



your cooling solutions



Indice

Visual identity	3	Institutional Renderings	18
Logo	3	Application images	19
Architecture	4	Coordinated image	20
Readability	5	Positioning	21
Positive / Negative	6	Business card	22
NEVER to be done!	7	Letterhead	23
Background colour	8	Presentations	24
Background image	9	Email signature	25
Visual Elements	10	Gadgets	26
Colour Palette	11	Graphic Communications	27
Typography	12	Advertising	28
Icon	13	Covers	29
Slogan	14	Page structure	30
Additional Elements	15	Website	31
Image	16		
Institutional backgrounds	17		

Visual identity

Logo

The logo is the core of a brand identity.

Learn about logo elements, variations and how to apply it consistently.



Architecture

The **cosmotec** logo is visually composed of 3 distinct elements, the lettering plus the 2 arrows.

Inherent in the logo is the identity of **cosmotec**, the 2 dynamic arrows connect the 2 'Cs' of **cosmotec** and symbolise the philosophy of Customer Centricity and the offering of an all-round service.



Exclusion Zone



Minimum logo size



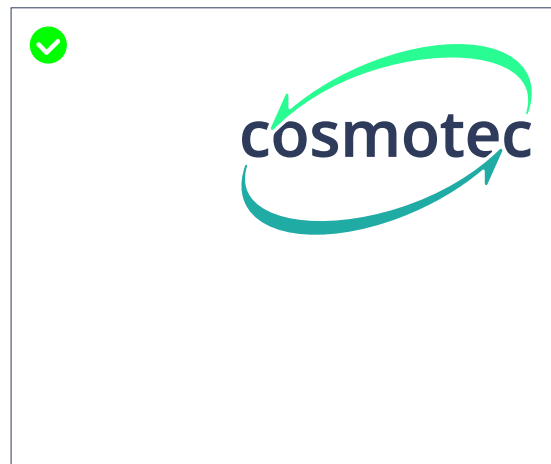
Example

Readability

For proper legibility and prominence of the logo, it must be placed at a "C" from other elements.

The "C" in the logo must be used as a guide for distancing from other elements above, below vertically and to the right and left horizontally.

In addition, the logo must not be smaller than 10 mm or 38 px in order to ensure its correct legibility and recognisability.





Positive in colour



Negative in color



Monochrome **positive**



Monochrome **negative**



Positive / Negative

In the positive version of the logo (on light backgrounds), it is essential that its three original colours are always present. In the negative version, the green tones remain unchanged while the lettering becomes white.

The transformation of the logo into a monochrome version is only permitted when it is not possible to reproduce it in its original form. This ensures that the recognition of the logo is maintained.



✘ Insert partial



✘ Distort or deform it



✘ Using it obliquely



✘ Changing the colour



✘ Using it in 'outline'



✘ Adding writing or elements



✘ Changing the character



✘ Changing the colour scheme



NEVER to be done!

This page gives examples of distortions of the logo that are absolutely forbidden because they are unoriginal and because they deviate from its recognisability.



On a white background



On a blue background



On a light grey background



On a water-green background 15%



On black



Background colour

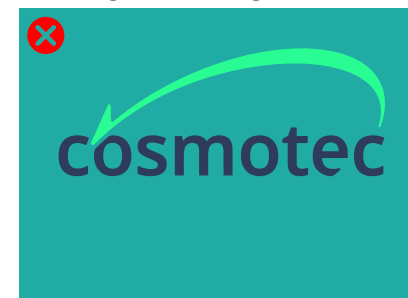
The logo in its original colours can only be used on the following backgrounds: white, navy blue (cosmotec), light grey, 15% teal (cosmotec) and black.

It may not be used on backgrounds of a different colour from those mentioned above under any circumstances.

On coloured backgrounds



On backgrounds of logo colours



On bottoms of other gradations





Background image

The logo in its original colours may only be placed on backgrounds containing images if these allow for optimum legibility and visibility, as shown in the examples on the page.

It cannot therefore be placed on backgrounds that are too bright and contrasty.

Images can be darkened using a blue filter from **cosmotec** in transparency to ensure that they stand out correctly.

Visual identity

Visual Elements

Elements such as colour palette, typography and iconography help to build a consistent brand environment.

