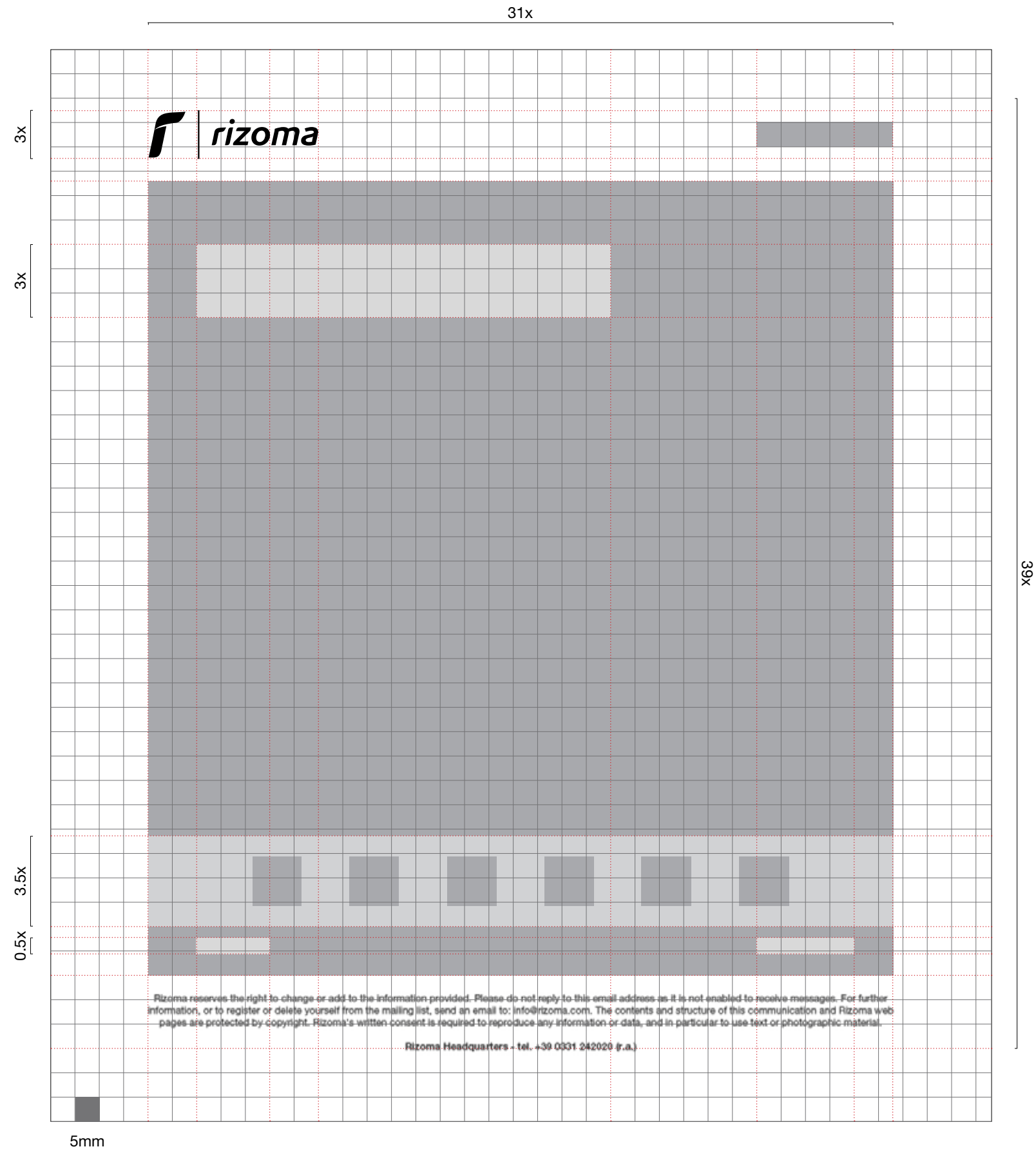
White is the background color. Logo must be used in the top left corner, always in positive version, while, in the top right corner must be used “#IDEASNEVERSTOP”.

Below the logo, must be put the headline.

The products images must have a grey background and must be put in the middle of the layout.

In the bottom area must be used some call-to-action buttons.

At the end of the layout, must be put the the website, social networks links and the footer.



Example.

The image on the right is an example of how to apply the rules described in the previous page.





www.rizoma.com