

Ferrari growtech

uses and guidelines

BRAND MANUAL

Ferrari Costruzioni Meccaniche Srl

Logotype and identity are designed by

 capsule

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01



logo e limiti







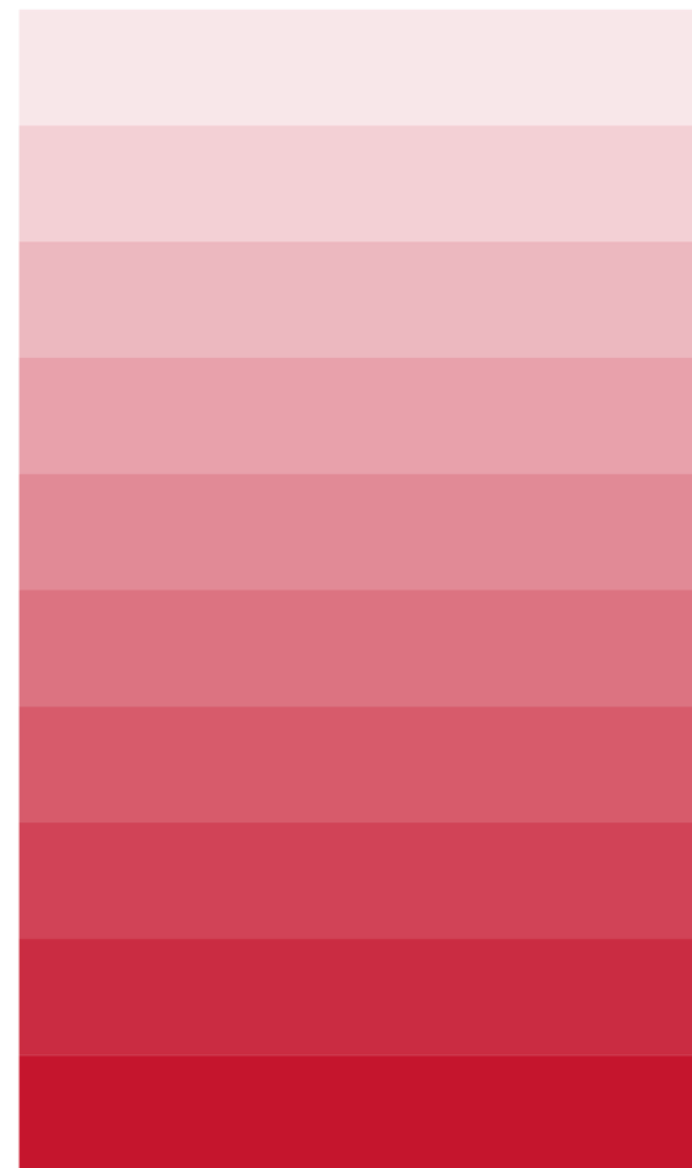




02



colori brand



RAL 3028

CMYK

C16% M100% Y81% K5%

RGB

R197 G21 B45

WEB

#c5152d



RAL 5026

CMYK

C99% M79% Y40% K38%

RGB

R22 G49 B81

WEB

#163151



RAL 7016

CMYK

C72% M58% Y52% K55%

RGB

R56 G62 B66

WEB

#383e42

03



font

UMPOUA

Regular (ferrari)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

ORKNEY

Regular (tagline)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

04 esempi di resa





05



usi scorretti

▶ Stretch



▶ Errata corrispondenza colore





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