These elements help customers recognise our brand even if the logo is not present.

Colour Palette

Primary colours

NAVY BLUE (#2e3b5b)

Navy blue, which in communication conveys security, was used to symbolise our professionalism and reliability. It is also the colour that best symbolises technology.

WATER GREEN (#21aba5)

Green is not only a reminder of the origins of our image, but also highlights our focus on environmental sustainability, underlining the fact that **cosmotec** is continuously striving to anticipate market changes.

FLUO GREEN (#29fc92)

It is a colour that, in addition to being suitable for digital communication, stands out and, in contrast to the navy blue, gives a pleasant luminous effect that is easy to remember and therefore easily imprinted in the viewer's mind.

WHITE

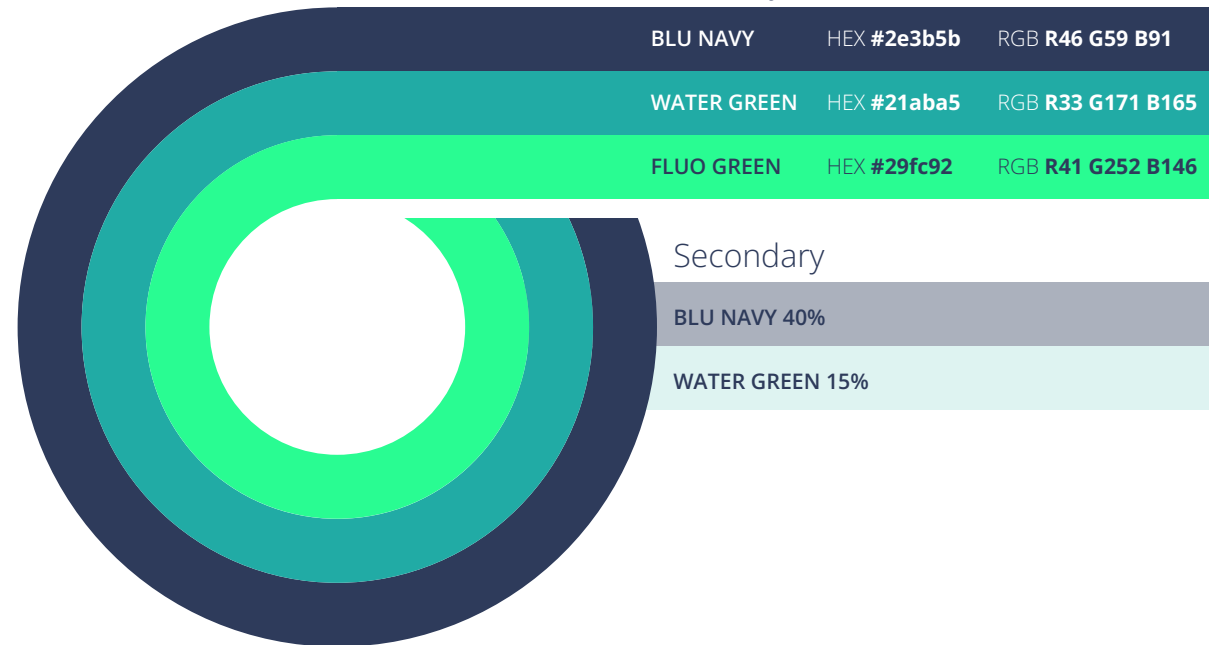
With its cleanliness and clarity it emphasises the transparency of our solutions. Also to be used in the logo in the case of dark backgrounds where the blue blends in.

Secondary colors

These colours offer flexibility when a wide variety of elements need to be presented. They should be used to accentuate the primary palette, never be dominant.

