

Visual Identity Manual



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1. INTRODUCTION

This manual aims to guide technically the use of the Cavaletti brand and its complementary materials, such as images and seals.

It is essential that all the instructions contained in this document are strictly observed to ensure the quality of construction and maintenance of the Cavaletti Professional Seating Visual Identity standard.

If you have any queries regarding the use of the information contained in this manual, please contact

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2.CONCEPT

Professional Seating is a consolidated, dynamic and modern company.

Its visual identity represents these attributes through its shape and color.

The square format, contemporary typography and geometrical composition portray solidity, precision and professionalism, while the red color evokes the dynamic and human spirit of Cavaletti.



Symbol

PROFESSIONAL SEATING

Decoder

3. SIGNATURE VERSIONS

MAIN SIGNATURE

This is the standard and highest priority version. It is constituted of the word Cavaletti in White superimposed on the red quadrangular shape with the decoder "PROFESSIONAL SEATING" in gray, located right below. The standard version must be applied on a white background.

SIGNATURE WITHOUT DECODER

This version does not have the decoder "PROFESSIONAL SEATING" and cannot have the symbol of "registered", depending upon the occasion.

It is intended for application on the CAVALETTI products and in cases in which it shows clearly the association with the product. It must also be used when there are great reductions of the brand and the decoder becomes illegible

Main signature:



Signature without decoder

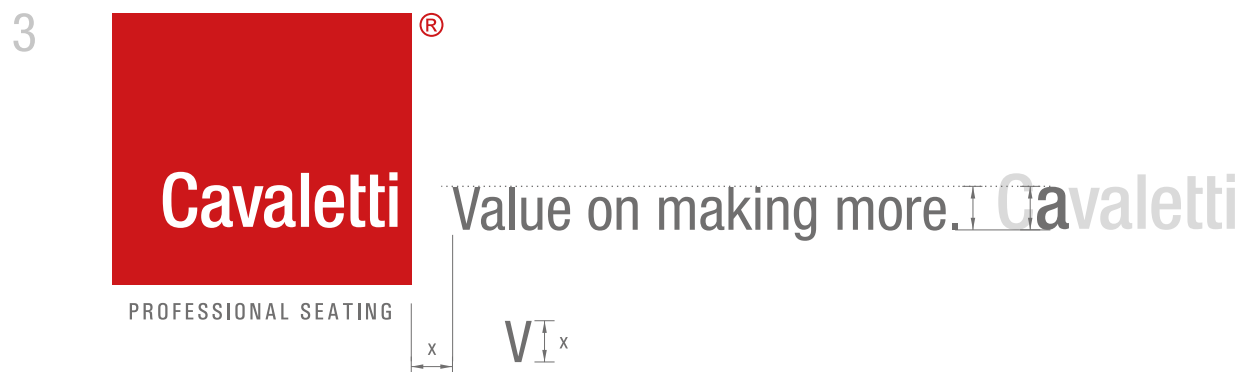
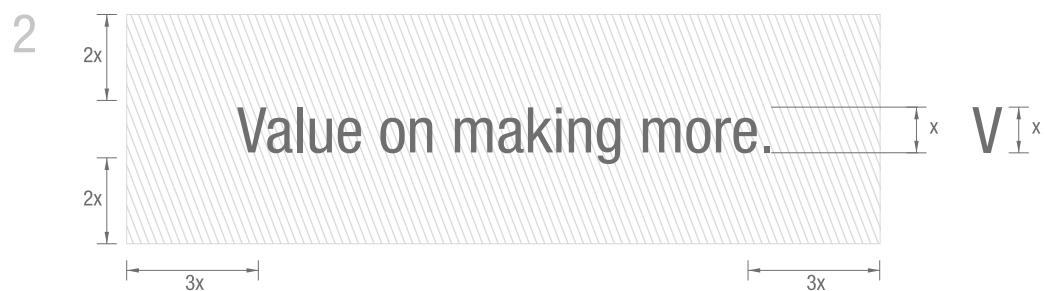
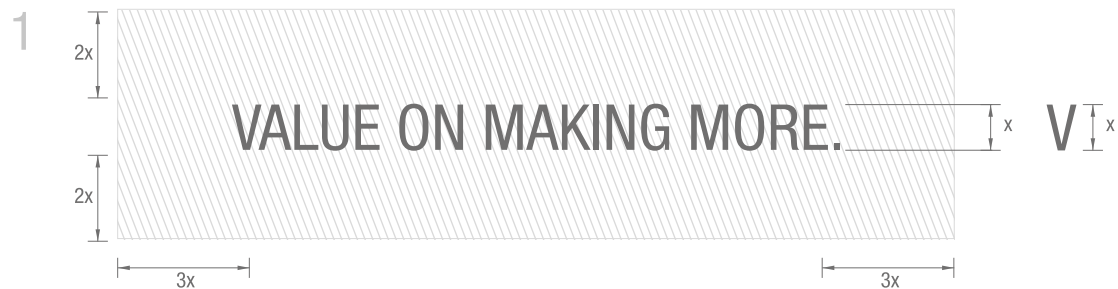


