



#### **Visual Manual**



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1. Visual Identity



#### 1.1 Visual Identity. **Main version**

The visual identity of the campaign, Together at Work, is represented by two rectangular boxes inclined at 5° to lend it a more dynamic feel.

To create an impactful effect, we have used the font Acumin Variable Concept in a modified Wide UltraBlack format.

In order to maintain industriAll's visual identity, we have employed the same solours as used in that organisation's branding so that both brands work coherently together.





#### 1.2 Visual Identity. **Colours**



**PANTONE Reflex Blue C** 

CMYK: 100/73/0/2

RGB: 40/75/150

HEX: #284b96



**PANTONE Red 032 C** 

CMYK: 0/90/86/0

RGB: 199/54/45

HEX: #c7362d



1.3 Minimum Sizing and Proportions

5°

Minimum width 30 mm





#### 1.4 Exclusion Zone

In order to ensure the logo is impactful as possible, there should be an exclusion zone around the logo within which no other visual element appears. In the sketch below, you can see the relevant exclusion zone for the logo.





1.5 Visual Identity. **Main Version. Monochrome Black.** 





#### 1.6 Visual Identity. **Main Version. Monochrome Pantone Red 032 C**





#### 1.7 Visual Identity. **Main Version. Monochrome Pantone Reflex Blue C**





#### 1.8 Visual Identity. **Main Version. Negative Monochrome**





1.9 Visual Identity. **Main Version. Negative Pantone Red 032 C** 





### 1.10 Visual Identity. **Main Version. Negative Pantone Reflex Blue C**





2. Logo Adaptations



### 2.1 Slogan Adaptation: Organising Together at Work





### 2.2 Monochrome Slogan Adaptation: **Organising Together at Work**





# 2.3 Negative Slogan Adaptation: Organising Together at Work

**Negative Pantone Reflex Blue C** 

ORGANISING
TOGETHER
AT WORK

Negative Pantone Red 032 C





### 2.4 Slogan Adaptation: Negotiating Together at Work





### 2.5 Monochrome Slogan Adaptation: **Negotiating Together at Work**





## 2.6 Negative Slogan Adaptation: **Negotiating Together at Work**

**Negative Pantone Reflex Blue C** 

NEGOTIATING
TOGETHER
AT WORK

**Negative Pantone Red 032 C** 





### 2.7 Slogan Adaptation: Our Future Together at Work





### 2.8 Monochrome Slogan Adaptation: Our Future Together at Work





# 2.9 Negative Slogan Adaptation: Our Future Together at Work

**Negative Pantone Reflex Blue C** 

OUR FUTURE
TOGETHER

Negative Pantone Red 032 C





### 2.10 Slogan Adaptation: Women Together at Work





### 2.11 Monochrome Slogan Adaptation: **Women Together at Work**





### 2.12 Negative Slogan Adaptation: Women Together at Work

**Negative Pantone Reflex Blue C** 



**Negative Pantone Red 032 C** 





### 2.13 Slogan Adaptation: Winning Together at Work





#### 2.14 Monochrome Slogan Adaptation: Winning Together at Work





# 2.15 Negative Slogan Adaptation: Winning Together at Work

**Negative Pantone Reflex Blue C** 

Negative Pantone Red 032 C





3. Applications



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#### 3.1 Using industriAll's Logo with Affiliate Logos

All the materials produced, in their variation versions, will feature the campaign logo as the principal visual brand and will include industriAll's logo in a less prominent position. Where materials are adapted to other languages and countries, affiliates can add their own logo(s) together with industriAll's. The space taken up by affiliates' logos should be as in proportion as is possible to the size of industriAll's logo.

×		×		x
Organisation A		Organisation B		<b>industriAll</b>
 	 	·   	 	



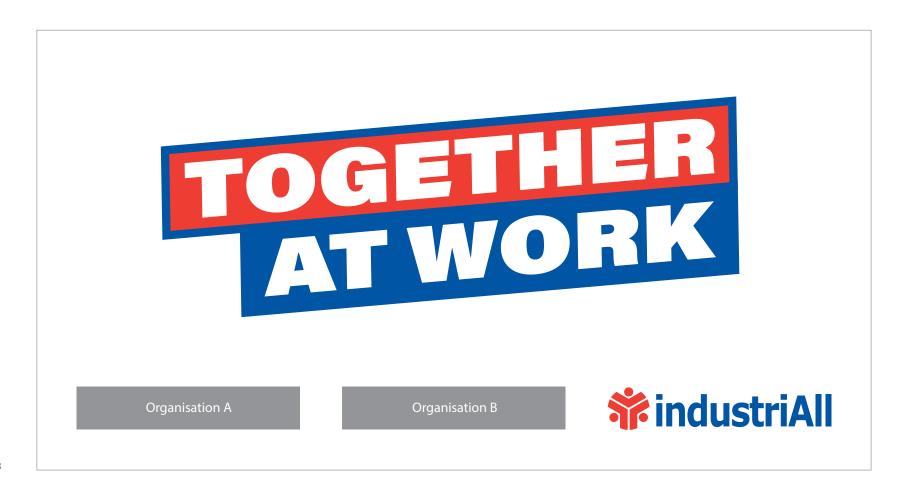
#### 3.2 Final Screen for Videos







#### 3.3 Final Screen for Videos with Several Logos



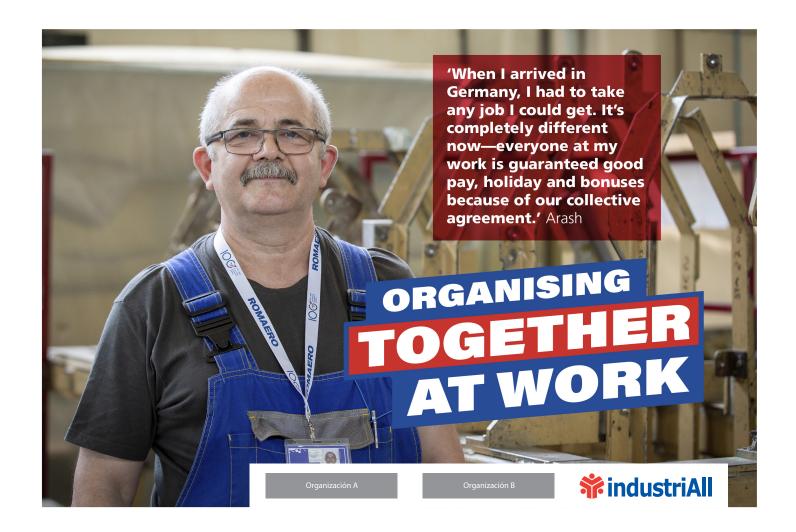


#### 3.4 Example Poster with industriAll's Logo





#### 3.5 Example Poster with Various Logos





#### 3.6 Placement of Logo in Videos

The logo should preferable be positioned in the top, righ-hand corner of the screen. Exceptionally, it can be positioned in the top left-hand corner if it would otherwise obscure the image.