WATER GREEN 15% shade
NAVY BLUE 40% shade

WEB Colours



Colori STAMPA

BLU NAVY	CMYK C100 M45 Y0 K64	PANTONE 540C
WATER GREEN	CMYK C75 M5 Y40 K0	PANTONE 3262C
GREEN	CMYK C55 M0 Y70 K0	PANTONE 802C
BLU NAVY 40%		
WATER GREEN 15%		



Open Sans Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMANÑOPQRSTUVWXYZ

0123456789 '?!" (%) # @ / & < - + ÷ × = > \$ € : ; , . *

Open Sans Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMANÑOPQRSTUVWXYZ

0123456789 '?!" (%) # @ / & < - + ÷ × = > \$ € : ; , . *

Open Sans Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMANÑOPQRSTUVWXYZ

0123456789 '?!" (%) # @ / & < - + ÷ × = > \$ € : ; , . *

Open Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMANÑOPQRSTUVWXYZ

0123456789 '?!" (%) # @ / & < - + ÷ × = > \$ € : ; , . *

Open Sans ExtraBold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMANÑOPQRSTUVWXYZ

0123456789 '?!" (%) # @ / & < - + ÷ × = > \$ € : ; , . *

Typography

OPEN SANS, a font optimised for readability across print, web and mobile interfaces, was chosen as the official institutional typeface.

It is a universal font, it is a free Google font, which can therefore be used by everyone safely, ensuring consistency between all the company's various communications in every department.

Corporate values icons



Application icons



Other' icons



Icon

Icons are essential graphic elements. Icons can help improve usability issues or give a strong message in a manner consistent with **cosmotec's** visual identity.



Correct positioning with respect to the logo



Slogan

The slogan 'your cooling solutions' contributes, together with the other elements of the visual identity, to communicating the **cosmotec** philosophy in the best possible way.

The slogan can and must therefore accompany the logo in almost every appearance.

If it is to be placed alongside the logo, it must be placed below it at a distance of one 'C' and with a width that does not exceed that of the **cosmotec** lettering.

It must always be in the font Open Sans Light (or regular if necessary for better visibility) Italic and all in lower case.

It must be printed in **cosmotec** navy blue or white if printed on dark backgrounds such as blue.

Incorrect positioning with respect to the logo



Additional Elements

As a reinforcement of **cosmotec**'s visual image, a dynamically shaped element was created, echoing the arrow pattern of the logo, to be placed either in the bottom right-hand corner of the communication medium or as a 'cut-out' between 2 elements (see example covers on page <LN>).

It further contributes to the recognisability of the image by reinforcing its identity and giving it a fresher, more dynamic appearance if used moderately and tastefully.



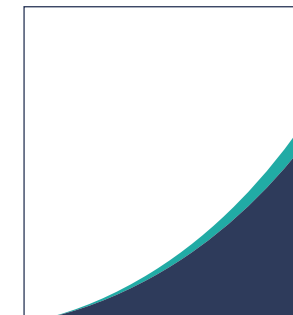
✘ Position it in other ways



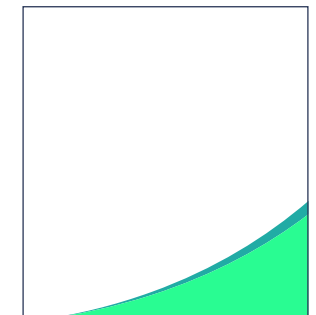
✘ Position it in other ways



✘ Changing the proportions



✘ Doing it in other colours

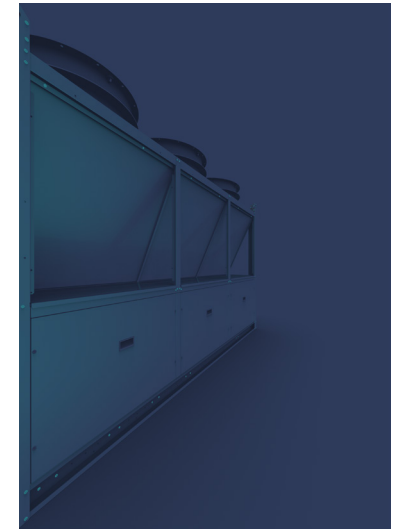
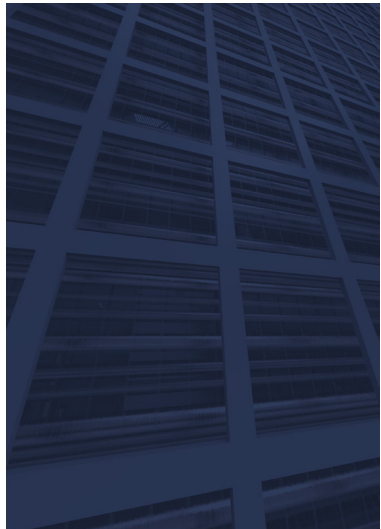


Visual identity

Image

Our images identify our target audience, but also add value and further develop our brand.