4. SYNTHESIZED PHRASE (SLOGAN)

The synthesized phrase of the brand "Value in doing more" can be used in 3 ways:

1. Alone in uppercase;
2. Alone, in lowercase, except for the first letter;
3. Beside the brand in lowercase, except for the first letter.

The phrase must always be written in font Helvetica-57 Condensed and follow the spacings and areas of protection indicated at the side.



5. CHROMATIC STANDARD

The true reproduction of the colors is an essential item to ensure the consistency of the brand image.

Always check the accuracy of the tonalities comparing them with a Pantone* scale.

*PANTONE is a trademark of Pantone Inc

	RED	GRAY	LIGHT GRAY
PANTONE	1797 C	Cool Gray 9	Cool Gray 4
CMYK	15 100 100 0	0 0 0 70	0 0 0 40
RGB	150 20 20	93 93 92	150 149 148
WEB	#CC0000	#666666	#999999
TISSUE	Santanense - Unitex 207 TN	Santanense - Unitex 200 TN	Santanense - Unitex 210 TN
AUTOMOTIVE	Volks - Vitória II 98	Ford Dark Gray 98	Volks Color Premier - Gris I 98
ADHESIVE	3M - BR 6300-43	3M - BR 6300-51	3M - BR 6300-61
BUILDING	Suvinil - L137	Suvinil - L157	Suvinil - L159
FORMICA	Cordial Red L 101	151 Prottan	L139 Platinum
WOOD	Renner - Sayerlack 190	Revver - Sayerlack 130	Revver - Sayerlack 133
PLASTIC	Pantone Q150-1-1	Pantone Q716-2-3	Pantone Q716-1-5

6. TYPOGRAPHY

TYPOGRAPHIC STANDARD]

The standard typographic font of the visual identity of Cavaletti is Univers Condensed. Besides the application of the brand, the use of this typography is also foreseen for short texts, as addresses of institutional paperwork, texts of forms, ads, etc.

For extensive texts on printouts as folders and larger ads use Helvetica57-Condensed

FOR ELECTRONIC MEANS

In long texts of small characters transmitted by electronic means - as email and site - use the typographic font Verdana, chosen for its excellent reproductive performance on monitors. In the cases of texts of a large font, as titles and texts of a Power Point slide, apply the previous rules, in accordance with each situation.

FOR TEXT EDITOR

For letters and documents, use font Arial Narrow.

Univers Condensed (for short printed texts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica57 - Condensed (for extensive printed texts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Verdana (for electronic media)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Narrow (for letters and internal documents)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

7. BRAND REDUCTIONS

The minimum size of the brand in its standard version must be 2.5 cm in width. In a smaller size than this, the brand may have its legibility impaired.

