



TOGETHER AT WORK

Visual Manual

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.

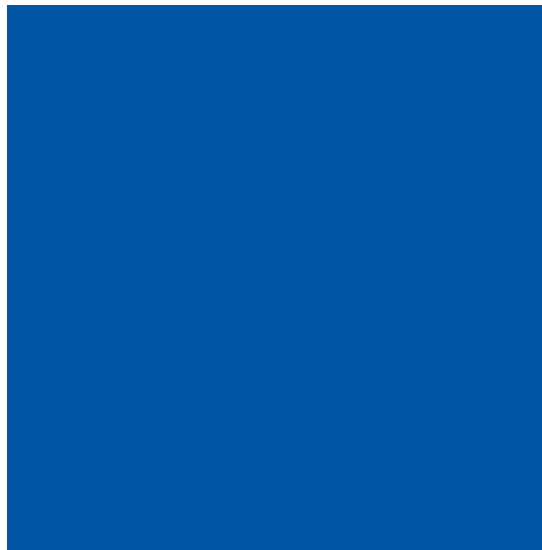
To create an impactful effect, we have used the font Acumin Variable Concept in a modified Wide UltraBlack format.

In order to maintain industriAll's visual identity, we have employed the same colours 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

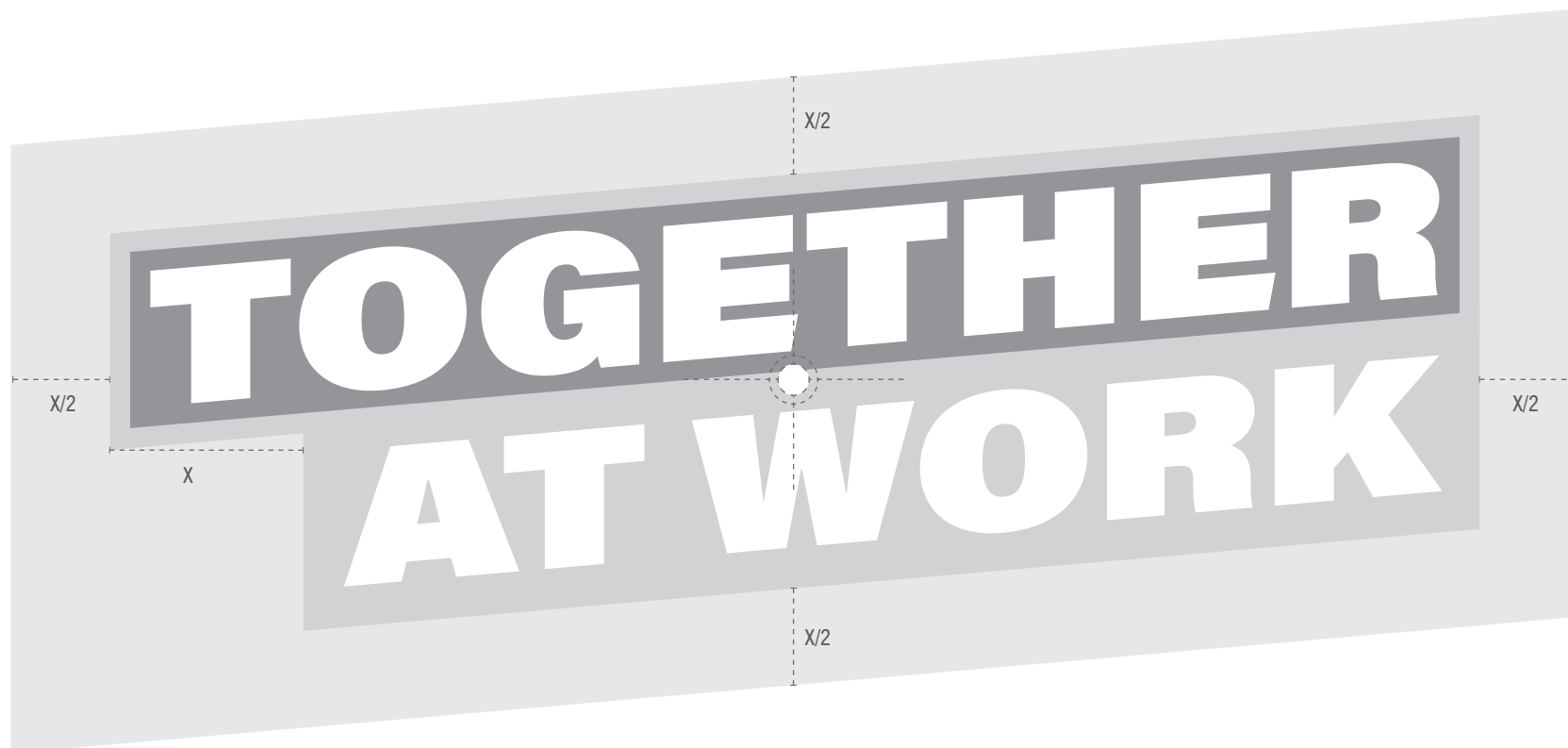


Minimum width
30 mm



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.