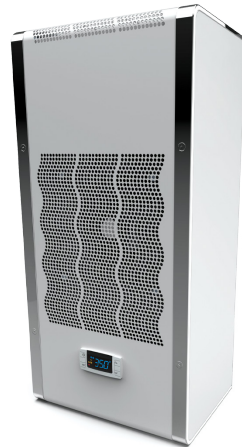
Used correctly, they are an important tool that helps to establish an appropriate style, create a well-defined identity and engage the customer.



Institutional backgrounds

This page shows some unrealistic perspectives of certain parts of **cosmotec** machines in navy blue and teal.

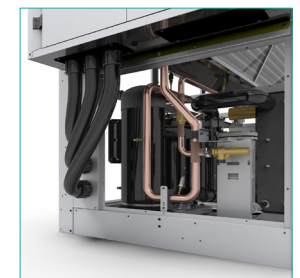
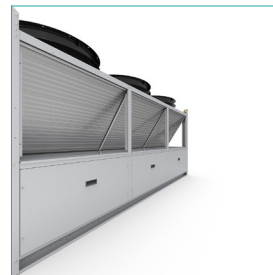
These can be used in a variety of ways: as an outline for other content to make advertisements, covers, etc. more attractive and impressive.

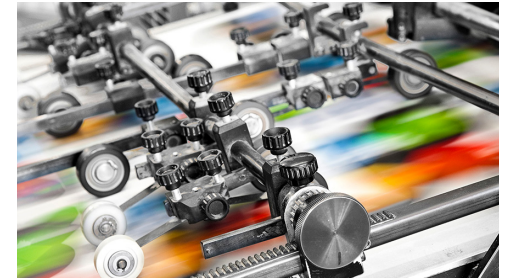


Institutional Renderings

To ensure maximum attractiveness and visual impact, all our renderings must be executed with a keen eye for detail, from lighting to the arrangement of elements. Each product should be rendered accurately, with particular attention to sharpness and vivid colours.

In addition, it is essential that all our renderings are left-facing. This choice is not accidental; the uniform orientation towards the left creates a visual cohesion between our products, helping to consolidate the brand identity.

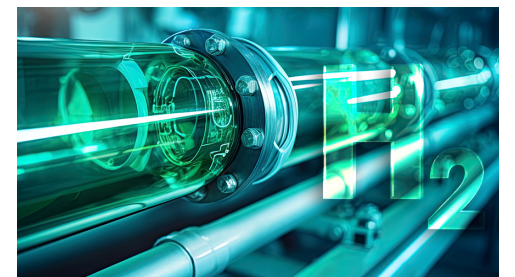
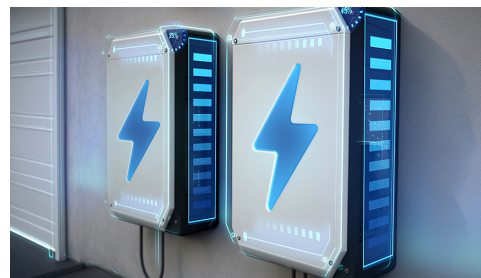




Application images

cosmotec's sector images, one for each application, are distinctive and representative elements of our brand. It is essential to use them consistently and uniformly in all corporate communications. Images must maintain the same shape, size and visual integrity to ensure a strong and recognisable visual identity.

Following these guidelines ensures consistency and professionalism in the corporate image, emphasising **cosmotec's** values and objectives.