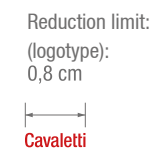
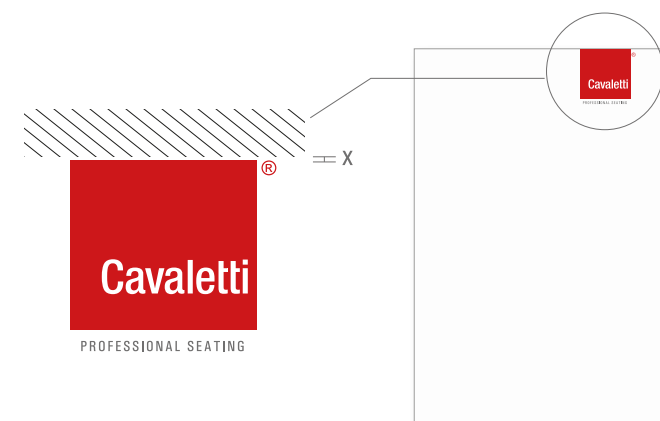
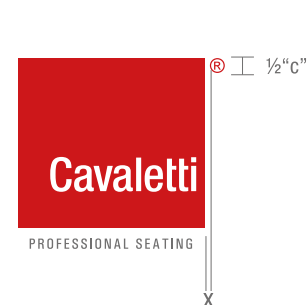
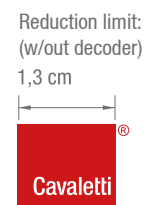
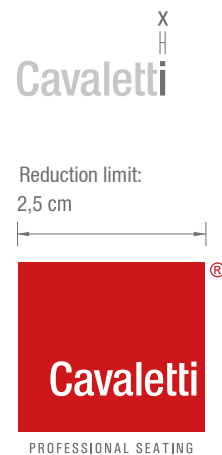
If it is necessary to apply the brand in a size smaller than 2.5 cm, use it in the version without the decoder "professional seating", being able to be reduced to 1.3 cm in width or the logotype version which can be reduced to 8mm in width.

The minimum size of the trademark symbol shall be 1.5 mm in diameter and the maximum size half the height of the letter "C" of cavaletti (except in the reduction version less than 2.5 cm).

The trademark symbol shall be aligned by the top and preferably positioned to the right of the brand, at the distance referring to the letter "i" of cavaletti.

In the case of the brand being applied indented (touching at the edge) by the top, the trademark symbol shall be at a distance on average equal to the width of the letter "i" from the top of the brand Cavaletti.

If the brand is applied indented on the right, the trademark symbol shall be used on the left side.



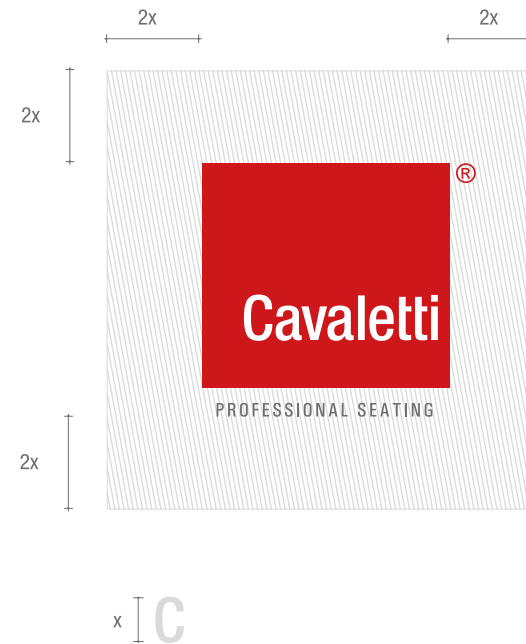
8. BRAND PROTECTION AREA

To ensure the integrity and legibility of the brand, the area surrounding it must be free of any elements, as drawings, photos or texts.

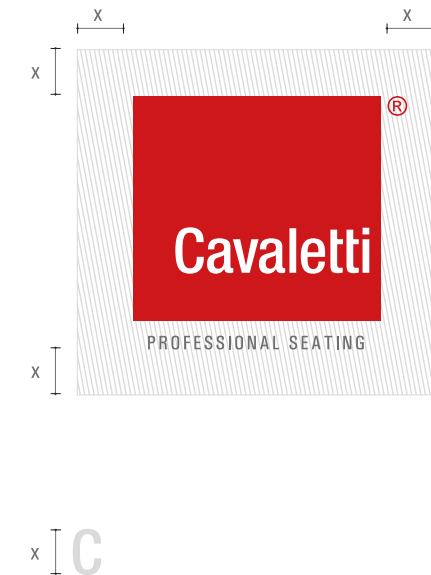
This protection area is determined by module x , which equals the height of the letter "C" of the word Cavaletti.

To obtain better results, it is advisable to use, whenever possible a greater reserve than the minimum requirement.