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1.6

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

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1.7

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

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1.8

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

**TOGETHER
AT WORK**

1.9

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

**TOGETHER
AT WORK**

1.10

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



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2. Logo Adaptations

2.1

Slogan Adaptation:
Organising Together at Work

**ORGANISING
TOGETHER
AT WORK**

2.2

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

**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

**ORGANISING
TOGETHER
AT WORK**

2.4

Slogan Adaptation:
Negotiating Together at Work

**NEGOTIATING
TOGETHER
AT WORK**

2.5

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

**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

**NEGOTIATING
TOGETHER
AT WORK**

2.7

Slogan Adaptation:
Our Future Together at Work

**OUR FUTURE
TOGETHER
AT WORK**

2.8

Monochrome Slogan Adaptation: **Our Future Together at Work**

**OUR FUTURE
TOGETHER
AT WORK**

2.9

Negative Slogan Adaptation: **Our Future Together at Work**

Negative Pantone Reflex Blue C

**OUR FUTURE
TOGETHER
AT WORK**

Negative Pantone Red 032 C

**OUR FUTURE
TOGETHER
AT WORK**

2.10

Slogan Adaptation:
Women Together at Work



**WOMEN
TOGETHER
AT WORK**

The graphic consists of three horizontal bars with a slight upward tilt from left to right. The top bar is blue with the word 'WOMEN' in white. The middle bar is red with the word 'TOGETHER' in white. The bottom bar is blue with the words 'AT WORK' in white. All text is in a bold, sans-serif font.

2.11

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

**WOMEN
TOGETHER
AT WORK**

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

Negative Pantone Reflex Blue C

**WOMEN
TOGETHER
AT WORK**

Negative Pantone Red 032 C

**WOMEN
TOGETHER
AT WORK**

2.13

Slogan Adaptation:
Winning Together at Work

**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

**WINNING
TOGETHER
AT WORK**

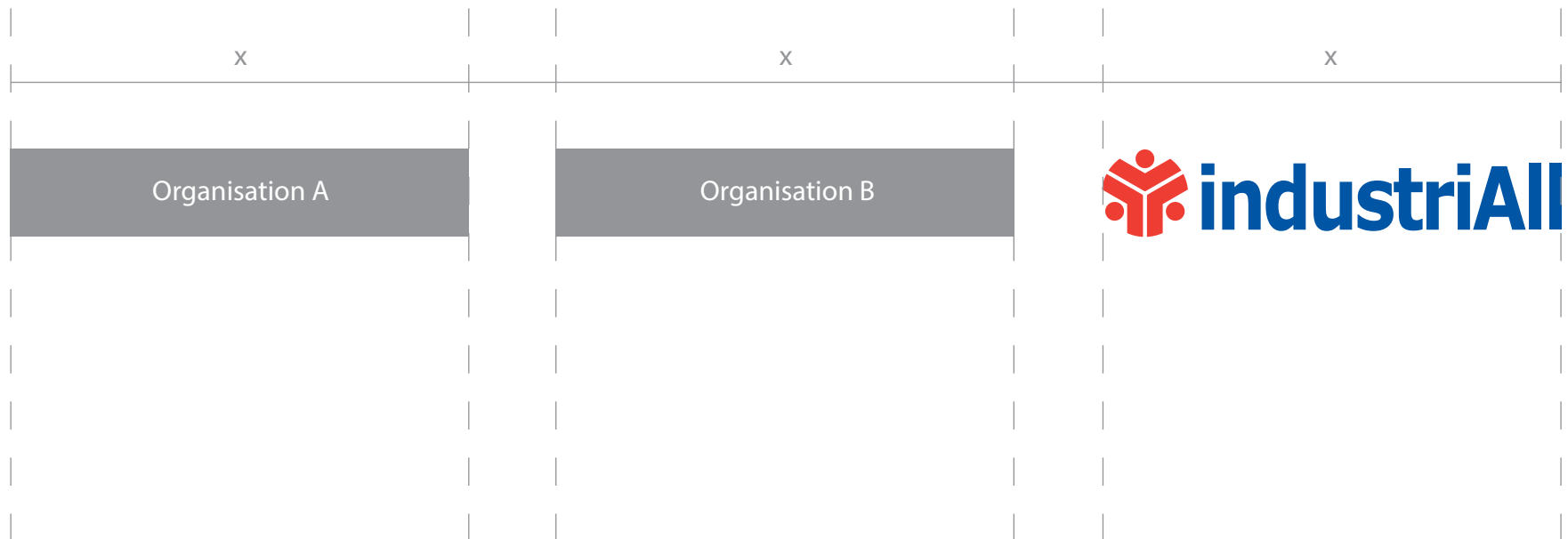
Negative Pantone Red 032 C

**WINNING
TOGETHER
AT WORK**

3. Applications

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.



3.2 Final Screen for Videos

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AT WORK**



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 preferably be positioned in the top, right-hand corner of the screen. Exceptionally, it can be positioned in the top left-hand corner if it would otherwise obscure the image.





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www.industriall-europe.eu