Visual identity

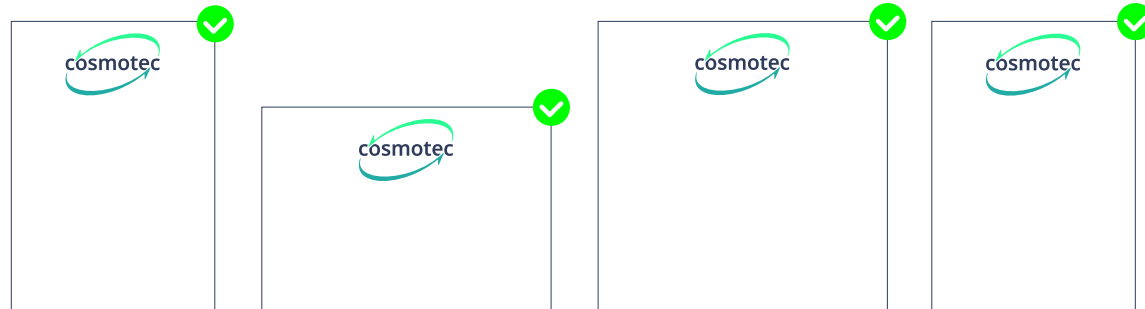
Coordinated image

How to set up correct graphic communication starting with the positioning of the logo, payoff and all the elements that make it up in order to create an image that is always consistent with itself and the company.

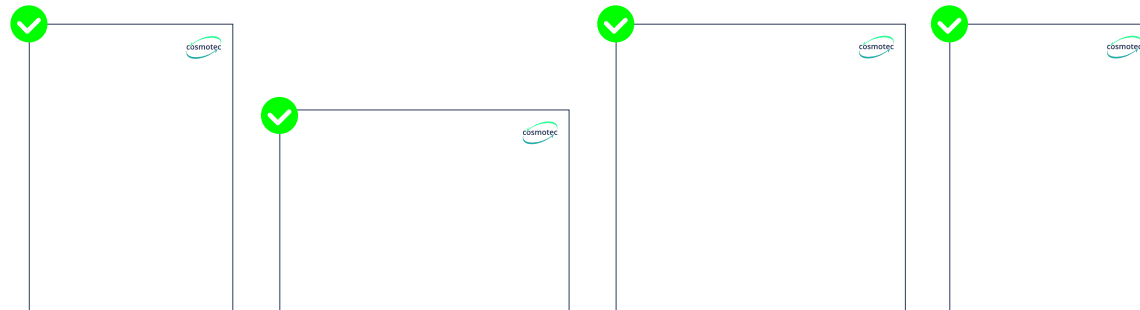
Setting up business cards, letterheads, presentations etc...



Main pages (covers, advertisements...)



Secondary pages (internal pages, presentations, documents...)

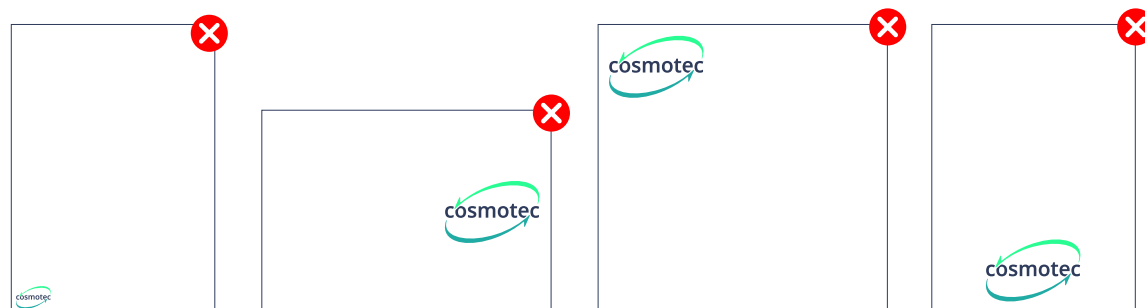


Positioning

The positioning of the **cosmotec** logo is crucial to maintaining visual consistency in all our communications. Carefully following the guidelines in the reference image is essential to ensure a uniform and recognisable corporate image.