Ideal protection area:



Minimum protection area:

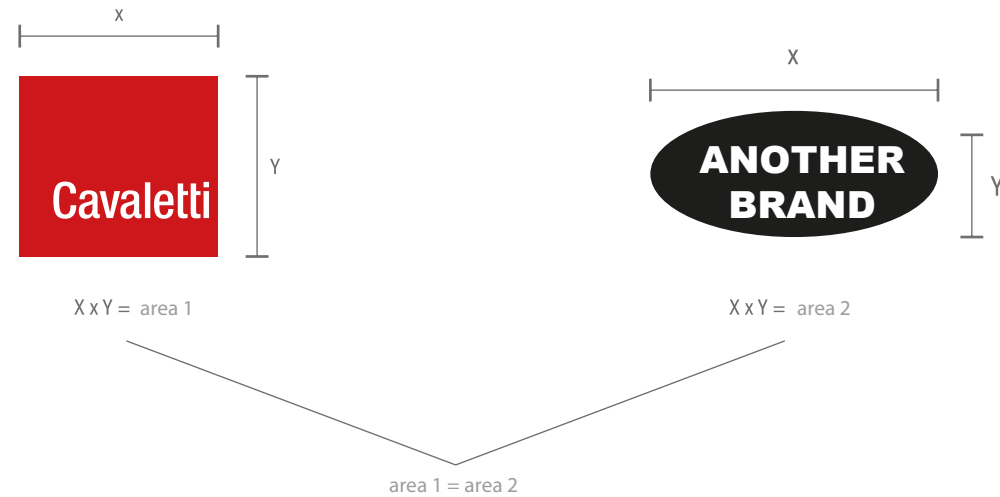


9. RELATIONSHIP BETWEEN BRANDS

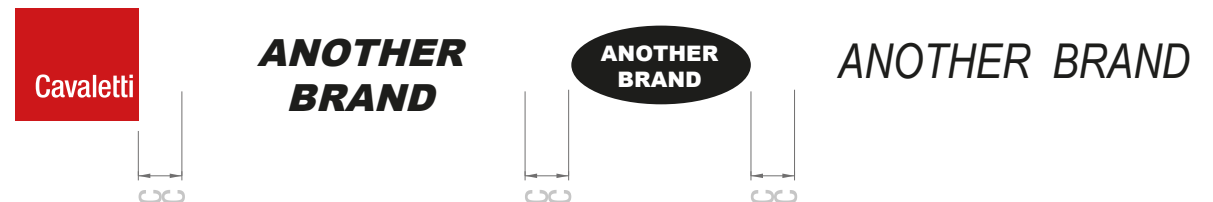
When Cavaletti takes part in ads, merchandising materials or store façades with other brands of competing companies, the brand Cavaletti is applied larger or in an area size equal to that of the other brands.

To calculate the area the base of the brand must be multiplied by the height, as per the details at the side.

The minimum distance between the brands must follow the protection area rules of the brand.



Example:



10. BRAND APPLICATION VERSIONS

PREFERRED BACKGROUNDS

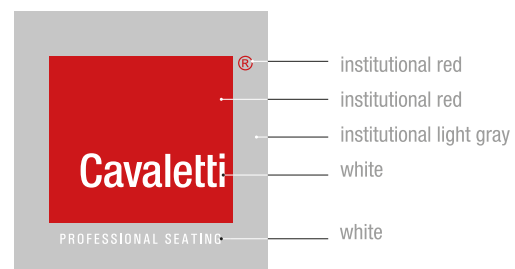
Besides the standard white background, the brand can be applied on light gray or red, as required.

In backgrounds of other colors, it must be applied in white, as per the instructions of the brand monochromatic version.

Note: Other colors can only be used with the authorization of Cavaletti.

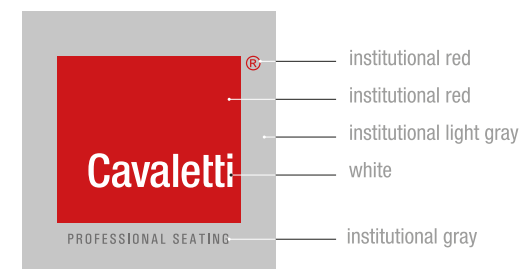
(continues)

GRAY BACKGROUND



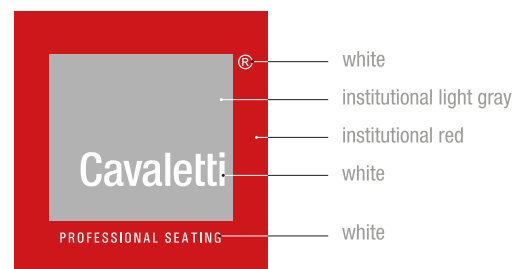
Brand in 2 colors:
1. Institutional red; 2. white

