



Logo book of standards

 **Benelli**®

The goal of brand standards

Who are we? What do we stand for? How do we communicate that? The brand standards book is a guide to the global look and feel of the Benelli brand and its message. The global use of the Benelli logo and the

message must be consistent in order to ensure a strong, recognizable and unified brand.





Logotype/Brand Mark

The Benelli logotype or brand mark is to be considered an uneditable vector art file. Never attempt to retype the name Benelli and use it as a logotype. The Benelli logo must always be shown with a registration mark “®” at

the bottom right of the letter “i”. The space between the trademark symbol is tight but never touching. In certain situations, it may be appropriate to use the Benelli red “box” or the Benelli “In Box” Logo as an accent.

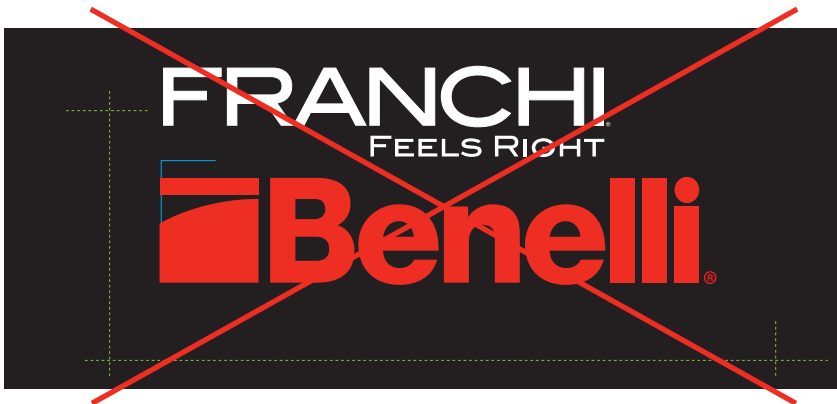


Logotype Clear Space

No type, photos or graphic elements should come closer to the logo than $\frac{1}{2}x$ x-height of the Benelli box. The x-height changes with the scale of the logo. of the x-height of the logo. The x-height of the Benelli logo is based on the



Examples of logos too close to the Benelli logo



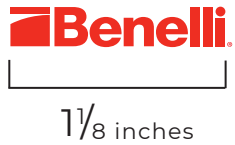


Logotype Size and Proportion

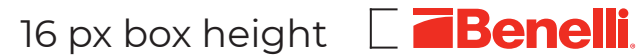
Always use the approved vector art file supplied by the Benelli USA marketing department or website. The Benelli logo should always be kept within the original proportion. Never attempt to retype or scale in a single direction to fit. Always constrain proportions to ensure height and

width are scaled together. The Benelli logo should never be used smaller than $1\frac{1}{8}$ inches wide in any printed material or 16 pixel box height on screen for web.. In addition, jpeg compression should never be less than 50%. Logos should never be up scaled in Photoshop.

logo for use in print



logo for use on the web



Logotype Color

The Official Benelli logo colors are PMS 485 Red.
The CMYK build is: C-0/M-100/Y-100/K-0.
The RGB build is: R-227/G-6/B-19.

	CMYK		RGB
100%	C - 0		R - 227
Process	M - 100		G - 6
Black	Y - 100	PMS	B - 19
	K - 0	485 C	



Benelli®



Benelli®



Benelli®

30%
background
tint



Benelli®

30%
background
tint



Benelli®

60%
background
tint



Benelli®

100%
background



Benelli®

100%
background



Benelli®

100%
background



Logotype Usage Examples



Website landing page



Trade show poster



Print ad



Website slider



Logotype- Incorrect Usage/Guidelines

The following are examples of incorrect usage of the Benelli logo. Do not combine the logo with type to make a new logo. If you are unsure if your

logo or graphic element is too close to the Benelli logo, please contact the marketing department at Benelli USA.



Do not use the red logo on a red background or a background darker than a 60% tint.



Do not use the black logo on a black background or a background darker than 60% tint.



Do not obstruct the logo with any graphic or image.



Do not use the red logo on a red background or a background darker than a 60% tint.



Do not change the color of the logo to other colors than the approved logo colors.



Do not outline the logo or fill it in with a pattern.



Do not change the logo font or recreate the logo in any way.



Do not combine the logo with any other logos.



Do not scale the logo disproportionately.



Do not alter the position of elements in the logo.



Do not scale the logo disproportionately.