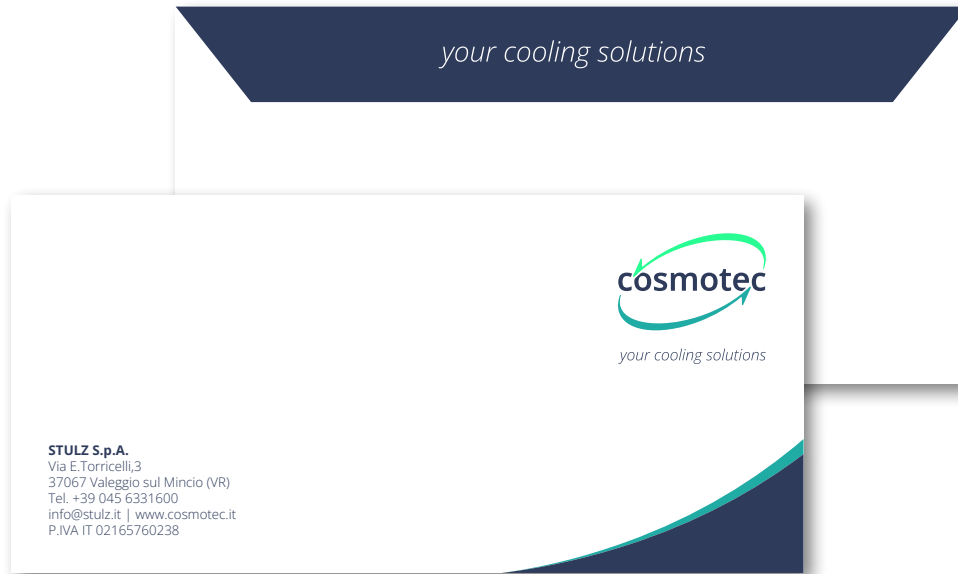
This consistency in logo positioning contributes to strengthening brand identity and consolidating the trust of our stakeholders.