FONDO GRIS



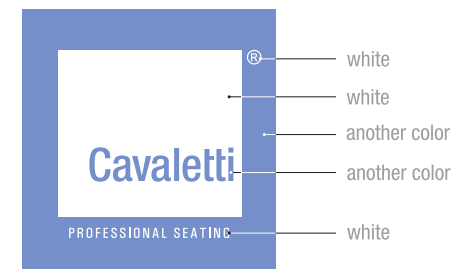
Brand in 3 colors:
1. Institutional red; 2. institutional gray, 3. white

RED BACKGROUND



Brand in two colors:
1. institutional light gray; 2. white

BACKGROUND IN ANOTHER COLOR



Brand in white
WARNING: Other colors can only be used with the express authorization of Cavaletti

10. BRAND APPLICATION VERSIONS

MONOCHROMATIC VERSION

The monochromatic application is when there is use of a single color. It must only be used when there are limitations to the number of colors available. In these cases, preference is given to the use of red or institutional gray and lastly black.

Note: Other colors can only be used with the authorization of Cavaletti.

Positive monochromatic version:

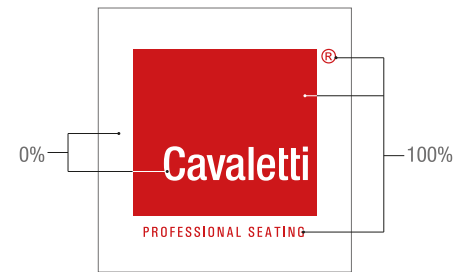
Brand in 100% of color on background 0% of color. (see at the side)

Negative monochromatic version:

Brand in 0% of color and background 100% of color. (see at the side)

(continues)

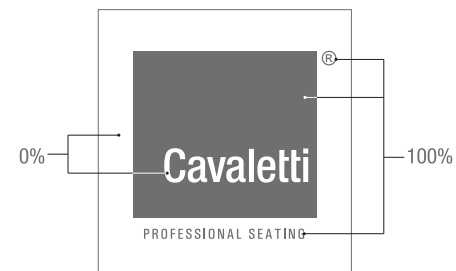
POSITIVE Version in Red
(as per chromatic standard)



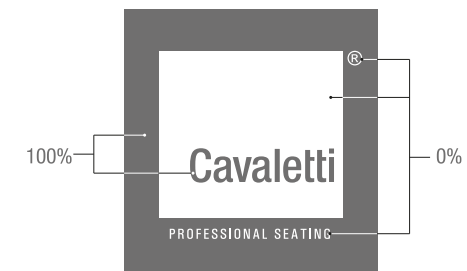
NEGATIVE Version in red
(as per chromatic standard)



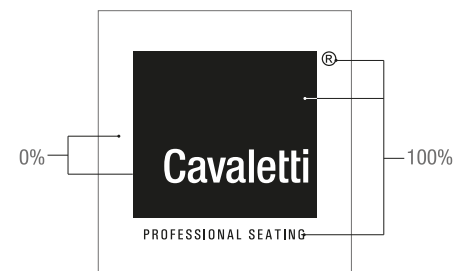
POSITIVE Version in gray
(as per chromatic standard)



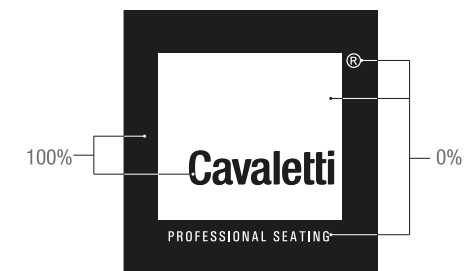
NEGATIVE Version in gray
(as per chromatic standard)



POSITIVE Version in black



NEGATIVE Version in black



10. BRAND APPLICATION VERSIONS

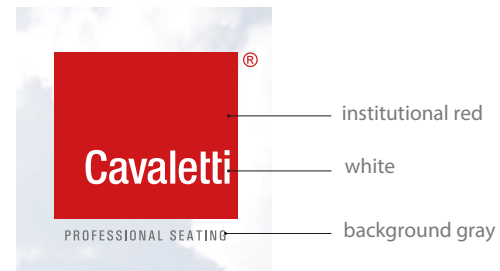
SIGNATURES WITH PHOTOGRAPHIC BACKGROUNDS

Preferably use the brand in its colored version.

