



MANUALE D'USO DEL MARCHIO
APPCADEMY

by **MORGANA**DESIGN

1.1 LOGOTIPO VERSIONE POSITIVA



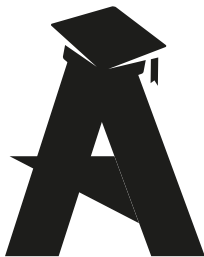
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1.2 LOGOTIPO VERSIONE NEGATIVA



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1.3 LOGOTIPO BIANCO E NERO



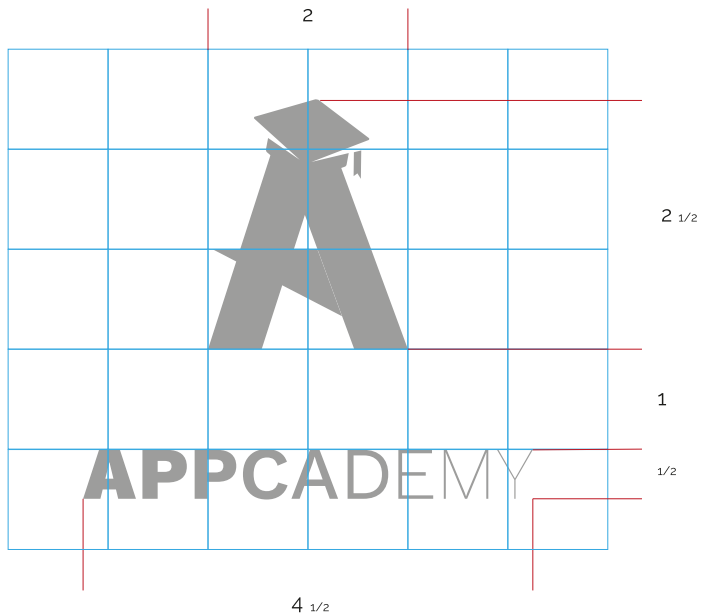
APPCADEMY

1.4 LOGOTIPO BIANCO E NERO NEGATIVO

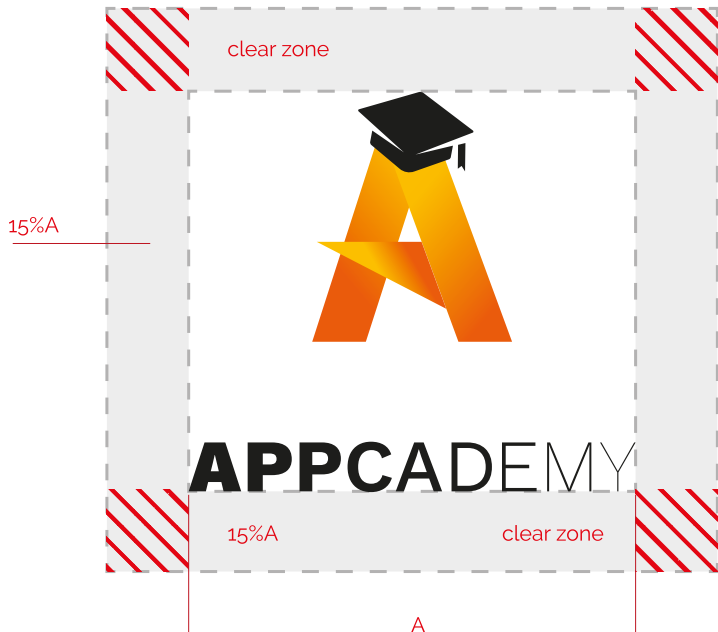


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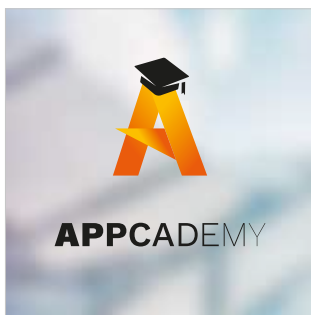
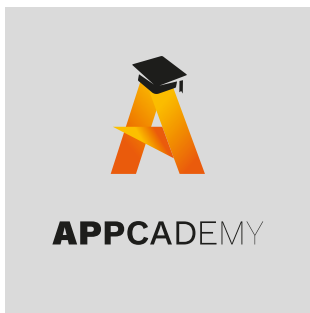
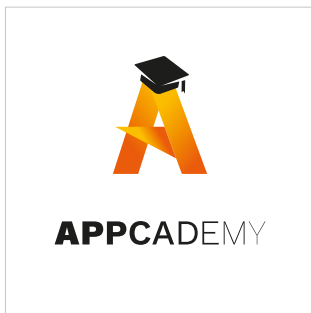
2.1 COSTRUZIONE LOGOTIPO



2.2 CLEARZONE

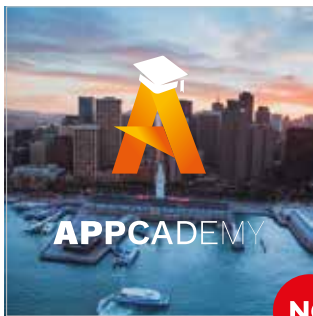
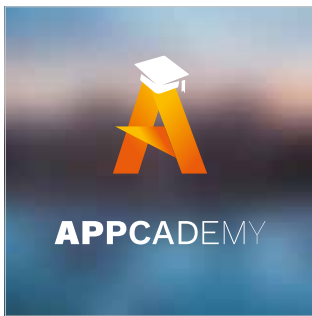
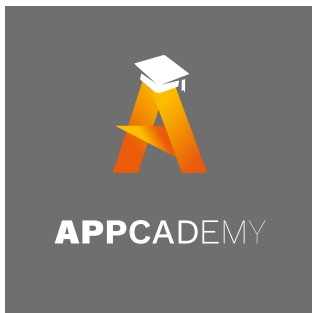


3.1 APPLICAZIONE SU FONDI CHIARI



NO

3.2 APPLICAZIONE SU FONDI SCURI



NO

4.1 PALETTE COLORI



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PRIMARI



Pantone® Black
RGB 34, 34, 33
CMYK 0, 0, 0, 100

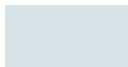


Pantone® 123 C
RGB 237, 190, 22
CMYK 0, 27, 100, 0



Pantone® 1655 C
RGB 205, 91, 28
CMYK 0, 75, 100, 0

COMPLEMENTARI



5.1 FONT



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GOOGLE FONT

Work Sans bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"£\$%&/()=?^,.-

Work Sans regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"£\$%&/()=?^,.-

Work Sans extralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"£\$%&/()=?^,.-

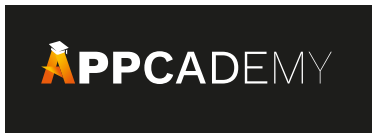
6.1 LOGOTIPO APPLICAZIONI SPECIALI - SVILUPPO ORIZZONTALE

LOGO POSITIVO A COLORI



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LOGO NEGATIVO A COLORI

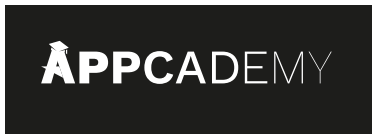


LOGO POSITIVO BIANCO E NERO



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LOGO NEGATIVO BIANCO E NERO



6.2 LOGOTIPO APPLICAZIONI SPECIALI - ICONE

ISTITUZIONALE



SOLUZIONI ALTERNATIVE