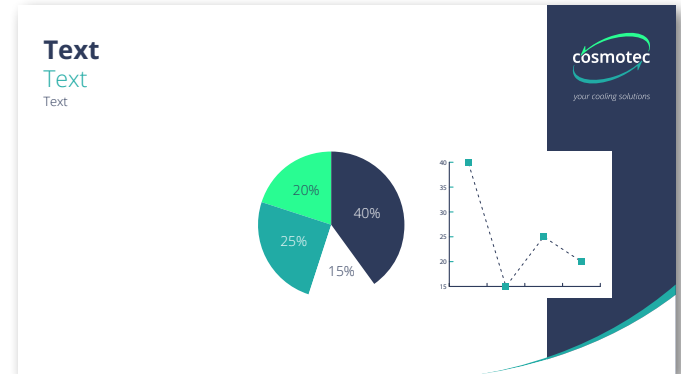
Not to be done





Business card

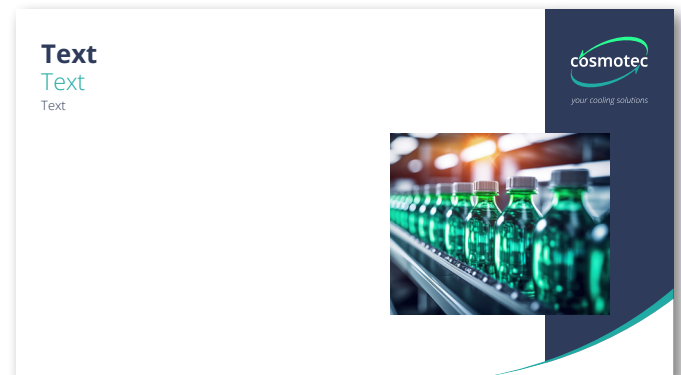


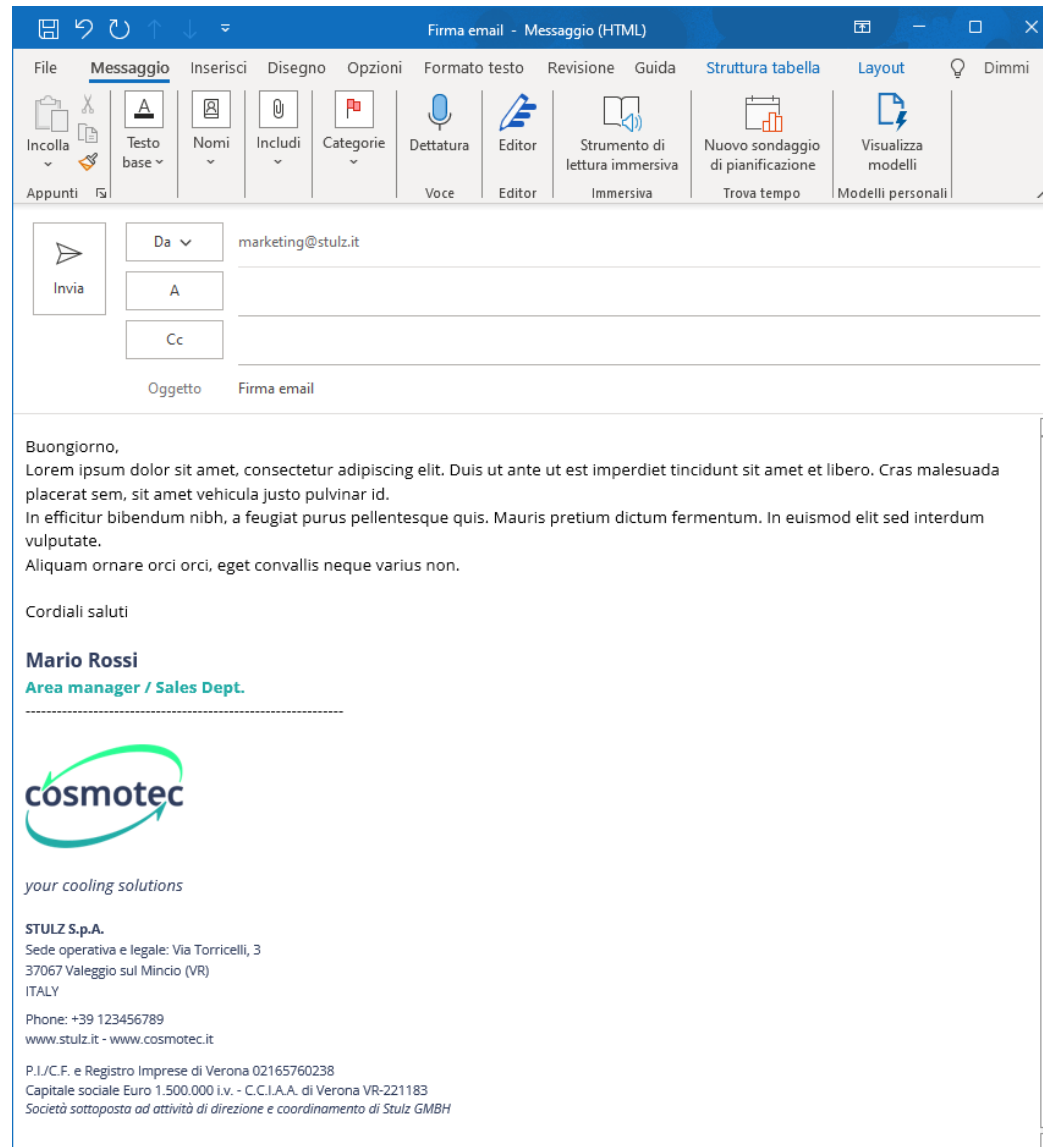


Presentations

cosmotec's corporate presentations follow a defined style, framed by a predefined template, which is essential to maintain consistency and respect the brand image.

This uniform design reflects the corporate identity and values, ensuring a professional impression on every occasion.







Gadgets

cosmotec's gadgets must reflect the institutional style, using the predominant corporate colours and presenting the logo in its entirety and in the correct colours.

It is essential that the gadgets conform to each other, maintaining visual consistency and representing the professional and unified brand image.

Visual identity

[Graphic Communications](#)

All the guidelines of the brand book find their maximum expression in the graphic communications intended for the public, which must be followed consistently in order to improve brand equity in the market.



Advertising

Shown here are examples of display communication materials such as roll-ups and flags, all created in keeping with **cosmotec's** corporate image.

These tools faithfully represent the brand's aesthetics and values, offering an effective way of promoting our corporate identity at trade fairs and events.



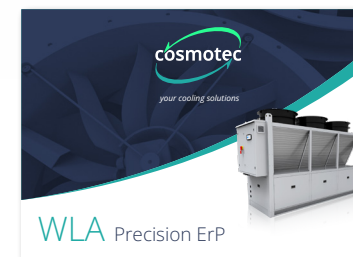
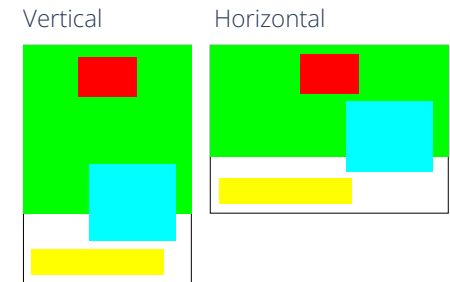
Covers

The images presented on this page are an example of the structure that the covers of catalogues, brochures, product sheets and other corporate materials should follow.