Backgrounds must be avoided which, by their color or shape, generate difficulty or strangeness in viewing the brand, thus preferring backgrounds with homogeneous texture and tonalities.

The use of the standard signature must be given priority, but in cases in which the background is too dark or of a conflicting color, its application in white is preferable as per the monochromatic version. In cases in which the background is too light with conflicting color, its application in black is preferable as per the monochromatic version.

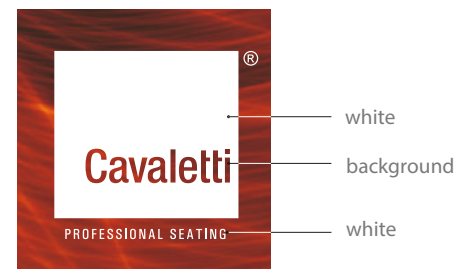
Application of brand on LIGHT BACKGROUND



Application of brand on DARK BACKGROUND



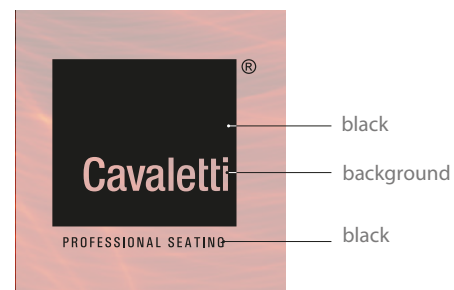
Application of brand on CONFLICTING COLOR BACKGROUND



Application of brand on VERY DARK BACKGROUND



Application of brand on LIGHT CONFLICTING COLOR BACKGROUND



11. INCORRECT USES

The brand cannot be altered. Its colors, design and proportions must always be respected.

Never redesign the brand. Always use the original final art supplied.

At the side, there are some examples of incorrect uses of the brand.

The brand colors were altered.



The brand was stretched



The brand was shrunk



The brand with outline



The decoder was increased



Text was superimposed on the brand



The logotype with outline



The logotype with altered colors



The brand was cut



The logotype with the decoder



Repositioning of elements



12. SEALS

PERMISSIONS

Whenever it is linked to products, the complete unit must be used. For other cases use the institutional unit.

For application on a color, the complete monochromatic unit or monochromatic institutional unit is used, for backgrounds which are colored or with images which have colors conflicting with the seal, use the poured monochromatic unit.

The use of the warranty seal alone is allowed. Whenever this seal is used, the surrounding comment referring to the warranty term must be legible, and the complete warranty term must be available for inquiry.

The maximum reduction of these seal units is 15mm in height.

Complete Unit



Institutional Unit



Complete Monochromatic Unit



Black Monochromatic Institutional Unit



White / Poured Monochromatic Institutional Unit



Authorized Reseller Unit



12. SEALS

PROHIBITIONS

It is forbidden to use the official ABNT seals referring to ISO 9001, ISO 14001 and ISO 18001, as well as the seals referring to Cerflor and PEFC, as they are of exclusive use of Cavaletti and must always be approved beforehand by the bodies concerned.

The use of the product certification seal issued by SENAI is of mandatory use linked to the certified product, and required evaluation to be used by third parties.



13. BRAND IN PRODUCT

When the brand is used together with the photo of a product, it must always be visible without hiding the product or part of it. It can be used both in its complete version and only the logotype, always giving preference to the complete brand.

At the side, there are some examples of correct and incorrect uses.

CORRECT

Brand at the side and above



Brand at the side



Brand above or below



INCORRECT

Brand on the product



14. PRODUCT IMAGES

When an image of Cavaletti products is used in digital media (site, email, facebook, etc.) the watermark superimposed on the image must be used.

When used in printouts, the image can be used without the watermark.

At the side, there are some examples of digital and printed uses.

DIGITAL

With watermark



PRINTED

Without watermark



15. AUTHORIZATION OF USE

Whenever using graphic, audiovisual, institutional material and images of the products, in printed and electronic media, as well as exhibitions and events or any analogous manner, the authorization of the use of image must be requested.

The material must be sent for prior approval to email midias@cavaletti.com.br, its publication being allowed only after the authorization of Cavaletti.



PROFESSIONAL SEATING

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