These visual templates offer a clear and cohesive indication of how to present our products and services effectively and professionally in the various communication media.

Below is a summary representation of the rules to be respected:

- Logo
- product image
- Emotional image
- Product name or title





Character size

Title

Bold 28pt

Headline

Light 20pt

Subtitle

Bold 14pt

Introductory content text

Light 11pt

Content text

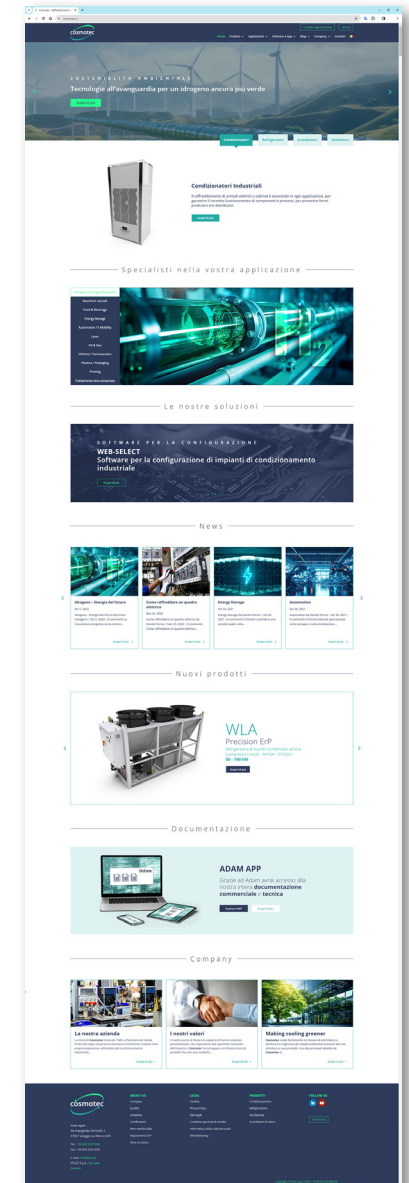
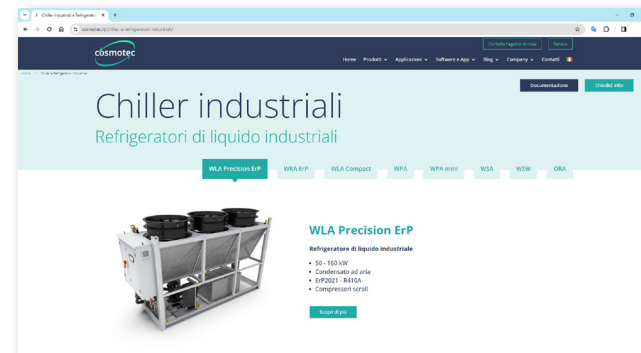
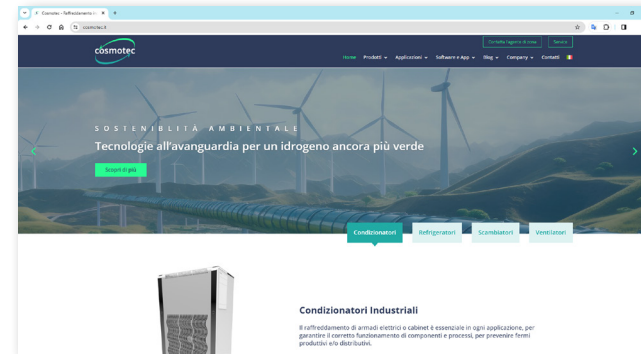
Light 9pt

Page structure

Each page must adhere to precise rules to maintain brand identity. From the arrangement of the content to the tone of voice, everything must be uniform. The page structure must also always be clear and clean.

This consistency ensures a consistent experience for customers and reinforces the brand message.





Website

On the page is a preview of the **cosmotec** website, developed in line with the brand book guidelines.

This website not only communicates professionalism through its consistent design, but is also optimised for a variety of devices, ensuring an engaging and accessible experience for a wider audience.

For any request, need or doubt
please contact us by email
at marketing@stulz.it

Our team is available to assist you and
provide you with further clarification on how to use
effectively our brand guidelines.



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